

The Billboard

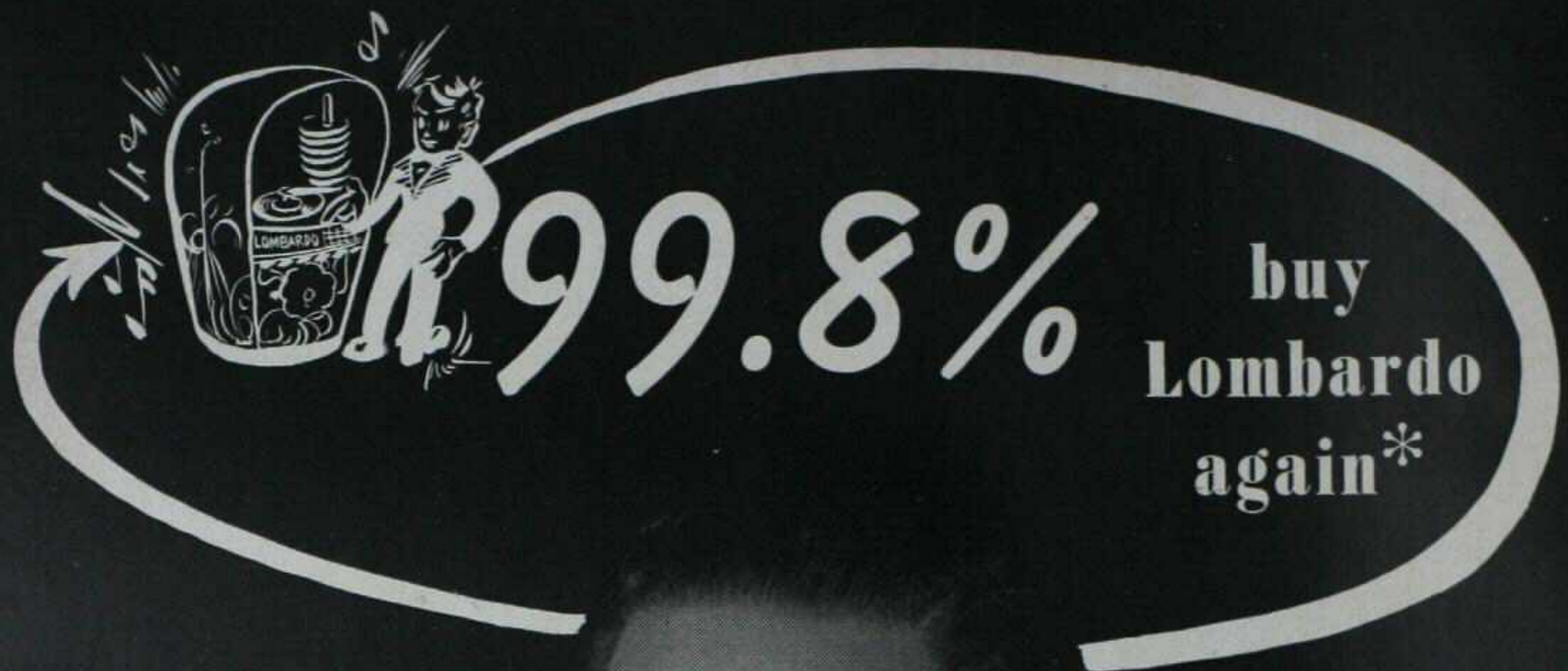


THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JANUARY 22, 1949



Among those present at the annual trade show and convention of Coin Machine Industries, Inc., this week is chirp Fran Warren, currently being given the build-up treatment by RCA Victor. Fran, who has been around with a number of bands, most recent with Claude Thornhill, has "Why Is It?" backed by "Joe" getting quite a wax whirl as her first single release on the Victor label. The William Morris Agency is booking la Warren, with NBC said to be interested in joining the campaign. Personal manager is Barbara Bell.



*"The Sweetest Music
this side of Heaven"*

Guy
LOMBARDO
and His Royal Canadians
Latest DECCA Releases
DOWN BY THE STATION
backed by
SWEET GEORGIA BROWN
—●— *Decca 24555*
RED ROSES FOR BLUE LADIES
backed by
EVERYWHERE YOU GO
—●— *Decca 24549*
THE BIRTH OF THE BLUES
backed by
STORMY WEATHER *Decca 24531*

* the other .2%
will when they get
another nickel!

Currently **ROOSEVELT HOTEL** NEW YORK

FEM GAZERS TAKE OVER TV

Big New Fair Set at Ottawa; Plenty of Acts

Makes Bow May 30

OTTAWA, Jan. 15.—A new annual of major proportions will be staged here May 30 thru June 4 by the Central Canada Exhibition Association (CCEA). H. H. McElroy, general manager, announced this week, following approval by the board of directors. The new event, which will be billed as a spring fair, will be geared to approach in magnitude the famed Fall Exhibition which in the Dominion is second only to the Canadian National Exhibition (CNE), Toronto, in size.

Heavy emphasis will be placed on entertainment to assure the success of the initial try, McElroy said. Pat- (See New Annual on page 33)

One Big Union? They Want It, But Can't Agree

NEW YORK, Jan. 15.—The first of a series of merger meetings aimed at forming one big union for all performers ended in disagreement between the exponents of two different plans this week.

The American Federation of Radio Artists (AFRA), together with the (See One Big Union on page 24)

New ASCAP Consent Decree Due?

U.S. May Open Way to Collect Fees for Pix

Suit Brings Disclosure

NEW YORK, Jan. 15.—The American Society of Composers, Authors and Publishers' (ASCAP) toppers, many of whom feel that the society's most feasible solution of the Leibell decision and its troubles may lie in an amendment of the Consent Decree of 1941, learned yesterday (14) that the government is now considering such a course.

The news came out of the dismissal by Federal Judge H. W. Goddard, of an application by Abner Greenberg, lawyer and writer-member of ASCAP, asking that the Consent Decree be amended so that the "due weight" provision be eliminated. (The clause stipulates that member votes in the election of board officials be (New ASCAP Consent on page 17)

MRS. W. H. DONALDSON

April 17, 1864 ----- January 12, 1949

Trib's Barnes Is No. 1 In Stem Seers Race at Three-Quarter Mark; Coleman No. 2

BB Tab Scores It That Way—Here's Why

NEW YORK, Jan. 15.—With less than four months to go in the annual Stem race for critical legit accuracy honors (*The Billboard* clocks a legit season from May 1 to the following April 30), a check-up of the current form of the New York drama pundits is in order. As of Saturday (8) a pre-ho e-stretch tabulation shows *The Herald Tribune's* aisle expert, Howard Barnes,

leading the field with an average of 85.2 per cent, a two-point lead over the current second-placer, Robert Coleman (*Mirror*). This is a terrific switch from last year's finish, when Barnes broke the tape in sixth slot and Coleman wound up third.

Last Saturday set a mark-up of 43 production arrivals on the Stem, not counting those with fixed or limited (See *Trib's Barnes* on page 28)

Hooper Finds Distaff Oglers Now Dominate

Reason: Fewer Sports Shows

NEW YORK, Jan. 15.—Women's interest in television programs is increasing consistently, and has been since the middle of 1948, according to data gathered by C. E. Hooper, Inc. In the spring of '48, men outnumbered women as viewers in homes. The reverse is now true.

Three typical examples of the audience composition of leading TV shows show a parallel gain. In June, *Amateur Hour* had 1.71 average women viewers and 1.79 men. For December the figures are 2.4 (women) and 2.04 (See *Fem Gazers* in *Tele* on page 10)

Congress Gets Bill To Repeal 20% Gate Tax

WASHINGTON, Jan. 15.—The first sign that Congress has perked up its ears at the willingness of Secretary of the Treasury John Snyder to discuss the possibility of the government's getting out of the excise field, came this week as Rep. R. R. Havenner (D. Calif.) introduced a measure for complete repeal of the 20 per cent federal tax on admissions and cabarets.

Havenner explained that his bill (See *Congress Gets* on page 24)

**2 Acts in 2 Rooms
Of Same Club Go
On 2 TV's, 2 B.R.'s**

DETROIT, Jan. 15.—Club Bali probably will be the first cafe to tie in with two different television stations, each presenting one of the club's featured attractions for a different sponsor.

George Scotti, pantomimist, who has been at the Bali for two years as featured attraction, will work for the Packard Motor Company on WWJ-TV, where he has had a sustaining show for several months.

The Leonard Stanley Trio, featured in the Zebra Room, upstairs room of the Bali (which is the only place in town offering entertainment in two rooms) will open on WJBK-TV February 15, under Cadillac sponsorship.

The unique angle is that the performers, competing for a following in the same night club, will be under opposition sponsors in the better car field.

The situation was engineered largely by Eddie Marx, manager of the Bali and a former publisher of *Detroit Nite Life*. The promotional angle for the club is that car dealers in both sponsor groups will be carrying window cards and otherwise plugging their sponsored artists on video—and prominently mentioning the Club Bali connection, of course.

Proposish Aired For Radio-Video 'Academy Award'

NEW YORK, Jan. 15.—A proposal which could conceivably lead to a radio counterpart of the motion picture industry's Academy Award system was presented to the New York Radio and Television Critics' Circle (RTCC) this week by the Radio Executives Club (REC). The Circle will discuss the proposition at its forthcoming February meeting.

As outlined by Carl Haverlin, REC president, the Circle would make annual nominations in radio and video, on virtually any basis it felt warranted—either to a program or programs, or to outstanding figures in either field. These nominations would then be voted on by the 800 REC members, who, together represent a cross-section of radio-TV, both in New York and elsewhere. This is a parallel to the industry-wide voting system used by the Hollywood academy.

The REC proposish was made after this week's meeting at which the (See *Proposish Aired* on page 10)

Outdoor Field, Too, Cops Seat For Inaugurat'n

WASHINGTON, Jan. 15.—In addition to the great line-up of indoor talent skedded to appear (*The Billboard*, January 15), outdoor show business will be well represented at President Truman's inaugural ceremonies, which open Monday (17) and run thru Thursday (20).

A contract to furnish a fireworks display Wednesday and Thursday night (19-20) was signed this week by the Thearle-Duffield Fireworks Company, Chicago, and previously, Melvin Hildreth, general chairman of the inauguration ceremonies and past president of the Circus Fans' Association, announced the Cole Bros.' Circus calliope would be in the inauguration day procession Wednesday (19). Too, officials said 15,000 of the anticipated spectators will sit on bleacher seats borrowed from Ringling Bros. and Barnum & Bailey.

"This will mark the first time in years that fireworks have been used (See *Truman Opry* on page 33)

Showbiz All Out at Inaugural

Even Big Top Gets Into Act, Lending Seats

Orks, Stars, TV All Help

WASHINGTON, Jan. 15.—Next week's mammoth inaugural celebration is show business from start to finish, encompassing every aspect and angle of the entertainment world from the piano-thumping President Harry Truman and his vocalizing daughter, Margaret, on thru the ranks of stage, screen, radio, television, concert hall, night clubs and circuses.

Under the guiding hand of the country's No. 1 circus fan, inaugural committee Chairman Melvin D. Hildreth, the list of the entertainment world's contributions to the inauguration has reached a point unparalleled in Washington history.

Circus Seats

Everything requested from show business by Hildreth has been promptly forthcoming, including such heterogeneous items as thousands of bleacher seats from Ringling Bros., blanket music clearances from the (See Showbiz All Out on page 21)

Rube Yocum Granted Patent On Translucent Ice Rink

PHILADELPHIA, Jan. 15.—Rube J. Yocum, of Lamb and Yocum, who have had their ice revue at the Ben Franklin Hotel here for the last six years without a break, has been granted basic patent No. 2457619 on a translucent ice rink.

The new rink, Yocum claims, permits vari-colored lights to be played upon the performers from under the surface of the ice, thus producing color and flash not attained in the average ice rink. The illuminated ice will be available to any size rink, Yocum says.

Yocum built and designed one of the first direct-expansion portable ice rinks which aided in making tank icers popular.

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NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
A LITTLE BIRD TOLD ME
 - No. 1 Sheet Music Seller
BUTTONS AND BOWS
 - No. 1 Most Played on Disk Jockey Shows
A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514
 - No. 1 Disk via Dealer Sales
A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514
 - No. 1 Disk in the Nation's Juke Boxes
A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514
 - No. 1 Most Played Juke Box Folk Record
I LOVE YOU SO MUCH IT HURTS, J. Wakely and Cowboy Band, Capitol 15243
 - No. 1 Best Selling Retail Folk Record
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
 - No. 1 Most Played Juke Box Race Record
BEWILDERED, Red Miller Trio, Bullet 295
 - No. 1 Best Selling Retail Race Record
CHICKEN SHACK BOOGIE, A. Milburn, Aladdin 3014
 - 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 28 to 50 in Juke Box Supplement.

BILLBOARD BACKSTAGE

About the "Look-What-I-Can Do-With-My-Typewriter" Guys

By Joe Csida

This is about reporters. Like every other racket, newspapering has a flock of good guys and a handful of what the music boys like to call schmoe types. Jack Gould, of the Times; Joe Kaselow, of the Trib, and our own Paul Ackerman, to name just a few, work their feet flat to learn all the facts, then think about what they're going to write and invariably turn out an objective, honest hunk of reporting.

Then there is the other type, part of the handful. These guys would rather turn a neat phrase than be factually correct. They are so overwhelmed by their ability to put a series of words together to make a sentence that they lose sight completely of such unimportant elements as truth and accuracy. The official introduction recently of the Columbia 33 1/3-r.p.m. seven-incher and RCA Victor's 45-r.p.m. player and record proved a Bacchanalian revel day for

a couple of these clever writers. By sheer coincidence the two best examples we found were staff members of *The New York Post*. (Let us hasten to insert that *The Post* has a lot of good men, including our alumnus, Paul Denis, a conscientious, hard-working newspaperman.) On Tuesday (11) a *Post* reporter named Loy Warwick did a piece on the new records. The lead was typically clever: "Seething optimism among manufacturers of suicide nets and popular-priced straight-jackets (sic!) was traced today to the disturbing circumstance that in the near future any sincere phonograph record collector will have to own no less than three different types of turntables." And having thus demonstrated the cute things Warwick can do with his little Remington, he (or she—we can't tell by the name) goes on to say: "... A man with a 78 (machine) at home (See *Billboard Backstage* on page 21)

Tax Planning . . . No. 5 in a Series:

Lose Dough on Your Car, Farm Or Circus? May Be Deductible

By Lewis C. Lebish

New York CPA and Attorney

In this final article the writer discusses special situations which affect income tax returns, as well as certain important recent happenings in show business which have a tax angle.

I have tried to impress the reader with the importance of getting advice before entering into any major ventures. However, there are also situations that arise every day that you would not consider a major problem. In some instances you may find that it would have been worth your while to consult someone before doing something that you thought was the sensible thing to do.

Let me give you an example of what happens when you liquidate a corporation and the corporation has assets. If the corporation sells these assets and realizes income, the income from the sale of these assets is taxable to the corporation. If it then distributes the cash realized to the stockholders, the stockholders then have to pay a tax on the difference between their original investment

and the amount of cash realized on the liquidation of assets. In this manner two taxes are paid. For tax savings the procedure should have been to distribute the assets in kind proportionately to the stockholders, and let the stockholders sell the assets themselves, thereby avoiding one tax. The only tax then to be paid would be the tax on the difference between the stockholders' original investment and the cash realized on the sale of the assets.

There is another situation that crops up quite frequently which has to do with the sale of personal items. If you sell your automobile, or a ring, or your home, etc., the gain on the sale is taxed as a capital gain. If there is a loss it is considered a personal loss which is not deductible.

Business Property

Sometimes some of the items you own which are personal in nature, such as a car or home, may be considered business property. For example, a musician may own a home

Jan. 31 Deadline; Band Leaders, Note!

There are several very important tax matters which must be attended to before January 31. This is the date for the fourth quarterly return of Social Security and withholding taxes. This is also the due date for the filing of withholding statements for each employee. These Form W-2's must be prepared in triplicate and one copy is filed with the government and the other two must be mailed to the employees.

In addition to the filing of the W-2 statements for each employee with the government, a summary statement must be prepared showing the total amount of income taxes withheld and paid to the government each quarter during the year. This total of withholding taxes must agree with the total withholding taxes shown on the W-2's filed for each employee.

There is one other tax return that must be filed by January 31. This is the Federal unemployment insurance return which taxes the employer for 3 per cent of his total pay roll for the year. There is allowed as a credit against this 3 per cent tax the amounts paid in to the State Unemployment Insurance Fund. The balance of tax does not have to be paid in a lump sum, but can be paid in quarterly installments.

In view of the fact that most band leaders are not considered employers for New York State unemployment insurance purposes, band leaders whose headquarters are in New York will undoubtedly have to pay the full 3 per cent tax without any credit for State unemployment taxes paid, due to the fact that they pay nothing into the State unemployment fund during the year.

Mr. Lebish has repeatedly warned his clients in the band business to deposit the income taxes withheld from their sidemen each week, and also 1 per cent Social Security tax that they collect. In addition he requests that they deposit the 1 per cent employers' liability for Social Security and the 3 per cent for Federal unemployment insurance. As an example, if the total sidemen's salaries for the week amount to \$2,000, the 1 per cent Social Security collected from the employees would amount to \$20. The band leader would deposit five times that amount, or \$100, which is the full liability for pay roll taxes that week.

Many band leaders are going to be caught short by the Federal unemployment insurance tax liability, because in many cases no provision was made during the year for this payment.

Not everyone is subject to Federal unemployment insurance. To be subject, you must have employed eight or more people during 15 days in 15 separate weeks during the calendar year. Therefore, five or six-piece bands will escape liability unless there were other persons employed, such as managers, valets, etc.

Your financial income tax return is due on or before March 15 for the calendar year 1948. Start collecting the necessary data now.

in California as well as New York. However, for business reasons he has been on the Coast for several years. He rented his New York home during the period on the Coast. This house (See *Tax Planning* on page 30)

AFRA TO SWING T-H CLUB?

May Ask FCC To Kill Outlets Which "Stall"

WATL Statement Cited

NEW YORK, Jan. 15.—An entirely new device to combat so-called collective bargaining stalling tactics of management—that of taking action to revoke the license of the station thru the Federal Communications Commission (FCC)—is being considered by the American Federation of Radio Artists (AFRA) braintrust. The situation was brought to a head by the current AFRA strike against WATL, Atlanta, in which the union claims it has been getting a horsing around from management for months. The AFRA approach is that WATL is violating the Taft-Hartley Act in its refusal to bargain with the union. Such a violation, it feels, should bring about discipline by the FCC.

Coy Is Sounded Out

George Heller, national executive secretary of the union, and Frank Reel, his assistant, spent Wednesday (12) in conference with Wayne Coy, chairman of the FCC, to discover what the attitude of the government body might be if such charges were filed. It is understood Coy said that the FCC would consider any charges filed. However, it is said he made it clear that the union would not be allowed to start action and then withdraw from the case if a settlement were achieved. To do so would leave the FCC open to charges it was used by the union as a lever to force the station to accede to the labor org's demands. The FCC feels that no government agency should be placed in such a light.

In any event, it would entail considerable expense by both management and labor and its far-reaching consequences might conceivably include revocation of the station's license should AFRA file charges and they be upheld. The union is mulling its decision.

available by March 6, when Steel's cycle runs out on ABC, but Sterling's contract is said to run thru April 17. Possibility exists that if NBC attempts to move Sterling out prematurely to make room for Steel, the former may drop *Merry-Go-Round* and *Album of Familiar Music*, which follows it, in line with a recently expressed desire to move from AM to video.

CBS, which has tried for Steel every period in recent years, is readying another attempt. This one is based on the opening left by the loss of the *Harvester* show. CBS is offering Steel the 10 to 11 p.m. slot Wednesday, currently filled by sustainers, with the promise that the old *Harvest* period just preceding will be filled by a 20-plus rated show. This, it is hinted broadly, will be the Bing Crosby program, also currently an ABC feature.

ABC "Unworried"

ABC execs profess to be unconcerned about the NBC threat, pointing to the Hoopers being scored by their *Stop the Music* and Walter Winchell in the time offered by NBC. Other factors are Steel's known long-felt desire to get on NBC, and that web's equally lengthy refusal to take the show, on the basis of no time avail- (See CBS-NBC Feud on page 10)

How About Mint?

NEW YORK, Jan. 15.—The story around town this week was that the Columbia Broadcasting System (CBS) is trying to buy out the Bureau of Internal Revenue on a capital gains deal. It couldn't be confirmed.

Gen. Mills, P.&G. Two Top ABC BR's, Third Year

NEW YORK, Jan. 15.—For the third consecutive year, General Mills and Procter & Gamble were the top two advertisers, in terms of dollar billings, over the American Broadcasting Company (ABC) in 1948. The web hit a final gross of \$44,303,376 for its all-time high, bettering its previous record of 1947, \$43,548,057. The General Mills gross billing on ABC was \$4,666,348—well above Procter & Gamble's \$2,879,348. Others in the ABC "top 10" were Philco, Swift, Sterling Drug, Quaker Oats, Libby McNeill & Libby, Toni, Westinghouse and United States Steel. Two other bankrollers placed billings over the million mark with the web, Kellogg and the Texas Company.

Seven sponsors were over the million mark in 1948 on Mutual Broadcasting System (MBS). Following the Ralston Purina Company (\$1,407,855) were Philip Morris, Bayuk Cigars, Miles Laboratories, Carter Products, Serutan and General Motors. Top agency on the web was Cecil & Presbrey, with \$2,049,850 for three programs, *Queen for a Day*, *Twenty Questions* and *Heart's Desire*. Nine other agencies were in the magic million circle.

Swezey Follows Weber as Veepee At WDSU, N. O.

NEW YORK, Jan. 15.—Bob Swezey, who recently resigned as vice-president and general manager of the Mutual Broadcasting System (MBS) will become vice-president of WDSU and WDSU-TV, New Orleans, February 1. He will succeed Fred Weber in that post, Weber having resigned after having sold his minority interest three months ago in the sale of the New Orleans property. WDSU recently put its TV adjunct on the air.

There is a touch of irony in Swezey's moving to New Orleans, for in so doing, he becomes the second MBS general manager to join WDSU. Weber, himself a one-time general manager of Mutual, was a pivotal figure in putting that network together in its early days. Weber told *The Billboard* last week that he plans to re-invest in some other radio-TV interests.

Truman Speaks At NAB Confab?

NEW YORK, Jan. 15.—There's a strong likelihood that President Truman may be the No. 1 speaker at the forthcoming convention of the National Association of Broadcasters (NAB) convention, it was authoritatively reported this week. No definite assurance, or refusal, has been given the association as yet. The annual confab is scheduled for April in Chicago.

Another possibility may be Gen. Dwight Eisenhower, now president of Columbia University.

That Program Feud: CBS Loses 2, 1 to NBC; Both Nets Gang on ABC as War Spreads

NEW YORK, Jan. 15.—The competitive network radio picture this week continued to fluctuate nervously, highlighted by the loss of two shows by the Columbia Broadcasting System (CBS), the network which

NEW YORK, Jan. 15.—Philip Morris Cigarettes has decided to shift Horace Heidt back to his NBC Sunday 10:30 time, it was reported here without confirmation this week. The poor showing made Hooperwise against Jack Benny is given as the reason. While the ciggie company is said to have an option on the time the Heidt program formerly occupied, the sponsor is also reported close to a five-time-a-week daytime deal, with Morey Amsterdam on CBS.

Another unverified report had Coca-Cola considering canceling Spike Jones on Sunday nights on CBS, to replace him with Edgar Bergen. This would not be under the now dropped coke-Bergen capital gains deal, but is predicated on the belief that CBS will buy Bergen's program via capital gains and then sell Bergen to Coca-Cola. The latter this week canceled the Percy Faith-Jane Froman show on CBS.

started the recent fireworks. Coca-Cola canceled its *Pause That Refreshes* show on Fridays, effective February 11; the program recently was switched from Sundays to 10:30

Fridays, in a time swap with coke's Spike Jones. International Harvester quietly folded its threshers and will return to National Broadcasting Company (NBC) in the spring.

Harvester's *Harvest of Stars* show had jumped from its old back-to-back position with the RCA Victor show, Sunday on NBC, to move to the 9:30 p.m. Wednesday period on CBS. However, NBC's *Mr. District Attorney*, on the same hour, claimed another victim in the battle of the Hoopers. *Harvest*, which had averaged a Hoopering of about 11 on NBC, ran at about the 5 level on CBS, so the grim reaper outfit decided to move back. On April 3, *Harvest* returns to Sundays on NBC, back-to-back with RCA Victor, the latter leading off by switching to 5 p.m.

Both CBS and NBC took time out from their swings at each other to gang up on American Broadcasting Company (ABC). Object of their blandishments was the U. S. Steel *Theater Guild* full-hour plum. NBC, in full pursuit offered the 8:30 to 9:30 p.m. Sunday time, the first half of which now is filled by a sustainer, and the latter portion by Sterling Drugs' *Manhattan Merry-Go-Round*. NBC has said the time would be

"Stop Music" Suit Settled for 4½G

NEW YORK, Jan. 15.—The \$100,000 breach of contract suit filed recently by ork leader Blue Barron against Mark Goodson, producer of *Stop the Music*, was settled out of court this week. Settlement was for \$4,500.

Barron had claimed that he was due a partnership interest in the successful musical quiz show, since his orchestra had participated in auditions of a previous Goodson program, *Mystery Melodies*.

Fly, Fitts and Shubruk represented Barron; Mendes and Mount were counsel for Goodson. Trial was to have begun Wednesday (12).

Morgan, NBC Ponder Pkg.

NEW YORK, Jan. 15.—National Broadcasting Company (NBC) is trying to work out a new comedy program format to star Henry Morgan, currently off the air. A terrific pitch in Morgan's behalf is said to have been made by Fred Allen, with the network now really hot for Morgan in an NBC-owned package.

The web is determined, it is said, to use Morgan only in a new format, on the theory that the style he's used in his previous half-hour sessions hasn't proved commercially sound. NBC isn't at all clear where to spot Morgan if a deal is worked out. *Who Said That?* is clicking too well, the web feels, to be moved out of the 10:30 Sunday night spot, which means that the new Dean Martin-Jerry Lewis show will probably go to 8:30. That leaves only the 10:30 p.m. Monday time open, and NBC is content with its package, *Radio City Playhouse*, in this spot, show currently getting a 10 Hoopering.

Book Pubber Wise, ABC Ink Jordan Pact

NEW YORK, Jan. 15.—Book publisher William Wise signed late this week with the American Broadcasting Company (ABC) to bankroll the Jane Jordan domestic science program over 120 of the web's stations, starting January 24. The program, which is owned by Wise, has been airing for about a year on numerous stations thruout the country on a spot sales basis, with WOR as a New York outlet. The latter's show tentatively is skedded to continue, even tho WJZ also will air the program, which features home economist Jane Jordan, with announcer Sidney Walton.

The program will be placed in the 11:15 a.m. slot across the board and will plug mail orders of Wise books. The business was placed thru the Thwing & Altman Agency.

'Winner' May Return As Half-Hr. Package

NEW YORK, Jan. 15.—Winner *Take All*, the Columbia Broadcasting System (CBS) sustainer which was withdrawn from the air several weeks ago, has five sponsors hot on its trail. The program may be sold as either a five times a week half-hour daytime package or a weekly nighttime show which would have two sponsors paying the freight for two back-to-back quarter hours.

Winner is also a CBS-TV package on Wednesday evenings.

Even Tho BMB's Shy 100G 1949 Study Definitely Set

NEW YORK, Jan. 17. — Hugh Feltis, president of the Broadcast Measurement Bureau (BMB), will take to the road this week in an effort to line up at least 100 more stations as members of the bureau and as participants in the BMB's 1949 study, to get under way in March. BMB is short \$100,000 of the necessary funds to enable its continued operation, and the 100 plus stations Feltis is shooting at represents that difference. BMB has 802 members, including the four networks and their owned stations, this total representing around \$900,000 in pledges or actually paid in cash. But irrespective of whether Feltis is successful, the 1949 survey will be made.

Feltis is understood, however, to have obtained BMB board approval to an alternative plan of operations should an insufficient number of stations come in. This would be to give up BMB's present headquarters, reduce the staff and direct all funds toward publication of the BMB reports exclusively, eliminating the many current services available.

Feltis's sales trip climaxed a hectic week for the tripartite measurement organization. Other developments included the departure of John Churchill as research boss for BMB, with Kenneth (Doc) Baker, research head of the National Association of Broadcasters (NAB) coming in on a

FCC Takes Reversal In WJR Case to U. S. Supreme Court

WASHINGTON, Jan. 15. — In a last-ditch effort to avert a complete upheaval in hearing procedure, the Federal Communication Commission (FCC) has appealed its district court reversal in the WJR (Detroit) case to the Supreme Court, the FCC announced this week.

In petitioning the high court to review the case, the FCC argued that the effect of the lower court ruling is to force the commission to hold hearings on all petitions even tho no "substantial question" is raised. The FCC further pointed out that the same thing would hold true for other quasi-judicial agencies such as the Interstate Commerce Commission.

The controversy started in 1946 when the FCC approved a daytime station in North Carolina on the clear channel frequency of WJR. The Detroit station then petitioned the commission to reopen the matter on the ground that the North Carolina outlet would interfere with WJR operations. The petition was denied by the FCC, without a hearing, because North Carolina is outside the normally protected range of WJR.

WJR won a reversal of the FCC ruling in the district court, on the contention that the commission had deprived it of "rights" without a hearing in violation of the due process clause of the Constitution. In its petition to the Supreme Court, the FCC argues that rights of a clear channel station do not involve protection beyond the range specified in commission engineering rules.

Chastity!

WASHINGTON, Jan. 15. — Only 8,819 radio ads out of 643,604 continuities examined by the Federal Trade Commission (FTC) in the 1948 fiscal year were set aside for study as possibly misleading, the agency said this week in its annual report. In contrast, 11,444 out of the 321,447 newspaper and magazine ads studied were set aside for complete examination.

loan basis to replace him. In addition, the other two BMB members, the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (Four A's), as well as NAB, have been asked to review the entire BMB need from their individual standpoints, with a view toward reorganization on a broader and more acceptable base.

Sen. Groups May OK 50-Kw. Limit

WASHINGTON, Jan. 15. — Early approval by the Senate Interstate Commerce committee is expected for a bill setting a statutory limit of 50-kw. on station power introduced this week by Sen. Edwin C. Johnson (D., Colo.).

The bill embodying the power limitation is identical to one which was approved by the group in the closing days of the last session but expired on the Senate calendar when time ran out. Once the new measure is cleared by the committee, Senate precedent virtually assures its passage. Some 90 per cent of all committee-approved bills are eventually passed.

In addition, still on the Senate books is an unexpired resolution passed a decade ago declaring it to be "the sense of the Senate" that power be restricted to 50kw.

Corn Catches Up With Jock Widman; He's on Move Again

ST. PAUL, Jan. 15. — Sev Widman, irascible disk jockey of the Twin Cities area, is on the move again—this time to WDGY, 5-kw. local indie.

Widman has been spinning platters at WMIN, another St. Paul indie, for more than a year since leaving KSTP, 50-kw. National Broadcasting Company (NBC) outlet. He cuts his WMIN ties because of, of all things, popcorn. Frank Devaney, WMIN g.m., protested that Widman ignored his orders not to munch popcorn before a microphone.

At KSTP Widman got into trouble because he tangled on the air with a Hollywood film actress. He quit in anticipation of being fired.

On WOR, the Kollmars Rap TV As Bad Influence Upon Kids

NEW YORK, Jan. 15. — The unusual spectacle of a radio act rapping the bewhiskers out of television, and on the air at that, is taking place these days on WOR, New York, where Dick and Dorothy (Kilgallen) Kollmar, who do the station's early morning Mr. and Mrs. show, have been campaigning against the new medium. It's the first known instance where a radio station has permitted its facilities to rap the sister medium. The WOR management has made no comment, even tho its new TV station, WOIC, Washington, goes on the air tomorrow (Sunday), and its own TV adjunct, WOR-TV, will bow in in a few months.

The stance taken by the Kollmars—he's an actor producer and she's the gossip columnist for *The New York Journal-American*—is that "television is becoming a scientific grandmother," spoiling children, making



KLZ Sports Editor

GLEN MARTIN

One of KLZ's top announcers, Martin is a long-time favorite with Rocky Mountain fans; does a top job, too, as editor of KLZ's Saturday afternoon "Sports Extra."

KLZ, DENVER

Congress Is Won Over to "Voice"

WASHINGTON, Jan. 15. — For the first time since it took over the Voice of America, the State Department will receive a friendly congressional reception when officials troop to Capitol Hill early this year to face Senate and House Appropriations committees. The shift in congressional attitude toward the Voice was highlighted recently by Karl Mundt, former Representative and new Senator from South Dakota; who urged a \$50,000,000 budget for the overseas broadcast.

Speaking before the American Speech Association, the GOP legislator declared that the present Voice staff is "top-notch" and complimented George Allen, assistant secretary of state, on the conduct of the information program. Mundt called present Voice funds (around \$13,000,000) "completely inadequate" and recommended a total budget for the next six years of \$300,000,000.

\$20,000,000 a Year Likely

Despite Mundt's recommendation, it is expected that the budget approved by Congress for the next fiscal year will be no more than \$20,000,000—still much greater than ever appropriated for Voice activity.

The congressional about-face on the Voice has come about only in the past few months after networks turning out scripts turned the whole job over to the State Department.

Shift to Radio Mulled by NAM

NEW YORK, Jan. 15. — The board of directors of the National Association of Manufacturers (NAM) is mulling a shift in advertising media from black and white to radio. The NAM in 1946, 1947 and 1948 spent \$1,500,000 on black and white ads.

There is a strong possibility, if the budget shift goes thru as anticipated, of NAM sponsorship of a new musical radio show from Hollywood. Al Goodman's orchestra, with Frank Gallup as announcer, and a male vocalist, probably Jimmy Carroll, are due to wax an audition disk next week. The program has been pitched at the organization by Benton & Bowles, and reportedly has met with favorable response. Preliminary talks with the American Broadcasting Company (ABC) for time have already taken place.

MBS Plans Shuffle Of Sustaining Shows

NEW YORK, Jan. 15. — The Mutual Broadcasting System (MBS) will shortly unveil a number of new low budget sustainers, replacing a number of other sustainers about to go off the air. The latter list includes the George O'Hanlon show, Erskin Johnson's Hollywood series, the *Loose Wolf and High Adventure*.

The new programs include *Western Hit Revue*, from the Coast, with Dale Evans and the Riders of the Purple Sage; *Scattergood Baines*, with Wendell Holmes, with Herb Rice directing the Wilbur Stark-Jerry Layton package; the Ed Wilson show, from KWK, St. Louis, a variety program and a new air force variety show.

The network is also said to be interested in a highly promising Canadian tenor, Tommy Hender, now on CFRB, Toronto, where he was discovered by Wishart Campbell, the station's musical director.

Indie Station Group To Meet Jan. 28, Chi

NEW YORK, Jan. 15. — The Association of Independent Metropolitan Stations (AIMS) meets for the first time, January 28 and 29, at the Stevens Hotel, Chicago. The initial get-together will discuss station operating practices, possible group purchase of program materials, potential group selling and promotion of independent metropolitan stations and plans for a national meeting in conjunction with the National Association of Broadcasters in April.

The AIMS, composed of 21 independent stations in large metropolitan markets, has been in existence since August. Operating informally without officers, constitution or dues, it serves as an interchange of operating ideas, programs, sales tips and other practical problems among indies.

Up in Smoke!

NORFOLK, Jan. 15. — Don't let anybody tell you you can't do a job too well. One of the contestants among the 160 auditioning for Horace Heidt's show at the Center Theater found out—to his sorrow—that it ain't true.

An imitator, he had done himself proud with astonishingly good representations of musical instruments, birds and even a carpenter's saw. Then he climaxed it with the chant of the tobacco auctioneer. He spied off the double-talk, winding up with the familiar "sold American!"

Auditioner Jim Rankin cut the applause short. "Brother," he said, "you've just killed yourself. This is the Philip Morris program."

WDET, 1st Auto Workers' Outlet, Bows In Detroit, Stresses Pubserv

DETROIT, Jan. 15.—"Test pattern" operation was to be started last Saturday (8) on WDET, first of the projected chain of stations to be operated by the United Automobile Workers (UAW). Studio facilities will be centered at the transmitter, situated on Radio Place—officially renamed by the city council—with long-range plans for construction of larger and more elaborate facilities as part of a wider UAW construction program.

The new station will be "a community station and not a labor station," according to Norman Mathews, radio committee chairman of the union. The objective is "to give the people an unbiased station," he said.

Emphasis upon community service is being stressed in the direction of the station, according to Walter Reuther, president of the UAW, who said at the dedication that an advisory committee of educators, clergymen, civic leaders and others will guide station policy, getting it away from the field of being "just a labor station." Reuther emphasized the theme that "labor can make progress only if all the people progress."

An eight-point program of station policy was outlined to guide station programming, and one that will probably be followed by the stations to be opened later in Cleveland and presumably elsewhere by the union:

1. Operation will be on a non-profit basis, with revenue sufficient only to cover expenses, depreciation and improvements.
2. Not over one-half of station time will be sold commercially.
3. Free time will be made available for presentation of controversial issues, including labor-management angles, with "equal time for different points of view."

4. Time will be sold to the UAW itself, as well as to other unions, on the same basis as to any other sponsors.

5. Free time will be made available for religious programs of all faiths.

6. Free time will be made available for political discussion.

7. Foreign language programs will be given time, offsetting the dropping of foreign shows by two other local stations, WJBK, and WJLB, which formerly specialized in them.

8. Unusual feature, at least weekly, will be a period of criticisms sent in by listeners.

NAB To Seek News Source Protection For Air Reporters

NEW YORK, Jan. 15.—A drive to extend existing statutes giving newspapermen the right to keep news sources confidential, to include radio and TV newsmen, is expected to be undertaken shortly by the various districts of the National Association of Broadcasters (NAB). This follows the success of the NAB District 2 in obtaining revisions of a bill introduced in the New York Legislature so that the same protection is given all reporters—newspaper, radio, video and newsreel staffers.

As originally submitted, the New York bill limited its wording to newspaper and press association reporters. The measure was referred to the Law Revision Committee, which broadened the proposal after a series of hearings. Spokesmen for radio were spearheaded by Mike Hanna, WHCU, Ithaca, N. Y., District 2 director, and Curly Vadeboncoeur, of WSYR, Syra-

NAB May Start Offensive In Radio and Paper Sales War

WASHINGTON, Jan. 15.—Rumblings of a sales practices war between local newspapers and radio stations in various cities of the nation have reached Washington headquarters of the National Association of Broadcasters (NAB), and expectations are that the NAB board at its February meeting in New Orleans will study means for mobilizing a radio counter-offensive. The board has been requested in a resolution by the sales managers' executive committee, which met here last weekend, to consider ways "to counter unfair local practices." The resolution did not specifically mention local newspapers in connection with the unfair practices, but it was learned that several members of the NAB sales executive committee were outspoken at the meeting in their criticism of local newspapers' promotional methods in what amounts in some instances to cutthroat rivalry for local ad revenues.

The sales exec resolution followed a lengthy discussion of national and local competition. The committee also went on record as condemning a

cuse. There are 11 States which now have such immunity laws, but none includes broadcasting, and it is in these 11 that the NAB hopes to bring about changes.

The New York measure, as now written, is described as a "model" bill. It provides the sought after immunity to publishers, reporters, officials of publishing companies, for periodicals with general paid circulations; newsreels, and broadcasters—including those in radio TV, and facsimile.

Hanna and Vadeboncoeur are currently campaigning to get the New York measure approved as it is written.

practice of granting local ad rates to national advertisers. A subcommittee on sales practices urged that TV networks and stations scrutinize carefully the relationship between local and network rates. The NAB sales exec committee meeting, presided over by Chairman Odin Ramsland, KDAL, Duluth, went on record as favoring expansion of NAB's broadcast advertising department which is headed by Marice B. Mitchell. The committee also gave its strong indorsement to the work of NAB's structural reorganization committee and voiced hope that video and FM will be given full status in the NAB structure.

Catholic FM Outlet In Chi for Pubserv

CHICAGO, Jan. 15.—Plans for erection of a local Catholic FM station, the first of its kind in this area, were revealed last week by Jerry Keefe, spokesman for the group organizing the station. The group is headed by Bishop Bernard J. Sheil, auxiliary bishop of Chicago and nationally known prelate, who started the Catholic Youth Organization. About \$100,000 has already been raised toward financing the station.

Keefe said that altho the station would devote about 5 per cent of its total programming to religious shows, its primary purpose would be to supply a public service, cultural and educational schedule not supplied by regular stations. Station, to be called WFJL, will be commercial, but will sell time only to defray operating costs.

to quote...

in which WOR repeats some things it said in 1948 as an underlined assurance of what it will continue to be in 1949.

"... what we've said attempts to mirror the warmth and humaneness of WOR's programming from day to day. It is these qualities, based on a skilled knowledge of what the public wants, that have made WOR one of America's great stations—and great selling forces—for more than a quarter of a century."

"... WOR is a powerful force in the lives of the majority of 36,000,000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, WOR's voice is a welcome and forceful one."

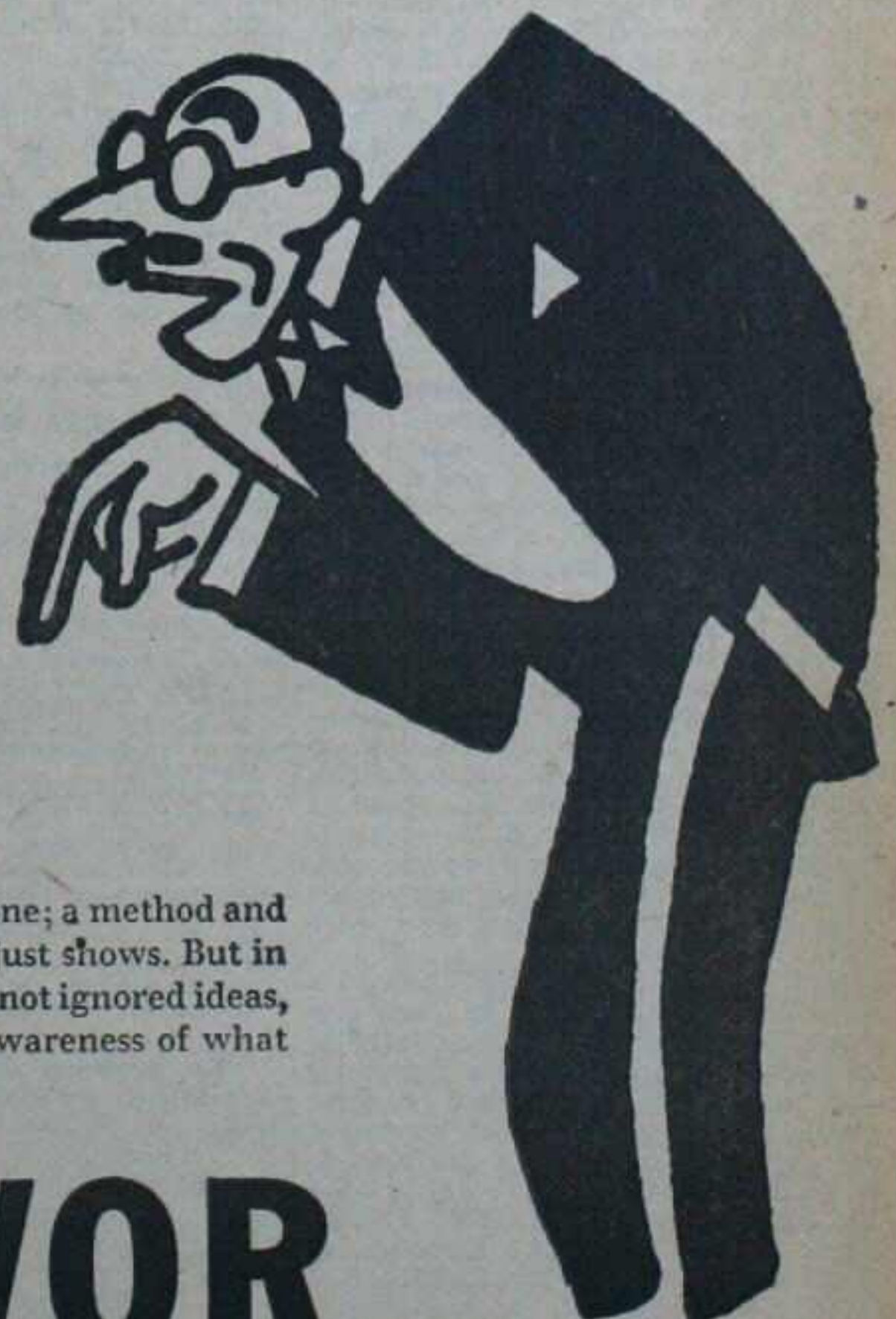
"... WOR's personality has always been a warm one; a method and technique of programming based on people, not just shows. But in evolving this form of radio broadcasting, WOR has not ignored ideas, nor the need for showmanship and day to day awareness of what the public wants..."

It is qualities such as those described above that make WOR the amazing selling force that it is, and — mind you — at a price that'll leave you gasping.

heard by the most people where the most people are

WOR

mutual



Eddie and Ev

Reviewed Friday (January 7), 7:45-8 p.m. Style—Dramatic serial. Sustaining via KLAC-TV, Hollywood. Producer, Lou Bonshaff. Writers, Eddie Marr and Evelyn Barrass. Cast, Eddie Marr and Evelyn Barrass.

This show attempts to bring radio's daytime serial to the tele medium via a five-a-week running series based on domestic life of a mythical couple. As such it bears watching and can prove of value in pioneering this type of tele presentation. Video theorists who argue on the place of soap operas in tele will find *Eddie and Ev* a pointed example to support their stand, pro or con.

At first glance the show points up the need for a new writing approach to tele soap operas. Fundamentally, *Eddie and Ev* is conceived with too little emphasis on visual aspects and tends to stretch mediocre dialog to the point of dullness. In the episode caught, it took nearly 10 of the allotted 15 minutes to get to the meat of the situation. Dialog was strained, redundant and stilted, leaving lookers restless and impatient. When the writers attempted to create the casualness of what they consider the normal married couple's conversation, the result was unreal and flip-pant.

Even with good writing there remains the problem of developing visual aspects which will hold interest. Multiple sets or expensive production effects are obviously out at this stage in video soapers. In this show the action was limited to one set, with the scene taking place in Eddie and Ev's dining room. Consequently camerawork was limited in scope and lacking in variety.

Thesps Marr and Barrass deliver creditable jobs. Their approach is natural, wholesome and convincing. Lookers will grow to like Eddie and Ev. Much will depend on the future conception of the show, tighter writing and the extent to which the stanza parallels every-day living. This ideal combination, if achieved, can make this show entertaining and a strong social document.

Alan Fischler.

Winner Take All

Reviewed Thursday (January 13), 8:30-9 p.m. Style—Quiz. Sponsored by the local Chevrolet Dealers Association, Inc., thru the Campbell-Ewald Company, via CBS television network. Originators, Bill Todman and Mark Goodman; producer, Gil Fates; director, Ralph Levy; emcee, Bud Collyer.*

The Columbia Broadcasting System (CBS) has fashioned a fairly entertaining tele half-hour out of radio's *Winner Takes All*. The quiz program follows the air version faithfully using two contestants—a champion and challenger—who push either bell or buzzer to get a crack at answering the questions. Bud Collyer does a capable job of emceeing, but with a little more humor he might even sell better.

The interesting part of the CBS effort was the intelligent use of sight gimmicks on the show to build its video attractiveness. Once the contestants had to guess when a balloon would burst, which created suspense, and another guess was what note a Swiss bell ringer played. Good looking models were also part of the proceedings. A few straight queries were tossed out by Collyer, but they were nicely interspersed.

For the most part, the Chevrolet commercials registered. In fact, one pitch which used a commercial film as part of a question was ingenious and might have been milked for even more. On the other hand, having a man emerge from out of the blue to sing *La Donne Chevrolet* belongs back in agency mothballs. The camera work and Ralph Levy's direction of the show were both top flight.

This one will find its audience.

Leon Morse.



Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

The Picture Album

Reviewed Friday (January 7), 8-8:30 p.m. Style—Musical variety. Sustaining via KLAC-TV, Hollywood. Producer, Luther Newby. Emcee, Bob McLaughlin. Guest stars: Artie Wayne, Marion Morgan, Skylarks, Les Baxter Trio, Michael Douglas. Music, Roc Hillman.

KLAC disk jockey Bob McLaughlin's video version of his radio *Picture Album* bears promise. Simplicity of production, selection of guest stars with wide audience appeal and a direct approach to entertainment combine to make the stanza enjoyable telefare. Gimmick developed on the opening show emphasized a "pictures-coming-to-life" theme. At the beginning the camera is focused on giant pic album. When pages are turned still shots of showbiz celebs are shown, with appropriate background comment by McLaughlin. Then going into a bit of patter on making dreams come true, McLaughlin intros guest artists by reference to each "stepping out of our picture album." Camera switches from emcee to artists, who assume a pose while blocked off in a giant pic frame, thus creating the illusion of literally stepping out of the album into the video viewers' parlors. It's a simple and not too original stunt but well done.

Guest roster featured vocalists Artie Wayne, Marion Morgan and Michael Douglas, with the Les Baxter Trio and the Skylarks singing group completing the talent layout. Special feature of the show deals with the "story behind the song," in which McLaughlin tells tales of how the song *Gloria* was born. Talent used on the opening show was of good professional caliber, altho several guesters were obviously nervous.

It will be up to McLaughlin to carry the principal load. The lad is handsome, experienced and good tele material. On the opening show, however, he made the error of working from a script. Seated at a desk with script before him, he continually referred to notes in an obvious and disconcerting manner.

Production was relatively good, altho more attention should be paid to better camera angles and smoother dissolves. Musical background by Roc Hillman's staff ork provided good support for singing stars.

Alan Fischler.

Dress Rehearsal

Sustaining Via NBC

Mondays (except WNBC), 1-1:30 p.m. Tuesdays (WNBC only), 11:30-12.

Producer, John Wright; music, the Boston Symphony Orchestra under the direction of Serge Koussevitzky.

Current Hooperating of the program (Started November 22).....None
Average Hooperating shows that type (Sustaining).....None
Current Hooperating of program preceding (Sustaining).....None
Current Hooperating of program following (Sustaining).....None

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS
ABC: "Bankage Talking" (MTWTF)*.....Incomplete
CBS: Big Sister (MTWTF).....6.6
MBS: Cedric Foster (MTWTF)**.....2.7
*Moving Average
**Moving Average, Limited Network.

This program should be called *Inside Music*, for that is precisely what it is: a visit backstage with a great conductor during rehearsals for a symphony concert. One hears him pleading and striving with the ork to put the composer's musical ideas across, with the result that a realization of the work necessary to

NBC Theater

Reviewed January 9
Sustaining Via NBC
Sundays, 8:30-9 p.m.

Produced by NBC in co-operation with the Screen Directors' Guild; director, Howard Wiley; guest screen director, John Ford; radio adaptation, Milton Giger; NBC writer, Richard Simmons; music, Henry Russell's orchestra; special guest, George Marshall (Hollywood director); drama, "Stagecoach." Cast: John Wayne, Claire Trevor, Ward Bond, Barbara Fuller, Peter Leeds, Horace Murphy, Eddie Fields, Ken Carson.

Current Hooperating for the program
(Started January 9).....None
Average Hooperating for shows of this type (Sustaining).....None
Current Hooperating for show preceding (Charlie McCarthy).....17.6
Current Hooperating for show following (Manhattan Merry-Go-Round).....10.5

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: Stop the Music.....16.5
CBS: Sustaining.....None
MBS: Sustaining.....None

With the Sunday line-up of the National Broadcasting Company (NBC) in far from final form, the web has shoved into the old Fred Allen spot (8:30 p.m.) a dramatic opus, titled *NBC Theater*, for the nonce. The ailer, consisting of adaptations of films, is the result of a tie-up with the Screen Directors' Guild, with each production preceded by appearance of the director who originally supervised the show. Top cast members of the picture also appear.

The first opus done was *Stagecoach*, the Wild West Indian fight classic, with John Wayne, Claire Trevor and Ward Bond, of the film colony, on hand to reinterpret their roles, and director John Ford to preface things with a few program notes on the pic. Despite good jobs by the cast, the adaptation lacked the meat and characterization to make it stand up. How to compress a film into 30 minutes would be a problem at any time; faced with bringing the action and spirit of a Western opus to life via sound only made it virtually an impossibility.

Apart from the value of the program itself, the feeling persisted that the program merely is a transitory phenomenon, vamping till NBC is ready with some Hooper-powered opus. Despite the Hollywood names and the publicity value attendant on the films adapted, *NBC Theater* does not stack up as a big gun in Sunday's heavy artillery.

Sam Chase.

whip a group of musicians into a first-class symphony ork is gained.

The first program was conducted by Leonard Bernstein in the absence of Serge Koussevitzky. The number in rehearsal was the first movement of Shostakovitch's *Seventh Symphony*, and it made splendid listening. Olin Downes acted as the commentator. His remarks illustrated the music so well that the audience knew what was happening all the time.

Make Like Tanks

One of Bernstein's typical remarks while correcting the interpretation of the work, which deals with the recent fighting between the Rusians and Germans, was that the "brass was too eloquent. It has too be stuper—more idiotic. We're dealing with Nazi tanks advancing."

The program may not appeal to the average, but those whose taste is slightly longhair will find it an unusual and interesting 30 minutes.

Leon Morse.

Funny Business

Reviewed December 29, 5:30 to 6 p.m. Participation sponsorship program aired on WBKB, Chicago, Monday thru Friday. Manny Opper, emcee; Adele Scott, pianist; John Dunham, announcer. Producer-director, Loraine Larson; cameramen, Dick Tracy and Gene Savitt.

For a month Manny Opper, nitery emcee, has been trying to build a suitable video program which could capture participating sponsors and give WBKB a nightly series of acceptable programs. Now the trial period must be considered finished. The verdict? The show is no good. Opper will never make the grade unless he gets a staff of writers or until the station puts some money behind him to pay for guest talent.

The program is supposed to be a comedy offering, but in the program reviewed there were not more than two comical lines and not more than three occasions when smiles were called for.

Opper, assisted by his stooges, Adele Scott, pianist and singer, and John Dunham, announcer, tried a routine in which the emcee acted as a doctor doing plastic surgery on Dunham, but it wasn't funny.

Even direction and camera work were faulty. At times the old mistake of an overhead mike in the picture was made. At another time Dunham was viewed readir /a commercial when a film should have been running.

The show is one of those things that have given television a black eye here for years. Opper has an expressive facial mannerism which might be capitalized on if someone were to give him good lines.

When the show started it had about 10 participating sponsors. Now it has two, with a possibility that three more will be added. Since rates on the show are low—about \$25 a spot—sponsors must think it quite bad if they keep their wallets shut.

Cy Wagner.

Know Your News

Reviewed Monday (January 3), 7:30-8 p.m. Style—Telephone quiz. Sustaining over WXYZ-TV, Detroit. Cast, John Slagle. Writer, Aunie Batson. Director, Dave Green.

The unusual angle to this for video is that the principal figure, John Slagle, never appears on the screen.

It's all talk, plus slides. The subject is chiefly pictures of Detroit personalities, events and scenes of 10 to 40 years ago, some of which don't reproduce too well, and occasionally tied in with the day's news event—as the site of the new governor's birthplace. A shot of the Detroit Historical Museum is used as an unofficial sponsor and source of some of the material.

Some of the old prints don't turn out too clear as slides, unfortunately. There is a heavy interest for this type of material, as the local newspapers have learned and exploited, and this program is somewhat experimental in doing a visual job only video could do in working the field. The broadcast appeal for old prints should help build up interest. The show seemed too static and would benefit in pure audience interest—apart from prizes—by a little more profusion of prints—preferably edited into a small related group on each contest theme. Slagle gains sincerity but loses authority by frankly admitting unfamiliarity with his material.

The telephone interviews—with those called given a chance to win by identifying some fact about the subject of the picture—are handled with dispatch and provide some enlivening humor, but all dependent upon the audio. Slagle's handling of the interviews rates high. However, the show's format seems to make it lack unity of impression.

Haviland F. Reves.

Who Said That?

Reviewed Monday (December 20), 9:10-9:30 p.m. Type—Quiz. Sustaining via NBC Television Network, New York. Producer, Fred Friendly; director, Dick Goode; emcee, Robert Trout; experts: John C. Swayze, Quentin Reynolds, Al Capp, Col. Robert Stoopnagle (F. Chase Taylor).

A little imagination could sharpen this show no end and add considerably to its video aspects. As now laid out, the program could be switched back to radio, whence it started, and no listener would miss anything. It needs some visual gimmicks, since aurally, it measures up quite well. The program presents a board of four news-hep people—when caught it had Stoopnagle (F. Chase Taylor), Quentin Reynolds, cartoonist Al Capp and John Cameron Swayze, the latter a permanent fixture. Bob Trout reads them news quotes, and it is their endeavor to identify the sources.

Where the show falls down as a sight attraction is in its limited camera work, shifting from Trout to the experts (or one of them) and back again. That's all, and it obviously isn't enough for half an hour. The experts are huddled close together at a wooden table (it has all the decoration of an army mess table) and the studio wall behind them is blank. Some sort of mural, perhaps a world map, would at least relieve that barren vista.

It might also be worth while, when the panel is stumped, to fade in a still of the person who's been quoted. The interrogees wouldn't see it, and it would at least be a relief from their quizzical, puzzled expressions. The show urgently needs gimmicks, altho otherwise Trout and his guests manage to serve up an interesting session.

Jerry Franken.

Sleepy Joe

Reviewed Friday (January 7), 7:05-7:20 p.m. Style—Dramatic. Sustaining over Don Lee Station KTSL (W6XAO), Hollywood. Cast: Jimmy Scribner, Gayle Scribner.

Local telecasters have tried various gimmicks to develop a moppet tele seg of sufficient appeal to compete with the popular Shirley Dinsdale-Judy Splinters stanza on KTLA. *Sleepy Joe* is one of the newer entries in the kid sweepstakes. Show features radio vet Jimmy Scribner telling his Uncle Remus-type tales with the flavor of old-time minstrel yarn spinning. Relying on blackface and costuming to create proper atmosphere, Scribner's seg has a certain charm for youngsters. Production-wise, the format merely scratches the surface.

Scribner's mastery of dialects and vocal characterizations is professional and expert. Transformed to television, he brings to the camera a polished flare for ad libbing and colorful story telling. Blackface and wig are not enough to hold lookers attention, however, the seg caught proving too static.

Opening shot depicts *Sleepy Joe* in a position befitting his nickname. Moppet Gayle Scribner (Jimmy's daughter) coaxes the old darky to tell her one of his fanciful yarns, with the show segueing into straight narration lasting over 10 minutes. Cameras are trained on Scribner thruout, with emphasis on full-face close-ups. There is little or no relief from this type of lensing despite a need for variety. Scribner plays to the tele camera instead of the girl, who is seen only at the beginning and close of the seg.

There is an obvious need for production devices to complement Scribner's narration. One suggestion might be the addition of puppets to illustrate and dramatize the tales as they unfold. A less expensive gimmick would be to use still drawings or photos timed with the narration. Such added values would give the

Bill Williams Show

Reviewed December 30
Sustaining Via WOR
Thursdays, 8-8:30 p.m.
Producer, Frank McCarthy; director, Arthur Van Horn; writer-emcee, Bill Williams; music, WOR Orchestra under the direction of Emerson Buckley; Martha Wright, Artie Malvin (substitute for Stuart Foster, this show only).

This effort to develop a WOR entrant in the comedy sweepstakes debuted inauspiciously. Bill Williams, announcer, turned comic, not only handles the comedy chores but writes all his material as well. This seems too much of an assignment. Altho Williams has a slick style of delivery that might bear fruit, given good lines, he lets himself down with his laugh-concocting.

Henry Morganish

Williams apparently is attempting to develop a Henry Morgan kind of comedy pitch, but whereas Morgan (who started on this same station) was a clever hand at satire, when Williams gets an idea worth satirizing he doesn't seem to know what to do with it. His *Cocker Spaniel*, a try at burlesquing tough guy private eye stories, was a bright thought, but all it had was a basic idea. Similarly, his take-off of the Fitzpatrick travel talks could have been funny with clever scripting. Williams seems to have too much of a liking for the obvious.

The vocal chores were performed by Artie Malvin, subbing for Stuart Foster, and Martha Wright. Both make very easy listening. Malvin's best was *A Little Bird Told Me*, while Miss Wright was tops with *What Is There To Say*. Emerson Buckley and his ork were of substantial assistance.

There is still plenty of hope for this show if the station will go out and get some writers. That's all that's lacking.

Leon Morse.

Songs by Sarah Vaughan

Reviewed December 22
The Clique Club
Thru Robert Feldman, Inc.
Via WMGM
Wednesdays - Saturdays, 8:45-9 p.m.;
Sundays, 10:45-11 p.m.
Director, Milton D. Kaye; vocalist, Sarah Vaughan.

Song stylist Sarah Vaughan, who has done her best-known warbling on disks and in niteries, now is airing over WMGM five nights weekly from the Clique, rendezvous of the be-bop crowd. Backing her on this session is a trio comprised of Scar Pettiford on bass, Kenny Clark on drums and British pianist George Shearing. Those who go for what is euphemistically called the "main currents of modern music" will find the airer rewarding, and those who don't know a diminished fifth from an inside straight might learn the fundamentals while enjoying the session.

Miss Vaughan wrapped her vocal cords around three numbers on the stanza caught, *Mean to Me*, *Don't Worry About Me* and *I'll Wait and Pray*. Her formula is to warble the first chorus with only a trace of bop, but on her second go at the number, she cuts loose and bops all out. The result, while it may sound weird to the uninitiated, has a definite nostalgic quality that sits particularly well with a torch ballad, even when the tempo is picked up. The trio also took a turn with *Jack the Bear*, and the result indicated that smaller instrumental groups can't go quite as far down the be-bop path as the bigger brass ensembles; the result was a splendid blend of the three pieces which brought out the best in each.

Sam Chase.

show the required eye appeal and establish Scribner's tele pattern as a contrast to his familiar radio format.

Alan Fischler.

Piano Pals

Reviewed Wednesday (12), 7:30 to 7:45 p.m. Presented sustaining by WBKB, Chicago. Writer, Phyllis Gordon. Producer-director, Roe Simtof. Talent: Gloria Gates, Georgia Kay, Merrill Fugett, Stewart Sklamm. Camera work by Gene Savitt and Ester Rajewski.

One of the first continued story line video shows (comparable to a radio soap opera) aired here, this new program which WBKB plans to air Mondays, Wednesdays and Fridays, appears to be facing a rosy future if it maintains the high quality of visual entertainment displayed on this, its second program. Simple in format, but polished in practically every detail, this program had the essential components for any successful television offering: Entertaining script, good talent, exact production planning and faultless execution in the direction and camera departments.

Concept of the series is unpretentious and not overly ambitious. It merely intends to follow the lives of two young gal piano-playing song pluggers at work, at home and at other times. So far the series has had its setting in the music store where the two gals, Gloria Gates and Georgia Kay, work. The music store environ gave the gals, formerly nitery and club date entertainers in this area, a chance to get off some top musical work as well as some comical banter which proved that Phyllis Gordon, show's writer, had put much hard work into constructing entertaining, character-portraying, amusing lines.

The station's production department did its part by constructing realistic backdrops and settings faithfully projecting a music store atmosphere. Atmosphere creation was kicked off to a good start by the use, at the beginning of the show, of a film clip depicting acting in front of a store, followed by a pan-in to the girls seated at their pianos. During the rest of the show, which pictured the song pluggers at their pianos, realism was further heightened by shots of about a dozen extras wandering thru the store and buying music after gals had rendered clever piano versions.

During initial shows an attempt is being made to introduce characters (some only voices in the background) which later will play increasingly important roles as the story line unfolds. With development of these supporting characters, settings will change and action will take place at the girls' home and elsewhere.

To give further polish and smooth action to the show, everyone did an excellent job of memorizing lines. No fluffs were noticed even tho plenty of script material had to be committed to memory.

Further proof of the television imagination and ingenuity of the show is the fact that it is costing little to produce and can be sold reasonably (about \$1,100 for three installments, time and talent) to any advertiser interested in buying a promising program.

If this show maintains its present quality, or if it betters with longevity, as is to be expected in most video programs, this series could develop into a viewing habit for local set owners, who can be expected more and more to demand the shows indigenous to the video medium.

Cy Wagner.

MURCOTT JOINING EELLS

HOLLYWOOD, Jan. 15.—Joel Murcott, radio editor of *The Hollywood Reporter*, will join Bruce Eells and Associates as the transcription firm's veepee in charge of production, effective February 1. Concurrently, C. O. Langlois, Lang-Worth Feature Programs, Inc., prexy, will join the Eells org's board of directors. Murcott had been producing Eells' *Pat O'Brien From Hollywood*, five-a-week 15-minute a.t. strip, first show to be distributed to the Eells platter syndicate. Murcott will also super-

Pepper Tree Theater of the Air

Reviewed Tuesday (December 28), 8:50 p.m. Style—Dramatic. Sustaining over KMGM-FM, Hollywood. Writer-producer, Jan Boris. Cast: Lois Collier, Ward Blackburn, Lee Andrews, Cliff Faddis.

KMGM's new dramatic series is a first-rate example of what FM programmers can do to season top-heavy musical skeds with variety fare—and on low budget. To bring listeners something out of the ordinary, MGM's local FM outlet has tie-up with Pepper Tree Theater, a Hollywood little theater group, in offering radio dramatizations of literary gems. That the station is doing a commendable job is due to much resourcefulness, since only the barest production facilities are available. Thesps worked for free and the broadcast originated from the transmitter building hastily converted to serve as the main studio. Show caught was pleasant listening.

Pepper Tree Theater director Jan Boris did the writing and production of this adaptation of *Scheherazade* from *Arabian Nights*. Boris's scripting was professional and reflected a talent for poetic narrative. Production was limited because of facilities, but the mood and color of the classical tale was nonetheless established and sustained. Most interesting production angle was the use of recorded music for bridges, introductions and background effects. Boris employed RCA Victor's album of *Scheherazade*. With an assist from engineer Rex Morrow, full musical values were accomplished.

Featured role was ably handled by film actress Lois Collier, but the supporting amateurs were lacking in professional polish. Best of the lot was narrator Ward Blackburn.

KMGM Manager Bill MacCrystall rates a nod for sticking his neck out to experiment in this manner. While the series may not stack up against highly polished dramatic shows on network AM, it is a step in the right direction. Improved by experience, fare such as this can do much to win converts to FM.

Alan Fischler.

This Is Bing Crosby

Vacuum Foods (for Minute Maid Frozen Orange Juice Concentrate) thru Doherty, Clifford and Shenfield.

Via WCBS

Mondays-Fridays, 9:45-10 a.m.
Writer, Bill Morrow; announcer, Ken Carpenter; star, Bing Crosby.

Whether Bing Crosby is as good a salesman as he is a performer may well be determined via his new platter disk jockey show for Minute Maid quick frozen orange juice, for in addition to doing the deejay assignment, Ole Wart-Larynx is also rendering a mighty pitch for Minute Maid. They're done in his customary off-the-sleeve style of verbiage, directly at the hausfrauen calculated to be listening to his daytime effort. In one sense, this may have been almost mandatory, since the program needs every angle possible to differentiate it from the Crosby-less Crosby platter sessions aired by so many stations.

Irrespective of the sales palaver, tho, the Crosby introductions to the records, the tunes chosen (he doesn't limit them to his own) and the inimitable Groaner style should emerge as a potent daytime session. Ken Carpenter is on hand with his usual nifty assist, and the two combine to do an easy-to-take selling job on the juice as its edge over the competish.

Jerry Franken.

vide production of syndie's second show, half-hour Western airer, *Frontier Town*. He joined Buckley Angell in creating firm's third series, *Adventures of Frank Race*, whodunit which he and Angell will write and meg.

FM Bids Do Reverse Spin; Back-Outs Exceed Requests Tho Outlets Double in '48

FM-ers Not Discouraged; See Parallel to AM

WASHINGTON, Jan. 15.—Despite advances made in FM programming and the growth of FM stations on the air in 1948, the year drew to a close with the number of FM permit withdrawals continuing to exceed the number of new applications by a substantial margin. A survey of the Federal Communications Commission (FCC) records shows that instead of being FM's year as predicted by many FM leaders 12 months ago, 1948 became a paradoxical year in which the number of FM stations authorized by FCC actually spun into reverse. As the year drew to an end, the number of authorized FM stations was 991, a decline of 60 from the 1,051 authorized by FCC at the end of 1947. A slackening in the number of FM permits, first spotted in these columns a year ago (*The Billboard*, December 27), was in evidence during all of the year, with fewer than 80 new bids filed in contrast to 105 permits which were abandoned by grantees. Another 18 bidders asked the FCC to dismiss their applications.

On the bright side of the FM picture, however, the number of FM stations on the air nearly doubled in 1948, jumping from 370 at the end of 1947 to 690 at present. The number of licensed FM stations also showed an increase during the year, rising from 84 to 196. The remainder of the stations on the air are operating under special authorizations.

FM Continental Net

Also on the brighter side was the growth of the Continental FM Network, which during the year spread to the Pacific Coast thru the use of special recordings. Included in the web's expansion was the addition as an affiliate of the Rural Network, comprising several outlets in up-State New York.

FM-ers who have given up the ghost have been mainly located in the larger cities. Metropolitan areas where permits have been canceled in recent weeks include Boston, St. Louis, Memphis, Los Angeles, Cleveland and San Antonio.

Hitting FM the hardest, according to reports to the Commission by FM-ers wanting out, is the economic squeeze. For example, a labor union which recently dropped permits in three cities commented that soaring costs and the uncertain revenue made the situation look dark. Several back-out pleas referred to heavy competition for advertising among stations of all types in their areas.

Tele's Threat to FM

Mentioned only a few times so far, but still looming over FM, is the apparent threat of television. Five FM permits were canceled a few months ago by the FCC because the grantees said they were more interested in applying for TV outlets.

Other reasons given by those leaving the FM field included difficulties in obtaining equipment, failure to find suitable transmitter sites, and local zoning laws banning the erection of a transmitter of suitable height.

Cancellations of FM construction permits (CP) came at a steady rate in the last half of the year. Since July 1 there have been but three weeks in which no back-outs have been announced by the FCC. The top back-out period was the week ended August 7, when permission to drop 11 grants was given by the commission.

In contrast to the total of 61 vacated permits in the last half of the year, only 30 new bids have been filed

with FCC. Applications have been dribbling into FCC at an average only slightly more than one a week, with three being the top for any seven-day period since July 1.

Parallels AM Start

Tho the drop-out rate is high, FM leaders point out that the vast majority of those giving up had never got any further than the planning stage and that fewer than a half-dozen stations on the air ceased operation. This, they say, is a far better record than compiled by standard stations in the early 1920's when AM was getting started. They expect new bids to advance in numbers once the so-called "shaking down" period in FM is at an end. Furthermore, they cite the use of FM in the audio part of TV and in transit broadcasting.

Along with the decline in new applications has come a corresponding drop in the rate of grants. During the early part of the year, CP's were frequently handed out in batches. In the three weeks starting March 7, FCC granted a total of 50 permits. A two-week period in February brought 34 grants. In recent months, however, new authorizations have seldom totaled over five in any given week.

FEM GAZERS IN TELE

(Continued from page 3)

for men. We, the People, in June, was 1.60 and 1.75, women and men; in December 2.21 and 2.07. *Texaco Star Theater* had 1.73 women in June and 1.76 men. In December the composition had 2.24 women viewers and 1.93 men. Fifteen TV shows for May and June gave composition returns of 1.49 women, 1.71 men and 0.54 children, for a total of 3.74 viewers per set. The average for 22 programs for December, 1948, gives figures of 1.58, 1.57 and 0.67, for an average audience of 3.82 per set. The figures apply to New York City home receivers only.

Two factors are believed to have contributed to the growth in the fem

25G Harness FCC Probe Report Buried With Late 80th Congress

WASHINGTON, Jan. 15.—Here's a funny story—at least it was funny to the congressional parliamentarian who uncovered it for us. It's the story of how the Harness subcommittee spent something over \$25,000 in federal cash in investigating the Federal Communications Commission (FCC) and then submitted its findings to the 80th Congress (you remember the late 80th Congress?) on the day that particular Congress rattled its last breath, December 31. The \$25,000 report, of course, died with the 80th Congress.

What makes the story funnier to the congressional parliamentarian is the fact that the resolution creating the Harness subcommittee stipulated that the subcommittee file its report early in the 81st Congress, so that the new Congress could consider the recommendations. Since the subcommittee chairman, Forest Harness (R., Ind.) was among several score Republican congressional casualties in what Senator Vandenberg refers to as "the recent November accident," Harness figured that the only way he could get the report to Congress with

his name on it as subcommittee chairman was to rush it to the 80th Congress instead of the 81st, despite the fact that it was just like dropping the report into a fresh-dug grave.

Even funnier (you'll split your sides at this if you're not a taxpayer) is the fact that the Government Printing Office is compelled to spend some more revenue to print several hundred copies of the report which, of course, isn't worth the paper it's being printed on since the report went to a "dead" Congress.

Oh yes—as for the report's recommendations, they were, as long foretold, a rehash of the suggestions which Harness and his aids vociferously made during their \$25,000 worth of hearings! Crack down on the FCC; destroy the FCC Blue Book and reprimand the FCC for its policy on atheism, political libel and Puerto Rican radio station issues.

Just another funny story from Washington. Ho hum!

FMA Committee Revolts Against Present Set-Up

CHICAGO, Jan. 15.—Plans of a committee of four of the Frequency Modulation Association (FMA) to hold a meeting to map strategy for reorganization of the association have been canceled, Graeme Zimmer, of WCSI, Columbus, Ind., a prime mover of the revamping movement, said this week. Zimmer said the reorganization committee will work between now and the time of the annual FMA meeting here in May or June to get support for their plans from FMA members. It will then attempt to have the plans put into action thru open discussion on the floor of the general meeting.

Tom McNulty, former treasurer of FMA, is a member, with Zimmer, of what the latter calls a "committee for reorganization" of the FMA. Zimmer refused to name the other two committee members, but said they were members of FMA, but neither officers nor board members.

Outlines Plans

Zimmer said the reorganizational plans of the committee are three-fold:

1. The committee will work to have the present board and officers put out of office. Instead, Zimmer said, they would like to see the FMA run by a four-man executive committee.
2. Zimmer and his supporters want to have Bill Bailey reinstated as executive director of FMA. Zimmer contends that Bailey did a good job but was hamstrung by present officers and board.
3. Those behind Zimmer and his committee also want to see about \$20,000 of FMA funds allocated for a promotion campaign to sell the medium to time buyers and to increase association membership. To cite the need for a membership campaign, Zimmer said that altho there are 690 commercial FM stations on the air at present, the membership of FMA is only 253.

PROPOSISH AIRED

(Continued from page 3)

Circle was guested, and Paul Denis, radio editor of *The New York Post*, did the speechmaking.

On its own, the Circle this week passed a resolution supporting the stand taken by Miss E. Arnot Robertson, London film critic, in her legal battle with Metro-Goldwyn-Mayer. Miss Robertson was taken off the air after MGM squawked about her reviews, sued for damages, won, lost on appeal and is now appealing to the House of Lords.

CBS-NBC FEUD

(Continued from page 5)

able. Now that NBC finds time, Steel may exercise its prerogative of saying no. Further, Steel is concerned about reports that Fred Allen, who would precede *Theater Guild* on NBC, is contemplating early retirement from his current chores. As for the CBS bid, should Steel accept, it would mean moving to a new night, after years of building up a Sunday following. Steel's directors are to meet around January 25, with a decision due shortly thereafter.

Both NBC and CBS are said to be ogling ABC's Groucho Marx show, bankrolled by Elgin-American. NBC is also nervously awaiting Thursday (20), when Rexall has to notify the web whether it will move the Phil Harris show to CBS. The program has lost heavily since Jack Benny moved to CBS.

audience. One is a diminution of sports programs, the other an accompanying expansion in TV programs generally.

TALK OF THE TRADE

JACK GROGAN, WNEW, N. Y., production manager and senior director, married Blythe Miller recently. . . . **WMGM**, New York indie, will be represented nationally by Radio Representatives, Inc. . . . **Eleanore (Pat) Hurley** back as director of press information at WQXR, N. Y., after a seven-month leave. . . . **Thelma Ritter**, actress, and wife of Joe Moran, Young & Rubicam radio veepee, signed a three-year, three-picture-a-year deal with 20th Century-Fox. Pact is a reward for performance in *A Letter to Three Wives*.

A marriage of the networks was effected when **Jean Rappaport**, CBS-TV program assistant, took the vows with **Al Hollander**, DuMont television program co-ordinator. . . . **Tom Stewart**, formerly of production staff at WSM, Nashville, newly appointed publicity and promotion director for the station. . . . **Robert McGredy**, now commercial manager of WPAT and WNNJ, Paterson, N. J. . . . **Gene Wilkey** promoted to assistant general manager of WCCO, Minneapolis. **Sally Foster** and **Earle Steele** two new additions to staff of the same outlet.

PAN AMERICAN BROADCASTING COMPANY named representative of TIEP, Costa Rica. . . . **Dick Richmond** joined with **Sid Phillips** to produce the *V-A Jamboree* at WLBR, Lebanon, Pa. Seg is a quiz show from vets' hospital. . . . **Joe Wieggers** and **Warren Gerz**, new public relations outfit in New York. . . . **Bob Provence** now public service director at WKNA, Charleston, W. Va. . . . New chief announcer at WOL, Washington, is **Ed Studney**. New addition to station's announcing staff is **Ray L. Hutchinson**. . . . **J. Leonard Taylor** will manage WBUT, Butler, Pa. . . . The **Blow** company will counsel **Langendorf United Bakeries, Inc.**, on its \$800,000 advertising appropriation.

Charles H. Tower becomes assistant to director of employee-employer relations of NAB. . . . **Margaret Holstadt**, American Broadcasting System secretary, engaged to **Ernie Otto**, of the ABC slack factory. . . . *This Is Nora Drake* will be aired exclusively on CBS beginning January 24. Program had been on NBC. . . . **Sterling V. Couch**, traffic manager of WDRC, Hartford, Conn., marks his 20th anniversary with the outlet. . . . **Tom Durant**, news editor-announcer for **KFQD**, Anchorage, Alaska, resigned. . . . **Abbott Gibney** upped to news editor at **WILS**, Lansing, Mich., from continuity writing.

COAXIAL HYPOS MIDWEST TV

WOIC Charts Big Sked for Its First Week

WASHINGTON, Jan. 15.—Staging its inaugural tomorrow (16), WOIC has charted a heavy programming week for its debut as Washington's newest television station. The Bamberger outlet, which occupies Channel 9, is banking heavily on Columbia Broadcasting System (CBS) web programs piped from New York, but it is also planning to feed a lot of programs to the network in its opening week, banking in on the presidential inaugural special events thru the pooled TV facilities.

WOIC makes its debut at 4:30 Sunday (16) afternoon via the CBS network, with the web shows to be interrupted from 7 to 7:30 o'clock that night by a special WOIC-TV inaugural program of its own called *The Fine Muses*. It was learned that WOIC is sewing up arrangements for a batch of new TV programs in subsequent weeks featuring some of Mutual Broadcasting System's (MBS) Washington stars, including Fulton Lewis Jr., and a large number of local shows are being rapidly developed. First commercially sold show is Art Brown's *Amateur Hour*, to be featured Friday, 7:30-8, from the local Atlas Theater. Philco is the sponsor. Another local show is Bill Brunlige's *Sportscast*. A special feature in the opening week will be a telecasting of Theodore Granik's *American Forum of the Air*. Another will be a film version of Arthur Godfrey's opening video show, *Arthur Godfrey and His Friends*, which did not reach Washington on its debut.

WOIC will go on the air nightly at 8:30 and Sundays at 4:30 in the afternoon. It is owned by R. H. Macy & Company, also owners of WOR, New York. Gene Thomas is manager.

WDTV, Pitt, Bows On "C" Day, But Show Was NSG

PITTSBURGH, Jan. 15.—More than 4,000 braved the snow here Tuesday night (11) to see the formal ceremonies that marked the premiere telecast of the DuMont television station, WDTV, and the linking of the East and Midwest thru coaxial cable. All over the city, Pittsburgh was video conscious, with thousands watching the show in bars, hotels and private homes. The show itself was telecast from the Syria Mosque and featured the talents of two top-flight professional acts, Helene and Howard and the Evans Family, plus local amateur groups and Al Schacht, baseball comic. Ed Schaughency, vet KDKA announcer and agency head, portrayed Pa Pitt in introducing the acts. Also on the stage were County Commissioner John Kane, Mayor David L. Lawrence and Dr. Allan B. DuMont, head of the DuMont network. Jackie Heller was skedded but he had to watch the show from a video screen in his hospital room where he is recovering from an attack of flu.

The show itself lacked a lot due to the paucity of good entertainers, but the people were happy as they sat in on the history-making event. However, even tho the sponsors had a big tip, they were unable to turn them due to the lack of facilities in the basement of the Mosque where the television screens were placed. The people came down and crowded in to (See WDTV, Pitt, Bows on page 14)

Four-Web Coaxial Cable Show Was Strictly "C" for Crummy

Television undoubtedly has already developed enough momentum and public enthusiasm to make it unlikely that the sorry performance, generally speaking, of the four networks on the historic coaxial cable link show Tuesday (11) will seriously retard its growth. Nobody, however, can say the webs didn't try. While the Columbia Broadcasting System (CBS) with Arthur Godfrey and the National Broadcasting Company (NBC) with Milton Berle plus Harry Richman tossed in a trio of seasoned performers, who can never be too bad under any circumstances, even the Columbia and NBC efforts were remarkably slipshod and poor.

The clincher to the inferior output on the entertainment phase of the hour-and-three-quarter program is the fact that the first 45 minutes, featuring a Caravel Film short explaining how the coax and radio relay work, and including more or less stock speeches by the Federal Communications Commission (FCC) commissioner, Wayne Coy, American Telephone & Telegraph (AT&T) prexy LeRoy Wilson, DuMont head Allen B. DuMont, NBC President Niles Trammell, CBS Prez Frank Stanton, American Broadcasting Company (ABC) Prexy Mark Woods, N. Y. City Council Head Vincent Impellitteri (subbing for Mayor O'Dwyer) and Chi Mayor Martin Kennelly was far more interesting than was the latter hour in which each of the four webs tossed out a 15-minute sample of their programming.

The Caravel film, as a matter of fact, was excellent, telling its story dramatically with a fine sense of pictorial values and based on a good script. And the brass cut up their subject matter so that all essential plugs were worked in without anybody repeating anybody else. Of the web chieftains only Mark Woods read from a script, which Mark should know is bad TV.

Then came the alleged entertainment. George Putnam, emceeing the proceedings, introed the first web with a remark, which the Paleyites fervently hope will prove to be prophetic. "The first network," he said, "will be the Columbia Broadcasting System." And Arthur Godfrey and his gang took over. While Godfrey, with his amazing ease and Will Rogers-like charm, is undoubtedly a fine performer, he had nothing to work with here. And he tossed in plugs for his upcoming Chesterfield show, with a carton of Chesterfields in plain evidence on the table, in extremely questionable taste, considering the occasion. Young Bill Lawrence, singer, turned in a nice job on *Somebody Loves Me*, showing considerable promise. Janette Davis, tho loused up considerably by poor lighting, did equally well. The *Lucky Pup* show got a fast intro, which sold it completely inadequately. But the Archie Bleyer band broke up, laughing at Godfrey's toss-offs, some of which were really funny. Midwestern viewers must have got the impression, incidentally, that in the East, sidemen in orchestras have been developed to replace the studio audience in radio, guffawing at things completely unfunny to listeners, because DuMont followed the CBS contribution with Ted Steele and a band, and here, too, the sidemen rolled off their chairs yocking at a comic fiddler, who wasn't nearly that funny. Outside of blinking constantly, a habit which can be extremely irksome to the viewer, Steele is a fairly personable emcee, a good pianist and a competent singer and ork fronter. Two showy band numbers, *Honeysuckle Rose* and *Warsaw Concerto*, Steele's vocalizing of *My Darling*, in a so-called production number with a little girl and a ballet by the little girl (undoubtedly a star pupil in some dancing school) constituted DuMont's (See Four-Web Coaxial on page 14)

Ad Agencies, Bankrollers Raise Heads

Time To Ride Bandwagon

CHICAGO, Jan. 15.—Interest in television on the part of the advertising industry and potential sponsoring companies has risen tremendously here and elsewhere in the past few days, a check of networks, stations and leading agencies has revealed. In Chicago the impetus was created by various factors—airing of Eastern network shows; beginning of full-scale operation by the National Broadcasting Company's o.-and-o. Chi video station, WNBQ; special video luncheon sponsored by the Chicago Radio Management Club, and the origination of the Swift-NBC Lanny Ross show before a large audience of trade leaders and press representatives at the Morrison Hotel Thursday (13).

Of paramount importance was the opening of the East-Midwest coaxial cable and the resultant airing here of top shows never before seen in the Midwest. The trade was unanimous in agreeing that many advertising agencies and their clients were showing new interest in television and were talking about purchase of video airings.

Opening of the coaxial cable created new interest in video even in cities not included in the expanded facility. John Norton, v.-p. of the American Broadcasting Company's central division, said that on a trip to Minneapolis he had noticed interest that could result in sales, even tho that city had no chance to see network coaxial shows. He said press reports about the coax had stimulated so much video interest in Minneapolis-St. Paul that practically every agency and advertiser he called on indicated a determination to look for video shows to buy in the future.

Applaud Shows

Among agencies here the concensus was praise for the shows seen in the Midwest, an awakening to the realization that television had hit the big time and also that it was time to get on the band wagon.

The Chicago Radio Management Club luncheon, at which NBC had its top New York and Chi brass in attendance, witnessed a special NBC show, originated in New York and Washington, to salute the club and to mark the second use of the coax. Whereas the usual attendance at CRMC meetings is about 150, this meeting at the Palmer House attracted more than 500 radio, agency and sponsor representatives. Many (See Coaxial Hypos on page 15)

K-F Pulls Belt, Ankles 'Scope

CHICAGO, Jan. 15.—Kaiser-Frazer (K-F) this week bowed out of its projected joint sponsorship with Philco of the new WBKB multiscope, a device for simultaneously showing ticker tape news, weather reports, time and ad messages. The multiscope was to have gone into operation Monday (17), and run daily from 11 a.m. to 5 p.m., but the auto firm's exit, due to a 10 per cent budget cut in anticipation of a sales slump, will force postponement for at least one week. The Balaban & Katz video outlet will not go forward with just one sponsor, since it would just about break even on that basis.

Three prospects are in the picture now to pick up the \$1,500 weekly tab. Whoever is signed ultimately will split time with Philco. K-F, having recently started bankrolling the high-priced Walter Winchell show, simultaneously dropped two shows on Mutual Broadcasting System, *The Thin Man* and *Meet the Boss*.

Local 47 Ogles TV Scale Boost

HOLLYWOOD, Jan. 15.—A boost in tele scale for Local 47, American Federation of Musicians (AFM) members, will be asked at the expiration of the present AFM tele contract January 31. Local 47 radio-tele rep Phil Fischer said recommendations have been made to the AFM national office calling for a wage boost which will put local tele musickers on a par with New York. Presently, sidemen here get \$9.20 per half hour show with half hour rehearsal included, but the rate is considered too low in view of tele's growth and local coverage.

Door has been left open so that no prior commitments will be made locally, final determination to be decided after New York tele scales are readjusted. Despite low cost of live music on local tele, musician employment in the new medium has been scant since live music clearance began, Fischer added.

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Authors' League Faces SWG Clash Over TV Authority

NEW YORK, Jan. 15.—A jurisdictional war is breaking out between the Authors' League (AL) and one of its branches, the Screen Writers' Guild (SWG), over control of video. Presumably it had been settled between the groups that a television writers' guild would be set up in the near future after working out certain details to safeguard the SWG.

However, the SWG, in what has been characterized by the opposition as a sneak punch, moved into the tele writers picture by meeting with a tele film producers group headed by Hal Roach Jr., to discuss a contract for scripters and by accepting the affiliation of the Association of Film Writers (AFW), an East Coast group, whose members write mostly documentaries. The AL views as interesting the claim of the SWG that AFW members are tele writers.

What action the Authors' League will take is not known, but the org is expected to move fast and probably will notify the tele film producers' association that the SWG has no jurisdiction over the field and hasn't the authority to sign any contract covering tele writers.

Guild Entanglements

Agreement at the AL as to which among its members would control tele took a long time in coming. The Radio Writers' Guild originally was granted video jurisdiction but returned it to the AL so as not to cause jurisdictional strife. Now many execs in the AL feel that the SWG was always trying to throw a monkey

wrench into the formation of a tele writers' guild, unless it met terms favorable to the Coast group. On the other hand, many members in branches of the AL are irritated at what they believe to be the slowness and lackadaisical handling of the situation by the AL.

Meanwhile, the organization of the TV writers' guild continues. Rex Stout is the head of a joint AL committee, and Evelyn Berke is handling the administrative details. About 20 people have already joined the org. When the number is about doubled, the new writers' group will be admitted to the AL. A skeleton constitution and eligibility rules are being drafted.

Tele Brass To Dish It Out at CTC Meet

CHICAGO, Jan. 15.—The Chicago Television Council (CTC) will hold its first major annual television conference here March 7-9 at the Palmer House, James Stirton, president of the club and general manager of the central division of American Broadcasting Company (ABC), announced.

Stirton said that leading figures in all facets of the industry will take part via speeches and participation in panel meetings.

"It is our intention," he declared, "to measure the developments of television to date and to estimate the future in an exciting, interesting manner. We will avoid generalizations and tedious excursions and seek, instead, to get down to cases."

Presidents of the four networks have been invited. Mark Woods, of ABC, has accepted the invitation, while presidents of other networks have said they could not attend but would send top executives. Altho the line-up of speakers has not been completed, so far definitely scheduled, in addition to Woods, are James Young, well-known advertising figure and consultant for J. Walter Thompson; Lee Cooley, video director for McCann-Erickson; Leonard Hole, of DuMont, and Leo Burnett, head of the agency bearing his name. Wayne Coy, head of the Federal Communications Commission, has also said he would make every effort to attend. Jack Poppele, president of the Television Broadcasters' Association, also has said he would try to be on hand.

It is also planned to have Hollywood bigwigs present as speakers. Altho nobody from Hollywood has been lined up, Stirton said that Art Holland, Malcolm-Howard exec and program chairman for the CTC, is on the West Coast now, lining up movie-video names.

Attendance at the conference will be open to all members of the video industry and other interested parties. Tele station personnel, advertising agency representatives, sponsors, radio and movie executives and technicians are expected to attend.

Chrysler Sponsors Detroit Art Show

DETROIT, Jan. 15.—The move of automotive sponsors into the television field gained momentum with the debut of *The World of Art* Wednesday (12) on WXYZ-TV, with the Chrysler Corporation as sponsor. The show uses the facilities of the Detroit Institute of Arts, across the street from the station's studios, to give a dramatic presentation of selected items in the collections.

The World of Art is being produced as a package show by Charles Adams, former legit producer, who also has the sustainer, *Kiddie Kort*, a juvenile quiz show, on the same station. Adams is readying two other shows for video—*Mirth in Music* and *Guild Playhouse*.

See Your Landlord

BRIDGEPORT, Jan. 15.—Area Rent Director Clarence C. Westenberg has ruled that a landlord cannot charge a tenant more rent because the tenant installs a television set, but adds that if the landlord installs the set for the tenant's enjoyment it constitutes an added service for which a rent increase can be authorized.

KLAC-TV Snags Coast Baseball

HOLLYWOOD, Jan. 15.—KLAC-TV this week snared tele rights to the 1949 baseball sked of the L. A. Angels and will be awarded similar rights to Hollywood Stars' games as part of a packaged deal made with millionaire-sportsman P. K. Wrigley, owner of the Angels and franchise holder for the Stars, who sold tele coverage to KLAC-TV for a reported price of \$45,000. Sale marked the first time baseball rights on the Coast have been sold, and included an exclusive deal for 186 home games.

Station toppers will promote the baseball series as another feature of "sports tele station of Los Angeles." Last fall, KLAC bought the tele rights to all home games played by USC-UCLA football teams, paying a record \$75,000 for the series and kicking off with a big promotion splash stressing sports coverage. Don Fedderson, station's general manager, treks to New York this week-end to discuss baseball sponsorship with prospective Eastern bankrollers.

KFI-TV Expands Operations Sked

HOLLYWOOD, Jan. 15.—KFI-TV will shortly expand its operating time from present 12 to 15-hour weekly sked to a minimum of 25 hours, it was disclosed by station's general manager, W. B. Ryan. The Earl C. Anthony outlet hopes to go into daytime video in order to increase revenue, but the extent of increased coverage will depend on program availabilities and commercial commitments.

Ryan discounted the strong local rumors that the station was for sale, declaring that KFI management has consistently turned down bids to sell its TV adjunct. Station is, however, interested in making a film company tie-up and is currently mulling offers from several major pixeries to join forces in a co-operative programming venture.

Cincy Gardens Tele Rights to WKRC-TV

CINCINNATI, Jan. 15.—Exclusive rights to televise all sports and activities, which are televisual in whole or part, at the new Cincinnati Gardens, Inc., here were given to Station WKRC-TV in a deal consummated this week. Pact goes into effect when the Gardens open February 22 with an exhibition hockey game and continues until May 1, 1950.

Frank A. Selke, executive vice-president of the Gardens, signed the pact for the new spot, while Hulbert Taft Jr., managing director of WKRC-TV, repped the station in the presence of Charles Sawyer Jr., acting general manager of the Gardens.

Station is expected to begin experimental operation in March and commercial operation April 1. Events already sked for video are basketball games and boxing and wrestling matches if approval can be obtained from the Cincinnati Boxing and Wrestling Commission.

Colleges Dodge Stand on TV On Gridirons

SAN FRANCISCO, Jan. 15.—Football's answer to television failed to come out of the meeting of the National Collegiate Football Association which closed a week-long session here Saturday (8). The group simply took no official action, leaving it for the individual colleges to debate and deal individually in the 1949 season. Pacific Coast Conference directors and those of the Big Nine announced they would put the matter up to the faculty reps of the colleges in the two conferences.

The discussion was led by K. L. (Tug) Wilson, commissioner of the Big Nine. Tom Harmon, former Michigan grid star, now sports director at KLAC, Los Angeles, made the case for video. His presentation had little or no effect on the college reps. He said television might hurt the gate, but colleges should consider the shut-ins, especially those in veterans' hospitals, who can't get out to the games.

\$5,000 Report

The Crossley report, for which the NCA paid \$5,000, was made public by H. Jamison Swarts, athletic director of the University of Pennsylvania. It came to the conclusion that the gate suffered badly in and around the New York area where games were televised. He said the report showed a drop in attendance in 1948. Television was blamed. Ralph Furey, of Columbia, said that he did not agree fully with the Crossley survey and that there would be no real danger until television was made nationwide. Other speakers said they thought television definitely would decrease revenue.

Al Masters, athletic director at Stanford University, speaking for the Pacific Coast Conference, declared that video might help the gate at the start by interesting new customers. He said he stood for a one-year video contract only. Ted Payeur, of Northwestern, reported that Notre Dame, Illinois and Northwestern televised their games last season and noted no drop in attendance. Bill Hunter, of University of Southern California, said his college might give it another try this year. Some games were televised in Los Angeles, but that area as yet does not have an outstanding number of sets in homes. No college football games have been telecast in San Francisco.

Edelbrew To Buy 15 Mins. of 'Bowling'

NEW YORK, Jan. 15.—Edelbrew Brewery, Inc., of Brooklyn, this week signed to sponsor 15 minutes of *Bowling Headliners* over four Eastern stations of the American Broadcasting Company (ABC) video network. The full hour show, which airs from 10 to 11 p.m. over the entire Eastern web of ABC, will plug the beer during the 10:30 to 10:45 period.

The agency is Gordon & Mattern, Inc. It's the show's first account.

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

50% deposit, balance C. O. D. QUALITY PHOTO SERVICE Perkins St., Box 42 Bristol, Conn.

Motorola Eyes Ripley TV Seg Over NBC Web

CHICAGO, Jan. 15. — Motorola, Inc., manufacturer of radio and television receivers, has about completed plans to buy a new network video show, it became known here this week. Altho it is practically certain that the new show, replacing its *The Nature of Things* which Motorola now airs on the East Coast National Broadcasting Company (NBC) video web, will be a *Believe It or Not* package featuring Robert L. Ripley, at press time final decision had not been made as to whether NBC or the American Broadcasting Company would carry the airing. Final decision on facilities are expected to be made in New York, where the show will originate, early next week, but the client and its agency, Gourfain-Cobb, Chicago, favor NBC because it apparently can make more desirable facilities available.

Whatever the decision, it is expected that the program will be carried by a web linking Eastern and Midwestern cities with video outlets.

Latest plans were to have the Ripley show aired on 14 NBC stations, via coaxial and kinescope recordings, Tuesdays from 9:30 to 10 p.m. (E.S.T.), starting February 15.

School Buys Studio Time at WFIL-TV

PHILADELPHIA, Jan. 15.—Marking the first use of commercial TV by a video school of learning, the Theater Arts Institute of Philadelphia contracted for 100 hours of camera rehearsal time in the studios of WFIL-TV. Handled by the Solis S. Cantor advertising agency here, the deal is for the purpose of training students at the school in the art of producing video shows. In addition, the school bought eight half-hour periods of air time for presentation of programs developed by the institute and its students.

Under terms of the agreement, WFIL-TV will furnish the institute with studio space, a TV camera and crew and appropriate lighting for rehearsal periods. The studios will be used for actual rehearsals and camera and lighting experiment once a week. Proposed shows to be broadcast will be scheduled later. The institute, founded more than a year ago, instructs students in all phases of TV program production in its own classrooms and workshops.

WICK ENTERS TV FIELD

HOLLYWOOD, Jan. 15.—Formation of Courtney Productions, new combination tele program packaging and video exploitation firm, was announced this week by Ted Wick, former David O. Selznick Studios' radio exec. Wick will head the new Courtney firm, concentrating on sale of video programming ideas and servicing indie motion pic studios on radio-video exploitation, "with headquarters in Hollywood.

ABC Central Sells 'Identify' Over TV Network to Stein

CHICAGO, Jan. 15.—The American Broadcasting Company's (ABC) Central Division this week scored its first sale of a regular network video series when A. Stein & Company, makers of Paris garters, suspenders and belts, purchased *Identify*, a Chi-originated sports program which ABC will feed to 12 markets, from St. Louis to Boston, starting February 14. Show, featuring Bob Elson, local sports-caster, will give audiences a chance to identify historical sporting situations and will air Mondays, 8 to 8:30 p.m. (CST).

Sale was made by Bill Wilson, of the ABC video network sales staff here. Account was placed by the Louis A. Smith Agency, which has done only minor video work to date. Budget for Stein & Company, for which a 52-week contract has been signed, is expected to be about \$100,000 for time and talent. *Identify* will be aired, via coaxial and kinescope recording, in Chicago, Milwaukee, St. Louis, Toledo, Detroit, Cleveland, Buffalo, Philadelphia, Baltimore, Washington, New York and Boston.

Patterson Dickers For Tele Sponsor

NEW YORK, Jan. 15.—Artist Russell Patterson, whose varied energies recently were incorporated, has been dickering with several sponsors for his video package, *Russell Patterson's*. The airtel features the puppets which have appeared at the French Casino niteries and in films, plus Slapsy Maxie Rosenbloom and a line of models in bathing attire. The gals will be from Patterson's new model agency, to be opened shortly. The scene of the show, incidentally, is a model agency.

The Patterson show will feature original music and lyrics. The price is believed to be around the \$6,500 mark.

Herb Swope Jr. Joins Sutherland TV Firm

NEW YORK, Jan. 15.—Herbert Bayard Swope Jr., TV director formerly with Columbia Broadcasting System (CBS), this week signed to head the New York office of John Sutherland Productions, Inc., of Los Angeles. The Sutherland firm has been active in making industrial films, as well as animated and general entertainment pictures.

Emphasis of Sutherland video activity will be heavy on the production of tele commercials.

UW Going All Out in Plan For Tele Film Production

HOLLYWOOD, Jan. 15.—Plans for full-scale invasion into video film production during 1949 were disclosed this week by Lewis Blumberg, sales manager of United World Films' tele division, a subsidiary of Universal-International (U-I) Pictures. Blumberg left the Coast upon completion of a production cost study, indicating that United World would expand its present tele film experimental program to include both commercial tele pix as well as entertainment products. To date, U-I's film subsid has produced video pix for *Lucky Strikes*, *General Electric*, *Chevrolet* and *Lee Hats*.

United World's tele expansion, which insiders hint will involve a considerable amount of inter-org tal-

NAB Pegs TV Outlet Nut At 200G; Ceiling No Limit

WASHINGTON, Jan. 15.—A minimum outlay of around \$200,000 a year is required for running a television station currently, and there's practically no ceiling on the maximum, according to the latest chapter in National Association of Broadcasters' (NAB) *Television Report*. The chapter, titled *Operating Costs*, was issued publicly by the NAB this week. The NAB study does not specifically cite a \$200,000 minimum-cost figure for operating a TV station, but this minimum can be computed from several formulas shown in the latest chapter of the study which, when completed, will provide the industry with the first report of its kind on the over-all requirements in capitalization for building and running television stations under various plans and conditions.

The latest chapter reveals that wage rate costs in television stations are identical with those of AM broadcast stations but that video stations require considerably more staffers, with the result that over-all labor costs run higher for video operations.

As borne out in earlier chapters of the study which is being edited by Charles A. Batson, the latest material shows more evidence that telecasting is strictly a heavy-capital business.

Equipment Needed

It requires heavy capital to build a station and a big bank roll to keep the station operating. In establishing formulas by which station operating costs can be computed, the chapter lists six variables including two types of transmitters and four types of programming. Transmitter types are community-type 500-watt transmitter and metropolitan-type 5,000-watt transmitter. The four types of programming are film, network, remote, and studio. Actual operating costs depend on whether a station operates on a community type or metropolitan transmitter and on the combination of program types used. Also there are such factors as prevailing wage rates in the community, according to size; the number of hours on the air, etc. Just to keep a community-type transmitter in operation for a year, the cost is figured at \$25,000 a year, while \$55,000 would be required to keep a 5,000-watt transmitter in operation. These costs do not include outlays for programming, studio, etc. Among several examples cited of stations using different program "variables," the NAB study shows that it would cost around \$356,000 a year to run a station on a 5,000-watt transmitter and on a 50-hour weekly transmitter schedule consisting of 31½ program hours and the balance test patterns, with the programming broken down into the following categories: 14 hours of network sustaining service, 7 hours film,

7 hours remotes, and 3½ hours studio programs.

Decision Phase Done

The latest chapter completes the section on *The Decision Phase*, and the next section will be entitled *Building*. Its chapters will be on building the plant, building the staff, building the program structure and building circulation. Expectations are that the completed study, which is officially called, *Television: A Report on Visual Broadcasting Art*, will become a bible for the new television department which the NAB is considered certain to install, subsequent to a report of its newly-formed re-organization committee.

City TV Nut 356G

The average minimum operating costs total \$356,000 annually for a metropolitan TV station scheduling 31½ program hours weekly, the National Association of Broadcasters (NAB) said this week in the latest chapter of the running TV study.

The operating costs specified by the NAB for a metropolitan station are broken down as follows: \$55,000 for transmitter costs, \$3,000 for the studio-transmitter link, \$80,000 for cost of carrying network shows, \$65,000 for film expenses, \$60,000 for remote pick-ups, \$80,000 for live studio shows and \$13,000 for what the NAB calls "program nucleus," defined as depreciation, personnel and miscellaneous.

Roofers To Bankroll "Stop Me" on Tele

NEW YORK, Jan. 15.—The Bona Fide Linoleum & Roofing Company, a newcomer to broadcast advertising, this week signed to bankroll the video version of *Stop Me If You've Heard This*. The deal was set with National Broadcasting Company (NBC), for the 9 to 9:30 p.m. period Fridays, starting January 28.

The cast of the latest edition of *Stop Me* will include Benny Rubin, Cal Tinney, Henry Slate and Leon Janney.

Clip Joint!

PHILADELPHIA, Jan. 15.—Talk about the sacrifices to get on TV! Philco's WPTZ was shopping around for a one-man piano show. They finally found a fellow named Carl McBride, who fit the piano playing role perfectly. Only there were a couple of camera angles that didn't fit with his Steinwaying. For one thing, he had a heavy mustache. And on top of his topper, he had a bushy jungle-type hair-do. Now McBride has neither mustache nor bushy hair-do. But, by golly, he's in a TV studio!

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"WE DELIVER WHAT WE ADVERTISE"

Four-Web Coaxial Cable Show Strictly "C" for Crummy

(Continued from page 11)

contribution. NBC, as has been pointed out, presented "America's No. 1 television star," and billed Berle that way, justly enough. But did Berle have any special material even remotely befitting the occasion? No, he trotted out his standard bistro insult routine ("Your head is shining right in my eyes," etc.) and brought on Harry Richman, who did *I'm Glad I'm an Actor and Puttin' on the Ritz*. Richman tried, but he's getting along in years, and the voice and the limitless energy, the vibrant quality are all but gone. The guy did a blackface impersonation of Al Jolson singing *April Showers*, and could hardly get up off his one knee. He and Berle bowed off with a blackface routine. In the course of the shuffle-off-to-Buffalo Berle held his straw skimmer up right in front of Richman's face. Even with all these shortcomings, the Berle-Richman segment of the show was still easily the standout.

ABC turned the job over to its Chi outlet, WENR-TV, which gave the East a sample of its highly touted *Standby for Crime*. Maybe other offerings of this troupe have been good, but this one wasn't. The story was poor, building neither its plot-line nor characterizations adequately. The acting was for the most part pure, meaty Swift. The direction was an amateurish effort at Hitchcockism. Marc Connelly's build-up intro only made the production seem that much worse.

Screams from the web program department that it's virtually impossible to do anything in 15-minute segments (if they choose to scream to that effect) get no sympathetic ear from this viewer. *Joe Csida.*

Reviewed Tuesday (January 11), 9:30-11 p.m. Introductory speeches: Wayne Coy, chairman of the Federal Communications Commission; Leroy A. Wilson, president, American Telephone & Telegraph Company (AT&T); Dr. Allen B. DuMont, Niles Trammell, Mark Woods, Frank Stanton, Mayor Myron Kennedy. At 10:10-15, CBS-TV, producer, Don McClure; director, Bob Stevens. Cast—Arthur Godfrey, Douglas Edwards, Jeanette Davis, Bill Lawrence, Bunin's "Lucky Pup," Archie Bleyer's Orchestra. At 10:15-10:30, DuMont, directed by Valenta; emcee-conductor, Ted Steele; cast—Elaine Vito, Esther Horrocks, Mac Ceppos. At 10:30-10:45, NBC-TV, cast—Milton Berle, Harry Richman. At 10:45-11, ABC-TV (Chicago), producer, Greg Garrison; mystery drama, "Stand By for Crime; writer, Nancy Goodwin.

WDTV, PITT, BOWS

(Continued from page 11)

see the new phenomenon but soon most of them gave up and left the hall. Others lost interest after a succession of dry speeches.

WDTV does not have any studios and does not plan to produce any local shows at present. The station has all its local time spoken for but will use film and announcements for program material. Tom Gallery, of the DuMont organization, said that television of local sports is probable within a few months. However, all local sports promoters, including the Pirate baseball team and the Steeler football team, are treading carefully in making any video commitments. *Len Litman.*

TV Studio and Production Facilities

A complete listing of facilities available at currently operating video stations is reported below. The data listed covers virtually all phases: The number of studios; camera equipment, including information as to film size; projection equipment, and slide and film production availabilities. The report was prepared by Berry Wall, research director of Film Production Service, and The Billboard TV Evaluator staff.

	No. of Studios	TV Cameras		FILM Cameras		Sound	FILM Projectors			Make for Sponsor		
		Studio	Field	16mm.	35mm.		16mm.	35mm.	Slide	Process Unit	Film	Slide
CALIFORNIA												
LOS ANGELES												
KTLA	2	4	4	2	0	Yes	3	0	2	No	No	Yes
KTSL	6	4	2	—	—	—	2	0	1	No	Yes	Yes
KFI-TV	—	—	—	—	—	—	—	—	—	—	—	—
KLAC-TV	—	—	—	—	—	—	—	—	—	—	—	—
SAN FRANCISCO												
KGO-TV	2	3	3	0	0	0	2	2	2	No	No	No
CONNECTICUT												
NEW HAVEN												
WHNC-TV	1	2	2	1	0	Yes	1	0	1	No	Yes	Yes
DIST. OF COLUMBIA												
WASHINGTON												
WMAL-TV	1	2	2	0	0	—	2	0	2	No	Yes	Yes
WNBW	1	3	2	—	—	—	1	2	2	No	Yes	Yes
WTTG	1	2	4	0	0	—	2	0	2	No	No	Yes
GEORGIA												
ATLANTA												
WSB-TV	—	2	2	1	—	No	2	—	—	Yes	—	—
WAGA-TV	1	2	2	1	0	—	2	0	2	No	Yes	Yes
ILLINOIS												
CHICAGO												
WBKB	2	6	4	0	0	—	2	2	2	No	No	Yes
WENR-TV	—	—	—	—	—	—	—	—	—	—	—	—
WGN-TV	1	9	5	0	0	No	1	2	1	Yes	Yes	Yes
WNBQ	3	3	3	0	0	0	2	2	—	No	—	—
KENTUCKY												
LOUISVILLE												
WAVE-TV	1	2	2	0	0	0	2	0	—	No	No	Yes
LOUISIANA												
NEW ORLEANS												
WDSU-TV	—	—	3	2	—	—	2	0	—	No	No	No
MARYLAND												
BALTIMORE												
WBAL-TV	3	2	2	0	0	No	3	0	4	No	No	No
WMAR-TV	1	2	2	7	0	Yes	2	0	3	Yes	Yes	Yes
WAAM	2	2	1	—	—	—	—	—	—	No	Yes	Yes
MASSACHUSETTS												
BOSTON												
WBZ-TV	2	2	2	0	0	—	1	2	3	No	No	No
WNAC-TV	1	3	3	—	2	—	2	—	2	Yes	Yes	—
MICHIGAN												
DETROIT												
WWJ-TV	3	5	2	1	0	No	2	0	3	No	No	No
WXYZ-TV	2	3	5	1	0	0	2	2	2	Yes	Yes	Yes
MINNESOTA												
ST. PAUL												
KSTP-TV	1	3	3	2	0	Yes	2	0	3	Yes	Yes	Yes
MISSOURI												
ST. LOUIS												
KSD-TV	1	2	2	0	0	—	1	0	2	No	Yes	Yes
NEW JERSEY												
NEWARK												
WATV	3	4	3	1	1	2	2	2	4	No	Yes	Yes
NEW YORK												
BUFFALO												
WBEN-TV	1	2	2	2	0	No	2	0	2	No	No	Yes
NEW YORK												
WABD	2	6	6	1	2	Yes	1	2	2	Yes	No	No
WATV	3	4	2	1	1	Yes	2	2	2	No	Yes	Yes
WCBS-TV	3	4	10	4	0	Yes	3	2	2	Yes	No	No
WJZ-TV	—	—	—	—	—	—	—	—	—	—	—	—
WNBT	5	16	6	3	8	Yes	1	2	3	Yes	Yes	Yes
WPIX	2	3	7	15	0	Yes	2	2	3	Yes	Yes	Yes
SCHENECTADY												
WGRB	1	3	—	1	0	No	1	2	2	No	Yes	Yes
SYRACUSE												
WHEN	1	2	2	0	0	0	2	0	2	No	No	No
OHIO												
CINCINNATI												
WLWT	2	2	3	1	0	Yes	2	2	2	Yes	No	No
CLEVELAND												
WEWS	3	7	6	6	0	No	2	0	4	Yes	Yes	Yes
WNBK	1	—	5	0	0	0	2	0	2	No	Yes	Yes
TOLEDO												
WSPD-TV	1	2	2	0	0	—	2	0	3	No	Yes	Yes
PENNSYLVANIA												
PHILADELPHIA												
WCAU-TV	3	5	5	2	1	Yes	2	0	2	Yes	Yes	Yes
WFIL-TV	2	2	6	2	0	Yes	2	0	5	Yes	Yes	Yes
WPTZ	2	2	6	3	1	Yes	1	2	4	No	Yes	Yes
PITTSBURGH												
WDTV	0	—	3	0	1	1	1	1	1	No	No	No
TENNESSEE												
MEMPHIS												
WMCT	3	4	—	3	0	2	2	0	2	Yes	Yes	Yes
TEXAS												
FORT WORTH												
WBAP-TV	3	3	2	4	0	Yes	2	0	1	Yes	—	—
UTAH												
SALT LAKE CITY												
KDYL-TV	—	—	—	—	—	—	—	—	—	—	—	—
VIRGINIA												
RICHMOND												
WTVR	1	2	1	0	0	—	2	2	1	No	No	Yes
WISCONSIN												
WTMJ-TV	1	2	3	1	0	Yes	1	0	2	No	Yes	Yes

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40 8 x 10's
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Quotations on larger quantities upon request.

IRVING LOWENTHAL
156 East 39 Street New York 16, N. Y.

Coaxial Hypos Midwestern TV

(Continued from page 11)
agency men at the luncheon went away voicing determination to get their clients into television.

The Lanny Ross show origination, arranged by the Swift Company, program sponsor; NBC and McCann-Erickson, agency on the account, was attended by more than 700. This large group saw one of the best video shows aired in this city to date. In the audience was not only top Swift and NBC brass but also such agency bigwigs as Leo Burnett, Maurice Needham, of Needham, Louis and Brorby; Henry T. Stanton, executive vice-president of J. Walter Thompson, and Marion Harper Jr., president of McCann-Erickson. Also on hand were top brass of International Harvester and Standard Oil of Indiana, two firms which are reported to be interested in using large appropriations for purchase of television shows. Harvester, it is said, is interested in buying a network video program, while Standard Oil is getting ready to buy shows for airing in Midwest cities where it has distribution.

Cy Wagner.

Competish Jolts CBS Hub Plans

WASHINGTON, Jan. 15.—Plans of the Columbia Broadcasting System (CBS) to move into the Boston television market received a jolt this week when a competitive bid was filed for WRTB, Waltham, Mass., which CBS had previously filed to buy from Raytheon Manufacturing.

The new bidder is the Meredith Engineering Company, which filed under the Federal Communications Commission's (FCC) Avco procedure, permitting competitive bidding within a specified time. Meredith offered to equal the CBS offer, which is in excess of \$242,122, but whose total depends on how much Raytheon spends to get the station on the air.

Meanwhile, CBS has until the end of the TV freeze to decide whether to drop its bid to buy a Boston area TV station or its bid to build one, the Federal Communications Commission (FCC) ruled this week in refusing to order dismissal of the bid for a construction permit.

The Boston Metropolitan Television Company, competing with CBS to build on Channel 9, had petitioned the FCC to dismiss the CBS bid as being inconsistent with the web's bid to buy WRTB. The FCC replied that since pending applications to build are not being processed, there is no need at present to force CBS to make up its mind. The commission added, however, that if the transfer application has not been acted on prior to the freeze end, CBS will have to make a choice.

British Plan Test Of Theater Video

WASHINGTON, Jan. 15.—British experiments in theater video will be getting under way in the near future, the Commerce Department reported this week. An agreement for theater television has already been reached between the British Broadcasting Corporation (BBC) and the Associated British Picture Corporation (ABPC).

Theaters in the midtown area of London are to be equipped for TV projection. One theater in Bromley, Kent, is already equipped and is able to pick up BBC transmission from the main transmitter at Alex-

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TV Evaluator Program Changes

This feature of the TV evaluator is designed for a threefold purpose: To report new TV business; to report new and renewing TV advertisers and to list new and departing programs, both commercial and sustaining. Compilation of all data included will be published periodically.

NEW COMMERCIAL PROGRAMS

Sponsor Agency Starting Date Product	Program Description Talent	Station, City Facility Time
Unique Art Mfg. Co. Grant Adv.; 1-9 Toys	Spots	WBKB, Chicago Film, 1 Minute
Philco Distributors Radios & TV Sets; 1-7	"Touchdown" Football Games	WBKB, Chicago Film, 20 Minutes
Reed Candy Co. Hill Blackett & Co.; 1-4 Paloops	Midget Boxing Jim Amechie	WBKB, Chicago Studio, 15 Minutes
American Tobacco Co. N. W. Ayer & Sons; 12-27 Lucky Strikes	Spots	WBKB, Chicago Film, 1 Minute
Diamond Crystal Shaker Salt Benton & Bowles; 1-3	Spot On Kitchen Club	WLW-TV, Cincinnati Film, 1 Minute
Long Island Railroad Al Paul Lefton; 1-1 Rail Service	Spots	WPIX, New York Film, 1 Minute
Little Ferry Auto Assoc. Flint; 12-28 Used Cars	Basketball Games	WPIX, New York Remote, 2 Hours
Colomat Corp. Tracy Kent; 1-8 TV Filters	Wrestling	WPIX, New York Remote, 30 Minutes
Sterling Drug Co. Young & Rubicam; 1-2 Melle Shaving Cream	Spots	WPIX, New York
DIF French & Preston Detergent	Meet Frances McGuire	WFIL-TV, Phila. Studio, 15 Minutes
Standard Oil Co. of N. J. Marschalk & Pratt; 1-1 (renewal) Petroleum Products	Spots	WFIL-TV, Phila. 1 Minute
American Tobacco Co. N. W. Ayer & Sons; 12-26 (renewal) Lucky Strikes	Spots	WFIL-TV, Phila. Film, 1 Minute
Whitman Candles Ward Wheelock; 12-31	Spots	WFIL-TV, Phila. Film, 1 Minute
Bristol-Myers Doherty-Ciufford-Shenfield Mum and Vitalls; 12-31	"Break the Bank" ABC Network	WFIL-TV, Phila. 30 Minutes
Pioneer Scientific Corp. Clayton; 1-1 TV Filters	Spots	WFIL-TV, Phila. Film, 1 Minute
Dr. Locke Shoes E. L. Brown; 12-26 Shoes	Spots	WFIL-TV, Phila. Film, 1 Minute
Theatre Arts Institute Solis S. Cantor; 1-3 TV Training	"Rehearsals Only" Rehearsals of TV Programs	WFIL-TV, Phila. Studio, 1 Hour
Christian-Shelder Co.	Spots	WSPD, Toledo Film, 3 Minutes
First Federal Savings & Loan	Spots	WSPD, Toledo Film, 1 Minute
Lee Motors Wendt Ford Cars	Spots	WSPD, Toledo Film, 2 Minutes

NEW SUSTAINING PROGRAMS

Program Description Starting Date Asking Price	Station, Facility Package Owner
Shirley Spencer, handwriting analyst; 1-4	WPIX, New York Studio
Jazz Concert; 1-3	WPIX, New York Studio
Joe Wilson's Hot Stove League	WBKB, Chicago Studio

DEPARTING COMMERCIAL PROGRAMS

Sponsor Agency Product	Program Description Facility	Station City
Petrol Corporation Seberhagen, Inc. Petroleum Products	Mummers' Parade New Year's Day—Remote (One Time Only)	WFIL-TV, Phila.
Philco Corp. Hutchins Radios and TV	New Year's Eve Show (One Time Only)	WFIL-TV, Phila.

Det. House Projects Draw Line on TV

DETROIT, Jan. 15. — Tenants of city-operated housing projects can have television sets if they live in a temporary project, but not if they are in a permanent one. The difference came to light when a housing official in another city sent a ques-

tionnaire about video sets in such projects.

The reason for the apparent discrimination follows the general belief that television appeals chiefly to the upper income brackets as an actual home utility to date.

The permanent local projects were designed for groups with restricted incomes—tenants whose income goes above a certain figure are supposed to face eviction—and they are not expected to be able to afford television at its present cost levels. Permits for antenna installations have accordingly been refused in about 20 cases. However, the tenants in the "temporary" projects, chiefly war and postwar construction, are not subject to the income restriction, and they are free to install the sets, according to housing officials.

Is It Showbiz, Or News? WPIX Must Decide

NEW YORK, Jan. 15.—Whether to operate primarily as a reflection of and adjunct to *The New York Daily News*, or whether to operate on a basis that "we're in show business too" is the question which has brought about a conflict in management of WPIX, the *Daily News* television station, authoritative sources reported this week. A decision on the question so as to permit a firm programming policy is expected to be made shortly.

There are two schools of thought in WPIX. One is that the paper should dominate and the station mirror it by telecasting well-established news features and placing a continued emphasis on news shows. The other school holds that irrespective of the station's relation with the tabloid daily, it must compete wholeheartedly with the other New York video stations, on a budget designed to meet or exceed network programs.

An alternative along that line and one which is said to be in most favor is to program along specialization lines, mainly sports. On the theory that since all other TV outlets in New York are network stations, their program responsibilities to their affiliates won't permit them to carry lengthy sporting events which an indie such as WPIX can handle. WPIX now has the Giants baseball games completely sponsored by Chesterfield because WNBT, a network station, couldn't devote the necessary time. Maybe it will get the Yanks, too. It also has boxing, basketball and hockey.

NBC Turns Heat On 'Consequences'

HOLLYWOOD, Jan. 15.—National Broadcasting Company (NBC) will give Ralph Edwards's *Truth or Consequences* full experimental tele treatment when the quizzer does a one-shot video performance over web's Coast outlet, KNBH, Thursday (20).

Among tele gimmicks to be tried during the show will be addition of new types of visual stunts plus use of remote pick-ups. One idea planned will tie in with a skedded airing of a basketball game by KNBH from Hollywood High School.

Similar gimmicks will be tested, all done "experimentally." Show will be jointly produced by Edwards; *Truth or Consequences* director, Ed Baily, and NBC exec tele producer, Ed Sobol.

WNBT Preps 3 P.M. TV Sign-On for Feb. 1

NEW YORK, Jan. 15.—The swing toward daytime video programming became more pronounced this week, as WNBT, New York, which only last week was preparing to move back into the afternoon at a moderate pace, decided to jump all the way to 3 p.m. as its sign-on program time, starting February 1. All-day programming, meanwhile, will make its first bow outside New York Monday (17), when WTTG, Du Mont's Washington outlet, will begin taking shows from WABD, New York, from 10 a.m. on. A few WTTG shows will be locally originated.

WNBT, which now starts its day at 5:30, anticipates starting its early sked beginning at noon in the near future. Signed thus far are health education expert Claire Mann, Bess Johnson for a women's club show, and Maria Cimino, who spins yarns for moppets.

Recorders Snare Wax Talent

Pace Quickens As A&R Execs Flourish Pens

Heavy Cutting Skeds

NEW YORK, Jan. 15.—Diskers are inking fresh waxing talent at a rapid clip now that the ban has become ancient history.

Alfred Drake, currently starring in *Kiss Me, Kate*, this week signed with RCA Victor. Drake, under a one-year contract with options, will specialize in show-tune and children's waxings. First four sides from the *Kate* score, skedded for this week, will be two solos and two duets with Jane Pickens. Other additions to Victor's pop roster were the Fontane Sisters, featured on the Perry Como Chesterfield show, and Bill Lawrence, whose signing confirms earlier reports in *The Billboard*.

Changes in Victor's folk roster include the signing of Shorty Long, Johnny and Jack, and Kitty Wells. Alonzo and Oscar, tho still under contract, will not wax for RCA because they have dissolved their partnership. Contract calls for joint performances.

Released from the race list were Bill Johnson, Eddie Heywood and the Caldwells.

Steve Sholes, Victor's a. and r. topper in charge of folk, race and jazz, will record Pee Wee King, the Georgia Crackers, and Ernie Benedict and the Range Riders in Chicago next week. The first week in February Sholes will leave for Atlanta to wax Southern hillbilly performers in a schedule set by him and Bob Ross, Victor's folk representative in Nashville, who recently spent 10 days here helping select tunes and artists.

Columbia will record Bob Crosby as a vocalist with the Modernaires in Hollywood and holds an option on Crosby's waxing future in the event the sides turn out favorably. A similar deal has been set for chirp Julie Wilson here. She will have a date and will do mainly special material ditties, with a couple of tunes slated to come from the pens of show-tunesters Allan Roberts and Lester Lee. The diskery still hasn't been able to straighten away its deal for chirp Sarah Vaughan. Same diskery's international department added Cantor Shalom Katz and dropped Hungarian tenor Niklos Gafni.

The MGM diskery inked the Galli Sisters to a fresh pact. The Galli girls formerly chirped with the Art Mooney ork and have cut some wax on their own for the Hub diskery.

At Mercury, the Soft Winds, a fresh instrumental and singing trio, were inked to a pact and will slice their initial wax for the firm next week. The group cut its first wax for the Majestic diskery and Mercury now holds the trio's masters sliced for the former firm.

The Signature diskery has signed the DeMarco Sisters, the group which has been singing on the Fred Allen airer for the past couple of years, and also has pacted Boston Chirp Dorothy Myles.

This flurry of activity followed a series of pacts last week which had Victor inking the Pied Pipers, Decca signing orkster Larry Fortine and singer Michael Douglas, and Capitol going all out after the boppers with orksters Charlie Barnet and Woody Herman leading the way for the label.

Simon & Schuster Prep 25c Kidisks With Trade Gimmicks

NEW YORK, Jan. 15.—The Simon & Schuster book pubbery, after several years of study and experimentation in the children's record field, has launched its Little Golden Records on the mass market with a lavish program loaded with trade innovations. The pubbery, which several years ago discovered a mass sales formula with its 25-cent Little Golden Books, is now engineering a program whereby its records will follow its books into book shops, drugstores, 5- and 10s, toy shops and super-markets, besides hitting the counters in the normal disk outlets, including chain and department stores. Before embarking on such a sales program, however, the firm's record division, headed by Arthur Shimkin, has had to develop profitable production techniques, quality plastic material and mass market repertoire suited to the

six-inch platters.

Since its inception the diskery has been the exclusive user of the injection molding process, whereby one pressing machine can turn out disks at four times the speed of regular process presses.

After much trial and as much error, a new yellow plastic, Goldenstone, has been developed. In lab tests, disks pressed from this compound stood up under 222 plays with a 5½-pound pick-up on an acoustical player, according to Shimkin.

Price Slash Enabled

With the increase in production speed, efficiency and quality, the diskery has found it possible to reduce its price per disk from 29 to 25 cents, to take on jobbers, invoke a sliding wholesale price scale for quantity orders, and to offer a 100 per cent return privilege. The disks previously have been sold by S & S book salesman, who will continue to push them in outlets they ordinarily cover with books, but toy, variety and record jobbers will now be offered the line as well. Because of the low margin of profit, distributors who take the deal will work on a short discount which the diskers feel will be more than compensated for by sales volume. Robert Bernstein, sales director, indicated that the initial pressing on each title is set at a quarter of a million.

Initial releases, issued on a limited scale last year, consisted mainly of material adapted from the Little Golden Books, and miniature arrangements of instrumental classics, but the scope has now been broadened to include folk tunes, Mother Goose songs and Walt Disney favorites. Christmas material will also be waxed. For improved adaptation and recording quality, all of the first 12 disks have just been recut. Busiest artists for the label are the Sandpipers, actually the Texaco Quartet viewed on the Milton Berle TV show. Mitchell Miller is musical conductor on most of the dates.

Display-wise, a number of changes have been made. New folders will be made to look like miniature albums, and new artwork has been prepared for each series derived from sources other than the S & S books. Labels will be printed with more color variety, with larger individual pictures to help the child to identify each side. As a special gimmick, an album will be offered the dealer gratis with every four disks purchased. This deal is designed partly to woo regular disk dealers who are apathetic to 25-cent items but who will tolerate a four-disk \$1 package. Dealers are also being offered free display racks and demonstration phonos with variable quantity deals. Salesmen are being armed with kodachrome viewers and color photos of displays, as they can be utilized in all types of outlets.

Muzak Library Of ET for Autos

NEW YORK, Jan. 15.—Muzak is building a special transcription library of recorded background music for Transit Radio. The new library is intended to supply a source of non-irritating, noise-free music to be used by FM stations broadcasting to public vehicles, according to Charles C. Cowley, exec vice-president of Muzak Corporation.

The material has been selected from Muzak's master library and includes some 2,700 selections of all types of music sufficient for 15 hours of planned program.

Muzak's research and programing personnel have been working on the new library for several months. FM broadcasters regard Transit Radio as an increasingly important field.

Is Columbia To Know Joy?

NEW YORK, Jan. 15.—Columbia Records probably will add a top musical director to its personnel roster in a few days. Mentioned as one possibility for the post is Leonard Joy, who has had years of experience with top waxeries, including Victor and Decca. At press time, however, Joy and Columbia had not signed a paper. Columbia execs, indicated, too, that four or five others were under consideration, and that the appointment could well be made from personnel within the org.

The appointment of a top flight artists and repertoire man has been expected for some time at Columbia—particularly since it became known that Mitch Ayres soon would leave the outfit.

Music Popularity Charts At the Coin Machine Show

The Music Popularity Charts, including Record Reviews and Advance Record Releases (usually found in the Music Department) are published in the special Juke Box Operators' Supplement published in conjunction with this issue. As readers know, the annual trade show and convention of Coin Machine Institute is currently taking place in Chicago, and the special supplement is a *Billboard* trade service published for the CMI show.

Mills Subsid Reactivated By Brackman

NEW YORK, Jan. 15.—The American Academy of Music, Mills Music subsid pubbery, which has been operating spasmodically for several years, will be fully reactivated in the pop, standard and educational fields. Al Brackman has been named general manager of the firm and it is expected that California and Chicago men will be added in the next week or so.

In the pop field, Brackman currently is working on the firm's plug tune, *Down by the Station*. Secondary plugs are *Blue Moments*, a revival via Frankie Laine's Atlas disk; *Out of a Dream*, another revival via a Ravens waxing on King, and *My Sweet Patoot With the Bumber-shoot*, a new novelty. Also on tap are three new Phil Moore tunes, *Goodbye, Get on Board the Peace Train*, and *Talk Sweet Talk to Me*.

Educational Staff

Under its educational banner, the pubbery is featuring a new series of piano methods for teaching by June Weybright. These were sampled at a teachers' convention in Chicago last month. There are six piano books in the series to date, with four already available.

The American Academy standard department will concentrate on Phil Moore and Tutti Camarata compositions, with some of Duke Ellington's catalog items due for modernization and revival. Also up for standard department exploitation will be some original be-bop instrumentals, with the firm having inked Chubby Jackson to a writer's pact to help build the modern music catalog. The firm will publish modernized orchestrations on some of the standard Benny Carter, Rex Stewart, Benny Goodman, etc., originals which are in its catalog.

Up-To-Date Ellington

The Ellington standard exploitation will be aimed at radio and symphony orks with such works of the maestro as *Reminiscing in Tempo* skedded for modernization and publication for symphony-sized units. In addition, the firm will publish some of Phil Moore's recent items (*Cornucopia*, *125th Street Prophet*, *Fantasy for Girl and Orchestra*) in orchestrations for bands of 32 to 48 pieces.

Side Deals Set For Cap's 'Bozo'

HOLLYWOOD, Jan. 15.—Capitol Records' kiddie creation, *Bozo the Clown*, may soon be earning more coin for the diskery via extra-curricular activity. Dough will pour in thru licensing, TV and radio deals. *Bozo* was sold last week to KTTV (Los Angeles Times-Columbia Broadcasting System (CBS) video outlet) as the lead character in a Capitol-owned tele package. Kiddie scanner will take to the air Sunday (23) on a one-a-week, 30-minute basis. According to the web, show is enjoying strong sponsor interest.

The *Billboard* learned that Cap has already closed deals with various manufacturers of kid items who will pay for the right to use the *Bozo* name and likeness. Firms with whom Cap had set deals include Western Printing Company, Racine, Wis., for use in comic mags, coloring mags and other moppet publications; Sun Rubber Company, Barberton, O., manufacturers of rubber toys; Knickerbocker Plastics, Glendale, Calif., manufacturers of plastic toys, and Lee-Tex Balloon Company, Los Angeles, manufacturers of inflated rubber toys.

Joe Davis Maps Expansion in Pub, Disk Field

NEW YORK, Jan. 15.—Joe Davis this week set a series of personnel and paper deals preparatory to his expansion in the pubbing and dishing fields. Davis's short-lived tie-up with Murray Wizell in Murray Wizell Music was finally terminated with Davis's purchase of Wizell's 25 per cent interest, the transfer of the pubbing's song, *In My Dreams*, from Wizell to Davis's Beacon Music firm, and the reversion of the firm name to Wizell. At Beacon Music Mickey Addy stays on as professional manager, to be joined by Clarence Kelly (former Words and Music plugger) in New York, Mac Green in Los Angeles and a Chicago man who was not set at press time.

In addition to his regular pluggers, Davis is putting on four regional men in New Orleans, Pittsburgh, Boston and one other city as combination contact men and salesmen for his Beacon Records, with plans to increase this staff to 10 within six months. First subject for this regional tie-in promotion will be the tune *I Had It Coming*, to be cut for Beacon next week by Vincent Lopez. Davis, who intends to concentrate on waxing his own publications, will also cut the tune as a race ballad with novachordist-vocalist Gregg Jones, who has just signed a two-year pact with Beacon.

