Mark T. Smith, internationally known horse trainer and ringmaster, associated with Bruce Gose, band its figures Don Haynes, wh leader Tex Beneke and comic Jerry Colon, has put together one of the few really new showbiz ideas in years. It's tagged "Horsecapades" and is actually a musical extravaganza on horseback. Smith is featured in this colorful two-hour show, comprising an all-girl ballet on horseback; Smith is featured in this colorful two-hour show, comprising an all-girl ballet on horseback; Wildfire, the well-known film horse; Liberty horse and jumping horse routines, starring Laddic, the high-jumping Liberty horse; comedy acrobats, clown, motion picture stunt and fancy and trick riders; a prima donna in "Melody of Gold," a standup musical production, and chariot races, with girls doing the well-known Roman riding routine. "Horsecapades," which was five years in the making, bowed in at the San Joaquin County Fair in California. Secretary-Manager E. C. Vollman, of San Joaquin, says it is the newest and finest type of show available to fair managers. Booked by MCA.
Music-Record Advertisers score big with Juke Box Operators every week thru The Billboard because only The Billboard gives them complete 100% coverage of the vital operator field.

But once a year they make full use of that special opportunity to get in those all-important extra points—thru The Billboard's Special Juke Box Operator Supplement.

This special issue reaches the Full Juke Box Operator circulation of The Billboard—Operators of the nation's 300,000 Juke Boxes playing to a daily audience numbered in the tens of millions.

...But here are the EXTRA POINTS:

- **Extra** Distribution at the Operators' Annual Convention in Chicago beginning January 17th (the Coin Machine Industries Show)
- **Extra** Foreign Distribution to Selected Importers of American Disks
- **Extra** Special Articles keyed to the needs of the Juke Box Operator
- **Extra** Special Reference List of Particular Value to Operators
- and all in an Extra Special Juke Box Operator Supplement published by the Operators' own business paper, The Billboard

Remember the issue, January 22, 1949. Remember the deadlines: for Reservations, January 4th; for copy and/or plates, January 6th.
RATINGS VS. TEMPERAMENT

Philly’s Cafe Ops’ To Fight Taxes on Tele

State-City Levies Opposed

PHILADELPHIA, Nov. 27—Opposition to both the Pennsylvania State amusement levies on television in tap-rooms and any city or federal tax on video presentations in licensed taverns was pledged this week by licensees leaders. Aroused by the de-cision of the State Supreme Court holding that television was in the nature of a “motion picture exhibition,” and the threat of the State’s $120 yearly amusement tax plus the threat of the city’s 25 per cent amusement tax on all food and drink receipts, the tavern trade was preparing for a showdown. At the same time, licensees ready to junk their video sets were ad-

Platter Lending Libraries in Eng.
Doing Boff Biz

LONDON, Nov. 27.—The record lending libraries in England have been so successful that the Library Association is now making a special survey of results and prospects. London and its suburbs already have 15 boroughs with record lend-
ing libraries. In the provinces Burnley in Lancashire and Sutton Coldfield, near Birmingham, are pioneers of the movement which be-

The largest of all of today’s record libraries is Westminster’s, opened last July in the basement section of London with 6,000 records, worth £8,000, and already popular. It reports 400 more records have been added in the five months since it opened.

The Library Set-Up
Some of the libraries at present lend only to music societies or groups, but the majority lend to
(See Platter Lending on page 17)

Fish Bowl

NORFOLK, Nov. 27.—The an-
nual Fish Bowl football game, played between the College of William and Mary and Washington & Lee, will take place at Foreman Field Saturday (4). Mark Scott, WLOW sportscaster, will handle the game. The game is a benefit event for the Negro Shriners temple.

PHILADELPHIA, Nov. 27—The town’s many dance and jazz concert promoters, with few exceptions, have finally thrown in the sponge after taking a licking over the past eight weeks have seen more concert pro-

Leavon’s Flops

Classie examples was the promotion at the Academy of Music Tuesday (23) that failed to draw the crowd expected. The price was a loss, and they paid off the guarantee and the cash credit, which was the rule. There was no money left over to hire a press agent or schedule a decent advertising campaign in the newspapers.

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(See Fish Concert on page 18)
The unusual spectacle of a theatrical union taking to the courts will be witnessed here on Monday (29) when Local D-100 of the Philadelphia Theatrical Employees’ Union asks the Common Pleas Court for an injunction against the parent IATSE. The union, representing all management employees in the theatrical industry here, is seeking the restraining order against the IATSE, Richard F. Woodhead, president, on the grounds that he has violated the collective bargaining agreement by taking employees to another theatre.

Oct. Showbiz
Taxes Decline

WASHINGTON, Nov. 27.—Collective bargaining agreements covering October since October have a lesser impact now. The Internal Revenue Bureau announced this week that the most recent agreement was registered by liens, which brought in about $41,000,000 less than in October, 1947. These liens were not registered for taxes to the Sophisticated goods and services.

The overall slump also held true for the gross sales of the radio, television, and motion picture industries. The revenue, however, was offset by approximately $3,500,000,000. The levy on admissions to concerts, grooves, and baseball games was about $1,000,000 more from October 27 than in October.

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In This Issue

Review
1949 Hollywood Ice Revue
(Openwednesday, November 17)

COLISEUM, INDIANAPOLIS
The 1949 Hollywood Ice Revue, which opened its run of 16 performances Wednesday (17), is more beautiful than ever. Sonja Henie appears in a flower-decked canoe, patterned after a similar float that floats under its own power while special lighting effects throw a shimmering mirage above the mirror-like surface of the ice. The ensemble, meanwhile, is grouped on stage in the most gorgeous costumes imaginable, a dream scene in tropical colors.

The show opened its stand here to a crowd of more than 10,000. Miss Henie herself remains radiant as always, yet her charm and grace, and her routine remains pretty much the same as in past seasons, she has built a tremendous following. For those there is Miss Henie. For others, Fredric Younger continues far better in the Ellis (1920-20), and Miss Sturgeon in their second spot in the show contribute an excellent skill sizzling regular.

Taverns Fight Liquor Sale
In Atlantic City Auditorium

ATLANTIC CITY, Nov. 27.—The Atlantic City Licensed Beverage Association, made up of resort's patrons and dealers, has announced that it is ready to fight any move to establish liquor sales in the city-owned municipal auditorium. The issue arises when the association opposes a proposal to offer the service of cocktails at a banquet of the hotel's association in the auditorium.

Licensed drinking places are fearful that a bar in Convention Hall would hurt their trade considerably. They argue that a new move to establish liquor sales is likely to be brought in to the off-season months. Frank Penn, association secretary, and Parkman, was willing to go along with co-operate with conventions and meetings, and even with the banquets. He told the auditorium, but a bar is definitely no go.

Number One Across the Music-Disk Board

Showbiz Luncheon
Will Honor O’Dwyer

NEW YORK, Nov. 27.—Exe霍 from all branches of show biz will hold their annual luncheon here December 15, in the Federation of Jewish Philanthropists of New York December 14 at the Hotel Astor.

Mayor William O’Dwyer will be present in the country. Tickets are on sale at the hotel.

Fay Pops Off Against ‘Reds,’ Draws Retorts

BOSTON, Nov. 27.—Frank Fay has been making his 10-week stay in Boston. Speaking at women’s clubs and political organizations, Fay has charged public figures with being "red" advocates, or members of Communist organizations, and named names.

But it was not until last Sunday (21) night, when he appeared before a large crowd of photographs of Sturges of the Columbus at the Copley Plaza Hotel, that he broke into public denunciation of the anti-communist reports.

This was the first time that any of his targets had been reportedly reported by the Boston newspapers.

At that meeting Fay threw spears and scored a couple of hits which backfired.

Lists “Communists”
He charged Senator Joe, Kelly, Connolly, Reynolds, Ben Hatch, and Frank Sinatra with being "red" advocates, and named names.

Edward G. Robinson is as Red as you will ever find him, had said Fay.

Fay Red ... Charlie Chaplin the worst (See Fay Pops on page 46)

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NEW BATTLE OF THE COMICS?

Capital Gains Hassle Heads For showdown

Congressional Fight Looms

WASHINGTON, Nov 27.—The rau-

cing congressional battle over the capital gains tax by top radio and

show biz promoters is headed toward

a showdown in Congress. Capitol Hill

is stirring with speculation of a

possible floor fight early in the 81st

Congress unless the Bureau of In-

ternal Revenue imposes a federal

administrative order prohibiting per-

formers, from incorporating them-

selves to cut tax payments. Major

developments on the Washington

front this week were:

1. The Bureau of Internal Revenue

sent a polite acknowledgement in

a recent letter that the legal basis for

the Bureau's acceptance of the device

whereby high-salaried performers

pay the levied capital gains tax rather

than the income levy (The

Billboards, Nov 27). The Bureau of

Internal Revenue informed Senator

Bridges that it was looking into the

matter.

2. Two House members—Representa-

tives J. Proctor (D. Tenn.) and Carl

T. Copeland (D. N. Y.)—wrote let-

ters to the Bureau of Internal Re-

venue almost identical with Bridges' let-

ter. Priest is a member of the House

Subcommittee on Internal Revenue

and Joint Committee, which has jurisdic-

tion over radio legislation, and Curtis

is on the House Ways and Means

Committee. In addition, Sen. Eugene

Millikan (R. Colo.), present chair-

man of the Senate Appropriations

Committee.

Battle Loses

The Internal Revenue Bureau is

known on its specific plans, but a spokes-

man for the bureau said the bureau

which the Bureau might make would be

"strictly in executive session with the

individuals involved.

Significantly, however, reports are

circulating here that several influen-

tial congressmen are considering us-

ing tactics of trying to make a rider

next session into the Bureau of In-

ternal Revenue's appropriation bill to

end the practice of personal incorpo-

ration by the major radio and

(See Capital Gains on page 14)

“Babe Ruth” Pie Story Will Go On Mutual Net

NEW YORK, Nov 27.—A radio

version of The Babe Ruth Pie Story

film release, was auditioned by the Mutual Net in New York last week. Reports are the show will

start on the network in January.

The lead role is being played by

Charles Irving, until recently on the

Henry Morgan show, and an ac-

tor-director in addition to a comedy foil.

Scripts are being written by Ben

Freeman, now of the KFRC, and

the Miller Huggins role. Mitchell

Grauman is the producer.

The show is being packaged by

Woody Keese.

Benny Shift to CBS Bodes War at 7 PM on Sundays: Bergen and Harris Eye Move

NEW YORK, Nov 27.—Benny

comedy is now slipped to CBS. Co-Com- dina is on the other hand, is waiting for

a Treasury Department approval before it makes

its network commitment with CBS. There is a capital gains package (reported price around $1,800,000), whereby they ac-

quire rights to his contractual characters, essentially Charlie McCarthy and Mortimer Snerd. If the deal is approved by the Treasury Department, Benny may be bought. If it is rejected, Ben- ger will again be a free agent. Benny, who is for the most part a radio actor, comes to P&G from his prior

CBS experience. The program is scheduled for the 7 p.m. NBC time, which he has filled for many years.

Benny's deal is said to be for less money with CBS than with NBC which would not go along with terms outlined by Music Corporation of America (MCA) (The Billboard. Nov 27). NBC was prepared to pay $2,000,000 for the network commitment of Benny and $150,000 for his assets, plus

per cent commish to MCA. Reports were that Benny is burned at NBC and has extended his negotiations with CBS. Reports from congressional investigation into capital gains deals. This week, two more congressmen called upon the Treasury Department to investigate such sales.

Benny: CBS deal ends one of the closest relationships between per-

formers and network in the business. Benny has held the same NBC spot since he started for General Tires in 1922. Some years ago, Benny Trammell, president of Mutual Broadcasting Com-

pany (NBC), issued the following statement:

"Until the U.S. Treasury says that such transactions are lawful, NBC will continue to refuse to refuse such pro-

duction companies or a corporation where the artists who control such corporations are per-

sons who are bound to charges of discrimination between artists who are paying income taxes at the higher rates and those who are paying at the lower rates 22 per cent based on invested capital gains."

Benny's statement was one of the early

But if any deals are made for the purchase of radio pro-

duction companies or radio properties, all details of such transactions will be submitted to the Treasury Department for approval or dis-

approval. Benny's statement is expected to come to the attention of the House Ways and Means Committee in Washington in a few weeks.

Mr. Trammell's statement is expected to come to the attention of the House Ways and Means Committee in Washington in a few weeks.

Battle of the Quotes

NEW YORK, Nov 27.—Immediately after Columbia Broadcast-

ing System (CBS) had announced its acquisition of the Jack Benny

productions, Nick Trammell, president of National Broadcasting Com-

pany (NBC), issued the following statement:

"Until the U.S. Treasury says that such transactions are lawful, NBC will continue to refuse to refuse such pro-

duction companies or a corporation where the artists who control such corporations are per-

sons who are bound to charges of discrimination between artists who are paying income taxes at the higher rates and those who are paying at the lower rates 22 per cent based on invested capital gains."

CBS replied to Trammell's statement with one of its own:

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CBS Mulling Double Spots For O-and-O’s

NEW YORK, Nov 27.—Adoption of a policy of double-spotting by Co-

lumbia Broadcasting System (CBS) for owned-and-operated stations is under discussion at their top management. If it goes through, the plan will be extended effective after the first of the year. But it is highly unlikely that the network would be interested in the availability— If they were, they would have gone for the CBS spot.

The double spots envisioned by CBS would consist of a combination of service spots and regular commercial spots. Thus, a time signal (time signals average around 20 seconds) would be followed by a regular spot blurb.

CBS execs state that such double spotting is permissible under the recently approved code of the National Association of Broadcasters, and CBS bans double spots other than combos involving service announcements.

Standard Net Begins Origination at WJW

CLEVELAND, Nov 27.—The Standard Net, consisting of 14 Ohio AM and FM stations, began operat-

ing this week at WJW, Cleveland, the originating stat-

ion. The network is broadcasting from the industrial por-

tion of the Standard Net to Western Pennsylvania and Western Maryland, the originating station. The network is being transmitted to the industrial portion of the Standard Net to Western Pennsylvania and Western Maryland, the originating station.

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WORL Court Okay Raises Power Doubts

Supreme Court Next?

WASHINGTON, Nov. 27.—Charging unmerited criticism has been leveled against the Court of Appeals of the District of Columbia and its Chief Judge W. A. T卟rler in a petition in which the court reversed Federal Communications Commission's (FCC) refusal to renew the license of WORL, Boston, the commission, in contemplation of carrying the case to the Supreme Court. The case is expected to attract wide attention in the radio world because of the opinion of legalists here, the validity of the commission's investigatory methods in license-renewal cases is at stake.

Heard by a minority dissent in the Court of Appeals decision, the FCC is seeking to support its conclusion that WORL System already had shown "gross carelessness and willful disregard" of rates and consequently did not warrant having its license renewed. The Court of Appeals application of the FCC act "arbitrary, capriciously and unreasonably in refusing the applicant's license."

Dissenters Comment

In dissenting, Justice J. Edgerton declared that "the commission found in effect that the applicant had repeatedly made false statements to the commission and that it had done so willfully, I do not see how either of those conclusions can be thought to lack support."

Edgerton declared that even if "the applicant's conduct had been merely 'reckless or negligent,' they would still have been reason sufficient to FCC for finding that the WORL operators do not possess the necessary character qualifications of a licensee of a radio station."

Should the FCC decide to go to the Supreme Court in the case, the station will be given additional temporary license to operate, pending final determination. The station has so been operating for about a year.

MBS Sets Paige In Program Post

NEW YORK, Nov. 27.—Jack Paige has been appointed to a new post, that of manager of program operations of the Mutual Broadcasting System (MBS). The change is effective December 1. Paige has been the station's entertainment special events under Abe Schechter, the web's news veep. Paige moves over to MBS from Mutual, where he recently was named as Mutual's executive veep, leaves the web.

Succeeding Paige, at least temporarily, is Mill Burch, now in the news department of Mutual's new post. Paige's new slot is in line with a recent Mutual board decision to hypo its program activities. Paige will have the scheduling and co-ordinate activities with respect to Mutual program activities. Rates are to be called Friday speech special. Paige was formerly with Cowles' radio stations. Phillips Carlin is Mutual's veep in charge of programing.

Can't Control Program Levels, Webster's FCC Aid Maintains

WASHINGTON, Nov. 27.—The case history of a small radio station is depicted in a pamphlet written by Arnold Arthur Ulin, executive assistant to Federal Communications Commission Edward M. Webster, published by the Little Tarter Center of Harvard University, the booklet outlines the two-year history of a station disfrusted under the call letters "WZZZ."

On the basis of his study of the station's operations, Ulin concludes that it is impossible to control program standards. "These are simply too many forces at work in the situation, and the unique factors of each area add to the contending," Ulin states.

Government, he remarks, cannot produce a set of absolute standards for all stations to follow. "It seems unlikely that government could ever go that close to the situation to acquire the necessary information understand the many different studies of the situation, and the unique factors of each area add to the contending," Ulin states.

WLOF-FM Sells Nighttime

NORFOLK, Va., Nov. 27.—A single station in the Norfolk area, WLOF-FM has picked up the tab for almost the entire nighttime output of WLOF's Norfolk Television Station, Guild, the station owner, said. The Guild has contracted for six hours, 6 p.m. to midnight, with WLOF-FM, doing as much as 85% of the broadcast time. The Guild also adds, "WZZZ" and their views toward the owner and each other Balance sheets are shown in the program to show its expenses are higher than the average station.

Another station that WZZZ has been in operation only a few weeks as an affiliate of WLOF, 1,000-

CBS Station May Carry NBC "Supper" Show

HOLLYWOOD, Nov. 27.—Newell Emnett Agency went station shopping this week in an effort to find a local outlet to carry the Chesterfield Sunday Night special following cancellation of the five-week series over KFI Los Angeles (The Billboard). While they dropped from KFI when local National Broadcasting Company (NBC) affiliate refused to re-sell its long-time free warning broadcasts which cut into the show's minutes of the Chesterfield airer.

If feasible, agency would like to place Chesterfield Broadcasting System's (CBS) Hollywood outlet, KNX, key 50,000 West Coast station to carry the Chesterfield. A Mutual American Foundation (AFFM) Local 47 has given nod to the NBC contract by the rebroadcast fee of $15.00 per sidemen. Deal will depend on KWNK's ability to clear suitable time slot. Show is aired locally at 8:00 p.m. PDST, with CBS carrying Lowell Thomas news strip for Chesterfield airer.

KFI took its fight to the listening public this week via a series of announcements telling listeners of reasons for cancellation of Club airer. Audience was invited to write to the chairman of the Board of Directors of the San Francisco station to express at Frost warning, as the station is an overwhelming mail response in this letter to the board of directors.

Meggens & Agencies Achieve a Formula

NEW YORK, Nov. 27.—The letter laid down by radio artists' and the management of the American Federation of Musicians (MFA) Local 47 has given nod to the NBC contract by the rebroadcast fee of $15.00 per sidemen. Deal will depend on KWNK's ability to clear suitable time slot. Show is aired locally at 8:00 p.m. PDST, with CBS carrying Lowell Thomas news strip for Chesterfield airer.
Simon Antics
Draw AFM Nix: Jockey Burns

CHICAGO, Nov. 27.—Ernie Simon, local jockey, this week was put on notice by the American Federation of Musicians (AFM). As a result of the situation, Simon is due to be tried Wednesday for a violation of KTRI Mutual Broadcasting System (MBS) order with an opportunity to perform an unusual radio program job. Despite the AFM's prohibitory measures, Simon dined at many benefits, first of which was a scheduled appearance on the AGVA benefit for Chicago Stadium tonight.

Simon, not an AFM member, got into trouble with the union over a situation which developed at a combined late show, on KTRI Monday (17). To hyp the show during a full, Simon, in typical style, got off a few words about the orchestra, threw some orchestral music and a3 trumpet during the program of his own routines. The benefit was sponsored by the Berwyn, Ill., Community Chest by the Morton High School.

Tuesday (23) Simon received a notification from Local 10 that he was to appear before the Local's labor board at 4:30 p.m., for a meeting on its practice charges. According to Simon, he refused to report to the labor board, Local recording secretary, when he appeared at the union's office was Simon. Simon also said that members of the board used some unnecessarily strong language and that members of the orchestra, AFM unit involved, receded their priestly duties and handed down its unfair ruling because of its routine with the benefit orchestra.

In voicing his resentment of the hearing's decision, Simon stressed the fact that he had no time to explain his side of the case and his court ordered to work no right to put him on trial.

Walter Armstrong, late radio man, who has been best man for Simon, said The Billboard that Simon did a top job and that the union lost its case.

Simon stressed that he was not in conflict with any of his fellow musicians and that he considered himself as a musician and not a non-musician.

Mantle Cancels ABC Spot; Toni Mulls Cuts

NEW YORK, Nov. 27.—One bankroll of the stars has been canceled out on American Broadcasting Company (ABC) this week, while another, Toni Muller, is considering his future.

Mantle Lamps decided to tailor off its Simon's Ed McMahon show after December 24. The program has been airing at 4:15 p.m. Fridays. Tuesday and Thursday of this week were two week's end its Ladies Be Seated, which airs at 8:15 p.m. across the board, will be repeated for one week only.

The reason for the break is that Mantle Lamps has decided to invest some of its budget in video shorts.

Nat'L Biscuit Buys Three 52-Hrs. on MBS

NEW YORK, Nov. 27.—The National Biscuit Company, on behalf of Shredded Wheat, this week concluded a contract with Mutual Broadcasting System (MBS) by which it will bankroll two daytime half-hour and two half-hour programs.

Portions of the shows slated to be used is Straight Arrow, which airs at 2 p.m. daily on Mutual Network. The shows will start in the evening.

The agency is McCann-Erickson.

On the House

SIoux City, Ia., Nov. 30.—The recent blistered and steel shows that this area is on track with KTRI Mutual Broadcasting System (MBS) order with an opportunity to perform an unusual radio program job. Despite the AFM's prohibitory measures, Simon dined at many benefits, first of which was a scheduled appearance on the AGVA benefit for Chicago Stadium tonight.

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WBBM Sets Variety Seg as F. M. Hypo Jock Competition

CHICAGO, Nov. 27.—In an attempt to hype late night programming in the ABC Mutual Broadcasting System (CBS) and a station, will begin airing a live variety hour Monday through Friday from 11 p.m. every week, starting December 29.

WBBM's new show, titled "The Night Shift," will be produced and presented under the direction of Chese Petrillo and will star vocalists Billy Vaughn and Conni Runsell, all staff members.

Val Sherman, station's program manager, said that from local networks, the guest stars would be featured and the variety show scripts by staff writers will be used.

Sherman pointed out that sets in this hour long program range from 13 to 17 per cent, and that station management feels a top program approval for the ABC Mutual benefit to meet and keep many radio receivers going.

Scheduling of this new show will cut down on the ratings for the local networks, which has been diminishing lately and the end coupon went from Chese Petrillo and Ambassador in the last few shows, so far, no attempt has been made to sell the new variety show. Will be aired on a space-taking basis for an indefinite hour, until all the kids are in bed out.

"Teentimers, "Leave It" Canceled on Mutual

NEW YORK, Nov. 27.—Two cancellations hit the Mutual Broadcasting System (CMS) and American Broadcasting System (CBS) late this week. Such is the case with "Teentimers, Inc. and Continental Pharmacology Corporation." The show has been moved to ABC Mutual Network.

The last show will be December 4.

Continental will fold Leave It to the Feltis Alone Is Now Head of BMB; Divided Rule Ended

NEW YORK, Nov. 27.—Realignment of top personnel of Broadcast Mutual Bureau (BMB), one week clearly established, for the first time since the founding of the organization, a situation where at least two men are being considered for the position of Hugh Feltis as chief executive. Hugh Feltis, the Broadcast Mutual Bureau's search chief, was on a par with Feltis. This divided and confusion authority as the result of considering a proposal from organizations supporting BMB and led, ultimately, to the formation of the National Association of Broadcasters' (NAB) resolution last week calling for an additional resolution.

Under the new table of organization, Churchill will not concern himself with the day-to-day activities of the organization, and will assume the day-to-day supervision of BMB operations under Feltis.

The moves were made to coincide with the sale for work on the 1949 audience survey, scheduled for the last November. The move to establish a new proposal for the survey may be postponed for a year, due mainly to the relative high cost and the effect of television, BMB plans now to go ahead with this survey, but without any plans for the future. The effect of television, BMB plans now to go ahead with the survey, but without any plans for the future.

THE NEW YORK TIMES

Menkin Gets Sklar Position on WMCA

NEW YORK, Nov. 27.—Lawrence Menkin, program director of WSVN, Newark, N. J., has resigned to join WMC A, New York, as a wide ducer. Replaces Mike Sklar, who joined the Columbia Broadcasting System (CBS) to work on the newdition of the New York Times. Menkin is associated with this new project in the capacity of program director, has joined WMC A, New York, as a wide ducer. Replaces Mike Sklar, who Menkin, formerly a free-lance writer-director, will handle, under the guidance of WMC A's new executive vice president, was dropped its Teentimmers Club, which has been airing at 11:30 a.m. Saturday afternoons over to DuMont to air it.

Girl December 5. The show heard at 8:30 p.m. Fridays will wrap up its initial 12-week cycle.

Ted Steele, One-Man Industry, Now A2rs22 Hrs. Whty., AM&TV

NEW YORK, Nov. 27.—Ted Steele, the radio- and television-program producer, is now producing his weekly radio and television shows. Steele's weekly shows are heard on a daily basis in the United States and Canada, and are syndicated by Mutual Broadcasting System (MBS) each week.

Steele's radio shows are aired on NBC, WCN, and other networks, and his television shows are aired on the Mutual Network. Steele's television shows are also aired on the Mutual Television Network and on various cable networks.

Steele's program is currently being broadcast in 25 countries around the world, and has been syndicated to over 200 stations in the United States alone.

The contract covers a five-year period. The show was set by Young & Rubicam for the 9 p.m. Saturday night slot on ABC, the same time on which it formerly was aired over ABC. One reason for the switch was to take advantage of ABC's new programming. The show is currently being broadcast on the Mutual Network and on various cable networks.

P&G Moves To Tues. Post - Texaco Time

NEW YORK, Nov. 27.—Procter & Gamble's newest series, I'd Like To Drink Coffee Bud, will be broadcast Monday night time slot following Texaco Star Theater, which is devoted to the production of Texaco Star Theater, which is devoted to the production of Texaco Star Theater.

The 20-minute Texaco time is now filled by Mary Margaret McBride's show, which was last to fold December 14.

In addition, P. & G. has taken an option on 3:30 to 10 p.m. of tonight, which is now given to the McBride series. The last of 10 minutes of this period are now unassigned. Tommen's booking is scheduled for 11 p.m. with with fight pick-ups.

Dunton Reappointed Head of CBC Board

MONTREAL, Nov. 27.—A Davidson Dunton, ex-editor of The Montreal Star, has been elected to a second three-year term as chairman of the Canadian Broadcasting Corporation (CBC).

The salary was set at $15,000 per year when Dunton first took the job in 1945. Dunton was also former editor of the Toronto Star and of the Information Board.

This contract is for another term of one year as member of the board was Jean Morin, of Montreal.
Radio and Television Program Reviews

Radio Review

Reviewed November 12, 9:30-10:30 p.m. Style—Film. Sponsored by Procter & Gamble Company, thru Com- 

Program directors of the networks in New York say that for months agents have been pitching shows based primarily on old news-
set clips, but few have been in the actual position to de-

liver. One of the first to get on was Procter & Gamble's I'd Like To See, followed shortly thereafter by General Electric's Spot Look and Listen (reviewed in this issue). P.A.O., in this case, has the idea that the show may be more appetizing and more in demand, in serving up a much more appealing message no less than 13 times during the show in a repetition pat-
tern. Only five minutes separated the shows on two occasions. In addition, the films lacked contrast of events to be overexposed and were accom-
non-Less also, it was a glib message.

The use of filmed commercials on a live variety show also posed a problem. Personality Georges Jessel, charged with entertaining the studio audience, was badly handled, with cameras on several occasions returning late; also, Jessel's schedule was such that it was not possible to cut the studio and its actors, in a terrify with the audience. It shut the entertainment, a similarly shaped radio show with the same host and audience, so thought that go unexplained to listeners.

Scenery Is Nil

The show was screened with no scenery, a lack of adequate holiday backdrop and poor lighting. In fact, the stage was largely 

black, as was a almost solid black when the stage lights went into action.

In the second scene, Jessel's fanfare 

for stage mike to intro the acts; most of the time, the fanfare was heard between the time to cut the studio and its actors, in a terrify with the audience. It shut the entertainment, a similarly shaped radio show with the same host and audience, so thought that go unexplained to listeners.

That perennial song-seller, Lanny Ross, backed in good style by Sylvia Levin and the WOR Orchestra; Cast, Lanny Ross.

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Through the other song, it was truly pleasant to have the show out by following him offstage into the wings, the purpose of that young lady.

In fact, the camera work in general failed to impress. For example, when Paul Draper went into his dance routine, a head-and-shoulder scene was held for an instant before viewers got a look at his tapping. Then, after Jessel called for a bow from a song-taker in the audience, the camera never got around to him, the scene was shown, as was to be expected, the show. As the viewers would be interested in seeing Thanksgivings.

The camera went berserk, long 

shots and close-ups of the stage in fast motion that led viewers to surmise that the director couldn't wait to get away from it all. In addition, the singing was off-mike, the characters were not constant figures.

First-Rate Talent

At least the talent involved for the show was first rate. From the opening songs by Connee Boswell and 

Paul Whiteman and orchestra, the entertainment was impressive, altho the show was slow due to the aforementioned production mags.

Comedian Phil Silvers, with Jessel turn out to be considerably better than could have been estimated, based on the initial setting.

Sara Chase.

Meet the Billboard

Holiday Star Vanities

Reviewed November 20

Sustained Via WOR

Saturday, 9:15-9:30 p.m. Producer-director, Herb Rice; writer, James Winchester; music, Sylvia Levin and the WOR Orchestra; Cast, Lanny Ross.

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Sara Chase.
Stop, Look and Listen

Reviewed Sunday (November 21), 8:30 p.m. on ABC. Sponsored by General Electric Company; thru Benner, Barlow Durante, and U.S. television network, New York. Producers: Fred Rosen for World Video and Steve Alexander for ABC. Director: Ralph Levy. Panel of experts: Carman Foster, Chas. Fairbank, and Mother Theresa; John Daly (CBS narrator). John Foster Dulles

To replace its short-lived Carnivale series, General Electric has come up with a quiz show based on newsreel clips, with a panel of disinterested notables test their powers of observation in answering questions about brightly shown newsreel clips. It is a dull, plodding, ment show. It is the kind of show which needs the sort of give and take which characterized the former. Please, when it was on the air. There are scant indications that this sort of exchange is in store for Stop, Look and Listen.

Panel Experts
The panel of experts, so-called, on this show, consisted of Granstand Rice, Elka Chase, Deems Taylor and John Charles Davis and, to the credit of the last three, they showed that given the right sort of buffer they could very well contribute the necessary sparkle. But with Paul Gallico as quizmaster, there's no hope; Mr. Gallico seems governing in a strange waters and is way over his head. At any number of times, circumstances shrunk for a gag answer by Gallico in response to a slip line by one of the panel, such as Lawrence Welk.

The simple fact is that Gallico gave any number of indications of the disorder he felt in his quizmaster's role. A tension of this kind transmits itself to the audience only too readily on a radio program; on a television show it cannot only be felt but seen. Gallico gave job after job after job on the debut program, that video, unlike radio, "shows its blank faces," or words to that effect. Quite evidently, he knew whereof he spoke.

Jerry Franklin.

Eleanor and Anna Roosevelt
Reviewed November 19
Sustaining on ABC
Monday-Thursday, Friday, 10:45-11:15 p.m.
Producer, John Masterson; announcer, John Nelson; cast: Eleanor Roosevelt, Anna Roosevelt, guest Genevieve Taft

Current Hooperating for the program (November 19):
Average Hooperating shows that type (Nov.)
Current hooperating program preceding (Betty Crawford)
Current hooperating program following (Betty Crawford)

CURRENT HOOPERING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Arthur Godfrey (National Roots)... 6.3
CBS: Dickie Stewart, WOR, WNBC.
NBC: "Joye Jordan, M.D."... 5.9

Mrs. Eleanor Roosevelt, whose previous radio efforts have not been particularly successful, recently kicked off a new series on the American Broadcasting Company (ABC), with her daughter, Anna. The morning shows, heard three times weekly, is a show almost as deadly as the latter coming thru with a transcript interview with some celebrity to fill the comfort of an advertisement, undistinguishable between comments on almost any subject by Anna. In the two Roosevelt sound as though their names ought to have given a different result. Anna had been into a vigorous defense of John Foster Dulles, who never was anything but persons who got with F. D. R., in which she labeled opponents to Dulles and the policies he represents as traitors. She then assailed President Truman's recent appointment of Dulles to replace Warren Austin in the United Nations as a clever move which reaffirmed (See Eleanor and Anna on page 15)

Norvell
Reviewed November 20
DEKOR & COMPANY LEATHER SHOWROOMS
Via WOR
Saturdays and Sundays, 1:30-2:35 p.m.
Producer-announcer, John Bradford, writer-director, Norvell.

Norvell, who bills himself as the "20th Century philosopher," is taking advantage of the current fad for introspection and self-analysis in his new series of late-hour talks on WOR. His philosophy seemed compounded, on the show caught, of equal parts of patience and impatience. If that seems contradictory, so did Norvell.

On the one hand, he urged listeners (See Norvell on page 15)

On Trial
Reviewed Monday, November 21, 8-9 p.m. (ABC).

There is more human interest (See ON TRIAL on page 15)

Mary Lee Taylor
Reviewed November 20
PET MILK SALES COMPANY
Thru Garden Advertising Company
Via NBC
Saturdays, 10-11:00 p.m.
Producer-director, Al Chance; writer, Ben Adams; announcer, Del. King, Cast, Mary Lee Taylor.

Current Hooperating for the Program (Hunter October 22, 5):
Average Hooperating shows that type (November 19)
Current Hooperating Program Preceding (Dickie Stewart)
Current Hooperating Program Following (Dickie Stewart)

CURRENT HOOPERING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Sustaining... Yes
CBS: Sustaining... Yes
NBC: Sustaining... Yes

In this day and age of mass- (See MARY LEE TAYLOR, page 15)
The Phil Silvers Show

Reviewed Wednesday (November 24), 8:30-9:00 p.m. Style—Variety. Sponsored by RCA Victor. Cast: Phil Silvers, his wife, Anne Jeffreys, Cabinet, and several other regulars. Guest: Herbert Coleman.

Phil Silvers's first show for Arrow shirts is a fine start, the first good comedy show of its kind in radio. Happily, it is a show that has a routine, and represents, in that sense, a switch made years ago in radio. When Jack Benny, et al., first appeared as a unit, their work was straight out of vaudeville. Their unison and, rather, their performance as a group was in keeping with their present character—situation comedy. Silvers isn't gone anywhere near as well-dressed as the cast of Phil Silvers's show were, but he and his group are Charles Boyer and Renee Adoree. Silvers was the one who was strict black in nature, rather, and little attention was given to character—but at least it's a try, and a good one, away from a straight presentation of variety. But whether the show will have the stamina to stand on its own merits and the other showing shows can indicate. It certainly has a better chance in its present senes than the one as a vaude show.

Laughworthy Skits

Silvers's main routines were his opening announcements, which are stuck to their desks—and a typical revue-type blackout with Connie Sawyer. The first had an all too familiar air and ran too long, but, like the rest of the program, was laughworthy. Herbert Coleman, a Negro younger, exhibited an okay pair of pipes in stating one tune, but his grimes were a burdening distraction. Rut Leib was good in a short routine through by Harry Salter was good.

The Arrow shirt commercial was done in a sketch of a back mark, "Phil's Men's Shop," and had impact, both as comedy and as a sales pitch. Jack Benny, as a part of the routine, was the "sponsored" with able support from an unhinged steel going on an sized collar and short.

Jerry Frank

Yours for a Song

Saturday, November 19

CONGRESS PRODUCTIONS CORPORATION


Thur Berlinman, Castelman & Pierce

Herbert Lorentzen, Acct. Exec.

Fridays, 9:30-9:35 p.m.

Director, Carlo Di Angelo; writer, Nora Shilling; announcer, Dudley Bernard; music, Allen style by composition and gen. 30-piece orchestra; guests: Jane Froman, Robin Boyd, Benny Howard, and guests.

Current Repeating for the program (Chamber Thursday): None

Average Rating: 23.3

Current Repeating for the program (Saturday): None

Average Rating: 15.5

Concurrent Repeating for the program (Wednesday): "John-Manville Spot" (WJITC) 1.3 concurrent Repeating for the program (Opposition Networks) 0.98 concurrent Repeating for the program (Opposition Networks) 0.98

ABC: "Ford Theater." 1.3 concurrent Repeating for the program (Opposition Networks) 0.98 concurrent Repeating for the program (Opposition Networks) 0.98

The combo of Alfred Almer, a 30-piece ork, plus guest artists Jane Froman and Robert Weede, added to an enjoyable 25-minute musical stanza. Weede's barber-like vocals and garage-hi notes, as much as the Barber of Seville excerpt, and Miss Froman's rendering of "L'etoile de Rome" and "The Fiddler on the Roof" in the current few, But- tons, and Bones, made for nice balance.

Plugs for Conti shampoo stressed the "softness and drapery" in it's ability to "wake up the natural beauty of your hair." Delivered in aliquot takes but not as part of a routine as they were convincing and avoid hasty over-selling. Ira Hecht.

Hits and Misses

Reviewed November 8

Sustaining WABC

Mondays-Fridays, 5:30-5:30 p.m.

Producer-Director, Dag MacAnne;

Emcees: Harry Marble.