Davis also signed two five-year agreements with Broadcast Music, Inc. (BMI), this week covering record releases and tune catalog. First deal provides for advances against each record release of Beacon tunes, important coin-wise in view of the large number of masters he sold to MGM last year. The Beacon firm had originally signed with BMI for two years in 1942, renewed for one year, and subsequently operated with a 90-day cancellation clause.

Beacon disks will be sold directly to dealers, principally on a C. O. D. basis. Dealers' price of 49 cents for the 79-cent retail disks includes all shipping charges, Davis stated. Convenient regional shipping points may be set up at a future date.

Lombardo Eyes Precedental Wax Deal With Decca

NEW YORK, Jan. 15.—Music Corporation of America (MCA) and Decca Records this week will discuss a precedental wax deal for Guy Lombardo. The orkster's formula calls for his own org to pay for all recordings, with the selling rights assigned to the diskery for a period of five years. At the end of this period rights would revert to Lombardo, who could then set up his own diskery with a valuable ready-made catalog, or sell the masters in a lump to Decca or any other diskery.

During the past five dishing years, Lombardo has cut approximately 200 masters for Decca, and during the same period has earned royalties on sales topping several million disks per annum. With taxes taking the major chunk of these earnings, and disposition of the masters entirely in the diskery's hands, Lombardo has been known to be on the lookout for a chance to participate in a corporate set-up that could ease his personal tax burden. The possibility of a deal with the Musicraft interest has never been completely ruled out, and recent reports have him on the receiving end of a proposition from Eli Oberstein, similar to the Horace Heidt deal reported elsewhere in this section.

New ASCAP Consent Decree Due?

Heidt Mulls Flier Into Disk Biz; Dickers With Oberstein

NEW YORK, Jan. 15.—Horace Heidt, who has been building up a talent stable via his Sunday air shows, at press time had virtually closed a deal to go into the record business with Eli Oberstein, with final papers to be signed by Monday (17). If deal is concluded, Heidt will supply the name and the talent, with Oberstein picking the tunes, setting up dates, and handling all production and distribution. Heidt provides the coin, and Oberstein supplies the know-how, is the way the deal is being figured. Altho Heidt made it clear that he will proceed with or without Oberstein, he felt that he and the Varsity topper concurred on the modus operandi which calls for the organization of the Magnolia Record Company, Inc., with Heidt as prexy, and Oberstein as veepee. Label would be named Horace Heidt Presents, and would presumably retail at 79 cents.

The maestro, who during the past year has auditioned nearly 40,000 people has, with the aid of Oberstein, selected a half dozen that show promise diskwise, and has already cut 30 sides. Artists already waxed include Melissa Smith, San Antonio thrush; Harold Parr, the blind baritone; Johnny Mungold, Irish tenor; Harry Bee, harmonica virtuoso from Tucson, Ariz.; Dick Contino, accordionist who has since left the Heidt stable; and Vic Valente, Buffalo pianist. All

artists are under contract to Heidt.

Heidt, citing past difficulties in getting his former employees Frankie Carle and Fred Lowery on wax, hopes via his own label to develop a ready showcase for talent he turns up at "whistle stops" via his Philip Morris broadcasts. He emphasized also that his artists and their etchings will get constant plugging on his air shows, as well as thru personal appearances with his traveling *Parade of Stars* units.

Presumably, production of Heidt's disk will come from Oberstein's own plants, currently turning out the latter's own 45-cent Varsity platters. Oberstein's participation in a higher-priced label emphasizing talent has been expected by tradesters since the ban termination, and various reports have indicated that he has approached several other names with similar propositions. None of these have been dismissed lightly, in view of capital gains possibilities.

Jenkins, Burke Inked to Decca Staffer Papers

HOLLYWOOD, Jan. 15.—Decca Records this week pacted Gordon Jenkins to a new two-year musical direction deal, typing up the composer-conductor exclusively. Contract calls for Jenkins to augment his own record releases by handling musical direction on specially assigned sessions featuring top Decca vocalists. While not hired solely as a musical director, Jenkins will have strong voice in plotting sessions and conception of musical backgrounds.

Also signed to Decca was composer-conductor Sonny Burke, who will take over the artist and rep job with headquarters in Hollywood. Burke will handle sessions as well as artists' relations, filling the job vacated by Morty Palitz's shift to Columbia Records. Deal was consummated Friday (14) by Dave Kapp, plattery topper now on the Coast.

BMI (Canada) To Pub Winners

NEW YORK, Jan. 15.—Broadcast Music, Inc. (BMI), Canada, Ltd., has been named to publish the prize-winning works of the annual competition held by the McGill Chamber Music Society. The society, sponsored by the McGill University Conservatory of Music, Toronto, awards a \$250 prize to the best original work submitted each year. BMI Canada plans to publish worthy runners-up as well as prize winners, and will assist in the operation of the competition.

Project is under the supervision of Robert J. Burton, general manager of the Canadian licensing organization and veepee in charge of publisher relations for the American parent outfit.

More Attractive TV Pitch Being Considered by ASCAP

NEW YORK, Jan. 15.—The American Society of Composers, Authors and Publishers (ASCAP) is understood to be considering ways and means of making its pitch to telecasters more appetizing. In informal ASCAP-telecaster talks thus far the complaint of the TV interests is that in ASCAP's proposed deal not enough uses fall under the general license category and too many uses are reserved for special license. This would be too costly, TV men aver. ASCAP, however, it was learned, may present this point of view to TV: You take our two-package deal, perhaps even on a short-term basis, and in return the Society will promise to make a major effort to secure additional rights from members "as conditions warrant."

The latter move, of course, would entail going back to the Society's members

Another music industry spokesman stated that the matter of the special license is a severe problem. He indicated that in the event this problem could not be solved, the issue would then resolve itself around whether the licensing of special uses would emanate from ASCAP or the publishers. TV execs, however, would prefer to avoid clearing special uses with individual publishers.

Despite the problems and despite the fact that the time is short (six weeks to March 1), feeling between the two factions is one of amity, particularly in view of the recently renewed contract covering the use of ASCAP music on standard broadcasting stations.

A meeting of reps of ASCAP and a committee representing telecasters was slated for this week but postponed until next.

U.S. May Open Way to Collect Fees for Pix

Suit Brings Disclosure

(Continued from page 3)

weighted in accord with the status of the member.) Greenberg's application also asked for the addition to the decree of a provision setting forth the qualification for publisher membership.

The move was opposed by Assistant U. S. Attorney Harold Lasser, who stated that "... the government is presently engaged in re-examining the whole Consent Decree in line with recent developments and it would be premature to reopen the decree at this time on one specific issue. . . ." Lasser also objected to any intervention by Greenberg, on the grounds that is the government's and not the individual's function to enforce public interest in maintaining free competition, and that the petitioner's allegations relate to internal affairs of the Society and are therefore irrelevant.

Hammerstein Opposed

Oscar Hammerstein also opposed the Greenberg application in an affidavit maintaining that the petition has no merit, being designed purely to embarrass and harness ASCAP.

ASCAP feeling is that the 1941 Consent Decree, which involved a preliminary investigation of every aspect of the Society's operation subsumed approval of its dealings with theaters. When Judge Leibell made his decision freezing picture performance rights, ASCAP-ers feel he failed to give sufficient consideration to the Consent Decree. Now, they hope the way is open for a refurbishing of the decree, with the establishment of a method of collecting for flick performances that will suit ASCAP members, producers, exhibitors and Uncle Sam. The optimum arrangement, according to tunesmiths and pubbers, would be one in which performance rights are recognized as distinct from synchro rights and are cleared at a "single source." Such source, however, obviously would be the pic producers, who are downright opposed to any such increase in operating nut.

Decca To Put Brunswick Out On Coral Label

NEW YORK, Jan. 15.—Decca Records will make its entire Brunswick catalog available to retail dealers again via its currently growing Coral label, independent distributing organization. The Coral distrib network now numbers 25 and is being expanded nationally.

Decca's Brunswick catalog holdings are all pre-1932 and include sides by such artists as Duke Ellington, Cab Calloway, the Boswell Sisters, Benny Goodman and the Casa Loma orchestra. The reissued Brunswick series, which was available for several years in a group of albums, will now be available in both album and single disk form. In addition, the Decca firm plans to include some fresh waxings of a collector nature in the current Brunswick label revival plans. The series will retail at 79 cents per single disk.

Philly Revenooer Checks Up On Ork's Withholding Taxes

PHILADELPHIA, Jan. 15.—To make sure Uncle Sam collects his dues from musicians' earnings, Francis R. Smith, collector of internal revenue for this district, sent questionnaires to over 1,000 band leaders and others who have hired orchestras since last July, requesting them to state whether they have regularly withheld income taxes from musicians' pay as required by law.

The questionnaire method was adopted by Smith as the quickest way of learning who in his territory was paid for making music and how much. The questionnaires were not only sent to orchestra leaders, but to operators of hotels, night clubs and restaurants, who might hire tootlers from time to time. They were informed that, in the eyes of the government, the orchestra leader who hires and fires and fixes compensations, "is the employer of the members of his orchestra for employment tax and income tax purposes."

It makes no difference under the law, the tax official added, that the orchestra leader may be subject to union regulations. Neither is the fact that "the personnel of orchestra may change from engagement to engagement sufficient to make negative the status of the leader as an independent contractor."

Special Cases

There are, however, cases in which one man, in the role of orchestra leader, assembles a specified number of musicians for a particular engagement under orders from one operating a club or a restaurant. In such cases, the tax agent said, "it is the position of the bureau that the purchaser is the employer of the musicians for the tax withholding purposes. In any event, either the leader of the band or the purchaser of the music is responsible for filing a tax withholding statement for all musicians' wages under their control."

The only exception would be for orchestras that "operate on a co-operative or partnership basis, with all members having a voice in the membership and the engagements to be accepted." Where such an arrangement exists and the orchestra members can prove it, they may be allowed to skip the withholding tax provision and pay their income taxes directly. Few fall in that category, he added.

"Many who have been making more money than they ever did haven't been living up to their tax obligations," said the tax official. But from now on, he added, they will—or else.

Washington Policy

WASHINGTON, Jan. 15.—The Bureau of Internal Revenue revealed this week that withholding tax deductions are required to be made by all "employers" of orchestra members. "Employers," the Bureau of Internal Revenue said, "are defined as persons who have the power to hire or fire an orchestra member." A bureau spokesman explained that

this is the chief criterion for determining whether musician taxes should be held by the ork leader or by the location where the band plays. In any event, the spokesman said, the withholding tax deductions are required.

The bureau's explanation of its policy was given to *The Billboard* incidental to a report that the internal revenue collector of Philadelphia was sending 1,000 questionnaires to ork leaders and others to determine whether the deductions were being made for withholding taxes of members. The Internal Revenue Bureau spokesman at Washington headquarters explained that the tax withholding situation is identical with that made in Social Security payments.

Offer of Peace From Writers?

NEW YORK, Jan. 15.—At the next "unity" meeting of the pubber and writer elements of the music industry, reps of the writers are likely to put forth the proposition that both factions bury their differences by signing a paper whereby cleffers "would preserve a 50 per cent proprietary interest" in performing rights. The point at issue stems from the Leibell decision, and more directly, from the pubber and writer intervenor suits which were instituted to protect pubber and writer interests in those rights. A leading songwriter spokesman this week stated that some pubbers had a misconception in their belief that the writer-intervenor suit was instigated in order that writers might recapture those rights. "All we want to do," he said, "is continue our equity in the co-administration of the right."

The right must be administered by both factions, he added, "for if administered by one without the restraining hand of the other the right might dwindle." If pubbers and writers are interested in juke box legislation and other matters of importance to both, they will have to join forces down the line, he indicated.

The next peace talk is skedded to take place shortly.

Hudkins Drops Shaw Name When Petrillo Waves Club

HOLLYWOOD, Jan. 15.—After months of heated wrangling, Ace Hudkins this week agreed to stop using the Artie Shaw name in association with his Bob Keene-fronted band. Move came after American Federation of Musicians (AFM) Prexy James C. Petrillo informed Hudkins he was looking into matter, and Shaw's Andrew B. Weinberg circulated letter among booking agencies threatening legal repercussions if they book the Hudkins-owned outfit under the Shaw tag. According to Hudkins, Music Corporation of America (MCA) which inked the band this week, advised him to comply with Weinberg's demand. Petrillo notified Hudkins of his eyeing the case via the following wire:

"Artie Shaw has submitted almost incontrovertible proof that you have been illegally using his name in connection with various dances and affairs. Documentary evidence shows that his name is being used in almost every manner, way, shape and form. He also submitted correspondence with you registering complaints against the illegal use of his name and to which you replied that there

It's a Miracle!

NEW YORK, Jan. 15.—The last issue of *The Billboard* carried a yarn about three indie diskers linking up for a giant distributor set-up. The three are Miracle, of Chicago, and Specialty and Aladdin, of Los Angeles. In one paragraph *The Billboard* mentioned Mercury instead of Miracle. Sorry!

Cap Links Wax, Pub Activities

HOLLYWOOD, Jan. 15.—Capitol will forge a stronger link between its recording and music publishing activities by tying in scores with platter releases. Firm has closed pub pacts with the majority of its recently acquired bop artists and will release scores by Tad Dameron, Dave Lambert, Babs Gonzales and Miles Davis.

Pub-platter link will be concentrated mostly in the bop, "progressive" music and race fields. Cleffings will appear under the Beachwood Music Corporation name, one of Cap's pub subsides.

Diskery feels this will boost platter sales and prestige of artists and composers. Cap's pub firms are under Mickey Goldsen's supervision.

Royal Roosters After Biscuits

NEW YORK, Jan. 15.—The Royal Roost, local be-bop bistro which has been doing a heavy business for the past nine months with the jazz theater-restaurant policy, will go into the record business. Nitery owners Ralph Watkins and Arthur and Bill Faden will bank roll a diskery project which is being readied. The new label will be known as Roost Records and will primarily concentrate on bop jazz.

Diskery's first recording date will spot singer Harry Belafonte, who was discovered in the nitery this week and was immediately inked for a five-week stay in the spot. A production and distribution arrangement is currently being negotiated.

Neb. Terperies Join Fight on 20% Bistro Tax

CHICAGO, Jan. 15.—First State chapter of the National Ballroom Operators' Association (BOA) was set up January 12 at Omaha, where 30 ballroom operators formed the Nebraska Ballroom Operators' Association (NBOA). Meeting, called by Joe Malec, of Peony Park, Omaha, banded together Nebraska ops for their part in the nationwide campaign against the current Treasury Department attempt to classify terperies under the 1943 tax provision which requires payment of a 20 per cent tax on all services. The tax previously applied only to cabarets and bistros.

Meeting was called after 210 Iowa ops had been notified by the State Internal Revenue head that they would be classed under the new expanded ruling. Previously 80 ops in Nebraska had heard from their I.R. rep. The NBOA further agreed to have all orksters, who play their terp palaces, explain the cabaret tax to customers and furnish their patrons with post cards, bearing a petition form on the reverse side and a place for the patron's signature to be mailed to their congressman and senator.

Ballroom ops of Nebraska further agreed to sponsor the selection and sending of a princess, Miss Nebraska, to Washington to represent the Nebraska group in the selection of a Cherry Festival queen. Ops also agreed to hold a meeting every three months in a different section of the State, with the next meeting slated for the Waldorf Hotel, Norfolk, February 24.

Officers elected were Herb Pauley, Turnpike Casino, Lincoln, prexy; James Corcoran, McCook, v.-p.; Malec, secretary, and Harry Taylor, Music Box, Omaha, treasurer.

Wax Tops Live Music in Pulse WNEW Survey

NEW YORK, Jan. 15.—Phonograph recordings of popular orks and vocalists far outdraw live orchestras in after midnight listening in New York City, according to a survey of such listening habits undertaken by Pulse, Inc., for WNEW, New York, (*The Billboard*, January 15). The audience garnered by WNEW, according to the survey, is about three times that hauled in by three New York network outlets, each playing live music all or part of the time.

The time period involved is from midnight to 1 a.m., during which hour WOR and WNBC air live bands, with WCBS, also included in the survey, airing live music from 12:30 until 1 a.m. These three stations average, for this hour, a 1.3 rating, while WNEW has a 4.0. Of the sets in use, the three web outlets grab 9 per cent; WNEW 29 per cent, the sets-in-use figure being 13.9. WNBC and WCBS sign off at 1 a.m., with WOR continuing live until 2 a.m. and then going to platters with Jack Lescoulie.

Desmond Cuts MGM Wax, Ankles to MCA

NEW YORK, Jan. 15.—Singer Johnny Desmond recently signed a term contract to record for the MGM diskery and immediately had his initial post-ban waxing date, with guitarist Tony Mottola handling the musical chores for the warbler.

Desmond has switched his agency affiliation from General Artists Corporation to the Music Corporation of America.



Listen to GRADY and HURST on WPEN—Philadelphia feature

Gracie Field's London Record

FOREVER AND EVER

BMU Lifts Ban on Waxings By U. S. Talent. Effect On Yank Policy Debated

LONDON, Jan. 15.—The British Musicians' Union (BMU) has lifted the ban on recordings in this country by American artists. The announcement was made this week by Harlie Ratcliffe, general secretary of the BMU. The ban was imposed in August, 1948, as a result of the ban imposed by the American Federation of Musicians (AFM). It first struck the Andrews Sisters, who were banned 12 hours before a recording session.

Dollar Loss Ignored

The prohibition imposed by the BMU came after the trade press had demanded for many months that action should be taken to stop American artists from taking advantage of the situation in the U. S. The BMU was told by music publishers that their action would result in the loss of dollars. The union's reply was that it was not interested in dollars, but wanted to further trade unionism.

Ratcliffe stated that letters were being sent to all BMU branches informing them of the lifting of the ban. The BMU, however, still sticks to its guns regarding the making of transcriptions. The matter is now before a committee, which will make a report soon.

There is some speculation in music circles as to whether American artists will want to record in this country now that there is no ban in the U. S. Many American artists will appear in vaude in London this year and failure on their part to record here will do much to back up a statement made by the BMU when the ban was first imposed—"American artists are interested in recording here only because there is a ban in America."

The BMU will watch with interest whether stars like Danny Kaye, the Andrews Sisters and Dinah Shore make recordings when they appear at the London Palladium during the summer.

American Reaction

NEW YORK, Jan. 15.—Recording execs here viewed the lifting of the British ban as a considerable convenience which would enable them

RCA Execs on L-A Trade Trek

NEW YORK, Jan. 15.—Frank McCall, RCA Victor international record sales manager, and Herman Diaz, Victor Latin-American (L-A) artists-repertoire chief, embarked today for Havana, the first stop for both on separate Latin-American missions. McCall, making his first south-of-the-border excursion since 1946, plans to visit Victor distributors in more than a dozen countries of South and Central America and the Caribbean area. He intends to cover the field in seven weeks, to study distributors' problems at first hand and to introduce and adapt Yankee record promotion slants on the L-A market. Disk jockey promotion will be heavily emphasized. The introduction of new technical developments and preliminary surveys of their L-A market potentialities, will be an important phase of the expedition. (Victor's 45 r. p. m. disks and players were previewed for the Yankee press last Monday (10).)

Since Latin-America accounts are the major part of international division business, McCall will sound out Spanish tradesters on their Yankee artist preferences.

Diaz, who leaves on a talent scouting-recording jaunt, will spend three weeks in Cuba, Puerto Rico and the Dominican Republic.

to cut waxings abroad when the occasion warranted. Execs pointed out, however, that there would certainly be no mad rush to cut disks abroad because the scale is lower there. "What you gain on scale you lose on fares and hotel rates," one said. However, when a company's artists are abroad, diskeries indicated, they naturally will schedule dates whenever convenient.

The matter of American companies cutting disks abroad troubled the American Federation of Musicians (AFM) months ago—prior to the BMU's ban on such activities. One AFM exec, apropos of cheaper rates in England, remarked he was fearful the American diskeries "tasted blood" and would continue the practice on a large scale. The immediate future, of course, will test the truth of this supposition.

Seeco, L-A Diskery, Preps Market Hypo

NEW YORK, Jan. 15.—Seeco, the local diskery which heretofore has limited itself to Latin-American wax, is now preparing hot and hybrid sides for the Yankee market. Slated for releases next week are two of eight "rumbop" sides (including the inevitable *How High the Moon*), cut by Pupi Campo's Afro-Cuban ork, augmented by several top American boppers. Sid Siegel, Seeco prexy, has engaged the Javinese jazz expert, Harry Lim, to supervise recording dates next week with Babe Mathews, blues thrush, and Benny Goodman's chirp, Terry Swope. The latter will wax vocal bop specialties with a small instrumental crew.

Meanwhile the diskery continues its activity in the Latin field. Mexican thrush Eva Garza cut four sides last week, and Siegel himself leaves January 30 for a month in Cuba and Mexico to scout record talent and to contact distributors.

Cole To Head Mich. Central Record Sales

DETROIT, Jan. 15.—Arthur Cole, formerly with Idessa Malone Distributors, specializing in the race field here, has been named manager of the new Central Record Sales of Michigan. The new firm (*The Billboard*, January 15) is the joint offspring of Mercury, Aladdin and Specialty records, and is the first unit in a national chain of projected record outlets to be set up by the three companies. Each company is to be locally managed and operated separately.

Central of Michigan is taking over the W. E. Harvey Company set-up here. Harvey will continue in Cleveland. Bert Harmon, former Harvey manager here, has also returned to Cleveland.

Moe Asch Declared Bankrupt by Referee

NEW YORK, Jan. 15.—Creditors of Moe Asch (Disc Company of America) received a letter this week from Referee Erwin Kurtz informing them that Asch had been "duly adjudged a bankrupt on a petition filed against him October 19," and inviting them to a creditors' meeting.

The purpose of the meeting, to be held at the U. S. District Court House here January 27, is to appoint a trustee, elect a committee of creditors, examine the bankrupt and prove claims.

The original petition had been filed by the Perfect Printing Company, the Globe Offset and the Globe Album Company.

Dem Hungry DJ's

NEW YORK, Jan. 15.—Despite the fact that the Federal Communications Commission (FCC) has indicated that payola activities of deejays can jeopardize a station's license, it was learned this week that the bolder jocks are undaunted. One of them recently "called a meeting" of small record company execs and informed them that he was hiking his "fee" 100 per cent. The fee is a monthly "retainer." Some diskeries are balking more than ever at payola levies.

Aussie Tootlers Continue Station Ban on Waxing

SYDNEY, Jan. 15.—Australian musicians have lost thousands of pounds in fees by their refusal to make recordings for the commercial broadcasting stations, according to President Ridley, of the Australian Federation of Commercial Broadcasting Stations (AFCBS), when commenting on a statement by Frank Kitson, secretary of the Australian Musicians' Union (AMU). The latter said the union would continue its ban on recordings unless it received a guarantee that records would not be played more than once without payment of an additional fee to the musicians.

The costs of arranging and recording a musical program for a radio session may run into hundreds of pounds, and unless the stations can rebroadcast recorded programs or sell transcriptions to other stations, they would almost always face a loss, it is stated. Hal Saunders, president of the Australian Songwriters and Composers' Association (ASCA), says that the ban is having a serious effect on Australian composers because new Australian compositions are not being recorded and broadcast.

There appears to be no indication of any settlement of the dispute as Frank Kitson is determined that his union will not provide musicians for broadcast recording unless his demands are met.

Caiden Reorgs Setup To Insure New Biz

NEW YORK, Jan. 15.—With the recent shuttering of several large indie pressing plants in the East creating what may be no more than a temporary boom for smaller plants, at least one six-press operator is making moves to insure steady operation in the future.

Jack Caiden, Empire Record Corporation prexy, has reorganized his set-up, making Vice-President William Borak general manager and sales head, and Edward Brenna production chief. Moves are designed to free Caiden for liaison work with several foreign and domestic diskeries, and for promotion of various foreign recording artists in this country, all with the view of getting the pressing business for Empire.

Caiden's recent leasing of his HRS jazz masters to Aladdin also included a provision for Empire to press Aladdin's Eastern wax.

Tony Pastor Booked For NY Statler Date

NEW YORK, Jan. 15.—Tony Pastor's ork is skedded to follow Frankie Carle's crew into the Cafe Rouge of the Hotel Statler (nee Pennsylvania) February 7.

Pastor will play a six-week engagement at the spot, and the hotel will have options to hold the band for an additional couple of stanzas.

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MUSIC—AS WRITTEN

New York:

Caesar Petrillo and Paul Cunningham are setting platters on a tune they wrote more than a year ago, *Back in the Heart of the Hills*. . . Frank (You're All I Want for Christmas) Gallagher signed exclusively with Dana Records. . . Bob Hausfader, of Roberts Distributing Company in St. Louis, was honeymooning in town recently with his bride of several days. . . Bravo, a new label sponsored by the Spiro Record Company, debuts with race and Western material. . . Walter Fuller, arranger for Dizzy Gillespie, Woody Herman and Charlie Barnet orks, prepping a "be-bop arranging method," which Robbins will pub early in '49. Fuller has also been commissioned to write a modern clarinet-with-strings quintet for Artie Shaw. . . Vocalists Walter Scheff and Anita Saffran appearing at the Three Cabaleros Club in Poughkeepsie, N. Y.

Phil Miller now the Chicago rep of Melody Lane pubbery. . . Ginger Johnson, the Coca-Cola jingle man, and Ed (Flamingo) Anderson writing a Manhattan waltzes suite.

Henry King's ork will play four weeks at the Statler Hotel in Washington beginning January 17 and follow that with an engagement at the Ansley Hotel in Atlanta beginning February 14. . . Del Courtney's ork opens at the Coconut Grove of the Ambassador Hotel in Los Angeles March 29 for a four-weeker. . . Cab Calloway will cut his seven-piece unit (which stemmed from a full-sized ork) to a quartet to be tabbed the Cabaliers and will take the group down to Miami for a date at the Clover Club, which initiated a Negro talent policy.

Leonard Quinto, who was decorated by the army for his Braille music program for blind vets, replaces Ray Green as chief of music for the Veterans' Administration. . . Bosh Pritchard, ace leather-lugger for the Philadelphia Eagles, has cut two vocals for Click Records.

Freddy Miller's ork replaced Don Boyd at the Holiday Inn in Flushing. . . MGM platter, "A"—You're Adorable, was selected as Click Tune of the Month. . . Billy Sherman, one of Bobby Mellin's two Coast reps, has gone over to Encore-Jewel. George Lee continues as Coast man for Mellin. . . Teri Josefovitz and Andrea Razaf have penned a tune titled *A New Day* for Brotherhood Week. Song is endorsed by National Conference of Christians and Jews. . . Bourne Music has signed an exclusive contract with Capt. Thomas F. D'Arcy, recently retired army bandmaster.

ASCAP composer Frederick Schreiber's *Sinfonietta in G for Orchestra*, won him the \$1,000 prize in the 1948 competition of the Musical Fund Society of Philadelphia. . . Danny Cameron, who left the Joe Davis firm, is reactivating his own BMI pubbery in California.

Jack Crystal is picking the talent for WPIX's *Jazz Concert*, in the spot Eddie Condon's show had before switching to WNBC. . . Dolf Traymon, pianist, who went into Caro's for a two-week stand and remained nine months, has become a partner in the Manhasset spot. . . Gordon MacRae set for a Warner Bros. pic in which West Point's annual musical show will be used for background. . . Columbia Records topper Frank White left for the Coast to visit distributors and waxery's plant there. . . Warbler Buddy Hughes back in town to cut some sides with Claude Thornhill. . . National Records signed ballad singer Tommy Edwards and blues and pop warbler Fats Thomas to four-year contracts. . . Webster Record plant reopening January 27 to make plastic platters only.

Capitol Records' annual Eastern regional sales managers' meeting was held last week here. . . Chirp Ella Fitzgerald and a *Jazz at the Philharmonic* unit featuring rumba bopper Machito's band are temporarily set for a May package for the Royal Roost jazz nitery here. . . Schroeder Hotel in Milwaukee has set without opening date designations the bands of Leighton Noble, Art Kassel and Billy Bishop. . . Harry Sultan, former Eastern sales manager for the Musicraft diskery, opened Bruce Distributors, which will handle that diskery's produce in metropolitan New York.

Tunesmith Jack Yellin and Sammy Fain turned two novelty tunes from their Yellin and Fain pubbery over to Leeds Music for exploitation. The titles are *We Gotta Put Shoes on Willie* and *Never Make Eyes at the Gals With the Guys Who Are Bigger Than You*. . . Fain and Bob Hilliard have been signed to write the score for Walt Disney's projected *Alice in Wonderland* flick. . . King Records Prexy Sid Nathan has purchased the Monroe Towers Hotel in Miami Beach, Fla. . . King Cole is adding a Cuban bongo player to his trio for his coming concert tour. . . Leonard Feather flew to the Coast Saturday (15) to supervise several recording dates.

Trumpeter Conli Candoli and saxist Boots Mussulli replaced Norman Faye and Ben Ventura in Charlie Ventura's small jazz crew at the Royal Roost. . . Dizzy Gillespie's ork is due for a second return engagement at the Roost, beginning March 31. . . Mills music topper, Jack Mills, is on a Canadian biz junket. . . Paul Secon joined the Virginia Wicks flackery. . . Machito's Afro-Cuban crew comes into the Clique next week.

Metrotone Records has signed new singing discoveries Pauline Oriel

and Richard Hayes to one-year contracts with options. . . Continental Records is opening a Chicago office under Joseph Tauss, former New York district sales manager. . . The Orioles opened at the 421 Club in Philadelphia Monday (17). . . Jimmy Shirl and Erv Drake sold their tune, *Thank You, to Leeds*. The tune had been pubbed by Jericho Music, their own firm. . . Marcelino Guerra's L-A band has succeeded Machito at the Palladium, with the Armando rumbop crew held over.

Milton Rackmil, Decca exec, left New York for the Coast January 14. . . Ralph Recano, president and business agent of the New Britain, Conn., local of the American Federation of Musicians (AFM), has been re-elected to those positions. . . Isadore Rosenberg is taking on the Detroit franchise of the Record of the Week Club. . . Decca purchased 400 copies of Sigmund Spaeth's *History of Popular Music in America*, published by Random House, to present to disk jocks. . . Chirp Ruth Wallis is doing a four-week stint at the Town Pump, Royal Palm Hotel, Detroit.

Billy Wilson, who arrived in New York from the Coast, has organized a band and signed a management pact with the General Artists Corporation. Wilson's group will play Dixieland. . . Dorothy Sewell, of the WMGM, New York, publicity department, and husband, Hal Blake, have had their blues ballad, *Song Man*, accepted by the Mellin Music Company. . . Polonia Distributing Company, Detroit, has taken over distribution of Pix Records.

Frankie Laine is doing a series of one-nighters in California, with his pianist Carl Fischer and a local band supplying the music. The package is being peddled for \$1,000 per night against 50 or 60 per cent of the nightly grosses. Laine, incidentally, has been booked back into the Hotel Ambassador's Coconut Grove for four weeks, beginning April 26, along with Leighton Noble's band. . . Peggy Pickus, one-time Majestic Records' employee, is now working with the Mercury diskery, which has taken over the Majestic masters.

Chicago:

National Ballroom Operators' Association has started its membership drive under leadership of Ken Kerker, Coliseum, Davenport, Ia. New members include M. M. Cohen, Palladium, Hollywood, and Harold Barr, Lakeview, Michigan City, Ind. . . Beige Room of the Pershing Hotel, black and tan nitery, cutting down to four nights per week. . . Morty Nevins, accordionist with the Three Suns, marrying Mary Jane Barr, non-pro, in Norfolk, Va., March 16.

Gatemouth Moore, blues singer on a number of labels, reported leaving show business to study for the ministry. . . Leonard Davis, director of purchasing for Mercury Records, has resigned his post, as the company is shifting that division to St. Louis and he wishes to remain in Chi.

National Association of Music Merchants holding its Northwestern regional meeting January 24-25 at the Olympic Hotel, Seattle. Co-chairmen are C. O. Paget and Ted W. Brown, Washington State retailers. . . Teddy Phillips ork set for first Southern date January 17 at the Ainsley Hotel, Atlanta, followed by three weeks at the Schroder, Milwaukee, February 22, and a stay at the Peabody, Memphis, starting April 4. . . Al Jahns's ork, ex-Morris property, switched to General Artists' Corporation, which has him set for the Rice Hotel, Houston, February 16.

Jack Owens, Tower recording crooner and star of *Don McNeill's Breakfast Club*, switched management from Al Borde to Music Corporation of America. . . Art Rupe, of Specialty Records, Los Angeles, is entering the folk and Western field, having inked Earl Nunn and His Alabama Ramblers, Leo Stancil, Johnny Crockett and Bruce Trent and His Western Tunesters. Previously label was confined to race and jazz. Pete Cameron, former Chi and Hollywood song plugger, is now exploitation and promotion manager for Specialty.

Paul Flynn, former songplugger, has joined the MGM Record distributing force as salesman. . . Fran Allison, who plays Aunt Fanny on the *Don McNeill Breakfast Club* and Fran in *Kukla, Fran and Ollie*, network TV show, is the new chirp signed by Rondo Records. . . Bill Karzas, op of the Aragon and Trianon and territory ballrooms, resting for two months in Arizona. . . The August issue of *House Beautiful* will be entirely devoted to music in the home. . . Benny Strong's ork set for the network National Guard show January 29 and February 5. . . Ray Pearl set for the Martini-que, opening February 10 for eight weeks.

Buddy DeVito opening at the Music Box, Omaha, February 22. . . Tommy Carlyn has inked a four-year pact with Music Corporation of America. Carlyn was last band property of Frederick Bros. . . Gene Carr has inked a management deal with Gene (My Blue Heaven) Austin. . . Mary Ann McCall, chirp with Woody Herman, and Lou Cohn, tenorman and arranger with the Herd, were married recently. . . Mercury Records releasing first of a series of Afro-Cubop releases, featuring Machito's band, working with Charlie Parker and Flip Phillips. Machito is under contract to Mercury.

Philadelphia:

Mary Louise Jones, warbling with Cab Calloway since May, 1947, handed in her notice. . . Miller Music picks up *I Can't Sleep for Dreaming*, penned by localite George Clifford, with Vince Travers and pianist Hugo DePaul. . . Pianist Beryl Booker, formerly with the Slam Stewart Trio, taking it easy at her home to help attend her ailing mother. . . Buddy Enlich, former Claude Thornhill trumpeter, blowing his horn for Kenny French at Marty Bohn's Nut Club.

Ross Raphael moves his rumba band into the Mocambo. . . Walt Stichel, football tackle with the Chicago Bears, is the new floor manager at Wagner's Ballroom. . . Nat Segall's Keystone Theatrical Agency set Savannah Churchill and the King Odom Quartet at Chubby's, North Collingswood, N. J., with the Four Tunes set to follow. . . Ivan Ballen cut four sides with the Doles Dickens unit for his Gotham wax label. . . Cat Anderson takes over the band stand at the Club 421.

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Showbiz All Out For Inaugural

(Continued from Page 4)

American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI), a puffing steam calliope, musician clearances from the American Federation of Musicians (AFM), and a talent roster studded with more stars than the Milky Way.

From the moment the top-billed Truman takes his oath of office Thursday (20) at the Capitol before an audience of 12,000, it's showbiz at its best. From Capitol Hill, a gigantic three-hour parade will pass down historic Pennsylvania Avenue to the White House, viewed by a throng expected to exceed 1,000,000.

2,000,000 To See TV

Some 5,000 of the crowd will be perched on the bleacher seats borrowed from Ringling Bros. The rest will be sitting in grandstands, on curbstones, in windows, or just plain standing around. Another 2,000,000 or so are expected to be clustered around TV sets watching by remote control. It all adds up to quite a gate.

The gala concert to be held the night before the inauguration is billed by the inaugural committee as the "amusement world's tribute of respect and support" to the President. Some 300 artists will perform. A list of the bigger names includes Edgar Bergen, Gene Autry, Abbott and Costello, Lucy Monroe, Lawrence Tibbett, George Jessel, Gene Kelly, Dorothy Maynor, Sally and Tony DeMarco, Jane Froman, Lena Horne, Alice Faye, Phil Harris, Leopold Stokowski and the National Symphony Orchestra, the Lionel Hampton and Phil Spitalny bands, Lum and Abner, Dick Haymes, Jane Powell, Ferruccio Tagliavani, Phil Regan, Joan Davis and Kay Starr.

Inaugural Ball

The inaugural ball Thursday night will draw 5,300 guests, including the President and his family, Vice-President Alben Barkley and assorted legislators, officials and diplomats, as well as John Q. Public.

Playing for the dancing in the National Armory will be the Benny Goodman ork for swing, Guy Lombardo for sweet and Xavier Cugat for Latin. The ballroom of the armory will have some 32,000 square feet of floor space. A semi-circular arrangement of 116 opera boxes will face the stage on which the bands play. The stage itself is a revolving affair, so that soon as one band has finished its stint, it will be whisked out of sight to be replaced by the next at 20-minute intervals.

According to the inaugural committee, all the entertainers sought were eager to appear, with the only hitch being the contract obligations of some of the film stars. Long distance telephoning by the committee ironed out matters in almost every case, however.

In true showman-like manner, three rehearsals were scheduled for the gala concert. Also, in deference to the performers as well as the public, the inaugural committee turned down a request this week from news-reel camera outfits seeking to install glaring klieg lights in the armory. The committee decided in favor of what a member described as a "theatrically perfect show rather than a hot-house."

Barton Forms New Pub, Hamilton Music

NEW YORK, Jan. 15.—Ben Barton, whose reorganization plan is being considered by creditors, has organized another pubbery, Hamilton Music. The new firm's current plug is *Song of Long Ago*, written by Milton Berle, Abner Silver and Ted Fetter.

Al Pollak is doing contact work for the firm here, with Rocky Carr serving as West Coast representative.

BILLBOARD BACKSTAGE

About the "Look-What-I-Can Do-With-My-Typewriter" Guys

By Joe Csida

(Continued from page 4)

hears that so-and-so (the so-and-so) has made a new recording. He wants it. . . . 'Oh, that record,' says the man behind the counter, 'That's on RCA's 6 7/8-inch, 45-r.p.m.' Nothing to do, naturally, but buy one of RCA's new, light-weight, swift-record-changing devices, a handsome thing indeed. . . . And he learns about something else he's got to have. Since this particular, very special recording is only available on Columbia's new 7, 10 or 12-inch record, there's nothing else for him to do (but buy a 33 1/3 player)."

Waddya Want for a Nickel?

Both Columbia and RCA have carefully pointed out verbally, and stressed in their press releases, that all the records they make will be made on both 33 1/3 and 78, and 45 and 78 respectively. In other words, a record buyer can still buy any record he wants on 78 and play it on his old 78 standard machine. Of course such a simple and obvious fact doesn't bother Warwick. He—or she—has been clever and entertaining, hasn't he? What does the guy who buys *The Post* want—truth and accuracy, too?

The following day a stablemate of Warwick's named Jay Nelson Tuck (where do these guys get these fancy names?) did a follow-up piece, equally clever. Said he: ". . . You should see the head-holding now going on among the companies that haven't yet brought out their own revolutionary system of revolutions. . . ." Even Tuck must know that Decca and Capitol, with whom he talked, aren't going to bring out "their own" systems. And further to demonstrate his inability to understand facts told to him, Tuck quotes Dick Linke, of Capitol, as telling Tuck that Capitol produces only pop music. Capitol, as everyone in the record business knows, recently made a deal to introduce a large classical line, stemming from the Telefunken catalog. And on another point Tuck flatly states that the Columbia 33 1/3 and the RCA 45 "both utilize records which play much longer than the older ones (78-r.p.m.)." Even a careless reading of the RCA publicity releases would have informed Tuck that it is not a long-playing record.

And Then There's Peg

Of course these two reporters are just a couple of guys named Tuck and Warwick, and it leaves us with only a mild nausea to see them mishandle a news story in this way. The reporter who really fills us with a deep sadness is Westbrook Pegler. When we were a kid, pre-occupied with journalism courses and dreams of Hildy Johnson, Pegler was writing sports, and a helluva reporter he was, whether or not you like him in his present form. The vitriol which splashed from his typewriter keys over crooked boxing managers, greedy ball club operators and such was 100 proof and a delight to read. To see Pegler degenerate into the bombastic, hysterical, obsessed fanatic he has become is a lamentable thing.

Last week he did a piece in which he knelled the doom of films and radio because of the zooming progress of television. We don't think he knows what he's talking about, but that's all right. He has a column to fill and he's certainly entitled to fill it with his opinion on TV's effect on pix and radio. Everybody else has expressed an opinion on it. But he hardly gets warmed up, when he's back on his No. 1 obsession. "It (Hollywood)," he says, "was always a licentious institution, but when Roosevelt came to power, the magnates, greedy, vain and uncouth, were simply carried away by his calcu-

lated flattery." Naturally Pegler, having long since lost any sense of perspective or fairness, doesn't mention pictures like *Gentlemen's Agreement* or *The Best Years of Our Lives*. He mentions no pictures, as a matter of fact. He just asks, with that defiant and slightly insane sneer on his typewriter, whether you've ever seen a film rapping Roosevelt or the movie business itself. Then he gets on to radio, where one of his main beefs is that it is populated with pundits who are not beautiful men. "I am personally acquainted," says this once fine reporter, "with most of these pundits and have marveled, rather morosely, at the credulous avidity of the unseen audience in repeating as sound information motivated insinuations, slanders, prophecies and praises. They are not beautiful men, but extremely commonplace, and when they rasp and sneer for television the public must surely discover that all this is not wisdom but soap box."

Naturally this man, who used to call his column "Fair Enough," says nothing about radio newsmen like Elmer Davis and Ed Murrow.

You sure ain't commonplace, Peg. Thank God.

Milwaukee Dealers Organize; Tackle Inventory Problems

CHICAGO, Jan. 15.—The Milwaukee Record Dealers' Association (MRDA), first attempt to organize the record retailers of the Beer City, was made January 4 at a meeting held in the Helen Gunnis Record Shop. Meet was attended by reps of a dozen stores thruout Milwaukee. Officers elected were Miss Gunnis, prexy; Arthur H. Kay, Taylor Electric Company, v.-p., and C. F. Netzow, Netzow's Music, secretary-treasurer.

Membership has agreed on a plan to handle inventories of dissolved or bankrupt record departments in the vicinity. These will be presented to record distributors covering Milwaukee. The Milwaukee plan suggests that a dealer about to close out his department return his merchandise to the appropriate distributor, who would then notify all MRDA dealer-members that a closeout inventory is available at whatever price the dealer, leaving the record business, has decided upon. The MRDA dealers could then arrange to purchase their needs from this inventory and the residue, if any, could be purchased by some larger organization for the usual bargain-basement deal. Thought behind the plan is to keep standard merchandise in hands of dealers who would maintain customary suggested list prices. Thus stock not purchased by member-dealers would be less desirable merchandise which could be placed on local sale without disrupting the local market.

It was further agreed at the meeting not to join the National Association of Record Dealers until the local group becomes larger. All Milwaukee distributors will be asked to join the local group and send reps to meetings. Possibility of group or joint advertising was discussed. At the next meeting members will bring a list of 10 overstock items, which will be made a part of the association's catalog for use of all members to aid in reducing inventory and promoting the exchange of such merchandise among dealers.

Next MRDA meeting is set for February 2.

RONDO HIT OF THE WEEK!

R-601 "MORE BEER!"

"JUKE BOX JINGLE"

Peter Ochs and Orchestra with voc



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Music by Abe Olman

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VOX JOX

A National Accounting of Disk Jockey Activities

CONTEST CORNER . . . Mel Stewart is conducting a guest disk jockey competition at WNAR, Norristown, Pa., with high school students voting for their favorite candidate. . . . Don Bell, KRNT, Des Moines, recently ran a contest in connection with whistler Fred Lowery's appearance at a local spot. Listeners wrote letters telling why they enjoyed the talents of Lowery and his singing partner, Dorothy Rae. . . . William Wood, KRVG, Weslaco, Tex., is offering a dog as prize in connection with a letter contest based on the Victor platter, *I Want a Dog*. "The city pound," Wood writes, "is most co-operative." . . . Bill Holland, WNVA, Norton, Va., gave away a hen and a rooster for the best letter on "Why I Like Chicken." "Now that it's over," Bill writes, "they all think I'm nuts. It was a lot of fun, even tho the mail pull didn't make the post office rich." . . . Lee Ellis, WSPR, Springfield, Mass., is running a contest based on the *Happy Anniversary* album, with listeners writing in identifying their own experiences with those of Elliott and Cathy Lewis on the platters.

GIMMIX . . . Johnny Slaque, spinner at WXYZ, Detroit, presented a string of unclaimed pets over the wattery's TV outlet for adoption by viewers. . . . Lynn Pendergrass, KORO, Mineral Wells, Tex., does a patter routine in a Donald Duck voice between platters. . . . A group of dental technicians fashioned a set of perfectly scaled but oversized "two front teeth" for Bob Barry, WCAP, Asbury Park, N. J. The stunt, with pix, hit the local press. . . . Bob Chase, WBET, Brockton, Mass., writes: "Since our station is rather removed from a ready source of guests, I impersonate the artist whose record follows and work the dialog or intro into the record itself. More work, but more results!" . . . Dick Boynton, KEXO, Grand Junction, Colo., has developed a picture exchange: When listeners request pix he has them send pix of themselves in exchange for one of his. . . . Bob Kraft, KXXX, Colby, Kan., has two high school kids as guest jocks every Saturday afternoon. . . . Grady Reeves, WFUN, Huntsville, Ala., has listeners write in, and each Saturday the Huntsville Chamber of Commerce sends gifts to the five communicants living farthest from the station. . . . Warren Quade, KCOY, Santa Maria, Calif., has a listener up each Friday night as guest jockey. Guests are chosen on the basis of record programs they submit, with the palm going to the best balanced line-up each week. . . . Jack Davis, WQUA, Moline, Ill., on his anniversary show, spun tunes that made the top of *The Billboard* Honor Roll during the year he's been with the wattery.

FOLK FARE . . . Don Andrews, WKNX, Saginaw, Mich., finds the hillbilly craze taking Michigan by storm. . . . "Mary Belle," a 19-year-old gal with pigtailed red hair, freckles and a back country accent, is doing a daily folk show at WTAR, Norfolk. . . . Art Barrett has returned to the folk fold at WSAP, Portsmouth, Va. He had been at WHYU, Newport, News. . . . Claude Taylor, WJHP, Jacksonville, Fla., doubling on Mutual's *Dixie Barn Dance*. . . . Jerry Alfred, KPQ, Wenatchee, Wash., strikes a balance by playing "only those Westerns that pop fans will tolerate, and only pops that Western fans will listen to." . . . Chet Bear, WILS, Lansing, Mich., does an hour request show every Saturday featuring Bill Sova's Ranch Boys. As a test, he had the phone company monitor the line one Saturday and found they had 306 completed calls and 2,700 busy signals. . . . Harvey Boyd, KWBC, Fort Worth, is promoting a two-hour hillbilly show from the stage of the Fort Worth Recreational Hall every Friday night. He invites all hillbillies to contact him or Dean Turner at the station. . . . Uncle Harvey who with his Ragtime Wranglers has the *Barn Dance* show nightly at WWPB, Miami, has turned deejay with an hour of recorded folk music every morning.

JAZZ JOX . . . Les Deuel, WOKO, Albany, N. Y., has a two-hour across-the-board show specializing in bop. He interviews top modern jazz men passing thru, and says he pulls big mail. . . . Larry Wayne, WCOA, Pensacola, Fla., writes: "Trying to educate my listeners in appreciation of jazz, I'm currently spinning the old classics along with bebop, so that comparisons can be made, with the eventual result an appreciation of jazz expression in relation to other types of music." . . . Ed McKenzie, WJFK, Detroit, got a new theme song with the release of *A Jacquet to Jack the Bellboy*, by Illinois Jacquet, on Victor. This is Jacquet's second—and the seventh in all—to be dedicated to McKenzie. . . . Howie Leonard, WALE, Fall River, Mass., has begun a series of *Late Date* jam sessions in an attempt to awaken interest in modern music in the area. Howie says he "likes jazz of all types from King Oliver to Diz."

GRIPES & SWIPES . . . Jerry Eton, WRAL, Raleigh, N. C., is burned at "record hogs" in the station who grab platters addressed personally to him. . . . Paul Crowley, Howard Swanson and Carl Pellonpa, of WJPD, Ishpeming, Mich., "would like to know who we have to know to get Columbia and Victor releases. Capitol's come thru fine, but haven't had any of the others for a long time." . . . Sid Tear, WOPI, Bristol, Va., writes: "Now that the ban is over, let's have the band over to make loads of new platters. I'm tired of the corn disks." . . . Allan Cook, WKZO, Kalamazoo, Mich., complains, "We receive no Deccas. However, we're not buying any either, and we've gotten rid of their late holding—the World Transcription Service. It works both ways, you see. London platters have gone over well here because of their clean surfaces and high fidelity—something U. S. diskeries would do well to emulate." . . . Joe Martinson, KWLM, Willmar, Minn., is happy that "the recording companies—especially MGM and Victor—are very good about sending along their latest releases." . . . Charles Barclay, WGYN-FM, New York, wonders "why waxeries out-fox themselves by putting different artists back to back on the disks they send to jocks. It complicates the filing, and the B side is in for a bad time."

COAST CAPERS . . . Pat Michaels informs us that "after having been a radio news editor for the past eight years, I moved from KTEC, Visalia, to KNGS, Hanford, Calif., to take a fling at my secret passion—disk jockeying." . . . Ray Hill's show at KXOA, Sacramento, was given a new sub-title, *Lean Back and Listen*, by vote of the listeners.

TUNE TOUTING . . . Blues and boogie specialist Chuck Elliott, WMGY, Montgomery, Ala., reports that an old Lil Green platter on Bluebird, *My Mellow Man*, is going great guns in his area. . . . From Tom Ed-

wards, KGGM, Albuquerque, N. M.: "Capitol's *Giants of Jazz* album is going like wildfire here after only a couple of airings. What artists! What tunes!" . . . Bill Wigginton, WCCO, Minneapolis, writes: "Played Anne Shelton's *Galway Bay* once, and the station switchboard was flooded with calls and the local London distributor swamped with requests." . . . Stew McDonnell, morning jock at WIMS, Michigan City, Ind., predicts Johnny Long's *Sweet Sue* will be another hit like *Shanty Town*. . . . Jimmy MacDowell, WHFB, Benton Harbor, Mich., believes that the *Pussy Cat Song* (he doesn't specify whose) "will quickly replace the amount of play that *All I Want for Christmas* has been getting these past weeks." . . . Le Roy Morris, WEAR, Pensacola, Fla., reports a great response from rural dialers for Pee Wee King's Victor platter, *Bull Fiddle Boogie*. . . . Harold White, KVBC, Montrose, Colo., queries, "How about Rex Allen's Mercury disk, *Who Shot the Hole in My Sombrero?* for a novelty tune? Very popular here." Tom O'Brien, WAAT, Newark, puts a hearty stamp of approval on Peggy Lee's Capitol dishing of *Hold Me*. . . . Bob Wolfe, KTNM, Tucuman, N. M., says that "Bobby Worth's Castle dishing of *Galway Bay* is going as hot as a goat eating a blowtorch." . . . Fred Jackson, WVEZ, New Orleans, reports terrific response on the *Capitol Giants of Jazz* album, which he has been plugging from the moment he got it."

EASTERN BEAT . . . Bob Barry, WCAP, Asbury Park, N. J., expands his present phone request show to two hours and will take over the eye-opener session every a.m. when the wattery goes on a full-time operating schedule Sunday (23). . . . Van Voorhis, WLBR, Lebanon, Pa., gets regular requests from G.I.'s stationed in Japan asking for tunes to be played for friends and relatives in the Lebanon area. . . . Hal Moore, WCAU, Philadelphia, has instituted a new department on his early morning stint. It's called the *Drop Dead Letter Office*, with listeners sending in their pet peevs.

PHILLY PHADDLE . . . Joe Nigro, WDAS, has developed a Ross Raphael fan club as a result of his being the first to introduce the local Latin maestro's *Rhumba Impromptu* platter. . . . Harry Lee, WBAB, Atlantic City, is emceeing a new daily afternoon *Melody Time* show, with the spinning taking in everything from hillbilly to longhair. . . . WKDN, new station in Camden, N. J., with Ed Tucker the program chief, announces a disk jockey line-up in Mark Olds, Art Pedersen and Jim Burke; with Thomas DeCastro, out of the Marine Corps, the newest entry into disk jockeydom. Pedersen skedded for a special jazz segment each afternoon, with the spinning running the gamut from New Orleans jazz to be-bop. . . . Roy Neal, disk jockey at WIBG, Philadelphia, who has been handling numerous video chores at WPTZ in the same city, has been named producer at the TV station. . . . Bob Hanna moves his spinning from WCAM, Camden, N. J., to WMID, Atlantic City. . . . Carol Reed, fem video disk jockey on WPTZ, Philadelphia, grabs off her first participating sponsor in the local Palmer School of Business.

STRICTLY FROM DIXIE . . . Ray Morgan combining sports-casting with platter spinning at WWDC, Washington. . . . John Peters, WPDJ, Clarksburg, W. Va., currently plugging the coxy platter, *Swingin' on a Rainbow*, featuring his own warbling. . . . Winston Hope, WTAR, Norfolk, Va., the proud pop of a boy, John Christopher. . . . Al Ross, WBAL, Baltimore, married Alice Mason, instructor in speech and radio at Maryland U. . . . Three new members added to the staff at WKDK, Newberry, S. C.: Earl Caton and Lindsay Tucker from WHYU in Newport News, Va., and Charlie Walker from WGED, Chester, S. C. . . . Jockey Art Livick and sportscasters Glenn Thomas and Larry Welch have teamed up on a sports and platter show at WJEJ, Hagerstown, Md., with 34 local sponsors behind their two-hour stint. . . . Chuck Maxwell, KGNC, Amarillo, Tex., plays oldies every Friday, and wishes he had a comprehensive list of the old platters. . . . Mark Halleck has started an afternoon light classical hour at WLEX, Lexington, Ky. . . . Jim Anderson has switched from an afternoon to a wake-up stint at WIRK, West Palm Beach. . . . Johnny Jarvis, WCFC, Beckley, W. Va., doing a platter and biog notes show titled *Living With Jarvis*. . . . Greg Gregory is back with KELP, El Paso, after a stint with KECK, Odessa, Tex. . . . Merv Amols, WJLS, Beckley, W. Va., has been using his colleague, Sid Doherty, as a "visiting English disk jockey"; he reports the gag is good for a few laughs on the show. . . . Joe Monroe, KENT, Shreveport, La., has started a new night platter show. . . . Lyman Pickett, WRUF, Gainesville, Fla., on the Florida U campus, writes that a Ted Wallace platter of *Fraternity Blues*, cut for Columbia over 20 years ago, is the hottest thing in his area. "We have one of the few copies in captivity," he writes, "but would gladly farm it out—it would be a natural for Johnny Long, Kay Kyser, etc." . . . Dee Deering, gal jockey at WDUK, Durham, N. C., tops local talent via on-the-spot recordings. When she runs across a promising young performer she waxes him and plays the platter on her show, pulling strong listener response for the idea. . . . Ed Chapman, WERG, Mobile, Ala., answers requests not to play certain platters as well as the usual kind. . . . Julian Silver and Bob Noble, WVAR, Savannah, Ga., have started a new night show known as *The House of Lords*, with the boys billed as "The Two Noblemen of Music." . . . Ray Ramsey, WHIR, Danville, Ky., says: "If someone wants a request and we don't have it, I raise the roof until they send the record to me. I should spend my money!" . . . Bob Watson, WSE, Atlanta, Ga., claims he originated the term "Platter Party" and is anxious to hear from any jock who can prove he used the tag prior to January 21, 1946. There are some 50 "platter parties" listed now, he says, where there were none prior to his 1946 preem. . . . Jerry Sandler, WCYB, Bristol, Va., recently received a check from a listener with a note asking that the money be used to further the cause of "good" music. . . . Tom Leighton, who recently joined WRON, Ronceverte, W. Va., as program director, has inaugurated four new shows: a junior disk jockey, a classical, a sports and an a.m. hymn show. . . . John Rapp, program director at WKIX, Columbia, S. C., has turned jock again with a daily 8:30 to 9 a.m. show. . . . At WNOK's new studios in Columbia, John Younginer is doing an afternoon *Juke Box Revue* stint, with Ed Lincoln handling the late show. . . . Bill Crutchley, WCOS, is also in Columbia, handling the early morn Record Shop stint.

TALENT CORNER . . . John Peters, WPDJ, Clarksburg, W. Va., is plugging the recent Cozy release, *Swingin' on a Rainbow*. Side features a vocal by John. . . . Irwin Johnson, WBNS, Columbus, O., recently made his third annual appearance with the Columbus Philharmonic, doing the narration for Prokofiev's *Peter and the Wolf*.

Sensation Records Forms Ditto Pubbery

DETROIT, Jan. 15.—The Sensation Record Company gave birth to a pubbery, the Sensation Music Company, last week. The new firm is headed by John S. Kaplan and Bernard Besman, who own the Sensation label as well as the Pan-American Record Distributors, and by Robert B. Doyle, who recently founded the Carlin Music Company here. Doyle will handle promotion for the company.

Sensation now has about 200 masters available for publication, including principally race numbers by Todd Rhodes, Lord Nelson, Russell Jacquet and Doc Wiley. The first release on sheet music is to be *A Long Time*. Sensation Records has also just leased the master of *A Long Time*, recorded by Don Juan, Johnny Brown and Virginia as an echo-style novelty, to the Modern Record Company of Los Angeles.

The publishing venture marked only one aspect of a current multiple expansion by Kaplan and Besman. They were disclosed as principals in the reopening of the Alvin Theater.

New Paxton Pubbery Buys First 2 Tunes

NEW YORK, Jan. 15.—George Paxton, who recently gave up the band biz to set up a pubbery which he calls Paxton Music Company, Inc., this week began his pubbing activity. He acquired his first two tunes, *I've Got the Sweetest Gal*, by Abel Baer and Cliff Hess, and *A Million Miles Away*, a ballad by Nat Simon and Charlie Tobias, and has been taking them on the disk rounds. Paxton also is planning to hire a contact man in California.

Cap To Use WMGM Studios for Waxing

NEW YORK, Jan. 15.—Capitol Records this week virtually completed a deal with Station WMGM to make use of the station's studios for the diskery's waxing dates here. The MGM wavery will also record at the station, which houses six studios, beginning in February.

Capitol will start recording at WMGM next week with Charlie Barnett's ork and a flock of bop jazzsters. Bill Miller, Cap's chief engineer, was in town this week to survey the studios.

Santly Brothers' Mother Dies

NEW YORK, Jan. 15.—Mrs. Esther Adler, mother of the music publishing Santly brothers, died here Wednesday (13) night after a long illness. Surviving are two sons, Lester (Santly-Joy) and Joseph (London Music) Santly, a daughter, Mrs. Eva S. Adler, and two grandsons, Harry Santly (with George Simon Music) and Richard M. Adler. Another son, Henry W. Santly, member of the old Santly Bros. pubbery, died several years ago. Mrs. Adler was 89.

Mickey Pubber

NEW YORK, Jan. 15.—Mickey Rooney is now in the music publishing business. His firm will be known as the Greenwood Music Corporation, a Broadcast Music, Inc., affiliate, with offices in Hollywood. The first two tunes in the catalog are *I'm Saving My Kisses* and *Remember I'll Never Forget*, both penned by one "Larry Greenwood." A clue to Greenwood's identity may lie in the fact that Rooney has been known to have songwriting aspirations.

Frank Patchen, Rooney's arranger and accompanist, will be general manager.

Rub-a-Dub-Dub Goes Over in Hub

NEW YORK, Jan. 15.—This is the tale of how modern recording technique was able to give a disk enough spark to create some small local stir up Boston way. Before the waxing ban ended, RCA Victor scheduled a rerelease of a 1935 Ray Noble waxing of *Lady of Spain*, spotting a vocal by the late Al Bowlly, which didn't meet with the firm's okay. So the diskers snipped out the Bowlly vocal and dubbed in a new chorus cut by a house all-male trio.

But the diskings, which was due for release just as the ban lifted, was withdrawn. Somehow a copy of the rerecorded diskings got into the hands of disk jockey Bob Clayton (WHDH, Boston) and he spun it for a couple of weeks consecutively. Result has been that the Victor company has sold two separate shipments of 5,000 copies of the record in the Boston area in the last couple of weeks.

Shaw Pen Active As New Ag'cy Grows

NEW YORK, Jan. 15.—The Shaw Artists Corporation, newly formed talent agency to be operated by Billy Shaw, who just succeeded in severing his partnership in the Gale Agency, this week set up house in the RCA Building. Shaw this week also signed clarinetist Buddy DeFranco to a term pact and is now negotiating a wax pact for the tootler. He also signed Milt Buckner, former pianist with Lionel Hampton, who is fronting his own sextet; bop altoist Charlie Parker and bop trumpeter Miles Davis.

Shaw's initial bookings will have him setting a *Jazz at the Philharmonic* concert tour, which begins February 11 and will run thru to the end of March. The tour will feature Ella Fitzgerald, Coleman Hawkins, Flip Phillips, Ray Brown and others.

BMI Asks Dismissal Of Alexander Complaint

NEW YORK, Jan. 15.—Broadcast Music, Inc. (BMI), moved for dismissal in State Supreme Court this week of the amended complaint brought by Perry Alexander and three other affiliated publishers. BMI bases its request for dismissal on the ground that the complaint is insufficient to maintain an action and that the amended complaint is only slightly different from the one Judge Samuel Hofstadter dismissed last November. Judge Aron Stuer reserved decision on the BMI motion to dismiss.

Pubbers contend that BMI has no right to license any but radio performances of tunes.

Local 55, AFM, Re-Elects Logozzo

HARTFORD, Conn., Jan. 15.—Rocco D. Logozzo, president of Local 55, American Federation of Musicians, Meriden, Conn., has been re-elected for his 16th year.

Officers elected include Theodore P. Kunska, vice-president; Miss Frances J. Budleski, secretary; John A. Stacey, treasurer; Nicholas A. Azzolina, sergeant at arms, and John DiCarlo, Gaspar Rabito, Chester Santoro, Jack J. Hagerty and Anthony Mercaldi Jr., executive committee.

CAPITOL UPS STEVENS

NEW YORK, Jan. 15.—Dan Stevens this week was appointed Eastern regional promotion manager of the Capitol diskery to replace Dick Linke, who has been designated as the diskery's national promotion chief. Stevens formerly was a Cap salesman with the firm's Hartford, Conn., branch.

Rumors Buzz as Decca Picks Moody as Rep for England

NEW YORK, Jan. 15.—Appointment of Walter R. Moody as English rep for the American Decca Company threw the disk business into a whirl of conjecture this week. Moody, for 18 years top recording exec with the British Electrical Manufacturing Industries (EMI), has been inked to a long-term pact, reported to be for three years with options. He will, according to an announcement, take care of interest of American Decca in England.

Speculation centered around the

Heidt's Own Agency To Route Radio Show

NEW YORK, Jan. 15.—Horace Heidt, who last week obtained his release from Music Corporation of America (MCA), has organized his own Horace Heidt Agency to route and promote his Philip Morris Youth Opportunity broadcast appearances. John Leer, vicepres and general manager, will supervise the activities of the four roadmen, whose function is to size up towns, find suitable halls, contact sponsoring civic organizations and set up all advertising and promotion.

Heidt has also made a deal with George Hamid, operator of the Atlantic City Steel Pier, to book the Philip Morris Parade of Stars, road show version of his show, into fairs and amusement parks.

Jubilee To Handle English-Cut Disks

NEW YORK, Jan. 15.—Jerry Blaine's Jubilee waxery will press and distribute, on a royalty basis, 10 jazz and bop sides cut in England at Jazz Corner sessions, British counterpart of the Jazz at the Philharmonic concerts.

Masters are owned by Robert Weinstock, who acquired them from the Esquire diskery during a recent trip to England. Disks will retail at 79 cents.

Martha Raye Inked To Discovery Pact

HOLLYWOOD, Jan. 15.—Martha Raye, film-stage comedienne, has been inked to a three-year recording deal by Discovery Records, new Hollywood indie plattery. Contract will guarantee la Raye 12 sides yearly on a straight 5 per cent royalty basis with a \$500-per-side minimum guarantee.

Plattery will record first sides next week, using special material written for Miss Raye. Phil Moore will conduct and arrange sessions.

FOR BOPPERS ONLY

NEW YORK, Jan. 15.—Jerry Wald is once again reorganizing a large ork. This newest of the Wald crews will be a radical departure for the clarinet-maestro. It will be a 19-piece jazz and bop band designed specifically for concert, theater and jazz location work. The band will play no dance dates. The org will have eight brass, five reeds, three standard rhythm and three Latin rhythm. Its book is being clefted by Walter Fuller, George Williams and Manny Alban. Wald still is under the management of General Artists Corporation.

NEW YORK, Jan. 15.—Mills Music this week renewed for four years its writers' pact with cleffers Sid Tepper and Roy Brodsky, who were responsible for *Say Something Sweet to Your Sweetheart* and the current *Red Roses for a Blue Lady*. The pubbery also inked polka specialist Frank Yankovic to a writer's pact.

possibility that the Moody appointment would eventually mean the creation of a new Decca enterprise in England and the break-up of the current agreement between American and British Decca. The latter association is admittedly unsatisfactory. Most top sources in both the American and British Decca companies (See *Rumors Buzz* on page 31)

Cosmo Trial Set for Mar. 1

NEW YORK, Jan. 15.—The trial of the Cosmo Record Company directors and those indicted for the alleged sale of stock in the bankrupt company has been scheduled for March 1 by Federal Judge Sylvester Ryan.

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1450 Broadway New York 19, N. Y.

Niteries Latch Onto New TV \$\$

Insist on Cut-From Tele If Acts Double

Video Sponsors Must Ante

NEW YORK, Jan. 15.—Cafes that have acts doubling into television shows have started a policy of asking for money from the sponsors of the TV shows. The policy was started last week when a group of nitery ops got together with Lou Walters, of the Latin Quarter. Result of this meeting was an agreement by all major ops that in the future none of their acts would be permitted to double into TV unless the club received a cut.

First effect of this decision was the booking of the Paul and Paulette Trio, now current at the LQ, into Milton Berle's Texaco TV show. The act will get its regular salary from Texaco and the LQ, but the LQ in turn will get \$200 for permitting the act to double.

Ops maintain that TV has cut down their takes and if they have to bring acts into New York from out of town and then see TV use them, the ops should be compensated.

Nitery trade sources admit that if this practice takes hold it will sweep the entire country. Not only will other cafe ops ask for dough to let their acts double, but theaters also may ask for new deals.

No WM Inter-Office Friction -- Salkin

CHICAGO, Jan. 15.—Leo Salkin, who last week left the William Morris office here after 10 years, the last two of which were as office chief, denied emphatically reports that the parting was caused by friction with the Gotham WM office.

Salkin said there was no dissatisfaction on his part regarding the '48 bonus and that he had left to set up his own office in Chicago. He said there had never been any questioning of his booking slips by Morris Silver, former chief of the WM Chi outlet, and Silver confirmed this. Salkin said the two men sent to the Chi office from New York did not leave because of inability to get along with him. The men were Walter Hyde and Irv Greenberg.

As to reports that an important St. Louis buyer had refused to do business with Salkin, he said the buyer found it more convenient to do business thru New York. Salkin okayed the move because he had enough buyers to care for in the Midwest.

Sherman Winner In Pirchner Fuss

NEW YORK, Jan. 15.—Noel Sherman, line producer, was upheld by the American Guild of Variety Artists (AGVA) national executive arbitration board in his claim for about \$650 against Herman Pirchner, op of the Cleveland Alpine Village.

Sherman said Pirchner owed him for fares for the girls which Pirchner claimed he paid and later said he didn't agree to pay. The case came up last July and was decided for Sherman but Pirchner appealed. The latest decision was again for Sherman. The dough was placed in escrow with AGVA, pending the ruling.

Al Kelly on Willie Howard

By Al Kelly

I perhaps knew Willie Howard better than anybody else, having worked with him for the past 12 years. But despite having been with him all that time I never lost my admiration for his work. I used to stand in the wings and watch him doing his French Lesson whenever I had the chance. I'd been working with him for 12 years, yet I never lost my awe at his handling of lines, his timing, his mugging and his mimicry.

When he did a Jessel, a Jolson or a Chevalier, he lived the part. Once we were in a theater and heard that Chevalier was out front. Willie went into his Chevalier routine, and later Chevalier came back and said Willie was a better Chevalier than was Chevalier himself.

I first met Willie 18 years ago at the Laurel House, Haines Falls, N. Y., where Sam Howard and I were social directors. Willie had come up with his brother Gene to take their sick mother home. It was there that Willie first caught my act and told me some day I would be with him. My first job with him was six years later at Jackie Osterman's Upstairs Club in New York where we did the Comes the Revolution bit. Our first vaudeville act was the Palace, Chicago, in 1936. I was nervous, but Willie was more so. We both tried to calm each other and to outsiders it must've been funny. But once Willie was on he was great.

As a practical joker he had no equal, but with it all he had a heart as big as all outdoors. Time and again his salary went for clothes and food for less fortunate people. I know; I was sent out to buy them. Willie used to be invited by the great, but he preferred the company of small people. His best friend perhaps was harmless little Joseph Ginsburg, whom Willie supported for years.

Skit for "5th Ave."

Before his last sickness he had a sketch for Along Fifth Avenue that would've panicked them. Willie was going to do some straight dramatic bits of historical characters, with a climax that would have stopped the show, but it wasn't to be. His life, full of living for others, was cut short.

Three days before he left us, he called me to his side and said, "Al, I'm going to lick this yet." But he had a previous commitment.

Just before his final exit, Willie gave his last performance. I saw it happen. His face twisted up in a typical Willie Howard fashion as it did in the Rigoletto bit. He rubbed his hands together, patted his face as if he were making up for his Big Entrance—and went on.

I didn't want to leave him. He left me.

Benny Rubin on Willie Howard

By Benny Rubin

When I first went to New York in 1916, I had been in one tab show professionally and had had three years of being an amateur for a half a buck a night. To be great, I heard, was to be in New York, where you could watch stars perform and learn something; that was as long as you hold out.

The only professional actors I knew were Shaw and Lee. I went backstage at the old Columbia burlesque house and learned the boys were playing a benefit at another theater. I ran to that theater, but it would have taken a day's lodging and three meals for me to afford a ticket, so I went backstage, found Shaw and Lee, and they stuck me in the wings.

I saw Will Rogers, Fanny Brice, Van and Schenk, James Barton, Eddie Cantor, Sam Bernard, Lee Janis, and the Howard Brothers, Willie and Eugene. Boy, was I learning?—not much! I was so thrilled by this spectacle of stars and laughed so much I forgot to learn—that is, until I went to bed that night. Those people came to me in a montage, all mixed up.

The Standout

Only one face stood out, Willie Howard's. No matter how I went back in my mind's review, I would only see snatches of all of the other stars. Then back again would come Willie Howard's face. I did not sleep that night planning how I could get to watch Willie and study him. My dough ran out, and when I explained to my brother, Joe, in Boston, what I was doing, he sent me a money order. You see, he had seen Willie Howard and figured it a good investment. Well, it was!

I learned how to use my lips and teeth for diction regardless of the dialect. I found what hands were for, in getting over a page, dramatic or comedy. I learned that eyes could be more impressive than words, at times. I studied Willie Howard and became qualified to ask for a job as

a professional. Lou Walters, the Latin Quarter impresario, listened to me one whole afternoon in Boston, June 28, 1916, and put me with a tab show January 29. To this day I will always say to myself before doing a scene, "How would Willie Howard do it?"

Splendid Heritage

It's too bad he is gone, but it's wonderful he has left such a great heritage. Young people in show business who have not acquired polish or good taste should run to the nearest movie where his pictures appear or buy his records to learn, and always before making that smart crack at someone or telling a joke that is in questionable taste, they should ask themselves first, "How would Willie have said it?"

Willie was a great performer. Had he elected to become a singer he would have been just as great. Had he just been a mimic he would have been wonderful. Al Jolson once told me Willie was the only man who could do a Jolson and even Jolson couldn't tell the difference.

Willie lived a full life. He enjoyed it to the fullest. He played around and drank deeply of all the things life had to offer.

We mourn his passing, but the heritage he left behind will live forever.

Hartford Shangri-La Put

On 4-Nights-a-Week Sked

HARTFORD, Jan. 15.—Glenn Warren has taken over the downtown Shangri-La for a four-nights-a-week program, effective today, with Wednesday set aside as a teen-age night, providing soft drinks and dancing with only an admission charge; Thursday, a "lonely hearts" night, more familiarly known as stage night; Friday, talent contests conducted by Warren for amateurs, and Saturday, floorshow and dancing.

Warren has put a minimum charge into effect for both Friday and Saturday nights.

Congress Gets Bill To Repeal Cabaret Tax

20% Admish Bite May Go

(Continued from page 3)

was hopped in response to a request from San Francisco city officials, who want this tax field left clear for State and local governments. The request was a follow-up to the recent meeting of the American Municipal Association (AMA), which passed a resolution urging Congress to take the federal government out of the amusement excise field (The Billboard, December 25).

It was at the AMA confab that Snyder said he would be willing to meet with municipal officers sometime in February to discuss the question. Such a step has been suggested from time to time by various groups, but until recently the Treasury has remained aloof.

Putting two strings to his bow, Havenner also introduced a second measure calling for repeal only of the cabaret tax. Both measures went to the House Ways and Means Committee, which is expected to delay consideration until after the meeting between Snyder and the AMA.

One Big Union? They Want It, But Can't Agree

(Continued from page 3)

Screen Actors' Guild (SAG) and the American Guild of Musical Artists (AGMA), believes an immediate merger will establish a body which can negotiate for television scales and conditions, with authority. Equity has so far not taken any position.

The American Guild of Variety Artists (AGVA) contends that the primary objective, one big union and one big card, will be defeated by such a merger. It maintains that this merger will be limited to three unions, and should include all actors' unions so all members would get equal protection. AGVA further believes that this objective would be better reached by reactivating the Associated Actors and Artistes of America (Four A's), the parent body of all talent unions, into a working body. And the Four A's would assume all television jurisdiction.

AFRA-SAG, feeling that AGVA's position is not representative of the full thinking of AGVA's executive board, has asked to address that body Wednesday (19).

Meanwhile it was agreed that the next meeting of the various unions will be held January 24, at which time attorneys for both AGVA and the Four A's will submit briefs and go further into the merger question.

AGVA To Enter TV Package Biz?

NEW YORK, Jan. 15.—The American Guild of Variety Artists (AGVA) is going into the television business on the same basis as Equity with its package.

The idea is to package a show made up of AGVA members, offer it to a sponsor for TV and put the proceeds into AGVA's welfare fund. The idea has been on the AGVA agenda for some time and was recently given to Jack Bertell to submit on a 60-day authorization basis.

If and when Bertell comes up with a good offer, it will be presented to the AGVA executive board for action.

VAUDEVILLE REVIEWS

Paramount, New York

(Wednesday, January 12)

Capacity, 3,654. Prices, 55 cents-\$1.50. Five shows daily. Circuit booker, Harry Levine. Show played by name said on bill.

The new show, backing the flicker, *The Accused*, shapes up as a good package. It runs well, looks well and should do business.

The band is Ray McKinley's outfit (15), which gets a good production build-up thru black lights highlighting the drum shaped bandstands. McKinley is a fairly good fronter with a robust manner, and does enough on either graduated drums, snares or bongos to satisfy customers who came to see him. But if he does a good job, his band doesn't shape up too strong. However, McKinley was smart enough to come in with numbers that are good for theaters. His opener, *Jungle Drums*, set a good pace. A novelty duet by McKinley and canary, Jeanne Friley, *Tired of Waiting on You*, was excellent fare. *Mumbo Jumbo* (Victor) with McKinley on the vocals, was well received, and his last, another Victor recording, tho dated, *You Came a Long Way From St. Louis*, got equally good hands.

Jean Carroll Superb

In the act department the comedy load was superbly handled by Jean Carroll, who has now played all the Broadway houses. Her brand of laugh bait hasn't changed since last caught except that it has been pointed up and sharpened for consummate effects. The laughs Miss Carroll got started as titters and grew into man-sized yocks. Her dress-buying routine, her tout thing and her lonesome-gal-in-town act registered with a bang. Incidentally, having a comedienne like Miss Carroll on this bill is a good booking. The flicker will draw heavily on the fem trade and Miss Carroll's act is made to order for that sort of draw.

The Mills Brothers seem to have lost some of their rhythmic sharpness. The fault was partly their choice of songs. On their old bouncers like *Up the Lazy River* and *Paper Doll* they had the same lilting appeal that brought them to the top. On ballads they lost their audience. It wasn't until the band came up on the last eight or 16 bars that they caught on. This may indicate a need for more musical backing from here on in. Using blended voices and a guitar, plus rhythm section, may no longer be enough for them.

Vanderbilt Boys

The Vanderbilt Boys (two) start as fairly good unison hoofers, then segue into a lot of flashy acrobatics featuring some outstanding hand-to-hand work. Their best was a pair of flips into a hand-to-hand catch and lift

that brought spontaneous applause from the house.

McKinley's canary, Jeanne Friley, does a good job in a duet with her boss but doesn't stack up as a single. Her *Night Has a Thousand Eyes* was dull, and the three boys who joined her just made it that much duller. Bill Smith.

Oriental, Chicago

(Thursday, January 13)

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

Forty-minute stanza is strictly short and sweet all the way, with everything from the band opener to the Adams-Plant-Canzoneri closer going over big. House has shelled out \$5,000 for a new curtain and side drops, which do plenty to glamorize the stage. Carl Sands' ork contributed a swell starter, a medley of *Blue Skies* seguing into *Rhapsody in Blue*.

The Step Brothers are an extremely potent opening act, with their mixture of precision and solo specialty cleating reaping mitt after mitt. Boys continue to work with great enthusiasm and verve that really puts their tapping across. Injection of a little verbal humor toward the closer spices the act nicely. Won a call-back.

Starlet Janis Page, in a fetching afternoon gown, clicked immediately on a rhythm specialty vocal that showed plenty of stage savvy. Really sewed up pewsitters in a romantic bit with Joey Adams that was full of new, cute twists. Closed strongly with a parody on Hollywood, called the *Mild, Mild West*.

Adams, Plant and Canzoneri have aimed their material more at a vaude audience since their last stop here, with result that the response was stronger and more frequent. Adams got in the groove immediately with a series of stories, majority of which hoisted the laugh meter. Repartee between Canzoneri and Adams still tends to belittle Canzoneri, who is still held in high regard by many for his fistic crowns, but stuff has been toned down. Plant's medley of hit tunes from musicals he has worked received good attention. Their bow-off bit, however, was the real clincher, with the entire trio on stage to do a series of song impresoes that filled the house with yocks. Pic, *Yellow Sky*. Johnny Sippel.

Vic Connors Rejoins AGVA Staff at Last

NEW YORK, Jan. 15.—Vic Connors is the latest addition to the American Guild of Variety Artists (AGVA) staff.

Connors, well versed in labor relations, worked for AGVA years ago. Later he was with the American Federation of Radio Artists (AFRA). He was associated with Emily Holt, former AFRA head, and then joined a steel company as its labor relations counsel.

D. C. Curfew for Inaugural

WASHINGTON, Jan. 15. — Washington niteries will have to observe the usual 2 a.m. closing time during inaugural week, the District commissioners ruled this week in reversing an earlier decision by the alcoholic beverages control board to permit operation until 4.

Friar Jamboree Postponed

NEW YORK, Jan. 15.—The Friars' Jamboree lunch skedded to run at Toots Shor's Friday (14) was hurriedly called off because of Willie Howard's death. The guest of honor was to have been Mike Todd. The lunch will be held Friday (21) instead.

New York:

Stem Nosedives to 388G; Cap 73, Strand 65, MH 115

NEW YORK, Jan. 15.—After two strong weeks, conditions in Stem vaude houses last week returned to fair \$388,000 gross from a fat \$534,000 the week before. The Capitol did exceptionally good business; so much so it held the entire show over for a fourth week, with the exception of Burt Lancaster, who had other commitments. Comic George Prentice replaces him.

Capitol (4,627 seats; average \$66,000) collected \$73,000 for the third week. The show consists of George Prentice, Walter Long, Gene Sheldon, Skitch Henderson's ork and *Every Girl Should Marry*. The previous week's figure was \$87,000.

Radio City Music Hall (6,200 seats; average \$115,000) dropped to \$115,000 after a hefty \$160,000 the previous seven days. The bill is the Cristianis, Pallenberg's Bears and *Words and Music*.

Roxy (6,000 seats; average \$89,000) slumped to \$75,000 last week. The stanza before was unusually good, the gross being \$120,000. The show is Barbara Ann Scott and the Ice Show, Bob Evans, Gautier's Steeplechase and *That Wonderful Urge*.

Paramount (3,654 seats; average \$66,000) did only fair business, the gross amounting to \$60,000 the last week with Benny Goodman and his ork, Buddy Lester and *Paleface*. The seven days previous were responsible for \$87,000. The new show (reviewed this issue) is the Mills Brothers, Jean Carroll, Ray McKinley and his ork and *The Accused*.

Strand (2,700 seats; average \$45,000) is still coining heavy dough with Tommy Dorsey and his ork, Bobby Van and *Adventures of Don Juan*. The last stanza with the bill hit \$65,000, as against an imposing 75G second week with the attraction.

Letter to the Editor

Dear Editor:

I revamped to comedy with my new partner, Ellen Corda, 11 years ago, and there being no show business here to give us 40 consecutive weeks any longer, I established my act in South America, where I tour annually for big money.

Years ago dance teams didn't try or wish to copy others. We created our own numbers or would pay a producer big fees to do it for us. This gave dance teams a dignity and booking preference. We had the copycats then, too. But since their training was limited they played the small time while our agents and bookers kept them away from the big time. Our agents never bragged about fixing our act or we would tell them, "You take care of the booking, we'll take care of the dancing." We didn't try to pal around with critics for a good review, tho we liked them when they pointed out details unnoticed by us.

The *Billboard* was always the actors' favorite. It gave us a good break while other papers fought us, even tried to blacklist us for various things. We didn't have any union then; we didn't need protection. If, after the first show, we realized the act didn't fit, we begged the manager to break the contract and let us pull out.

Critics didn't have to suggest revamping, because dance teams were always two steps ahead of them. When last I followed the DeMarcos at the old two-a-day Palace, they opened double, then he (Tony) knocked the house down with his solo buck and wing tap, finishing up with his famous Peabody double. My partner and I doubled between two musicals and a night club. At the Roland Theater, in a Jewish musical, we did a breathtaking adagio. In Shubert's *Night in Spain* we did a flamenco castanets dance (later replaced by Cortez and Peggy). At the Palais d'Or (now Latin Quarter) we did ballroom dances—no lifts or spins. Later, with the help of Bill Robinson, we created and presented a futuristic tap route that was flashed on newsreels.

We pulled our leaps and pirouettes out of the trunk in 1934 when we

were held over with Frances Fay at the Coconut Grove, Houston, and two ballroom teams were added to our show. We carried trunks full of costumes and gowns, but never pretended to bluff the public with fantastic publicity stunts of possessing \$50,000 worth of wardrobe. We didn't put on a fashion show.

We must admit that business was good then. We had about four weeks of theaters in New York alone to polish up our acts. Today dance teams are helpless to show their creations. Today we have an epidemic of dance teams wrestling with the same stale material, copying each other, even to the names, because they are unable to create.

Nevertheless ballroom teams, good (See Letter to Editor on page 27)

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Chase Club, St. Louis

(Monday, January 10)

Capacity, 1,000. Price policy, \$1-\$1.50 over. Manager, Harold Koplar. Booking, non-exclusive. Publicity, Jeanne Dunaway. Estimated budget this show, \$9,000.

The current Chase Club show, a me-weeker, represents a big jump in budget but capacity crowds indicate the idea is paying off.

The show opens with Chuck Foster's band theme, *Oh, You Beautiful Doll*. Then maestro Chuck introduces his vocalists, Lee Shearin and Milly Coury, to do *Bride and Groom Polka*. Shearin is a tall, handsome lad, and the Coury gal is tops in personality and song selling. She shows to good advantage on *Pussy Cat Song*, a number she does with Shearin. She's vivacious and a real asset to the aggregation.

On next is Jean Lawrence, petite dancer, who scores a hit with some fast rhythm stepping and a boogie number. Miss Lawrence, originally from St. Louis, clicks on looks and performance alike.

Danny Thomas Boffs

Comic Danny Thomas closes the show and delivers a smash performance that tops anything seen here for years. The guy is hard-working, clever, original, fast, and above all, funny. There seems to be no end to the wealth of material he has. On the show caught he opened with a razor-edged tirade against his ex-radio sponsors, Sanka Coffee, Post Toasties and Drene Shampoo. Then he offered some ideas for a product of his own called Thomas Cola. He next went into a Western routine and wound up with his famous *Chloe* routine. Thomas occasionally diverges from his comedy to do something dramatic. All in all he is one of the finest comics, if not the finest, ever seen here. He was on the floor for almost an hour and could have stayed on much longer.

The Foster band played for dancing and cut the show pleasingly. Foster ensued the show in straight fashion.
Abie L. Morris.

Village Vanguard, New York

(Tuesday, January 11)

Capacity, 150. Price policy, \$2-\$2.50 minimum. Shows at 10:30 and 12:30. Owner-operator, Max Gordon. Booking policy, non-exclusive. Publicity, Jay Russell. Estimated cost this show with music, \$600.

The present show is distinctive because of a new lad, Wally Cox, a thin, frightened looking boy who is a silversmith by trade and an actor by vocation. Somebody caught him at a house party and brought him to Gordon. So nights he works for Gordon, and days he designs silver, or something.

That Cox is an amateur is apparent, but he has a knack of off-hand characterizations which makes him quite interesting to watch. His underacting may be due to nervousness, or it may be deliberate. Using a professor as the central character, Cox becomes pedantic and then drops into a Casper Milquetoastish candy store owner who objects to the boys' tilting the pinball machine. Then there's the fall guy in the gang or an anxious school teacher. His material is imaginative, and Cox has a rare ability to caricature familiar types. But though he's amusing, his humor gets intellectual nods rather than yocks. Given more commercial material and more

Fox May Rep ARA In AGVA Huddles

NEW YORK, Jan. 15.—The American Guild of Variety Artists (AGVA) may find itself faced with an anomalous situation when it next sits down with the Artists Representative Association (ARA) to discuss new contracts.

The situation is a result of Dave Fox's recent resignation as New York head of AGVA, opening his own office as an agent, then applying for an AGVA franchise thru ARA, of which he's become a member.

Various ARA officials, having learned that Fox had joined the agents' org, have already started campaigns to get him to sit on ARA's bargaining committee when it huddles with AGVA.

London Padlock Threat a Hypo

LONDON, Jan. 15.—Floorshows at London's night clubs are expected to branch out in full scale soon. The motive behind this anticipated spurt is the anxiety of the bottle clubs over the government's proposed legislation to close them. The clubs hope to put on such shows as to justify themselves in the eyes of the government.

The most ambitious floorshow of the moment is the Embassy Club's *Copa Revue*, which employs a company of 22 (without the orchestra); cost \$28,000 or so to produce and has a weekly net of \$4,000. The show lasts an hour and is running at a loss. Nevertheless the Embassy is spending the same amount of money on a new show next month.

The idea is to build up a big enough attendance each night (at \$4 admission) to make the entertainment financially independent of food or drink sales.

Development of this policy is expected to bring some keen competition among the London night spots.

Roxy Books Vallee; May Get 8½G Per

NEW YORK, Jan. 15. — Rudy Vallee will open at the Roxy for a reported \$8,500 a week, starting February 22. The last time Vallee worked a New York theater it was at Loew's State.

The singer is now at the Latin Quarter on a four-week deal and closes there February 2.

experience, he could develop into a real comic. Right now he needs lots of seasoning.

Dolores Martin is an excellent dramatic singer who knows how to handle lyrics intelligently. But based on the show caught, she doesn't seem to have enough material to go around. She does a powerful *Supper Time* and a cute special thing, *Love Is a Thing Called Dough*.

The Cyril Haynes Trio plays for the show and dancing in a mechanical fashion. Clarence Williams does the piano intermissions. Bill Smith.

LETTER TO EDITOR

(Continued from page 25)

or mediocre, will never go out of style. They give class to the saloons and dignity to the ultra hotels.

Never forget that the "ballet leapers" and "Oriental wigglers" belong to theater productions. After all, they're not new for the night club patrons.

The public is always interested in the skill of the performer and not their ages. Remember that! Let's hope show business blooms again to give ballroom teams a chance to prove who has the ability to revamp.

Sincerely,

(Signed) Gino Daro-Corda

AGVA Insists All Acts Play Only 30 a Wk.

Would Protect Cheaper Ones

NEW YORK, Jan. 15. — Vaude houses thruout the country will be asked to conform with a projected American Guild of Variety Artists (AGVA) formula that will call for 30 shows a week, with every additional show to be paid for pro rata.

At present the 30 shows-a-week policy applies only to acts receiving less than \$750 weekly. All acts getting more than that can be required to work 36 shows without additional payment.

There's a gimmick in the present contract which allows acts getting less than \$750 to work 36 shows before getting any more money. It works this way. If an act gets \$725 and works 31 shows he gets pro rata for the additional show. This extra dough puts him in the above \$750 class, so theoretically he can be called upon to do five extra free shows before he can get any more dough.

Under AGVA plans, the \$750 figure would no longer be in effect. All acts would work 30 shows maximum, with additional shows paying extra.

D. C. Mulls Problem Of After-Hours Spots

WASHINGTON, Jan. 15.—Puzzled over the proper method of dealing with bottle clubs, District of Columbia authorities are asking other cities how they handle the problem. Meanwhile, warfare broke out anew this week between the bottle spots and licensed niteries as the local Associated Tavern Owners' Association (ATO) protested in its publication the "freedom" enjoyed by the unlicensed after-hour clubs.

Sporadic police raids against bottle spots started last summer after protests by licensed niteries, but have succeeded in reducing by only one the estimated 100 after-hour locations.

Meanwhile, a survey of niteries and restaurants by the Fire Department this week resulted in warnings to eight and charges against two others. The latter two spots elected to fight fire hazard charges in court.

The department announced that the action was taken to assure strict adherence to fire regulations during inaugural week. Chief complaints were that fire exits were unlit, blocked off, latched or locked.

Stage Coach, Ont., Builds Show Policy

DETROIT, Jan. 15.—The policy of music and floorshows to draw trade, despite the present lack of any kind of a liquor license, is being adopted on an increasing scale by the Stage Coach Inn, Fingal, Ont., a village about 10 miles west of St. Thomas. The policy was started December 11 with dinner music and has been built up to floorshows, using three acts booked thru a local agency. The place is using an all-Negro talent policy, considered rare in Ontario, with Jay Bee's combo (5) and Jerry Slaughter as emcee, with acts changed weekly.

The room, which seats about 150, is run by Jimmy Bennett, formerly of the Seven Dwarfs Inn in London, Ont. Semi-name musical-type acts are to be booked, starting in late March, according to plans.

The place is counting on getting a liquor license shortly, but appears assured of getting a beer and wine license if the hard liquor proposition is turned down.

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Trib's Barnes Is No. 1 In Stem Seers Race at Three-Quarter Mark; Coleman No. 2

BB Tab Scores It That Way—Here's Why

By Bob Francis

(Continued from page 3) runs of fewer than 100 performances (The Billboard's yardstick for measuring success). Of these, 13 had not been around long enough to be rated in either the success or failure column.

a flop and its goes to 100 or more showings, he is charged with an error. If he tabs it for success and it fails, the same is true.

NEW YORK, Jan. 15.—A recent issue of a trade publication, which also charts annual accuracy of stem critics, carries a tally of averages for "the half-way point" in the legit season.

Still To Go

Consequently, such matters as Anne of the 1000 Days, As the Girls Go; Goodbye, My Fancy; Life With Mother, Light Up the Sky; Oh, Mr. Meadowbrook; The Madwoman of Chailiot, Red Gloves, Silver Whistle, Kiss Me, Kate; Lend an Ear, Make Way for Lucia and The Rape of Lucretia, cannot be included in the January 8 check-up.

It is understood, however, that this sheet bases its right or wrong tally on a show's payback of investment without regard for length of run. In other words, the success of a show is pre-judged via original audience reception, advance sales and theater party bookings.

The Billboard's system of tabulation itself may not be perfect, either. Always the personal equation must be a factor, since somebody must classify the content of the experts' reviews. However, The Billboard pretends to be no fortune teller.

Sub Series for Capital

WASHINGTON, Jan. 15.—A subscription series of three plays was announced for the nation's capital this week by Productions, Inc., a local pro org. In the absence of a regular legit house, the plays will be housed in American University's Clendenen Hall.

Another pre-finish spurt puts The Times' official drama poohbah into third place, over a seventh spot wind-up last May.

John Lardner (Star), newest aisle-squatter to join the nine-old-men ranks, is right behind Times and News critics. Lardner took over The Star's drama saddle last September and has therefore had opportunity to sit in on only 22 shows.

Morehouse Dives

Reverse upset in current running is a drop of last year's winner to fifth slot. The Sun's expert, Ward Morehouse, has been twice a tape-breaker in the last five years in the critics' sweepstakes, but coming into this homestretch he appears to have suffered reversal of form.

As is generally known in the trade, The Billboard's system of tallying critical accuracy averages is predicted on the pundits' opinions as to the success-failure of each new production. A run of 100 performances has been taken as the measure of Broadway success.

"Oklahoma" for Melbourne

MELBOURNE, Jan. 15.—Oklahoma is to be presented at His Majesty's at the conclusion of the run of White Horse Inn, probably in February.



BROADWAY SHOWLOG

Performances Thru January 15, 1949

Dramas

Table with columns: Title, Opened, Perfs. Includes Anne of a Thousand Days, A Streetcar Named Desire, Born Yesterday, Edward, My Son, etc.

Musicals

Table with columns: Title, Opened, Perfs. Includes Annie, Get Your Gun, As the Girls Go, High Button Shoes, etc.

ICE SHOWS

Table with columns: Title, Opened, Perfs. Includes Howdy, Mr. Ice

OPENED

Table with columns: Title, Opened, Perfs. Includes The Smile of the World, Along Fifth Avenue

COMING UP

Table with columns: Title, Opened, Perfs. Includes The Shop at Sly Corner, Forward the Heart, Leaf and Bough, All for Love

CLOSED

Table with columns: Title, Opened, Perfs. Includes Harvey, Make Way for Lucia, Rape of Lucretia

Theater for Farmington

HARTFORD, Jan. 15.—The plan and zoning commission of suburban Farmington, has withheld decision on a change of zone on land owned by Paton Price and Salvatore Capuano, to permit a legitimate theater, to be designed by Frank Lloyd Wright, to be built there.

New York Drama Critics' Accuracy Averages

May 1, 1948, to January 8, 1949

Table with columns: Shows Caught, Right, Wrong or No Opinion, Accuracy Average. Lists names like Howard Barnes, Robert Coleman, Brooks Atkinson, etc.

(Note: Not included in this tabulation are productions with fixed or limited runs of fewer than 100 performances. Also not included are 13 productions which have preemmed too recently to be included in either success or failure category.)

Westport Holds Up Theater Expansion

WESTPORT, Conn., Jan. 15.—An application by Mrs. Lawrence Langner, owner of the Westport Country Playhouse, to increase the size of the summer playhouse has been tabled by Building Inspector Arthur Miller for study by the Planning and Zoning Commission.

Miller based his tentative refusal to grant the permit on two points of the zoning regulations. Chief objection is the added parking problem; the addition would allow at least 100 more patrons to attend performances.

The theater, one of the oldest summer playhouses in New England, is situated on 2.8 acres containing three buildings, the main one being the theater.

Anti-Jim Crow Bills Doomed in Congress

WASHINGTON, Jan. 15.—The House District Committee has quickly dropped in the "forget" file two bills designed to end segregation in Washington's theaters, restaurants and schools.

The measures were introduced by two Negro congressmen, Adam C. Powell (D., N. Y.) and William Dawson (D., Ill.). Both lawmakers introduced the same bills last session. Neither of the bills reached a hearing stage, and little chance is given them in the current Congress, altho an over-all civil rights proposal, backed by the Truman administration, is likely to get serious consideration.

Miami Theater Opens Feb. 1

NEW YORK, Jan. 15.—Richard Stevers opens his Oceanside Theater in Miami February 1 with The Voice of the Turtle, starring Margo, Eddie Albert and Glenda Farrell. The next two programs will be Springtime for Henry, with Edward Everett Horton, and John Loves Mary, with Jackie Cooper and Jackie Coogan.

ROUTES

Dramatic and Musical

- List of theaters and shows: At War with the Army, Allegro, Annie Get Your Gun, Blackstone, Born Yesterday, Brigadoon, Carousal, Dante, Desert Song, Diamond Lil, Favorite Stranger, Figure of a Girl, Pinian's Rainbow, Harvey, Heiress, High Button Shoes, Man & Superman, Medea, Mr. Roberts, O Mistress Mine, Oklahoma, Oklahoma (Nixon), Oklahoma (Great Northern), Raze the Roof, Show Boat, Street Car Named Desire, The Knew What They Wanted, White's, Wynn's, etc.

Magic

By Bill Sachs

WILLIAM T. RANDOLPH, magic enthusiast of Gladewater, Tex., and secretary-manager of the Chamber of Commerce there, comes thru with a suggestion that could be used to advantage by some of the magic units playing the hinterlands. Randolph tells of the Great Virgil's coming to Gladewater January 4, and of three other better-known pros who are slated to make the same territory later in the season. Randolph describes himself as "just one of the crowd that helps buy the tickets for the wife and children that make these professionals' tours possible." "Some call us 'suckers,'" Randolph typewrites, "but I prefer the title 'fan.' I know that operating costs have to be held low so that we can afford to support the tours, but my wife and I still don't see why a six or eight-people troupe, including some attractive girls for the men to see and one or two muscular men of the 'strong-man' type for the women to see, wouldn't pull enough extra attendance to really fill these school and city auditoriums, rather than having a two or three-people act that leaves half the seats vacant. Has any magician tried it since the war? I can't help but believe that even we residents of the tank towns would turn out in far larger numbers if we knew that we were seeing a larger act. Even our churches don't try to get by with just soloists; they use a full choir." Randolph hadn't caught the Virgil performance at the time he wrote the above piece.

BILL BAIRD and Florine (Mrs. Baird) come in for a loud plug from C. J. Levett, president of the Bert Allerton Assembly No. 44, Society of American Magicians, Waterloo, Ia., based on their performance at the Colony Club, Waterloo, where they have just concluded three weeks and are being held for a fourth, doing three half-hour turns a night. "Bill and Florine are packing 'em in," Levett writes, "and, as usual, Bill knocks 'em out with his great billiard ball work and card flourishes. He also does Linking Rings, thimbles, and some silk routines. One of the big hits is their mental turn. To most magi it may come as a surprise to find Bill doing a mental act, but he does an outstanding job, and those who think that Bill can't talk are in for a surprise. They also do a comedy take-off on *Truth or Consequences*, with audience participation, and it's a big deal for laughs." Following their Waterloo engagement, Bill and Florine are slated to begin a concert trek thru Florida. . . . Landrus the Magician, who recently wound up an extended tour of the Lone Star State, is in Atlanta for two weeks, after which he begins a swing thru South Georgia, Alabama and Mississippi. . . . Alessandro, with the L. J. Heth Shows the last two seasons, is showing his magical wares in schools in Greenup County, Kentucky. He tells of catching Paul Hubbard doing a corking job with comedy and magic in Kentucky schools recently, and inquires as to the whereabouts of Jimmy Rogalski, formerly of Detroit, who working as a pro magus around the Motor City at the ripe old age of 12.

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SOMERVILLE, NEW JERSEY

Loew's Income In '48 Nosedives To \$5,309,659

NEW YORK, Jan. 15.—Net income of Loew's, Inc., for the fiscal year ended August 31, 1948, after provision for depreciation, taxes and other deductions, totaled \$5,309,659, including \$1,097,267 which is Loew's portion of the net undistributed income of partly owned corporations. The 1948 earnings, equivalent to \$1.03 per share on 5,142,615 shares outstanding, are far below the net income of the previous fiscal year and reflect current conditions in the picture industry. Net income for the previous fiscal year was \$11,626,527, including \$1,093,736, Loew's portion of the net undistributed income of partly owned corporations. Financial statement lists working assets on August 31, 1948, as \$120,212,010 against \$132,171,887 a year earlier, while total current liabilities were listed as \$23,039,397 compared with \$26,941,991 the previous year.

Figures for 12 weeks ended November 25, 1948, show a net income after depreciation and other deductions of \$1,021,156, equivalent to 20 cents a share, as compared with \$1,354,761, equivalent to 26 cents a share in the corresponding period of the previous year. The company said the effect of lower cost films would be reflected later in the current fiscal year.

King Eyes Race Biz; Inks Bostic, Rhodes

CHICAGO, Jan. 15.—King Records, of Cincinnati, this week expanded further its race roster, with Prexy Sid Nathan inking five-year pacts with Earl Bostic and Todd Rhodes, both jump combo leaders, who previously recorded for King, after masters were purchased from other firms. Bostic was formerly with Gotham, while Rhodes had sides on Vita-coustic and Sensation. In addition, Nathan has obtained eight masters by Memphis Slim, blues singer, who has had several big hits on Miracle, from Nate Rothner, who cut the sides three years ago for his Hy-Tone label.

Leah Matthews, Miami Beach singer, was also inked to a pop recording contract by Nathan last week.

Tax Planning . . . No. 5 in a Series:

Lose Dough on Your Car, Farm Or Circus? May Be Deductible

(Continued from page 4)
is considered business property.

Any gain on the sale of this New York house would be a capital gain. However, a loss on the sale of this house would be considered an ordinary loss (Section 117J), as it is depreciable business property. The full loss would therefore become deductible.

Here is another situation where you can outsmart yourself. I have heard some entertainers (who consider themselves experts) discuss a wonderful plan whereby they would take a capital loss on the sale of stock. They would sell this stock at a loss and then repurchase the stock im-

mediately. They would then have set up a capital loss and at the same time own the stock. This is a very brilliant idea. Unfortunately, however, Uncle Sam thought of this a long time ago and put the "wash-sale" provision in the law. This means that a loss on the sale or other disposal of stock will not be allowed where the taxpayer acquired the identical stock within a period either beginning 30 days before or ending 30 days after date of sale of the stock.

These same smart boys also dreamed up another gimmick. To get around this "wash-sale" provision, they would have their wife repurchase the stock and not do it themselves.

There is a case on this identical situation in which the Supreme Court denied a loss on a husband-wife transaction where the husband had ordered his broker to sell his stock and to buy the same number of shares of the same stock for his wife's account.

Well, our boys then thought up one better. They would buy something

(See Tax Planning on page 33)

Burlesque

By UNO

EVELYN SHELBY, Hirst wheel newcomer headlining one of the units, comes from a male and female team of ballroom and ballet dancers and reinforces her strip routine with the terps she acquired in vaude, niteries and hotels. . . . Harry Link, former exec with the Charlie Robinson and Barney Gerard shows on the old big wheels, is now in the steel biz in Union City. . . . Coreen Dorman, sister of Gertrude Beck, tendered a Christmas tree party in St. Louis to the cast of the I. B. Hamp unit and chorus playing the Grand that week. . . . Al Baker Jr., in his second year at high school, will celebrate his 15th birthday January 29 at Wheeling, W. Va., with his parents, Al and Marcella, principals on the Hirst circuit. . . . Lester Montgomery replaced Jack Montgomery as producer at the Casino, Pittsburgh, with Montgomery moving into the Empire, Newark. . . . Bob Lang leaves the Club Charming, Chicago, soon to assume managerial duties of Al Borde's International Harvester Company unit, for which June Darling and Raynor Lehr are representatives. . . . Ceil Von Dell is back in a featured spot on the Hirst circuit after several years' illness.

MARION WAKEFIELD and Margo, while playing the Empire, Newark, were tendered a banquet by Gibbie McClosky at his Isle of Capri, performers' rendezvous in North Arlington, N. J., on January 6. Attending were Harry Wilson, Candy and Nancy Walsh, Hy Green, Jane Vitale Gerken and the chorus. Star attraction was Michael, six-year-old son of Marion Wakefield, in impersonations of stage and radio stars. . . . Connie (Nash) Savin, former Hudson, Union City, front liner, is mourning the death of her husband, Irving, bartender at the Red Robbin, local niterie. He died on his way to the doctor New Year's Eve. . . . Mickey Owen's new bookings include Bunny Russell, Beverly Landes, Soude and Frank Clark's ork, for the Ali Baba, New York; Gloria Glad, Ida May and Eleanor Marie, Gayety, Norfolk, January 16, and Saint Satan and Wiggles to reinforce Carol Toy Low, Alfrieda, Ginger Bruce, Denise Mavity, Charlotte Lapo, Irving Selig and Johnny Landon at the 19th Hole, only bistro in Manhattan to employ as many as nine strips.

Draper, Adler Beat "Communism" Rap

GREENWICH, Conn., Jan. 15.—Mrs. John T. McCullough, of this city, wife of Time mag's picture editor, this week lost her one-woman battle to force cancellation of a one-nighter appearance of Paul Draper and Larry Adler in this city January 21, under the auspices of the Greenwich Community Concert Association. She charged they had supported Communist front organizations.

Both Draper and Adler appeared at a hastily called conference with a committee from the local sponsors. Accompanied by their attorneys, they convinced the local committee that the charges were unfounded. Plans have been made with Frederick C. Schang, manager of Draper and Adler, to go ahead with the appearance.

Mrs. McCullough is going to carry on a boycott despite her defeat. She claims that she has the backing of Orinoco Council, No. 39, Knights of Columbus, but she got no active support from the Kiwanis Club and the Putnam Hill Chapter, Daughters of the American Revolution.

Ban J. Crow, Truman Asked

WASHINGTON, Jan. 15.—An end to Jim Crow practices in Washington theaters, night clubs, restaurant and other public places was urged by Negro groups last week in a telegram to President Truman. The wire asked Truman to issue an executive order banning segregation practices in the nation's capital prior to the arrival of the thousands of visitors expected for the inauguration.

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Many Ways a Tom!

CAPE COD, Jan. 15.—When asked to comment on the controversy in *The Billboard* over the issue, *Here's How It Ended* and *Where*, Harry Birdoff this week opined that Tomming lasted longer than is commonly supposed. The author of *The World's Greatest Hit*, a history of Tom Shows, further referred to Henry Phillips's claim, to having "played the title role" in Tom L. Finn's company as the first known instance of an actor attempting the part of the cabin. "I began as a Tommer in Doc Bailey's Ideals Company by doing an invisible bloodhound in the wings," confessed Birdoff. "Doc complimented me afterward, and said that I had barked with excellent discretion."

Two Mass. Cities To Get Drive-Ins

HARTFORD, Jan. 15.—Lawrence Meceli has announced plans to erect a 700-car capacity outdoor picture theater at Palmer, Mass., with opening set for early spring.

A permit to construct a new outdoor theater at North Attleboro, Mass., has been granted to Joseph Stanzler. New spot will have a 470-car capacity and construction will start immediately to assure an early spring opening.

Norwalk Board Okays Drive-In Application

NORWALK, Conn., Jan. 15.—Board of Appeals this week granted Janvir Realty Company permission to build a drive-in-theater on the Post Road.

At a public hearing two weeks ago property owners near the site had opposed the application. Altho most of the land on which the theater will be built is in Norwalk, a small part of it is in Darien, which has not yet taken action on the proposal.

Coppeto Plans Drive-In

HARTFORD, Conn., Jan. 15.—Philip Coppeto, of near-by Cheshire, Conn., has revealed plans to erect an outdoor picture theater in Cheshire, Conn. Coppeto has filed an application with the office of State police commissioner here for a certificate of approval.

Cheyenne Area Good for Griff

CHEYENNE, Wyo., Jan. 15.—Griff Family Show has been playing a circle in this area to reported good business. Most of the engagements have been in schools and halls.

Grice in Flesh Try

WATERTOWN, N. Y., Jan. 15.—Ollie Grice has been in this city for a number of weeks trying to map a circuit of towns for flesh presentations.

Everett in New England

CINCINNATI, Jan. 15.—Everett Players are making their usual established territory in New England to fair business.

Kemp's Mo. Biz Satisfies

COLUMBIA, Mo., Jan. 15.—Kemp's Players, three-people family group, have been playing this sector to satisfactory business.

Al Downing, of Bellows Falls, Vt., in a communication to *The Billboard* this week asks the whereabouts of the old-timers who were with the McNally Family Show.

Ed Hiler Pilots Ray Hatton Unit

RICHLANDS, Va., Jan. 15.—The Raymond Hatton Unit, under management of Ed Hiler, last year contracting agent on the Cole Bros.' Circus, is chalking up good business on its current tour of the East.

Hatton, Western film character actor, is featured, but plans to return to the West Coast late in February. Bill Potter, formerly with the Rancho Paradise Caballaras and the Texas Rangers, also is among features.

Conn. Towns Mull New Drive-In Bids

HARTFORD, Conn., Jan. 15.—A public hearing has been set for January 19 by the Town Plan and Zoning Commission of suburban Farmington, Conn., on the application of Abraham and David Friedman, and Arthur Droheim, all of Bristol, Conn., for a change of zoning in a section of Farmington to permit construction of an outdoor picture theater.

Another application by the Jenvir Realty Company here to construct an outdoor picture theater on the Norwalk-Darien, Conn., town line will be submitted to the Darien, Conn., Town Board of Adjustment at its January 20 meeting. Company previously had requested and been denied a second postponement in Darien on a hearing on the subject of zone variances which would allow the erection of the theater. Norwalk's Board of Adjustment has granted a requested zoning variance.

Grayson Okay in Minneapolis

MINNEAPOLIS, Jan. 15.—Grayson Players have been playing sponsored dates in this area to good business.

ALONG FIFTH AVENUE

(Continued from page 29)
 called *Challenge*, in which a hooper baits a toe-dancer is one of the most refreshing dance routines seen in years. Virginia Gorski also gives an able terp assist but has not been given enough to do.

In sum, *Avenue* isn't the perfect revue by any means, but it boasts expert clowning, fine voices and highly educated footwork. It is handsome, breezy and thoroly likable—more than a sufficient combo to earn it competitive permanency.

Bob Francis.

RUMORS BUZZ

(Continued from page 23)
 play down the likelihood of such a break. It is interesting, however, to note that one high spokesman for American Decca refused to give a flat denial when queried as to whether the Moody appointment would mean the creation of a separate American Decca enterprise abroad. To this query he answered, "I don't know," and, "We aren't opening one now." On the basis of the qualifications inherent in these answers, some credence could be attached to persistent trade reports as outlined above.

E. I. Lewis, English Decca chief, is among those who stated the Moody appointment has no bearing on contractual engagements between American and British Decca. Lewis, incidentally, is expected to visit the United States February 10. A dispatch to *The Billboard* from London contains a similar statement, but adds that British sources see the possibility of a break when British Decca finds out more about Moody's position and "what will be expected of him." British sources also speculated on the possibility that a new label might be the outcome of the Moody appointment. Tradesters had it that Moody, in his new Decca assignment, would spend considerable time both in England and in the United States, alternating at intervals between both bases of operation.



WALLACE BRUCE, former owner of the Wallace Bruce Players and now managing the Fox-Lyons Theater, Lyons, Kan., poses with his grandson, William Bruce Willys, son of William and Elizabeth Willys, better known as the Juggling Willys, currently playing night clubs and theaters.

Rep Ripples

PORT HENRY PLAYERS are playing sponsored dates in the Burlington, Vt., area and using E. F. Hannan's *A Man With a Purpose* as a feature. . . . Strickland Minstrels have been playing Augusta, Ga., to reported fair business. . . . Leon Hoppell is in his third amateur minstrel promotion in Connecticut. . . . Carlin's Show is playing schools and halls in Idaho to satisfactory returns. . . . B. L. Reese is trying to line up some towns for flesh in the Youngstown, O., area. . . . Arthur Kinsley is in Florida showing religious pix to fair business. . . . Hovey Players are readying their annual schedule around Eastern Massachusetts. . . . Point Players are a new group for Portsmouth, N. H. . . . Albert Guining is taking E. F. Hannan's *Frisco Lil* into Pennsylvania.

MELVIN JOYCE writes from Warren, Ark., that his Joyce Family Show recently encountered the worst storm it ever hopes to experience. He says the unit was parked on a lot in a small town near Warren and feels fortunate that the storm left him any equipment at all. He says the show had been doing fair at halls and in schools for three weeks, but the storm left his car and trailer in need of much repair. . . . Wallace (Wally) Gifford is trying to line up towns for a flesh circle around Hazleton, Pa. . . . Lloyd's picture show, hampered by cold and stormy weather, is playing halls and schools to poor business in Central Nebraska. Owner Leonard Lloyd recently purchased religious pix from Sam Wenberg, of Helena, Mont.

Ralph Players Biz Good

SALT LAKE CITY, Jan. 15.—Ralph Players, a new rep group in this area, are reported to be getting good business at most of their stands. Unit is featuring E. F. Hannan's *Fly-away Jack*.

Albert Tarr Trick Clicks

CINCINNATI, Jan. 15.—Albert Tarr is presenting his pie and vaude attractions in Essex County, Massachusetts, to reported successful business.

GEO. WHITE VARIETIES

(Continued from page 29)
 chants in good style but is off the beam in his choice of numbers, and Lita Baron, a charmer from South America who has little to offer but looks.

Varieties is definitely not out of the old George White top drawer, but it will do until a better revue comes along.

Edward Murphy.

2 Blizzards Hit Clayton Revue; Omaha Dates Set

OMAHA, Jan. 15.—Bob Clayton's *Star Revue*, hit by two blizzards which practically tied up transportation in Nebraska, was forced to suspend operations here last week.

While waiting for the weather to break, the unit, comprised of eight acts, entertained at children's homes and hospitals and is slated for a series of sponsored dates here, Charles (Bud) Reagon, advertising and publicity agent, said. Clayton, a veteran in the tab, rep and tent show fields, plans to switch the trick into a rep show in the spring and take it out under canvas.

Company includes Joyce Casey and Elaine Keithley, song and dance team; Shirley Fishers, dancer; Betty Coleman, acro; Peggy Barta, Don Sloey; Satini, illusions; Shirley Baker, singer, and Gene Purcell, emcee.

Slim Vermont Still In Vets' Hospital

OTEEN, N. C., Jan. 15.—E. V. Balger, better known to his numerous friends in minstrel, tab and tent show circles as Slim Vermont, is still confined in Veterans' Hospital here, where he has been treated for a series of illnesses for the past three years. For the last two years he has been paralyzed from the hips down.

Slim says that he's in receipt of a letter from Clayton Mix, who formerly was ahead of the Coburn show, and who advised that Nick Glynn is on the Coburn show with him. Glynn and Slim trouped together on the Coburn unit.

Slim says that he'd like to read letters from friends in the business and that he hopes to be fully recovered soon.

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ANDERSON—Howard, 61, vaudevillian who appeared with his wife in the team of Anderson and Graves, recently in Roosevelt, N. Y. He retired from showbiz 20 years ago. His widow survives.

BAKER—John J., 42, publicity man at Universal-International Studios for the past six years, at St. Joseph's Hospital, Burbank, Calif., January 2 of a heart attack. He was a former theater man in Cleveland, St. Louis and New York. Survived by his widow, mother and son.

BEQUETTE—Mrs. Agnes Trout, well known in outdoor show circles, January 4 in Jackson Memorial Hospital, Miami, of a heart attack. Burial in Woodlawn Cemetery, Miami, January 7.

BEST—Charlie (Doc), 72, former well-known Snake Show operator, January 3 in Fort Worth. Best had been with the Dodson Bros., J. George Loos, Bill Haymes, Beckmann & Gerety and other shows during his 55 years in the outdoor field. Survivors include two sisters, Mrs. William K. McCardell, Houston, and Mrs. A. E. Jennings, Sinton, Tex. Services and burial in Ennis, Tex., January 5.

BONECHI—Paolo, 66, Italian actor and comedian, January 7 in Milan, Italy. He had appeared in over 2,000 plays, comedies and variety shows during his career.

BRINKMAN—Minnie Steele, 70, former film actress, at her home in Los Angeles January 4 of a stroke. In vaude she trouped with her sister, Agnes, in an act billed as the Steele Sisters. She went to Hollywood in 1922 to play the mother in Baby Peggy pictures. Survived by two brothers in Australia.

BURCHILL—Thomas, 64, Chicago agent for 40 years, January 8 that city in an auto crash. His widow and three children survive.

BURKE—Charles, 50, advance agent for the Fortune Gallo Opera for 17 years, January 11 in Washington. He was arranging details for the telecast of Ted Mack's *Amateur Hour* from Constitution Hall when he collapsed. His widow and daughter survive. Burial in Arlington Cemetery.

CASTLE—William J. (Whip), 48, owner of Castle Printing Company, St. Louis, January 6 of cancer in Alexian Bros. Hospital, Chicago. Prior to his St. Louis venture, Castle was for many years in the carnival business and at one time operated the Castle United Shows. Survived by his widow, Lucille. Body was shipped to Lincoln, Neb., for January 14 services and interment in Lincoln Cemetery.

CHILDS—Murry, 70, member of the Childs Family Musical Entertainers during the late '90s and a circus band musician, January 5 at his home in Leona, Kan. Burial in Pleasant Hill Cemetery, Leona, January 7.

COBB—Francis Heath, active for many years in theatrical and advertising fields, January 8 in Atlanta. He wrote and directed the musical, *Nancy*, in the 1920's and produced

THE FINAL CURTAIN

other musicals in New York and Hollywood. Cobb also owned a Hollywood theater. His widow and two sons survive.

COOK—William, 61, stage doorman at the Chicago Theater, January 9 in Chicago.

CORNELL—Hesper S., 63, waiter and laborer with the Mat Wixom Great Show in 1902, December 22 in Detroit. Survived by his brother. Interment at Hillsdale, Mich.

CORNING—Mrs. Elizabeth, 93, widow of Fred Corning, former circus aerialist, January 13 at her home in Elgin, Ill. (Details in Circus Department.)

CROSLY—Mrs. Charlotte, 85, mother of Powel Crosley Jr., founder and head of the former Crosley Broadcasting Corporation, Cincinnati, operator of Station WLW, January 24 at her home in that city. Besides Powel Jr., who is chairman of the board of the Cincinnati Reds, baseball team, and president of Crosley Motors, Inc., she leaves another son, Lewis M.; an executive in Crosley Motors; a daughter, Mrs. Albert B. Chatfield, and two sisters, Henrietta B. Utz and Mrs. George Caskey, Columbus, O.

CUTTY—William, 71, former vaudevillian who acted in and managed the Six Musical Cuttys, January 11 in New York. With the decline of vaude, Cutty became an orchestra leader with musical shows on tour. His widow, son, brother and sister survive.

DECKER—Clarence O., 79, father of Ralph Decker, owner of the Joseph J. Kirkwood Shows, January 7 in Poughkeepsie, N. Y. Burial in Poughkeepsie Cemetery. Survived by two sons, a daughter and two sisters.

FLEMING—Victor, 60, one of Hollywood's top directors, January 6 at a Cottonwood, Ariz., dude ranch of a heart attack. He began his film career in 1910 as a cameraman at the old American Studios in Santa Barbara, Calif. His first directorial effort was *Women's Place* in 1919. He directed many of Douglas Fairbanks Sr.'s silent pictures. In 1939 he directed *Gone With the Wind*, which took all Academy Award honors for that year. His other films included *Treasure Island*, *The Farmer Takes a Wife*, *Captains Courageous*, *Dr. Jekyll and Mr. Hyde* and *A Guy Named Joe*. His last public appearance was December 22 at the premiere

of his latest picture, *Joan of Arc*. Survived by his widow, the former Lucille Rosson, and two daughters, Victoria and Sarah. Burial in Hollywood.

FLETCHER—James R. (Curly), 64, January 2 in Buffalo. Burial in Woodland Cemetery, Hamilton, Ont., January 5.

FULKERSON—Ralph (Jasbo), 44, well-known rodeo clown, January 11 near Watauga, Tex., when his truck overturned. Fulkerson, who had appeared in most of the major rodeos in the country, was en route from Saginaw, Mich., to his farm home near Smithfield, Tex.

GRANATA—Eugene, 40, electrician for Broadway's *Streetcar Named Desire*, January 2 in New York.

HANDLEY—Tommy, 55, well-known British radio comedian, January 9 in London. A showman for over 35 years, Handley was seen in the *It's That Man Again* series during World War II, which satirized current events. Handley began in showbiz in the chorus at Daley's Theater in London and after a stint in the navy during World War I toured in the play, *Shanghai*, and appeared in various other revues.

LEAVITT—Samuel, 62, former theatrical advance man for a road company of *Abie's Irish Rose*, January 12 in New York. He served many years under the managements of Al Wood and William Brady, legit producers. A brother, Leo, clerk of The Lambs, survives.

PETTINELL—Armida P., 84, former well-known singer, January 12 in Milan, Italy.

RAYMER—Max, 59, artist and baritone, January 8 in New York. A favorite operatic, concert and radio singer in Germany, Raymer came to the United States shortly before World War II and was heard over Station WNYC, New York.

SHELLEY—Phil, 48, well-known agent, in New York January 5 of a heart attack. He had gone to New York for the opening of Martha Davis at the Blue Angel. Shelley also handled Maurice Rocco, Lynn Brothers and Arthur Lee Simpkins. Burial in Los Angeles. Survived by his widow, two daughters and a son.

STADEL—Albert C., former carnival operator, recently at his home in Wellsville, N. Y. Prior to his retirement 15 years ago, he and his brother, Fred, operated the Stadel Bros. New United Shows, which toured in the East.

SWEET—Rev. George L., 57, former slack-wire walker with the Barnum & Bailey Circus and for 24 years a Methodist minister, January 10 in Rome, Pa. His widow, daughter and three sons survive.

THORNE—Mrs. Millie, former dramatic actress and widow of Edward Thorne, January 3 in Beverly Hills, Calif. She was a life member of the Actors' Fund of America.

WHEATON—Charles S. (Cockey), concessionaire for 50 years, January 5 at his home in Columbus, O. Burial in Glen Rest Cemetery, Columbus.

WILSON—Peter, 75, former theater manager, at his home in Sacramento January 2 of a heart attack. For years he was manager of the Clunie Theater in Sacramento, which housed legit attractions until it was closed in 1923. At the time of death he worked for the Ware-Hazelton booking office. No known survivors.

WRIGHT—Sam (Wrightman), 65, burlesque comedian, January 12 in Manhattan, L. I., N. Y., of a heart ailment. Wright had been with the Stone and Pillard show on the old Columbia wheel. Before that he was a tenor. Lately Wright had been a song and gag writer for radio and television. Survived by two sisters and a brother. Burial in Kensico Cemetery, Westchester, N. Y., January 14.

WRIGHT—Arthur A., 63, leader of the Side Show and minstrel band with the Ringling circus since 1934, January 7 in Mercy Hospital, Philadelphia, of a heart ailment. Prior to joining Ringling he had been with Al G. Barnes and Hagenbeck-Wallace circuses. Survivors include two sons and a sister in Iowa.

MRS. W. H. DONALDSON

Mrs. Jennie Hasson Donaldson, 85, widow of William H. Donaldson, founder of *The Billboard*, died January 12 at the home of her daughter, Mrs. Roger S. Littleford, 37 Shaw Lane, Fort Thomas, Ky.

Mrs. Donaldson was prominent for many years in civic and charitable affairs in Sarasota, Fla., where she and her husband resided prior to his death in 1925. She was past president of the Sarasota Players, Little Theater group in Sarasota, and for many years was a member of the Professional Women's League, New York. The deceased also was an honorary member of Actors' Equity Association and Chorus Equity. She was a resident of Sarasota until 1946 and since had made her home with her daughter in Fort Thomas.

William H. Donaldson founded *The Billboard* 55 years ago while associated with the Donaldson Lithographing Company, of Newport, Ky. In the early days, while the little trade paper was struggling for existence, the publishing firm was a two-person operation, with Mr. Donaldson serving as editor and circulation manager, and Mrs. Donaldson assisting him on the advertising and business end.

Her two grandsons, Roger S. Littleford Jr., Chicago, and William D. Littleford, New York, are the present publishers of *The Billboard*. She also leaves two other grandchildren, Mrs. R. H. Stegman and Marjorie Littleford, both of Fort Thomas.

Funeral services were held Saturday morning (15) at the Dabling Funeral Home, Fort Thomas, with interment in Evergreen Cemetery, Southgate, Ky.

WILLIE HOWARD

Willie Howard, one of the leading comedians and musical comedy stars, died January 12 in Polyclinic Hospital, New York. He became ill from a liver ailment six weeks ago during the tryout of the musical production, *Along Fifth Avenue*, at the Forrest Theater, Philadelphia.

A veteran of 52 years on the stage, Howard first bowed into showbiz at Proctor's 125th Street Theater, New York, in 1897 and followed his first engagement with an invisible performance as the boy soprano in the balcony for the production of *The Little Duchess*, starring Anna Held. Unfortunately, during the run in Washington his voice indicated change, and he was forced to return to New York "at liberty." He became an impersonator of some of the leading comedians, and later formed a vaude act.

His debut in vaude was in an act, *The Messenger Boy Trio*, with Sammy Liebert and Tom Dunn. When Dunn left the group, Willie Howard's brother, Eugene, replaced him. Later the act was reduced to two, and Willie and Eugene Howard rapidly became a favorite team, working in vaude from 1903 to 1912. Eugene was the straight man to Willie's buffoonery.

Many of Howard's famous sketches, such as *The Quartet From Rigoletto*, *Mexican Presidents*, *I Can Get It for You Wholesale* and *The French Lesson*, depended on the fact that he was a master dialectician.

After the long stretch in vaude, the Howard brothers went into musical comedies, which included *Whirl of the World*, *Whirl of Society*, *The Passing Show* (many editions), three *George White Scandals*, *The Ziegfeld Follies*, *The Show Is On*, *Sky High* and *The Show of Wonders*. After the retirement of his brother, Willie Howard went on alone. For a time he dabbled in radio and films, but preferring the stage, returned to that medium in 1943 in *Crazy With the Heat*, followed by *My Dear Public*, *Star and Garter* and a revival of *Sally*.

Two sisters, Mrs. Rae Shandel and Mrs. Celia Abramowitz, and two brothers, Eugene and Samuel, survive. All of them, together with another sister, were on the stage at one time, changing their real name from Levkowitz to Willie's adopted Howard. His wife died in 1947. Burial was in Cedar Park Cemetery, Emerson, N. J.



IN MEMORY OF MY DEAR WIFE
AND OUR MOTHER

WHO DIED JANUARY 17, 1948
The poet has never lived
Who can put into words
The feeling in our hearts
Since you went away.
You took a part of us all with you,
And we are living for the day
When God will reunite us
In His Great World above.
So while waiting we are clinging to
Your Memory and your love.
B. J. LOROW and FAMILY

NEW ANNUAL FOR OTTAWA

Truman Opry Gets Help of Outdoor Biz

R-B, Cole, T-D Get in Act

(Continued from page 3)

in the inauguration ceremonies," Frank Duffield, president of the T-D org, said in Chicago in announcing that his son, Jack, had inked the contract here.

Washington Had 'Em

"A check of records shows that a small amount of fireworks was used at the inauguration of George Washington, and at a couple of later inaugurations. But this is the first time an organized fireworks show, of the size we plan, has been scheduled for the ceremonies," the senior Duffield said.

The opening salvo will be fired by President Truman while sitting in the White House, Jack Duffield disclosed. This will be done by remote control, Duffield pointed out, "the President merely pressing a button which will set it off."

The display portion of the program will open with portraits of George Washington and President Truman, the junior Duffield said.

Sharpe Inks Contract

Contract for the Washington show was signed this week after a conference with Hildreth. Actual signing, on behalf of the inaugural day committee, was done by Melvin C. Sharpe, Washington attorney, chairman of the fireworks committee and also counsel for the National Association of Amusement Parks, Pools and Beaches (NAAPPE).

The Cole Bros.' calliope, resplendent in fresh paint and all tuned up, which made the move from Louisville, winter quarters of the Cole show, on a special flatcar, is stored in the Armory here. The 18-horse hitch of Percherons, which will pull the calliope, will be stabled at the National Zoo, thru the courtesy of Dr. William Mann, curator of the Zoological Gardens, Washington.

Tommy Comstock, veteran calliope (See Showbiz Prominent on page 37)

Reps, Bookers Out Strong for Annual Indianapolis Meet

INDIANAPOLIS, Jan. 15.—A near-record turnout of carnival representatives, attraction bookers and fair and show suppliers marked the annual convention of the Indiana Association of County and District Fairs, Monday and Tuesday (3-4), at the Claypool Hotel here.

Railroad shows were well represented. Reps and their shows included Co-Owners Jack Wilson and Izzy Cetlin and General Agent R. C. McCarter, Cetlin & Wilson Shows; Al Wagner and Louie Berger, Cavalcade of Amusements; Co-Owners Morris Lipsky and Buddy Paddock, General Agent Ralph Lockett and Office Secretary Hal Eifort, Johnny J. Jones Exposition; Harry Hennies and Noble C. Fairly, Hennies Bros. (See Reps, Bookers Out on page 48)

Tax Planning . . . No. 5 in a Series:

Lose Dough on Your Car, Farm Or Circus? May Be Deductible

(Continued from page 30)

themselves and sell it to their wives or someone else in the family. Again, Uncle Sam outfoxed them.

There is a section in the Internal Revenue Code (24B) which disallows losses between members of a family. The term "family" means brother and sister (either whole or half-blood relationship), spouses, ancestors and lineal descendants. A son-in-law would not be considered a member of the family for this purpose. This particular section also disallows losses between an individual and a corporation, if the individual owned over 50 per cent of the outstanding stock. (The only exception is a corporate liquidation.)

The same rule applies if the loss is between two corporations if over 50 per cent of the outstanding stock in both corporations is owned directly or indirectly by the same person and if either one or both of the corporations was a personal holding company for the preceding taxable year.

Can't Anticipate

While we are on the subject of losses, let me point out that the only time you have a loss is when there is a closed or complete transaction. You cannot anticipate a loss and claim it as a deductible item, nor can you claim a loss because there is a shrinkage in the value of the property you own.

I have frequently come across taxpayers who think that they can claim a loss because something they bought has depreciated greatly in value. The shrinkage in value of corporate stock, for example, can never be considered for a loss, until you

sell the stock or there is a liquidation of the corporation. The same goes for any other property you may own. The fact that you would have to sell now at a loss does not mean that you can claim this loss now. There must be a sale or complete transaction to claim the loss.

Hobby Losses

Another situation I frequently run across is the person who follows some hobby. This hobby may take various forms, such as the operation of a farm, breeding of cattle, collecting old automobiles, etc. The government will not allow any losses sustained from your following a hobby or recreation. However, they will allow a (See Tax Planning on page 143)

Pete Kortez To Tour Hawaii With Eleven Acts for Fernandez

LOS ANGELES, Jan. 15. — Pete Kortez has signed with E. K. Fernandez to take 11 Side Show acts to the Hawaiian Islands for an extended engagement. Equipment will be shipped January 25 when that of the Clyde Beatty Circus and Cristiani Troupe moves out for a four week engagement there.

Kortez told *The Billboard* that his show will include the following acts new to the Islands: Sadie Anderson, spotted girl; Billy Smith, frog boy; Tanya, midget; Christine, alligator girl; Chester Cass, giant; Johnny, anatomical wonder; Andrew, iron hands; Ramos Neilson, weight lifter; Prince Buddha, Punch and magic, and LaVonda, half girl.

Out in the Open

Midge Sloan spent the holidays at Rest and Ease Ranch, Havarre Road, Canton, O. Spot is owned by Buck Maughman. . . . Ben Allen, head of Posters, Inc., Philly printing house, was a New York visitor Tuesday (4). He plans to attend all of the Eastern fair meetings. . . . Bob Rinehart, producer of the Vest Pocket Circus, a one-shot endeavor which closed recently in New York, has placed the idea and its format on the market for possible video use.

Orval Pratt, secretary, Indiana State Fair, Indianapolis, was among visiting firemen at the recent Columbus convention of the Ohio Fair Managers' Association. . . . Arthur A. Fink, veteran Reading (Pa.) newspaperman and friend of many outdoor showmen, died January 10 at the age of 71 after an illness of about three weeks. Sports correspondent for *The Philadelphia Inquirer* for a half century, he had rarely missed an event at the Reading fairgrounds.

Harry B. Kelley, veteran secretary of Hillsdale, Mich., Fair, has compiled something of a record for attendance at the annual convention of the Ohio Fair Managers' Association. Of the last 20 Ohio confabs, Harry has made 19

of them. George Converse, concession manager of the Hillsdale annual, is confined to the Hillsdale Community Health Center. . . . His negotiations with Col. Zack Miller for lease of the 101 Ranch title having been unsuccessful, Wayne R. Barlow has announced that he will take a show out in 1949 under the 1001 White Face Ranch Wild West Show title, taken from his ranch of similar name located on Lake Champlain at Shoreham, Vt. The show, in quarters at Charleston, W. Va., is booking one and two-day dates under auspices.

New million-dollar Civic Center planned for Butte, Mont., will be used for indoor circuses and ice shows, and will have a seating capacity of 12,000. . . . E. J. Floyd letters from San Francisco, where he spent the holidays, that he has joined *Skating Vanities* as second agent. He adds that he attended the Christmas dinner served by the Showfolks of America and that Harry G. Seber outdid himself as chef.

Edward Duisberg, former director of the Scala, big-time vaude-circus house of Berlin, and top-ranking booking (See Out in the Open on page 39)

Fair To Put Stress on Acts

CCEA's McElroy announces May 30-June 4 project, with 10 shows, 10 rides

(Continued from page 3)

ty and Frank Conklin, Canadian show ops and midway contractors at the CNE, will provide the midway, consisting of 10 shows and 10 rides. A complete day and night grandstand show will be presented thruout the run, with thrill acts, athletic contests, sportsmen's competitive events and, possibly, midget auto races. The grandstand seating capacity, including bleachers, exceeds 10,000 and the area is equipped with lighting which will permit the staging of all types of show and athletic events at night.

Additional lure will be provided by the week-long presentation of one or more name bands in the spacious coliseum for dancing. Because this segment of the entertainment program will be staged indoors, it is expected to provide a large measure of rain insurance.

To date, only the Conklin midway has been inked. McElroy indicated that other entertainment features will be imported from the United States. Several bookers have already been contacted, McElroy said.

The spring doings will differ from the annual exhibition primarily in that no commercial exhibits will be included. Altho a livestock show will be staged, it is not hoped to equal the offering of the CNE. The CNE attendance annually exceeds 350,000 during its five-day run.

Also skedded are horse, dog, cat, horticultural and auto shows, beauty and fashion shows and a cooking school. Athletic events may include tennis, quoits and soft ball competitions with titles involved. The association has a 60-by-20-foot tank, containing four feet of water, which will be used for the various sportsmen's events.

Weather Records Checked

Careful research, with the co-operation of the government weather (See Ottawa To Get on page 38)

Milwaukee Hotel Sellout as Fair, Show Reps Gather

MILWAUKEE, Jan. 15.—Lobby of the Hotel Pfister, site of the annual convention of the Wisconsin Association of Fairs this week, was peopled with carnival reps who couldn't get accommodations because the hotel was a sellout. However, those who couldn't get rooms in the convention hotel didn't have the complaint of those who did. Many of the latter were more than mildly miffed at the way hotel rates had been hyped for the run of the convention.

Carnival reps noted at the convention included: Elmer and Reginald Bodart, Orville Hull, Lynn Lucia, Bodart Shows; Mr. and Mrs. Lance Stipe and Mrs. Ed Staudenmaier, Stipe Shows; Mr. and Mrs. Herman (See Milwaukee Hotel on page 39)

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Close-Ups:

Rides, Cartoons, Miss America Highlight Life of Joe Colihan

By Hank Hurley

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

JOE COLIHAN, with Fred W. Clapp, co-manager of Excelsior Amusement Park, Excelsior, Minn., isn't positive, mind you, but he believes probably the first word he uttered as a child was "ride." Joe literally was born into the ride business, his father, John, having been in that business, operating rides at fairs, carnivals and in parks. So it was natural that Joe entered outdoor show business as a ride operator and in 1930 he was named assistant manager at Excelsior where he still holds forth.

Altho he is well known and highly respected among parkmen thruout the nation, Joe isn't one to push himself forward. His entire interest is in Excelsior Park, its rides and promotions, etc., and it is in the promotion angle that Joe received probably his greatest thrill only last summer.

Not one to be easily discouraged on any job he tackles, Joe along with other execs of Excelsior, decided eight years ago a Miss Minnesota contest would be a good promotion stunt for Excelsior, with the winner going to the national beauty contest at Atlantic City. For seven years the Minnesota park held its contest and sent its winter to the national contest. And for seven years nothing happened.

But last year Excelsior sent BeBe Shoppe of Hopkins, Minn., as its representative to Atlantic City. She rewarded Joe and his co-workers for all their seven years of hard work by winning the title of Miss America.

This, Joe believes, compensated for the seven years of hard work and today he speaks of Miss Shoppe in endearing terms, like a proud father of his only daughter.

Great Thrill

"It was a great thrill for us," Joe said, meaning himself and his associates at Excelsior. It was the high spot in my promotion career and you may rest assured Excelsior will continue to send representatives to the national contest. We may never have another winner, but we can always look back and recall 1948."

An Easterner by birth, Joe has been in the Midwest so long now he counts himself a native. Despite the fact he is in a great hunting and

(See Rides, Cartoons on page 54)

**JOE COLIHAN**

Urges Ore. Group To Help Establish N. W. Fair College

PORTLAND, Ore., Jan. 15.—Hugh King, manager of Central Washington Fair, urged the Oregon Fairs' Association to co-operate with the Washington association in establishing a Northwest College of Fairs, at the recent annual Oregon Fairs' Association meeting here.

Other action discussed by the group included an effort to schedule the Oregon State Fair later in September (1949 dates are September 5-9), and a proposal to seek the elimination of the 20 per cent federal tax on general admission tickets at county fairs. The fair association's meeting in 1950 was set for January 12-14.

Other dates announced were: Pacific International Livestock Exposition, October 3-8; Pendleton Round-Up, September 14-17; county fairs, Clackamas, August 31-September 3; Coos, August 19-21 or August 26-28; Crook, August 12-14; Grant, September 22-24; Deschutes, August 26-28; Harney, September 16-18; Hood River, September 2-3; Jefferson, September 9-11; Lane, September 21-24; Lincoln, August 25-27; Linn,

ESE Bondholders Agree on Financing

SPRINGFIELD, Mass., Jan. 15.—More than 75 per cent of the holders of the Eastern States Exposition debenture bonds of 1963 have agreed to the new plan of recapitalization of the exposition under which they will exchange their debentures for new first and second mortgage bonds of the organization, it was disclosed this week. This large number of acceptances assures general adoption of the project.

Each bondholder will receive one-half of the value of his debentures in first mortgage bonds and the other half in second mortgage bonds.

The new first mortgage bonds will pay interest at the rate of 4 per cent and will be due 25 years after issue. Second mortgage bonds are being issued on the same terms, except that no payments on interest or principal shall be due until the first mortgage is discharged.

August 29 - September 1; Morrow, September 1-3; Multnomah, August 22-27; Sherman, September 16-19; Tillamook, August 17-20; Umatilla, August 25-28; Union, September 22-24; Wasco, September 2-4, and Washington, August 31-September 3.

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MENTAL TELEPATHY. Booklet of 21 P. . . 25¢
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Talent Topics

Billy and Beverly Harnett, dog and pony act, played indoor Christmas shows in Canton, O., during the holidays. While in Canton, Mrs. Harnett sold two high school horses and a comedy mule to Henry Selinsky. . . . Tex and Alixe Floyd, knife and rolling globe, also visited Canton during the holidays. . . . Martin Zarn (Mystic Martin) opened at the Jungle Club, Louisville, where he is co-featured with Pinky Pepper. They plan to leave Februry 2 for New Orleans. . . . Mr. and Mrs. Ernie Wiswell, of Funny Ford fame, who spent the holidays at their home in Erie, Pa., will leave there soon to open the season with the Polack Eastern Unit. . . . Following a wardrobe-buying trip in New York and a visit with relatives in Elizabeth City, N. C., Sid and Gladys Alcido are arranging to leave for St. Andrew, Fla., where they will join other members of the act to get equipment ready for winter dates which open at the Miami Shrine Circus for Bob Morton.

their ship in mid-Pacific. Pachyderms are being trained at the William Heyer Stables.

George Emerson, who has charge of the animals at the Metro-Goldwyn-Mayer studio in Culver City, Calif., recently completed *The Secret Garden* in which a raven, lamb and squirrel were used. His next film is *Robinson Crusoe*, in which parrots, domesticated cats, dogs and goats will be used. Emerson is slated to leave soon for Bangkok to accompany a shipment of elephants to this country for Louis Gosbel, Thousand Oaks, Calif.

The Aerial Solts, who played fair and indoor circus dates in 1948, will open their 1949 season at the Shrine Circus, Detroit, January 31. . . . George J. Keller, wild animal trainer, reports from his Bloomsburg, Pa., winter quarters that he recently sold his trained zebra, Gongga, to Tony Diano, of Canton, O. . . . Pat Miller, catcher with the Four Casting Valentines, has suffered a relapse in his battle with pneumonia, and is confined to his home, 9228 Wade Park Avenue, Cleveland, his condition being so serious that he cannot be moved to a hospital.

George Perkins and Abe Goldstein, clowns, had their heads together at a recent meeting of the Pacific Coast Showmen's Association, Los Angeles. Goldstein, who has not trouped since 1938 when he came to the Coast with the Al G. Barnes Circus, says he is going on the road this season. Perkins is playing casual dates around the area. . . . Billy Pape and Renee recently played the Shrine Auditorium, Los Angeles, and the Civic Auditorium, Pasadena, Calif., their first engagements since the Iowa State Fair, Des Moines. They renewed acquaintances with the Sons of the Pioneers.

James T. Haggerty, 79, head of the Savoys, a well-known circus troupe, has returned to Meriden, Conn., to live after an absence of 40 years. Haggerty, his wife, and son, Clarence, toured with Barnum & Bailey, Ringling Bros. and other circuses, and appeared in vaude. The family also played European dates. Haggerty presented trained dogs and members of the family in an acrobatic act.

Maurice Colleano and his troupe, all members of the family, who for the past 10 years have been presenting their tumbling and acro dancing acts in England, have left for Australia for a year's engagement. In the troupe are Maurice, George, Joye, Lyn and Elsie Bower Colleano. Maurice is the brother of Con Colleano, the ace wire-walker.

Numerous performers and showfolks were on hand for the Christmas party at White Bros. Orange Avenue Trailer Park in Sarasota, Fla. In attendance were Doc Hall and family, Ira and Ruth Millette, Jack and Emily Header, Mr. and Mrs. Mathews, Murrey and Mitsie Fein, Charlie Percy Clark, Mr. and Mrs. Frank Cook, the Iwanools, Willie and Annie Robbins, Eulaine Malloy, Jack Gerlich, Henry Bedow and Mr. and Mrs. Red Floyd, Mr. and Mrs. Zavalle. The Flying Behees, who spent several weeks at the trailer park, flew to Cuba for the winter recently. . . . Dave Malcolm, comedy juggler who has just completed a five-week holiday appearance in a New York department store, reports that he will not go on the road this winter. . . . Hermine's Midgels, featured at fairs for the past several seasons by World of Mirth Shows, headed the holiday show at the Jamaica (L. I.) Theater, nabe vaude-flicker house.

Jim Lynch, bow and arrow act, who closed his fair season October 2 for Ernie Young, infos that he has been playing high schools and declares, "this school work in wonderful for talent with educational value that can work a 40-minute to an hour program. Moreover, it is a pleasure to work before a student body." His two-arrow shot continues to be the feature of his act, into which he recently introduced some new skill shots. Lynch says he is booked solidly at schools thru May 26, excepting for February and March, which he is leaving open for sport shows.

Tom Packs is in Sarasota looking over the four much-publicized baby elephants which he acquired recently. Elephants, en route from Siam, were saved from starvation thru intervention of the navy, which flew food to

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ .55 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, \$3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE Cards, No. 1 size, 5 1/2 x 7 1/4. 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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White, Green, Yellow Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .58

3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 2.00

2,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5/8" M. 1.50

3,000 Featherweight Bingo Sheets, large size, 5 1/4 x 7; 5 colors; loose, no pads. M. Adv. Display Posters, size 24x36. Each .10
Cardboard Strip Markers, 10 M for .75
Rubber Covered Wire Cable, with Clute, Wood Ball Markers, Master Board: 3-piece layout for 15.00
Thin Transp. Plastic Markers, 1/2" M. 1.00
Red or Green Plastic Markers, 1/4" Square. Round or Scalloped, \$2.50 M; 1/2" size \$2.00 M

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\$125.00 complete

Available at \$100.00 without legs and wheels. Immediate shipment.
Terms: 25% with order, balance on delivery.

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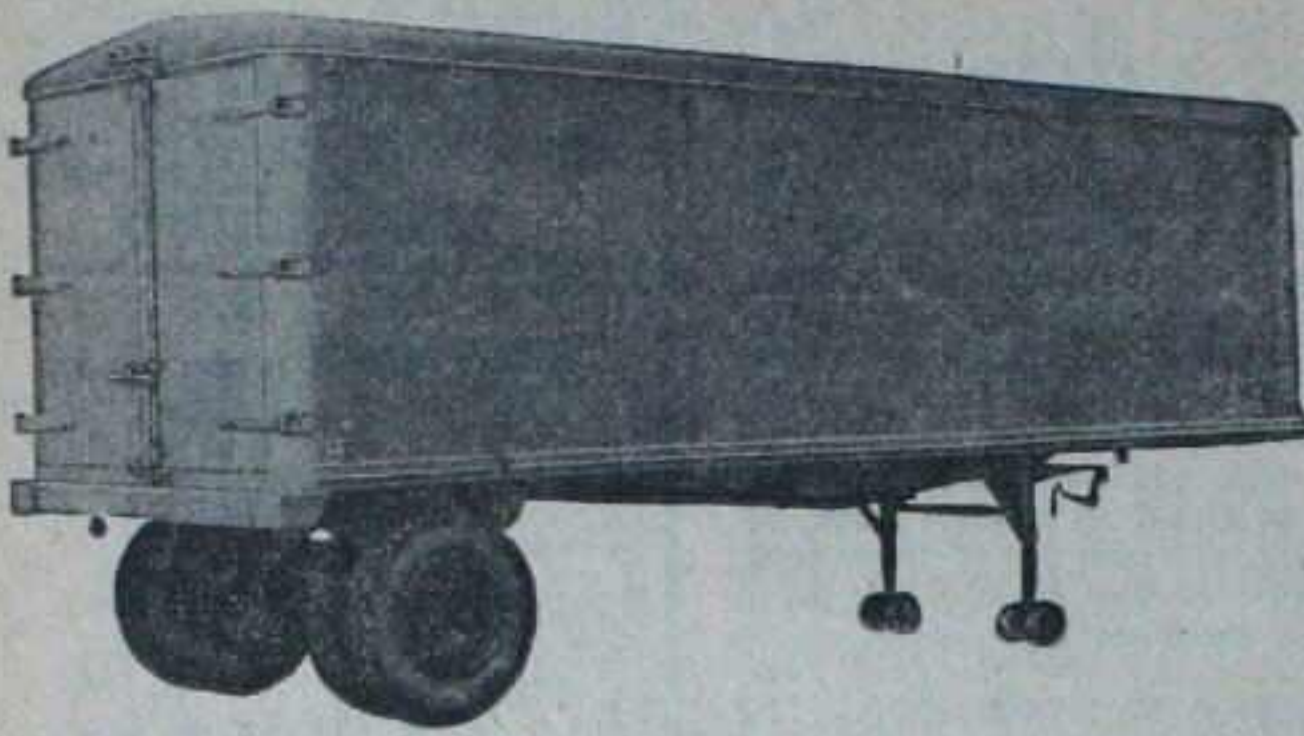
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and where the showman's business is appreciated
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We can trailerize your show with standard and special purpose
 models for every job. Fast deliveries on all types.

Ask your friends about us—we enjoy a wide reputation for
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have the rest Beat a Mile!

Camel HAS BOTH THE EXPERIENCE
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 TO A CIRCUS "BIG TOP"!

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ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.
World's largest manufacturers of amusement rides

Ohio Managers Back Move For New State Fairgrounds

Convention asks increased State aid for premiums for
 county annuals and enabling legislation to obtain larger
 capital improvement \$\$ from county governments

COLUMBUS, O., Jan. 15.—The Ohio Fair Managers' Association at its
 annual convention here Wednesday and Thursday (12-13) urged the State
 Legislature to reappropriate \$500,000 for the purchase of a new fair site
 here for the Ohio State Fair. It recommended the acquisition of a 525-acre
 tract on Ackerman Road as the site of the proposed new fair plant. The
 convention action followed an appeal to delegates by John F. Cunningham,
 dean-emeritus of the College of Agriculture at Ohio State University.
 Cunningham pointed out that the original appropriation of \$500,000 for the
 purchase of a site has lapsed.

Seek Tax Exemption

Increased State aid for premiums
 was sought in a resolution adopted by
 the convention. An increase from
 the present \$2,000 maximum and
 \$1,500 to \$4,000 and \$3,000, respec-
 tively, for each county was asked.

The convention also passed a resolu-
 tion petitioning the State Legisla-
 ture to amend laws which would en-
 able county commissioners to ap-
 propriate a maximum of \$20,000 an-
 nually for capital improvements at
 fair plants. The present limit, it was
 pointed out, is \$10,000.

The convention also urged mu-
 nicipalities which impose a tax upon
 places of amusements to exempt
 fairs from such levies. The associa-
 tion also again went on record urging
 the repeal of the 20 per cent federal
 tax on front-gate admissions.

Elect Lake Prexy

Lawrence P. Lake, Cincinnati, was
 elected president of the association
 for '49. He succeeds E. P. Lampson.
 Other officers elected were Clair L.
 Hill, Wellington, first vice-president,
 and Russell L. Hull, Fremont, sec-
 ond vice-president. Mrs. Don De-
 trick, Bellefontaine, and D. U. Bell,
 Zenia, were re-elected secretary and
 treasurer, respectively.

In her annual report Mrs. Detrick
 urged county fair boards to give
 consideration to "balanced member-
 ship" on their boards. She recom-
 mended that, as nearly as possible,
 membership be made up of an equal
 number of persons under 35 years of
 age and those over 35.

"We need to keep our fairs res-
 ponsive to new ideas and yet we
 need to retain on our boards those
 capable and experienced fair board
 members who have made fairs the
 success they have been for so many
 years," Mrs. Detrick said.

McConnellsville Winner

The Morgan County Fair, McCon-
 nellsville, with Mrs. Ray G. Smith,
 assistant secretary, was awarded the
 Myers Y. Cooper Trophy as the 1948
 blue ribbon fair. The award climaxed
 the traditional contest, with spokes-
 men limited to three minutes each
 on why their fair should be given
 the award.

A new feature this year was a quiz
 (See Ohio Convention on page 38)

Fireworks Display Company.

Fair and show suppliers included
 Jacob Robins and David Rosenberg,
 Triangle Poster Printing Company;
 John Anderson and Mr. and Mrs.
 Earl Coburn, Enquirer Printing Com-
 pany; John H. Foster and Margaret
 Rawson, trophies; T. T. Kirtley, Kirt-
 ley Sound & Photo Finish Service;
 A. F. Powers and Mr. and Mrs. A.
 Hart Sutton, R. B. Powers & Com-
 pany; Milton E. Gaines, Gaines Tent
 & Awning Company; Harry Hagler,
 Hagler's Sound & Photo Finish Ser-
 vice; Nat Shapiro and Morris Gom-
 berg; Metropolitan Printing Com-
 pany; George Decker, Decker's Pro-
 gram and Score Card Service; Earle
 (Circus) Sortman, trophies; Frank M.
 Prystas and Kenneth C. Lee, Fair
 Publishing House; B. W. Stephenson,
 Safway Bleachers; Thomas A. Scott,
 Scott's Port-a-Fold Seats, and Vane
 Scott and Edward Scott, V. S. Scott
 & Sons.

Ohio Convention Again Is Marked By Brisk Buying

COLUMBUS, O., Jan. 15.—Always
 one of the "buyingest" meetings in
 the nation, the 24th annual conven-
 tion of the Ohio Fair Managers' As-
 sociation here Wednesday and Thurs-
 day (12-13) was up to par, with the
 member fairs again following the
 usual Ohio pattern of contracting
 one-day attractions. There was the
 customary heavy turnout of peddlers
 of one-day attractions.

Carnival reps noted were Floyd E.
 Gooding, Mr. and Mrs. John Enright,
 Mr. and Mrs. Randolph Andress, Mr.
 and Mrs. Ora (Buck) Saunders, Mr.
 and Mrs. Gerald Frantz and Haps
 Berkshire, Gooding Amusement
 Company; Mr. and Mrs. Roger M.
 Work, Playland Amusements; Mr.
 and Mrs. Lee Becht, Lee Becht Shows,
 and Mr. and Mrs. Curtis Little, Queen
 City Shows.

Also D. Wade, W. G. Wade Jr.,
 and Walter Schafer, W. G. Wade
 Shows; R. S. Howard and C. D.
 Howard, Howard Bros. Shows; Mr.
 and Mrs. Leonard Powelson and
 Homer M. Snedeker, Happy Attrac-
 tions and Powelson Greater Shows;
 Mr. and Mrs. W. S. Curl, W. S. Curl
 Rides, and W. B. Jacobs, W. B. J.
 Shows.

Booking office reps included Mr. and
 Mrs. Bob Shaw, Gus Sun Jr., Glenn
 Jacobs, Paul Young and Mrs. Rus-
 sell De Moss, Gus Sun Agency; Billy
 Senior and Mr. and Mrs. Jinx Hoag-
 land, Barnes-Carruthers Theatrical
 Enterprises; Sunny Bernet, Sunny
 Bernet Attractions; Boyle Woolfolk
 and Ben Young, Boyle Woolfolk
 Agency; Chester Rotroff, Rotroff At-
 tractions, and Bill (Lafe) Harkness,
 WLW Attractions.

Also Mr. and Mrs. C. A. Klein,
 Jack Klein, Von Black and Mr. and
 Mrs. Robert Kaltenbach, Klein's At-
 tractions; Mr. and Mrs. Henry H.
 Lueders, United Booking Association;
 Dick Kurtze, WLS Attractions;
 Jimmie Hetzer and Leon Harvey,
 Hetzer and Harvey Attractions; How-
 dy Gorman and Beatrice Sampson,
 Capitol Attractions, and Gene John-
 son, Gene Johnson Agency.

Other attraction reps included Buck
 Steele, Buck Steele's Cavalcade of
 Stars; Bob Chew and Frank Hott,
 Georgia Crackers; B. Ward Beam,
 B. Ward Beam's International Con-
 gress of Daredevils; Earl Newberry,
 Jimmy Van Cise and Bill Reed,
 Jimmie Lynch's Death Dodgers; Bill
 Magaw, Joie Chitwood's Hell Drivers,
 Lee Lott, Lucky Lott's Hell Drivers,
 and Irish Horan, Jack Kochman's
 Hell Drivers.

Also Mr. and Mrs. Carl Bradford,
 Bradford's Sheep Dogs; Mr. and Mrs.
 Lloyd Schmerhorn, Schmerhorn's
 Rodeo; Mr. and Mrs. Al Jones, Al
 Jones' Rodeo-Circus; Jack Raum and
 Ralph Bechdolt, Raum's Rodeo and
 Circus; Tony Diano, Diamond L.
 Ranch; Mr. and Mrs. J. C. Caccavello,
 Columbus Fireworks Display Com-
 pany; A. D. Michele and L. R. Baby-
 lon, Hudson Fireworks Display Com-
 pany, and F. A. Conway, Interstate

MR. J. J. FREDERICK SAYS:

"Please be advised when I purchased my BIG ELI Wheel it was the wisest investment I ever made."

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

Santa Ana Base To Be Fair Site

Dept. of Interior readies final papers for Orange board—127 bldgs. intact

SANTA ANA, Calif., Jan. 15.—Acquisition of the former Santa Ana Army Air Base as a site for the Orange County Fair is apparently assured, according to Dan Patch, of Patch & Curtis Advertising Agency, representing fair officials in the transaction. Department of Interior reps are now going over the grounds and working out final papers, it was reported.

Completion of the transaction will give the Orange County Fair the third largest grounds in the State, surpassed only by the Sacramento State Fair and the Los Angeles County Fair. The 176-acre site now has 127 buildings in excellent condition, a spokesman said. Many of these will be reconverted into exhibition buildings.

As soon as the deal is completed, a long-range building program will be submitted to the State fair board, it was reported. One of the first projects to be undertaken will be to lay out a suitable carnival area, it was reported.

Officials hope to make the annual event one of the largest in the State. Site is located approximately 50 miles from downtown Los Angeles and has a population draw from its own county of 195,000. A multi-million-dollar freeway system, soon to be completed, will make the grounds easily accessible from all parts of Los Angeles County.

Showbiz Prominent At Truman Shindig

(Continued from page 33) virtuoso, will preside at the keyboard of the calliope during the parade, while Frank (Dutch) Warner will handle the reins of the eight-horse-hitch up Pennsylvania Avenue. Bill Zastro will fire and supervise the boiler. Painting and general refurbishing of the ancient circus museum vehicle was done by Cole Bros.' artist, George Churchill.

Kelley at Work

Beverly Kelley, recently named to head the press department of the Cole org after its sale by Zack Terrell to a group headed by Jack (Abie) Tavlin, said an effort will be made to have President Truman, his daughter, Margaret; Vice-President-Elect Alben Barkley, Gov. Earle Clements, of Kentucky, and Hildreth pose for pictures at the keyboard of the calliope at the conclusion of the parade.

Allen Lester, another new Cole show acquisition, along with Frank Morrissey, will assist Kelley in Washington to "help keep secret" the appearance of the Cole calliope in the inauguration parade.

Hotel Space at Premium

The vanguard of an expected million tourists already is trickling in and hotel space for the next 10 days is unobtainable.

Window space along the parade route from the Capitol to the White House also is at a premium. Hotels with frontage on the route are charging as much as \$12 for a lobby seat at a window. Hotel rooms overlooking Pennsylvania Avenue are going for \$35 per day, with a minimum stay of three days.

Some 150 bands and about as many floats will take part in the parade.

Some two-score concession stands have been licensed along the parade route and over 100 pitchmen and concessionaires have received permits to hawk souvenirs, hot dogs and the like.

NOW Cook with GAS all the time... ANYWHERE with a



HANDY GAS PLANT



For the complete answer to your cooking and water-heating problems on the road—get a Coleman Handy Gas Plant. Big, fast-heating, instant lighting, portable stove for "100 uses." Clean, odorless; easily adjustable to any volume of heat. Use it for cooking, steaming, warmth or as a repair-shop stove. Costs only a few cents a day to run. Two sizes—5 and 7-inch burners. At leading hardware stores.



Coleman Burners are quick, dependable; give clean, odorless heat.

BRIGHT LIGHTS BRING BUSINESS!



Light up for more business—with a Coleman Floodlight LANTERN! Gives more light than 20 ordinary wick-type lanterns. Safe—storm-proof.



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CONCESSION SUPPLY CO.
World's Largest Floss Machine Manufacturers
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ELECO ELECTRO FREEZE CO.
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Engine and 4 cars, 1/4 mile of track, ties and spikes, 37 ft. portable steel tunnel and ticket office. Complete, \$6,500.00. Write P. O. Box 1023, or may be seen at 180 Iowa St., Riverside, Calif.

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C-Cruise can be set up to suit your customers. Write for details.

C-CRUISE CORP. Seventh and Murlark Avenue, West Salem, Oregon

New ELECTRIC RACING GAME

All the thrills of a real horse race and proven the game sensation of the year. Portable and stationary models available. Time payments arranged.

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82 ORCHARD ST. MT. CLEMENS, MICH.

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FLORIDA

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FOR SALE

30-ft. Merry-Go-Round, 20 lumping horses, for adults and children. Not the biggest, but the best for the price. \$5,500. One Tilt-a-Whirl, rebuilt, all newly painted, new engine, new seats. One Ferris Wheel, 40 ft., twelve seats and truck.

FOR SALE

One Moon Rocket Ride, in good condition. One Octopus Ride, in good condition, new motor. One 50-ft. Merry-Go-Round, Herschell-Spillman, newly painted, decorated. One 20-ft. Dive Bomber, brand new.

FOR SALE

Two G-M 60 Kw. Light Plants, Lewis Diesel type, like new, mounted on trailer. One Frozen Custard Machine. One Neal Plant, mounted in wagon. One Kiddie Auto Ride, 8 cars. One Kid Dive Bomber.

All above Rides in first class condition. New and seconded-handed. If you want Rides to go this spring, communicate.

JAY WARNER

BOX 181, BAY ST. LOUIS, MISS.

PHONE 9121

Portable ELECTRIC POWER PLANTS FOR Carnival and Show Use

Just Received
4 new
25 kw. 3 phase
Generators
\$1,500
All types of
Trailers and
Trucks

Made by Hobart or Merritt & O'Keefe. 3 KVA. single or 3 phase. 4 cylinder gas engines. Complete with control panel.

NEW \$325
USED—IN GOOD
CONDITION \$275



Write for Catalog of Unused War Surplus Bargains
REX TRAILER COMPANY, INC.
1127 E. GEORGIA ST. INDIANAPOLIS, IND.

FOTO-FUN Takes Animated Pictures!

FUN FOR ALL—ALL FOR FUN
Low Investment—High Returns. Write for Details.

FRANK HRUBETZ & CO., Salem, Oregon

The DRAGON is coming to Tampa . . . Feb. 1-12

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One Roll . . . \$ 1.00
Five Rolls . . . 4.00
Ten Rolls . . . 6.00
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Double Coupons.
Double Prices.
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2,000 . . .	\$ 6.80
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6,000 . . .	8.50
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10,000 . . .	10.20
30,000 . . .	14.60
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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- American Midway: Alice, Tex.; Rio Grande City 24-30.
- Blue & White: San Diego, Tex.
- Borderland: Uvalde, Tex., 20-31.
- Fitzpatrick, G. I.: Newark, N. J.
- Florida Am. Co.: Fort Pierce, Fla.
- Langford Overland: Enigma, Ga.
- Pine State: (Fair) Daytona Beach, Fla., 20-29.
- Royal Expo.: Bowling Green, Fla.
- Sunshine: (Fair) Dade City, Fla.
- Strates, James E.: Largo, Fla., 25-29.
- Tassel, Barney: (Fair) Mulberry, Fla., 21-29.
- Tri-State: Dutch Town, La., 17-23.
- Utah Expo.: Casa Grande, Ariz., 20-23.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Clyde Bros.: Port Arthur, Tex., 17-19; Beaumont 20-22; Lake Charles, La., 24-26; Baton Rouge 27-30.
- Davenport, Orrin: Toledo, O., 17-22; Grand Rapids, Mich., 24-29.
- Gran Circo Americano: Aruba, N.W.I., thru Jan. 30.
- Martin Bros.: Monrovia, Ind., 18; Bainbridge 19; Advance 20; Indianapolis 21-22; Ladoga 24; New Market 25; Waynetown 26; Veederburg 27; Kingman 28; Danville 29.
- Polack Bros. (Eastern): (Auditorium) Saginaw, Mich., 17-23; (IMA Auditorium) Flint 23-29.
- Polack Bros. (Western): (Auditorium) Hammond, Ind., 24-30.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

- Henle, Sonja, Hollywood Ice Revue (Madison Square Garden) New York, 20-Feb. 8.
- Herbers & Ragan Exhibit: Savannah, Ga., 17-22; Dublin 24; Macon 25-29.
- Heron's, James, Wild Life Exhibit: Tucson, Ariz., 17-29.
- Hope, Bob, Show: Augusta, Ga., 19; Macon 20; Orlando, Fla., 21; Miami 22; Tampa 23; Louisville 24; Pittsburgh 25; Providence 26; (Boston Garden) Boston 27; Philadelphia 28.
- Miller's, Irvin C., Brown-Skin Models (Lincoln) Orlando, Fla., 19-20; (Fair) Largo 25-29.
- Skating Vanities of 1949 (Auditorium) San Francisco, Calif., 18-23; (Auditorium) Oakland 26-30.

Ottawa To Get New Annual

(Continued from page 33)

bureau, indicates that the weather for the chosen week will be good, according to McElroy. All available past records for the period commencing with the middle of May and ending with the second week in June were checked before a decision was made.

In the last two years the association has spent over \$500,000 on improvements, with the result that the plant is admirably equipped for any type of endeavor.

OHIO CONVENTION

(Continued from page 36)

show conducted by Win Kinan. Secretaries were asked to answer questions pertaining to fairs, and prizes, consisting of cash awards made by attraction firms and fair suppliers.

The annual banquet, held on the closing night of the convention, again was a sellout. Principal speakers were Gov. Frank Lausche; Bill Veeck, president of the Cleveland Indians baseball club, and Charles Milton Newcomb, humorist. Acts were furnished by the Gus Sun Agency and WLW Attractions.

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82 Orchard St. MT. CLEMENS, MICH.



Out in the Open

(Continued from page 33)
agent of Germany in the prewar period, has opened an office in Madrid, Spain. Duisberg is well known to American circus and vaude acts which played Europe prior to the war, as practically all of them played the Scala.

Jimmie Van Cise and Earl Neuberry, of the Jimmie Lynch Death Dodgers, recently launched a steel-hauling trucking service, with headquarters in Youngstown, O., and the enterprise is reported as doing well. The Lynch thrill units, however, continue as their prime interest. . . . Back in Chicago after firing the Orange Bowl game at Miami, Art Briese, of Thearle-Duffield Fireworks Company, was preparing for a swing around the Western fair meetings, then a trip to the West Coast and back to Florida for the Tampa Fair.

Jim Stutz is operating his American World-Wide Animal Exhibit this winter at the Hinson Auction Market Grounds, Chipley, Fla. . . . Cash Miller recently opened a wild animal farm at Tampa for the winter. . . . Andy Hanson, now in his second year as secretary-manager of the All-Iowa Fair, Cedar Rapids, recently announced that the fair this year will stage its own big-car races, using a local promoter.

Herb Shive, general agent, Lawrence Greater Shows, is enthusiastic about the first annual convention of the Kentucky Association of Fairs and Horse Shows, recently at the Brown Hotel, Louisville. "The food and acts were the finest I have ever run across at a banquet," Herb types, and he should be something of an authority on the subject; he's made plenty of fair conventions. The acts, Herb points out, were presented thru the courtesy of the Kentucky Brewers' Association and, he adds, that wasn't all the brewers provided. They also erected a full-size bar in the roof garden, with everything for free to fair and showmen. . . . Art L. Converse, who will have the Side Show on Imperial Exposition Shows this season, and some of the org's personnel, have gone to the West Coast to ready equipment.

Current Esquire mag carries an article on Alexis Thompson, owner of the Philly Eagles, pro footballers, and well-known promoter of midget and big car auto races. Thompson is teamed up with Walter Stebbins in putting on midget car events on indoor as well as outdoor tracks. . . . Sam J. Levy, of the Barnes-Carruthers Theatrical Enterprises, Chicago, has been named chairman of the 1949 banquet and ball of the Showmen's League of America. . . . Jake Ward, of the Illinois State Fair, Springfield, is back at his Bloomington, Ill., home recovering after a recent operation.

Fred C. Murray, general manager of the International Fireworks Company.

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trained to Florida January 15 on business. He expects to head north in time to attend the Virginia, Pennsylvania and New York fair meetings. . . . L. T. (Pete) Christian, Richmond, Va., showbiz dabbler, visited The Billboard's New York offices January 13. He was on a hurry-up trip, intent upon catching the Motor Boat Show at Grand Central Palace. . . . Dorothy Packman, secretary at George A. Hamid, Inc., underwent a minor arm operation at Lenox Hill Hospital, New York, January 15. Dr. Jacob Cohen, National Showmen's Association physician-surgeon, performed the surgery.

Milwaukee Hotel Sellout as Fair, Show Reps Gather

(Continued from page 33)

McKenna and Mrs. Samuel McKenna, McKenna's Rides & Amusements; E. W. Skerbeck, Skerbeck Carnival Company; Mr. and Mrs. Charles Panacek and Matt Gorden, Belle City Amusements; M. Larkee and Charles and Edward Larkee, Tip Top Shows; Bill Dobson and R. E. Patterson, Dobson's United Shows, and William T. Collins, William T. Collins Shows.

Mr. and Mrs. Samuel Fidler, Fidler's United Shows; Pearl Weydt and Doc O'Kelly, Weydt's Amusement; John Francis and Les Henderson, John Francis Shows; Rocco Schiavone and Carlo Schiavone, Rocco Shows; Mr. and Mrs. Jack Vonburgh Sr., Mr. and Mrs. Jack Vonburgh Jr., Badger State Shows; Mickey Stark, Mickey Rankin, Al Garde and Ray Balzer, Gold Bond Shows.

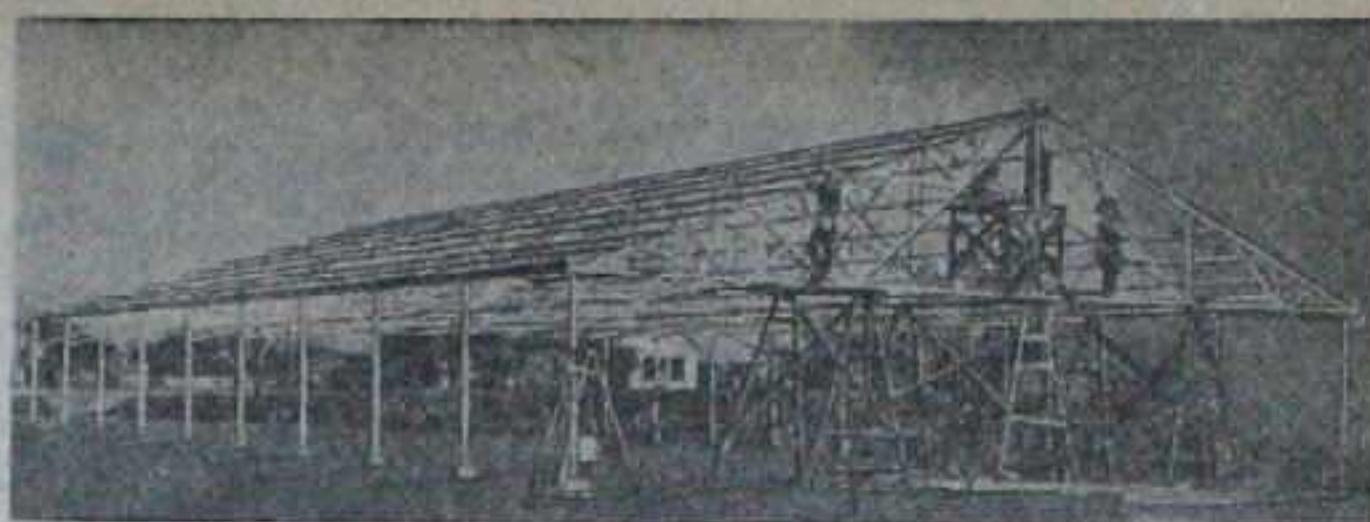
Attraction reps present included Ernie Young, Ernie Young Agency; Sam J. Levy Sr., Sam J. Levy Jr., Fred H. Kressmann and Randolph Avery, Barnes-Carruthers Theatrical Enterprises; Boyle Woolfolk and Mr. and Mrs. George Flint, Boyle Woolfolk Agency; J. C. Michaels Jr., and J. C. Michaels Sr., J. C. Michaels Attractions; Charlie and Chuck Zemater, Charles Zemater Agency, and Billy Peterson, Rudy Rousse and Jack Barie, Associated Fair Productions.

Sunny Bernet, Bernet Attractions; Ty Tyson and Fred Lorence, Midwestern Theatrical Attractions; Glenn Lyte, Ray Auler, Frank Crosby, Entertainment Corporation of America; George Ferguson, WLS Attractions; Gus Sun Jr., Irving Grossman and Ivan L. DeBray, Gus Sun Agency; Mr. and Mrs. Billy Williams, Williams & Lee Agency; R. Fleckles, L. N. Fleckles and Bill Dannhausen, Voorhees & Fleckles Fair Booking Association, and Earl C. Peterson, Petey's Entertainment Enterprises.

Other attraction representatives noted were Frank and Jack Duffield, Duffield Fireworks Company; Frank Winkley, auto races and thrill shows; Al Sweeney, National Speedways; John Sloan, auto races; Earl Neuberry, Jimmie Van Cise, Leo Overland and Jack Kaplan, Jimmie Lynch Death Dodgers; Joe Chitwood, Bill Magaw, Mr. and Mrs. Aut Swenson and Andy Burt, Joie Chitwood's Hell Drivers and J. D. Porcheddu, Illinois Fireworks Company.

Fair and show supply reps included Ned Torti, Wisconsin De Luxe Company; Pete Leslie, Sure-Way Electric Junction Box; John Lempart, John Lempart & Company; George Reichert and O. C. Swanson, Concessionaire Association of Wisconsin; Wayne Carleton and Ken Lee, Fair Publishing House, and Mr. and Mrs. T. P. Eichelsdoerfer and William A. Lindermann, Regalia Manufacturing Company.

ROCHESTER, N. Y., Jan. 15.—Max Cohen, counsel and secretary of the American Carnivals Association, said here that a meeting of the Outdoor Safety Code Committee will be held in New York January 25.



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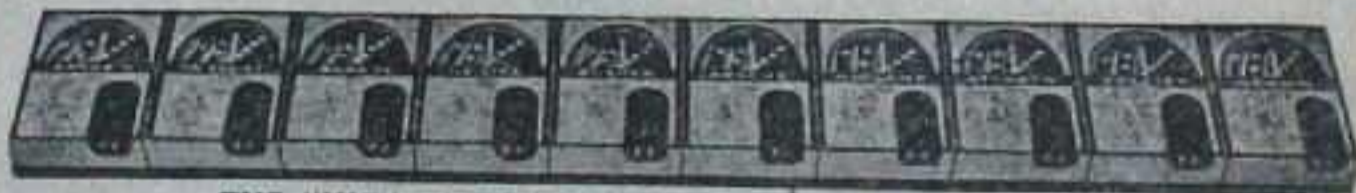
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100,000
\$25.00

10,000 \$ 8.50
20,000 10.25
50,000 15.75

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Gerald Roberts Selected as Top Cowboy for '48

FORT WORTH, Jan. 15.—Gerald Roberts, Phoenix, Ariz., and Strong City, Kan., scoring 21,866 points, won the world champion all-round cowboy honors for 1948. Competing with 2,100 professional cowboys thruout the United States in the Rodeo Cowboys' Association point-award system, one point for each dollar won in competition, Roberts finished on top with earnings of \$21,866.

Second place went to Toots Mansfield, Big Spring, Tex., with winnings of \$21,369, followed by Todd Whatley, Bethel, Okla., 1947 champion, with \$20,017.

Roberts's largest winnings were in bull riding which netted him \$10,654.

The 2,100 pros competed for cash prizes of \$1,750,000 at the 575 RCA-approved rodeos during the year. Of that amount, \$300,000 came from entry fees.

Sunny Bernet Joins Flash Williams Org

CHICAGO, Jan. 15.—Ward (Flash) Williams, president of the American Theatrical Agency, Inc., Chicago, announces the appointment of Sunny Bernet as the org's general manager.

Bernet will have charge of selling acts and three outdoor revues which the agency plans to produce this year under direction of Margot Koche.

The American Theatrical Agency recently moved to new quarters at 221 North La Salle Street.

Horace Heidt Unit Signed by Hamid

NEW YORK, Jan. 15.—George A. Hamid, Inc., has been granted the exclusive right to present Horace Heidt's Parade of Stars at fairs and other outdoor dates, it was announced here this week. Only one unit will be available for outdoor dates, and Heidt is not obligated to appear personally.

Tentative plans call for presenting the show at one and two-day stands on a percentage basis. The unit will include a publicity man to handle the advance.

Gertrude Courtney, 61, Ex-Comedy Juggler, Dies

CHICAGO, Jan. 15.—Mrs. O. W. (Gertrude) Courtney, 61, who with her husband formed the comedy juggling team of Courtney and Jeanette, died in Presbyterian Hospital here Tuesday (4).

Funeral services were held Friday (7) in St. Thomas Aquinas Catholic Church, Chicago, with burial in Queen of Heaven Cemetery. Surviving are her husband, six daughters and one son.

State Charter to Shaver

RALEIGH, N. C., Jan. 15.—Secretary of state has issued a charter to Shaver Air Circus, Inc., Charlotte, N. C., to conduct circuses and carnivals. Authorized capital stock is \$50,000, with \$150 stock subscribed by Glenn and E. B. Shaver and C. A. Bachman, all of Charlotte.

Detroit Billers Elect Carano

DETROIT, Jan. 15.—John Carano was chosen president of the Billposters Union, Local 94, here recently. Other officers elected were Victor Lasecki, vice-president; Matt J. Kobe, secretary-treasurer, and Michael Noch, business agent. Elected to the board of trustees were Peter Lasecki, chairman; George Kaprano and Jack Arnold.

Showmanship Used By Fla. To Promote Hunting & Fishing

TALLAHASSEE, Fla., Jan. 15.—Having cashed in on orange juice, sunshine and shapely beach gals for years, Florida is now using showmanship to sell its wares of the "most exciting hunting and finest fishing on earth," according to Bill Snyder, assistant director of the Florida Division of Information and Education, State Game and Fresh Water Fish Commission.

Snyder, a former newspaperman, has done publicity work in outdoor show business, having served as press agent for the Altoona (Pa.) Speedway and the Zacchini Bros., Lawrence Greater and Hennies Bros. shows. He also managed and handled the front of a Motordrome for three years at Riverview Park, Chicago.

Recently the commission turned its publicity staff of former circus tub-thumpers loose to promote a sports show it is presenting gratis thruout the State. What's more, the venture has been so successful that Ben C. Morgan, commission director, is expressing elation over his first try at show business. "We've already shown to more than 500,000 people in addition to squirming out reams of publicity space in Northern newspapers and magazines," he said.

So far as is known, Florida is the first State to try showbiz to arouse added public interest in hunting and fishing with its show framed in rustic setting. It was designed and built by vet troupers. Principal feature is Joe Padderatz, armless from the elbows down, who offers exhibitions of precision shooting with pistols, starting motorboats, bait casting, etc. The exhibition is further strengthened by a 50-foot exhibit of wild animals and fish.

Parkin Set for 6-Week Run In Birmingham, Eng., Arena

BIRMINGHAM, England, Jan. 15.—Stanley W. Parkin's Circus opened a six-week run at Bingley Hall December 20. An arena was rebuilt along modern lines for the holiday show. Frank Foster is ringmaster. E. A. Mascott fronts the band and Fran Lambert handles box office and press.

The line-up of acts includes Chipperfield's elephants and tigers; Swiss Stars, equilibrists; the Mirandas, teeterboard tumblers; Astor, wire-walker; the Victoria Troupe, cyclists; Charlie Wyma, juggler; Paula's Liberty horses; Argentinas, riding act; an aerial ballet and clowns.

Big Afternoon Biz Helps N. Y. Holiday Show Finish Strong

NEW YORK, Jan. 15.—Promoters of the Holiday Carnival, which wound up a nine-day stand at the 71st Regiment Armory, Park Avenue and 34th Street, Sunday (2), chalked up fairly satisfactory daily attendance despite having to buck near-zero weather and a severe snowstorm.

Night attendance, in general, was light, but practically all matinee sessions attracted good crowds. Closing day brought out peak attendance of the run, with the afternoon crowd filling practically all of the 2,500 balcony seats during the circus performances and jamming the main floor carnival layout during 90-minute intermission periods between shows.

Moppet trade was heavy, due to distribution of cut-rate ducats which admitted kiddies under 12 years for a half-rate charge of 25 cents, including tax, if accompanied by an adult. Modest admish charge favored ride operators and concessionaires, most of whom did brisk business.

Vivona Bros., with six major rides on the floor, reported business satisfactory, and independent rides and attractions, including a miniature railway, pony ride and iron lung, also chalked up good takes, as did the refreshment and novelty stands of A. Hymes.

Swift Current Frontier Days Yields \$2,621 on 46G Gross

SWIFT CURRENT, Sask., Jan. 15.—The two-day Frontier Days' celebration in July grossed \$46,609. Cost of the show, a fair and rodeo, was \$37,057 and net profit was \$2,621. Concessions yielded \$18,529 to the revenue account.

The show grossed more than \$6,000 over '47, cost \$2,000 less to operate, yet the net profit was smaller. Explanation is that \$5,416 went into improvement and upkeep of the grounds and accommodation.

Protests Put End to Stills At Adrian, Mich., Fair Plant

ADRIAN, Mich., Jan. 15.—Midget auto races will not be held at the Adrian fairgrounds thruout the 1949 season as a result of action by the Lenawee County Agricultural Society, fair's sponsor.

Protests by the Gideons, the local church council and other organizations against the use of the fair plant for other than non-profit enterprises caused the society to vote against still dates in the future.

Hay! Hay!

SELMA, Ala., Jan. 15.—Three bales of hay per day, at \$25 per ton, plus peanuts, at \$210, to bed and feed Babe, a 9,000-pound pachyderm guest of Sheriff W. C. McCain at the local hoosegow, proved quite a headache for the improvised zoo keeper, until Babe's owner showed up and took the elephant and her dietary problems off his lap.

Babe was impounded recently when her trainer, Frank Leggett, sued the elephant's owner, Martin Arthur, of Venice, Calif., for \$675 in back pay. Until the owner arrived and squared things with trainer Leggett, the sheriff was obliged to house and feed the husky hayburner and found his budget severely strained by Babe's appetite which was in no sense infantile. The food bill was settled for \$25.

J. Schippers Dies; Top European Op

HAMBURG, Jan. 15.—J. Schippers, head of the firm of Schippers & Van de Ville, top-ranking outdoor showman of Europe, died here December 7. Schipper was familiarly known as Long Josef as a result of his unusual tallness, with a stature of 7 feet, 3 inches.

Schippers and his firm built, owned and operated many of the biggest rides in Europe.

The popularity of Schippers was amply demonstrated at his funeral services in Hamburg, which were attended by more than 800 associates and friends.

Duggan in Chi on Buying Trip; Says '48 Season Good

CHICAGO, Jan. 15.—W. F. Duggan, owner of the Pan-American Animal Show, was in Chicago recently on a buying trip, looking for banners, illusion gimmicks, an electric chair and glass blowing rigging, among other things.

Duggan reported his show will open the '49 season the first week in March. Business in '48 was good, he said, show winding up with a "nice little profit."

Jim Stutz, who has charge of the org's concessions during the season, is in charge of winter quarters, assisted by Bill Baker. Org's staff, in addition to Duggan and Stutz, includes Dub Duggan, in charge of the inside; Ira Gross, agent, and Leo Cogozzo, in charge of the Monkey Show.

High River, Alta., Retains Dougherty as Prexy-Manager

HIGH RIVER, Alta., Jan. 15.—Percy Dougherty has been retained as president and manager of the High River Rodeo Association, with Louis Bradley, secretary, and E. C. Kellam, treasurer. Vice-presidents are Lou Russell and Wallace McIntyre. Guy Weadick was named honorary president.

A gross of \$17,026 was recorded for the 1948 rodeo. Expenses were \$13,177 and net profit \$3,849. Most of the net proceeds went into permanent structures at the rodeo grounds.

Rodeo dates for 1949 are July 5-6.

Glasgow Exhibition Hall Grosses 522G in 1948

GLASGOW, Scotland, Jan. 15.—Glasgow Corporation's Kelvin Hall, year-round amusement center, chalked up another good year, with a gross income of \$522,849.85 from carnivals, exhibitions and sports events held there during 1948.



CHRISTMAS CHEER, indeed, is voiced by Emmett Sims, Harry Atwell and Nat Green, all well-known figures in outdoor show business. The trio posed for the above picture for use in Christmas card greetings, then ('tis alleged) made as merry as the picture indicates.

Bill Hames Org Set for '49 Bow At Fort Worth

FORT WORTH, Jan. 15.—Bill Hames, president and Theo Ledell, general manager of the Bill Hames Shows, report that everything is in readiness for the org's 1949 bow at the Southwestern Exposition and Fat Stock Show here, opening Friday (28) and continuing thru February 6. The Hames org also holds the midway contract for the Houston Fat Stock Show and Livestock Exposition, February 2-13.

Hames attended the outdoor convention in Chicago in December and purchased seven rides, including a Merry-Go-Round, Caterpillar, Loop-er, Dipper, boat ride, Octopus and Dodgem. These rides, together with those used last season, gives the Hames org a total of 16. All new fronts and new canvas will be used this year. Hames took delivery recently on six Downey telescopic light towers, ordering during the Chicago convention.

Tommy Carson Signs With Midwest Org As Legal Adjuster

ST. LOUIS, Jan. 15.—S. T. (Tommy) Carson, former co-owner of the Joseph J. Kirkwood Shows and for the last few years legal adjuster on various shows, signed as legal adjuster with Ted Woodward, owner of the Midwestern Exposition. It will be the first time Carson has been associated with a show playing Middle and Southwest territory.

Carson at present is vacationing in Miami. He will leave for winter quarters of the Midwestern Exposition in Orange, Tex., early in February.

Lockett and Lipsky Sign JJJ for Salem, Ill., Cele

SALEM, Ill., Jan. 15.—The Johnny J. Jones Exposition was contracted for the second straight year to furnish the midway attractions for the annual Marion County Soldiers and Sailors' Reunion here, July 18-23, Earl W. Merritt, chairman of the amusements committee, announced.

Merritt announced the inking of the contract after a conference here with Ralph Lockett, general agent, and Morris Lipsky, manager, of the JJJ org.

South Texas Annual Inked By Scholibo for Cavalcade

BEAUMONT, Tex., Jan. 15.—Al Wagner's Cavalcade of Amusements will provide the midway attractions at the annual South Texas State Fair, October 20-29, Elmo Beard and W. D. Norwood, co-chairmen of the fair, announced this week.

Contract with the Cavalcade org was negotiated by Joe Scholibo, representing Wagner's org, at a meeting with the general committee of the fair here this week.

Smith Joins Beck Org

CLARKSTON, Wash., Jan. 15.—N. Smith, who had his own organization the past two seasons, said here this week that he has joined the John Beck Shows for 1949. He said that shows' route includes Montana, Idaho, Washington, Oregon and Wyoming. Activity at Lewiston, Idaho, quarters is slated to get under way January 25, with Jay Yapp in charge. Beck recently purchased a new Merry-Go-Round, which will be operated by his son, Don.

What, Another Club?

The Answer Is "Yes," Causing Old-Timers To View With Alarm

By Herb Dotten

COLUMBUS, O., Jan. 15.—"What, another club for outdoor showmen?" This was the not surprising response noted by this observer at the convention of the Ohio Fair Managers' Association here this week as officials of the Ohio United Showman's Association, the latest newcomer to club ranks, beat the drums and clashed the cymbals in behalf of the Canton-based organization.

To be sure, the Ohio United is a revival of another club. But, in essence, so its officials say, it is a new club, new in ideas, plans and officers. These new ideas and plans at the moment make for good listening.

However, veteran showmen, credited with knowing the outdoor show business, are alarmed at the rate at which clubs have sprouted.

Basis for Alarm

This alarm is based on a realization that good times, even fair times, aren't always the rule. And, in the rough times comes the test of a club's ability to function adequately, these old-timers point out.

Basically, apart from their fraternal and social aspects, the outdoor show clubs were founded to fill a need—that of providing a helping hand to needy brothers.

Thus, cemeteries were established to insure a proper burial for those members who might otherwise not get one. Thus, too, funds were set up to care for the hospitalization of members financially distressed. And, other provisions were made to aid members in dire circumstances.

Recent years have been good to the

people in the outdoor show business, as in most businesses. Yet, even this past year, the demands for aid on some clubs mounted astonishingly, and there is no indication that these demands will be lessened in the years ahead. Meanwhile, there is no guarantee that clubs' incomes will remain as high as they have been.

There has been a growing resistance to the many fund-raising plans thrust before showmen thru-out the year. The number of these has risen in proportion to the increase in the number of clubs.

Many showmen frankly admit they are irked. Not a few voice the opinion that the only reason they go along is to avoid embarrassment. A few make no bones about it. Yet, there is agreement by all that the clubs are vital to outdoor show business and to the people in it.

Fewer Clubs Needed

The consensus of veterans is that it would be better if there were fewer clubs, not more clubs; fewer fund-raising devices, not more. Then, they hold, they probably would give just as much—and do it freely—and with the realization that more of the money raised by clubs would go, not into week-to-week operational costs, but toward building reserve funds against the time when demands from needy members may be even greater.

Officials of the United Ohio Showmen's Club concede that many of its present members are not in outdoor show business, but are "nice folk, all for the business." Too, the club's execs believe that they'll pick up a large number of members in outdoor show business within the next few months.

Loose Membership Cited

This points up something, tho in reverse. Not a few outdoor clubs, which were formed and nursed thru their early years by showmen, have in recent years taken to admitting every Tom, Dick and Harry in to membership.

The old-timers in the business look with alarm at this practice. The clubs, they point out, are for show people. Over the short term, they allow, a club can obtain additional money by expanding its membership. But, over the long term, when business conditions may change, will these men remain loyal workers or contributors to a club? And, how many of these "outsiders" will ask for and obtain aid?

Asking this, the old-timers wonder if only a reversal in business conditions will bring an end to the increase in clubs, the endless dings, and the skyrocketing membership in clubs.

McKees Injured In Auto Crash

CINCINNATI, Jan. 15.—Mr. and Mrs. John McKee, owner-managers of the shows bearing their name, have been released from Marion, Ind., General Hospital, where they were treated for injuries sustained in an auto accident following their departure from the Indiana fair meeting, Indianapolis, and while on a booking trip to Marion last week.

McKee suffered cuts about the head and a knee injury, while Mrs. McKee sustained severe head and leg lacerations. After obtaining a new car Saturday (8), the McKees left for Iowa, Leslie E. Brady, general agent, reported.

Traube Signed To Handle JJJ Public Relations

NEW YORK, Jan. 15.—Ralph Lockett, general agent of the Johnny J. Jones Exposition, this week announced that Leonard Traube Associates, New York public relations firm, will handle the org's press-radio advertising next season.

Describing the set-up as "entirely unique in publicity and public relations for a carnival organization," Lockett said Traube Associates would supervise the general, trade and national public relations, in addition to assigning a spot press representative with a college-journalism background.

Traube, whose public relations-writing background covers every phase of outdoor showbiz, will school the newcomer to follow thru, after newspapers on the JJJ route are proffered by mail a special series of articles on the show and the part it played in the growth of the industry. The stories will be planned to break prior to and carry over thru the show date.

Traube said he would personally spot check along the show's route. Principally, his functions will include counsel on newspaper and all other forms of publicity and advertising used by the show, magazine and other media planting of trade stories of relatively important character.

Lockett said he expected the 1949 JJJ press campaign to include "rich and interestingly contrived material that will no doubt be studied by the major league carnivals."

The move is viewed in the trade as a smart maneuver on the part of JJJ which should result in renewed vigor for the show.

O. Concessionaires Set Temporary Org

COLUMBUS, O., Jan. 15.—Seeking clarification of State laws pertaining to operation of concessions, both food and games, and a movement to prevent passage of any unfair legislation, a group of Ohio concessionaires met here this week during the Ohio Fair Managers' Association meeting. They effected a temporary organization designed to function until a formal organization is set up.

Nat Cohan presided at the meeting, which was attended by some fair execs. A committee was named to act on behalf of the concessionaires.

Named to this committee were Jimmy Chanos, Greenville; William Eck, Cincinnati; Carl Razor, Columbus; Ray Barber, Patacala; Earl Davis, Columbus; Angelo Cordello, Sandusky; Roger Work, Garrettsville; Red Hawl, Columbus; Mrs. W. S. Curl, London, and H. W. Judd, Russells Point.

The plan discussed at the meeting is to form a permanent organization before the 1950 convention of the Ohio Fair Managers' Association.

Blue & White Org Makes Texas Jaunt

SAN DIEGO, Tex., Jan. 15.—Blue & White Shows, currently touring Texas under direction of Owner-Manager L. M. Nelson, is presenting a number of rides, three shows and a free attraction. Despite inclement weather org hasn't missed a stand.

Concessionaires include Dr. and Mrs. Thomas Ray, Mr. and Mrs. E. Slaerly, Duke Delrio, J. K. Cothran, Whitie Knowles, H. T. (Red) Con-uck, Mr. and Mrs. Johnnie Hays, Bob Donovan, Tex Scrivener and H. G. Coffey.

Shows include Mary Webb's Show, Wilcox Wild Life Exhibit and one operated by Bob Huddleson. Bob Donovan is electrician.

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Apex 4 Star
Carnival Wheels



Complete Bings
Supplies, also
Amplifiers.
SEND FOR FREE
CATALOG.



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BINGO BLOWERS



Heavy Duty
Mounted
BINGO CARDS
In Various Colors

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26 East 13th St. (Dept. B)
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COMING SOON

3 New Percentage Games In One

With complete layouts. Works best in Center
Outfits. 2 1/2 'x8 1/2' length. We will make your
complete table or sell you the game with the
layout cloth. No information furnished for the
next 30 days as we are building stock for this
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If it's new we try to make it.

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BOX 108 BROOKFIELD, ILL.
Phone: Brookfield 7624

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If you are going to operate a Pop Corn
machine this season, write us your perma-
nent address and ask for FREE sample of
our Hybrid Pop Corn. Our prices are lower
and quality higher than ever before.

INDIANA POP CORN CO.

MUNCIE, INDIANA
Twenty Years in Business

INSURANCE

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175 W. JACKSON BLVD.
CHICAGO, ILLINOIS



Shrunken Heads and
Shrunken Bodies, Devil's
Child, Ape Boy, Wolf
Boy, Fish Girl, Gorilla
Boy, Missing Link, many
others. Write for photos
and prices.

Tale's Curiosity Shop
5240 E. Van Buren St.
Phoenix, Arizona

INCOME TAX

If you prepare your tax using long form, send 25¢
coin for one of my charts which gives your exact
tax in a few seconds. I have for past ten years
prepared returns for many Showmen. Write me,
giving figures and copy of 1947 return if possible.
Will prepare in duplicate, sending you reasonable
fee with your returns.

J. H. MCGINTY

TAX CONSULTANT
34 W. Flagler, Miami, Fla. Ph: 9-8013.

NEW FORTUNE

Buddha Papers on
NEW WHITE

Paper
MASTER OUTFITS
NOW AVAILABLE

S. BOWER
Belle Mead, N. Y.

DIESEL POWER PLANTS

2 35-Kw. Ideal 3-phase, Waukesha Engines.
2 30-Kw. Louis Allis 3-phase, Caterpillar En-
gines. Smaller units, Gov't. Surplus, new and
rebuilt.

HARRIS MACHINERY CO.
MINNEAPOLIS 14, MINN.

MIDWAY CONFAB

Al Rudolph and Jim Nugent, ride
men, have rejoined the staff of Play-
land Shows at winter quarters near
Detroit.

In our own poll, Pekingese pooches in
state rooms are leading the other breeds
6 to 1.

Benny Samuels, concessionaire, re-
cently purchased a home in Altadena,
Calif. . . . Lee Smith, of the Ferris
Greater Shows, is preparing for the
opening of the season in Indio, Calif.
Show plays the Riverside County Fair
and Date Festival there February
18-22.



DOROTHY PACKTMÁN, first presi-
dent of the Ladies' Auxiliary of the
National Showmen's Association, is
pictured officiating at the candle-light-
ing ceremony at the 11th annual in-
stallation dinner January 10.

Concessionaire Andy Markham,
wintering at his home at Miami, gives
out with the announcement there that
with two or three more golf lessons
he will be able to "take" both Mike
Wright and Mike (Bob) Parker on
the links. However, it is worded
about that his teacher, Doug Currie,
says that all Andy has to account for

his lessons so far are some blisters
and a stiff arm.

Overconfidence is what prevents an
agent from looking for a lot before book-
ing a town.

Lydia Snook, of the Johnny J.
Jones Exposition, is in St. Joseph's
Hospital, Reading, Pa., where she will
undergo another operation. She says
that she's in receipt of numerous
cards and letters from friends on the
Jones org. . . . Bobby McBride and
J. R. Howard are spending the win-
ter at the home of Mr. and Mrs. C.
Howard in Concord, N. C. . . . Joseph
Fairsh, Side Show performer, is win-
tering in Caryville, Fla.

We don't envy the high-powered special
agents because it must be awful to have
to know what they think of general agents.

Bill McIntyre-Zadu, wintering in
Jacksonville, Fla., has signed to han-
dle the Circus Side Show and the
Snake Show on Harrison's Greater
for the third consecutive season. . . .
Mrs. Lillie Krug, wife of C. H. Krug,
left hospital January 13 and will re-
cuperate at her sister, Mrs. E. C. De-
wease's home, Route 2, Purvis, Miss.
The Krugs have been with Wallace
Bros.' Shows the past two seasons
and will again be with the org this
year.

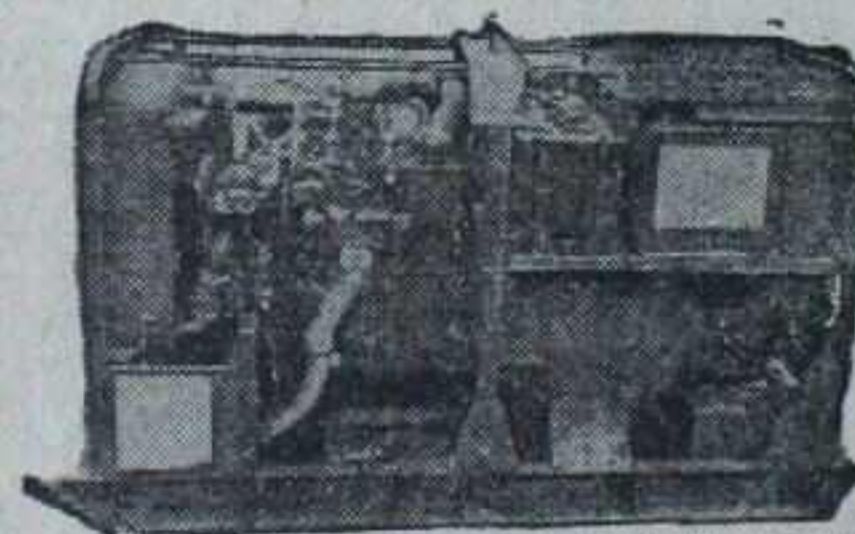
Among midway folks the argument that
has never been settled is, "Who was the
first 10-grand-per-year contracting agent?"

E. J. Barry, well known in carnival
circles, recently celebrated his 93d
birthday at a pot luck dinner held
in his honor by relatives and friends
at his home in Joliet, Ill. . . . L. J.
Fulton letters from Milwaukee that
among visitors to the Wisconsin fair
meeting in the Beer City was Joseph
Stone, general manager and agent of
the Stone Bros.' popcorn firm. Ful-
ton says that Stone was sporting a
new car and the company has added
a new unit to its fleet of popcorn
trailers. . . . J. Lee (Buck) Smiles

Brand New Light Plants

120-240 V.A.C. 12.5 K.V.A.

Immediate Delivery



ENGINE: 4 cylinder 4 cycle
L-head, water-cooled, 35-
Horsepower Oiling System:
Pressure type to main, rods,
and camshaft. Fuel System:
10.5 gas tank diaphragm type
fuel Pumps. Ignition System:
Battery breakerpoint coil
type. Full automatic starter.
GENERATOR: 120-240 single
phase 60 cycle AC; rated
power 12.5 KVA at 80%
power factor. Voltage
change is accomplished by
changing jumper connec-
tions or terminal strip. Made by D. W. Onan & Sons. Controls: Speed fully
automatic, starting full automatic, automatic cut-off if oil or water is low.
Overall size: Length, 67 1/2 in.; Width, 28 1/2 in.; Height, 28 1/2 in.; Weight, 1556
lbs. Complete set of tools and extra parts packed with each plant. These
plants cost 75% government several times our price. Packed
in original overseas boxes and ready to operate, brand new. **\$795.00**
Our price F. O. B. Jackson, Miss.; San Antonio, or Florida.

A. M. & S. COMPANY

404 Donnelly St.

Phone 4151

Mount Dora, Fla.

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 Peppers, Midway Marvel Candy Floss Machines—all-
rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500
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SERVING YOU FROM COAST TO COAST

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Pa.

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Los Angeles 21,
Calif.

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CARNIVAL, CONCESSION, CIRCUS, SKATING RINK.

Beautiful Colors—Individually Designed.

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST.

(Phone: Harrison 5867)

KANSAS CITY 6, MO.

STEAM TRAIN BURNS COAL



Attracts
CROWDS in any
amusement park or
civic recreation center

You need a steam train to make real money.
These trains are grossing \$2,500 to \$12,000 a
season; you can do it too in any town over
10,000. Many park officials give rent-free
concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY

Mrs. Team Trains and Kiddie Auto Rides
124 W Douglas
Wichita 2, Kansas

CARBONS FOR 60"

SEARCHLIGHTS
Type 1, manufactured by National Carbon Co.
Excellent condition, 25 sets to metal container;
factory packed 20 containers to wood case.

F. O. B. Ogden, Utah, case lots, per
container

Special prices for larger quantities. **\$4**

R. M. B. CORP. 1505 E. First Street
Los Angeles 33, Calif.

CALIOPE RECORDS

Ideal for Midway and Merry-Go-Rounds.
All records on non-breakable plastic. Will
fit and work on all changers.
Write for Free Listings.

CALIO RECORDS
ELMHURST, ILL.

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts.

State salary and all particulars in first letter.

NOW AVAILABLE

1949 EDITION OF OFFICIAL
CONCESSIONAIRE'S GUIDEBOOK

Jam-packed with money-making ideas, games,
formulas, equipment for concessions, roadside
stands, carnivals, medicine business, etc. Buyer's
guide. Send \$1.00 today for copy.

Concessionaire's Guidebook

3916 Secor Road, Toledo 8, Ohio

WORLD OF PLEASURE SHOWS

Now contracting for 1949 season
Rides—Shows—Concessions
Open in April—vicinity of Detroit

JOHN QUINN, Manager
3550 Cass Ave. Detroit 1, Mich.

FOR SALE ARCADE

Modern, 4 months old. Top, 30x60; Neon
Front, transportation. All A-1. Sacrifice
price.

W. MURPHY

1216 N. Main St., Jacksonville, Fla.

BARLOW'S BIG CITY SHOWS

HAROLD BARLOW, 528 N. 52, E. St. Louis, Ill.

AMERICA'S BEST
CARNIVAL & CIRCUS SIDE SHOW

BANNERS

SNAP WYATT STUDIOS

1608 Franklin St. TAMPA, FLA.
Phone: M-63562

FOR SALE, LEASE OR TRADE

AERIAL JOY RIDE

A-1 shape, complete with Ford Industrial Motor and
V-Belt Drive, ready for operation. Contact:
H. V. PETERSEN, TIVOLI EXPO. SHOWS
Box 742, Joplin, Mo.

is en route from Washington to Mobile, Ala., to join the Cavalcade of Amusements.

We await the first case history of a millionaire midway owner who got that way thru buying advertising space in fair premium books.

Mr. and Mrs. Alonzo Carrejo and daughter, Mary Ella, had as their holiday guests in their home in San Antonio, Mrs. Carrejo's sister and brother-in-law, Mr. and Mrs. Roy Coon. The Carrejos held open house Christmas Day. Guests included Mr. and Mrs. Whitey Owens and Mrs. Owens' sister, Mary; Mr. and Mrs. Buster Sanmiguel and mother, Mrs. Josie Smith, Mr. and Mrs. Abe Sanmiguel, Mr. and Mrs. John Gonzolas and daughter, Gloria, and son, John Jr., Doctor Richter, Miss Albert, Amos Pond, Dr. W. D. Gill, Mr. and Mrs. Allen Wigley, Doctor Palmer and John and Mary Reid.

Sometimes the midway language seems funny, as when a native asks himself just what a carnivalite would do to "turn a house?"

Mrs. W. E. (Billy) Wingert is in Bethesda Hospital, Cincinnati, recovering from a recent operation. . . . Johnny and Janet Wuetherick have

returned to Tucson, Ariz., following a 10-day vacation in Mexico. Before heading for St. Louis they plan to stop off at Hot Springs to take the baths at the Ozark Bathhouse. . . . Frances M. Christie Patterson is in Mulnomah Hospital, Portland, Ore., where she recently underwent an operation. She expects to be hospitalized indefinitely and would like to read letters from friends. . . . Roosevelt Burleson, brother of Madame Burleson, spent the holidays in Dallas.

Bennie E. Sumner, concession operator on Sol's Liberty Shows, and for the past seven years a civilian employee in the Quartermaster Department of the U. S. Army, has resigned his army position and will re-enter the concession business this spring. . . . Charles H. Hodges, Coldwater, Mich., Side Show operator, accompanied D. Wade, general representative of the W. G. Wade Shows, to the Indianapolis fair meeting and renewed acquaintance with Clifford C. Groscurth, owner of the Blue Grass Shows, who used to be with the Wade Shows some years ago, and Harvey Wilson, Funhouse and Glass House op.

After we get thru the frantic pleasure of attending at least 10 fair meetings we'll be able to relax by planning and building to meet our promises.

Mr. and Mrs. Leo Arduengo, formerly with Blue Grass Shows, of which Leo was advertising agent, took delivery on a new car during a recent visit in Memphis. . . . Following a few weeks at his home in Tampa, Mickey Bryant returned to Owensboro, Ky., for the winter and to attend a get-together party held by Ray Garrison. Guests included Jessie Wilson, Mrs. Rose Davis, Loretta Wallace, J. Churcher, Walter Glass, Marshall Able, Les Williams and Martha Alvery. . . . R. L. Gibbs, show electrician in 1940 and '41 and for the past five years projectionist at the Rex Theater, Park Falls, Wis., is planning to return to the road in 1949 with a new electric and carpenter shop.

A number of showfolk, including Al Renton and family, Chickie Renton and wife; George Pence and wife, Gooding Shows, bought homes at Ruskin, Fla. . . . Visitors at Paradise Park there included Mr. and Mrs. Tedman, Mr. and Mrs. Nano; Mad Cody Fleming, of the show bearing his name; Whitie Henkle; Harry Beach, of Tampa, and Mr. and Mrs. O. A. Baker, of Detroit. . . . Bill Rice's camp there has been peopled with many showfolk this winter. Visitors included Mr. and Mrs. Roy Duffey, Mr. and Mrs. Bill Thompson, Mr. and Mrs. Forest Poole, Mr. and Mrs. Bus Weakley, Mr. and Mrs. Clarence Thames, Lee Kennedy, Bob Littlejohn, Scotty Neilson, Tullie Rice, Harry Rudloff and Glen Cooley.

Some concessionaires wait most of their lives to become recognized as top game operators—while others are barred from G-tops at the age of 21.

Columbia, S. C., Notes—Lou Riley has his trucks painted and in shape for the season. . . . Joe Woods is doing okay with his med pitch here. . . . Joe Corey is holding forth at the DeSoto Hotel. . . . Jack (Slim) Lance is headquartering here. . . . Jerry Scorintino, novelties, reports he will join a circus. . . . Barney Hazelton, with the John R. Ward Shows last season, will be with the World of Mirth this year. . . . F. E. Spain is busy lining up dates for his Marion Greater Shows. . . . The South Carolina fair meeting will be held in the Columbia Hotel, January 19, instead of the Wade Hampton Hotel. . . . Paul Botwin is pitching candy at the Ritz Theater. . . . Charlie Walker is building some new joints out to Moore's trailer court. . . . Stan Reed is staying at the Hotel Jerome. . . . Weather has been rough on the shows trying to get work done in winter quarters. There's been plenty of rain and cold.

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—high class midway attractions

Now Contracting and Booking for 1949

10 RIDES—8 SHOWS—30 CONCESSIONS

Two Sound Trucks—Featuring the Sensational Mechanical Man. Free Acts.

OPENING EARLY IN APRIL

Want Concessions—Arcade, Race Game, Rotaries, Diggers, Long Range Gallery, Short Range Gallery, Guess Your Age, Weight, Photos, Novelties, Cookhouse, Grab, Custard, Popcorn, Candy Apples, French Fries, Candy Floss. Hanky Panks all open. Want Shows of all kinds, with or without equipment. Want Kiddie Rides—Mr. Lee, Sam Serlin, answer. Independent ride men, contact. Want Help on all rides—Useful Help in all departments. F. W. Pauli, George Desak, Popeye Delgrosso, answer.

Will book or buy Rolloplane, Funhouse, Glass House, Motordrome.

Fair and Celebration Committees, Pennsylvania and New York, If You Want a High Quality Show, Contact Us.

Address all replies:

MICKEY PERCELL, Owner

Box 106, Waverly, N. Y.

PRELL'S BROADWAY SHOWS
"BROADWAY AT YOUR DOOR"

WANTED

FOR FIVE FLORIDA FAIRS STARTING FEBRUARY 7-12
MARION COUNTY V. F. W. FAIR, OCALA, FLA., WITH
BELLE GLADES AND DELRAY BEACH TO FOLLOW

WANT

Wild Life, Novelty Show, Drome, Funhouse, Glass House,
Arcade, Grind Stores, Novelties, Eat and Drink Stands,
Merchandise Wheels, P. C. Workers.

Help in All Departments, Including Ride Help.

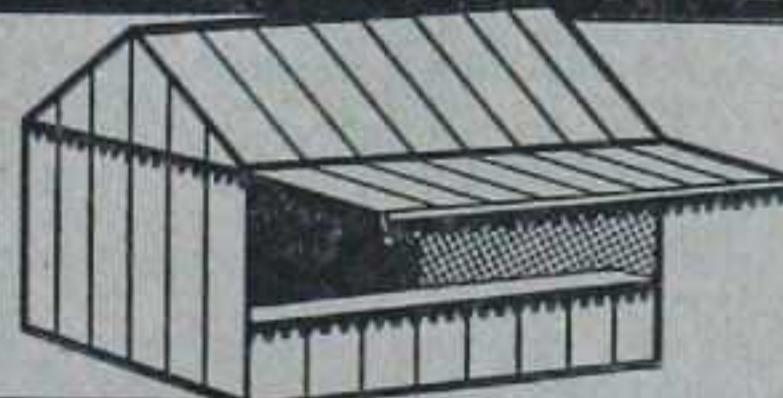
TALKERS — GRINDERS — CANVASMEN

All Address

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HOTEL 79th ST., MIAMI, FLA.

ANCHOR TENTS



FOR SALE

30x70 HIP ROOF SHOW TENT
COMPLETE WITH 9' WALLS
14.9 KHAKI—HIGHLY FLASHED
USED 3 MONTHS

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

BULLOCK AMUSEMENT CO.

—lean entertainment for the whole family—

WANTS FOR 1949 SEASON—OPENING MARCH 26

Legitimate Stock Concessions. No Wheels. No Racket. All open except Cookhouse, Bingo and P.C. Want Fun House, small Animal Show or Pit Show. Will book Little Train. For Sale below cost and will book same on Show for the season, new Electric Star Pop Corn Machine, Super Deluxe Counter Model. Also one Evans High Striker with several hundred Cigars. Want Ride Help that can drive Truck and Semi Trailer, Foremen for No. 5 Eli Wheel, Smith & Smith Chairplane and Little Beauty Merry-Go-Round. All Help that have worked for me before, write. **WINTER QUARTERS, Route 1, Box 29, Charlotte, N. C.**

JOE STARR SHOWS

NOW BOOKING FOR 1949

OPENING IN TEXARKANA, MARCH 15

WANT

WANT

WANT

CONCESSIONS—Cook House or Grab, Pop Corn, Candy Apples, Snow Cones, Novelties, Jewelry, Glass Pitch, Hoop-La, Coke Bottles, Age, Scales, Photos, Long or Short Range Shooting Gallery, Bowling Alley, Darts, Cigarette Pitch, Cork Gallery, Bumper, String Game.
RIDES—Will book Kiddie Auto Ride, Kiddie Merry-Go-Round, small percentage. Will book or buy 2-Arrest Merry-Go-Round. Will book any Flat Ride not conflicting.
SHOWS—Will book any Show of merit with own transportation: Wild Animal, Snake, Circus, Crime Show, Fun House.
HELP WANTED—P.C. Dealers, Foreman for Ferris Wheel, Mix-Up. Johnny Howard, Cliff Higgins, E. G. Str, Mr. Ferguson, all contact me.
J. W. STARR, c/o JOE STARR SHOWS, TEXARKANA, TEXAS

FOR SALE

One 20x30 Khaki Hip Roof Top with one 6-ft. Awning, three 8-ft. Sidewalls.
One 24x40 Khaki Gable Roof Top with one 8-ft. Awning, three 8-ft. Sidewalls. Tops used two seasons each, good shape, built for frames, \$75.00 each.
One 8-Burner steel constructed Stove for Cookhouse with 8-209 American Burners and Wiring, \$50.00.
One 35-in. Sheet Iron Oven for above stove, \$20.00.
204-209 American Burners.

C. FLOYD MELLEN

145 ELM ST. PONTIAC, MICH.

WANT CARNIVAL

For the last week in July
(25-29) at Unionville, Pa.,

Seven miles north of Butler on
Route 8.

TUCK'S GARAGE

R. D. No. 1 BUTLER, PA.
Phone: 26-135

Lawrence Greater Shows

Suite 7-J, 333 West 57th Street
New York City

Now booking Fairs, Celebrations and other Events for 1949 Season. Can place worthwhile Attractions, Concessions and Help—all departments.

FOR SALE

LATE 1947 KIDDIE ROTO-WHIP

Used 5 months, like new, a good cash buy, \$1,800.00. One 10-Kw. Transformer, 2300, 110-220, cash, \$100.00.

W. E. WEST

GEN. DEL. UTICA, MISS.

NOW BOOKING FOR 1949

Shows — Concessions — Ride Help

WM. T. COLLINS SHOWS

406 Erie St. St. Paul, Minn.

STREAMLINE TRAIN

For Sale, consisting of one gasoline driven engine and 4 cars capable of hauling 24 punks. 265 ft. 12-gauge rail, front, ticket box and 2-wheel Trailer in excellent condition. Total cost, \$3,300.00; will sacrifice for \$2,100.00.

VERNON HALL

317 W. Henis, Tucumcari, New Mexico

New Manley Deluxe Cab. Mdl. Popcorn Machine
This machine has been used less than a week, will sell for \$200.00 less than cost. Also a used Crestors Counter Model Popcorn Machine. \$100.00.

Write or Phone
K. C. MOORMAN

1846 N.W. "C" St., Richmond, Ind. Phone 42155.

CRESCENT AMUSEMENT CO. SHOWS

NOW BOOKING SHOWS, RIDES, CONCESSIONS FOR SALE

50 Kw. Transformers, 2300 volts, single phase, new 400 amp. switch box, fuses, cutouts, complete, \$100.00; mounted in a 20-ft. 1944 Carter Van, all steel, with tower, complete, ready hook on to, \$400.00; complete outfit, \$800.00. Can furnish Tractor. Address: CRESCENT AMUSEMENT CO. (Dallas Hiway) Box 789, Jacksonville, Texas

W. G. WADE SHOWS

Now Contracting for 1949 Season

RIDES—SHOWS—CONCESSIONS

CAN PLACE FOR 1949 SEASON

Opening in April

GLASS HOUSE and LIFE SHOW

C. P. O. Box 1488 Detroit 31, Michigan

FOR SALE

Merry-Go-Round 36": #5 Ell Wheel, V-belt drive; Caterpillar, Chair Plane, 24' Tower, 60 Kw. GM Light Plant, Cable, Junction Boxes, Tracks, Tractors and Trailers, Cookhouse, Punk Rack and Milk Bottle Outfit, also Mule Outfit. Answer ad to

F. J. DOWLAND

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WINTER QUARTERS

Johnny T. Tinsley

GREENVILLE, S. C., Jan. 15.—The new year finds the crew painting and building. The electrical shop is converting all light fixtures to fluorescent tubing.

Bob Brockaway and Johnny Major returned from the Allan Herschell Company and the T. R. T. Manufacturing Company, both in North Tonawanda, N. Y., with new equipment. Jimmie Miller is back after a Florida visit and is building stars for the Twin Ferris Wheels.

Mr. and Mrs. Bob Brockaway and family keep open house for the Jack Pot Club. Mack McCaslin presented his wife, Mollie, with a new Sportsman house trailer at Christmas. Frank and June Sims practice bowling nightly. Helen Major, wife of John Major, transportation manager, is becoming quite a carpenter. The Majors are building a home in Greenville and Helen is aiding.

Clarence Fair, of the paint crew, visited his home in Anderson, S. C., for Christmas. He is back in quarters and is No. 1 man on the paint spray. Ride Superintendent Curley Crandall and wife, Margaret, spent the holidays in New Brunswick, N. J. Carl (Hunky) Kalansky advises from Miami that his new cookhouse is completed. Mr. and Mrs. John Tinsley returned from a combined business and pleasure trip to Florida.

Mr. and Mrs. H. S. Thompson and daughter, Myra Ann, spent Christmas in Greenville. Tommy is getting ready for the various fair meetings.

Everyone in quarters was saddened by the report of the death of Mrs. Ben Cheek in Brunswick, Ga. Her husband formerly was employed as ride superintendent on this show. —H. SAWYER.

Midwestern Exposition

ORANGE, Tex., Jan. 15.—A full crew is on hand and shows will open the season in six weeks. Commissary department is now under supervision of Earle (Pinky) Jones.

A new bingo is being framed by Jimmie Harbin, builder and ride superintendent, and a new entrance arch is about completed. New light towers have been added and a cannon free act will be presented.

Owner Ted Woodward and wife, Winona, arrived in time for the New Year's party. Art and Frances Spencer are in Minneapolis but expect to come in soon. Also expected soon are Freddie and Betty Greggs. Millard and Billie Cantrell, who will handle the front gate this year, arrived. The writer recently returned from a holiday visit to his home in Tampa. Iola Baker, concessionaire, visited in Little Rock over the holidays.

Bill and Sonny Hartmann are recuperating from injuries sustained in a car accident Christmas Eve. Lloyd Waldrip, who is supervising construction of the new office concessions, will handle the new sound truck. Earle Crane, popcorn concessionaire, is ready for the opener. Epp Glosser, vacationing in Miami, has his concessions ready for the opening. —OCTAVIO PEDRERO.

Mighty Hoosier State

GREENSBURG, Ind., Jan. 15.—Owner-Manager W. R. Geren attended the fair meeting in Indianapolis and then left for the Kentucky Association of Fairs meeting in Louisville. He plans to attend the meet at Springfield, Ill., January 23-25, after which he and Mrs. Geren will vacation for two weeks in Florida. When they return local quarters will open.

Bingo Randolph, currently visiting in Texas, has completed plans for eight new fronts. Ralph Stafford will handle 10 office-owned concessions.

W. G. Wade

DETROIT, Jan. 15.—Owner-Manager W. G. Wade is supervising winter-quarters activity. Sam Hansen has his crew rebuilding the entrance arch, and the neon department has started the glass work.

General Representative D. Wade recently returned from the Indiana fair meeting. Cameron D. Murray reports bookings for the No. 2 Unit practically complete. Glen W. Wade Jr. has George Kubat going over all his equipment and reports are everything will be ready for the opening, scheduled in early March.

Fred A. and Mildred Miller are touring the Southwest, but Mrs. Miller will fly back for the Michigan fair meeting, as will Gladys Schaum, secretary of the No. 2 Unit. At a recent get-together D. Wade had as his guests Charles and Gertrude Hodges, Specks and Esther Groscurth, owners of the Blue Grass State Shows, and Mr. and Mrs. Bob King, of the Koe Printing Company.

The Harry Beeches write they are planning their Tampa house warming during the Gaspereali. . . . The Frank Wamicks are fishing in Florida. . . .

Shiek and Juanetta Hennessey are winter tramping with Findlay Clark's winter shows. . . . Steve Gaveron, Slim and Peggy Pickard and Ruth Vitale were hosts at a Christmas party at Danny's Tavern. . . . Buster and Irene Crossland are wintering in Louisiana. . . . Evelyn Findlay writes her kiddieland has been refurbished and will be in Detroit for the March opening of the No. 2 Unit. . . . The Bert Britts are down Arkansas way. . . . The Schafers spent the Christmas holidays visiting their children in Rochester, N. Y. . . . Harry Mammias is looking after Frew A. Miller's stable at one of the Florida tracks. . . . George and Kay report their string of concessions are ready to roll. . . . Mr. and Mrs. Thomas Hoctor, owners of the Sunburst Exposition; Roy Barnes and Myron Colegrove, B & C Exposition Shows, and Jack and May Halstead were recent visitors. —WALTER A. SCHAFFER.

Larry Nolan

DENVER, Jan. 15.—Mr. and Mrs. Larry Nolan spent New Year's Eve in Omaha as the guests of Mr. and Mrs. Nelsen and John Zimmerman, of the Central Credit Corporation. Scott Lamb made a flying trip to quarters and stored his truck and concessions. He then left for Dallas for a rest before going back East to bring in the new Metro race horse game. Chet and Bubbles Reese write the weather in West Monroe, La., is okay but they'll be in quarters early.

Mr. and Mrs. Jess Logston are wintering in St. Joseph, Mich. They will return here soon to remodel their cookhouse. Charles Scott reports his new photo layout is working in Arizona.

Ride boys wintering here include Tex Miller, LeRoy Huffman and Chuck Lancaster. Charles Shuey and Jack Terrell signed with Lamb's concessions. Tommy and Gloria Lamb and their baby will remain here in Denver until the opening. Tommy recently completed his Masonic work. Red and Margie Gillmore signed with their concessions, as has Gwyn Russell with diggers.

Mr. and Mrs. W. O. Brown, who will operate the bingo, and Mr. and Mrs. Epperson, pan game, are wintering in Houston.

Org plans to open for the season April 6.

while Hayden Richards again will operate the bingo.

Staff will remain about the same as in 1948, with Mrs. Geren, secretary-treasurer; Kenneth Ritchie, ride superintendent; Tex Fetta, electrician; Mrs. Fetta, front gate, assisted by Frances Harney. The writer has the popcorn stand and is mail man and The Billboard sales agent.—W. C. BRINKMAN.

Gold Bond

MOUNT STERLING, Ill., Jan. 15.—New equipment has been received at quarters here and Owner Mickey Stark has four men repairing and painting the old. New equipment includes Ford panel for sound car job; Kiddie Airplane; cars for kiddie auto ride; Octopus with tractor and trailer; army surplus bus-semi with Ford tractor which will be converted into a modern office; 27-foot Rollohome house trailer for Mr. and Mrs. Stark; 23-foot Overland house trailer for Mr. and Mrs. Garde; neon for light towers; two loud speaker units with automatic record changers; two loud speaker units with standard turntables; a 1½-ton Dodge which will be built into a tool and work shop; a 26-foot closed semi, being built into a Girl Show panel front; a 32-foot semi, being built into a unit for the new Tilt-a-Whirl.

Other equipment ordered includes a 26-foot box-semi and two trucks for the Tilt-a-Whirl; five new tents; canvas covers for various rides; a twin Diesel 150-k.w. General Motors Electric power generator, and several truck loads of lumber, paint, hardware, sheet metal and tools.

Mickey Rankin, general agent, and Al Garde, p.a., have returned from a three-week booking trip in Iowa, Minnesota, North Dakota, Wisconsin, Michigan and Illinois. Ray Balzer will handle advance promotions. The staff will include Mary Stark, secretary-treasurer; Irene Garde, office assistant; Rex McGuire, billposter; Melvin Miller, chief mechanic; Herb Theising, mechanic; Rex Miles, electrician; John Sweeney, lot man. DeLisle Chappel, the Sky-High Sailor (high pole), will be the free act.—MICKEY S. RANKIN.

Don Franklin

BOERNE, Tex., Jan. 15.—Work started here soon after the org closed November 14 at Kingsville, Tex. Arnold Dove, superintendent, is in charge of the make-ready for the 1949 season.

All trucks have been repainted cream color, thus completing the change-over from red started during the past season. All rides and equipment are being overhauled, with work proceeding well ahead of schedule.

The No. 1 unit will open early in March, with plans calling for it to carry 10 rides, 6 shows and 30 concessions. The staff will remain unchanged, with Don Franklin, general manager; Ray Alexander, general agent; Arnold S. Dove, general superintendent; Katherine Franklin, secretary, and Johnny Clay in charge of the advertising and sound truck.

The No. 2 unit will take to the road about July 4. Several rides, including a new boat ride purchased recently from the Allan Herschell Company, are being installed at Lake Cisco Park, Cisco, Tex., and these rides, together with some additions, will comprise the equipment for the No. 2 unit.

Harrison Greater

WEST COLUMBIA, S. C., Jan. 15.—Owner Frank Harrison announces he will add five more trucks to the shows this year, giving the org a total of 24. Three new rides also have been purchased, giving the shows 12 rides, 10 shows and 40 concessions.

Work in quarters started Monday (3) and 18 men are on hand. The new canvas ordered last fall is expected any day. The new tops are for the Girl Show and the new Hill-billy Show. Harrison also is dicker-ing wit a rodeo unit to travel with the shows this year.

Visitors here have included Frank Hughes, Joe Cory, Harry Carols, James Moore, Al Humphries, Bill Stevens and Fred Atlee.—HARRY MEYERS.

B. & H.

SUMTER, S. C., Jan. 15.—W. E. Hobbs and family and Mrs. Elenor McCune, co-owners of B. & H. Amusement Company, have returned to quarters from a vacation in Florida. The Carolina Minstrels will be new. New top will be green, trimmed with red. New stage setting will simulate a river steamer, with orchestra seated on bales of cotton. Lighting effects will be indirect. A new 60-foot front will be added. Earl Taylor, master carpenter, reports that the new entrance arch is about completed. Fred Owens, master painter, has all trucks painted, and reports that the minstrel front is ready for the pictorial and scenic department. Purl Shields is in charge of that department. He is doing a wonderful job.

Scottie Johnstone, chief electrician, is supervising the building of new light towers which are being built by a local steel and iron company. A new sound truck will be added this season. Business Manager and General Agent E. A. Murray recently returned from a booking trip. Org will open early in March.—E. A. MURRAY.

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Southern Valley

MONROE, La., Jan. 15.—Org moved into winter quarters at Sellman Field Air Base here, on the outskirts of Monroe, after closing a successful season November 16 in downtown Monroe. Mr. and Mrs. Eddie Moran, Southern Valley owners, left on a combined business and pleasure trip, going as far north as Chicago. Remaining were Harold Tierman, M. B. McGhee, Melvin Ballard, Mulligan Spriggs, Mr. and Mrs. Pat Wilson, Mr. and Mrs. Glenn Revel, Mr. and Mrs. Bill Ackerman and family, Mr. and Mrs. Jack Egdins and family, Charley Jackson and Benny Hazen.

All equipment is getting a thoro going over and several new buildings are being constructed in quarters. New catwalks and plates have been received for the Tilt-a-Whirl, as has the new canvas from the Campbell Tent & Awning Company. Two new light towers are expected any day. The rolling stock has been increased by three new vans, two new trucks and two straight jobs.

Owner Moran also reports two new rides, a Flying Scooter and another Ferris Wheel will be added before the start of the '49 season. Three new fronts are being constructed. All will have indirect lighting.

Christmas activities included a dinner in quarters, with Mr. and Mrs. Moran as hosts. Visitors here have included Carl Bohn, owner of the shows bearing his name, and his agent, Jack Frick; Mrs. Rose Allen, Mrs. Moran's mother; Chet Reece and daughter, Bubbles, of the Larry Nolan Shows; Mr. Bergheimer, Penny Arcade op; Tiny Lyons and Bill Goff. A constant visitor here is Mrs. C. W. Nails, widow of the late Captain Nails.

Back in quarters are Mr. and Mrs. Johnny Martin and Mr. and Mrs. Roy Mackey. Expected shortly are R. R. Thornton, special agent; Mr. and Mrs. Ernie Collins, and Bobby Moran.—T. L. WENTWORTH.

Pioneer

WAVERLY, N. Y., Jan. 15.—A Christmas party was held for the personnel here. Manager Mickey Percell presented the boys with cigarette lighter and case combinations. His gift to Mrs. Percell was a pair of diamond earrings. A Christmas dinner, with turkey and all the trimmings, was served.

Guests included George P. Brandt, Jim and Don Nero, Harry Lewis, Mr. and Mrs. Gerald Curtiss, Mr. and Mrs. Wilbur Harrison, Mr. and Mrs. Tex Walton, Mr. and Mrs. Carl Lovejoy, Mr. and Mrs. Slim Hoxsie, Harold Corner and family, Mr. and Mrs. Al Wilson and Bobbie, Mr. and Mrs. N. Fitzgerald and family, Mrs. C. Murray and Manager and Mrs. Mickey Percell.

In town for a few days were Jerry Higgins, Robert (Flighty) Tuttle, Mr. and Mrs. Lew Farrell, Paul Merick, Chester Hepp and George Osborne.

Delivery on a new panel truck, recently purchased, is expected any day, along with a new panel truck to be converted into a sound truck. This will give the org two sound wagons, with the mechanical walking man.

Show will open in Virginia, play a few Maryland and Jersey spots, then Pennsylvania, New York, Ohio and West Virginia.—CHARLOTTE LOVEJOY.

B&H

SUMTER, S. C., Jan. 15.—With a fair-sized crew already on hand, work here in quarters is being pushed. More men will be added February 1. Owner W. E. Hobbs hopes to have all work finished by the end of February.

George Arbogen is building two new concessions, giving him five. Owner Hobbs and children recently returned from a Florida vacation. Also back from Florida is Mrs. Eleanor McCune. Sonny George is playing schools and theaters with his minstrel show and band.

Owner Hobbs reports the shows will open for the season the first week in March.—FRED OWENS.

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CONCESSIONS—Custard, Photos, Novelties, Jewelry, Dart Games, Pitches, String Game, Cork Gallery or any legitimate store. What have you?

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RIDES—Any kind of Baby Rides. Have 10 office owned Major Rides. Want First and Second Men that drive, but positively no drunks.

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Showmen's League of America

400 So. State St., Chicago

CHICAGO, Jan. 15.—Attendance at the January 13 meeting was below par, as many members were at various State fair conventions. Bernie Mendelson presided with Treasurer Walter Driver and Secretary Joe Streibich also at the table.

M. J. Doolan's letter from California led members to believe Mike enjoyed the recent snowstorm there. Dick Miller cards from Hamburg, Germany, that he has been having a good time. Al Kamm, in business in Los Angeles, writes that he has been off the road for some time.

Sam Pers left for a visit to Seattle. Jack Hawthorne is planning a Florida trip and Mel Harris expects to leave soon for Texas.

Mail for Roy Buster Smith, Fred W. Scifres, Sam Wilner, Jack Littlefield and W. A. Hopper is being held at the clubrooms.

Dave Malcolm and Charlie Zemater will be in charge of the league's 36th birthday party to be held February 19.

Ladies' Auxiliary

The regular weekly meeting was presided over by Mrs. Robert H. Miller, president. With her on the rostrum were Evelyn Hock, first vice-president pro tem; Mrs. Ralph Glick, second vice-president; Viola Blake Parker, treasurer, and Carmelita Horan, secretary. Invocation was read by Bessie Mossman, chaplain pro tem.

Mrs. Margaret Hock and Evelyn Hock leave soon for Hot Springs, and then to Florida. Phoebe Carsky and daughter, Lynn, are vacationing in Florida. They will be back home in March. Mrs. A. L. Filograsso is in New York.

Shirley Lawrence Levy donated a pair of earrings to the club. These will be auctioned at a later date. Ida Chase's donation of a box of powder and cologne was won by Josephine Glickman. A surprise envelope, donated by Bessie Mossman, was won by Nell Young.

International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 15.—The regular meeting was presided over by Euby Cobb, first vice-president. With Cobb on the rostrum were Leo Lang, treasurer, and George Regan, acting secretary.

New members are Mel Dodson and Curtis Bockus, presented by Charles T. Goss; John Hartby, Billy (Zoot) Reed, Frank Hanlon, Pete Byrnes Jr., Phil Craft, presented by George Regan; William S. Oliver, presented by John Francis; Don Hart and William F. Bleistein, presented by Ralph Hoffman.

Mort Silvers was given a rising vote of thanks for work the last two years in making the party for underprivileged children successful. Talks were made by Charles T. Goss, founder of the club; Happy Ray Ware, Leslie Williams, J. P. Murphy and Dave Kiefer.

Whip Castle, former carnival owner and the club's printer, died January 7 in Alexian Brothers' Hospital, St. Louis. Burial was in the family lot in Lincoln, Neb.

Recently released from Missouri Baptist Hospital were Charles T. Goss and Ray Kramer, both of whom underwent surgery.

Present after absences were Sunny Bernet, Bob Heth, Fred Proper, William (Bill) Snyder, Ralph Lipsky, Edgar Hart, Fred Meyers and Harold Eutah.

Charles Chaney, wintering in Biloxi, Miss., shipped a barrel of fresh fish to the club and a fish fry was enjoyed by members of this org and the Missouri Show Women's Club.

A suggestion by Mort Silvers to hold a midwinter carnival frolic in the clubrooms January 22 was met with hearty response.

CLUB ACTIVITIES

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 15.—One of the most spirited meetings of the season took place Wednesday (12). Attendance was exceptional and many items of importance were acted upon. Secretary Phil Isser presided. Also on the dais were Counselor Hofmann, Dr. Cohen, Fred Murray and Executive Secretary Walter K. Sibley.

It was announced that all awards in the building fund drive had been claimed. While a final report on this drive has not been turned in by the committee, it is believed that a substantial sum has been netted.

Counselor Hofmann is leaving for a trip to Cuba. Past-President Jimmy Strates was in town recently. J. W. (Patty) Conklin was a caller. Other visitors were William Shapiro, Philadelphia; Ernest P. Moore, Richmond, Va.; Benny Merson, back from Hot Springs; Joe Prell, in from booking trip; Bucky Allen, in and out. Frank Conklin is at Santa Anita, Calif., where some of his horses are racing.

Billy Glick also paid a visit. John McCormick was in from Asbury Park, N. J. Other callers were George Bernert, concession manager of Eastern States Exposition; Julius Roth, now emcee of a night club; Charles Wertheimer, Carl Manthey, Siro Aurilio, Andrew Stryker, Stanley Wathon, Jack Hornfeld and Sam Weisser. Letters received from King Reid, Walter Driver and Hyman Feldman.

Nate Weinberg returned to the vets' hospital, Saratoga Springs, N. Y., for treatment. Jimmy Cox at the Pawling Sanitarium in Wynantskill, N. Y., recently given a day's leave. True Perkins still at the Farm Colony, Station Island. Morris Saul recovering from an auto accident and is now with his brothers in Tucson, Ariz. Fred Fournier convalescing at Stokes' Motor Court Camp, Jacksonville, Fla. John O'Rear still ill at his home in Miami. Irving Udowitz at Ward's Island, N. Y. Abraham Kalman recuperating at his home in North Bergen, N. J.

Morris Batalsky in town awaiting discharge of his wife from St. Luke's Hospital, where she underwent an operation. Sincere sympathy to Vice-President Ralph Decker, whose father died recently.

Dada King has been named chairman of the entertainment committee by Prexy Frank Bergen. He announced a barn dance for night of March 19 and sold the first tickets to Charlie Wertheimer.

Dues are due. Next meeting January 26.

Ladies' Auxiliary

There was a good turnout at the Wednesday (12) meeting, presided over by President Queenie Van Vliet. New member Ruth Cook and Miami visitor, Lee Cook, were welcomed. Mildred Isser is on the sick list.

Vi Lawrence, who is with the road company of Annie, Get Your Gun, was in town for a short visit.

Among those at the installation dinner Monday (10) were new members Ruth Cook, Marjorie Glickman, Lee Trotta, Lillian Herron, Adele Fabian and Lillian Lacarusco. Also attending were Minnie Taffet, Julia Taffet, Anita Spitz, Pearl Meyers and Jean Winsor. Millie Pouch delivered a monolog.

Floral tributes were received from the Missouri Showmen's Club, the Caravans, Lone Star Show Women's Club of Texas, and the Ladies' Auxiliaries of the Heart of America Showmen's Club, Greater Tampa Showmen's Association, Michigan Showmen's Association, Showmen's League of America and the Pacific Coast Showmen's Association. Telegrams were received from Midge Cohen, Florida Elk, Rae Gruberg and Ceil Forman, from Miami; also from Pearl Meyers, National Showmen's Associa-

Pacific Coast Showmen's Association

1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Jan. 15.—Unusual weather, namely snow and rain, failed to cut attendance at the regular Monday (10) meeting. Joe Krug presided in the absence of Earl O. Douglas, president, with Lou Manley assuming his new duties as secretary. On the rostrum were Larry Ferris, Mike Doolan, Al Weber and guests, Dwight Pepple and Louie Stern, of Polack Bros.' Circus.

Sam Breetwor was elected to membership.

John Lorman reported visiting Ed Smithson, patient in General Hospital.

Krug called upon Doug Wiser, Dan Dix, Harry Suker, Sam Abbott and Mat Herman for short talks.

Norman (Dutch) Schue, Red Atkinson, Larry Ferris, Gus McCarty and Meyer Scholem were named to handle the free lunch Monday night (17).

Ladies' Auxiliary

Regular meeting was held Monday (10), with President Mary Taylor presiding. Other officers present were Lille Schue, first vice-president; Opal Manley, second vice-president; Edith Hargrave, secretary, and Peggy Forstall, treasurer.

A new member, Ora Van Zant, was introduced by President Taylor.

Norma Burke, Helen Christenson, Dorothy Scott and Jennie Regal were reported on the sick list. Minnie Fisher reported receiving a letter from Blossom Robinson, who reported she is much improved from her recent illness.

The bank award went to Minnie Fisher. Mae Mortenson won the door prize donated by Ann Doolan. Past President Nina Rogers won the fishing reel; Emma Blask won the military set, then donated it to the club, and Alta Deneu won the dresser set.

Morosa Herman was given a vote of thanks for her work on the installation dinner. Also thanked were Ann Doolan and Edith Walpert for being installing officer and mistress of ceremonies, respectively. Lille Schue was named chairman of the bazaar committee. Called on for short talks were Betty Schoonover, Anna Metcalf, Ora Van Zant and Clara Barton.

Lunch was served by Estelle Wampler and her committee.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Jan. 15.—President C. H. Allton presided at his first meeting Thursday (6). M. H. and Maxine Ellison were invited to the rostrum.

A moment of silence was observed in memory of Dan Meggs, who died January 1.

Herb Sucher reported on the New Year's Eve party and installation, and Lloyd Lusby reported on org's eighth annual party at Larry Potter's Supper Club. Lusby acknowledged a check for \$100, donated by Charles Walpert, and one for \$20, donated by Larry Potter, for the sick and relief fund.

Fred and Nellie Ramsey reported they will leave soon for the North. Called on for short talks were Abe Fabricant, Tillie Palmateer, Nancy Meyer, Rose Fitzgerald and Sis Dyer, the latter introducing her guest, Zola Wise. Florence Lusby introduced her sister, Myrl Wentzel.

Larry Nathan furnished candy for the evening and Lucille King and her committee were in charge of the lunch.

Elsie Miller, president of the Ladies' Auxiliary of the Showmen's League of America.

Open-meeting Wednesday (26). Invite your friends and prospective members to attend.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Jan. 15.—Regular meeting, also election, was held Monday night (10). More than 200 members cast ballots. Irving Borker and his assistants served refreshments.

Newly elected officers are Jack Gallagher, president; Nat Golden, first vice-president; Marvin Keyes, second vice-president; Fred Silber, third vice-president; Louis Rosenthal, treasurer, and Bernhard Robbins, secretary.

Presiding at the meeting was President Harry Stahl. Also on the rostrum were Ben Morrisson, first vice-president; Roscoe Wade, second vice-president; Nate Golden, third vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary; Joseph Lattin, club auditor; Leonard Simons, club attorney, and Past Presidents Leo Lipka, Jack Dickstein and Al Wagner.

Harold and David Maskaron and Mickey Woolf were elected to membership.

Out-of-town visitors were Messrs. Cleaver and Arigo, of the Carol Shows, Toronto.

Jack Gallagher announced the appointment of Al Wagner as chairman of the membership committee and Isadore Sobol as house committee chairman.

Ladies' Auxiliary

The annual installation banquet was held in the Zebra Room of the Club Bali Wednesday night (12).

Installing officer was Pat Crognale. Margie Manzell was mistress of ceremonies.

A gold Oscar for outstanding service was presented Ann Borker by retiring President Bernice Stahl. Individual gifts and tributes were presented outgoing officers and committee women.

Jack Gallagher and Harry Stahl, incoming and out-going presidents, respectively, of the MSA, were guests of honor at the banquet.

Rocky Mountain Showmen's Club

1421 Arapahoe, Denver 2, Colo.

DENVER, Jan. 15.—Election night, Friday (7), registered the largest turnout of the season. New officers named were Ralph Smith, president; Larry Nolan, vice-president; Ada Smith, secretary; Jim Williams, treasurer; Bob Curtis, custodian, and Charles Shuey, sergeant at arms. Named to the board of directors were T. O. Oliver, Marie Williams, A. G. Goldberg and Louis Burton.

The fifth annual banquet and ball will be held in the club February 12. Louis Burton reported the new bar would be ready by that time.

Scott Lamb's check, offered to the member bringing in the greatest number of new members, was won by Larry Nolan. Frank Swartz wired he would be unable to make the meeting because he was snowbound in South Dakota. Mr. and Mrs. Spot Goodman returned from a business trip to New York.

Visitors have included Jack Terrill, John Duggan, Julian Mace, and Pick and Jean Huston. Dopey Bess closed a 10-week run at the local Kresge store and is readying his jewelry. (See RMS on opposite page)

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 15.—Regular weekly meeting was opened by President Elliott. Also on the rostrum were Secretary Bill Wilcox and Treasurer George Carpenter. President Elliott introduced E. D. McCrary, president-elect and turned the gavel over to him.

Senator Paul Winan was elected to membership.

Called on for short talks were Harry Duncan, Roger E. Haney and Merio Brancato. Following the meeting lunch was served.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Old Lace, Tex. Jan. 15, 1949

Dear Editor:
 Some like the slogan, "All new but the name." It's refreshing to the guy who never heard of the title and is as invigorating as a sign, "under new management," hanging on a highway grease joint. One show made a season under the slogan, "All old but the name." Jackpotters argue that it happened during a boom year. From a guy who is in the know we learned that the following year the show used, "All new, including the title," and didn't make the season. A stick who is an authority on percentages claimed that the change in slogans had nothing to do with it. The downfall was laid to the show's owner opening it in March, the month famous as the one when dice are wrong

We believe a title is the thing if it's clear to the showgoer and clear in its bank. However, a count-store agent claims that there are old titles in mothballs that can be bought cheaper than you can new equipment. Take the case of the Stone Valley Shows vs. Money. It bought so much new equipment that it had no money to move out of the barn and is still on the rocks in the valley—but what a title!

In 1946 Pete Ballyhoo went all-out for the "All new but the name" slogan. We had new shows, new tops, new fronts and new rides, but the boss brought back all the old faces. That convinced midway patrons that the show hadn't changed. It is well and good to carry the same women year after year, but after 15 years of rugged trouping they should be put in pasture. The worst of it was that

during the year they were permitted to parade thru the front gate where the natives could see them waddling their surplus weight thru the marquee or limping in on their fallen arches. As loyal services must be rewarded, and because the grass isn't any greener in the pasture on the other side of the fence, the Ballyhoo brothers decided to let them come back in 1947 providing they bought tickets to come thru the marquee, but he preferred that they sneak onto the lot by coming in between the banners of the Geek Show which is located at the back end of the midway.

Last season we had at least 40 new female faces on our bedroom shows. When the season ended the office was hooked with 40 left-behind women and dogs. As both had been wagonized, the boss decided to auction them off, but the old had left with the old, and the new husbands had left by themselves. That threw the auction off of a truck out in the sticks where the bidding was brisk. The slogan there was, "Pay for a divorce and get a bride." That farmed 'em out where the pasturage was for free.

Because the gals had sawdust in their shoes, 90 per cent of them came back to the shows last spring, and they brought along their new husbands, which gave us new faces on the rides as well as 36 one-season gals on the shows. It also proved the point that only 10 per cent of the one-season gals went rustic and on pasture for life and that you can't pasture the old. Our slogan now is, "Some new, some old."

Ohio Valley Org Inks Iroquois, Ill., Contract

IROQUOIS, Ill., Jan. 15.—Ohio Valley Shows again have been signed to provide the midway at the annual July 4 Celebration here. Dates are July 2-4.

Frank Hill, president of the celebration, represented the sponsoring org, and General Agent Bill Harris represented the Ohio Valley Shows.

RMS

(Continued from opposite page)
 elry layout for the stock show. Bill Neeley reports he's doing okay with his photo spot. Frank Swartz, owner of the new Rocky Mountain Empire Shows, reports bookings coming in okay, the staff lined up and plans moving ahead for an early spring opening.

This Modern Age!

LOS ANGELES, Jan. 15.—Rose and Larry Ferris, owners of the Ferris Greater Shows, now claim, after their earliest opening in history, to be the "fastest moving show in the business." Show pulled into San Diego to play the Harbor Fiesta and National Fish Week Wednesday (5) and moved out Thursday (6).

Ferris was contracted to play a nine-day date in Lane Field. When the show rolled in it was unable to play the engagement because of improper licensing by the committee and inadequate space allowed the carnival due to rigid fire ordinances governing shows in the zone in which the park is located. Ordinance called for all tents to be at least 50 feet from any structure. Space was insufficient for the Ferris organization.

Show equipment was not unloaded. Now back in the barn, the Ferrises are readying the show to open at the Riverside County Fair and Date Festival in Indio, February 18-22.

WANTED For Key West, Fla., Lions' Club Charity Festival

Two weeks commencing February 1st to 15th. Five thousand sailors on the streets every night—two pay days. Part of fleet will be in Key West during our engagement. This should be RED one.

Can use one or two more Rides, such as Fly-o-Plane, Octopus, Kiddie Ride or any Ride that will not conflict. Can use Monkey Show, two Girl Shows, Side Show, Fun House, Snake with own outfit. Concessions—Hanky Pank of any kind, Stock Wheels, Roll Downs and Razzle, save your stamps. Can use two Mitt Camps. Want two Free Acts, must be high in the air. Can use set of Kiddie Rides and one Major Ride to be placed on Key West Beach for the winter—will lease or book same. Write or wire

LEO M. BISTANY
 79TH ST. HOTEL, MIAMI, FLORIDA

WANT FOR HONOLULU WITH E. K. FERNANDEZ CIRCUS

STRONG SIDE SHOW ACTS TO FEATURE AND MIDGETS FOR MIDGET SHOW. ALSO BOOKING ACTS AND MITT CAMP FOR CANADA. FOR SUMMER SEASON, WOULD LIKE TO HEAR FROM GOOD FAT GIRL OR FAT BOY.

Boat leaves for Honolulu January 26; back about March 15. Boat transportation furnished. State your lowest salary. Send photo. Address: PETER KORTES, 3811 Laurita Ave., Pasadena 10, Calif. (Phone: SYC 31046)

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

NOW BOOKING SHOWS AND CONCESSIONS for 1949

Season Opens March 12th, Lake Charles, La.
 Can place Ten-Cent Stock Concessions. Agents for Cork Gallery and other Slum Stores. Manager for office-owned Cook House. Want Shows with or without own outfit. Have complete outfit for Colored Minstrel, Snake Show or small Illusion. Alexander Tolliver, answer. Want Ride Help for Merry-Go-Round, Tilt-a-Whirl, Caterpillar. Bill Permenter and Bill Kirschman, answer. All replies:

ED GROVES, Mgr.
 P. O. BOX 321, SULPHUR, LA.

HOWARD J. CLIFFORD Presents CLIFFORD'S UNITED SHOWS

OPENING NEAR LOS ANGELES, MARCH 21, 1949. Now contracting for Season of 1949. CONCESSIONS—Will book Legitimate Concessions of all kinds except Eating Concessions which are already contracted. Open: A beautiful Bingo, complete with stock for right party. No Mitt Camps. SHOWS—Any high-class Shows with own transportation. Manager for nice Side Show, complete. What have you to put in it? No Girls or Athletic Shows.

RIDES—All booked except Pony Ride. Bill Thompson, please contact. Opening for good Ride Help who drive semis and will be with it and for it. First of Mays, stay away.

Address all communications to:
 HOWARD J. CLIFFORD
 11829 DARLINGTON AVE. WEST LOS ANGELES 24, CALIF. Phone: Arizona 8-2961

JOHNNY T. TINSLEY SHOWS "America's Most Modern Midway"

WANT
 For best equipped Motordrome on the road, capable Manager and Riders. Want capable Managers for high class Snake Show built on truck, Illusion Show and Animal Show. The above attractions nicely equipped and if properly managed will assure operators a profitable season. Want to buy for cash, completely framed Minstrel Show outfit; must be first class in every respect. Will book any high class Show catering to ladies and gentlemen not conflicting with what we have.

Address:
 JOHNNY T. TINSLEY SHOWS
 22-A E. COURT ST. GREENVILLE, S. C.

J. A. GENTSCH SHOWS

NOW BOOKING FOR THE 1949 OPENING AND SEASON

Open March 14 at Forest, Miss., followed by Port Gibson, Miss., two largest and biggest State Stock Shows, also Mississippi's two best spring dates. Show will carry 9 office-owned Rides.

WANT TO BOOK: Frozen Custard, Scales, Jewelry, Photo, Novelties, and any 10¢ Stock Concessions. WANT TO BOOK: Any Show that does not conflict with Snake and Animal Show. Good proposition for Motordrome, Mechanical City, Illusion and 5 or 10-in-1 Show. Have 25x80 Tent if you have Banners and Acts for 5 or 10-in-1 Show.

WANT: Second Men who can handle Semi for Tilt, Ferris Wheel, Merry-Go-Round, Dipyr Doodle and Silver Streak. Bill and Betty Bailey, contact me at once.

Direct all answers to J. A. GENTSCH SHOWS, Winter Quarters, Natchez, Miss.

EASTERN AMUSEMENT COMPANY

Now Booking for 1949

WANTS
 CONCESSIONS—Scales, Age, Novelties, Fish Pond, Candy Floss, Balloon Dart, Photos, Jewelry, Cigarette Gallery, String Game, Basket Ball, Bumper, Root Beer. X on all Concessions. WANTED—Cookhouse.
 WANTS
 SHOWS—Girl with or without Top. Also Monkey or any other not conflicting. HELP—Ride Help, No. 1 and 2 Man for Ferris Wheel, Chairplane and Merry-Go-Round; sober Semi Drivers preferred. Concession Help of all kinds, married men and wives preferred. WILL BOOK—Kiddie Auto, Train or Airplane Swing.
 All contact: M. S. EARL, Box 683, Farmington, Maine

FOR SALE

DeLuxe Diner-Grab on 20 Ft. Des Moines Trailer, complete with dishes, cooking utensils, butane tanks, range, ice box, steam table, two griddles, Silex coffee maker, stainless steel juice dispenser and French fry equipment, together with 12x16 dining room top and frame very good condition, used two seasons, and tables and stools, awnings all way around, and aluminum panels. Everything hauls inside trailer. Complete, \$1500.00 cash. Traded by '39 Chev. 1/2-ton pick-up, also available. Would like to buy good used Dodgeon Platform. Give full particulars.

H. W. STECK
 Plainview, Minn.

TIVOLI EXPOSITION SHOWS

NOW BOOKING SHOWS
 Concessions, Ride Help for 1949 season. Show Opens March 12. Contact: N. V. PETERSEN, Gen. Mgr., or C. S. NOELL, Gen. Agent, Box 742, Jolin, Mo.

FOR SALE

1 King Fun House, bought new June 1948, 54-ft. spread; P. A. system, record changer, etc., plenty of extras. With or without tractor. A real bargain.
 FRED H. CULBERTSON
 301 N. 41st St. LOUISVILLE, KY. Phone: Cypress 5215

CARNIVAL WANTED

CARDWELL COMMUNITY FAIR
 Sept. 19-24, incl. Address: W. D. ENGLISH, M.D. Cardwell, Missouri

RIDES WANTED FOR CASH

Tilt, Octopus, Roll-o-Plane, Whip, Portable building for Dodgeon. Send photo. Cash for Arcade equipment. Will pick up Rides in radius of 500 miles. Want Portable Roller Rink. For Sale—1949 EH 12 or 1947 EH 5. Sell either. Moskest Rifle Range for sale.
 F. SHAFER, Washington, Ind. Phone: 1278-R.

FOR SALE

1 Portable Long Range Gallery, 1 Short Range Gallery, 1 Evans Dice Cage, 2 sets of Buckets.

JOE E. KAUS
 P. O. BOX 822, NEW BERN, N. C.

SIDNEY KIRK

Formerly at White City, Worcester and later at Virginia Beach, or anyone knowing his present whereabouts, please communicate with

AMUSEMENT ENTERPRISES
 1839 James Ave. Miami Beach, Fla.

CONCESSIONAIRES—RIDE OWNERS

Tucson (Ariz.) Kiddies are crying for a Kiddieland. 12 months of sunbath, 365 days of operation. 2 acres of land, excellent location with adequate parking facilities. Space available on percentage or lease. Legitimate operations only. Give full details of your operation.
 BOX 242, c/o THE BILLBOARD
 155 N. Clark, Chicago, Ill.

FOR SALE

1947 HERSCHELL KIDDIE AUTO RIDE
 1947 #3 ELI FERRIS WHEEL
 1948 MANGELS KIDDIE WHIP
 1948 ADDISON MINIATURE TRAIN

BOX 97, c/o Billboard, St. Louis 1, Missouri

GIRLS GIRLS GIRLS

Young, reliable; must cut Show. Salary no object, payable nightly if wanted. New wardrobe furnished. Will take willing Beginners. Send photo if possible. Virginia Ward, Janet Ferst, Jean Martin, CAROL LEE, contact at once.

SEASON OPENS FEBRUARY 14.

JOE MOONEY

6198 S.W. 8th St. MIAMI, FLA.

Rides—FOR SALE—Rides

With or Without Transportation
 ROLL-O-PLANE. 1944 model super with break over. Excellent condition. Complete with ticket box and fence. Repainted and ready to go. \$3,500.00; with transportation, \$5,000.00.
 MIX-UP. 1946 model Gruner, 24 passenger. Le Roi motor. Ride and motor in A-1 condition. Complete with ticket box and fence. Repainted and ready to set up, \$1,600.00; with transportation, \$2,200.00.
 MINIATURE TRAIN. 30 passenger. gas driven. 225 feet of track. Repainted and ready. \$1,000.00.
 KIDDIE ELEPHANT RIDE. powered by electric motor. Perfect condition, \$300.00.
PAUL'S AMUSEMENT CO., P. O. Box 326, Conway, Ark.

FOR SALE

8-Car Octopus in perfect condition, good as new, with new Tubs and International motors mounted on wheels; price, \$4,000.00. Also 24-ft. Franchise Trailer, special built for Octopus; price, \$750.00. 1940 2-Ton International Tractor, completely overhauled and painted, price, \$750. Rides can be bought with or without transportation. Buyer must see Ride to appreciate this bargain.

MAX GRUBERG

MIAMI SHOWMEN'S ASSN.
 236 W. Flagler St. MIAMI, Fla.

DON'T MISS THE BUS!

ALL TYPES OF BUSES FOR IMMEDIATE DELIVERY. Send for list today.

Priced from \$1250.00.

Consolidated Bus & Equipment Co.

420 Lexington Avenue New York City
 MU 3-9297

WANTED

2 or 3-Abreast Merry-Go-Round, large Train. Will pay cash or trade 7-Tub Tilt-a-Whirl, 8-Tub Streamlined Whip, Jones Mix-Up, Allan Herschell Kiddie Auto Ride.

CLIFF WILSON DIST. CO.
 1121 South Main St. Tulsa 3, Okla.

OHIO VALLEY SHOWS

Opening in Ohio in April, playing Ohio, Indiana and South.

Now booking Rides, Shows and Concessions.

ROXIE HARRIS

P. O. Box 142, Findlay, Ohio

PALMETTO EXPOSITION SHOWS

PLAYING SOUTH CAROLINA, NORTH CAROLINA AND GEORGIA. NOW BOOKING FOR SPRING OPENING FEB. 21-26, CHESNEE, S. C. Followed by lots in and around Spartanburg and Greenville, S. C. until weather breaks. Have nice route that I will give to interested parties. Can place Concessions of all kinds; one Mitt Camp, especially need P. C. Agents and Penny Pitch Agents, also Slum Agents for office-owned Concessions. RIDES: Will book Ferris Wheel and Merry-Go-Round for committee money only. SHOWS: Have new Minstral Show Top and Front complete that I will turn over to an organized troupe. Also have new 30x40 Top for any Grind Show. Will book any Show of merit. Following people get in touch: Roy Johnson, George Beardsley, Mary (High Hip) Speight and Country, Snake Show Marshall, have a special offer for you; Alfred (Few Clothes) Brooks. All replies to

MILTON McNEACE

BOX 117, CHESNEE, S. C.

PHONE 69-W

BARNEY TASSELL UNIT SHOWS

LAST CALL LAST CALL

FOR

MULBERRY, FLA., PHOSPHATE BONA FIDE FAIR

OPENING JANUARY 21. TWO FRIDAYS AND SATURDAYS. CAN PLACE RIDES, SHOWS AND CONCESSIONS OF ALL KINDS. WIRE

BARNEY TASSELL, c/o Fair Grounds, Mulberry, Fla. BARNEY TASSELL UNIT SHOWS.

BOAT RIDE FOR SALE

Anderson Plastic Boats. Used nine weeks.

DEAN HARRIMAN

1526 E. Colonial

Orlando, Florida

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Jan. 15.—The writer will attend the Virginia fair meeting January 23-24, the Pennsylvania meeting January 26-27 and the New York meeting February 7-8.

Mrs. Jean Delabates, of the James E. Strates Shows, was a recent visitor.

Detailed information of the anticipated effect of television on other forms of amusements, particularly motion pictures, is on file in the ACA office.

Also on file is information regarding the business outlook for this year. Statistical data available indicates the over-all picture is one of deflationary trend. Two favorable factors are that the cost of living is expected to decrease and income from wages and salaries is expected to remain on a par with 1948. The deflationary trend is expected to continue thru 1949 and in 1950 may be operating at a very fast pace.

Altho increased corporate income taxes are anticipated, it is not likely an excess profits tax will be approved. There is still a fair opportunity for reduction in excise taxes, and with the decline in so-called luxury lines, Congress undoubtedly will give consideration to the elimination of various excise taxes in order to increase consumer demand in these lines.

Earl, Ross Form New Combo; Plan Junket in Maine

LITCHFIELD, Me., Jan. 15.—M. S. Earl, well known in outdoor show circles as an independent concessionaire, and C. R. Ross have formed a partnership to operate a new carnival organization this year under the title of Eastern Amusement Company, Earl announced from local quarters this week. Earl will be general manager of the new org, with Ross as business manager. Stella Earl is secretary, with Helen Ross manager of the office.

Current plans call for the shows to play Maine exclusively. Ross formerly was associated with a park in Michigan. He and Earl are currently making a number of fair meetings.

Shows headquarters are in Farmington, Me., and org will include a Ferris Wheel, Merry - Go - Round, Chairplane and a number of kiddie rides. Three shows and about 20 concessions are contemplated, Earl said.

WANTED**#5 ELI FERRIS WHEEL**

First-class condition. What have you?

BOX 241, The Billboard

165 N. Clark

Chicago, Ill.

Torti Appointed SLA Ways, Means Pilot; Parker Sets Groups

CHICAGO, Jan. 15.—Ned E. Torti this week was named chairman of the ways and means committee of the Showmen's League of America, with Jack Duffield, Floyd E. Gooding, Denny Pugh and Ben Weiss as co-chairmen. The appointments were made by Bob Parker, league president.

Named to serve on the committee were:

Bernard (Bucky) Allen, Dwight J. Bazinet, Sunny Bernet, Gean Bernet, Elmer Byrnes, Eddie N. Coe, J. W. (Patty) Conklin, William Cowan, Ralph O. Decker, John J. Denton, M. J. Doolan, David B. Endy, Art Frazier, John W. Gallagan, K. H. Garman, Jack Gilbert, George A. Golden and Sam Gordon.

W. J. Goutermout, Harry W. Hennies, Ben Hyman, William Kaplan, Edmund Kornumpf, Charles A. Lenz, Louis Leonard, Sam Lieberwitz, Ernest (Rube) Liebman, Roger S. Littleford Jr., John L. Lorman, Andy Markham, Harry P. Martin, Sam Menchin, Joe Murphy, J. C. McCaffery, Vernon L. McReavy and Paul (Olsen) Oleksy.

Win Partello, Archie L. Putnam, John Quinn, Harry Ross, Carl J. Sedlmayr Jr., Harry Schreiber, Henry N. Shelby, Eugene Skerbeck, Arthur Stahlman, Lloyd I. Thomas, J. C. (Tommy) Thomas, Al Wagner, Sam L. Ward, F. A. (Whitey) Woods and G. L. (Mike) Wright.

Other committees named were as follows: Finance Committee—S. T. Jessop, chairman; Alvin C. Beck, William Carsky, George B. Flint, George A. Golden, Harry W. Hennies, George W. Johnson, Fred H. Kressmann, Arnold Maley, Harry Mamsch, Albert J. Sweeney and G. L. (Mike) Wright.

House—Max B. Brantman, chairman; Pete Pivor, co-chairman; Oliver Barnes, Jack Benjamin, Charles Bohdan, George Brooks, Charles H. Hall, Melvin L. Harris, Jack Hawthorne, Paul S. Miller, Irving Malitz, Isaac Malitz, Jack Levine, Vince McCabe, Thomas F. Sharkey, Samuel J. Solomon and Ralph R. Pope.

Welfare—James Campbell, chairman; Val Coogan, Charles H. Hall, Rev. Marcel La Voy, Ernest (Rube) Liebman, Walter F. Driver and Edward Levinson.

Funeral—Robert Seery, chairman; Nieman Elzman, Joseph Warburg, Charles H. Hall, William Hetlich, Rev. Marcel La Voy, Isaac Malitz, Hyman Neitlich and Walter F. Driver. Cemetery—Edward Sopenar, chairman; Morris A. Haft, M. H. Barnes, E. Courtemanche, Harry A. Illions, S. T. Jessop, Louis Keller and Max Goodman.

Membership—John W. Gallagan, chairman; Joseph J. Fontana, Harry W. Hennies and Hubert B. Shive, co-chairmen; Max M. Aver, Tom L. Baker, W. A. Bernauer, Harry (Bing) Bernstein, Ollie E. Bradley, William T. Collins, Edgar J. Casey, J. W. (Patty) Conklin, William Cowan, John J. Denton, Paul Delaney, Russell Donnelly, David B. Endy, John F. Enright, John J. Gallagher, William R. Geren, Harry H. Vaughn, F. E. Gooding, Joseph L. Goodman, C. C. Groscurth, Carl L. Hanson, Maxie Herman, C. O. Hill, Ben Hyman and George W. Johnson.

Andy Kasin, Robert R. Kline, John (Sheik) Lempart, Sam S. Levy, Ernest (Rube) Liebman, John E. Lampton, H. A. (Whitey) Lehrter, Arthur Ludwig, Joseph J. McDonnell, Vernon L. McReavy, Arnold Maley, Ross Manning, Bernie Mendelson, Jack Mills, John Mulder, Harold Paddock, T. Dwight Pepple, Irving J. Polack, Howard Piercy, Denny Pugh, King Reid, L. C. Reynolds and Vaughn Richardson.

Sammy Sapon, O. Buck Saunders, Joseph S. Scholibo, Carl J. Sedlmayr Jr., William E. Snyder, C. A. Sonnenberg, James E. Strates, James P. Sullivan, Harry J. Taylor, Frank R. Winkley, Edward L. Young and Charles Zemater.

Entertainment—Maurice (Lefty) Obren, chairman; William Carsky, co-chairman; Sunny Bernet, John M. Duffield, George B. Flint, Hy Glinnis, Arthur P. Briese, William H. Green, Morris A. Haft, Fred H. Kressmann, Bernie Mendelson, Dave Malcolm, Sam J. Levy, T. Dwight Pepple, David P. O'Malley, Albert J. Sweeney, Jack Norman, Max Sharp, Boyle Woolfolk, Hubert Schloas, Ernie A. Young and Charles Zemater.

Press—Nat S. Green, chairman; Arthur P. Briese, Herb Dotten, William H. Green, Johnny J. Kline, Roger S. Littleford Jr., Pat Purcell, James A. Tinney, Leonard Traube, Sam L. Ward, Gaylor White, Eugene Whitmore and Morris (Jack) Kaplan.

Moore's Modern

SEARCY, Ark., Jan. 15.—Jack B. Moore, who recently returned from a hunting and fishing trip, announced purchase of a new Roll-o-Whirl. Bill Morgan has booked his Tilt for the '49 season. John Starkey is kept busy nursing the "livestock" Moore brought back from his recent trip. Jeff and Joanne Nix are in charge of Moore's home.

Max Weber again has taken over management of the Athletic Show and Buddy and Doris Buck have taken over the Girl Show. Major Little and his parents are wintering in Newport, Ark. Irene Moore reports she is kept busy these days entertaining guests.—JEFF NIX.

Reps, Bookers Out Strong for Annual Indianapolis Meet

(Continued from page 33)

Shows; Slim Wells, Amusement Corporation of America; Bobby Kline, general agent, Endy Bros. Shows, and John R. Ward and Harry Baxter, John R. Ward Shows.

There was a heavier turnout than usual of representatives of motorized shows. Noted were Floyd E. Gooding, Mr. and Mrs. Gerald Frantz, John Enright, Mr. and Mrs. William Leisure and Haps Beshire, all of F. E. Gooding Amusement Company; Herb Shive, Lawrence Greater Shows; L. I. Thomas, Mr. and Mrs. Jim Willman and Jimmie Chickrell, Thomas Joyland Shows.

Also on hand were Richard Miller and Whitey Brooks, Merry Midway Shows; C. C. Groscurth and M. G. Stokes, Blue Grass Shows; Paul Drago, Drago Amusement Company; Mr. and Mrs. Cliff Thomas and Mr. and Mrs. T. J. Smith, Thomas Amusement Enterprises; Roxie and Bull Harris, Ohio Valley Shows; Tom L. Baker, Tom Mehl and Bill Gemmill, Baker United Shows; W. R. Geren, Mighty Hoosier State Shows; Mr. and Mrs. John McKee and Leslie Braley, John McKee Shows.

D. Wade and Mr. and Mrs. C. D. Murray, W. G. Wade Shows; C. S. and Robert Peck and Paul T. Robertson, Peck Amusement; Mr. and Mrs. Lee Becht, Lee Becht Shows; Jimmie Chanos, Jimmie Chanos Shows; Mr. and Mrs. John Quinn and Charles Schafer, World of Pleasure Shows; Mr. and Mrs. W. H. Lambert and L. F. Tyra, Rogers Greater Shows; John Portemont Jr., Johnny's United Shows, and Harry Alkon and Al Humpke, Graceland Greater Shows.