This half-hour stanza emceed by Harry Marble features a quiz of four contestants on recordings of recent movies. Far too many of the items of the show is devoted to interviews preceding the play. There is no doubt that the program moves along. A question, submitted by listeners with the beater lost, are painfully simple. For example, following the "Here Comes the Bow to Chaste," Marble asks for the names of a few of the other songs about China. It is not merely the lack of a sizable jackpot that seems to account for the stuffing of the show; that quality stems from a cut-and-dried format and a rather satirical style exhibited by Marble. With some inclinations and routine and quiz aspects, the program can emerge as much more enjoyable a show.

Claudias (Bud) Collyer is the emcee of the $1,000 in the contest. The crass audience participation show goes a long way in replacing Miss Goes A Shopping as an afternoon offering over the Colum-

World Adventure Series


This show is an unusual presentation of a travel talk, with background set in a stunt incident. By Ross Mulholand and Alfred Marshall. In this case a leavening cinematographer, is set on an exotic spot. Perspective is set with an interesting character, which makes the perfect situation for a show with a woman's topic—in this case, post-war Britannia. The woman's selection then fades into the film with Wolff cranking a running commentary throuthout.

The technique allows the talk to be adjusted ad lib to the structure of the show. There is no touching up any points not clear. The show is edited in such a way as to give proper screen quality, and shots that miss for television are eliminated. Most films used in the series are from original, and it has been found that they produce a softer contrast effect on the television screen than black and white originals, allho allowance has been made in some cases for the video camera's relative insensitiveness to red. The editing job is exellent headed, especially considering the fact that most of the lecturers arrive in town only a few hours before the show.

Mulholand and Wolff were thoroly competent in front of the camera as experienced talkers. The reference to the script which Wolff utilized, was mentioned, which was the case. The show was run front in a front of a huge crowd, unaccompanied by the product.

Som Chese.

The Benny Shift to CBS Bodes War at 7 p.m. on Sundays

(Continued from page 5)

will counter with such deals of its own, motivated by a desire to fend off further raids on its stars. Trammell declared that NBC would not participate in such deals until the U. S. "has declared them lawful." NBC's statement, in effect, indicated that NBC had paved the way for NBC to buy Truth or Consequences, Ed Gardner's Daily's Tavern and other NBC attractions.

The Benny Shift to CBS finalized when American Tobacco, his sponsor, failed to renew its NBC time, which expires December 26. NBC had been advised informally, and NBC. Vincent Babbitt, American Tobacco's president, is reported saying that, since the networks are about the same, he had to change his mind. Babbitt said he must keep Benny on NBC as an exclusive, and still persist that CBS, as owner of the Benny package, is guaranteeing American Tobacco a rating comparable to Benny's average, with a $50,000 per Horse point for the time being.

There still is great concern in radio that Congress might latch on to the publicity values of the show's names involved and take a harder line at capital gains. Involving top Hollywood figures, the film and radio companies, and the banking alliances linked with the latter two, such a move could be a big day for legislators—and exceed-

Meanwhile, the CBS-Benny deal is the largest, most important and most dynamic program deal ever engineered in radio. The effects in local advertising and NBC's dollars with differences between CBS, which has been making terrific program gains, and NBC will probably be immediate. The CBS signing of Benny is not the end of a deal—i it probably marks the beginning of a new radio deal.
TV'S NEW PRODUCT MARKET

ChicagO, Nov. 27.—Specific plans for expansion of the American Tele-
vision network's relay system were announced last week by AT&T. The
network, which will start December 11, will serve a total of five television

The new system will be a joint venture between AT&T and the
station owners. The network will use the Bell system's existing cables
and remote switching equipment, and will be operated by AT&T.

Marlow Quits WPIX Position

NEW YORK, Nov. 27.—Harvey Marlow resigned yesterday as pro-
gram director for WPIX. Effective Monday (29), James Pollak, current
program director for WPIX, will assume the duties of program director.

Marlow's departure will result in the loss of two key personnel in the
station's programming department, as well as a decrease in the quality
of the station's programming. Marlow's resignation is a blow to the
station's efforts to improve its programming in the face of increasing
competition from other networks.

Roach Sets 13 Films for Tele

HOLLYWOOD, Nov. 27.—Hal Roach, the producer of many successful
television series, has announced the production of 13 new television
films. Roach plans to produce four additional films during the new
season, bringing the total number of films produced by Roach to 17.

The films will include comedy, drama, and variety programs, and
will feature top-name talent from both television and radio. Roach
has exclusive rights to the series, which will be distributed by
Kraft, a leading food company.

Silver's New Show Moved

NEW YORK, Nov. 27.—Curtis Pea-
by's new Phil Silver's show, which
started on the National Broadcasting
Company (NBC) network, has been
moved to the new network of Rowland
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J & G Measures Chi TV Market
Research Org Diaries Rate
In 450 Homes

Puppets Tops on Videodex

CHICAGO, Nov. 27—Chicago television viewers give top rating to puppet shows, first monthly report of the Jay & Graham Research organization, revealed this week. Next in order of preference are films and sport shows, mystery dramas, vaudeville, amateur shows and audience participation.

New research org. started by Allen Jay and George Graham, makes its compilation on the basis of diaries in 450 sample homes. Company has been hired by Columbia Broadcasting System; Foote, Cone & Belding, and Roche, Williams & Cleary. It expects to sign WBKB and National Broadcasting Company soon.

Chi is the first market to be sampled by the company, which will go in primarily to video research. Company plans eventually to expand into St. Louis, Milwaukee, Detroit, Toledo, Cleveland, Cincinnati, Philadelphia, New York, Boston, Washington, Los Angeles, San Francisco. According to Jay, diaries have already been distributed in some of these cities. But reports will not be made until accuracy of sample has been determined.

Jay and Graham call their report the Videodex Service. Ratings yield both qualitative and quantitative information.

Local findings for November (based on the report of the first week of the month) show most sets are in use here Wednesday nights. Top period of that night, 7 p.m., had 55 per cent of sets in use. Lowest viewing time is Friday night, 9:30 p.m., when 11 per cent of sets are in use.

Jay-Graham research indicates that 95 per cent of the families here are in homes of upper income families, 52 per cent of the sets in middle income homes and 21 per cent in lower income homes.

The Jay-Graham report showed that the net weekly share of audience, by percentages, was divided among stations as follows: WGN-TV, 29.0; WENR-TV, 24.0 and WBBM experimental and not on regular schedule, 10.3.

Comments from the qualitative portion of their diaries, Jay said indicate that mothers feel children have profited from video educational films. Members of the sample also revealed that video viewing has cut into their reading habits. In one sample panel was that Lux Radio Theater was the program they regretted missing most.

CAROLE COLEMAN, of High Button Shoes, singer—Larry Douglas and Dan Gasby, featured dancer of Make Mine Manhattan, will appear on the Tony Motola Trio on a 5:30-week tele show to be premed Monday in Chicago, the CBS-TV network.

The current Face the Music, starring Johnny Desmond and Sandra Dee... The DuMont tele network last week resumed audits in search of new talent, with casting director Elizabeth Mears and Jack Havel, assistant to program director Jim Caddigan, in charge. Auditions, to be held at the WABD studios, were during the summer months when stations were being returned in Chicago. Last week joined the National Broadcasting Company (NBC) tele web.

Norman English appointed assistant copy chief of the Kodak Agency, Inc., to supervise the writing of consumer advertisements. Mr. Hubble, head of the tele and radio management consulting firm bearing his name, left Friday (28) on a cross-country trip to visit clients and to lecture before business and university groups. Mr. Hubble, a N. J. te le sales, installed his new RCA antenna this week (25). Station conducted a phone survey Thursday and Friday on 500 owners who had earlier complained of a weak signal, found that both audio and video signals are now being received with greatly increased fidelity.

WEED & COMPANY was named last week by Paramount Pictures as one of the leading radio tele stations WBKB, Chicago, and KTLA, Los Angeles, in all cities except New York and in each station's local broadcasting area... In addition to scripting transcriptions for the current Christmas & New Year specials with Columbia Broadcasting System (CBS) and NBC tele crews joined by WIPR, a subsidiary of the National Broadcasting Company (NBC). Weeds, Inc., also revealed that the new show represents WIPR's latest effort to fill its local station's air by Ben Grauer in the emcee role, the show will attract a good, mass audience of subjects, with guests hosting their opinions. Added starters include author James Michener and editor Basil Davenport.

**Philly Tavern Ops To Fight State and City on Tele Taxes**

(Continued from page 3)

ried to sit tight and await development. He pointed out that licenses were liable for the tax, if imposed, if the sets were in use prior to November 1, renewal of license for all liquor licenses in this district.

Licence association officials have requested a meeting with Philadelphia and City Solicitor George A. H. of more liquor licenses in this district.

In the event that the licenses are unable to put through exempting legislation, McGinn said the tavern operators would object to the city's new tax. He pointed out that the State and City have extended an expiring license, which would permit an extended tax, which would permit an extended tax by the city, if the city can tack on its own tax to the current tax, which would added danger that the federal agents would move in for their 20 per cent tax enforcement.

While admitting that further success court action following the State Supreme Court decision was not bright at this time, Emmett McGinn, secretary of the Pennsylvania Liquor Dealers of Pennsylvania, pointed out that the brick wall tax did attack the State Legislature when it reconvenes in January. An act of the Legislature could extend the tax on all exempt television from the provisions of the State amended by the Coast Academy of Television Arts and Sciences (ATAS). Winner of the "Movie of the Year" will be awarded an Emmy statue, patterned after the famous Oscar, Motion Picture Academy award.

Tele-producers have filed December 15. The Emmy ceremony has varied in length from a one-minute spot to a half-hour dramatic production. Tonight's event will be limited to one for each firm. Film shown will be chosen here in the contest, with the winner to be announced at an ATAS dinner January 8. Films should be submitted to the Awards Committee, Academy of Television Arts and Sciences, 5255 Sunset Boulevard, Hollywood.

**Fight Mgrs. Seek Protection From Coaxial Linking**

(Continued from page 3)

ights into cities through the East and Midwest, some predict, telecasts will continue. The only major stations which are being presented in various cities.

Charlie Johnston, president of the Boxing Managers' Guild, said this week that his organization would set up a meeting with Lucy, which to deal with the question. The guild is now at the midway point of a 100-month survey of the effect upon great receipts, national and local, of television.

**WNBT Ad Lib Test Airs Morgan, Gypsy**

NEW YORK, Nov. 30.—Ecclesiast. author Gypsy Rose Lee and comedian Henny Youngman, billed as the "ex- perts" slated to take part in an informal ad lib bull session audition after the 6:30 p.m. on WNYT, local tele outlet of the National Broadcasting Company (NBC).

**KFI-TV Cuts Live Night Sustainers**

HOLLYWOOD, Nov. 27.—Terrific overtime labor costs being piled up in airing live studio sustaining services, marked KFI-TV's shift to pre-taped sustaining programs. KFI was previously using sustaining programs, but has now been resigned to pre-taped sustaining programs, including Tuesday night sustaining services.

**Hooper To Add Chi After Coax Linking**

NEW YORK, Nov. 27.—With the East-Midwest coax cable slated to open January 12, C. R. Hooper, Inc., today stated that Chicago will be added to the cable circuit, effective February 1. The latest addition to tele cities rated by the Hooper system will be augmented by surveys in Los Angeles, Detroit and Washington surveys, Hooper said.

Hooper now is surveying TV shows only in New York City.

**HICKS OR CITY SLICKS**

They all go crazy for my dazzling performance on the stage, and as far as you want—"all at a swell saving price."
WOIC Debuts
With a Special Show Jan. 12

WASHINGTON, Nov. 27.—The Broadcasting Bureau, manager for WOIC, last of Washington's four TV outlets to take the air, is tentatively dated Jan. 12. Special WOIC programs featuring capital dignitaries January 12, with regular telecasting to begin on Jan. 21._multaneous inauguration of engineering day.

In both telecasting companies are to be covered in a special four-hour pick-up to be piped over the Eastern network (Radio Corporation of America, Columbia Broadcasting System (CBS). CBS shows are to be handled exclusively by WOIC until the permanent station WOR-TV, New York, comes operable.

The station director is Eugene Thomas. Jack Hardesty, present promotion manager of WOIC, Washington, moves to WOIC Monday (29) to have his own offices and special events. Hardesty's WOL job is being filled by John Barbion, formerly of WTOP. WOIC's program director is James McMurray.

WOIC programs will originate from the Farr Building in downtown Washington until the million-dollar WOIC, located at 15th and Pennsylvania Ave., is ready to go. The station will be a 25,000-watt facility and capable of reaching most of southern Baltimore and neighboring suburbs, the site of the WOIC transmitter.

Broadcasting coverage is also being studied by other local stations. Representative, representatives met with the inauguration committee Wednesday (24) to discuss plans for special event coverage from Washington in recent years (The Billboard, November 27).

Warner Bros. Answer
Petition by Pauley

WASHINGTON, Nov. 27.—There is no reason for any more proceedings in respect to package AM-TV sales, legal to Warner Bros. and Dorothy Thomaskeek told the Federal Communications Commission (FCC) this week in a reply to Ed Pauley's petition for argument on the FCC's ruling that Mrs. Thomaskeek's proposed sale of one TV station and two AM outlets need not be broken into separate deals.

Pointing out that Pauley's Southern California operations are neither a licensee nor a formal applicant, the Warner-Thomaskeek brief argues that FCC is entitled to oral argument on the ruling, but that the FCC is not a court and is not enjoined from issuing any order or property. The FCC's ruling, the brief said, was an interpretation of the Act and regulation, and hence is subject to no formal arguments.

Pauley seeks to break up the $3,040,000 deal for sale of Mrs. Thomaskeek's four outlets, Los Angeles, and KFYA, Salt Lake City, to the film company so he can bid out the TV outlet.

A-hern

NEW YORK, Nov. 27.—Wendy Barrie had a tough time on her first TV show. This video show was on the National Broadcasting Company (NBC), Miss Barrie had a sequence in one of the shows of the program which she overplayed a little, leaving a high light that used the network's color program, which uses the ailer to plug its anti-cough products.

W6XAO's Facilities
For Air Force Test

HOLLAND, Nov. 27.—Facilities of Don Lee telestation W6XAO will be used by the U.S. Air Force in a new experiment to test the use of television and civilian effectiveness of telecasts from airplanes. Air Force Col. Edith Home, Special West, will work out technical details with Don Lee's outfit. In this be effort, flights will be scheduled for early next week.

Colonel Home calls for calls to air ground transmis
tions directly from place to plane so that the movies can be watched on the same place. This would enable the Air Force to save time in getting the show to the right place.

The station is the experimental station Munt. Lee for air over Washington, and the first test will be given in this weekend. Test will mark first time Coast telecasters have attempted to get a signal on a regular transmitting channel.

20th Fox-ABC Deal Near
If No FCC Probe Interferes

NEW YORK, Nov. 27.—The deal by which 20th Century-Fox would buy into American Broadcasting Company (ABC) is likely to be concluded within the next few days, under the auspices of the Federal Communications Commission (FCC) investigation into anti-trust claims. It's a deal that would permit the network to sell ABC to a larger entity.

The FCC investigation, which has been going on quietly for six weeks, is at the commitment stage. The network has to provide a plan to sell ABC to another entity.

With ABC becoming a subsidiary of the film company, the network would have a wealth of resources upon which to draw, particularly for video expansion.

Top officials of ABC are known to welcome the idea of the tie-up. The network is considering the possibility of a merger with another network, possibly the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC).

The FCC is considering the possibility of a merger between ABC and the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC).

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Glossy Professional
8x10 PHOTOS

For sale glossy photos and post cards.
Top-notch quality. Extremely low prices. Satisfaction guaranteed. Photo will be shipped to your address. No sales, except when the entire furnishings of a house were being sold for a very low price. Satisfaction guaranteed. Photo will be shipped to your address.

MULSON STUDIO
Box 1841
Bridgesport, Conn.
Capital Gains Hassle Heads
For Showdown in Washington

(Continued from page 5) payable on capital gains tax. Capit-
le Hill parliamentarians indicate that
this strategy could prove forceful,
said to be supported by a group of con-
stituents whose votes are essential to
the floor of Congress fairly early in
the 83rd session, which commences in
January.

Use of the rider technique, if suc-
cessful, would-by-pass time-consum-
ning hearings necessary if a capita-
gains tax were to be paid under the
usual bill. Following past practice, the
technique would be to induce the
Senate Appropriations Committee to
add to the Interior Department budget
a rider that would allow new taxes to
be collected, or to the effect that
"none of this sum shall be used to
pay the salary of any official who
period, high-income individuals to
pay the capital gains tax to place of the regular salary.

The rider dodge was just used dur-
during the past Congress in a wind-out
effort to bring about the demise of
public television by reducing the
reclamation bureau. Tacked on In-
terior's budget was a line forbidding
the payment of salary to officials who
were not engineers.

The Federal Measure

Because of the present furor over
capital gains, such procedure would
be by no means a "guaranteed" state
measure until the whole matter could
be clarified by Congress. Capital
hill tax experts report that there are
complications involved beyond the
matter of some top-salaried per-
formers paying a 25 per cent capital
gains tax rather than the steeper in-
dependent tax rate.

For example, it is pointed out
that in several cases notably that of King
Croeso, a genuine corporation is
involved, The Groover being hauled
up with receipts from sales of new
and old products, The difficulty is
where to draw the line in the case of
an individual connected with a congressional tax
committee remarked it would be easy
to legislate against persons who se-
porate themselves when their sole in-
come is derived from salaries and fees,
but more difficult if not imprac-
tical to do so against individuals who
receive in the Interior Department
inventions, etc.

The Senate committee

This investigation stemmed originally from the recent
letter of Senator Bridges to the House Ways and Means
Committee, which has just returned a letter to the
Lord Salisbury

Seidenberg Cigars
Buys Ziv Package

NEW YORK, Nov. 27—Seidenberg
Cigars has signed for a year's bank-
roll of yesterday's Newsreel, a 15-
minute film package produced by Ziv
Television. Programs, In the two-
show will be aired here starting De-
ember 12 on WCBS-TV, Sunday
evenings at 7:30, immediately follow-
ing Toast of the Town.

The show has also been sold to
sponsors in Philadelphia, Baltimore
and Detroit.

State Dept. May Ask Budget
Hike To Boost "Voice" Casts

WASHINGTON, Nov. 27—For the
first time in two years the U. S.
State Department has voluntarily
sent out a request to Voice of Amer-
ica sponsors to increase the funds
to Voice of America broadcasts by
three hours a day.

The department is expected to ask for about a
million-dollar increase in Voice funds for
the next fiscal year. This would
bring the overall broadcast budget
to about $12,500,000.

With total broadcast time of the
Voice now averaging 44 hours a
week, the agency is seeking to
give Voice of America stations a
basis of approach that the agency
is planning to put the broadcasts on a
basis approaching that of the
year's wars. To accomplish this, the State
Department is expected to ask for at least a
million-dollar increase in Voice funds for
the next fiscal year. This would
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bring the overall broadcast budget
to about $12,500,000.
Kenton Fed Up With Dates; To Lay Off Soon

"No More Dancing or Theatre"

NEW YORK, Nov. 21.—Stan Kenton, late Friday (21) notified his record company that the band's current engagements will be fulfilled on this continent. With four or more weeks of engagements, he stated that his contract with General Artists Corpora
tion will be ended. This is due to the fact that Kenton is interested in a project of which he is the producer and director. He will not tour for three months.

W. Berth single

Would Rotate Bands

During his proposed vacation, Kenton is thinking of a plan to push jazz music. The plan calls for the formation of a group of bands who would travel in different parts of the country and perform on stages that are not part of the standard circuit. This plan is being considered by the band.

Justice Dept. Stays AFM-Wax Opinion

WASHINGTON, Nov. 27.—The Justice Department continued to withhold a ruling this week as to whether it would take under advisement a complaint recently filed by the American Federation of Musicians (AFM). The Justice Department spokesman said yesterday (26) that the "adjudicator general is not yet ready to make a decision in the matter of the proposed contract between record manufacturers and the American Federation of Musicians (AFM)."

Murrow, Mussolini

Mussolini, many Murrow, the threat of war, among others, has led to a new surge of interest in the role of the media in shaping public opinion. The Justice Department's decision not to rule on the case is seen as a sign that it is taking the matter seriously.

Platter Lending Libraries in Eng.

Platter is a well-known figure in the music industry and is known for his contributions to the field. He is currently working on a new project that will involve lending libraries in England.

It Piles Up Little By Little

At the William Morris Agency Band Department

"Curtailment" Hailed as Understatement of Year

WASHINGTON, Nov. 27.—The William Morris Agency Band Department has announced that it will be "curtailing" its operations. The decision is seen as a part of the company's efforts to reduce costs and improve efficiency.

Victor's Latin Now on Own

NEW YORK, Nov. 27.—RCA Victor, which recently sold its Latin music division to the independent record company, is now on its own. The company has announced that it will continue to produce and distribute Latin music, and is looking for new ways to market its products.

Herman Loses Music Library

NEW YORK, Nov. 27.—Woody Herman, who recently lost his music library to the MCA company, is now without a record label. The decision is seen as a major blow to the artist, who has been a fixture in the music industry for many years.

Decca Revamps A. & R. Set-Up

BROOKLYN, Nov. 27.—Decca Records will revamp its artists and repertoire department to enable the new top executive, Dave Kapp, to divide his time equally between Hollywood and New York. Kapp, currently on the East Coast, said he would establish offices in both places to provide better service to his artists and operations from either end of the country.

CBS exec and now firm of Stix & Gude, specializing in the handling of coat hangers, has added a new item to its line of products. The item is a radio that can be placed on a coat hanger.

GAC Admits Dicker

Art Weems, GAC office executive, admitted that his office had been involved in many of the WM properties and mentioned in addition to the company's top executives. The admission is seen as a major blow to the company, which has been dealing with a number of legal issues recently.

Pat Busse, who heads the GAC office, admitted that his office had been involved in the same activities. He said that the company would continue to work with its partner agencies to resolve the issues.
Promoters Out Of Luck—and Green Stuff

Even Proms Don't Pay Off

(Continued from page 2)

Save for Stan Kenton, who filled the Academy on two September nights in New York, the mid-season run is failing to break even for most of the promoters. The biggest mystery is where and how the bookers are finding the neophyte promoters so willing to part with their greenbacks. However, all the blame does not rest on the musical attraction or on the size of the promotional investment. The real handwriting on the wall seems to be all too plain for the two heavily billed promotions that fell flat.

The logical answer is that the fact that the public is not hungry, and the hard fact that the fancy prices quoted with 20 per cent beyond the floor of reported to amount to much more than the traffic will bear.

The Academy was the Laurits Melcher failure at the Academy on February 18. The great Dana was also filled to capacity. But at this time the 5,600-seat Academy was only three quarters full.

Ellington Fiasco

A more bitter fiasco was the Duke Ellington promotion on November 14 at the Olympia Theatre. The William Morris agency sent the Ellington band into heavy advance ballyhoo, and with advertising agentry man Charles Borelli, plus a package playing the event, there was every reason to expect a good number in the 4,000-seat hotel billboard. Instead, the crowd was no more than a scanty 800—and about one third of these were freebies.

To add insult to the concert promoter's injury is the bad impression left on local artists by ill-mannered be-bop fans who sat in the upper balcony at the Academy concerts offering Sarah Vaughan enthusiastic whistles at her every note, more October 8 and more recently Norman Granz's "Jazz at the Philharmonic" on November 9. The proficiency of the first remained down from the lower-priced $1.25 section to $1.00.

Promos Also Flop

Face of the dawning dance promoter has been as black as a humpback race of crop pros at the Elate Ballroom here with lesser Negro names making for only a burger crop of box office eggs. Yet, even Vaughn Menne, considered the hottest attraction in the business field in the past, failed to draw enough dancers to keep the house going, the promoter who brought him to Convention Hall across the river in Camden, N.J., on October 2.

Also vexing the dance promoters has been the controversy over charges to show up as advertised. Hard hit in this respect was William White, who presented the return of Elia Fitzgerald from Europe at the Elate Ballroom in Camden, N.J., November 5. The Moore Gale office explained that Miss Fitzgerald couldn't get out the boundboat in time to make the promotion, so the bookers failed to draw the bookers to the Elate Ballroom, didn't fare too well either when Dexter Gordon and

New Infringements Harass Pubs; Plagger Status Still a Problem

NEW YORK, Nov. 27.—All too late, illegal sheet music has been virtually stamped out in the United States. Another form of infringement has cropped up during the past six months to harass the publishers, according to the president's report at the annual meeting of the Music Publishers' Protective Association.

This time it is the unauthorized making and offering for sale of dance orchestrations and other arrangements of works owned by MPPA members.

In Boston, for instance, the report adds, the operators of a night club, the University Inn, have been prescribing the unauthorized making and selling of arrangements for sale and other arrangements of works owned by MPPA members.

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President's report also contained another point not generally known, namely, that the U.S. Department of Labor and the publishing industry relative to the Federal Office of the Department, after investigation, took the position that the men are not salesmen and therefore subject to the legal hours and laws. However, it was believed that the labor department had taken no position, but was merely conducting a routine investigation. It is not clear as a consequence, not only because of the time—and-a-half that would have to be paid to contact men on all time worked in excess of 40 hours, if the case were decided against the publishers, but also because the $650,000 could be made retroactive for as much as two years. "Thus," the report says, "would involve important money."

As reported in The Billboard previously, both publishers and the contact men are holding to the position that telegraphic expenses and exempt from the Wages and Hours Law. No decision has been handed down.

Mercury Jumps Gun; Releases "Best Years"

NEW YORK, Nov. 27.—With the band's end being imminent, release date marries between record companies and publishers keep cropping up. Latest to the scene was Mercury, with Eddy Howard's These Are the Best Years of Our Lives, copies of which were sent to 325 local disk jockeys last week. When one aired the disk, the Robbins publicity, which had scheduled the tune for a January 1, 2004 debut, was immediately deluged with phone calls from major and indie wazieres, who demanded how come.

No license had been issued for recording, and when Mercury was-appalled of the situation, it withdrew the letters, confessing an honest error. A box of disks did come to Robbins, and the copies were dispensed through oversight.

Mercury had also been premature in the case of the tape recording of Red Roses for a Blue Lady, published by Mills. Ahho Mills was allowed to keep this one, and the tape disks were dispensed through oversight.

But the most curious case in the Mel- lin there was an oral agreement that the disk would not be released until the firm had a contract for the song so far has been an exchange of letters between the firm's attorneys.

Leeds Acquires Delkas Catalog

NEW YORK, Nov. 27.—Leeds Music Corporation added substantially to its standard catalog by acquiring for $35,000 the entire music catalog of concert and educational music. The catalog includes more than 200 piano, 1,500 choral, and 500 pieces by noted composers such as Bela Bartok, Leonard Bernstein, Frederick Jacobi and Clifford Vaughan.

Leeds' standard catalog was started with the acquisition of the Am-Rus division of the Am-Rus library, which includes such composers as Prokofiev, Rachmaninoff, Stravinsky and Kabalevsky.

Leeds' Europe recently offered the American music to Swedish radio from K9F & Prowd, Ltd., and has signed deals with 100 secondary publishers for the right to the longhair work. Other acquisitions for the firm's standard division include the Sprague-Coleman catalog, purchased shortly this year, and the publishing rights to all of Joseph Schillinger's musical compositions.

Crosby's Xmas' Hits 5 Mil Mark

HOLLYWOOD, Nov. 27.—Decca Records has set a new record for one single disk with the declaration that Bing Crosby's Ethel Merman for the Christmas season has grossed $5,000,000 mark. First issue in 1942, "White Christmas," has pulled the million mark again when dealers completed bulk of orders for Christmas selling season. Crosby's "White Christmas" has received the biggest advance of the song, with no industry record for single platter sales for consecutive weeks. The record is not available. Platter wouldn't say how many more disks are scheduled to be paid Crosby for the Christmas edition.

Levy's Promotion Push

HOLLYWOOD, Nov. 27.—Leeds Music topoper Lou Levy will begin a promotional push to spur West Coast demand for the hundreds of disks in the firm's Am-Rus and Leeds catalogs. Top loader will hire a contact man shortly to work with symphonic groups and broadcasters in putting across sales push. Additional to the firm's standard division include the Sprague-Coleman catalog, purchased shortly this year, and the publishing rights to all of Joseph Schillinger's musical compositions.

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MUSIC The Billboard December 4, 1948
Do-Re-Mi Blues
Sung by FB as
Slump Hits Biz

Chicago, Nov. 27.—The financial situation of Frederick Bros. (FB) agency popped up again this week. A rep of FB's said it was learned, reported that even meeting a payroll was becoming difficult. Attempts to reach B. W. Frederick, chief of the chi office, proved unsuccessful, and Joe Moeue, for the past two years chief of FB's cock-
tail department, would make no comment.

At various times during the past three weeks, Moeue met with Tony Cavalier, Youngmen, O. dacoty, up, regarding the future of FB. It was learned that the firm is being financed from a new source, and it was learned that the original figure had dropped since that time.

The agency's band department, which numbered approximately 18 big band musicians, cut three orks—Ray Pearl, George Windows and Tony DeJong—this week, while the cocktail department has been the chief revenue getter. While exact figures cannot be given, it was indicated that Muesse has between 70 and 100 men, depending on the season. Moeue, it was also learned, has been talking job propositions with two key men from the swing bands, and he departs, he will leave only B. W. Frederick, chief of FB's recording section, and Bob Price, a cocktail booker. Price was also reported talk-
ing with FB agents.

$4100 Shortage In Union Funds

Philadelphia, Nov. 27.—An investigation by the Amalgamated of Local 77, American Federation of Musicians, revealed a $4,100 shortage in union funds. A committee headed by former Pres. Anthony Tomes, made a two-week investigation of the union books before announcing the shortage.

The union members were told, howe-
er, that a bond company had returned the missing $4,100. After an investigation by Pres. Frank Ruzicki, a member appointed by Secretary Guy A. Scola to collect all dues was reported in his accounts. When the shortage was discovered the member was fired. The committee of investiga-
tors included the following members and three board members, John Ricciardi, William Trigg and President James Perri. The commit-
tee investigated procedures followed in the collection of dues by Secretary and Treasurer Louis R. Schomv.

Times-Columbia Picks Hayes

New York, Nov. 27.—George A. Hayes last week took over as sales manager for Times-Columbia, metro-
politan division, replacing Paul McNulty, who moved up to the 16-inch division as sales manager.

Hayes was formerly sales head of the 12-inch record division for New York and New Jersey.

Honegger To Head Internat'! Authors, Tunesters Societies

New York, Nov. 27.—Swiss-French composer Arthur Honegger was elected president of the International Confederation of Societies of Composers and Authors at the conclu-
sion of the recent session held in Buenos Aires. Honegger replaces the late Horace Beach of the Boston & Hawnkky publishing. Albert Willenbroc, president of the French Small Rights Society, was named the new general secretary and delegate, a new position created for the express purpose of the organization's business affairs.

A resolution was passed asking the agencies to unite their efforts to simplify copyright pro-
tection procedures in accord with the recommendations of the recent re-
vision conference of the Berne Conven-
tion in Brussels. The United States has no members in either the Berne Convention, which is made up of feudal government representatives, or the confederation, which is a non-
spiritual group of writers and publishers.

The resolution was pointed out that because of the difficulty of drawing the line between, for example, a hotel ballroom where singers present and a ballroom where refreshments are available in another room, each

Wash. Shuns Blanket Rule On Taxing Terperies 20%

Washington, Nov. 21.—Because of the Internal Revenue revealed this week that it has no plans to issue a blanket ruling on the inclusion of ballrooms under the 20 per cent cabaret tax, the AFM found itself in a difficult position. However, that ballrooms which serve refreshments are considered subject to the levy. This was the first official position of the AFM in any department since it took over the Union activities in November 20.

Agency rules are subject to the 20 per cent rate regardless of the classification.

Chiu Bookers Study Rule B Regulations

Chicago, Nov. 27.—Rule B, regu-
lations governing artists' representa-
tions, went into effect for the first time.

In 1950, after a year of study by the Record Buyers' Association' board of directors meeting this week by the Entertainment Managers' Association, Prexy Jack Hawkes and the Music Stores Mutual Entertainment Agency, set up four separate committees, each of which will study the ramifications of the 25-page book, as it affects their segment of the industry. Each group will study the club-date angle, while separate groups will study the theater, cabaret and outdoor field.

In addition, the following commit-
tees and chairmen were appointed:

The American Guild of Variety Art-
ists, Moeue; Associated Musicians, Jerry Levy; EMA and the American Federa-
tion of Musicians, Lou Brusse; and the Re-
publican, Jack Russell, travel and visit-
ing. J. B. Battist, Goal of the mem-
bership drive was set at 50 new mem-
bers for 1949.

Frye will name, first v.p. of EMA, was selected as the additional member EMA will send to the nation-
al organization,润. Starting in December, EMA will begin publish-
ing a newsletter to be edited by Stan McCullough, which members in the territory will be informed of EMA activities.

Cub Hits Market New Kidisk Label

New York, Nov. 27.—Cub, a new kidisk label, hit the market last month. Many of its releases are produced by Folkways Record & Service Corporation, featuring folk songs by Guthrie, Van Wey, and include additional songs in Guthrie's Song To The Earth. On series, originally featured on Disk records.

Cub will concentrate on direct mail order and specialized trade store.

Dizzy Into Carnegie Aus

New York, Nov. 27.—Jazz im-
proviser jazz musician, who has been the resident clarinetist at a club on Avenue near 53rd Street, will play for the first time tonight at the club and will join the group for a two-week engagement.

Sister Tharpe Wins

New York, Nov. 27.—Sister Tharpe, the star of the American Federation of Musicians (AFM) union, won the annual award for the best performance by a Negro singer, in the recent competition sponsored by the AFM.

The award was presented to Sister Tharpe by the union's international president, John L. Lewis, at a meeting of the executive board.
For 8Gv* Diamond

NEW YORK, Nov. 27.—Harry Fox, acting as collecting agent for some 12 psychics, was awarded a partial suspension of his license against Diamond Records by Judge Benedict Dinan in State Supreme Court. The judgment covers the period from Jan. 1, 1948, to June 30, 1948, following an administrative order for similar reasons covering 46 songs involved.

Barron Into N. Y. Billmore

NEW YORK, Nov. 27.—Blue Barron's orbit will follow Leighton Noble into the Bowman Room of the Hotel Savoy, Richmond, Va., for four days beginning Dec. 14, 1948. Barron, who now is on a one-night tour, will play an engagement of at least five weeks plus options.
BILLBOARD BACKSTAGE
By Joe Caia
On and Off the Soapbox;
Or, Some Random Thoughts
Re the Record Evolution

(Continued from page 3)

33 1/3, depending on the cards you were holding at the moment. There was also a fairly amount of speculation on what RCA Victor would do about Columbia's 33 1/3. This speculation has increased from week to week. In recent weeks more misinformation has been published about what RCA Victor will do than on any single subject in the record business since the old disk versus cylinder days.

Some of the Hildy Johnson newspapermen have been running scoops on what RCA Victor is going to bring out. Some of the soap-boxers, unhamppered by the fact that they had no idea what RCA Victor was actually bringing out, have rushed loudly to the defense of the poor, defenseless consumer. If the vanguard of the lux-carton brigade were a couple of fellows on the Saturday Review of Literature, named Edward Tattnell Canby and Irving Kolodin. Said Canby, in a headline; "Two Standards—or Three?" ... a fine confusion, then, of standard-size units for LP records and LP-size units for standard records, plus numerous aberrations such as "... a new third system can make a suicidal chaos of competition in which it is hard to see how anyone can gain more than wine from sour grapes and an enormous amount of public ill will."

... We insist on complete interchangeability ... that we will accept two standards in a transition necessity, but that there is decidedly one too many. Let's smote the 'other' company.

Kolodin in Line

And the SRI, recordings' editor, Kolodin, swung in right behind him with -- ... Some gossip has come to our editor describing the imminent appearance, from one of the large companies (Ed. Note: How can you get up-to-date?) of a disk not microgrooved, which would revolve at a speed of the 45's. Unless it is the bourbonish purpose of this manufacturer to ignore the lessons of the past, there can be no defense of such a departure from one standard which does exist in several other industries. That good will will be made will be made in making its product available on records interchangeable on all equipment of the new type would much exceed the selfish pleasure that a battle of annihilation would give to a Pyrrhic Victor." (Kolodin did not capitalize the V).

Amen--But

We hesitate to do battle with a couple of crack observers like Edward Tattnell and Kolodin, who write so learnedly of matters about which they know so little, but there are a few items which should be pointed out.

(1) Columbia put out its long-playing microgroove 33 1/3 r.p.m. record because its executives felt that a product better than they had ever offered the public before at a good price. Columbia is continuing to put out 78 r.p.m. records so that the public can see for themselves that the present phonographs are not obsolete.

(2) RCA Victor is not going to put out 33 1/3. The company is going to put out a 45 r.p.m. record with no long-playing feature whatsoever, obviously because they believe they have a better product than either the standard 78 r.p.m. records or Columbia's 33 1/3 r.p.m. RCA Victor is also going to continue to put out its regular 78 r.p.m. records, so that here again the public's present phonographs will not be obsolete. RCA Victor is not making plans for its new-type records because they want to give dealers every opportunity to get all the business to be had during the Christmas season. The executives are fully aware that there is much speculation and that typewriter titans like Canby, Kolodin and Caia will write whatever they believe they should write anyway, and that Canby, Kolodin and Caia combined don't have enough circulation to make a dent in the consumer field anything approaching the dent RCA Victor announcement to the general press would make. Thus, the confusion, on the consumer level at least, which is inherent in such change, will be held to a minimum at this time.

(3) RCA Victor is obviously going to produce, promote and market players on which its new 45 r.p.m. records may be played. Soon sill be made, and set manufacturers will probably also produce such players.

So it boils down to this. No matter what anybody says or writes, the record business as of early spring 1949, will have three types of records available to consumers: 78, 33 1/3 and 45. The 15 to 17 million people who now have 78 r.p.m. players will be able to buy records for their machines. Those who have bought or will buy 33 1/3 players will be able to get records for their machines, and those who decide they want 45 r.p.m. records will be able to buy such disks and the players for them.

Is this good or bad? Well, both the Columbia 33 1/3 record and the RCA Victor 45 r.p.m. record are a better buy (better quality money) than the old 78 r.p.m. standard records. Isn't it about time the record business raised its standards of quality? It's been a long time.

The first flat disk ever made, some 50 years ago, as a matter of fact, was a 78 r.p.m. player and it was played to standard phonographs today; 78 went back to the spring-wind phonograph. But whether or not you agree, it's about time it's here. The industry is going thru a somewhat drastic evolutionary period.

Painless Substitution

And Canby, Kolodin, anyone and everyone who has any interest in, and consequently any responsibility toward the record industry, can do just one thing to make the evolution as painless for all concerned as possible: contribute to holding the natural confusion which must develop from the evolution down to the lowest minimum. Manufacturers and distributors must sell these new products to dealers in an intelligent, constructive and understanding manner. Dealers must feel they are being led into a panic. They must learn all they can about the merits of the various products and the manner in which those products fit or do not fit into the dealer's own consumer picture. And the consumer? Let's face it, fellows. He has a way of making the final decision on matters like this. If he likes 33 1/3, he'll like 45, if he likes 45, he'll like 78. If he prefers to stay with the old 78, 78 it will be. Remember Dewey?

Anybody want the use of the soap box?
Marks' Renewal Buttresses
BMI in AM, TV Thru 1959

NEW YORK, Nov. 27.—Broadcast
Music, Inc. (BMI), strongly but-
tressed its position for years to come in
radio and television by conclud-
ing a pact with Edward B. Marks
whereby the TV and AM performing
rights of the latter's vast store of
standard music will continue to be
licensed by BMI until 1959. Nego-
tiations between the parties had been
going on for some time, with BMI
considering either purchasing the
catalog or renewing the

The pact is the third between the
parties, the first one dating back to
1940 when Marks switched from the
American Society of Composers. Au-
tors and Publishers (ASCAP) to
BMI for a period of five years. Price
for the radio rights then was $250,
000 per year. The pact was renewed
at the end of five years. It was
reported that under the current re-
novation financial arrangements are
similar to those of the old pact.

BMI's more than 2,000 station con-
tracts run out in 1959. The com-
pany's acquisition of the Marks cat-
alog, therefore, assures its licenses of
this notable collection of copyrights
during the period of the license.

Marks Music Corporation will con-
inute to be run by Herbert Marks
with Max B. and Mitchell B. Marks
continuing actively in the manage-
ment.

RCA Adds Hannah Kipnis

NEW YORK, Nov. 27.—RCA Vic-
tor's international department head
Alex Bard, this week announced the
signing of Hannah Kipnis, dubbed
the "Australian Nightingale." The
thrush, who will spend a year in

this country, will wax Palestinian
folk songs. Bard also announced re-
lease on the Irish series, of England's
top hit, "Galway Bay," sung by Mike
O'Duffy. The Irish tenor, who is
now in this country broadcasting
over Mutual Broadcasting System,
will make the side originally for
Master's Voice, RCA Victor's British
affiliate.

Coast ASCAP-ers
Touchy on Change Of Classification

HOLLYWOOD, Nov. 27.—News
that the American Society of Com-
posers, Authors and Publishers
(ASCAP) is working on a revision of
its writer classification system (car-
ried out in The Billboard, November 20) touched off a flare of
controversy at ASCAP's annual West
Coast meeting this week.

L. Wolfe Gilbert informed ASCAP
Pres. Fred Ahlert that he must
member his responsibilities to the
Coast membership and not sacrifice the California wing in favor of
New York writers. He specifically
referred to the Coast objection to
classification, pointing out that when
members re-signed with ASCAP re-
cently they did so with the under-
standing that their present classifica-
tions would be maintained.

Gilbert further said that if the New
York board batters with current
classifications, ASCAP may find itself
on the receiving end of a barrage of
lawsuits.

ST Completes
Hefty Foreign Disking Spree

HOLLYWOOD, Nov. 27.—Completion
of the most extensive foreign re-
cordjng juleet yet attempted by an
American record service was dis-
closed this week by Harry Bluestone,
production manager for Standard
Recording, Inc. Following his return
from Paris, Bluestone crossed the
Atlantic to enter into talks with
standard loppper, Jerry King, defied American Federation of Musicians (AFM) Prexy James
Petillo the union's mid-December
record breaking disking spree, su-
ervised by Bluestone and Standard
recording engineer Robert Collem, lasted a total of 26 days, averaging
150,000 turns daily. Tunes etched
included 63 new titles, a complete
range of pop standards and several
classical works. Pops were cut by
teen Duran's Club Lido org., name
French crew of 18 sidemen. American
thrushes like Ethel Merman,
which booked American Airlines on
the Red Skelton airshow, cut 40
titles in one day. Additional tape re-
corded material will be released
in Hollywood by crooners Artie
Wayne and Michael Douglas.

In longhair field Standard cut sev-
eral symphonic suites and top sid-
emen culled from ranks of Paris Sym-
phony Ork. Cost of entire juleet was
estimated at $36,000, which included
fees for American and French ar-
rangements. To cut the same number of tunes using an equal number of mu-
sicians in this country would have
cost an estimated $70,000.

Bluestone estimated that the trip
will provide Standard and all gen-
new release material for five months,
at an average of 80 new sides issued
monthly. Flattery exec said Standard
would probably make regularly
scheduled recording trips to France and
Europe regardless of financial outcome,
considering savings in recording costs
which one-sixth expenses of domestic
juleet.

Cetra, Turicaphone Rep Tempo in Europe

HOLLYWOOD, Nov. 27.—Tempo
Records has set up European repre-
tatives Cetra in Italy and Turicaphone for Switzerland and
Austria. Deals were closed by Irving
S. Fogel, Tempo prexy, currently on
a business trip in Paris. Transcripts
will handle Tempo's product in
those countries.

Fogel will return to the U. S. in
mid-December.

Arden and Dale
Inked by Signature

NEW YORK, Nov. 27.—Signature
Records this week inked Flipper Doni
Arden to a one-year waxing pact and
renewed its deal with warbler Alan
Dale for two additional years.

Miss Arden is the featured chimp
with the Shep Fields org. and prior
to that tried as a single attraction.

12½ DECCA MELON

NEW YORK, Nov. 27.—Directors of
Decca Records, Inc., at a meeting
Wednesday (24), decided a regular
quarterly dividend of 12½ cents per
share on the capital stock. This is
payable December 28, 1948, to stock-
holders of record December 14, 1948.

Assoc. Booking Inks Hudson

NEW YORK, Nov. 27.—Dean Hud-
son has signed an exclusive repre-
tation contract with Leon Snider.
not General Artists Corporation
for all other trade papers. No account
reported. Hudson is now at the Plaza-
tions Club in Nashville.
BMI Devises All-in-One License Pact for Fairs

NEW YORK, Nov. 27—Broadcast Music, Inc. (BMI), has devised a new all-in-one music license contract for fairgrounds toward the end of simplifying licensing procedure. The new form was submitted last week to Harry Bowen, operator of Wholen Park in Fitchburg, Mass. and chairman of the music committee of the National Association of Amusement Parks, Pools and Beaches (NAAPPB). Bowen indicated that he would report the contract for discussion at the current NAAPPB convention in Chicago.

The proposed form provides for licensing wired music played over p.a. systems and music incidental to carousels and other individual rides at a flat yearly fee. BMI has not charged for these categories at amusement parks in the past. Other clauses cover skating rinks and ballrooms, at status quo rates—for the rinks, one admittance tax times the number of hours of operation, and for the dan-circles, one-half of one per cent of the first $50,000 of the annual music payroll. Until now, each of these has been licensed under a separate contract.

It is believed that if the NAAPPB endorses the form, most of the individual members will sign without much ado. BMI has not approached the amusement park licensing tax on an industry committee basis until now and it is hoped that the convention will approve, thereby facilitating licensing to an extent whereby a good chunk of signed contracts can be obtained by mail.

Capitol Contacts 1,500 Dealers In 'T'funken Merchandising Plan

HOLLYWOOD, Nov. 27—Capitol Records distributed approximately 1,500 questionnaires to disk dealers throughout the country. The survey was designed to find out dealers' opinions before the diskery decided what plan it would follow in marketing and promoting 'T'funken wax in this country. According to Capitol, dealers are expected to give their opinions, as indicated by the heavy return to the lengthy questionnaire. Results are as yet unknown. Since diskery is awaiting additional returns before starting tabulation, forms are being sent out by Cap in distribution branches. Of particular interest in the survey is the space devoted to dealers' opinions of sales 33 1/3 r.p.m. records and whether they suggest Cap's entry into the long-playing field.

Questionnaire is divided into five parts: (1) Past experience with Telefunken; (2) customer buying habits; (3) musical preference; (4) the physical product preference is album or cassette recordings, 33 1/3, 45 r.p.m., etc.; and (5) promotion of product. Questions under Part 1 include: When did you stock Telefunken? Why did you stock Telefunken? Why did you discontinue? How did you feel Telefunken most successfully? How did Telefunken sell in comparison to other foreign recordings? At what price did you sell Telefunken records? Could you sell more records had they been available? Why did people buy (fidelity, artists, performance, reputation of label, selections not available elsewhere, etc.)? What sold best on Telefunken (standards available on domestic labels, music not easily found elsewhere, etc.)? What specific selections sold best?

Under Part 2, Capitol asked: How do customers generally go about buying classical records (do they ask for selection, specifying label or artist; ask for composer, artist, etc.)? Is the customer usually willing to accept a substitute for the particular item he wants to buy? If two or more recordings of the same selection are available, what prompts customer's choice? How do you account for any important preference as between Victor and Columbia? Part 3 (musical preferences asks): What are your best-selling classical albums? Best-selling single? What composers are in demand whose lesser-known music is wanted but hard to get? What selections are in demand but are either hard to get or have not been recorded? Do you know of any Telefunken recordings or artists that are particularly in demand? What type of music should we include in our first Telefunken release (operas, symphonies, concertos, solo instruments, vocal, etc.)? Approximately, what percentage of your total classical and semi-classical dollar sales is in albums? How many albums and singles would you suggest for our first release? If there is a choice, should related material be released as an album or as singles?

Under Part 4 (physical product), Capitol asked: Why should we design our classical album cover? What should descriptive and biographical material be included ( loose booklet, booklet bound into album, printed on liner and sleeve)? What descriptive, historical or biographical information should be provided with album? Do you stock Columbia LP records? How are they being received? Why? How do customers prefer or reject LP records? What is your personal opinion as to the future of the LP record? Should we release our classical library (standard 33 1/3 r.p.m.)?

Under Part 5 (promotion), questions include: Most effective advertising media? What can be most advantageous selling point? Should Telefunken name be stressed in promotion? Would you be interested in selling and promoting the Telefunken line?

Commerce Dept. Passes Buck on LP Plea to FTC

NEW YORK, Nov. 27—The Department of Commerce last week turned down a request made by Paul Puner, Allegro disk proxy, that the department should take a hand in seeking standardization of long-playing (LP) systems.

Assistant Secretary Thomas Blaisdell, replying to a recent letter in which Puner asked intervention in the confused situation resulting from Columbia's 33 1/3 r.p.m. LP entry, and from RCA Victor's forthcoming 45 r.p.m. disks, informed Puner that "we can appreciate the present difficulties facing your industry, but do not feel operating under a free economy as we do, that this department could intervene in situations of this kind unless directed to do so by law. Blaisdell suggested, however, that the Federal Trade Commission (FTC) be consulted "if you believe that there are elements of unfair competition in the manner in which any new developments are introduced."

A Positive Bet for Big Sales

Eddy Arnold's

Latest Record Release

"I Turned and Walked Slowly Away"
(Hill and Range)
RCA VICTOR Record No. 20-3174

A Positive Bet for Big Play

PUBLISHED BY
ADAMS, VEE & ABBOTT, Inc. (AVA) 216 SOUTH WABASH AVE. CHICAGO 4, ILLINOIS
**The Nation's Top Tunes**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Record Label</th>
<th>Week Ending</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>HONOR ROLL OF HITS</strong> (Trade Mark)</td>
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<tr>
<td>2</td>
<td><strong>1. BUTTONS AND BOWS</strong></td>
<td>By Livingston and Evans (ASCAP)</td>
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<td>3</td>
<td><strong>2. ON A SLOW BOAT TO CHINA</strong></td>
<td>By Frank Lesuer (ASCAP)</td>
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<td>4</td>
<td><strong>3. MY DARLING, MY DARLING</strong></td>
<td>By Frank Lesuer (ASCAP)</td>
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<td>5</td>
<td><strong>4. A TREE IN THE MEADOW</strong></td>
<td>By Bill Reid</td>
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<td>6</td>
<td><strong>5. YOU WERE ONLY FOOLIN'</strong></td>
<td>By Larry Poplin-Billy Faber-Fred Meadows</td>
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<td>7</td>
<td><strong>6. MAYBE YOU'LL BE THERE</strong></td>
<td>By Sammy Gelber and Rubie Bloom</td>
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<td>8</td>
<td><strong>7. TWELFTH STREET RAG</strong></td>
<td>By Al Downman</td>
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<td>9</td>
<td><strong>8. A LITTLE BIRD TOLD ME</strong></td>
<td>By Harvey O'mara</td>
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<td>10</td>
<td><strong>9. MY HAPPINESS</strong></td>
<td>By Betty Peterson and Barney Bergonstein</td>
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<td>11</td>
<td><strong>10. HAIR OF GOLD, EYES OF BLUE</strong></td>
<td>By Bunny Skyles</td>
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*Note: The Billboard's Popularity Charts determine the top hits based on various survey features of The Billboard's Music Publishers Chart.*
This week's RCA Victor release!

**POPULAR**
- You Can Never Shake Love: TOMMY DORSEY
- You Know What The Trouble Is Baby: TEX BENEKE
- Congratulations: RAE BIVENS
- Galway Bay: JANE PICKENS

**FOLK**
- Time Will Tell: CECIL CAMPBELL
- I'm A Henpecked Man: HANK SNOOT
- Little Birdy: "The Singing Ranger" RAE BIVENS
- You Played Love on the Strings of My Heart: J. E. MAINER'S MOUNTAINERS

**BLUES**
- Can't You Read: BIG MACO

**SPIRITUAL**
- Sweet Little Jesus Boy: WINGS OVER JORDAN CHOIR

**INTERNATIONAL**
- Polish: WALTER OSSOWSKI

**“HYMNS FOR SINGING”**
- All I Want For Christmas (Is My Two Front Teeth): SPIKE JONES
- Down Among the Sheltering Palms: SAMMY KAYE
- Buttons and Bows: BETTY RHODES
- Blue Christmas: JESSE ROGERS
- Then I Turned and Walked Slowly Away: EDDY ARNOLD

Riding High... Climbing Fast

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

Mail your order to your RCA Victor distributor!
**BEST-SELLING SHEET MUSIC**

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

<table>
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<th>Songwriter(s)</th>
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<td>Continental</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>I'll Be You (R)</td>
<td>Columbia</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>I'll Be You (P)</td>
<td>Columbia</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>17</td>
<td></td>
<td>I'll Be You (M)</td>
<td>Continental</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>18</td>
<td></td>
<td>I'll Be You (R)</td>
<td>Columbia</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>19</td>
<td></td>
<td>I'll Be You (P)</td>
<td>Columbia</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td>I'll Be You (M)</td>
<td>Continental</td>
<td>Mollie Feist</td>
</tr>
</tbody>
</table>

**CANADA'S TOP TUNES**

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

<table>
<thead>
<tr>
<th>POSITION</th>
<th>Week Ending</th>
<th>Title</th>
<th>Publisher</th>
<th>Songwriter(s)</th>
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<tbody>
<tr>
<td>1</td>
<td></td>
<td>Buttons and Bows (F) (R)</td>
<td>Famous</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Buttons and Bows (P)</td>
<td>Victor</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>I'll Be You (R)</td>
<td>Chappell</td>
<td>Mollie Feist</td>
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<td>6</td>
<td></td>
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<td>Mollie Feist</td>
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<td>7</td>
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<td>I'll Be You (P)</td>
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<td>Mollie Feist</td>
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<td>8</td>
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<tr>
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<td>I'll Be You (R)</td>
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<td>Mollie Feist</td>
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<tr>
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<td>I'll Be You (P)</td>
<td>Columbia</td>
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<tr>
<td>11</td>
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<td>14</td>
<td></td>
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<td>Continental</td>
<td>Mollie Feist</td>
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<tr>
<td>15</td>
<td></td>
<td>I'll Be You (R)</td>
<td>Columbia</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>I'll Be You (P)</td>
<td>Columbia</td>
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<tr>
<td>17</td>
<td></td>
<td>I'll Be You (M)</td>
<td>Continental</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>18</td>
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<td>Mollie Feist</td>
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<td>19</td>
<td></td>
<td>I'll Be You (P)</td>
<td>Columbia</td>
<td>Mollie Feist</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td>I'll Be You (M)</td>
<td>Continental</td>
<td>Mollie Feist</td>
</tr>
</tbody>
</table>
### Records Most Played by Disk Jockeys

Records listed here in numerical order are those played over the greatest number of regular broadcast hours. List is based on reports from weekly surveys among 1,600 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed will be found in the weekly issue of this Music Popularity Chart. Part I features title tune from a film, (X) indicates tune is from a single musical. (L) indicates tune is from a long musical.

#### Week Ending: November 28

| Rank | Artist(s) | Title | Label | ASCAP | Hits Count
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>12 1</td>
<td>Dinah Shore</td>
<td>Buttons and Bows</td>
<td>Columbia</td>
<td>38301</td>
<td>ASCAP</td>
</tr>
<tr>
<td>6   3</td>
<td>K. Kyser Orch-H. Babbitt-G. Wood</td>
<td>China</td>
<td>Columbia</td>
<td>38301</td>
<td>ASCAP</td>
</tr>
<tr>
<td>6   4</td>
<td>J. Stafford-C. Madden and the Starlighters</td>
<td>My Darling, My Darling</td>
<td>Columbia</td>
<td>38301</td>
<td>ASCAP</td>
</tr>
<tr>
<td>19  4</td>
<td>C. R. Smith-V. Hammersley</td>
<td>A Tree in the Meadow</td>
<td>Capitol</td>
<td>10279</td>
<td>ASCAP</td>
</tr>
<tr>
<td>18  6</td>
<td>T. W. Ryan, Jr.</td>
<td>Twelfth Street Rag</td>
<td>Capitol</td>
<td>10100</td>
<td>ASCAP</td>
</tr>
<tr>
<td>18  7</td>
<td>F. W. Hughes</td>
<td>A Tree in the Meadow</td>
<td>Capitol</td>
<td>10100</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2   9</td>
<td>E. Howard Ork</td>
<td>You'll Be Mine</td>
<td>Decca</td>
<td>24050</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4   9</td>
<td>Betty Rhodes-H. Zimmerman Ork</td>
<td>Buttons and Bows</td>
<td>Mercury</td>
<td>38301</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2   10</td>
<td>E. Knight-The Star Dusters</td>
<td>A Little Bird Told Me</td>
<td>Victor</td>
<td>200121</td>
<td>ASCAP</td>
</tr>
<tr>
<td>13  11</td>
<td>T. Donahue</td>
<td>Until</td>
<td>RCA Victor</td>
<td>20-3081</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

(Continued on page 100)

### Songs with Most Vocal and Instrumental Plugs in Key Stations (R.I. System)

These charts received the greatest number of key radio stations according to information supplied by the Richard Himber (R.I. Systems). Numerical points are computed as follows: 1 point each for instrumental; 2 points each for vocal; 3 points each for commercial instrumental; 4 points each for commercial vocal. This ranking is based on reports from New York, Chicago, and California. Therefore, records receiving 13 points, etc.

#### Week of November 19-25

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
<th>Vocal Points</th>
<th>Instrumental Points</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Hundred &amp; One Acres</td>
<td>Los Angeles</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>A Tree in the Meadow</td>
<td>Cincinnati</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Ah, But It Happens</td>
<td>New York</td>
<td>10</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Brush Those Tears From Your Eyes</td>
<td>Los Angeles</td>
<td>6</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Buttons and Bows</td>
<td>Los Angeles</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Don't Worry About Me</td>
<td>Los Angeles</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Down Among the Sheltering Palms</td>
<td>Georgia</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Every Day Is Just a Holiday</td>
<td>Los Angeles</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Feelin' The Spirit</td>
<td>Chicago</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Forget Me Not</td>
<td>Los Angeles</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Give Him the Old Razzle Dazzle</td>
<td>New York</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>I'm Sorry</td>
<td>Los Angeles</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>I'll Be Faithful</td>
<td>Los Angeles</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

(Continued on page 109)

### Songs with Greatest Radio Audiences (ACF)

#### Beginning Friday, November 13, 8 a.m., and ending Friday, November 19, 9 a.m.

Tune listed are the greatest audiences on programs heard on network stations in New York, Chicago, and Los Angeles. List is based upon John O. Prexman's Audience Coverage Index. The index is compiled upon radio logs made available to Prexman's ACF by the Acoustic Survey Service in New York, Radio Checking Service in Chicago, and Radio Checking Service for Los Angeles. Listed are the top 20 shows in the ease of times specified. The music checked is predominately over 10 per cent audience. (b) indicates tune is from a film; (x) indicates tune is from a legitimate musical; (c) indicates tune is from a legitimate musical; (d) indicates tune is from a legitimate musical; (e) indicates tune is from a legitimate musical; (f) indicates tune is from a legitimate musical; (g) indicates tune is from a legitimate musical; (h) indicates tune is from a legitimate musical; (i) indicates tune is from a legitimate musical; (j) indicates tune is from a legitimate musical; (k) indicates tune is from a legitimate musical; (l) indicates tune is from a legitimate musical; (m) indicates tune is from a legitimate musical; (n) indicates tune is from a legitimate musical; (o) indicates tune is from a legitimate musical; (p) indicates tune is from a legitimate musical; (q) indicates tune is from a legitimate musical; (r) indicates tune is from a legitimate musical; (s) indicates tune is from a legitimate musical; (t) indicates tune is from a legitimate musical; (u) indicates tune is from a legitimate musical; (v) indicates tune is from a legitimate musical; (w) indicates tune is from a legitimate musical; (x) indicates tune is from a legitimate musical; (y) indicates tune is from a legitimate musical; (z) indicates tune is from a legitimate musical. No other name is permitted; no radio broadcast station is permitted to use this information. Any such usage is deemed to be an infringement of copyright, and will be prosecuted.

#### The Top 10 Tunes (plus ties)

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
<th>Vocal Points</th>
<th>Instrumental Points</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Hundred &amp; One Acres</td>
<td>Los Angeles</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>A Tree in the Meadow</td>
<td>Cincinnati</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Ah, But It Happens</td>
<td>New York</td>
<td>10</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Brush Those Tears From Your Eyes</td>
<td>Los Angeles</td>
<td>6</td>
<td>0</td>
<td>6</td>
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<tr>
<td>Buttons and Bows</td>
<td>Los Angeles</td>
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<td>1</td>
<td>3</td>
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<tr>
<td>Don't Worry About Me</td>
<td>Los Angeles</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Down Among the Sheltering Palms</td>
<td>Georgia</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Every Day Is Just a Holiday</td>
<td>Los Angeles</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Feelin' The Spirit</td>
<td>Chicago</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>I'm Sorry</td>
<td>Los Angeles</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>I'll Be Faithful</td>
<td>Los Angeles</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

(Continued on page 31)
THREE BEST SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 1,762 dealers in all sections of the country. Records listed are those that actually sold the greatest number of copies during the week ending November 5. The B side of each record is listed in italic.

POSITION  Week Last/This

11 1 1. BUTTONS AND BOWS...Dinah Shore...Record 4103-ASCAP
2 2 2. TO A SLOW BOAT TO CHINA...Kitty Kray Ork-K. Rabbitt-G.-Record 3643-ASCAP
3 3 3. THE LOST HIGHWAY...Pee Wee Hunt...Record 6109-ASCAP
4 4 4. MAYBE YOU'LL BE THERE...Garden Jenkins...Record 5139-ASCAP
5 5 5. SLOW DOVE TO CHINA...P. Martin Ork-G. Hoge...Record 20-312-ASCAP
6 6 6. MY DARLING, MY DARLING...I. Stalfford-G. MacRae and the Girls Were Made To Take Starlighters...Record 28-309-BMI
7 7 7. BUTTONS AND BOWS...The Burning Sisters and Art Van Son...Record 4396-ASCAP
8 8 8. A LITTLE BIRD TOLD ME...Frank Pugh-Mississippi...Record 23521-BMI
9 9 9. LOVE IN THE MEADOW...Margaret Whitting...Record 24219-ASCAP
10 10 10. YOU'RE JUST A WAY OUT...F. Darby-H. Princes...Record 10123-ASCAP
11 11 11. LOVE IN THE MEADOW...C. Thesaurus-Capitol-World-Associated) (See Inside Front Cover, THIS ISSUE)
12 12 12. ALL I WANT FOR CHRISTMAS...S. Jones and His City Sliders...Record 29-341-ASCAP
13 13 13. YOU WERE ONLY FOOLIN'...Blue Barron...MGM 10186-ASCAP
14 14 14. A LITTLE BIRD TOLD ME...P. Watson...Supreme 5-196-ASCAP
15 15 15. I'M A FLOO..I...The Andrews Sisters...Record 23503-ASCAP
16 16 16. PAPA'S RAG...Ork...Capitol 28-341-ASCAP
17 17 17. I'M YOURS...E. Howard Ork...Record 15715-ASCAP-BMI
18 18 18. WE WERE ONLY FOOLIN'...The Ink Spots...Record 24567-ASCAP
19 19 19. ON A SLOW BOAT TO...China...Record 15719-ASCAP-BMI
20 20 20. I Hate To Lose You...C. Capit...Record 15860-ASCAP
21 21 21. WHEN THE WHISTLING TRUMPETS GATHER AROUND...E. Arnold...Record 15860-ASCAP
22 22 22. A SLOW BOAT TO...China...Record 15715-ASCAP-BMI
23 23 23. RUN TO THE YARD...G. Martin...Record 22-305-ASCAP
24 24 24. A SLOW BOAT TO...China...Record 15715-ASCAP-BMI
25 25 25. I'M NOT SO SURE...G. Martin...Record 22-305-ASCAP
26 26 26. A SLOW BOAT TO...China...Record 15715-ASCAP-BMI
27 27 27. LADY BE GOOD...G. Martin...Record 22-305-ASCAP
28 28 28. SLOW BOAT TO...China...Record 15715-ASCAP-BMI
29 29 29.领略爱...G. Martin...Record 22-305-ASCAP
30 30 30. SLOW BOAT TO...China...Record 15715-ASCAP-BMI
1. **"MY DARLING, MY DARLING"**  
Jo Stafford and Gordon MacRae and The Starlighters With Orchestra  

"GIRLS WERE MADE TO TAKE CARE OF BOYS"  
Jo Stafford and Gordon MacRae With Orchestra  
Capitol Record 15270

2. **"BUTTONS AND BOWS"**  
The Dining Sisters with the Art Van Damme Quintet

3. **"ON A SLOW BOAT TO CHINA"**  
"I HATE TO LOSE YOU (I'm So Used To You Now)"
Bonny Goodman and His Orchestra  
Capitol Record 15208

4. **"LOVE, YOU'RE MAGIC SPELL IS EVERYWHERE"**  
"SO DEAR TO MY HEART"
Peggy Lee with Dave Barbour and His Orchestra  
Capitol Record 15232

5. **"ONE HAS MY NAME (The Other Has My Heart)"**  
"YOU'RE THE SWEETEST ROSE IN TEXA..."
Jimmy Wakely with Cowboy Band  
Capitol Record 15162

6. **"YOU WERE ONLY FOOLING"**  
(While I was Falling in Love)  
Kay Starr with Orchestra

**A FADED SUMMER LOVE**  
Kay Starr with Dave Carbaugh's Music  
Capitol Record 15226

7. **"CUANTO LE GUSTA (La Parranda)"**  

"CORNBELT SYMPHONY"  
Jack Smith and The Clark Sisters With Orchestral Accompaniment  
Capitol Record 15280

8. **"A LITTLE BIRD TOLD ME"**  
"WHAT DID YOU DO TO ME?"
Blue LeBarber with Orchestra  
Capitol Record 15308

PHONE OR WIRE YOUR NEAREST DISTRIBUTOR TODAY!!
BEST-SELLING CHILDREN'S RECORDS

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>November 26</td>
<td>1</td>
<td>Bluebird</td>
<td>Happiness</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Classic Hymns</td>
<td>Columbia</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Hebrew Melodies</td>
<td>Columbia</td>
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<tr>
<td></td>
<td>4</td>
<td>Classic Nursery Songs</td>
<td>Decca</td>
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<td></td>
<td>5</td>
<td>Vintage Nursery Songs</td>
<td>Decca</td>
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<td></td>
<td>6</td>
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<td>Decca</td>
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<tr>
<td></td>
<td>7</td>
<td>Classic Hymns</td>
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BEST-SELLING RECORDS BY CLASSICAL ARTISTS

<table>
<thead>
<tr>
<th>Week Ending</th>
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<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 26</td>
<td>1</td>
<td>Brahms Symphony No. 1</td>
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<tr>
<td></td>
<td>2</td>
<td>Beethoven Symphony No. 9</td>
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<td>3</td>
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<td>Mahler Symphony No. 1</td>
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<td>5</td>
<td>Schubert Symphony No. 9</td>
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BEST-SELLING POPULAR RECORD ALBUMS

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</tr>
</thead>
<tbody>
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<td>November 26</td>
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<td>Christmas Favorites</td>
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<tr>
<td></td>
<td>2</td>
<td>Holiday Favorites</td>
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<tr>
<td></td>
<td>3</td>
<td>Christmas Songs</td>
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<td>5</td>
<td>Christmas Carols</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Holiday Carols</td>
</tr>
</tbody>
</table>

EDDY HOWARD AND HIS ORCHESTRA
America's No. 1 Band

MERGENCY RECORDS
No. 5208

"THANKS TO THE LUTZ BROS. FOR PUBLISHING A SMASH HIT"
MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation’s juke boxes. List is based on The Billboard’s weekly survey among 1500 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same title. Other titles listed in this chart either shown in the Billboard record reports of names listed here are found in the Honor Roll of 1944, Music Popularity Chart, Part 1.

Juke Box Record Plays

Week Ending November 30

SUNS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

The Money Song (R).......................... Crawford-ASCAP
The Best Man To Have A Thousand Years (R)............ Pat Boone-ASCAP
Unfit (R).................................. Dorsey Bros.-ASCAP
With A Twist Of The Old (R)............................ Delta-ASCAP
You Can’t Make Everybody Forget (R)....................... Linn-BMI
You Were Only Foolin’ (R)............................ Shingles-Harlow-Barron-ASCAP-BMI

SOMETHING SWEET-The Ink Spots
TO YOUR LADY.............. Cascades-Decca 24360; ASCAP

KEGS KEEPS CLICKING ON COLUMBIA

LES BROWN

“I’ve got my love to keep me warm”

“I’m a-tellin’ you, Sam”

Columbia 38324

Your weekly report on the latest CURRENT TOP HITS

JUXTONS AND BOWS
Dinah Shore 38284

BUTTONS AND BOWS
Can’t Shake the Sounds of Texas from My Shoes
Gene Autry 20469

ON A SLOW BOAT TO CHINA
In the Market Place of Old Monterey
Kay Kyser 33801

MY DARLING MY DARLING
Doris Day & Buddy Clark 33853

PRETTY BABY
Just Imagine
Doris Day 33802

LOVE SOMEBODY
Doris Day & Buddy Clark 33874

CONFESSION
Huey Lewis

HERE COMES SANTA CLAUS
An Old-Fashioned Tree
Gene Autry 20377

IT’S MAGIC
Put ’EM IN A BOX
Doris Day 33888

CUANTO LE GUSTA
Doris Day 33897

TAKE IT AWAY
Curtis Cugat 38329

WATCH THESE!

NO TIME
Four Brothers Woody Herman 33804

THE MONEY SONG
Buddy Clark with the Modernaires Vocal Accomp. 33852

Gloria

SO DEAR TO MY HEART
Lavender Blue 32899

THE GREAT ARTISTS AT THEIR BEST ARE ON COLUMBIA RECORDS

Teafemark "Columbia," and @ are Reg U.S. Pat. Of. Mervyn Registered

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

The Money Song (R).......................... Crawford-ASCAP
The Best Man To Have A Thousand Years (R)............ Pat Boone-ASCAP
Unfit (R).................................. Dorsey Bros.-ASCAP
With A Twist Of The Old (R)............................ Delta-ASCAP
You Can’t Make Everybody Forget (R)....................... Linn-BMI
You Can’t Make Everybody Forget (R)....................... Linn-BMI
You Were Only Foolin’ (R)............................ Shingles-Harlow-Barron-ASCAP-BMI

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Thanks are Due

"MY DADDY IS ONLY A PICTURE"

Words and Music by TOMMY DILBECK

To EDDY ARNOLD
AND HIS TENNESSEE PLOWBOYS

For introducing the tune on RCA Victor 20-3013
- and to the following artists for their fine renditions

RAY SMITH .......... NATIONAL 5020
DICK THOMAS .......... DECCA 46141
REX TURNER .......... Varsity 8007
JACK RIVERS .......... CAPITOL 15283

- Watch Billboard's Folk Charts
- Best Selling & Most Played Records

PEER INTERNATIONAL CORP.
- Sole Selling Agent
Southern Music Publishing Co., Inc.

1619 BROADWAY
NEW YORK 19, N. Y.

FOLK TALENT AND TUNES
By Johnny Sippee

Jeanette Bailey, of the Bailey Boys, heard over KWKH, Shreveport, reports that Columbia Records, for whom they wax, has okayed a deal whereby King Records will release two of the boys' records soon. Billboard says Columbia has agreed to release them to King permanently if King can prove it can do more for the group than Columbia does. King has offered them a three-year contract, calling for 12 sides per year.

The Maddox Brothers and Rose have stretched their operation to include XERB, San Diego, Calif.; XELO, San Antonio, Tex., and XEG, Mexican station, in addition to KTKM, Modeso, Calif., Grup Caravanas in first anniversary at George's Playhouse, Stockton, Calif., January 2. Via Granada, one of the Hominy Boys of the Monroe Valley Jamboree, WTOL, Toledo, was married October 30. The Lonesome Jack Smiths of the Jamboree became parents of a girl November 2.

The Rhiots Brothers, Curly Clements, fiddle and guitar; Sophronie Goren, comedy and guitar; Sally Simpkins, guitar and bass; and Lucky Keith, accordion and novelties, last heard on WFBH, Baltimore, are doing five months of International Harvester show time and are set for two more Columbia flickers. They made their first this year with Charley Starrett and Smiley Burnette. Curly is a brother of Zeke Clements, the Grand Ole Opry feature... The Hoosier Cornhusker, Dottie Lou, guitar and bass; Darl Fox, guitar; Pete Smith, fiddle and mandolin, and Al Pettit, accordion and enyme, are back at WFIM, Findlay, O., after a circuit of fair dates for the Barnes-Carruthers office. Fox recently replaced Mary Lee, who was married and has retired from show business... The Tenney Sisters, Sylvia, electric guitar; Evelyn, bass, and Dottie, straight guitar, are working on WHAI, following a tour with Tomto's road show. They have worked 38 radio stations since breaking in six years ago.

The Georgia Peach Pickers, who cut sides for Columbia, recently moved from California to KWEB, Shreveport, La., where they are doing a shot on the Louisiana Hayride. Personnel includes Curley Williams, fiddler; Bill Byrd, electric guitar; Jimmy Summara, steel guitar; Buddy Harrell, piano; Sonny Horvitz, bass, and Jack Ford, rhythm guitar... Dusty Rogers, heard on WPDQ, Jacksonville, Fla., is working nightly at Rod's Musical Bar there... Tennessee Farmers have landed a steady job with WQAP, Marysville, Tenn. Group includes Ardell, Otilia and Ovaid Givens, L. C. Tucker and James Hyatt, fiddle players have inked Ted Perkins, with wustery prey, Sid Hotham, promoting hit picklers from the newcomer... Hawk Thompson is reported to have left Nashville, where for several years he was featured on a Mutual web sustainer, to return to Waco, Tex.