Bookers Represented

Booking office representatives included Sam J. Levy and Billy Senior, Barnes-Carruthers Theatrical Enterprises; Bob Shaw, Glenn Jacobs, Doc Arlington and Earl Young, Gus Sun Agency; Bill Harkness, WLW Attractions; Dick Kurtz, WLS Attractions, Boyle Woolfolk and Len Fisher, Boyle Woolfolk Agency; Charles Zemater Sr., Charles Zemater Agency; Buddy Peterson, Rudy Rousse and Dick Barie, Associated Fair Productions; H. Schallman, Voorhees and Fleckles Fair Booking Association; Sunny Bernet, Sunny Bernet Attractions; Ross Christena and Gordon Kibbler, Ross W. Christena Agency; Henry Lueders, Henry Lueders Attractions, and Clyde L. Klein, Clyde Edgell and Bill Lynch, Klein's Attractions.

Thrill show reps were Earl Newberry, Jimmie Van Cise, Bill Horton and Jack Kaplan, Jimmie Lynch's Death Dodgers; B. Ward Beam, B. Ward Beam's International Congress of Daredevils; Lee Lott, Lucky Lott's Hell Drivers; Joe Chitwood, Jole Chitwood's Hell Drivers, and Irish Horan, Jack Kochman's Hell Drivers.

Other attraction reps noted were L. E. Holt, F. A. Conway and Orville Willis, Interstate Fireworks Display Company; Jay Gould and Elmer Brown, general agent, Jay Gould Circus; Mr. and Mrs. Jinx Hoagland and S. W. Freigy, Hoagland's Hippodrome; Jack Raum, Jack Raum's Rodeo; Mr. and Mrs. Al Jones, Al Jones Rodeo and Circus, and Mr. and Mrs. Lloyd Schmerhorn, Schmerhorn's Rodeo.

Fair and show suppliers were: John Anderson and E. J. Coburn, Enquirer Printing Company; Ray Monahan and Kenney Bitterman, Advertising Plates Company; John Lempart, John Lempart & Company; Emil C. Guidentzopf Sr., and Kurt Kuehn, Regalia Manufacturing Company; Frank Prystas and Kenneth Lee, Fair Publishing House; R. I. Maurer, Metro-Electronic Company; Phil Irwin Jr., Columbia Decorators; Jack Robbins and Dave Rosenberg, Triangle Poster Printing Company.

5 Dixie Annuals Inked by Hamid

NEW YORK, Jan. 15.—George A. Hamid this week announced the signing of annuals in Rutherfordton, Statesville, Albemarle, and Hickory, N. C., and Galax, Va. All contracts were handled by his son, George Jr.

Hickory, which was a war-time casualty, will be revived this year and feature a big grandstand show, Hamid said.

Hamid last week announced the signing of the Allentown (Pa.) Fair. The directors, he said, voted down a suggestion that supplemental name attractions be used since the grandstand annually plays to capacity business. The Monday night opening, which proved so successful last year, will be continued.

The Allentown show will include *Grandstand Follies*, Sharkey the Seal, and 12 additional acts.

Major Improvements Skedded for Mineola

NEW YORK, Jan. 15.—J. Alfred Valentine, prexy of the Mineola (Long Island) Fair, announces several projected improvements in layout of the Mineola fairgrounds for the 107th edition of this annual next September.

Major projects are the transferring of the square-dance pavilion, rural arena and horseshoe pitching courts from their present spots in the crowd exhibit area to new locations in the race track infield. Contract already has been let for the dance pavilion, which will have a concrete floor.

To make the new locations easily accessible to the public a new roadway will be built from the exhibit area to the track infield and an elaborate lighting system will be installed along the roadway and in the new recreation center.

Mesa, Ariz., Annual To Open 500G Bldg.

MESA, Ariz., Jan. 15.—The new Mesa Municipal Building, built at a cost of \$500,000, will be formally opened at the Maricopa County Fair and Citrus Show, tentatively set for February 20-27. This will mark the first year the citrus show and fair have been combined.

The building, purchased from the War Assets Administration and remodeled with a \$100,000 bond issue, includes an auditorium seating 4,000. Seating capacity of the auditorium will be increased to 7,000 by the addition of a balcony.

Montana Trio Planning New Showmen's Club

ANACONDA, Mont., Jan. 15.—Harry E. Snider, known professionally as Caligari, the Magician, together with John (Fat) Morse, former vaudeville player, and Frank A. Panisko, clown, plan to organize a showmen's club in this State.

Membership, Snider says, will be open to both active and inactive showpeople, who have been in the business at least four years. Snider's address is Box 379, Anaconda, Mont.

John G. Craig, English Pyro Expert, Dies at 88

LONDON, Jan. 15.—John G. Craig, 88, English pyrotechnical expert, died here January 4. During World War I he produced incendiary bullets for use against Zeppelins.

In the 1880's Craig was associated with the Paine's Fireworks Company in America, supervising fireworks displays at Manhattan Beach, New York.



WALTER H. S. O'BRIEN, Freedom Train director, is shown congratulating Jack Began (right), of Boston, for a job well done. Began, nationally known concessionaire, handled distribution and sale of official Freedom Train programs and souvenirs for the American Heritage Foundation, sponsors of the train. Began and his organization accompanied the train on its 35,000-mile, 16-month tour as the only official and exclusive concessionaire with the train. Photo taken as train showed in Boston recently before going to Philadelphia and then Washington for dismantling.

Razing of Pavilion Opens Napa, Calif., Improvement Plan

NAPA, Calif., Jan. 15.—The first step in the \$300,000 improvement program for the 25th District Agricultural Association Fairgrounds will be the razing of the East Napa pavilion, officials announced. Long a landmark, the building is being torn down by a contracting firm which offered \$350 for the wrecking privilege.

A contract was also let by the fair board to a firm to move the present horse show bleachers to the race track straightaway. Bleachers will take care of the overflow from a new grandstand slated for early erection. The two structures will afford a 3,600 seating capacity for the track. Construction of a new horse show and rodeo arena in front of the stand will also be undertaken shortly.

Hub of the new development will be the main exhibit building to be built on the site of the old pavilion. Plans are being worked out by State architects.

Jazbo Fulkerson, Rodeo Clown, Dies in Auto Crash

FORT WORTH, Jan. 15.—Ralph Clayburn (Jazbo) Fulkerson, 44, top-ranking rodeo clown, was killed near Watauga, Tex., Tuesday (11) when his pick-up truck skidded and overturned as he was en route from Saginaw, Mich., to his farm near Smithfield.

Fulkerson was born in Midlothian, Tex., and made his debut as a rodeo rider at an early age, but switched to clowning and in that field attained nationwide fame.

Jazbo's squat stature, 5 feet, 2 inches, and the pint-size metal barrel into which he used to dive after baiting the bulls in the arena, were features of the Madison Square Garden rodeos, in New York, where he made his first appearance in 1930, but he and his barrel were equally well known at leading rodeos from the Atlantic to the Pacific Coast.

CLARESHOLM, Alta., Jan. 15.—Officers of Claresholm Stampede and Fair Association are Dr. P. J. Carroll, president, and Ralph Berlin, vice-president, both re-elected. Harry Dawson was elected secretary, replacing Adam Linton, who resigned. F. W. Yeats is treasurer and Pat Burton is stampede manager.

Big Crowd Attends 11th Annual NSA Ladies' Installation Dinner

NEW YORK, Jan. 15.—The 11th anniversary installation of the Ladies' Auxiliary of the National Showmen's Association, held in the banquet room of the Hotel Rosoff Monday night (10), under the chairmanship of Blanche Henderson, was attended by one of the largest turnouts in recent years.

Assisting Chairman Henderson were Esther Eichel, installing officer, and Mollie Spitz and Mary Pendrak, pages. Corsages of yellow roses were presented to each of the incoming officers by flower page Jeanne Gray.

After singing of the National Anthem by Dorothy Packtman the invocation was delivered by outgoing Chaplain Sidone Silver, following which all members participated in a silent prayer for deceased members, families and friends.

Ethel Shapiro delivered an address of welcome, and Magnolia Hamid, pinch-hitting for Dolly McCormick, who was unable to attend, handled the toast to the auxiliary. Then the entire audience sang the Auxiliary's theme song, written by member Fredi Coleman.

Ceremonial Lighting

Highlight of the installation-dinner was the ritual of the lighting of the candles of fraternal membership, at which Dorothy Packtman officiated in lieu of Midge Cohen, who is in Miami. The candles were in the club's colors and were lit by the following members: Dorothy Packtman (Ladies' Auxiliary, Showmen's League of America), Helene Rothstein (Heart of America Showmen's Club), Bobby Lichter (Michigan Showmen's Association), Lillian Elkins (Miami Showmen's Association), Anna Halpin (Greater Tampa Showmen's Association), Blanche Henderson (Pacific Coast Showmen's Association), President Queenie Van Vliet (Ladies' Auxiliary, NSA), Elizabeth Metz (Missouri Showmen's Club), Theresa Janpol (Lone Star), Ethel Shapiro (Caravans).

Anna Halpin delivered a tribute to the organizers of the Auxiliary, giving the highlights of what each one contributed to the building of the foundation of this organization.

Vocal numbers were contributed by Joe Ferrara and member Ann Brown. Ethel Orтели, Frances Simmons, Sidone Silvers and Ethel Shapiro also entertained.

Gifts Distributed

Lillian Wallenstein presented a gift to the outgoing secretary, Annalee Wilkins. The Dorothy Packtman award for membership, given by Bess Hamid, was awarded to Mollie Decker. The second award, given by Queenie Van Vliet, went to Jean

Dellabate and the third award, given by Kitty Rausch, was won by Anita Goldie.

Because of a bad knee, Bess Hamid was unable to attend the installation. Missing the dinner, for the first time, was Ida Harris, whose husband is convalescing at Asbury Park after a serious illness.

Gifts were presented by President Queenie Van Vliet to all outgoing officers and to the heads of committees.

Blackpool's Tower Featuring Boff Bill

LONDON, Jan. 15.—One of the best indoor circuses of the current holiday season is that which opened December 20 at the Tower Circus in Blackpool. Outstanding hit of the bill is the speedy Risley act of the Six Ashtons, an importation from Australia.

Additional foreign flavor is provided by well-trained Liberty horses from Denmark's Circus Schumann and the clever Danish trapezists, Krista and Kristal. All the other acts are standard circus numbers, equally well-known in the British Isles and on the Continent.

Also on the bill are Gene Detroy, with a clever chimp and doubling in comedy wire act; Three Bassi, antipodists; El Granadas and Peter, rope spinning; the Towas, jugglers; Amber and Domino, ponies; the Skating Ryles, and the Four Babusios, clowns.

Show winds up with a water spec in the Tower Circus pool in which Annette's Smart Circuses are featured. Clown alley includes Little Jimmy and the Blackpool Gang.

RB Asks Pa. Corp. Status

PHILADELPHIA, Jan. 15.—Ringling Bros. and Barnum & Bailey Circus filed application for a certificate of authority to conduct its business in Pennsylvania as a corporation. The papers stated that the corporation, which is chartered under the laws of Delaware, will "produce present, manage and operate public entertainment of all kinds, including, without limitation, circuses and so-called side shows."

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COUNCIL BLUFFS, IOWA

KAN., OHIO GET NEW TOP MEN

Howard Foust In at Columbus

Secretary of county annual named to post as result of State administration change

COLUMBUS, O., Jan. 15.—Howard S. Foust, 56, Plain City farmer, this week was named manager of the Ohio State Fair. He has long been identified with the fair movement, having been associated with the Plain City Fair in an official capacity for 14 years, the last nine as secretary.

A Democrat, Foust replaces Edwin Bath, a Republican, as manager. Bath's resignation and Foust's appointment are the result of a change in the State administration. Upon his inauguration this week Gov. Frank J. Lausche appointed A. W. Marion, Rockford, as commissioner (See Foust at Columbus on page 55)

Record 550,000 Turn Out for Pa. Farm Show

HARRISBURG, Pa., Jan. 15.—Record attendance of 580,000 persons was reported Friday (14) by officials of the five-day gate-free Pennsylvania State Farm Show, which opened Monday (10).

With weather the best in years, a new high daily attendance of 155,000 was set Wednesday (12). Resembling a gigantic fair, the show comprises 14 acres of displays and exhibits under roof. The entertainment is non-professional, with State rental of commercial exhibit space footing the bill. The event is regarded as a measuring rod for upcoming interest in county and local fairs.

York '48 Operation Nets 119G

Lewis Is Named For 20th Time

Income more than double in every department since he was named mgr. in '29

YORK, Pa., Jan. 15.—The 1948 York Interstate Fair grossed \$328,817.44 and yielded a profit of \$119,738.45 after expenses which included a \$1,000 contribution to a local hospital. S. S. (Sam) Lewis, president-general manager, reported at the annual meeting of the York County Agricultural Society here Monday night (10). Lewis was re-elected for the 20th time.

A comparison with figures of '29, the year Lewis assumed the position of president-general manager, showed that the '48 annual had doubled receipts in practically every department over that first year.

In 1929 concession revenue totaled (See YORK NETS 119G on page 55)

Meetings of Fair Assns.



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.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 19. J. O. Knapp, Morgantown, secretary.

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

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

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, January 23-25, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-25. H. C. McClellan, secretary, Arlington, Neb.

Louisiana State Fair Association, Bentley Hotel, Alexandria, January 24-25. W. E. Anderson, Baton Rouge, commissioner of agriculture.

Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, January 26. Sheldon R. Brewster, secretary.

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

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

New Jersey Association of Agricultural Fairs, New Jersey Department of Agriculture offices, Trenton, January 28. William C. Lynn, secretary.

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

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

Oklahoma Association of Fair Secretaries, Skirvin Hotel, Oklahoma City, February 4-5. J. B. Hurst, Enid, president.

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

Class B Fairs Association, King Edward Hotel, Toronto, Ont., February 9. J. A. Carroll, superintendent.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 10-11. J. A. Carroll, superintendent.

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

Mitchell Quits Hutchinson Job

Resigns over policy differences with board after serving as sec. 12 years

HUTCHINSON, Kan., Jan. 15.—S. M. (Sam) Mitchell Monday (10) announced his resignation as secretary of the Kansas State Fair Board, a post he had filled 12 years, and the board, meeting here Friday (14) to consider his successor, deferred final action.

In announcing his resignation, Mitchell said it was caused by differences over policy matters with the fair board.

Perry Lambert, fair president, Friday (14) told *The Billboard* that over 10 applicants, including one from out-of-State, are up for consideration. It is likely, Lambert said, that Mitchell's successor will be named "in a week or two."

The procedure, he explained, is for the five-member executive committee of the board to screen applicants and submit to the entire 13-member fair board the applications it deems most outstanding. Besides Lambert, the executive committee consists of William H. Wegener, vice-president; R. C. Beezley, treasurer, William Condell and Herman Praeger.

The only attraction contracts already awarded, according to Lambert, are for the independent carnival midway. The midway contract calls for Ray Marsh Brydon to supply the shows.

Name Boyette First Prez of Andalusia, Ala., Fair Assn.

ANDALUSIA, Ala., Jan. 15.—The Covington County Fair Association was organized and incorporated under the laws of Alabama here this week, with Marion A. Boyette Jr., named the first president and managing director.

The newly formed corporation will present a fair each fall here. Plans call for erection of a \$35,000 exhibit hall and arena, modern rest rooms, a half-mile race-track and grandstand. Construction will start at once on the race-track and grandstand, with the hope this portion of the building program will be ready in time to present stock car races July 4. The inaugural fair this fall will present harness horse races, a thrill show, grandstand attractions, fireworks, fish fry and automobile giveaway. It is planned to carry a \$2,500 premium list.

Boyette, a former Alabamian, is a former promoter and outdoor showman, having served as general agent and legal adjuster for various shows. In 1946 he was general agent for the Gate City Shows and this past year he operated his own org.

H. O. Williams Appointed Manager at Quincy, Calif.

QUINCY, Calif., Jan. 15.—Appointment of H. O. Williams as manager of the Plumas County Fair, was announced by the fair board this week. Williams, who has been Butte County business administrator for the past two years, was formerly superintendent of Orland schools for 14 years.

Also elected at the same meeting were E. G. Leonhardt, president; Fred Guidici, vice-president, and Arthur Peters, treasurer.

Short Course on Management Again Voted in Minnesota

ST. PAUL, Jan. 15.—The Minnesota Federation of County Fairs at its convention here this week voted to continue its short course for fair secretaries-managers and requested the University of Minnesota, co-sponsor, to emphasize visual aid education for displays and exhibits.

The federation also urged the university to consider the installation of a short course for county fair judges and to develop uniform standards of judging crop and horticultural exhibits.

Other resolutions included one which urged Congress "to give serious consideration" to the repeal of admission taxes at the outside gate.

The federation agreed to use the '49 Minnesota Territorial Centennial observance as the central theme of all county fairs.

In the annual election of officers,

George W. Larson, of North Branch, vice-president of the federation, was elevated to the presidency to succeed Benjamin Campbell, of Utica. Earl E. Huber, of Wheaton, was re-elected treasurer. After seven years as secretary, Allen J. Doran, of Grand Rapids, resigned because of "press of business" but immediately was elected vice-president. George Gleixner, of St. Paul, member of the board of directors, was elected his successor as secretary. A successor to Gleixner for board membership was to be picked later.

Dates for the 1949 Heart o' Texas Free Fair and Exposition, Waco, have been set for October 24-30. This year the event will be titled Waco Centennial Exposition, due to the fact that this year marks the 100th birthday of the city of Waco.

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Tenn. Association Urges Naming of Henry Beaudoin As State Fair Manager

Elects W. J. Huddleston as President for 1949

NASHVILLE, Jan. 15.—The Association of Tennessee Fairs Thursday (13) recommended unanimously that Henry W. Beaudoin, an official of the Mid-South Fair, Memphis, be named secretary-manager of the Tennessee State Fair here. The recommendation was drawn for presentation to the State fair board. Beaudoin said he will accept the position if it is offered to him. The secretary-managership of the State fair was vacated last summer with the death of Phil Travis, who had held the post for many years. Earl Griffin, head bookkeeper in the office of County Judge Litton Hickman, served as acting secretary-manager during the '48 State fair. The recommendation that Beaudoin (See Tenn. for Beaudoin on page 55)

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Dayton Annual Enjoys Big Year

Montgomery County board reports 1948 best year in history—name Shank prez

DAYTON, O., Jan. 15.—Montgomery County Fair board closed its 1948 operation of the fair and fairgrounds with the most profitable year in nearly a century of existence.

Ralph C. Haines, secretary, reported at the annual board meeting that the board now has a total of \$164,962.86 in the bank. This represents an increase of \$9,908.28 over the balance on hand a year ago.

The increase is shown despite the fact that \$25,873.42 was expended during the year for repairs, replacements and improvements in the grounds, as against only \$5,211.13 in 1947.

Total receipts for the year were (See Dayton Has Big Year, page 55)

Indio, Calif., Improvement Campaign Now Under Way

INDIO, Calif., Jan. 15.—New exhibition buildings, box stalls and extensive landscaping are among improvements under way at the Indio fairgrounds, site of the Riverside County Fair and National Date Festival February 18-22, Secretary-Manager Bob Fullenwider reports. In addition to horse shows, camel races and circus acts, the fair again will feature the Arabian Nights Pageant.

Purchase of four camels as atmosphere for the pageant was okayed by the county board of supervisors. Arrival of the animals from Algiers will not be in time for the 1949 fair. When the animals arrive they will be permanently quartered on the fairgrounds as a tourist attraction.

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BEATTY, CRISTIANI TO HAWAII

Fernandez Inks Contract

Sparks equipment at Renton purchased by Beatty—Parks named to press staff

By Sam Abbott

LOS ANGELES, Jan. 15. — Highlights in the circus field here this week were the signing of the Clyde Beatty Circus and the Cristiani Troupe by E. K. Fernandez to play four weeks in the Hawaiian Islands; the purchase of the Sparks Circus equipment stored in Renton, Wash., by the Beatty organization and the announcement that Ora O. Parks, for years with Cole Bros.' press department, would join Beatty for the 1949 season.

According to an agreement reached here Thursday (13), Clyde Beatty Circus will play Honolulu February 10-22, inclusive, for Fernandez under the sponsorship of the Hawaiian Government Employees' Association, headed by T. F. Nobriga, who was with Fernandez when the deal was set here.

Eight Bulls To Sail

Equipment, which will include 8 elephants, a total of 25 horses, of which 16 are in 2 Liberty acts of 8 each, and the Beatty lion and tiger act, will leave here by boat Tuesday (25). Performers will sail three days later. Show will use Fernandez's canvas, which is a 130 with three 50's. Following the Honolulu date, the show will play on the Island of Maui and close with a short run at Hilo, Hawaii, under the sponsorship of the police department there.

Deal with the Cristiani Troupe also was set Thursday over long distance telephone. The Cristianis are now in Sarasota, Fla.

Acquires 20 Wagons

S. L. (Buster) Cronin, Beatty manager, set the deal for the Sparks equipment following his return from Seattle, where he went with E. Womble, representative of the Lewis-Diesel Engine Company, Memphis, to check over the equipment. For an undisclosed figure Beatty acquired 20 wagons and miscellaneous equipment. Womble and Beatty signed the purchase order here Wednesday (12) and wagons are due to arrive Wednesday (19). Sparks's wagons were purchased new by this show and used about six months.

Announcement that Parks would go over to the Beatty show was made by Paul Eagles, general agent. Parks will join the staff here in time to get things rolling for the Los Angeles engagement on the lot at Washington and Hill streets.

Accident Toll Heavy In London Holiday Shows

LONDON, Jan. 15.—Several serious mishaps to performers in various holiday circuses in London and the provinces have been reported.

At the Bertram Mills Circus, at the Olympia, Gladys Anderson, partner in the Eric Soeder aerial act, broke an ankle in a fall from her trapeze, while at the Tom Arnold's Circus, in Harringay Arena, Heather Pugh, daughter of agent Digger Pugh, was mauled by a couple of lion cubs.

In Birmingham, at the Bingley Hall Circus, Capt. Bailey Fossett was attacked by one of his group of six tigers and so badly lacerated that he was out of the show for several days.

UNDER THE MARQUEE

I. J. Polack, co-owner of Polack Bros., stopped in Chicago briefly Friday (14), en route from the West Coast to Saginaw, Mich., to join his Eastern unit.

The showman of tomorrow can't boast that he was born in a dressing room between shows—it'll be, "In a house trailer," and "Mother wasn't working."

Harry LaRoy and wife, Little Marie Hayes, of the Sparton Bros.' one-ring circus which closed early in December, are resting in Valdosta, Ga., but will take to the road again the middle of February.

Tommy R. Poplin, electrician, will be superintendent of the electrical department with Ben Davenport's Dailey Bros.' Circus in 1949. Poplin was with King Bros.' Circus last year, spent five years with Cole Bros., and also put in several seasons with the American Circus Corporation.

Verne Comstock, Jackson, Mich., will play *Missouri Waltz* and *Meet Me in St. Louis* on the calliope in the inaugural parade for President Truman.

Torrence Works With Wallendas At Shreveport

SHREVEPORT, La., Jan. 15.—Frank Torrence, formerly of the Torrence & Victoria duo with Ringling Bros. and Barnum & Bailey, who quit as a performer four years ago when his wife was killed in a fall in Madison Square Garden, returned as a member of the Wallenda high wire act here Wednesday night (12).

Torrence, who has worked as a concessionaire with a carnival since retiring as a performer, and the Wallenda act appeared here as part of Ward Bros.' Shrine Circus, in charge of George W. Pughe and Archie Gayer. The show continues thru Sunday (16), then moves to Monroe, La.

"Naturally I was a little shaky the first night," Torrence said. He replaced a member of the Wallenda troupe who quit a few hours before.

Other acts included the Kelly-Miller bulls, Joe and Bebe Siegrist, Cyse O'Dell, the Gallaghers, Kenneth Waite's clown troupe, Bozo Harrell and the Whirling Aces.

Ward org was sponsored here by El Karubah Temple. Last year El Karubah sponsored the Clyde Beatty show on its four-day opening stand after the Beatty show had wintered here. Fred Moulton, former Cole Bros. press agent, worked press here this year.

Clyde Bros., another indoor show, sponsored by the Junior Chamber of Commerce, is scheduled to open here February 9.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Triple Switch, Miss.
January 15, 1949

Dear Editor:

Yesterday two of the greatest names in outdoor showbiz, the Won, Horse & Upp Circus and the Track Swing Amusement Exposition, were combined for a winter tour and is perhaps the first time that a one-night-stand circus and a week-stand

man in Washington January 20. He has played the calliope for Cole Bros.' Circus for a number of years. His driver will be F. C. Fisher, circus owner, also of Jackson.

L. E. (Roba) Collins recently had Cecil Woods at his home in Patterson, Mo. Woods is a comedy juggler and wire walker and formerly was with circuses. Collins caught the International Harvester Show at Piedmont, Mo. Sonny Burdette and wife are doing a novelty juggling turn with the show. Also with it is Prince Kerma, mentalist and magician. Collins expects to be with the big tops this season. . . . Dennis Stevens recently visited Burns Kattenburg, contortionist and historian in Mansfield, O., while working a club date there. He also met Ray Turner, contortionist of the team, Ray and West.

Little Red, who waits on the band table, jumped the gun by resolving on New Year's Day that he would save his dough next season.

Hoxie Bros.' Circus, closed during the holidays, resumed its tour at Naples, Fla., January 5 with the same personnel. Bill Ketrow, Roger Barnes and Dave and Ralph Endy were daily visitors at quarters in Miami. Capt. Eddie Kuhn built a new truck body and 10 lengths of blues were built. Bob Knoll bought two orangutans, and Tiny Smith reconstructed his Funny Ford. . . . Walter William Payne, the new mayor of Huntington, W. Va., is a circus enthusiast. . . . Charles (Kid) Koster, known in circus and legit circles, is (See *Under the Marquee* on page 67)

Louis Gautier Dies Of Heart Attack

SARASOTA, Fla., Jan. 15.—Louis (Lulu) Frederick Gautier, 61, trainer of Liberty horses with the Ringling Bros. and Barnum & Bailey Circus for the past two years, succumbed to a heart attack at the De Soto Hotel here Tuesday (4).

Gautier had planned to leave New York January 21, with his wife, Edythe, and seven-year-old son, Axley, to visit their home in Sweden. The widow and son will sail as planned, taking the body to Stockholm for burial. Funeral services were held here at the Roberts-Shannon Chapel Friday (7) afternoon.

In addition to his widow and son, Gautier is survived by three children in Sweden, a brother in New York and two sisters in Stockholm. Gautier was a member of a well-known European circus family, which included the late Leonard Gautier and Arsene Gautier, both of whom were widely known thruout the United States where Leonard, who died February 24, 1948, was renowned for his dog act, the *Bricklayers*. Arsene is equally well known as owner of Gautier's *Steeplechase*, also a favorite canine act in this country.

L. Cristiani New King Mgr.

Floyd King sells one-half interest in org—show to be overhauled in quarters

ROSENBERG, Tex., Jan. 15.—Half interest in King Bros. has been purchased by Lucio Cristiani, head of the Cristiani Troupe, it was announced here today in the winter quarters by Floyd King, owner.

Lucio, King said, will be manager of the show, allowing him (King) to devote his time exclusively to the handling of the route and the advance. Purchase price was not announced. King last February purchased H. J. Rumbaugh's interest in the show for a reported \$47,000.

The Cristianis and King, it was known here, have been dickering for several weeks, but it was not until late this week that a price was agreed on. Howard King retired several years ago from show business and is now living in San Francisco.

The Cristiani Troupe has been featured on Cole Bros. for a number of years.

King announced here that work will start at once in quarters in overhauling the King org. Opening is planned for late March.

Miami City Fathers Withdraw Proposed Action on Licenses

MIAMI, Jan. 15.—Herbert DuVal, member of the board of directors of Ringling Bros. and Barnum & Bailey, did such a good talking against the city's proposed hike in circus licenses that the Miami City commissioners decided to abandon the plan.

DuVal told the commissioners the recent figures given by Commissioner I. Leslie Quiggs, showing the circus took between \$200,000 and \$300,000 out of Miami, were way off. It was Quigg who introduced the ordinance which called for a fee of \$1,500 for the first day, \$3,000 for the second and \$5,000 for each additional day for circuses.

DuVal told the city fathers the R-B org left here after a four-day stand with \$32,900. "Fifteen hundred men and women on the show's pay roll were paid off in Miami after the winter closing," he said. "Each got three weeks pay and a bonus, and most of it was left right here."

The present fee for circuses is \$670 per day and, after DuVal's plea, it looks like it will remain at that figure.

Bain and Squires To Take Rogers & Clark Show Out

CHICAGO, Jan. 15.—Roger Bain and J. Clark Squires, co-owners, announce they will take the Rogers & Clark Trained Animal Circus on the road this year, playing North Central States. They plan to open May 7 near Chicago.

"Our show will be a small one," Squires said, "but we hope to enlarge it before the end of the season. The top will be a 50 with two 30's, with nine sections of six-tier reserves and 10 sections of 6-tier blues."

WINTER QUARTERS

Seal Bros.

GIDDINGS, Tex., Jan. 15.—Org. in quarters at the fairgrounds here, is prepping for an early opening. Show will move on 14 trucks. Big top will be an 80 with three 40's; Side Show, a 50 with two 30's. Thirty head of trained horses and ponies and an elephant will be carried. John Foss will have his Wild Life Show with the circus. Show is being decorated in red, white and blue.

Foss, who has been associated with Manager Bud E. Anderson off and on for the past 10 years, will be general agent; Joe B. Webb, legal adjuster; Leon Bennett, Side Show manager; Anderson's son, Norman, in charge of privileges. Recent visitors were Foss, Webb, Fred Brad, Ben Davenport, Sam Houston, S. McBride, Mr. and Mrs. Whitey Thornton.

Santos-Artigas Sked New Acts for Tour

HAVANA, Jan. 15.—Circo Santos Y Artigas winds up a seven-week stand at this spot Sunday (16), having played to good biz thruout the run. With a revised line-up of acts the show will go on tour, hitting the road Thursday (20) for a trek ending May 10. Havana run was to terminate January 2 but good biz resulted in the date being extended two weeks.

Acts leaving the show are the Great Arturo, high wire, and the Chambertys, casting act, who left January 2. The Zoppe-Zavattas, ladder and bareback riding troupe, leave Monday (17) to play the Tampa Fair, opening February 1. Ira Watkins and his chimps close on Sunday (16) to open with the Hamid-Morton Circus at Miami January 31.

Remaining with the show are Sylvia Watkins, with her French poodles. James M. Cole, with his elephants, the Knight Troupe of wire walkers, and Damoo Dhotre, with his group of mixed animals.

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GIVE TO THE RUNYON CANCER FUND

John Pawling

PENN YAN, N. Y., Jan. 15.—Jack Meredith is supervising the building program at quarters here. The third menagerie cage wagon was completed this week and all of the 29 rolling units have been painted under direction of John Beyea. Charlie Lockier will start decorating and lettering the trucks and trailers as weather permits. Deacon and Davey McIntosh and Keller Pressly are building a pole wagon and ticket wagon. Doc Philipson, who visited quarters en route to make the Orrin Davenport date at Grand Rapids, Mich., stopped and delivered an elephant van from Philadelphia to the quarters last week.

Leon Abernathy, a local judge of horse flesh, is working the ring stock daily in the ring barn, and Doctor Stone, a local vet, has pronounced animals and ring stock to be in excellent condition. Kenneth Ikirt arrived in quarters Saturday (1) to assume the duties of secretary and treasurer. Harold Meredith, 16-year-old son of Mr. and Mrs. Jack Meredith, celebrated his birthday Monday (3) with a birthday cake and a party attended by nine of his classmates.

Recent visitors included E. S. Ward, of Meems Bros. & Ward, who booked an order for three elephants and six dens of wild animals for spring delivery. Joe Smiga, who will have the concessions, visited over the weekend and will return to quarters within the next two weeks to supervise the building of concession equipment.

The staff includes James M. Beach, general agent; James DeForest, press ahead; James M. Salter, 24-hour agent; Clark Queer, press and radio with show.—JAMES DE FOREST.

Dressing Room Gossip

Polack Bros.' Eastern

We trouped into Olean, N. Y., for the first of the '49 dates (January 6-7), worn from battling the ice and snow in and around New York City, where we played three-a-day, moving from theater to theater daily.

Augmenting the show in Olean were Adriana and Charley, Kinko, the Borza Kids, Americo, the Lopez Trio, Mustafa, Ernie Wiswell and Frieda, and the writer.

On the theater unit were Sam Polack, Nate Lewis, Mabel Stark, Eddie Trees, Bill Walden, the Carreons, Irene Lafferty, the Boyds, Gene Randow, the Dime Wilsons, Hedy May, the Cheerful Gardeners, Van Thomas and Rudy Ducky. Props: Skippy Manley, Bobby Harrison, Phil Shields and Irish Donovan. Concessions: Fred Proper, Al Hyman, Joe Eastman, Terry Peers, Bob Hanford and Harry May.

Fragments: Irish Donovan is well again after being struck on the head by a section of the steel arena. . . . The Pallenbergs, now appearing at Radio City, sent everyone Christmas cards with a picture of "Laura" and the inscription "Bear in Mind." . . . Fred Proper threw a Christmas Eve shindig for his "boys" at the President Hotel. . . . Rosie Harrison is still vacationing in Honolulu. . . . Mabel Stark garnered a story and picture spread in *True* magazine, also a picture in *Holiday*. . . . Nate Lewis and Gene Randow traded jobs New Year's Eve to the amusement of everyone. . . . Some of those stages only 32 feet deep gave the prop crew some real headaches, and Edythe Boyd, organist, who was in the pit, got more than an inkling of what the famous Pauline White went thru in *Perils of Pauline*. . . . Everyone was saddened to learn of Madame Marie's death. . . . The Barretts, promoters for Olean, closed out the old year in grand style when their station wagon cut a pattern across an (See Polack Eastern on page 67)

Elizabeth Corning, "Mother" to Circus Folks, Dies at 93

ELGIN, Ill., Jan. 15.—Mrs. Elizabeth Corning, "mother" to circus folks thruout the nation, and widow of Fred Corning, aerialist with Leo Bros. act in the old Barnum & Bailey Circus years ago and later with Ringling Bros., died at her home here Thursday (13). She was 93. Funeral services were held here today (15) from the O'Connor Funeral Home.

Nearest living relatives are a granddaughter, Mrs. Edward Pet-schow, a grandson, Stanley Shultz, both of Elgin, and another grandson, Eldon Shultz, Salinas, Calif.

Fred Corning died 28 years ago. Altho never in show business herself, Mrs. Corning was well known by circus folks and her birthday anniversaries were anticipated occasions, for each year they brought a shower of greetings from circus folks and other friends.

Born in Dundee, Ill., July 18, 1885, Mrs. Corning spent most of her life in Elgin, with the exception of the 25 years she traveled with the big tops while her husband worked as an aerialist.

Ward Bros. Click At Shreveport Date

MONROE, La., Jan. 15. — Ward Bros. Circus, owned and produced by George W. Pughe and Archie Gayer, moved into the Auditorium here this week for a two-day engagement which gets under way Monday (17) following a successful five-day stand at Municipal Auditorium, Shreveport, for the Shrine's El Karubah Temple.

During the Shreveport date Mr. and Mrs. Pughe were called to Fresno, Calif., because of the death of his mother, Flora B. Pughe, who was well known to outdoor showfolk.

Line-up includes the Wallendas, high-wire; Cyse O'Dell, 10-girl aerial ballet; Kelly-Miller circus stock; Seven Gallaghers, teeterboard; 10 Karrells, unsupported ladders; the Walley Sisters, aerial anchor; Rietta, swaying pole; Rose Behee and Klovonwa, cloud swing; the Heerdinks, horizontal bars; Cloyd Harrison & Company, bicycle act; Billy Irwin, table rock; Bebe and Joe Siegrist, high perch; Flying Eldonas; Evelina Rossi, featured aerialist; Harry Villeponteaux, trapeze.

Clowns are Kenneth Waite, Whitey Harris, Bozo Harrell, Frank DeRue, Chick Dale and Billy Irwin. Cal Hicks is equestrian director and official announcer, with Jack Bell, directing the band, and Jack Shaw, in charge of props.

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New Partners For Austin At M. Beach

Haynes, Guthrie Bow Out

MISSION BEACH, Calif., Jan. 15.—New partners in the Mission Beach Amusement Center were acquired by Warren Austin when Roy E. Matheson and Roy J. Hurd took over two-thirds of the lease from Tom Haynes and Frank Guthrie. Deal was concluded during a recent meeting of the city council.

Austin, who has acted as general manager for the park, as well as one third owner of the lease, said no expansion program was contemplated this year. However, the entire grounds will be redecorated as soon as weather permits.

It is understood the lease with the city of San Diego has three years to go with an option of five more. Terms of the lease are said to give the city 7 per cent of the park's gross after tax deductions and calls for a \$10,000 yearly minimum guarantee.

Hold Culver City Lease

According to Austin, Haynes and Guthrie decided to bow out of their lease and concentrate on midget auto race promoting. They hold the lease on the Culver City Midget Speedway, it was learned. Matheson and Hurd have been concessionaires at the park for some years.

Under the new set-up Austin plans to have a direct park management. First step in this direction was the outright purchase of the funhouse for an undisclosed sum. The partners are picking up subleases as they come due. They hope to have the park operating under the same system as Santa Cruz. In time they plan to become 100 per cent park operators, doing away with subleases entirely.

Matheson and Hurd bought 14 concessions in the deal.

The park now has a Roller Coaster, Ferris Wheel, Tilt-a-Whirl, Silver Streak, Scooter, Merry-Go-Round and Drive-a-Boat. Also on the grounds are a ballroom, skating rink and plunge. There also are approximately 40 concessions, including 2 arcades and 5 shooting galleries; a miniature golf course and free kiddie playground.

Tough Season

The past season was the worst experienced by the park in 20 years, Austin said. Top business held up until June 30 when a combination of factors cut grosses so that the operation only broke even for the season.

On July 1 dredging of the bay was undertaken, creating a muddy surf and spoiling bathing for the summer. (See Austin Gets Partners, opp. page)

Albuquerque, N. M., Beach

Nets City \$537.53 Profit

ALBUQUERQUE, N. M., Jan. 15.—Albuquerque Conservancy Beach, which opened under city ownership last summer after a two-year shutdown, grossed \$9,363 profit during the three-month period, which gave the city a net profit of \$537.53.

Considerable remodeling was done before the beach was reopened. Two new wells were drilled to provide a pure water supply. Previously an irrigation ditch supplied the water and because of its impurity the beach was closed in June, 1946.

A total of \$10,700.60 was collected by the city for its bathhouse operations and \$643.51 was garnered from concessions, making a total of \$11,344.11. Out of this, \$1,981.11 was deducted for admission taxes, leaving a gross of \$9,363. Salary and wages amounted to \$4,690.63. Total expenses were \$8,825.47, leaving a net profit of \$537.53.



NEW AMUSEMENT PARK under construction on the Long Beach, Calif., Pike, is pictured here in this artist's sketch. Park will be unveiled by April 15. Mason E. Kight, president of the Long Beach Bath House Company, announced. Area, managed by Pat Murphy, will adjoin a 400-car parking lot.

Paul Huedepohl, NAAPPB Sec., Puts in Beef About Weather

CHICAGO, Jan. 15.—Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), went to his home in Portland, Ore., for the holidays and also plans to visit Pacific Northwest and Pacific Coast parks before his return to Chicago.

The following letter from Paul is self explanatory:

"We finally returned to Portland after being 'froze in' and delayed in Seattle where we went for New Year's. We had six inches of snow and couldn't drive up a hill to get on the main highway so we were stranded at our friend's house. We came home yesterday (4).

"I visited Playland, Seattle, owned and operated by Carl E. Phare, who originally started with Jantzen Beach in 1928. He built the Roller Coaster at Jantzen, then sold out and went to Seattle to build Playland.

16 Major Rides

"Playland is a beautiful medium-sized park, located 2½ miles north of Seattle on Highway 99. The park is built around the shores of a small lake. He has 16 major rides, 4 refreshment stands, 2 restaurants, a Penny Arcade and a large game casino, which formerly was the ballroom, then turned into a roller rink and finally into a game casino. Seattle isn't much of a dance or roller rink town.

"Carl intends to install a new kiddieland, starting with five new kiddie rides. He was at the Chicago convention and after seeing and hearing what other park operators were going to do in regards to kiddielands, he decided to go after the small fry business. An Everly Rockplane has been ordered.

"Comparing the general amusement situation with his, Carl feels he had a good year in 1948 but looks forward to a greater year in '49. One of the chief reasons for his optimism is that the Boeing Aircraft Corporation is expanding. It now has 1,800 employees in the Seattle plant and will add more come spring. Boeing has more than 300 million in government contracts for B-29s, plus the commercial airline contracts. Seattle looks like it is doing a terrific business and everyone is looking to a prosperous year.

To Visit West Coast

"I leave soon for San Francisco and Los Angeles, then home (Chicago) via Denver. I have listed the following places that I must visit before my return to Chicago: Whitney's Playland at San Francisco, Santa Monica Pier, Ocean Park, Venice, Virginia Beach, Long Beach and some of our manufacturing members.

"Our weather here in Portland is about 16 degrees colder than Chicago. Here I was expecting nice weather and I get 'froze in.' Wotta a life!"

Rides, Cartoons, Miss America Highlight Life of Joe Colihan

(Continued from page 34)

fishing territory, Joe's hobbies aren't in that bracket. Instead, believe it or not, he is a cartoon fan.

Doesn't Draw 'Em

"I don't draw cartoons," Joe said, "altho I wish I had a knack for drawing. But I do like to think up ideas for cartoons, and when I hit on one I believe is good I send the idea to a cartoonist and have had the pleasure of seeing that idea made into a drawing and printed. And besides being fun, you get paid for the ideas accepted."

Born in Danbury, Conn., September 6, 1896, Joe lived there until he was 27 years old. His schooling was received in Danbury and during the summers he worked on rides for his father. In 1902 he worked one season as ride man with the Johnny J. Jones Exposition. His other experience in the ride business, outside of the many years he was with his dad, came by working for the Traver En-

gineering Company, with which he spent five years; for Joe and Al McKee in Palisades Park, N. J.; in Cuba and Puerto Rico with Benny Krause, who had a carnival; in South America with Joe Goldberg, a carnival owner, and with the Fred W. Pearce Company in Bridgeport, Conn., running the Roller Coaster in Pleasure Beach Park.

To Excelsior in 1930

Joe held the job with the Pearce company for five years and in 1930 was transferred by that company to Excelsior as assistant manager, the Pearce Company owning the Excelsior properties. Clapp was manager of the park at the time Joe came, but since then the two have been made co-managers.

It was during his first season working in Bridgeport that Joe met Marion Kerrigan, a Bridgeport girl. They were married April 26, 1926. A son, Raymond, now 20, was born to this union. Ray, like his father, moved

Ruling Paves Way on Compromise of A. C. Garden Pier Suit

ATLANTIC CITY, Jan. 15.—Acting city solicitor Daniel Dowling said last week that he had given the city commission an opinion that it would be legal to compromise interest on delinquent taxes on the Garden Pier. Negotiations between the city and Mrs. Miriam Sylvia Richman Levin have been in progress for several months as a result of a suit in the equity division of Superior Court, in which Mrs. Levin is seeking title to the amusement pier property. She claims she was in the Women's Army Corps (WAC) during the war and did not receive notice when the city foreclosed on the property in 1943 for delinquent taxes.

In order to regain possession of the pier property, Mrs. Levin must pay tax arrearages of approximately \$150,000, including interest to the time of the foreclosure. The city commission was reportedly undecided on a compromise, in the face of the present summary investigation into municipal affairs.

One of the charges made by the 34 taxpayers forcing the investigation was that the city commission had illegally canceled approximately \$302,000 in delinquent real estate taxes and \$200,000 in personal property taxes. The taxpayers listed as examples of such cancellations those made on taxes for the Breakers and Ritz Carlton beachfront hotels, the Maharaja apartments and two other properties.

A. C. Business Men Okay Subscriptions For Centennial Cele

ATLANTIC CITY, Jan. 15.—The board of directors of the Chamber of Commerce, at a meeting last week, gave approval to the proposal of its promotion and publicity council to have business men enter upon a five-year plan of private subscription toward the 100th anniversary celebration of Atlantic City to be held in 1954. The board also approved the council's proposal to have the city earmark 10 per cent of luxury tax receipts for advertising the resort on a year-round basis.

In approving the expenditure of luxury tax funds for resort institutional advertising, the directorate followed the line of the restaurant men's association. The five-year plan centers around a proposed Centurian Club to be made up of resort interests who will contribute \$100 a year for five years to build up a public subscription fund for the centennial celebration.

into the amusement business when he finished his elementary and high school education and is now employed at Excelsior.

Like the hobby department, which Joe doesn't go in for too strongly, the club department is left pretty much alone by the Excelsior co-manager. He belongs only to the Excelsior Civic and Commerce Association, which he helped organize and of which he is a past president, and the National Association of Amusement Parks, Pools and Beaches.

Joe's two brothers, Arthur, St. Louis, and John, Danbury, Conn., started in the ride business under their dad, too. Joe says, but "they got out of it." His sister, Julia, resides in Danbury.

Still Interested in Rides

While Joe has a capable crew of riders (Excelsior has 14 rides, including 2 kiddie rides), he admits that he still keeps a hand in the ride phase of the park along with his other duties.

"After all, you can't be born and raised in the business and give it up just like that," Joe said.



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**A Good Location Deserves One
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THE GREYHOUND RACE

Top Draw in Parks All Over America

GREYHOUND AMUSEMENT DEVICE CO., INC.

2124 SURF AVENUE
BROOKLYN 24, N. Y.

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TENN. FOR BEAUDOIN

(Continued from page 51)

be named to the post was made at the closing session of the two-day convention of the Association of Tennessee Fairs, of which Beaudoin is secretary-treasurer and a past president. He was formerly manager of the Mid-South Fair, Memphis, and is now a member of its elective board. He is engaged in the feed and flour business in Memphis.

W. J. Huddleston, Cookeville, was elected president of the Association of Tennessee Fairs during the convention. He succeeds P. G. Crooks, Jamestown.

Other officers named were J. B. Waters, Sevierville, Tenn., first vice-president; Cecil Yates, Trenton, second vice-president, and A. W. McCarty, Lebanon, third vice-president.

Elected to the board of directors were Pat Kerr, Knoxville; Mrs. Maude Atwood, Chattanooga; Mrs. James H. Cummings, Woodbury; George L. Buchnau, Columbia; J. W. Shouse, Centerville; Perry Pipkin, Memphis; C. E. Johnson, Covington, and J. F. Walters, Huntington.

FOUST AT COLUMBUS

(Continued from page 50)

of agriculture and together they jointly announced the naming of Foust.

Also Ag Director

Foust also was designated as assistant director of agriculture. The fair manager's job carries a salary of \$8,500, while that of assistant director of agriculture has been paying \$4,000. No salary for the combined jobs has been set, the Foust said that the governor and Marion "were interested in cutting down expenses."

A member of the Madison County Democratic Committee, Foust has served 20 years as a member of the school board, has headed the March of Dimes campaign in Plain City for 20 years and is a past commander of the Plain City American Legion Post No. 240. He owns several farms, centering his interest upon Guernsey dairy cattle, Hereford and Angus steers and hogs of various breeds.

DAYTON HAS BIG YEAR

(Continued from page 51)

\$103,113.36, of which the largest item was \$35,115.79 for admission fees, gate and auto parking during the four days of the fair.

Grandstand fees brought in \$5,830.02 and speed fees \$2,295. Fair privilege fees amounted to \$14,404.49; space, \$8,270, and stall rentals, \$3,007.75.

Largest item in receipts, however, was in grounds and building rentals, amounting to \$18,219.15.

Total expenditures for the year were \$93,205.08, of which the largest item, except for repairs, was \$18,688.60, covering class premiums and speed awards. Special attractions and music for the fair cost \$4,748.72. The board turned over \$7,466.88 to the government as federal admission tax.

1949 Dates Set

Fair dates for this year already have been set for September 5-9.

Edward Shank, Trotwood, was elected president for 1949; Louis Bergman, Englewood, vice-president; Ralph C. Haines, Centerville, secretary, and James B. Fleagle, Brookville, treasurer. Haines has been secretary since 1931.

FOR SALE

9 GOOD USED DODGEM CARS

GOOD CONDITION

Write or Phone

VICTOR PAGNOTTI

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AERIAL JOY RIDE

A-1 shape, complete with Ford Industrial Motor and V-Belt Drive, ready for operation. An ideal ride for parks. Contact

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Tivoli Expo. Shows Box 742, Joplin, Mo.

AUSTIN GETS PARTNERS

(Continued from opposite page)

On top of that the polio scare hit in mid-June when the city closed the plunge. As if that wasn't bad enough, the entire Coast had one of the foggiest summers on record.

However, Austin predicts a good year for 1949 due to new operation plan and cutting of overhead.

YORK NETS 119G

(Continued from page 50)

\$42,454, whereas last year it aggregated \$88,771. Gate receipts in '29 totaled \$57,782, whereas the comparable '48 figure is \$122,906. Grandstand income the year before Lewis took over was \$26,967.25, while the '48 total from the same source was \$107,525.90.

Other '49 officers, besides Lewis, include Calvin Stauffer, vice-president; Clara Trageser, secretary; I. D. Weiser, treasurer, and Harry D. Immel, manager of concessions and farm machinery exhibits.

CONNECTICUT'S NEWLY MADE BATHING BEACH

SAVIN ROCK, WEST HAVEN

For Lease—Large building and pier. 9,000 square feet extending over new beach. Suitable as bathing pavilion for 1500 lockers, movie theater, or arcade and concessions.

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NEW FROZEN CUSTARD MACHINES FASCINATION GAME

Sensational TURF GAME

KIDDIE RIDES

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GOOD USED RIDES

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BERTHA GREENBURG

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METRO DERBY

- Simple—Compact—Reliable
- No Vacuum Tubes
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METRO DERBY Is built BY an operator FOR operators to make you more per dollar invested. A game of Fascination and Skill—more Repeat Plays. In 36 States and never closed.

ORDER NOW! Effective Feb. 12

because of rising costs, price will be **\$175.00** PER UNIT

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INDIANAPOLIS, IND.

World's Largest Designer, Builder and Manufacturer
of Roller Coasters, Old Mills, Mills Chutes, Fun Houses, Kiddie Ferris Wheels and the famous Century Flyer Miniature Train—operating now in more than 100 leading amusement parks in the United States with gratifying results.

Rails and equipment on hand.

Write for information to:

NATIONAL AMUSEMENT DEVICE CO.—Dayton 7, Ohio

FOR PARKS, AMUSEMENT CENTERS AND ARCADES

EVANS AUTOMATIC DUCK PIN BOWLING ALLEYS

A VERY GOOD MONEY MAKER. Need no pin boys. Reset pins and return balls automatically. Thoroughly reconitioned and in excellent shape. Size: 56 feet long and 5 feet wide each. Price, \$1000.00 each. FREE DELIVERY ANYWHERE IN CONTINENTAL U. S. Photo and particulars free on request.

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GEORGE A. DOSS

446 Oceanview, Pismo Beach, Calif.

PARK MEN

Offer the following Rides all reconitioned and newly painted, ready to go:

- 1 Gasoline driven Locomotive, 3 cars and half mile of narrow gauge track
- 1 Kiddie Auto Ride, 10-car
- 1 Mandel Merry-Go-Round with Wurlitzer Organ
- 1 4-Car Airplane Ride
- 1 Boat Ride, 8-car

All Rides have their own electric motors. If you can use any or all of this equipment, write or wire:

ART SAMSON

601 LA GRANGE ST.

SOUTH HAVEN, MICH.

Friendly Face-Lift

HARTFORD, Conn., Jan. 15.—Because Manager Arthur Forcier, of Friendly Skating Rink here, wanted to start 1949 with a new look for his rink's doors he came up with a unique stunt New Year's Eve.

In advance, Forcier announced that the doors, then an aluminum color, "are in need of a paint job." So six girls, one chosen each night during the preceding week, were supplied with a can of paint of a different color at 11 p.m., December 31.

The girls were lined up at the entrance and, at a signal, tossed the contents of the cans on the doors, with the "resulting splash" left that way. Participating girls were given corsages.

BIG PROFITS SELL SKATING DRESSES

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\$3.00 EACH

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★ ALL ALUMINUM CASE — "The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$39.60 Doz. Sample \$3.30.

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FOR SALE PORTABLE ROLLER RINK

Floor 40 ft. by 80 ft., No. 1 Hard Maple, 150 pairs skates, skate boxes, benches and counters. Webster automatic record changer and amplifier. Price, \$4,000.00.

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WANT AN ORGANIST

To play new Hammond Organ. Must have successful background of Roller Rink experience. Year round position. Address communication:

ROLLER RINK

CARLINS PARK, BALTIMORE, MD.

RSROA Signs 3 Members, Sets Polio Benefits

DETROIT, Jan. 15.—Three new members were accepted by the Roller Skating Rink Operators' Association (RSROA) this week, according to Fred A. Martin, secretary-treasurer.

The new members are: Clarence Davidson, Rollerdrome, Grant's Pass, Ore.; George W. Helling, Gem Roller Rink, Dubuque, Ia., and Phil D. Pyke, Redwood Empire Roller Rink, Santa Rosa, Calif.

At the same time, Martin announced that RSROA rinks were swinging into the annual drive for the Infantile Paralysis Fund. Sanctions were approved for the following benefits: Venetian Gardens, Miami, January 14; Fontaine Ferry Park, Louisville, February 1; Fourth Avenue Roller Rink, Louisville, January 27; Centralia (Wash.) Rollerdrome, January 24; Skateland, Cleveland, January 19; Roller Skating Palace, Hammond, Ind., January 11; Imperial Skating Palace, Portland, Ore., January 31-February 2, and Varsity Gardens, Detroit, January 27.

It is expected that virtually every RSROA rink will co-operate in raising funds for the drive by holding a benefit night. Sanctions are now being processed for other rinks, Martin said. The drive is headed by RSROA Past President Victor J. Brown, Newark, N. J.

RSROA headquarters is also working out schedule details for various skating meets leading to the nationals.

Chilhowee Skater Gets \$100 Damages

KNOXVILLE, Jan. 15.—Damages of \$100 was awarded Mary Louise Giles, 16, by Judge John M. Kelly in Circuit Court here recently against N. A. Yingst, operator of Chilhowee Skating Rink, for injuries the girl sustained when struck by another girl skater April 9, 1948. The plaintiff had asked for \$3,500 in damages.

Judge Kelly held that it was the responsibility of the operator to insure the girl of protection against threats. Yingst had been told by a former manager, R. R. Beard, that a threat "to get" the girl had been made.

The girl was "cornered" in the rest room and the alleged attack occurred. She suffered a bloody nose, black eye and was humiliated, Judge Kelly said.

SRSTA Mulls Competitive, Eligibility Rules at Meeting

NEW YORK, Jan. 15.—The Metropolitan New York chapter of the Society of Roller Skating Teachers of America (SRSTA) met Wednesday (12) at Gay Blades Rink, Manhattan. Empire Manager and Professional Bill Opatny, the group's Northeastern chairman, presided.

Main business was a discussion aimed at clarifying the new competitive regulations formulated last summer at the RSROA national meet and pro school. Also on the agenda was a round-table on eligibility rules and the 1949 State and regional competitions.

The SRSTA meets the last Wednesday of each month at Gay Blades.

Postponement

Publication of the article on "collective accomplishment" in the roller rink business, by Carl C. Johnson, owner of Skateland, Denver, scheduled for the current issue of *The Billboard*, has been delayed. At press time the manuscript was not in the publication offices. A tracer is being sent out to locate the missing article. It will be published at the earliest opportunity.

RSIA Finagles Film Shot for Television

NEW YORK, Jan. 15.—A four-minute roller skating routine by World Congress champion Patricia Carroll was filmed Wednesday (12) at Gay Blades Rink, Manhattan, by Cosmo Productions, an outfit which is preparing a series of 15-minute movies, called *Sports Sidelights*, for television.

Miss Carroll, a figure, dance, pair and fours skater, is a member of the Queens Figure Skating Club of Queens Rink, Elmhurst, L. I.

Roller Skating Institute of America (RSIA) Director Irwin Rosee, the man responsible for Miss Carroll's appearance, says that her routine was the first to be shot by Cosmo for *Sports Sidelights* and will be used in its premiere picture. The entire series, according to Rosee, will be shown at some time or other by practically every one of the nation's video channels.

Co-Ed's Biz Gains; Holiday Events Big

ALLSTON, Mass., Jan. 15.—Co-Ed Rollerdrome here has experienced a steady weekly increase in business, highlighted by a crowd of more than 600 at a December 23 Christmas party and a 500 plus turnout New Year's Eve, since Mrs. Marion DiMarzio has taken over operation of the spot, according to Carl Russo, pro.

At the Christmas party there were races, games, a grand march and a Santa Claus to present gifts to skaters. The New Year's Eve party, featuring souvenirs and a grand march, went for \$1.20 per skater.

Mrs. DiMarzio announced the recent acquisition of Ben Aucquin as organist and the addition of new organ speakers and a new signboard for dance numbers. The 70 by 200-foot floor has been resurfaced. Classes, open to new members the first week of each month, are showing increases in membership.

Chicago Oldtimers Elect,

Plan Anniversary Party

CHICAGO, Jan. 15.—Oldtimers' Skating Club of Chicago recently elected a new slate of officers, report Joe Laurey and Bill Henning, club members, naming J. F. Cook, president; Milo Reif, vice-president; Marion Kahloun, treasurer; Walter Atchison, recording secretary; Gladys Reimann, corresponding secretary, and J. Kahloun, sergeant at arms.

Composed of members who have skated 15 years or more, club members skate once a month in rinks in Chicago or the surrounding territory. Some members have skated more than 50 years.

Riverview Roller Rink here, under the direction of Red Paul, who is assisted by Victor Frasc, former amateur racer, has been selected as site for the club's 10th anniversary party, to be held February 14. Riverview, at one time the largest rink in Chicago, operates seven nights a week, with private parties on Mondays. Many outstanding skaters, including Roland Cioni, have raced on the rink's banked track.

USARSA Given Charter in AAU

NEW YORK, Jan. 15.—The Amateur Athletic Union (AAU) has granted a charter to the United States Amateur Roller Skating Association (USARSA), giving the latter a direct voting membership in the AAU, it was announced here last week by George F. Apdale, USARSA president. Hitherto, the USARSA membership in the AAU had been as an affiliate of the Amateur Skating Union (ASU). The USARSA remains allied with the ASU.

Apdale also expressed the association's gratitude to Sen. Pete Miller for his work in securing signatures of 12 foreign nations on a request that roller skating be included in the next Olympic games.

The USARSA has also been granted a Class D membership in the Olympic Association, Apdale said, and reported that the USARSA will be sponsored by the AAU at the next Olympic Association meeting for a Class B membership. B membership would guarantee roller skating participation in the Olympics.

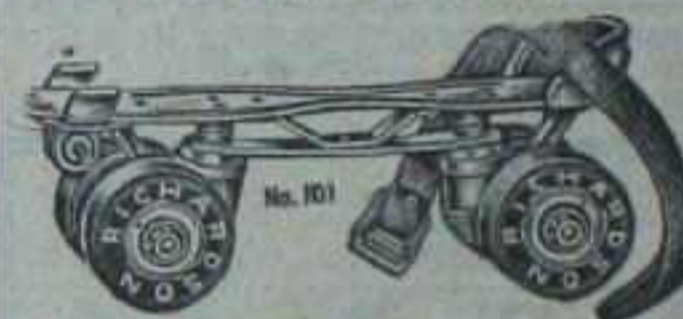
Apdale, a delegate at the recent New York convention of the AAU, said the USARSA obtained its AAU charter thru the efforts of Dan Ferris.

Stone Opens in Jonesboro

JONESBORO, Ark., Jan. 15.—Play-time Roller Rink has opened in a new building on U. S. Highway 63, opposite the Jonesboro Airport. R. A. Stone is owner and manager.

Mr. and Mrs. Fred Perry, co-owners of Palomar Roller Gardens, Lansing, Mich., are wintering in Lakeland, Fla.

The First Best Skate



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RICHARDSON BALLBEARING SKATE CO.
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New Portable Skating Rink, 40x100; new flameproof, special made, heavy duty canvas tent; new Northern first grade Hard Maple floor in sections, 200 pair of mostly new and slightly used Chicago skates, complete rink built by experts. This rink is brand new, never used, complete ready to operate. Reduced price for quick sale at \$7,500.00.

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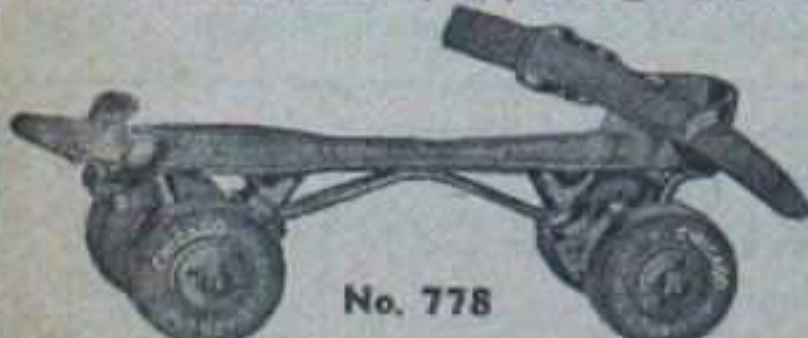
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THE PLASTIC RINK SURFACE

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"CHICAGO"

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WILL HAVE NO OTHER.
 THERE IS A REASON.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. CHICAGO, ILL.

Manufacturers of All Kinds of Roller Skates

Earn Big Money

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DOOR MAT

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Here's a unique type door mat from a company that sells more than a million mats yearly!

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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

COMEDIANS!—OVER 100 ONE-LINE GAGS. \$1; send for lists of new comedy material.

'EMCEE' MAGAZINE—CONTAINING BAND novelties, parodies, monologues, comedies, jokes;

GAG ASSORTMENT—1,000 WORDS OF ORIGINAL gags, suitable for any type of show where gags are used;

HILLBILLY SONG BOOKS FOR ENTERTAINERS; write for special offer; samples, 25c;

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MONOLOGUE—THE BALL BASE STORY, IN dialect; the Hunkle tells of his first trip to the base ball game;

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AGENTS MAKING OVER \$8 DAY SELLING Novelty Pelt Phonographs with many live waxes cracks;

AGENTS—SELL TAVERN RECORDS TO JUKE box men; 'Meet Us At the Corner Bar';

AMAZING OFFER—\$50 IS YOURS FOR SELLING only 100 boxes, entirely different, new Deluxe All-Occasion Cards.

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BEER CAN ELECTRIC LAMP!—ABSOLUTELY new item; a must for every bar, den, restaurant;

BEST SELLERS ONLY!—PLASTIC LIFETIME Playing Cards, Folding Umbrella, Walking Dolls,

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturer.

CASH IN ON COLORED EASTER CHICKS—Hot seller; cost 10c, sell 25c.

FAMOUS LAURITA LADIES' BILL AND Change Purse by Joell. Sensational fast seller.

FAST SELLING NEW PERFUME ITEM!—Nationally advertised. Every woman a buyer!

FASTEST SELLING JOKER'S ITEM YET!—'Doctor's Orders' \$1 dozen, \$0.50 gross.

FREE FORMULA CATALOG DESCRIBING SEN-sational Demonstrating Items.

FREE SAMPLES—BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers.

GET 400 MONEY MAKING PLANS—AMAZING Formulas, Tips, Ideas, Secrets. Valuable foldo free.

FULL FASHION NYLONS YOU CAN DEPEND on—Our select grade 'Clear Sheer' \$6 per dozen;

HIGHSTRIKER OPERATORS, LAYDOWNS, Concessionaires, etc.; Buy Sea Shell Key Chains direct from manufacturer.

MAKE SENSATIONAL PROFITS! NEW, SELLING on sight Plastic Line: Tablecloths, Aprons;

MAKE MORE MONEY QUICK!—SELL NEW 1949 Greeting Cards, Stationery; tops in beauty, quality, value;

MAKE \$20 A DAY! COMPLETE LINE, DOOR name plates, knockers, numbers.

MAKE \$100 PER WEEK SELLING CARDED Lucky Penny Key Chains; sample, 25c;

MEXICAN RESURRECTION PLANTS (THE Rose of the desert), good size plants, any quantity;

NOVELTIES—FAST SELLERS, LARGE QUANTITY on hand. Spiders (Tarantulas) with long wire legs;

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890, 1500 varieties for stores, taverns, etc.

PITCHMEN, DEMONSTRATORS, PREMIUM Users, Coupon Workers; Famous Windsor makes.

PITCHMEN, WHOLESALERS, AGENTS—Unique photographic novelties, etc., that are guaranteed fast sellers;

RURAL ROUTE MEN—MAKE BIG MONEY with America's leading, fastest selling poultry magazine!

SALESBOARDS, TICKET DEALS, JAR GAMES, Push Cards; big profits.

WATCHES—COMPLETE RECONDITIONING job, \$4 (to 'the trade' only).

WHOLESALE LOTS—CACTUS; RESURRECTION Plants, small, 3" across, field run, med. & large.

YOU MAKE THEM! WE SELL THEM! New Liquid Plastic makes many items;

33 DOZEN PLASTIC APRONS, OTHER QUICK-selling quality buys, including matching Tablecloth-Apron sets.

400 % PROFITS—SELLING GENUINE, GUAR-anteed, 'NuSilver Polish and Plating Liquid';

ALWAYS INTERESTED IN ANYTHING ALIVE suitable for resale; price and details, please.

FOR SALE—SHEPHERD ALBINO MULE; three years, 48 in. high, weight 400 lbs.;

FOR SALE, WILD LIFE—THIRTY CAGES AS-sorted animals with Jack's Side Show;

MEXICAN DONKEYS (BURROS), TAME FOR children to ride on; \$45 or \$65 prepaid;

SNAKES—FRESH, PLenty ON HAND; WHY buy from dealers, we are direct importers;

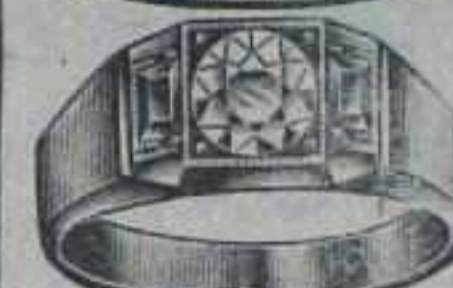
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All Extra Heavy Mountings Hustlers and all stone ring workers, buy direct from one who understands your needs!



#8404 \$22.50 PER DOZ. 1/20 12K Gold Filled. Large whitestone center, two ruby colored or all white side.



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25% Deposit, Balance C. O. D.

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PINS • NECKLACES • BRACELETS EARRINGS • IDENTS • ETC. Retail Value up to \$5.00 ea. 1,000 Pcs. Ass't. 15¢ ea. 500 Pcs. Ass't. 20¢ ea. 100 Pcs. Ass't. 25¢ ea.

25% Deposit, Balance C. O. D.

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COIN-OPERATED MACHINES, SECONDHAND
 A Large List of Second-Hand Coin Machine Bargains will be found on page 72 of this issue.

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- BRAND NEW FACTORY MADE WOODEN** Ponies, suitable for Kiddie Rides. Lee Marvin, R. R. 5, Portland, Ind.
- BUILD SHORT RANGE SHOOTING GAL-** lery; complete plans and dimensions for Trailer and Tube type, with 2 full size patterns, \$5; free plan catalog. Brill, 228-B North University, Peoria, Ill.
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- SNAKE AND JUNGLE SHOW BANNERS AND** equipment; send stamp for list. L. L. Jeffery, R.D. 3, Horseheads, N. Y.
- THEATER SEATS—STEEL AND WOODEN** Folding Chairs, Tents, 16mm. Film Projectors. Lone Star Film Company, Dallas, Tex. ja22
- TO SETTLE AN ESTATE FOR A LADY—18** Passenger Gas Train, used three weeks, first \$950 takes; this train was made by us and is really a bargain. Numbers & Kernode, Memmouth, Ill.
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(Continued on page 60)

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ATTRACTIVE 100 8 1/4 x 11 LETTERHEADS and 50 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickson Printing, 8223 Cleveland, Kansas City 4, Mo. fe12

SHOWY EMBOSSED LETTERHEADS—SPARKLING! Dynamic! Flashy colors. Distinctive illustrations: Midways, concessions, shows, orchestras, magicians, bookers; standout designs; samples 10c. SolidDays Colorprint, Knox, Ind.

3 LINE RUBBER STAMP & PAD, \$2 PREPAID. Stamp Co., 189 Jefferson, Memphis, Tenn.

50 8 1/4 x 11 HAMMERMILL LETTERHEADS with 50 5 Envelopes, \$1 postpaid. Banner Printing Service, Box 1621, Pittsburgh 10, Pa.

100 8 1/4 x 11 BOND LETTERHEADS, 100 5 Envelopes, \$2. 5 line copy. Show and ride daily reports. Free samples. Ace Press, Clearwater, Fla. fe5

250 6 Envelopes and 250 WHITEBOND Letterheads, 5 1/4 x 11, 5 lines copy, \$3 postpaid. Webster's Printshop, Farmland, Ind. ja22

250 8 1/4 x 11 LETTERHEADS, 250 6 Envelopes, printed, only \$4. Price list free. Diehl, Box 46, Northumberland, Pa. fe5

5,000 24lb. #6 ENVELOPES, \$19.75; 5,000 24lb. #10, \$27.90 F.O.B. Gas City. Dickerson Printing Co., P.O. Box 8, Gas City, Ind.

SALESMEN WANTED

BIG MONEY—QUICKLY AND EASILY, TAKING orders for complete line Personalized Initialed Buckles, Belts, Cap Badges; 2,000 emblems. Fast repeats. Write today. Hook-Fast Co., Box 480-BH, Roanoke, Va. np-ja29

RAY-PRUF SUNGLASSES — HIGH QUALITY line. Fast sellers. Large profits. Write Sterling Optical Co., 153 South Street, Newark, N. J. fe5

WANTED—AGENTS, JOBBERS AND SALESMEN for new, patented Phonograph Record Holder; sell to music stores, department stores, radio and appliance stores; fast sales; generous discounts and commissions; write today for full particulars. Sales Division, McCombs Engineering Co., Waterloo, Iowa.

SCENERY AND BANNERS

A-1 CARNIVALS & CIRCUS BANNERS—THE best made. Manuel Studio, 6511 Euclid Ave., Cleveland 3, Ohio.

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Neman Studios, 1236 S. Halsted St., Chicago 7, Ill. CA 6-2544 ja22

SIDE SHOW BANNERS, 8x10 FEET, \$37.75; good cloth, leather straps and rings; also other Banners and Fronts made, quick service. W. Courtney, Barboursville, W. Va. Phone, 4301. fe12

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TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3. fe19

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A-1 CIGARETTE AND CANDY VENDING machines, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. fe12

INTERESTED IN BUYING MOTORHOME and equipment. Box C-223, Billboard, Cincinnati, Ohio.

WANTED TO BUY — MONKEY SPEEDWAY with Cars. Earl Chambers, Cettin & Wilson Shows, Petersburg, Va. ja22

WANTED—35MM. SILENT FILMS, PROJECTORS. Sanford Film Co., Honeyoe Falls, N. Y.

WANTED—SALT WATER TAFFY PULLING and Wrapping Machine. Mabel A. Livingston, 1512 Welton St., Denver, Colo.

WANTED TO BUY—DEAGAN IMPERIAL Vibraharp, Model No. 55; looks like upright piano; also old Merry-Go-Round, condition not important. Hugh Golden, Norwalk, Conn.

WILL BUY CLOSETS OF PUNCH BOARDS. State types of boards for sale. Joseph Weiner, 3327 W. Garrison Ave., Baltimore 15, Md.

35MM. STREET SNAPPING CAMERA, Developing and Printing Equipment, File System, Accessories. Condition, best price first letter. Harold Helman, 124 29th St., Newport Beach, Calif. ja22

(Continued on page 62)

ATTENTION!

GOLD WIRE ARTISTS

• Square and round rolled gold plate wire, all gauges and quantities • Stone-set and plain bangles as follows • hearts • stars • clover's • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls • 3-stone ring top or beaded stock • Beaded hand wire • Plain findings such as crosses • anchors • bowknot pins • springrings • jumpings • swivels • chains • plain and twisted hoops • earwires • earcrawls, etc. • Hoop earrings • earrings for pierced and unpierced ears • Hand-made adjustable bangle bracelets • Wire knot rings of rolled gold plate • Pearl plates of small shell • Cameos, etc.

Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D.

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Box 93, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save.

SELL NYLONS GUARANTEED AGAINST RUNS!

The ONLY nylon hose in the whole world actually guaranteed against runs, snags or excessive wear, REGARDLESS OF CAUSE! Yes, no matter what the cause, whether use or abuse, Kandex nylons are replaced FREE if they run, snag or become unfit for wear within guarantee period — a period up to three whole months! Not sold in stores. Extra sheer 15 denier, sheer 30 denier and service 60 denier. Latest colors. Lengths 28 to 33 inches. Both seamed and seamless. Also complete line men's fine hosiery guaranteed for ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Complete money-making sales outfit FREE and prepaid. No obligation. Nothing to pay now or later. Simply rush your name and address on a post card and we'll be hooking money next week.

KANDEX COMPANY, BABYLON 17 N. Y.

SENSATIONAL for the NEW YEAR!

Only \$3.50 ea. in lots of 6



* Written Guarantee
* Shock and Water Resistant
* Radial Hands and Dial
* Top Sweep Second Hand
* Stainless Steel Band
* Fine All Wrists
* Sparkling New - Not Rebuilt!

25% With Order - Balance C.O.D.
F. O. B. St. Louis
\$1.00 Each Extra On Orders Under \$20

Amazing Sales Booster!

Terrific Ladies' Watch Value Tool
Beautiful! Equilibrated Accurate!
Women love them. Dainty, petite,
Keeps perfect time. Complete

MARVEL WATCH CO.

Wholesale only
301 PINE ST. ST. LOUIS 2, MO.

Free Catalog.

ZOWIE!
HUBBA HUBBA
Outclassed ALL OTHERS!

"EYE-FUL" FOCUSING TELESCOPE

Very Cheap NOVELTY BRAND NEW
DIFFERENT HOLLYWOOD CUTIES
WITH EACH DOZEN

MINIMUM ORDER 2 DOZEN
with COLORFUL DISPLAY CARD

IMMEDIATE DELIVERY
SORRY NO C.O.D.'s
Quantity Buycers Write for Prices

ONLY \$3.00 DOZ.

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TOLEDO 4, OHIO

CLOSEOUT!
Regular \$1
BALL POINT PENS

White
They Last! **20¢ EA.**

IN 12 DOZ. LOTS
6 DOZ. LOTS, 21¢ EA.
SAMPLE, 50¢

A full-size Regular \$1.00 Ball Point Pen. Gray, Blue, Black and Maroon.

20% With Order,
Balance C. O. D.

B. FISCHMAN
4195 Archer Ave., Chicago 32, Ill.

Genuine Imported Oriental Design
RUGS \$32.50 EACH

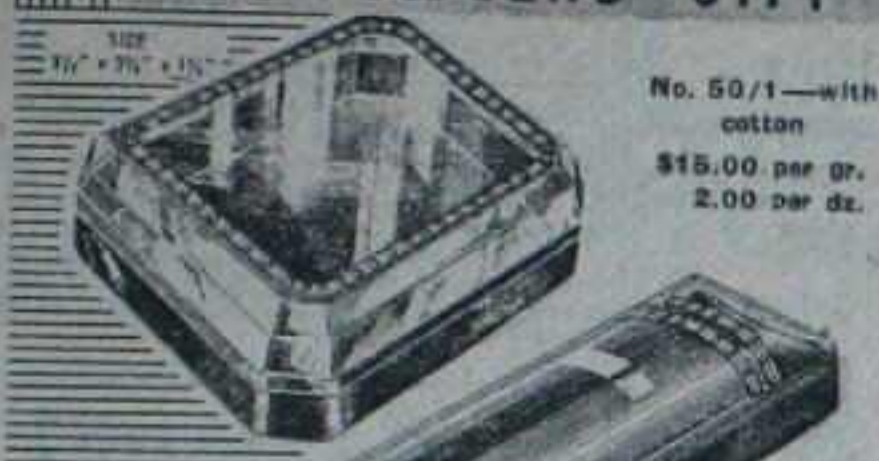
Buy direct from reliable New York RUG Wholesaler. Glowing Oriental design, heavy 8x12 room size rug! Perfect quality! Woven through to back! Greatest money-maker today! All sizes, colors!
If not satisfied, money refunded within 3 days. Wire or write today for free price list. Agents wanted.

25% doc. with order, bal. C.O.D.
LO-US TRADING CO.
Dept. P-5
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Fine Hand-Dipped Assorted
CHOCOLATES, \$5.76 Doz.
Gorgeous, large, flashy, cellophanned 1-Lb. Boxes (\$1 to \$1.25 value). Case lots of 24 only, Sample \$1. No C. O. D.'s at this price.

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Frederick, Md.

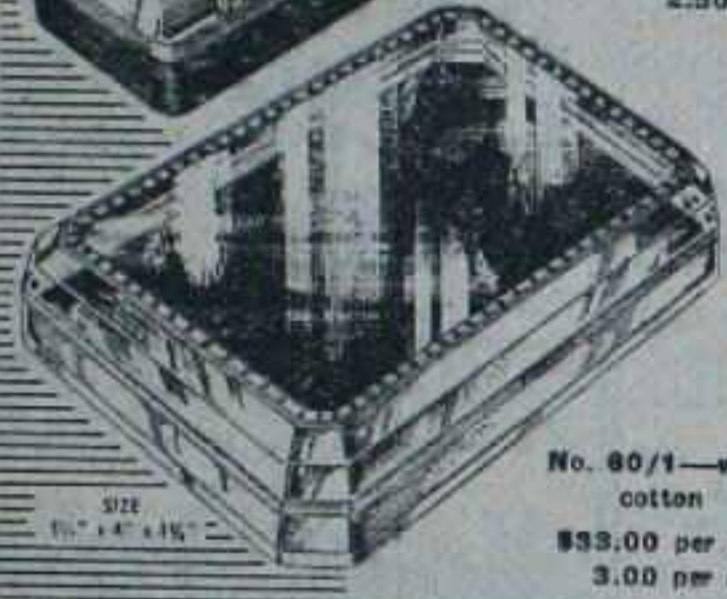
Smart Two-Tone Plastic JEWELRY GIFT BOXES



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



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



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

Enhance the BEAUTY AND CHARACTER of Your Products

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

Colors: Transparent top in combination with choice of Ivory, Chinese Red, Cerise, Jet, Ash or 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.



No. 56 In lots of 3 dz. or more
\$ 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

RINGS SELL ON SIGHT

Styled to Sell—Priced for Profit



Beautiful 1/20 12K G. F. man's ring. "Diamond" like center stone with your choice of two red, white or blue, smaller stones on either side. \$17.90 per dozen.



This is one of the fastest sellers on the market. 1/20 12K G. F. ladies ring. Beautiful, synthetic birthstone surrounded by "diamond" like stones. It's a real beauty, only \$11.00 per dozen.



This ring is fast moving. Three big, beautiful "diamond" like stones, 1/20 12K G. F. with a look of distinction, only \$22.50 per dozen.

Write today for our big new 1949 catalog filled with these fine values and many, many more on all types of jewelry and accessories. Be sure you write today.

WRITE: Dept. B.B.

Cel-Max WHOLESALE JEWELERS
182 S. Main St. • Memphis, Tenn.



HOLIDAY SPECIALS

RAYON PLUSH PANDA and 2 TOY BEARS

All moving eyes with silk bow ribbon attached. All sizes. Priced from \$35.00 to \$44.00 per doz. We can ship from factory in quantities of 6 doz. or more at lower prices than quoted from Eastern sources. State your business.

OUR NEW SENSATION SNOW MAN BANK

Hand painted features in contrasting colors, make this number a stand out wherever displayed as a novelty bank. Overall height 12 in. Each wrapped in corrugated paper. 12 to shipping container (no less sold). Per Doz. \$4.80.



Complete Line of Plush Toys.
WISCONSIN DE LUXE CO.
1802 N. Third St. Milwaukee 12, Wis.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
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BIG PLATES — BIG CHAINS — BIG VALUES

No. 309 \$4.65 doz. \$54.00 gr.	No. 311 \$5.50 doz. \$66.00 gr.	No. 312 \$7.20 doz. \$81.00 gr.	No. 315 \$9.30 doz. \$108.00 gr.	No. 314 \$12.30 doz. \$144.00 gr.
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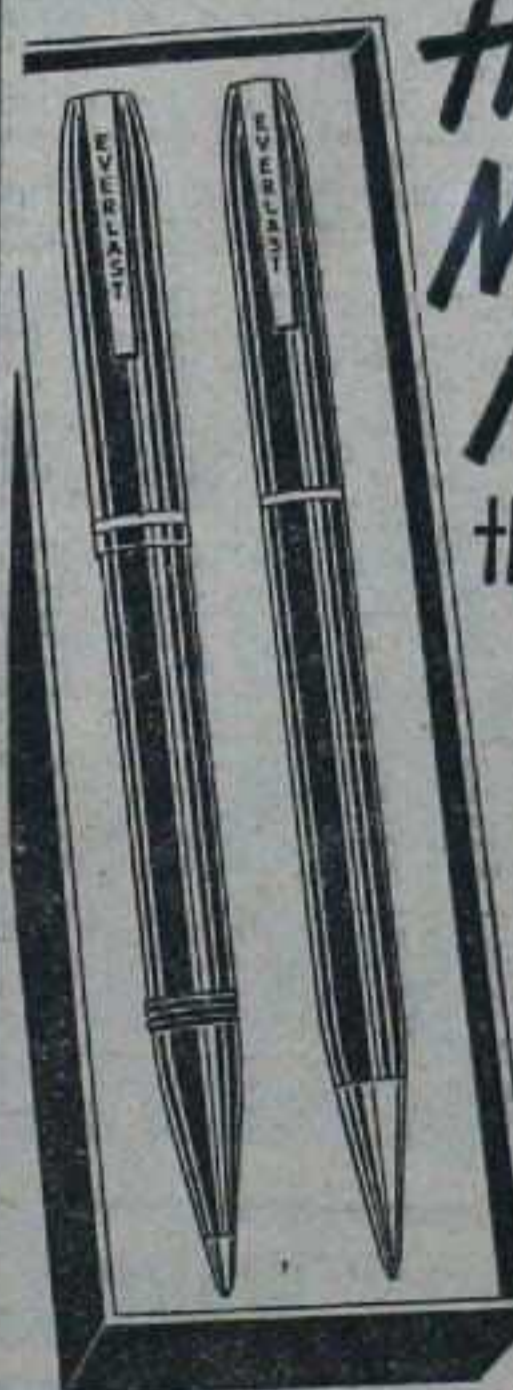
— WHITE FINISH —
Individually Carded (Gift Boxed, \$1.20 doz. extra)
STATE YOUR BUSINESS

HARRY PAKULA AND COMPANY

5 N. WABASH AVE. CHICAGO 2, ILLINOIS

Here's Money-Making News for You!!

the **EVERLAST** de Luxe
PEN and PENCIL SET in 3 different styles



50¢ IN GROSS LOTS
60¢ in LESS THAN GROSS LOTS

New Low Price

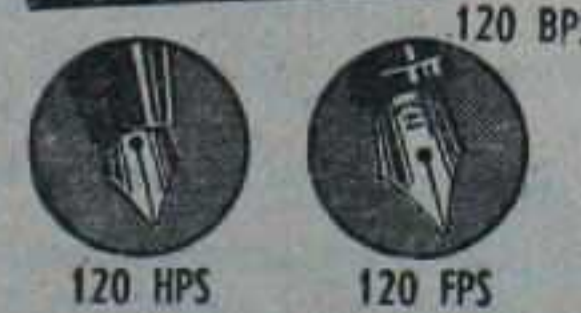
An exquisite pen and pencil set of the quality you would expect to get in only the very expensive name brands.

Style 120 B.P.S. consists of a precision ball pen nicely boxed with a propel, repel, expel mechanical pencil.

Style 120 H.P.S. consists of a hooded point lever pen with mechanical pencil boxed as a set.

Style 120 F.P.S. has the full size pointed pen instead of the small hooded point.

All articles of gleaming plastic in grey, blue, maroon and jet black with smart gold-plated trimmings.



Write for Our Illustrated Catalogue. 25% deposit must accompany order.

Since 1890 a Reliable Source for Writing Instruments
Everlast PEN CORPORATION
644 Broadway, New York 12, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

EXTRA VALUES



Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.

No. 775BB \$1.70 Each

Same as above, but has luminous hands and numerals. No. 776BB \$2.35 Each

Plated in beautiful color of natural gold. Exclusive New Haven compensating hair spring makes it keep better time under extremes of hot and cold. No. 777BB \$2.96 Each

ROHDE-SPENCER CO. 223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

TERRIFIC SELLER!

THE "15-PUZZLE"

A RIVAL TO CROSSWORDS AND JIGSAWS...



219 QUADRILLION

DIFFERENT COMBINATIONS

FASCINATING FOR A LIFETIME

...ATTRACTS YOU—AND OTHERS TO YOU

...PLAYABLE SINGLY OR COMPETITIVELY

...FITS YOUR POCKET AND YOUR PURSE (\$1)

\$7.20 PER DOZ.

50% With Order, Balance C. O. D.

DOLF RUDIN

Western Distributor

228 South Tower Drive, Beverly Hills, Calif.

FOLDING CHAIRS

PROMPT DELIVERY

IN STEEL OR WOOD

WRITE FOR CATALOG

J. P. REDINGTON & CO. DEPT. 18 SCRANTON 1, PENNA.

FREE SAMPLE GLOWS IN THE DARK! AN EASY WAY TO MAKE BIG MONEY

Be the first to sell sensational luminous house numbers, light switch plates, wall protectors, cord pulls, novelties, etc. Also luminous pictures, statuettes, and a host of religious, nursery and other objects THAT GLOW IN THE DARK.

ATTENTION! IT'S DIFFERENT Boxed Stationery containing 24 sheets, 24 envelopes, 12 dollars gross boxes, P. O. B. Philadelphia.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column... No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS AND CARNIVAL

UNION CIRCUS BAND LEADER—GOOD MUSIC LIBRARY. Bandmaster, E. 525 Mission Ave., Spokane, Wash.

MAGICIANS

FEATURE MAGIC-MENTAL ACT—ORIENTAL presentation; salary for act; percentage on private readings. Yuse, care Kneeland, 75 1/2 W. Chippewa, Buffalo, N. Y.

TOP NOTCH MUSICAL MANIPULATIVE sleight of hand act for clubs, hotels, theaters, schools, etc.; positively best of its kind; consider good offer, proposition or book; so anywhere; age 28, single, 11 years' experience. Write Gordon Bathke, General Delivery, Little Rock, Ark. ja29

MISCELLANEOUS

AT LIBERTY FROM FEB. 4—KARA-KUM'S International Mystery Show; 60 minutes to 2 1/2 hour production with seven girls; available for auditoriums, theaters, midnite shows, fairs, etc.; presented outdoor or indoor; any lady from the audience will float in mid-air; head of any volunteer will be cut off and thrown to the audience; any drink called for will be produced from pure water; plus spoons, skeletons may leave the stage and sit with audience; have special designed window cards, small, jumbo, posters, one sheet, three sheets and 24 sheets billboards, 8 different hand bills, car and window stickers, screen trailers, mats, recorded radio announcements and programs; wanted: nationally operating advance agent. Kara-Kum, Hotel Wm. Penn, Pittsburgh, Pa.

AVAILABLE—HARVEY THOMAS VAUDEVILLE Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriiloquists, Punch-Judy, 162 N. State, Dearborn 2734, Chicago, Ill.

SKATE MECHANIC—AGE 50, RELIABLE, SOBER; write salary, requirement, Box C-216, Billboard, Cincinnati, Ohio.

TALENT SCOUT—ALL TYPES OF TALENT found for all fields of entertainment. Clayton Mampa, 818 Dakin St., Chicago 13, Ill. fe5

MUSICIANS

A-1 FIDDLER—HILLBILLY AND WESTERN. Double fiddling, double guitar; radio at North and South; sober, age 27; minimum \$65. Write or wire "Fiddler," Box 364, Forest City, N. C.

ALTO, TENOR, SAXOPHONE, CLARINET—NO jazz, transposing, combos; prefer third alto sax, play any chair. Bob Reid, care Plamor Ballroom, Main St., Kansas City, Mo.

ALTO AND CLARINET—TONE, INTONATION, read, experienced, some jazz. Tommy Smoot, R. R. 1, Rankin, Ill. fe5

AT LIBERTY—PIANO, WELL QUALIFIED; chords, old tunes, all around style; union; location preferred. Box C-214, Billboard, Cincinnati, Ohio.

AT LIBERTY—PIANO MAN AND FEMALE vocalist for duo cocktail unit or dance band; partial to bass, no shows; will work separately. Write or wire John and Wahleta Hudson, Gifford, S. C.

AT LIBERTY—BASS, DOUBLING GUITAR; single, absolutely no drunk, read, fake anything; available expiration of notice; also some vocals; finest equipment. Address Bass Man, Room 315, Earle Hotel, Richmond, Va.

DRUMMER—WORKED WITH JIMMY JOY, Charlie Arnew, Gus Arnheim, Jimmy Richards, and Nick Stuart; cut or no notice; neat, congenial; very reliable; age 28, single, 14 years' experience; hotel band or combo doing mostly locations desired. Contact Joe Bride, 228 East Lewis St., Platterville, Wis. Phone 5285. fe12

AVAILABLE IMMEDIATELY—TENOR SAX doubling clarinet, any chair; read, fake, transposing, some arranging; experienced commercial or jazz; age 27, neat appearance, reliable, have transportation. Musician, Apt. 7, 1508 Austin, Houston, Tex.

DRUMMER—AGE 23; DRAFT EXEMPT; MEMBER Local No. 10; read, cut shows, all rhythms, good appearance, fine equipment, prefer location. Dick Glerrum, 704 South Maple St., Oak Park, Ill. Phone, Village 2355. ja29

GIRL MUSICIAN—TENOR, BARTONE, CLARINET. Experienced commercial jazz. State full particulars. Box C-210, Billboard, Cincinnati, Ohio. ja22

GUITARIST—ELECTRIC, SPANISH; GOOD rhythm, ad lib or solo, read well, fake; interested in joining small unit only; advise all your first communication. Box C-215, Billboard, Cincinnati, O. ja29

HAMMOND ORGANIST—MALE, WHITE, PREFER Chicago vicinity; large set-up, Minors; want long term, pleasant conditions; no dance job; details, recording. P. O. Box 208, Chicago, Ill.

HAMMOND ORGANIST—MALE, UNION; COCKTAIL lounge, hotel or small combo; do not have a Hammond. Box C-219, Billboard, Cincinnati, Ohio.

HAMMOND ORGANIST—OWN INSTRUMENT, vibratone speaker; refined cocktail work, broad-casts; anywhere with reasonably long contract. Box C-222, Billboard, Cincinnati, Ohio.

MAN AND WIFE—STEEL AND BASS; UNION, sober; wants job with Western and hillbilly band; will travel. Claude Webb, 819 Truman St., Hammond, Ind. Phone. Sheffield 1341M.

ORGANIST—AVAILABLE FOR A-1 RINK within 200 miles of New York City. Write details Organist, Box C-217, Billboard, Cincinnati, Ohio. fe5

PIANIST—LEGITIMATE MUSICIAN; SWING, ragtime, classics, excellent reader, fake, chord symbols, solos, combo, tenor band; young, neat appearance, steady, dependable. "Jesa" W. Conner, Royalton, Minn.

STEEL GUITAR MAN—SINGLE, SOBER, RELIABLE; have experience in radio and show work; also some rhythm-guitar, bass; go anywhere for right deal. Larry Campbell, Route 1, Colchester, Ill.

STEEL GUITAR MAN—SOBER, NEAT; WOULD like to work with Western group; will go anywhere for good salary. Write, wire Tex Spangler, 227 Sand St., Kingsport, Tenn.

TENOR, CLARINET, ALTO FOR COMBO, TENOR, fake requests, clarinet jazz; serious, cooperative, single, car, go anywhere; steady locations only. Write or wire Musician, 950 Madison, Jackson, Miss.

TENOR CLARINET, FLUTE, BASS CLARINET; semi name experience; transpuse at sight, two years' theater experience. Scoop McKinney, 107 Oley St., Reading, Pa. Phone 28144.

TROMBONE—GOOD COMMERCIAL OR MICKLEY man; big tone and high range; sober and reliable; South or Southwest preferred; all offers considered. For full details write Box C-221, Billboard, Cincinnati, Ohio.

TROMBONE—NAME EXPERIENCE; AGE 38, good appearance; prefer club work, will travel; write, don't wire. Pete Bailean, 415 South 6th, Washington, Iowa.

VIBIST—SWEET AND GONE, HAVE CONCERT Deagan Vibes; interesting solo work; young, sober, reliable, member Local 47, Musician, 815 W. California St., Oklahoma City.

UNION TRUMPET—EXPERIENCED, SOBER and reliable, Combo or big band. Available immediately. 21 years old, will travel. Hey Warren, 2308 Berkeley Ave., Roanoke, Va. Ph. 6914. ja22

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. fe5

HIGH ACT AVAILABLE FOR CELEBRATIONS and fairs. Write High Act, Adel, Iowa. fe12

HIGH CLASS TRAPEZE ACT—AVAILABLE for indoor events. Flashy silvered paraphernalia. Real act. For particulars address: Charles La Croix, 1804 South Anthony, Fort Wayne 4, Indiana.

NOW BOOKING 1949 FAIRS—PURE CLOWN. Hiram the Juggling Fool, mingles with grandstand and midway crowd creating fun; does sock juggling Act in Grandstand Show. Address Eddie Doyle, Worthinston, Ind. ja22

PALMIST AND TEA LEAF READER—TRAVEL anywhere, 30 years old, look Gypsy like, very beautiful; can do half and half. Rose Davis, Avella, Pa. Phone 6953.

VAUDEVILLE ARTISTS

WYOMING BILL PRESENTS HIS TWO horses "Pop Wow," high school and talking horse; "Umbrago," original drunken horse and the only rope throwing horse in the business; two individual acts. Bill Scott, 55-09 Myrtle Ave., Ridgewood 27, N.Y. fe5

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS WANTS TEAM TO PUT ON WILD West concert on percentage; clowns and performers for big show; some privileges open; early opening 4th season. Raymond Brison, 131 Oley St., Reading, Pa.

DANCE MUSICIANS—ALL INSTRUMENTS for commercial territory band; no drugs or characters. Collins Booking Service, Grand Island, Neb. fe5

GIRLS WANTED FOR KARA-KUM'S INTERNATIONAL Mystery Show; no experience necessary. Kara-Kum, Hotel Wm. Penn, Pittsburgh, Pa. ja29

MIDGET PERSONS—EXCITING OPPORTUNITY for several, age 18-35; write full description, enclosing recent photo. 2325 Ponce De Leon Blvd., Suite 301, Coral Gables, Fla.

MUSICIANS—ALL INSTRUMENTS, 12 DANCE orchestras, work steady. Give full particulars. VSA, 848 Insurance Bldg., Omaha, Neb. fe12

MIDGETS FOR BIG VAUDEVILLE ACT—Experience not necessary, good salary. Address Midgets, Box C-218, Billboard, Cincinnati, Ohio.

MIDGET MEN WANTED FOR KARA-KUM'S International Mystery Show; no experience necessary. Kara-Kum, Hotel Wm. Penn, Pittsburgh, Pa.

MIDWESTERN ORCHESTRA AGENCY WITH 5,000 contacts wants Organized Traveling Bands for steady bookings. Contact Howard White, Orchestra Service, Omaha, Neb. ja22

MUSICIANS FOR IMMEDIATE REPLACEMENT; Mickey band; state experience, phone and salary expected. Leader, Hotel Ahrin, Tulsa, Okla.

OPENING FOR COMMERCIAL DRUMMER—Salaries paid; others, write. Rex Pine, Glencoe, Minn.

PIANIST THAT PLAYS WITH A BEAT—MALE or female; well known trio. Write or write Bo Haynes, Gen. Del., Pensacola, Fla.

TENOR SAXOPHONE DOUBLING SEVENTH Violin and Clarinet. State age, previous bands if married, minimum salary. Box CH-119 Hill board, Chicago, Ill. ja22

TENOR SAX, GOOD CLARINET MAN—STEADY work, top territory, polka band. Write or wire Viking Accordion Band, Albert Lea, Minn.

VOCALIST—MALE OR FEMALE TO AC company Hammond organ. No boozers. Aragon Tavern, 610 Sycamore St., Waterloo, Iowa. Phone 22485. ja29

WANTED—COMEDY, MUSICAL, NOVELTY acts for Medicine Show; open last of February under canvas South Missouri; no up, downs; sure salary, good treatment. Wanderska Medicine Co., West Plains, Mo.

Sensational at

\$8.00

each



No. 800. Where else could you get a replica of an expensive Swiss beveled lug watch at this amazingly low cost? Timed and tested 7 Jewels men's Swiss chrome cylinder watch with ruby and rhinestone dial, at a quick selling, profit making price. Or in 10 Kt. domestic rolled gold top, steel back, 7 Jewel Swiss Cylinder square model wrist watch, fancy crystal, for \$9.00 (No. 301). Wholesale only in minimum sample lot of 6 (add \$1.00 extra to each for less than 6).



No. 100. Timed and tested women's 7 Jewel Swiss Chrome Cylinder Wrist Watch, small size, with Ruby and Rhinestone Domestic Dial, cord. Same in square model, \$8.00 (No. 111). Same in 10 Kt. rolled gold top, steel back, \$9.00 (No. 112).

Send for Free Catalog.

LANCYL CO.

580 Fifth Ave., New York 19, N. Y.

Direct From Manufacturer At Low Prices

PITCHMEN DEMONSTRATORS PREMIUM USERS COUPON WORKERS



New Look 1949 Ball Pen With Lighter and Two-Color Pen. Gold Finish.

25% deposit with order. Send \$1.25 for Samples. H. EPSTEIN 27 East 22nd St. New York 10, N. Y.

ENGRAVERS!

with it since 1907 Originators of the ALL-ALUMINUM IDENT. \$3 Doz., \$35 Gr. Have worked stores with jewelry joints myself for years and know your needs. LOWEST PRICES AVAILABLE. SEND FOR CATALOG. MILLER CREATIONS MFR., 6625 Kenwood Ave., Chicago 37, Ill.

FUR COATS JACKET-CAPES

Large assortment of NEW 1948-49 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrations and Price List. It's FREE. S. ANGELL & CO. Manufacturing Furrier 296 W. 27th St. (Dept. B-3), New York 1, N. Y.

SENSATIONAL TOYS WITH EYE APPEAL!
(Imported)

CRAWLING BABY

\$7.20 Doz.



CRAWLS AND LOOKS LIKE REAL!

Realistic baby doll with automatically moving arms and legs. Creeps just like a real baby. Self-contained key, sturdy motor. 5 inches long. Individually boxed.

JUMPING FUR DOG

\$4.00 Doz.



IT JUMPS AND BARKS!

Feels like shaggy dog. . . jumps and barks. Operated with air bellows and tube. 7 inches long. Individually boxed.

CRAWLING TORTOISE

\$3.20 Doz.



REALISTIC—IT SEEMS ALIVE!

Looks real and crawls like a live tortoise. Realistically painted. . . all metal with strong motor and self-contained key. 5 inches long. Individually boxed.

PUZZLE SEDAN

\$5.90 Doz.



TURNS AUTOMATICALLY AT EDGE OF SURFACE!

Will not run off surface. Car turns automatically as it approaches edge. All metal, strong motor, self-contained key. 5 inches long. Individually boxed.

MAIL YOUR ORDER TODAY
25% Deposit With Order, Balance C.O.D.

OVERLAND WHOLESALERS
915 BROADWAY, NEW YORK 10, N. Y.

NEW LOW PRICE!

HOLLYWOOD PEEK-A-BOO



VIEWER and KEY CHAIN NOVELTY

Packed 4 Doz. Ass. to a Display Carton. Minimum order 4 Doz.

DOZEN \$2.50 **GROSS \$25.00**
Gross \$24.00 (in 5 Gross Lots)

CUTI-KEE CHAIN TELESCOPE



STOCK UP NOW!

25% Deposit With All C. O. D. Orders.

DOZEN \$2.75 Minimum 4 Doz.
Gr. \$27.50 Immediate Delivery!

Parker Products Corp.
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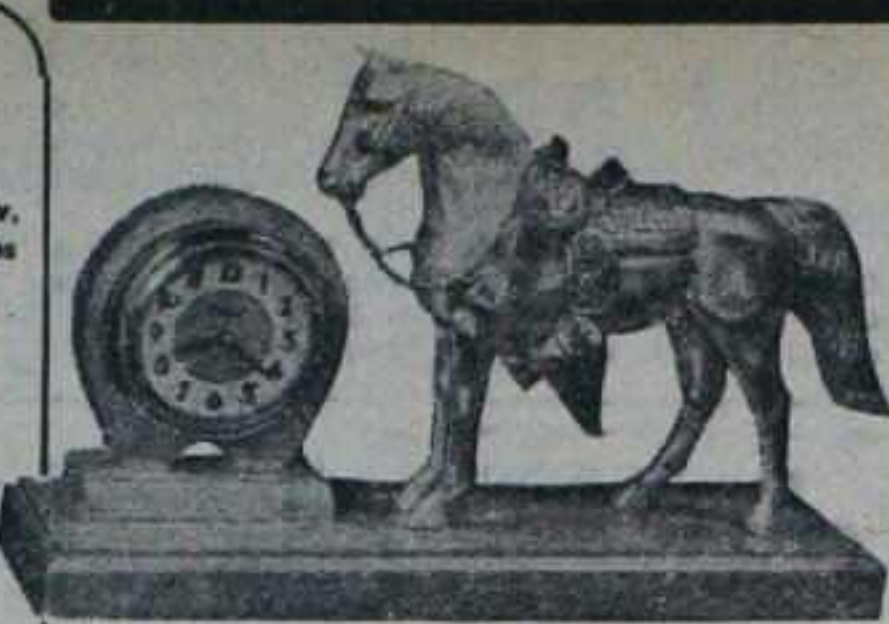
Build good-paying business of your own. Call on dealers of all kinds, show nationally advertised Aspirin, Cosmetics, Razor Blades, 200 other necessities. Big 6¢ and 10¢ retail packages. Free book gives facts.

World's Products Co., Dept. B-W, Spencer, Ind.

CONGRATULATIONS C.M.I.!

Sorry, we can't attend your Show, but here's a special prize for ops to hypo game play:

WESTERN HORSE and CLOCK



Lacquered Silver-Plated Horse and 24 Karat Gold Plated Saddle. Guaranteed not to tarnish. Clock is famous United with guaranteed Westinghouse licensed movement.

\$10.50 Ea. In Dz. Lots. Samples, \$12.00 Ea.

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Retails at **\$1.50** ea.

SPECIAL DEALERS PRICE. ONLY \$7.20 per doz.

★ Individually boxed in attractive tin foil gift boxes.
★ Display carton contains 1 doz. lighters in assorted colors.
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YOUR LOW COST \$12.50 Each

Retails for \$29.95 at Leading Stores.



Air King Radio-Camera Model A410. Size: Height, 9 1/2"; Width, 4 1/2"; Depth, 3 1/2". Weight: Less than 4 lbs. complete with batteries. Radio: Superheterodyne with latest type miniature tubes. Camera: Eveready Camera Case; 50mm.; Meniscus Lens, Time and Instantaneous Exposures. Takes black and white or color pictures; 828 Standard Film, Adjustable Strap for shoulder or hand carry. Colors: Green and Red.

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Close-outs and job lots of **STUFFED FUR and PLUSH TOYS** on hand. Buy at low prices. Write for details.

NEW SAMPLES OF STUFFED TOYS NOW READY

EASTER LINE OF 1949 big profit numbers ready! Order at once!



Take advantage of our low prices on top carnival and premium numbers. You get prompt delivery on all Ace Toy sure-sellers.

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Special Set-up for Jobbers. Salesmen: Choice Territories still open.

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WITH THE TELESCOPIC FOCUS!

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NOW!

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EACH A DIFFERENT POSE!

\$ 3.00.....PER DOZEN
\$27.50.....PER GROSS

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ORDERS SHIPPED SAME DAY RECEIVED!

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GUARD your VALUABLES

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Defies Hold-Ups, Pickpockets, Prevents Losses.

IDEAL FOR Collectors, Travelers, Sportsmen, Messengers, Businessmen, For Men and Women

Equipped with Patented Harris Positive Lock.

Send \$1.00 for sam. Dozen price, \$7.20, 3 doz. or more, \$5.60 doz. Postpaid. Sorry, no C. O. D. orders.

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THE BEST SELLING TOY SENSATION IN YEARS

What the whole country's looking for! Exactly as featured in LIT ABNER comic strip. Made of strong, durable, washable VINYL. I.I.T.E. plastic—\$7.15 per dz. with Jingle Bells in 6 dz. lots. Inside, electronically sealed. In gross lots, \$6.30 per dz. In gross lots, \$6.30 per dz. In gross lots, \$6.30 per dz. Inflate to 17" high. Sealable non-mechanical valve make inflating and deflating easy. Tremendous demand. Order NOW. You make up to \$5.46 per doz. Send 25% deposit, balance C.O.D.

SPECIAL!—SHMOO balloons. Inflate to 17" high. Rapid fire 10¢ sellers. Your cost only \$9.34 per gross. Each balloon separately cellophane packed—with feet. Gross quantities only. Write today for FREE ILLUSTRATED NEW CATALOG big value leather goods, novelties for all the family.

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FAST SELLERS

- COMBS, POCKET.** Coarse and fine teeth. Gross. \$ 1.20
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FILIGREE CIGARETTE LIGHTERS with keychain. Gross, \$45.00; Dozen 4.20
2-COLOR BALL PENS. Gross, \$54.00; Dozen 4.80
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Southern buyers can obtain these goods and many others at ADVERTISED PRICES plus handling charges from our big Miami branch store.

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Cut-Rate WHOLESALERS Since 1916
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Candid Camera Champion—a \$10.00 value for \$2.00; Silver King, a \$15.00 value for \$3.00; 2,000 Business Cards, choice of three colors, only \$3.45 postpaid. How to get 200 Cigarettes free—or for \$1.00 postpaid. 100 Gillette Type Blades, 80¢—100. All above information in our sales directory listing over a million articles at lowest wholesale prices. Including over \$300 in formulas—and sales plans. Regular price \$5 per copy. A copy free if you mail \$1 for 6 months' subscription to Money Making Journal, a monthly devoted to all folks interested in increasing their income. Sample copy 25¢

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Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name **EACH WEEK**.
 Mail is listed according to the office of *The Billboard* where it is held, Cincinnati New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St. Cincinnati 22, O.

Parcel Post
Greiner, Chas. 15c Johnson, Roy, 8c
Lewis, Dick 20c (Hoop, Care)
Rurg, Nancy, 30c Stahman Arthur (Corp.)
Leach, Walter 15c
(Dutch) 8c Louder, Miss 15c
Bradley, Lee, 25c Frances, 5c

Abbott, Chas. A. Carr, Wm.
Abbott, H. Carrizales, Stoney
Adams, Lewey P. Carswell, J. C. G.
Adams, Mike Cavilla, Don
Adina, Wm. Chamberland, Bill
Albia, Eddie Chamberland, Donald R.
Albert, E. J. (Red) Chick, Donald
Aldridge, Floyd Chick, Donald (Red)
Allen, Archie T. Chick, Donald
Allen, Fred Chilsberg, Alfred
Allen, Ivan Christensen, Bill
Allen, John J. Church, Col. Chris
Allen, Roy Churchhill, Geo.
Allen, Roy Stephen Chubb, Frank
Jr. Clark, Eddie
Amba, David O. Clark Wm Allen
Amos, Edw. Clayton, Ray
Anderson, Frank Clawson, R. J.
Anderson, Leslie B. Clements, Mrs. Fred
Andrews, W. J. G.
Archer, Louis D. Clements, Wm.
Armstrong, W. C. Cochran, H. L.
(A. & . Amuse. G.) Cochraue, Irish
Coffee, Jim
Arnold, Edw. W. Cole, Lenze
Atkins, Glen J. Cole, Wiles
Aston, Tom Coleman, Geo.
Austin, Clyde Collins, Geo.
Ayera, James Collins, Carlton A.
Coman, Mrs. Martha
B. & S. Concessions Compton, W.
Balter, Russ Corbett, John
Bailey, Dollie Cooper, Chuck
Bain, Jean Alvin Coro, Wm. Thom.
Baker, Hubert R. Cortes, Rita
Baker, Mrs. Sally Costello, James J.
Balek, Richard Cotman, J. K.
Barthard, H. W. Cotton, Frank
Barrickman, F. N. Cotton, Leroy
Barr, Geo. Cotton, Mrs. Ray
Bates, W. A. Couls, Mrs. Mary J.
Baucher, Elmer B. Coultrie, Leo J.
Bays, Richard C. Cousins, R. J.
Beanchamp, Courtney, Mrs.
Frederick Jessica R.

Becher, Arthur Cowell, John
Belkot, Theo. Craig, Billy
Bell, Jack Critzer, Walter B.
Bell, Forrest W. Crull, R. N.
Bell, Vernon Hammill, Wm.
Bennett, Jack Cummings, Pto.
Bentley, Harry Wm. G.
Thos.
Berenson, Jos. E. Dalley, James Robt.
Bernard, J. M. Dale, Geo. E.
Berofsky, Harry & Dalton, Ruth
Agnes Darnell, Locky
Best, John Wesley Darpel, Joe &
Mabel
Best, Wayne Darragh, Jack
Binley, Sam Darringtons, The
(Painter) Davison Robt. F.
Biddle, Wm. Jos. Davis, Harry
Bierman, Carl Davis, Louis E.
Blakely, Beaton H. DeFazio, Mrs. Julia
Jr. DeLaney, Doyle
Blanton, J. W. DeOrio, Minert
Blasingame, Wm. Dearty, Clifford
Travis Deemer, Francis
Boley, James Edw. Deene, Coley
DeMoss, Perry
Booth, Wm. Dean, Aloha Bobbie
Hourenpohl, Arthur Dearluff, Roy
H. Deoro, Bert
Bowwell, Wm. Bill Deora, John Deora
Bouillon, Frenchy Deora, John
Bowen, Beulah A. Delagraine, Edw.
Bowman, Edw. Delaney, Paul
Borhango, Paul DelMonte, Mike
Brancham, Earl Demetro, Archie
Braconier, Hendri Dempsey, A. N.
Dennis, Pat
Bradley, Geo. & (Leigh)
Roma Diane
Brady, Evangeline Dick, Geo. W.
Brockebridge, Eddy Dickerson,
Brenton, Bill Katherine K.
Bright, James H. Dietach, Paul
Bronflier, Albert Arthur
Brooks, Chas. Dimsdale, Bill
Adam's Dixon, Happy
Broome, E. H. Donaldson, Frank
Brown, Mrs. Mae Douglas, Ed
Brown, Elwood W. Dove, Jimmy
Brown, Mrs. Mary Drake, Mrs. Geo.
Brown, Wendell B. Drayer, Earl R.
Browning, J. J. Drinkard, Milton R.
Bruce, J. R. Dubois, Wm.
Bruce, Kibi Duffes, Ernest
Brunbo, Earl Gilbert
Brimley, Ray Holt, Sterling
Bryan, James W. Duffly, Walter
Dullin, Joes V.
Bryant, Robt. B. Dumcan, Frank
Bryner, Robt. Dumcan, Joe
Buchanan, James Dumcan, Wm.
Richard

Buchanan, Robt. Dugan, J. H.
Buchard, Arthur Dunn, James R.
Burke, Anthony Dyer, Virginia
Burke, Edw. Edlin, Ivan A.
Burke, Geo. A. Edwards, Bert
Agnes Eiben, Evelyn
Burchart, Melvin Elliot, Dencil J.
Burgs, James Lester Ellis, Ray
Burns, Joe Elmer, Victor A.
Burton, Jack Emerson, Mrs.
Buzs, Frank Chas.
Cain, John Engerer, Capt.
Calhoun, David Earnest
Franklin

Call, Tommy Kohrian, Peter Joe
Callwell, Mary & Evans, Al R.
Heavy Evans, L. W.
Campbell, Miss Everhart, Jr.
M. M. Lawrence
Cantwell, Chas. Eritta, Geo. L.
Carando, Ray Fabry, Frank
Carland, Buck Feilshank, Wm.
Carwright, Charlotte Falsett, J. P.
Carpenter, Norman E. Fassacht, Russell
Carr, Marvin G. E. Farrer, Thos.
Carr, Samuel Chester Fay, Franche
Carr, Thos. B. Ferguson, Chapman
(Chink) Featherstone, H. U.

Hankins, Hayden
Hansen, Sigurd
Harcha, Steve
Harding, Lloyd
Harper, Marshall
Harms, Geo.
Harris, Everett
Harrison, James
Harris, Pocket-Book
Hart, A. M.
Harver, Bill
Hartsberg, Amos
Harver, Miss
Harwood, Van
Hastler, Mrs. Wm.
Hasbill, Edgar
(Jack)
Hastings, Mrs. C. L.
Havin, Dick
Hayes, John Ruffens
Haynes, Robt. P.
Heather A.
Blackstone
Hendrick, Harry
Ervin
Henley, Bob
Herrin, B. J.
Henry, Wm. R.
Herbert, Harold
Herrick, Mrs. Carl
F. McDaniels, Mrs.
Grace
McDaniels, Mrs.
Grace
Heron, Morrison
Hicks, David
Hill, J. E.
Hill, Billy H.
Hinkle, Milton D.
Hirschman, John J.
Hodges, Virel
Hoge, Monroe
Holan, Harry Frank
Holmes, Wm.
Merrill
Holt, Sterling
Blackie
Holt, Othmel
Chas.
Hoots, Frank
Hopper, Bill
Houston, Howard
Houston, Ross
Houston, Leo
Hortle Bros.' Chron
Hubbard, Al
Huddleston, Stanley
Martin

Huff, Roger
Huffman, Thos
Huffman, John
Mannuzza, Thomas
Huffnagle, Harold
Huffman, Kenneth
Marlow, Jack
Hudson, Chester L.
Huffman, Joseph M.
Huffman, Agnes
Huffman, Bob
Huffman, Miss Jackie
Huffman, Jack
Huffman, Joe
Huffman, Jesse B. &
Etta
Hudson, Casey
Hudson, Tom
Hudson, C. W.
Hudson, Roy
Hudson, Geo.
Hudson, Harry
Hudson, Robt. Henry
Hudson, Geo. W.

Fenn, Mrs. Elizabeth
Ferraris, James
Ferrara, Antoni
Fields, James H.
Finch, Marton
Finley, Mrs. Evelyn
Fish, James E.
Fischer, Walter
Fisher, R. L.
Flanagan, Robert L.
Flaherty, Leonard
Flanagan, Edw.
Flynn, Michael
Flynn, Vincent M.
Font, Jr. Eow
Forcie, Miss Jean
Foster, H. W.
Francis, Eva E.
Frank, Tennis
Franklin, Albert
Franklin, James B.
Freeman, M. D.
Frederick, R.
French, Lloyd
Friehie, Alfred L.
Fritz, Virgil
Fuller, Wm. E.
Purrie, Robt. Thos
Gallagher, Flo
Gallagher, Jack
Gaskill, Ira
Geer, Robt.
Geer, Frank
Gellon, Bill
Gemma, Mrs. Mary
A.
George, Mrs. Lawrence
Gerathy, John E.
Giebel, Walter
Gerry, Frank James
Gill, Geo.
Gillespie, Eddie
Girard, Huber H.
Glenn, Al
Glasgow, W. R.
Gloden, Chas.
Glover, T. E.
Goad, J. G.
Gobbini, Angelo
Goff, Roscoe
Goldstein, Nathan
Goodson, Samuel
Goodwin, Lloyd
Gotta
Gordon, Chas. E.
Gratit, Merle J.
Gray, Clifford H.
Gray, Don
Gray, James H.
Grimes, Morris
Allen
Gueth, Louis
Gunn, Mrs. Pat
Hall, Otto
Haller, J. C.
Hammill, Wm.
Hammonds,
Cherokee

Hankins, Hayden
Hansen, Sigurd
Harcha, Steve
Harding, Lloyd
Harper, Marshall
Harms, Geo.
Harris, Everett
Harrison, James
Harris, Pocket-Book
Hart, A. M.
Harver, Bill
Hartsberg, Amos
Harver, Miss
Harwood, Van
Hastler, Mrs. Wm.
Hasbill, Edgar
(Jack)
Hastings, Mrs. C. L.
Havin, Dick
Hayes, John Ruffens
Haynes, Robt. P.
Heather A.
Blackstone
Hendrick, Harry
Ervin
Henley, Bob
Herrin, B. J.
Henry, Wm. R.
Herbert, Harold
Herrick, Mrs. Carl
F. McDaniels, Mrs.
Grace
McDaniels, Mrs.
Grace
Heron, Morrison
Hicks, David
Hill, J. E.
Hill, Billy H.
Hinkle, Milton D.
Hirschman, John J.
Hodges, Virel
Hoge, Monroe
Holan, Harry Frank
Holmes, Wm.
Merrill
Holt, Sterling
Blackie
Holt, Othmel
Chas.
Hoots, Frank
Hopper, Bill
Houston, Howard
Houston, Ross
Houston, Leo
Hortle Bros.' Chron
Hubbard, Al
Huddleston, Stanley
Martin

Huff, Roger
Huffman, Thos
Huffman, John
Mannuzza, Thomas
Huffnagle, Harold
Huffman, Kenneth
Marlow, Jack
Hudson, Chester L.
Huffman, Joseph M.
Huffman, Agnes
Huffman, Bob
Huffman, Miss Jackie
Huffman, Jack
Huffman, Joe
Huffman, Jesse B. &
Etta
Hudson, Casey
Hudson, Tom
Hudson, C. W.
Hudson, Roy
Hudson, Geo.
Hudson, Harry
Hudson, Robt. Henry
Hudson, Geo. W.

Hudson, Robt. Henry
Hudson, Geo. W.
Hudson, Robt. Henry
Hudson, Geo. W.
Hudson, Robt. Henry
Hudson, Geo. W.
Hudson, Robt. Henry
Hudson, Geo. W.
Hudson, Robt. Henry
Hudson, Geo. W.

Johnson, Fred Jr.
Johnson, Harry Lee
Johnson, Harry
Johnson, Reitzel A.
Johnson, Roy
Johnson, Roy T.
Johnson, Temmie
Jones, Mrs.
Jones, Clyde
Eithelene
Joplin, Arthur
Teensdale
Jordan, Woodrow F.
Judy, Russell F.
Judson, Bill
Kamm, Albert
Kane, Irma
Kaufman, Al
Kearna, Mrs. Det
Keller, Harry
Keller, Loyd
Keller, Geo. H.
Keller, Mrs.
Kerter, Joseph
Kennedy, Irast
Monte
Kile, Floyd
King, Larry
Kiser, Tubby
Klein, Joan
Knapp, James P.
F. J.
Knight, Allen Paul
Knight, Ellen
(Unger)
Kulter, C. L.
Knight, Felix
Knox, Bill (Candy
Flora)
Kolb, Jennie
Kobawski, Andrew
Korbu, Raymond J.
Kraft, Phil
Krasula, Michael
Kutney, Steve
LaMar, John
LaToy, Harry
(Jugler)
Lamar, Mala
Lanoni, J. A.
Landon, Jr. A. L.
Lane, Geo. E.
Lang, Bob
(Fingers)
Lang, Joseph W.
Lankford, Harold
Douglas
Lash, Walter
(Dutch)
Lashy, Wm.
Lasure, Thad B.
Latino, Tony
Latkowski, Capt.
Jack
Lattassa, Joe
(Blackie)
Laughlin, S. L.
Laurello, Martin
Lawrence, B. O.
Lawrence, Bert
Lawrence, Frank
H.
Lawrence, J. H.
Beacon
Lawrence, Sam J.
Lee, Arthur
Lee, Mrs. Ora
Lehman, Chas.
Leland, Jack
Leslie, Edward N.
Lewis, Bud
Lewis, H. K.
Liers, Emil
Lilly, Harold J.
& Million B.
Little, Maxine
Litvin, A.
Locke, F. B. (Pop)
Logan, Louis
Lombard, P. & Al
Long, Lillian
Loug, Paul C.
Lombardi, Vincent
Lopes, Jackie
Lorrey, Herbert H.
Ludwig, Art
Lux, Margaret
McAler, Norman
McAlder, John
McBride, John
Patrick
McCall, Wm. Mack
McCauley, James
G.
McConkey, Bob
McDaniels, Mrs.
Grace
McDaniels, Mrs.
Grace
McDonald, Lucy
McGarry, Floyd S.
McGea, John
Garland
McHugh, Eileen
McJuckle, J.
McLaughlin, Wm.
McLean, John
McKeown, Grace
McKay, Michael A.
McNallen, J. L.
McNoble, Earl W.
McPherson, James
Wm.
McRas, Malcom
Mackie, Walter
John
Mae, Elizabeth
Marinnes, Pat
Pearl
Mailey, Roger
Malfons, Thos
Mallows, John
Mannuzza, Thomas
J.
Mansfields, Thos
Shooting
Mantell, Harold
Kenneth
Marlow, Jack
Marsden, Chester L.
Marska, Joseph M.
Martin, Agnes
Martin, Bob
Martin, Miss Jackie
Martin, Jack
Martin, Joe
Marsh, Jesse B. &
Etta
Mason, Casey
Mason, Tom
Mason, C. W.
Mason, Roy
Masterman, Geo.
Mason, Harry
Mason, Robt. Henry

Masters, Alfred
Woodrow
Mayer, C. C.
Mathis Jr., Ed
David
Matthews, M. H.
May, Chas.
Mayo, Bill
Mays, Sam E.
Merkle, Fred J.
Merritt, R. H.
Merritt, Frank
Masseti, James
Francis
Metzels, Lewis O.
Meyers, Beth
Miller, Bob
Miller, Fred W.
Miller, Paul L.
(Cookhouse)
Miller, Harry W.
Miller, Wm. E.
Mitchell, Curtis G.
Mitchell, Jim A.
Nicholas
Mitchell, Mary
(Peaches)
Mitchell, Miller F.
Mitchell, Willie W.
Modelo, Harry
Mohamed, Hamam
Ben
Mohr, Geo. H.
Monroe, Allyce
Monroe, Bud
Moore, Louis B.
Montanex, Alva M.
Montgomery, Carl
Moore, Don
Moon, Geo. Dutch
Morsica, Mrs.
Theresa
Morsn, Kammie
Morosita, Rocky
Moreno, Tony
Moran, Bud
Moran, Willard
Morris, Jess Chas.
Moseley, Cecil H.
Morion, Jr., Leslie
Bright
Munroe, Jack
Munroe, Wm. P.
Murphy, James R.
Murray, Geo. Wm.
Murray, Russell
Murray, Bob
Murray, Phillip J.
Nagle, Clint
Neal, Ed
Neef, Ruth Evelyn
Neese, H. C.
(Pete)
Nell, Chester A.
Nelson, James
Newberry, S.
Nicholas, Steve
Nikman, Maris
Nifong, Dwight
Niswander, Thomas
Norton, Francis
Norton, Jacob F.
Norikoff, Geo.
O'Brien, Harry
O'Day, Hal M.
O'Dell, James David
O'Dell, Patric
Hondin
O'Donnell, Jennie
M.
O'Kelly, Mrs. Ralph
O'Malley, Lena
Pauler
Offinger, F. L.
Oliyer, Chas.
Ollis, Paul
Ortman, Marclyna
Osborne, Bill
Osenbaugh, Louis A.
Osenbaugh, Winona
Oosteren, Wm.
Overstreet, Robt. L.
Owen, Whitely
Oyer, Doc
P. & B. Shows
(Kelly)
Pashnilla, Joe
Paquette, Phillip
Parier, Robt.
Parrish, Dale
Paxton, Emory
Peck, Mr.
Peck, Jewell Vineta
Pelcher, Anthony
Perry, Wilson L.
Peters, Frank E.
Peters, Lana Louise
Petranite, Mike
Petty, L. E.
Phillipson, G.
Poinley, Mrs. W. C.
Pierce, Chas.
Pierce, Tony
Pierces, Howard
Pierfold, John
(Palmetto)
Pittell, Virginia
Poling, Chas. H.
Polo, Mrs. Eddie
Pomprent, Anthony
B.
Poonel, K. R.
Posey, Floyd
Pounds, Chas. H.
Porter, Clyde H.
Potter, Norman S.
Powell, Jim
Powell, Gypsy Jack
Powens, Doc (Thrill
Show)
Prescott, Geo.
Price, Bill
(Country)
Price, Mrs. Letha
Price, Wilma
Maxine
Pugal, Ellen
Pylo, Harry
Quintana, Geo. L.
Rabin, Bill
Raby, G. A. (Bill)
Radke, Bruno
Ramsey, Donald
Richard
Randall, Frank
Raterink, Jack
Rayette, Ray
Raymond, Emma
Real, Cliff
Reckless, Fred
Reed, Mrs. Annie
Reinhart, Geo.
Reinhart, Bickey
Reuter, Lawrence
Reutley, James
Reynolds, Ray

Munroe, Jack
Munroe, Wm. P.
Murphy, James R.
Murray, Geo. Wm.
Murray, Russell
Murray, Bob
Murray, Phillip J.
Nagle, Clint
Neal, Ed
Neef, Ruth Evelyn
Neese, H. C.
(Pete)
Nell, Chester A.
Nelson, James
Newberry, S.
Nicholas, Steve
Nikman, Maris
Nifong, Dwight
Niswander, Thomas
Norton, Francis
Norton, Jacob F.
Norikoff, Geo.
O'Brien, Harry
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Reuter, Lawrence
Reutley, James
Reynolds, Ray

FIREWORKS
Chinese Firecrackers
1 Bundle or 1280 1½" Crackers \$3.50
1 Bundle or 1600 1½" Crackers 4.35

BALLOONS
Latex Rubber
NO. K10—PER GROSS.....\$1.25
NO. K20—PER GROSS..... 2.50
Cash With Order

United Fireworks Mfg. Company, Inc.
DAYTON 7, OHIO



FRISCO PETE

Heavyweight • Hand Polished
White Finish
\$48.00 Gross
SAMPLE 50 CENTS

JOBBER & QUANTITY BUYERS.
WRITE FOR SPECIAL PRICES.

"Frisco Pete" (MFG. JR.)
604 W. LAKE ST., CHICAGO 6, ILL.

EASTER BUNNIES!
Write now for our four-page colored circular. Factory prices.

JERRY GOTTLIEB, Inc.
Summerfield Ave. & Post Office Place
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IMMEDIATE DELIVERY ON THE ORIGINAL MUMMY IN THE COFFIN
48 for \$14.40—2 Samples for \$1.00

Sooner Dog. Per Dozen\$1.50
Shaky Pin-Up Ass. Per Dozen 3.25
Pack-a-Box Ass. 48 for14.40
Lovers Fun Card Sets, Per Dozen65
Novelty Picture Greeting Cards, Per Dozen 1.50
Sorry, no C. O. D. Cash or Money Orders only.

P. O. BOX 9321
PHILADELPHIA 39, PA.

BINGO

Heavy Cards, Specials Cages, Blowers, Transparent Markers.
Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

5 USED DRESSES \$3.00

Mixed state colors and styles. Start your own business. Send no money. We mail C.O.D. Pay postman \$3.00 plus postage and C.O.D. fees. Return within 5 days postpaid if not delighted for refund of purchase price of \$3.00. Free clothing catalog for entire family.

E-Z SALES CO.
303 E. Houston St. NY 2 NY

The Latest Scientific Marvel
No Picture or Words Can Describe the Radiant Beauty of
NEO-LITE FLUORESCENT NON ELECTRIC SIGNS

As New as Tomorrow Reflect—Refract—Magnify—Day or Artificial Light BORN 120 DAYS AGO

Tried and proven a tremendous success in Miami, Fla., and New York. The rest of the world is virgin territory. This multi-million-dollar baby is only 4 months old and has never been out of its own front yard.

Fluorescent Neolite signs are being sold to stores, salerooms, garages, restrooms, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days. They are the talk of the town. It is impossible to count 5 stores in a row without seeing one of these signs. And in many instances they have been sold to 5 and 6 stores in a row without a miss.

In New York they are being used by such stores, firms and chains as Kresge, Philco, General Electric, General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast-to-coast chains and nation-wide advertisers.

More attractive than Neon at one-fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It gathers and transmits light fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents.

Fifty dollars a day without risking a penny. You can be your own boss and make \$10 an hour selling the most fascinating and decorative product ever produced. No investment required. One-half of each sale is yours. No such chance has ever before been presented on such a sure-fire product. You can't miss. It sells on sight.

COFFEE SHOP

This 10-letter sign in 4-inch letters made in Neon retails for \$85.00. The same 10-letter sign in 4-inch letters made of Fluorescent Neolite retails for \$15.00. Only \$1.50 per letter. Your cost 74¢ per letter, including frame. 100% profit.

AGENTS AND SUB-AGENTS

You can appoint sub-agents on commission, pay them 25 or 33 1/3 per cent and still have a nice profit in addition to the 100% you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory.

PRICE LIST

- 2 Inch Letters 48 1/2¢
- 4 Inch Letters 74¢
- 6 Inch Letters 96¢
- 8 Inch Letters \$1.25

Above prices include luminous crystal-clear plastic frame.

SALESMEN'S SAMPLES

We recommend 1 sample sign of each size letter, namely 2, 4 and 6 inch.

SECURITY DEPOSIT, \$10.00

We are now shipping a sample layout, consisting of 1 sample 6-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples; you may return them for refund at any time. Act now. Be the first to introduce these sure winners in your town or city.

SECURITY DEPOSIT, \$25.00

This sample layout consists of one 10-letter 9-inch sign, one 10-letter 4-inch sign, and one 17-letter 2-inch sign, namely TELEVISION (6-inch letters), COFFEE SHOP (4-inch letters) and FAMOUS FOR FINE FOOD (2-inch letters). This is by far the best sales-producing sample layout. Your deposit is refundable any time.

TERMS

SALESMEN'S SAMPLES cash with the order. Remit by postal money order. Checks must be certified. Money-back guarantee on all orders. Over 20,000 satisfied customers have bought our products with a money-back guarantee since 1940.

Manufactured by

J. A. WYTHE & SONS

Mail Order Department
1732 Wisconsin Ave., Washington, D. C.

Pipes for Pitchmen

By Bill Baker

LARRY SHEA . . . is back in Milwaukee, where he is reported to be doing well with a paint layout.

Fancy Freddie says: "If you have nothing to do, don't do it before your tip."

REPORTS FROM . . . the West Coast indicate that New Year's Eve was a red one for the boys selling novelties on Market Street, San Francisco.

FREDDY VOELKER . . . is still confined in Veterans' Hospital, Lyons, N. J., and would like to read letters from friends.

He clicks because he knows his tips and their problems.

OTIS MULLHOLLAND . . . pipes from Springfield, Ill., that Joey Josephine Marks and Colonel Barger rolled up good counts with their popcorn balls in Kalamazoo, Mich. Mullholland says they will spend a month in Hot Springs before return-

ing to their Detroit headquarters to complete plans for their barbecue eatery, which they will operate with the Colonel in charge. They'd like to read pipes here from Teddy Gregory, Nate Yuman, Pat Dougherty, Barney Caplan and Nate Abrams.

Service and satisfaction are the successful pitchman's by-words.

"WEATHER HERE . . . has been just like summer," cards Bob Posey from Chicago. "I'll have a new line in chains, starting January 24 in South Bend, Ind., and will remain here until then. Christmas business in Indiana was not up to expectations. How's about a pipe from Tom Kennedy?"

Destructive competition is one of the greatest evils of the pitch game today.

CHARLES KASHER . . . widely known med pitchman, and wife, the former Roxanne Reed, are visiting George and Jean Gunn at their ranch in Texas. George says that Roxanne and Jean have become so lazy from the semi-tropical climate that they refuse to gather the daily eggs. Instead they open the doors to the house, call in the chickens and have them lay their eggs beside the refrigerator in the kitchen.

"My only purpose in being here is to be of some help to you good people."—Rapid Ralph.

OVER 100 . . . pitchmen and concessionaires have been granted permits to work the presidential inauguration ceremonies and various activities tied in with it in Washington January 17-20. That it should prove a red one is evidenced by the fact that a million tourists are expected to turn out and already hotel accommodations are unobtainable. Consensus is that souvenirs, novelties, bunting, hats, canes and balloons will go like hot cakes. It looks like the gates are open for the good, clean workers.

Just because a cohort says "no" to one of your seemingly new ideas, don't think him old-fashioned or backward. He might be basing his answer on a wide knowledge of the game.

SQUIRE HUBERT POTTER . . . blasts the following from Stuart, Fla.: "Just saw Doc Bob Ward and daughter, Mrs. Pauline Williams, catch a 30-pound snook fish in the St. Lucie River, which is Doc's front yard. (Doc Ross Dyer, please note.) I have just completed a home next door to Ward's place and we've been going fishing on short notice. We haven't been cutting up many jack-pots because we're too busy cutting up fish. The Millhorns, of Celtonsa Medicine Company, Cincinnati, were guests of Doc Ward on a recent fish-

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

- VALENTINE** Folders (Poetry), 100 \$3.50
Rub. Glove Fold, " 7.50
Comic Diplomas " 2.00
NEW WHY GIRLS LEAVE HOME Fold, " 3.50
Behind Red Curtain Fold, " 6.00
ESQUIRE LUCKY FUNNY COIN, New " 12.50
Behind Red Curtain BOOK, Funny, Doz. " 3.75
PEEKABOO KEY CHAINS, \$3.00 Doz. Gr. 35.00
Good Sellers Per 100 Standard Items Doz.
Kilroy Stirrers . . . \$6.00 King Tut Mum. \$3.00
Kilroy Statues . . . 10.00 New Look Fig. " 2.00
Kilroy Squirters . . . 10.00 Can Can Danc. " 1.25
Shim. Dancers " 4.00 Miss Lola " .75
Com. Mirrors " 5.00 Betty Bubbles " 1.05
Strange Fruit " 5.50 Hot Dog Match " .70
American Cans " 4.00 Monk Statue " 3.75
Boy Squirters " 9.00 6" Plat. Pot " 5.50
SURPRISE GIFT Shooting Letter " 1.60
Rubber Glove Folders, 6 kinds, 100 " 8.00
Samples All the Above & Comp. List " 5.00
Send Full Amount, Save C. O. D. Charges.

DAN DEE NOVELTIES

514 Collins Miami Beach, Fla.

RHINESTONE FASTENER SET

Attaches Rhinestones to dresses, handbags, costumes, etc. A-1 demonstrator. Each Rhinestone Fastener comes complete with 40 Rhinestones and Settings; \$1.00.
IMPORTED CRYSTAL RHINESTONES—16 Size, \$1.00 Gr.; 5 Gr. Box, \$4.00. 20 Size, \$1.50 Gr.; 5 Gr., \$8.00. SPECIAL COLORED RHINESTONES in Blue, Gold, Red, Pink, Green—16 Size, \$1.20 Gr.; 5 Gr., \$5.00. 20 Size, \$1.60 Gr.; 5 Gr., \$8.50. POSTPAID on prepaid orders.

SPECIALTY PRODUCTS

Box 1080, Columbus, Ohio
DEMONSTRATORS—Write for quantity prices.



349 - 687 - 741 - 910 - 228

It's Better Than a DREAM BOOK!
"NUMBER MOJO"

Here it is! A new, patented gadget in which numbers pop up mysteriously every 10 seconds. Automatic—no springs—lasts for years. Small, compact, pocket-sized.

DISTRIBUTORS — Rock-bottom price and quantity discounts on request. SEND FOR \$1.00 SAMPLE.

BENTEN-GARRETSON, INC.

Dept. 2, 502 Central Ave., Cincinnati 2, Ohio
489 - 132 - 512 - 384 - 891

CHAIRS
Folding, Non-Folding
Many Styles
Steel, Wood
Bridge
Minimum order—two dozen
ADIRONDACK CHAIR CO.
Dept. 3, 1140 Bway., New York 1, N. Y.



GIRLS TO TRAIN FOR DEMONSTRATORS
OF MY
RUG BRAIDER

IN S. S. KRESGE 5c & 10c STORES
GOOD STORES NOW AVAILABLE
GET WITH US FOR BIG MONEY

Will be in New York City week of January 22 to open the East. You can be trained in St. Louis, Chicago, Detroit, Minneapolis and in the East.

FRED (SIZZ) CUMMINGS

3123 BOARDMAN ST. ST. LOUIS 9, MO.
(Phone: Sidney 2385)
AIR MAIL, WIRE, PHONE — 30 STORES NOW OPERATING.
I HAVE THE FLASH

BORDER NOVELTY CO.

Manufacturers, Jobbers and Importers

PICTURE PORTFOLIOS

Supplies both the professional and the novice photographer with a number of ideas for pin-up shots. Hollywood models. Female glamour "spotlighted." 12 photos to each set.

PER DOZ. SETS \$ 6.00

PER 100 SETS 40.00

200 DIFFERENT KINDS OF SETS

Buy Direct

- | | Per Dozen |
|--|-----------|
| Megascopa Photo Key Chain | 2.75 |
| Telescope Knife Key Chain | 3.00 |
| Photo Key Chain Knife, Small | 4.00 |
| Photo Knives, Large | 6.00 |
| Photo Races (20 to Page) | 6.00 |
| Ingersoll Pocket Watches | 18.00 |
| Ingersoll Pocket Watches, Radiolite | 25.20 |
| Lux Alarm Clocks | 18.00 |
| Spartus Press Flash Camera | 107.64 |
| Spartus Full View Camera | 71.64 |
| Zippo Cigarette Lighters | 21.00 |
| Evans Automatic Lighters | 21.00 |
| Regens Automatic Lighters | 10.80 |
| Giant Easter Bunny in Cellophane Bag | 48.00 |
| Midget Finn Hunting Knife | 10.80 |
| Shorly-Jiffy and Midget Knives | 4.00 |
| #40 Metal Beer Can Punch | .60 |
| #25 Wire Bottle Openers | .25 |
| Clip Combs, Best Carded | .60 |
| Alpinae Lighters | 42.00 |
| Silent Flame Lighters (Gold) | 21.00 |
| Coin Changers, 5¢-10¢-25¢, Professional 18.00 | |
| Coin Changers, 1¢-5¢-10¢-25¢, Professional 42.00 | |
| Hair Clippers, Electric, A.D., D.C. | 108.00 |
| Fingernail Clippers | 1.50 |
| Toasters, #50, Electric | 24.00 |
| Flintz, Carded (24 Discs) | 12.00 |
| Alarm Clocks, Electric | 42.00 |
| Gaiason Ship Clock, Electric | 108.00 |
| 5-Piece Cutlery Set, Boxed | 24.00 |
| Norman 2-Way Pens and Retractable Pens 7.20 | |
| B.B. Ball Pen | 7.20 |
| Radios, A.C., D.C. | 86.00 |
| Radio, Portable, with Batteries | 150.00 |
| Whammy Eyes (New) | 2.00 |
| Rubber Tarantulas, New | 3.60 |
| Rubber Alligators, New | 7.20 |
| Barrel Joke | 3.60 |
| Rope, Block & Knife Trick, New | 2.00 |
| Four Nickels to Dime Trick, Brass | 5.00 |
| Four Nickels to Dime Trick, Aluminum | 5.00 |
| Spinning Ball Bearing Trick, New | 2.00 |
| Burnt Match Trick (New) | .60 |
| Disappearing Coin Trick, New | 2.00 |
| Whoopee Cushions, Large | 2.50 |
| Plate Lifters, Large | 3.60 |
| Drinking Bird in Cage, New | 12.00 |
| Treasure Chest Banks | 5.00 |
| Behind the Red Curtain Joke (New) | 4.80 |
| Flying Birds, Best, Jap. Per Gross | 6.00 |
| Punchy Hand Puppet | 15.00 |
| Poo Wee Viewer Camera | 4.80 |
| Auto Bombs, Best Made | 1.50 |
| Comic Buttons, 4 Inch | .75 |
| Men's Wrist Watches, Boxed, Guaranteed 54.00 | |

We ship to Canada, Mexico, Cuba, Hawaii, Philippines. No merchandise shipped without a deposit. Balance C. O. D.

BORDER NOVELTY CO.
5 W. Jefferson Ave. Detroit 28, Michigan
Phones: WO. 1-8261—WO. 1-7908



Pitchmen Demonstrators Live Wires

Demonstrate our new Luxrust Donut Makers and our Donut Mix.

Flashy home Donut Maker is easy to operate. Makes 20 donuts in 10 minutes. Sells for \$2.05. Your Donut Mix (1 lb. boxes) sells for 49¢ and makes delicious donuts. No lard! You make the profits both ways!

This outfit must be seen to be appreciated. There's plenty of flash and profits here for a smart operator. Send \$2.00 for sample Donut Maker and box of donut mix plus quantity prices and details of this proposition.

EJECT-DONUT CO. 186 Fifth Ave. New York 10, N. Y.

MEDICINE MEN!
GREAT IDEAS INSPIRED BY QUALITY
WEEK TODAY for new wholesale catalog on tactics, oil, solve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Product Liability Insurance Covered) We are Manufacturer's Pharmacy established 1934
GENERAL PRODUCTS CORPORATION, INC.
212 S. SPRING ST. Dept. K COLUMBUS, OHIO

"BELLA" MIRROR-TINSEL DECORATED FRAMES
Horseshoe Frame illustrated in 6" x 8" details 49¢ ea., your price \$2.40 doz. Heavy construction on other popular numbers allows 33 1/3% reduction. Sample free. Write or telegraph orders to:
BELLA PRODUCTS CO.
Established 1935
41 Union St., New York City



ing trip. Let's have more pipes from Sid Sidenberg, Dave Rose, Mary Ragan and Roba Collins."

He's successful because he leaves the sidewalk to the walkers.

D. G. HEMMINGWAY . . .
who observed the boys gathering the geedus at the Delta Bowl football game in Memphis on New Year's Day, reports that the novelty department was handled by Red Lux and his boys. Line-up included Single-O George, Mooney Marks, Barney (Cash) Caplan, Ignatious (Zoot-Suit) O'Connell, Rudolph (Trombone) Bock, Elmer Hemmingway, Wilbur Maddos and Hamtramck Mike. Marty Lawless, says Hemmingway, handled the snow cone concessions and fur Santa Clauses, which proved a winner despite threatening weather. Following the game, Barney Caplan left in his recently purchased station wagon for Miami to attend the air races, where he will handle the program and checkroom concessions.

The pitcher long since has learned that he must take the risk of failure to win success.

BEA LOUIS . . .
has returned to Milwaukee where she is pitching yuke oil for Mike Devine at the F. W. Grand store.

Good service is and will be rewarded. Do your work when it is to be done.

POLACK EASTERN

(Continued from page 53)

ice-packed highway and draped itself over a barbed-wire fence shielding a fatal drop below. . . Vivian Randow is proudly displaying a diamond and emerald locket, a Christmas present from her mother-in-law. . . Charley Borza made the 1,500-mile drive from Sarasota without running into any ice on the roads. En route he picked up his trailer which was stored in Wilmington, Del. —BILLY BARTON.

Under the Marquee

(Continued from page 52)

ahead of the Bob Hope show which opened at Fort Worth January 5. Org carries 48 people.

According to the trouper of yesteryear, an unspooled circus is one which goes modern but is kept to a decent minimum.

H. M. Kilpatrick, who spent 20 years on the advance of circuses and carnivals including Sparks, Downie Bros., Cole Bros., Ringling-Barnum, Robbins Bros., Hagenbeck-Wallace, Crescent Amusement Company, Dodson's and Busby's State, has been confined to the Western North Carolina State Sanitarium, Black Mountain, N. C., for three and one-half years with tuberculosis. Someone gave him an old 16mm. silent movie projector at Christmas but he has no film for it. Inasmuch as he is unable to buy any, he thought that perhaps someone might have some old 16mms. that he could have. . . Phyllis Darling recently bought a home in New Orleans which she is remodeling with the assistance of Howard (Billy) Sheets who, having closed his school dates, is finishing the winter working club dates in New Orleans.

Whole generation of troupers is growing up, thanks to tractors, who never saw 24 horses and three bulls used to push and pull one wagon off of a lot.

Henry Selenski entertained friends and circus fans of Canton, O., recently with a three-hour performance at his warehouse there. Everything had the atmosphere of the big tops. Acts included Griffith Brothers, hillbilly band; Alice Orton, rolling globe; Memory Laner's quartet; Selenski, with his horses, Rebel and Lady; Alice Orton, swinging ladder; Bev Hornett's Canine Revue; Bill Stewart; Midge Sloan with bucking mule; Buck Moughiman, slide for life; Bev Hornett, whips; Jimmie Karroll, trick and fancy roping; Miss Orton, Spanish web; Cindy and her mule; Tex Orton, sharp shooting and impalement. Bill Noble was announcer. Ted Deppish and Earl Frank took movies; Ralph Miller handled the sound system; Marie Griffey, assisted by Ted Miller, served refreshments to 325 guests. Tony Diano was guest of honor, and Ralph Peters, an old-timer, was among those present.

Climbing seats with arms loaded with cold drink trays, candy, peanuts, popcorn and novelties isn't considered work, so the seat butchers get their much-needed exercise by putting up the menagerie top or by carrying lumber.

Buck Moughiman cards from Canton, O., that despite recent reports he definitely will be with Tony Diano next season. He added that Marie Griffey will have the popcorn and concessions and that he and Marie will continue as partners in the concession business. . . Sid Lovett renewed acquaintances with Mr. and Mrs. Dan Stewart and their daughter, Lynn, during a recent visit to their trailer home in Valdosta, Ga. Lovett and the Stewarts trouped together on Kay Bros.' Circus. . . Frank J. Lee, a member of the press staff of Cole Bros.' Circus the past season, has returned to San Antonio from Joplin, Mo., where he handled the phone crew and program for Bill Oliver on Virgil's Magical road show and Christmas Party for underprivileged children, under auspices of the Downtown Lions Club for its Gabby Street Junior Baseball League. Lee also handled the publicity and tie-ups for Bob Hope's stand at Municipal Auditorium in San Antonio. Lee enjoyed a gabfest with some old-timers Christmas Day when Ed Wynn, Pat Rooney and Emmett Callahan, company manager for Wynn's Laugh Carnival, met in the Gunter Hotel with Charles A. (Kid) Koster, well known Pacific Coast advertising agent.

GENUINE SWISS
2-Push-Button
CHRONOGRAPH
WRIST WATCH



ONLY **\$5.50**
In Lots of 6 or More
SAMPLE, \$6.00

A beautiful precision timepiece that sells on sight.

- Measures Time
- Measures Speed
- Measures Distance

WRITTEN GUARANTEE and DIRECTIONS for Use with every watch

These outstanding watches come with Radium Dial, Sweep Second Hand, shining Chrome Case, water protected, and genuine Leather Band. Order today.

25% Deposit With Orders

SWISS IMPORT CO.
1335 So. California Ave., Dept. 257
Chicago 8, Ill.

TRICKS and JOKES
At Wholesale

ATTENTION! PITCHMEN AND NOVELTY STORES
Rush \$1.00 (Refundable) for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$3.50 Retail Value. Please Mention Line of Business.

D. ROBBINS & CO.
152 B W. 42nd St. New York City 18

Full Line of
SHOE LACES

Write for samples and jobbers' prices.

ADLER BROS.' LACE CORP.
75 Bookman St. New York 7, N. Y.

PAPER MEN

Have good farm paper for reliable paper men in most states. Write for application card and terms.

ED HUFF & SON
P. O. Box 7698 Dallas 10, Texas

The Originators of
THE HOLLYWOOD MEGASCOPE

(Key Chain Viewer)

Announce

STARTLING NEW PRODUCTS

If you are attending the Salesboard Show look us up at the Sheraton Hotel, January 17-18-19 . . . or write us for details.

Sam Rodos and Sam De Koven

SIDNEY-WILLIAMS CO.

1131-A South Robertson Boulevard
Los Angeles 35, California

BOARD OPERATORS - ATTENTION!
Drop In To See Us While You Are In Chicago For The Convention
BIG - TUCK SPECIAL



TRAY OF 6 RINGS \$7.75

Display Tray FREE with each 6 Rings ordered.

6 Gent's Rings \$7.75. Gold-filled open back. Mounted in display ring tray—size 4"x3". All hot numbers. Tray of 6 Rings \$7.75

Complete line of Watches, Rings, Novelties.
Items for Pad Deals. Write for Catalogue.

TUCKER - LOWENTHAL CO. 5 S. WABASH AVE. CHICAGO, ILLINOIS
Phones: DEarborn 2-1921 — DEarborn 2-1403

Closest thing to a
GENUINE CAMEO NECKLACE
YOU'VE EVER SEEN!



Non-tarnishable 22 Karat Gold Plate studded with 18 dazzling lustrous stones. Sparkling white CAMEO figure in bold high relief high-lighted against a beautiful EBONY ceramic background. Necklace has strong non-breakable mesh-style workmanship and is also non-tarnishable. Comes complete with latest style snap-lock.

AND a gorgeous pair of MATCHED EARRINGS with every CAMEO NECKLACE.

\$9.00 Dozen Sets Postpaid, 12 to a tissue. **\$2.00** for the Sample Set

MARDO SALES COMPANY
480 LEXINGTON AVE. NEW YORK 17, N. Y. ROOM 115-D

SALESBOARD SHOW STARTS

New Tickets, Boards Draw High Interest

Predict Top Attendance

CHICAGO Jan. 15.—With predictions of larger attendance and increased over-all trade interest making the 1949 salesboard show of even greater importance than its 1948 predecessor, officials of 13 participating board and ticket manufacturing firms were all set to throw open elaborate hotel and plant displays of their latest lines this week (17-19). During the three-day show, the dozen firms will host customers from all parts of the country, with hundreds of advance hotel reservations indicating heavy operator and jobber visiting lists.

Presentation of several hundred board lines will highlight the meet. At the Sheraton, Morrison and Congress Hotel showings, and in the one plant presentation, boardmen will see new ideas in board and ticket design, play-appeal, and operating trends. With coin boards remaining a potent factor in the industry, new items stressing radical construction and deluxe oil-paint and silver-metallic faces will bid for a sizable share of operator interest. One firm, spotlighting a line of merchandise-type boards, may be the forerunner of a

(See New Tickets on page 70)

SALESBOARD SIDELIGHTS

Consolidated Manufacturing Company, Chicago, will put forth a five-man force to man its Sheraton booth at the board show. The Sax boys, Chester, Arnold and Irving, will be aided by Lewis Kaufman, sales director, and Sam Rodos. Sam, by the way, will move to the West Coast to take up duties with a new business soon, terminating his national sales representation for Consolidated.

Nat Rake, Rake Coin Machine Service, Philadelphia, has just completed a super display section for the lines of salesboards he handles. The new board exhibit quarters rivals many a manufacturers' set-up, it's reported. The section, located on the main floor, takes up about 15 by 40 feet of space, featuring tiers of boards along its walls and center displays.

Joseph Zimmerman, head of Empire Press, Chicago, announced the addition this week of a trio of first-line board representatives. They are Ben Cole, Jack Katz and Jack Warren, who will add their sales weight to the Empire staff. Boys will all be on hand at the firm's Morrison Hotel showing next week, with Joseph taking over the job of welcoming visitors. A line of new and original salesboards will be debuted during the showing, Zimmerman states.

Triangle Manufacturing Company, Minneapolis, is enthusing about its new jar deal which is being unveiled during the big industry show this week in Chicago. Triangle officials Jaz Zelle and Jay Goldman are on

hand at firm's Congress Hotel display suite to present the new item to all comers. . . . Peerless Products, Inc., Chicago, has a big showing of coin boards at its plant. Featuring 50 new "packed with action" coin numbers, Peerless boys Irv Padorr, Ben and Marshall Maltz and Bernard Kite will be ready to tell all to visiting boardmen.

The McNamara Company, Chicago, has set up a visitor hospitality program at its plant this week. . . . Out-of-town boardmen desiring to see how the firm's pellet boards and Color-Ado aluminum stands are turned out are invited to drop in for a look-see. . . . In addition to featuring its line of merchandise numbers at the Sheraton, Harlich Manufacturing Company, Chicago, is also plugging its miniature book cover board line.

Secore & Secore, Chicago, places the exhibit accent on the new Club Bell Slot, Mercury's bell action board. Mort and Irwin Secore are flexing their right hands to get in trim to greet the host of expected visitors at firm's Sheraton suite. . . . Gardner & Company swung into top show form this week with the opening of its plant display, entertainment, tour and refreshment program. During the three-day affair visitors will see new boards on the firm's showroom racks and in addition see the boards in all stages of production.

Pioneer Manufacturing Company, Chicago, is another firm to feature its boards in the Sheraton this year. Charles and A. Lucenti, heading the company, and Harold Boex, vice-president, promise boardmen some "good punching" with firm's new boards unveiled this week. . . . Universal Manufacturing Company, Kansas City, Mo., and Bee-Jay Products, Inc., Chicago, have planned a de luxe showing of their wares in a three-room display on the Sheraton's 30th floor. Universal head man Joseph Berkowitz says firm has originated and designed a new ticket deal, known as Match Pak. Deal bears a close resemblance to a book of matches in size and appearance. It contains 10 tickets, two bundles of five tickets each, which are stapled in the cover with a single staple.

Worthmore Sales, Chicago, has a new ticket deal ready, with owner J. Worth featuring the item and expanding firm's salesmen representation. . . . Another ticket firm, Gay Games, Inc., Muncie, Ind., is preparing to supply a 1949 market that shows an increased demand for the counter ticket game. President Guy E. Noel believes that firm's 1947 and 1948 experience showing upped ticket demand will continue to follow thru during the current year.

Frank A. White, of Parisian Art Products, New York, reports his staff is busy supplying the puppets and dolls the firm manufactures. Many board ops are finding that they stimulate play, he says.

Gardner & Company, Chicago, announced completion of final plans for its open-house party and board display at its plant this week. Firm officials commented on the gratifying reception of invitations handed out by its representatives over the country and are looking for a crowded three days at the Michigan Avenue headquarters.

Irwin Feltler, president, declared that an impressive array of new boards, including new die-cuts and coin boards, will make up the "line for '49" display. If reports of in-coming field men are indicative of the year's sales trend, Gardner officials say they can look

forward to a continued uptrend in sales during the year.

Consolidated Manufacturing Company, Chicago, will introduce a new pellet board, Three Reels, with quarter play, in its assorted line of 30 new numbers at the Sheraton showing. Irv Sax, general sales manager, says the new numbers are all designed to catch top play.

Welcome!
GARDNER CUSTOMERS,
TO OUR
OPEN HOUSE
JAN. 17TH - 18TH AND 19TH

● REFRESHMENTS
● RADIO STARS
● SOUVENIRS

CONDUCTED TOURS THROUGH THE WORLD'S FINEST AND LARGEST FACTORY. SEE OUR NEW BOARDS ACTUALLY BEING MADE.

FOOD FUN
For NEW IDEAS
BIGGEST VARIETY
FINEST QUALITY
BEST SERVICE

BE SURE TO VISIT
GARDNER & COMPANY
2222 S. MICHIGAN AVE.,
CHICAGO, ILL.

"Gardner's the line for '49"

IF?

You Want Fast Delivery
Beautiful Salesboards
Full Count Jar Deals
FAIR PRICES

Write

GALENTINE NOVELTY CO.

322 E. Colfax Ave., South Bend 24, Ind.

SALESBOARDS
JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS
JAR DEALS - BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY

312 E. Market St. Elmira, N. Y.

DON'T MISS THE BEST!

EMPIRE

Welcomes You to the

MORRISON HOTEL

SEE THE FLASHIEST BOARDS
IN THE INDUSTRY . . . AT
PRICES THAT ARE RIGHT!!

A GREAT LINE OF MORE THAN
300 HOT MONEY BOARDS

EMPIRE PRESS

637 S. Dearborn St.

Chicago, Ill.

Phone: WAbash 2-2451

OUR SALES MAKE US MOVE!

Larger quarters are necessary for us to handle your swamping orders. Sorry, we can't spare a representative for the Chicago Show, Jan. 17-19—We're all busy shipping orders and moving.

Write today for our new 1949 price list

"THE HOME OF FAIR PLAY DEALS"

We manufacture carded, pullboard, bingo and can deals; also table top boards, jar games, jack pot cards, stapled tickets and baseball dailies, weeklies, tips and series.

MUNCIE NOVELTY CO., INC.

2704 S. WALNUT STREET

MUNCIE, INDIANA

LEGAL JAR TICKET

DON'T FAIL TO SEE
THE ONLY
LEGAL JAR TICKET
DEAL ON THE MARKET

CAN BE USED IN ANY
CITY - STATE - COUNTY
ALL RIGHTS RESERVED

MFG. BY
TRIANGLE MFG. CO.
MINNEAPOLIS, MINN.

This Ticket Deal will be shown at
CONGRESS HOTEL
Chicago, Illinois
JAN. 17-18-19
For room number
Ask for Jay Zelle or Jay Goldman

LEGAL JAR TICKET

WON, HORSE & UPP
(Continued from page 52)
down the center middle piece the big top was erected with a round end and a middle in front of it and a round end and a middle in back of it, which threw it in the exact location of the center ring.

The Merry-Go-Round, tho topless, didn't look so bad except for the fact that the lot owner's turkey had been roosting atop of it for a couple of months, which somewhat flecked the paint with gray. We packed the top for the matinee, and to put a little life in the center ring one of our men cranked the ride's motor, which started the swing's organ playing Remember Pearl Harbor. Then to our great surprise, while our rope-walking goat was performing in Ring 1 and the high-diving dog was climbing its ladder in Ring 2, the crowd left the seats and demanded tickets for the Merry-Go-Round, which the boss rushed to the center ring. You may believe me when I say that the jinny topped the combined front door and grandstand seat grosses.

Following the matinee a gentleman, who introduced himself as Mr. Track Swing, demanded 50 per cent of the swing's gross claiming that was the legit booking arrangement with a carnival. However, as ours is a circus we paid him off with long and short tickets for the night performance and gave him the privilege of hustling those ducats downtown. It was then that the two shows combined.

Furthermore, it was agreed that the carnival owner bring his Geek Show and his wife's photo gallery on our midway. The bosses insisted that the Merry-Go-Round be erected under our big top as we didn't have enough acts for three rings, and that the organ would eliminate the band providing that the carnival owner buy another roll of music, because playing Remember Pearl Harbor over and over, with the clowns working whenever it was time for the music to re-roll, would be too monotonous for a two-hour performance.

Our circus, which travels by rail, arrived here early today, but the carnival unit traveling by trucks came in with everything except the one that the Merry-Go Round horses were loaded in. We learned that a farmer was holding the truck and horses for the storage of the Geek Show and mug joint that had been in 's haymow for nine weeks. However, after the big top was up the horseless swing was erected in the center ring. Manager Upp decided to use it as a rigging for a revolving gal ballet by hanging swing ladders from its sweeps. Again today while the aforementioned feature acts were working in Ring 1 and Ring 2 the crowd left their seats demanding tickets for the

flying jinny—they climbed upon the the ladders, which gave us a better center ring gross than was registered yesterday. Following the Two Bills' Wild West slogan, "Where there is union—there is strength."

SPECIAL TICKETS AND COUPONS
Combinations for all kinds of drawings and money raising campaigns, raffles, etc. All kinds intricate and special printing manufactured to order on short notice. (Established 1919)
FERGUSON MFG. CO.
322 N. Senate Ave. Indianapolis 2, Indiana

LEGAL JAR TICKET

Have Fun!
AT GARDNER'S
OPEN HOUSE
FOR CUSTOMERS
JAN. 17TH - 18TH AND 19TH
GARDNER & CO., CHICAGO, ILL.
2222 S. MICHIGAN AVE., CHICAGO, ILL.

PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.
FREE CATALOG—Write
W. H. BRADY CO. MFRS.
CHIPPEWA FALLS, WIS.

Have Fun!
AT GARDNER'S
OPEN HOUSE
FOR CUSTOMERS
JAN. 17TH - 18TH AND 19TH
GARDNER & CO., CHICAGO, ILL.
2222 S. MICHIGAN AVE., CHICAGO, ILL.

WOW!

Hollywood Cutie Key Chain Telescopes
Large asst. of cuties
25c Each in Lots of 100
This is the original
Price can't be beaten
JOBBER
Write for quantity discounts

We carry a large complete stock of Salesboards and Tickets.
25% deposit, balance C. O. D.

KEYSTONE Merchandising Company
218 W. 12th St. Phone 6-7334 Erie, Pa.

SALESBOARDS
TICKETS
AND NOVELTIES

1000 to 1300-hole
5c per sale
Jack Pot Cash Boards
Average Profit
\$28.00 to \$32.50
on each board
Your Cost Each in Lots of 10
\$2.50 each

INGENIOUS
FOR
ALL TERRITORIES
"Match-Pak"
ORIGINATED AND DESIGNED BY JAR-O-DO

50c PER PAK
10 TICKETS IN PAK
RED-WHITE-BLUE
THIS DEAL CONTAINS
99 WINNERS
PAYS OUT ABOUT 80% TO
THE PLAYER
ALL COLORS INSIDE
THE TICKETS
ALL NUMBERS IN RED SHIELD
ENDING IN
0 EACH RECEIVE **.50**
60 Winners
ALL NUMBERS IN WHITE SHIELD
ENDING IN
55 EACH RECEIVE **3.00**
6 Winners
ALL NUMBERS IN BLUE SHIELD
ENDING IN
11-22 EACH RECEIVE
33-44 24 Winners **1.00**

Match-Pak is without doubt the most clever idea ever perfected for the operator. It resembles an ordinary book of paper matches, so can therefore be sold anywhere, any time without attracting attention, since the courtesy of passing anyone a book of matches is a common everyday occurrence. 10 to 15 packs can be carried in each pocket.

"IF YOU CAN'T HANDLE OTHER PAKS YOU CAN SELL MATCH-PAKS"

Match-Pak contains 10 tickets, two bundles of 5 tickets each, stapled in the cover with one staple.
Takes in 2,170 tickets @ 10 for 50c. . . . \$108.50
Pays out (actual) 72.00
Profit (actual) \$ 36.50

OTHER PAYOUTS SIMILAR ACCORDING TO SIZE AND STYLE OF TICKET

Match-Pak is available in Red-White-Blue, Bingo, Pok-N-Win, Lucky Seven, New Reel, Combination, American Legion and VFW Tickets in 10 for 50c and 10 for \$1.00 sale. Special deals, such as your name printed on each pak or with special tickets (DAV, Moose, Elks, Tavern League, Benefits, etc.), or with other payouts, also available.

SEE US AT THE SHOW
Match-Pak as well as many other new items will be displayed in Rooms 3001, 3002 and 3003 in the Sheraton Hotel, Chicago, January 17, 18 and 19, 1949, during the Coin Machine Show. Don't miss it.

UNIVERSAL MANUFACTURING CO., INC.
"The World's Foremost Mfr. of Jar Games"
405-411 E. 8TH STREET KANSAS CITY, MISSOURI

CORRECTION

THE UNIVERSAL MFG. CO., INC., and BEE JAY PRODUCTS, INC., will have their products on exhibition in Rooms 3001, 3002 and 3003 at the Sheraton Hotel in Chicago, Jan. 17, 18 and 19, during the Coin Machine Show. An error was made in their ads on Page 72, January 1 issue of The Billboard, giving incorrect room numbers.

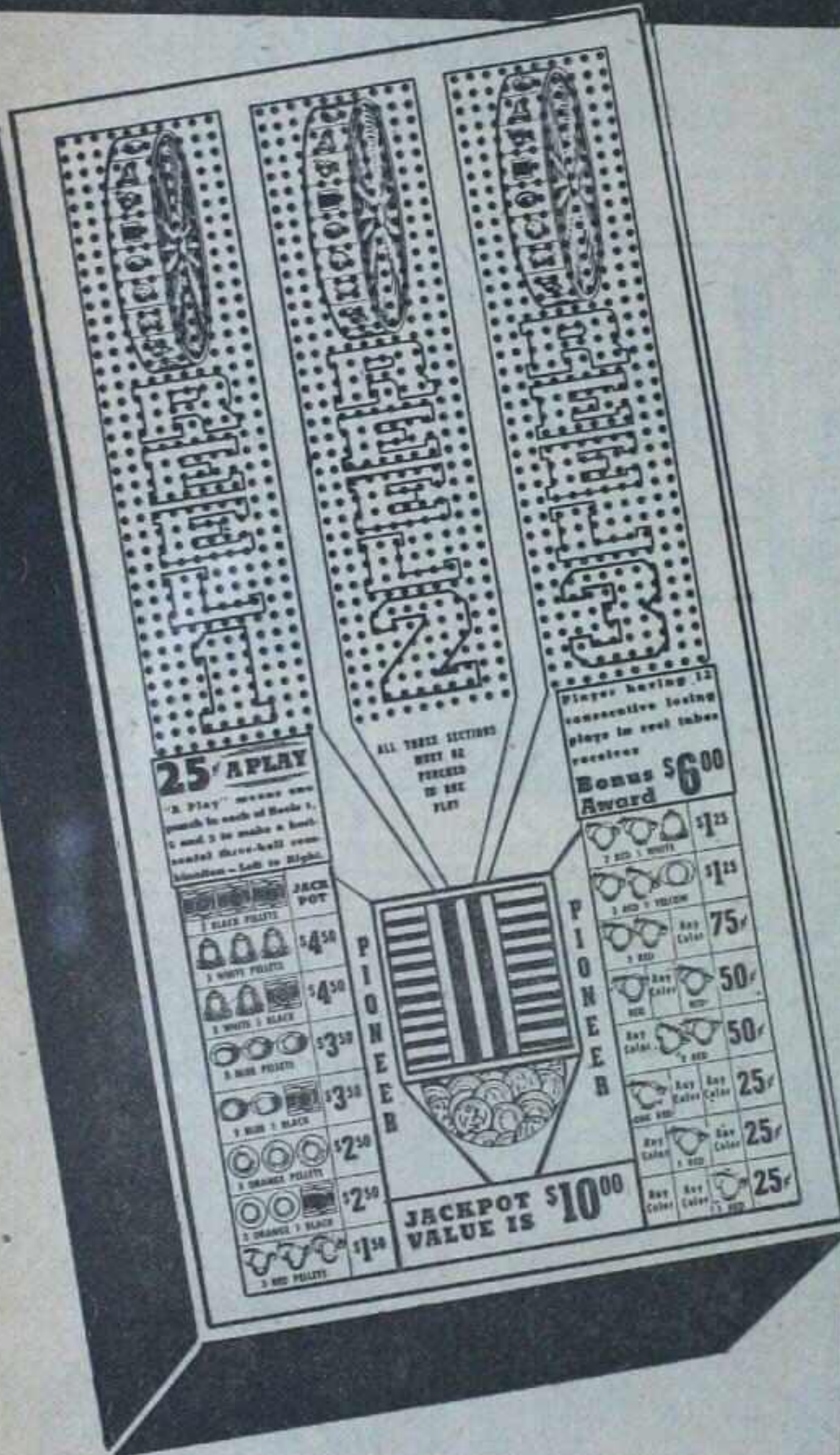
SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS.
10th year giving immediate delivery on finest boards.

LEGALSHARE SALES
P. O. BOX 86-E Phone 2842 HUNTINGTON BEACH, CALIF.
222 2nd St.

SENSATIONAL NEW

"MYSTERY BELL SLOT"



Don't miss "Pioneer's Premier showing" of our new line of "Mystery Reel Slot Pellet Boards"
 3 reel slot action ● 1 reel slot action
 3 in 1 reel slot action

See them at our display Jan. 17, 18, 19

SHERATON HOTEL
 SUITE 1907-08

Pioneer MANUFACTURING CO.,
 2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS

New Tickets, Boards Draw High Interest

(Continued from page 68)

play trend to a definite merchandise slant again.

A total of 10 firms are showing in the Sheraton, the hub of the board show again this year. All will feature refreshments and buffets. Two firms will hold special showings in the Morrison and Congress while one other manufacturer has set up on-the-ground showings at its factory. Showing in the Sheraton's third-floor Gothic Room are five companies: Container Manufacturing Co., St. Louis; Gam Sales Co., Peoria, Ill., and three Chicago firms, Harlich Manufacturing Co., Superior Products, Inc., and Consolidated Manufacturing Co.

Universal Manufacturing Co., Kansas City, Mo., and Bee-Jay Products, Inc., Chicago, have set up a twin exhibit on the Sheraton's 30th floor in Rooms 3001-2-3. Secure & Secure, Chicago, has a three-room display on the hotel's 34th floor in Rooms 3407-8-9, while Pioneer Manufacturing Co., Chicago, is showing in Suite 1907-8. Peerless Products, Inc., Chicago, will also present its new board line at the Sheraton, suite not yet announced at press time.

Features New Boards

At the Morrison Hotel, Empire Press, Chicago, is featuring a line of brand new boards in its suite (number not announced at press time). Triangle Manufacturing Co., Minneapolis, is presenting an innovation in jar tickets at its Congress exhibit.

Plant showing is being held by Gardner & Company, Chicago. Firm is presenting a complete array of its full line, introducing a series of new money boards, with refreshments and production line trips offered visitors. Gardner is featuring conducted factory tours, on-the-house hospitality at its private bar, buffet refreshment, entertainment by leading radio personalities, and as the focal point of the factory program, a colorful display of new and standard boards in its large display room. Taxi trips to and from the plant will be another "on the house" feature for visitors at the Gardner showing.

Show hours at the Sheraton will be from 9 a.m. until 9 p.m., with Morrison and plant displays hosting visitors on the same basis.

★ FIRST SHOWING

50

BRAND NEW

MONEY BOARDS

PACKED WITH ACTION
 SHERATON HOTEL
 SALESBOARD SHOW
 JAN. 17-18-19

PEERLESS PRODUCTS

633 Plymouth Court Chicago 5, Ill.
 MArrison 7-2971

WE ARE MANUFACTURERS
 All Kinds—PULL TICKET GAMES
 • TIP BOOKS •

Buy Direct From Manufacturer At Very, Very Reasonable Prices.
 —Columbia Sales Co.—
 302 MAIN ST. WHEELING, W. VA.

DO...

Yes, you'll do all right with the Original Universal JAR-O-DO products. We stock the complete line: BINGO TICKETS, RWB TICKETS, GRAB-A-FIN PADS, NUMBER TICKETS, COMBINATION TICKETS, LUCKY SEVEN TIP BOOKS and the rest. All other boards and deals, too. We sell at factory prices to established operators and jobbers.

IMMEDIATE DELIVERY

Visit Our Specially Built Salesboard Showroom or Phone Today

Rake

609 SPRING GARDEN ST.
 PHILA. 23, PA.
 LOMBARD 3-2676

Distributors of Coin-Operated
 Machines and Salesboards

COIN MACHINE EXCHANGE



DON'T FAIL TO SEE
 THE HIT OF THE SHOW
**MERCURY'S
 CLUB BELL SLOT**

It Operates Like a Punchboard.
 No Federal License Required.

★ SEE IT IN SUITE 3407-08-09,
 SHERATON HOTEL, JANUARY 17, 18, 19

★ **SECURE & SECURE**

735 So. Karlove Ave. Chicago 24, Ill.
 Phones: 5Acramento 2-4777-8-9

NO OTHER BOARD CAN
 MAKE THIS STATEMENT

MORE OPERATORS
 and JOBBERS USE
PROFIT BOARDS
 THAN ALL OTHERS COMBINED
 IT'S A FACT!

PROFIT MFG. CO. 54 Pp. CATALOG FREE!
 50-11 40th St. L. I. C. 4, N. Y.

SALESBOARD OPERATORS

Manufacturer offers 3 excellent, fast-moving items to promote board play!
 SEND \$3.50 FOR SAMPLE LOT:
 • 2 Hand Puppets (1 white, 1 colored)
 • 1 Hawaiian 7½-Inch Doll, made of pure gum rubber.
 Boost your board profits with these numbers!

PARISIAN ART PRODUCTS
 141 Fulton St. New York 7, N. Y.

Have Fun!
 AT GARDNER'S
OPEN HOUSE
 FOR CUSTOMERS
 JAN. 17TH - 18TH AND 19TH
GARDNER & CO., CHICAGO, ILL.
 2222 S. MICHIGAN AVE., CHICAGO, ILL.

During the Show
OPEN HOUSE at



See Our New Pellet Machine
(NOT COIN OPERATED)

SILVER BALL CHARLEY

This is a permanent machine that uses replaceable 1024 hole Charley Pellet Boards at 25¢ per punch. 176 winners.

TAKES IN	\$256.00
PAYS OUT	200.00
DEF. PROFIT	\$ 56.00

MACHINE PRICE	\$14.95 F.O.B.
CHARLEY INSERT BOARD	1.60
ALL PRICES NET.	

"WERTS"

A Name That Has Meant Quality
Ticket Games for Over 30 Years

IN THE MANUFACTURE OF A COMPLETE
LINE OF TICKET GAMES, EXCLUSIVELY,
WE OFFER YOU

JAR GAMES

7 DIFFERENT STYLES OF TICKETS IN ALL
SIZES AND FORMS

CARDED GAMES

A NUMBER OF STYLES OF TICKETS IN
DIFFERENT SIZES AND FORMS

BOOKS

ALL SIZES IN TIP, JACKPOT, BASEBALL,
WORLD SERIES AND SPORTS BOOKS.

*"You Might Buy Cheaper But You
Can't Buy Better"*

WERTS NOVELTY COMPANY, INC.

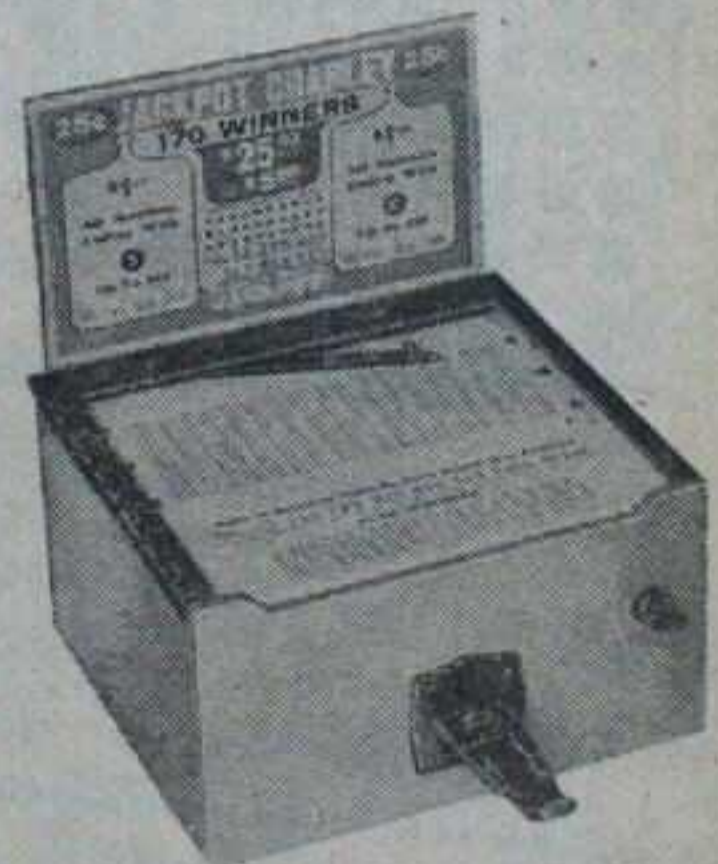
P. O. BOX 672

MUNCIE, INDIANA

OUR FIFTH GREAT SEASON



COIN OPERATED



AUTOMATIC SALESBOARDS

MANUFACTURED BY

R. C. WALTERS MANUFACTURING COMPANY

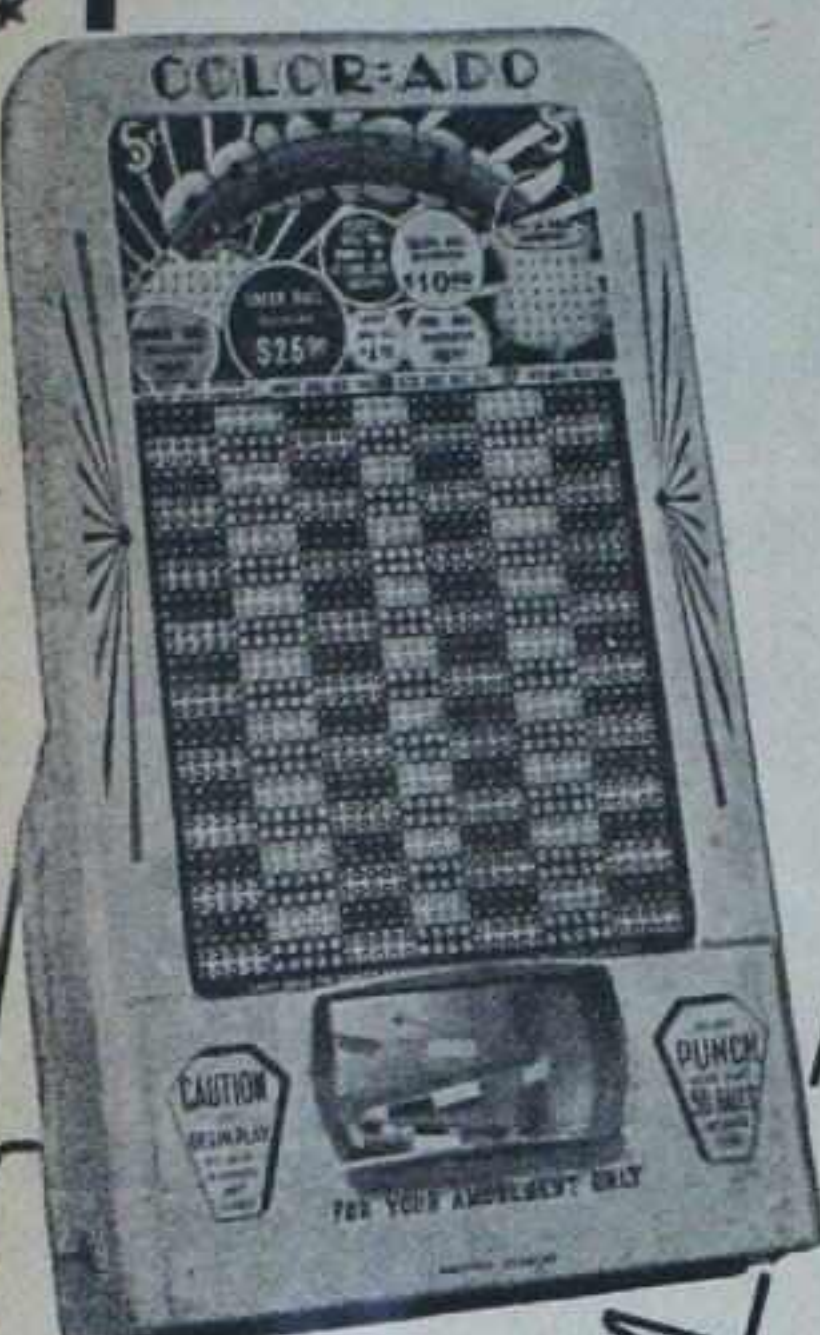
4201 NORFOLK AVENUE

PHONE—JEFFERSON 4121

ST. LOUIS 10, MISSOURI

*We have five of our salesmen in Chicago at this time.
Call us long distance for their location and address.*

COLOR-ADO



THE SALESBOARD THAT GIVES YOU
100% COUNT
100% COLLECTION

- No Shortages
- Positively Foolproof
- Greater Player Appeal
- Colorful-Sturdy Construction

OPERATORS INCLUDE A VISIT TO OUR FACTORY WHILE IN CHICAGO FOR THE CONVENTION

THE McNAMARA CO.
 5729-31 W. LAKE ST. CHICAGO 44, ILLINOIS

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
 Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word . . . Minimum \$2
 Remittance in full must accompany all ads for publication in this column . . .
 No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BUYS STAMP, CANDY, PEANUT SANITARY Machines, etc. Wanted: Stamp Machines, U.S.P., 100 Grand St., Waterbury 5, Conn. ja5

A-1 BARGAINS — CIGARETTE AND CANDY Vending Machines. All makes models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. fe12

ABSOLUTE BARGAIN—TEN NEEDED. FIVE Mills 5 Column Candy Machines with Stand, close out, \$50 each; deposit with order. Klota Sales, 156 Edgewood Ave., Atlanta, Ga.

ADVANCE NORTHWESTERN COLUMBUS OR Silver King, with 5 lbs. Peanuts or 1,000 Balls Gum, \$8. Booklet: Dollars From Pennies, free. T. O. Thomas Co. 1572 Jefferson, Paducah, Ky. ja22

A REAL BUY — PHOTOMATIC, OUTSIDE Lights, \$125; crating extra. Addison Novelty Co., 1215 N. Clark St., Chicago, Ill. ja29

A REAL OPPORTUNITY—HAVE 20 LIKE NEW 10c and 5c coin operated 100 bag capacity Hot Popcorn Vendors. Salesmen's demonstrators offered as used at \$67.50 each. Write Electro, Dept. B, Peoria, Ill. ja22

ATTENTION, 16MM. ROAD SHOWMEN—1 late model 16mm. Rex Holmes Sound Projector with heavy duty 25-watt amplifier, Jensen Speaker to match plus extra 3 1/2" lens; no reasonable offer refused. Indiana Visual Aids Co., Inc., 726 N. Illinois St., Indianapolis 6, Ind.

ATTENTION, STAMP MACHINE OPERATORS— Stamp Folders to fit Shipman, Schernack, etc., as low as 24c per thousand; write for free samples and prices. C. Flatto, 17 West 60th St., New York City.

CIGARETTE MACHINES BOUGHT, SOLD, RE- paired, 25c conversions; stamp Machines, \$29.50; Candy Bar Machines, \$15; Imps, \$12.50. Central Vending Machine Service Co., 3947 Parrish St., Philadelphia, Pa.

CLOSEOUT — NORTHWESTERN TRI-SELEC- tos: as is; all machines complete; \$8 each. F.O.B. N. Y.; cash with order. Northwestern Sales & Service Co., 4105 16th Ave., Brooklyn 4, N. Y.

CLOSEOUT — ADAMS HEXAGON GUM MA- chines; as is; all machines complete; \$5 each. F.O.B. N. Y.; cash with order. Northwestern Sales & Service Co., 4105 16th Ave., Brooklyn 4, N. Y.

DIGGERS, GETTING SCARCE—EXHIBIT IRON Claws, Erie hand operated, Motoscopes, Electro-Hoists, Buckleys, Exhibit Rotary Merchandisers, National 4243 Sansom, Philadelphia, Pa.

FOR SALE—FIRST CLASS CONDITION, 2 Lite Leagues for \$150; 6 Sky Fighters for \$300; 6 Flash Hoekers for \$100; 1 Bally Defender, \$50; uncrated F.O.B. Chicago. North Side Vending, 2215 Arthur Ave., Chicago 45, Ill. ja22

FOR SALE—1c Q.T. LIKE NEW, \$45; 5c Q.T., good condition, \$45; 5c Vest Pocket, good, \$25; all three, \$100. 1/2 cash, balance C.O.D. Jim Tucker, 428 Main St., Peoria, Ill. ja22

FOR SALE—100 JENNINGS 1c IN A BAG Vendors, \$7.95 with 1,000 bags free. Al Hoff, 1918 Rose, Baltimore 13, Md.

FOR SALE—FIRST-CLASS CONDITION, PACE Chronos, 5c, 10c, 25c (like new), \$135 each; Columbia Twin Jackpot (used one week), \$75; Watling 10c Rol-a-Top, \$70; Mills 10c Extraordinary, double jackpot, \$70; Mills 5c Q.T., \$45; Mills 10c Q.T., \$75; 1/3 cash deposit. Owl Distributing Co., 108 East Sycamore, Independence, Kan.

FOR SALE—EXHIBIT MOROCCO F.P. 5 BALL like new, \$159.50; Wurliizer Bar Box, Model 111, two wire, looks new, used few weeks, \$19.50;

Mills Lo-Boy Scales, porcelain finish, good condition, \$49.50; want A-1 Photomatic; terms: 1/2 deposit, balance C.O.D. Arc Music Co., Waukon, Iowa.

GOALEES WANTED—PRICE MUST BE RIGHT; will pick up within 200 miles Detroit. Baldrige, 6078 Academy, Brighton, Mich.

I WANT TO BUY USED GOLF BALL VENDERS, any condition; I also sell and repair. Herman Kravum Jr., 244 So. Millvale Ave., Pittsburgh, Pa.

PHOTOMATICS — WILL SELL 1 OR 20; called in army; make offer. Johnson, 4809 Harding, Dearborn, Mich. ja29

REBUILT POPCORN MACHINES FOR SALE— Fully guaranteed, priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. mh1

SKEEBALLS — FLASH BOWLERS, 10" 12," \$225 each. Never on location. Bang-A-Boys, 10" 12" 14" reconditioned, like new, \$100 each. Electromotor Rel-A-Score, \$50. 14" Wurliizer \$75. King-Pin Equipment Co., 524 Mills St., Kalamazoo, Mich. ja22

SPECIAL—BLUEBIRD BALL GUM MACHINE Filled, ready for location, \$5. Star Peanut Machine filled, \$4. T. O. Thomas Co. 1572 Jefferson, Paducah, Ky. ja29

SPECIAL—100 1c 4 COL. N ADAMS GUM Machines, \$12.50 each; 50 1c Rowe 5-col. Gum, \$12.50 each; 10 5c Howe Gum and Mint, \$12.50 each; like new and used Vending Machines and Nut White Cameo, 432 W. 42, N. Y.

STAMP MACHINE OPERATORS AND DIS- tributors: Don't take any chances; always use University Brand Folders; approved by operators for over 15 years; write for samples, prices. University Press, 655 6th Ave., New York 10, N. Y.

USED HOT POPCORN 5 & 10c VENDORS FOR sale; new guarantee, popular make; forced to sell account of other business interests; singly \$75 (10) up \$65; hurry. W. H. Bicket, 54 Hawthorne Ave., Pittsburgh 5, Pa. ja29

WANTED TO BUY—ERIE DIGGERS, GOOD condition, at once. Write Joe Smith, Rt. 6, Box 419-A, Pine Bluff, Ark. ja29

WANTED—50 MILLS AUTOMATIC 1c GUM Machines; wire or write at once. J. Mullen, 1429 Princess Ave., Camden, N. J.

WANTED — USED CHICAGO BASKETBALL Machines; state quantity and price first letter; also used Pop Corn Ser Machines. Box 309, Cambridge, N. Y.

WANTED—LATE COIN OPERATED REBOUND Shuffleboards. Al Curtis, 3033 Hamilton, Detroit 1, Mich. ja29

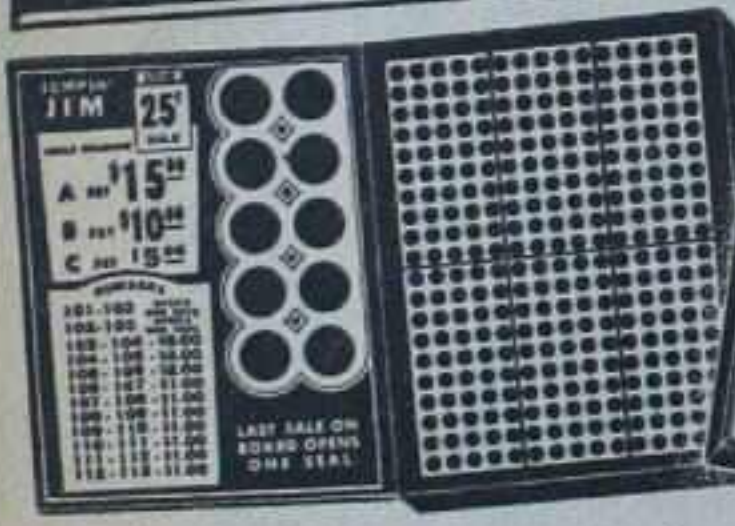
WANTED—BALLY CARNIVALS, FREE PLAY; write what else you have: Arcade, etc. Shute Enterprises, 132 Lawnwood Ave., Longmeadow, Mass.

WILL BUY ANY QUANTITY A.B.T. MODEL F, Challengers and Game Hunters; new or old style; state price and condition in first letter; have Marbles for vending machines, \$1.50 per thousand. Samuel Klein, 1711 W. Grange St., Philadelphia, Pa.

7 EXHIBIT PENNY CARD VENDORS, WITH Stands, \$12.50 each; 1 Motoscope (2 for 5c Card Vendor), with Stand and 2,500 Cards, \$45; 1 Penny Acme Shooking Machine, \$10; 1 Penny Tom Thumb Peanut Machine, \$4; 18 5c Cash Trays, \$5 each; 3 23 inch Stands, \$3.50 each; 1 U-Pop-It Popcorn Vendor, \$45. V. P. Massions, 2449 S. Holzrke, Wichita, Kan.

100 5c CASH TRAY NUT MACHINES, slightly used, \$200. M. E. Wylie, 2746 Falk Dr., Dallas 11, Tex.

A Winner....



MINIATURE
 BOOK
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 BOARDS
 FOR
 CLOSED
 TERRITORIES

"JUMPIN' JIM"

300 R. M. HOLES

Form No. 13138	Form No. 13139	Form No. 13140
5¢ Play	10¢ Play	25¢ Play
Takes In ... \$15.00	Takes In ... \$30.00	Takes In ... \$75.00
Pays Out ... 6.70	Pays Out ... 15.80	Pays Out ... 36.50
PROFIT ... 8.30	PROFIT ... 14.20	PROFIT ... 38.50

Beautiful Gold Embossed Horse and Rider on All Three Boards.

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 SHERATON HOTEL

HARLICH
 MFG. CO.
 HOMAN AVENUE
 CHICAGO 51, ILLINOIS
 1200 NORTH

SALESBOARDS — All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5c	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25c	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25c	Texas Charley, Thick	Avg. 102.98	1.60
960	5c	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5c	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5c	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25c	Fin & Sawbuck, Thick, 5 Not. to Ticket	Avg. 33.15	2.85
220	25c	Kwik Fin, Giant Holes, 8 for 25c	Avg. 28.75	2.50

JAR TICKETS
 RED, WHITE
 AND BLUE
 LUCKY SEVEN
 BINGO TICKETS
 on Sticks—Sizes
 1000-1200-
 1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

OTTO GOLDMAN — JACK GLASS

Will Be Happy To Meet
 All Their Friends At The
SHERATON HOTEL, CHICAGO
 During the C. M. I. Convention
GLOBE PRINTING CO.
 1023-25-27 Race St., Philadelphia 7, Pa.

SALESBOARDS — ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Def.	Avg.	Profit	Price
400	5c	Dollar Game	Def. \$ 7.00			\$.50
2500	10c	Kwik Silver			70.00	5.95
1200	5c	Pick a Cherry			80.04	2.40
1000	5c	Beat the Seven			27.50	1.30
1000	5c	Watts Life			25.45	2.80
2000	25c	Silver Bank			53.00	5.55
2016	10c	Liberty Bell			76.60	6.25
300	25c	Fin & Sawbuck			33.15	2.90
1000	5c	Apple Pickin'			25.25	2.45
2530	5c	Jack in Barrel			66.55	3.25

Jar Cash, Bingo Tickets, 2170 R W B.
 Write for Our Latest Catalogue and Price List.
 Large stock Plain Tip, Definite Jackpot, Coin Boards, Super Giant Hole and all kinds of Cigarette Boards.
 25% Deposit With All Orders, Balance C. O. D.

LUBIN SALES, 625 FIFTH AVENUE, PITTSBURGH 19, PA.

VISIT OUR DISPLAY ROOMS 1410 & 1411 at the SHERATON HOTEL During the COIN MACHINE SHOW. WE MANUFACTURE A COMPLETE LINE OF BINGO DEALS.

Look for the "BEST LINE" Label — It is a Sign of Quality.
MISSOURI NOVELTY MFG. CO.
 2625 Lucas Ave. Phone: Franklin 3620 St. Louis 3, Mo.

The Billboard

**COIN
MACHINE**

Convention

ISSUE

1949

CMI '49 SHOW SET TO ROLL

Late Interest Seen Booming Op Attendance

Keynote: New Equipment

CHICAGO, Jan. 15.—After getting off to a relatively slow promotional start, interest in Coin Machine Institute's (CMI) 1949 convention and exhibit rolled into high gear following the Christmas holidays, with the result that attendance at the Hotel Sherman event starting Monday (17) is expected to pass all expectations. Those on hand for the annual coin machine classic will be treated to an array of new equipment never equaled before.

The late upsurge of interest in the CMI show seemed to evolve around the fact that operators are once again reporting a general increase in play on all types of machines, a situation which had been preceded by an obvious lag for several months. With this new rise in trade, operators are apparently renewing their efforts to keep on top of developments in their field in an effort to give their locations the cream of the new crop of equipment.

Manufacturers have done their part in sustaining interest in the 1949 (See CMI 1949 Show on page 142)

Issue Progress Report on Mills

CHICAGO, Jan. 15.—Steady improvement in the financial condition of Mills Industries keynoted the January meeting of the firm's management with its creditors' committee. During the session, it was disclosed that general overhead had been reduced about 64 per cent resulting in reductions amounting to more than \$190,000 monthly since the present management inaugurated certain policies after filing a petition of reorganization.

Other highlights of the latest meeting included a management report that the corporation's cash position has improved to a point "where consideration is being given to a further sizable reduction of the secured indebtedness, which was reduced to approximately \$1,107,000 as of November 30, 1948." It was also revealed that Mills' officials have made arrangements with Ernst & Ernst, certified public accountants, to prepare an audit covering 1948 operations thru December 31. When this is completed, the creditors' committee stated, a detailed report of Mills progress under its present management will be made available to creditors.

Yet to be consummated is the sale of the Fullerton Avenue property, still under negotiation, and the settling of the firm's tax situation. Presently, the Mills management is going ahead with the conversion of inventory into finished products, a sizable portion of which is scheduled to be completed and sold before February. It is also expected that the seasonable demand for venders (presumably drink machines in warm weather) will permit stepped up production beyond the February date.

Monarch Enters Manufacturing Field; Builds Shuffleboards

CHICAGO, Jan. 15.—Monarch Shuffleboard, Inc., is now in production of shuffleboards and accessories, Roy Bazelon, firm head, announced this week. Firm will occupy Booths 112-114 at the CMI show at the Sherman Hotel here. Bazelon said that with the production on shuffleboards and coin-operated scoreboards, Monarch has entered the manufacturing phase of the business on a full-time basis and will soon introduce other coin-operated equipment.

Monarch's production program at this time stresses 18 and 22-foot shuffleboards, an 8-foot shuffleboard rebound as well as the electrically operated coin scoreboard. All Monarch boards feature solid maple playfields, heavily padded backstops and sides. Weights or pucks are constructed to insure correct weight and accuracy in play. In addition to making shuffleboards, Bazelon said his firm is equipped to teach operators how to resurface the playfields and keep them in the playing condition required by tournament and league play.

Dime Play

Monarch works on dime operation, and shows score from either end of

playfield. Metered coin box permits 15 points when two play, 21 points when four coins are inserted for team play. Scoreboards are also adaptable for all other boards now appearing on the market, Bazelon stressed. Current full production now permits immediate delivery on all units, Monarch's head stated. Distributors have already been appointed in a number of territories but there are still some areas open. Bazelon pointed out that Monarch shuffleboards have been designed strictly as an operator's item.

Bazelon said that the decision to become a manufacturer was made more than two years ago. "In early 1947, it became obvious," he explained, "that the field demanded new equipment and we began our experiments at that time with shuffleboards. Since that time we have subjected several different types of boards and materials to exhaustive location tests with the co-operation of operators and players. Monarch boards are therefore designed for easy installation, appearance, sustained player interest and longevity."

Bazelon also stated that he is now experimenting with shuffleboard par-

Roll Call Extended

CHICAGO, Jan. 15.—"It's bigger than I thought it was—something like the Grand Canyon, of industry that is." That's what every segment of the great coin machine industry is saying these days about the roll call.

Now, with the Coin Machine Institute (CMI) convention at hand, many manufacturers and distributors, who were a bit hesitant about jumping on the band wagon, "want in." But convention time brings with it many additional details that have to be taken care of, and many additional chores for everyone. So there just hasn't been time enough in the short 24-hour days for them to compile their lists.

Thus the Roll Call, originally sched-

uled to sound taps come CMI convention time, is going to be extended so that everyone can participate in this all-important industry promotion. The deadline has been extended thru the end of February (and this is no leap year, there are only 28 days in the second month of '49), and that means that many, many more thousands of letters will be going out thru the mails in the weeks to come, augmenting the more than 250,000 mailings to date.

So, even tho you may get a mail box full of letters from *The Billboard*, help make the Roll Call complete by sending in your coupon, either the one you receive in the mail or the one to be found elsewhere in this issue, immediately.

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For the index to Juke Box Supplement see page 7 of that section.

CMI Visitors Offered Extra Fun, Showings

Hotels, Plants Included

CHICAGO, Jan. 15.—While the main interest at the Coin Machine Institute (CMI) show will be concentrated on the exhibit floor at the Hotel Sherman from Monday (17) thru Wednesday (19), there will be much to be seen at other points in the hotel, as well as at several other nearby hotels and at some plant headquarters during show time.

For those who wish to take in some of the outside activities offered, herewith is a list of some of the major attractions offered.

Bell-o-Matic, which will hold down Booth 111 at the Sherman, will also have the Presidential Suite (Room 400) at the Morrison Hotel which will be open to visitors for the three convention days from 4 to 11 p.m. In addition to equipment displays, a special floor show will be offered nightly at 8:30 p.m. featuring prominent night club performers. Food and refreshments will be served to visitors at the suite. (See separate story in this issue.)

O. D. Jennings, scheduled to exhibit its products in Booths 9 and 10 at the convention, will also hold open (See CMI Visitors on page 130)

Wiggins Sets Up New Firm; Will Build Consoles

CHICAGO, Jan. 15.—Setting up of a new firm to manufacture a complete line of bell machines and coin changers was announced here this week by Richard (Dick) Wiggins, who has been associated with the industry for 20 years. Known as the Standard Coin Machine Company, the new firm is already in production on 10 models, all of which will be given a premiere showing in Booths 25 and 26 on the exhibit floor of the Coin Machine Institute (CMI) convention at the Hotel Sherman here beginning Monday (17).

Wiggins, who since 1928 has been an operator, distributor and designer of coin equipment, stated that the products to be shown are Tuxedo Bell, Big Jax (console), Carousel Console, Diamond Bell, Reno, Ops Special, Tuxedo Special, Standard Club Console, Mardi Gras Console and Changerette, a change maker which Standard Coin embodies in the manufacture of some of its console models and also plans to market as a separate item.

Wiggins explained that altho his first products are coming off the line now, he has been designing and developing the new line for the past two years. Among the features of Standard Coin's machines are an automatic percentage regulator, upholstering the bases of all bells in a burn and alcohol resistant plastic known as fibriloid. Prices on the line range from \$199.50 to \$1,650.

Among the consoles using the built in Changerette is Big Jax. This ma-

(See Wiggins Sets Up on page 142)

CMI

PROGRAM—OFFICERS—EXHIBITORS

PROGRAM

SUNDAY, JANUARY 16
1 P.M.

Crystal Room—Luncheon—Annual Meeting of Regular (Manufacturer) Members. Election of Board of Directors.

MONDAY, JANUARY 17
10 A.M.—10 P.M.
Exhibit Hours
6 P.M.

Crystal Room—Dinner for presidents and executive secretaries of State and local coin machine associations. Invitation only. Association officials should register their names with Doris I. Hanson, show manager, by 4 p.m., if they have not done so previously.

TUESDAY, JANUARY 18
10 A.M.—10 P.M.
Exhibit Hours
10:30 P.M.

Music Operators of America Annual Meeting, Hotel Sherman.

WEDNESDAY, JANUARY 19
10 A.M.—4 P.M.
Exhibit Hours
7 P.M.

Grand Ballroom, Stevens Hotel—Annual Banquet

OFFICERS

PRESIDENT

DAVID GOTTLIEB

D. Gottlieb & Co.

VICE-PRESIDENT

SAMUEL WOLBERG

Chicago Coin Machine Co

TREASURER

HERBERT B. JONES

Bally Manufacturing Co.

SECRETARY

HERBERT L. OETTINGER

United Manufacturing Co.

DIRECTORS

Walter A. Tratsch

A. B. T. Manufacturing Corp.

Louis W. Gensburg

Genco Manufacturing & Sales Co.

Harry E. Williams

Williams Manufacturing Co.

CONVENTION COMMITTEES

SHOW COMMITTEE

Herbert B. Jones, Chairman

Walter A. Tratsch

Samuel Stern

Joseph A. Batten

BANQUET COMMITTEE

Herbert L. Oettinger, Chairman

Walter A. Tratsch

Samuel Wolberg

SHOW MANAGER

Doris I. Hanson

EXHIBITORS

ABC Popcorn Company, Booth 204
3441 North Ave., Chicago
Popcorn machine

A.B.T. Manufacturing Corp. Booths 5, 6
715-723 N. Kedzie Ave., Chicago 12
Coin rejectors, coin chutes, accessories, target skill amusement machines, air rifle, scales

Abco Novelty Co. Booth 174
2009 W. Iowa St., Chicago 22
Pace's bell machines, Grotchen's counter games

Advance Automatic Sales Co. Booth 74
1350 Howard St., San Francisco
Dart Game

Advertising Posters Co. Booths 105, 106
1500 N. Halsted St., Chicago 22
Silk screened glasses, metal finishing

Aero Needle Co. Booth 99
619 N. Michigan Ave., Chicago 11
Phonograph needles

Alco-Deree Co. Booths 133, 134
4300 N. California Ave., Chicago 18
Refrigerated candy vending machine, shoeshine machine, nickel, dime and quarter selector (bar box or wall box)

Ambassador, Inc. Booth 153
1107 Dierks Bldg., Kansas City, Mo.
Automatic phonograph doors

American Fitting Co. Booth 185
125 N. Broadway, Escondido, Calif.
Ice cream bar vending machines

American Shuffleboard Co. Booths 126, 127
204-210 Paterson Plank Rd., Union City, N. J.

AMI, Inc. Booths 37-40
127 N. Dearborn St., Chicago 2
Automatic phonograph wall box

Associated Industries, Inc. Booth 156
5501 W. State St., Milwaukee
Shoeshine machine

Atlas Novelty Co. Booth 76
2200 N. Western Ave., Chicago 47
Pinball game

Automatic Coin Machines & Supply Co. Booth 110
4135 Armitage Ave., Chicago 39
Bell machines, accessories, parts

Automatic World. Booth 86
120 St. Louis Ave., Fort Worth
Auto-Vend, Inc. Booth 43

3612 Cedar Springs, Dallas 4
Model TC-10, automatic popcorn vending machine. Model TC-15 popcorn counter warmer

Bally Manufacturing Co. Booths 57-62
2640 W. Belmont Ave., Chicago 18
Amusement equipment

Beacon Manufacturing Co., Inc. Booth 137
26020 Groesbeck Hwy., Roseville, Mich.
Q. T. Game Table

Bell-o-Matic Corp., Booth 111
4100 W. Fullerton Ave., Chicago 39
Bell Machines

Better Shoe Shine Co. Booth 34
4513 Ravenwood Ave., St. Louis 20
Shoeshine machines

The Billboard Publishing Co. Booths 89, 90
155 N. Clark St., Chicago 1
The Billboard and Vend

Black Marble Co. Booths 64-66
1425 N. Broad St., Philadelphia 24
Parts and supplies

Blendow & Meyers. Booth 91
705 10th Ave., New York 19
Scales

Bonanza Manufacturing Co. Booth 36
2980 Pico Blvd., Los Angeles
Popcorn vender, shoeshine machine

C. C. Bradley & Son, Inc. Booths 101, 102
432 N. Franklin St., Syracuse
Beverage cup dispenser

Buckley Music System, Inc. Booths 141-143
4223 W. Lake St., Chicago 24
Music boxes, Criss Cross J. P. Bells

Capitol Projector Corp. Booth 159
814 10th Ave., New York 19
Coin-operated and continuous motion picture equipment

Capitol Records, Inc. Booth 78
P.O. Box 2391, Hollywood 28
Phonograph records

The Cash Box. Booth 77
Empire State Bldg., New York 1

Chalex Corp. Booth 41
11 S. LaSalle St., Chicago 3
Chalex Audit Recorder

Chicago Coin Machine Co. Booths 51-56
1725 Diversey Blvd., Chicago 14
Shuffleboard, arcade equipment, five-ball novelty games

Chicago Lock Co. Booth 8
2024 N. Racine Ave., Chicago 14
Cylinder locks, cabinet locks, padlocks

Coin Amusement Games, Inc. Booth 95
1127 E. 55th St., Chicago 15
Ray guns and arcade equipment

Coin Container Products Co. Booth 179
Box 3475, Chicago 54
Tubular coin wrappers, universal flat

Coin Machine Journal, Inc. Booth 104
407 S. Dearborn St., Chicago 5
Coin Machine Review Booth 31

Columbus General Machines Co. Booth 193
802 High Long Blvd., 5 E. Long St., Columbus 15, O.
Columbus shoeshine machine

Como Manufacturing Corp. Booth 7
2532 N. Elston Ave., Chicago 47
Digger games

Coradio, Inc. Booth 121
212 Broadway, New York 7
Coin-operated radios and television

Coral Records, Inc. Booth 136
153 W. Huron St., Chicago 10
Phonograph records

Dale Engineering Co. Booth 164
6744 Orizaba Ave., Long Beach 3, Calif.
Electric pistol range

Decca Distributing Corp. Booth 75
153 W. Huron St., Chicago 10
Phonograph records, needles and accessories

Deutsch Lock Co., Inc. Booth 98
5435 State Line Ave., Hammond, Ind.
Locks

Eagle Lock Co. (Bell Lock Co.) Booth 22
100 N. Franklin St., Chicago 6
Locks and keys

Edelco Manufacturing & Sales Co. Booths 15, 16
1438 Franklin St., Detroit
12' and 9' bowling games, pool table

Electric Boat Co. Booths 166, 168, 170
Avenue A & North St., Bayonne, N. J.
Bowling games

Empire Coin Machine Exchange. Booths 71-73
1012 Milwaukee Ave., Chicago 22
Pinball games, arcade equipment, small vending machines

Encore Manufacturing Co. Booth 23
4310 Carnegie Ave., Cleveland, O.
Encore wall and bar boxes

The Exhibit Supply Co. Booths 147-152
4222 W. Lake St., Chicago 24
Arcade equipment, pinball tables, shooting gallery

Falcon Distributing Co. Booth 138
5676 12th St., Detroit 8
Shoeshine machine

J. F. Frantz Manufacturing Co. Booth 140
1946 W. Lake St., Chicago 12
Scales

The Frosti-Server Corp. Booth 158
1833 Pacific Hwy., San Diego 1, Calif.
Ice cream bar vending machine

Genco Manufacturing & Sales Co. Booths 47-50
2621 N. Ashland Ave., Chicago 14
Amusement machines

General Electric. Booth 160
Nela Park, Cleveland 12
Lamps for coin machines

John N. Germack. Booth 90-B
165 Hudson St., New York 13
Pistachio nuts

J. R. Giesler & Associates. Booth 191
8804 Hollywood Blvd., Hollywood 48
Popcorn vending machines

C. T. Girdner Co. Booths 203, 205, 207
120 Van Ness Ave., Watsonville, Calif.
Shuffleboards

Glenrod Engineering Works. Booth 194
4231 Prairie Ave., Brookfield, Ill.
Ray gun

Globe Distributing Co. Booth 87
1623 N. California Ave., Chicago 47
Coin counters, sorters and changers, amusement games

D. Gottlieb & Co. Booths 2-4
1140-50 N. Kostner Ave., Chicago 51
Pin tables

Dan Gould Enterprises. Booths 107-109
1500 N. Clybourn Ave., Chicago 10
Parts and supplies

Groetchen Tool & Manufacturing Co. Booth 28
126 N. Union Ave., Chicago 6
Columbia slot machines, Camera Chief machines

Guardian Electric Manufacturing Co. Booths 122-123
1821 W. Walnut St., Chicago 12
Vending and phonograph controls, coin changers

Heath Distributing Co. Booth 63
217 Third St., Macon, Ga.
Parts and supplies, pool table

The Illinois Lock Co. Booth 161
800 S. Ada St., Chicago 7
Illinois and Duo cabinet locks, Illinois padlocks and leg levelers

Independent Lock Co. Booth 11
555 W. Randolph St., Chicago 8
Locks

International Mutoscope Corp. Booth 1
44-01 11th St., Long Island City, N. Y.
Photomatic, Voice-o-Graph, amusement and skill games, book and card venders

Jackson and Church Co. Booths 175, 176
321 N. Hamilton St., Saginaw, Mich.
Shoeshine machine

O. D. Jennings & Co. Booths 9, 10
4307-39 W. Lake St., Chicago 24
Amusement machines

J. H. Keeney & Co., Inc. Booths 42, 44
2600 W. 50th St., Chicago 32
Cigarette venders, consoles, five-ball, one-ball games

King Records, Inc. Booth 172
1540 Brewster St., Cincinnati
Phonograph records

Koener Engineering, Inc. Booths 177, 178
5467 W. Division St., Chicago 51
Automatic golf putting green

Kwik-Shoe-Shine Co. Booth 125
3214 Broadway, Sacramento 17
Kwik-Shoe-Shine machines

Lymo Industries, Inc. Booths 29, 30
281 Merchandise Mart, Chicago 54
Cup vending machines

Lynco Coin Machine Manufacturing Co. Booth 154
2930 E. Canfield Ave., Detroit 8
Bowling games

Martin Sales Co. Booth 187
Livingston, Mont.
Roto-Lette game

M. A. Miller Manufacturing Co. Booth 100
1169 E. 43d St., Chicago 15
Model phonograph needles

Mills Industries, Inc. Booth 35
4100 W. Fullerton Ave., Chicago 39
Mills Auto-Fountain vending machines

Monarch Coin Machine Co. Booths 112-114
1545 N. Fairfield Ave., Chicago 22
Coin machines and shuffleboards

Mike Munves Corp. Booths 67, 68
575 11th St., New York 1
Arcade machines and supplies

Nat'l Ice Cream Bar Vending Machine Co. Booth 139
4801 S. Western Ave., Chicago
Ice cream bar vending units

National Rejectors, Inc. Booths 84, 85
5100 San Francisco Ave., St. Louis 15
Slug rejectors, change-makers, electrical and mechanical actuating devices, radio timers, miscellaneous coin devices

National Shuffleboard Sales Co. of Chicago. Booths 188-190
2329 W. Pico Blvd., Los Angeles
Rebound shuffleboard, Martel electric

209 W. Jackson Blvd., Chicago 6
Shuffleboard

National Service Associates. Booth 173
1530 Chestnut St., Philadelphia 2
Sunstan sun tan lotion vender, Nasa sun shield vender

Jack Nelson & Company
2320 Milwaukee Ave., Chicago
Pop 'n' Hot popcorn vender, vending machine stand, charms, Magic Music, Universal bar box brackets

Ohio Shuffleboard Co. Booth 135
17 N. Schenley Ave., Youngstown, O.
Shuffleboards

Pace Manufacturing Co., Inc. Booths 118, 119
2090 Indiana Ave., Chicago 16
Bell machines, amusement games

(See CMI PROGRAM on page 141)

REPORT FROM WASHINGTON

Out of Washington's sound and fury, trends in excise taxes, copyright changes, freight rates are now clear. An on-the-spot report.

By BEN ATLAS

ALTHO the 81st Congress is still in its warm-up stage and the rest of official Washington has hardly touched its busy 1949 schedule, the pattern of Washington events for the new year is already clear. The pattern is sufficiently clear, at any rate, to indicate that the nation's capital holds forth one of the most important years in history for the coin machine industry. It will be a year in which federal experts will be reporting brighter prospects for the industry's basic supplies. It will be a year in which federal agencies will be announcing new peaks of achievement in spreading electricity to farm areas. It will be a year of drastic improvement in export conditions for the industry. It will be a year, too, of sound and fury on such issues as increased freight rates, television allocations and Federal Trade Commission (FTC) actions in cases involving candymakers, candy venders and bottle cap makers.

On Capitol Hill ears will be attuned to debate on numerous issues of importance to the trade. These include proposed reduction or outright repeal of federal excises, overhauling the Copyright Act of 1909, a proposal to wipe out juke box exemptions from royalty provisions in copyright legislation, clarification of federal policy on basing point price systems, proposed authorization of new denomination coins, revision of the FTC act, modification or repeal of the Taft-Hartley Act, which bans royalty-built union welfare funds, and a myriad of proposals for graduated cigarette taxes.

Basing-Point Arguments

Influential lawmakers are already testing their oratory on one of the most heated issues ever to come before Congress — the question of federal policy on freight basing-point price systems. This little-understood issue has a direct bearing on the coin machine industry. In fact, everybody from the manufacturer to the consumer will be affected by the issue's outcome, which will spell the answer to such questions as whether gum, candy bars, cigarettes and other products can be legally kept at uniform prices thruout the nation for convenient vending in coin-operated machines.

Sen. Homer E. Capehart (R., Ind.), who has been presiding over a Senate subcommittee on trade policies, which has been holding extensive hearings on the subject, has declared that "Congress has got to act" on this issue. Significantly, he has emphasized that unless the situation is clarified, every member of the House

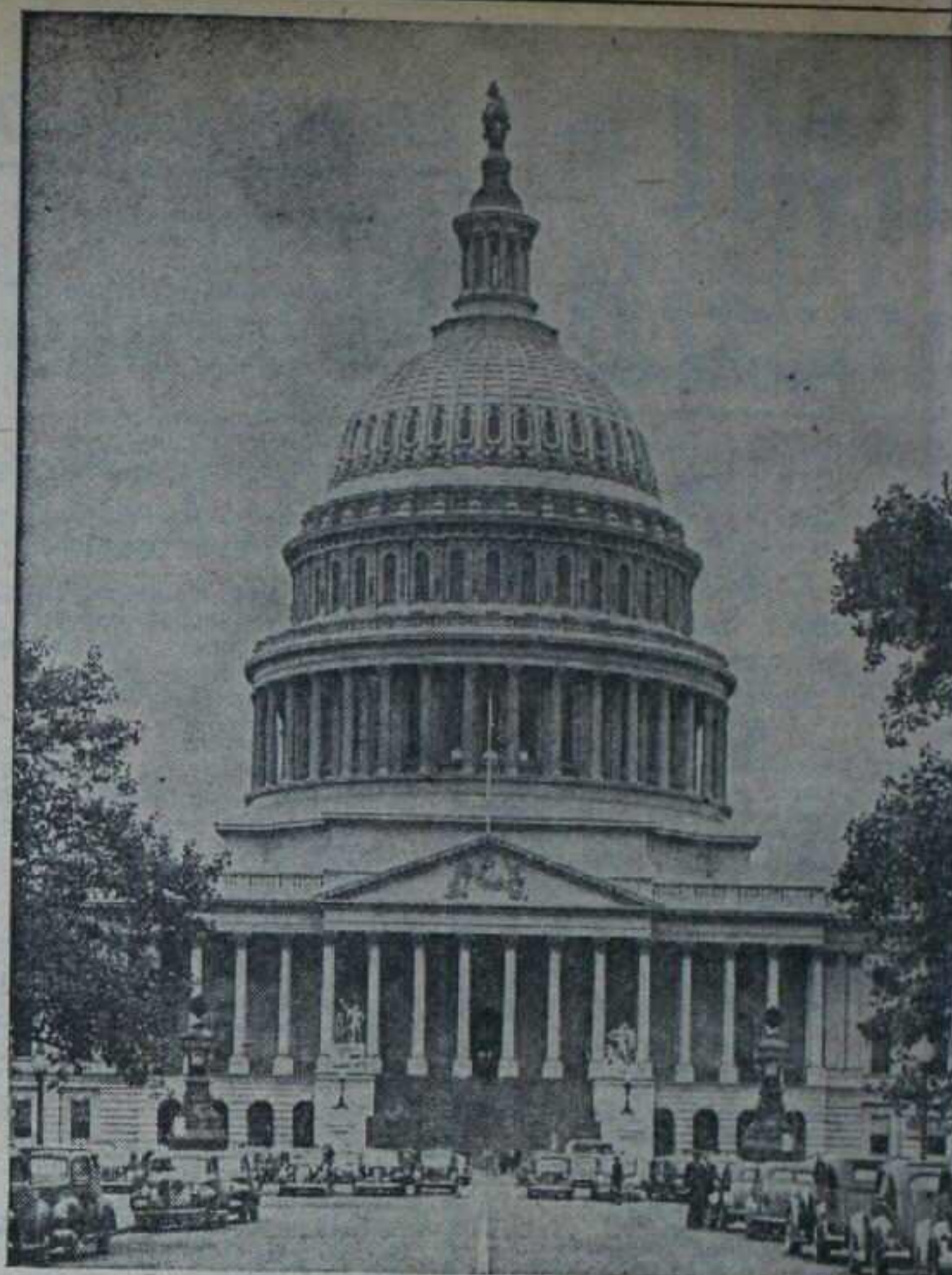
and Senate "is going to be up against a bad situation in his home State." With that in mind, most congressmen are finding the issue an inescapable one.

Under the basing-point system, buyers in a given territory are quoted delivered prices which include the transportation from the basing-point set-up for that territory, whether or not the product is actually shipped from that point. The system has been advantageous to most buyers at a relatively distant point from the place of shipment. Likewise, it has been advantageous to sellers far from their customers. Last April 26 the Supreme Court climaxed a number of lower court and FTC proceedings with a decision outlawing the basing-point price system as used by cement companies. The decision has created a furor in legislative, legal and business circles, with numerous witnesses at hearings before the Capehart subcommittee contending that the court's decision, if construed literally, will necessitate abandonment of all pricing systems that entail absorption of freight costs. Most FTC officials have contended that the high court did not outlaw the whole system of basing-point pricing, but merely described as illegal any system which shows evidence of a conspiracy or attempt to impair competition. A sharp FTC dissenter from this view, however, has been one of the commission's most prominent members, Lowell B. Mason. Commissioner Mason harshly criticizing his colleagues for their hostility to the basing-point system, and scores of prominent industrialists and business men have been firing similar ammunition at FTC and the high court's decision affirming the FTC ruling.

Outlawed or Encouraged

The showdown in Congress will be on the whole question of whether basing-point price systems should be outlawed or encouraged by new legislation. The debate is certain to emerge soon from the hearing rooms to the floor of Congress. Sen. Edwin C. Johnson (D., Colo.), new chairman of the Senate Interstate and Foreign Commerce Committee, is known to have informed Senator Capehart that the committee will formally consider "some sort of clarifying legislation."

Another important issue in the current session will be a proposed overhauling of the Copyright Act of 1909. To be included in the forthcoming study of the act will be the oft-debated bill by Rep. Hugh Scott Jr. (R., Pa.) to wipe out the juke box exemption from provisions of the copyright law. Scott's bill, which has failed to reach the floor at previous sessions of Congress, will be offered



both as a separate measure and as part of an over-all copyright bill. The American Federation of Musicians (AFM) is expected to exert pressure in support of some form of royalties on juke boxes for the AFM "welfare" fund. Debate on proposed repeal or modification of the Taft-Hartley Act is expected to touch also on this subject, even tho James C. Petrillo's AFM has already concluded a five-year pact with record manufacturers which by-passed the T-H law's taboo on union welfare funds with the blessings of the Labor and Justice departments. Further discussion of the juke-royalty issue is likely to develop in Senate skirmishing on the State Department's request for ratification of the Inter-American Copyright Convention Treaty, altho the treaty itself contains no provision which directly affects juke box tribute.

Fractional Coins

Another issue of wide interest in the coin machine industry is the proposed authorization of mintage of new denomination coins. Several congressmen are preparing legislation along this line. One bill will call for the minting of a 7-cent coin; others will propose minting a 7½-cent piece, while another would authorize the minting of a 2½-cent coin. The 2½-cent coin bill is definitely a "dead duck," and chances of passage of any other coinage bills are regarded as extremely doubtful.

The perennial measure to provide for a graduated cigarette tax will be back on Capitol Hill. Strongly supported by tobacco manufacturers, it is seen as having an improved chance in the 81st Congress. The idea behind the bill is to encourage the cigarette makers to put out cheaper brands by keeping the tax low on cigarettes retailing around the dime level.

The possibility of removing the federal excise tax on coin machines in order to leave the field to State and local taxing bodies will be discussed in both the Senate Finance and House Ways and Means committees, with the outcome still uncertain. There is a fair chance, tho, that President Truman's administra-

tion might get behind the move. Secretary of Treasury John W. Snyder is conferring with Treasury aids and municipal officials on the possibility of asking Congress to wipe out a federal excise so that local governments can expand in this field of taxation in order to meet fast-mounting local debts. The tax on phonograph parts may be lifted in the coming year. Agitation for its removal is spreading among many legislators. Because the tax is also on radio parts and sets, the levy is being strongly opposed by two powerful trade groups—the National Association of Broadcasters (NAB) and Radio Manufacturers' Association (RMA).

Re-enactment of some sort of excess profits tax is a possibility at this session, but the move to get such a tax back on the statutes is facing serious opposition. Foes of the tax believe they can muster sufficient strength to water down any legislation that finally reaches the floor of either house. Most commonly discussed legislation is a bill to place a stiff tax on profits which more than double any prewar year's profit yield. Some lawmakers suggest that this tax should be as high as 80 per cent of above-normal profits.

"Sleepers Plays"

Among the "sleepers plays" on Capitol Hill is a congressional subcommittee's investigation of the distribution of bottled soft drinks. The inquiry has been quietly under way for months. Several lawmakers are gravely interested in finding out whether monopolistic practices are indicated in the handling of soft drinks. It seems likely that the congressional study will expand to every phase of bottled goods vending, and there is a strong chance that some sort of legislation or federal corrective action may be recommended.

The 1949 Washington outlook for most kinds of supplies affecting the coin machine industry is considered excellent. The sugar quota will probably be at least 10 per cent above 1948. Bumper harvests of popcorn, tree nuts, citrus fruits and peanuts (See Report From Wash., page 79)

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SHUFFLEBOARDS

HERE TO STAY...

In one year shuffleboards mushroomed to acceptance in amusement games industry.

By THOMAS McDONOUGH

RECEIVING its baptismal fire on coin machine locations at a time when the music machine field was hitting its postwar low and amusement game receipts were going thru their first leveling off period in seven years, the shuffleboard business in the short space of less than a year has firmly entrenched itself. Tho the new competition for coin machine locations was first looked upon by many veteran coinmen as just another temporary challenge, the shuffleboard field actually has emerged as worthy competition for any segment of the games business and, according to present indications, bids fair to have an even more successful year in 1949.

Just as coin machines got their start as a major industry in the tight money times of the early '30s, the new version of the shuffleboard was born when the quick dollar was disappearing from the amusement field, particularly on the West Coast, an area traditionally reflecting booms and cutbacks first. Another reason for the rapid spread and success of shuffleboards was obviously due to their appearance in the Los Angeles metropolitan area at a time when typical coin machine games were being closed out and operators were casting about for another source of income to take up the slack. Clever promotion of the new game also is given credit for the rapid expansion of operations of the new amusement game. Most operators who handle shuffleboards say they entered the business not so much as a new venture on their own initiative, but rather in response to the requests of locations which they had been servicing for a number of years. Once the operator realized that he could make a steady income on the equipment, which he at first viewed merely as an added service, he began to consider shuffleboards from an entirely different angle.

Concentrated Interest

Thus far only Chicago and Minneapolis, in addition to Los Angeles and San Francisco, have shown a concentrated interest in shuffleboards as an operator's enterprise in principal cities but appreciable progress has been made in many other areas. Proof that the shuffleboard field is in for continued upsurge is the fact that two old-line coin machine manufacturers, Rock-Ola and Chicago Coin, are already producing boards in quantity in addition to carrying on the production of their regular coin machine equipment. Rock-Ola entered the field early in 1948, and has done a particularly strong promotion job thruout the Midwest with the result there are almost 1,000 Rock-Ola boards in Chicago locations. Chicago Coin began shipping its first shuffleboards at the end of last summer. Since that time the firm has made shipments to virtually all parts of the country and steadily increased its capacity for production.

While Rock-Ola and Chicago Coin are leading examples of coin machine manufacturers who set up shuffleboard production facilities, they are but two of many firms which are turning out first quality boards used in typical coin machine locations. Grouped sectionally, the producers list looks like this: East—American

Shuffleboard Co., National Shuffleboard Co., Shuffleboard Co. of America, Cameo Vending Service, U. S. Shuffleboard Exchange, Penn Shuffleboard Co., Franklin Industries, and the Slick Shine Co.; Midwest—Monarch Shuffleboard, Mercury Shuffleboard, Baumann Shuffleboard, Shuffleboard Specialists, Nationwide Novelty Co., Universal Shuffleboard Co., Valley Manufacturing Corp., Rock-Ola and Chicago Coin; West Coast—Western Shuffleboard, Hercules Shuffleboard, Superior Shuffleboard, System Amusement Co., Electro-Shuffleboard, C. T. Girdner Co., and Diamond Distributors, a firm which has just announced that it will take over production of Catalina boards.

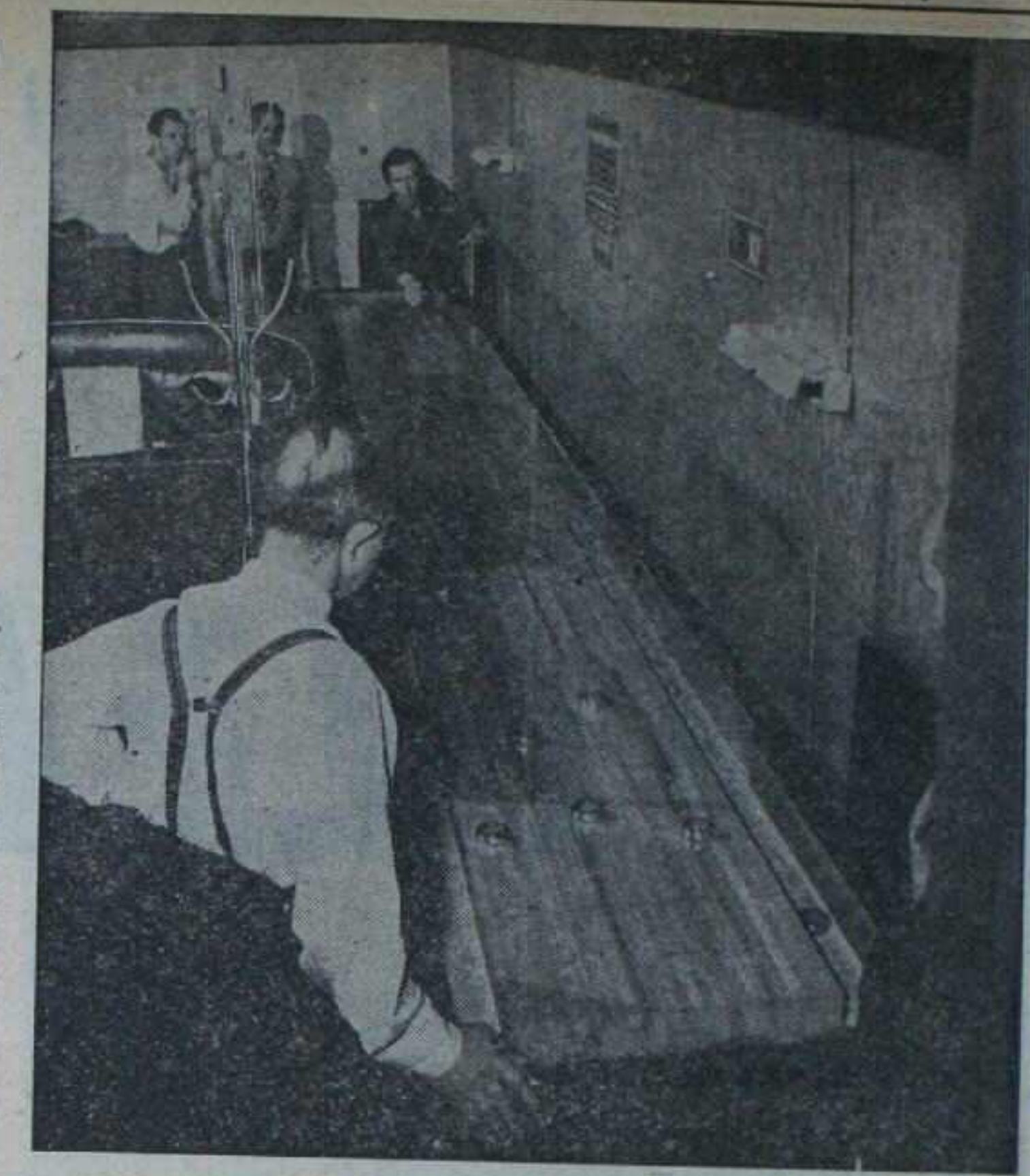
Some Veteran Firms

Included in the manufacturers' list are a few old-line shuffleboard concerns which have been making shuffleboards for a number of years. While at first some of the veteran board manufacturers resented the inroads by new firms, this feeling has gradually vanished to a point where they now realize that competition has expanded and strengthened the public interest in the field. For until the recent entry of coin machine operators into the field most locations which had boards did not charge their patrons for play. Typical instances of this can still be found in major Eastern cities. In New York, the new idea of pay for shuffleboard play has made little progress, chiefly because patrons have been accustomed to play free. Shuffleboard interests in the East, however, say that with national interest growing to a point where it may eventually rival bowling as an indoor sport, customers are gradually becoming educated to the fact that in pay spots the equipment is kept in top condition thru efficient operator servicing, whereas in the other locations, the board owner, usually the proprietor, does not have the time or the facilities to keep board surfaces up to championship caliber.

Promotional gimmicks employed by newer firms in the field were simple, yet effective. Most of them asked locations to try out the boards for a limited time with the understanding that, if dissatisfied, the equipment would be removed without obligation. If the location was satisfied, the owner could buy the board on an extended payment arrangement. Operators of coin equipment in the same locations were quick to observe that the boards could be handled profitably. Since the manufacturer realized that operators had all the necessary contacts with locations and the location owner knew that he could better use his time at his own business while accepting a steady commission from the operator who would handle all the servicing, it was not too difficult to place the operator in the field.

Hold Tournaments

While this and other similar methods were used successfully to get boards into new locations, such as the formation of shuffleboard teams, the holding of tournaments for top men and women players, getting college campuses, industrial plants and neighborhoods interested in shuffleboards have actually made the shuf-



leboard picture as healthy as it is today.

While tournament and league play is now being set up by more than one manufacturer (only recently Hymie Rosenberg, New York distributor for American Shuffleboards, and Phil Lentz, who is producing the Catalina boards in Los Angeles, each announced that league play would soon get under way in their respective cities) the Standard Shuffleboard League (Rock-Ola's trade name) recently conducted a highly successful 15-day tournament including 529 locations in the Chicago area. Dividing the 529 spots into 21 zones, the first 13 days were used for qualifying play, while the last two days zone winners battled it out for the city and individual championship. As this tournament was set up the player signing up for play purchased a tournament ticket for \$1. This was not considered an entry fee but gave the player the right to participate in 10 tournament games. Each time he played, the location owner punched out one of the 10 numbers on his tournament card. After the player had used up his 10 games, he purchased another card if he were still in the running for the championship. All tickets, ticket punchers, scorecards and necessary posters promoting the event were supplied by Standard at cost in the form of a tournament kit.

As this particular tournament was conducted, all play was on a singles basis, giving the individual players the same opportunity to win. Players were governed by five tournament rules and were furnished with 11 player tips by the Standard Shuffleboard League. Before the entries for the tournament closed, the league arranged for some of the leading players to give demonstrations via television. Since most tavern spots have television and since shuffleboards were found particularly adaptable to this type of location the tournament got a heavy promotional build-up, thereby attracting many new players.

Promotion Spreads

Standard has not been content to limit its tournament play to the Chicago area alone. To encourage tournaments in other areas, it has selected Kay Tolle, Powers model, as its shuffleboard queen and sends her on regular tours to promotional areas. The result has been that her picture has appeared in numerous daily

papers and pointed up the growth of the game and formations of leagues.

According to officials of the Standard Shuffleboard League, three Chicago operators—Sam Sobol, Mike Guryn and Ben Goldman—were the first to see the possibilities of tournament play. Their firm, the Ess-Gee Shuffleboard Company, formed the first 12-team league in September and held its first tournament in October. Sobol said the tournament was so successful that it was necessary to arrange a second one to accommodate the players who had applied for membership. From the experience gained by the Ess-Gee-sponsored tournament and another early tournament held by Chicago operator Jerry Mrizak, Standard was able to devise ways of setting up other tournaments and the league events.

When boards were first introduced to coin locations, operators, already weighed down by the decline in the music business and the leveling off of game play, were afraid that shuffleboards would be another blow to their receipts from coin machines. However, the boards have actually been a boon to locations, music operators, distributors and manufacturers. Comprehensive surveys conducted in California and the Midwest show that locations have built up their regular trade thru shuffleboards. Of major importance to the coin machine business, is that operators have profited by handling the boards and distributors, who were particularly hard hit by events of the past two years, were able to get back on their feet. The gradual but steady improvement of coin music in areas where boards have been placed in quantity has also been one of the unlooked-for by-products of shuffleboard success.

Shorter Boards

While the first boards to reach coin locations were all the larger type (22 feet, regulation size), during the fall of 1948 manufacturers began experimenting with 8 to 12-foot boards of the rebound type. In this type of board, player tries to carom his puck off a springy backboard while trying to do all the things players can accomplish on regulation boards. The smaller boards were designed for the great number of locations which would like to locate regulation boards but do not have the necessary space. Slow to catch on with customers, compared with the big boards, rebounds are beginning to make better

headway now that sufficient numbers are reaching locations and patrons are becoming more familiar with them.

Other factors which have influenced the gain in shuffleboard popularity in late 1948 were the development of coin-operated scoreboards and new surfaces to compete with the traditional hardwood playfields. Among the new surfaces are fiberloid, composition plastic, masonite and dura-life. All firms making boards with these surfaces stress the hardness of their playfields and the fact that they will resist alcohol and cigarette burns and chipping. Manufacturers of the newer surfaces also claim that their hard surfaces will not warp, regardless of weather conditions. Backers of coin-operated shuffleboards (the coin actually controls the scoreboard's ability to register points) say that the automatic scoring and registering of coins makes the game's action seem faster and saves location personnel the trouble of checking on the patrons payment of the correct amount of coins for the number of games played. Those who do not favor coin scoreboards claim that the coin operation takes away from the informal action of play in typical locations and adds to the cost of operating boards. Regardless of whether the games are coin or non-coin-operated, there seems to be room for both types.

Price Picture

Prices on shuffleboards vary from \$365 to \$665 with a few boards now hitting the market varying slightly from this range. There are also boards on the market equipped with deluxe type scoreboards which are in the \$900 class, designed to please the most discriminating type of location. While price of equipment is always of major importance to the operator, judging from the number of boards already placed on location the price of shuffleboards apparently has not been a deterring factor. Boards are actually higher priced than amusement games and even approach the cost of music machines. However, the operator buys only one board for a location for a fairly undetermined period, whereas he buys several pin games annually for each location. In addition servicing of boards can be done whenever the operator can find time, for the breakdowns usually are scoreboard malfunctions. Compared with the average breakdowns that occur in games and coin music, this makes shuffleboard operation a relatively simple added business.

With the steady growth of shuffleboards, accessories have become more important to the field. In addition to various types of electric scoreboards, the marketing of new weights, of different types of playfield wax, indirect

lighting fixtures for each end of the playfield and simple repair kits have also come into their own as competitive items. Operators in addition to having their own routes in given areas have been able to handle the sale of polishes, waxes and neon signs calling attention to the boards. In many instances operators instead of selling these products to locations have taken over the complete servicing of location owned boards at a fixed fee.

Despite the wealth of evidence pointing to the present solidarity of the shuffleboard business, many coinmen are wondering just how far the field will advance from now on. The skeptics say that since so many are now producing equipment, a price war may be in the offing which would possibly blot out the producer's and distributor's profit as it has in other trades when heavy production by many firms became a reality. These same individuals claim that because of its sudden growth as a coin location proposition in a single year, peak interest will wane just as quickly and from then on boards will be cluttering the market. While these detracting factors may be based on some sound reasoning, the fact remains that the actual game of shuffleboard is centuries old but was formerly limited to play by only a few. With its clever promotion in the past year, the game has been introduced to millions of new players and also has revived interest of many who played in former years.

Comparable to Bowling

Proponents of the new shuffleboard point out that in many respects, shuffleboard is comparable to bowling as a sport but in a noncompetitive way. This group says that bowling was around for many years before it was picked up by promotion and sold to the average person as a national indoor sport. With the lift given the game in the depression years, when entertainment money was at a premium, followed by strong promotion campaigns, bowling has become a familiar game in all sections of the country regardless of the size of the community. It is not confined to any age group and virtually all men and women have a working knowledge of the game tho they never actively participated. Without question team and tournament play has made bowling what it is today. Similarly, shuffleboard has come along to win favor among those who like to combine a little competitive skill on a less strenuous scale. In addition to offering friendly games while listening to top-flight music from coin phonographs in typical locations the team and tournament play have injected the will to do better than the other fellow attitude. This the game needed

to put it above the passing fancy stage that marks diversions which catch on with the general public quickly, but only for a while.

As shuffleboards go into their second year as a coin location product, those already established in the field see a steady expansion, particularly in the populous regions of the East Coast. They also predict the entry of more experienced operators, either in the servicing or operating end of the business. As more veteran coinmen take to shuffleboards, it is also expected that the league and tournament idea of play will pick up on a community and area basis and then be broadened to interstate rivalry. With this new growth, the manufacturers believe that the place of shuffleboards as a full scale national amusement will be permanently assured.

Report From Washington

(Continued from page 76)

are expected for 1949 as a natural follow-up to exceptionally good harvests in 1948. The effect of the bumper crops, of course, will be lower prices. Heavy grain harvests in 1949 will follow the 1948 record yields and should keep the supply of beer plentiful. The 1948 tobacco crop was below that of 1947 but still above average. The 1949 outlook for this crop is a bit more sanguine, according to Agriculture Department experts. Chocolate prices, Agriculture experts say, are likely to continue high in 1949 because of a continued shortage of cocoa, coupled with a virtual monopoly on the product by a British trust.

Material Supplies

Most materials used in the manufacture of coin machines will be in good supply, Commerce Department predicts. Production of copper wire has been stepped up in recent months, and current supplies are labeled "about adequate" by Commerce Department. Shortages in various kinds of lumber are nearing an end, and all types of wood are considered likely to be in good supply. Plate glass production will take care of all needs, and chrome production is hitting new postwar highs. A bottleneck in the production of small electric motors still remains but is being overcome, according to the Commerce Department.

Steel remains the big question mark in supplies. Despite complaints by the Department of the Interior that the present system of voluntary allocations is not working, there is considerable restraint on the part of some members of the Truman administration in discussing legislation mandating allocations, inasmuch as the job of administering the law would be cumbersome as well as politically unpopular. However, the proposal for such legislation would be likely to get more serious consideration in Washington if the international situation takes a turn for the worse. Regardless of what Congress does, the scramble for steel will continue for a long time, Commerce experts predict.

Officials of Commerce Department's Office of International Trade (OIT) look for brighter export conditions in 1949. First straw in the wind was the recent break in Canada's barrier. Altho coin machines still remain on the prohibited list, the dollar shortage which caused the Canadian government to ban a variety of goods is easing, according to OIT. Shifted from the banned list to a quota system were such items as furniture, cooking equipment, cameras and binoculars. OIT believes that the prohibited list may be abandoned entirely by Canada this year or next.

Mexico shows signs of retreating from the stiff tariffs placed on amusement machines some six months ago. (See Report From Wash. on page 141)

SHUFFLEBOARD MANUFACTURERS DIRECTORY

American Shuffleboard Co.
210 Paterson Plank Road
Union City, N. J.

Bauman Shuffleboard Co.
5622 W. Division
Chicago

Cameo Vending Service
432 West 42d St.
New York

Chicago Coin Machine Co.
1721-25 Diversey Blvd.
Chicago

Electro-Shuffleboard
4458 W. Imperial Highway
Inglewood, Calif.

Franklin Industries
31 Bay 17th St.
Brooklyn

C. T. Girdner Co.
5321 Hollywood Blvd.
Los Angeles

C. T. Girdner Co.
120 Van Ness Ave.
Watsonville, Calif.

Hercules Shuffleboard
204 S. Western Ave.
Los Angeles

Mercury Shuffleboard
1525 N. Clark St.
Chicago

Monarch Shuffleboard Co.
1545 N. Fairfield
Chicago

National Shuffleboard Co.
291 Cleveland Ave.
Orange, N. J.

Nationwide Novelty Co.
4615 S. State St.
Chicago

Ohio Shuffleboard Co.
17 N. Schenley Ave.
Youngstown, O.

Penn Shuffleboard Co.
1015 Chestnut St.
Philadelphia

Perma Top Corp.
457 East 33d
Chicago

Rock-Ola Mfg. Corp.
800 N. Kedzie Ave.
Chicago

Shuffleboard Company of America
226 East Elm Street
Linden, N. J.

Shuffleboard Specialists
1114 S. Michigan
Chicago

Superior Shuffleboard
2329 W. Pico Blvd.
Los Angeles

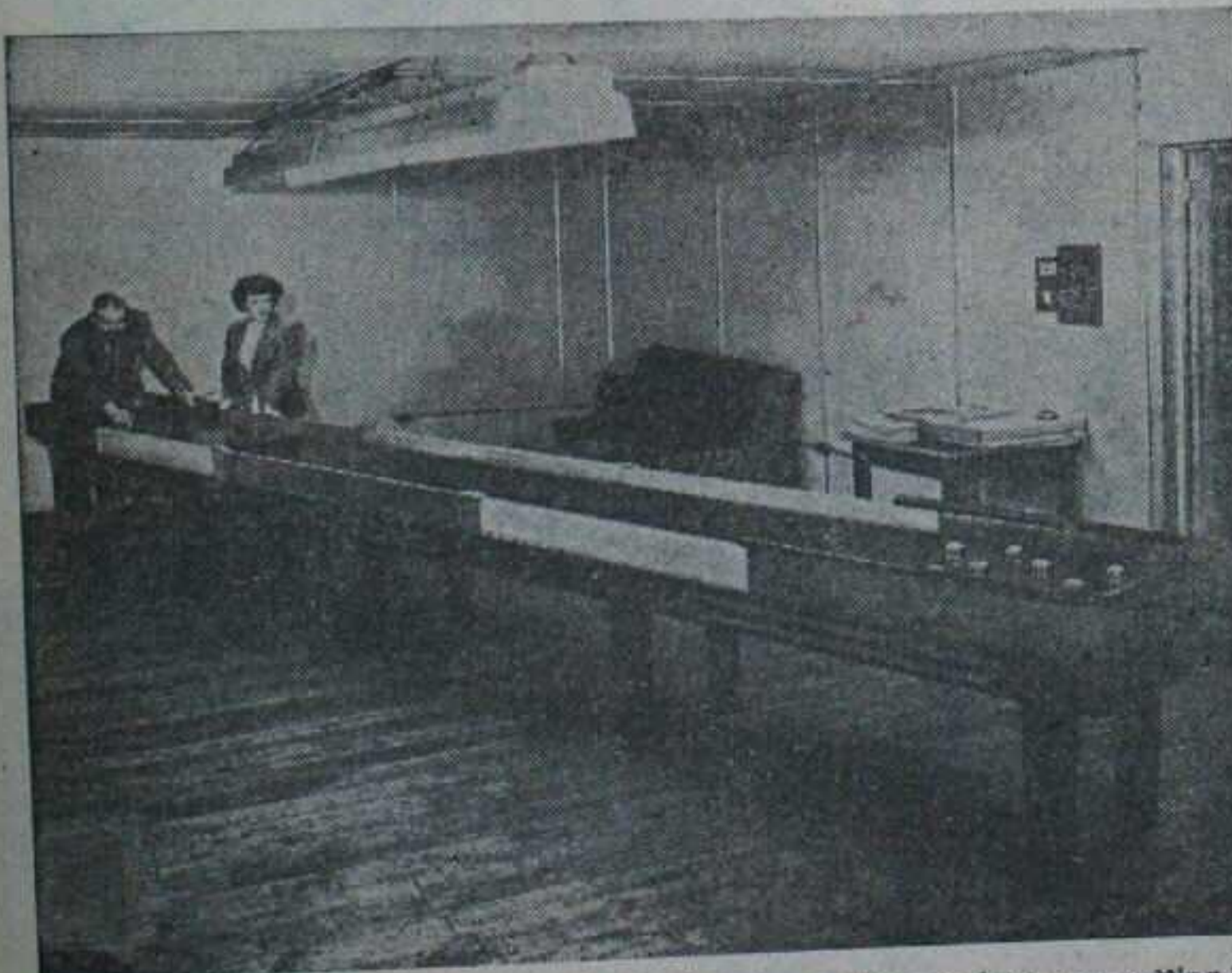
System Amusement Co.
2281 W. Pico Blvd.
Los Angeles

U. S. Shuffleboard Exchange
60 East 42d St.
New York

Valley Manufacturing Corp.
333 Morton St.
Bay City, Mich.

Western Shuffleboard
944 Seventh St.
San Diego 1, Calif.

Western Shuffleboard
2307 West Pico Blvd.
Los Angeles



STARTING ON THE WEST COAST, shuffleboards caught on and are now putting in an appearance in the North and Middle West. Future expansion now seems assured.

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WE'LL BE LOOKING FOR YOU!

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1948
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1948
1-2-3

1948
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1948
TRADE WINDS

1948
MARDI GRAS

1948
PUDDIN' HEAD

1948
SCREW BALL

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YESTERDAY TODAY *Every Day!*

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Facts about Standard SHUFFLEBOARD

- * **ROCK-OLA**
is the world's largest producer of Shuffleboards.
- * **ROCK-OLA**
sets the Nation's Standard for all Shuffleboard equipment.
- * **ROCK-OLA**
Standard Shuffleboards are available in a variety of models and sizes.
- * **ROCK-OLA**
guarantees prompt, safe delivery of Standard Shuffleboards by its own truck line.
- * **ROCK-OLA**
operates a complete playfield refinishing service—including pick-up and delivery.
- * **ROCK-OLA**
is in the Shuffleboard business to stay. This means supplies and replacement parts when you need them.
- * **ROCK-OLA**
League and Tournament promotion program assures Standard Shuffleboard operators of continued, profitable earnings.
- * **ROCK-OLA**
Standard Shuffleboards spell NEW OPPORTUNITY for the country's music and game operators.
- * **ROCK-OLA**
Standard Shuffleboards will make money for you—Mr. Operator

Product of
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800 N. Kedzie Ave., Chicago 51, Illinois
Exclusive Sales Agent
STANDARD SHUFFLEBOARD LEAGUE, INC.
3200 West Chicago Avenue, Chicago 51, Illinois

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Standard
SHUFFLEBOARD

Send me all the FACTS about Rock-Ola Standard Shuffleboards

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Street _____
City _____ Zone _____ State _____
Telephone Number _____

David C. Rockola and the Factory behind the Product.

DESIGN DEVELOPMENTS IN PIN GAMES

1948 will go down as an outstanding year for play - appeal innovations in pinball

ATHO there is no indication that new designs or scoring ideas have suddenly passed their peak of development, 1948 is certain to go down in amusement game history as one of the most fertile design years, and operators and players were heavy contributors to the almost constant run of game innovations.

Following the war, the major game concerns were seeking materials, workers and more efficient means of production to step up their output to locations which were virtually begging for any type of new equipment to replace the veteran machines that had seen extended service during the war years. There was little selling for sales staffs to do and the main trick was to get new machines out as fast as possible. While manufacturers were not sitting by content to push out any kind of game at the operator there was actually little need for firms to radically redesign their playfields during late '45, all of '48 and thru most of '47. However, as '48 approached it became increasingly obvious to operator, distributor and manufacturer that enough of the better locations were being regularly supplied with new games to warrant stronger competition in the designing end of the business.

Went to Public

Manufacturers did not rely exclusively on the creative skill of their admittedly talented designing engineers to work up more interesting playfields. More than ever before they kept in constant touch with typical test locations, surveyed operators on what they thought would improve play and made strong attempts to ring in players' opinions by sending factory men into the field to study reactions to new scoring features and playfield designs.

Actually the trend and later rush for innovations began in late '47 when the D. Gottlieb Company introduced its player controlled feature, the flipper bumper. This principle, giving control of the flight of the ball back to the player to a noticeable degree, proved to be the one major factor that game producers and players alike were looking for. Players queried on the player control feature readily admitted that it made them feel that they had a much better chance to "beat" the game.

Meantime, other manufacturers were creating new ideas of their own. Genco came up with a bumperless playfield that stressed the stepped-up action of stretch rubber rebounds. This feature also gave the player greater control over the path of the ball in play. Thru stretch rubber rebounds the player, with the aid of a little body english, was able to give the ball in play an extra push, frequently enough to aim it towards one of the many reset and roll-over buttons which are a familiar landmark on Genco playfields. Thru the extra bounce of stretch rubber rebounds, player is often able to play it off other stretch rubber rebounds which are angled to carom a ball upward on the playfield thereby providing an opportunity to roll up addi-

tional points as the ball drops down over the playfield a second time.

The contact bumper was designed and introduced by Exhibit Supply in its Contact game and also contributed to the new trend in unusual scoring features during '48. When strategically placed on a five-ball playfield the contact or thumper-bumper as is often designated will score points when hit by a ball in play from a 360 degrees. It also will kick the ball sharply towards other scoring bumpers on the playfield. Used in combination with flipper type bumpers the thumper-bumpers afford players the chance to work the ball in play up to the top of the playfield for additional runs thru the playfield.

Another significant development during the year was Williams Manufacturing's adapting the fine point of five-ball play to animated score board and playfield action in the baseball game called Yanks. With the success and long production run of this game, Williams proved that players were just as anxious to play five balls which had a central theme—in this case the rules of regulation baseball—as they were to play games which were dominated by new and different scoring gimmicks.

Chicago Coin's spinning bumper, first used on Crazy Ball, was another strong influence on playfield design in '48. This constantly whirling bumper, moving at several hundred r.p.m.'s, not only made players conscious of fast action on the playfield but made them more aware of the value of timing and co-ordination in five-ball play just as other player control features such as flippers, thumper-bumpers and stretch rubber rebounds had also helped to accomplish during the year. Chicago Coin also pioneered early use of the automatic flippers which have the same thrust action of player controlled flippers but are not activated until a ball actually makes contact with one of them.

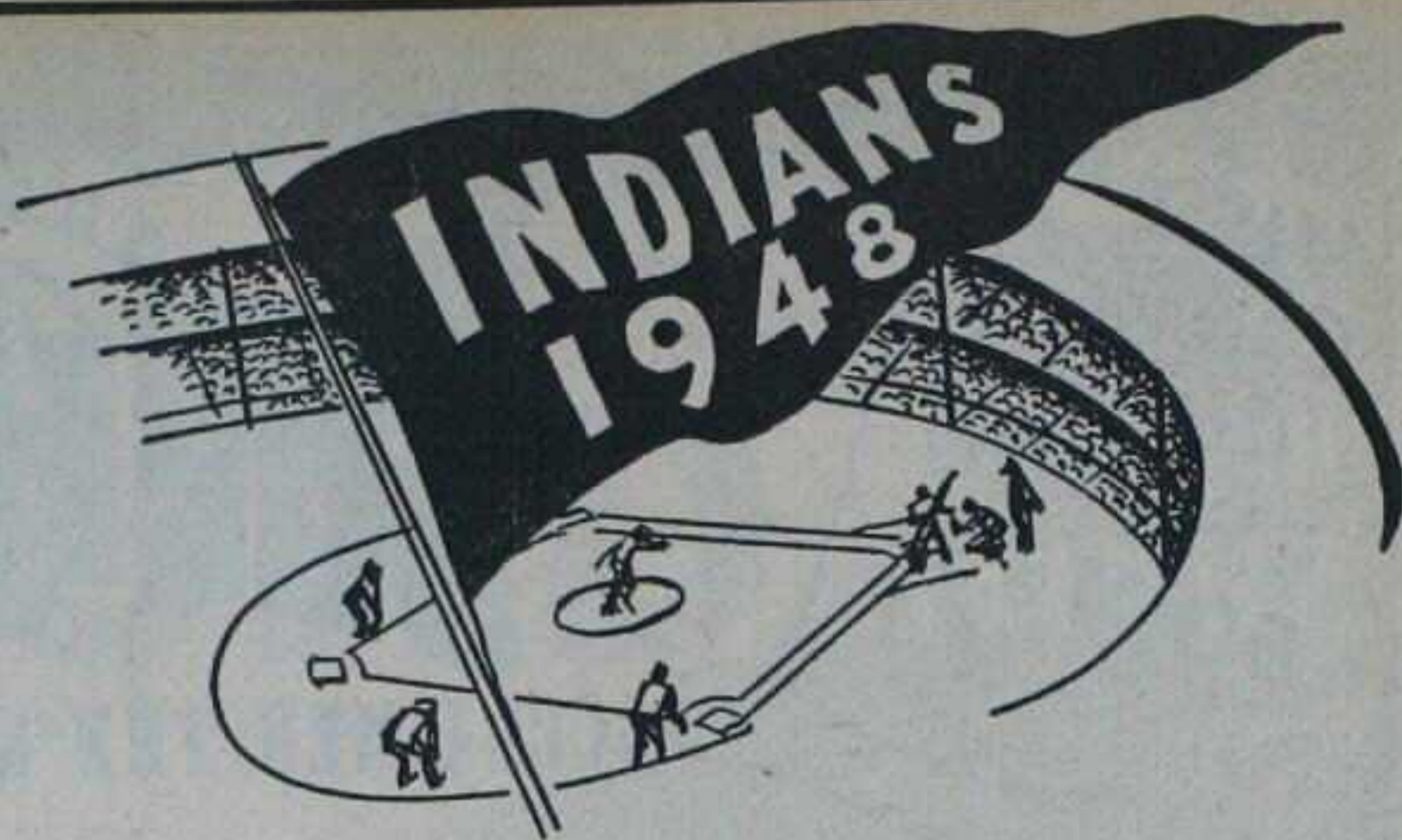
Simplicity for Change

Bally departed from the intricate playfield design entirely to come up with its Carnival, a five-ball which utilizes numbered bumpers almost exclusively, features simplicity in both scoring and design. This game actually is a throwback to the Bally Reserve of 1938 and uses the constantly increasing build-up bonus of that earlier game. Game also introduced (See Design Development, page 140)

DESIGN CHECKLIST

- ✓ Flipper Bumpers
- ✓ Bumperless Playfield
- ✓ Contact Bumpers
- ✓ Game Themes
- ✓ Spinning Bumpers
- ✓ Automatic Flippers
- ✓ Kicker Bumpers

FOR BIG MONEY DEAL WITH NATIONAL LEADERSHIP



For **BIG MONEY**... now is the time to operate National Shuffleboards...

\$50.00 to \$100.00 per week from **EACH** board is the "CASH TAKE" of thousands of operators.

Even greater earnings are possible if: You set up a service route. Sell wax and accessories. Sell boards at a neat profit to: schools, clubs, organizations, industrial plants.

Deal with National Leadership for large profits... The National Shuffleboard Company, the oldest and largest manufacturer of Shuffleboards in the field, with coast to coast distribution, has a number of sales and operating areas open to qualified operators, under an exclusive franchise, on attractive terms.

Investigate today... Ask about our big profit plan... A letter or telephone call and you can find out if your territory is open.



NATIONAL'S ELECTRIC SCOREBOARD

CREATES INTEREST — PROTECTS YOUR PROFITS

Scoring keys are located at each end of the board. Control key is located at the bar or cashier's cage, assuring receipt of payment. This meter within the scoreboard registers the number of games played.

Details on request.

BOOTHS 188-189-190 CMI CONVENTION



NATIONAL SHUFFLEBOARD COMPANY

ORANGE, NEW JERSEY

DISTRIBUTORS IN PRINCIPAL CITIES

Endorsement by the Indians of Above Product Should Not Be Inferred.

VISIT
Chicago
Coin's
EXHIBIT
BOOTHS
51 thru 56

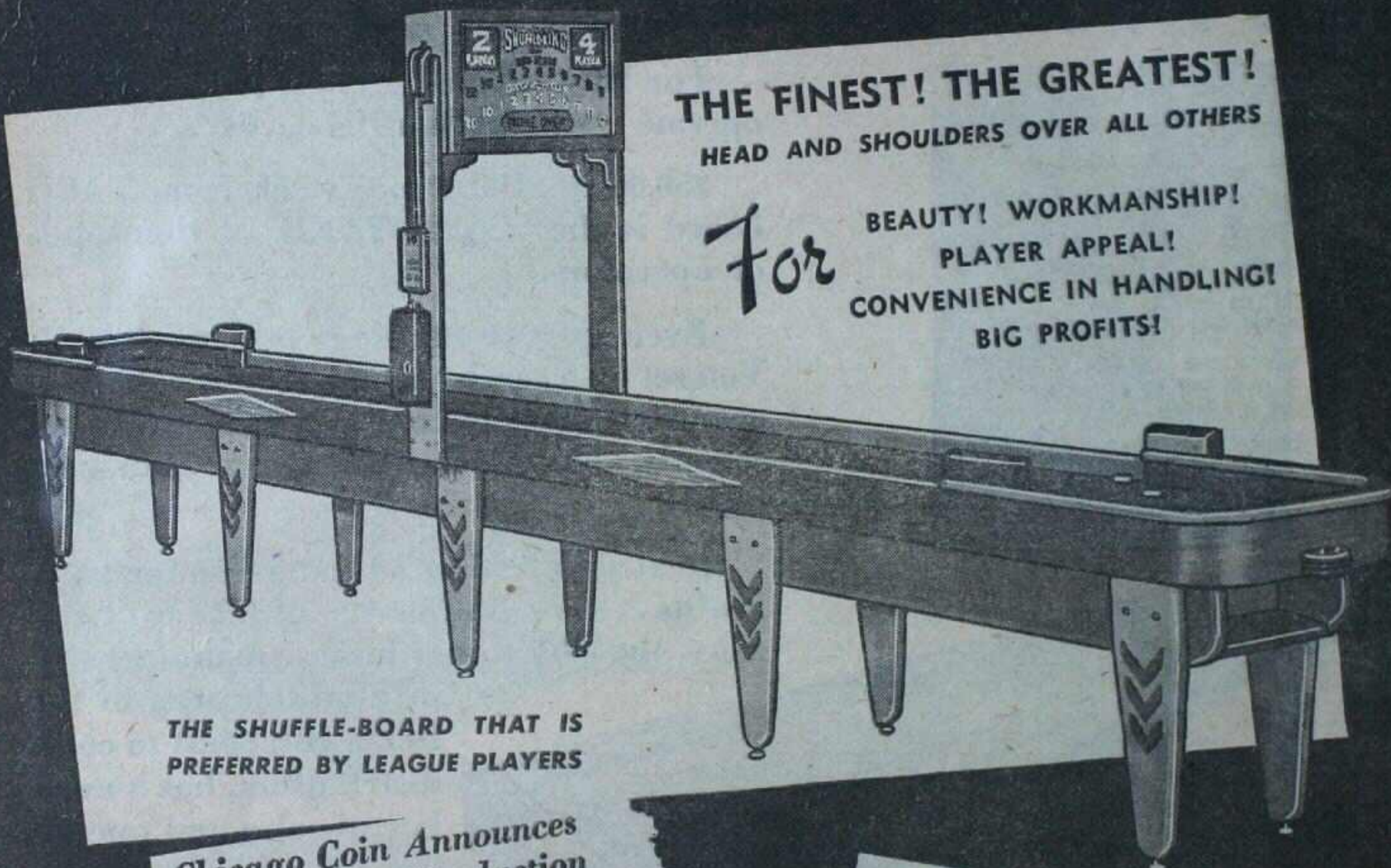
SHUFFLE-KING

ACCLAIMED THE KING OF ALL SHUFFLE-BOARDS!

THE FINEST! THE GREATEST!
HEAD AND SHOULDERS OVER ALL OTHERS

For

BEAUTY! WORKMANSHIP!
PLAYER APPEAL!
CONVENIENCE IN HANDLING!
BIG PROFITS!



THE SHUFFLE-BOARD THAT IS
PREFERRED BY LEAGUE PLAYERS

Chicago Coin Announces Shuffleboard Production

New board is of regulation size (22 feet), has a playfield 20 feet, 8 inches long and is housed in a Maple-Walnut cabinet. Playfield is made of composition plastic which is extremely hard in consistency, resists chipping, dents, cigarette and acid burns and will not warp. Both the Playfield and the cabinet come in two equal parts and can be quickly assembled by two people. Because of Dura Life's hard surface it requires little servicing.

Additional features of the Chicago Coin shuffleboard include its broad-felt lined alleys and its own lighting system for each end of the playfield. Latter feature is particularly important for dimly lighted locations.

(The Billboard, October 23, 1948)

To the Industry:
We take great pride in presenting this outstanding game to the Coin Machine Industry, and invite you to personally see and play SHUFFLE-KING during your visit to the CMI Show.

Cordially,

Samuel Wolberg
Samuel Gensburg

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

See Your Distributor Today

Chicago Coin's SHUFFLE-KING RE-BOUND

RATED THE #1 SENSATION FOR 1949!

**OVERALL
LENGTH
9 FEET!**

**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 VISIBLE MEASURED PLAYING TIME (4 TO 10 MINUTES)
- PLAY STOPPED AUTOMATICALLY AT END OF MEASURED TIME BY ELECTRICALLY CONTROLLED PINS IN BACKRACK
- 1" THICK, SOLID PURE GUM RUBBER REBOUND
- SHELF FOR DRINK GLASSES ON SIDE OF CABINET

Player throws puck against rubber, which rebounds puck to score in front of player.



**PATENT
PENDING**

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, "DURA-LIFE" the industry's newest, strongest, and most durable playing field is NOT WOOD, but non-warping plastic. "DURA-LIFE'S" playing field is precision level and unmatched for its trueness.

OPERATORS SAY
SHUFFLE-KING

SCORE BOARD

MAKES ANY SHUFFLE-BOARD PAY FOR ITSELF!



SHUFFLE-KING SCORE BOARD MAKES AN OPERATOR'S PIECE OUT OF ANY SHUFFLE-BOARD . . . IT FITS THE CENTER OF ANY AND ALL BOARDS

LOOK AT THESE FEATURES

1. 10c DROP COIN CHUTE
2. METERED CASH BOX
3. LITED INSTRUCTION GLASS
4. PUSH BUTTON SCORING AT BOTH ENDS
5. SCORE VISIBLE FROM BOTH ENDS IN LITES
6. "GAME OVER" PROMINENTLY VISIBLE
7. SIMPLE TO INSTALL, ALL IN ONE UNIT
8. MADE OF SOLID WALNUT AND MAPLE.

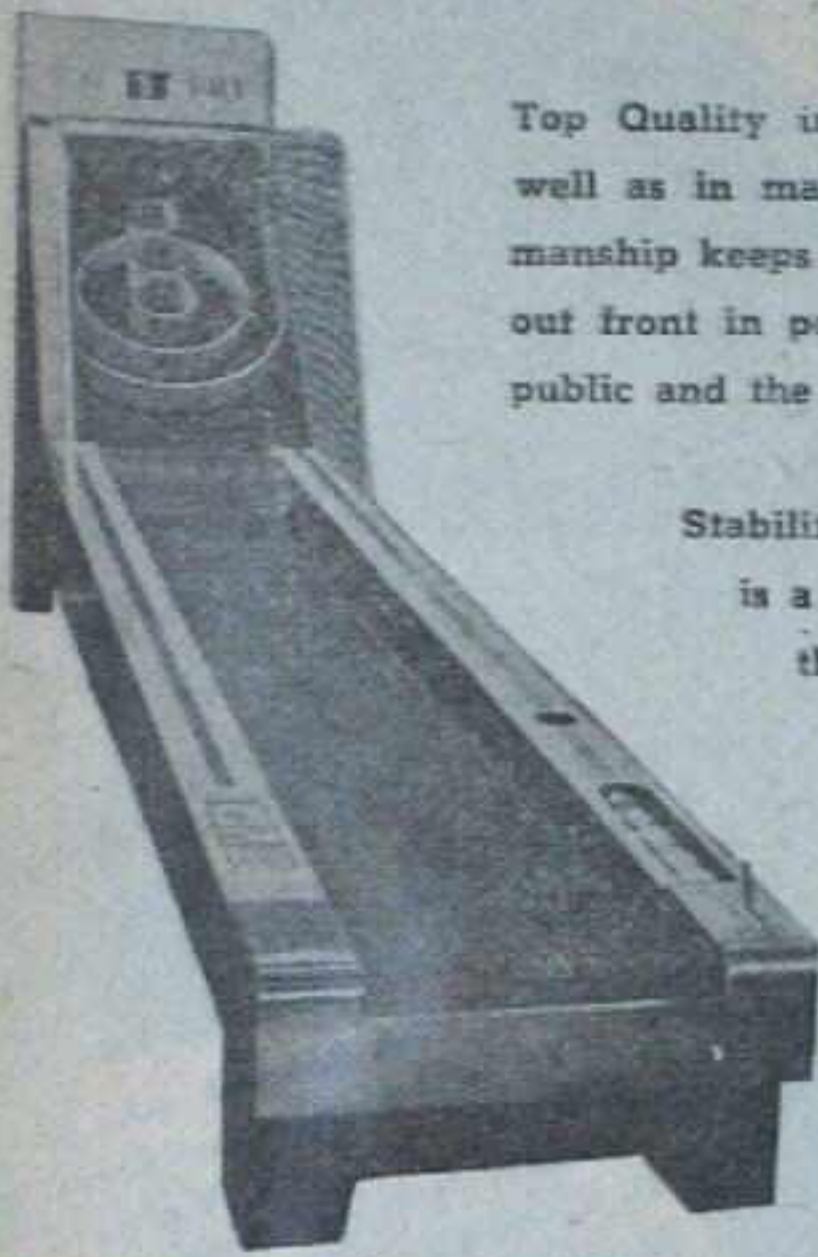
CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

There is no substitute for

SKEE-BALL

REG. U. S. PAT. OFF.

America's Favorite Skill Game



Top Quality in game appeal as well as in materials and workmanship keeps SKEE BALL way out front in popularity with the public and the operators.

Stability of earning power is a proven fact — ask the operators that have them.