Honey (Ike) O'Dell, hillbilly song stylist who is remembered as a muppet singer of a decade ago, is with WOAI, San Antonio. (Continued on opposite page)
Folk Record Section

Week Ending November 28

BEST-SELLING RETAIL FOLK RECORDS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist/Group</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>One Has My Name</td>
<td>Jimmy Wakely</td>
<td>Capitol 15260-2MI</td>
</tr>
<tr>
<td>2</td>
<td>Heart Full of Love</td>
<td>Eddy Arnold, the Tennessee Playboys</td>
<td>Victor 20-3174-2MI</td>
</tr>
<tr>
<td>3</td>
<td>Just a Little Lovin'</td>
<td>Eddy Arnold, the Tennessee Playboys</td>
<td>Victor 20-309-2MI</td>
</tr>
<tr>
<td>4</td>
<td>Bouquet of Roses</td>
<td>Eddy Arnold, the Tennessee Playboys</td>
<td>Victor 20-391-2MI</td>
</tr>
<tr>
<td>5</td>
<td>I Love You So Much It Hurts</td>
<td>Red Foley</td>
<td>Decca 46010-2MI</td>
</tr>
<tr>
<td>6</td>
<td>Life Gets Tek-Jus, Don't It?</td>
<td>C. Robison</td>
<td>MGM 10226-ASCAP</td>
</tr>
<tr>
<td>7</td>
<td>Then I Turned Slowly and Walked Away</td>
<td>Eddy Arnold, the Tennessee Playboys</td>
<td>Victor 20-3174-2MI</td>
</tr>
<tr>
<td>8</td>
<td>Tennessee Saturday Night</td>
<td>Red Foley</td>
<td>Decca 46110-2MI</td>
</tr>
<tr>
<td>9</td>
<td>Cool Water</td>
<td>Roy Acuff</td>
<td>Decca 40010-2MI</td>
</tr>
<tr>
<td>10</td>
<td>Here Comes Santa</td>
<td>Eddy Arnold, the Tennessee Playboys</td>
<td>Victor 20-391-2MI</td>
</tr>
<tr>
<td>11</td>
<td>My Daddy Is Only a Picture</td>
<td>Eddy Arnold, the Tennessee Playboys</td>
<td>Victor 20-391-2MI</td>
</tr>
<tr>
<td>12</td>
<td>Life Gets Tek-Jus, Don't It?</td>
<td>T. Williams</td>
<td>Capitol 15271-2MI</td>
</tr>
<tr>
<td>13</td>
<td>Little Community Church</td>
<td>- R. Monroe and His Blue Grass Quartet</td>
<td>Columbia 46010-2MI</td>
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<tr>
<td>14</td>
<td>Just a Pair of Blue</td>
<td>Tom Williams and His Western Caravan</td>
<td>Capitol 15175-2MI</td>
</tr>
<tr>
<td>15</td>
<td>Dream Blues</td>
<td>Ernest Tubb</td>
<td>Decca 40110-2MI</td>
</tr>
<tr>
<td>16</td>
<td>Buttons and Bows</td>
<td>Eddy Arnold</td>
<td>Columbia 20409-2MI</td>
</tr>
</tbody>
</table>

ADVANCE FOLK RECORD RELEASES

A Bird Told Me
Baby Mo Baby
Baby Mo Baby
Bagsy Bus M. Travis & Cowboy Band (What a)
Bagsy Bus M. Travis & Cowboy Band (Where It's)
Bellboy Joe (De-Doo-Doo-Oo Coral 6501)
Cj McRay & P.O. Jones (Baby Mo Baby)
Cj McRay & P.O. Jones (Bagsy Bus)

FOLK TALENT AND TUNES

(Continued from opposite page)

Rosalie Allen opened at the Village Barn, New York, November 26. She does her regular WOW, New York, two-hour d.j. stint from Shorty Warren's Western Rangers, house band. . . . Elton Britt has returned to New York from the Coast after doing a picture with Charlie Starrett and Smiley Burnette. . . . Ray Smith's Pine Toppers are at the Club Argyle, Newark, N. J. Smith is on national label. . . . Texas Jim Robertson is on an Eastern theater tour. . . . Two Fletcher is appearing at a series of New Jersey theaters in conjunction with the filming of his latest film, Six-Shot Baptism. . . . Jim Hand's Melody Riders have moved from Club Argyle, Newark, N. J., to Club Sequoia, Staten Island, N. Y.

* * *

Roy Horton, of Poor International, reports that Howleakhowe Hawken's last LP, HWTIL, Philadelphia, November 23. . . . Eddy Arnold did 8,500 at two shows in the Houston Auditorium, November 12. . . . Red Foley is increasing his radio schedule at WSM, Nashville. He is doing a noon-dinner show five times per week and preparing a weekly night show. . . . Roy Whitby, Cowboy Records, who toured the East with Gene Autry's rodeo, is headed toward Texas on a p.m. tour.
BEST-SELLING RETAIL RECORD CHARTS

Records dated as of the week ending November 12, 1948. The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers are department store customers.

**POSITION**

**RECORD**

1. *Rock Around the Clock* - Bill Haley & His Comets
2. *I'm a Fool* - Alton Silverman
3. *I'll Be Home For Christmas* - Metallica
4. *I'll Be Home For Christmas* - Metallica
5. *I'll Be Home For Christmas* - Metallica
6. *I'll Be Home For Christmas* - Metallica
7. *I'll Be Home For Christmas* - Metallica
8. *I'll Be Home For Christmas* - Metallica
9. *I'll Be Home For Christmas* - Metallica
10. *I'll Be Home For Christmas* - Metallica

**MOST-PLAYED JUKE BOX RECORD CHART**

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

**POSITION**

**RECORD**

1. *Rock Around the Clock* - Bill Haley & His Comets
2. *I'm a Fool* - Alton Silverman
3. *I'll Be Home For Christmas* - Metallica
4. *I'll Be Home For Christmas* - Metallica
5. *I'll Be Home For Christmas* - Metallica
6. *I'll Be Home For Christmas* - Metallica
7. *I'll Be Home For Christmas* - Metallica
8. *I'll Be Home For Christmas* - Metallica
9. *I'll Be Home For Christmas* - Metallica
10. *I'll Be Home For Christmas* - Metallica

**ADVANCE RACE RECORD RELEASES**

4. "Footprints" - Ray Charles
5. "I Believe" - Aretha Franklin
6. "Respect" - Aretha Franklin
7. "Respect" - Aretha Franklin
8. "Respect" - Aretha Franklin
9. "Respect" - Aretha Franklin
10. "Respect" - Aretha Franklin

**ADVANCE RACE RECORD RELEASES**

4. "Footprints" - Ray Charles
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7. "Respect" - Aretha Franklin
8. "Respect" - Aretha Franklin
9. "Respect" - Aretha Franklin
10. "Respect" - Aretha Franklin
Record Reviews

September 23

ARTIST TUNES LABEL AND NO. COMMENT 

AMBRIDGE ORK (Dick James The Keynotes) (London 413)
Always You 60-60-60-60
You Took Possession Of Me 60-60-60-60
A somberly bright ditty and arrangement makes for easy listening.

THE KEYNOTES (Prime Scala) (London 521)
Show Me The Way To Go Home 60-60-60-60
War time love song is lustily played and sung by the group.

Wheesy Anna 67-67-67-67
For quite some time this is given that less familiar tune.

HELEN FOREST (Harald Muenche Ork) (COM 3023)
Down the Stairs Out the Door 75-75-75-75
Helen does a fine, relaxed job with a clever Frank Loesser ditty.

For Heaven's Sake 70-70-70-70
Very much enjoyed at this time; this could have been the clashing that may have lost the tune some weeks ago.

BILLY ROKESTINE (Hugh Winterhalter Ork) (COM 3031)
Blue Moon 80-82-82-82
Billy does an impressive job with the Rodgers-Hart number from the Hugh Winterhalter spectacular.

Doo Rush In 89-90-90-90
Exhibits a gentler side to this tune. Pretty old tune is dropped in a somewhat Winterhalter arrangement.

AMBRIDGE ORK (Anna Shelton) (London 343)
Tennessee Symphony Parts 1091 60-60-60-60
This is a rather disquieting presentation of the familiar piece which Tony Martin brings to recognition. Rendering balance is surprisingly poor for an English production. Slight waltz rhythm with Miss Martin doesn't seem to be trying too hard.

DUKE ELLINGTON ORK (Columbia 30833)
Sultry Serenade 75-75-75-75
Great, soft, beautiful recording. Duke Lawrence Brown and Etta Wilson singing is spot on. All in all, it's what this original effort should be.

Eddy Howard Ork (Mosaic 1526)
Do Nothing Till You Hear From Me 70-70-70-70
The tenor sax takes on a higher note for this re-make of one of Dickie Dickie's hits. Love this little song.

PEE WEE HUNT ORK (Capitol 1179)
Waltz Blues 82-82-82-82
This song has been sung in many places over the past few years, and in all forms.

EDDY HOWARD ORK (Mosaic 1519)
White Christmas 83-83-83-83
With a touch of the old time Christmas spirit, this song will work in the season's spirit.

EDDY HOWARD ORK (Mosaic 1520)
To Each His Own 78-78-78-78
This one may be a bit too novel for the season.}

AMOS MILBURN ALADDIN'S Great "BLUES" Singer on The Nickle-Nabbers of the Month "CHICKEN SHACK BOOGIE" AL 3014 (America's Hottest Race Record) and the Original "BEWILDERED" AL 3018 (Outselling all others)

Order from your local distributor ALADDIN RECORDS 4918 Santa Monica Blvd. Hollywood 27, Calif.

THE BILLBOARD Music Popularity Charts

Part VIII

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-49 SATISFACTORY 0-39 POOR

How Ratings Are Determined

The Categories

ARTIST TUNES LABEL AND NO. COMMENT
THE BILLBOARD PICKS:

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

POWDER YOUR FACE WITH SUNSHINE, Evelyn Knight and the Stardusters

Carmen Lombardo's new tune looks like another "Bundle, warm ya' smile," and Evelyn Knight, currently riding way up there with her "A Little Red Bird Told Me," is the gal to put it over. The bouncy side starts with Evelyn inflicting the lead and the chorus interpolating cute responses. Formula is reversed on the next chorus, then the group-whistles most of the next one, with Evelyn coming back for the bright finish. The ingratiating spirit of this package should inspire plenty of group response around the dance, and warm up any jittery stints.

IF I STEAL A KISS

Vaughn Monroe and His Orchestra

With Wren's "Wrong With Me," Vaughn's strong tenderness gives him the edge for the big version of two tunes from the MGM film, "The Kissing Bandit." "This is a real operetta face performed with a sneaking, begging beat, with Vaughn delivering his tall passions over soft cellos. On the flip the band exudes a brighter beat, and Vaughn gets a strong, soulful set from the Marine Bands, who rewrite some spot rhyming past in unison. Surprise comes at mid-side, with the Marines brass section plunging out portions of figures to set off a calm tender sax line. Distribution of the BillcraTRANSCOR pin should point up the tune value here, with Vaughn the best bet to cop the chart.

THE DISK JOCKEYS PICK:

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

1. DAINITY BRENDA LEE
2. JUKE BOX MAUDE
3. SAY IT ISN'T SO
4. YOU'RE ALL I WANT FOR CHRISTMAS
5. BRUSH THOSE TEARS FROM YOUR EYES
6. I'M IN THE MOOD FOR LOVE
7. LITTLE CAT AND OTTER (Owen) 191277
8. SMILIN' THROUGH

THE RETAILERS PICK:

Picks that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 2,590 of them, the record retailers think tomorrow's hits will be:

1. FAR AWAY PLACES
2. BRUSH THOSE TEARS FROM YOUR EYES
3. DUMB AMONG THE SHeltering PALMS
4. IN MY DREAMS
5. BRUSH THOSE TEARS FROM YOUR EYES
6. GIRLS ARE MADE TO TAKE CARE OF BOYS
7. I'VE GOT MY LOVE TO KEEP ME WARM
8. PRETTY BABY
9. IF I STEAL A KISS
10. ONE FOR MY BABY

THE OPERATORS PICK:

Picks that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 5,550 of them, the juke box operators think tomorrow's hits will be:

1. LAVENDER BLUE
2. BELLA BELLA MARIE
3. BRUSH THOSE TEARS FROM YOUR EYES
4. I LOVE YOUR MAGIC NELL
5. ORNAMENTS
6. GIRLS ARE MADE TO TAKE CARE OF BOYS
7. ORNAMENTS
8. YOU
9. EVERYWHERE
10. ON A SLOW BOAT TO CHINA

MUSIC POPULARITY CHARTS PART IX

Record Possibilities

Week Ending: November 26

THE BILLBOARD MUSICAL GIVEAWAY CONTEST

Register your details for a chance to win a prize valued at $10,000.

ENTRY DEADLINE: November 30, 2023

RULES AND REGULATIONS: Please visit our official website for full details.

www.americanradiohistory.com
## Advance Information

**Week Ending November 28**

### Advance Record Releases

Records listed for inclusion approximately two weeks in advance of actual release date. This is based on information supplied in advance by record companies. Only records of those manufacturers contributing to this publication are listed.

**POPULAR**

<table>
<thead>
<tr>
<th>Title</th>
<th>Record Label</th>
<th>Catalog Number</th>
<th>Artist</th>
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</thead>
<tbody>
<tr>
<td>Once In Love With Amy</td>
<td>Coral</td>
<td>60124</td>
<td>P. Berman (Bandleader's Background)</td>
</tr>
<tr>
<td>You, You (That's Why)</td>
<td>Coral</td>
<td>60126</td>
<td>P. Berman (Bandleader's Background)</td>
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<td>Ready To Go</td>
<td>Coral</td>
<td>60128</td>
<td>P. Berman (Bandleader's Background)</td>
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<td>In The Mood</td>
<td>Coral</td>
<td>60130</td>
<td>P. Berman (Bandleader's Background)</td>
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<tr>
<td>Give Me Back</td>
<td>Coral</td>
<td>60132</td>
<td>P. Berman (Bandleader's Background)</td>
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<td>Maria Walks</td>
<td>Coral</td>
<td>60134</td>
<td>P. Berman (Bandleader's Background)</td>
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<td>More Than Nothing</td>
<td>Coral</td>
<td>60136</td>
<td>P. Berman (Bandleader's Background)</td>
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<tr>
<td>Beautiful Dreams</td>
<td>Coral</td>
<td>60138</td>
<td>P. Berman (Bandleader's Background)</td>
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<tr>
<td>Baby, Baby, Baby</td>
<td>Coral</td>
<td>60140</td>
<td>P. Berman (Bandleader's Background)</td>
</tr>
<tr>
<td>Give Me Back</td>
<td>Coral</td>
<td>60142</td>
<td>P. Berman (Bandleader's Background)</td>
</tr>
<tr>
<td>More Than Nothing</td>
<td>Coral</td>
<td>60144</td>
<td>P. Berman (Bandleader's Background)</td>
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<td>Beautiful Dreams</td>
<td>Coral</td>
<td>60146</td>
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**CIRCUS CARAVAN**

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<td>Coral</td>
<td>60122</td>
<td>P. Berman (Bandleader's Background)</td>
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<tr>
<td>Beautiful Dreams</td>
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<td>Coral</td>
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<td>Give Me Back</td>
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<td>60142</td>
<td>P. Berman (Bandleader's Background)</td>
</tr>
</tbody>
</table>

**GIVE TO THE DAMON RUNYON CANCER FUND**

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**Sweeping the Nation: FRANK GALLAGHER’S Terrific**

"YOU'RE ALL I WANT FOR CHRISTMAS"

**DANA 2026**

Exclusive DANA Recording Artist

**ANNOUNCING FRANK GALLAGHER'S New Hit**

Dana 2023 —"SHOE LACES AND BLADES"

An unusually interesting and fascinating English version of the great Italian tune—FIESOLE SUI MAR. (Barked by a beautiful rendition of a hit from abroad—"

"I MUST HAVE BEEN DREAMING""

**The Only Record of the Smash Hit**

Dana 2013 —"POWDER YOUR FACE WITH SUNSHINE"

A Great Rendition by Ted Orch. (Dick Byron and Wayfarers)

**Latest Polka Hits**

Dana 2027 —"MORE BEER"

Dana 2024 —"ONCE YOU CALLED ME SWEETHEART"

Dana 2028 —"SLAP HIM, SADIE"

Backed by "PIN UP POLKA"

**NEW! DIFFERENT! FRANK WOJNAROWSKI THE KING OF POLKAS**

Dana 2029 —"FINGER DANCE POLKA" Backed by "CZARDAS"
THE CATEGORIES

1. Production Idea (giving of outstanding individuality) ..... 10
2. "Harmon Value" (distinctive musical composition) ..... 15
3. Director of Marital (merits) ..... 10
4. Manufacturer's Distributor Performance (indicated by release) ..... 10
5. "Musical Value" (originality and other album characteristics in music) ..... 10
6. "Musical Value" (originality and other album characteristics in music) ..... 10
7. "Musical Value" (originality and other album characteristics in music) ..... 10
8. "Musical Value" (originality and other album characteristics in music) ..... 10
9. "Musical Value" (originality and other album characteristics in music) ..... 10
10. "Musical Value" (originality and other album characteristics in music) ..... 10

THE RATINGS

<table>
<thead>
<tr>
<th>Record</th>
<th>Rating</th>
</tr>
</thead>
</table>
| 80-100 | (Excl. of the maximum)
| 70-80  | (Excellent) |
| 60-70  | (Very good) |
| 50-60  | (Good) |
| 40-50  | (Average) |
| 30-40  | (Poor) |
| 20-30  | (Very poor) |
| 0-20   | (Unsatisfactory) |

NEW SONGS OF PALESTINE ALBUM — INTERNATIONAL

BAND LEADER: A. L. BINDER, DIR. (13-10)

Song of the Signal Man; We Have the News; The Sheshim's Second; Shush-The; Song of the Jewish Pianists; Songs of the Boys. (International).

(Dramatically issued on the keynote label, this album contains some of the new Palatine albums besides being dedicated to the Jewish Nation. They are authentically performed in the original Hebrew. Liner notes contain the interesting story of the English translations for them. This is the kind of package which can do so much to expand the sales in Jewish homes where more and more are being full packed with new music.)

JUDGES: Not suitable.

JEA: With JEA, the faith and full music above should look for this package.

RE-BOY PIANO (3-10)

Hank Jarret, Piano

(Mercury A-641)

Great new release. This is about a Fella boy who has a Fella deal, a Fella record. Biggest commercial drawcard for the present moment is the fact that Hank Jarret enjoys most of his popularity among musicians and to that group among the hipsters. But when it is true that the public is piecian on a JEA's piano, this package could develop into a worthy album. His music is a lot like that of Art Tatum with Earl Hines probably serving as his other chief influence. Describing the "Re-Boy" by the man who used to output excellence for that is not suitable. Can not content.

JUDGES: Not suitable.

JEA: Not suitable.

JEA: Not suitable.

THAIKOVKSO CONCERTO NO. 1 IN BFLAT MINOR FOR PIANO AND ORCHESTRA, BY CHERVYANTOFEF, PHILHARMONIC ORCHESTRA OF THE PHILIPSSCHE ORCHESTRA OF KERNEWEN (Columbia MM-1816)

In recent years no single work has enjoyed the tremendous popularity and concert hall performance that has fallen to the Tchaikovsky B Flat piano concerto. It all started with the Peggy Martin concert that looked promising for the main theme of the concerto in the minor key. This time the performance is without the usual tendency to go on in a minor key. The line recording of the work falls short of the "serious"-world's ideal interpretation. It is a buoyant, exuberant reading of Leonid and Gramsci's concerto in the world. The combination of the piano power and the concerto variety of the work should give Columbia a solid competitive package which will grab off plenty of sales. Recording is excellent.

JUDGES: Not suitable.

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JEA: Conferences.

JEA: Synthesizers and FM spinners will like.

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CAROLS FOR CHRISTMAS ALBUM — CRANE CALDER-EN-LINGLES; CRANE CALDER-JOHN-THOMPSON; CRANE CALDER-WILLIAM-LOW; CRANE CALDER YOUNG-JOHANNE MORELAND (1-16)

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JUDGES: Not suitable.

JEA: Sure-fire, the Atlantic version, will sell this.

JEA: Sure-fire, the Atlantic version, will sell this.

A NIGHT IN TIVOLI (3-12)

George Eubank, conducting the Royal Symphony Orchestra. (London 9) (Jingle)

Bilboys: Rumor-sweep; Los Angeles table; Concerto Polka for 3 Violins and Orchestra. In Germany, the name of Hans Christian Ludovici has a place alongside Beethoven and Waldteufel; of whom he was a contem- porary. The first of his great concertos, as much as marches, polkas and quadrilles. The six piano concertos based on the "un- beatable" and humorous composer of light music. "A Night In Tivoli," when referring to Copenhagen's Tivoli Concert Hall, home of the world's best band, will never lose. "A Night In Tivoli" is a sure thing, in rich and colorful, and recording work ex- cepted.

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ON THE STAND

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

Eddy Duchin

(Rewiewed at the Wedgewood Room of the Waldorf-Astoria Hotel, New York, on Jan. 27, Band and contractor Hawk Ross. Booked by Music Corporation of America.)

MUSICIANS: Charlie Candids, Armand Marder, Bill Dettorre, Charlie Williams, Phil Oliveira, Joe Agrios, Erle Walker, Jeffery Romeo, COMPUTER: Don Burton, drums; Sam Bruno, bass; Doc Curthin, piano.

VOCALIST: Tony Martin, "The ARTIST:.

ARANGERS: Joe Lipman, Jack Andrews, Bob Dutra.

PIANO AND LEADER: Eddy Duchin.

Eddy Duchin, who disbanded his orchestra in 1942 to go into the navy, is back on the stand with a smart and versatile band. As might be expected, most of the arrangements are built around his stylized piano solo, which, judging from the applause and general audience attitude, still are a strong draw for the smart supper club clientele. Quite as personable as ever, Duchin still projects showmanship—smiling delightedly and hirsutely as he plays, then getting up briskly to lead the band, while chatting with the customers.

The band itself is composed of night's competent sidemen, with the four-man reed section and the trombonist the standouts. Bob Curtis and the second reed, handles his demanding assignment deftly, playing fill-ins and runs with the maestro's flourish.—Dutch and taking over when Duchin is up front. The rhythm section—bass and drum (neither Duchin nor Curtis play as rhythm pianists)—keeps the beat well, but plays too softly, so that the best is hard to discernable on the dance floor. This is the band's only obvious flaw and can easily be corrected.

Duchin organized this group in September, and at this writing has amassed a fairly hefty library of prints and standards. The chief he has on hand are diversified and show a good range in tempos and tempestations. Some are quite new in the Thornhill tradition, and are never loud or overly jivey. Emphasis is on smoothness and danceability.

There's every reason to believe that Duchin's piano style, backed by a capable crew, is as salable as it ever was, especially with the current lean

Buddy Clarke

(Rewiewed at the Normandie Roof, Mount Royal Hotel, Montreal, Oct. 28, Booked by May Johnson Associates.)

TRUMPETS: Irving Dahlen, Lew Ashby (also doubles vibraphone)

TROMBONES: Irving Schinde (also doubles vibes)

TROMBONE: Alton Gabriely, Bob Martinson.

TROMM: Duncan Macaiglie, Albert Grant.

VOCALIST: Marty Smith (also doubles sax and clarinet.)

ARANGERS: Fredy Padglisson, piano; Tom Dixon, bass; Johnny Hannah, drums.

VOCALIST: Pat O'Conner, Buddy Clarke, ARANGERS: P. Padgilison, B. Harrington.

Buddy Clarke returned to this swank room after a year's stint at the El Morocco across the street, and on the basis of two sets since he opened a few weeks ago, it's evident that he's going to bring back many of the customers for whom he took away when he left the Normandie.

Clarke is of the New York school of leaders (he fronted in New York at the Park Central, Latin Quarter and Armando's) who go in for selling music plus personality, and what comes out of the shell is a smart combination of music that's sweet but not meek, honey without being jivey, and in good taste for both the dancers and conversations. All arrangements are slick and not buried under too many notes.

The show-cutting is usually on the button, and while on the stand Clarke is the perfect host, mixer and always happy player of requests.

Pat O'Conner, vocalist, delivers a铺路 novelty tune in easy fashion for nice reception by the patrons. All in all, Clarke should click here even bigger than he did before.

Charles J. Lazzara.

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THE BILLBOARD

December 4, 1948

MUSIC

39
Schine Circuit, Heartened
By Up-State N. Y. Biz Debut,
To Put Shows in More Towns

NEW YORK, Nov. 27.—Heartened
by the public's reaction to vaude
at its three New York State houses
that he owns in New York, the Radio
in Amsterdam and the State in Cort
land, Schine, who has inaugurated
the last week-end, and the Schine
theater circuit is cornering with
music houses in the various towns, to
bring vaude there. The Amsterdam
has a seating capacity last Saturday night, which
with an extra show added, which saw
lines around the theater during the
night.

In Connecticut, Maurice Bailey
tells good business at his two New
England houses, the State in New
LONDON, Conn., is another that is
cutting out and hold to music houses.
Prices have been raised only from
$100 to $200 in front, and from
$200 to $300 in the orchestra, and
have seating capacities that average
about 1,500. The live-act shows do
not need box office because the budgets
are too slim, but do use solid turn.
The speakers are booked by AI and
Bell Dover.

The trend is also evident in Pennsyl-
vania and Northwestern New York,
with the latest additions being the
Dennis, State, Alco, etc. in Buffalo.
The average houses are in Buffalo,
N. Y. After a lapse of 20 years the newly decorated Shea
playhouse has been restored and
Friday (12) and continuing Saturday
Shelley, Shea manager, is giving the
policy plenty of slacking and is using
advertising to sell his Shea Amusement Booking Service, Buf-
alo, to the show. The Capitol begins
the weekly vaude nightly run (8) with
the same booking that operated (6)
the previous week.

Another addition to the sheet is the
Shearman Theater, Stroudsburg, Pa.,
where five acts will be on view every
Monday and Tuesday beginning next
month. The house is owned by Abe and Joe Feinberg, in conjunc-
tion with the Conover theater chain,
to fill out three weeks of vaude

Niccollet May
Drop Its Show

MINNEAPOLIS, Nov. 27.—A change
in policy, with entertainment
more concentrated, is being made by the Hotel Niccollet Minnesota Ter-
cess Room management here.

The management is giving the change-over considerable
thought and has traveled around the
country looking for ideas and should make
a decision by early December.

It has decided that entertainment
will be its first time the theatre opens,
which lasts about five days. He's said to have "something entirely
new" up his sleeve.

He's had monthly changes in the
Dorothy Lewis ice review, which has
kept the room occupied, last night
in the black by some $4,000. Miss Lewis
came in on her regular annual contrac-
to last June and under the edict six
weeks before New Year's, something
she's never done before. This, a
natty operetta climax, is a tip-off from
Duplessis that he is giving them time
to get their act together, which is an
act from the situation last year when the
show was for a hour. The government
announced they would have to close at midnight, then at
first minute allowed because of char-
usual tolerance. Then it too late,
because many regular dance girls
are already made over in the dance
office.

AFM-AGVA in
KCT to End Row

NEW YORK, Nov. 27.—The Amer-
can Federation of Musicians (AFM)
and the American Guild of Variety Artists (AGVA) in Kansas City have reached an agreement,
the vaudeville bands out of Kansas City as well as vaude in other territories, is apparently
being resolved.

The break in the stalemate came
when AFM learned that AGVA would not be able to play one of its spots in Omaha, because AGVA acts were on the bill and AFM had
ordered its people to refuse to play
for bands in the town.

The New York national office came
back into the picture, reviewed the incident and said its rep in Kansas
City, Henry Lee, has worked out
certain rules when he included a vaude territory under jurisdiction
for AGVA membership. Lee was transferred to Dallas, and a new
man, George R. Walton, was appointed to take over the Kansas City
business.

According to the New York national
office, AFM was already re-

corded the edict, and understood that
AGVA and AFM topers were
in agreement to talk to discuss problems of jurisdiction.

Philadelphia, Unleash Drive
Vs. Unethicals

PHILADELPHIA, Nov. 27.—In an
effort to root out unethical talent
buyers, the Entertainment Manage-
ment and Agents Association (EMA),
comprising the town's licensed club date bookers, is
seeking to bring about a move
in the industry's trade quotas.
A pamphlet has been written about the mechanics of booking shows and
bands, so that buyers can judge quotas
and booking methods. The pamphlet
will be available for distribution with the
new year.

The bookers will inclose the pamphlet with every club date bid and
contract going out and will ask
bookers to sign a card when the
tickets are booked with the multiple booking shows, even without benefit of State license. This is especially
case directly to the buying public. The "unfair" and "unethical" com-
petition will be charged, has given
to the book club booking industry a black eye here, and the industry as a
whole is being blamed for the indications of outsiders.

Particularly disturbing to the
bookers is the practice of an "agency"
supplying a price for one of the talent buyers, which is different
with the quoted price being for the
same act under the regular show house budget. The buyer doesn't real-
ize that the remaining music cost
will be on his budget. When an EMA member submits the same bid and
contracts with the booking office,
the buyer figures he's been cheated and applies his name to the show office. Also still prevalent is the prac-
tice of submitting name attractions
which the fly-by-night bookers can
never deliver.

Adding to the association force will be
the Variety Bookers' Association,
which takes in the town's nighty
bookers. While the two groups have
separate entities, the two groups work together through a joint board of
directors.

For the coming year, the association hopes to have the following
officers: president, James V. Longharn, president; Eddie Stroh, vice-president; Sam
Mack, second vice-president; Joe
Charles, secretary-treasurer. On the board of directors, for two-year terms,
are William Honey and Harry J. Ritter, and for one-year terms, Reliable Emery, Harry Dobbs and Fred Siegel.

Schwarz Buys Into Tabu

PHILADELPHIA, Nov. 27.—Stan-
table Schwarz, who was a partner
in the defunct Concert Club, only a few years back one of the top
nightly houses here, has bought the Tabu midtown musical bar, with Dominick DiMeo, a new owner to nightly lim-
itations. The pair bought out a road-
house at Maple Shade, N. J., nearby,
and will unmull it as the Al-
hambra.

It Was Down Hill

NEW YORK, Nov. 27.—Hurel-
day, Blockle, was trying to get into his car after a club date Saturday night (20) found the lock was

After about 15 minutes of fruitless
efforts he finally resorted to a
chain-driven lock in the trunk.
As he was trying to jimmy the lock,
he felt a blow on his back shoulder, and heard a voice:
"Okay, buddy, we've got you this time, was it?" in 1948.

No amount of gab could dis-
nip the cop and about to haul Schackner off to the nearest station when Schack-
ner suddenly appeared at the gate
and produced his license from the
cove department. The cop apologized and was on his way.

Schackner says the irony of it is
that his car has been robbed twice in front of Landy's and nobody ever saw anybody do it.

When he tries to break into his own
car—the law is right there.
VAUDEVILLE REVIEWS

Paramount, New York
(Wednesday, November 24)

Capacity, 2,650. Price range, 50 cents to $1.50. Five shows a day by the Merry Leans. Show played by name band on bill.

What excitement is present in the current show is generated by Stan Kenton's well-known group of arrangers and percussionists, and Nellie Lutcher in her first date at this house. Kenton now uses a Latin beat in practically every number he does, and, whether it is his Pennies or other devices, he is a natural, or something like Love for Sale. The effect, too, strange, is very pleasant. Kenton gets his added beats from the brass section (five), which drop through for maracas and the tambourines. There is little doubt that the long-legged frontier has imagination and the push to put it into use. His work in various musical media—beepop, long hair and rumble—jolted together in one number, builds up excitingly for rapt listening and solid applause.

In the act department, Red Buttons does a pleasant rather than an outstanding job. Buttons, one of the newer comers, is a hit at the Harlem. But while he projected in the cafe, here in the Paramount he doesn't. Much of his stuff is in technique, something that takes hard work to acquire. His act is based on the old break up a cafe mob are lost in a theater. Buttons' autograph book routine is typical of a novelty. It is an emote turn which seems to have the greater theater possibilities, incidentally, his bit and cracker, may be a widely accepted Buttons trade-mark.

Nellie a Standout

Nellie Lutcher was the spark that made the show. Her well known Harry, on Roy and Rosario and other Capitol records got big hits as soon as they were recognized, and paid off as still bigger hands when she finished. Miss Lutcher worked like a real showman. She was completely unhitched and seemed to enjoy herself so much that the house liked her sight from the start.

Raul and Eva Reyes, decked out well in Latin costumes, followed the show with their assortment of rumba dances, with Miss Reyes putting all she had into her exuberant gestures (cheerleaders). The team wound up its appearance for its glass-of-water-on-the-head bit a well.

June Christy Chops

June Christy received a tremendous hand for her walk-on and went right into her stylized How High the Moon and I Remember April. Yet while the house was big, her exit was only polite. Perhaps seeing a handful of aficionados who understand musical distinctions isn't enough. The theater also draws heavily from people who like music they understand.

The show opened with a gimmick for the house's 225 anniversary celebration. It was the Eddie Fisher, who sang to George Wright's organ work. Fisher didn't work with the show. The pit was still down when he began. The lad, caught before the camera, may be very pleasant baby the kids liked.

Pic: Miss Totslock's Millions.

Bill Smith.

Martha Ann Holden-Howard
or friend: Contact
M. R. Nelligan
64 W. Maple
Wilkes-Barre, Pa.

Philad. Casino, Dec. 5, Gets Tony Martin

NEW YORK, Nov. 27.—The pace at the Philad. Casino, Phila., is setting in its effort to get top names has brought Alexander Buchanan. Martin was due into the Copa, but the contract expired before his option wasn't taken up in time.

Originally Mitzi Green was to follow the Ritz Brothers, now currently at the Latin Casino. But the gal, who was due to open in Buffalo's Town Casino, developed a bad throat, necessitating a month's lay-off, which forced her to drop not only the Town Casino, but the Latin Casino as well.

The Martin deal was in the talking stage, with the Ritz Brothers doing most of the urging to get him to come in.

Martin agreed to take the date only after the Ritz Brothers, but with Mitzi Green set, it was impossible. When he became ill, the Martin deal became a natural.

Simpkins' Montreal Smash; Goes to 3 Shows in Night MONTREAL, Nov. 27.—El Morocco last Saturday 125 offered for one night only a three-show-per-night policy because of the terrific demand for reservations to see singer Alan Simpkins, who closed the next night.

Simpkins was there for four weeks and did such big biz that it was necessary to put in the extra show each day. He was followed Monday by Beatrice Kay and comic Jackie Wheelan.

showed they hadn't lost their masterly vocal touch.

Mickey Rooney, the personality-plus kid, registered as a strong bet, the he was shy of solid material. He opened promisingly with Hey Look There's Mickey Rooney, poking fun of himself, but after taking a few comic whacks on the chin from Puleo, his routine ended with Hardy Takes a Cab. The only good point to this mini-mash was the chances it gave Rooney to open the first-rate take-offs on flicker names.

The show closed with some impressive Flamenco dancing by Rosario and Antonio. Their most outstanding was a Zapateado minus a good act might have greater projection playing against a black drape.

Pic: When My Betty's Skirtin' Me. Leon Morse.

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Pic: When My Betty's Skirtin' Me. Leon Morse.
Revealing the town’s aggrieving shows, Harry Steinman has one of the best excuses yet on the New Latin Casino boards. Whatever has been said about the zany Ritz Brothers in the past can be said all over again, and with equal conviction. Their 30 minutes of comedy capers count for solid guffaws. The act wraps ‘em up from the moment the lads push their faces in front of the spots.

Save for the Four Maxazels (two men and women) and their standard feast-food zero antics that make for many a breath-taker in face of stage limitations, the show is largely a stage wait until the Ritz boys take over. It makes little sense to have two singers on the supporting bill, particularly when between Jack Carlin does okay with the romantic ballads. The theer is Mr. and Mrs. Lenora, porty, sungsweet with a husky voice, who pleases neither eye nor ear with her ballads as much as songs.

Padding out the four-longer revue are the Lee Henderson Dancers and Marvin Young. It’s asking too much of Young to cover up for the seven dolls-without-handling what you would call dolls. And what can’t be forgiven is the orchestra beating out Oh, for the good old days—till fame to the two long-legs who parade around for shows.

Miss Harry Dobbs ork (9) cuts the show and plays well for dancing. For the flip-downout addicts, Chie Mac’s Latin rhythms are carefully getting away.

Maurie H. Oordensker.

Casino Hollywood, Philadelphia

Embassy, New York

Boulevard Room, Stevens Hotel, Chicago

The first edition of the Ice Show here is just a little bit better than its predecessors, with costumes and makeup and choruses matching the music. John Barr has done a valuable job for the show, and the various authentic costumes in a myriad of rich colors. The Three Roos, Nell Rose, Meryl Baxter and Bill Keene, veteran touring ice show act, have had polish from former blouse comic here and their bellboy and army drill routines were especially well put together.

The “world on ice” theme is carried out well with line girls going horse and carriage. The show is a good one of its kind, and the numbers built on garb and dances of various countries. Outstanding is the lady in the oriental costume. In addition, Melville Finlayson does the accompaniment on the Hawaiian harp, an instrument which sounds not only to the Bobby Turk, and show’s running of the sock hop by the clever dance director, is the first step in a comedy sailor bit, while Jerry Reuhl and Manuel Del Toro entertain the audience with a bit of fast precision number.

Charles and Lucille, new acrobats and air gymnastics, are a big attraction. The male’s one-handed lifts and show of his strength are accompanied by a high necked Chinese looking gown, was visibly nervous at the tee-off. As she has not trained climbing a few years ago, she is not today. But if they’re not in the top salary class, are not breaking any financial interpretations of dance teams around. Most of their work takes a bit of the same temperament. But basically they have what it takes.

This is an era when a high</noscript>
Follow-Up Reviews

Havana-Madrid, New York:
This place has a hot act in the three DeCastro Sisters. Making with the maracas and assorted South American noisemakers, and swinging their free-wheeling hips with abandon, the three girls add some first-rate vocalizing to lift up the show. Not only have they got the girls on an ear-catching routine, but they satisfy the eyes in their sequin gowns.

El Combate (the gigolo), these opener, got them off to a flying start and by the time they did The Madrigals of Mexico they were with them all the way. The girls have a brazy, infectious style of vocalizing that utilizes rapid-fire changing vocal ranges for good results. They also dance and work hard on the Leon Morse.

Copacabana, New York:
Dame Adrian, caught in the opening night show under circumstances that made her preen a jittery one, was caught again by the same amazing improvement. In fact, the dark-haired, snappy-eyed brunette was the boss of the whole show and with her first eight bars and held them until the end.

Any singer working with a Joe E. Lewis, particularly one who hasn't been seen in a year, is up against a tough audience. People come to see Joe; anyone else on the bill usually gets a cold and casual attention. Miss Adrian has apparently overcome that. She gets attention with a powerful voice, a slick delivery and a choice of pop numbers, and she easily made her point in her first song.

Crows NSG
After all the water over the dam, the matinee crowds, according to Goodman, were not the ones to object. With the show in the play, it was decided that one week was enough. The matinee crowd did not have enough to say about the incident except that they were pleased with the way they went. The deal, said Dow, called for a week with options, but the management settled on a point in the play that Salbon didn't want to stay.

Goodman explained the whole thing as an "unfortunate looking" and that this didn't mean that Salbon was not with Montreal, not to mention any other show in the world.