BOOTH
69
at the C.M.I.
SHOW

Manufactured & Distributed Only by

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET, PHILADELPHIA 44, PA.

Serving the Amusement Industry for 45 Years

QUALITY

United Starts Production on New Five-Ball

CHICAGO, Jan. 15.—United Manufacturing Company will introduce its new five-ball novelty replay game, Baby Face, to operators and distributors at its exhibit at the Coin Machine Institute show at the Hotel Sherman here starting Monday (17). It was announced this week by Lyn Durant, president, and Billy DeSelm, sales manager. The new game, which follows Serenade, is now in production and deliveries have started, it was stated.

Player appeal for Baby Face is hyped by having two games in one with the two lights-out features eliminating the rotation angle. Multiple ways to score replays, along with the two-in-one feature, speed the action, and create interest until the final ball has completed its play. Maximum high score of 4,990,000 is possible.

Two games are divided between the top and bottom of the playfield, where numbers are used on the bumpers, running from 1 to 10. These numbers may be lighted, but not in rotation necessarily, and when they are illuminated, roll-overs on the extreme left and right sides of the playfield register replays. The bottom half of the playfield features bumpers with letters spelling out the name of the game. A similar light-up arrangement is employed, with two additional roll-overs on either side of the playfield.

New Association

RALEIGH, N. C., Jan. 15.—The North Carolina Recreation and Amusement Association, Inc., this city, has obtained a charter from the secretary of state. It is a non-stock corporation.

Shuffleb'd - Happy Portland Populace Plays Day & Night

PORTLAND, Ore., Jan. 15.—Shuffleboards, which have been making strong inroads in various sections of the country, have had a rapid growth here, with the latest development being the opening of a series of shuffleboard parlors thruout the city. Supplementing the new locations has been a heavy promotional program which has been running in local newspapers and over the radio.

The shuffleboard parlors are old night clubs and large stores which have been reconverted. About 10 boards are installed, and the locations serve soft drinks and food. Parlors open for business at 10 a.m. and run until 2 a.m., and play is reported strong thruout the 14-hour period.

League Feature

Promotion centers around the formation of a shuffleboard league, and a series of feature stories as well as league play reports in local newspapers and over the radio. One of the leading promoters of the shuffleboard play has been Rudy Lackenmeier, sports editor of Station KGW, who, on his Sports Page Final radio show has been plugging away at shuffleboards. He holds regular interviews with players, has a staff of reporters covering the various shuffleboard locations, and last week interviewed Art Weinand, Rock-Ola sales manager, who was here on business.

Shuffleboard parlors do everything possible to attract the customers, displaying animated neon signs featuring a board with the puck, via flash lights, going down the board, then dropping off the end. One sign, 17 by 7 feet, is featured on the first shuffleboard parlor which opened here.

NEW?

YES!

SENSATIONAL?

YES!

but

... SEE FOR YOURSELF!

**BOOTHS 17-18-19
COIN MACHINE SHOW**

Williams

MANUFACTURING
COMPANY

161 W. HURON ST., CHICAGO 10, ILL.

Creators of Dependable Play Appeal

TELEQUIZ announces

3 NEW MODELS...

ways to Bigger Profits!



1
TELEQUIZ
 AMUSEMENT ONLY

2
QUIZ TIME
 FREE PLAY

3
QUIZ STAR
 PAY OUT

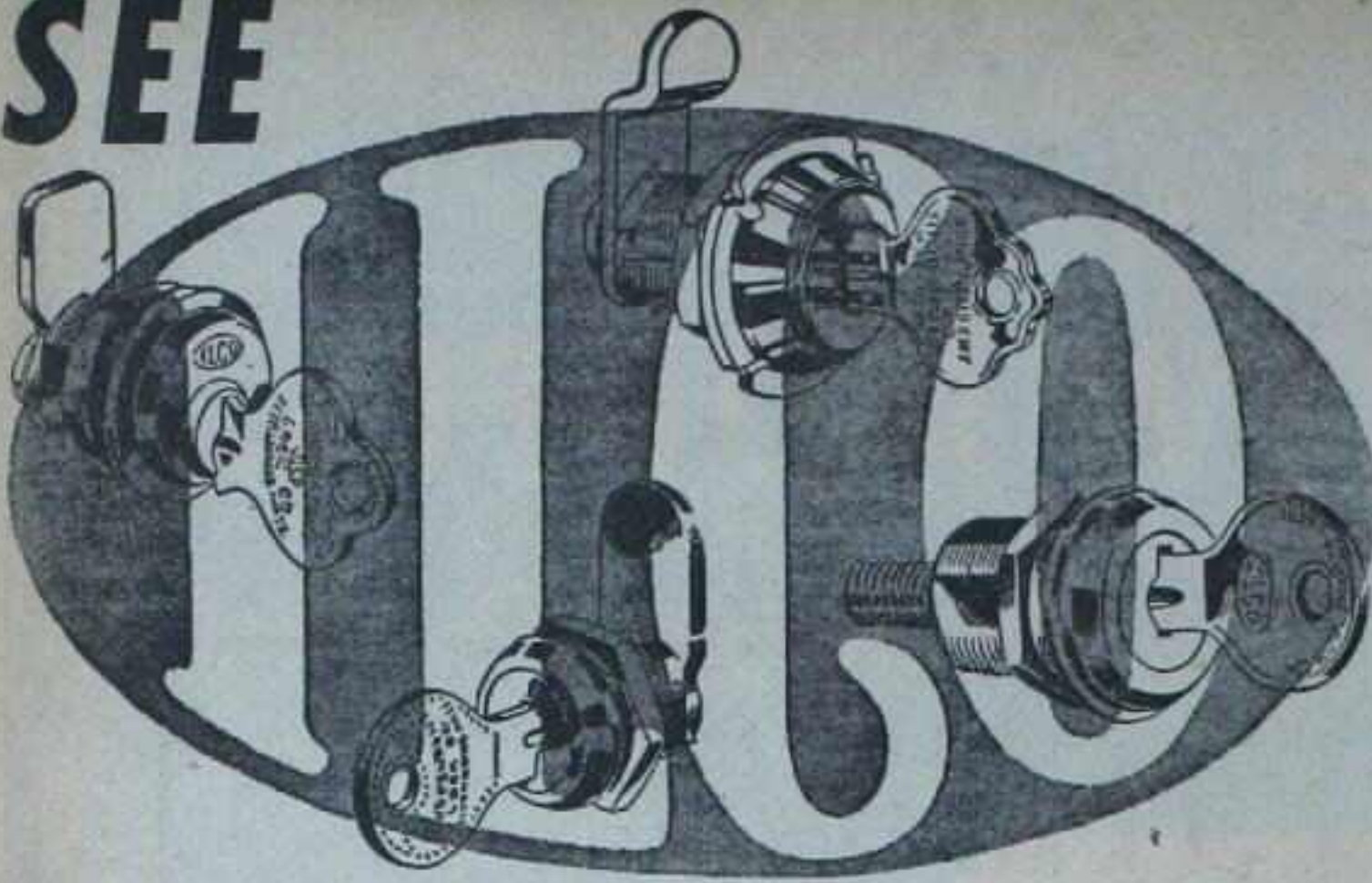
Proven Player Appeal

- LOCATION TESTED
- SENSATIONAL EARNINGS
- IMMEDIATE DELIVERY
- BE FIRST to cover the best spots in your territory

See all 3 in
BOOTHS 20-21
 AT C.M.I. SHOW



Telequiz Corporation 4350 NORTH PULASKI ROAD • CHICAGO 41

SEE

COIN MACHINE LOCKS at the COIN MACHINE SHOW

HOTEL SHERMAN, CHICAGO — January 17-19

INDEPENDENT LOCK COMPANY
FITCHBURG, MASSACHUSETTS

Telequiz Corp. In Production On 3 New Units

CHICAGO, Jan. 15.—The Telequiz Corporation here is in production on three new coin-operated quiz machines, J. E. Beck, vice-president, announced this week. They are known as the 1949 Telequiz, Quiz Time and Quiz Star.

The new Telequiz, available on nickel or dime play, is the straight amusement model similar to the 1948 version except for a new scoring feature which permits the player to reach a high score of 1,000,000 points. In the 1949 model the player rating of either fair, average, good, expert or genius will light up as rating is achieved. The game's green hat with the word "correct" is mounted on a face of the sun (sketched on the game's front glass) and lights up when a correct answer registers. Similarly, the red hat is mounted on the face of the moon and when an incorrect answer registers the moon is illuminated. Other improvements on the new model include the changing of the animation on the back glass to show a jester on one side and a bathing beauty on the other.

Quiz Time operates on the same principle as the 1949 Telequiz, but is the free play version. It is also available on nickel or dime play. The third model, Quiz Star, works similar to the free play model but is designed for payout territory. It returns from two to 20 coins when correct

Franklin Industries Setting Up Distributors For Shuffleboards

BROOKLYN, Jan. 15.—Fred Pergola, head of Franklin Industries, announced this week that he is contacting distributors throughout the country to handle the firm's hard-maple top shuffleboard line. Pergola recently formed his new company, with offices at 31 Bay 17th Street, to take over manufacture of the West Virginia Shuffleboard, in production since 1932.

Stating that the policy of his company is to sell only to distributors, Pergola said the boards are being produced in the standard 22-foot length, as well as in smaller sizes to meet the needs of individual locations. Before Franklin Industries was formed, Pergola was sales manager of Cameo Vending Service, New York distributing firm.

answers are made. On this model player tries to spot the letters in the name Quiz Star one at a time. In order to light one letter, the player must attain a top score of 1,000,000. If the player makes all letters, a bonus or jackpot prize is paid. Beck stated that this version can also be set up for free play territory. The unit is available in quarter as well as nickel and dime play.

First deliveries on all three models are scheduled to begin within 30 days.

THE *Royal* SHUFFLEBOARD

"KING OF THEM ALL"

DISTRIBUTORS-DEALERS, SEE THIS SENSATIONAL MONEY-MAKER
AT THE CHICAGO CONVENTION
BOOTHS 203-205-207

- WELDED STRUCTURAL STEEL FRAME
- ELIMINATES ALL WARPING
- PLAYING SURFACE ACCURATE
to ten thousandths of an inch



PATENT PENDING

SHATTERS ALL EXISTING STANDARDS
OF ENGINEERING AND CONSTRUCTION

WORLD'S FINEST CONSTRUCTION

ROYAL is the finest Shuffleboard ever engineered or constructed—and is now offered to you at NO EXTRA PREMIUM.

Detachable, sturdy chrome-plated steel legs rigidly secured to this steel frame allow direct leveling of the playing field.

THIS IS AN EXCLUSIVE "ROYAL" FEATURE

Playing field is milled from Masonite die stock of aviation industry standards; then treated by processes developed by leading Chemical Technicians to produce a durable, abrasive resistant playing surface—unmatched in the entire Shuffleboard field! The resultant finish is superb in its mirror-like resemblance to highest quality "Patent-Leather."

The Royal Shuffleboard is manufactured in Regulation Tournament Size: 22 ft. long overall. The playing field is 20 ft. 8 in. long and 20 in. wide. Other sizes available on special orders.

C. T. GIRDNER COMPANY · WORLD WIDE DISTRIBUTOR
MAIN OFFICE: 120 VAN NESS AVE., WATSONVILLE, CALIF. PHONE 2070

H. C. EVANS & CO.
 NOW SHOWING AT THE
MORRISON HOTEL

SUITES
 639-640.

JANUARY 16, 17, 18, 19

★ **THRILLING PREMIERE!** ★
 AMERICA'S BRILLIANTLY NEW PHONOGRAPH
EVANS' CONSTELLATION

- New Custom-Design Cabinet of Finest Domestic and Imported Woods, Beautifully Grained, Hand Rubbed Finish. Gorgeous Illumination!
- Unsurpassed Richness and Fidelity in Tone Reproduction!
- Plays 40 Selections! ● Available With Hideaway Unit and 40-Selection Wall Box!
- Custom Built—Not Mass Production! ● Priced for Profitable Operation!

DON'T FAIL TO SEE
EVANS' CONSOLES
 GREATEST OF THEM ALL!
WINTER BOOK
JUMBLED BARS
 Many Others

SEE THE MOST
 PHENOMENAL
 DEVELOPMENT IN
 COIN MACHINES—
 THE GREATEST EVER CONCEIVED!
EVANS'
SWEEPSTAKES
BINGO
Fully Automatic! 20 Players!
 Awards up to 5,000 for 1!
 50c and \$1.00 PLAY!
 PRICE
\$25,000.00 AND UP
 Designed only for select, big time Opera-
 tors. Also available for lease or bookings.

OPEN HOUSE — EACH DAY,
 ALL DAY — AT THE
 MORRISON AND THE FACTORY!

H. C. EVANS & CO.
 1528 WEST ADAMS ST.
 CHICAGO 7, ILLINOIS

MANUFACTURERS' DISTRIBUTORS

ABT Manufacturing Corp.

715 N. Kedzie Ave., Chicago
 ATLANTA—H. & L. Distributors, Inc., 708 Spring St., N.W.
 BALTIMORE—General Vending Sales Co., 306 N. Gay St.
 BILOXI, Miss.—United Novelty Co., De Launey and Division Sts.
 BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.
 BUFFALO 2—Alfred Sales Co., 1006 Main St.
 CHICAGO 47—Atlas Novelty Co., 2200 N. Western Ave.
 CHICAGO 39—Automatic Coin Machine Co., 4135 Armitage Ave.
 Electric Machine Gun Co., 647 N. Kedzie Ave.
 Empire Coin Machine Exchange, 1012 N. Milwaukee Ave.
 National Coin Machine Co., 1411 Diversey Blvd.
 Webb Distributing Co., 6 S. Kedzie Ave.
 CINCINNATI—Sickir Inc., 1401 Central Pky.
 CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
 Markepp Co., 4310 Carnegie Ave.
 COLUMBUS 15, O.—Shaffer Music Co., 606 High St., S.
 DENVER 2—Modern Distributing Co., 1810 Welton.
 DULUTH, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.
 LOS ANGELES 13—R. B. Clapp Co., 314 Omar Ave.
 LOUISVILLE—Ohio Specialty Co., 539 S. Second St.
 MEMPHIS—C. & P. Sales Co., 407 Madison Ave.
 NASHVILLE—Automobile Sales Co., 421 Broad St.
 Hermitage Music Co., 423 Broad St.
 H. G. Payne Co., 312 Broadway.
 NEW ORLEANS 12—New Orleans Novelty Co., 115 Magazine St.
 NEW YORK 1—Mike Munves Co., 510 W. 34th St.
 West Side Distributing Co., 612 10th Ave.

This up-to-date listing of distributors, classified according to the manufacturers they represent, is compiled by regularly checking with manufacturers to make certain that the lists are as accurate as possible. These distributors have been franchised by the manufacturer indicated to buy at distributor's prices for resale to the operator. The Directory of Distributors is constantly being revised. This list incorporates many important changes. Omission of any manufacturer in the listing means either that the manufacturer has failed to report his distributors or that he is unable to list his sales firms because of changes and additions currently being made.

PHILADELPHIA 3—Rake Coin Machine Exchange, 609 Spring Garden St.
 PITTSBURGH 19—D. D. Lazar Co., 1635 F'fth Ave.
 PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th St.
 POUGHKEEPSIE, N. Y.—Square Amusement Co., 88 Main St.
 ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., E.
 ST. LOUIS—Ideal Novelty Co., 2833 Locust St.
 Standard Scale Co., 715 N. Kingshighway
 V. P. Distributing Co., 2336 Olive St.
 W. B. Novelty Co., 1012 Market St.
 ST. PAUL—Mayflower Distributing Co., 2238 University Ave.
 SAN ANTONIO—United Amusement Co., 310 S. Alamo St.
 SAVANNAH, Ga.—Mullinix Amusement Co., 302 W. Victory Dr.
 SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave., W.
 TAMPA 6—Royal Palm Music Service, 1525 Grand Central Ave.
 TORONTO 5, Ont.—Toronto Trading Post, Ltd., 736 Yonge St.
 TUSCALOOSA, Ala.—A. L. Kropp, 1432 10th St.
 VANCOUVER, B. C., Can.—Specialty Sales & Distributors, 1120 Hamilton St.
 Store Fixtures Supply House, 1260 Granville St.
 WASHINGTON 4—Silent Sales System, 635 D St., N. W.

Aireon Manufacturing Corp.

1401 Fairfax Trafficway
 Kansas City, Kan.
 BALTIMORE—Hub Enterprises, 32 8 Charles St.
 BLAIR, Neb.—Modern Music Co.
 BOSTON—Melody Phonograph, Inc., 1103 Columbus Ave.
 BUFFALO—Regent Distributing Co., Larkin Warehouse Bldg., 189 Van Rensselaer.
 CLEVELAND—Erb-Wert-Heimar Co., 1034 Payne Ave.
 DALLAS—American Distributing Co., 2034 Commerce St.
 DETROIT—Wolverine Sales Co., 2200 W. Warren Ave.
 ELMIRA, N. Y.—A.N.S. Co., 312 E. Market St.
 EVERETT, Wash.—Joe Hart.
 GRAND RAPIDS, Mich.—Western Michigan Dist. Co., 105 Michigan Ave., Michigan at Ottawa.
 GREAT FALLS, Mont.—J. O. Johnson, P. O. Box 928, 518 Eighth St. So.
 HAVANA—Cuban Plastics & Record Co., 410 San Miguel.
 HAVRE, Mont.—Pete L. Weyh Co., 437 4th Ave.
 HOUSTON—Sam Ayo, 1913 Leland Ave., 621 14th St.
 HUNTINGTON, W. Va.—Turner Sales Co., 621 14th St.
 INDIANAPOLIS—Hoosier Simplex Dist. Co., 2064 N. Illinois St.
 KANSAS CITY, Mo.—Western Specialty Co., 4028 Broadway.

LAFAYETTE, La.—Louisiana Coin Machine Co.
 LOUISVILLE—H. M. Branson Dist. Co., 514-16-18 S. Second St.
 MEMPHIS—Atlas Amusement Co., 1078 Union Ave.
 MEXICO CITY—Articulos Electricos, Calle Aguas Calientes No. 154.
 MILWAUKEE—Hastings Distributing Co., 6100 W. Bluemound Rd.
 MINNEAPOLIS—Music Service Co., 1203 S. Sixth St.
 MONTREAL—Mafco Corporation, 703 Notre Dame St. W.
 NASHVILLE—Hermitage Music Co., 423 Broad St.
 NEW ORLEANS—H. B. Enterprises, 619 Poydras St.
 NEW YORK—Dave Lowy & Co., 594 10th Ave.
 OKLAHOMA CITY—K. & M. Distributing Co., 704 N. Broadway.
 PHILADELPHIA—Fred Stumm Co., 337 S. Lawrence.
 PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington.
 PORTLAND, Ore.—Aireon Sales & Service, 232 N. Weldier.
 ROCKFORD, Ill.—Dudley Sales Co., 112-14 South Third St.
 SAN FRANCISCO—M. A. Pollard Co., 728 Larkin St.
 SPATTLE—Preston Distributing Co., 1505 Harvard.
 SPOKANE—A. C. Rud Co., N. 12 Bernard St.
 SPRINGFIELD, Mass.—Melody Phonograph, Inc., 187 Chestnut St.
 SYRACUSE—Dial Distributing Co., 400 Lodi St.
Alkuno & Company, Inc.
 408 Concord Ave., New York
 FALL RIVER, Mass.—Lavole & Hillman, Inc., 2 East Main St.
 HAVANA—H. Vazquez, Calle 24, No. 178 Vedado
 MEMPHIS—Southern Amusement Co., 628 Madison Ave.
 ST. LOUIS—Oharvane Co., 1112 Chemical Bldg.
 SAN FRANCISCO—William J. Newman Co., 430 Octavia St.

The Ohio Shuffleboard

J. M. ABRAHAM MFG. CO.

17 N. Schenley Avenue Phone 9-3496
 YOUNGSTOWN, OHIO

**DISTRIBUTORS
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IMMEDIATE DELIVERY

*We have a full line
 of supplies*

SIZES

18', 20' and
 Regulation Size 22'
 The Ohio Jr. 11 ft. will
 be shown at the Coin
 Machine Show

NOW YOU CAN SEE

"THE BEST YET"

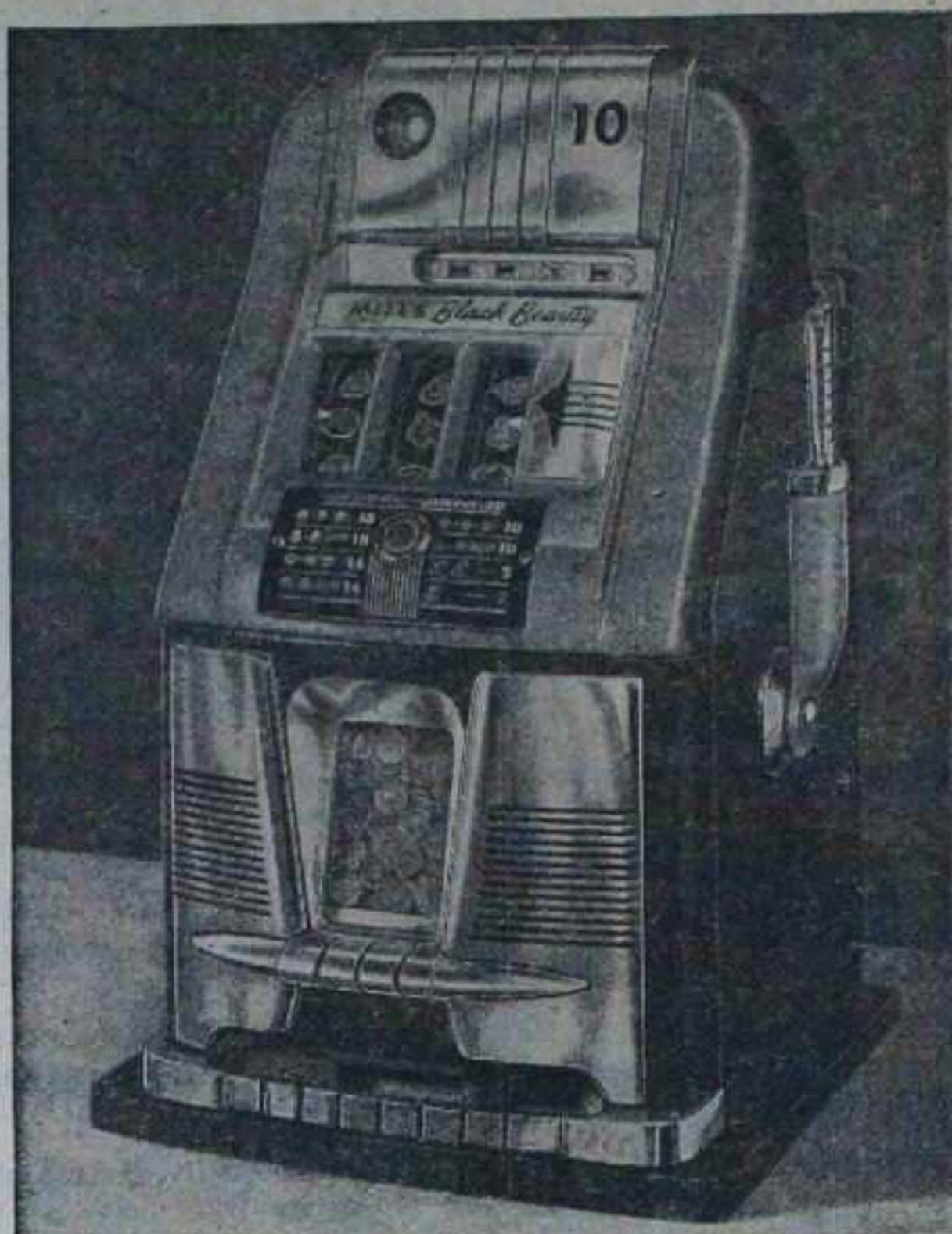
AT THE COIN MACHINE SHOW

BOOTH #135

HOTEL SHERMAN
 CHICAGO, ILLINOIS



THE 1949 BLUE BELL ★ A standard operator type, finished in blended colors of ultramarine and cobalt blues, Chinese red, brilliantly accentuated with modern ornamentations of polished aluminum. Embodies the famous Bell craftsmanship of Mills. Suitable anywhere!



THE 1949 BLACK BEAUTY ★ A handload type in turquoise blue, burgundy and Roman gold colors, plus polished aluminum ornamentations. New and unusual black reel strips with the fruit symbols beautifully colored and outlined in white, can be seen at great distances.

➔ *Introducing!*

Three, brilliant, new Bells manufactured by Mills. *The Blue Bell—The Black Beauty—The Token Bell!* They possess finer qualities, better grade materials and more expensive trim ornamentations than ever used on a Bell product.

These beautifully designed Bells are all painted in bright colors of Hammerloid paint, the paint that is hard and of extremely durable quality. The standard, fine craftsmanship of Mills and the steady money-making qualities are all embodied in the new models. Be the first in your territory to operate them!

Bell-O-Matic Corporation

4100 Fullerton Avenue, Chicago 39, Illinois

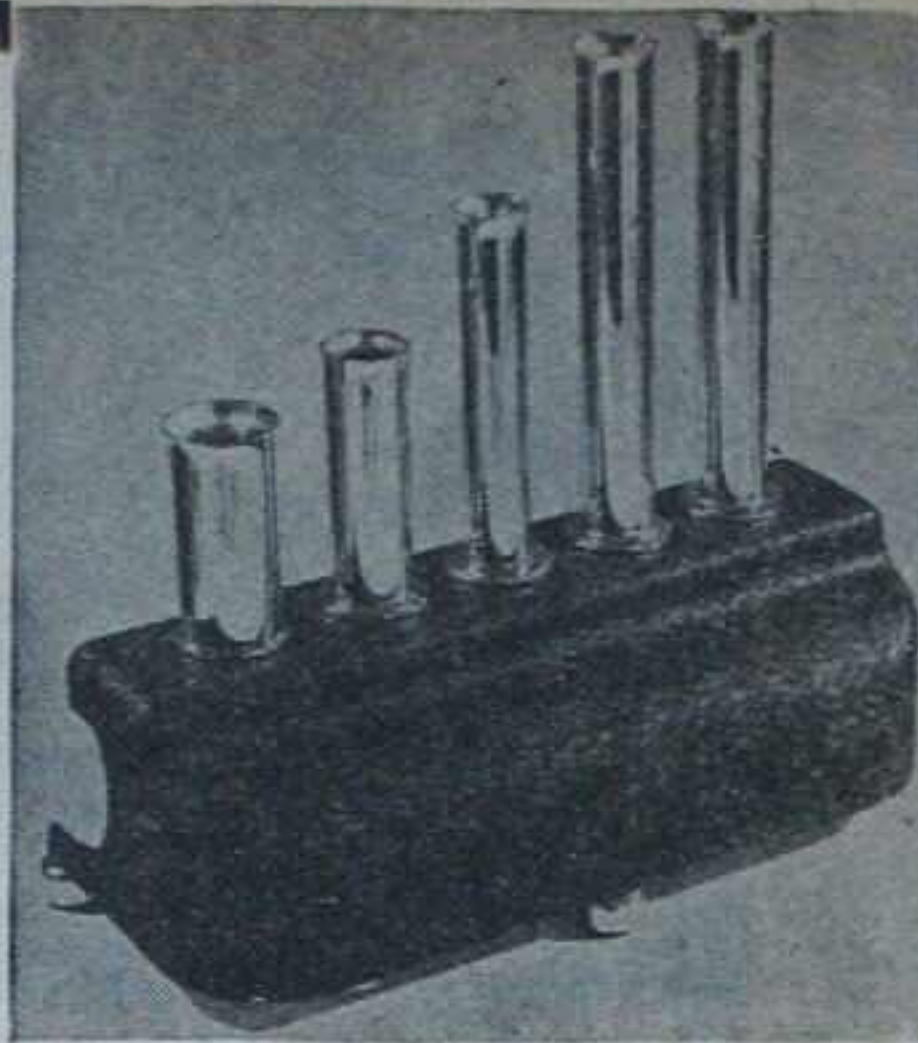


THE 1949 TOKEN BELL ★ A wonderful new Bell idea. Dispenses token automatically when 3 bars appear, large removable coin display Jackpot on front. Colors: aqua-green, jade and gold. Black reward card and new, unusual black reel strips. A machine for top notch spots!

NEW
TIME-SAVING
5 WAY
SENIOR
MONEY
CHANGER

- ACCURATE
- FAST
- ATTRACTIVE

\$37.50



Your change-making problem will be over when you get this attractive and practical Money Changer.

No running around for pennies, nickels, dimes, quarters and halves. All tubes interchangeable instantly from 1-5-10-25 or 50c. Use your cash register for making sales. Use this money changer for making change!

The all-metal base of this changer is streamlined and well balanced. Chrome finished coin tubes. Coin slides are precision machined, assuring accuracy in change making.

Order one or more **TODAY** from your distributor or direct from us

ON DISPLAY BOOTH 74, SHERMAN HOTEL

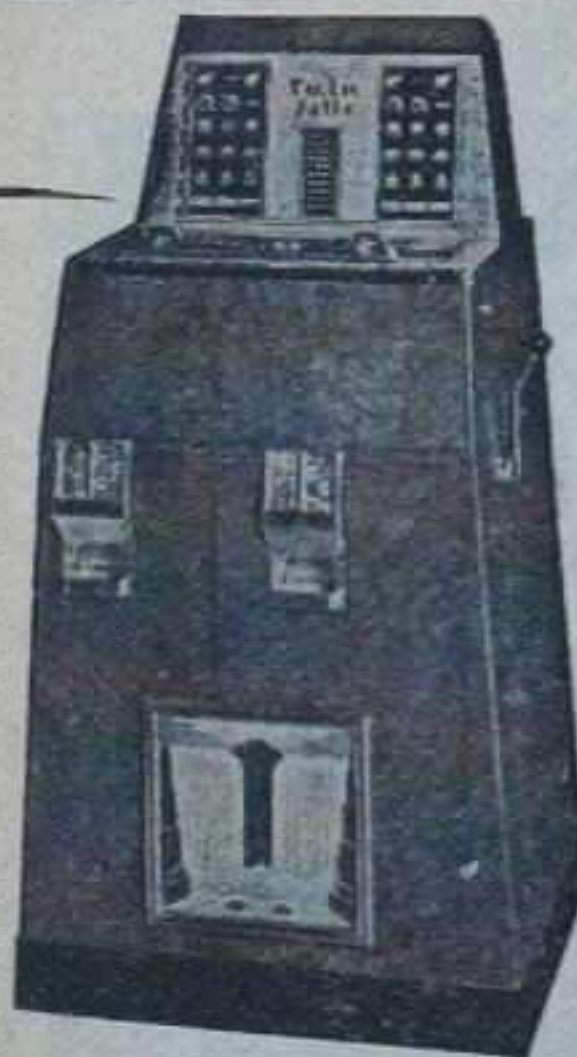
ADVANCE CO. 1350 Howard St. San Francisco 3, Calif.

Ambassador, Inc.

- 1107 Dierks Bldg., Kansas City, Mo.
BALTIMORE—David Rosen Co., 840 W. Baltimore
BROOKLYN—Boro Automatic Music Co., 1505 Coney Island Ave.
CINCINNATI—Morey Goret, 309 Southern Ohio Bank Bldg.
CLEVELAND—Ace Phonograph Co., 6118 Carnegie
DETROIT—Frank's Music Co., 1505 E. McNichols
GRAND RAPIDS, Mich.—Miller Vending Co., 42 Fairbanks N. W.
HAWKINSVILLE, Ga.—Taylor Specialty Co.
HELENA, Mont.—Capitol Music Co.
INDIANAPOLIS—Sticking Company, 927 Fort Wayne Ave.
IOWA CITY, Ia.—Kess-Kell Co., 223 Duquesne
KANSAS CITY, Mo.—Advance Music Co., 1508 Grand Ave. Automatic Coin Machine Co., 13 W. Linwood Blvd.
MEMPHIS—Williams, Inc.
MILWAUKEE—Mitchell Novelty Co., 3506 W. National Ave.
PHILADELPHIA—David Rosen Co., 855 N. Broad St.
PITTSBURGH—Pittsburgh Coin Machine Exchange, 2203 5th Ave.
RICHMOND, Va.—Edgar Thorne, Thorne Enterprises, Inc., Box 1542
ST. LOUIS—Jack Rosenfeld Co., 3218 Olive St.
TOPEKA, Kan.—Shawnee Vending Co., 230 Kansas Ave.
WISE, Va.—Wise Music Co.
AMI, Inc.
 127 N. Dearborn St., Chicago
ATLANTA—H. & L. Distributors, Inc., 708 Spring St., N. W.
BALTIMORE—David Rosen Co. of Maryland, 503 Evergreen Ave.
BIRMINGHAM—H. & L. Distributors, Inc., Oxmoor Dr.
BOSTON—Beacon Coin Machine Co., 910 Beacon St.
CHARLOTTE, N. C.—Coin Machine Distributors, 302 W. Moorhead St.
CHICAGO 22—Automatic Phonograph Distributing Co., 808 N. Milwaukee Ave.
CINCINNATI 14—T. & L. Distributing Co., 1321 Central Pky.
CLEVELAND 14—Lief Music Distributing Co., 1840 Payne Ave.

- COLUMBIA, S. C.**—Coin machine Distributors, 1705 Two Notch Road.
DAVENPORT, Ia.—Pittman Distributing Co., 120 1/2 Third St.
DETROIT 28—Marston Distributing Co., 313 E. Jefferson Ave.
FOND DU LAC, Wis.—General music & Novelty Co., 51 N. Main St.
FORT WORTH—Fort Worth Amusement Co., 110 S. Jennings Ave.
GRAND RAPIDS, Mich.—Miller Vending Co., 42 Fairbanks St., N. W.
HAVANA, Cuba—Cla Distribuidora, Paa Americana, S. A. Cardenas 209.
HOUSTON—R. Warncke Co., 1217 Taff Ave.
INDIANAPOLIS—Arrow Distributing Corp., 330 W. New York St.
JACKSONVILLE, Fla.—Taran Distributing, Inc., 90 Riverside Ave.
KANSAS CITY, Mo.—Western Specialty Co., 4028 Broadway.
LOS ANGELES 6—J. Peakin Distributing Co., 2663-67 W. Pico Blvd.
MEMPHIS—Southern Amusement Co., 628 Madison Ave.
MIAMI 37—Taran Distributing, Inc., 2828 N. W. Seventh Ave.
NEWARK 8, N. J.—Runyon Sales Co. of New Jersey, 123 W. Runyon St.
NEW ORLEANS—Dixie Coin Machine Co., 912 Poydras St.
NEW YORK 18—Runyon Sales Co. of New York, 593 Tenth Ave.
PHILADELPHIA 23—David Rosen, Inc., 855 N. Broad St.
PORTLAND 1, Ore.—Jack R. Moore Co., 1615 S. W. 14th Ave.
RAPID CITY, S. D.—Koers Distributing Co., 613 Eighth St.
RICHMOND 20, Va.—Automatic Music System, 306 W. Broad St.
ST. LOUIS 3—Murphy Distributing Co., 3504 Lindell Blvd.
ST. PAUL 3—Automatic Games Supply Co., 302 University Ave.
SALT LAKE CITY—Coin Machine Sales Co., 53 E. Sixth St. S.
SAN ANTONIO—R. Warncke Co., 121 Navarre St.
SAN FRANCISCO—Jack R. Moore Co., 348 Sixth St.
SEATTLE 99—Jack R. Moore Co., 108 Elliott Ave. W.
SPOKANE 8—Jack R. Moore Co., E-237 Sprague Ave.
TULSA 3, Okla.—H. W. Dolph Distributing Co., 223 E. Fourth St.
UTICA, N. Y.—Hanna Distributing Co., 408 First St.

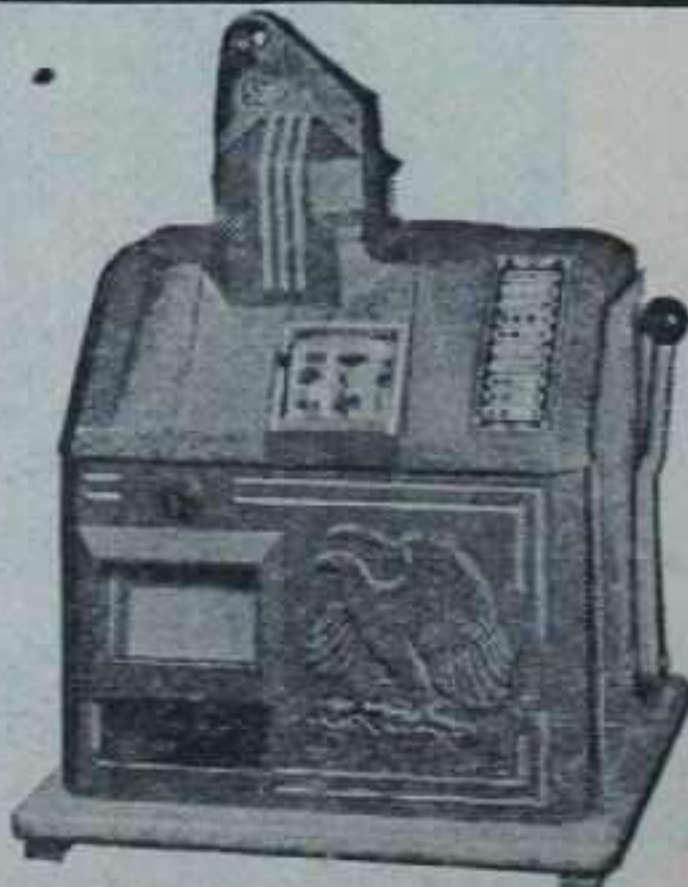
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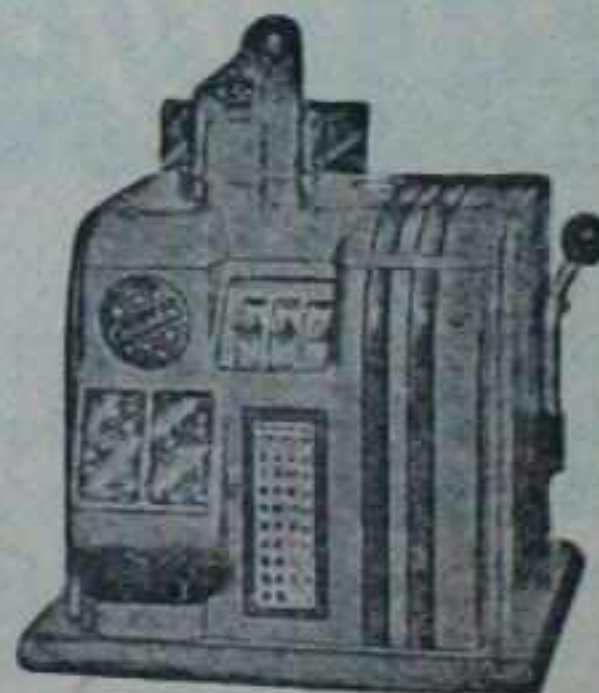
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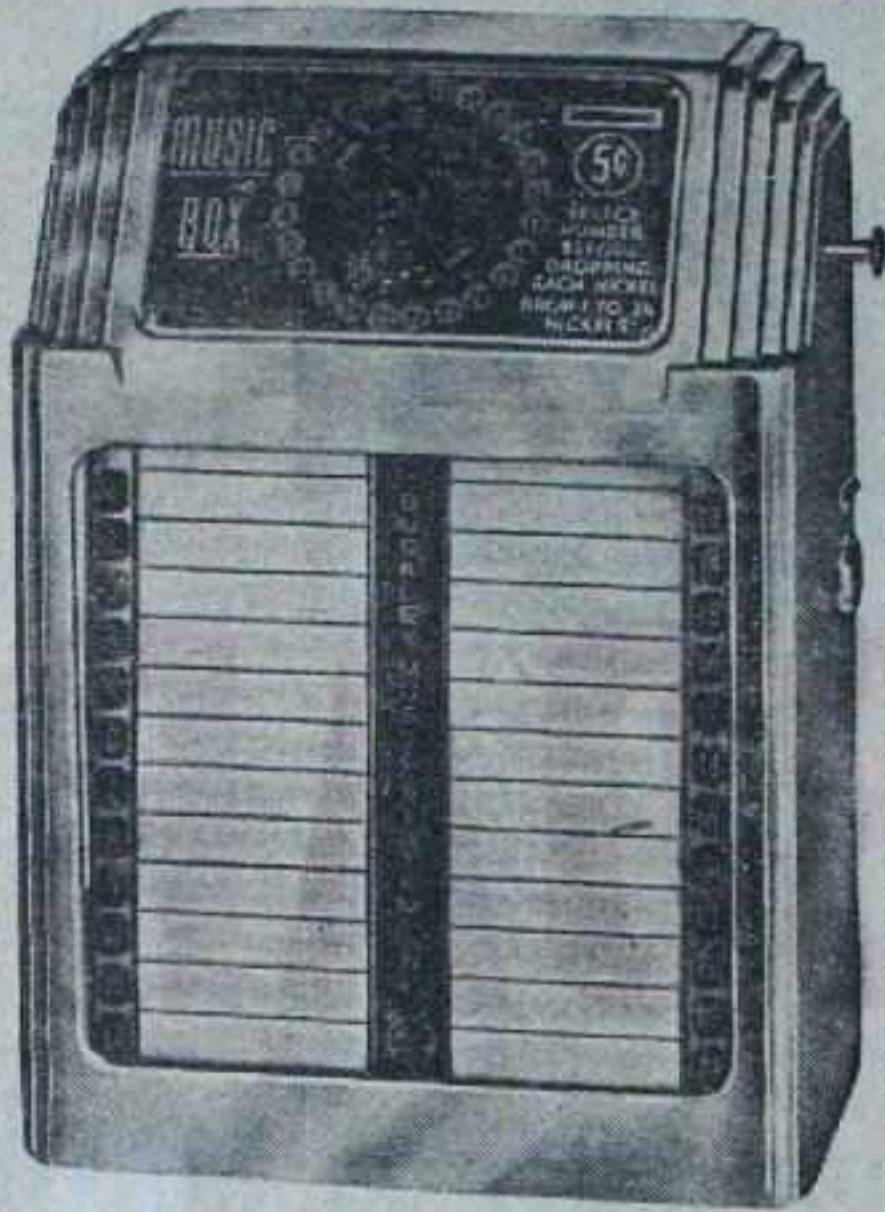
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 CINCINNATI 14—Sicking, Inc., 1401 Central Pkwy.
 CLEVELAND—Lake City Amusement Co., 1648 St. Clair Ave.
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 DENVER—R. F. Jones Co., 1315 Pearl.
 DETROIT—King Pin Distributing Co., 3004 Grand River Ave.
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 GRAND RAPIDS Mich.—Miller Vending, 42 Fairbanks, N. W.
 HARTFORD, Conn.—Reliable Coin Machine Co., 192 Windsor St.
 HOUSTON—Coin Machine Sales Co., Inc., 3804 Travis St.
 KALAMAZOO, Mich.—King Pin Dist. Co., 826 Mills St.
 KANSAS CITY 2, Mo.—United Amusement Co., 3410 Main St.
 LITTLE ROCK—Ark.-Tenn. Dist. Co., 507-11 E. Markham St.
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 LOUISVILLE—H. M. Branson, 514 S. Second St.
 MACON, Ga.—Heath Distributing Co., 217 Third St.
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 MILWAUKEE—Paster Distributing Co., 2606 W. Fond du Lac Ave.
 NASHVILLE—Hermitage Music Co., 423 Broad St.
 Rock City Amusement Co., 125 Sixth Ave.
 Sanders Dist. Co., 529 Fourth Ave. S.
 Frank Schwartz Co., 515 Fourth Ave. S.
 NEWARK, N. J.—Runyon Sales, 123 W. Runyon.
 NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.
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 B. D. Lazar Co., 1635 Fifth Ave.
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 Western Distributors, 1226 S. W. 16th St.
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 SAN FRANCISCO—R. F. Jones Co., 1263 Mission St.
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 BOSTON—Associated Amusements, Inc., 265 Brighton Ave., Allston District.
 CHICAGO 39—Automatic Coin Machine & Supply Co., 4135 W. Armitage Ave.
 CINCINNATI 14—Sicking, Inc., 1401 Central Pky.
 CLEVELAND—Lake City Amusement Co., 1648 St. Clair.
 DANVILLE, Va.—Southern Vending Machines Co., 528 Craghead St.
 HOUSTON—South Coast Amusement Co., 314 E. 11th St.
 KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.
 KOKOMO, Ind.—Central Sales & Service, 219 Jackson.
 LOS ANGELES—Mills Sales Co., Ltd., 2827 W. Pico Blvd.
 MEMPHIS—Heinz Novelty Co., 664 Marshall.
 MIAMI—Bill Frey, Inc., 140 N. W. First St.
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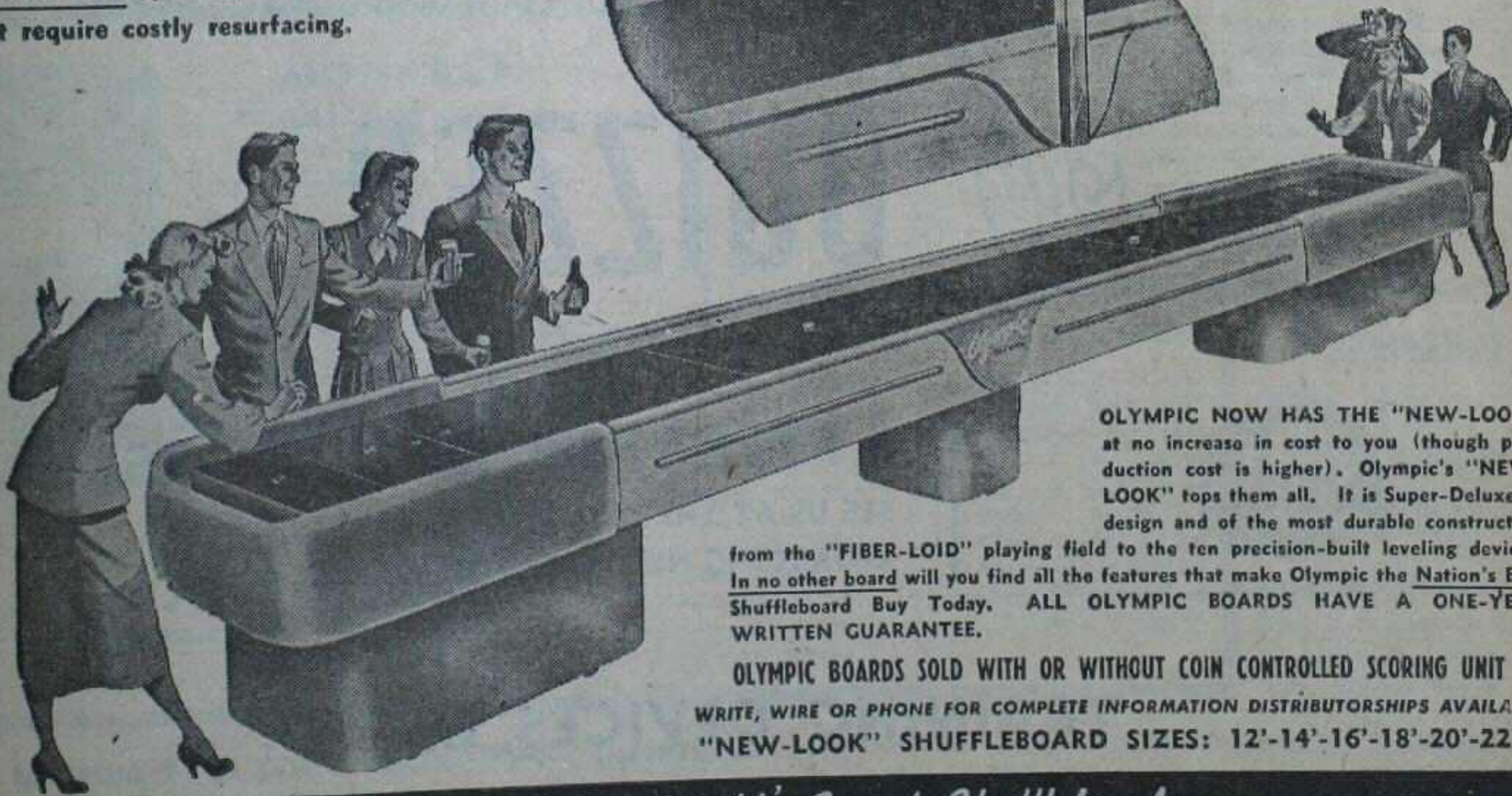
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Only Olympic has the "Fiber-Loid" playing field. Protect your locations by installing Olympic Boards for the complete satisfaction of operators and customers. No more headaches. "Fiber-Loid" fields will not warp . . . will not dent by dropping of weights . . . does not require costly resurfacing.



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Waldrop Distributing Co., 1728 N. Charles St.
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J. V. Fitzpatrick, 461 E. Main St.
BUFFALO—Alfred Sales Co., Inc., 1006 Main St.
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Automatic Coin Machine & Supply Co., 4135 Armitage Ave.
Empire Coin Machine Co., 1014 Milwaukee Ave.
Monarch Coin Machine Co., 1545 N. Fairfield Ave.
National Coin Machine Co., Diversey Blvd.
World Wide Distributing Co., 2330 N. Western Ave.
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Novelty Amusement Co., 999 Main St.
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LEXINGTON, Ky.—Sterling Novelty Co., 669 S. Broadway.
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Irving Bromberg Co., 1349 W. Washington Blvd.
General Music Co., 2277 W. Pico St.
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Sicking Co., 2833 W. Pico St.
LOUISVILLE—Co-Operative Distributing Co., 234 W. Jefferson St.
Ohio Specialty Co., 539 S. Second St.
MEMPHIS—Southern Amusement Co., 628 Madison Ave.
MIAMI—Bush Distributing Co., 286 N. W. 29th St.
MILWAUKEE—S. L. London Music Co., 3130 W. Lisbon Ave.
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The tops in rebound action plus REAL SKILL play . . . that's the new 8 ft. Monarch "Shufflette," proven the finest truly skill play rebound by a solid year of testing! It's like money in the bank to operate it! Playing field is of hard maple, as in famous Monarch DeLuxe Shuffleboard. Inlaid walnut playing field marker. Rubber-cushioned playing field separator. Extra-heavy live rubber rebound on sides and back. Ultra-modern design features "pedestal" legs. 2 players, 15 points. Takes in 20c per game.

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New Orleans Novelty Co., 115 Magazine St.
- NEW YORK—Albert Simon, Inc., 501 W. 42d St.
- OAKLAND, Calif.—Golden Gate Novelty Co., 2561 San Pablo Ave.
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- OMAHA—H. Z. Vending Co., 1205 Douglas St.
- PHILADELPHIA—Active Amusement Machine Co., 668 N. Broad St.
General Coin Machine Co., 227 N. 10th St.
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Lenigh Specialty Co., 1407 W. Montgomery.
Philadelphia Coin Machine Co., 844 N. Broad St.
David Rosen, Inc., 855 N. Broad St.
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Wolf Sales Co., 626 W. Washington Blvd.
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American Coinmatic Machine, 1437 Fifth Ave.
American Distributors, 1349 Fifth Ave.
Atlas Novelty Co., 2217 Fifth Ave.
Banner Specialty Co., 1508 Fifth Ave.
Coin Machine Distributing Co., 500 N. Craig St.
Mechanics Service, 3124 Fifth Ave.
Pittsburgh Coin Machine Exchange, 2203 Fifth Ave.
- PORTLAND, Me.—Main Automatic Music Co., 33 Exchange.
- PORTLAND, Ore.—Western Distributing Co., 1226 S. W. 16th St.
- ROANOKE, Va.—Roanoke Vending Machine Co., 13 S. Jefferson St.
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- UTICA, N. Y.—Hanna Distributing Co., 217 Elizabeth St.
- WASHINGTON—Marlin Amusement Corp., 412 Ninth St., N.W.
Silent Sales Corp., 635 D St.
- WICHITA, Kan.—United Distributors, 513 E. Central.
- WILKES-BARRE, Pa.—Roth Novelty Co., 54 Penn. Ave.
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- BUFFALO—Hescor, Inc., 1371 Main St.
- DENVER—Superior Distributing Co., 1030 15th St., Room 502.
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- EAU CLAIRE, Wis.—Tri-State Distributors, 540 Maxon St.
- HATTIESBURG, Miss.—H. E. Beard, 116 Kimball Ave.
- HAVANA—Radio-Metros, Ave. de los Presidentes No. 407 Vedado.
- KALISPELL, Mont.—K. & I. Music, 161 Fourth Ave., N. W.
- LOUISVILLE—C. Buchanan Sales Co., 207 Iroquois Ave.
- MOULTRIEVILLE, S. C.—C. B. Hewitt, P. O. Box 61.
- NEW ORLEANS—The Selon Corp., 815 Carondelet St.
- NORTH HOLLYWOOD, Calif.—Gold Enterprise, 4455 Radford Ave.
- OGDEN, Utah—C. E. Stone, 204 Taylor St.
- ROANOKE, Va.—Roanoke Vending Machine Exchange, Inc., 13 South Jefferson St.
- ST. LOUIS—Lionel Radio Service, 3439 S. Grand Blvd.
- ST. PETERSBURG, Fla.—Hescor, Inc., 5150 Fourth St. N.



THERE WAS A YOUNG MAN NAMED O'MALLEY
WHO SWORE HE'D BUY HIM A "VALLEY"
HE DID JUST THAT
AND HIS POCKETS WERE FAT
WHEN HE COUNTED HIS FIRST MONTH'S TALLY!

INVESTIGATE:

- ★ LARGER PROFITS
- ★ LESS MAINTENANCE
- ★ SPEEDIER PLAYING SURFACE
- ★ 10 REINFORCED LEGS
- ★ SIZES—16', 18', 20', 22'

THE NEW VALLEY DeLuxe SHUFFLEBOARD

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VALLEY MANUFACTURING CORP.

333 MORTON STREET
BAY CITY, MICHIGAN

COME OUT TO JENNINGS DURING THE C.M.I. SHOW AND INSPECT THE NEW SUN CHIEF MACHINES!

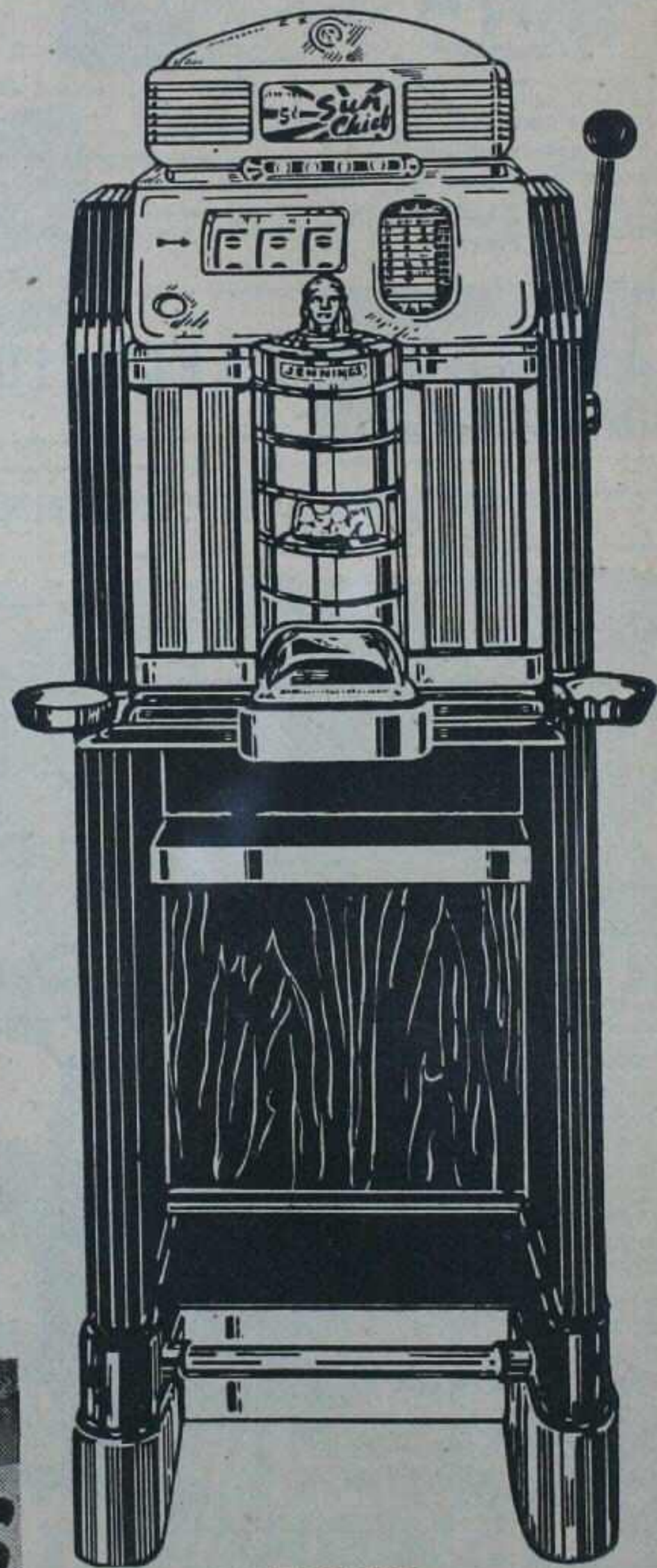
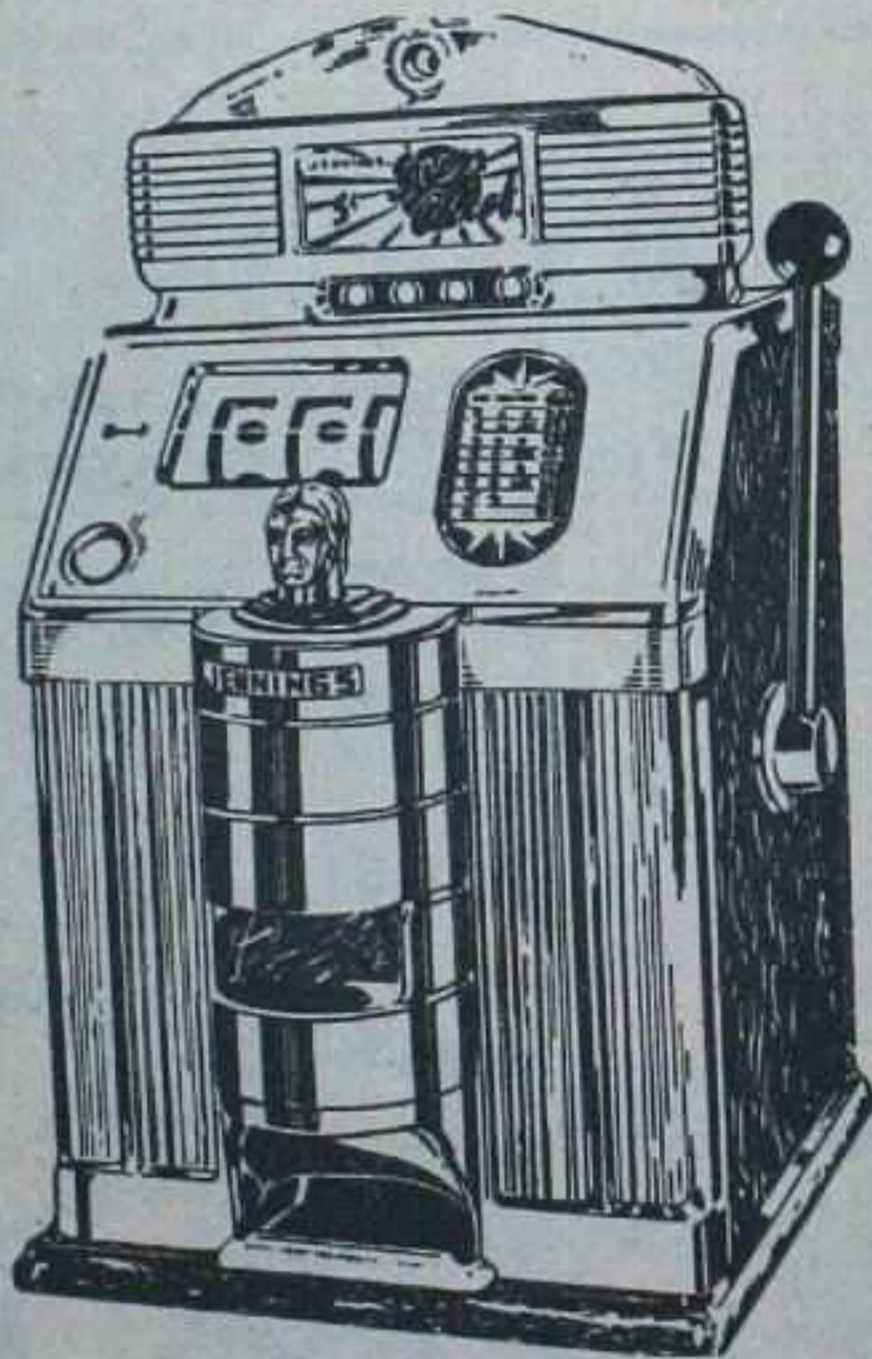
TRANSPORTATION EVERY HALF-HOUR FROM THE SHERMAN HOTEL TO OUR PLANT!

We want you to be among the first to see Jennings' new SUN CHIEF Machines in person! Just look at these features. Rich, gleaming gold/chrome front that LIGHTS UP . . . it will attract more players.

Notice the new jackpot design . . . the big silo full of money will demand attention anywhere! Both SUN CHIEF models have Jennings famous "One-Piece" Chief Mechanism with new 1949 mechanical innovations.

Make it a point to see the new SUN CHIEF Machines in Booths 9 and 10 at the C.M.I. Show or at our Open House Jan. 17-18-19.

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Deluxe
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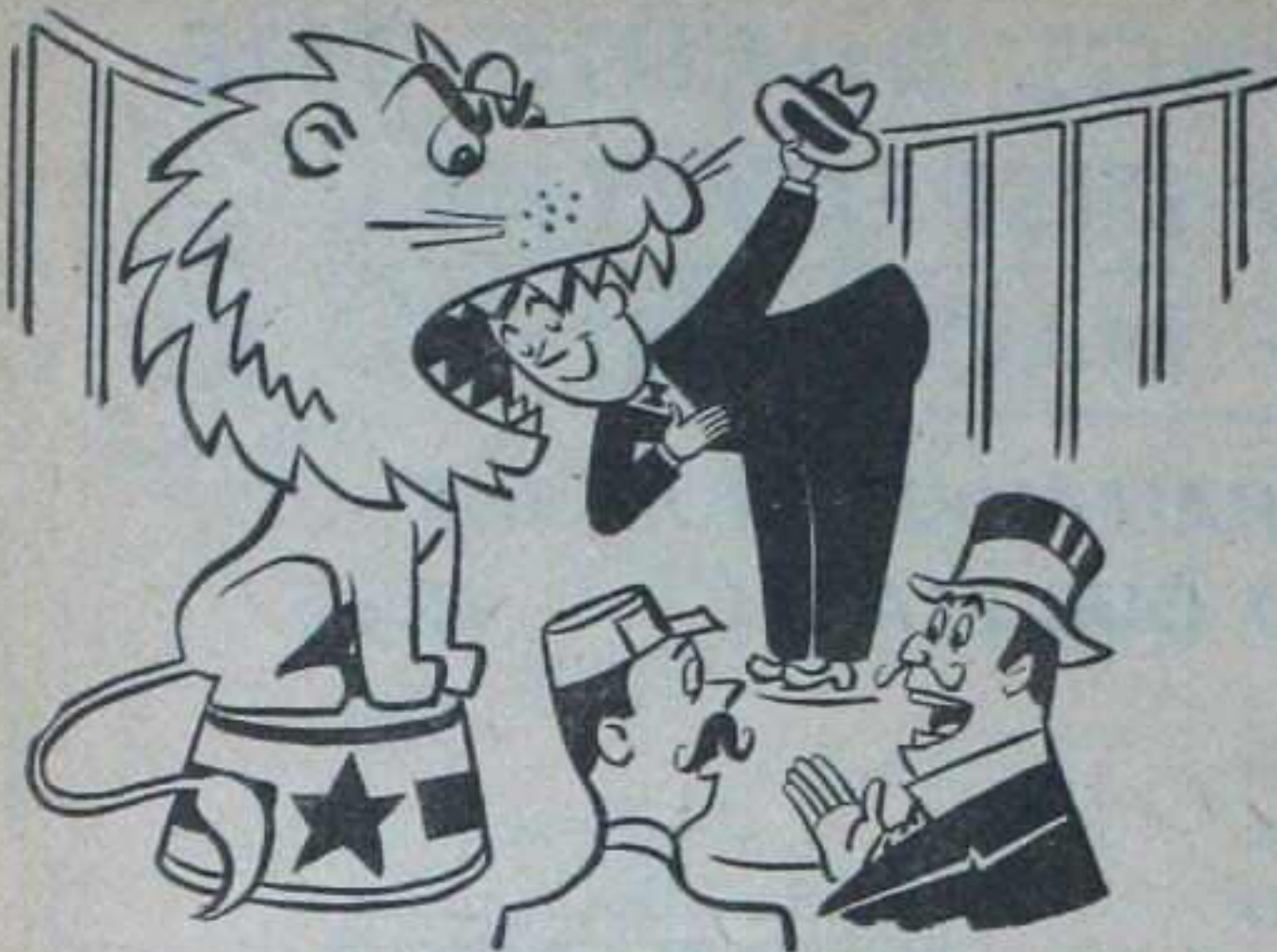


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SUN CHIEF CONSOLE



O. D. JENNINGS AND COMPANY
4307 WEST LAKE STREET CHICAGO 24, ILLINOIS



"Most confident man I ever saw, since he standardized on General Electric lamps for his coin machines!" With G-E lamps you can be confident of long life, fewer burn-outs. Service calls are reduced. And because machines stay in operation, you make more money. See your nearest General Electric lamp supplier.



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GIVE TO THE DAMON RUNYON CANCER FUND

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- BOSTON—Travers & Company, 7 Water St.
- DALLAS—S. H. Lynch & Co., 2101 Pacific Ave.
- DENVER—R. F. Jones Co., 1454 Welton St.
- HOUSTON—S. H. Lynch & Co., 910 Calhoun St.
- LOS ANGELES—Weymouth Service Co., 4955 Santa Monica Blvd.
- MEMPHIS—S. H. Lynch & Co., 119 Union Ave.
- MINNEAPOLIS—Twin Ports Sales Co., 2027 Washington Ave.
- PORTLAND, Ore.—Shaffer Music Co., 1238 S. East Union Ave.
- SALT LAKE CITY—R. F. Jones Co., 1267 East Second St.
- SAN FRANCISCO—R. F. Jones Co., 1283 Mission St.
- SEATTLE—Shaffer Music Co., 2208 Fourth Ave.
- UNIVERSITY CITY, Mo.—Al Price Tobacco Co., 6855 Olive Blvd.

H. C. Evans & Co.

- 1528 W. Adams St., Chicago
- BALTIMORE—Waldrop Distributing Co., 1728 N. Charles St.
- BLOXI, Miss.—United Novelty Co., De Launey & Division Sts.
- BROOKLYN—Brooklyn Amusement Machine Co., 600 Broadway.
- CINCINNATI—Sicking, Inc., 1401 Central Pky.
- CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
- DENVER—Modern Distributing Co., 1810 Welton St.
- EVANSVILLE 10, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
- GALVESTON, Tex.—Island Distributing Co., 2502 39th St.
- KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
- United Amusement Co., 3410 Main St.
- MACON, Ga.—Heath Distributing Co., 217 Third St.

- MIAMI—Christopher-Luker Co., 763 S. W. Eighth St.
- MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
- NASHVILLE—Frank Swartz Sales Co., 515-A Fourth Ave. S.
- NEW ORLEANS—Dixie Coin Machine Co., 910-912 Poydras St.
- NORTH SACRAMENTO, Calif.—Pacific Inland Supply Corp., 204 Almond Ave.
- PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.
- PORTLAND, Ore.—Robert C. Maloy, 7323 S. E. 22d St.
- PORTSMOUTH, Va.—O'Connor Vending Machine Co., 624 Crawford St.
- RICHMOND, Va.—O'Connor Vending Machine Co., 2318-20 W. Main St.
- ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., E.
- ROCK ISLAND, Ill.—Frankel Distributing Co., 2532 5th Ave.
- ST. PAUL—Automatic Games Supply Co., 302 University Ave.
- SALT LAKE CITY—Stewart Novelty Co., 1361 S. Main St.
- SAN FRANCISCO—M. A. Pollard Co., 725 Larkin St.
- WICHITA Kan.—United Distributors, 518 E. Central

D. Cottlieb & Co.

- 1140 N. Kostner, Chicago
- BALTIMORE 1—General Vending Sales Corp., 245 W. Biddle St.
- BIRMINGHAM 3—Birmingham Vending Co., 2117 Third Ave., N.
- BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.
- CHICAGO 22—Empire Coin Machine Exchange, 1014 Milwaukee Ave.
- National Coin Machine Exchange, 1411 W. Diversay Pky.
- CINCINNATI 2—Southern Automatic Music Co., 228 W. Seventh St.
- COLUMBUS 15—Shaffer Music Co., 606 S. High St.
- DALLAS 1—American Distributing Co., 2034 Commerce St.
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- DENVER 2—Modern Distributing Co., 1810 Welton St.

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150-151-152
and SEE



'SWANEE'

with
THE BIGGEST COMBINATION
of SMART PLAY FEATURES
gathered on a board.

FIRST SHOWING at the SHOW
... DON'T MISS IT! ...

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 INDIANAPOLIS 4—Southern Automatic Music Co., 325 Illinois St.
 KANSAS CITY, Mo.—W. B. Music Co., 1518 McGee St.
 LEXINGTON, Ky.—Southern Automatic Music Co., 240 Jefferson St.
 LOS ANGELES 6—E. Ray, 316 N. Orlando.
 LOUISVILLE 2—Southern Automatic Music Co., 624 S. Third St.
 MACON, Ga.—Heath Distributing Co., 217 Third St.
 MEMPHIS 7—Southern Amusement Co., 628 Madison Ave.
 MIAMI 36—All Coin Amusements Co., 1373 N. Bayshore Dr.
 MINNEAPOLIS—Hy-G Music Co., 257 Plymouth Ave., N.
 NEWARK 5—Active Amusement Machines Co., 98 Clinton Ave.
 NEW ORLEANS—Dixie Coin Machine Co., 912 Poydras St.
 New Orleans Novelty Co., 115 Magazine St.
 NEW YORK 19—Seaboard New York Corp., 583 Tenth Ave.
 OMAHA 2—H. Z. Vending & Sales Co., 1205 Douglas St.
 PHILADELPHIA 30—Active Amusement Machines Co., 666 N. Broad St.
 PITTSBURGH 19—B. D. Lazar Co., 1635 Fifth Ave.
 PORTLAND 5, Ore.—Western Distributors, Inc., 1226 S. W. 16th St.
 ST. LOUIS 3—Olive Novelty Co., 2825 Lucas Ave.
 SALT LAKE CITY—R. F. Vogt Distributors, Milner Hotel Bldg.
 SAN ANTONIO 5—R. Warneke Co., 121 Navarro Ave.
 SAN FRANCISCO 3—Advance Automatic Sales Co., 1350 Howard St.
 SCRANTON 9—Active Amusement Machines Co., 1120 Wyoming Ave.

SEATTLE 1—Western Distributors, Inc., 3126 Elliott Ave.
 SYRACUSE 3—Rex Coin Machine Distributing Corp., 821 S. Salina St.
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 4307-39 W. Lake St., Chicago
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 ATLANTA—Leo Belfy, Box 780
 BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.
 BARRINGTON, Ill.—F. Burgeson.
 BATESVILLE, Ind.—Club Distributing, Inc., 13 N. Park Ave.
 CHICAGO—Fred Andersen, 2352 E. 70th St.
 COLUMBUS, O.—Garfield Novelty Co., 1154 Parsons Ave.
 Shaffer Music Co., 606 High St.
 DENVER—R. F. Jones Co., 1454 Welton St.
 ELDORADO, Kan.—Graham & Hall, 1321 W. Central.
 EL PASO, Tex.—Reichel Distributing Co., 1212 N. Copia St.
 FAIRBANKS, Alaska—Henry Burfend, Box 590.
 KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
 LOS ANGELES—C. A. Robinson & Co., 2301 W. Pico Blvd.
 LOUISVILLE—Ohio Specialty Co., 539 S. Second St.
 MACON, Ga.—Heath Distributing Co., 217 Third St.
 MEMPHIS—C. & P. Sales Co., 407 Madison Ave.
 MINNEAPOLIS—P. L. Burgeson, 3504 E. 50th St.
 MONROE, La.—W. S. Hancock, 1008 N. Second St.
 MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
 NEW YORK—Philippine Amusement Co., c/o Sopic Corp., 225 W. 34th St., Pennsylvania Bldg.
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You can relax with ACE Locks on your equipment because they protect your investment where it counts — on location!

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(ALL ELECTRIC)

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SHERMAN HOTEL - January 17th, 18th, 19th

ALREADY PROVEN A BIG WINNER from COAST to COAST

(Manufactured Under Exclusive License by the EXHIBIT SUPPLY CO.)

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CHICAGO - 24, ILL.

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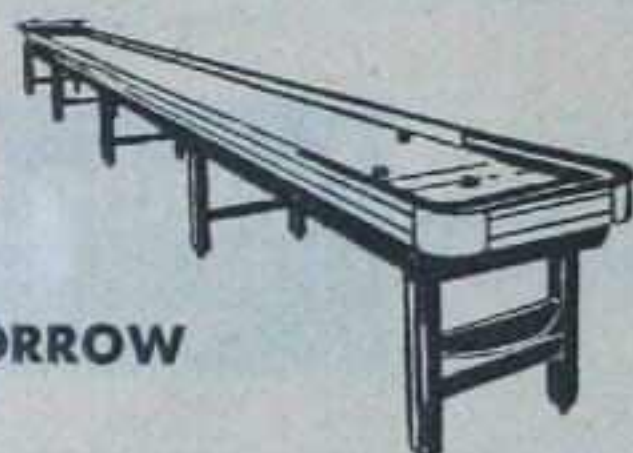
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BOARD
OF
TOMORROW



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Shuffleboards Since 1921

ADJUSTABLE "EBONIZED-COSOLITE"

PAT. PENDING

PLAYING FIELD

DESIGNED TO ELIMINATE

Warping, Splitting,
Resurfacing or
Change of Weather

GUARANTEED FOR TWO YEARS

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ALL REPLIES MUST BE IN DETAIL TO BE ACCEPTABLE

SIZES: 13' 4"—16'—18'—20'—22'

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Division of

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SALT LAKE CITY—R. F. Jones Co., 127 E. Second St.
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
SPOKANE—A. C. Rud Co., N. 12 Bernard.
SPRINGFIELD, Mass.—Automatic Coin Machine Co., 338 Chestnut St.

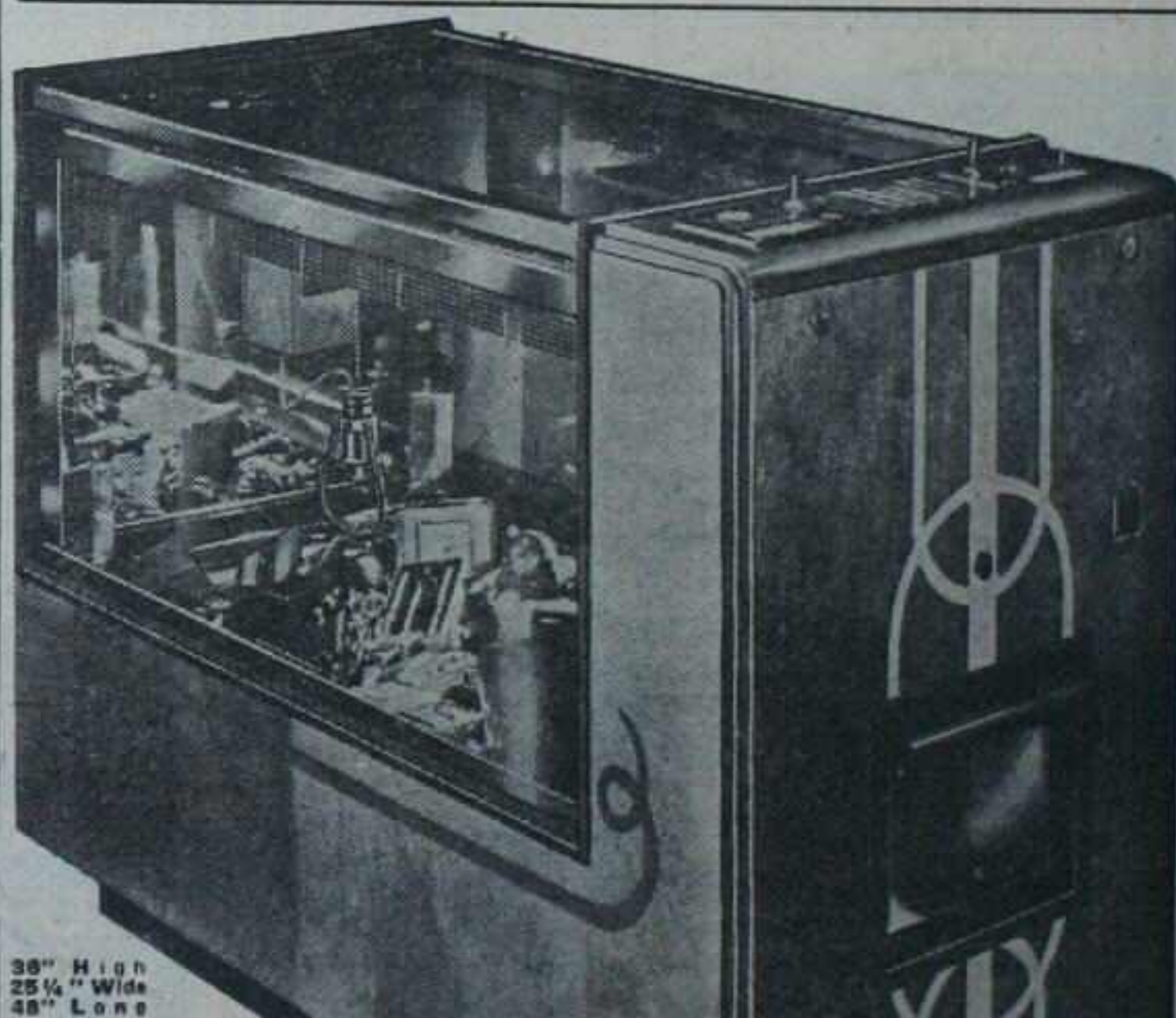
J. H. Keeney & Co., Inc.

2600 West 50th St., Chicago
ATLANTA—H. & L. Distributors, Inc., 708 Spring St., N. W.
BALTIMORE—Roy McGinnis Corp., 2011 Maryland Ave.
BOSTON—Trimount Coin Machine Co., 40 Waltham St.
CHICAGO—World Wide Distributors, 2330 N. Western Ave.
CINCINNATI—Southern Automatic Music Co., Inc., 228 West Seventh St.
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
COLUMBUS, O.—Central Ohio Coin Machine Exchange, 525 High St.
DALLAS—General Distributing Co., 2812 Main St.
DAYTON, O.—Southern Automatic Music Co., Inc., 603 Linden Ave.
DENVER—Flaks Merchandise, Inc., 1848 Arapahoe.
DETROIT—Robinson Distributing Co., 7535 Grand River Ave.
EL PASO—General Distributing Co., 3000 Alameda Ave.
FORT WAYNE, Ind.—Southern Automatic Music Co., Inc., 1329 Calhoun St.
HOUSTON—General Distributing Co., 1906 Leeland Ave.
INDIANAPOLIS—Southern Automatic Music Co., Inc., 325 Illinois St.
JACKSONVILLE—Supreme Distributing, Inc., 2065 Market St.
LEXINGTON, Ky.—Southern Automatic Music Co., Inc., 240 Jefferson St.
LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
LOUISVILLE, Ky.—Southern Automatic Music Co., Inc., 624 Third St.

MEMPHIS—Music Sales Co., 1082 Union Ave.
MIAMI—Supreme Distributing Co., 3817 N. E. Second Ave.
MILWAUKEE—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
MINNEAPOLIS—Silent Sales Co., 200 Eleventh Ave., S.
NEWARK, N. J.—Runyon Sales Co., 123 W. Runyon St.
NEWARK, Wayne County, N. Y.—Bilotta Distributing Co., 126 East Union St.
NEW ORLEANS—Robinson Distributing Co., 1008 Poydras St.
NEW YORK—Runyon Sales Co., 593 10th Ave.
OKLAHOMA CITY—General Distributing Co., 119 S. Walker St.
PHILADELPHIA—Active Amusement Machine Co., 666 N. Broad St.
Banner Specialty Co., 199 W. Girard Ave.
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SALT LAKE CITY—R. F. Jones Co., 127 E. Second South.
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SCRANTON, Pa.—Active Amusement Mach. Co., 1120 Wyoming Ave.
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36" High
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**PERFECT CONTROL OF ITS FASCINATING
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- ★ Wide Store Front Visibility
Attracts Attention—Holds Play
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BE SURE AND SEE THE

**NEW
BAKERS
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THE 1949 MODEL IS
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INVESTIGATE THE
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NOTHING HAS EVER EQUALLED
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MILLS
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WE ALSO MAKE A
FULL LINE OF
CABINET SETS
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IF YOU WANT TO BUY,
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SEE US FIRST
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OUR LIBERAL GUARANTEE IS YOUR
ASSURANCE OF COMPLETE
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IT WILL BE WORTH YOUR
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MILWAUKEE 10—Badger Novelty Co.,
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ment Co., 1000 Pennsylvania St.
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LOS ANGELES—Automatic Games Co.,
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LOUISVILLE—Ohio Specialty Co., 539 S.
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MIAMI—U-Need-A Vender Distributing
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SHREVEPORT, La.—Lee's Novelty Co.,
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D. N. W.
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ATLANTA—Robinson Dist. Co., 888 Marl-
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house).
BALTIMORE—General Vending Sales
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BOSTON—J. J. Golumbo & Co., 1119
Commonwealth Ave.
BUTTE, Mont.—H. B. Brinck, 825 E.
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Corp., 822 W. Morehead Ave., P. O.
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CLEVELAND—Lake City Amusement,
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THE SENSATIONAL NEW
AUTOMATIC BOWLING GAME



"Elco-bowl" is a
scaled-down, fully
automatic bowling
alley. It calls for
all the skill of reg-
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gives all the thrills
of this great sport
enjoyed by 40,000-
000 people!

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Sherman, Chicago,
January 17-19

By the Builder of:
Elco PT Boats, Elco
Cruisers and Motor
Yachts, and Lami-
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Pins.

Note These PROFIT-MAKING Features!

Earning capacity \$2.40 to \$3
per hour.

Automatic ball return. No
attendant needed.

Built just like a big alley!
Genuine tongue and grooved
hard maple.

Long lasting, true rolling
bowling balls. Automatic
electric scoring.

18 feet long. 26 inches wide.

STRIKE and SPARE flash.

10c drop-coin box with slug
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button—with or without re-
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Styled in eye-catching colors
by Raymond Loewy Associ-
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Elco is a famous name. Today the vast facilities and
skills of Elco are employed to bring you the sensational
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"Elco-bowl" is expertly made from high-grade materials
. . . built for long, trouble-free performance, continued
enjoyment and use, and steady money-making operation.
"Elco-bowl" is a masterpiece of skilled Elco engineering.
Long-life bulbs, high quality "electrics" and strong, dur-
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DENVER—Modern Dist. Co., 1810 Welton St.
DES MOINES—Sandler Dist. Co., 419 First Ave. S.
DETROIT—Brilliant Music Co., 4606 Cass Ave.
EL PASO—General Dist. Co., 3000 Alameda.
GALION, O.—Warren C. Deaton Associates, 437 Harding Way, W.
HOUSTON—Southern Dist. Co., 1010 Leeland.
INDIANAPOLIS—Indiana Automatic Sales Co., 450 Massachusetts Ave.
JACKSONVILLE, Fla.—Southern Music Dist. Co., 3927 Main St.
JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 W. Main St., P. O. Box 364.
KANSAS CITY, Mo.—Consolidated Dist. Co., 1919 Grand Ave.
LOS ANGELES—General Music Co., 2277 W. Pico Blvd.
Badger Sales Co., 2251 W. Pico Blvd.
MEMPHIS—S. & M. Sales Co., Inc., 1074 Union Ave.
MILWAUKEE—Badger Novelty Co., 2548 N. 30th St.
MONTGOMERY, Ala.—David R. Franco, Franco Dist. Co., 24 N. Perry.
MONTREAL—Mortimer Sales Co., 1269 Amherst St.
NASHVILLE—Sanders Dist. Co., Inc., 529 Fourth Ave. S.
NEWARK, N. J.—Seacoast Distributors, Inc., 415 Frelinghuysen Ave.
NEW ORLEANS—Southern Export Sales Inc., 325-327 Baronne St.
Southern Music Sales, Inc., 727 Poydras St.
NEW YORK—Rex-Lee Enterprises, 767 10th Ave.
OKLAHOMA CITY—General Dist. Co., 119 S. Walker St.
ORLANDO, Fla.—Southern Music Dist. Co., 503 W. Central Ave.
PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.
PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
PORTLAND, Ore.—Oregon Novelty Co., 427 S. W. 13th St.
Nat Schoen (Columbia Music Co.), 1516 E. 33d Ave.
RICHMOND, Va.—Wertz Music Supply Co., 319 W. Broad St.
ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
ST. PAUL—La Beau Novelty Sales Co., 1948 University Ave.
SALT LAKE CITY—J. H. Rutter, 1477 S. Main St.
SAN ANTONIO—United Amusement Co., 310 E. Alamo St.
SAN FRANCISCO—George R. Murdock, 1797 Union St.
SEATTLE—Puget Sound Novelty Co., 114 Elliott Ave. W.
SPOKANE—Inland Novelty Co., 9 N. Bernard St.
SYRACUSE—Rex Coin Machine Dist. Corp., 821 S. Salina St.
Royal Shuffleboard Co.
5321 Hollywood Blvd., Hollywood 27, Calif.
BOISE—Gem State Novelty Co., 819 Main St.
HAVRE, Mont.—Pete L. Weyh Co.
LOS ANGELES—Sicking Distributing Co., 2833 W. Pico Blvd.
Paul A. Laymon Co., Inc., 1429 W. Pico Blvd.
PHOENIX—Garrison Sales Co., 1000 W. Washington.
PORTLAND, Ore.—Jack R. Moore Co., 1615 S. W. 14th St.
Portland Amusement Co., 217 N. W. Davis St.
RENO—Nevada Novelty Co., 205 E. 2nd St.
SALT LAKE CITY—R. F. Jones Co., 127 E. 2nd S.
SAN FRANCISCO—Clark Distributing Co., 415 Brannan St.
SEATTLE—Hart Distributing Co., 906 W. Elliott Ave.
Jack R. Moore Co., 100 Elliott, W.
SPOKANE—Jack R. Moore Co., E. 237 Sprague Ave.
Pedicord & Moore, 309-11 W. Sprague Ave.
WATSONVILLE, Calif.—O. T. Girdner Co., 120 Van Ness Ave.
J. P. Seeburg Corp.
1510 Dayton St., Chicago
ALBANY, N. Y.—Davis Distributing Corp., 727 Monroe Ave.
ATLANTA—Sparks Specialty Co., 104 Edgewood Ave.
BALTIMORE 1—The Musical Sales Co., 140 W. Mt. Royal Ave.
BIRMINGHAM—T. B. Holliday Co., 1626 Sixth Ave., N.
BOSTON—Atlas Distributors, 1024 Commonwealth Ave.
BUFFALO 3—Davis Dist. Corp., 873-875 Main St.
CHARLESTON, W. Va.—Shaffer Music Co., 1619 W. Washington St.

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IT'S IN BOOTHS NO. 25 & 26
GET YOUR KEY IN BOOTH 161
BRING IT TO BOOTHS 25 AND 26

If it unlocks one of the 10 Sensationally New Machines on Exhibit, THE MACHINE IS YOURS. Beauty and the Best for Less! The Beauty Line for '49, The Standard Line.

TUXEDO BELL
BIG JAX
CAROUSEL CONSOLE
MARDI GRAS CONSOLE
DIAMOND BELL



RENO
CHANGERETTE
OP'S SPECIAL
STANDARD CLUB CONSOLE
TUXEDO SPECIAL

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Literature and detailed information furnished on request.

Phone HAYmarket 1-0853 after the Show.

EST. 1938. REFERENCE: MERCHANTS NATIONAL BANK, CHICAGO.

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CHICAGO 22, ILLINOIS

HAYMARKET 1-0853

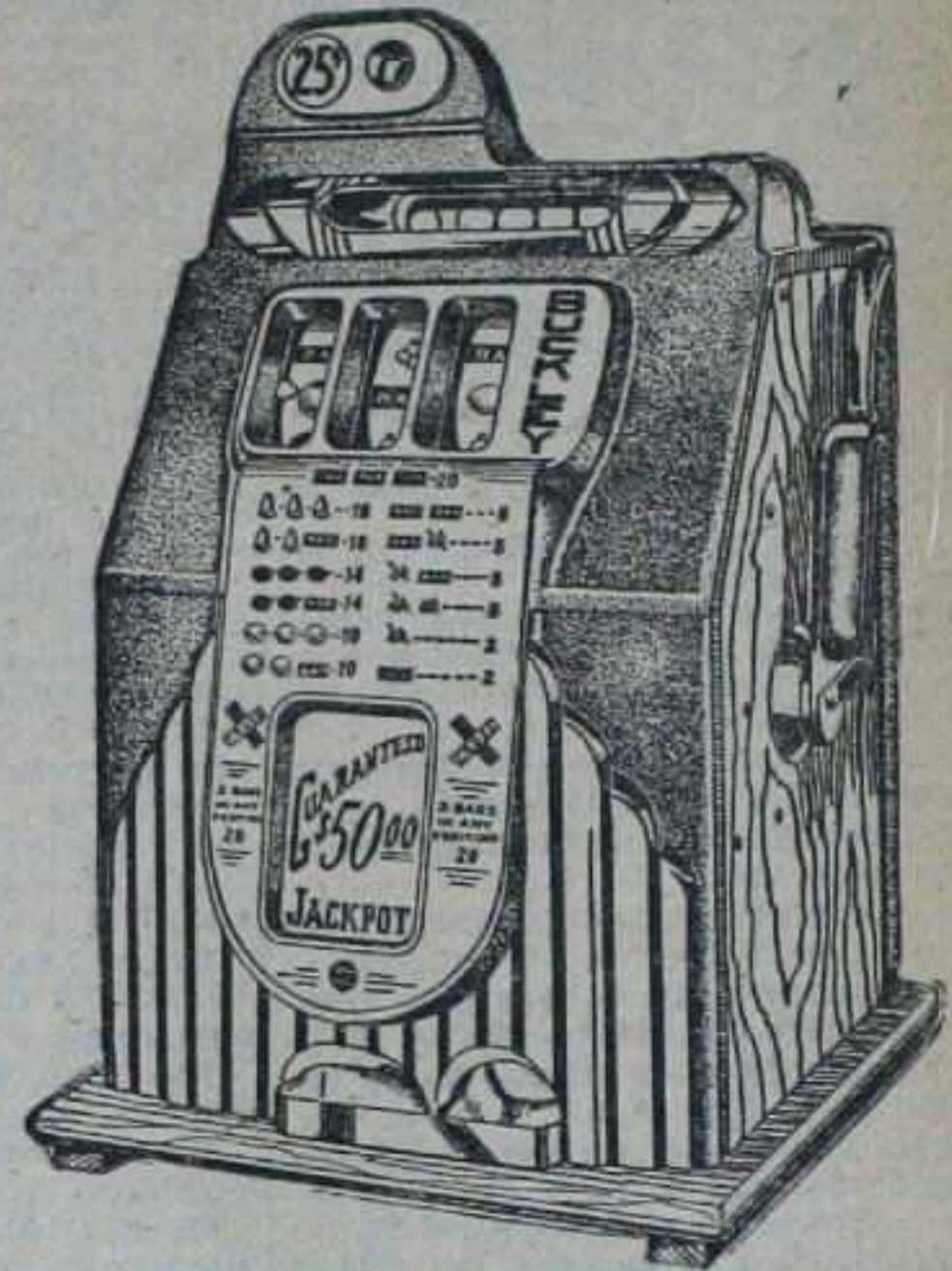
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PLUS

LARGE GUARANTEED JACKPOT

The unprecedented popularity of the BUCKLEY CRISS CROSS JACKPOT BELLE has prompted others to try to copy it.



The name BUCKLEY is engraved in the top front casting of all genuine CRISS CROSS JACKPOT BELLES. Be sure to insist upon a manufacturer's WARRANTY guaranteeing that each BUCKLEY CRISS CROSS is made of NEW first grade materials.

DON'T PAY GOOD MONEY FOR A COUNTERFEIT!

We challenge any other Jackpot Belle to stand up in competition with the BUCKLEY CRISS CROSS!

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Chicago 24, Ill.

"HORSE COLLAR" ELECTRIC COIN-OPERATED SCORE BOARD

FOR ANY SHUFFLEBOARD

- ▶ RECORDS SCORES UP TO 50 POINTS ◀
- ▶ RECORDS SCORES FOR 2, 4 OR MORE PLAYERS ◀
- ▶ The ONLY electric scoreboard that can be used for recording scores when playing "Horse Collar," the most popular Shuffleboard game. A real money-making feature. ◀

The ONLY electrical scoring unit that can be used for recording official scores above 21 points for one game.

Scores light up brightly by instant push-button action. Visibility is good and clear to all players.

Can be placed on table or stand, attached to wall or moved from place to place easily.

IMMEDIATE DELIVERY

See your distributor or write to us for more information



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SHERMAN HOTEL, DURING
THE COIN MACHINE SHOW

ADVANCE CO. 1350 HOWARD STREET, SAN FRANCISCO 3, CALIFORNIA

CHARLOTTE 1, N. C.—T. B. Holliday Co., 1200 W. Morehead St.
 CHATTANOOGA 3—S. L. Stiebel Co., 211 E. 10th St.
 CHICAGO 47—Atlas Music Co., 2200 N. Western Ave.
 CINCINNATI 2 — Southern Automatic Music Co., 228-30 W. Seventh St.
 CLEVELAND 15 — Music Systems, Inc., 2600 Euclid Ave.
 COLUMBIA, S. C.—Sparks Specialty Co., 2608 Main St.
 COLUMBUS 15, O.—Shaffer Music Co., 606 S. High St.
 DALLAS 1—S. H. Lynch & Co., 2101-03 Pacific Ave.
 DAYTON 3, O.—Southern Automatic Music Co., 603 Linden Ave.
 DENVER 2—R. F. Jones Co., 1454 Welton St.
 DES MOINES 9—Atlas Music Co., 221 Ninth St.
 DETROIT 8—Atlas Music Co., 5743 Grand River Ave.
 EVANSVILLE, Ind.—S. L. Stiebel Co., 12-16 N. W. Sixth St.
 FORT WAYNE 2, Ind.—Southern Automatic Music Co., 1329 S. Calhoun St.
 HOUSTON 2—S. H. Lynch & Co., 910 Calhoun St.
 INDIANAPOLIS 4—Southern Automatic Music Co., 325 N. Illinois Ave.
 JACKSONVILLE—T. B. Holliday Co., 60 Riverside Ave.
 KANSAS CITY 8, Mo.—W. B. Music Co., Inc., 1518 McGee St.
 LEXINGTON 7, Ky. — Southern Automatic Music Co., 240 N. Jefferson St.
 LOS ANGELES 6—Minthorne Music Co., 2916-20 W. Pico Blvd.
 LOUISVILLE 2 — Southern Automatic Music Co., 624 S. Third St.
 S. L. Stiebel Co., 542 S. Second St.
 MEMPHIS 3—S. H. Lynch & Co., 1049-51 Union Ave.

MIAMI—Florida Automatic Sales Corp., 839 W. Flagler St.
 MILWAUKEE 8—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
 MINNEAPOLIS 11—Hy-G Music Co., 257 Plymouth Ave., N.
 NASHVILLE 2 — S. L. Stiebel Co., 425 Broad St.
 NEW ORLEANS 13—S. H. Lynch & Co., 832 Baronne.
 NEW YORK 17—American Steel Export Co., 347 Madison Ave.
 NEW YORK 19 — Atlantic New York Corp., 583 Tenth Ave.
 OKLAHOMA CITY 6—S. H. Lynch & Co., 900 N. Western.
 PHILADELPHIA 23 — Atlantic Pennsylvania Corp., 919-921 N. Broad St.
 PITTSBURGH 19—Atlas Music Co., 2217 Fifth Ave.
 PORTLAND 14, Ore.—Shaffer Music Co., 1238 S. E. Union Ave.
 RICHMOND 20, Va.—The Musical Sales Corp. of Virginia, 415 W. Broad St.
 ROCHESTER, N. Y.—Davis Distributing Corp., 727 Monroe Ave.
 ST. LOUIS 1—W. B. Distributors, Inc., 1012 Market St.
 SALT LAKE CITY 1—R. F. Jones Co., 127-129 E. Second St.
 SAN ANTONIO 5—S. H. Lynch & Co., 241 Broadway.
 SAN FRANCISCO 3—R. F. Jones Co., 1263 Mission St.
 SEATTLE 1 — Shaffer Music Co., 2208 Fourth Ave.
 SOPERTON, Ga.—Sparks Specialty Co.
 SYRACUSE 3 — Davis Dist. Corp., 738 Erie Blvd., E.
 TOLEDO 2—Music Systems, Inc., 1312 Jackson Ave.
 TORONTO 1—Baldwin Dist. Co., Ltd., 620 King St., W.
 WHEELING, W. Va.—Shaffer Music Co., 2129 Main St.

Shipman Manufacturing Co.
 1326 S. Lorena St., Los Angeles, Calif.
 BALTIMORE—Parkway Machine Corp., 623 W. North Ave.
 DALLAS—O. R. McAdams, 6353 Velasco St.
 EVANSTON, Ill.—K. Huntington, 312 Asbury Ave.
 MEMPHIS — Parker Products Co., 648 Riverside Dr.
 MIAMI—Schwartz Dist. Co., 1800 S. W. 17th St.
 MILWAUKEE—Jones Stamp Service, 540 N. 20th St.
 NEW YORK—E. W. Flatto & Son, 17 W. 60th.
 Mike Munves Corp., 510 W. 34th St.
 OAKLAND, Calif. — Standard Specialty Co., 3021 38th St.
 OAK PARK, Ill.—R. H. Adair Co., 6924 W. Roosevelt Rd.
 PADUCAH, Ky.—T. O. Thomas Novelty Co., 1572 Jefferson St.
 ST. LOUIS — Chas. H. Klein, 4312 S. Compton.
 SAN FRANCISCO—Viking Specialty Co., 530 Golden Gate Ave.
 TUCSON, Ariz.—Frontier Novelty Co., Rt. 9, Box 332.

ATLANTA, Ga.—Production Engineering Co., 350 Woodward Way, N. W.
 BIRMINGHAM—Carl Caddell, 2180 11th Court, S.
 E. & L. Distributors, 314 Oxmoor Rd.
 CAMBRIDGE, Mass.—Harvard Television Co., 1430 Massachusetts Ave., Harvard Square.
 CHATTANOOGA—Tradio, Inc., of Tennessee, 628 James Bldg.
 DALLAS—B. & R. Sales, 1628 N. Industrial Blvd., P. O. Box 5684.
 DETROIT—Angott Sales, 2616 Puritan Ave.
 HAVANA—Tradio of Cuba, Monserrate 301.
 HONOLULU—Pacific Sales Factors, 437 Ward Ave.
 MIAMI—Tradio of Florida, 814 N. Miami Ave.
 NEW YORK—Ben Golob Dist. Co., 306 Fourth Ave.
 Tradio Corp. of New York, 377 Fourth Ave.
 OAKLAND, Calif.—The Sambert Co., 2415 Telegraph Ave.
 PHILADELPHIA—Tradio of Philadelphia, 2221 N. Salford St.
 PORTLAND, Ore.—Specialty Sales Co., 1515 S. W. Fifth Ave.
 PORTSMOUTH, Va. — Tri-State Tradio, 808 Middle St.
 WICHITA, Kan.—L. J. Morfield, 309 S. Glendale.
 WINNIPEG, Manitoba, Can.—M. A. Doyle Amusement Co., 195 Oxford St.
 YORK, Neb.—Northwest Distributing Co., 304 Grant Ave.

Stoner Manufacturing Corp.
 328 Gale St., Aurora, Ill.
 (Sales Representatives)
 ATLANTA—Wally Sipple, 1271 East Ridge Road, S. W.
 BROOKLYN—Bill Furst, 512 Grand St.
 Bill Schwartz, 512 Grand St.
 CHICAGO—Don Buck, 7804 Colfax Ave.
 DALLAS — Mitchell C. Doumany, 3505 Haynie Ave., University Park.
 HOLLAND, Mich.—Tom Smith, 489 College Ave.
 PORTLAND, Ore.—W. E. Earl, 917 S. W. Oak St.
 ST. CHARLES, Ill.—J. E. Naughton, 861 Geneva Rd.
 SHAKER HEIGHTS, O.—J. B. Fox, 3582 Ingleside Road.
 SHERMAN OAKS, Calif.—Stan Rousso, 4531 Sunnyslope Ave.
 WOLLASTON, Mass. — Ralph Littlefield, 108 Broomfield.

Tradiovision Distributors:
 BUFFALO—Funke & Rosing, 70 Allen St.
 CLEVELAND—William C. George, 213 Althen Ave.
 NEW YORK—Lord's, 809 6th Ave.
 UNIONTOWN, Pa.—George Rhodes, 71 S. Mt. Vernon Ave., Ext.
Uneda Shine Machine Co.
 505 W. 42d St., New York
 NEW YORK—Acme Sales Co., 505 West 42d St.

Tradio Corp.
 Asbury Park, New York
 ARDMORE, Okla.—E. O. Miller & Co., 1209 Stanley Blvd.

U-Need-A Vendors, Inc.
 288 Frelinghuysen Ave., Newark, N. J.
 NEW YORK—Vendors, Inc., 585 Tenth Ave.

(See Directory of Distribs, page 140)

SHUFFLEBOARD WEIGHTS

Precision — Hollow Ground — Patented Features

Finest Steel or Stainless
 Ride Smoother

Specially Treated
 Reduces Refinishing Costs

VIBRO VITA PRODUCTS CO.

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RIDGEFIELD PARK, N. J.



Arrow Bell

UNIVERSAL INDUSTRIES

Headliner

AT THE C.M.I. SHOW

Orders for UNIVERSAL'S "ARROW BELL" are pouring in faster than production can be increased. Get your requirements covered with your distributor immediately—DON'T DELAY!

UNIVERSAL'S "Arrow Bell"

TWIN HEAD MULTIPLE COIN PLAY!

A TYPICAL OPERATOR REPORT:

"My first 'ARROW BELL' paid for itself in a record THREE WEEKS. The 'Wild Arrow' feature and BIG JUMBO REEL suspense creates tremendous enthusiasm."

Standard Coin Head Combination: 5c and 25c
 Any combination of 5c-10c-25c play at no extra cost.

- ★ EVERY ODDS VALUE MULTIPLIES WITH EACH COIN INSERTED TO GET AND HOLD THE PLAY!
- ★ NEW POSITIVE INCREASING ODDS PULL FULL PLAY ACROSS-THE-BOARD!
- First with "WILD ARROW" FEATURE THAT MAKES EVERY SYMBOL OF CORRESPONDING REEL "WILD" TO COMPLETE ANY AWARD. SUSPENSE! THRILLS! CONTINUOUS PLAY!
- ★ JACKPOT MULTIPLIES IN VALUE WITH EACH COIN PLAYED!
- ★ JACKPOT WITH 4 COINS PLAYED AND "WILD ARROW" LITED SCORES 300 EXTRA POINTS!

Write—Wire—Phone—See Your Distributor Today—Don't Delay!

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Designs and Manufactures of America's Most Profitable Coin Operated Equipment

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See us at the C. M. I. Convention Booths 115-116-117

CMI MEET STRESSES VENDERS

Wash. Vender Ops Face \$2 Tax Revival

On Books Since 1932

WASHINGTON, Jan. 15.—Revival of a dormant \$2 inspection fee on food and drink vendors following an application by John D. Caionoulos to install 10 Kwik-Kafe coffee dispensers is a new problem facing Washington ops.

The licensing law, which had been on the books since 1932, had not been enforced because inspection of existing machines was not considered necessary. Chatham T. Nottingham, licensing superintendent, said.

The new vender, a product of Rudd-Mellikian, Inc., of Philadelphia, uses a refrigeration unit for cooling cream, electric coils for heating the coffee, and a sugar dispenser.

May Affect All Venders

As a result of investigation by licensing and health department officials, the \$2 annual inspection fee may now be collected from all vendors of cup drinks, candy bars and chewing gum. With some firms owning 4,000 to 5,000 such machines, the yearly tax would run into five figures. Smaller companies may be forced to withdraw from locations.

Principally affected are the Coca-Cola (See Wash. Vender Ops, on page 123)

John Pierson Elected Vendo Company Prez

KANSAS CITY, Mo., Jan. 15.—The Vendo Company's board of directors this week announced the election of John T. Pierson as president, succeeding E. F. Pierson, his brother, who becomes chairman of the board. Other changes in administration, set during the January meeting of the board, also were announced.

Robert W. Wagstaff has been promoted to the office of vice-president and secretary, meanwhile retaining his position as general counsel which he has held for the past three years. Wagstaff's new duties require him to act as liaison officer between the board and the sales department.

Vendo's sales department is under the direction of Michael N. Brady, general sales manager, who joined the firm in March last year after terminating his association with the U. S. Rubber Company where he was division sales manager.

Arlo Hoover, formerly purchasing agent with Vendo, was promoted to assistant general sales manager. W. E. Brust, with the firm for the past 10 years, has been named manager of special accounts.

The Vendo Company, organized 12 years ago, was headed by E. F. Pierson until John Pierson's election to the presidency. The new president was secretary-treasurer until several years ago when he became executive vice-president, a position he held until his elevation to his new office.

Vendo, known as the principal supplier of beverage vendors for bottled Coca-Cola, also was the first firm to enter the coin changer field with a production model of the service type. Firm's first changer was placed on test during the war years in a number of war production plants.

Vocalad Offers Franchises To Coin Distributors, Ops

CHICAGO, Jan. 15.—The Vocalad Sales Company, developer of a new audio point of sale technique, will make available to coin machine distributors and operators thruout the country special franchises wherein distribs and ops will be able to place Vocalad units on location and will be able to benefit from sales made by the national selling network, it was announced this week by Irving A. Grodzins, president of the firm.

The Vocalad unit has been tested for the past year in four markets, including Chicago, Milwaukee, Detroit and the West Coast. The unit consists of a wire recorder with a patented timer, a photo electric cell or mechanical switch to start the machine, a speaker, a relay to turn the machine off, and an a.c.-d.c. adapter. The speaker is concealed in an advertiser's display in a grocery store, liquor outlet or any other type of retail store. The patented mechanism delivers the advertiser's message orally and automatically, at the point of purchase, to every passing shopper.

Grodzins, in revealing that Vocalad franchises would be made available to members of the coin machine industry, said that after a year of tests the firm was expanding on a national basis. Distributors and/or operators who might handle the units would be able to put the machines on location, sell the advertising in their own localities, and also would be getting the advantages of time sold via the national organization. Actually, units are sold to the franchise holders, then leased to the advertisers.

An example of how Vocalad actually operates, is seen in the following report from Los Angeles: A

speaker was placed atop a three-flavor soft drink vender. For one week the Vocalad unit was inoperative, in order to test volume sales on each of the three flavors vended. The second week the unit was turned on, and issued this message: "Ah, yes . . . There are good drinks today . . . And best of all . . . Drink Doctor Pepper . . . It's super-delicious . . . Good old Doctor Pepper."

During the first week when the selling message was not used, Brand A sold 42.1 per cent of all drinks vended, Doctor Pepper, 31.8 per cent, and Brand B, 26.1 per cent. In the second week, Doctor Pepper jumped to first place with 51.5 per cent of the volume, Brand A dropped to 24.5 per cent, and Brand B was again in third place with only 24 per cent of the volume.

A second test, conducted in a Los Angeles theater, produced similar results. Vocalad was located at a drinking fountain. Whenever a patron stopped for a drink of water, the unit suggested that the customer would be more completely refreshed by a Coca-Cola. The patron was invited to step over to the nearby vending machine and "have a coke."

In one week, during a controlled test, the vending machine sales jumped approximately 25 per cent.

Officers of Vocalad, in addition to Grodzins, are Barnett Sklar, vice-president, and Gilbert Grodzins, secretary-treasurer. Headquarters for the firm are located at 100 North LaSalle, Chicago. Vocalad units will be displayed at the firm headquarters during the CMI show so that visiting operators and distributors can see just how the machine works.

Bottle Venders in Spotlight At '49 Pepsi-Cola Convention

CHICAGO, Jan. 15.—Soft drink vending equipment, with the accent on bottle type units, was the all-important subject at the 1949 Pepsi-Cola convention held at the Stevens Hotel here this week (9-12). With the convention's theme "Rewards for Action," stressing increased activity on the soft drink sales front for 1949, vending machines figured prominently in the bottlers' plans for concerted boost-business moves during the year.

With 14 soft drink vender manufacturers exhibiting (118 firms displayed products used by the soft drink business during the meet) and one coin changer and coin mechanism firm showing, the exhibit took on a definite automatic merchandising note. Bottle vending machines were displayed by 12 firms, while cup type vendors were shown by two companies. Four new bottle vendors were introduced by two firms; one new machine was a counter size unit.

Reverse Trend

Preponderance of bottle vending equipment appears to reverse an earlier trend toward use of cup type vendors by Pepsi-Cola bottlers. Recent introduction of the Pepsi-Cola eight-ounce "vend-size" bottle lends further impetus to the growth of bottle vender interest by the bottlers. Too, several manufacturers of automatic vending units stressed the use of the smaller bottle in their displays.

Manual reach-in cooler type vendors stocked both the 12 and 8-ounce size. Firms displaying multiple as well as single flavor units reported high interest in their selective units.

During the special business sessions, vender operation was a subject of discussion by Walter S. Mack, Pepsi-Cola president. As such sessions were closed meetings, Mack's comments on Pepsi-Cola bottler-vender activities and plans were not made known.

New Units

Introduction of new bottle vendors by two manufacturers, Delf Vendors, Inc., St. Louis, and American Vendors, Inc., East Chicago, Ind., placed stress on selective units, of which Delf debuted two models (two and three-flavor units) and one automatic single flavor unit. American unveiled a new counter size, low-price single-flavor manual type machine.

The new Delf machines feature fully automatic operation, a departure from the firm's single flavor, manually operated unit. This model, 12-96, priced at \$285, has a 48-bottle vending capacity and offers space for 48 additional bottles in a precool section. Same vender with automatic operation lists for \$315.

Firm's new dual flavor vender, Model 122-Twin, priced at \$360, has a capacity of 122 bottles in vending (See Bottle Venders on page 124)

Displays Will Feature Time-Tested Units

Few New Units Shown

CHICAGO, Jan. 15.—With vending equipment and parts again being stressed at the annual Coin Machine Institute (CMI) show at the Hotel Sherman here Monday (17) thru Wednesday (19), vender-minded visitors will find a total of 47 companies catering to their phase of the industry. Thirty-three of these firms are manufacturers and distributors of vendors and service machines, and 14 concerns are parts suppliers.

While the largest display, numerically, will be made by parts makers and shoeshine machine manufacturers (10 of the 19 firms making this equipment will display), the industry's large vender makers will be represented by 12 candy, cup soft drink, popcorn, cigarette and ice cream machine firms. Bulk unit makers will be on hand in force, as will scale firms. On the novelty end of the (See CMI Meet on page 143)

Chalex Exec Offices Shift To Windy City

CHICAGO, Jan. 15.—Chalex Corporation, national sales organization for the sales audit recorder designed for use in automatic merchandising equipment, has moved its executive offices to 11 South La Salle Street here. Headquarters for Chalex had previously been New York. Harry W. Alexander, president, and E. L. Wayman Jr., vice-president, announced the move this week. Both will make their offices in Chicago.

Alexander, founder and principal of the management consultant firm, Harry W. Alexander and Associates, will divide his time between Chicago and New York. The Alexander organization—a 25-year-old consulting firm which has done research work in the vending machine business—has offices in New York, Chicago, Washington, Los Angeles and San Francisco.

The Chalex Sales Audit Recorder, which is mounted inside automatic merchandising equipment to keep a record of coins deposited and mer- (See Chalex Exec on page 142)

Portland Solons Near Passage of Cig Vender Bill

PORTLAND, Ore., Jan. 15.—The city council passed on second reading late last week an ordinance which would legalize use of cigarette vending machines. Following the action, the city's new mayor, Dorothy McCullough Lee, requested detailed copies of the proposed ordinance for further study.

The proposition is scheduled for final action before the council at its next meeting. It has been strongly opposed by church groups and edu- (See Portland Solons on page 124)

DIVERSIFICATION WILL WORK

Profitable operation of venders with music and games is possible. An operator speaks from his experience.

IT IS possible to operate successfully routes combining automatic merchandising equipment with commercial phonographs and amusement games—but the operator who plans to get the most out of each piece of equipment has a real job on his hands. That, at least, is the experiential opinion of Tom Schwartz, Topeka, Kan., operator who has built a successful business out of a combination of the three types of equipment.

Schwartz's experience with diversified routes has convinced him that diversification will work, and work profitably. Unlike many operators, Schwartz started with automatic merchandising machines then branched into music and games. Most start with games or music and branch into vending. But the problems, no matter how the diversification program is carried out, are similar.

Altho he has been active in the management of his coin machine business only since the end of the war—prior to that time he was a practicing attorney and an intelligence officer for the navy—Schwartz has formed some very definite ideas about the factors which make a diversified route practical and successful.

Shawnee Vending Company, Topeka, was organized in September, 1941, when the Commercial Candy Company, in which Schwartz is a partner, purchased a candy and tobacco wholesale house and a cigarette vending machine route. Shawnee was formed to own and operate the cigarette machines acquired in the purchase, and the company was closely allied with the wholesale house until 1946 when the operation branched into the music, pinball and candy machine business.

Added Music First

Music machines were the first to be added to the existing cigarette routes when Shawnee, in February, 1946, bought a small route of eight boxes. Those eight phonographs immediately posed peculiar problems for Shawnee. The job of servicing the newly acquired phonographs was handed to the two routemen who were already handling the cigarette equipment. On cigarette equipment they performed an excellent job, but they had no experience in music. This handicapped Shawnee in handling repair work, but the larger handicap was the difficulty the company encountered selecting and purchasing records.

Because the closest record distributors are located 70 miles distant, in Kansas City, Shawnee's record expenses were prohibitive. Someone either had to travel to Kansas City to select and buy records, or the disks had to be purchased at retail thru Topeka record shops. Either method was costly and further complicated by the company's lack of record-buying know-how.

The phonographs raised a problem personnel-wise, too. The two servicemen were spending a disproportionate amount of time checking the music locations because they were so anxious to please those stops. With experience in the music field, calls on music locations would have been greatly reduced. Before Shawnee bought its phonographs, night and week-end calls on cigarette machines had never been too much of a chore for the two men to handle. But they soon learned that phonographs, if they are going to be properly serviced, call for prompt attention at any

hour of the day or night.

Until the first of June, 1946, Shawnee operated only the cigarette equipment and the eight phonographs. But at that time the company bought the two largest music routes in Topeka—one had 80 phonographs and six pinballs, the other had approximately 40 music machines. That purchase solved Shawnee's service problem since the firm acquired three experienced men. In addition, to handle the increased service load, Schwartz hired two additional inexperienced men. Simultaneously, Shawnee Vending moved into its own building and Schwartz assumed active management of the firm.

"From June to September of 1946," Schwartz reflects, "the operation ran rather smoothly, but much too expensively. At that time new equipment was available only in limited quantity so we had little installation work to do and plenty of personnel to take care of the regular servicing of accounts. During this period I was becoming generally acquainted with the problems of the business and attempting to work out a smoothly functioning organization."

Schwartz lost several accounts.

"After that experience," Schwartz said, "we decided that it would be good business to require our employees to sign a contract in which they agreed that, if at any time and for any reason they left our employ, they would not engage in the territory which we operate in any phase of the coin machine business in which our company was engaged. This agreement covers a period of one year following termination of employment.

"We disliked asking our employees to sign a contract," Schwartz added, "but were supported in our conviction that it was good business practice by observing that many other businesses follow that course of action. We want to place additional responsibility of management on our men and we do not feel justified in trying to trail them in the problems of management unless we are certain they were going to remain with us. In asking our employees to sign employment contracts, we do not intend to limit the amount of money which they can make working for us or for some other operator. For example, if another operator in our territory of-

was wasted because there were more people checking music equipment than was justified.

Combining music and pinball routes raised a difficulty when it came to co-ordinating the pinball moves and resulted in the company's buying more new equipment than the business justified. As soon as the pinball route grew to a size which justified putting one man on it full time, that change was made and one man now checks all of the pinballs and is better able to keep on top of the games' needs.

At the same time an analysis of the weekly reports on the phonograph stops showed that some juke boxes, then being serviced once each week, could be serviced once every two weeks. A few could be serviced every three weeks. By carefully charting the frequency with which the phonographs needed to be serviced for best results, Schwartz was able to assign one man to do the checking on the company's 110 music locations. This one man's schedule calls for him to check approximately 50 locations per week.

Don't Spread Too Far

Because equipment became available rapidly, and competition was keen, more attention was paid music and pinballs than was paid the cigarette routes. In an effort to expand the merchandise vending end of the business, 20 candy machines were bought and placed in industrial locations. But that number of candy machines did not warrant the full time of any single employee, with the result that the candy route was operated at a loss for nearly two years before this phase of the operation was sold to a competitor with whom Shawnee now works closely.

The operation is now limited to cigarette, music and pinball machines and the company's employees are specialized on that particular type of machine with which they prefer to work. Currently, two men work the music routes. One spends his time on the route, the other makes trouble calls. They work closely together and, when pressed, may trade duties. A similar system is followed by the two men who handle the pin games and on the cigarette route where the second man is responsible for daily inventory, trouble calls and general maintenance. In addition to these six men, one experienced mechanic roves the routes to help out wherever he is most needed.

Now that the company has worked out a program where employees concentrate their efforts in one of the three fields, Schwartz believes it will be possible to set up an incentive-pay plan for the men. Because the gross receipts from the three different types of machines vary so widely, it was impossible to work out such an incentive plan when all were handling two or more kinds of machines.

"We now hope," Schwartz says, "to work out a plan whereby the pay of the music men will depend on how efficiently they take care of the music route; the pay of the pinball men will depend upon how efficiently they take care of the pinball route; and the pay of the cigarette men on their efficiency on the cigarette route."

Tentative Incentive Plan

An incentive plan, properly worked out, should make employees more cost-conscious, Schwartz believes. Tentatively, here is how he plans to set up the incentive system on the

(See Diversification on page 124)

DIVERSIFICATION DO'S AND DON'TS

- Don't take on a new type of machine unless there will be enough work involved with that one type of machine to occupy one man's full time.
- Make specialists out of the men according to the type of machine they like; but see that they get mechanical training on the other machines so that they can be versatile in taking care of night and week-end trouble calls.
- Protect your investment and equipment and contribute to the security of yourself and your employees by using employment contracts.
- Work out an incentive pay plan which will give your employees as high a wage as you can afford and at the same time keep your employees informed concerning the problems of the business.

During those first months, Schwartz noticed a characteristic among his employees which has repeated itself many times since—employees seemed to prefer working on the music or pinball routes rather than on the cigarette routes. Schwartz traces that preference to several reasons. First of all, servicing a cigarette machine is a more exacting business than servicing pin games or juke boxes because of the rigid inventory control. And even tho it is important work, servicing cigarette machines—by comparison with servicing the more mechanically interesting games or phonographs—is monotonous.

"I think my employees are much above the average," Schwartz comments on this preference for games and music servicing, "but they are quite human in liking that type of work where their errors are not as readily detected as they are in servicing cigarette machines."

Employee Contracts

In that first three-month period, Schwartz learned a lesson which eventually led him to put all of his employees on contract. His key music serviceman resigned to go into business for himself, after which

ferred one of our employees a job at a higher wage, we would release that employee from the obligations of his contract if the operator will agree not to solicit any of our accounts because of the good will which our employee might have built up while working for us. The point is, we would not object to the employee selling the mechanical and service experience which he gained working for us, but we do not want him to sell the good will he has developed with our locations while employed by us."

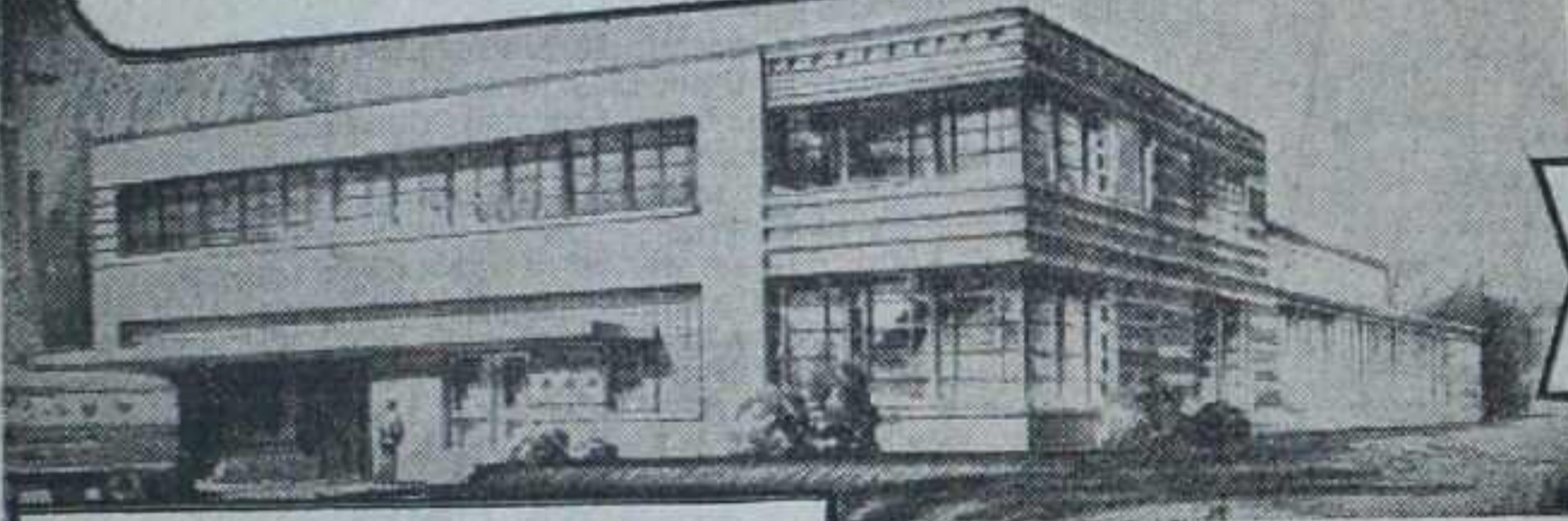
Build Up Game Routes

For competitive reasons Shawnee began to expand its half dozen pinball games until today the company has approximately 50 locations in that field. As this expansion began, Schwartz was working on the theory, "let one stop do it all." In other words, by having the same man service the music and game equipment on any one location to save expenses. Altho this was satisfactory to the locations, the theory was not good practice for the company since it did not allow sufficiently rigid control over record expenses and moving of records from better spots to second and third-rate locations. Too much time

"NATIONAL MERCHANDISERS
 ARE DESIGNED FOR
 PROFITABLE OPERATION
 TODAY! - TOMORROW!
 - NEXT YEAR!"



Ben W. Fry
 President,
 National Vendors, Inc.



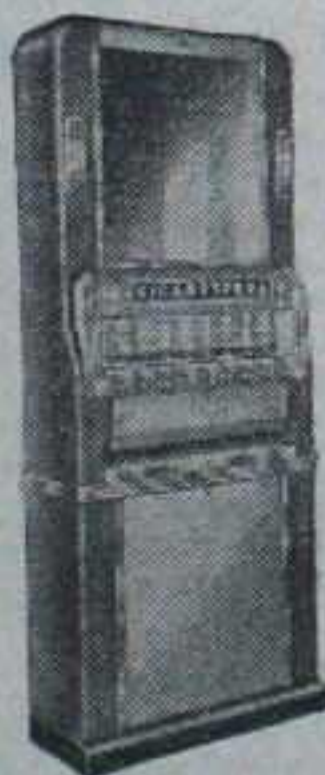
NATIONAL
 MODEL 9EC



NATIONAL
 MODEL 8CE



NATIONAL
 MODEL 9E



NATIONAL
 MODEL 9M

NATIONAL

Units are engineered to meet changing conditions . . . to accommodate new improvements . . . to protect the Operator's investment. ALL NATIONAL POST-WAR Merchandisers, for instance, operate on *nickels, dimes* and *quarters* . . . all of them can be equipped with NATIONAL'S sensational new nickel Change-Maker . . . all of them can be easily adjusted for price changes. In appearance, in performance, in adaptability to changing conditions . . . NATIONAL tops the field today—and will tomorrow—in Manually-Operated and Electrically-Operated Cigarette Merchandisers of both Conventional and Console types. It pays to operate NATIONAL.

NATIONAL VENDORS INC

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

Northwestern

ENTIRELY DIFFERENT
from any other
VENDING MACHINE
ever made...

MODEL 49



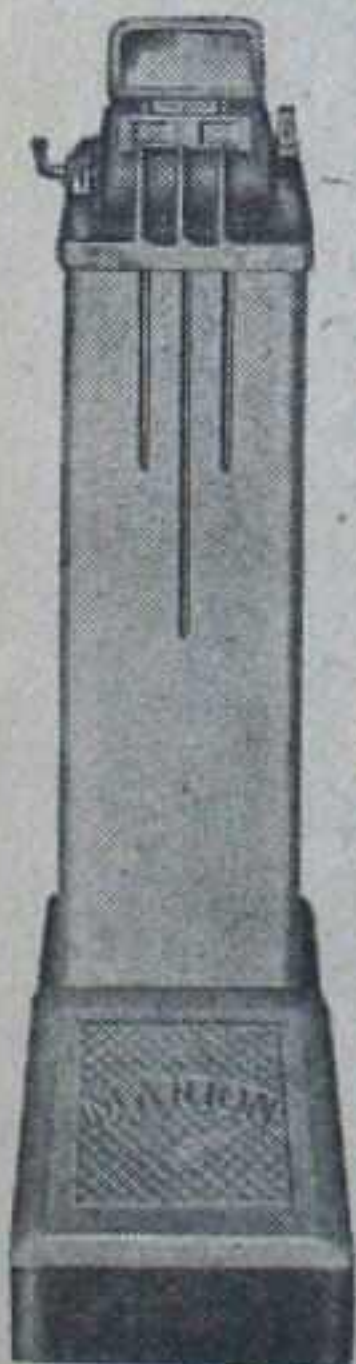
BOOSTS PROFITS TO NEW HIGHS

Square-type globe has just one opening with circular neck threaded like a fruit jar. Metal screw-on cap has full grip handle for easy carrying. On location, empty globe is removed from vender, rotary delivery mechanism is unscrewed... then screwed on filled globe and placed back in vender. Flip-up attachment lever locks globe in place. Carrying cap is screwed on empty globe which is taken to home or warehouse for cleaning and refilling. Servicing time and costs are cut in half... assuring proportionate increase in profits per vender.



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THE NORTHWESTERN CORPORATION
86 EAST ARMSTRONG ST. - MORRIS, ILLINOIS



"MARION" FORTUNE TELLING SCALE

NO KNOBS
TO PUSH OR PULL

BOOTH
124

COIN MACHINE SHOW

JANUARY 17 TO 20

IT HAS EVERYTHING

Including

"CHARITY SLOT"

FOREIGN AGENTS ARE INVITED TO WRITE

WORLD SALES, INC.



Sole Factory Agents
3220 W. Broad St. Columbus 4, Ohio
Phone: RA 6336

GIVE TO THE DAMON RUNYON CANCER FUND

PRODUCTION PROGRESS

ELECTRIC CIGARETTE MACHINES

Buyer's market developing with ops now purchasing according to location needs.

By IS HOROWITZ

OPERATORS on the lookout for electric cigarette venders are finding in 1949 the makings of a buyer's market. Eight manufacturers now have electrics in production and ready for immediate or early delivery. The operator can balance the factors of price, capacity, appearance and service features against the needs of his locations and choose among the machines offered.

Of the eight manufacturers featuring electrics in their 1949 production schedule, seven have reported that deliveries are now under way. The eighth will start moving machines to operators in March.

C-Eight Laboratories' cigarette vender, first electric to reach the market and now in its third year of production, is still meeting steady demand on the part of operators, according to Eastern Electric Vending Corporation officials. An eight-column, 320-pack vender, the Electro now lists at \$229.50 with an extra charge of \$10 for changer, supplied at the operator's option.

Limited to Type

Altho improvements to the machine have been made from time to time since the machine was introduced, C-Eight engineers have limited them to types which can readily be incorporated in units already on location. The company has stated that it will avoid putting out completely new models, which might tend to obsolete older C-Eight machines.

However, the firm has started to supply operators with an enlarged version of the Electro. Housing the same mechanism, the larger unit has a capacity of 400 packs in its 10 columns. No change to the machine aside from the addition of two columns has been made, say company executives. The unit has been tentatively priced at \$279.50.

With one of the most widespread distributor set-ups in the cigarette machine manufacturing field, J. H. Keeney & Company is continuing production of its DeLuxe model electric. This machine, on view in distributors' showrooms for most of 1948, lists at \$294.50 including changer. Of this amount, \$15 represents the cost of changer equipment, which is optional. A nine-column vender, the Keeney DeLuxe has a capacity of 432 packs.

New PX Vender

Among the lowest priced electrics to be offered to operators is Lehigh Foundries' new PX. Priced at \$207, with an extra \$10 tab for changer, deliveries of the machine were set to begin this week (January 15). Its eight columns can load 340 packs. Size and capacity are the same as the firm's PX-8 Manual.

While National Vendors nine-column upright, holding 450 packs and listing at \$345, is still available to operators, emphasis on electrics at the St. Louis plant seems to be shifting to the firm's console. Also a nine-column unit, the more compact vender has a larger capacity and will carry a smaller price tag. With production on the console set to begin in April, exact price remains to be announced. Capacity is 540 packs.

In the design stage for more than a year, National's console now includes several improvements over the unit shown originally. Among the improvements are a simplified mechanism for counting money and a redesigned cabinet. The latter now consists of a steel frame supporting replaceable wood panels.

Smoke Shop

In the moderate price class the new electric recently introduced by Practical Products Corporation packs one of the largest capacities among machines available. Listing at \$249.50 including changer and penny match unit, the firm's Smoke Shop houses nine columns for a capacity of 612 packages of cigarettes. Deliveries are now being made, it is reported.

To simplify servicing on location the Smoke Shop has the entire vending mechanism fitted on a hinge chassis. This chassis may be swung out as a door, permitting access to its parts from either front or back. Another feature is the absence of a reject button. Coins are returned automatically in the event of power failure or other malfunction.

U-Need-A Vender

U-Need-A Vendors all-electric machine, sold thru Vendors, Inc., also is at the top of the "capacity list" with room for 612 packs. Listing at \$279.50, including changer and penny match unit, the vender has been moving to operators for the past several months. Basing the appeal of the machine on its "versatility" and simplicity of on-location servicing, the firm has mapped out an ambitious production program for 1949.

With both coin and vender mechanisms housed in independent and interchangeable assemblies, U-Need-A executives claim out-of-order machines can be returned to service on location in a matter of minutes without the use of tools. Cigarettes may be merchandised at any of three different prices thru its nine columns with column price determined by turning a dial on the control panel.

Rowe Manufacturing Corporation's electric Diplomat now lists at \$242. An eight-column machine with a capacity of 380 packs, the Diplomat may be fitted with a changer for \$35 and a penny match unit at \$10. Recently the company introduced a manual model of the Diplomat for those operators desiring new Rowe equipment but finding electrics unsuitable. The manual Diplomat, without changer and penny match unit, lists at \$202.50.