New York:
Stem Biz Gains; MH’s 103G,
Para 60, Cap 79 and Strand 60

New York, Nov. 27.—Stem vaude grosses went up a little last week, the total figures for the first five of Home. The Paramount (3,654 seats; average $70,000) plunged to $100,000 the last week of Frank Day; Blondie; Ben Riel; and Their Troupe, Hal LeRoy, Ben Riel; and The Hit Band. The Strand (2,700 seats; average $140,000) clicked with a strong $80,000 the first stanza with Tim Herbert; and the Frank Day and curly and Fighter Pilot show reviewed this week is the Therion Troupe, Hal LeRoy, Ben Riel; and The Hit Band. The Strand (2,700 seats; average $140,000) clicked with a strong $80,000 the first stanza with Tim Herbert; and the Frank Day and Fighter Pilot.
Coast Legit Offers Lower Nut, Better Running Chance

NEW YORK, Nov. 27—The major importance of a much-discussed trend toward legit production in California is that it enables managers to get away from the low-cost, low-profit Lend an Ear, which is still running at Los Angeles, and turn their attention to shows that can keep the board on the boards out there. It's either or famine, and if your show isn't great, you get the ax. To keep it on the road and revamp the production generally means adding plenty to your production nut.

In other words, it's a kind of "A"-tryout—something that is badly needed with the absence of the in-vestors and players available during the war. Of course, the same kind of production is available to Los Angeles in off-Broadway houses, but Katsuell feels the same kind of an influence. To Broadway comes the average theater audience, while stage-struck crowds eager to be pleased go to theater on the West, he points out. As an example, how the production which made the grade at the Henry Street Settlement but failed disastrously

Cheaper Sets

A comparison of production costs here and in Los Angeles will show that the new sets for "Lend an Ear cost $9,000 and were built at local expense, but the bill in Hollywood was only $4,900. The scenery was built there, but cannot be used for a professional production. Because of the time it takes to make the movie studios give the same sets to the producers, the says, the sets are not able to be used. Bills for set and costume designers are also less. Both feel they get the advantage that the shows are Broadway-wide and scale their fees down. With more studios to rent costume from, competition cuts body shop costs.

Some film talent, Katsuell says, are eager to work in plays and will act for very little. In addition, he claims, they are more interested in being on the stage, which makes it feasible to play their prices.

It is the producer's contention that the ideas here on Earth and Theatre is a possibility that might be successful if they were produced on the Coast and then revamped while still in production in the East. Katsuell has established offices in New York and intends to produce a Langston Hughes adaptation of Joseph Pankhurst's "East of Eden," Masters of the Deed, in California next spring.

Equity Ponders 10c Fee for ETL Shows

NEW YORK, Nov. 27—To help make the project feasible, the Actors' Equity Council is considering charging 10c. Table might be successful if they were produced on the Coast and were revamped while still in production in the East. Katsuell has established offices in New York and intends to produce a Langston Hughes adaptation of Joseph Pankhurst's "East of Eden," Masters of the Deed, in California next spring.

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ET Branch Preps New Pact Request

NEW YORK, Nov. 27—The invitation section of the Experimental Theater, which is the first of its kind in the country, is to be a part of the new pact, which the council is preparing to sign. Table might be successful if they were produced on the Coast and were revamped while still in production in the East. Katsuell has established offices in New York and intends to produce a Langston Hughes adaptation of Joseph Pankhurst's "East of Eden," Masters of the Deed, in California next spring.
OUT-OF-TOWN OPENINGS

ANNE OF THE THOUSAND DAYS

(Opened Tuesday, November 2, FORREST THEATER.)

A drama by Maxwell Anderson, produced by the London’s Unity Players, with Ted Healy and his co-starring in a cast of sixty-five, including R. G. Leontyne Price as the star. The play is directed by Michael Veitch and was reviewed by John Haig at the London Palladium. The play is about the life of a young woman who falls in love with a working class man and is later separated from him by the labor movement.

ALONG FIFTH AVENUE

(Opened Wednesday, November 24, WALNUT STREET, PHILADELPHIA.)

A comedy by John Van Druten, produced by the Guild of Dramatists. The play is about a young man who falls in love with a woman and is later separated from her by the labor movement.

MAKE WAY FOR LUCIA

(Opened Monday, November 20, NEW YORK.)

A comedy by John Van Druten, produced by the Guild of Dramatists. The play is about a young man who falls in love with a woman and is later separated from her by the labor movement.

DEMRIGNAN GOES WEST

NEW YORK, Nov. 27—Arlo DeMignan, the Broadway producer, leaves for the Coast Sunday (23). He will open his new production on Hollywood’s Sunset Boulevard about the first of the year.

ROUTES

Dramatic and Musical

Arizona Opera House Boston. An effort to follow it up in the region of the Southwest, which is Miss Redman as Anne. In fact, all the men of the large speaking cast—led by the fact that it is a bumper crop of speaking every time shows up the progress of the play—Take it to England.

This Anderson combination of free and boundless, untrammelled, unfettered, fair faires without the structural settings of the era, instead, a single piece of a larger, more significant, more simple, suggestive piece of the multi-structural plays under blackboard with a character facing a baby spotlight.

In John Haig had originally created a shop, of mechanical sets, but they were found unsuitable at certain times. But they are as magnificent as they are in keeping with the theatrical times.

While Anderson has not created a play of either force or splendor, this work will make the audience of the Sturm appetite for historical drama. Maurice H. Crokden.

Texas U. Seeks Script

NEW YORK, Nov. 27—The Department of Drama of the University of Texas will again produce an original drama of an off-campus setting. The department is interested in receiving scripts for consideration. Plays written for television travel allowance to Austin, Tex., and the living expenses of the writer are also given. No musicals or one-acters are wanted. Preference will be given to modern plays. Scripts must be in the department’s hands by February 6. Complete information can be obtained from Mr. P. A. C. of the Department of Drama, University of Texas, Austin 12, Tex.
Burlesque
By UNO

Chest Nelson, ice skater, who returned recently from a European tour and the Hotel New Yorker December 2, is being sponsored by Jimmy Feikie, manager of the Proctor's, and George Cavanaugh of the Carney Tower. Miss Feikie's contract includes安排, where she will appear for six weeks. Miss Nelson will be accompanied by an all-star cast of acrobats, including Miss Feikie, who has made a name for herself as a strong girl and a comedienne. She will be performing each night, and the show opens Tuesday. The theater is located at Sixth and Vine streets. The show is presented by the Cincinnati Burlesque Company, which is well known for its lively and entertaining productions.

Fay Pops Off Against 'Reds,' Draws Retorts
(Continued from page 4)

Walter Winchell is a phony bum.

Fay included James Cagney, Danny Kaye and Mel Torme as his allies. He proposed to them in his reply, saying, "I'm an American and I don't intend to be a phony bum."

Fay drew a retort from Eddie Cantor. In a special story to The Chicago Tribune, Eddie Cantor called Fay's remarks being a 'bull,' and said that he was the only one who could say that about Fay's performance. He also said that Fay's remarks were not intended as a retort, but as a way of making a joke.

Statements were not available from any of the other people Fay named, but Cantor spoke for them in his reply, saying, "We are a group of artists who are working to make America great, and we are not afraid to speak our minds."

In Retort
Later, in reply to Cantor, Fay declared that Cantor was a member of the Communist Party and that the American Legion had asked him to attend their meeting in opposition to Fay's remarks. Fay also said that he was not afraid to speak his mind, and that he would continue to do so.

BOLO WEAVER, dancing daughter of Milt, is who is talking for the first time in public. Tony Pastor's, New York, was a cover girl model and has appeared in radio and television shows. She is also a member of the Mid-Wall Street Show Band, which is booked to play at the Starlight Room in the next few weeks.

Dorothy Duff, dancer, is a former member of the Mid-Wall Street Show Band, and has appeared in several television shows. She is also a member of the Mid-Wall Street Show Band, which is booked to play at the Starlight Room in the next few weeks.

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Writer To Pen Novel Around Sadler’s Life

ABILENE, Tex., Nov. 27—Marley Sadler will have a prominent role in a novel on old-time tent shows which is being written by John West Texas and currently Washington correspondent for The San Francisco Chronicle, a book of fiction currently being worked on but subject to possible spring publication.

The novel, set in the town of Abilene, Texas, will center around the life of Marley Sadler, a well-known figure in the circus and entertainment world.

Sadler has planted at Johnson's disposal several pages of clippings and other early data on the old-time tent shows. Johnson and Sadler are old friends. Altho the book is to be written in the form of a novel, much of it will be devoted to facts taken from life and made a part of the Mid- west for background material.

Bitters Pilots Ex-GI Cal Band

SAN ANTONIO, Nov. 27—Arthur E. Bitters, a former tent show veteran, known in rep and tab circles and who returned to show business last May, has just organized a 45-piece band for a 65 all-ex-GI girl band sponsored by Horace J. Bitter, a band owner. Bitters are a well-organized unit making daily street parades and each Saturday morning playing on a radio show in the Mutual network. Unit operates in three different capacities, as a street, church and barge corps from Spavin, Austin, Brownsville and Pearsall, Texas. Bitters and his band are a success story in the music world, according to a report.

Slouts Attend Outdoor Meets

VERMONTVILLE, Ill., Nov. 27—Mr. and Mrs. J. Verne Spiel, Toby and Ora of the Slout Players Show, left for South Bend, Ind., where they will attend the outdoor show meetings at the Hotel Sherman and take in the show on Monday. Following the wind-up of the con- vention at the hotel, they will drive down the highway through the Midwest, catching some of the circle shows now in operation.

The Slout Show, covering a vast area from the eastern seaboard to the West Coast, is an outstanding feature, according to a report.

Friends in Show Business

By Will B. Lackey

SOME ONE OF THE most beautiful friendships the world has ever known, existed and still exist, in the world of show business. The team of blackface, minstrel comedians, McIntyre and Heath, who from pre-Civil War days to the present age, teamed together, known to millions of people for over 80 years.

There were Montgomery and Stone who made millions laugh during the Roaring 20's, during the 30's. Harris and Sloane, two of the Gay 90's with the Wizard of Oz. A more beautiful brother, always salty, was the last word in show business, the truly Damon and Pythias fellowship. In the world of minstrelsy, theassoc- iation went on, Fred Stone never took another partner. He said he was running to keep the place of his life-long friend.

There are many other sincere and tender friendships in drama, vaudeville, circus and burlesque. In a profession like ours, when men are constantly together, friendships must be true to be real.

One of the most unusual was that of Bob and Eva McGlinchey, who were widely known throughout the Midwest and Pacific Coast. For over 40 years Bob and Eva teamed side-by-side. They were often together and always loyal, their friends in the gospel community or in the legitimate, their partners in the Pryor show. The McGlinchey family and their firm friends and families are two of the citizens of the Midwest for whom we have a great respect.

In the 1930's when Bob was a mere kid, his parents, who were variety stars, ran in vaudeville around Nevada and In Stockton, California. And it was there among that wonder- ful galaxy of people, the opera com- bines, that he grew up. He learned to sing, dance, tickertape, act, sit in the front of the calling. There, he learned to grow up, and laugh, and laugh, and the art of the stage. Their childhood ripened into a holy bond of friendship, a friendship in a union at the altar, a union that held them together through the years.

An incident of Bob's boyhood—an account of which he once wrote me—occurred when the San Francisco River overflowed, causing a disaster. A flood of steel struck property. Bob was playing with a pet kitten when the water suddenly struck them both in it. Clinging to a large piece of timber, he was carried down the river for many miles before he was rescued and still holding the kitten.

Years later Bob and Eva played opera houses, variety theaters, theater of the West Coast, and the North, and the show circuit brought them to many parts of the country.

A friendship like theirs, a friendship in the true sense, must be one that is built around the altar, a union that holds them together through the years.
on the Royal American Shows and a daughter survived.

EDWARD—Carl, managing agent for radio, stage, club and hotel talent for the past 25 years, New York N. Y. He was divorced by his widow, a daughter and a sister.

Bennett—George E., with the junior 19, married in Pittsburgh, November 7 at his home in that city. In recent years he appears in many operettas and musicals. A son, two daughters.

Dean—Roy, 40, talker on the Royal American Show, Regent Room, November 4 in Oklahoma City. His widow, the former Mary Orban, who worked in the Sally Rand Show.

MARTIN—John A. (Jack), 48, for- mer owner of the shows bearing his name and in later years an advance man for the November Show. She died in St. Louis County Hospital November 33. In his youth Martin toured the coun- try as a reporter and was successful at the paddle wheel. He was a hothead, but a capable leader. Mother, Mrs. May Neville, and three sons, John Frank H. and C. Martin, survived. Burial in St. Louis November 25.

MASON—Alfred Edward Woodley, 83, author of The Four Feathers and many other novels and plays, November 21 in London.

MAYER—Ray, 47, former vaude- performer, November 21 in Salt Lake City, a heart attack. His wife, Edwyn Edins, toured the Or- phonium circuit for a dozen years in the 1890's with a company managed by her late husband, Lou Harper.

GALLEY—Leonard (Lester) 49, author of A Life of the Miller 101 Ranch Wild West Show, recently of Los Angeles, Calif., has died in his 60th birthday, by his wife, Jessie, of Tulsa.

HOLTON—Hall, 55, owner of hill- country shows in Texas, is in local hospital, Dallas. A former in radio in Dav- ison, 98, has been a prominent mem- ber of the Pennsylvania Showman System's Checkboard Jumboree and Smoky Mountain Jamboree. He is also in the Mutual Broadcast- ing System's Checkboard Jumboree and Smoky Mountain Jamboree. His wife, whose name is known to radio as Bobo, and his son survive.

JORDON—Buster, drummer with Harry's orchestra on the Mighty Page Shows, November 2 in Kinston, N. C.

JORDAN—Clifford, the vaude- team, Jordan and Grace, November 22 in Portland, Ore. He leaves his wife. Grace.

KAYLOFF—Yashe, 31, first violin-ist of the Philadelphia Orches- tira for 23 years, November 24 in Galwayton Hospital, Washington, D. C. His wife and a few close- persons are his orchestra at the show. Before his illness Kayloff was in New Orleans and then played with the Capitol Theater orchestra in New York. A son, Larry; three brothers, Jean, willy and Robert; a sister, Wilma-Aston House; and a niece; (Mr. Kay, an orchestra leader, and a sister, Jesse, with the St. Louis Symphony Orchestra. Burial in New York City.

KRIMSKY—Tessie, a theatrical producer, attached to the November Show, November 24 in Galwayton Hospital, Washington, D. C. He was married to Muriel Gross, 31, a former vaude- performer and recently publisher of The Observer, Italian-American newspaper of New York. A son, bethel, and a daughter, Alice, survived.

LAMBERT—William K., 61, hypot- erapist, better known as Marsh Bald- hoff, is an automaker in New York. Con-ey-Iny, N. Y., November 21. He had appeared with the November Show at Station WOR, New York. He was on a lecture tour at the time of his death.

LOWE—Stanley E., 86, Canadian orchestra leader for the past 25 years, suddenly November 7 in Amherst, N. S. Survived by his widow, a daughter and a sister.

Births

A daughter to Mr. and Mrs. Jimmy McHugh November 2 in Philadelphia. Mother is manager of the Boyd Theatre there.

A daughter to Mrs. Charles Warren, November 9 in Presbyterian Hospital, Philadelphia. Father is a vaudeville producer and manager of the New York City theaters.

A daughter to Mrs. George S. Schimmel November 16 in New York. Father is an attorney in Philadelphia.

A son to Mr. and Mrs. Dick Noi November 16 in California. Father is a harmonica player; mother is the former Thelma Ely, of the Brush Theatre Co. in Los Angeles.

A son to Mr. and Mrs. Sid Gold- stone November 16 in New York. Father is a sportsman and mother is a singer; they live in Los Angeles.

A daughter to Mr. and Mrs. Harry Fischer November 16 in New York. Father is Coast chief of the George Simon Music Company.

A son to Mr. and Mrs. Hamilton Rose November 16 in New York. Father is the former Mr. and Mrs. Isaiah Zuckerman, former director of the Zhitna Television Tube, Inc.

A daughter to Mr. and Mrs. Floyd Holt November 1 in Lynnwood, Calif. Mother is the former June Blair, of the Paramount Theatre Co.

A son to Mr. and Mrs. Paul Long November 14 in Philadelphia. Father is a son of the George D. Mackey family and mother is Elaine Kindler, of the Kinder family, in Los Angeles.

A son to Mr. and Mrs. Norman R. Rinaldi November 15 in Hollywood. Father is an actor.

A son to Mr. and Mrs. Doug Settleman November 15 in Seattle. Father is a producer of KOMO.

A son to Mr. and Mrs. Paul V. Neiro November 16 in Hollywood. Father is a National Broadcasting Company assistant director.
Thanksgiving Parades Draw Large Throng

NEW YORK, Nov. 27.—Ideal weather Thanksgiving Day resulted in record crowds of spectators along the line of march of the Macy Parade, new ones including a 75-foot crocodile, a giant fireman sliding down a fire escape from a balloon-carried crane. Among new floats were a Pennsylvania Railroad showboat, a water-spraying whale and a monkeyosaic float.

Among the nine bands in line the most spectacular was the Merrinville band, from Philadelphia, in colorful uniforms, and with a new version of the Parris Song. Cervone’s has 60 floats, 15 bands and 500 marchers. Floats ranged from the large parade and balloon to the smallest such as the “Here’s Johnny,” a group of men, also the “Barnes Bros. Circus, in the Chicago Stadium and was placed under the exclusive booking of Barnes-Carruthers Theatrical Enterprises, Chicago, for 1949 dates. Judy Canova, radio and motion picture star, will play fair days in ‘49! Bligh A. Dodds, manager of New York State Fair, Syracuse, prepared to handle the annual convention of the International Association of Fairs and Expositions, filling in as AFPE vice-president for Roy Rapard, president, who will attend the fair in Buffalo. These were the chief disclosures and developments today as fair men, pork exalts, carnivals and showmen poured into the city and staged the largest parade in the world before opening of the annual show conventions.

Announcement of Cervone’s appointment as the Barnes Bros., etc., was made by Dave Endler, the general manager of the Hotel Sheraton before a meeting held by representatives of various organizations.

Cervone also disclosed that in addition to closing for a 100-mile stock car race at Mississippi Valley Fair, he will be required to spend two nights on thrill shows at the Davenport, i.

Announcement that the Wallenda’s would have a special fair, exclusively by the Barnes-Carruthers Circus, was made by Jack L. Wallenda, manager, following a conference here with Sam J. Levy Jr., the manager of the state.”

Frank Cervone, Dies in Pittsburg

PITTSBURGH, Nov. 27.—Frank J. Cervone, 60, band leader and theatrical booking agent, died here Monday.

Cervone’s band played fairs and outdoor events for years. A first lieutenant in World War I, he directed the 97th Field Artillery Band for a time. Cervone was widely known in the outdoor booking field, having been associated with the George Savoy 18 years, most of which was as head of the Hamil office.

Surviving are two sons, Joseph and John; a daughter, June; six brothers and three FairgroundsSpeedway.

Funeral services held Friday (29) at Baker and Henn, attended by Hamil and many other showmen.

National Speedways Set Early Birmham, Macon Still Dates

CHICAGO, Nov. 27.—National Speedways, Inc., Chicago big car auto race organization, will follow up its 1948 inaugural at the Florida State Fair in February with the Woodlawn, Macon, Ga., and Birmingham. All Speedways, Inc., signed today a contract for an April 10 race meet at Macon has been signed with Roy Gandy, secretary-treasurer of the National Speedway Association. The Macon date will be followed April 17 with the second Speedways, Inc., spring program on the Alabama State Fairway.

The third in a series of early-season meets has been scheduled for the FairgroundsSpeedway, at Lebanon, O., the first week in May.

Announcements Pop at Chicago In Pre-Confab Clan Gathering

CHICAGO, Nov. 27.—Robert R. Kline, the year general agent for the Jack A. Ward Shows, has been named to a similar post with Eddy Bros.’ Shows.

Aunt Suzanne, the past two years a Jimmie Lynch Death Dodgers unit manager, closed to handle a Joie Chittwood Hell Drivers unit in the Midwest. A 100-mile stock car automobile cup, to be staged by Frank Winkle, was contracted for the closing day of the ’49 Mississippi Valley Fair, Davenport, Iowa.

The Wallenda circus unit was to play the ’49 Barnes Bros. Circus in the Chicago Stadium and was placed under the exclusive booking of Barnes-Carruthers Theatrical Enterprises, Chicago, for 1949 dates.

Judy Canova, radio and motion picture star, will play fair days in ‘49! Bligh A. Dodds, manager of New York State Fair, Syracuse, prepared to handle the annual convention of the International Association of Fairs and Expositions, filling in as AFPE vice-president for Roy Rapard, president, who will attend the fair in Buffalo. These were the chief disclosures and developments today as fair men, pork exalts, carnivals and showmen poured into the city and staged the largest parade in the world before opening of the annual show conventions. Kline also disclosed that in addition to closing for a 100-mile stock car race at Mississippi Valley Fair, he will be required to spend two nights on thrill shows at the Davenport, Iowa.

Announcement that the Wallendas would have a special fair, exclusively by the Barnes-Carruthers Circus, was made by Jack L. Wallenda, manager, following a conference here with Sam J. Levy Jr., the manager of the state. Kline also disclosed that in addition to closing for a 100-mile stock car race at Mississippi Valley Fair, he will be required to spend two nights on thrill shows at the Davenport, Iowa.

Close-Ups:

A Model T (for Hats) Started Whitey Monette Off to Success

By Dean Owen

(Among the familiar sights on fair and celebration midways is dapper Philip T. Ford and a car covered with novelties into one of the largest novelty operations on the West Coast. Better known as Whitey, he also has been a guiding hand in the fair contracting business. He is president of the Organization of America, San Francisco, and recently has been chosen as the exclusive manager of the annual shows in the city.

The stage was set early this week when he arrived in Chicago for the annual convention of the International Association of Fairs and Expositions, filling in as AFPE vice-president for Roy Rapard, president, who will attend the fair in Buffalo. These were the chief disclosures and developments today as fair men, pork exalts, carnivals and showmen poured into the city and staged the largest parade in the world before opening of the annual show conventions. Kline also disclosed that in addition to closing for a 100-mile stock car race at Mississippi Valley Fair, he will be required to spend two nights on thrill shows at the Davenport, Iowa.

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He changed a first full-scale novelty contract during the revival of Ogden, Utah, Pioneer Days. From then on it was easy sailing, with a few years of fame having been won. His fortunes were in the red and the only thing that would save the day was a certain fair contract. The contract was secured, but Whitey’s Model T bogged down 30 miles from Ogden and by the time he arrived a competitor was already set up on the midway.

A novelty hunter in the early 30s had few comforts, Whity recalls, and

(See A MODEL T on page 58)

Gainesville Show Budget Okayed

New 110-foot big top, with 350 foot middles scheduled—how set

GAINESVILLE, Tex., Nov. 27.—The budget for the 1949 Gainesville Community Fairs was approved by the board of directors at a meeting here

Requirements will include a 110-foot big top with three 50-foot middles, a lighting system with central control, a bandstand, spotlights for strobile effects, new reserved seat seating and dividers, a new cage wagon for the old-time circus parade spec being prepped, a second transmission system, a balooning globe, a rigid rick-rack rig and a second bareback horse.

The season will open in Gainesville April 29 for a three-day stand. Other dates are May 1-2, 6-7, 13-14, 20-21, 27-28.

Staff includes Roy A. Stamps, general manager; R. Stamps, assistant manager; J. B. Saylor, secretary-treasurer; Dr. A. L. Chitwood, legal adjutant; Joe M. Leonard Sr., superintendent of transportation; T. P. Wilson, front door superintendent; Mrs. Rita Stamps. superintendent of personnel; B. F. Miller, building superintendent; Vern Brewer, general superintendent; W. Alex Murrell, chief electrician; Portis J. Smith, programmer director and general manager; W. A. Garber, chief electrician, nuclear staff superintendents; Mrs. Mary Sim, wardrobe superintendent; W. W. W. Wellborn and Hallie Hatfield, wardrobe mistresses; Dr. S. M. Yarbrough, medical director; E. K. Schmidt, producing clown; Paul McGhee, head of police; Joe M. Leonard Jr., head usher, and Mrs. Kathryn Parsons, office secretary.

Winnipeg Cem Set for June

WINNIPG, Nov. 27. The 25th anniversary of incorporation of Winnipeg will be celebrated in June, 1949, it was decided at a meeting of the special committee set up to decide what should be done. The exact details of events and features are not decided. However, a committee, which will be set up to handle these and other details. Management of the event will be in the hands of a director who will be chosen at the next annual meeting. The director for the director will be set up in the city hall.

Final Rites Observed

For Edgar I. Schooley

CHICAGO, Nov. 27.—Funeral services for Edgar I. Schooley, 67, pioneer in the Northland show business, who died November 18 at near-by Stokie, Minn., were held December 23 at the Abend Funeral Home in the suburb. Burial followed at the Minneapolis-Burnsville Cemetary, here.

 Pallbearers were Sam J. Levy Sr., Joe Gehrke, E. J. J. Detrick, Dean Detrick and Victor Koch.
Lamont Event Nets Lions $13,500; To Be Repeated in '49

LAMONT, Calif., Nov. 27.—Playing to more than 20,000, the Fall Festival held here November 17 was a huge success, netting $13,500 for the sponsoring Lions Club and supporting churches, a teen-age unit, and Women’s and Parent Teachers’ clubs. A number of professional concessionaires played the date and did excellent business, according to Sam Harrech, former carnival showman, who supervised the midway, and plans are under way for a 1949 repeat, he said.

Giveaways amounting to over $1,000 were made from the booth in the center of the midway of about 45 stands. Four film personalities, Johnny Mack Brown, Scotty Beckett, Evelyn Finley and Bill Potter, worked from the booth. Other features were a two-mile parade, street dancing, the Dianes on the trapeze, and a queen contest. The winner being awarded a $300 wardrobe and a free trip to Hollywood. The contest underwent the affair. Harrech reported 6,500 tickets being sold before the midway got under way.

Newspapers and radio gave excellent promotion in advance and during the festival. Station KVAP, Bakersfield, signed a local car dealer to sponsor daily broadcasts from the grounds.

Hoffmann Renamed President of Int'l Rodeo Association

RENO, Nev., Nov. 27.—R. J. Hoffmann of Los Angeles, Calif., has been re-elected president of the International Rodeo Association. Other 1949 officers are Ray Talbott, Pueblo, Colo., treasurer; E. N. Boykin, Pendleton, Oreg., secretary; John T. Caine, Denver; Harry Wall, Lewiston, Idaho, and Marley Griswald, Reno, executive committee.


No changes were made in the method of awarding points to rodeo contestants. Site of the international convention will be named at a later date by the executive committee.

Paul Spor Expands Quarterm in Toledo

TOLEDO, Nov. 27.—Paul Spor Booking Agency is taking additional 10-day dates at its headquarters here in line with its expansion program which got under way recently. Spor added his son, Paul Jr., to his staff after the latter's return from the service.

Spor said that his enlarged quarters will provide larger offices for the salesmen. He is preparing for the opening of new territories beginning January 22. Spor's plans also call for special studios to be set up for the staging and coaching of television shows, and name band and cocktail unit departments have been set up.

Under the new arrangement Spor's son will handle the booking. A staff of eight handles the studio and talent-development departments, with the senior Spor in charge of the club dates and fair booking department.

Morton To Produce Miami Shrine Show

MIAMI, Nov. 27.—Mahn Shrine Temple here has contracted Bob Morton to produce a three-week production and thrill show in Burdine Stadium for four days beginning January 30. It was announced this week by Shrine officials.

Local Shrineans are planning to make the event one of the biggest and best that the city's history, bringing in an estimated $30,000 for the show. Deal marks the first time in 10 years that the Shrine have gone into a circus venture.

WEDLOCK, WILLIAMS & LICK SMITH, ARKANSAS

Rickey's Radio Store, 103 E. Main St., Newton, Mass., is authorized to sell the Official Programs of the New England Fall Festival. Patrons of the Newton store are invited to some of the exciting events that will be held.

The White Chief

Also Available: Crystal Glass, Search-lighting, etc.
For Complete Information Write Dept. B
THE CALUMET COACH CO.
1515 W. 31ST ST., CHICAGO, ILL.

TENTS

ANYTHING IN CANVAS
Tents—Canopy, Gazebo, Canopy Plane Tents, Tent of all sizes, Morris-Go-Round and Wellington Tents. Send for catalog of all prices and colors.

TENTCO CANVAS, INC.
180 GREENE STREET, NEW YORK 12, N. Y.

3000 BINGO

A game of luck, every white ball must fall between 1 and 77. It is usually played by a team, with one or more players dealing hand after hand. The object of the game is to win the pot by getting a Bingo, which is a combination of numbers or letters without allowing the opponent to do so. The game is won by the player who first achieves a complete column, or a complete row, with the numbers or letters in the same order as they appear on the card. The game is usually played with a set of 75 numbered balls, arranged in a grid of 15 rows and 15 columns. The game is won by the first player to complete a row, column, or diagonal with the numbers in ascending order. The game is played with a set of 75 numbered balls, arranged in a grid of 15 rows and 15 columns. The game is won by the first player to complete a row, column, or diagonal with the numbers in ascending order.

3000 KENO

Made in Indiana, 'Keno' is a game which lends itself to being played in a variety of settings. It can be played as a card game, a board game, or even as a live game. The game is played with a set of 75 numbered balls, arranged in a grid of 15 rows and 15 columns. The game is won by the first player to complete a row, column, or diagonal with the numbers in ascending order.

J. M. SIMMONS & CO.
Colorful Rites Highlight NSA Memorial Day

NEW YORK, Nov. 27.—Annual memorial services of the National Showmen’s Association held at theclubhouse Sunday (21) were the most impressive ever conducted by the club. Presence of a contingent from the military police battalion at Govorov’s Island, under command of Corporal Taps, was made possible by the courtesy of Captain Driscoll.

Prayers were read by the Rev. Allen E. Claxton and Rabbi Gabriel Schulman. Vocal solo were rendered by soprano Dorothy Packman, with William Caldwell at the piano. Joe Basile and a trumpet player from his Madison Square Garden band teamed up on Taps.

Chaplain (NSA) Fred Murray supervised the services. Clubroom’s stage was appropriately decorated, with the honor list of the deceased members of the NSA Ladies Auxiliary occupying the center.

70 Members Present

About 70 members of the club and auxiliary assisted at the services, which opened with pledge of allegiance and the flag, followed by the singing of the national anthem by Dorothy Packman, past president of the ladies auxiliary. After the invocation by Phil Cook, chaplain of the Miami Showmen’s Association, George A. Hamid, president emeritus, delivered an address of welcome.

Due to the inability of NSA President James E. Strates to be present, his spot was taken over by Vice-President Jack Perry, who delivered an address and read the roll call of the deceased members. Mrs. Sidone Silvers, Chaplain of the Ladies’ Auxiliary, called the roll of departed Auxiliary members.

Chaplain Fred Murray read a special prayer written by the Right Reverend Monsignor O’Reilly, pastor of St. Malachy’s Church. Mrs. Elma Shapiro introduced Mrs. Bess Hamid, who unveiled a bronze memorial tablet bearing the honor roll of deceased members of the Ladies’ Auxiliary, gift of Mrs. Hamid. Mrs. Queenie Van Vliet, Auxiliary president, accepted the plaque on behalf of the organization.

Benediction Given

Addresses by the Rev. Allen E. Claxton and Rabbi Gabriel Schulman were followed by the singing of The Lord’s Prayer by Arthru Hauk, and benediction by Chaplain Sidone Silvers.

At the close of the ceremonies, ladies carried a group of NSA and Auxiliary members to Ferncliff Cemetery, Ardsley, N. Y., where a service was held in front of the NSA monument on the club’s plot. All graves had been covered with fresh flowers.

Rites at the cemetery were brief, consisting of invocation by Chaplain (NSA) Phil Cook; reading of a psalm by D. D. King, and prayer by Chaplain (NSA), Fred Murray. Ceremony concluded with benediction by Chaplain Sidone Silvers.

ANNOUNCEMENT POP (Continued from page 49)

her appearance during the outdoor convention. She is to appear Monday (28) at a 4-H breakfast in the Stevens Hotel, Vallon said.

Word that Rupard was ill was received here by Frank Kingman, IAFE secretary, upon his arrival from Brockton, Mass., and by Don and Dodds conferred on details of the IAFE convention program.

CONCESSIONAIRES!

CANDY PULLING MACHINE

for 5 pound batch!

For more sanitary, customer pleasing candy, get a
Concession #5 Candy Pulling Machine and watch your
profits pile up! Stand it on a table or hang it on the
wall where your customers can see your candy in
the making. Machine is ready built with enclosed
worm gear drive... runs all day for a electrical
recess... simple construction... compact in
appearance... built for 5 lb. output. Just plug in and
you're ready to go! ORDER NOW to secure first quarter delivery. Complete with motor, $100.00, 25% with order. Balance on delivery.

Hurry! They’re going fast!

CONCESSION SUPPLY CO.

3910 SEIGOR ROAD

TOLEDO, OHIO

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1949 Streamlined Cars
EIGHT CAR STATIONARY & PORTABLE RIDE

NEW JET RIDE

KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

CHICAGO 15, ILL.

WALKY-KOFFEE

WALKY-TERIA

WALKY-KOFFEE MODEL 1949

Plug in . . . for about 12 minutes to a 110 or 220 volt... electrical current.

Thermostatically controlled.

Hot inside . . . cool outside. Thinks in an excellent Fiber Glass Insulation . . .

You may serve from it . . . Hot Dogs, Hot Hamburgers, Hot Tomatoes, Hot Chili, etc., and we mean "Piping Hot."

It holds up to 60 "hot dogs" in buns with mustard, wrapped in wax paper and napkins.

You may also "stack" paper cups with lila, containing coffee, soups, etc.

For summer time, when dry ice is used, it's unsuperceded for serving dairy products.

By inserting a portioin, you may serve from this unit hot coffee in paper cups with lila end at the same time a large number of hot sandwiches.

WALKY-KOFFEE MODEL 1949

Plug in . . . to the electrical current . . . You will always serve about 80 cups of "Piping Hot Coffee"

In summer time . . .iced cold drinks

WALKY-KOFFEE CO., INC.

401 Schweiter Blvd.

Wichita, Kansas

WALKY-TERIA MODEL 1949

Plug in . . . to the electrical current . . . You will always serve about 80 cups of "Piping Hot Coffee"

In summer time . . .iced cold drinks

WALKY-TERIA MODEL 1949

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WALKY-TERIA MODEL 1949
Murray Powers, The Billboard correspondent in Akron and a circus manager, has been named manager of The Beacon Journal. Powers, formerly news and Sunday editor, has seen with the past 14 years.

Art Briece (Theare-Duffield Fireworks) recently returned to Chicago after a trip to Florida where he closed contracts with the Orange Bowl, Miami, for an "oh" and "ah" show January 3 and for the fireworks at the 1949 Florida State Fair, Tampa.

Mrs. Briece were Thanksgiving Day home to the Harry Bart family (Pontchartrain Beach, New Orleans), Harry Bart Sr. and Mrs. Briece combined a visit to the annual convention of the National Association of Amusement Parks, Pools and Beaches with a reunion with their two sons, John, a student at Tulane University, and Harry Jr., who, with his wife, live in Chicago while attending the School of Design.

Henry H. Treflisch, New York animal dealer, received a shipment of 100 Rhesus monkeys from India Monday, November 22. Animals were brought in from the Infant of the Order to New York's Idlewild airport slightly less than twenty-four hours after the arrival of the Cost of this shipment was $15 per head or $1,500 for the lot. Animals were received without loss of any kind except in flight. Animals are destined for laboratories of the National Foundation for Infantile Paralysis, headed by Dr. Janet Basile, daughter of band leader and manager of the Philadelphia World's Fair, and Carl H. Basile, advance agent of the Hamilt-Morton Circus, were married at Basile's home at 91 Ampecore Parkway, East Orange, N.J., Saturday, November 27. Wedding was followed by a reception at the Robert Treat Hotel, Newark, N.J.

H. L. Hutton and Ray Lothen, secretary and director, respectively, of the Milland Empire Fair, Billings, Montana, arrived in Chicago a week before the IAPE convention and spent some time in the exhibit halls and the Orange Bowl Race Track during the grandstand there. The plan at Billings, they pointed out, is to build a new grandstand after the 1949 fair.

Emilio Razzone, owner of the Circus Senza Artigas, Havana, is reported in the United States searching for acts. He spent a month in Mexico en a similar mission. . . Don and Carl Trefflich entertained 30 Columbians, O., showfolks in their home on East the Orange Bowl, Main Street Thanksgiving Day. . .

Col. John Ogden, former side show manager, is a salesman with an insurance company in Columbus, . . . I. V. Hulme, secretary of the Anderson (S. C.) Fair, and Mrs. Hulme were among the early arrivals at the Chicago outdoor convention, and Hulme disclosed that his annual was planning the erection of a new 100X150 commercial exhibit building and an addition to the grandstand which will raise the seating capacity of the Orange County Fair, Middletown, N. Y., where he has been granted privilege and bingo concessions.

The Acromaniacs, Hugo, Halo and Nino Immediate, well-known acrobatic trio, are temporarily operating a bakery in Wilmington, Del., as a result of an accident to Nino, who fell and broke his back. The act was working with Bob Crosby and his or- chestra. While waiting for Nino's recovery, his brother decided to open a bakery, having learned the trade from his father, and picked Wilmington so as to be near Nino, whose home is in near-by Villough Village.

Weiss Adds Eastern Fairs

NEW YORK, Nov. 27—Bennie Weiss, concessionaire and bingo operator, has signed contracts with additional Eastern fairs for their season. Among the big fairs added to his string are the New Jersey State Fair, Trenton, where Weiss has landed the bingo privilege, and the Orange County Fair, Middletown, N. Y., where he has been granted privilege and bingo concessions.

The "FLY-A-WHIRL" Ride

POPULAR ON ALL MIDWAYS

Flashy-Reliable-Money Getter
Write, Wire or Phone for Details

SMITH & SMITH
RIDES FOR CARNIVALS AND PARKS
Makers of Chairplane, Kiddie Airplane Swing, Kiddie Chairplane, Ocean Wave. Write, wire, phone or call for catalogue, price, delivery dates.

SMITH & SMITH, Springfield, N. Y.

TENTS SHOW CANVAS
CARNIVAL, CONCESSION, CIRCUS
Prompt delivery on any type tents to order
Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today
Hooper Flameproofing Compound
"SID" T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
1200-1202 West 117th St. CHICAGO 20, ILL.\n
WASHINGTON TENTS, INC.
103 W. 14th Ave., Denver, Colo.

THE MAKERS OF...
Flameproofed Canvas
in All Colors
Gardening, boat, outdoor, Underwriters' Laboratories, Inc. tests.

Show, Concession and Exhibit Tents. Horse Troughs. Cattle Weighing Machines-Canopy and Marquees built to your specifications.
Arthur E. Campbell
145 W. 53rd Street, New York 19, N. Y.

WILLIAM M. MITCHELL, ARTHUR E. CAMPBELL, BERNARD H. COHEN, Victor P. Cohen, Mary P. Cohen, President, Secretary, Treasurer.

SKOWBALL CANDY APPLE SUPPLIES
"HIGHEST QUALITY AT LOWEST PRICES" WRITE FOR PRICES

KIRBY'S PRODUCTS
15 Fike Avenue
UNION, SOUTH CAROLINA

LARGEST SOFT ICE CREAM VENDORS

Snowball Candy Apple Supply Co.

MIDWAY MARVEL
CANDY FLOSS MACHINE
$275.00
Lightly spattered West of 1870, double discharge, \$285.00.
Snowball Candy Apple Supply Co.

SHARK-RECOIL PRODUCTS CO.
215 Main Street
WON, HORSE & UPP COMBINED CIRCUS

An Equus and Canus Paradox—The Show With a Load of Gold

By Starr De Belle

Tampa, Miss., November 27, 1948.

Dear Editor:

I have been out sailing with the St. Petersburg, Fla., Fleet since the season opened. Being a native of the city, it always gives me great pleasure to see the city’s fleet out on the water. We have a fine fleet here, and I am always impressed by the way our sailors take care of their ships.

The season this year has been very good. The weather has been mostly fine, and we have had many opportunities to see the beautiful scenery of the Gulf Coast. The city is located on a peninsula and is surrounded by water on three sides. This makes it a perfect place for sailing.

I hope that the season will continue as it has started. If it does, I believe we will have many more opportunities to enjoy the beauty of the Gulf Coast.

Sincerely yours,

[Signature]

Captain J. M. Smith
St. Petersburg, Fla.
A Model T (for Hats) Started Whitey Monette Off to Success

(Continued from page 49) the worst hazard was rain. Many times lonely side curtains on his Model T would let in enough water to soak the merchandise. Then it was pray for a warm sun or sit out the date until the stuff dried.

Versatility a Must
It was common in those days for Whitey to come off a date with more novelties than money, but he never gave up and usually before the end of the year showed a profit. An example of Whitey's versatility is revealed in an experience he had in winter in Oklahoma. He had been working the State with a penny re- chaser that turned out to be a Rogers memento, when he was forced to hunker down to keep a date the Mardi Gras. The weather turned bad and finances were so low he needed money for gas. Undaunted, Whitey took enough cans and sunglasses from his stock to peddle in dozens. That was the turning point, selling imaginative, trying to convince a medical druggist that he should lay in a supply of sun glasses when it was pouring rain outside and the thermometer stood at 6 below zero. But the gasoline money was forthcoming, and Whitey rolled on to New Orleans.

There is little to compare Whitey's present streamlined operation to the Model T days of the early '30s. When Monette Novelties are on the road today they are hauled in four trucks and a station wagon.

Improved Own System
Not only has Whitey studied the selling end of his business, he has considered all facts of handling merchandise. In order to move the stock, he has found the stands of items to stock fair and celebrate six midway, a foot-pound package of novelties to get to have to be kept in cold storage, or breakage at a minimum. As the first step, Whitey ordered the construction of special cabinets to hold jewelry. The next step was to work out a system whereby a check could be kept on his operators and at the same time eliminate as much red tape as possible. It was decided to pay the operators out for a full season instead of at each stand as previously. This system worked so well that the operator gets his merchandise in the spring and huddles with the showmen until they make assistants on an inventory prior to each date.

Along with everything else, selling novelties has changed since the early '30s. Those were the days when a hustler could do a good business by bringing only two or three Kenny stands such as miniature hats, scarves and handkerchiefs. Contrast that with the 300 items handled by large-scale operators today.

Although Whitey loves his work and wouldn't do anything else twice the money, there still are amusing headaches, but he eventually overcomes them.

Speciality Items Best
There is no saturation point in the novelty business, Whitey believes, because there is always some new item to catch the public fancy. He claims there are more novelties being sold today than ever before, and this is borne out by a glance at his ledger. Specialities are the best business and move fast. And the smart operator, Whitey says, is the one who figures a competitive angle on every new novelty.

To show how the business has grown, Whitey points to his own line of merchandise. Most of the novelties, formerly found only in novelty shops, are now on a fair or in an amusement midway. That is the reason for Whitey's huge investment. It takes a big goose to handle the number of dates he has lined up each season.

This genial novelty dealer and connoisseur is so well liked that he repeats most dates. For example, Whitey has played the Western Washington Fair, Puyallup, since 1933, the California State Fair, 1934, and Oregon State Fair since 1943. Until 1949 he played the Mardi Gras, Fort Worth Stock Show and Cheyenne Frontier Days annually. Now he confines his activities to the Coast.

His last date this year was the novelty franchise for San Francisco's Portola Festival. The festival becomes an annual event, as planned, Whitey will have the ex-hence at the state fair.

In Gift Shop Hie, Too
One phase of Whitey's operation, under the firm of Jamr & Whitey, was founded seven years ago. He met Sam Gordon at Chicago's Century of Progress. Their next dates were the California International Pacific Exposition, San Diego; the New York Golden Gate International Exposition, San Francisco. During that period, a chain of gift shops on Market Street. These are the facts of the operation is with Jack and Harry Schwartz, owners of a San Francisco novelty house.

"Good years are coming up," Whitey says, "and one reason is the return of imported goods to the market. "Be first with the latest" is his slogan. And it has paid off.
Macon Shriners Net Neat Profit

Packs-Wallenda Unit draws 40,000 during 4-day run—turnaways registered twice

MACON, Ga., Nov. 27—Playing to approximately 40,000 during its four-day run, the 15th annual Macon Shrine Circus, co-directed by Todd N. Packs, ended with a hefty profit for the Al Shams Temple circus committee.

Business was surprisingly good, with turnaways Wednesday and Friday nights, making the two night performances were given Saturday night. The circus opening day of 17 was big, with mostly school kids and UPF crowds. Next Thursday and Friday nights, Saturday afternoon performance drew a good residence.

Production costs this year were more than double any previous Shrine show here. Circuses chairman, said preliminary figures indicate the Shrine sponsors will not net more than 10%.

This was the second year a large-scale circus production has been presented. Formerly, the event depended largely on concession revenue with residue acting as stage.

In this year, general admission was $1 and there were 1,186 balcony seats at $2.

Leslie And Baker

Jack Pack, traveling manager of business matters for Packs and also handled publicity. Several picture, a large program, newspaper and two radio broadcasts were made during the three and a half months. The Potomac, Potomac Express, Burchell and Pack Shriners, and the Beekman, Bailey, Beekman and Company, clowns.

They were joined here by the Wallenda Unit, Miss Kane, the Shriners, Miss Kansas City, Mo., Wallenda included Edward, Sr., James, Jr., and Edward, Jr.; Beekman, Knoblauch and Gray, aerialists; Ten Beekman, ladder balance, and the Pickle Act, whose contract was taken over for the rest of the year, and trampolines and bicycles were used this year.

Gemma Leads Band

Jack Cerven was band leader, with Marsha Cerven, Marsha DePend, Nora White announced the show.

Packs' staff for the date included: Edward J. Steinborn, beaux, production director; Bill Nelson, arena director; C. (Bud) Hooper, personnel director; Carl Wallenda, associate producer.

W. Palm Beach Proves Fair For R-B Org

MIAMI, Nov. 27—Ringling Bros. and Barnum & Bailey, for alleged overcrowding of the fair's sideshows, and a Wednesday night, Dec. 1, 1932, by the chief of the Florida Highway Patrol. The charges were filed on $500 bail. This week, with the charges dismissed, the show was scheduled to proceed.

New York, Nov. 27—The three-day three-day stand in the Week During Beach presented only fair. Opening day there the parking lot contained only a light and business was just as slow. Second day it was slow, giving two performances, did not do as well. Mattie and night shows getting. Three-day three-day quarter show, which featured the show's first night with the annual Lake Worth High School football game, drew an estimated 10,000 persons.

Its full performance in Georgia, the show drew two full houses in Columbia.

Baltimore Run Big for Polak Eastern Unit

BALTIMORE, Nov. 27—The six-day run here in the Fifth Regiment Armory for Polak Bros. Eastern Unit proved a big success, artistically and financially.

Full house overflows were the rule the final four days. Opening day, a full house, with three-quarters houses on the second day, it was a full house. Full house演奏 home at both matinee and night performances.

Bill Green, Polak, did a bang-up job. Show was televised in Baltimore to WMAR-TV. In addition, Green garnered total of 15 pictures and 20 stories in Baltimore's two dailies.

Rochester, N. Y., Date

Full One for Davenport

ROCHESTER, N. Y., Nov. 27—Opening in ideal weather, which continued into a three-day engagement, Damasus Shrine Circus, produced by Orwin Davenport, grossed $2,500 in its fourth year.

The Shrine, using its own control house, for the fourth year, reported a gross almost double that of last year.

Rogers Bros. Registers

Full One in Clayton, Ala.

CLAYTON, Ala., Nov. 27—Rogers Bros. and Company, closed another three-night stand here in early December, despite cloudy weather. Matinee attendance was strong.

At Cuttsburg, Ga., the show had a good matinee but a near capacity crowd.

George Baur, superintendent of properties, regaled the audience with stories of the period of 150 years of history. An estimated of performances.


The show was headlined by Vernon McReavy, William M. Moore, Bill Bumber, Charles Underwood, Charles Sparkes, George H. Baldwin, and Rules Durrett.

A buffet dinner and dance was given the performers by the Shrine committee at Loy's night club the Friday night. Blount Baldwin was in charge.

Concello Fortevts Bail at San Diego

SAN DIEGO, Calif., Nov. 27—The circus of the general manager of Ringling Bros. and Barnum & Bailey, for alleged overcrowding of the fair's sideshows, and a Wednesday night, Dec. 1, 1932, by the chief of the Florida Highway Patrol. The charges were filed on $500 bail. It was the third time since its westward trek to the last week, its 818-mile move here. The circus is the third largest in the season.

Solid business which prevailed at advertisements that the circus was coming to the city, even the town previously had not seen such advertising. The circus ended under canvas and two sponsored outdoor shows. The circus, which turned out at the State Armory 1932, Opened the last week left right, and that when the gross is totalled Sunday night (28) it will substantially top the excellent record established by the show's first date for Anson Temple in Brooklyn. The proceeds were in charge of George W. Wiederman.

Full houses were the rule at Memorial Auditorium, Wichita Falls, Texas, and Woodie O'Donnell's promotional efforts were rewarded by business more than double last year, although the show had to drop $200 a week, and the press, the show could be seen on the heels of a promotion by Mrak Temple, Monroe, Louisiana, circus here at the new date in Harlingen, Tex., was gratifying alike to the management, Dave Millikin, and the townspeople of the Shrine Club. This was the first pro-

Pan American Exhibl In Florida Quarters

CHIPLEY, Fla., Nov. 27—The Pan American World Wide Animal Exhibition wound up its season today at Quincy, Fla., and moved into quarters No. 11, Chippewa, Fla.

Org opened its season March 30 in Davenport, Iowa, and played a total of 101 towns in 11 States during season. Total travel mileage, officials said, was 13,000 miles. Only five days were lost by rain during the season, W. H. (Windy) Sanders and his crew did their best to keep the show going. The show was performed by Mr. and Mrs. Lee Bradley to winter in Oklahoma City, Lee closed to Miami, Fla., to work in Kansas City, Mo., and to work in Chicago, Ill. Credit was given to Mr. and Mrs. Lee Bradley to winter in Oklahoma City, Lee closed to Miami, Fla., to work in Kansas City, Mo., and to work in Chicago, Ill. Credit was given to Mr. and Mrs. Lee Bradley to winter in Oklahoma City, Lee closed to Miami, Fla., to work in Kansas City, Mo., and to work in Chicago, Ill.

Has Taylin Bought Cole? Dailey in Air

TERRELL Won't Confirm

CHICAGO, Nov. 27—The big story today was the report made for the annual outdoor conventions will be staged here in Chicago. There is a report that the Big Top of the American State Fair is coming to Chicago. However, Taylin could not be reached for official confirmation.

Some of the major contributors to the show claimed the deal was consummated in Indianapolis. An official announcement would be forthcoming from one party, Altoe Terrell, reached in New York by telephone, said, "We like it because it's a sale, but official confirmation will have to come from Taylin."

Taylin was in Chicago Friday (26) between trains, en route to New York, and reportedly told several persons here, the sale was on. However, Taylin could not be reached for official confirmation.

Meanwhile the deal for purchase of the Bailey Bros. Circus by Cuba Washington, was announced, although the owner of the Bailey Bros. Circus, the owner of the Bailey Bros. Circus, said he was not interested in selling his show.

Des Moines Okay But Okaloosa Light

For Clyde Bros.' Org

DES MOINES, Nov. 27—A three-day six-show, propped okay, org getting around 13,000 a day business in Okaloosa, a two-day stand, was on the line Thursday.

Opening day, business was here bright but it picked up the second day, with the average crowd 800. Full house on Friday was on the line. Final day saw full ones at both shows. Even rain, the final night, failed to hurt.

Org was sponsored here by the Jockey Club, but the show did not do its usual publicity job after opening day. Advance ticket was anything but good for the Oklahoma show. As a result, crowds at both shows opening day were small. Second day it was better but the weather failed to keep the advance ticketed audience away.

Ayres and Kathryn Davies

Org Does Well in Elgin

ELGIN, Ill., Nov. 27—Business for the Ayres and Kathryn Davies Circus did not do well when the circus arrived to Elgin for a six-day stand, the last of them, and a good show a six-day stand. The Ayres and Kathryn Davies Circus did not do well when the circus arrived to Elgin for a six-day stand, the last of them, and a good show.
Houstoul Shrine
The Arabia Temple Shrine Circus closed in Wichita, Kan., November 16. Show drew an estimated 15,000 for the 14-day stand.

Polack Bros. Eastern
Jimmy Ritton did a good job in promoting the Baltimore date, which was a big success. The show was televised at one matinee and one night performance. Special interviews were given by the stars to the local radio stations. Those taking part were Gene Randow, Mallovka, Mario Ivanoff, Mr. and Mrs. Horton, Mrs. Larry, Mr. and Mrs. H. Hanen Pal- lenberg, Nate Lewis, J. J. Polack and the writer. Special television made.

FOR SALE

MILLER BROS.
Uxua, Neb.

BOOKED SOLID TILL 1950 with
POLACK BROS.' GREAT SHRINE CIRCUS
THE ORIGIHAL
COUNT ERNESTO WISSELY
and
HIS FAMOUS DIZZIE LIZZIE
Recognized as THE comedic automobile act of show business.

HolidayGreetings to all the genial staff of Polack Bros. Circus.

Our sincere thanks to T. J. Polack, Louie Stern and Ethel Robinson for a wonderful 1949 season.

ERNE AND FREIDA.

DRESSING ROOM Gossip

Houstone Ringling-Barum
Warm and sunny Florida at last. In Columbus, Ga., wardrobe was set up in one of the fair buildings and we all took advantage of the above weather for our last night of the season.

Allan King, Skeo Matasau, Joan Sharkey, Ethel Moe and Dorothy Dunley celebrated birthdays, with parties.

Toni Cole won the diamond and ruby watch raffled off by the Sare Club. The biggest prize in the raffle, the $1,500,000, was sold by the Indian Love Call.

Judge Bebe Siegret have come up with a sensational high-pole number. A feature is a foot-to-foot backward somersault on a 2 by 2 plank, 80 feet in the air, by Joe. The Three De give a spectacular performance of a jitterbug in the air. Watch the Zoepe Zavatta Trope, a riding act that is coming fast. Owen and Johnson have a superb de luxe ground act. Ely Arledge, with her upside down on a swinging trapeze, is a show-stopper. Le Breve and Bernice, scenic dupe; John Clampton, ape man; Terrell Jacobs, double act, and partner, atomic bomb and Silvers Johnson and his Funny Ford all proved applause getters.

The Hansen family visited every one of the ringling acts. Roxana Hansen worked in clowned act every night.

The final Saturday night a party was given in the Hansen home. Ron Colley was the master of ceremonies. The Kays, Fritz and Betty Huber to you, entertained at two chicken fries to their home on Fri. night and was the chef.

Charm of the engagement was the Süppel and the party. —DICK LEWIS.

UNDER THE MARQUEE

When the Ayres and Kathryn Davie show played Elgin, Ill., Irving Rosen worked in clown alley.

An old-fashioned killer is one still in operation by the Small brother's. A.M. has just completed this season.

Don Howard's Circus Room, 260 West Gay Street, Columbus, O., will be enlarged. He reports, to take care of additions in his collection.

Dan Pyne, press agent for the Ringling-Barnum &amp; Bailey Bros. Circus, received a brief stop-over in Chicago on route from Texas to Detroit, where he was to visit his mother, who was ill.

Spacious one's vacation with a circus, making only one tour in 1949. We LIKED to cost money and form a desire.

Visitors in Galvinsville, Tex., recently were Mr. and Mrs. Reuben Ray and Mrs. Gene Ute from Gonzales, Tex., and Mr. and Mrs. Jimmie Conners.

Charles Jones, stagehand with the Westminster show, was in Cincinnati recently and stated that he will again handle props for the Orin V. Oino Circus, opening December 25 in Chicago.

Only annual occurrence of troopers who read books on troopship as expressed by townsmen who haven't.

Ed Smith, Baltimore CFA'er, blowed a night show with Polack Bros. Clown Unit which is a daily show played Baltimore. . . . Len Rum ... the representative of the Hamilton Carnival, assistant staff, was the visitor to Polack org in Baltimore.

Teaching Fleit of May bulletin goes to tow'rs isn't as difficult as it is to put them to keep it until once they gained armor.

The Roscoe Armstrong Funny Ford act closed the 1954 season at Fort Smith (Ark.) 4th show. . . . He was the Shrine circus there, opening Fri- day. Roscoe Armstrong still is the manager and Donald Cox is completing his third year with the act. . . . Roy Barrett, clown, closed his final tour with the Hamid-Morton show in Atlanta Wednesday (17). He hurried up to Montgomery, Ala., to catch the Ringling show, only to have it rain. He spent a while in Montgomery. Went to New Orleans to winter. Barrett opens February 10 in Memphis for Hamid-Morton.

Circuses are fewer today than some bold claims. Never take their decency and sure followers off walls of other election day.

Faith King's circus unit is playing the Chicago Coliseum, Chicago and Detroit. . . . Howard (Billy) Sheets, who recently closed as equestrian director and announcer on Rogers Bros. Circus, is planning a school unit for the winter in Florida and Alabama. The Slatting Car- tona will remain in the show's quarters. Edison, Ga., after which has been contracted to repart the show for next season. . . . Mrs. S. M. (Sue) Smith, Mrs. Hillis, Mo., where they will be employed December 15 as cook and wait- ress in a night club. They were with James Bros. Circus the past season. The daughter, Ruthie, is spending her time in Junction City, Kan.

It has never been explained why, during the dull nights in quarters, there are always a fair number of good runners around with dough in their pockets.

WANTED
Reliable, absolutely sober man capable of handling a team, horses, and wagons. Must have references and experience. Send full particulars to Amos, Des Moines, Ia.

Proske's North Miami Zoo
p. o. box 978
P. B. Pollak, formerly with Telliel Jacob in Cuba, Pollak, recently by own.

BEAR TRAINER WANTED
Experienced, qualified Trainer to handle and train Large and Small Bears. Good appearance and showmanship very essential. This is a well known in and promised to work. Salary and accommodations, DETAILED.

CRASH DUNGAN THRILL CIRCUS
271 OSPAGE AVE., NEW BRITAIN, CONN.

KERRVILLE, TEXAS
Circus and Carnival Spots
CHAS. W. HENRY, Realtor
Phone 106

CAN USE ACTS
Of all kinds for December & January. Can use Dogs and Ponies.
Keith, of Los Angeles, vice-chairman of the commission, said that Southern California's celebration would come after the gold rush spectacles are concluded in Northern states.

The celebration will be highlighted by the 190th anniversary of the first constitutionally recognized in Los Angeles and an eight-day celebration at Monterey, first State capital.

Arizona Annual Record Breaker

Paid admission for 10-day event hit 162,934, a gain of over 30,000, Jones says.

PHOENIX, Ariz., Nov. 27.—The 10-day Arizona State Fair set records for attendance and admission receipts, Paul F. Jones, secretary, announced. The annual, which opened Friday (8), closed Sunday (14).

Paid admissions hit 162,934, or 50,000 more than last year, Jones reported. The daily attendance figure is exclusive of 10,000 school children admitted Saturdays (10, 17, 24), by day attendance figures: November 6, 11,514; November 8, 20,006; November 10, 23,386; November 12, 6,950; November 19, 7,819; December 7 (in record Daily), 40,206; December 12, 1,811; December 13, 14,478; November 14, 14,721.

Jones also reported new records in the exhibition and entertainment departments.

Empire Staters Move for Race, Midway Control

SYRACUSE, Nov. 27.—A one-day meeting of the Central New York Hunt and County Fairs at the Hotel Syracuse, Thursday (17), resulted in adoption of resolutions calling for elimination of date conflicts in harness racing and establishment of uniform State policies regulating operation of midways.

Discussions on the resolutions, a committee made up of William Miller, Owego; Clarence Carey, Binghamton; and B. Reddy, New York, was assigned to confer on the racing situation with the State Association of Town and County Fairs.

Following an address by Alg. A. Call, director of the State division of fairs, it was voted to have the State association get in touch with the police authorities in working out uniform regulations covering operation of fairs. Following committee was appointed to confer with the State association. (See Empire Staters on page 61).

has been completed several new structures will be erected. The plan is being formulated in Sacramento.

Calif. Centen Holds to Budget

To operate within first $2,000,000 appropriation —budget $970,000.

SACRAMENTO, Nov. 27.—The State Centennial Commission intends to stay within its original appropriation of $2,000,000, Chairman Joseph A. Page, secretary of the Executive Board, told James S. Dean, and no request will be made to the Legislature for additional funds.

The tentative budget or 1949-50 has been cut to $970,000, according to Knowland's Plan for the State fair promotion program in 1950, which will mark State-wide celebrations of California's first 100 years of Statehood.

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Jones also reported new records in the exhibition and entertainment departments.
George A. Hamid Attractions have proved themselves through the years with the world's greatest Fairs, Amusement Parks, Celebrations and Special Events. Their high-ranking achievements have consistently earned top raves in the public and trade press, and these honors have been amply reflected in the most gratifying attendance figures.

That is why, year after year, Hamid Attractions are in such overwhelming demand... are the sound and practical dollars-and-cents choice of the greatest shows in the world.

HAMID ATTRACTIONS, in demand everywhere, ARE SUITABLE FOR ANY ENTERTAINMENT BUDGET
THESE HAMID ALL-STAR REVUES ARE THE PACE-MAKERS FOR OUTSTANDING ENTERTAINMENT

**Value**

- **FANTASIES**
- **SHOW TIME**
- **GRANDSTAND FOLLIES**
- **IDEAL REVUE**

Watch for New revues and innovations for 1949

SINCERE thanks and congratulations to all the great Fairs, Amusement Parks, Celebrations and Special Events which have enjoyed such a successful season with George A. Hamid Attractions for 1948, and we sincerely hope we may again have the pleasure and confidence of our many friends in 1949.

George Hamid

**Look for our 1949 Catalog De Luxe Containing Many New Features**

GEORGE A. HAMID, Inc.
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ATLANTIC CITY STEEL PIER - HAMID-MORTON CIRCUS - N. J. STATE FAIR, TRENTON

ASSOCIATED ENTERPRISES
IRISH HORAN WANTS FOR AMERICA'S TOP THRILL SHOW ORGANIZATION

DRIVERS—STUMTEN CLOWNS Mechanics—Trackmen BILPOSTERS—ADVANCE MEN FOR 1949 SEASON

These Shows play the largest Fairs in North America—They use all new equipment—Foy top生育 breeds every season to keep up with demand. 

Contact

IRISH HORAN

Sherman Hotel, Chicago, thru Dec. 2. Permanent address: 801 George A. Hamil, Inc. 10 Rockefeller Plaza, New York 19, N. Y.

ONE OF THE GREATEST ACTS IN SHOW BUSINESS BILLY OTTEN AND HIS SKY HIGH DIVING ACT COMEDY • THRILLS • BEAUTY FIRE INTO FIRE FOR FAIRS • PARKS • EXPOSITIONS GEO. M. HARTON BOOKING AGENCY PITTSBURGH, PA.

ACTS WANTED

We are contracting first-class Acts for our 1949 Fairs. Give full details, photos and salary.

MARLO SHOW PRODUCTIONS

Wesley, Iowa
Coney’s Luna Spot Again Hit by Fire

NEW YORK, Nov. 27.—Chalk up another fire for Coney Island’s Luna Park. Fire broke out Monday night (22) in what still remained standing of the park’s rides and concession, with only about one-third of the rest of the park was destroyed during the fire of July 12, 1944.

Since the big fire several minor and one major blaze, which wiped out most of the south entrance on Surf Avenue, have hit the park and left it an eerie shell, as the owners have done little to clear the site which still is heaped with twisted and burned-over debris. Monday's fire did little if any damage.

Plans were filed recently for the erection of two one-story buildings on the Surf Avenue frontage of the park, which is separated from the main section of the park by the elevated structure of the subway line serving Coney Island.

N. J. Beach Assn. Seeks $150,000 Promotion Fund

ATLANTIC CITY, Nov. 27.—At a meeting of the New Jersey Resort Association, which was called by Mayor Howard Shiffer, mayor of Long Branch, held up a $150,000 promotion fund for the New Jersey resort business.

"New Jersey's largest industry is the resort business," Shiffer said. "and new entertainment every year is needed to attract the $150,000,000 tourists who come to Long Branch in the summer season."

The Miami location is ideal for a new resort, as the city has been kept in shape with the addition of new rides which will make it popular with tourists as well as the Long Branch park venture.

Gruenberg, who has been in the Miami business for 20 years, said that he was leaving all of his equipment on the Miami trip which he had planned to add to his Miami park venture.

Gruenberg this year also operated an amusement park at Long Branch, 1.

The Miami association has been kept in shape with the addition of new rides which will make it popular with tourists as well as the Long Branch park venture.

Women operators, dressed in nurse's uniforms, will be used in Miami as Miami's first steps in the promotion of the Miami area. Long Beach operators proved effective in the handling of children, Gruenberg said.

Association Named

Gruenberg's associates are Louis Sara, of the well-known Miners, and L. Broussard, restaurant operator.

The association, formed originally is issued in Broussard's name, provides for the payment of 10 per cent of the promotion fund to the Atlantic City association.

The area around Long Beach has been increased by new developments, it will add to a total 75,000, Gruenberg's plans for Long Beach call for the addition of a Park, a Skater, Caterpillar and Ferris Wheel.

Gruenberg will manage the Miami association with his wife, who is in the Miami park operation.

1949 Vacation gimmick

OF Wildwood P. R. Stunt

WILDWOOD, N. J., Nov. 27.—With an eye on next season, the resort has again combined a far-off and annual circle of vacation for the most part of the year, and whether or not an added attraction for entertainment feature at this resort.

The contest is being conducted at the resort in cooperation with amusement operators and civic associations, with the contest last week, closes December 15.

A. C. Sets '49 Pageant Plans

ATLANTIC CITY, Nov. 27—Atlantic City's 1949 Miss America beauty pageant will be virtually a replica of the one with only four state residents permitted to submit contestants. In an attempt to have each of the 48 states represented, the pageant board at its annual meeting this week announced that Detroit and other cities that have participated previously. The first meeting will be held in Philadelphia, Chicago and Washington.

Boardwalk To Get Christmas Dressing

ATLANTIC CITY, Nov. 27.—For the first time in some years this resort will dress up this Christmas line in keeping with the Christmas spirit.

Boardwalk Association at meeting held last week decided to raise and underwrite a sum sufficient to install a 14-foot Christmas tree on every block of the Boardwalk. Funds will be solicited among the Boardwalk merchants and amusement interests.

The trees, which will be furnished by the city, and decorations will be added by hotels and business houses in each individual block. City has appropriated $5,000 toward the project, but the funds must take care of the entire town and not just the Boardwalk.

WATERLOO CONGRESS

(Continued from page 87)

and conversion of two horse barns for the use of the Shiftingers.

Approximately six acres of parking space needed and a three-story system was installed in the auditorium.

Par 31 reports are being published on the NAPAPP, said Friday it looked as if more than 1000 would be in attendance at the banquet this year. "We have a tone of about 100 members," Husepold said, "but the way the reservations are coming in right now it looks like we may go over that number by a lot." Husepold also said the menu this year will be "something far and away from what we've had in the past," and I know it will prove a big hit with the guests.

In previous years the banquet has been held the last night of the NAPAPP convention. This year, however, it will be held the night before the convention. This was done, Husepold said, as it would conflict with the Showman's League of America's scheduled its banquet for Wednesday night, December 1.

Plans San Antonio Funsport

CANTON, O., Nov. 27.—Col. John B. Saltonstall, executive director of the Funsport, has announced that the company will install an amusement park.
1,000 AT NSA'S SELLOUT BALL

11th Annual Dinner Held At Com'dore
Two-Hour Show Staged

NEW YORK, Nov. 27.—The 11th annual banquet and ball of the National Showmen's Association at the Hotel Commodore, Wednesday night (24), was a sellout, with approximately 1,000 guests occupying the tables in the Grand Ballroom and many in the balcony. The banquet hall was adorned with flowers, and lighting effects were better than usual.

Speeches were drastically curtailed and the event was run off close to schedule. Before dinner were danced by the members of the dais and occupants of the dais marching in promptly at 8 p.m. After the singing of the National Anthem, a display of fireworks by Bubbles Ricardo, vocalist of the Basile band, the curtain and trum- mings were trundled in and the banquet got under way. Basile's band played a series of melodies, with several good vocalizing by chaper Ricardo.

Greetings by Rothstein
After delivery of the Invocation by Rev. Allen Claxton, pastor of Broadway Temple, Sam Rothstein, chairman of the banquet committee, extended greetings to assembled guests and introduced President James E. Strates and President-Elect Frank Berger, both of whom addressed the audience briefly.

Alan Corelli, executive secretary of the Showmen's Association, took over as toastmaster and presented officers of the association and guests. On the dais were Lt. Col. Charles A. Sweeney; George A. Hamid, president; Frank Berger, Gen. Van, Mrs. Allen Claxton; Col. Harold Hoffman, former governor of New Jersey; Lee M. Claxton; Hat- hoffman's Women's Association; Joseph Steinberg, Pacific Coast Showmen's Association, Mr. and Mrs. Lawrence Van- ron, Showmen's League of America; Dr. Bernard Birnstein, rabbi of Congregation Ehruth Israel; Sam Rothstein, banquet chairman; John M. Cumella, commissioner of licenses, New York; Max Cohen, American Showmen's Association; Rev. Joseph M. Awad, Waterville, Me.; William C. Cowan, Miami Showmen's Association; Mrs. W. R. Manning, vice-president; Ralph Deckey, secretary; O. S. Simmons, treasurer; Ben Weiss, secretary; William H. Guttman, chaplain; Max Hoffman, general counsel, and Dr. Jacob Cohen, physician.

Gus Van Speaks
Toastmaster Corelli introduced Gus Van, former member of the American Guild of Variety Artists, who spoke briefly, Lt. Col. Hoffman followed with a witty speech in which the principal speaker of the evening, Colonel Sweeney, delivered a talk on his exploit in dropping atom bombs on Japan.

Hamid presented Henry Youngman, who scored with a few wise-cracks and bowled off as he had to make another show. After a brief address, Hamid presented gold life-membership cards to David Brown, Irene Moore and Mollie Decker, of the ladies' auxiliary, Myron Cohen, dialect comedian, took over briefly, with George Paston's band on the stage (1,000 at NSA's on opp. page) 14 when Collins's automobile, driven by the show owner, crashed into an oil tank truck near Rolla, N. D.

The Bucks and the Martins gathered recently at the 400 Club, St. Paul, for a special anniversary issue of the Sunday Post. Buddy Buck are shown at the left in the above photo, and Mr. and Mrs. Bob Mart- ton the right. Buck and Buddy Buck had a like attraction on Moore's Modern Shows.

Pro-Confab Chit-Chat:
Crash Victims, Collins Limps in, Wilts Coming in Wheel Chair

CHICAGO, Nov. 27.—Billy Collins, owner of the William T. Collins Shows, arrived Friday (30) at the Chicago convention with his foresaid tape and limping in the side of a
cane. Cash Wilts, his general agent, is due in tomorrow (30) in a wheel chair. Both were injured November

Greater Tampa Org
Nominates Ringlin

TAMPA, Nov. 27.—Terri Ringlin has been nominated for the presidency of the Ladies' Auxiliary, Greater Tampa Showmen's Association, with opposition. The election will be held December 10 in the fishing community.

Other officers nominated, all with- out opposition, are Lois Sedlmeyr, first vice-president; Pete Williger, second vice-president; Dolly Carrol, third vice-president; Grace Fillings- ham, secretary, and Mary Leen- man, treasurer.

Nominated for the board of governors are Clover Fogle, Betty Morgan, Vera Larkin, Blanche Lembia, Evelene Cooper, Irene Bennett, Bertie Perot, Evelyn Blackey, Ruby Hall, Dolley Young, Evelyn Deal, Peggy Wilson, Helen Julian, Esther Young, Mable Reed, Rosie Hunter, Dena Barney, Mary Wyatt and Martha Wagner.

Members of the nominating com- mittee were Dena Barnes, Helen Julies, Evelyn Kleider, Pearl Keys, Ruby Hall, Dolly Young, Hazel Maddox and Arlene Cooper.

Colonel Hoffman and Strates, and honorary life-membership cards to Irene Moore and Mollie Decker, of the ladies' auxiliary, Myron Cohen, dialect comedian, took over briefly, with George Paston's band on the stage (1,000 at NSA's on opp. page) 14 when Collins's automobile, driven by the show owner, crashed into an oil tank truck near Rolla, N. D.

Taken to the Rolla Community Hospital, they were not released until Sunday (31). Collins sustained bruises and lacerations on the head, knees and arms and torn ligaments in the shoulder and arms. Wilts suf- fered a broken ankle, a dislocated elbow, cuts on the face and a badly bruised leg.

Violta Fairly and her husband, Noble, of the Hennies Bros.' Shows, was named the show's first woman announcer. She followed with a show of after their arrival about the auto- graph picture Mrs. Fairly had collected from Gen. Ike Eisenhower.

Beaming, Viola explained that she and Dwight had gone to grade school together in Ablaine, Tex., and that over the years they had exchanged photos and cards. She had continued the friendship, having visited Eisenhower on two occasions, she added. The Eisenhower photo bears the warm autograph, "To Viola Hutchinson Fairly—Affectionately to You—from an Old Ablinite." 15

RAS Gets Tulsa Fair Contract
Annual cut to five days—Memphis Cotton Festival, Miss. State Fair also inked

CHICAGO, Nov. 27.—On the eve of the opening of the annual outdoor convention here, only one route change was announced. The Royal American Shows closed to play the Tulsa State Fair, Tulsa, Okla., Carl Sedlmayr, Sr., owner, and Robert L. Lohnar, general agent, announced. The Tulsa annual, heretofore a six-day event, will be reduced to a five-day run in order that the RAS annual, scheduled for November 27-30, may be held at the Fort Smith (Ark.) Livestock Show.

The Memphis Cotton Carnival, May 3-7, has been canceled because of the Outdoor convention.

The event will run 10 days, instead of six, in the past.

C. & W. Again Sign Richmond Fair; Run Extended to 10 Days

CHICAGO, Nov. 27.—The Cellin & Wilson Shows again will play the Atlantic Rural Exposition, Richmond, in '49. R. C. McCarter, general agent, announced, and this will be a 10-day affair here for the outdoor convention.

Aranas Pass, Tex., Gains as Winter Mecca of Showmen

ARANAS PASS, Tex., Nov. 27.—Each year this community takes on an increased number of visiting outdoor showmen, and this year the early vanguard is bigger than ever. Jack Ed- wards, veteran popcorn and snow corn concessionaire, who should know.

Edwards has come here 14 winters. He and Mrs. Edwards live in a trailer but they like the place so much that he admits he is thinking about buying a home here.

As Edwards puts it, "This place has everything. And then, he goes on to extol its merits—its mild climate, the excellent fishing, the good food.

Those outdoor show people who say they have been in here for a stay or who remain include, besides the Edwardses, the following: Max Le- man family, Chick Williams family, Corbly Zimmerman, Bob Sitter fam- ily, Mr. and Mrs. Charles Gibson, Bill and Marie Rider, Clarence Hacken- jack, Mr. and Mrs. Larry Lawrence, Pete Wilson family, Cecil Shor- man family, Roy Lee family, Art Hanson and Irving Jorgan.

Mr. and Mrs. Howard Gibson, Frank Minor, Blackie Workman, Mr. and Mrs. Jack Wagner, Raymond Altman, Mr. and Mrs. George Whaling, Earl Grissim, Mr. and Mrs. Fred Miller family, Mr. and Mrs. Harry Brown, Mr. and Mrs. John Scott, Mr. and Mrs. E. L. (See Aranas Pass on page 66)
CARNIVALS

1,000 at NSA's Sellout Shindig

(Continued from opposite page) stage started off the stage show with the novelty balancing act of Athos Lewis gave out with a couple of songs and then brought on the Mack Twins, who scored a show stop with their harmonizing. Mack and Desmond, zany dance duo, came on and also clicked. Lewis bowled off as encore putting across his famous When My Baby Smiles at Me.