DuGrenier Plans

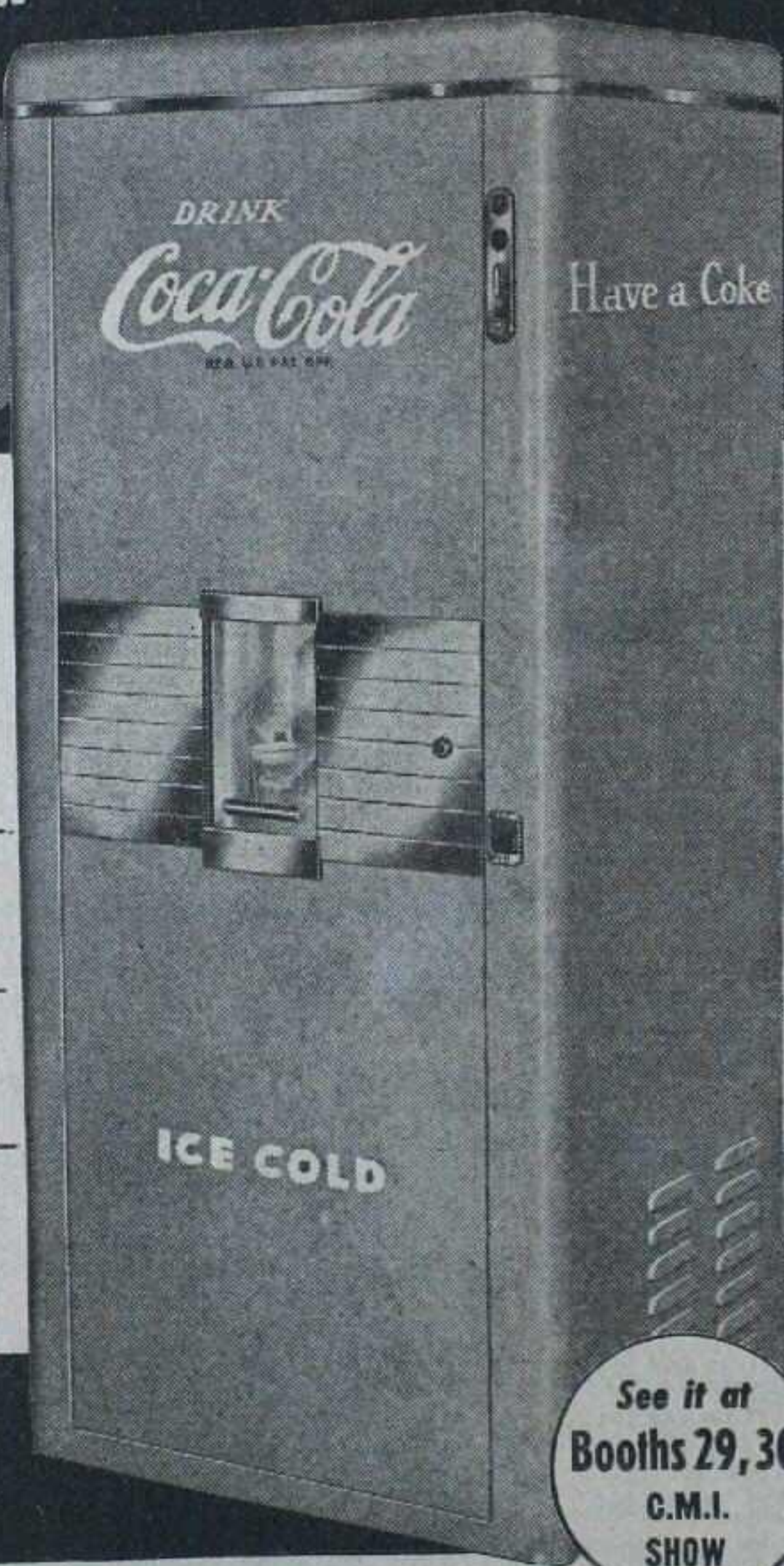
In March, Arthur H. DuGrenier, Inc., plans to start shipping its new line of electrics. The veteran firm, returned last year to its original owners, has four electric cigarette venders in the works. They are built around two basic models, seven and nine columns. Each basic model is available with two split columns for vending specialty brands.

The DuGrenier E-9, with a capacity of 429 packs, lists at \$233.50; the ES-9 Split, stocking 427 packs, at \$240.50; the E-7, holding 332 packs, at \$221.50, and the ES-7 Split, with a 325-pack capacity, at \$228.50. Changers are extra on all models.

Bigger Profits!

LARGEST CAPACITY... LESS SERVICING

WITH THE SENSATIONAL NEW
LION "1400"
 WORLD'S FINEST CUP-DRINK VENDOR



VENDS
1400 DRINKS
 PER SERVICE OF SYRUP AND CUPS

COMPACT SIZE
 ONLY 30 IN. WIDE, 24 IN. DEEP

FAST OPERATION
 VENDS DRINK IN 5 SECONDS

MODELS AVAILABLE TO VEND
6 OZ., 8 OZ., 9 OZ.
 CARBONATED DRINKS

**EACH DRINK FRESHLY PREPARED
 PERFECTLY BLENDED, UNIFORMLY COLD**

The New Lion "1400" Cup-Drink Vendor offers you a combination of proven money-making features unequalled by any other cup vendor. Large 1400-drink capacity insures continuous operation, less servicing. Compact size simplifies installation, saves space . . . speedy mechanism vends drinks faster . . . smart appearance stimulates sales . . . high-quality construction guarantees dependable performance. These and other features are positive reasons why you'll pocket **BIGGER PROFITS** with the New Lion "1400." Write for details.

See it at
Booths 29, 30
 C.M.I.
 SHOW

Lymo INDUSTRIES, INC.,
 Exclusive Factory Distributors

281 Merchandise Mart, Chicago 54, Illinois
 Manufactured by Lion Manufacturing Corporation, Chicago 18, Illinois

RESOLVE NOW TO OPERATE MERCURY ATHLETIC SCALES IN 1949

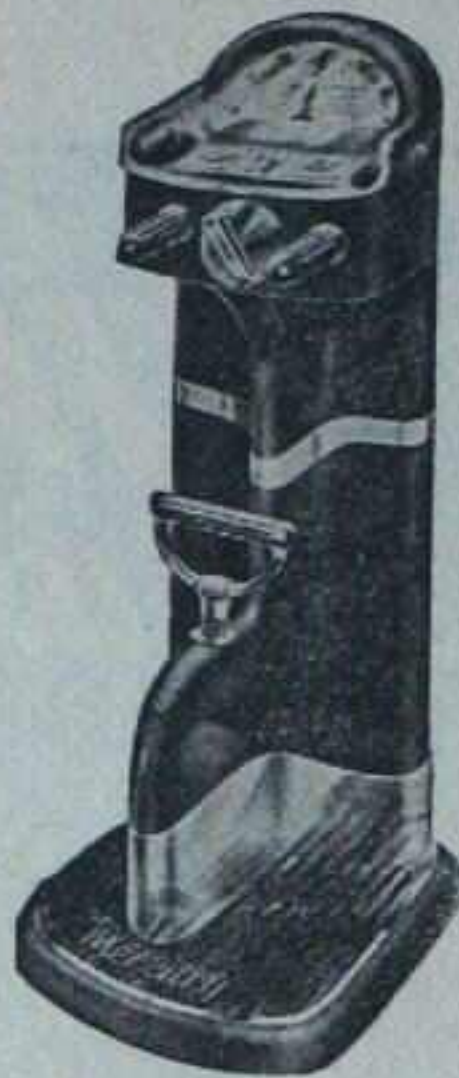
ABSOLUTELY THE GREATEST MONEY
MAKING SCALE ON THE MARKET.

THIRTEEN DIFFERENT PLAYS, EACH
ONE REQUIRING A PENNY.

BUILT FOR YEARS OF OPERATION,
AND PRACTICALLY NO SERVICE
REQUIRED.

PLACE THEM ON LOCATION, AND
CASH IN WITH PENNIES.

THEY ARE GREAT!!



See your distributor or write direct

SHAFFER MUSIC COMPANY

606 South High Street
Columbus, Ohio

1238 South East Union Street
Portland, Oregon

2208 Fourth Avenue
Seattle, Washington

MODERN DISTRIBUTING COMPANY

1810 Welton Street
Denver, Colorado

VAN SPECIALTY COMPANY

Bismarck, North Dakota

MONROE COIN MACHINE DIST. CO.

2323 Chester Avenue
Cleveland, Ohio

MERCURY ATHLETIC SCALE COMPANY

2514 Clinton Street
Jackson, Mississippi

BLENDOW & MEYERS

705 10th Avenue
New York, New York

MERCURY ATHLETIC SCALE CORPORATION

3830 Holbrook Avenue

Detroit 12, Michigan

TR. 3-3255

PRODUCTION PROGRESS

SHOESHINE MACHINES

Round-up of models, prices shows that
18 manufacturers are now in the field.

AUTOMATIC shoe shiners, next to cup-type drink dispensers probably the most widely promoted post-war machine, continued the first month of this year in a state of flux evidenced most clearly by the number of firms who have announced during the past year that they are in production, or about to be in production, on a shine unit.

Currently, there are some 18 firms in the shoeshine manufacturing picture. This is the highest number of actual and potential manufacturers since the units were brought back on the market two years ago. Prices of the units range widely, from \$185.50 to a high of \$700.

A trend, design-wise, appeared in the last two months of 1948. Most units are now featuring stick or bar wax with neutral liquid polish the second most frequently used shining agent. Promotion-wise, manufacturers of the equipment have generally begun to sell their machines as doing an adequate job without claiming that the results will equal the manual shine.

Production-wise, more firms are actually in a position to build and deliver units than ever before. Here is how the manufacturing field shapes up:

Ace Shoe Shine Co., Sacramento. Making the Ace Shine machine and delivering. No price available.

Alco-Deree Co., Chicago. Introduced Shoe Duster at the National Automatic Merchandising Association show in December. Priced at \$249.50 on two to three-week delivery.

Arnold C. Kennedy Enterprises, San Bernardino, Calif. Making Shine Easy and delivering. Priced at \$289.

Associated Industries, Inc., Milwaukee. No information available beyond fact that the firm has announced it will introduce a shoe shiner.

Better Shine Co., St. Louis. Will introduce its unit at the CMI show in Chicago this week. No details available prior to the show.

Bonanza Manufacturing Co., Los Angeles. Will introduce its unit at the CMI show this week. No details available prior to the show.

Columbus General Machines Co., Columbus, O. Making the Columbus unit, priced at \$249.50, and delivering.

Douglass Automatic Shoeshining Co., Oakland, Calif. Manufacturing and delivering Model B made for Douglass by Kinco, Los Angeles. No price quoted.

Falcon Distributing Co., Detroit. Making and delivering the Falcon. Price, approximately \$200.

Jackson & Church Co., Saginaw, Mich. Will introduce a shoe shiner during the CMI show this week.

Kwik Shoe Shine Co., Sacramento. No details available on Kwik Shine unit.

Metal Craft Manufacturing Co., Newark, N. J. Producing unit for \$199.50 to be nationally distributed by Seacoast Distributing, Newark. Now delivering.

Serv-A-Shine, Inc., Milwaukee. Producing and delivering automatic unit priced at \$590.

Shine Betty Co., North Sacramento, Calif. Introduced a \$700 unit. No details available on production and availability.

Siros Manufacturing Co., Houston. Producing and delivering Siros shoe shiner priced at \$185.50.

Uneda Shine Machine Co., New York. Manufacturing Model 700A Uneda Shine for \$239.50; \$225 in orders of 10 or more. Delivering.

Wax-O-Matic Corp., Marietta, Pa. Making Wax-O-Matic machine priced at \$385.50. Delivering.

Wolverine Sales, Detroit. Announced a machine, but no details are available on price or availability.

IT'S NEW! IT'S NEEDED!

AD MOR LUSTRE HAIR OIL Dispenser

(PATENT PENDING)

- Beautiful platinum blond finish on cabinet!
- Constructed of 1/4 inch cast aluminum!
- Hair oil provides a LARGE MARGIN OF PROFIT!



SIZE 12" X 11" X 7"

DISTRIBUTORS WANTED NICKEL OPERATED HAIR OIL DISPENSER

(Dispenses liquid oil into palm of hand)

ACTUAL TESTS have proven that this machine has big possibilities! It fulfills a definite need and convenience. Excellent locations are Swimming Pools, Bus Stations, Railroad Stations, Public Beaches, Dance Pavilions, Cocktail Lounges, Hotels, Public Golf Courses and all Public Restrooms.

ALL WORKING PARTS ARE SERVICEABLE—HOLDS 3/4 GALLON OF HAIR OIL OR 1,200 APPLICATIONS AT 5¢ EACH! A REAL MONEY-MAKER! ORDER SEVERAL AND SEE FOR YOURSELF!

THE FINN CORPORATION
1621 1/2 VINTON ST. OMAHA, NEBRASKA

PRICE

\$52 Each

with transportation paid in U. S. A. if you desire we will furnish a nationally advertised brand of hair oil for \$1.65 a gallon plus transportation and handling costs.



AVAILABLE in a wide range of prices, shoe shiners have been placed in an equally wide range of sites. Above: Shoe shiner at work at San Diego County Fair.

GIVE TO THE DAMON RUNYON CANCER FUND

10 RECONDITIONED

1c-5c



DE LUXE VENDORS

Late Model
\$189.50

FOR THE LOT
Sample \$19.50

10 RECONDITIONED 1c OR 5c

SILVER KINGS

\$79.50

FOR THE LOT
SAMPLE, \$8.95



Vends Pistachio Nuts, Peanuts, Cashews, etc.

SEND FOR COMPLETE PRICE LIST

ASCO VENDING MACHINE EXCHANGE

55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

SUPER DEAL!

Allas Ace

1¢ all purpose
6 VENDORS
14,000
BALLS OF GUM
200 WINNER
BALLS
2000 CHARMS

\$99.95

STARTS YOUR BUSINESS



DANCO BRAND Bubble Ball Gum ONLY

Multi-color 3/8—140 count balls (23¢ per lb. — less than 100 lb. lots). **22¢ lb.**

DANCO Coin Machine Co.
1309 E. Baltimore St., Baltimore 24, Md.

Thousands of locations are waiting for the new

ALKUNO

5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 130-MM

Metal Cabinet and Base.

Ht. on Base, 50"x18".

Wt. on Base, 64 Lbs.

Price . . . \$69.50

Base 15.00

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.

408 Concord Ave.

New York 54, N. Y.

Metron 5-7757



POPCORN MACHINES

All makes, models, sizes. Get our price first for your requirements.

P. K. SALES COMPANY
Cambridge, Ohio

PRODUCTION PROGRESS

FRUIT JUICE VENDING

One cup and two can type units vie for operator interest in fruit juice field.

WITH citrus fruit growers and packers looking to new methods of merchandising as a means of disposing of bumper crops, and the American public increasingly sold on the value of pure fruit juices as a healthful drink, the operation of juice venders seems destined for continued growth.

Manufacturers of juice dispensing equipment point to the high powered advertising campaigns conducted by growers and canners which, while aimed primarily at hiking total consumption thru traditional retail methods, work to the advantage of juice machine operators. At the same time, canners are known to look favorably on the venders as both a bonus factor in distribution and a point of sale advertising medium. The unattended merchandisers are opening new areas of sales, tested venter locations, for the juice industry.

That the can manufacturing industry is aware of the potential in automatic sales is shown by production programs that allow increasingly for output of six-ounce size containers of the type used in current canned juice venders. It has been reported that the 1949 output of individual-portion tins will far exceed earlier production programs.

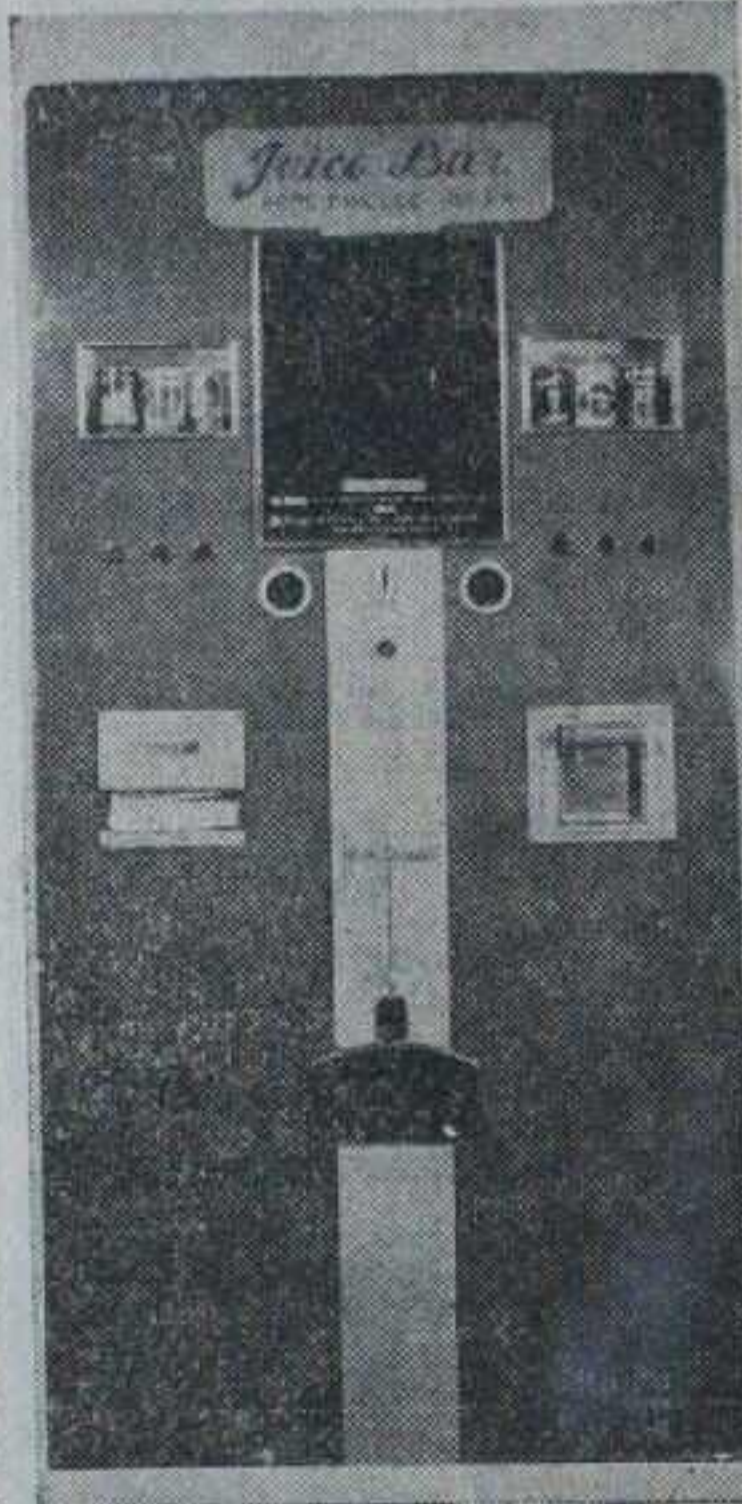
Three Machines

The operator seeking to enter this relatively new segment of vending today is faced with a choice of three machines which, their manufacturers claim, are available for immediate delivery. They are the Juice Bar and the Tele-Juice, both can type venders, and the Dispens-O-Lator, a cup machine.

Newest of the three is the Juice Bar, a product of the Juice Bar Corporation, which, tho introduced only a few months ago, has already penetrated to many locations thruout the country. Completely electrical in operation, the venter holds 300 cans in its vending mechanism, as does

the Tele-Juice, a manual machine produced by the Telecoin Corporation.

Unique feature of the Juice Bar is its plastic laminate cabinet, said to



NEWEST of three units is Juice Bar's six selection canned dispenser with changer.

absorb greater punishment on location without damage or marring than the conventional steel. The manu- (See Fruit Juice Venders, page 124)



SNIVELY'S cup juice machine, shown here, is put out under a leasing arrangement covering five years. Thus far, about 100 are on location.



\$25

DOWN
Balance \$10 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

ON DISPLAY
BOOTH NOS. 12, 13 AND 14

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago



HI-HO

No. 2
CHARMS

\$3.25 PER BAG Prepaid

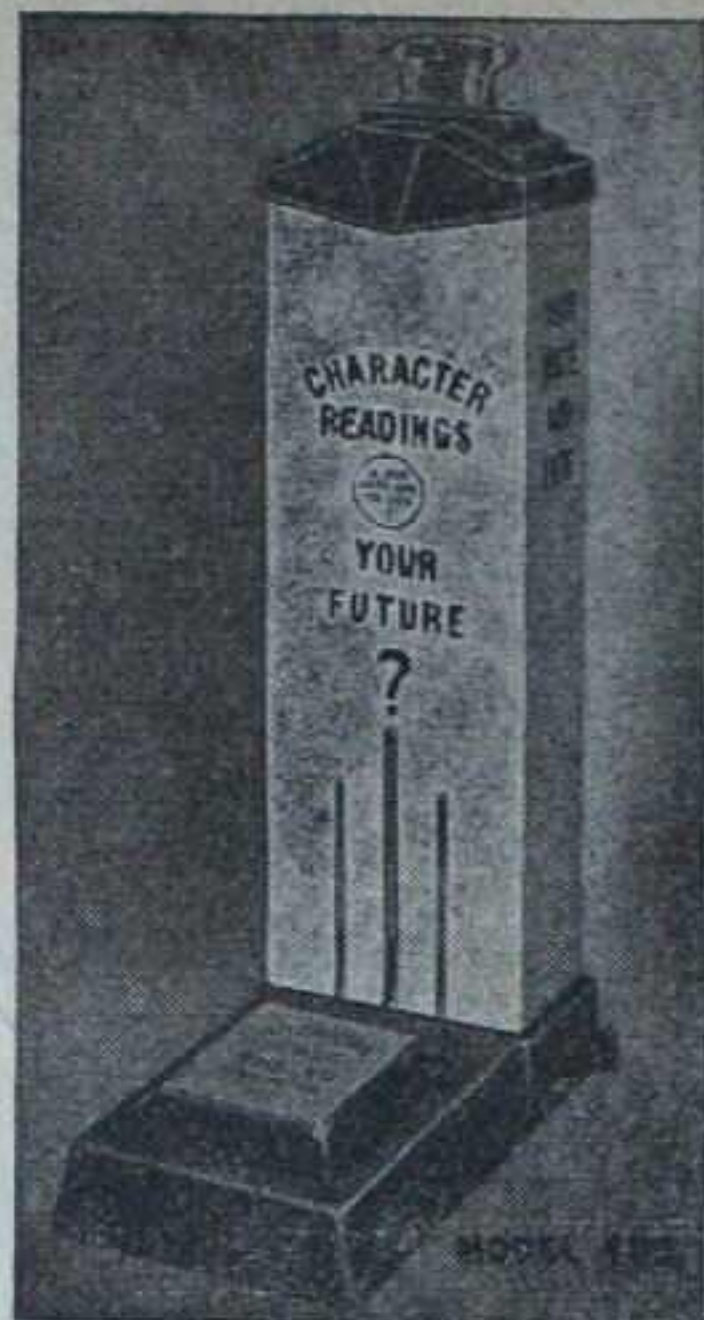
1,000 in a bag. Positively No Samples at This Price.

Northern California Distributor ACORN Bulk Merchandise VENDOR.
Write: E. LaRue, Sales Mgr.
LEON "HI-HO" SILVER
760 Hayes St.
San Francisco 2, Calif.



PAYS
50% to 200%
PROFIT

THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
DOES ALL THE
WORK



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

NOW DELIVERING! *Northwestern*

Cuts servicing time in half . . . Globes cleaned and refilled at home or warehouse . . . No filling on location . . . Greater cleanliness . . . Rotary delivery . . . Mechanically simple . . . No tools needed for servicing . . . Precision built . . . All parts interchangeable . . . Vends all products . . . Straight 1c or 5c play . . . Effective slug protection . . . Fits on stand, bracket, counter or attaches to other machines . . . Large globe capacity . . . 5 1/2 lbs. peanuts or 5 lbs. pistachios.

MODEL **49**

LESS THAN 25
\$17.55

LESS THAN 100
\$17.25

100 OR MORE
\$16.95



We carry all types of merchandise—write for price list
 Parts, globes, glass and plastic, brackets, stands—everything for the operator

NORTHWESTERN SALES & SERVICE COMPANY

AUTHORIZED NORTHWESTERN DISTRIBUTOR

4105 16TH AVENUE, BROOKLYN 4, N. Y.

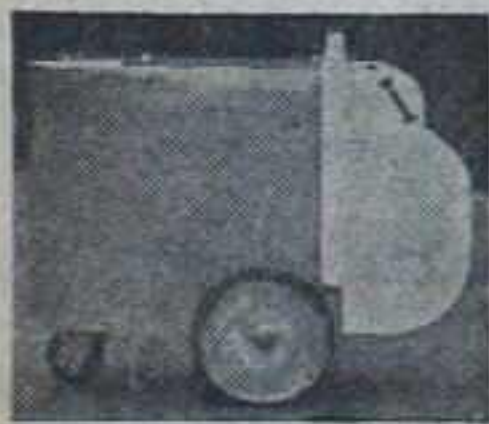
GEDNEY 8-3600

THE "VENDCAR"

Serves

Carbonated Drinks on Draught, Hot Dogs, Ice Cream.
 Completely Portable. Semi-Automatic Carbonator.
 Charcoal Heat. Wet Ice Refrigeration.
 Simple to operate.

VALLEY TOOL & PRECISION CORP.
 EASTON, PENNA.



NOW! CALIFORNIA VENDING



ALMONDS

Packed in 5-lb. vacuum tins.
 6 tins to shipping case.

80¢ PER LB.
 F. O. B. San Francisco

LESS THAN CASE, 90¢ PER LB.
 Northern California Distributor
 ACORN Bulk Merchandise VENDOR

E. LA RUE, Sales Mgr., LEON "HI-Ho" SILVER, INC.
 760 HAYES ST., SAN FRANCISCO 2, CALIF.



PRODUCTION PROGRESS

ICE CREAM MACHINES

Capsule report on firms now making or about to make ice cream merchandisers.

ICE CREAM machines continue strangers to mass production, but there are encouraging signs that 1949 will be the biggest year for that type of equipment since pre-war. Three companies are able to take orders and give delivery within a reasonable length of time. Six new firms have entered the field, readied a vender design and shown models.

With fewer than 5,000 ice cream machines of all types now out on location, the potential for this year is limited only by manufacturers' ability to produce and that all-important factor—price.

Here's a capsule report, firm by firm, of progress made to date:

American Fitting Company, Escondido, Calif.—Producing its Model 2000 in limited numbers and marketing it only in the Southern California area at the present time. American has set a goal of 350 machines to be built over an indefinite period of time and no weekly or monthly output figures are available. Model 2000 lists at \$395; single flavor, bar type; 150 bar capacity when the bars are wrapped in paper, 120 when bars are boxed.

Arctic Vendor Sales Company, Appleton, Wis.—Has been building an average of 20 units per week. Bar-type vender lists at \$585, single flavor. Capacity, 151 bars or wafer sandwiches. Delivery immediately.

Berco Manufacturing Company, Chicago—Has built approximately 100 of its Hilco machines altho the unit is not in production at this time. Priced at \$595, single flavor, bar type with capacity of 100 bars. Berco says it is designing a two-flavor unit, bar type, to list for \$995 with capacity of 720 bars.

Col-Snac Corporation, Chicago—developing a bar type vender. Production, construction details, sales plans not announced.

Craig Machine Company, Danvers, Mass.—Building an unspecified number of its Model 250 with deliveries

scheduled for this month. Priced at \$1,450. Six-flavor unit vends bars, has capacity of 252 bars, 42 in each column. Firm has been selling a limited number of operators direct pending establishment of a national sales policy.

Eastern Engineering & Sales, Inc., Philadelphia—Plans to get into production with its Kenro machine some time in 1949. Machine lists at \$595, has capacity of 140 bars.

Frosted Foot-O-Mat, Oakland, Calif.—Completing tooling for its Ice Cream O'Mat to list for \$695. Six-flavor vender designed "to vend any ice cream package from a cup or bar to a pint." No definite promise of delivery date.

Frosti-Server Corporation, San Diego—Reports it is producing its two-flavor bar dispenser. Has capacity of 72 bars, 36 in each column. Lists at \$450. Now delivering.

National Servitors, Inc., Little Falls, N. J.—No definite production date set for its Choicemaster machine announced in May, 1948. Six-flavor unit, 120 capacity. No price quoted.

Polar-Treat Vender Corporation, Chicago—Requing Polar Treat vender, which is the re-designed Artic Vend-o-Mat (not to be confused with the machine produced by Arctic Vendor Sales, Appleton). Machine priced at \$635, three flavors, with capacity of 111 bars in three tiers of 37 each, with 150 bars in storage.

Powell Pressed Steel Company, Hubbard, O.—Requing a bar type machine. No price or other details available. This company was to manufacture the Vendi-Freeze machine on a contract basis.

Revco, Inc., Deerfield, Mich.—In production with immediate delivery on single and dual-flavor cup type units. Single-flavor capacity: 121; double flavor capacity: 226 cups. Both have odd-penny refunders to enable operator to sell at odd-cent prices. No prices available.



OLDEST FIRM in business is Revco. One of its cup venders is shown above.



ALL ice cream machines announced recently have been of the bar type.

GIVE TO THE DAMON RUNYON CANCER FUND

PRODUCTION PROGRESS

HOT SANDWICH VENDERS

Four companies now active in field but quantity production not yet under way.

HOT SANDWICH merchandising machines are not yet at the stage where operators who propose going into this type of business can buy all they need, but 1949 promises to see an increasing number of these machines placed on location. Developmental work, for sheer mechanical efficiency and to meet the health codes set up by cities and towns, will not be completed by the end of this year, but current activity suggests this phase of automatic merchandising will be much farther along in the next 11 months.

Four companies are currently active in the hot sandwich field—two of them developing equipment which will be marketed to the independent operator. The fourth, Automatic Canteen, has thus far paced the field in developmental work and its three-choice sandwich unit will be offered to franchise holders. Diak (formerly Dog-In-A-Kennel), of Denver, is experimenting with steam-heated units; Perfection Engineering, San Francisco, like Automatic Canteen, uses the short wave induction principle, and Kistler, of Akron, is manufacturing a patented attachment to fasten to the side of Stoner Univendors. The Kistler attachment is a heating element which warms the cold sandwiches. Thus far, Kistler equipment has been sold only to Kistler franchise holders.

Canteen was the first of the four firms to announce and to location-test a hot sandwich unit. Under an agreement dated December 27, 1944, the General Electric Company, Schenectady, had contracted to build 5,000 of the Canteen Grills which cook the sandwiches in a matter of seconds. Reportedly, General Electric produced approximately 100 of the units for location-testing. This initial run was withdrawn for re-engineering, which included refrigerating the storage compartment which holds the sandwiches prior to cooking. Altho Canteen has made no announcement to that effect, reports have it that the Canteen Grill is now redesigned. Further location tests to prove the redesigned unit on location, will probably precede quan-

ty production. At December's convention of the National Automatic Merchandising Association, only Diak, of Denver, showed its hot sandwich machine. Diak displayed two models, both of them vending sandwiches preheated by steam generated electrically. The small model, with a capacity of 24 sandwiches, is scheduled to sell for \$450. No price has been announced on the larger 52-sandwich machine. Thus far Diak has built 40 of the smaller machines for location-testing. Production on both the large and small model awaits the results of those location tests and operator reaction following December's first public showing.

Diak sandwiches are vended in a box, while the Canteen sandwiches are heated and vended in cellophane wrappers.

In San Francisco, Perfection Engineering Products Corporation is location-testing its vender. Perfection has announced plans to produce a refrigerated (\$1,025) and non-refrigerated (\$850) model. Both will have a capacity of 105 sandwiches, cooked by short-wave induction on 130 and 155 volt AC current or 220 volt DC with converter. Perfection plans to have its machine manufactured in Los Angeles by a contract firm. Production and delivery hinge, of course, on the length of the location tests and the problems encountered during those tests.

Kistler Radar Sandwiches, Inc., sells a complete package from a special, patented formula for making Kistler sandwiches to baking equipment to the heating element designed for use with the Stoner Univendor. The Kistler heater, fastened to the side of the vender with a bracket, is being leased to the company's 44 franchise holders.

Sometime in the future Kistler intends to develop, or have developed, a complete hot sandwich vending machine which could be used by Kistler franchise bakeries—or by independent operators working with the bakeries—as an additional outlet. That development, Kistler officials indicate, is not to be expected in the immediate future.



VICTOR'S MODEL V

Proven a great vendor. The choice of thousands of successful operators. Vends all kinds of bulk merchandise with charms. See the Victor Line for '49. . . Visit our New Factory.

VICTOR VENDING CORP.
5701-5713 W. Grand Ave.
CHICAGO 39, ILL.

NEW METAL CHARMS

SILVER PLATED
A positive sensation in Ball Gum and Bulk Venders
Send \$1.00 for samples which will be refunded on first order.

JACK NELSON & CO.
Vending Machine Headquarters
2320 Milwaukee Ave. Chicago 47, Ill.

ATTENTION POPCORN MACHINE DISTRIBUTORS and OPERATORS

SupRport hybrid specially made POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN SEZ machines.

Wire or write for prices.
Dwight Hamlin Company
5958 Baum Blvd. Pittsburgh 6, Pa.

CALIFORNIA VENDING ALMONDS

Packed in 5-lb. vacuum tins. 6 tins to a case. **80¢** Per Lb. F. O. B. Los Angeles
LESS THAN CASE, 90¢ PER LB.

SOUTHERN CALIFORNIA DISTRIBUTORS
ACORN Bulk Merchandise VENDORS

Operators Vending Machine Supply Co.
1023 S. Grand Ave. Los Angeles 15, Calif.



FIRST in the hot sandwich field was Automatic Canteen whose selective vender is shown here. Unit has since been redesigned to include refrigerated storage.



VICTOR MODEL V-K

5/8 140 Count
COLORED BUBBLE BALL GUM
25 lb. cartons
26¢ LB.
(Prepaid in lots of 100 lbs. or more)
FULL CASH WITH ORDER.

PISTACHIOS
25 lb. Carton
Large, 74¢ lb.
Small, 49¢ lb.

Plastic Charms
\$3.25 per M.

Sample \$12.25
24 or more \$11.50 Ea.

CONVENTION SPECIALS

5 Model V-K's, plus 50¢ licorice, plus 1000 charms } ALL FOR \$70.00

5 like new Model V's, plus 50¢ licorice, plus 1000 charms (limited quantities) } ALL FOR \$60.00

Used Northwestern 14-5¢ Deluxe Sample, \$16.45. Lots of 5, \$15.95 Ea.

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.
Orders Under \$10.00, Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.
481 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7982



IN STOCK!

Less than 25 \$27.00
Less than 100 26.75
100 or more 26.25

Write for prices on Models 40, 33, 39 and 33 Ball Gum.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

LEAF RAIN-BLO

The original colored Bubble Ball Gum

EMPTIES MACHINES FASTER!

LEAF GUM CO., Chicago 22, Ill.



VICTOR'S CUSTOM BUILT UNIVERSAL
\$13.95 EA.
In Lots of 24 \$13.50 EA.
BEST FOR CHARMS & BALL GUM
Write for new circular just off the press.
MILLER VENDING CO.
42 Fairbanks St., N. W. Grand Rapids, Mich.
Phone: 9-8832

POPCORN MACHINES

All makes, models, sizes. Get our price first for your requirements.
P. K. SALES COMPANY
Cambridge, Ohio

New "CHARM KING" Ball Gum + Charms = \$\$\$



The Kids Really go for
← THIS one because it
DISPENSES BOTH
GUM AND CHARMS!

Only
\$13.95*

F. O. B.
Aurora, Ill.

All kids go for Gum Balls. And they all go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

Others low as \$10.55 in quantities. "Hot Nut," Nut and Ball Gum Vendors, 1c-5c-2 for 1c. U. S. and Foreign Coins.

... and Here's **ANOTHER WINNER!**

Nets Up to 75c of Every Dollar You Take In!

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75c out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.



The New
"HUNTER"

Only **\$45.00**
F. O. B.
Aurora

SILVER-KING CORP.

622 Diversey Parkway
Chicago 41, Illinois

ALL SILVER KING MODELS

Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

ROY TORR, Lansdowne, Pa.

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW BULK VENDORS

ONLY *Northwestern* MODEL 49
GIVES OPERATORS SO MUCH
Write for Descriptive Literature and Prices.

"SILVER KINGS"

Ball Gum ... \$13.95 | Bulk 5c ... \$13.95
Bulk 1c ... 13.95 | Hot Nut ... 29.95
Write for Descriptive Literature and Prices.

"COLUMBUS"

Model 46Z, 1c ... \$13.00 | Bimor ... \$36.00
Model 46ZB, 5c ... 13.75 | Tri-Mor ... 45.00
Write for Descriptive Literature and Prices.

"MASTER"

1c Novelty Vendor ... \$13.95
No. 2—1c & 5c Comb. ... 17.50
No. 6—5c ... 17.50
Write for Descriptive Literature and Prices.

NEW COUNTER GAMES

- ABT Challenges ... \$39.50
- ABT Model F Targets ... 42.50
- ABT Strikalite ... 42.50
- Gottlieb Grip Scales ... 24.50
- Daval Skill Thrills ... 12.50
- Exhibit Card Vendors ... 19.50
- Bingo's 1c Counter Game ... 19.50
- Steeplechase 1c Counter ... 35.00
- Target Kings, 1c ... 45.00
- Imp, 1c or 5c ... 14.50
Less In Quantity
- Whirl-a-Ball ... 19.50
- Camera Chief, 1c ... 19.95
- Kicker & Catcher, 1c ... 34.50

NEW SLOTS

- Mills Jewel Bell ... W
- Mills Black Gold Bell ... R
- Mills Bonus Bell ... I
- Mills Melon Bell ... T
- Mills Melon Bell ... E
- Mills Vest Pocket ... \$85.00
- Mills QT, 5c ... 110.00
- Col. Bell ... 139.50
- Col. DeLuxe ... 175.50
- USED COUNTER GAMES
- Camera Chief, 1c ... \$16.50
- Buddys, 1c ... 12.50
- Marvel 1c Token ... 22.50
- American Eagle
- 1c Token ... 19.50
- Pikes Peak, 1c ... 25.00
- Vest Pocket, 5c ... 44.50
- Challenger, 1c ... 19.50
- Skill Thrill ... 9.95
- Bat-A-Ball Jr. ... 9.95

RECONDITIONED VENDORS

- Northwestern Deluxe, 1c and 5c ... \$17.50
- Northwestern Mod. #39 (Like New) ... 10.50
- Northwestern Mod. #33 (Like New) ... 8.95
- Northwestern Mod. #40 (Like New) ... 7.65
- Col. Mod. #46 1c Ball Gum (Like New) ... 7.65
- Silver Kings, Either 1c or 5c ... 7.50
- Cash Tray, 5c (New) ... 5.95
- Vic. Cab. Type, 1c ... 8.95
- N. Y. Stamp Vendors, 1c and 3c ... 19.50
- Shipman Stamp, 1c and 3c ... 14.50
- Adams Gum Vendors, 4 Col. ... 17.50
- Adams Gum Vendors, 6 Col. ... Write
- Adams Gum ... 29.50
- Columbus Tri-Mor, 3 Comp. ... 29.50

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

VENDING SUPPLIES

- Heavy Stands ... \$3.95
- Extra Heavy Stands ... 4.50
- Cross Bar, 2 mch. ... 1.00
- Cross Bar, 3 mch. ... 1.50
- Coin Counter, 1c-5c ... 1.25
- Coin Counting Scale ... 18.50
- Route Cards, Per M ... 1.00
- Span, Peanuts, Per lb. 23 1/2 c
- Virg. Salted, Per lb. ... 29c
- Licorice Lozenges, Per lb. 25c
- 140 ct. Ball Gum, Per lb. 25c
- 170 ct. Ball Gum, Per lb. 25c
- Sm. Plastic Charms, Per M ... \$3.50
- Large Plastic Charms, Per M ... 4.50

Send for our Complete List of Coin-Operated Machines and Supplies.
1/3 Dep., Bal. C. O. D. with All Orders. Under \$20.00 Full Payment with Order.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET

Lombard 3-2676

PHILADELPHIA 23, PA.

PRODUCTION PROGRESS

MILK VENDERS

Stepped-up activity seen in milk this year. Three offer selective machines.

LOOK for stepped up activity in the milk vending field this year, production and operator-wise.

Of the total group of nine companies which declare they will get into this field this year, three firms are, at the outset, expected to offer selective equipment.

All of the machines available for delivery in the milk field are of the manual, reach-in type. Bulk milk machines are in the offing and automatic carton-type venders are expected to go into production by mid-summer.

Here is how the milk vending machine field shapes up from the manufacturers' point of view:

Artkraft Manufacturing Corporation, Lima, O.—Tools and dies are set to produce a non-carbonated liquid vender which will dispense milk. Delivery dates, prices, production details have not been announced.

City Milk Vending, New York—This operating company has developed a fully automatic, selective milk machine. Had over 100 of the machines built for its own routes by Bath Iron Works. Unit is not now available for operators, but a large, established manufacturer of automatic merchandising equipment will produce a limited number of the venders this year for test purposes. The go-ahead signal on production will not come, according to present plans, before mid-summer.

Crown Implement Company, Chicago—Re-developing its Big Four bottle or carton unit. Late details on construction changes, production plans and price not available. Crown

officials expect, however, to offer the machine for delivery during the first half of this year.

Ex-Cello Corporation, Detroit—This company makes cartons and carton equipment. Ex-Cello built a milk machine which it displayed last year, but has now dropped out of the milk vender picture.

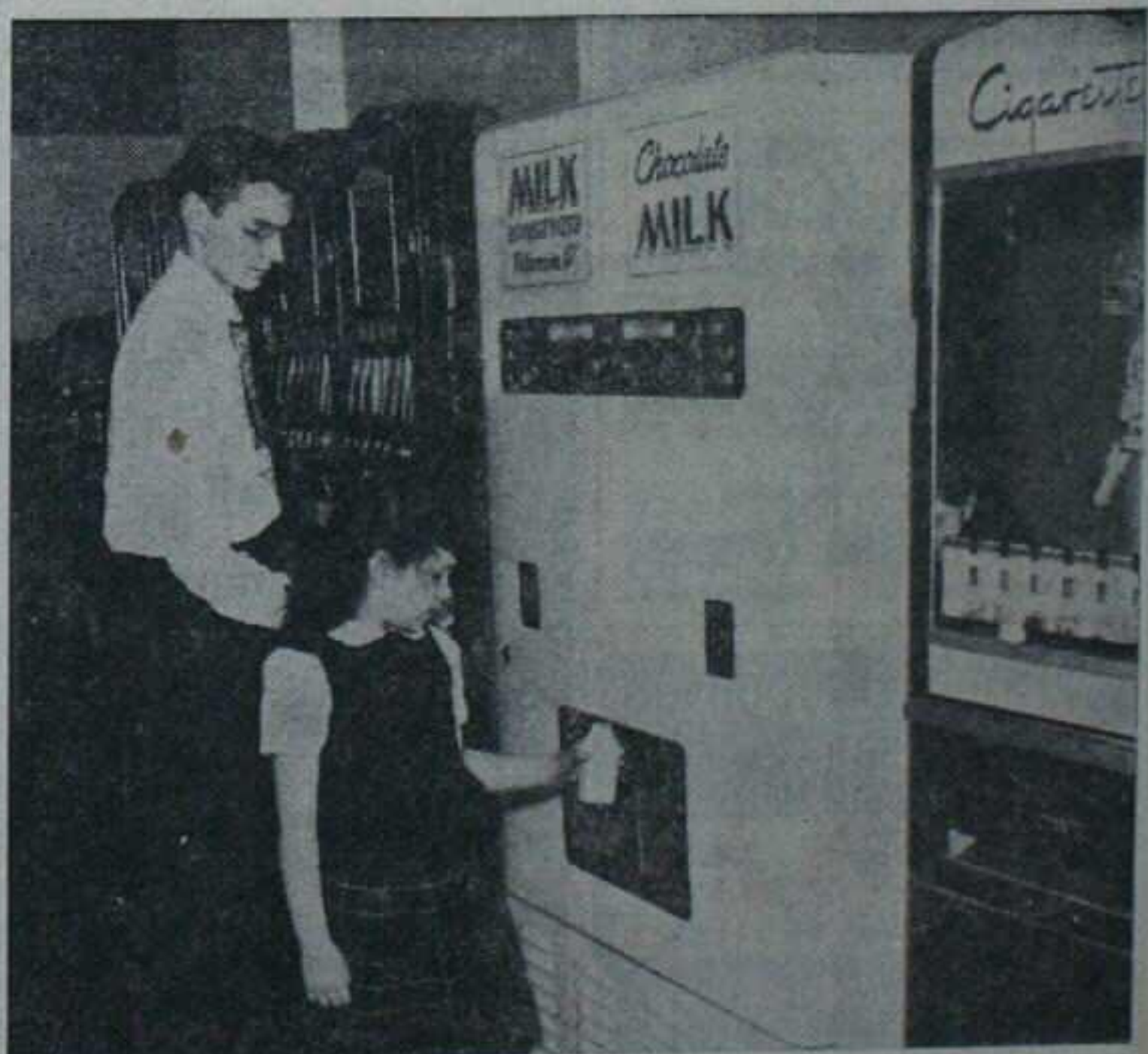
Ideal Dispenser Company, Inc., Bloomington, Ill.—In full production with its reach-in bottle and carton venders. Model 300 (10 cases) and Model 35B (five case) Bantam are both selective dispensers. The Bantam is being delivered on a two-to-three week basis. Larger unit lists for approximately \$280, while the midget size machine lists at \$140.

O. D. Jennings, Chicago—Has a re-designed bottle machine in the works (developed from its pre-war units). This far, no production schedule has been set, nor have construction details and price been released.

Milk-o-Mat Corporation, New York—Reports that it is now in production on its bulk milk machine with delivery promised early this year. Unit has a capacity of 213 six-oz. cups, will also handle any type of pre-mixed drink in addition to milk. Lists at \$795.

Searles Welding & Manufacturing Company, Chicago—Readying production on the Kalva triple-flavor machine which has now been re-designed as a reach-in, manual machine. Priced at approximately \$335. Delivery date not set.

Selector Products Company, St. Louis—Announced a milk vender but currently is not in production and gives no date for either production or delivery.



CITY MILK, large New York operating concern, invented its own fully automatic vender which is shown above. These units were built at the Bath Iron Works.

VENDING MACHINE MANUFACTURERS...1949

For your convenience, an up-to-date ready reference guide to vending and service machine manufacturers.

BULK (candy, gum, nut)

Advance Machine Co.
4641 N. Ravenswood Ave.
Chicago

Alkuno & Co., Inc.
408 Concord Ave.
New York

Andrews Manufacturing Co., Inc.
660 S. Rochester Rd.
Clawson, Mich.

Atlas Manufacturing & Sales Corp.
12220 Triskett Rd.
Cleveland

Columbus Vending Co.
2005-13 E. Main St.
Columbus, O.

Fielding Manufacturing Co.
217 Clinton St.
Jackson, Mich.

Ford Gum & Machine Co., Inc.
P. O. Box 510
Lockport, N. Y.

Hancock Manufacturing Co.
Jackson, Mich.

Hawkeye Novelty Co.
1754 E. Grand Ave.
Des Moines

Holli-Ware Manufacturing Co.
506 S. Wabash Ave.
Chicago

Mills Automatic Merchandising Corp.
21-30 44th Rd.
Long Island City, N. Y.

Munro-Matlock Co.
Euclid 71st Bldg.
Cleveland

Norris Manufacturing Co.
553 Wager St.
Columbus, O.

Northwestern Corporation
Morris, Ill.

Oak Manufacturing Co., Inc.
1025 S. Grand Ave.
Los Angeles

W. G. Parrish, Inc.
822 W. Ohio St.
Chicago

Silver King Corp.
622 Diversey Blvd.
Chicago

Victor Vending Machine Corp.
5701-5713 W. Grand Ave.
Chicago

CANDY BAR

Alkuno & Co., Inc.
408 Concord Ave.
New York

Alco-Deree Co.
4300 N. California
Chicago

American Vending Corp.
1401 Fairfax Trafficway
Kansas City, Kan.

Automatic Canteen Company of America
Merchandise Mart Plaza
Chicago

Coan Manufacturing Co.
2070 Helena St.
Madison, Wis.

Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.

Frost Vending Machine Corp.
1600 Hyde Park Ave.
Boston

Mills Automatic Merchandising Corp.
21-30 44th Rd.
Long Island City, N. Y.

Rowe Manufacturing Co.
31 E. 17th St.
New York

Shipman Manufacturing Co.
1326 S. Lorena St.
Los Angeles

Silver King Corp.
622 Diversey Parkway
Chicago

Stoner Manufacturing Corp.
328 Gale St.
Aurora, Ill.

Vendall Company
2323 Wolfram St.
Chicago

Vendors, Inc.
Washington Grand Bldg.
520 N. Grand Blvd.
St. Louis

CHEWING GUM (1c stick)

Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.

Kayem Products Co., Inc.
735 N. Seward
Hollywood, Calif.

Mills Automatic Merchandising Corp.
21-30 44th Rd.
Long Island City, N. Y.

Pulver Co.
53 Canal St.
Rochester 8, N. Y.

Stoner Manufacturing Co.
328 Gale St.
Aurora, Ill.

CHEWING GUM (5c package)

Alkuno & Co., Inc.
408 Concord Ave.
New York

Automatic Canteen Company of America
Merchandise Mart Plaza
Chicago

Coan Manufacturing Co.
2070 Helena St.
Madison, Wis.

Kayem Products Co., Inc.
735 N. Seward
Hollywood

Vendors, Inc.
520 N. Grand Blvd.
St. Louis

CIGAR

Amity Manufacturing Corp.
224 Washington St.
Perth Amboy, N. J.

Cigaromat Corp. of America
114 E. 32d St.
New York

Frost Vending Machine Corp.
1600 Hyde Park Ave.
Boston

Malkin-Illion Co.
396 Coit St.
Irvington, N. J.

CIGARETTE

Coan Manufacturing Co.
2070 Helena St.
Madison, Wis.

Biggest Profits!

with

'POP' CORN SEZ AUTOMATIC POPCORN VENDORS

'Pop' Corn Sez Automatic Popcorn Vendors... the profit-proved fully automatic popcorn vendors. There's no guesswork with 'Pop' Corn Sez Vendors—over 30,000 machines on location—90% of all popcorn vendors sold since 1941—are 'Pop' Corn Sez. No attendant necessary, attractive, trouble-free... unlimited supply of always fresh, uniformly perfect 'Pop' Corn Sez pre-popped corn. Write, wire or phone today for complete information.



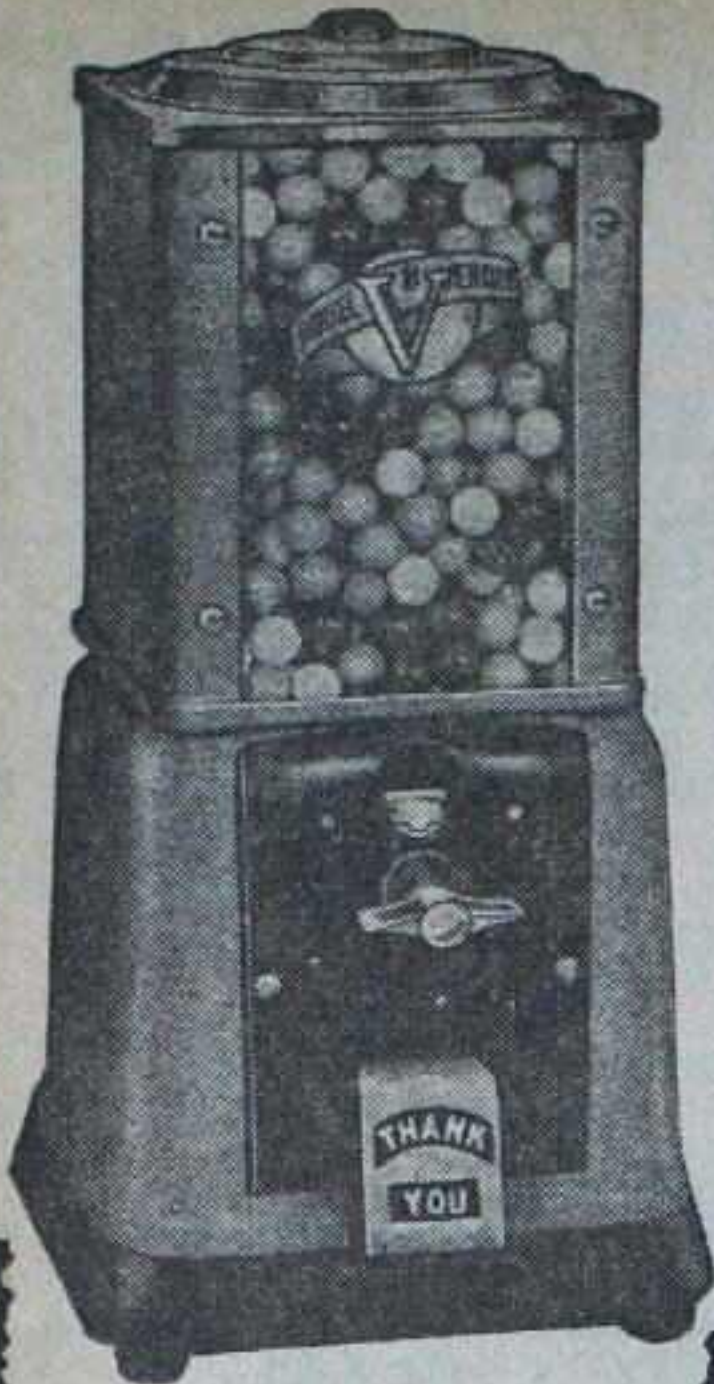
Auto-Vend, inc.
FORMERLY T. & C. CO.
3612 CEDAR SPRINGS
DALLAS 4, TEXAS

Operators:
Over 50% net profit.

Distributors:
A few choice territories now open for exclusive franchise.

BOOTH 43 — CMI SHOW





Victor's Model V With CABINET HOPPER

Steel and plastic hopper cabinet (available for all machines) gives 25% more capacity when used in place of globe.

See the Victor line for '49 . . . visit our new factory.

VICTOR VENDING CORP.

5701-13 W. Grand Ave.
Chicago 39, Ill.

Compton Co.
165 Pine St.
Abilene, Tex.
Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
Eastern Electric Vending Machine Corp.
1775 Broadway
New York
Andrew Gorretta & Co.
5209 Euclid Ave.
Cleveland
J. H. Keeney & Co.
2600 W. 50th St.
Chicago
Lehigh Foundries
1500 Lehigh Drive
Easton, Pa.
National Vendors, Inc.
5055 Natural Bridge Rd.
St. Louis
Practical Products Co.
2632 Nicollet Ave.
Minneapolis
Rowe Manufacturing Co.
31 E. 17th St.
New York
Stoner Manufacturing Co.
328 Gale St.
Aurora, Ill.
U-Need-A-Vendors, Inc.
585 10th Ave.
New York

COFFEE

Artkraft Manufacturing Corp.
200 Kibby St.
Lima, Ohio
Automatic Canteen Company of America
Merchandise Mart Plaza
Chicago
Harvey Machine Co.
19200 S. Western Ave.
Torrence, Calif.
Jiffy Java Co.
1218 S. Chico Ave.
El Monte, Calif.
Lymean Manufacturing Co., Inc.
818 Wyandotte Ave.
Kansas City, Mo.

Manning & Lewis Engineering Co.
30 Ogden St.
Newark 4, N. J.
Master Chef (Auto-Vend, Inc.)
3612 Cedar Springs
Dallas
Bert Mills Corp.
400 W. Madison
Chicago
Rudd-Melikian, Inc.
1947 N. Howard St.
Philadelphia

COIN CHANGERS

American Coin Changers Corp.
93 Massachusetts Ave.
Boston
Associated Coin Machine Industries
311 W. Ave. 33
Los Angeles
Bell Products Co.
2000 N. Oakley Ave.
Chicago
Frost Vending Machine Corp.
1600 Hyde Park Ave.
Boston
Johnson Fare Box Co.
4619 N. Ravenswood Ave.
Chicago
J. H. Keeney & Co., Inc.
2600 W. 50th St.
Chicago
Mills Industries, Inc.
4100 W. Fullerton Ave.
Chicago
National Rejectors, Inc.
5100 San Francisco St.
St. Louis
Stoner Manufacturing Co.
328 Gale St.
Aurora, Ill.
Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

COOKIE

Alkuno & Co., Inc.
408 Concord Ave.
New York

Mills Automatic Merchandising Corp.
21-30 44th Rd.
Long Island City, N. Y.
Statler Manufacturers Corp.
2112 Broadway
New York
Stoner Manufacturing Corp.
328 Gale St.
Aurora, Ill.

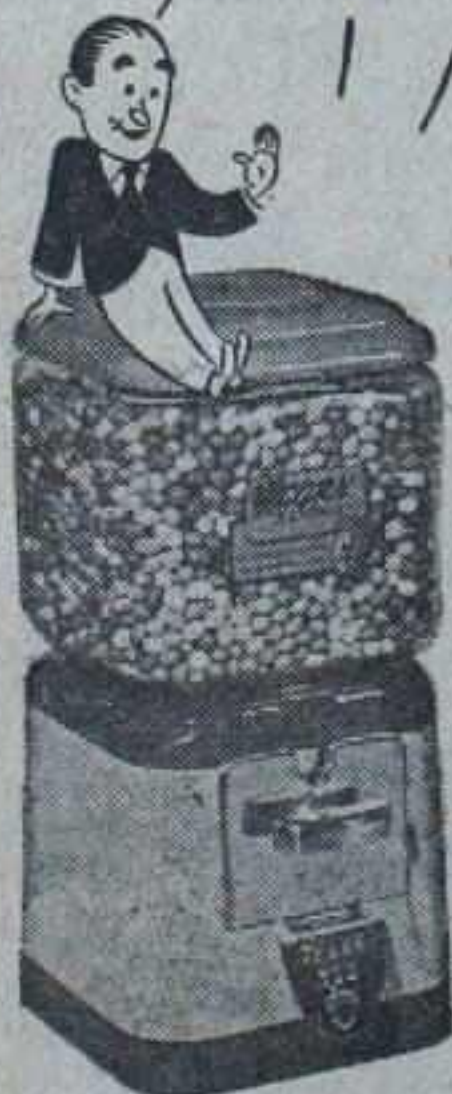
DAIRY DRINK

Artkraft Manufacturing Corp. (bulk)
200 Kibby St.
Lima, O.
City Milk Vending Corp.
58-64 Maurice Ave.
Maspeth, N. Y.
Crown Implement Co.
333 N. Michigan
Chicago
Ideal Dispenser Co., Inc.
509 S. McClun St.
Bloomington, Ill.
O. D. Jennings & Co.
4309 W. Lake St.
Chicago
Milk-o-Mat Corp.
500 Fifth Ave.
New York
Searles Welding & Mfg. Co.
1310 S. 47th Ave.
Cicero, Ill.

HOT NUT

Alkuno & Co., Inc.
408 Concord Ave.
New York
Asco Vending Machine Exchange Corp.
55-57-59 Branford St.
Newark, N. J.
Denver Manufacturing Co.
1225 Washington Blvd.
Baltimore
F. N. Industrial Corp.
Bergenfield, N. J.
Manning & Lewis Engineering Co.
30 Ogden St.
Newark 4, N. J.

MY NAME IS SIMPLICITY!
YOU'LL FIND ME THROUGH-OUT
THE ACORN VENDOR... BECAUSE
AN OPERATOR AND AN ENGINEER
CAPTURED ME IN THEIR DESIGN!



THE HEAD IS FAST TO SERVICE
IN HOME OR SHOP FOR EXCHANGE
ON LOCATIONS. APPROVED BY
HEALTH AUTHORITIES AND
LOCATION OWNERS. AVAILABLE
AS SEPARATE SERVICE UNIT, HEAD
GIVES OPERATORS MANY MORE ACORN
VENDORS ON A
MINIMUM INVESTMENT
OF \$\$ AND TIME...
YOU SIMPLY UNLOCK
TO REMOVE
HEAD.



THE MECHANISM IS THE
HEART OF THE VENDOR...
THIS ONE IS AMAZINGLY
FOOL-PROOF AND DURABLE.
SIMPLY SLIDE 1¢ OR 5¢
MECHANISM OUT -
NO SCREWS!



THE MERCHANDISE CHUTE IN
THE ACORN VENDOR IS CAST
WITH THE BODY... IT IS HIGHLY
POLISHED AND EASY TO CLEAN.
YOU SIMPLY LIFT OFF
SHIELD AND COVER...
NO SCREWS!



THE BULK VENDOR THAT WAS THE SENSATION OF THE NAMA CONVENTION

DISTRIBUTORS: HERE'S YOUR OPPORTUNITY! SOME EXCLUSIVE TERRITORIES STILL OPEN, WRITE TODAY!

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 Lincoln-Boyle
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ALL VICTOR MACHINES

recommended and sold on
Torr Time Payment Plan

Pay for same in 16 weekly payments.

WRITE FOR DETAILS

EXTRA-SPECIAL

10 Rebuilt (like new) ADVANCE
 MODEL D Ball Gum Machines and
 100 lbs. of 5/8th Ball Gum, all for

\$84.50

Full Cash With Order

CLOSING OUT

15 NEW Mills Vest Pocket Bells,
 \$64.50 ea. or \$950.00 for the lot.
 28 NEW 1c Camera Chiefs, \$18.50
 ea. or \$490.00 for the lot.
 20 NEW Gottlieb 3-Way Grip, \$23.00
 ea. or \$450.00 for the lot.

BRAND NEW

**HOT NUT
 MACHINES**

This machine dispenses all
 types of bulk merchandise
 for 5c, including cashews,
 pistachios, almonds, etc.
 A Real Value for your
 money. Limited stock on
 hand, so order early. Cup
 dispensers not included.
 Original value, \$44.50.



\$10.00 lots of
 10 or More.
\$11.50 Lots of 5
\$12.50 Sample

EXTRA SPECIAL

50 NEW 1c Masco Liquid Dispensers
 with display board

\$16.50 ea.

(original price \$44.50 ea.)

10 for \$155.00

2 Bottles of Jergens Lotion FREE
 with each machine.

PEE WEE BAKED BEANS (1000
 count), 33 lb. ctn.—25 1/2c per lb.

TEENY JAWBREAKERS (575 count),
 36 lb. ctn.—22c per lb.

LARGE RED PISTACHIO NUTS.
 60 lb. ctn.—76c per lb.

RAIN-BLO BUBBLE BALL-GUM

Packed 25 Lbs. to Carton

Less than 100 lbs.	5¢	170¢
100 lbs. and over	30¢	30¢
100 lbs. and over	28¢	29¢
1000 lbs. and over	26¢	27¢

Freight paid on 100 lbs. or over
FULL CASH WITH ORDER

ROY TORR

LANSDOWNE,
 PENNA.



HI-POP

Victor's Sensational
 New
**POPCORN
 VENDER**



**only
 \$47.50**

**Operators! Here's Your
 Extra Profit Line! AT A
 SMALL INVESTMENT!
 Collect Your Profits in
 Advance**

"HI-POP" is the answer to your need for
 super-extra profits . . . with a minimum of
 extra effort, investment. Practically no
 servicing required, no mechanism to get
 out of order. You stock the location-owner
 with popcorn, he refills the vender.

"HI-POP" is beautifully designed, sturdily
 made, lowest priced, scientifically designed
 by Victor for maximum capacity in a mini-
 mum amount of counter space.

Capacity: 7 1/2 gallons; height, 31 inches
 diameter at base, 14 inches.

WRITE FOR DETAILED INFORMATION

VICTOR VENDING CORP.

5701-13 W. GRAND AVE. CHICAGO 39, ILL.

French Boy POPCORN
DOUBLE YOUR MONEY
 ON AN "EVERY DAY TAKE"
 IN THE
POPCORN BUSINESS

That's what others are doing—"Old Timers" and "New Comers" . . .

A HARD TO BEAT COMBINATION

The "Little Giant" Hot Corn DISPENSER and the celebrated "French Boy Popcorn."

A SMALL INVESTMENT STARTS DAILY PROFITS ROLLING

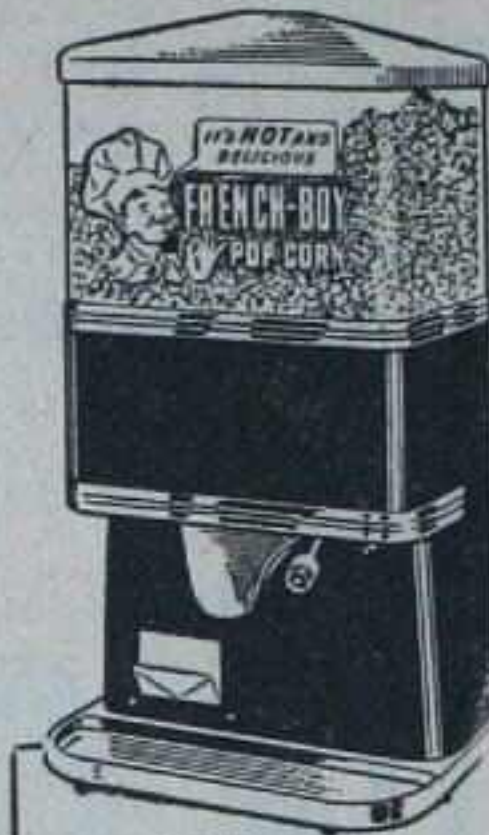
The field is unlimited — taverns, theaters, stores, roller rinks, bowling alleys, etc. All are "Big Popcorn Outlets" and easy to "Go and Get Them."

RESERVE YOUR TERRITORY

— Write Today! —

If you can qualify and your "Special" territory is available, you're on the road to "More Than Double Your Money."

Write for the FREE facts. No obligation.



"Little Giant" Hot Corn DISPENSER
 Is sturdy and impressive. Operates without coin chute. SIZE: 29 in. tall x 12 in. wide x 15 in. deep.

FRENCH BOY POPCORN and LITTLE GIANT POPCORN DISPENSERS are products of

A. B. C. POPCORN CO., Inc.
 3441 West North Avenue, Chicago 47, Illinois

(Also a complete line of Raw Corn, Seasoning, Boxes, Bags, Canned No. 10—Pre-Popped Corn)

Little Giant CORN DISPENSERS

VEEDCO END OF YEAR SALE!



BRAND NEW HOT NUT MACHINES

Dispenses all types of bulk merchandise for 5¢, including cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More.
\$11.50 Lots of 5
\$12.50 Sample

PARTS GUARANTEED 1 YEAR

USED MACHINES Like New

Amf.	Model	Price—Ea.
37	Victor V's	\$9.75
95	Advance D. Ball Gum	6.35
45	Columbus ZM, 5¢	7.20
20	Columbus ZM, 1¢	7.20
50	Northwestern 33 Gum	6.00

BARGAINS

HUNDREDS OF ALL TYPE MACHINES and GAMES. TELL US WHAT YOU NEED.

Parts and glass for all machines

XTRA SPECIAL: 50 New MASCO LIQUID DISPENSERS (1¢) with DISPLAY BOARD, \$16.50. Previous Price \$44.50.

FREE: 1 Bottle Jergens Lotion With Each Machine.

1/3 With Order, Balance C. O. D.—Write for Our Catalog.

VEEDCO SALES COMPANY

2124 MARKET ST.

(Phone: LOcust 7-1448)

PHILADELPHIA 3, PA.



SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Foolproof. This famous model is in production since 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 . . . \$ 5.85
 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.

GIVE TO THE DAMON RUNYON CANCER FUND

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- Pronto Popcorn Sales Co., Inc. 714 Beacon St. Boston
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- Star Metal Manufacturing Co. Trenton & Ann Sts. Philadelphia
- Stylon Corp. 2704 W. Pico Blvd. Los Angeles 6
- Viking Popcorn Machine, Inc. 1481 W. Washington Blvd. Los Angeles
- Viking Tool & Machine Corp. 2 Main St. Belleville, N. J.

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- Automatic Machines, Inc. 971 N. La Cienga Blvd. Los Angeles
- Automatic Sanitary Vender Corp. 21 Bayard St. New Brunswick, N. J.
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FOR GREATER PROFITS IN VENDING MACHINES AND CELLOPHANE PACKAGES ask for

ZALOOM'S GOLDEN NUGGETS

Finest Quality — Deliciously Roasted — Crisp — Highly Polished — Spotless. The Fastest Selling Grade of Indian Nuts on the Market.

Packed in 5-Lb. Moisture-Proof Bags—12 5-Lb. Bags to a Carton. Also Available in 25-Lb. Cartons and 100-Lb. Bags.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

ZALOOM & CO.
 8 Jay St., New York 13, N. Y.
 BEekman 3-7646

America's Original Masters in Roasting and Salting of Pistachio & Indian Nuts

LUMINOUS CHARMS, SKULLS and RINGS

that Glow in the Dark! Non-toxic, Sanitary and Harmless

	Per Doz
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 Doz
Metal Plated Charms, Series #1	\$8.00
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 Rhinestones	18.00
Eyes	4.50
Plastic Rings, 20 Styles	4.50
Metal Plated Rings, 20 Styles	8.00

Write us so we can place your name on our mailing list to advise you of our newest vending items.

SAMUEL EPPY & CO., INC.
 WORLD'S LARGEST CHARM MANUFACTURER
 113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.

FOR MERCHANDISE AND VENDING MACHINES ALL TYPES,

known for their constant reliability
SANITARY AMUSEMENT GUM, NUTS, ETC.

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Shipman Manufacturing Co.
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Los Angeles

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NEW and USED

20 LIKE NEW—P.X., 10 col. ... \$129.50

10 ROWE PRESIDENTS 95.00

10 930 NATIONALS 69.50

9 NEW DuGRENIER, 7 col. 165.00

5 LIKE NEW DuGRENIER, 7 col. 135.00

18 EASTERN ELECTRICS 199.50

1 ROWE ROYAL, 10 col. 72.50

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KENTUCKY AND WEST VIRGINIA

THE NEW KEENEY DELUXE ELECTRIC
CIGARETTE VENDOR
PROMPT DELIVERIES

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MACHINE EXCHANGE**

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Phone: Adams 7254

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locker)
211 Congress St.
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Automatic Towel Cabinet Co. (towel)
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Automatic Sanitary Vendor Corp.
21 Bayard St.
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**REAL LOW PRICES
U-SELECT-IT**

CANDY MACHINES

54 Bar Capacity, \$22.50 ea. Lots of 10, \$20 ea.
VEND IT, 150 Bar Cap. Each \$50.00

Cigarette Machines

DU GRENIER, 7 Col. 8 \$37.50

DU GRENIER VD, 7 Col. 40.00

DU GRENIER W, 9 Col. 37.50

DU GRENIER CHAMPION 50.00

UNEEDA MONARCH, 8 Col., Like New 70.00

UNEEDA, 8 Col. 40.00

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ROWE ARISTOCRAT, 6 Col. 22.50

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0606

FOR SALE

3 U. S. Vending Machines (Candy)

\$275.00 Each. New Mechanisms.

Turner's Vending Company

3935 Beaconsfield Avenue Detroit 24, Michigan

YOU can't afford to MISS
a visit to Keeney's Booths 42 and 44
C. M. I. Convention, Hotel Sherman, Chicago

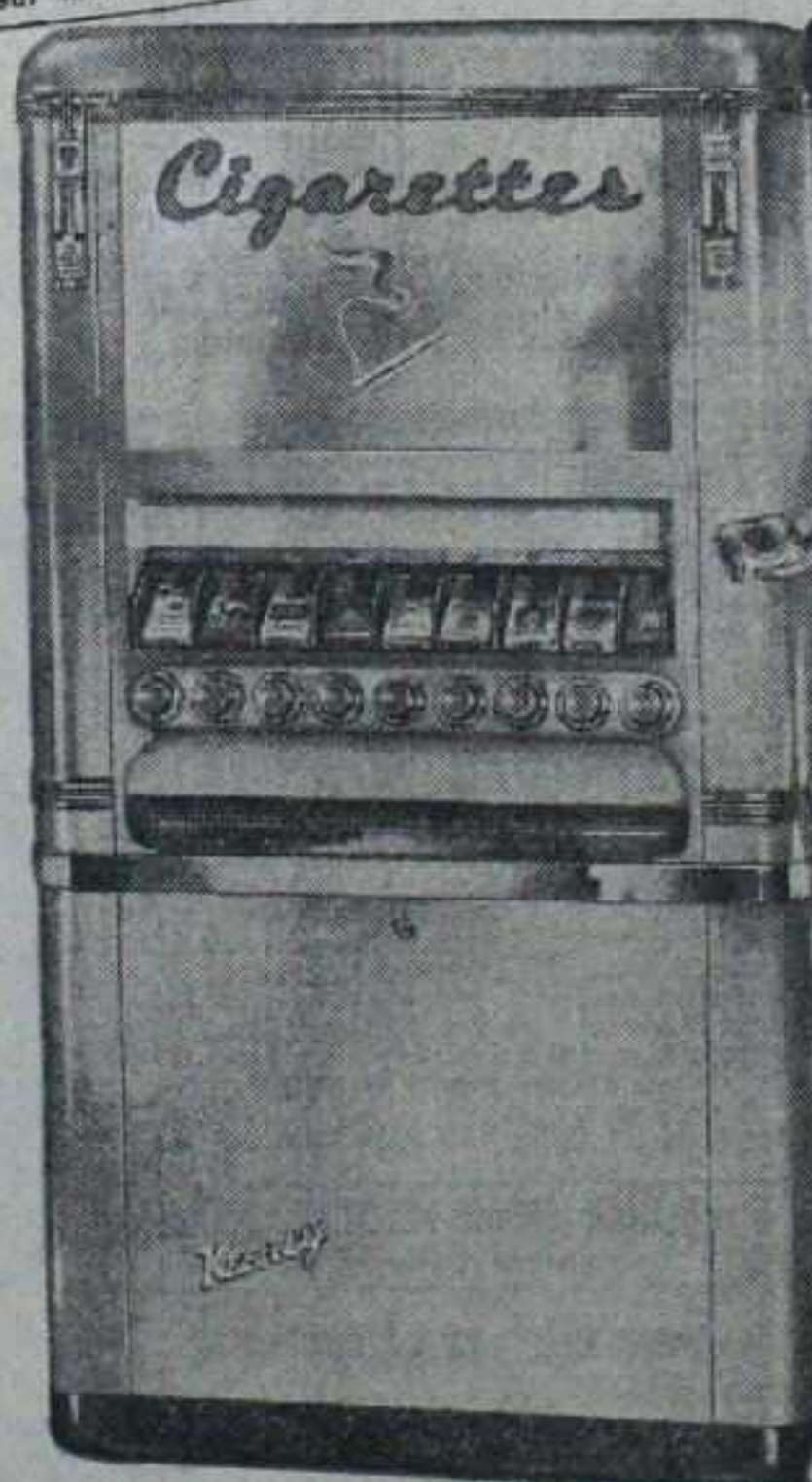
but . . .
FOR 3 DAYS KEENEY'S OPEN HOUSE JAN. 17-18-19
WILL REVEAL **SENSATIONALLY DIFFERENT CONSOLES**
NEW SCORING PRINCIPLES • NEW CABINET STYLING • BIG MONEY MAKERS!
See Keeney's DeLuxe Electric CIGARETTE VENDOR

FOOD — FUN — REFRESHMENTS
Your Hostess: Belle Thomas—the Keeney Cigarette Vendor Girl

**Check THESE OUTSTANDING
FEATURES**

- Operates on any combination of nickels, dimes and a quarter thru a single coin opening. MEETS ALL PRICE CHANGES!
- Sells more cigarettes. 432 pack capacity—9 double columns dispense alternately at bottom. Always fresh cigarettes.
- Instantaneous price adjustments on each column. Dispenses King or regular size packs.
- **THE PACK YOU SEE IS THE PACK YOU GET!**
- SWING-UP HINGED FRONT for easy loading and easy servicing.
- **THREE-WAY MATCH VENDING:** (1) free with each pack; (2) free by pulling lever after each purchase; (3) with penny coin insertion.

ALL OPERATORS AND DISTRIBUTORS
ARE INVITED TO VISIT
BOOTHS 42 & 44, C. M. I. Convention,
Sherman Hotel, Chicago, Ill.



Write—Wire
Phone Your
Keeney
Distributor

J. H. Keeney & CO., INC.

"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

ALL ALUMINUM
CORROSION-PROOF
CABINET



**VICTOR'S
CUSTOM-BUILT
UNIVERSAL**

Beautifully designed and finished for service and long life. Made from finest materials and easy to keep clean. RARE APPEAL. See the Victor Line for '49. Visit our New Factory.

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Western Beverage Co.
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Compton, Calif.

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Syracuse
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Chicago
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Dispensers, Inc.
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Corp.
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Chicago
Lymo Industries, Inc.
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Chicago
Mills Industries, Inc.
4100 Fullerton Ave.
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THE "CHALLENGER"
THREE MACHINES IN ONE
\$10.00 to \$50.00 Weekly on Location!
TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Illinois

Manufacturer of
**HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE**
SOLICITES INQUIRIES FROM
QUANTITY BUYERS ONLY
BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

7 COLUMN CIGAR MACHINE, \$32.50
Holds seven different brands

ATTENTION—25c & 30c CONVERSIONS
Silver Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship. \$8.50 for Silver Quarter conversion.
ALSO 30c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

NEW ROWE Crusader, 8 and 10 Col.	\$179.50
NEW UNEEDA, 8 Cols., 510 Pack Cap.	139.50
Rowe President, 10 Cols., 475 Pack Cap.	125.00
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Imperial, 8 Col.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
Uneda Model 500, 9 Col.	115.00
Uneda Model E, 15 Col., 350 Pack Cap.	62.50
Uneda Model E, 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W. 270 Pack Cap.	62.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00

CANDY MACHINES

National 9-18	\$100.00
Vend-It	55.00
U-Select-It	35.00
Advance Candy Machines	27.50
Shipman Candy Vendor	22.50
5c & 1c GUM VENDOR	17.85

UNEDA MODEL A, 8 Column, 270 pack capacity, 8 Column, 240 pack capacity, \$70.00, 6 column, 180 pack capacity, \$65.00.

SPECIAL \$75.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

BUY THE BEST!
The Operators
Choice—
**VICTOR VENDING
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Write for Prices.
We carry a complete
line of Victor ma-
chines and parts.
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CHARMS
... that are different
Shiny Metal Hobby Pins, Per Gross \$4.00
Gold Charm Bracelet (in Capsule) . . . 6.50
Per Hundred 6.50
Blade Knife, Per Gross 1.10
Skulls, Guns, etc.
All Items will fit any Vending Machine
Send for Samples and Prices.
1/2 Deposit Required With Order.
RING BROTHERS
We Specialize in Small Novelties
6050 Market St. Philadelphia 33, Pa.

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636 N. Albany
Chicago
Beverage Dispensers, Inc.
3448 Greenview
Chicago

GIVE TO THE DAMON RUNYON CANCER FUND

Seaboard Metal Products Co.
189 Frelinghuysen Ave.
Newark 5, N. J.

Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.

Spacarb Corp.
311-317 E. 23d St.
New York

Square Manufacturing Co.
3259 Broadway
Chicago

Standard Gas & Equipment Co
Bayard & Hamburg Sts.
Baltimore

Standard Products Co.
505 Boulevard Bldg.
7310 Woodward
Detroit

Stewart Products Corp.
315 W. Putnam
Greenwich, Conn.

Supervend Corp.
2506 Cedar Springs
Dallas

The Vensom Co.
520 N. 21st
Birmingham

Wahlstrom Industries
2502 Cedar Springs Ave.
Dallas

Westinghouse Electric Corp.
306 Fourth Ave.
Pittsburgh

The I. M. Miller Co. (apple)
230 Miller Bldg.
Yakima, Wash.

Bert Mills Corp. (soup)
400 W. Madison
Chicago

National Service Assoc. (sun-tan lotion)
1530 Chestnut
Philadelphia 2

One-Use Toothbrush Corp.
(dental kit)
14408 Calvert St.
Van Nuys, Calif.

Pay Pull Manufacturing Co.
(coin operated bottle opener)
San Antonio

Rowe Manufacturing Co. (nylon)
31 East 17th
New York

Stoner Mfg. Corp. (general merchandise)
328 Gale St.
Aurora, Ill.

Vendomatic Corp. (books)
34 W. 33d
New York

Ven Dures, Inc. (aspirin)
1106 Post St.
Seattle

Warner & Sons (voice recorder)
300 N. Lake St.
Pasadena, Calif.

Wilcox-Gay Corp. (voice recorder)
Charlotte, Mich.

Wash. Vender Ops Face Tax Revival

(Continued from page 107)

Cola Company, the G. B. Macke Corporation, and Spacarb of Washington, Inc. At a meeting with Nottingham last week, representatives of several firms agreed to supply lists of their vending machines so a decision could be reached on those which will be allowed to continue tax-free.

Meanwhile the metropolitan police are making a survey of all food and drink vending machines now in use. Cigarette and bottle drink dispensers will not be affected.

The coffee machines are the first venture of Caiopoulos, a public accountant and tax counselor, into the vending business. He said a number of attempts had been made to install coffee venders during the past year and a half. Insistence by the health department on approval prior to installation made the expensive project too risky for most ops to try, he claimed.

Caiopoulos estimated that he had spent \$10,000 so far on the purchase of his 10 Kwik-Kafe venders. Pending licensing he has already installed six machines in cab companies, office buildings and YMCA's throuout the city.

2 New Vender Firms Chartered in W. Va.

CHARLESTON, W. Va., Jan. 15.—Charters were issued by the State to two new vending machine firms last week, the Dial-A-Drink Company, Huntington, and Clarksburg Amusement Company, Clarksburg. The latter concern, to deal in vending equipment, has capital of \$25,000 and the incorporators are James Stevens, Nicholas Kaites and John Spanos.

Dial - A - Drink, to manufacture drink venders, is capitalized at \$50,000, starting operations with \$5,000 paid in. Incorporators are C. C. Thompson, Jackson N. Huddleston and Tabitha C. Moberley.

Because of the complicated mechanism of the new dispensers, plumbing and electrical authorities as well as the health department must pass on them. The automatic coffee server is hooked up with a power line of not less than nine amperes in addition to a water supply line.

Caiopoulos said he sought approval of his new machines before placing them for his own protection as well as for public safety. During investigation by the health, licensing and legal departments, the forgotten statute was uncovered.

TYPEWRITERS

Marlyn C. Ford
Jacksonville, Fla.

Pacific Electron Products Corp.
1550 Hays Ave.
Long Beach, Calif.

Standard Scale Co.
St. Louis

Typo-O-Matic Service Co.
17 E. 42d St.
New York

MERCHANDISE (miscellaneous)

Artkraft Mfg. Corp. (soup)
200 Kibby St.
Lima, O.

Automatic Book Vending Corp.
(books)
381 4th Ave.
New York, N. Y.

Auto-Newsy, Inc. (newspaper)
305 Tobin Ave.
Renton, Wash.

A. Norman DePew (vitamin)
7518 Fountain Ave.
Hollywood, Calif.

Freez-O-Mat Co. (frozen food)
4800 S. Richmond St.
Chicago

Frigid Fruit Co. (apple)
1303 S. 20th Ave.
Yakima, Wash.

Frosted Food O' Mat, Inc. (cottage)
4166 Broadway
Oakland, Calif.

International Mutoscope Corp.
(voice recorder, photo machine, books)
44-01 11th St.
Long Island City, N. Y.

Jeff Distributors, Inc. (perfume)
4719 W. Washington Blvd.
Los Angeles 16

Kayem Products Co., Inc.
(vitamin, dental kit)
735 N. Seward
Hollywood

Kold Krisp Apple Service, Inc.
7855 Sepulveda Blvd.
Van Nuys, Calif.

Lehigh Foundries (nylons)
1500 Lehigh Drive
Easton, Pa.

Lewel Aspirin Machine Co. (aspirin)
Fort Worth

Manufacturers' Agents Sales Co.
(liquid dispenser)
835 Market
San Francisco

Keep your EYE on ATLAS!



OPERATOR'S Gold Mine for 1949... The NEW Atlas Deluxe Vender

At last, a 1c Vender designed by operators themselves! Important mechanical improvements and a new smooth porcelain-like red baked enamel finish. Vends all kinds of merchandise—Nuts, Candy, Pistachios, Ball Gum and Charms. Write for complete details and prices!

FOR INCREASED VENDING PROFITS ATLAS VENDOR BRAND ALMONDS • CANDY • BALL GUM ATLAS CHARMS



Regardless of what make machines you use, Atlas Vendor Brand merchandise is a real bonanza for profit and quality! Perishable merchandise like almonds, candy, ball gum, is packed FRESH in AIR-TIGHT Metal Cans—unharmed by transportation, vermin, moisture, etc., while in storage. Atlas Vendor Brand Charms—the latest in plastic-gold-silver charms. Write for samples and prices. TODAY!

TOP BILLING FOR 5¢ SALES ... ATLAS BANTAM TRAY VENDOR

The 5c operator's dream! Sets on counter or stand—twosome or threesome on stand. Beautiful polished aluminum finish. Outstanding new improvements! Adjustable to vend all kinds of bulk merchandise—Almonds—Candy—Pistachios, etc. Write for information!



THE ATLAS MFG. & SALES CORP.
12220 Triskett Road
Cleveland 11, Ohio

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...
Write for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND LAMIN RINGS, WEDDING RINGS, RINGS, JACKS, BRIDGES, SKULLS, ETC.
BECKER VENDING SERVICE - BRILLIANT - WISCONSIN

Bottle Venders in Spotlight At '49 Pepsi-Cola Convention

(Continued from page 107)

position and precool. As in the firm's other new automatic units, 6 to 12-ounce bottles are accommodated. Insulation, also as in companion models, is fiber-glass, with two inches on sides and top and three inches on bottom. Occupies 24½ by 25 inches floor space. Entire Delf line uses dry-cold refrigeration. Similar vending mechanism is used in all automatic units; bottles are placed in circular conveyors, in an upright position, and are delivered thru separate channels on left side of machine. Panel on top front of machines, carrying brand emblems and selector buttons, may be opened by removing two screws from the back of the door, thus effecting quick brand name change. The Delf triple-selector vendor, Model 159, sells for \$425, and has a capacity of 159 bottles in vending and precool position. Same floor space and appearance as the two-flavor unit, with exception of flavor panel and increased height because of vending conveyor. Each conveyor unit may be removed without disturbing the other two conveyors, or the second conveyor in the case of the two-flavor model. Delivery of new models is on a 30-day basis, according to E. C. Valerious, secretary.

Counter Machine

American Vendors, Inc., in addition to showing its selective Model 124 machine, priced at \$269, featured its new counter unit at \$139.50. Available in 90 days, the new machine, termed a "table model," features manual operation and a capacity of 23 eight-ounce or 29 12-ounce bottles. Precooling capacity, respectively, is seven and five bottles. Vender is 31 inches high, 21 inches wide, 12½ inches deep. Weighing 150 pounds, it

is equipped with a 1/10 h.p. hermetic unit for refrigeration, has an electrically welded steel cabinet and spun glass insulation. Finish is blue baked enamel. Coin mechanism, delivery handle and delivery chute and de-capper are contained in a one piece metal panel on lower face of machine. A specially designed stand, which will stock two full cases in enclosed locker, is available at extra cost.

Ideal Dispenser Company, Inc., Bloomington, Ill., exhibited its standard 300B selective unit, priced at \$285, and the recently introduced bantam machine at \$150. Firm offered a choice of coin units to accommodate 5, 6, 7, 10, 11, 12, 15 and 25-cent operation. While nickel, dime and quarter units are offered at no extra charge, multiple denomination units are furnished at \$9 additional charge.

Wet-Dry Coolers

Using Ideal's selective dispenser mechanism, the Beveco Company, St. Louis, featured its wet and dry cooler units at \$285. Using wet cooling, 42 cases per day may be cooled. S. C. Dorman, sales manager, declared. Using dry cooling, 12 cases per day can be dispensed.

Also in the cooler-type dispenser class, S. & S. Products, Inc., Lima, O., and Artkraft Manufacturing Corporation, Lima, O., offered wet and dry units. S. & S. products featured Guiberson Corporation's roulette vending units on its Quickold series 1400 WD (wet or dry) electric coolers. The Guiberson coin unit and dispensing mechanism, costing \$89, when added to the S. & S. coolers brings the price of this series to \$265. Guiberson's coin units may be installed in any cooler type cabinet at least 21 inches wide.

The Guiberson Corporation, Dallas, displayed its Model DEV-2 electric vender with roulette top at \$230, and its Guiberson-Clem dual Model 144P, priced at \$435. The selective machine, stocking 72 bottles (six or eight-ounce size) on each side, offers 144 bottle pre-cool space. Machine is 72½ inches high, 40¼ inches wide and 22¼ inches deep. Equipped with two separate coin mechanism and delivery systems, National Rejectors' coin changer is offered for \$55 for one or \$110 for both sides. Coin mechanism was also featured on a General Electric cooler.

General Vending

General Vending Machine Corporation, Chicago, exhibited its Chieftain two-flavor and Leader single-flavor models. Prices remain, respectively, at \$395 and \$295.

Highway Steel Products Company, Chicago Heights, Ill., presented its single flavor Salesmaker bottle vender, priced at \$265. Unit has a capacity of 67 bottles in vending and 20 bottles in precool position. Highway Steel has plans for early production of a two and four-flavor bottle vender, according to W. J. Foley, representative.

Neomat Corporation, Kansas City, Mo., displayed its single flavor bottle vender, featuring (on display model) 6-cent operation. Capacity is 144 12-ounce or 168 8-ounce bottles, with precool space for 36 12-ounce bottles.

Mills Industries, Inc., Chicago, exhibited its recently introduced Model 65 and Model 120B-2 venders. Former, priced at \$295, vends 65 eight-ounce bottles with precool space for 17 bottles. Larger model, at \$345, accommodates 120 eight-ounce bottles and precools 49. Prices include Mills' built-in coin changer.

Cup Machines

Showing cup type soft drink units, Lymo Industries, Inc., Chicago, and Hupp Corporation, Cleveland, offered production models at \$895 and from \$450 to \$495, respectively. Lymo's cup unit is pegged at \$945 with National Coin changer added. Hupp's

Fruit Juice Vending

(Continued from page 113)

facturers claim that heavy blows on the front panel of the machine will neither dent the cabinet nor affect the coin mechanism, to which it is attached.

Changer Standard

Vender includes changemaker as standard equipment in the sale price, reported at approximately \$800. Its refrigeration mechanism is a product of Nash-Kelvinator and, say Juice Bar officials, carries a one-year guarantee. It may be replaced, in the event of malfunction, at any of the Nash-Kelvinator regional service centers.

Like the Tele-Juice, it dispenses six varieties of fruit, vegetable or dairy drinks at a dime each. Straws are available to customers thru both venders and they provide means of puncturing cans thru the machine. In the Juice Bar this is accomplished by placing the can in a receptacle in the front panel and closing a protective door. The can is then punctured automatically. The Tele-Juice's puncturing mechanism is activated mechanically by stepping on a foot pedal. Both contain disposal units for used cans in their bases.

Telecoin Corporation claims that some 1,500 Tele-Juice units have already been delivered to operators and are at work in the field. They are concentrated most heavily in the East. This number represents about 25 per cent of the company's first production run. Distribution is largely thru firms which also operate Bendix commercial washers.

Military Installations

Juice Bar Corporation, which is now gathering productive and distributive momentum, has already set up outlets in key cities. Several of its larger operators, notably Juice-Matic, in Texas, have had considerable success with installations in military establishments. It has been reported that the military looks with favor on juice venders as a healthful on-post service.

Canned juices for both venders may be purchased thru normal wholesale channels or thru arrange-

ments with the equipment producers. Average current prices for the six-ounce cans are reported at about 55 to 58 cents a dozen. Popular sellers today are orange, grapefruit, tomato and apple juices, an orange-grapefruit blend, and a chocolate milk drink. Several other juices are packed in the small size and have achieved regional popularity.

The Dispens-O-Lator, a product of the Snively Vending & Sales Company, is supplied to operators only under a lease arrangement. The contract with the manufacturer calls for fixed yearly lease payments over a five-year period and stipulates that juices must be purchased from Snively.

Nickel, Dime Drink

A cup vender, the Dispens-O-Lator may be adjusted to deliver a 5 or 10-cent drink. Capacity of the machine is 310 drinks at the lower sale price and 233 drinks at the 10-cent tab. With the charge of juice to operators fixed at \$2.50 a case, the company has broken down the per cup cost of juice to 2.04 cents for the small size and 2.7 cents for the large.

Sales of machines are made thru regional distributors who also carry a supply of parts and maintain a trained serviceman to handle special repair jobs for operators in each territory. It is the responsibility of the manufacturer to warehouse juice in locations easily accessible to the operator, thus precluding the need of his carrying large inventories. The warehouse cost is borne by Snively under the lease agreement.

Firm claims that there are about 100 Dispens-O-Lators now in operation, but has geared its 1949 program to further expansion.

Many operators of juice venders claim that the machines have opened locations to automatic merchandisers that are normally closed to carbonated drink units. They also state that juice venders experience a smaller winter drop in sales than soft drink machines since many people patronize them for the reason that pure fruit juice is said to be helpful in warding off colds.

Diversification Will Work

(Continued from page 108)

music route:

Out of total income from music there will first be taken all of the operating expenses, such as records, auto expense, repair and parts. From that will be deducted an amount approximating the actual monthly depreciation of the machine. The amount remaining will represent net profit before wages. By taking an amount equal to the amount of wages now being paid the men on the music route, and by reviewing past records, the operation will be able to determine what percentage of the net profit has in the past been used for wage payments.

Once these figures are determined, the music servicemen can count on getting a certain percentage of everything left after payment of operating expenses and a reasonable deduction for depreciation. Schwartz expects the percentage for wages will vary according to the type of operation—higher on music, lower on pinballs.

After two and one-half years' active management, Schwartz has set up the following do's and don'ts for

three models are the Model CC-800 (eight-ounce drink 100 cup capacity); Model 6-100 (six-ounce drink, 100 cup capacity) and Model 6-300 (six-ounce drink, 300 cup capacity).

Also showing vending machine equipment and supplies were National Rejectors, Inc., displaying coin changer and coin mechanism line, and the Lily-Tulip Corporation, showing its paper cups for venders.

operators already diversified or planning to combine venders with music and/or games:

1. Don't take on a new type of machine unless there will be enough work eventually involved with that one type of machine to occupy one man's full time.

2. Make specialists out of the men according to the type of machine they like; but see that they get mechanical training on the other machines so that they can be versatile in taking care of night and week-end trouble calls.

3. Protect your investment and equipment and contribute to the security of yourself and your employees by using employment contracts.

4. Work out an incentive pay plan which will give your employees as high a wage as you can afford and at the same time keep your employees informed concerning the problems of the business.

PORTLAND SOLONS

(Continued from page 107)

caters who believe the machines may make cigarettes more available to juveniles. Supporters claim the opposite.

When first proposed, the ordinance required a \$100 fee for the first vending machine and \$1 each for additional machines. Mayor Lee, then public utilities commissioner, opposed the fee as being inadequate, and she and Commissioner William A. Bowes proposed that a license fee of \$100 for each machine would be more suitable.



VICTOR'S CUSTOM-BUILT DELUXE UNIVERSAL

1c or 5c Play

Featuring a greater capacity plus new features for greater operating efficiency and economy. See the Victor line for '49. . . Visit our New Factory.

VICTOR VENDING CORP.

5701-5713 W. Grand Ave.
CHICAGO 39, ILL.

MUSIC HIGHLIGHTS CMI SHOW

MOA To Hold Annual Meet January 18-20

Will Elect New Officers

CHICAGO, Jan. 15.—Music Operators of America (MOA) will hold its first annual meeting at the Hotel Sherman here next week, the meeting being planned so as not to conflict with the program of the Coin Machine Institute (CMI) convention. Initial session is scheduled for 10:30 p.m. Tuesday (18) in Room 118 of the Sherman, while the final session will be held at 11 a.m. Thursday in Room 107.

With George A. Miller, national chairman, presiding, the meetings will include election of officers for the coming year; a number of discussions on increasing income, a talk on profitable route management; an address by Sidney H. Levine, counsel for the organization; reading of the MOA financial report for the past year, and a report on activities of the organization since it was formed at the last CMI show by 68 members of the music machine industry.

One of the most important subjects on the agenda concerns effective means of coping with legislation detrimental to the music field. This discussion will be headed by Levine, who has been devoting much of his time to the problems both in New York, where he headquarters.

Present officers and directors, all of whom are expected to be in attendance at the two meetings, include, in addition to Miller, Al Denver, New York, vice-president; Sidney H. Levine, New York, national counselor; C. L. Bever, Salt Lake City; Jack Cohn, Cleveland; Tom Crosby, St. Paul; Ray Cunliffe, Chicago; Morris G. Goldman, Detroit; Sol Hoffman, Harrisburg, Pa.; Tom Kady, Grand Forks, N. D.; Sol Kesselman, Newark, N. J.; Hirsch de La Viez, Washington; Sam Orenstein, Providence, R. I.; S. C. Pierce, Brodhead, Wis., and Jack Sheppard, Philadelphia.

Bennett Resigns Aireon Post To Join Trans-Vue

CHICAGO, Jan. 15.—John Bennett, factory sales representative for Aireon Manufacturing Corporation, Kansas City, Kan., who has been working out of the firm's Chicago office under Fred Mann, former regional sales manager, this week tendered his resignation. Bennett revealed that he was leaving Aireon to follow Mann to the Trans-Vue Corporation. His resignation becomes effective immediately, and Bennett said he would join Trans-Vue in time to participate in the firm's showing of its new television unit in the Penthouse Bungalow of the Morrison Hotel during the CMI show.

Bennett's resignation, following on the heels of Mann's departure from Aireon, left that firm's Chicago headquarters without management. Ed King, chief engineer for Aireon, flew to Chicago early this week to take over until Bernard D. Craig, general sales manager, could make arrangements for replacements. For the CMI show, Craig, heading a factory representation, will take over the firm's activities at Morrison Hotel.

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 GRAB WAX TALENT. Record companies are moving into high gear in signing new artists.

HEIDT MULLS FLIER INTO DISK BIZ, DICKERS WITH OBERSTEIN. Radio and band showman Horace Heidt planning to enter the record business, possibly with Eli Oberstein, chief of Varsity.

EXTRA 'HIT PARADE' ISSUE. Forty-five-cent Varsity label in a special release is offering the 10 Hit Parade tunes on five records.

KING RECORDS EXPANDING RACE ROSTER. Prexy Sid Nathan pacts new talent.

DECCA TO PUT BRUNSWICK OUT ON CORAL LABEL. Entire Brunswick catalog to be made available to dealers.

ROYAL "ROOSTERS" AFTER BISCUITS. Bop bistro to go into the disk business.

SEECO, L. A. DISKERY, PREPS MARKET HYPO. Heretofore limited to Latin American wax, diskery now prepares hot sides for Yankee market.

Trans-Vue Corp. To Debut Tele System at CMI Show

CHICAGO, Jan. 15.—Music operators at the Coin Machine Institute (CMI) show here Monday thru Wednesday (17-19) will get an opportunity to examine a new commercial television receiving system manufactured by Belmont Radio Corporation, subsidiary of Raytheon Manufacturing Company. The tele system, designed for use with any model juke box, will be marketed nationally by Trans-Vue Corporation, newly formed Chicago firm headed by Rudy Greenbaum. The system will be displayed during the convention at the Penthouse of the Morrison Hotel.

The Trans-Vue system consists of a master control unit which may be mounted anywhere in a location and which in turn will control as many as 10 remote viewing units. The Trans-Vue "Entertainer" uses two sizes of viewing units—one giving a 77-square-inch picture, the other a 134 square inch. The units employ direct-view tubes.

Greenbaum, formerly vice-president and sales manager for Aireon, is president of Trans-Vue. Fred Mann, Chicago, and Ben Palastrant, Boston—both until recently sales managers

for Aireon (*The Billboard*, January 8)—are vice-presidents of Trans-Vue. Morris Alexander, Chicago attorney, is secretary. Greenbaum and Mann, with M. J. Smith and Paul Lannard, both of Indianapolis, comprise the board of directors. Smith was formerly treasurer of Packard Manufacturing Company; Lannard, now president of Lannard Engineering, has been associated with Wurlitzer and Packard and in an advisory capacity with Aireon. Trans-Vue was chartered as an Illinois corporation December 24, 1948.

The viewing units, to be mounted on the wall in any number needed to obtain adequate coverage, are connected by coaxial cable to the master tuner. The tuner, with three control knobs, completely controls sight and sound. Where the operator wishes to use the amplification system of his present juke box, a universal adapter with a four-wire connection is supplied. Used this way, sound accompanying the tele program can be heard only when coins are deposited in the juke box, altho the picture remains on the screen at the (See *Trans-Vue Corp.* on page 132)

Detroit Ops No Longer Foot Location Tax Bills

DETROIT, Jan. 15.—Payment of location fees by an operator was condemned as unethical, and the tax was placed squarely on the shoulders of the owner, by action taken Monday by the board of trustees of the Michigan Automatic Phonograph Owners' Association (MAPOA).

In effect, this removes a certain annual tax burden from the shoulders of any operator who felt obligated to pay it, because of good-will relations with the location owner or for competitive reasons. The move is also a step toward increasing income of operators in the future.

According to a resolution adopted by the organization, "any member found guilty of purchasing for, or assisting in the purchase of any license, local or federal, for any location owner shall be fined \$250, or suspended from the association at the direction of the board of trustees."

The MAPOA has fortified itself with confirmation of its position by authorities, both local and national. In connection with the annual federal tax, a letter was obtained from M. E. Swanson, chief of the Wages

and Excise Tax Division, Internal Revenue Bureau here, stating that the tax is to be paid by the location owner according to law. However, according to Roy W. Clason, business manager of MAPOA, little difficulty has been experienced in the past over this particular fee.

Local Tax

The trouble has been the local annual fee of \$7.50 for each machine. When this was originally passed several years ago, the MAPOA assisted the Detroit Police Department in distributing applications for the licenses when the police felt that they could not divert personnel from more urgent tasks for this purpose. As a result, many location owners called upon the operators to take care of the licenses for them. This commonly meant that the operators took the money out of their own pockets or the machine coin box.

Payment of this fee by the operator was considered to be an almost universal practice when it was first adopted. However, since that time, (See *Location Taxes* on page 132)

Mfrs. Intro New Machines At Chi Meet

Stress Coin Television

CHICAGO, Jan. 15.—Music machines and coin-operated television will be among the highlights of the exhibits to be seen by visitors to the Coin Machine Institute (CMI) show here starting Monday (17) and running thru Wednesday night. While four of the music machine manufacturers will not be among the exhibitors, at least two others will introduce new models, and new coin-operated television units, alone and in combination with music machines, will be featured in the exhibit at the Hotel Sherman and at the Morrison Hotel.

Also competing for operator-attention on the show floor will be five record manufacturers, three needle firms, and one title strip organization.

New Units

In the music machine ranks, two manufacturers will introduce new models at the 1949 show. The H. C. Evans & Company exhibit, which will be held at the Morrison Hotel in Suites 639-40, will feature the firm's new Constellation, which it recently purchased from Mills Industries. This unit has been completely redesigned, and features a new custom-built cabinet as well as mechanical improvements. Evans has stressed that the Constellation is a custom built unit, and is not in mass production.

Also at the Morrison Hotel will be another new machine, this one to be shown by the Aireon Manufacturing Corporation, Kansas City, Kan., called the 1949 Coronet with Tonar, which is said to "provide music in color." Bernard D. Craig, general sales manager of Aireon, will head the firm representatives who will show the unit, which is priced at less than \$550. Firm will also have its coin-operated television unit on display.

Other music machine and coin-operated radio and television companies which have contracted for space include: Alco-Deree Co. (wall box); Ambassador, Inc. (phono front); AMI; Buckley Music System, Inc.; Coradio (coin radio and coin television); Encore Manufacturing Co. (wall boxes); Solotone Corp. (radio, music system and television); (See *Music Highlights* on page 132)

Texas Tele

HOUSTON, Jan. 15.—Just as it has come to other cities and States throught the country, tavern television is now beginning to appear here, and in several other Texas areas, with operators set to get their first taste of the video competition in their music machine locations. Many location owners here are testing the television receivers to see just how the patron's interest divides between the screen and the juke box. Others are watching the initial experiments before becoming involved themselves. To date, there have been no attempts to try coin tele, but several of the units are going to be tested by juke box operators it was said.

WHICH WAY COIN TELE?

By
NORM WEISER

Ops still "watch and wait" as coin
machine manufacturers finally show
interest in pay-as-you-watch video.

AFTER more than one year of on-location experience, the future of the coin-operated television industry is still a matter for conjecture, with operators no closer to an answer than they were when the horns tooted and 1948 was born. For, by the very nature of the video medium, it has been necessary to place the cart before the horse—to test and experiment with coin-operated receivers in areas already flooded with non-coin units where the patron was given his television fare for free. Too, the tests have, in most cases, been conducted in areas where operators had been hard hit financially, mainly thru rising costs and sliding grosses and were in no position to purchase, on a large scale, the available coin television equipment. Thus, when analyzed, most of the results have been inconclusive when projected on an industry-wide basis.

There is little doubt that television, as an entertainment factor, is here to stay. But television in the public location, and television in the home, are two different matters. And, in attempting to look into the future, this becomes an important consideration. For as the home sets increase, interest in the public location sets will decrease, say those operators who have had occasion to follow this trend. And as the interest in public location television decreases, the competition to the juke box also decreases. There can be no doubt that the use of home receivers is increasing at hurricane speed, and manufacturers anticipate the continued sale of sets at an even greater speed during the current year.

Here To Stay

However, no matter how widespread home television becomes, many of the operators who have been faced with television competition feel that altho this competition will decrease, it will remain. And, as long as their equipment (music machines, pinball games, etc.) remains idle for even a few hours each day, they will be forced to look for supplementary income to take up the slack.

It is in this fact that coin-operated television has its strongest opportunity.

Disregarding for the moment the barriers that face the coin-operated television industry in the future, operators are now more interested in two basic factors: (1) financial investment involved, and (2) patron interest and gross income.

With music machines listing from \$545 (Filben Maestro) to approximately \$1,000 (Wurlitzer, AMI, Seeburg) the average operator of this type of equipment is finding the sledding rough, for his supply costs are also up, and his firm overhead has risen two and threefold since the pre-war days. In order to replace obsolete equipment, he must, as a rule, go even further into debt with the odds heavily against his chances of pulling out of that debt in less than 18 months. He has studied the possibilities of selling his product for 10 cents, and in practically every instance has rejected the move, for he knows the public has been educated to pay a nickel for their music.

Now he is faced with television. Many of his locations put in their own receivers, on a non coin-operated basis, and his juke box, in these locations, stands idle during an entire afternoon as the patrons watch a baseball game, or during lush evening hours when a boxing match or hockey game is televised. His gross dwindles, but his costs continue on an upward path.

This operator, whether he is working in New York, Chicago or Los Angeles, has felt television competition keenly. More importantly, this competition came at a time when he was facing sharply reduced grosses over the wartime incomes, and, once again, continuing upward costs in all phases of his operation. The combination of television and costs, in many cases spelled disaster to a formerly successful operation.

Late in 1947 the operators in New York, where television had appeared in most of the better locations, were given their first look at coin-operated video. H. F. Dennison, then president of Videograph, Inc., held a showing of his unit, sans juke box but including an Emerson television receiver in a mirrored cabinet, into which an operator could fit his own music machine mechanism. At the same time Al Bloom, long-time operator and president of Speedway Products, Inc., introduced his Tele-Juke, a Wurlitzer juke box with a television receiver mounted on top the cabinet.

The initial interest in both units was high, the purchasing by operators of these units was negligible. And, peculiarly enough, it wasn't the cost factor which was behind the hesitant attitude of the operators. Many felt that it was "too late," that customers would not pay for television entertainment after having had it given them for free for the past year or so. They wanted to see it tested first before they purchased units themselves.

These initial tests were made, and while inconclusive, did raise grosses as much as two and three times what the juke box alone had taken in. But most operators did not want to purchase equipment on the basis of the few tests which were run.

Present Picture

Today, approximately 15 months after the coin-operated television sets made their initial appearance, the price and production picture stacks up as follows:

Videograph has produced sets steadily, altho the firm itself has undergone physical changes, with Dennison stepping out to form his own company, and the firm adding a Filben music machine chassis to the unit so that a complete television-juke box combination is now offered. List price on the unit is \$1,695. Production figures for '48 are not available. However it is known that the unit has made headway in the New York area, and also appeared in other television centers in the East, including Boston and Philadelphia.

Al Bloom reports the Speedway Products Tele-Juke (trade name) lists for \$1,175. More than 200 units were produced in 1948, and Bloom expects to more than double this figure during the current year.

New York Television Company has put out units with soundless screens, with the sound available only thru wall boxes. A 15-inch tele set and 15 wall boxes in a normal installation list for \$845. The firm reported it had put out 217 units during the past year, but said it would practically suspend this phase of its activity in '49 to concentrate on hotel rental sets.

Rex-Lee Enterprises, New York, makes a Tele-Timer unit which is an adapter assembly that can be installed in any juke box and will control standard commercial tele sets thru the juke box mechanism. The Tele-Timer lists at \$49. It was introduced only recently, and firm officials report that 20 units have been produced, but quantity production is ex-

pected during the current year.

Solotone Corporation, Los Angeles, manufacturers a wall box which can control television sound. No production figures available.

Aireon Manufacturing Company, Kansas City, Kan., in the late fall of 1948, introduced its combination Coronet-RCA television package. A separate tele receiver was made available, sans sound, with direct connections to the music machine. Available in 10 and 12-inch screen sizes, firm hopes to also have a 15-inch set this year. Here too no actual production figures are available.

Finally, a newcomer to the field, to be known as Trans-View Corporation (Chicago). While new in so far as its activity is concerned, this firm is packed with coin machine know-how. President is Rudy Greenbaum, formerly sales manager of Aireon, and two vice-presidents are Fred Mann, pioneer operator and later regional sales manager for Aireon, and Ben Palastrant, also a regional sales manager for the juke box concern.

Trans-View has made an agreement with Belmont Radio by which it will handle a master tuner plus remote screens (78-inch and 130-inch) which will be coin-operated thru any type of juke box. One tuner, plus one 78-inch screen will list for approximately \$500, while additional viewers will cost about \$250. These are in production and available now.

For complete details on the Trans-View corporation, see separate story in Music Machine section of this week's issue of *The Billboard*.

Future Production

That there will be no such highballing of coin-operated tele to popularity as has happened with shuffleboards is almost a certainty. Production in the future, while sure to increase, will, for 1949, still be based on demand, and, because the video field (from a telecasting viewpoint) must proceed slowly, this will have an effect on the usage thruout the country.

There will be newcomers to the

field, and, more importantly, there will be much greater emphasis placed on coin television by experienced music machine companies and individuals during the coming year.

An example is AMI. This firm is proceeding with great caution into the unknown coin-television sphere. It has handmade several combination units, using its Model B machine and a Magnavox table model tele which is set in the top of the juke box. One such unit was tested in Chicago, at a location on the south side of the city. While grosses jumped, the operator who placed the unit on test, the location itself and the manufacturer realized that much of this increase (far beyond what that type of a location could be expected to sustain) was due to other operators playing the unit, plus the natural novelty appeal to regular patrons. Other tests will follow the one in Chicago, and AMI officials expect to learn much more about coin-operated television from the operators who will see their test unit at the CMI show this week.

Other leaders in the music machine manufacturing field are also looking to coin-operated television as a future production item, but, like AMI, are proceeding with caution.

Operator Views

During the past year *The Billboard*, in exploring business trends in the music machine field, reported extensively on operator reaction to coin-operated television. While practically all operators who were meeting television competition agreed that it had bitten into their incomes, they were, for the most part, hesitant about entering the coin-operated field.

Just a few more of these more or less typical reactions, are herewith presented. Tom Workman, vice-president of the Co-Operative Music Operators of Southern California, and an operator himself, states:

"We are waiting to see what the manufacturer has to offer in television as a coin-operated machine. Video hurt for awhile but I believe the interest is now decreasing. Many merchants have become smart and are
(See WHICH WAY on page 128)

• FACTORS INVOLVED •

- 1 Production of coin-operated television sets is limited.
- 2 On-location operating experience is also limited.
- 3 Home set sales have increased sharply, cutting down the emphasis on public location video.
- 4 But television competition, in the juke box location, is here to stay.
- 5 Costs involved in coin-operated television are a major consideration.
- 6 Experienced coin machine manufacturers are now studying and testing new units.
- 7 Operators, on the whole, still maintain their "watch and wait" attitude.
- 8 Taxes may help the future of the coin-television industry.
- 9 But the growth will be slow.

During 1948 . . .

Aireon the Operator's Phonograph

Gave You . . . ✓ PLUG-IN TELEVISION
 ✓ G. E. RELUCTANCE PICK-UP
 ✓ COLD, NEON LIGHTING
 ✓ MICRO-GROOVE (Long-Play)
 EQUIPMENT (Optional)

ALL in a SENSIBLY PRICED PHONOGRAPH!

NOW—for 1949

Aireon PRESENTS SENSATIONAL NEW

T_{ONAR}

Employing the cathode ray principles of radar to make the playing of each record a new and exciting adventure . . . FASCINATING, EDUCATIONAL! A SURE "LOCATION-GETTER"

Plus . . . ✓ ATTRACTIVE COLOR-LIGHTED DOOR
 ✓ COMPACT, COMBINED AMPLIFIER AND CONTROL BOX
 ✓ TWIN MATCHED CINAUDAGRAPH SPEAKERS FOR FULL TONAL RANGE
 ✓ SIMPLIFIED MECHANISM

and STILL in a SENSIBLY PRICED PHONOGRAPH!

Get ahead . . . Stay ahead with

Aireon The Operator's Phonograph!

★ BRAND NEW WURLITZERS
 Model 1050's & 1080's
 In Original Sealed Crates
\$415 1/2 DEPOSIT
 BALANCE C. O. D.
J. J. GOLUMBO & CO.
 Exclusive N. E. Distributors for
 Rock-Ola Manufacturing Co.
 1119 COMMONWEALTH AVE.
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Established proven routes of
COIN-OPERATED RADIOS IN HOTELS OF NATIONAL HOTEL CHAIN
 now for sale in 38 States. Guaranteed 3-year
 lease. Automatic renewal clause. Part or full-
 time operation. Will sell all or part—25 to
 1,000 or more units. See me at Coradio Booth,
 CMI Convention, or write **WITTICK SALES CO.**,
 18445 Fairfield Ave., Detroit 21, Mich.

Which Way Coin Tele?

(Continued from page 126)

turning on their television sets only during special events. This keeps them from losing income from the music machine."

Another West Coast opinion comes from Al Harmon, who states:
 "We have been busy converting our machines to \$8 off the top and a 50-50 commission deal. We received few or no complaints. I have television at home, but I don't see it as an operator's business. One thing—it will require a master mechanic and he will have to be highly paid. When a television set goes haywire now, the merchant cuts it off. If an operator has it, then he (the merchant) will certainly give the operator a service call. This will require a specialist in television. We do not have a single spot with television."

And from a small operator, Sam Brown, Los Angeles, comes a slightly different reaction:
 "I'm only a small operator, but I want to wait and see what happens. I do not think that it will require specialists. A man who can fix a pinball machine can fix almost anything. Any radio technician can have a set playing in an hour—sometimes you can't do that with a pinball machine. Since television is moving into the home, it lessens as a threat to operators. We'll have to wait and see what happens."

Future Outlook

While the future of coin-operated television does not appear to hold any "get-rich-quick" gimmicks at this point, its steady advancement does seem probable.

Taxes, which ordinarily hamper an operator in his activities, may actually help in the case of coin tele. For if a location operator is forced, by law, to pay an amusement tax when he has a television set on the premises (as has happened in some States already) he would prefer to have the television set help pay those fees. Only by operating on a pay basis can the set accomplish this.

Business experts have forecast that prices in the television field will drop sometime during the coming year. With the financial burden already placed on the average operator, present prices are hard to meet. Lower prices might prove to be an attraction to many of the operators who now shy away.

Experienced coin machine manufacturers, by moving slowly and thoroughly testing their products, and the potential of the field, will do more to help the cause of coin-operated television in the coming year than any other single factor. For thru these tests the operators can learn the answers that now fog the picture.

South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly. No Record Wear. No Scratch. Long Life.

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with Southwind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs.
FULLY GUARANTEED—ORDER TODAY

\$11⁹⁵

COMPLETE—POSTPAID

• Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

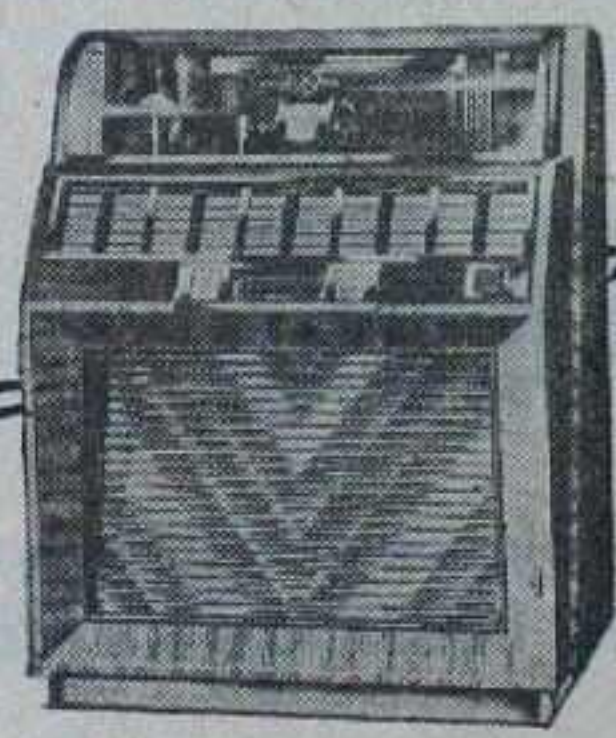
JOBBER'S INQUIRIES INVITED

Phillips Distributing Co.
 2816 Aldrich Avenue South
 Minneapolis 8, Minn.

designed to bring better profits to you and your top locations

Never before have you been able to offer top locations such a revolutionary new phonograph with so many new features that stimulate play and increase profits . . . rich, modern appearance . . . sensational vertical record mechanism . . . holds fifty 10" or 12" records intermixed and plays either side or both sides . . . instant choice of 100 selections all visible at same time . . . plenty of record space for all the latest hit tunes, plus old time favorites, grouped under 5 headings . . . nickel, dime and quarter play . . . 6 individual plays for quarter.

The Amazing New Seeburg SELECT-O-MATIC 100



Let us show you how the Select-O-Matic 100, plus Scientific Sound Distribution and Remote Control, gives you a better deal with your top spots.

SHAFFER MUSIC COMPANY

- | | | |
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| 606 S. High St.
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Charleston, W. Va. | 2129 Main St.
Wheeling, W. Va. |
| 2208 Fourth Ave.
Seattle, Wash. | 1238 S. E. Union Ave.
Portland, Oregon | |

Videograph Will Debut New Model At CMI Exhibit

NEW YORK, Jan. 15.—A new commercial television set, featuring a decorative, illuminated cabinet and suitable for use with a coin adapter, will be introduced by Videograph, Inc., at the Coin Machine Institute (CMI) convention, Miles Forman, manager, announced this week.

The cabinet of the new model, No. 400, will be available with red, green or blue fittings and houses rotating mirrors. A silver crystal panel surrounds the screen. Attention-getting appeal of the set is claimed to equal that of juke and coin amusement games. But the tele screen can be viewed with ease even while the set is illuminated, according to Ernie Hufnagel, Videograph chief engineer, altho the lights can be turned off if desired.

140-Inch Screen

Screen of the new unit is approximately 140 square inches. The set measures 32 inches wide, 25 inches deep and 25 inches high. It will be merchandised thru regular Videograph distributors, with deliveries set to begin immediately after the CMI show, according to Forman.

The unit can be obtained with an external coin box which allows 15 minutes' playing time for each 25 cents inserted. Alternative methods of coin operation are achieved thru the company's adapter. By use of the adapter (The Billboard, October 9) the television set may be controlled thru a juke box, wall box or other personal music set-up.

At its booth at the CMI show the firm will also display its combination television-juke box and two other commercial-type tele sets.

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

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 1/2 deposit, balance C. O. D. Can ship any size order same day received. Write for catalog of complete stock.

Write—Wire—Phone

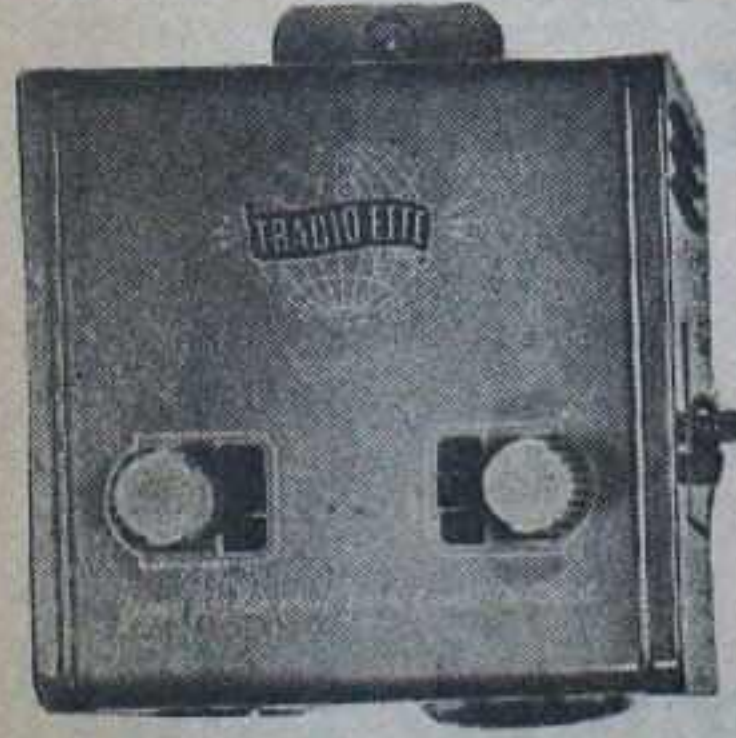
THE MUSIC BOX
 292 Madison Memphis, Tenn.
 Tel.: 37-7701

AVAILABLE 300 R.C.A. RADIOS

COIN-OPERATED

ORIG. CARTONS \$33.95 Ea.
 F. O. B. Chicago
 Subject to prior sale.

BRADLEY ASSOCIATES
 1652 N. Damen Ave. Chicago, Ill.
 Phone: ARmitage 6-8198



TRADIO-ETTE

The Dime-Operated Hotel Radio
 For a Limited Time
 SPECIALLY PRICED AT ONLY

\$29.95 EACH IN DOZEN LOTS

This six-tube, RCA licensed receiver carries a standard RMA guarantee; has simple wall mount, slug rejector, pick-proof lock and timer that can be set for 15-minute, 30-minute or 1-hour operation.

A REAL PROFIT MAKER. ORDER YOURS TODAY FOR IMMEDIATE DELIVERY

TRADIO, INC. ASBURY PARK, NEW JERSEY
 PHONE: ASBURY PARK 2-7447

GIVE TO THE DAMON RUNYON CANCER FUND

Biggest news ever for Music Operators!

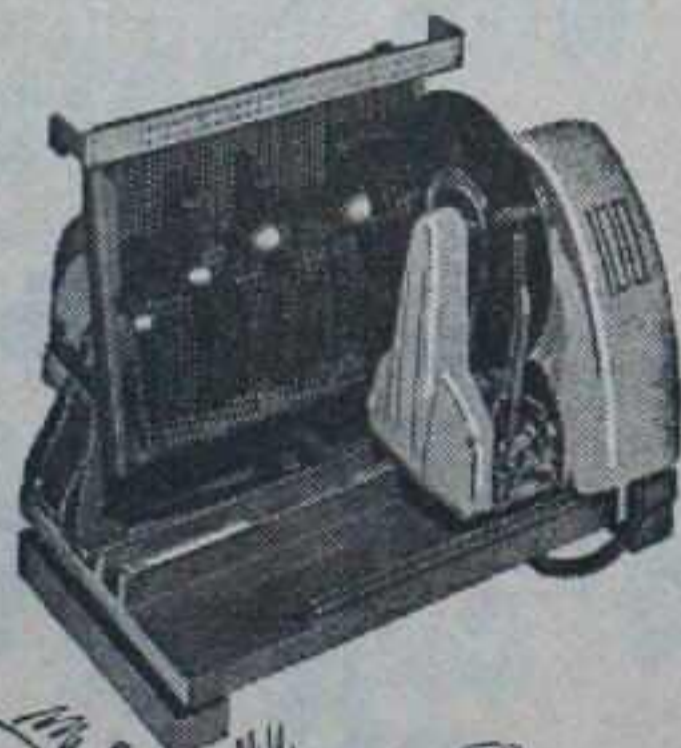
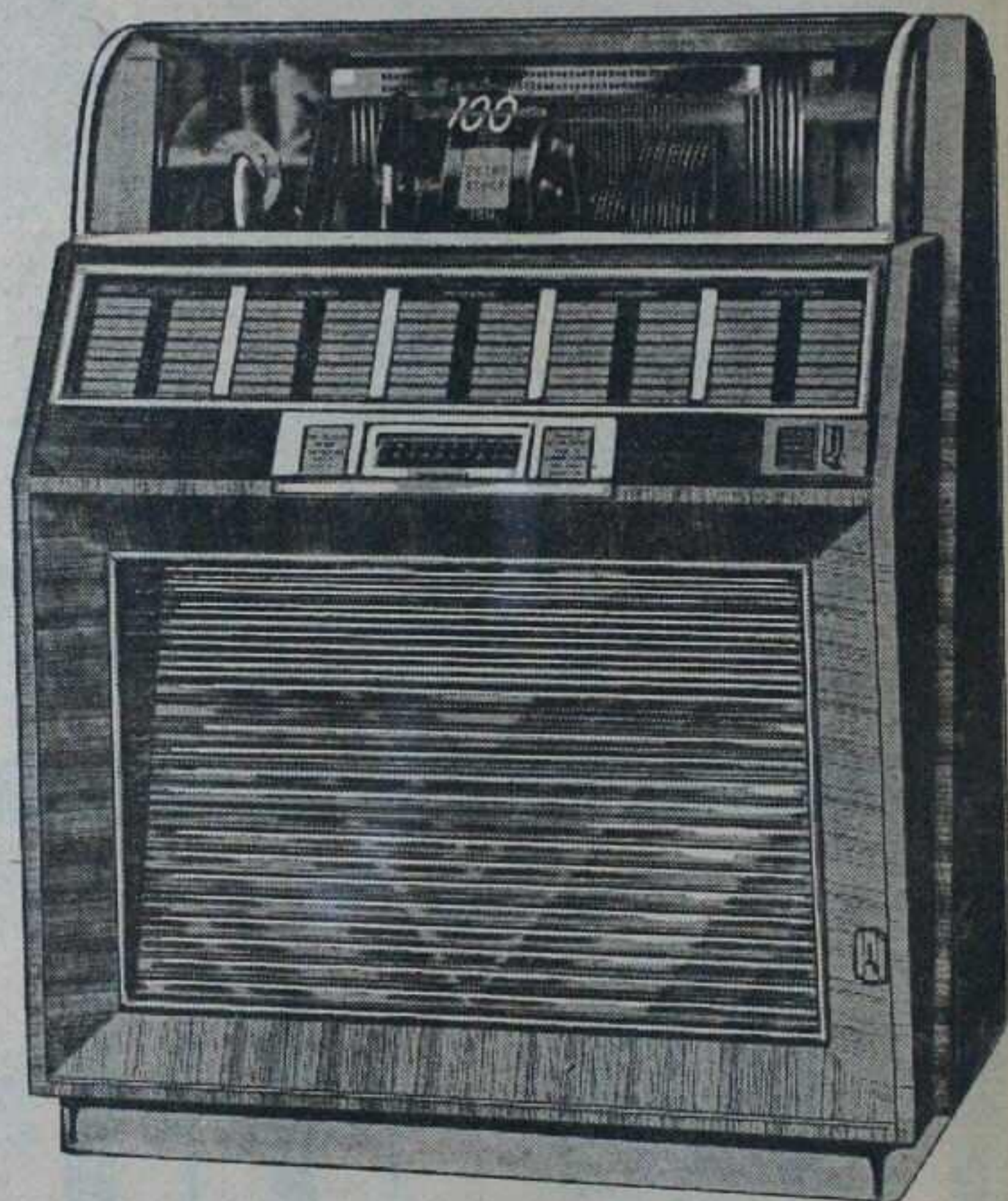


Seeburg "SELECT-O-MATIC 100" MUSIC SYSTEMS

YEARS AHEAD OF EVERYTHING IN COIN-OPERATED MUSIC!

THE MECHANISM IS IN FULL VIEW!

Year after year Seeburg has introduced new perfections in coin-operated phonographs... to gradually include all features operators have asked for. The new Seeburg "Select-O-Matic 100" is absolutely the last word, the most brilliant achievement in commercial music. The revolutionary "Select-O-Matic 100" has everything. Not 20 or 40 selections... but 100 selections... 10-inch and 12-inch records may be mixed... selections may be catalogued in logical groups: (1) hit tunes, (2) old favorites, (3) waltzes and polkas, (4) fox trots and rhumbas, (5) classical music.



- ★ The public will thrill to watch the mechanical brain play 10-inch and 12-inch records vertically... either side or both sides with the same pick-up arm... in full view.
- ★ The "Wall-O-Matic 100" represents the most amazing remote selection system you have ever seen! 100 selections... visible 20 at a time. Single coin chute for nickels, dimes, quarters. 6 individual plays for a quarter. Push-button panel permits easy selection... uses only 20 push-buttons for 100 selections!
- ★ Strikingly beautiful appearance! The "Select-O-Matic 100" is brilliant in appearance with the top section providing full view of the Select-O-Matic mechanism. 100 selections visible at same time! Cabinet is luxurious wood veneer that skillfully blends with the animated grill that sends forth a constantly changing pattern of soft lights.

S. H. LYNCH & CO.

Exclusive Southwest Seeburg Distributors

★ Dallas, Pacific at Olive
★ Houston, 910 Calhoun Street

★ San Antonio, 241 Broadway
★ New Orleans, 832 Baronne Street

★ Oklahoma City, 900 North Western
★ Memphis, 1049 Union Avenue

CMI Visitors Offered Extra Fun, Showings at Chi Meeting

(Continued from page 74)

house daily at its plant, running from 10 a.m. thru 4 p.m. To facilitate travel back and forth from the Sherman to the West Lake Street plant, a special limousine service will be used every half hour from each point. A tour of the production line will be conducted every hour at the plant by Jennings personnel. Entertainment and refreshments will be offered to visitors making the visit to the firm's headquarters.

The newly formed Standard Coin Machine Company (see separate story in this issue), in addition to its exhibits in Booths 25 and 26, will also hold open house in a suite of rooms on an upper floor of the Sherman. In addition to showing its 10 consoles, Dick Wiggins, firm president, stated food and refreshments would be available in the suite.

Exhibit Supply, one of the major exhibitors on the convention floor, with 6 booths from 147 thru 152, will also hold open house at its West Lake Street plant daily from 10 a.m. thru 5 p.m. Visitors at the plant will find refreshments and food on hand, and will also be able to see the production lines.

J. H. Keeney & Company, holding down Booths 42 and 44 at the convention, is planning a gala open house party at its plant, where the firm's electric cigarette vender will be shown, along with a new line of consoles. Official hostess at Keeney will be Bette Thomas, the Keeney cigarette girl. Food and refreshments will be served.

Morrison Hotel

The Morrison Hotel, two blocks to the south of the Sherman, will be the headquarters for several coin machine manufacturers not showing on

the convention floor, as well as for several firms with regular exhibits at the Sherman.

H. C. Evans & Company will be in Suites 639-640, where they will unveil their new music machine, the Constellation, and will also show other products in their regular line. In addition to the Morrison Hotel set-up, the firm will hold open house at its factory.

Rock-Ola will show its music machine and shuffleboard at the Morrison Hotel downtown headquarters, and will have an open house at its North Kedzie Avenue headquarters during the run of the show.

AMI, which will show its Model A and Model B juke boxes, and an experimental television—juke box combination in its four booths at the Sherman (37, 38, 39 and 40) will also maintain headquarters at the Morrison. Firm had scheduled a distrib meeting for Sunday (16) at the Morrison headquarters, with a cocktail party and dinner to follow the business sessions.

Tele Exhibits

Aireon Manufacturing Company, introducing its Coronet with Tonar, and showing its television unit, will headquarter at the Morrison with officials from the firm's Kansas City headquarters, including Bernard D. Craig, general sales manager, acting as hosts.

Trans-Vue Corporation, a new entry in the field, takes over the Penthouse Bungalow at the Morrison where the firm will show its new coin-operated television set (see separate story in music machines department). Rudy Greenbaum, president, and Fred Mann and Ben Palastrant, vice-presidents, will be on hand to show the new unit to operators.

Illinois Simplex Distributing Company will have its convention head-



JUKE BOX JOINS the fight against infantile paralysis as Chairman Walter C. Drum, National Foundation for Infantile Paralysis, receives the keys to the Senator Hotel's music machine. The Atlantic City hostelry's executive, James E. Reed, who is handing over the keys in the above picture, urged operators all over the country to join in the campaign which starts this month.

quarters at the Bismarck Hotel in Suite D, third floor. Firm's entire line will be shown. Illinois Simplex headquarters on South Wabash Avenue will also hold open house thru the run of the show.

Victor Vending Corporation will hold open house at its factory on West Grand Avenue and will, at the open house, unveil its new Hi Pop popcorn unit.

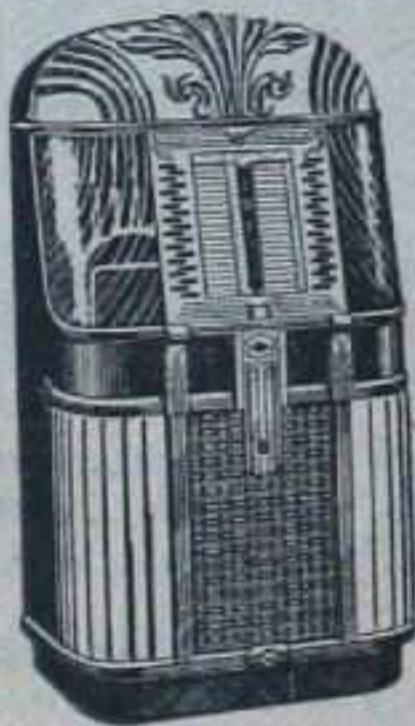
Columbia Products Corporation will

hold an open house at its headquarters on the near North Side (LaSalle Street) and will have on display its complete line of coin-operated radios.