Bud Sweaney Takes Over

Bud Sweaney took over the center stage and brought on Joe E. Brown for a bit of mugging and reminiscing. Jay Sellers followed with his screwball antics and Gus Van Pelt on opera with his old-time songs. He made way for the Three Glome in a spectacular adagio number. Sweaney bowed out after some good clowning and was replaced as encore by Pat Henning, who did his own funny routine before introducing Borry Minnieski's Harriers, who brought the show to a rousing wind up.

The show, lined up by Hamid, ran two hours. Hamid was assisted by Jack Beerwall and members of Hamid's New York staff. Dancing followed the show.

Fred Murray compiled out the fine year book for the banquet, which brought in close to $10,000, with John S. Brown handling editing of the book. The banquet committee consisted of Otto Rothblatt, chairman; Roy Jones and Dick O'Brien, vice-chairmen; George Hamid, entertainment; Alan Corelli, daie; David Brown, tickets; James McKnight, publicity; Fred Murray, year book; Buddy Allen, reservations; Arthur Campfield, floor arrangements, and Jack Lichten, reception.

Pike Amusement

MULBERRY, Ark., Nov. 27.—The Phonograph closed the season Saturday (12). Owner W. M. Pike, who was on a hunting trip the first two weeks, reported good season. Pike has moved his store to the new Farmers National Bank.

Plans have been made to build two fronts for the back and a new front at the new store. New vans purchased on arrival, are being rebuilt to form two panel fronts. Hopes are to have six large rides and three kiddie rides next year. New light towers will be purchased.

Sailor Evans is in charge of the crew. Owner Pike gifted his wife a new Frigidaire. Cotton Ellis legal adjuster, is visiting his home but will return after the holidays.

JOHNNY MARTIN

Hills Greater

ARANSSAS PASS, Tex., Nov. 27.—C. O. and H. P. Hill returned last week from a booking trip thru Colorado, New Mexico, Nebraska, South Dakota and Montana.

Mr. and Mrs. C. O. Hill and a group of friends went west in the Van, and H. P. and C. O. Hill, accompanied by Fats Martin and Jake Moore, went on a hunting trip which was "not too successful" judging by the reports.

The group took delivery recently on a 1949 Nash. Mr. and Mrs. C. L. Rummel bought a 1949 Schulze house trailer, which is parked at quarters. Recent visitors to quarters included Mr. and Mrs. Benny Hadad, Mr. and Mrs. Joe Cannon, Mr. and Mrs. W. O. Hughes, Dave Chisholm, Jimmie and Carl Byers and Mr. and Mrs. J. D. Summers.

Billie in Corpus Christi, Tex., Mr. and Mrs. H. P. Hill and Mr. and Mrs. C. L. Rummel went the American Midway Show.

Pioneer

WAVERLY, N. Y., Nov. 27.—Ofices in quarters held for phonograph and new furniture has been ordered. Shower baths have also been ordered. Complete outfit was received recently. Niles Hurst has arrived from Georgia, and George Smith is reported doing well with his hunting lodge at Marshall Creek, Pa.

Recent visitors included Mr. and Mrs. Slim Morris, John L. Ford, Paul Morris, Harry Miller, Chester Hopkins, George Osborne, Mr. and Mrs. P. Corcoran, Billy McElhany, and Bill Shaw, who is still in the army. Manager Mickey Perrell attended the Central New York fair meeting at Syracuse and plans to attend the Chicago outdoor meetings.

CHARLOTTE LOYJOY

W. C. Kaus

SELMA, Ala., Nov. 27.—Departing from his long custom of wintering in New Bern, N. C., the org moved into new winter quarters here after electrician and showman for 19th annual show November 13 in Meridian, Miss.

The season spanned 33 weeks and 50,000 miles with the shows going 6,000 miles. The longest move (from Fayetteville, Tenn., to Martinsville, Va.) was two miles. The season proved good. Weather in the spring was excellent but the show ran into a solid month of rain in the summer.

At the season's close, members and their destinations were as follows: Mr. and Mrs. Russell C. Owens, Mr. and Mrs. R. H. McElhaney and Mr. and Mrs. Bob Tidwell to Arkansas; Mr. and Mrs. Harry Collier, Mrs. E. L. Bailey and Mr. and Mrs. H. P. Hill to New Bern, N. C.; Gravey Perry, Charleston, W. Va.; Lola Donoho, George and Anna Whitehead.

Tidwell Winter Home Robbed; Loot Put at 20G

BIG SPRINGS, Tex., Nov. 27.—The T. J. Tidwell Show's winter quarters near here was robbed Thursday night (25) of an estimated $20,000 in cash and securities by five heavily masked men. Police said two safes were blasted after six show employes were bound and gagged.

Owner Tidwell and Mrs. Tidwell were in Chicago at the time of the robbery and returned there, where he had gone to attend the outdoor show meeting. When he was called, said he was awaiting further details before putting his trip short and returning home.

Curly Wolff and Dave Fineman, Miami; Dorothy Gorgrant and Mickey and Ann Lucas, Devon, Conn.; Fred Zachelle, Jacksonville, Ill.; Slim and Dotty Dunlap, Jacksonville, Fla., and Mamie; Mr. and Mrs. Orville Miller, Spencer, W. Va.; Hank Owens and Junior, Plymouth, Pa.; Walter Rish, Novinger, Mo.; Dean Tidwell, the Skyrockets, Panama City, Fla., then to winter dates, and Phil Campbell and Shoberl Whiield, his family, Alabama.

Lee United

BAY CITY, Mich., Nov. 27.—Owner Charles H. Lee recently returned from Georgia, loaded with pecans which he distributes to friends during the holidays.

John E. Payne is manager of the newly formed Bay Illuminating Company, Harry G. Taylor, general manager, and the company is bound for Pontiac, Mich., and is settled in his apartment. Robert Lucas will return from his old job in Max's Cafe, where Gene Crawford, of the Playland Shows, also is employed.

typical Lafayette

P.A. value
de luxe mobile
18 watt system

Rain or shine, indoors or outdoors—no alias—Lafayette is always keeping going. Mount in on a sound truck, speaker's platform or a broadcast tower! Snatch it up for indoor use! (All you do is disconnect from one plug and relocate in another.) It's as easy as that. System is complete. It includes...

$155.85

28172 ... complete
28173 ... 18 watt system (discounted for 1 year)

Two 21 inch projectors horns
Two super power 25 watt drivers units with 10 feet of speaker cable and plug attached
Tuner Non-Dynamic microphone

LAFAYETTE-CONCORD, Sept. GL-8
110 Sixth Ave., New York 13
158 W. Jackson Blvd., Chicago 7

Please rush Free Catalog No. 19

Please fill the following order:
28393569 ... Wire recorder ... $155.85
28172 ... 18 Watt system ... $155.85
I enclose $...

In postal note, money order or check. Will remit few cents postage when order is received.

Name
Address
City
State

Don't buy anything in radio, sound, television or a record products until you've seen this bargain-packed Lafayette catalog! Big names, big stocks, lowest prices! Send for it today.

Record Your Own Programs

simple, inexpensive Lafayette Wire Recorder

A wire recorder, play-back, 10 watt P.A. system, all-in-one High fidelity reception on music. Sharp clean play-back. Ideal for recording rehearsals, audience reaction to programs. Durably of other uses. COME IN FOR A DEMONSTRATION OR WRITE 24.85

LAFAYETTE-CONCORD, Sept. GL-8
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Name
Address
City
State

Don't buy anything in radio, sound, television or a record products until you've seen this bargain-packed Lafayette catalog! Big names, big stocks, lowest prices! Send for it today.
WANTED
10 KIDDIE RIDES OF ALL KINDS
Must be in good condition. No junk.
Give manufacturer and spec. Special
ly interested in Kiddie Merry-Go-
Round, Auto Ride, Show Tents, Roto-
Whip and others. Prefer located
NY Miami route.

MAX GRUBER
P.O. Box 101, Philadelphia 9, Pa.
Miami Beach Address—
5414 Pines Tree Drive

FOR SALE
FLY-O-PLANE
With or without transportation.
Consisting of practically new Interna-
tional W-30 and 32 Ft. Solm-Trailer.
Ride in Perfect Condition
Contact at Chicago Fair Meet-
ing, Chicago, Ill. or Chicago, I11.
B. H. BRITT or
D. WADE

W. G. WADE SHOWS
New Contracting for 1949 Season
RIDE—SHOWS—CONCESSIONS
Excellent Territory for Large
PENNY ARCADE
Must Be Flashy and Contain Plenty of
Mechanics.

C. P. O. Box 1488
Detroit 31, Michigan

FOR SALE
Now a Thrifty deal. Used only once, she
is still in good condition. Some wear and
tears—20 ft. long. Will make a striking
display at any fair or county fair.

MCCARTHY—Kiddie Rides. Merry-

MIKE PRUDENT

WANTED
Merry-Go-Round. Will pay cash for good used
one. Also wants a display of Trac-O-Wheel. A
trio wheel. Wanted is 2 Wheel Trainer, ready to go, everything complete. Or
will trade for A & W Root Beer or Root Beer
Tires. Ex. Trac-O-Wheel. Good condition

HARRY H. ZUGG
Lancaster, N. Y.

FOR SALE
One new Carnival in St. Coach, equipped
for Top Cops, Hot Dogs and A Beer; also can
do T-Bugs, equipped. Bargain.

BOX 362
STURGIS, MICHIGAN

E-Z WAY FROZEN Custard MACHINER
Used less than one season on permanent
installation. Desirous of trade for new
machine. Will sell for $1,500.00.

LAMBERT BROTHERS
2761 Lyons Avenue
Houston, Texas

New Booking for 1949
Rides, Shows and Concessions
HAPPYLAND SHOWS
3633 Southwest
Detroit 14, Mich.
Phone: Walnut 1-7924

FOR SALE—7 CAR TILT-A-WHIRL
This Ride modern, equipped with the latest type cars and good power
unit, factory overhauled. looks nice. $7,500.00 cash. Address
Inquiries
GOODAMUSEMENT COMPANY
1500 NORTON AVENUE
COLUMBUS 11, OHIO
**CARNIVALS**

**MIKE ROCKWELL SHOWS**

**WANT FOR SUN CARNIVAL WANT**
DOWNTOWN, EL PASO, TEXAS

**STOCK CONCESSIONS OF ALL KINDS**
NO MITT CAMPS OR FLAT OUTFITS

9 DAYS, DECEMBER 24 THROUGH JANUARY 1
Location—Cleveland Square and Street (In White Section)
Limited Space — Write or Wire

**MIKE ROCKWELL**
KINSLEY, KANSAS

---

**JOHN FRANCIS SHOWS**

**WANT FOR 1949 SEASON**

Good Side Show Operator and Manager for Illusion Show. Have complete Outfits and Transportation for the above.
Also want Managers for Fun House, Crazy House and Crystal Maze.

Want capable Ride Help for 10 major rides.

**ALL ADDRESS: JOHN FRANCIS, MGR.**
4570 N. 2d St.
ST. LOUIS 7, MO.

---

**WANT**

**FOR DAYTONA BEACH, FLORIDA, DECEMBER 6-11**
AMERICAN LEGION WHITE FAIR

**RIDES — SHOWS — CONCESSIONS OF ALL KINDS.**

Only show in city. One more use to city.

Wire SAM GOLDSTEIN, MAJESTIC GREATER SHOWS
Titusville, Fla., this week; Daytona Beach follows.

---

**LESLEY’S TRAILER PARTS AND ACCESSORIES**

Notice—to Show Owners

All kinds of organs repaired and rebuilt.

Reference furnished. Write

**BOX 542**
Stevens House, Titusville, Fla.

---

**WANT**

**For Winter Quarters — We Start Work December 6th.**

 Builders, Carpenters, Painters that can use spray gun; also Painters for lettering and scenic work.

Want two Truck Mechanics; must be A-1 and have own tools.

Diesel Man and Electrician; have four plants. None but the best considered.

Ride Help for all rides. Foremen and Second Men; must drive semi trucks. Useful Showmen, Glass House and Fun House.

Motor Drome—Want party to take charge of remodeled drome. Finest on road.

Side Show—Would consider booking a complete show. We have own show, but will consider reliable party with own equipment.

No drinking tolerated on this show. Long season. Open Winter Haven, Fla., Feb. 16th, with Florida fairs to follow into April; then north. See me in Chicago or address

E. L. YOUNG, P. O. Box 1327, Clearwater, Fla.
CARNIVALS

66

The Billboard

December 4, 1948

Regular Associated Troopers

106 E. Washington, Chicago

LOS ANGELES, Nov. 27.—Annual
Home-Coming and Baraza, November
19, proved successful. C. H. Alli-
son, Lemuel F. Allen, Agents of
Rochester, N. Y. Coincidentally
Mrs. Mund, is the widow of the late
Frank Mund, long time father of carnivals in America as an
active member in the famous Goddell-
Minky Shows.

Installation of officers also took
place. In addition to the new officers,
most of the newly elected officers present
took part in the ceremony, presented
over the air and were later broadcast
at the clubrooms Tuesday (23) night.
A huge crowd, with buffet
tables presided over by members of
the Ladies Auxiliary. Highlight of
the evening was the 1948 annual banquet
at the Hotel Commodore Wednesday
(24) night, was attended by show
people from all parts of the country.

On the sick list are David Schles-
inger, Carl Merrie on New Years
Eve, New York; Sam (Barney)
Walker, on 20th Century Fox, New
York; Max Harris, at his home in
Asbury Park, N. J. In- mem-
bers are Mrs. Will Perkins, Irving Udowit and Fred Forrier.

Next regular meeting December 8.

Heart of America Showmen’s Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 27.—
Despite cold and stormy weather, the
members of Heart of America Showmen’s
Club met and their meeting was a huge
success and was attended by many
members. R. C. (Buddy) Doyle, presi-
dent; R. C. Lowery, vice-president;
Mrs. H. M. Selby, secretary; and Miss
Mabel Strates, treasurer, were present.

In addition, there were one of the
officers of the Heart of America Showmen’s
Club, Franklin H. Van Vliet, president;
Jesse Glick and husband, Bill, are
visiting Philadelphia. Jesse Glick will
visit her folks in Penn-

sylvania.

FOR SALE, REASONABLE

Garder’s, on the campus of the
University of Illinois, was a patient for two weeks while
he underwent surgery and treatment of the
appendix. He was confined to St. Luke’s Hospital.

The 1948 annual meeting of the
club will be made at the December 10 meeting with the election to be held
December 8.

A check has been received from
Paul Van Pooi, Joplin, Mo.

FOR SALE, REASONABLE

Wm. V. Burton

2927 Wabash Ave., Los Angeles, Calif.

THOS. A. JONES SHOWS

518 Orleans St., Chicago, Ill.

THOS. JONES

FOR SALE, REASONABLE

518 Orleans St., Chicago, Ill.

Greater Tampa Showmen’s Association

LARGEST

TAMPA, Nov. 27.—With Eddie Le-
May presiding, the first big meeting of the
year was held at the temporary clubrooms Sunday night
(21) with 80 members on hand.

Joe Seyer, the nominating
committee, submitted the fol-
lowing ticket for officers for 1949:
For president, Mr. Seyer, second
vice-president, E. L. Young; second
treasurer, J. K. Ziegler; third vice-
president, Nat Rodgers; secretary,
Harry E. Wilcox; treasurer, Bernie
Beebe, on 12th Street. Its members:
Bill Clain, Charles Fogel, Harry (Irish)
Gaughin, Hal Hall, Eddie Hunter, Dick
Lowe, J. K. Ziegler, Nat Rodgers, Earl
Maddox, Ray McCleery, Les Cerrell,
Walter Smith, Bill Dave, Joe Wise, Joe Sciortino and Doc
Hartwick.

Eddie Le-May, chairman of the house
committee, reported that permanent clubrooms have been
rented at 800 West Cass Street, six blocks from the
center of town, with plenty of parking space.

One of the two floors will be turned over to
the Ladies’ Auxiliary.

Ladies’ Auxiliary

President Clover Fogel presided at the
regular meeting Thursday night.

Also on the rostrum were Grace
Flingham, secretary-pro-tern, and
Mary Lee Bobel, and a buffet dinner was
served.

The board of governors voted to
present the men’s club with a check for
$171, which will help defray the costs of
the clubrooms in the new quarters.

ANARAS PASS

(Continued from page 62)

Joe, Mr. and Mrs. Jim Almon, Mr.
and Mrs. Jack Davis, Mr. and Mrs.
Karl, Mr. and Mrs. A. W. W. Byers family, Mr. and Mrs. Ike
Wolfenacker, Jack B. Moore, Pat
Wilson, Mrs. and Mr. J. C. S. Bland,
Mrs. and Mr. Art Price, Mr. and
Mrs. C. H. S. M. Chamberlain family,
Mr. and Mrs. W. W. Malone, Mr. and
Mrs. Grace Moore, Mr. and Mrs. G. L. Miller family, Mr. and
Mrs. A. Petridge, Mr. and Mrs. W. W. Miller family, Edd’s Gurer family, Budweiser, Mr. and Mrs. Arthur Good, Mr.
and Mrs. C. O. Hill, Mrs. and Mr.
Henry and Mr. and Mr. Henry
Baker family, Tom Chamberlin, Jim
Hill, John Thomas, John Julius, Ty Cob, Harry Hunter.

Harry Richardson, Al Nibler, Mr.
and Mrs. Fred Denison, Mr. and
Mrs. John G. S. Grove, Mr. and Mrs.
Malone, Mr. and Mrs. Young, Mr. and
Mr. H. E. Malone, Mr. and Mrs.
Victor Jones, Mr. and Mrs. Elmer
Hill, Mr. and Mrs. A. R. Good,
Mr. and Mrs. H. G. Brown, Mr. and
Mrs. A. J. Redfield, Mr. and Mrs.
E. T. H. Cooley, Mr. and Mrs. J. O.
Armstrong, Mr. and Mrs. H. H. Dickey, Mr. and Mrs. A. J.
Brown, Mr. and Mrs. A. L. Karcher, Mr. and Mrs. A. L. Davis,
Mr. and Mrs. N. T. Dickey and Mr.
and Mrs. A. J. Redfield.

Miss Peggy Coleman, Dorothy Gold,
Charlene Richardson, Rose Lewiston,
Gladys Bane, Frances Brown,
Marion Dickstein, Bessie Gallagher,
Hermine Stahl, Dorothy Miller, Estelle
Hayes, Mrs. Florence Bane, Mrs.
Grace Zeigler, Louise Krueger, Mary
Becker, Laura Bryant, Will Edie,
Charles Conant, Alia Schultz, Clara E.
Morin, Rose Gold, Florence Wolke
and Robert Bruns.

Elaine S. Lynberger, Elaine W. Ly-
ninger, Ray Hoffman and Rose Schim-
mer were honored.

FOR SALE MOTORDROME


FOR SALE MOUNTAIN

29 by 36. Has trailer to haul deck. $100.00.

SAM CROADWELL

2710 Ash Ave., Little Rock, Ark.
Schmitz-Martin Battle Resumes

ELIZABETH, N. J., Nov. 27.—The exchange of sermons between Fred A. Martin, secretary of the Roller Skating Rink Operators Association of the United States, and William Schmitz, general manager of America on Wheels, is an outgrowth of the suggested merger of the associations, confirmation of which appeared to Martin's late statement in The Billboard.

His statement followed paragraph
after reading Martin's article in "The Billboard," page 30, as follows:

"And now may I say that no matter what comes of the above explanation, the writer is too busy
with RSROA business to further clutter up these fine columns with uninteresting controversies. I found myself in a most embarrassing position.

Mr. Martin, who is so busy, yet not answering would be admitting that I had not told the
truth in my previous article. Since I am wrong, I must prefer to refute the false statements made by
Mr. Martin."

"He said I was not present at the meeting held at the Park Central Hotel in New York, where the RSROA members were to be the
witnesses to bear out the story. I prefer to name the witnesses, and the entire RSROA if they
wish to know the truth. Present were:

Fred Martin, Detroit; Fred Freeman, Boston; Fred Bergin, who operates an
ice rink in Terrace, Calif., and Vincent J. Brown, Newark, N. J.

The URO, Earl Van Horn, Mineola, L. I., and
two United States Amateur Roller Skating Association, New York, and for the Amateur
Athletic Union; Dan Ferris, national secretary
of the association.

Mr. Martin's second statement. We
know that Mr. Schmitz is the business
head of the URO, a direct
influent to our president, Perry Giles.
Most operators consider him an
telligent and progressive rink man. Since his
election, he has insisted upon
consultation with me concerning the
merger and the importance of keeping
different from the other association, an
officer in his own right and a man makes such decisions as the constitution and
by-laws of our organization permit him to.

"Quoting further from Mr. Martin's
article, "If the minorities are not satisfied
with what they have, let them make
application to join the RSROA; if
they are satisfied, they have a certain
selective function in the URO, and no one
is any more in favor of the URO than myself. The only
series of events that I can call to mind
is the fact that the URO prefers quality to quantity. Non-paying members are
dropped from our membership."

Match Benefits

"The RSROA secretary always
states that those associations are doing
its work. What, in reality, do
members get from the one night's
receipts which they send to Detroit
every year? Membership cards for
their own rinks only. With only a
small percentage can be obtained from the
USAR, without the operator belonging to any
organization. Or sometimes it is a shawl or a
coverlet. These can be obtained by the clubs
from the RSROA without any cost to the
operator and without the
operator belonging to any
organization."

"My only idea in writing the article was to merge the operators' association with a
real business organization for the
operators. Business changes in this
business with me I don't know.

I only wish we could all agree with Mr. Martin. We
were so contradictory that I am
beginning to wonder if Mr. Martin is putting his personal
interests first. I presume
that of his association, which he so
wants to merge, he presumably
would like to see his livelihood for his personal profit in the
RSROA. Since he no longer op-
erates a rink himself, he would naturally
call for a business man taking
over the important duties of secre-
tary. He can no longer be connected
with the RSROA, we cannot continue to have two
organizations which can
work together harmoniously, and it is in
that I am devoting my efforts."

"Last summer I was elected president
of the RSROA. Mr. Van Horn and others
formerly actively connected with the
organization stated that they felt that friendly relations
between the two organizations were impossible
and that a change in the management. I believed
in Mr. Schmitz's sincerity when he
was installed in office, and I have had
no reason to change my belief.
Neither of us has the temperament of a
"yes-man"; we can only be
impressed by the facts which are
impressively upon each, and the
total number of operators and personnel
as the weight of the balance of
matter is an indication that we are
working towards the same end.

"I might say also that we do not feel
that the statement is justified that
we should not have been connected with the
URO. We have heard this state-
ment before, but never from a URO
disciple or people of first hand
that we are running our own organization.

I am sure that each operator has a voice in
the proceedings if he chooses to
make it known. I am not afraid that Mr. Schmitz has
made any attempt to
dictate the policies of the organiza-
tion in any way, we have been
connected with it, as he is one of the
most active workers for its good.
He has a habit of stressing
the importance of those in power
usually comes from those whom make no effort
themselves toward helping to run
things. This is not to be construed as any reflection on Mr. Martin, who is
a very active man; it is merely a
statement on our organization in general."

Let's Halt the Pot Shots and Work for Common Good

By Perry B. Giles, President, United Rink Operators

"THE TIME has come," the walrus
said, "to speak of many things,"

and I am in accord with him. We
have been hoping that we might
not stop to this practice of filing
lawsuits and court actions, but
since these have been followed with petty back-
biting and name-calling, but since
have not been successful, I cannot resist the urge to speak now.

As Mr. Schmitz has said, this
matter of undesirable publicity was
brought up at our annual United Rink
operator convention in Washington last summer, and it was agreed that
was unqualified and benevolent to the
business as a whole. At that time Mr.
Schmitz made me personally his promise that he would refrain from
writing or answering articles such as had appeared in the past.

However, after reading the article
which appeared in the October 30 issue of The Billboard, I was surprised when Mr. Schmitz called me and asked to be released from
his promise. I agreed with him that an unbiased presentation of the facts
might be a good thing. Even then, the
article which he submitted was a fair presentation, and was not
casted under reflection upon any person.

I should have liked to let the
matter there, and awaited the
interests of the proposed Billboard poll, tho.
meaning to give them the same
quality, I was not too hopeful of the results we see, how-
never, to have again stirred up a
horset's nest."

Favors One Group

I state that I am and I have always
been in favor of one organization
of operators, and would do
anything in my power to bring this
about. However, I am no longer
opera-tor enough to believe there is
any chance of accomplishing this,
simply because of the frank antagon-
isms which seem to be connected with each organization. I do not
see, tho., any reason to believe that
can continue to have two
different associations which
work together harmoniously, and it is in
that I am devoting my efforts.

Last summer I was elected presi-
dent of the RSROA. Mr. Van Horn and others
formerly actively connected with the
organization stated that they felt that friendly relations
between the two organizations were impossible
and that a change in the management. I believed
in Mr. Schmitz's sincerity when he
was installed in office, and I have had
no reason to change my belief.
Neither of us has the temperament of a
"yes-man"; we can only be
impressed by the facts which are
impressively upon each, and the
total number of operators and personnel
as the weight of the balance of
matter is an indication that we are
working towards the same end.

"I might say also that we do not feel
that the statement is justified that
we should not have been connected with the
URO. We have heard this state-
ment before, but never from a URO
disciple or people of first hand
that we are running our own organization.

I am sure that each operator has a voice in
the proceedings if he chooses to
make it known. I am not afraid that Mr. Schmitz has
made any attempt to
dictate the policies of the organiza-
tion in any way, we have been
connected with it, as he is one of the
most active workers for its good.
He has a habit of stressing
the importance of those in power
usually comes from those whom make no effort
themselves toward helping to run
things. This is not to be construed as any reflection on Mr. Martin, who is
a very active man; it is merely a
statement on our organization in general."

Unity Is Possible

Those very individuals who make it impossible to conceive of a unified
organization are in their own right,
unfairly and intelligent men
roller skaters. (Noticeable and Potent Shots on page 78)
CLASSIFIED ADVERTISEMENTS
A Market Place for Buyers and Sellers
RATE: 12c A WORD — MINIMUM $2.00

All Classified Advertisements Must Be Accompanied By Remittance in Full
FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publishing office 3160 Patterson St. Cincinnati 22. early in the week.

HAND PAINTED TIES
With Personal Initial
Newest money-making sensation! One Cent Per Sale! Guaranteed! No Returns! No Repairs! No Mutilations! No expense. For lowest prices write for complete price list.

MICROKNECKED, 20 W. 22nd St., New York 10, N. Y.

CHINESE FIRECRACKERS
8c/25-10c/25 Cent Crackers
3 for $1.00
For lowest prices write today for complete price list.

BUCK BROTHERS
Columbia, Tenn.

CLASSIFIED ADVERTISEMENTS
A Market Place for Buyers and Sellers
RATE: 12c A WORD — MINIMUM $2.00

All Classified Advertisements Must Be Accompanied By Remittance in Full
FORMS CLOSE
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CHINESE FIRECRACKERS
8c/25-10c/25 Cent Crackers
3 for $1.00
For lowest prices write today for complete price list.

BUCK BROTHERS
Columbia, Tenn.
CHRISTMAS PROFITS

LADIES' SOLID GOLD BRIDAL SET
Genuine Diamond Engagement Ring and Wedding Band set with six genuine diamonds to match—set in 22kt. Gold. 1561—Bridal Set $69.50 1565—Engagement Ring Only 3.55 Each 1567—Wedding Ring Only 3.55 Each If not purchased for resale and 50% Tax. AMERICAN MADE POCKET WATCHES Fully guaranteed by us. Each In Set Nickel Plated Plain Black Case $1.70 each Nickel Plated Display Case Fitted $2.35 each This model plaid pocket watch in display box. Fully guaranteed. Watches not purchased for resale and 20% Tax. Prices do not include Postage. 2561—Pilot Pocket Watch $1.00 KIPP BROS. 240-42 So. Meridian St., Indianapolis 4, Ind.

ENGRAVERS!
"With it Since 1917"
Originators of the ALL-ALUMINUM IDENT.
Ident. Bracelets for Stone-Workers Guaranteed Not To Tarnish NO BEES, NO BIRDS, NO COMEBACKS!
Have worked with you and know your needs.

NEW IMPORTED SWISS WRIST WATCHES
- Stemwinded, European quality to the last detail.
- Sterling Silver Case.
- Genuine Leather Band.
- dial Clear and attractive.
- Watchmaker adjustable.
- Batteries will last from 4 to 6 months.
- Price $3.00 Each.
- In lots of 6 or more, Sample order, $1.00.
- 25% discount with advance orders.
- Order from any watch dealer.

FUR COATS
Jackets and Scarfs

NEW YEAR'S PARTY FAVORS
We have for immediate shipment a complete line of the latest party hats, horns, noisemakers, confetti and many other New Year Party items. Write for special price list.

MERCHANDISE

SANTA CLAUS MASKS for CHRISTMAS

- MADE OF FLEXIBLE RUBBER—COVERS ENTIRE HEAD
- whiskers, Mustache, Eyebrows, etc., of pure white Australian sheep wool
- rapid, selling! Deluxe Color Mask for the Holiday Season. $30.00 for 12 dozen.
- DEALER'S COST. $3.00 each
- Suggested Retail Price. Each...$4.95
- Other Masks from $18.00 dozen. Samples $2.00 each

EDWARD O. DRANE & COMPANY
2453 N. HALSTED ST. CHICAGO 14, ILL.
America's Largest Wholesale Selection. Magic Tricks and Jokers, Novelities. Write for our Price List—Note: We Supply Jobbers.

NOVELTY SENSATION
MYSTIC MUMMY
Comes to life secretly
 Mystifies everyone
Quantity limited. $3.00 per dozen.
25% deposit, balance C. O. D.

Dan Car Novelty Co.
432 Broad Street
Newark, New Jersey

WISCONSIN DE LUXE CO.
1902 W. 18th St.
Milwaukee 12, Wis.

First Time Since Before the War!
ANSCO CAMERAS
For Immediate Delivery!

Camera buyers! Here's the biggest camera news since the start of the war—when genuine ANSCO cameras practically disappeared from the market.
At long last we now again have stocks of these ANSCO models again here—and all are now available for immediate delivery!—Ready for you to make a quick clean up.

PUNCHBOARD OPERATORS AND PREMIUM BUYERS
ANSCO is the alone and only one of the most popular cameras in the world. Now that this can carry more get them in stock—while supplies last. Orders taken at the next-heading price shown.
ANSCO Super-Flash, $2.99 each, tax in.
ANSCO Deluxe Flashers, $1.95 each, tax.
ANSCO Panda: Please add a to deal in Christmas with this very pretty and practical camera. 3.55 each.
Order for 5 doz. at $14.00.

XMAS SPECIALS!
Fast Selling Men's and Ladies' WRIST WATCHES
- BUNDI
- VULVA
- GRIEN
- BERNUS
- WALTHER

SQUARE & RECTANGULAR CASES $10.05
All watches are rebated and guaranteed like new, 10-kt. R.C.P. case. Complete with leather strap.

LADIES' NEW RHINESTONE COCKTAIL WATCHES
Largest stock of cocktail watch with colored diamonds and rhinestones and high grade im-
ported movements, complete with inlaid gold or black gold dial.
Also available in Bronze, Bicolour, Green, Blue, Violet, Waltham, with slightly additional.

JOSEPH BROS.
59 E. Madison Street
DEPT. 124
CHICAGO 3, ILL.

HOLIDAY SPECIALS
RAYON PLUSH PANDA and 2 TONE BEARS
These bears with silk 'n' soft fur which are so soft that isn't it just a joy to hold them and keep them in your arms. We can help from the Christmas season of 1940 in two sizes. This is a real advantage when you order from us. We have orders for these bears from all parts of the country. One of the biggest sellers we have this season. We have a limited number of these bears left, and when they are gone, they are gone.

WISCONSIN DE LUXE CO.
1902 W. 18th St.
Milwaukee 12, Wis.

THE MIDWEST MERCHANDISE COMPANY
1006 BROADWAY
KANSAS CITY 6, MO.

NEW YEAR'S PARTY FAVORS
We have for immediate shipment a complete line of the latest style party hats, horns, noisemakers, confetti and many other New Year Party items. Write for special price list.
Number NY-100. Order now while the selection is complete
**TERRIFIC FLASH! ALL NEW NUMBERS!**

TO TOP QUALITY!

NEW EXCLUSIVE Fast Moving Profit Makers Ideal for Premiums Wholesale Concessionaires Dealers, etc.

- "1760 Beans,玉米, and Peppers Set.
- "1795 Sweetheart Set.
- "22X Gold Plated.
- Hand set with Large Simulated Brilliant Cut Diamonds.
- Aquamarine, Sapphire, Ruby, Rose, Pearl, coat color.
- Brilliant White imitation Diamonds.
- Special Engagement Celebrity Catches.

GORGEOUS DUPLICATES OF EXPENSIVE JEWELRY WHICH REGULARLY RETAIL AT $19.95 AND UP


**NEW YORK DIAMOND EXCHANGE**

799 Broadway cor. 11th St., New York 3, N.Y.

**THE BEST BUY IN COSTUME JEWELRY BAR NONE**

DIRECT FROM MANUFACTURER

Large Assortment of New Exclusively Designed Pins, Charms, and Neck-Pieces with Earrings to match, beautifully set with brilliant rhinestones, imitation pearls, cameo and other multi-colored stones. Highly polished in guaranteed heavy 18 M. gold-plated.

No Lots—No Catalogues—All First-Grade Merchandise

$6 doz. With All Orders, Balance C. O. D.

JAYBEE PLATING Co.

174 Eldridge St., Mrs. of Fine Costume Jewelry

NEW YORK 2, N. Y.

**"FAST SELLING POCKET NOVELTIES"**

"Funny Santa Gags Cards" that really sell. Diz. $1.00. Hundred $6.00. Christmas Cards, special, each in envelope. We ship a hundred thousand of these each season. Ask for new line now. Diz. 50c. Hundred $4.00.

- Novelty Rubber ElephantFIGURINE. Diz. 50c. Hundred $5.00
- Half Cash With All C. O. D. Orders. Certified Check or Money Order. NO SAMPLES.

**MECHANISMS**

100 BROADWAY KANSAS CITY MO

**MIDWEST MERCHANDISE CO.**
WRITE FOR NEW FREE CATALOG WRIST WATCHES
GUARANTEED! GOLD FILLED RINGS
JOBBERS—SALESMEN—SPECIALTY WORKERS
Listing Our Entire Holiday Line
MARVEL WHOLESALE WATCH CO.
591 PINE ST. ST. LOUIS 2, MO.

We've Back Again With
WALLETS
Alligator Grip, all hand stitched, in red, green, brown, black, with change pocket or not. Made in various types and for every purpose. All genuine leather with well known footwear picture designs. Also in special shapes.

For special orders, write to us.

Write for Special Orders—Ladies' Cigarette Cases, with Compact to match, in fine gold finish, boxed in rich satin-lined gift box. Dec. 25th to May 15th. Sample $2.50. 25% deposit with order. Balance C. O. D.

Benno Novick Co. W. 43 Park Row N. Y. T. N. Y. Work 4-0154

BINGO SUPPLIES AND EQUIPMENT
IMMEDIATE DELIVERY!
* ELECTRIC FLASH BOARDS
* RUBBERIZED AND WIRE CASES

WIRE OR WRITE FOR CATALOG

Mail order at any time.

John A. Roberts
225 Halsey St. Newark 3 N. J.

MERCHANTS EMPLOYED
GREAT SELECTION

$32.50 EACH

RUGS

Be in business for yourself. Offer unique, direct, imagination selling or home. Variety the most exciting feature! Perfect dollars! Write today for free list of beautifully colored and designed rugs. We guarantee to fill your orders promptly and to ship at once. For free list, write today.

Attention: Dealers

Buy in stock. Save in stock. Buy in stock (let us fill your entire stock. We have 13,000,000 colors and patterns. Available at any time. A perfect stocking-stuffer. Write for our complete line. Prices will be sent on request. All orders shipped F. O. B. Chicago. Per dozen.

Write for further part particulars and other outstanding stock at

225 N. Dearborn Ave. Chicago 11, Ill.

THREE-ELEVEN XMAS SIGNS

43.00 Free Round Signs 11x11
66.00 Free Round Signs 12x12
110.00 Free Round Signs 13x13
156.00 Free Round Signs 14x14
204.00 Free Round Signs 15x15
246.00 Free Round Signs 16x16
300.00 Free Round Signs 17x17
350.00 Free Round Signs 18x18
400.00 Free Round Signs 19x19
450.00 Free Round Signs 20x20
500.00 Free Round Signs 21x21
550.00 Free Round Signs 22x22
600.00 Free Round Signs 23x23
650.00 Free Round Signs 24x24

Send for our Catalog of Newest Men's and Ladies' Rings Wholesale Only—Store Your Business

HARRY MAHREN RING CO.
305 Fifth Ave. N. Y. T. 18 N. Y.

JUST COMPARE!
Then BUY and SELL
With CONFIDENCE

SPECIAL
FOR LIMITED
TIME ONLY

No. 188
Ladies' Solid
Gold Genuine
Etruscan

$3.25 ea.
$36.00 doz.

No. 131
Men's Gold Filled Solitaire

$9.75 doz

STERLING JEWELERS
(new location)
44 East Long Street
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ATTENTION! GOLD WIRE ARTISTS

Spend your time in the most stimulating art form. Every artist should try this. Wire art. We will supply you with the finest quality gold wire art material at the lowest price. Gold wire is versatile and a wonderful way to express yourself. Don't miss out on this opportunity to create something truly unique. Get your materials from us and let your creativity shine through.

Embro Jewelry Co.
Dept. P

ATTENTION—ALL BUYERS

Presbyterian Church, and the Holyoke Women's Assn. We are presenting at this time a most exciting opportunity for the ladies of the Holyoke area. The proceeds from this special event will benefit a local charity. Join us on [event date] at [event location] for a night of fun, food, and live music. Don't miss out on this unique opportunity to support our community. Tickets are available now. For more information, please contact [Contact Information].