While United Manufacturing Company will have its regular display space at the CMI exhibit, firm officials anticipate an extra heavy run on the plant with operators and some distributors taking their first look at the new 70,000-square-foot factory in North California Avenue.

• 20 RECORDS

40 SELECTIONS



AMI is

3

Times as
Good a Buy!

because while
other phonographs are
losing 75% of their value, the AMI
can still sell at 75% of its original price

AMI Incorporated

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

SEE THE AMI EXHIBIT AT THE COIN MACHINE SHOW — BOOTH NOS. 37, 38, 39, 40



Seeing is Believing...

for the latest and best, see and hear

**The Music Equipment
that is the answer to the
Operator's Prayer**

**at the Penthouse Bungalow
Morrison Hotel, CHICAGO
January 17-18-19**

Salem Juke Ops Oppose New Tax

SALEM, Ore., Jan. 15.—Alderman Tom Armstrong, co-owner of two ride manufacturing concerns here, is spearheading a campaign against a proposed increase of city licensing fees on coin-operated music machines.

Armstrong contends the suggested levy of \$60 annually for each machine is entirely too high.

Trans-Vue Corp. To Debut Tele System at CMI Show

(Continued from page 125)

location's pleasure.

If the unit is to be used as a non-coin-operated system, a remote audio amplifier will be furnished. Greenbaum said a master tuning unit with one remote viewer (77 square inch screen) will sell for approximately

\$500 complete with universal adapter pack. Additional remote viewers, which contain tube and power pack but no audio equipment, are expected to sell for approximately \$250. Greenbaum said the units carry a 90-day guarantee against defects.

Greenbaum and Mann said they will market the commercial tele system thru distributors who will direct their sales activities toward the music operator.

The remote viewers, Greenbaum said, will be installed in locations to give maximum visual coverage. The remotes are best located at a height of eight feet, tilted downward from the wall at an eight degree angle. Since 10 remotes can be attached to a single master tuner, Trans-Vue points out that any location can be completely covered to give a clear picture from any angle.

Trans-Vue has opened temporary offices at 20 East Jackson Boulevard, Chicago, pending a move into the Merchandise Mart some time next month.

Location Taxes Out in Detroit

(Continued from page 125)

with the changes in the income picture in the juke box field—with Detroit boxes all operating at a nickel—the number of such payments has dropped, until it is now estimated to apply to only about 50 per cent of the ops, according to Clason. The practice will now be discontinued entirely by the action of the MAPOA.

A letter was also secured from Sgt. Charles V. Schwartz, of the police license bureau, with the approval of Supt. Edward Morgan, pointing out that the city ordinance places the tax upon the location owner, and not on the machine operator, and that, under the new policy, "all applications for licenses will be distributed to the individual establishments by the precinct license officer, and must be approved by the precinct police inspector."

The license bureau was recently switched in the police organizational set-up and placed under the direction of Inspector Herbert W. Case, who formerly headed the censor bureau. He will now have charge of both divisions.

It has been police department policy to discourage any juke box operators from "assisting" the location owners in the securing of licenses. Presumably, according to Clason, the operator would be considered a partner with some degree of interest in the license if he so assisted the location owner, and, in the event that the location license was challenged for any reason, the operator would find himself likely to be a party to revocation proceedings as well. Since the local precinct approval will now be required on all licenses, it is the intent of the department to make the local merchant or location owner the responsible party for the proper operation of his premises.

EVERY OPERATOR

Must Know That Television Is Here To Stay!

• Every tavern location of yours must install television sooner or later. Experience proves that no one gets excited about ordinary television any more. **EVERYONE DOES GET EXCITED ABOUT THE GIANT TRADIOVISION 3'x4' PICTURE.** Taverns need Tradiovision to attract crowds and keep them coming back!

• **TRADIOVISION IS A NATURAL FOR EVERY ONE OF YOUR TAVERN STOPS, AND YOU ARE A NATURAL TO SELL IT TO THEM!**

• The new 1728 square inch Tradiovision set is the result of more than two years' development. The Tradiovision picture is a bright, sharp, clear picture that can be seen by everyone from any angle for perfect reception **DAY OR NIGHT!**

• Tradiovision is easily installed and the screen can be framed right into the wall with all controls placed behind the bar. Tradiovision is trouble free! Tradiovision is unconditionally guaranteed for one full year! Tradiovision is new, completely different! You've never seen anything like it.

• Write, Wire, Phone immediately for full details of how to make money with Tradiovision.

• Attention, Distributors—Some choice territories still available—write concerning yours now!

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RADIO, Inc.

Asbury Park, N. J. Phone: Asbury Park 2-7447

YOUR PATRONS GET
100 SELECTIONS TO CHOOSE FROM
in the Sensational NEW

SEEBURG SELECTOMATIC "100"

Multiple Selection — New Playing Appeal — Brilliant Modern Appearance — Fascinating Exposed Mechanism — Scientific Sound Distribution and Remote Control. **ORDER NOW FOR PROMPT DELIVERY.**

EXCLUSIVE SEEBURG DISTRIBUTORS

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N. C. M. D. A.

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Tel. Liberty 2-9469

YOU'RE INVITED

to visit our large show-rooms at

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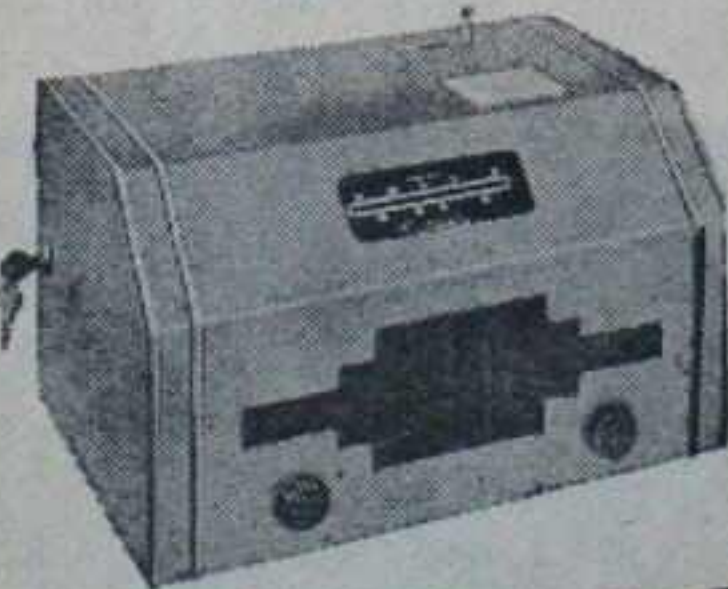
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COIN OPERATED
RADIOS for . . .
HOTELS • BARS
RESTAURANTS
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Less Than 5
Minutes North of
the Loop

COLUMBIAN PRODUCTS CO.
505 N. LaSalle St. • Chicago 10, Ill.



Music Highlights CMI Show; Mfrs. Introduce New Machs.

(Continued from page 125)

Videograph (coin television, alone and in combination with music machines); Pantages Maestro Co. (wired music, telephone music system and television); Trans-Vue Corporation (coin television—see separate story in this section), and Rock-Ola, which, together with Aireon, Evans and Trans-Vue, will be at the Morrison Hotel. Rock-Ola, in addition to showing its music equipment, will also feature its shuffleboards in its display.

Supplier Activity

The five recording companies which are scheduled to have a display at the Hotel Sherman exhibit headquarters include Capitol Records, Inc., Coral Records, Decca, King Records and RCA Victor. Several other manufacturers will have their Chicago distributors on hand to meet with visiting operators, but had not contracted for booth space at the show.

Needle manufacturers scheduled to display at the Sherman included Permo, Inc., Aero Needle Company, and the M. A. Miller Manufacturing Company.

Star Title Strip Company, Inc., suppliers of title strips, will also have an exhibit at the show.

Missing from the ranks of the exhibitors will be the J. P. Seeburg Corporation (which never participates in the show proper). This firm has, thru its distributors throughout the country, been introducing its new Select-o-Matic unit, and operators can see the unit by visiting the firm's headquarters here in Chicago. Philben, Wurlitzer and Packard will also be absent from the exhibitor ranks, but these firms will all be represented at the show by officials who will visit the Sherman. However, local

distributors will have the units on hand to show visiting operators who visit them.

With the Music Operators of America (MOA) holding their annual meet in conjunction with the CMI show, a record turnout of music representatives is expected at the 1949 convention. With the industry showing an upsurge in gross income after a year of rough sledding, they are expected to shop around, although sales in any kind of volume are not anticipated.

Too, due to the ever-increasing growth of television, operators who were affected by this type of competition for the first time during 1948, and will be hit during the coming months of '49, will see a heavy increase in the number of coin-operated television devices displayed this year. Here too, however, no volume sales are expected, due to the "watch and wait" attitude which the operators have shown on this score.

For the Finest in Record Reproduction Use

G. E. Magnetic High Fidelity
LIGHTWEIGHT PICKUP

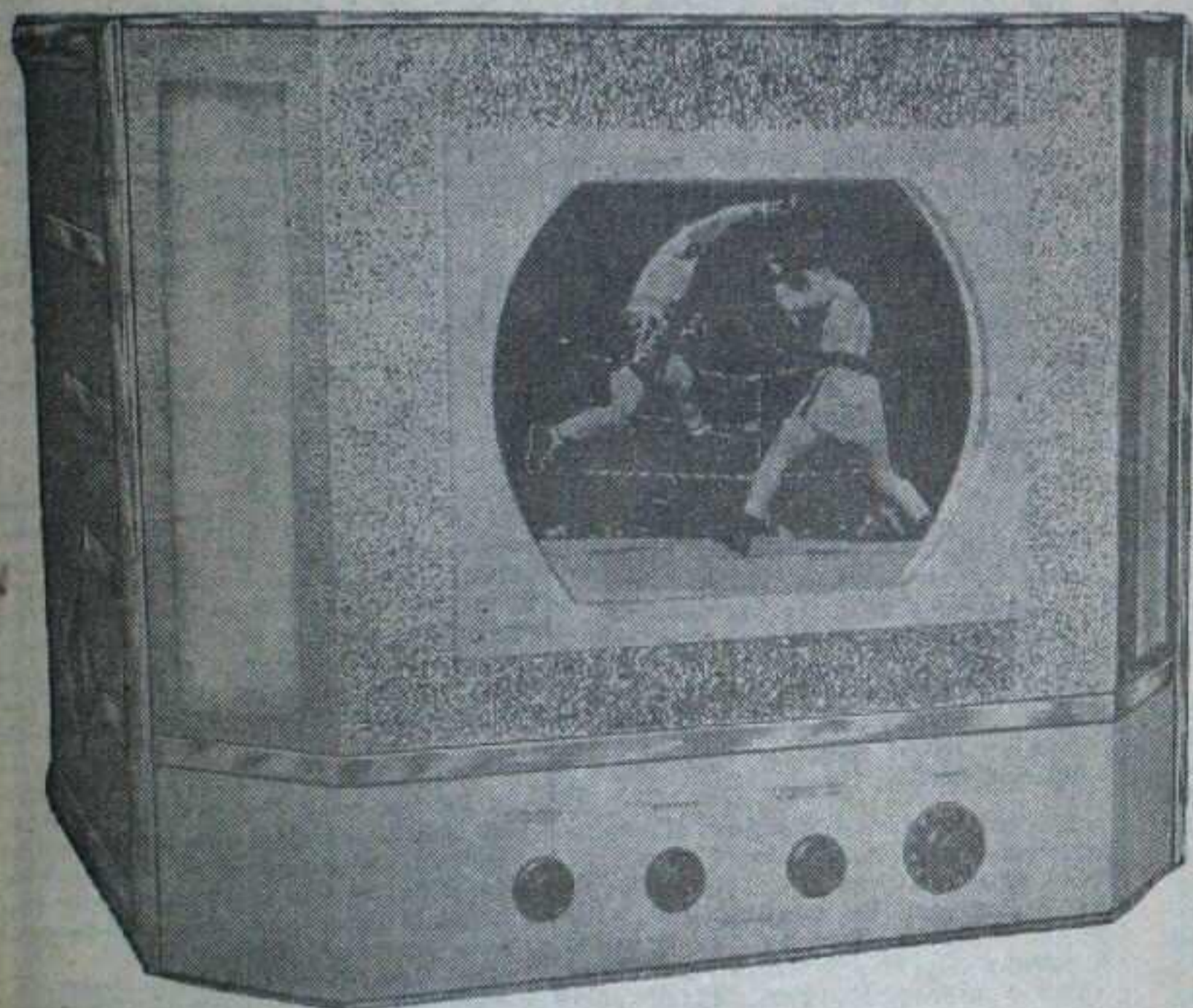
- No Needle Scratch
- Only 1/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer
Seeburg
Rock-Ola
AMI
Elec. Cancel \$4 extra
Also other makes.
ADVANCE MUSIC CO.
1808 Grand
Kansas City, Mo.



Introducing...

THE NEWEST MEMBER OF THE VIDEOGRAPH FAMILY

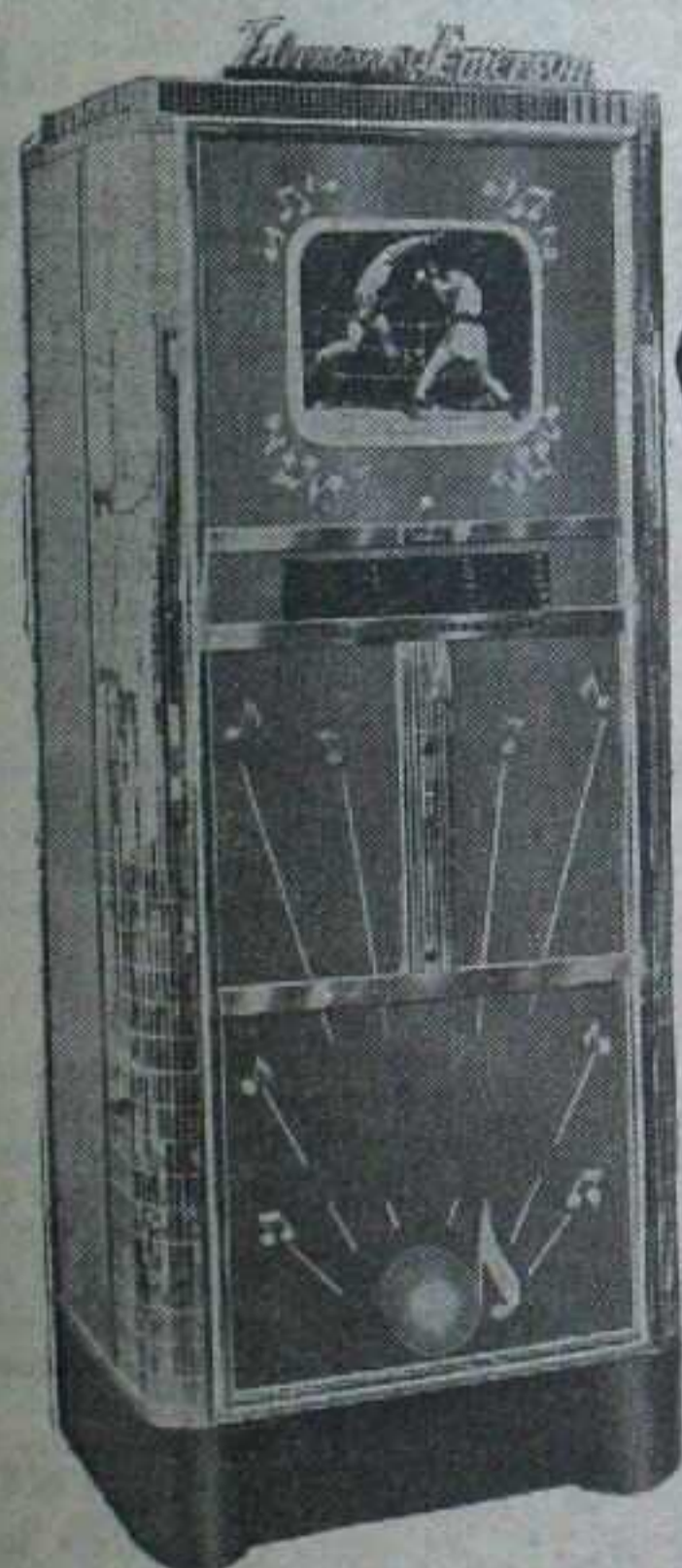


◀ *The 400*

The newest development by the pioneer manufacturer of coin-operated television sets, the Videograph 400, is a quality receiver in a colorful, animated cabinet packed with play appeal equal to the highest producing coin-operated equipment. The 400 is available in a wide variety of bright color combinations, all with moving color wheel lights on each side of the cabinet. Its smart modern appearance will make The 400 the center of attention in any location . . . and the biggest money maker you ever operated.

With the exclusive Videograph adaptor, The 400 and other Videograph models may be used with any type of coin operation . . . a separate wall box controlling both picture and sound; a separate wall box controlling sound only; already installed wall and counter boxes, and juke boxes of any make can be adjusted to have one selection for television; personal type boxes can be set to give patron television sound upon insertion of a coin. **THE 400 CAN BE TAILORED TO FIT ALL TOP LOCATIONS TO PLEASE THEM AND THE OPERATOR PERFECTLY!**

The 400 has a BIG screen equivalent to 140 square inches. The cabinet measures 25"x25"x32".



◀ *The 100*

The First of the Videograph family, the well known combination juke box and television set is the aristocrat of coin-operated equipment. Its breath-taking beauty and earning power top anything previously known to the coin machine trade. Glorious acid-etched colors in the brilliant mirror cabinet, set off with rich leatherette trim draw location owners' praise and players' enthusiasm.



◀ *The 350*

Another colorful Videograph model available in a wide variety of colored mirror, chrome and leatherette trimmed models. The direct view screen measures 122 square inches and with the use of the Videograph adaptor may be coin operated in the same variety of ways as The 400.



◀ *The 135*

A brilliant picture, large screen television receiver in a conventional mahogany cabinet, The 135 makes the Videograph Profit line complete.

GET YOUR SHARE OF TELEVISION PROFITS WITH VIDEOGRAPH: SEE ALL THE VIDEOGRAPH MODELS AT BOOTH 90A OR WRITE FOR INFORMATION . . .

VIDEOGRAPH CORPORATION

601 W. 26th St.
NEW YORK, N. Y.

COINMEN YOU KNOW

Chicago:

With the CMI show almost here, activity at United Manufacturing Company's headquarters has been greatly accelerated. Firm's new game, Baby Face, will be introduced to visiting operators at the show, and many out-of-towners are expected to drop in at the new plant for a look-see. Billy DeSelm, sales manager, and Ray Riehl will be dividing their time between the Sherman and the plant, while Lyn Durant, president, will also be on hand to greet visitors at both places. Herb Oettinger, who is secretary of CMI and entertainment chairman, will be one of the busiest men in the industry while the show is running. DeSelm and Oettinger made a flying business trip to St. Louis recently.

Ed King, chief engineer for Aireon Manufacturing Corporation, Kansas City, Kan., arrived Tuesday (11) and set up headquarters at the Morrison Hotel. Ed will be watching out for Aireon's activities here until firm officials arrive to clear up the personnel problem in this office. John Bennett, factory representative working out of the Chicago office, resigned last week to join his former regional manager, Fred Mann, at Trans-Vue. Bernard D. Craig, general sales manager for Aireon, will be in town for the show, also making his headquarters at the Morrison.

Altho Filben will not be an exhibitor at the CMI convention, William Rabin, president of the Filben Manufacturing Company of Chicago, will be on the convention floor during the three-day session. He expects to meet a lot of old friends who will be visiting here to see the new equipment on display. . . . Mike Imig, Yankton, S. D., operator and president of the State association, was scheduled to arrive Sunday (16) with Mrs. Imig. While Mike is busy looking over exhibits, the missus plans to catch up with her shopping.

High on the list of musts for visiting music men will be the two meetings of the Music Operators of America (MOA). George A. Miller, MOA president, Oakland, Calif., will preside at the annual meeting Tuesday (18). The session will convene at 10:30 p.m. in the Sherman, and again at 11 a.m. Thursday. Al Denver, Automatic Music Operators' Association (AMOA) president and vice-chairman of the MOA, will be on hand, as will Sid Levine, general counsel for the group.

Atlas Music Company recently held school showings of the new Seeburg Select-o-Mat in Rock Island and Peoria, with Nate Feinstein and Joe Klein in charge. Rock Island showing was for ops and servicemen in Western Illinois, while the Peoria school was for reps from the central portion of the State. Last week Klein and Harold Schwartz held an additional showing in Springfield for ops from the Southern part of the State. Atlas sales engineers attending the three showings were Ronnie Krouse and Sid Schneider. . . . Feinstein, after returning to Chicago, reported that Myrle Davis, Chillicothe Amusement Company, has turned songwriter in addition to his operating activities. His first two songs are *Illinois, I Love You* and *Huckleberry Sweetheart*, both of which are scheduled for recording shortly.

Harrisburg:

A record gross of \$78,071.15 from parking meters during 1948, representing an \$11,647.58 increase over 1947, was reported by the city last week. . . . Balmy weather has been a boon to local operators. The usual heavy snows which cover this city around this time of the year have not occurred to date, and as a result music machines, venders and games on location throuth the area have been getting excellent play.

Indianapolis:

Floyd Meeker, of the Meeker Music Company, with Col. David Allerdice and Maj. Paul Wentz, of Stout Field, flew to California where they attended the Rose Bowl game. . . . Mrs. Blanche Janes, of the Janes Music Company, visited Cincinnati, buying records and visiting distributors. . . . James Vize has been added to the mechanical division of the Indiana Automatic Sales Company. . . . Fred Slough, of the Plymouth Novelty Company, Plymouth, Ind., was a coin-row visitor buying parts.

Roy Snodgrass, co-distributor for Rock-Ola Shuffleboard in Terre Haute, Ind., was in buying and booking equipment. . . . Al Coons has been named co-distributor for Rock-Ola Shuffleboard in Evansville, Ind., and adjacent territory by Peter Stone, State distributor for Rock-Ola phonographs and shuffleboards. . . . Richard (Dick) Wilke is the manager of the recently opened branch of the Indiana Automatic Sales Company, Louisville.

The Rock-Ola Shuffleboard city tournament had its first meeting January 11. Sixteen clubs held tournaments in different taverns, with the remaining 16 groups as visitors. All told there are 32 groups participating in the tournament, which will continue Tuesday and Wednesday nights until April 27, when prizes totaling \$1,600 will be awarded.

With record music gaining in popularity with Indianapolis public library patrons, another phonograph equipped with earphones has been received by the library. The new instrument, gift of a local business man, makes possible greater use of the library's collection of 180 albums of classical and semi-classical music. The record lending service, which enables patrons to borrow records, has made a hit. More than 700 records were borrowed during December.

Detroit:

Leon Sniezek, serviceman for the Lemke Coin Machine Company for about 15 years, is in Deaconess Hospital recovering from a stroke, which he suffered Christmas Eve, but may not be back on the job for some time. Manager George Rambaum is doubling up and operating short-handed in the meantime. . . . O. H. (Jack) Feinberg, cigarette machine distributor, was in Indiana on a business trip.

Alfred E. Turner, a newcomer in the coin machine field, is going into the nickel candy bar business on the East Side, starting with a small route under the name of Turner's Vending Company. . . . Gus A. Gustafson, veteran juke box and scale operator, has added a cigarette route. . . . George Koosis, owner of the Dynamic Vending Company, has bought out the share of George Sagrethos, in the Hellenic Vending Company, and moved the firm's headquarters to the North End on 12th Street. Sagrethos has moved south.

Henry Weitz, of the Lynco Coin Machine Manufacturing Company, announces the company is starting the construction of a new building which will be the future home of its Wurla-Ball. . . . Charles Friedenber, partner in the Curtis Coin Machine Company, was the envy of Michigan fishermen last week. He went fishing with Jim Tweedy, of the Curtis service department, near Alpena, Mich. Friedenber used the spear method and landed a 61-pound 8-ounce sturgeon. He claims he had to build a special trailer to bring it home. . . . Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association, is getting a 100 per cent turnout of the trustees for the trek to the Chicago show.

Los Angeles:

Jean and Dolores Minthorne headed for Phoenix, Ariz., for the showing of the new Seeburg Select-o-Matic. . . . Al Weymouth, of Weymouth Service, is back from a trip up the Coast and inland to Fresno, Calif., in the interest of the Electro cigarette machine which the firm handles in the Southern California area.

Dave Gould and Dan Lulkin held open house at the new American Shuffleboard Sales Company headquarters on Venice Boulevard. . . . Jud Lilley, Montebello operator, and Louis De Pello, from the same Los Angeles suburb, were seen on Pico Street. Ditto for W. O. Adkins, of Oceanside.

Ray R. Powers, of the company bearing his name, was getting things in shape for a quick trip to the CMI convention in Chicago. Associate Nels Nelson holds down the home office while he is gone. The firm is now handling the coin-operated Mauser shooting gallery put out by Dale Manufacturing Company of Long Beach. . . . Jack Mallett came in from Pomona to see what was new on coin machine row.

Ed Wilks, of the Paul A. Laymon Company, had Slim Ewing, Bakersfield operator, as a visitor. Ernie Bryant was also in the Laymon headquarters taking more Quizzers back to his Glendale locations. . . . V. J. Spagnol, Long Beach coinman, was seen looking over new equipment. Another recent visitor was D. Rippe, Wilmar, Calif.

A deal to place Keeney cigarette machines in the Vinnicoff chain of local theaters was set last week by Al Silberman in conjunction with Badger Sales. The firm handles Keeney exclusively in Southern California. Maury Feinberg, local cigarette vender, will handle the operation.

Washington:

Pinball machines at the Bethesda Bowling Center, Bethesda, Md., were virtually idle last Saturday altho spectators packed the alleys all day to witness the 19th annual United States Duckpin Bowling Classic offering \$4,000 in prizes. Bob Fisher, of Baltimore, outrolled the nation's top bowlers to score 2,019 and walk off with the \$1,000 first award. The 112 entries set a new record for tournaments in the South Atlantic States.

Marvin O. Blakeney Jr., of Dr. Pepper and Tru-Ade bottling companies, is vacationing in Texas. One purpose of his trip was to drive his mother back to Dallas. She had been visiting for a month at his home in a Washington suburb.

Miami:

Over the holidays, Lou and Mrs. Koren played hosts at their King Cole Hotel to numerous out-of-town coinmen and many of the local distributors and operators. On hand from out of town were Barney and Mrs. Sugarman, Runyon Sales, Newark; Milton and Mrs. Greene, American Vending in Miami and New York; Mike and Mrs. Munves, New York; Dave and Mrs. Friedman, who have moved from Buffalo to Miami; Ben and Mrs. Roden, Washington; Irving and Mrs. Sommers, and Joe Eisen, formerly Wurlitzer distributor in New York.

From Willie (Little Napoleon) Blatt's notebook at Supreme Distributors in Miami — Arthur Pokras, Universal Amusement Company, Philadelphia, in town at the Rio getting a workout with golf and tennis. . . . Jack Cohen, Cleveland, dropped in for the holidays. With the local music men organizing an association, Jack's visit was timely since he helped build the Cleveland Music Operators' Association into one of the country's best groups.

New York:

The yearly trek of local coinmen to Chicago to attend the Coin Machine Institute (CMI) convention began in mid-week as manufacturers left to set up their exhibits. Most jobbers and operators who are heading for Chicago to examine new equipment and exchange experiences with coinmen from other parts of the country left Saturday (15), with the remainder holding travel reservations for Sunday.

Don Magee, Eastern sales representative of Mercury Steel Company, in town last week to confer with Al Blendow, of Blendow & Meyers, newly appointed distrib of the Detroit firm's athletic scale. Just placed on location by ops here, the machines are said to be getting excellent play. . . . Charlie Bernoff, head of Regal Music and vice-president of the Automatic Music Operators' Association (AMOA), is leaving shortly on an eight-week Florida vacation.

Harry Koeppele, who recently formed a new jobbing firm with his brother, Hymie, spends most of his time visiting out-of-town ops in search of good used music equipment. His trips often take him as far as 300 miles away from his Avenue showroom. . . . Sam Sacks, of Uneceda Shine Machine Company, reports that one of his shiners is doing duty at an Arthur Murray dance studio. Additional units may be placed in Murray salons in other cities, says Sam.

Lou Forman, Videograph prexy, flew to Florida early last week to contact his distrib there for the firm's combination television-juke box. Seems that the debut of tels in Florida, long delayed, is about to break. . . . Al Bloom, who operates Speedway-built tele-juke here, reports that the gross on the combo units is holding well. . . . George Seedman, of Rowe Corporation, who is vice-president of the National Automatic Merchandising Association (NAMA), was in Chicago last week for a meeting of top NAMA execs. After the confab he was to leave on a business trip to the West Coast. Ford Mason, head of the Ford Gum & Machine Company in up-State New York and recently elected president of NAMA, also was attending the NAMA meet.

Jerome Kaufman, of the National Association of Tobacco Distributors staff, was in Washington last week to survey the congressional legislative picture now shaping up and its possible effect on the tobacco industry. . . . Morris Rood, of Runyon Sales, took one of his infrequent days off Wednesday (12) because of a cold. . . . Jean Epstein, who handles advertising for several coin machine firms, also was away from her office recuperating.

Columbia, S. C.:

Local ops are enthusiastic about the reception shuffleboard has received in locations in this area. Since pinballs are not operative, they have sought a machine from the arcade ranks with enough appeal to draw. According to Charles Fuller, of Carolina Music Company here, neither baseball nor basketball games filled the bill. . . . Among the novelty items which Fuller said scored at resort locations during the past season were the old-time juke boxes. . . . Music machine biz in the area, Fuller said, is fair. Ops generally are holding their own but can't get excited about receipts.

Shanks Distributing Company here, Carolina distributor for Snivley's Dispens-o-Lator juke vender, reports two new machines doing good business at near-by Fort Jackson. More machines are planned for the army base in the near future. The company is currently working on installations in Charlotte, N. C., according to S. L. Shanks, owner-manager of the company.

ARCADES—STOP AND LOOK

FLOOR MACHINES

2 EXHIBIT MERCHANTMEN DIGGERS, Each	\$75.00
6 EXHIBIT STREAMLINED CARD VENDERS, TOPS and BASES, Each	35.00
2 MUTO, 1942 REELS ON BASES and LIGHT-UP TOPS, Each	85.00
2 CRAB HOROSCOPES ON BASES and LIGHT-UP WITH LOTS OF REFILLS, Each	75.00
1 PEERLESS GRANDMA HOROSCOPE WITH LOTS OF REFILLS	80.00
1 COOL UPRIGHT SCALE, MIRROR FRONT	50.00
1 GOTT, SKEEBALLETTE	65.00
1 1916 SEEBURG PIANO	150.00
1 P.S. TOM TOM	75.00

COUNTER GAMES

2 FLIP SKILLS, Each	\$22.50
3 KICKER & CATCHERS, Each	18.50
6 A.B.T. CHALLENGERS, Each	18.00
1 A.B.T. JUNGLE HUNT	15.00
4 A.B.T. BLUE & WHITE, Each	16.00
20 HOLLY GRIPPERS, Each	11.00
2 PIKES PEAKS, Each	20.00
1 EXHIBIT CARD VENDER, IDEAL MODEL	12.00
1 POP UP	12.00
3 VIEW-O-SCOPES, Each	25.00
3 1948 VEST POCKETS, Each	57.50
1 BAT-A-BALL JR.	15.00
4 SEEBURG HOCKEYS, Each	60.00

All machines in A-1 condition. One-half deposit, balance C. O. D. Prices include crating.

PLAYLAND AMUSEMENT CO.

340 Monroe Ave., N. W., Grand Rapids 2, Mich.

ANNOUNCEMENT

We are converting your Humpty Dumpty into Crown Jewels with a new 16-color backboard glass — the latest action bumper — ten new rebound counters, cabinet repainted with a new beautiful grain job.

Write or wire for prices by the originators of the conversion.

GLICK-WAIN CO.

2618 FRANKFORD AVE.
PHILADELPHIA 25, PA.

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Jan. 13, 1934.—C. S. Darling, manager of the National Association of Coin-Operated Machine Manufacturers, in a talk prepared for the annual banquet of the Amalgamated New York Vending Machine Operators' Association (ANYVMOA), suggested a code for operators. Citing the coin machine manufacturers' Code of Fair Competition which had then passed various conference hearings and was awaiting General Johnson's approval, Darling said it was hoped that operators thruout the country would organize in a common united purpose so that they too could prepare, submit and have approved a code of fair competition for their branch of the industry.

In another talk on co-operation in the coin machine industry, Louis Goldberg, secretary of the Bronx office of the ANYVMOA, said, "The operator's immediate customers, the location owners, are known to all other people engaged in the same business. If open competition should prevail the operators would find themselves in the position of the proverbial Kilkenny cats... they would eat each other up."

An increase in the wholesale price of cigarettes was announced by four leading tobacco companies. Resultant retail price increase was expected to be 13 cents per pack, which was considered inconvenient for venders. Operators, it was stated, would welcome a stabilizing price of 15 cents a pack for leading brands. The advance in price by the big four cigarette producers was regarded as an end to the fight against 10-cent brands which developed during the depression.

Date of the first annual Pacific Coast Coin Machine Trade Show was announced. Scheduled for March 12-14 in Los Angeles, show was to consist of displays by Coast and Eastern jobbers and be held in the grand ballroom of the Alexandria Hotel. A total of 26 exhibits were set for the show. . . . The Chicago Coin Machine Company was preparing to move into new headquarters at 1725 Diversey Boulevard. Demand for games, particularly the firm's Sweet Sally counter game, promoted the decision to obtain larger quarters, officials said.

10 Years Ago This Week

CHICAGO, Jan. 14, 1939.—Ray Becker, J. H. Keeney & Company sales manager, was enthused over the high interest shown at the firm's factory exposition. On display was the Pastime unit, a nine-coin console game featuring a match-point play principle. Spinner-Winner, an eight-coin console-action counter game, was also shown, along with the new payout table, Pot Shot, tagged the "fastest playing pin game ever introduced."

Fort Worth operators were very "diversified route" minded. Reports had it that operation of peanut machines and "expensive consoles" went hand in hand, as did jukeboxes, counter games and the new beverage venders. . . . Pin game operators in the Seattle area were cheered with the ruling by Judge William Hoar that pinball games embodied the element of skill. Judge Hoar based his decision on a previous ruling by Superior Court Judge D. F. Wright.

Sam Wolberg, Chicago Coin Machine Manufacturing Company official, announced the release of a new miniature pin game, Little Dandy, featuring full-size bumpers and a light-up scoring rack. . . . H. L. Baker, president of the Baker Novelty Company, was enthusiastic over a new console racing machine called Baker's Pacers. Game was pneumatic controlled, had seven horses which advanced to a finish line. Winning horse paid odds automatically from 2 to 30 to 100 to 1.

D. Gottlieb & Company prepared to introduce three new games at the CMMA show. Dave Gottlieb described the games as a new type one-ball automatic payout, called Track Record; Fire Alarm, a 5-ball game, completely metered, and Match-It, a counter game. . . . Interest in vending machines using refrigeration was revived during the opening weeks of 1939. Bottled and bulk drink machines showed promise of becoming a leading type of automatic merchandising equipment, trade spokesmen predicted. Ice cream and frozen confection venders were also the subject of "revived interest." Indication of the high interest in vending circles toward refrigerated equipment was seen in the fact that admission badges for the CMMA show also permitted their wearers to visit the All-Industry Refrigeration and Air-Conditioning trades show.

The newly organized Automatic Music Association of New Jersey, Inc., held a meeting and named a new slate of officers, including Everett Master-son, president; Jerome Morris, vice-president; Archie Kass, secretary, and Edward Marks, treasurer. The board of directors included Babe Kaufman, S. H. Barclay and Emmanuel Ehrenfeld. The association maintained its headquarters in Newark, and LeRoy Stein was listed as manager.

Blendow-Meyers Adds New Lines

NEW YORK, Jan. 15.—Blendow & Meyers, Inc., local distributing firm, has taken on the American Shuffleboard Company line, it was announced this week by Hymie Rosenberg, area representative for the manufacturer. At the same time, the outlet disclosed it was now handling the Mercury Athletic Scale, product of the Mercury Steel Company, Detroit.

Territory assigned Blendow & Meyers for American Shuffleboard, comprises New York City and Westchester County. The outlet will handle sales of the Mercury Strength Tester in this city, Long Island, Westchester and Northern New Jersey.

Hankin Takes Over

ATLANTA, Jan. 15.—Morris Hankin announced here this week that he has severed his tie with Jack Lovelady and changed the name of his business to Hankin Distributors. Known heretofore as H & L Distributors, Hankin is retaining his building at 708 Spring Street and keeping intact his personnel force.

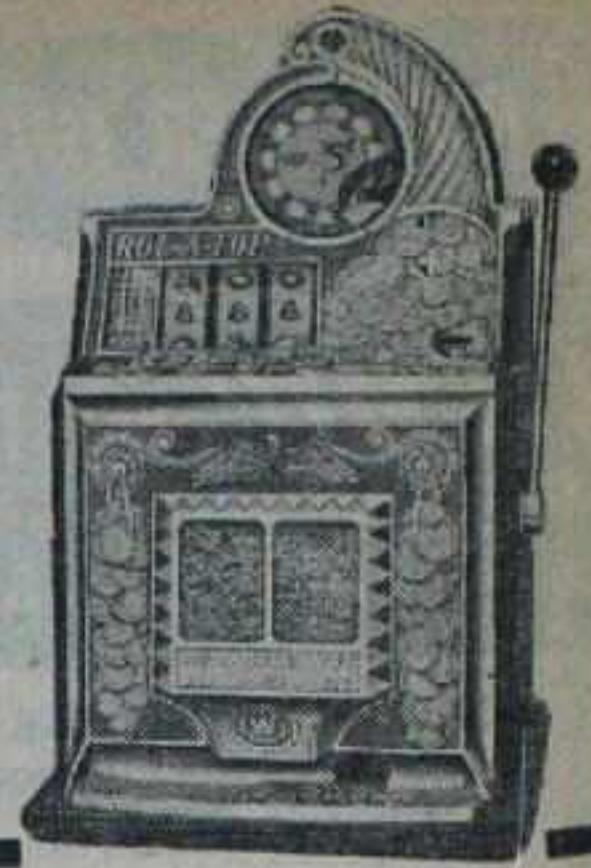
Under strict orders by his physician to take it easy, Hankin only recently returned to active management of his business, following a lengthy illness. He left this week for a short vacation in Florida.

Alco-Deree Co. Names Distribs

CHICAGO, Jan. 15. — Theodore Isaacs, vice-president of Alco-Deree Company, announced the appointment of two new distributors this week for firm's U. S. air-conditioned candy vender.

New reps are Sicking, Inc., Cincinnati, headed by Bill Marmer, covering the Cincinnati and Louisville areas, and U. S. Automatic Stores, owned by Oscar Hachrein, Los Angeles, for the West Coast territory. Because of its large coverage, latter firm is expected to name a number of sub-distributors to handle certain areas of the over-all Coast territory. Isaacs declared.

With a production schedule of 400 venders per month for December, January and February, Alco-Deree plans a possible increase in output during the summer months.



\$150⁰⁰

BRAND NEW ROL-A-TOPS

5c-10c-25c PLAY

EQUIPPED WITH
NEW CLUB HANDLE

ON DISPLAY
BOOTH
NOS. 12, 13 & 14

Above Price F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: Columbus 1-2772
Cable Address "WATLINGITE," Chicago



MILLS BELLS!

We have all Mills latest Bells in stock.

KEYSTONE PANORAM COMPANY, INC.

2538 W. Huntingdon St., Philadelphia.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

KEENEY BONUS SUPER BELL

Single—5c

Fully Reconditioned and Refinished

\$239.50

½ With Order, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

BARGAIN TIPS

#600 K Wurlitzer	\$99.50
#500 Wurlitzer	55.00
#1015 Wurlitzer	399.50
#700 Wurlitzer	179.50
148 S Seeburg	350.00
2 Vogue	89.50
2 Cadets	89.50
#800 ES	75.00
Rol-a-Score	75.00
12-Fl. Bank Balls	Write
Alison Coronets	Write
Chicago Coin Goalie	99.50

WANT

ALL TYPES OF AUTOMATIC PHONOGRAPHS
1/3 Deposit, Balance C. O. D.

DAVE LOWY & CO.

Exporters & Distributors
594 Tenth Avenue
CHickering 4-5100



MILLS BELLS!

We have all Mills latest Bells in stock.

MARVIN J. BLAND INDIANA MUSIC CO.

705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

LOOSE COIN BOXES for

QUICK CHANGE and ACCURATE COUNT!



Made of Aluminum, finished in Olive Green.
Orders may be assorted. \$18.00
\$5 Pennies \$20 Nickels Per Dozen
\$50 Dimes \$100 Quarters F.O.B. Factory
CURRIER MFG. CO., St. Paul 8, Minnesota

WANT TO BUY OLD KEENEY BAR CLAMPS

Will pay \$2.00 each

K-T ENTERPRISES

BOX 934 PORTSMOUTH, O.

GIVE TO THE RUNYON CANCER FUND

REMEMBER THIS

acme PLASTICS

ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU—NOT SPRAYED OR PAINTED. ALMOST 1/4" THICKNESS—PERFECT FIT.

Write for Price List

ACME SALES COMPANY
505 West 42nd St., N. Y.
L'ONGacre 3-4138



THE BILLBOARD

★ is selling 8-week subscriptions in conjunction with the First Annual Coin Machine Roll Call for only \$1. That's half the newsstand price. What's more—those issues include the big NAMA and CMI Convention issues and the Juke Box Supplement.

Simply mail your \$1 along with your name and address to B. A. Bruns, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. In addition, he'll send you a FREE copy of the big December Catalog Number of Vend listing all manufacturers and what they make.

For full details see Pages 138 and 139

Bell-o-Matic To Show Five New Machines at Chi Meeting

CHICAGO, Jan. 15.—Five new model Mills bells will feature the Bell-o-Matic Corporation display in Suite 440 of the Morrison Hotel, January 17-19, Vince Shay, Bell-o-Matic president, announced Wednesday (12). The firm will also occupy Booth 111 on the CMI convention floor of the Hotel Sherman. New machines are the Duplex, a twin console; Token Bell; Black Beauty Bell, a hand-load machine; Blue Bell, and Bonus Bell.

The Duplex is a completely mechanical console using the Bell mechanism as a means of operation. It is available in any two denominations from a nickel to a quarter, features black reel strips, colored fruit symbols outlined in white and its cabinet is green, black and gold.

The Token Bell automatically dispenses a jackpot token when three bars are in alignment, thereby avoiding confusion over the amount in the guaranteed grand award. Reel strips have black background with colored fruit symbols outlined in white and a black reward card to match reels.

Black Beauty, designed for club locations, is a hand-load model with jackpot display, having same reels and symbols as the Token Bell and reward card to match black reels.

The Blue Bell is made for general operation and has silver reels and a bright metal reward card with large numerals. Hammerloid finished cabinet is colored in ultramarine, cobalt blue and Chinese red. Front decorations on cabinet are of heavy metal.

Bonus is a hand-load bell which gives a special reward if the player spells out the letters B-O-N-U-S in the first reel. Cabinet in hammerloid finish comes in gold, green and burgundy with polished silver ornamenting its front.

At its daily 4 to 11 p.m. showing in

the Morrison, Bell-o-Matic will present an 8:30 p.m. floorshow featuring Don Fairchild and his electric organ; Coleman Clark and Company, world table tennis champions; Johnny O'Brien, humorist and harmonica player; Ralph Streator and His Singing Bartenders; Ollie Parks, night club vocalist; Marie Renaldo, accordionist and the Misfits, who recently won the world barbershop quartet championship. Food and refreshments will be served in Bell-o-Matic's 440 suite at the Morrison from 4 to 11 p.m.

Grant Shay, Bell-o-Matic vice-president, disclosed that in addition to having a display and open house at the Morrison and a booth on the CMI convention floor, the firm will hold open house at the Fullerton Avenue plant from 9:30 a.m. to 5 p.m.

Chi Coin Bows 3 New Games

CHICAGO, Jan. 15.—Chicago Coin Machine Company will debut a new five-ball game, a pistol game and a midget skee ball game in Booths 51-56 in the exhibition hall of the Hotel Sherman during the 1949 Coin Machine Institute (CMI) show, starting Monday (17), Sam Wolberg and Sam Gensburg announced this week. Firm will also show its 22-foot shuffleboard as well as the 9-foot rebound and Chicago Coin electric scoreboard.

The new five-ball, called Grand Award, features the lighting of letters in the game's name either one or five at a time. Game also stresses progressive kick-out pockets which kick balls from the bottom of the playfield toward the top and the back and forth kick-out action in the center of the playfield, first used on Chicago Coin's Kilroy.

As the game is designed, object is to spot all the letters in the name Grand Award. Letters are spotted by dropping a ball in a kick-out pocket near midplayfield or by going thru a roll-over switch just above this key pocket. If player gets a ball in this hole, he spots the next letter previously not lighted in G-R-A-N-D A-W-A-R-D. By going thru the roll-over switch above this pocket, player also gets one letter spotted. Thus player can get two letters by first going thru the switch and then into the pocket on the same roll-over.

Players win replays by spotting all 10 letters in the name Grand Award, the number of which may vary from 5 to 30, depending on which number appears on the replay chart incorporated on the playfield. This is a mystery principle and is not determined until after player has inserted his coin to start a new game. Thus a player stepping up to the game for the first time may be trying for 30 replays on his game.

Chicago Coin's game is called Pistol, gives players 15 shots from electric trigger equipped standard pistol. If player has made all 15 shots hit one of the game's animated targets, he keeps shooting until he misses or until he makes 30 hits. Game has a hardwood cabinet with over-all measurements of 25 by 36 by 76 inches counting the game's brightly colored scoreboard. This game features a built-in outdoor target.

Firm's other arcade piece, known as Midget Skee Ball, measures 21 by 43 by 70 inches, gives players 15 shots for a nickel. After inserting coin, player waits for automatic manikin to get ball in his hands from ball elevator. When the manikin has ball and then turns 90 degrees and is facing the miniature skee ball alley, player squeezes handle on game and ball hops into one of the scoring areas which range from 1,000 to 10,000

SCALES

NEW
Watling Fortune #200 Write
Watling Tom Thumb Write
A.B.T. Write
Marion \$75.00

USED
Factory Reconditioned Like New
Kirk Astrology, Hi and Lo Models \$95.00
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Assortment of Small and Large
Dials, All Makes .. \$40.00 to 60.00

SEE MIKE and JOE
MUNVES
BOOTHS 67-68
CMI SHOW

FREE! 8 Page, 52 Illustrations, Catalog
New or Factory Rebuilt Amusement
Machines—Any Make or Model—Parts,
Supplies & Cards—Munves Has Them All.

MIKE MUNVES
575 11th Ave. at 43rd
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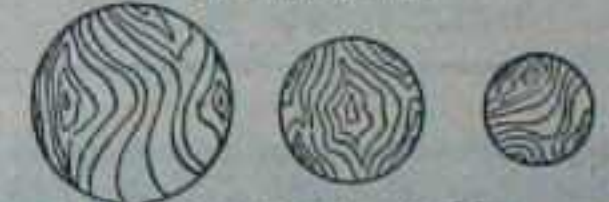
ALL
THESE
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SEEBURG
SELECT-O-MATIC
"100"

Atlantic New York Corp.
583 10th Ave. New York 18, N. Y.
Phone: Bryant 9-5620

WOODEN BALLS

For Skee Balls, Roll Downs and
All Other Games.



- Perfect Workmanship
- Finest Kiln-Dried Maple
- Lowest Price
- Prompt Delivery

Old balls refinished like new. Also available—small pins for small bowling alleys and shuffleboard games. Write for prices—Specify size ball and quantity desired.

NEW YORK BILLIARD TABLE CO.
Established 1912
334-336 BOWERY, NEW YORK 12, N. Y.
Phone: BRing 7-8276

Universal BANG BUMPERS

for any type game. Specify game to be used.
\$5.50

Names Changed on BACKBOARD GLASS

Send in your old backboard glass and we will change the name. If you prefer, select your own name. 3 for \$10.00.

ROYAL MUSIC CO.

34 Park St. WEBSTER, MASS.

SALE! SOLOTONE BOXES

Brand New, Late Serial Number
\$11.75 Each

SOLOTONE AMPLIFIERS
In Original Cartons—\$42.50 Ea.
Write—Wire—Phone

RUNYON

SALES COMPANY

593 Tenth Ave., New York 18, N. Y.
Tel.: L'ONGacre 4-1850

YOU'VE SEEN THE REST—NOW HERE'S THE BEST
SEBRING'S

Dura-Top SHUFFLEBOARD



CHOICE OF
GUARANTEED
MAPLE or FORMICA
PLAYING FIELDS

At Last! An operator's Shuffleboard at a price that gives you the best for less. Compare and you'll agree . . . Don't buy until you've had a chance to see the Sebring "Dura-Top" line for '49.

CAN BE PURCHASED ON OUR CONVENIENT TIME PAYMENT PLAN.

Available in 11 ft. or 22 ft. sizes.

ON DISPLAY IN OUR SHOWROOMS ONLY

BELL PRODUCTS

2000 N. OAKLEY Phone: HUMBoldt 6-3027 CHICAGO, ILLINOIS

Gottlieb Sets New Five-Ball For CMI Show

CHICAGO, Jan. 15.—D. Gottlieb & Company will show its new five-ball Telecard game in Booths 2, 3 and 4 at the Coin Machine Institute convention in the Hotel Sherman January 17-19. In addition to showing three models of Telecard, the firm will also display the specially constructed model of the game Robin Hood which permits coinmen to view the inner workings of a five-ball game without disassembling it.

The new game features a 1-15 sequence in non-rotation, replay adjustments from 1,400,000 to 2,100,000 points, special roll-over lights for 10 replays when the player completes the 1-15 cycle and high speed "guide rail" side roll-overs. Among the scoring equipment on the playfield are three kick-out pockets, two sets of double roll-over alley switches, oversized live rubber rebounds, two pair of powered flippers and a progressive set of four roll-over switches which gives players more chances to win replays if hit in numerical order.

In Telecard, if player makes the first three numbered bumpers regardless of order and later goes thru a center roll-over switch at the bottom of the playfield, he gets 50,000 bonus points. If he makes 1-7, regardless of order, he gets 100,000 points by going thru the same collection roll-over. Similarly, making 1-9 and 1-11 gives an extra 150,000 and 200,000 points respectively. After making 1-11, player gets one free play for going thru switch 12. When he goes thru switch 13, he gets another free play. Free plays can be made in the same way by later rolling a ball thru switches 14 and 15. Thus as the player makes more of the numbers he increases his chances to make free plays. Other free plays may be won by dropping a ball in a kick-out pocket near the top of the playfield after making numbers 1-12 (one replay), 1-13 (two replays), 1-14 (4 replays) and 1-15 (10 replays).

Backglass of Telecard has three rows of numbers (1-5, 6-10 and 11-15). As each number on the playfield is made it lights up on the back glass and also on a numbered card (similar to the one on the back glass) on the playfield.

WASHINGTON, Jan. 15. — Sugar distribution for the first week of the new year was 140,584 tons, Agriculture Department reported. Domestic distribution for the corresponding week of 1948 was 89,772 tons.

Detroit Ops Taxed On All Music Units

DETROIT, Jan. 15.—Juke boxes are considered personal property and are liable to tax assessments as such, local operators learned this week. The city treasurer picked up boxes belonging to the Western Sound Company, operated by Fred Rossi, and the Dot Music Company, owned by Frank Hanosh.

According to the treasurer, tax assessments had not been paid in both instances, and three of Rossi's and one of Hanosh's machines were taken off locations. It was alleged that Rossi was in arrears for three years' taxes on machines valued at \$25,000.

Both operators made their tax payments, and the machines were returned to the locations.

A spot check of other operators indicated that most of them have paid their taxes assessed on the same general basis as taxes on real estate and other personal or business property.

B. Golub Ship 50 Nylon Units

NEW YORK, Jan. 15.—The Ben H. Golub Distributing Company, manufacturers of the Marba nylon hose vender, shipped the first 50 machines this week, it was announced by company executives.

The vender, made to sell Citation brand, 51-gauge nylons, in a highly styled paper container, is now being sold only to operators outside of New York City. Each container has a transparent vinylite window thru which the hose may be viewed. Ben Golub and Fred Meyer have formed the Marba Sales Company to operate the vender in this city.

Marba Sales will also act as suppliers of the stockings, obtained by them under contract with the producers as exclusive mill representatives to the vending machine industry. The nylons are available in two different shades and in a complete range of sizes from 8½ to 11.

The Marba vender, which lists at \$99.50, is a nine-column unit with a capacity of 240 packs. The front of the machine carries an illustrated panel describing the hose stocked. Display windows in front of each column show a swatch of the nylon vend, backed so as to give the true shade.

Golub announced that the vender, decorated in two-tone green or brown, would be sold only direct to operators.

Jennings Sets Exhibit Plans; Distrib Meet

CHICAGO, Jan. 15.—O. D. Jennings & Company will hold a distributors' and dealers' meeting at its plant here tomorrow (16) at which time the firm's Coin Machine Institute (CMI) show model, the 1949 Sun Chief, will be unveiled. Ed Vojak, Jennings advertising manager, announced this week.

Approximately 30 of the firm's distributor organizations are expected to be represented at the session. H. H. Jeske, vice-president in charge of manufacturing, will address the group on production of the Sun Chief; Frank Norton, comptroller, will outline future plans and sales procedure for the new year and Vojak will explain the firm's advertising campaign. John Neise, sales manager, will serve as toastmaster at the banquet held on the same day in the plant and outline firm policy regarding the new machine as well as point up an effective sales campaign regarding the Sun Chief and also the 1949 Monte Carlo line, introduced at the end of 1948 and now in full production. Firm President O. D. Jennings is scheduled to unveil the Sun Chief and welcome guests.

During the CMI show Jennings will occupy Booths 9 and 10, displaying the Sun Chief counter model and the Monte Carlo console. Booth representatives will include Lou Urban, George Isle, Pat Collins and George Herbst. Urban and Herbst have spent a number of years in the assembly and production departments but are now concentrating on sales work under the firm's new policy of closely integrating the various departments which make up the organization. Isle and Collins have been identified with the firm's sales division for some time.

In addition to holding a full showing at the Sherman, Vojak announced that the firm's complete line will be displayed at the plant on Lake Street where open house will be the program from 10 a.m. to 4 p.m. each day of the CMI show. To tie up the two events, Jennings will provide free limousine transportation to and from the plant and the Sherman, with two limousines being used on regular half hour schedules. The downtown limousine will leave from the south entrance of the Sherman. In addition to providing entertainment and beverages at the plant, firm will also serve beef from O. D. Jennings' prize steers.



\$100.00

5c-10c-25c

ROL-A-TOP, BELLS

Factory Rebuilds—
Like New

SEE US AT
BOOTHS
NOS. 12-13-14

The Above Price is Net F. O. B.
Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1898—Tel.: COLUMBUS 1-2772
Cable Address "WATLINGITE," Chicago

CRISS CROSS

5c and 25c Criss Cross—\$150.00.
Convert Mills Slots to Criss Cross—\$80.00 Up.
Mills Jackpots, \$5, or swap for 5c, 25c Escalators.
Hammerstone Paint Jobs on Slots—\$15.00.

SOUTHERN COIN MACHINE EXCHANGE
2631 Jefferson Hwy. New Orleans, La.

WANTED TO BUY

HEAVY STEEL (10 GAUGE) SLOT SAFES WITH TURN AROUND. WILL PAY \$100 FOR SINGLES, \$140 FOR DOUBLES, \$200 FOR TRIPLES.

K-T ENTERPRISES

BOX 934 PORTSMOUTH, G.

YOUR SHUFFLEBOARD SUPPLY HOUSE

FAST WAX • MEDIUM WAX • CLEANING POLISH
PRECISION GROUND STEEL WEIGHTS
SCORE PADS • WALL HANGERS • CRAYONS
T-SQUARES • LIGHT FIXTURES • SIMONIZE
INSIDE & OUTSIDE SIGNS • OVERNITE COVERS
and the indispensable

DUO ELECTRIC BUFFER AND POLISHER

BOOTHS 112-113-114, or write for price list.

COIN MACHINE SERVICE CO. 1547 N. Fairfield Ave.
Chicago 22, Illinois



BERNARD LIPSHITZ & JOE KAUFMAN CORDIALLY INVITE YOU TO VISIT THEM AT THEIR SHERMAN HOTEL SUITE DURING THE CMI CONVENTION
10, 12 & 14 FT. RECONDITIONED LIKE NEW SHUFFLEBOARDS

Tops Resurfaced and French Polished.
Frames Reupholstered and Polished. New Set of Precision Steel Weights.

\$25.00 additional for delivery to points West of Mississippi River.

DELIVERED ANYWHERE EAST OF MISSISSIPPI RIVER

\$299.50 FREE CRATING FREIGHT

LARGER SIZES 16 TO 28 FEET

\$299.50

F.O.B. N.Y.C. Plus Crating

1/2 Deposit required on all orders, balance C. O. D.

U. S. SHUFFLEBOARD EXCHANGE
60 EAST 42d STREET, NEW YORK CITY 17

VANDERBILT 8-4872

CAMEO SHUFFLEBOARDS

DISTRIBUTORS WANTED
OPERATORS WANTED



22 FEET LONG

Endorsed By World
Champion Shuffleboard
Players

One of the finest shuffleboards built today by one of the oldest shuffleboard companies. Over 15 years successful manufacturing of hard maple shuffleboards.

Sample \$475.00
5 or more \$425.00

An Order for 5 or More Gives You Distributorship Rights and Prices for Large Territory. All shuffleboards sent complete with scoreboard and the finest weights. Orders accompanied by check or money order will be given first preference. All shuffleboards are carefully packed and crated at no additional charge.

OUR BOARDS ARE NOT TO BE CONFUSED WITH THE PRODUCT OF ANY OTHER COMPANY

ORDER TODAY FOR FAST SHIPMENT

1/3 With Order—Balance C. O. D.

CAMEO SHUFFLEBOARD CO.

432 W. 42nd St.

NEW YORK CITY

WE ARE EXTENDING THE ROLL CALL FOR **5** MORE WEEKS

FIGURE IT THIS WAY:

Reason for this roll call is

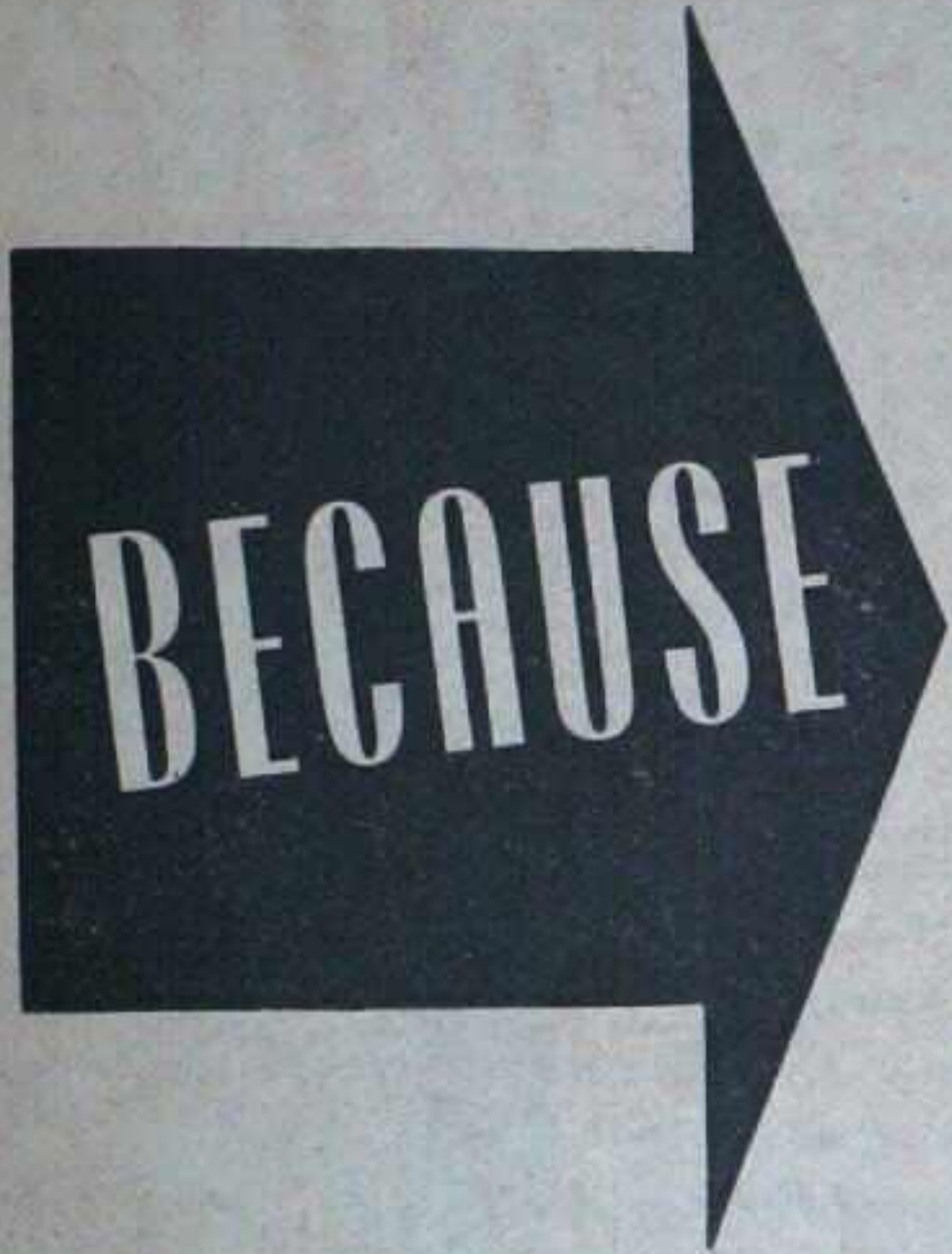
1. To find out who is in the Coin Machine Industry TODAY!
2. To give everyone the chance to get the next eight issues of The Billboard for only \$1.

To do this we have already mailed 253,472 letters to coin machine names. It takes three minutes to organize, address, collate enclosures, stuff, sort, stamp, seal and mail one letter. That means already it has taken 760,416 minutes, or 12,673 man hours to get 253,472 letters into the mails.

That's equivalent to 30 people working 40 hours a week for 10 weeks!

It's easy to see why this is the biggest drive in the history of any American trade paper.

And it's being done for a twofold purpose—to make sure everyone in the coin machine business is given not one but many chances to answer the Roll Call and to get the next eight issues of The Billboard for only \$1.



We've already mailed out 253,472 letters to over 114 lists of operators received from distributors and manufacturers.

There still are an additional 24,500 names of operators waiting to be addressed.

What's more, lists from 28 more coin machine firms are on their way to us, and several more have promised to send in their customer lists just as soon as they can get them ready.

You can see this Roll Call has already proved to be a bigger job than we thought it would.

We're determined to do the job right, but we need more time, so we're postponing the deadline until February 28.

That means you've got five more weeks in which to help make the industry's first census complete. You've got five more weeks to do YOUR PART by sending in the coupon below to help us identify you and at the same time get the next eight issues of The Billboard for only \$1.

DON'T DELAY . . . DO IT TODAY!

SUBSCRIBERS—USE THIS COUPON 85

To: B. A. BRUNS
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 eight weeks for \$1.

I enclose \$1 for which I get eight weeks PLUS the next 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 next issue of VEND.

Free

ALL OTHERS—USE THIS COUPON 8

To: B. A. BRUNS
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 eight issues for only \$1.

I enclose \$1 for which I get eight weeks PLUS the next issue of VEND FREE.

Bill me later for \$1 (No Free Vend).

NAME _____

COMPANY _____

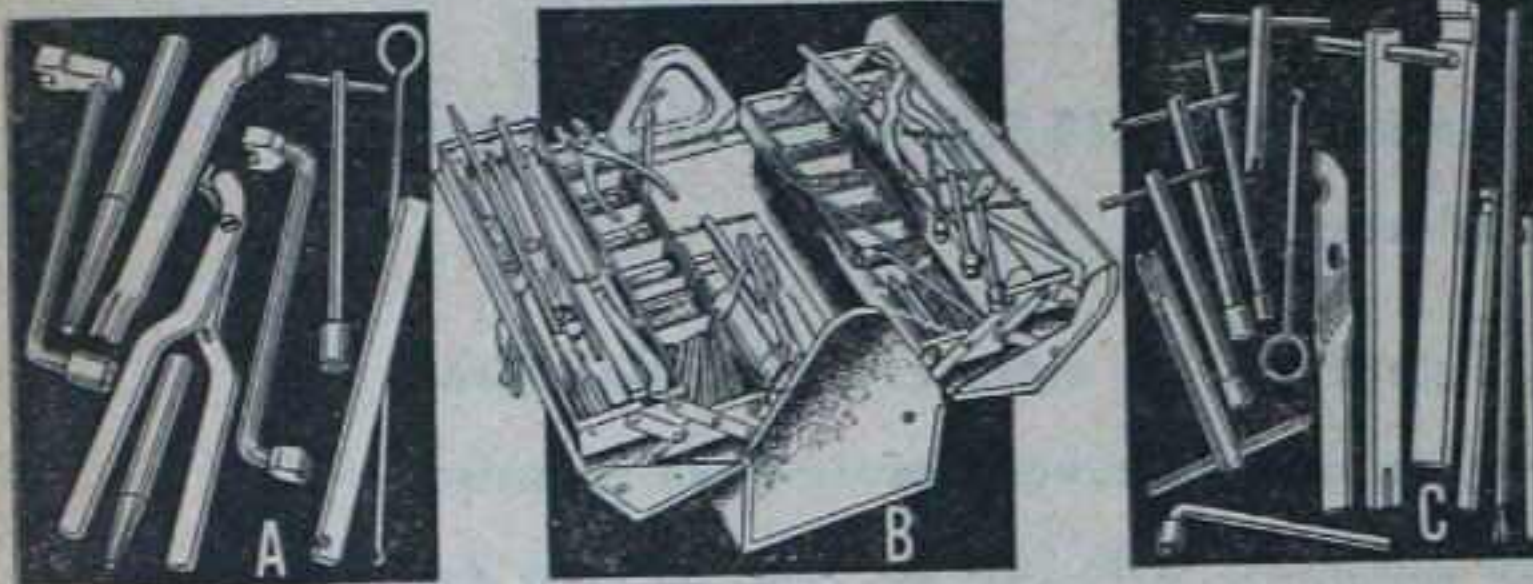
STREET _____

CITY _____ ZONE _____ STATE _____

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

Directory of Distributors

(Continued from page 106)

- Vendall Co.**
 2323 Wolfram St., Chicago
- ATLANTA 3—Klotz Sales Co., 156 Edgewater Ave., N. E.
 BOSTON 10—Strauss Vending Machine Co., 1672 Washington St.
 DENVER—P. & M. Vending Co., 614 19th St.
 HOLLYWOOD 27 — Weymouth Service Co., 4955 Santa Monica Blvd.
 PORTLAND 1, Ore.—D. A. Estey & Co., 1515 S. W. Fifth Ave.
 UNIVERSITY CITY 5, Mo.—Al. Price Tobacco Co., 6655 Olive Blvd.
- Videograph Corp.**
 601 W. 26th St., New York
- DETROIT — Darrel B. Chadwick, 16169 Kentucky Ave.
 CLEVELAND—L. & N. Music Co., 1627 Superior Ave.
 HAMLIN, Pa.—Mt. Cobb Exchange.
 LYNBROOK, N. Y.—Danny Baum, Inc., 51 Wright Ave.
 MIAMI BEACH, Fla.—Videocoin Corp. of Fla., 1046 Alton Rd.
 MT. VERNON, N. Y.—Alpha Radio & Television Service, 202 N. High St.
 NEW YORK—Videocoin Corp., 776 10th Ave.
 ROXBURY, Mass.—Pioneer Music Co., 329 Warren St.
 SAN FRANCISCO—California Videograph Sales, Inc., 1797 Union St.
 YORK BEACH, Me.—Elmer S. Laughton, 108 Broadway.
- Williams Manufacturing Co.**
 161 West Huron St., Chicago
- ARCADIA, Calif.—Williams Distributing Co., 52 N. Third Ave.
 BALTIMORE — General Vending Sales Corp., 237 W. Biddle St.
 BOSTON—Trimount Coin Machine Co., 40 Waltham St.
 CHICAGO—World Wide Distributing Co., 2330 N. Western Ave.
 CINCINNATI—Southern Automatic Music Co., 228 West Seventh St.
 COLUMBUS, O.—Central Ohio Coin Machine Exchange, 525 S. High St.
 DALLAS—General Distributing Co., 2812 Main St.
 DAYTON, O.—Southern Automatic Music Co., 603 Linden Ave.
 DETROIT—King Pin Distributing Co., 3004 Grand River Ave.
 FORT WAYNE, Ind.—Southern Automatic Music Co., 1329 S. Calhoun St.
 HOUSTON—Williams Novelty Co., 1906 Leeland Ave.
 INDIANAPOLIS — Southern Automatic Music Co., 325 N. Illinois.
 JACKSONVILLE, Fla.—Taran Distributing Co., 90 Riverside Ave.
 KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.
 KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
 LEXINGTON, Ky.—Southern Automatic Music Co., 242 N. Jefferson St.
 LOUISVILLE — Southern Automatic Music, Inc., 624 Third St.
 MEMPHIS—S. & M. Sales Co., 1074 Union St.
 MIAMI—Taran Distributing Co., 2820 N. W. Seventh Ave.
 MILWAUKEE—London Music Co., 3130 W. Lisbon.
 NEWARK, N. Y.—Billotta Amusement Co., 126 E. Union St.
 NEW ORLEANS — Music Sales Co., 704 Baronne St.
 OMAHA—H-Z Vending & Sales Co., 1205 Douglas St.
 PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.
 PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington.
 PITTSBURGH — B. D. Lazar Co., 1635 Fifth Ave.
 ST. LOUIS—V. P. Distributing Co., 2336 Olive St.
 SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
- The Rudolph Wurlitzer Co.**
 North Tonawanda, N. Y.
- ALBANY, N. Y.—The Arthur Herman Co., Inc., 282 Central Ave.
 ATLANTA 3—F. A. B. Distributing Co., Inc., 304 Ivey St., N. E.
 BALTIMORE 13 — Winters Distributing Co., 1713-15 Harford Ave.
 BUFFALO 3—Alfred Sales, Inc., 861 Main St.
 CHARLOTTE, N. C.—Brady Distributing Company, 620 W. Morehead St.
 CHARLESTON, W. Va.—Cruze Distributing Co., Inc., 105 Virginia St., W.
 CHICAGO 5—Illinois Simplex Distributing Co., 831 S. Wabash Ave.
 DALLAS 1—Commercial Music Co., Inc., 726 N. Ervay St.
- DENVER 2—Wold Sales Co., 1932-34 Broadway.
 DES MOINES 14—Eaton Distributing Co., Inc., 764 Ninth St.
 DETROIT—Porter Distributing Co., 167 E. Jefferson St.
 EL PASO—Wolf Sales Co., 2401-5 E. Alameda.
 HOUSTON—Steele Distributing Co., 3300 Louisiana St.
 INDIANAPOLIS — Indiana Simplex Distributing, Inc., 2451 N. Meridian St.
 JACKSONVILLE—Bush Distributing Co., 508 Delwood.
 KANSAS CITY 8, Mo.—Central Music Distributing Co., Inc., 1523-25 Grand Ave.
 LOS ANGELES—Southland Dist. Co., 1503 W. Pico Blvd. (Temporary)
 LOUISVILLE—Cruze Distributing Company, Inc.
 MEMPHIS — Williams Distributing Co., Inc., 680 Union Ave.
 MIAMI — Bush Distributing Co., 288 N. W. 29th St.
 MILWAUKEE 6—Paater Distributing Co., Inc., 2608 W. Fond du Lac Ave.
 MINNEAPOLIS — Lieberman Music Co., 1124 Hennepin Ave.
 MOOSIC, Pa.—Sterling Service, Rocky Glen Park.
 NASHVILLE—Cain-Cailhouette Co., 1502 Broadway
 NEW ORLEANS 13—F. A. B. Distributing Co., Inc., 1019 Baronne St.
 NEW YORK 18—Young Distributing, Inc., 525 W. 43d St.
 OMAHA 2—Central Music Distributing Co., Inc., 2582-84 Harney St.
 PHILADELPHIA 6—Smith & Fields Distributing Co., 136 N. Fifth St.
 PHOENIX, Ariz.—Wolf Sales Co., 626 W. Washington.
 PITTSBURGH 13—Smith & Fields Distributing Co., 420 N. Craig St.
 PORTSMOUTH, Va.—O'Connor Vending Machine Co., 400 Water St.
 RICHMOND, Va.—O'Connor Vending Machine Co., 2320 W. Main St.
 ST. LOUIS 3—Brandt Distributing Co., Inc., 1809-11 Olive St.
 SALT LAKE CITY—Wolf Sales Co., P. O. Box 1889.
 SAN ANTONIO—Commercial Music Co., Inc., 901 E. Houston St.
 SEATTLE 99—Hart Distributing Co., 906 Elliott Ave., W.

Meet "Hymie Zorinsky" . . .

in Chicago at the Sherman Hotel during the Show and after the Show in Omaha, Nebraska, where we will exhibit all the winners of the show in our beautiful show rooms.

We are authorized Distributors for the State of Nebraska and Iowa for the following leading manufacturers:

- D. GOTTLIEB & COMPANY • UNITED MANUFACTURING COMPANY
- WILLIAMS MANUFACTURING COMPANY • CHICAGO COIN MACHINE COMPANY • GENCO • O. D. JENNINGS & COMPANY • UNIVERSAL ARROW BELL • COLUMBIA PEANUT MACHINES

See Us for New Hollycranes, Arcadia Machines, New and Used Phonographs and Good Used 5 Ball Pin Games.

H. Z. Vending & Sales Company

1205-07 DOUGLAS ST.

Tel.: AT. 1121-22

OMAHA, NEB.

DESIGN DEVELOPMENT

(Continued from page 82)

duced the Bally kicker bumper which injects in playfields an action similar to that of flipper type bumpers. With the success of Carnival, Bally also demonstrated that while players were constantly seeking new ideas and scoring ideas to challenge their skill, they also would go for a complete change of pace in play from time to time.

In addition to keeping pace with the field with such original playfield ideas as cross-ball action and the electrical shuffle for running off replays instead of using the coin chute to achieve the same purpose, United Manufacturing placed considerable stress on improving the over-all engineering job on its 1948 games. Notable improvements were the use of two bearing surfaces approximately 1 1/2 to 2 inches apart on its plunger which gave the player better control in shooting the ball, and the concentrated use of smaller, more compact parts on the under-side of the playfield. While the latter accomplishment would not be noticeable to the player, the use of smaller parts has made the servicing of United games a simpler job for the operator by the added accessibility to all parts.

Altho 1948 was a designer's year in the pinball field, distributors and operators as well as the game producers themselves know well that all the progress made in the engineering and designing of more interesting playfields during that year will just become a part of the new playfields to come in the remainder of 1949. For regardless of how much play the top games of the moment may draw on location, the pinball players' insatiable appetite for something new and different all the time must be constantly catered to in an effort to keep the business at its present high level.

SOMETHING NEW COIN OPERATED BILLIARDS

See at Booth 63, CMI Show
 January 17-19

HEATH DISTRIBUTING CO.
 MACON, GA.

CMI Program-Officers-Exhibitors

(Continued from page 75)

Pantages Maestro Co. Booth 97
1035 McCadden Blvd., Hollywood
Wired music system, tele-music, coin-tele
Perma-Top Corp. Booths 92-94
457 E. 33d St., Chicago 16
Shuffleboard
Permo, Inc. Booths 128-131
6415 Ravenswood Ave., Chicago 28
Phonograph needles
Philadelphia Toboggan Co. Booth 69
130 E. Duval St., Philadelphia 44
Skee ball alleys

Ray R. Powers. Booth 70
2329 W. Pico Blvd., Los Angeles
Rebound shuffleboard, Mariel electric
scoreboard, Scotto Music Master mir-
ror cabinets

Radio Corp. of America (RCA Victor Di-
vision). Booth 162
Camden, N. J.
Phonograph records

Relay Service Co. Booth 63-B
1310-12 N. Pulaski Rd., Chicago 51
Relays, coils, solenoids, switches (pile-
ups)

Scientific Machine Corp. Booths 155,
157
79 Clifton Pl., Brooklyn 3
Coin-operated games

Siros Manufacturing Co. Booth 32
1001 Louisiana St., Houston
Shoeshine machine

Shipman Manufacturing Co. Booth 27
1326 S. Lorena St., Los Angeles
Popcorn, candy, nut & postage stamp
vending machines, picture machines

Shuffleback Corp. Booth 181
2633 W. Lisbon Ave., Milwaukee
Shuffleback

Shuffleboard Specialists. Booths 182, 183,
184
1114 S. Michigan Ave., Chicago 5
Shuffleboard

Silver-King Corp. Booth 24
622 Diversey Pkwy., Chicago 14
Target and Hunter Silver-King venders,
candy, nut, ball gum venders, Hot Nut
Silver-King venders

Soft-tone Corp. Booths 163, 165, 167,
169, 171
2281 W. Pico Blvd., Los Angeles
Music, radio and television equipment

Speedway Amusement Company. Booth
202
5441 N. Broadway, Chicago 40
Bowling-Ray Gun

Standard Coin Machine Co. Booths 25,
26
6911 N. Wildwood Ave., Chicago 30
Bell consoles, parts and supplies

Start Title Strip Co., Inc. Booth 88
8 W. North Ave., Pittsburgh 12
Blank and printed title strips for phono-
graphs

Telex Corp. Booths 20, 21
4350 N. Pulaski Rd., Chicago 41
Telex machine

Training Devices, Inc. Booths 45, 46
708 David Stott Bldg., Detroit 28
Quizzer machine

Tropical Trading Co., Inc. Booth 33
716 W. Madison St., Chicago 6
Hot nut machine

Tyler Products, Inc. Booth 192
11905 Vose St., North Hollywood
Frankfurter bar cooker

United Manufacturing Co. Booths 144-
146
3401 N. California Ave., Chicago 18
Five-ball novelty games

Universal Industries, Inc. Booths 115-
117
5737 N. Broadway, Chicago 40
Consoles and other amusement equip-
ment

Universal System. Booth 180
Box 6983, Chicago
Universal bookkeeping system

Valley Shuffleboard Co., Inc. Booths 206,
208
333 Morton St., Bay City, Mich.
Shuffleboard

Videograph Corp. Booth 90-A
601 W. 26th St., New York
Combination television and automatic
phonograph, straight television set

Watling Mfg. Co. Booths 12-14
4650 W. Fulton St., Chicago 44
Scales and vending machines

Wax-o-Matic, Inc. Booth 120
635 E. Market St., Marietta, Pa.
Shoeshine machines

Wico Corp. Booths 81-83
2913 N. Pulaski Rd., Chicago 41
Parts and supplies

Williams Manufacturing Co. Booths 17-
19
161 W. Huron St., Chicago 10
Pinball games

World Sales, Inc. Booth 124
3220 W. Broad St., Columbus, O.
Marion weighing scales, ball gum ma-
chine

World Wide Distributors, Inc. Booths
79, 80
2930 N. Western Ave., Chicago 47
Keeney consoles

Report From Washington

(Continued from page 79)

according to OIT. Several manufact-
ured items on which import duties
were hiked, along with the duties on
machines, are being considered for a
rate cut, OIT says. The whole list
might be dropped back to 1947 levels.

The rehabilitation progress being
made in Europe raises the hope among
trade officials here that at least such
countries as Switzerland, Denmark,
Norway and Sweden will be in the
market for small shipments of coin
machines. The chances of England's
readiness to do any buying of such
items in 1949, however, are slight.
An increase in the Japanese market
appears probable. That country only
recently appeared on the list of na-
tions buying coin machines.

No new restrictions are in sight for
the Latin-American bloc of nations,
many of which have been steady, if
minor, customers for U. S. machines
for years.

Freight Rate Increase

The Interstate Commerce Commis-
sion is about to announce a new do-
mestic freight rate increase, which is
held certain to be well below the 13
per cent raise sought by the railroads
but a lot higher than most freight-
users want to pay. Talk is already in-
creasing that another hike is likely
to be sought by the railroads next
fall.

Federal Trade Commission (FTC)
expects to have its drawn-out pro-
ceedings against Automatic Canteen
of America on the verge of being con-
cluded in 1949. Canteen has been
charged by FTC with inducing un-
justified discriminatory prices from
candy manufacturers. The commis-
sion intends also to go ahead with its
campaign against some two-score
candy manufacturers in separate
cases which apparently grew out of
the Canteen case. The candymakers
are charged with granting discrimi-
natory prices to favored customers,
with Canteen named in most counts as
one of the preferred buyers. FTC's
processing of action on these cases is
not likely to be dampened by discus-
sions now emanating from Capitol
Hill on possible legislation to over-
haul the FTC act and restrict some of
the commission's powers. It is con-
sidered certain that a proposal for
restrictive FTC legislation will evolve
from debate on the basing-point price
issue.

New Locations

Rural Electrification Administra-
tion (REA) and Civil Aeronautics Ad-
ministration (CAA) are expected to
continue taking steps which indirectly
aid coin operators by helping to es-
tablish new locations for machines.
CAA will make loans exceeding
\$500,000,000 to cities to construct and
improve airports. With airports now
widely using many types of vending
machines, the anticipated high rate of
construction should provide many

profitable locations in the new year.
Meanwhile, REA will be well on its
way this year toward completing elec-
trification of all the nation's rural
centers. REA has accomplished a
great deal so far but still has quite a
way to go. Some 2,000,000 homes
and over 100,000 businesses remain
without electricity. The latter in-
clude taverns, filling stations and
rural stores. REA hopes that its loans
will drastically cut the numbers of
establishments without electricity this
year.

More TV Permits

Activities in the television field by
Federal Communications Commission
(FCC) will be of special interest to
the juke box industry this year. FCC
is groping for a way to increase the
number of TV channels so as to pro-
vide for approximately 1,000 stations
within the next five years. Sometime
in February or March, FCC will lift
its freeze on the granting of new TV
construction permits, and new zest
will thereby be given to station-build-
ing. But, the commission is badly
bogged down in its plans for video,
and it is anticipated that, while 1949
will witness faster development of
the television industry and a multi-
plying of stations on the air, the top-
most number of available frequencies
for video stations with any prospect
of economic security will stay at
around 400 this year and for some
years to come.

Planning to keep a vigilant eye on
Washington events is the newly or-
ganized Coin Machine Operators of
America (CMOA). If CMOA attains
its objective, the new trade organ-
ization will be serving as a united
front in Washington for the first time
in the industry's history. Develop-
ment of CMOA is ready to get under
way with selection of an executive
director at the CMI convention in
Chicago. Hirsh de la Vies, president
of the group, estimates that the or-
ganization has a potential member-
ship of well over 5,000. CMOA is
now looking around for suitable
headquarters in the nation's capital.

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TOTAL ROLL	65.00
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DRIVEMOBILE	99.50
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PACKARD PLAMOR #7	225.00
MILLS PUNCHING BAG	79.50
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CMI 1949 Show Set To Roll; Late Interest Seen Booming

(Continued from page 74)
show by bringing out "the something new" that conventioners always look for. Virtually all coin machine producers have made it known that they will have new and different products to show visiting coinmen, with some old-line manufacturers introducing as many as five new products during the show. Also in the works is an ambitious crop of new manufacturers who hope to win their first major following as a consequence of booth displays at the Sherman.

Heavy operator attendance is also anticipated. Shuffleboards, a new industry as far as typical coin machine locations are concerned, will be shown by more than 10 manufacturers, marking the first time that this amusement game has been exhibited at the CMI show. In viewing the wares of the shuffleboard makers and comparing notes with other coinmen already handling boards, those operators not yet affiliated with shuffleboard operation hope to find out more about the business and just where they would fit into the picture. Without question, shuffleboards will definitely be viewed by the most concentrated audience since their appearance debut on coin locations early in 1948. The general impression the boards make on operators at the show is bound to eventually be one of the determining factors as to how much progress the shuffleboard business will make during the new year.

While shuffleboards are certain to attract major operator interest, other games, arcade pieces and bells will attract much attention from visiting coinmen. Tho there never has been a time when manufacturers, their engineers and designers have not gone all-out to steadily improve their respective equipment, during the past year more progress has been

made in game, arcade and bell engineering and design than any other year. One look at the under side of the games as well as their high action playfields and also at the inner workings of bells will impress even the most discriminating operator or serviceman of the improvements made in 1948. While the game and bell makers have pressed for player appeal features in their products with the help of distributors and players as well as operators, they also have endeavored to make the servicing and repairing of games and bells an easier task.

Even the most show displays will be held at the Sherman, several firms have arranged exhibits at other local hotels, chiefly at the Morrison and Sheraton, and also at plants in the Chicago area. (See separate story in this issue.) Plant showings will not only feature duplication of booth exhibits and open house festivities but in some cases, where limited booth space has been a factor, firms will have augmented showings.

Among the statistical evidence of the heavy attendance expected in contrast to the lower attendance of other trade shows in Chicago and elsewhere in the past year, has been the large advance hotel reservation lists reported by Loop hotels, and affirmative replies received by manufacturers from coinmen they have contacted in the past few weeks. Typical instance of this is a letter sent by Grant Shay, vice-president of Bell-o-Matic, national distributor of Mills bells, to the firm's customers. In this Shay sought to learn definitely how many regular buyers would be on hand during the CMI show. He disclosed that the total response was above expectations. Other firms have reported similar experiences.

CMI Additions

CHICAGO, Jan. 15.—As convention time neared, four last-minute additions to the exhibitors list were reported by Coin Machine Institute (CMI) headquarters. These were:

ABC Popcorn Company, 3441 West North Avenue, Chicago. Firm will exhibit a popcorn machine in Booth 204.

Damon Recording Studios, Kansas City, Mo., will have its latest recordings on display in Booth 201.

Jack Nelson & Company, 2320 Milwaukee Avenue, Chicago, in Booth 103. This distributing firm will show a popcorn machine, vending machine stand, charms, Magic Music and Universal bar box brackets.

Speedway Amusement Company, 5441 Broadway, Chicago, will devote Booth 202 to a display of its Bowl-a-Ray gun.

With the above additions to the exhibitor list, the total number of firms with display space at the Hotel Sherman is 120.

Wiggins Sets Up New Firm; Will Build Consoles

(Continued from page 74)
chine has two coin chutes, quarter and nickel. The change maker is self-loading since it derives all its nickels directly from the nickel-operated part of the console. A similar change maker has also been designed by Wiggins for use in vending machine locations and in places where changeers are used as a service machine. This latter product will also be used to advertise name brand products on its front glass.

Standard Coin will market its products thru distributors, many of whom will be appointed during the CMI



DICK WIGGINS

show. In addition to having his complete line on the convention floor, Wiggins will exhibit duplicate machines in his Hotel Sherman suite. He also pointed out that his firm will accept any bell with a 20-stop mechanism in trade as part payment on his equipment.

As part of Standard Coin's promotion on the convention floor, Wiggins, in co-operation with the Illinois Lock Company, will give away a bell machine to any visitor who can fit one of the keys to be given away by Illinois Lock. All the convention visitor has to do is pick a key at random from a display set up by the lock company and try it out on the bell to be given away. If it fits, the key holder can have the bell free of charge. Wiggins figures that at least one machine will be won this way during each of the three convention dates. Those working in the Standard Coin booth will wear large buttons and streamers reading "The beauty line for '49, the Standard line."

Following the show, Standard Coin will move its production line to new quarters on Hubbard Street, a building with 14,000 square feet of production space. Firm will keep its other Chicago quarters for sub assemblies. It has additional production space in Evanston, Ill.

Wiggins' partner in the new enterprise is his brother, W. D. Wiggins, who has had many years of production experience in other fields. Firm engineer in charge of production is Charley Solinski, who started in the coin machine business 28 years ago with Mills Novelty, now known as Mills Industries. Solinski was with Mills for 10 years and later spent 10 years with Exhibit Supply Company, where he designed pin and arcade equipment. The remainder of his time in the field has been spent in operating and rebuilding all types of bell equipment.

CHALEX EXEC

(Continued from page 107)
chandise dispensed, is manufactured for Chalex Corporation by Durant Manufacturing Company, Milwaukee. Chalex Corporation will exhibit its recorder in Booth 41 at the Coin Machine Institute show in Chicago this week.

Bonanza, Inc., Intros Nugget Popcorn Vender

LOS ANGELES, Jan. 15.—Bonanza, Inc., headed by Elwood Lorman and Clarence Wurdig, is getting set to go into production on its Nugget popcorn vender and a shoeshine machine. Manufacturing set-up is to be made upon the return of the two owners of the firm from the Chicago Coin Machine Show, where their models are on exhibit.

The popcorn vender features a National coin-rejector, micro-switch timing, cold-rolled steel construction, stainless steel chute and exterior trim, Baker Hammerten enamel finish, neoprene (rubber) window insulation, locked in cash unit, and storage for extra prepopped corn. Machine is 15 1/4 by 15 1/4 by 59 inches and weighs about 70 pounds. Passed by the Underwriters' Laboratories, the machine will operate on 110-volt a.c. or d.c., 50-60 cycle current, and the coin mechanism can be changed from 5 to 10 cents.

Shoeshine machine, yet unnamed, was designed by Pete Fluke and uses a neutral wax.

Coin Changer Corp. Names New Managers

BOSTON, Jan. 15.—W. G. Fiennemann, assistant to the president of the American Coin Changer Corporation, announced the appointment of three new district managers this week.

New managers, to supervise sales and service activities in their respective territories, are George W. Ferguson, Philadelphia, covering the Middle Atlantic States and metropolitan New York; George E. Nelson, Boston, covering all of New England and upper New York, and Anthony N. Grotz, Chicago, for the East North Central States.

MONARCH ENTERS

(Continued from page 74)
lors in out-of-town spots. He thinks that the future of the game lies in setting up of specialized locations, such as parlors, by operators. Reasoning behind Bazelon's statement is based on the fact that many persons, young and old, will not frequent tavern locations to play shuffleboard since they are obligated to buy beverages in that type of location. In parlors, Bazelon said, locations could serve soft drinks and food as a service rather than as the main trade.

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Tax Planning . . . No. 5 in a Series:

Lose Dough on Your Car, Farm Or Circus? May Be Deductible

(Continued from page 33)
 loss sustained in a legitimate business enterprise. If this enterprise is conducted as a regular business and is productive of income, the losses sustained in the management may be deducted. Otherwise, you may just as well forget about trying to claim a loss sustained in this manner.

Let me give an example. If you own a large acreage on which you have your home and you decide to have a farm as a hobby, you may be sure that any loss sustained in operating this farm would not be deductible. On the other hand, if you purchased a farm which was strictly a farm, and on this farm you raised certain produce and sold this produce on the

market, but nevertheless your expenses in operating this farm exceeded the income, the loss would be a deductible loss. The rule is that the product must be sold at a profit or will otherwise be productive of income. You can't expect to have an expense of \$50 for an egg or \$1,000 to raise a stalk of celery and expect this farm to be considered legitimate.

Net Operating Losses

There is another type of loss that will not be recognized and that is where an individual has a business that sustains a loss of over \$50,000 each year for five consecutive years. If such is the case, only \$50,000 loss will be allowed each year and the net operating loss deduction will not be allowed.

There is a very important provision in the law with respect to net operating losses. Nearly all taxpayers are allowed to carry net operating losses from a trade or a business to the two preceding taxable years to apply to the income of these years, or to carry forward the remainder of the net operating loss that is not so absorbed in the next two taxable years.

Among the taxpayers who are entitled to the net operating loss carry-back and carry-over are:

(a) Corporations (with a few exceptions).

(b) Individuals engaged in trade or business.

(c) Partnerships net losses (according to regulations prescribed by the commissioner).

This net operating loss carry-back and carry-over are allowed to corporations, partnerships and individuals. The privilege is not allowed to companies considered personal holding companies and in certain other isolated cases. This carries us into another field and that is where a corporation is purchased for the specific purpose of using the net operating loss carry-over.

Hard To Interpret

The sections governing this rule are so complicated that it would be very difficult to put it in the sort of English the average reader would understand. This specific section goes even further and states that if anyone, including individuals, acquires control of a corporation for the specific purpose of evading or avoiding federal income or excess profits tax by securing the benefit of deduction, credit or other allowance which such person or corporation would not otherwise enjoy, then such deduction, credit or other allowance shall not be allowed. For the purposes of this section, "control" means possession of at least 50 per cent of the stock of the corporation.

You cannot purchase a business for the specific purpose of applying the carry-over loss provision unless the business is related to your own business and you can prove that the acquisition was for the purpose of expansion or otherwise foster the affairs of your business.

There are some very fine railroad corporations operating at a loss. If you have a circus corporation you cannot buy a railroad in order to use the carry-over loss. However, you may purchase another circus for the purpose of acquiring its assets, even if it has been operating at a loss for the past few years.

Remember, deals of this nature are very dangerous, for you may have bought a lemon in order possibly to reap a profit. You must prove to the satisfaction of the government that the specific purpose of purchasing this rival circus was not to use the operating loss carry-over.

CMI Meet Stresses Venders; Time-Tested Units Featured

(Continued from page 107)

vending picture, book and suntan lotion venders will provide operator interest, with a frankfurter unit also being represented. Coin changers will be shown by three firms, all built-in units.

New Units

New equipment in the standard large vender field will be in a minority, with only new units of this type being shown by one firm, a popcorn vender. Three new machines will be introduced by shoeshine firms, with two other new machines being shown by a hot dog machine and a suntan lotion dispenser firm. Emphasis for the over-all vending phase of the CMI exhibits will be on equipment location-tested during the past two years.

Candy venders will be presented by Alco-Deree Company, Chicago, and Shipman Manufacturing Company. Former firm will show its U. S. air-conditioned machine, featuring a new-type front door flush with frame, instead of the refrigerator-type door formerly used. Use of a one-piece stamped top section, instead of previous welded top, is also being presented as an improvement.

Cup Machines

Cup-type soft drink units are to be displayed by three firms: C. C. Bradley & Sons, Inc.; Lymo Industries, Inc., and Mills Industries, Inc. Cigarette venders will be on hand in the form of J. H. Keeney & Company's electric model, while ice cream units are to be shown by three firms: American Fitting Company, Escondido, Calif.; Craig Vending Machine Company, New Bedford, Mass., and the Frosti-Server Corporation, San Diego. All these companies will show models already in the field, with new machines relegated to the "future" stage. Accent will be placed on "present and proven" equipment, both design and price-wise.

Popcorn venders will be shown by Auto Vend, Inc. (showing Model TC-10, and its non-coin counter warmer, TC-15); Bonanza Manufacturing Company, introducing a new unit; J. R. Giesler & Associates, and Shipman Manufacturing Company.

Bulk Units

Bulk units will be presented by their manufacturers and distributors as follows: Silver-King Corporation; Empire Coin Machine Exchange (distributor); Tropical Trading Company, Inc., and Shipman Manufacturing Company.

International Mutoscope Corporation will show its card and book venders; Tyler Products, Inc., Hollywood, will introduce its hot dog unit and National Service Associates, Philadelphia, will debut a new suntan lotion vender, Sunstan, and a sunshield vender.

In the service machine category, coin changers are to be shown by National Rejectors, Inc., and Guardian Electric Manufacturing Company. Mills Industries will include its own built-in changer as part of its Automatic Fountain vender display (this changer unit is not available to other manufacturers).

Scales are to be shown by ABT Manufacturing Corporation (guesser scale), Blendow & Meyers (distributor); J. H. Frantz Manufacturing Company; Watling Manufacturing Company, and World Sales, Inc. (latter showing Marion scales).

Shoeshiners

Firms exhibiting shoeshiners are Alco-Deree Co., Chicago; Associated Industries, Inc., Milwaukee; Better Shoe Shine Co., St. Louis (new machine); Bonanza Manufacturing Co., Los Angeles (new machine); Columbus General Machines Co., Columbus, O.; Falcon Distributing Co., Detroit; Jackson & Church Co., Saginaw, Mich. (new machine); Kwik-Shoe Shine Co., Sacramento; Siros Manu-

facturing Co., Houston, and Wax-o-Matic, Inc., Marietta, Pa.

Of the 14 parts and supplier firms, lock firms lead off with five displays: Chicago Lock Co., Illinois Lock Co., Independent Lock Co., Bell Lock Co. (all Chicago firms), and the Deutsch Lock Co., Hammond, Ind. Assorted parts for venders are being shown by Wico Corp., Chicago; Block Marble Co., Philadelphia; Heath Distributing Co., Macon, Ga., and Relay Service Co., Chicago.

Chalex Corporation, Chicago, will display its sales audit recorder, while ABT Manufacturing Company, Guardian Electric and National Rejectors will show coin mechanism parts in addition to their previously mentioned items. Merchandise display by John Germack, New York, will be firm's specialty, pistachio nuts.

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SEEBURG LO-TONE
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1 Seeburg Commander, E8	55.00
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2 Wurlitzer 1100, Ea.	675.00
1 Wurlitzer 24	39.50
2 Wurlitzer 850's, Ea.	175.00
1 Wurlitzer 41 Counter	39.50
AMI Model B	Write
AMI Model A	650.00

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1 Keeney Submarine Gun	\$ 29.50
1 Bat-a-Ball	24.50
2 Williams late All Stars, Ea.	225.00
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 B. Same chute for free play or regular.
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Adjustable gate eliminates most slugs.

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Balance weight rejects lightweight slugs.

THE HEART OF THE ACE COIN CHUTE

10 BIG FEATURES

- ACE rejects light-weight slugs.
- NO PLASTIC GUARD TO BREAK!
- ACE has adjustable gate to keep out under-size coins and slugs.
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- ACE features popular ball-shaped grip on coin slide.
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- ACE coin slide designed for smooth, trouble-free operation.
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2 5c Pace Comet, Red	40.00	3 5c Mills Mechanisms	40.00
3 10c Watling, 1947	60.00	1 5c Silver Chief, Jennings	50.00
2 25c Mills Q.T.	35.00	1 5c Silver Moon Chief, Jennings	50.00
1 1c Pace	35.00	1 25c Club DeLuxe, Jennings	70.00
19 Golden Falls Cabinets	20.00	1 10c Club Chief, Jennings	65.00

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GREAT for one night rentals. Cost \$850.00
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CONSOLES	CABINET PARTS		
1 1948 Bakers Races	\$125.00	18 Slug Boxes	\$.35
1 1948 Buckley Track Odds, 5c	775.00	9 Mills, Jennings, Pace, Watling	
1 1948 Buckley Long Shot	825.00	Cash Boxes	1.75
1 Jennings Silver Moon	30.00	15 Mills Base Plates	2.75
1 1947 Jennings Challenger (5c and 25c)	250.00	23 Cash Box Doors, less locks	1.00
		26 3/5 Award Plates	2.25
		50 Assorted Back Doors (No Locks)	4.00

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25c Mills Blue Front	Virginia
10c Mills Blue Front	Trinidad
25c Pace	Leap Year
25c Fruit Wheel	Bermuda
25c Jennings Slots (New)	Sunny
10c Jennings Slots (New)	Catalina
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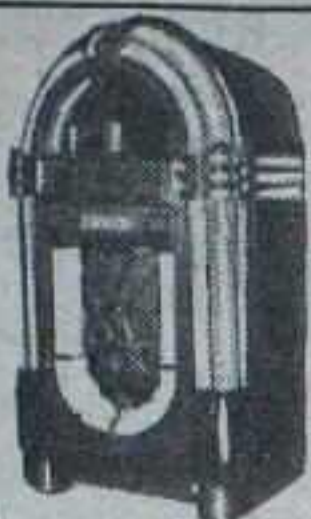
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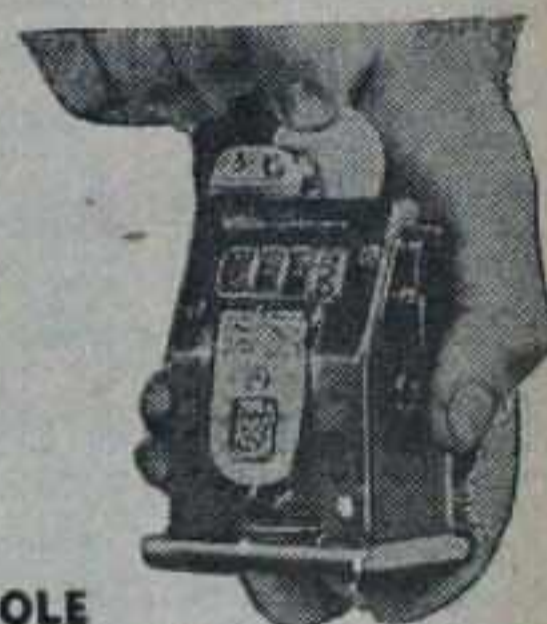
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MILLS	
25 Cent Black Cherry	\$135.00
5 Cent Black Cherry	125.00
50 Cent Blue Front	125.00

MILLS

50 Cent Brown Front	\$125.00
25 Cent Green Front	100.00
25 Cent Brown Front	100.00
10 Cent Gold Front	85.00
10 Cent Green Front, Glitter Gold	85.00
10 Cent Green Front	75.00
10 Cent Brown Front	50.00
5 Cent Brown Front	25.00
1 Cent Brown Front	25.00

Write or Wire **DICK GRAVES**

PHONE 5864

329 IDAHO BUILDING, BOISE, IDAHO



THE WILLIAMSPORT AMUSEMENT COMPANY

WISHES EVERY ONE A PROSPEROUS AND HAPPY NEW YEAR

START THE NEW YEAR RIGHT—GET OUR PRICES BEFORE YOU BUY—WE GUARANTEE WE CAN SAVE YOU MONEY

USED GAMES

4 MARDI GRAS	@ \$129.50
3 MERRY WIDOW	@ 139.50
2 SPEED BALL	@ 149.50
3 DEW-WA-DITTY	@ 139.50
2 EX. CONTACTS	@ 129.50
2 BAT-A-SCORE	@ 225.00
2 VIRGINIA	@ 120.00
2 MOROCCO	@ 165.00
1 ALL STAR	@ 225.00
2 CHICAGO COIN SALLY	@ 149.50

USED CONSOLES

4 BALLY DRAW BELL	@ \$165.00
3 BALLY DELUXE DRAW BELL	@ 200.00
5 DOUBLE UP	@ 325.00
4 BONUS SUPER BELL	@ 200.00
3 WILD LEMON	@ 300.00

IN STOCK NOW READY FOR DELIVERY, BALLY'S GREATEST CONSOLE AND CHAMPION OF ALL: BALLY MULTI-BELL WRITE FOR PRICES

USED MUSIC

5 SEEBURG LOW-TONES	@ \$225.00
4 ROCK-OLA 46	@ 275.00
5 SEEBURG 46	@ 400.00
4 SEEBURG 47	@ 475.00
MILLS USED MACHINES	
6 GOLDEN FALLS	@ \$ 95.00
10 BLACK CHERRY	@ 75.00
8 JEWEL BELLS	@ 165.00

LIKE NEW

ALL NEW MILLS BELL MACHINES READY FOR DELIVERY NOW

WILLIAMSPORT AMUSEMENT COMPANY

323 Hepburn Street, Williamsport, Pa.

Phone 2-3326



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Both new and used, rebounds and standard coin operated, or non-coin operated. Our prices are the lowest in the industry.
WRITE ★ WIRE ★ PHONE

NEW COUNTER GAMES

- Penny Target . . . \$ 39.50
- A.B.T. Challenger . . . 42.50
- A.B.T. Model F . . . 44.50
- Kicker & Catcher . . . 35.00
- Acme Electric Shocker . . . 19.50
- Whirl-a-Balls . . . 19.00
- Duck Hunter . . . 45.00
- Target King . . . 45.00
- Special Prices for 10 or more.

USED COUNTER GAMES

- 1 Kicker & Catcher . . . \$17.50
- Pop Ups . . . 14.00
- Penny Pistol Shots . . . 12.50

MUSIC

- Packard Wall Boxes, new . . . \$ 32.50
- Buckley Wall Boxes, new . . . 29.50
- Packard Wall Boxes, used . . . 22.50
- Buckley Wall Boxes, used . . . 17.50
- Packard Brackets . . . 3.00
- 30 Wire-Coded Cable, 100 feet, Per Foot20
- 8 Wurlitzer 850E . . . 195.00
- 2 Wurlitzer 700 . . . 160.00
- 5 Wurlitzer 600 . . . 125.00
- 1 Wurlitzer 800 . . . 175.00
- 2 Wurlitzer 780 . . . 195.00
- 10 Filben Hideaways, complete with 10 deluxe cabinets, speakers, with wall boxes, floor models and 600 feet cable. This outfit new is valued at \$8000.00. Complete for \$3000.00.

BALLY ONE BALLS, P. O.

- 12 Entries . . . Write
- 5 Lockers . . . Write
- 5 Trophies . . . Write

CONSOLES

- Keeney Super Bonus Bells, Double . . . \$395.00
- 4 Baker's Paces, D.D. . . . 150.00
- Brand New Mills 3 Bells . . . Write
- Keeney Super Bonus Bells, Single . . . 275.00
- 3 Keeney 4-Way Super Bells, 4-Nickel . . . 150.00

GUSHERS

- 15 Brand New . . . \$ 22.50

ARCADE EQUIPMENT

- Brand New Chicago Coin Games . . . \$150.00
- Brand New Atomic Bomber . . . 165.00
- 25 Exhibit Merchantmen . . . 85.00
- 2 Strikes & Spares . . . 295.00
- 1 Super Bomber . . . 150.00
- 1 Pitche & Ketchum . . . 75.00
- 1 Scientific Baseball . . . 75.00
- 5 Ten Strikes . . . 89.50
- 2 Batting Practices . . . 75.00
- 3 Chicken Sams . . . 95.00
- 3 Keeney Air Raiders . . . 95.00
- 3 Bowl-A-Scors . . . 95.00
- Keeney Submarine . . . 95.00
- 2 Western Baseballs . . . 95.00
- 2 Goales . . . 100.00
- 8 Boomerangs . . . 50.00
- Jack Rabbit . . . 135.00
- Hoot Mon Golf . . . 75.00
- 1 Under Sea Raider . . . 115.00
- 1 Chicago Coin Basketball . . . 285.00
- 1 Exhibit Vitalizer . . . 95.00
- 2 Bat-A-Ball Srs. . . 39.50
- Groetchen Metal Typo . . . 195.00
- 1 Paces Lo Boy Scale . . . 50.00
- 1 Latest model Photomat . . . 625.00

USED CIGARETTE VENDORS

- 5 U-Need-A-Pak 500, 9 Col. . . \$ 75.00
- 25 National 850's . . . 85.00
- 5 DuGrenier 1948 Challengers, 7 Col. . . 125.00
- 5 U-Need-A-Pak 8 Col. Monarchs, 1948 . . . 125.00
- 3 C-S Eastern Electric Cigarette Vendors . . . 185.00

SLOTS AND BELLS

- 1 Set of 5c-10c-25c Mills Club Bells. All for . . . \$425.00
- Mills Black Cherry Originals, 5c . . . 125.00
- 10c . . . 135.00
- 25c . . . 145.00
- Columbias . . . 85.00
- 10c Watling Roll-a-Top . . . 50.00
- 25c Watling Roll-a-Top . . . 69.50

USED VENDORS

- 27 N.W. 1 1/2 #33 Ball Gum Vendors with Plastic Globes . . . \$ 8.50
- 25 Silver King 1 1/2 Ball Gum Vendors . . . 8.50
- 25 Silver King Nut Vendors . . . 8.50
- 3 Shipman Duo Stamp Vendors, like new . . . 15.00
- 12 Northwestern 1 1/2-5c DeLuxe . . . 18.50

NEW CONSOLES

Factory Distributors for Keeney's Super Bonus Bells Universal's Arrow Bells Evans' Consoles Jennings' Challengers

POPCORN VENDORS

- 20 Like new Kunkels 10c Pop Corn Vendors . . . \$ 89.50
- 10 Like new Pop Box 10c Pop Corn Vendors . . . 89.50
- 1 Super Star Pop Corn Machine (New, in Original Crate) . . . Write

3 BRAND NEW QUIZZERS

Write for Price

SHOE SHINE MACHINES

- 7 Siros Brush Ups . . . \$135.00
 - Falcon's Shoe Shine, list . . . 235.00
- Write for quantity prices.

SKEE BALLS

- 15 Wurlitzer Skee Balls . . . \$150.00
- 10 Bank Balls, 14 ft. . . 110.00
- 2 Jaico 9-ft. Barrel Rolls . . . 95.00
- 2 Bowling Leagues, 9-ft. . . 95.00
- X-Roll Pokers . . . 125.00

TERMS: 1/2 Deposit, Balance C. O. D.

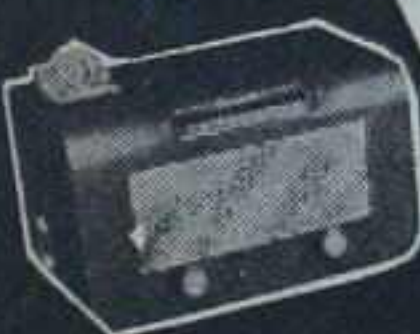


M.S. GISSER, SALES MANAGER

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE - CLEVELAND 15, OHIO
ALL PHONES: TOWER 1-8715

THE CORADIO BOOTH
at the CMI CONVENTION
is **BOOTH No. 121**
We'll see you there
CORADIO, INC. 212 BROADWAY, NEW YORK 7, N. Y.
Phone: Beekman 3-0038



USED FIVE BALLS FLIPPER GAMES

- | | |
|---------------------------|----------------------------|
| COVER GIRL . . . \$55.00 | MELODY . . . \$ 90.00 |
| MAJOR LEAGUE . . . 65.00 | TRINIDAD . . . 90.00 |
| BERMUDA . . . 75.00 | BALLERINA . . . 95.00 |
| HUMPTY DUMPTY . . . 75.00 | TRIPLE ACTION . . . 100.00 |
| YANKS . . . 80.00 | VIRGINIA . . . 100.00 |
| CINDERELLA . . . 85.00 | CONTACT . . . 110.00 |
| CATALINA . . . 85.00 | MOROCCO . . . 125.00 |
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- These games are very clean, refinished and guaranteed. Rush, wire or phone your order at once.
1/2 Deposit, Balance C. O. D.

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Nick Carbajal, Gen. Manager

BARGAIN BUYS!

- | | |
|---------------------------------|---|
| Wurlitzer 950 . . . \$110.00 | Seeburg Victory-Gem . . . \$ 49.50 |
| Wurlitzer 600R . . . 49.50 | Seeburg Casino . . . 39.50 |
| Wurlitzer 750 . . . 199.50 | Rock-Ola Master . . . 59.50 |
| Wurlitzer 1015 . . . 399.50 | Rock-Ola DeLuxe . . . 49.50 |
| Wurlitzer 24 . . . 39.50 | Rock-Ola Standard . . . 49.50 |
| Wurlitzer 500 . . . 59.50 | Rock-Ola 1422 . . . 275.00 |
| Seeburg Envoy . . . 99.50 | Wurlitzer 850 . . . 119.50 |
| Seeburg Hi-Tone, ES . . . 75.00 | Wurlitzer #100 30-Wire Boxes . . . 4.00 |
| Seeburg Vogue . . . 79.50 | Wurlitzer 120 5c Boxes . . . 4.50 |
- Race Horse Back Glass for Advance Roll . . . \$9.50
RECORDS — WHOLESAL — ALL LABELS — WE SHIP ANYWHERE.
SEND 1/3 DEPOSIT, BALANCE C. O. D.

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82 CONSOLES

- Bally Draw Bells . . . \$175.00
 - Bally Deluxe Draw Bells . . . 225.00
 - Bally Big Top, P.O. . . . 39.50
 - Bally Sun Ray, F.P. . . . 39.50
 - Keeney Super Bonus Bells . . . 250.00
 - Keeney Twin Super Bonus Bells . . . 450.00
 - Keeney Super Bell, F.P. . . . 49.50
 - Keeney 5/25 Twin Super Bell, P.O. . . . 79.50
 - Keeney 4 Way Super Bell, P.O. . . . 149.50
 - Pace Reels and Sarcotogas . . . 39.50
 - Watling Big Games . . . 39.50
 - Jennings Bobtails . . . 39.50
 - Baker's Paces, 30 to 1 Odds, D.D. . . . 149.50
 - Mills Postwar Three Bells . . . 139.50
- (ALL \$39.50 CONSOLES 3 FOR \$100.00)

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- 20 Rock-Ola Lobby Scales, Ea. . . . \$ 49.50
- 5 Mills Scales, Ea. . . . 59.50
- 1 Kirk Astrology Scale, 5000 Tickets . . . 79.50
- 1 Wurlitzer 800 . . . 149.50
- 1 Wurlitzer Counter 71 & Stand . . . 89.50

FIVE BALLS

- Humpty Dumpty . . . \$109.50
- Robin Hood . . . 119.50
- Singapore . . . 49.50

- BIG HITS
- BRAZIL
- CROSSFIRE
- KILROY
- MISS AMERICA
- SURF QUEEN
- OKLAHOMA
- SUPERLINER
- FIESTA
- SEA BREEZE
- STEP UP
- STATE FAIR
- SUSPENSE
- BAFFLE CARD
- FAST BALL

\$17.50 ea.
or
3 for \$50.00

- SEA ISLE
- MYSTERY
- RANGER
- PLAYBOY
- LUCKY STAR
- HAVANA
- MAISIE
- WHIZ

\$29.50 ea.
or
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NOW IS THE TIME TO BUY NEW WURLITZER PHONOGRAPHS—PRICE IS RIGHT FOR YOU.
CHICAGO COIN'S GREAT COIN-OPERATED SHUFFLEBOARD.
CASH IN NOW—OLD-TIME PROFITS.

In Stock—Late New Games—Like New: Cinderella, Yanka, Wisconsin, Merry Widow, Trinidad, Monterrey, Catalina, Paradise, Trade Winds, Rainbow, Robin Hood, Humpty Dumpty.
Also In Stock—Practically Every Model Wurlitzer, Seeburg and Rock-Ola Used Phonographs. Real Bargains.

Exclusive Wurlitzer Distributor for New England

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FREE BUYERS' GUIDE FOR OPERATORS

ONE BALL, Multiple Free Play
Victory Special with Chrome Front Roll, \$65.00.

KEENEY CONSOLES
Twin Bonus Super Bell, 5c-5c—\$365.00.

RECONDITIONED PINGAMES READY FOR LOCATION

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| Blue Skies . . . \$159.50 | Mexico . . . \$ 34.50 | Sunny . . . \$ 57.50 |
| Big Time . . . 32.50 | Paradise . . . 139.50 | Stormy . . . 85.00 |
| Build Up . . . 99.50 | Bally . . . 142.50 | Tallyho . . . 30.00 |
| Click . . . 21.50 | Screw Ball . . . 135.00 | Thrill . . . 137.50 |
| Hi Ride . . . 25.00 | Short Stop . . . 100.00 | Virginia . . . 97.50 |
| Olzmo . . . 159.50 | Stardust . . . 112.50 | Wisconsin . . . 97.50 |
| Manhattan . . . 62.50 | Summertime . . . 150.00 | Yanks . . . 84.50 |
| Major League Baseball . . . 89.50 | | |

NOW DELIVERING NEW EQUIPMENT

Multi-Bell (Console) . . . \$669.50
El Paso, Holiday, Baby Face, One-Two-Three and Citation.
KEENEY'S ELECTRIC CIGARETTE VENDOR, KEENEY'S TWIN BONUS SUPER BELL, MILLS BONUS BELL, MILLS JEWEL BELL, MILLS MELON BELL, MILLS Q. T. BELL and MILLS VEST POCKET BELL.



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COLUMBIA DOUBLE JACKPOT BELL

SPECIAL \$85.00 EA.

FACTORY RECONDITIONED

Changeable right on location in a few moments' time to 1-5-10-25c play. Cabinet rebaked to give new machine appearance.

Size: 18 1/4" high, 14 1/2" wide, 12" deep; 50 lbs. wt.
FOR NEW COLUMBIAS WRITE FOR PRICES

WRITE FOR FREE NEW CATALOGI
WE BUY USED SLOTS AND COUNTER MACHINES
—WRITE US!

We repair all types of coin machines.



Abco Novelty Co.
2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILL.



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I'd like you to put an ad in the Convention Issue something along the following lines: That the "L" is no longer part of "H & L" and I'm now operating under my former name, Hankin Distributors. I still maintain the same personnel and that all is going along as usual. Also that, due to my recent illness, I will be unable to attend the CMI show this year and this is the first show I've missed since the beginning of coin machine conventions.

Morris Hankin

P.S.: Don't forget to mention that we are distributors for A. M. I., J. H. Keeney & Co., Inc., Solotone Corp., International Microscope Corp. and leading pin ball manufacturers.

and we answer...

You don't need the bally-hoo of an "ad" to let the industry know that you're back in action. Everyone has been rooting for you while you were ill these past few months and it's a pleasure to hear you're back at your desk at...

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Get on our mailing list

NEW ORLEANS NOVELTY COMPANY

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MAKE YOUR OWN PRICE—WE NEED SPACE

MUST UNLOAD—GOOD CLEAN GAMES—NO JUNK

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| 2 AMBER | 2 HAVANA | 1 SEA ISLE |
| 4 BIG HIT | 2 HI RIDE | 3 SILVER STREAK |
| 1 BRAZIL | 3 HONEY | 1 SINGAPORE |
| 8 CANTINE | 4 KILROY | 5 SMARTY |
| 2 CATALINA | 4 LUCKY STAR | 1 SMOKY |
| 1 CAROUSEL | 2 MAISIE | 3 SPELLBOUND |
| 1 CLICK | 2 MAJOR LEAGUE | 1 SPINBALL |
| 4 CO-ED | 4 MAM'ELLE | 1 STARLITE |
| 2 CROSSFIRE | 2 MARJORIE | 8 SUPERLINER |
| 2 CYCLONE | 1 MISS AMERICA | 1 SUPER SCORE |
| 2 DYNAMITE | 1 MYSTERY | 4 SURF QUEENS |
| 2 FAST BALL | 3 PLAY BOY | 6 SUSPENSE |
| 3 FIESTA | 3 RANGER | 3 TORNADO |
| 2 FLAMINGO | 3 ROCKET | 1 TRINIDAD |
| 2 GOLD BALL | 2 SEA BREEZE | |

EXHIBIT CONTACT KICKER BUMPERS \$0.95 EACH
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- GOLD CUPS \$274.50
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- VICTORY SPECIAL 74.50
- GOTTLIEB DAILY RACES 79.50

CONSOLES

- Mills Four Bells \$ 79.50

- Keeney Bonus Super Bells, Comb. 5c-25c \$524.50
- Late Model Baker's Pacers (Like new) 449.50
- Lucky Lucre 69.50
- Late Model Evans Races (Comb.) 499.50
- Jumbo Parade, Cash or F.P. 54.50

LATE USED FIVE BALL FREE PLAY GAMES

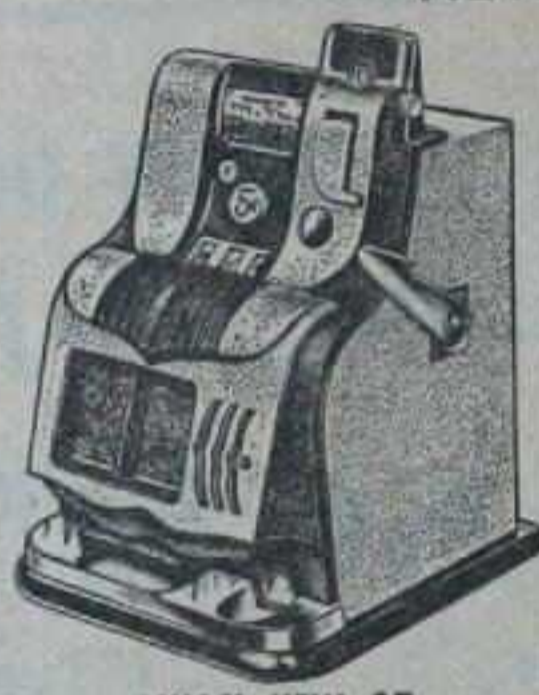
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| SPINBALL \$109.50 | THRILL (LIKE NEW) \$149.50 | STAR-LITE \$ 49.50 |
| MANHATTAN 79.50 | STAR DUST 114.50 | COVER GIRL 99.50 |
| TENNESSEE 99.50 | JAMBOREE 99.50 | SALLY 149.50 |
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FIVE BALL FREE PLAY GAMES

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| Air Circus 12.50 | Argentina 12.50 | Big Hit 15.00 |
| Invasion 12.50 | Velvet 12.50 | Knockout 12.50 |
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| Big Parade 12.50 | Arizona 12.50 | Step Up 15.00 |
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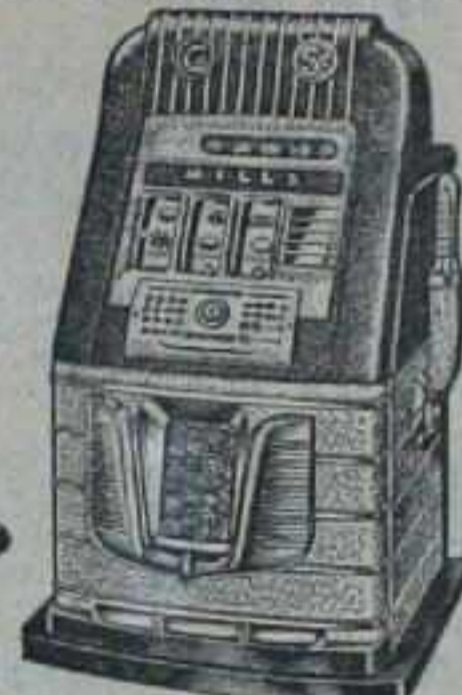
NEW MILLS BELLS



MILLS' NEW QT

A "Pony-Size" Bell. Weighs only 38 lbs.

5c Play, \$115; 25c Play, Write



MILLS BLACK GOLD HAND-LOAD BELL

Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.

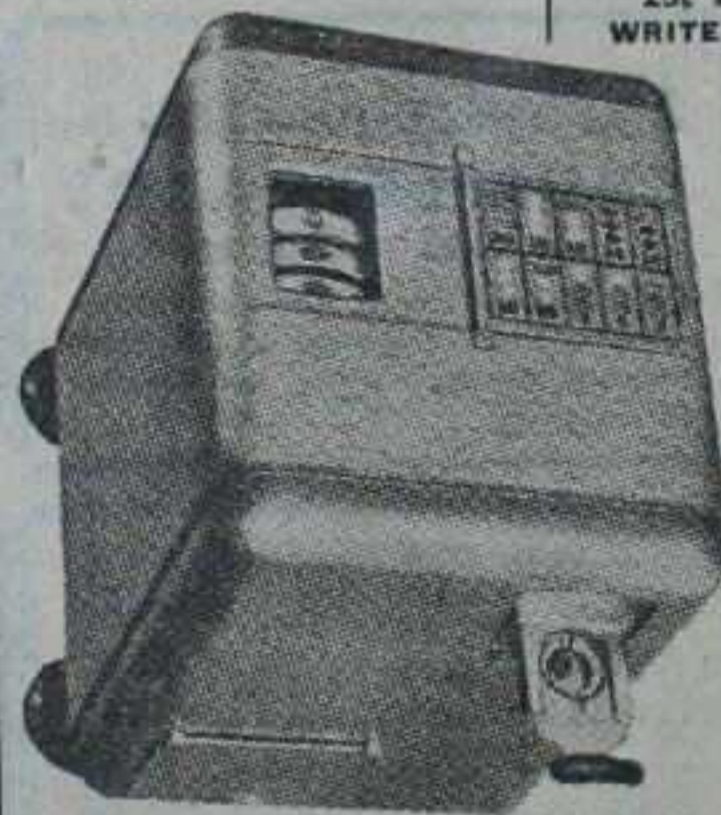
WRITE FOR PRICES



MILLS JEWEL BELL

Ready for delivery in 5¢, 10¢, 25¢ and 50¢ play.

WRITE FOR PRICES



NEW BONUS BELL

5c, 10c AND 25c PLAY
WRITE FOR PRICES

MILLS NEW VEST POCKET BELL

Operates on 3-5 Mystery Payout System.
5c PLAY \$65.00

New Box Stands. Single, Double and Triple Safes for All Bells.

GUARANTEED RECONDITIONED MILLS BELLS

Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells.....WRITE FOR PRICES

We Have in Stock at All Times EVERY NEW COIN MACHINE MANUFACTURED

Write for Circulars and Price List.

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| FIESTA \$24.50 | MYSTERY \$29.50 |
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- SPINBALL 99.50

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5-BALL NOVELTY REPLAY

CONVERSIONS

ARE CREATING A SENSATION IN THE METROPOLITAN PHILADELPHIA AREA

In order to supply the overwhelming operator demand we have been forced TO MOVE TO NEW AND LARGER QUARTERS.

10 Point Conversions at A PRICE THAT HAS AMAZED OPERATORS who have already bought and seen what these conversions can do on location.

The Current NASCO Conversion Hits Are . . . HAWAII Converted to ALOHA NEVADA Converted to LARIAT

WE ARE NOW READY TO SUPPLY NASCO CONVERSIONS TO ALL OPERATORS WRITE—WIRE—PHONE FOR COMPLETE DETAILS

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1427 North Broad Street

(STevenson 2-0242)

Philadelphia 22, Pa.

SEE US AT THE COIN MACHINE SHOW—BOOTH NO. 76

NEW GAMES MAGIC SERENADE HOLIDAY HARVEST MOON ONE-TWO-THREE EL PASO BALLY MULTI-BELL CITATION (1-BALL FREE PLAY) LEXINGTON (1-BALL PAYOUT)

ATLAS HEADQUARTERS for SHUFFLEBOARDS 9 FT.-22 FT. MODELS Coin-Operated and Non-Coin Operated. Complete Service on All Shuffleboard Needs. Write for Detailed Information.

WISE BUYS

(IT PAYS TO BUY FROM A REPUTABLE DISTRIBUTOR)

This is your opportunity to buy the finest coin-operated equipment available at ridiculously low prices.

1/3 DEPOSIT WITH ORDER

- BALLY DOUBLE UPS \$325.00 BALLY WILD LEMONS 315.00 BALLY TRIPLE BELLS 395.00 BALLY DELUXE DRAW BELLS 215.00 BALLY DRAW BELLS 175.00 BALLY BIG INNING (NEW) WRITE KEENEY BONUS BELLS 210.00 KEENEY TWIN BONUS BELLS \$375.00 BALLY GOLD CUPS 295.00 BALLY JOCKEY SPECIALS 195.00 BALLY SPECIAL ENTRIES 150.00 VICTORY SPECIALS (Chrome Rails) 79.50 BALLY BIG INNING 210.00

BALLY MULTI BELLS (Immediate Delivery)

REGIONAL BALLY DISTRIBUTORS

FOR

MARYLAND, PENNSYLVANIA VIRGINIA, DELAWARE AND WASHINGTON, D. C.

CHRIS NOVELTY COMPANY

Mulberry 8722 1217 North Charles Street Baltimore 1, Maryland

Table with 2 columns: Game Name and Price. Includes items like 5c BLUE FRONTS, 10c BLUE FRONTS, 25c BLUE FRONTS, 5c BROWN FRONTS, 10c BROWN FRONTS, 25c BROWN FRONTS, 5c EXTRA BELLS, 10c EXTRA BELLS, 25c EXTRA BELLS, and NEW SINGLE, WEIGHTED BOX STANDS.

SHOOTING STARS 5-BALL FREE PLAY \$50.00 Fast, Flashing, Exciting Action! High Score! Disappearing Skill Hole! Simple Mechanism. Proven Money Maker! In Original Cartons!

5c-10c-25c WIRELESS BAR-O-MATICS (WB-1Z), \$32.50 Completely reconditioned. All worn parts replaced. GUARANTEED PERFECT!

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Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8; ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 13; ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

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ON
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 SLOTS—NEW & USED
 CONSOLES—NEW & USED
 ONE BALL, F.P., NEW & USED
 ARCADE MACHINES
 CIGARETTE VENDORS
 CANDY BAR VENDORS
 PHONOGRAPHS - DIGGERS
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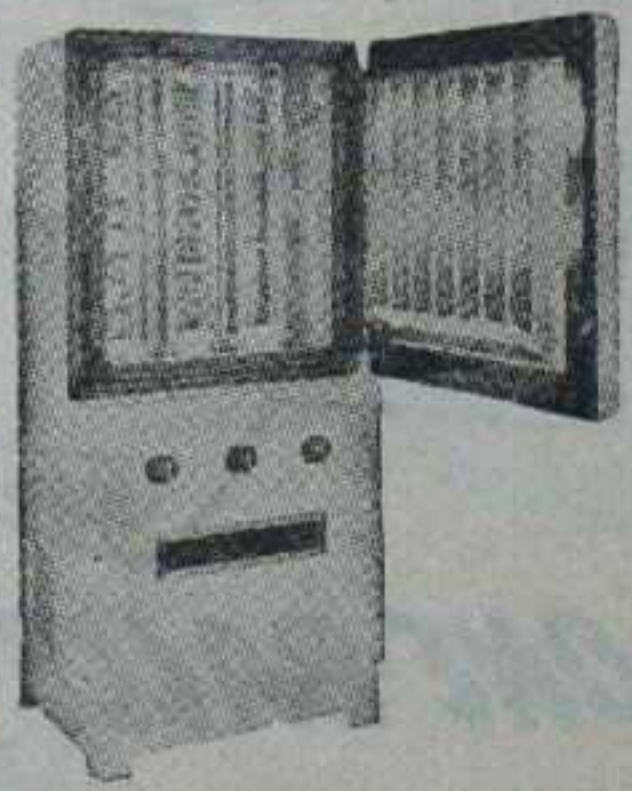
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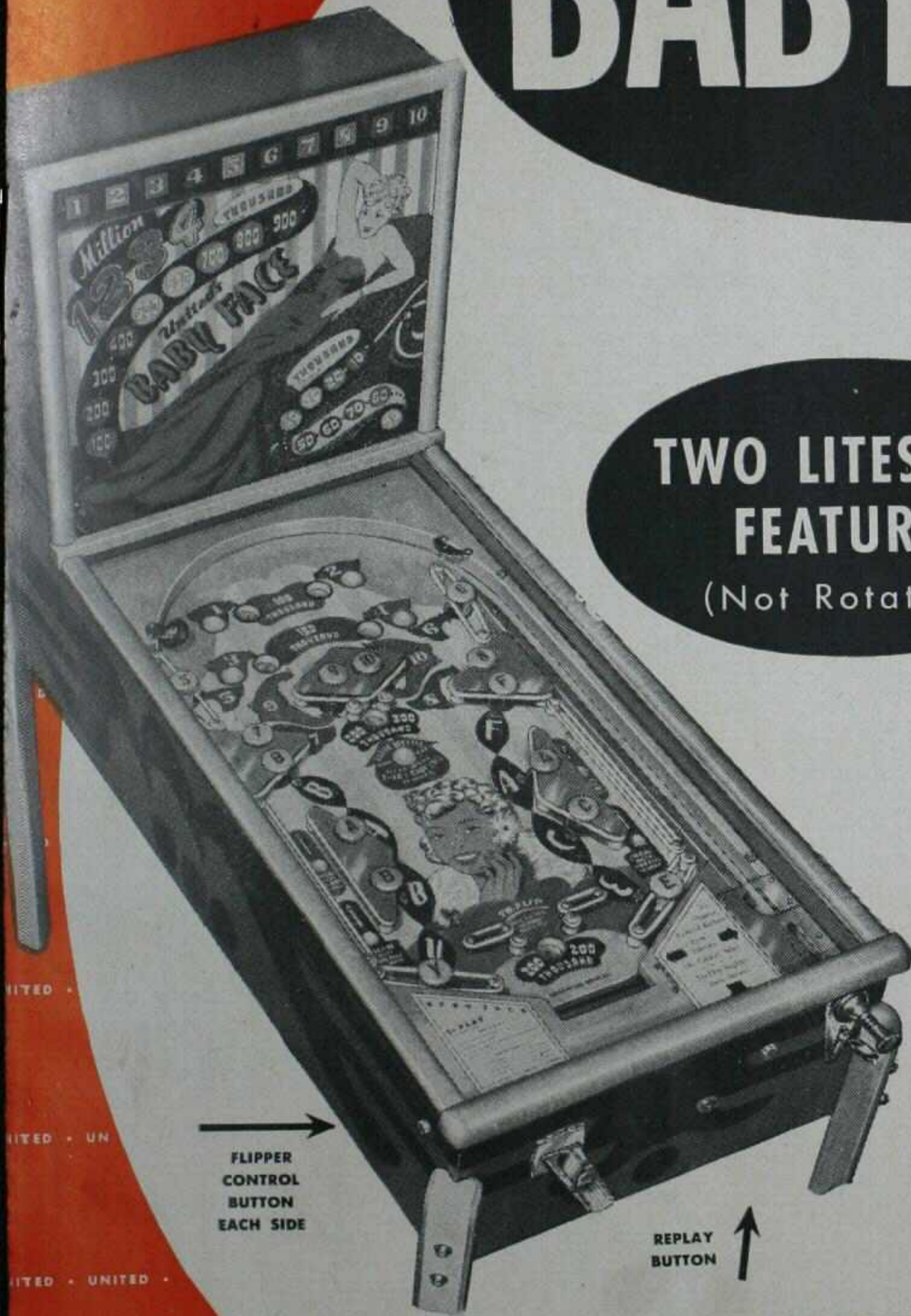
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