Collect and Grow Rich!

HARRY MAHREN RING CO.
305 Fifth Ave. N. Y. T. 18 N. Y.

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According to 15 U.S.C. 1181 et seq.

Title: The Billboard

Published at Chicago, Ill.

Walter H. Lewis, Publisher.

Incorporated under the laws of Illinois

Volume 75

No. 44

January 4, 1948

The Billboard

CIRCULATION

Subscription Price

$8.00 a year

Address Communication to

The Billboard

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305 Fifth Ave. N. Y. T. 18 N. Y.
Pipes for Pitchmen

By Bill Baker

GILLETTE JOHNSTON ... and W. G. Barnard scored with the Vila-Mix deal at the International Women's Exposition, New York, and the Hobby Show, Philadelphia.

Who is beginning to enjoy a holiday of profit?

FOLLOWING ... a click stand at the Pet Parade, Detroit, Alaska, Lee Bradley and Clem Baker left for the Royal Stock Show, Kansas City, Mo., where they plan to work their booths.

GORDON BLISS ... worked pastry sets at the International Women's Exposition, New York, and the Hobby Show, Philadelphia, to successful results.

Winter sport: Planning on dates: we never get.

RUMORS MAKING ... the rumor in Milwaukee have it that Al Rinehart is headed for the army.

IRENE LORITZ ... and Hilda Wegner are working at the F. W. Grand store in downtown Milwaukee.

Best way to close a town is to knock it instead of boosting.

SALES ON THE JY-RO

For exceeding our original estimate;

Un atrocities Sales Appeal in Glazing Colored Points on a Scanned selling display card. Results for only .50. Packed 4 dozen to carton at only 2.50 each, f.o.b. Kankakee. (Jobbers and distributors, write for quantity prices.)

MILES SPECIALTIES

KOKOMO, INDIANA

Solo Distributors East of Rockies for this

JY-RO

OFFICIAL JOE LOUIS RING

MILLIONS OF FIGHT FOLLOWERS WAITING FOR THIS HOT ITEM

The only jewelry endorsed by the Champ. 
No competition—this is exclusive.

For every man, woman, and girl wants one. 
Beautifully sculptured likeness of the American boxing idol, flanked by miniature boxing gloves.

SALE'S ORIGHT

JESS STEEL solid 18-8 nickel chrome—

the ring with a ring—guaranteed forever

All sizes—6 to 14.

Sold by hundreds in carnivals, festivals, side shows, etc., all sport events.

Supersophisticated photo available for sales promotion. 

Petals sales display card FREE.

Pitchmen, concessionaires, retailers, agents, 

DON'T MISS THIS!

25c or more with order, balance COD.

PETE ALLEN, PROMOTER

Exclusive Distributor

338 N. Michigan Ave. 

CHICAGO 1, ILL.
SALESBOARD OPERATORS
PREMIUM USERS
ANOTHER SCOOP
COMBINATION END TABLE
AND BRIDGE LAMP
Finished rich old Maple, complete with aloe, pocket and pinnock.
Size overall, 55 in. high; depth, 18 in.; width, 6 in.
Packed 2 in carton, weight 57. Priced low at $38.95, 5/3 in lots of 25 or more.
2% deposit, balance C.O.D. F.O.B. Newport, N. H.

PROFILE WOODCRAFTERS
22 ASH STREET
NEWPORT, N. H.

SALESMAN'S OPERATORS
PREMIUM USERS

ANOTHER SCOOP
COMBINATION END TABLE
AND BRIDGE LAMP
Finished rich old Maple, complete with aloe, pocket and pinnock.
Size overall, 55 in. high; depth, 18 in.; width, 6 in.
Packed 2 in carton, weight 57. Priced low at $38.95, 5/3 in lots of 25 or more.
2% deposit, balance C.O.D. F.O.B. Newport, N. H.

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2% deposit, balance C.O.D. F.O.B. Newport, N. H.

PROFILE WOODCRAFTERS
22 ASH STREET
NEWPORT, N. H.
SALESBOARDS

SALESBOARD SIDELIGHTS

Irv Sax, Consolidated Manufacturing Company, Chicago, and Mannny Guttermann, Harlich Manufacturing Company, Chicago, have just completed a successful flying trip down the West Coast. Both, admitting to being very "competitive" competitors, played gin rummy as they flew 13,000 feet over their potential customers. Irv reports Manny proved to be the card champ. Both taking the title to being top board representatives, too, and are contemplating making a longer trip together in the future. Accompanying the boys on a portion of their jaunt was Al Greensberg, Allied Distributors, Portland, Ore.

November is birthday month at Peerless Products, Inc., Chicago. Irv is listed as vice-president, has a 16-year-old sister: his son, Al, chalked up a birthday Wednesday (24), and the sales force, after decorating his son's nursery, celebrated his son's birthday. No Board business, however, was going right along over at Peerless, with production and board variety offering ample opportunity for vitamin consumption.

Irwin and Mort Siegel, Secore & Siegel, Chicago, went separate ways on a three-day trip this week, both expecting to be back at headquarters Wednesday (24). . . M. (Dick) Hitter, M. R. Hitter Company, Ellington, Conn., who is a board manufacturer's representative these days. Dick has a thorough background in the business, from the manufacturing level (as general manager for Bork Manufacturing Company) when he had charge of purchasing, production, sales, and as president of Richard Trent, Ltd., firm specializing in merchandise boards, to the operating phase, when he was an operator himself.

Gardner & Company, Chicago, treated all its employees, plant and office, and all skills, to a Christmas dinner Wednesday (24) with all the trimmings. "Big load was held in the dining rooms and many of employees was as stuffed as the proverbial holliday turkey, when the tables were cleared, officials report. Missing the big dinner was Sales Manager Charles Hutter, who was elected chairman of California earlier this week and then hit Colorado. He is due back in Chi this week.

HALT POT SHOTS

(Continued from page 87)

who have done and are doing much for roller skating as a whole; therefor they cannot be blamed for trying to fuse the two incompatible elements, it seems to me that for the present, at least, it is in our best interests to continue to operate as two independent units, where we can avoid the friction between these individuals. But, instead of spending all this energy and publicity in calling each other names, it would certainly be to our mutual advantage to divide ourselves into two separate bodies, we cannot get together on movements which are useless for our common use, for the present national advertising program is just a two instances of what can be accomplished by our united efforts. There are many others, each one more reduction, for all of them are each fighting, but fighting separately. As a well-backed unit, we might be able to accomplish something.

It is my belief that the sole purpose of organization is to accomplish by united effort what the individual cannot accomplish for himself.

Mr. Martin quotes the absurdity of bringing together the American and the National leagues in baseball. I made this comparison in an article in The Billboard many years ago, at a time that I was with the base- ball. At each contest, our separate championships at the present time, then at the end of the season has the champion in his particular category, the two of the best teams to determine the true national champion. We should not make the amateur the football between the two organizations, but if we were to bring the same kind question, we would like to bring a comment on this subject from other operators and from the amateurs themselves.

Squabbles Undignified

But at all events, I plead for the consideration of the child matter in the public print. It is petty and un-

gifted. It breeds ill feeling between two of the members of the two organizations, who, without knowing either the facts or the individuals involved, feel obliged to take sides because of membership in one organization or the other, while the independent operator is reluctant to associate himself with either because he does not want to get involved in their brawls.

Like Mr. Martin, I am both an operator and a supplier of a product designed for rink use, so that I meet many operators, attached and independent. I feel that I have many friends among operators of both associations, and I sincerely hope that both of them and Mr. Martin, and Mr. Schmitt, but everywhere I find the same feeling. Either the operators or the manufacturers rig about it, or he will carefully avoid all mention of organization activities in order to keep from stepping on my toes, if he happens to be a member of the rink. If an independent, the operator is just disgusted with the whole thing and wants no part of either outfit, a state of affairs which loses both organizations many desirable members.

I should like to see each organization set about acquiring a strong membership list, producing in publicity of that organization itself, and not by stressing undesirable personalities connections with the other. I should like for the cooler heads of each organization to get together as often as possible and try to work for the good of the industry as a whole.

It has EYE appeal
It has SURPRISE appeal
It has SALES appeal

MUSIC CIGARETTE LAMP

Decorative lamps for Cigarettes and Music

Beaut metal SHADE and BASE are matched in beautiful color schemes. 8 in. High. Each...

PRICE $5.95 EACH

Packed 6 to a shipping carton.

Terms: O. D. R. New York, 1 1/2 days to well rated firms. Others cash with order. Net $5.00

JOBBER: WALES for quantity price.

SENSATIONAL SAVINGS on bulk orders for Sales Card Premiums

FREDMORR CO. 110 W. 42nd St.

SALESBOARDS AT SLASHED PRICES

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December 4, 1948

The Billboard

SALESBOARDS

Original UNIVERSAL JAR-O-DO PRODUCTS

- BINGO TICKETS
  - 1000 Size $.20, 2500 Size $.10
  - 1200 Size $.25, 500 Size $.15
  - 1250 Size $.25, 500 Size $.15

- RAKE COIN 
  - 1200 Size $.25, 500 Size $.15

- WARD COIN 
  - 1200 Size $.25, 500 Size $.15

- Yardy Dollar, 2220, 8/1, Blended
  - 2500 Size $.15, 1250 Size $.10

- Grade A, 1200 Size $.25, 500 Size $.15

SALESBOARDS

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SALESBOARDS
First Annual Roll Call

A census of any business is a difficult job to undertake—and a census of the coin machine industry is doubly difficult because the industry is composed of so many small companies which have no direct contact with each other. But with this issue, The Billboard breaks its first annual coin machine roll call to be the first comprehensive drive to reach and classify every member of the industry.

This week and for the next three weeks, letters will be mailed to names on hundreds of lists furnished by the industry's leading manufacturers and distributors. The big job is to find out who is an "active" member of the coin machine industry and whether that member is an operator, distributor, manufacturer or in an allied business.

During the past three years, thousands of newcomers entered the coin machine business. Many made the grade and are now successful and well-connected. They dropped out of the field, however, and many business failures have occurred. Because of the checking of the scores of lists on hand would be too time-consuming, we are having to institute a co-operative plan to collate scores of lists on hand, readers are being offered at a special subscription rate for The Billboard.

The project, then, is to catalog the thousands who are active. You may receive many letters requesting that you enroll yourself and name a member of the coin machine industry. Because the job of checking the scores of lists on hand would be too time-consuming, we are having to institute a co-operative plan to collate scores of lists on hand, readers are being offered at a special subscription rate for The Billboard.

Return the first letter you receive or fill out the handy coupon to be found elsewhere in this issue.

CM Tax Collections Decline in October

WASHINGTON, Nov. 27.—Coin machine tax collections in October were $145,688 below those for October, 1947, Internal Revenue Bureau reported this week. Despite the decline, collections for the first quarter of the 1949 fiscal year were $811,577 ahead of those for July-October, 1947. October collections were $618,533 as compared with $763,211 for October, 1947. Cumulative total for July-October was $16,135,770 as compared with $15,272,198 for the same period in 1947. October collections from the cigarette levy were only $109,679,961, as compared with $109,855,037 from October, 1947. The cigar tax brought in $4,292,652 as compared with $4,908,921 for the previous October.

CMO ON NATIONAL BASIS

Org Will Rep All Operators In Washington

To Appoint Director

WASHINGTON, Nov. 27.—Hiram De La Vex, president of the Coin Machine Operators Association (CMOA), announced his decision to expand its membership to include all operators within each state. The CMOA will expand on a national basis to provide active representation for all classes of operators—junk, venders, amusement games, scales, gambling, etc.

CMOA will establish national headquarters in Washington with permanent staff to handle the organization. An executive director is to be chosen at a meeting to be held at the Hotel Sherman, Chicago, in conjunction with the Coin Machine Institute (CMI) convention January 17-19. Organized in 1940, CMOA became active some months ago. At a meeting Monday (22), members decided to launch "the unprecedented expansion," De La Vex said, according to the CMOA president, the group (See CMOA Expands on page 88).

Stop Seizure Of Gum Mchs. In N. Orleans

Grant Op Injunction

NEW ORLEANS, Nov. 27.—A permanent injunction restraining the city's law enforcement officers from seizing or destroying gum machines owned by Leonard Jacobs, was granted here Tuesday (28) by Judge T. H. F. R. The police had maintained that the machines were table model bells. According to Jacobs, the machines offer to 2 to 20 free plays and do not pay off in tokens or money. The judge ruled that the public interest of playing off his free games.

Judge Hall had refused to grant a temporary injunction on October 8, when no preliminary injunction against seizure or interference with machines by the police or the district attorney's office. Court attached the usual material injunction was denied by the City Court.

A permanent injunction was granted to permit an early decision by the State Supreme Court.

SF Locations

Report Play, Interest Gain

Scoreboards, League Help

SAN FRANCISCO, Nov. 27.—The shuffleboard business, which got its baptism of fire in major locations both here and in Los Angeles several months ago, now appears to be leveling off, according to a survey of conditions completed here this week.

Greeted as a "soothing syrup" to ease the headaches of local distributor in early spring, the business has grown at an accelerated rate thru the introduction of new lines, which forced the adaptation to coin operation by completely and semi-automatic scoreboards, and also increased public interest by formation of organized teams and leagues.

Most distributors estimate 3,000 boards have been set up around the Bay area, mostly tavern type spots. They claim that players have shown keen interest in the game, particularly in Berkeley. In some instances operator-interest in the shuffleboard has fallen off. For, while visitors to showsrooms are numerous, the operators are not buying in all instances where such exists in most fields at this time. Distributors look for this situation to improve soon.

The operators of spots where the (See SHUFFLEBOARD on page 93)

Twin Cities Ops Now Okay Shuffleboards

Have Helped Music, Games

MINNEAPOLIS, Nov. 27.—Worry that the advent of shuffleboard would serve as a deterrent to juke box and pinball play has all but evaporated. Operators who took on shuffleboards, albeit reluctantly "just to locate the locations some of the operating business," are singing high praise for the big boards.

"We find that shuffleboard is having a very good effect on juke box play," said Alan S. LaBeau, director of Novelty Sales Company, distributors of Rock-Ola boards and phonos. LaBeau, in addition, also joining the new game, operates a few, too, and reported that the juke box gross has been up in those locations.

"There is a growing tendency to have music playing while competing on the boards," By Greenstein, of Hy-O Music Company, Chicago Coin Company Shuffle-King distributor, explained.

And Greenstein to make such an assertion is almost a complete turnaround, because he was one of the early few who opposed the new game. (See TWIN CITIES OPs on page 95)

Bacon Named To Key Post At Rock-Ola

Two Others Appointed

CHICAGO, Nov. 27.—Rock-Ola Manufacturing Corporation has appointed W. L. Bacon vice-president and general manager of O. D. Jennings & Company. Bacon joined that organization in 1941 as assistant to President O. D. Jennings (The Billboard November 12). Previously he held executive and administrative posts with Montgomery Ward, Acme Rotary Brush Company and King Woodworking Company.

And with Northern Illinois University, Bacon is vice-president of the Chicago chapter of the Society for the Advancement of Management, and a member of the Judicial committee of the Illinois Manufacturers Association.

Other appointments made by Rock-Ola include L. C. Nason, general plant superintendent and Carl A. Carlson, as general woodworking superintendent.

Brauns has been with Rock-Ola for five years, recent growth in production management capacity. Before joining the firm he was plant superintendent of the Nason's Granite City, Ill. plant; chief of inspection at Wilson (See Bacon to Rock-Ola on page 95)
Court Rules Against Ops in Oklahoma

Pin Games Involved

OKLAHOMA CITY, Nov. 27—The down-again, up-again pinball situation in the Sooner State took an unexpected turn here this week when, after a year of legal operation, the Criminal Court of Appeals upheld a conviction of an operator for operating a pin game in Custer City. While the ruling does not mean that all games are now illegal (further appeal will undoubtedly be made), the case was considered a test for all operators in the State. Pin games had been legal in the Sooner State since 1928, but were returned last year as a result of a new court test.

Judge Dick Lee, who handed down the decision Wednesday (24) in the case of Pin King, working operators in Blanch, Custer and Dewey counties, pointed out that it was illegal to operate pin games played only for amusement.

The decision caught the city clerk's office by surprise, as hundreds of operators had been issued half-year license fees from local operators. There are about 600 games in the city. The license fee is $10 a year or $8 each six months. It is provisioned that such fees will be refunded to operators who are paid up if the game is determined to be an amusement machine in the city has been estimated at $120,000.

"In 1928, when Oklahoma law, amusement has been defined as a thing of value, such operators declined. "It is true that for each coin deposited in the machine the player receives the same number of balls or tokens, there is not a uniform score received by each player. It is apparent the player receives compensation for each coin deposited. Hence, the amount of amusement to each player is not uniform and always the same. It varies with each coin. He can win more amusement, that is, his score, if the goddess of chance smiles upon him at the right time. Moreover he would strike the correct bumpers on the machine."

Lynco Launches Distribution on New Wurl-a-Ball

DETROIT, Nov. 27—National distribution of Wurl-a-Ball, a new streamlined amusement game, was launched this week by the Lynco Coin Machine Company here. The firm's new product was developed as a result of the good showing made by the various machines on the market in the local territory where this type of game has long been popular in the type of amusement game.

This is the first machine to be placed on the national market by Lynco, organized two years ago, although a number of new machines have been brought out for limited distribution. The Wurl-a-Ball is equipped with a mechanism which reduces the cost of maintenance of the machine. It is an (1)-foots, 2-inch model, and can be moved easily in and out of whatever location. The rings on the playing field are made of white rubber, and the shoulders are adjustable, allowing control of the scoring according to the needs of the location.

Iowa CM Biz Looking Up

Calendar for Coinmen

November 30—National Automatic Merchandising Association (NAMA), Region VII (Minnesota, North and South Dakota), Gen. Coun., E. Leach, chair, Minneapolis, Minn.

December 12—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.

December 13—National Association of Popcorn Manufacturers (NAMP), meeting, Chicago.

January 17—Coin Machine Institute, Inc. (CMI), annual convention and exhibition, Hotel Sherman, Chicago.

Form New Operators' Ass'n for West Virginia Coinmen

BLUEFIELD, W. Va., Nov. 27—Formation of a new State-wide organization has been accomplished here this week, with membership open to operators of vending, music and game equipment. Called West Virginia Coin Operators' Association (WVCOA) the organization held its first meeting November 15. Officers were elected and by-laws prepared.

Col. W. H. Ballard was elected president, with Max Carpenter vice-president and H. H. Massey treasurer. Board of directors will be elected at the group's meeting December 1. Charter members were the new organization number 11, informal. Officers.

Colonel Ballard, who is also head of the local Moose lodge and an attorney, said that meetings will be held on a weekly basis until membership is substantially increased, at which time regular monthly meetings will be scheduled. With State-wide representation among its members, association headquarters will be moved to Charleston, the State capital.

Ballard told The Billboard that the primary purpose of the group is promotion of fair-trade practices, with meetings of operators expected to result in all-around general improvement in operating procedures.

An official emblem of the group is a coinized monogram which is affixed to members' equipment. Blue and gold (State colors), it carries the slogan: the State's Original Legend: Member of the West Virginia Coin Machine Operators' Association.

Nat'l Rejectors Service Comp'y in New Office

NEW YORK, Nov. 27.—The National Rejectors Service Company of New York completed its move to new headquarters at 440 West 59th Street this Monday (22) and at the same time announced addition service facilities for customers in the East. In conjunction with the move, the firm has advertised it has afforded the company approximately six times as much floor space for the entire office and workshop rooms and is expected to operate with the Pre-War operators again, declared Charles Lipton, top executive. The former location on West 36th Street was too small for the present needs.

Larger stock rooms will accommodate complete interchangeable parts as well as new components said Lipton. And full facilities are on hand for doing conversions and repair work.

The firm sends representatives out in the field to give on-the-spot instruction to operators and servicemen using National Rejector equipment. These reps are available on immediate call to handle special equipment problems according to Lipton. Territory served by the company is from 10 Eastern States from Maine to Virginia.

N. Y. State Ops To Elect Execs

SYRACUSE, Nov. 27.—Permanent officials of the New York State Machine Dealers' Association are to be elected at the next meeting of the body, scheduled for the Syracuse Hotel Thursday (2), Joseph A. Cappell, temporary chairman, announced this week.

Organized last month (The Billboard, November 9), the group set as one of its main goals the redrawing of Section 823 of the State's penal code. As now written, the statute has been interpreted as banning operation of novelty games in the State.

Yank Gets Plant For Sub-Assemblies

NEW YORK, Nov. 27.—Refco Corporation, long-time subcontracting electrical work for coin machine and other manufacturers, has taken over a building at 460 White Plains Road, M. J. Simon, president, reported this week. The firm specializes in cable harnesses, resistor board assemblies, switches, cables and other sub-assemblies.

Refco Gets Plant For Sub-Assemblies

Juke box receipts are about the same throughout the State, with rural spots reporting that business was bad this summer. Operators working in cities and spots were off below pre-war levels in the State, and the levelling off appears to have taken place; the farmers have most of their crops in and the State's fiscal problems are now being spent on other areas will follow in succeeding issues of The Billboard.
**Stoner Unveils New Coin Unit**

**OAKLAND, Calif., Nov. 27.—** If you happen to be in Ohio this week, and happen to go out to the airport, don’t be alarmed if the new all-black vender at the airport is making enticingly gardenia or camellia. You can still smell what you’re whacking because you will be looking at the first corrosion vender, developed by Frosted Food-o-Mat, Inc., Oakland.

J. L. Harris, sales manager for Frosted, told The Billboard that the test model of his company’s corrosion vender would be ready to go out on location sometime next week. The vender sells packaged cures—four different varieties—for 50 cents.

Frosted Food-o-Mat also has a six-flavor ice cream vender which, he says, is urgent enough to handle any ice cream package from a cup to a bar or a ball. Equipped, as is the corrosion machine, with a National coin mechanism and coin changer, the unit can be set any price up to $1 and will return change.

For testing this six-flavor ice cream vender (described in detail in The Billboard, May 1) is nearly complete. His firm says it was designed for the firm expects to get into production shortly. The machine, with a list price of $2,995, will be sold to independent operators, thus distribu-

ting to a select group of cream companies.

Meanwhile, Frosted is certain that its corrosion unit will prove to be the touch that’s needed in flower merchandising. Working with a California nursery, Frosted has developed a special package for the cures, intending eventually to market the machines to wholesale florists for installation in such transit locations as airports, bus and rail terminals.

The corrosion machine will sell for approximately $500, is 23 inches wide, 75 inches high and weighs 350 pounds. It has a capacity of 25 boxes cures—21 in each of four vender columns.

Finished in black for contrast, the vender carries the corrosion behind glass panels which are lit by fluorescent tubes. Flavors are kept cool by a 500 cubic foot refrigeration. At the outset, Frosted intends to lease (See Frosted’s Corrosion vender on page 38)

**Stoner Unveils New Coin Unit**

**OAKLAND, Calif., Nov. 27.—** Increased selectivity and flexibility to allow candy operators to handle dime merchandise are the twin ideas behind a dual coin and change-maker announced this week as optional equipment on the Stoner Manufaturing Corporation’s Unvendor line.

Bill Gladding, the firm’s general manager, said the new unit was designed after a survey of surrounding and pricing problems indicated a need for a machine which would allow customers to select and price merchandise.

Developed as an accessory unit, the mechanism accepts nickels and dimes for 10-cent items. It vend nickel items from the same selective mechanism, requiring a nickel change when a dime is deposited for a 5-cent item.

Gladding said he expects the unit will boost the impulse sales of dime merchandise as well as increase the sale of nickel items. Combining the selectivity of a coin vender with a dual price selection on a multiple-"item merchandise will, Stoner declares, enable operators to increase over-all sales volume.

Beginning December 4, the firm’s distributors will ask its operators to specify whether or not they desire the dual coin change unit.

A price for the unit has not yet been set (See STONER UNIT on page 89).

**New Stewart Juice Vender To Be Leased to Operators**

**GREENWICH, Conn., Nov. 27.—** A coin-operated canned juice vender that will be leased to operators rather than sold outright to be introduced by Stewart Products, Inc., soon. It was learned here last week that the machine will be leased to operators.

The machine will be unveiled at the National Automatic Merchandising Association (NAMA) show next month at Chicago. Stewart, according to Charles B. Stewart, president, vice-president and sales manager.

With a capacity of 500 six-ounces cans, plus an additional 50 in pre-


cool, the vender is comparable in size to the current 800-ounce machines, but is 50 percent faster. A vender to be operated. The customers open the coin slot and then the cines are removed. A customer can then get his choice of the machines. The machines will be offered to franchise operators on a three-year lease basis. According to the rental plan now being set up, a fee of 30 cents per machine will be charged. Florida packing interests are involved in promotion of the vender.

**Walkin’ Shoes**

**CHICAGO, Nov. 27.—** When you’ve finished your round of exhibit visits at the 1948 NAMA convention, to be held December 12-15 at the Palmer House here, you should set off for the last walking half a mile.

George M. Seaman, general distribution manager for the Federation of Non-Franchised Vendors, Inc., added, “We tell our visitors that a 1944 show will be bigger and better than the last year’s show in the two-floor show measure 2,600 feet, just 480 feet short of half a mile.”

**Electronics Devices Tests 2 Machines; Distribut Records**

**CHICAGO, Nov. 27.—** Electronics Devices, Inc., here, manufacturer of the world’s first coin operated and "Listen- ing Post" for sightseers at airports, has been appointed distributor for Wilcox-Gay Company’s Recordio.

The firm will cover Illinois and Northern Indiana. It is the seventh new distributor announced by Wilcox-Gay during the past month in the firm’s expansion program, designed to obtain national coverage.

A. W. Wilcox, president of Electronics Devices, reported that his company has introduced its new radio-prepared telescope, Terrestrialoscope, during the Railroad Fair here this summer, is also preparing to produce a device, called Listening Post, for airfield installation. The phonograph permits the airfield vicer to “listen in” on conversation and instruction between the airfield’s control tower operator and the pilot.

The Listening Post has been ordered by the Chicago and New York airports, and is due for permanent installation next spring at airfields in Los Angeles, Washington, Cleve-

dale and Cleveland. As an additional feature, the listening post unit, will be operated by Electronics Devices, and not sold.

Firm’s telescope will be offered for outright sale thru regional distributors in the near future.

**Hires Offers 8-Oz. Bottle For Venders**

**PHILADELPHIA, Nov. 27.—** The Charles E. Hires Company has announced that a new nickel eight-ounce bottle, market tested thru con-


cessionaires since last spring, is being sold thru venders operated by its own plants and franchised bottlers.

J. W. Riley, general manager of firm’s franchising division, states that this will be the first in a series of new size bottles. The move marks the second such by a large bottle producer this year: Pepsi-Cola introduced a vend-size, eight-ounce bottle last summer.

The new small bottle, unlike firm’s 12 and 25-ounce bottles, is available at wholesale only, and will not be sold thru retail outlets. Riley said that the 25 Hires owned plant operators, the first to place venders, with more requests for permission to operate the un-


coming daily from the remaining 50 per cent of the franchised firms.

Bottlers carrying the Hires drink only are using single flavor machines, manufacturer’s Steel Products, Chicago Heights, Ill., while bottlers handling other brands in connection with Hires are bottling operating two flavor machines made by General Vending Machine Corporation, Chicago, and American Vendors, Inc., Los Angeles.

Bottlers operating under the new vender set-up have been encouraged, and it is ex-


tepected that the new program will be in effect within the 30-day period of next year. Riley declared that while automatic merchandising was a new field for the parent firm, the "soda pop" bottles, sales and over-all stimulus medium should be a highly successful undertaking.

Hires has planned to include a bottle and cup vender in a display at the NAMA exhibit in Chicago De-


cember 12-15, in keeping with its new role in the drink vendor field.

**NAMA To Open Registration Booths Early**

**CHICAGO, Nov. 27.—** C. S. Darling, executive director of NAMA, announced this week that early arrivals for the 1948 convention and exhibit at the Palmer House here, December 12-15, will be spared a wait in line in order to obtain their registration cards. Registration booths on the fourth floor corridor will be open Saturday evening, December 11, from 7 to 10 p.m.

Darling stated that advance regis-


tations for the 1948 meet indicate an even greater interest than the 1947 total of 4,000. The large number of arrivals planning to arrive the day before the exhibit opens resulted in the registration facilities being opened on Saturday night.

**Announce New Coin Changer For C-8 Mach.**

**NEW YORK, Nov. 27.—** A new changer, specially designed for use with the Electro cigarette vending machine, will be available to operators in 30 to 60 days, Lew Jaffe, vice-president and general manager of the Eastern Electric Vending Machine Corporation, announced this week.

The new changer, which will list at $10, may easily be installed in all existing C-8 machines, according to Jaffe. It is in line with the company’s policy of introducing modifications to types which will not make previously-delivered models obsolete. A solenoid driver is the only tool needed for the conversion, he said.

Full production models of the changer will include the changer as optional equipment.

**Pooch Parker**

**GLENDALE, Ariz., Nov. 27.—** A dog’s parking meter was discovered here last week when a local youth tied his dog to one of the Glendale, Stoner’s salesmen.

"I just didn’t want to break the law," the lad explained. Motorists, however, didn’t look too kindly on use of the meters as pooch parking.
Few Candy Firms Changing Pricing Methods, Says NCA

CHICAGO, Nov. 27.—Few candy manufacturers have changed their methods of pricing as a result of the Supreme Court's recent cement case decision involving basing point pricing, but candy manufacturers would adversely affected if that decision means eventual discontinuance of freight absorption. Philip P. Gott, president of National Confectioners Association (NCA), made those statements here Monday (22) following a survey conducted among candy manufacturers. NCA made a national survey of the candy manufacturing industry as a result of a general request made by the Cephas committee urging businesses, thus trade associations, to submit data on their industry's freight policies. The candy association commented this week that bar candy, confectionary dime specialty, package and penny goods are usually sold on a freight absorption basis, but bulk goods is predominantly f.o.b. plant.

Majority Opposed

Majority of the candy manufacturers, the NCA survey disclosed, are opposed to any legislation which would require that candy be sold on the f.o.b.-plant basis. Majority of the candy manufacturers favor legislation which will not: (1) Prohibit sales at uniform delivered prices; (2) prohibit sales at delivered prices in which the seller absorbs part of the freight.

Queried on their pricing systems, 134 manufacturers participated in the survey, 157 manufacturers, however, said they had made no change in their pricing arrangements following the recent cement case (basing point) decision. The candy manufacturers were almost evenly divided between one group, which believes elimination of freight absorption would affect their business adversely, and another group who felt either that elimination of this practice would be beneficial to them or that they were uncertain what the effects would be.

Hardships Cited

Sixty-four firms were certain eliminating freight absorption would work a hardship on their companies. 21 companies look on elimination of freight absorption as a favorable move, but 41 have not yet made up their minds.

Commenting on this phase of the basing point decision, NCA noted that candy manufacturers tend to gravitate to certain specific areas. For example, the association said, the North Central area represented the center of the bar goods business with 62.3% of the bar manufacturing volume in that area; while the Southwest territory is the center of the packaged goods houses with 74% of the houses represented.

In that all sales are made on the f.o.b.-plant basis, NCA reported that candy manufacturers generally believe a return to f.o.b. plant pricing would decrease competition in the candy industry.
Gov't To Continue Probe Of Basing-Point Prices

WASHINGTON, Nov. 27.—Sen. Edwin G. Johnson (D. Colo.), who will become chairman of the Senate Interstate and Foreign Commerce Committee when the 81st Congress convenes January 3, is planning to keep intact the program of investigation launched by the subcommittee on trade policies. The latter committee is pushing an investigation into basting-point price systems.

Delay Contracts For N.Y. Subway Cup Vender Deal

NEW YORK, Nov. 27.—Contracts for long-term operation of cup venders in stations of the New York subway system will not be let until January 30, at the earliest, it was disclosed by the board of transportation this week.

More than 100 venders have been placed in the stations during the past summer under terms of an experimental program supervised by the board. The test period will end November 30, but it was indicated at the board that requirements for the long-term contracts have not yet been completely worked out.

It is also known that operators participating in the program urged extension of the test beyond November 30, so that earnings of the machines in cold weather can provide a guide for bidding. During the summer the venders grossed more than an average of $900 each per month (The Billboard, November 6).

and is particularly interested in the effects of governmental regulation and policies on private industry.

The subcommittee on trade policies is now headed by Sen. Horace E. Capehart (R., Ind.), who will be suppleinented in the committee chairmanship by Senator Johnson himself when the Democrats take over control of the next Congress. It is anticipated that Senator Johnson will continue the policy already created for the subcommittee by Capehart.

The subcommittee has been outspokenly critical of Federal Trade Commission regulations governing basting-point price systems. The subcommittee will wind up the current phase of its hearings on the issue November 2.

The subcommittee's advisory council, comprised of representatives of industry and government, will stage a two-day meeting here December 16 and 17. The advisory council is expected to study at that time a preliminary report on evidence submitted at the first hearings on the basting-point price issue, and make recommendations on a course of future action. It is seen likely that further hearings will be held.

H. Forester Leaves Johnson Fare Box

CHICAGO, Nov. 27.—H. E. (Tom) Forester, sales manager of Johnson Fare Box Company's vending division, resigned his post Tuesday (23), it was announced this week.

Forester has purchased a cocktail lounge on the city's North Side which he will open next week.

N. A. M. A. 1948 CONVENTION AND EXHIBIT
DECEMBER 12-15 PALMER HOUSE, CHICAGO

EVERYBODY'S COMING!
FOUR GREAT DAYS OF BUSINESS AND ENTERTAINMENT . . . . HALF A MILE OF EXHIBITS . . . . SPECIAL PROGRAM FOR WOMEN GUESTS

Come... see what's new in vending machines, products and services. Attend the business sessions and learn how other successful vending men are becoming "more successful."

NATIONAL AUTOMATIC MERCHANDISING ASSN.
Highway Steel Offers Vender To Indie Ops

CHICAGO HEIGHTS, Ill., Nov. 27.
Highway Steel Products here reported this week that in addition to supplying its single flavor bottle vender to 7-Up and Hires company bottlers, the machine would also be made available to independent operators. T. J. Smith, sales manager, declared that current production of 26,000 units a day could be upped to a maximum of 100 a day if the steel supply permitted.

The unit, called Highway Bottle Vender, has a 98-bottle capacity when six-ounce size is used, 72 in vending compartment and 26 in pre-cool.

LUMINOUS CHARMS, SKULLS and RINGS
that Glow in the Dark!
Non-Toxic, Sanitary and Harmless

SPECIALISTS

FOR

GREAT PROFITS

in VENDING MACHINES and PACKAGES

ask for ZALOOM'S

3 STAR "BUDS"
PERFECT!
No outside skin, no shrivels. The finest and tastiest Selling Grade of Pistachios. Packed in 5-lb. cans to a carton.

"WHITE BUDS" with the pure, thin, white salt coating.

"ROSE BUDS"—with the pure, certified, attractive red color.

DELICIOUSLY ROASTED & SALTED
RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES
WRITE US TODAY

ZALOOM'S

Pistachio Nuts

JOS. A. ZALOOM & CO.
America's Original Mixture in Roasting and Salting of Pistachio Nuts
8 JAY ST. NEW YORK 13, N. Y.

FOR SALE

Drink Vending Machines, THIRST QUENCHER
300-Cup capacity, reconditioned, ready for installation. Write:
SYRACUSE BEVERAGE VENDING CO.
611 S. BEESCH ST., SYRACUSE 10, N. Y.

NOW!
LEON "HI-HO" SILVER'S SELECT CALIFORNIA ALMONDS
Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of the World," under licensed workers. Write:
ROLAND S.FE. Sales Mgr., LEON "HI-HO" SILVER, INC., 260 HAYES ST., SAN FRANCISCO 3, CALIF.

INSURE YOUR INCOME WITH ALKUNO 5¢ VENDORS
for Cane, Candy, etc.
COLUMBUS—Bulk Vend Vendor, TRIMOR and TRIMOR
Write for information and prices.

LAVOIE & HILLMAN, INC.
2 E. MAIN ST. Member of C.C.A.
Kinston, North Carolina

ATTENTION—25¢ & 30¢ CONVERSIONS
Dime conversions. Guaranteed Parts. Silver Quarter or combination Nickel. Expert Workmanship. $8.50 for Silver Quarter conversion. ALSO 36¢ CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

CIGARETTE MACHINES WITH SILVER QUARTER OPERATION

SPECIAL $65.00

CANDY MACHINES

SPECIAL $100.00

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET
EVERGREEN 7-4568
BROOKLYN 11, NEW YORK

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET
EVERGREEN 7-4568
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SILVER KING CORP.

622 Division Plz.
Chicago 14, Illinois

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SILVER KING CORP.

622 Division Plz.
Reconditioned POP CORN MACHINES

All machines used very short time and completely reconditioned.

Write, wire or phone us NOW for particulars.

ARNOLD KYCE
AT
KYCE MOTORS
17 S. Cleveland St.
Memphis 4, Tenn.

Supplies In Brief

(Continued from page 82) represented a 100 per cent increase over millings for the previous October. Production of shelled edible peanuts was also high, with a total of 140,000,000 pounds having been milled during September and October. For the same period last year production was 90,000,000 pounds.

Peanut consumption during October was largely in the form of peanut butter, with about 20 per cent of the edible peanuts going for that purpose. Confectioners took 28.1 per cent as compared with 25.5 per cent in September and 25.2 per cent in August. Confectioners also took 10.4 per cent of the total peanut butter consumed in October as compared with 11 per cent in September and 10.1 per cent in August.

MILADY’S CORSAGE

(Continued from page 82) concentrate its activities on airports to gain much-needed experience in the pilot’s reaction to the corsage machine.

Whole sale florists will eventually be offered the machine complete with a specially developed package which keeps the flowers in top-notch condition as well as allows the customer to inspect the product.

STONER UNIT

(Continued from page 82) been increased, but the manufacturing company declared it "would not add materially to the cost of the machine."

New unit replaces the usual cola plate, from which it differs considerably with the keeping the basic Vendar principles.

VENDOR VENDORS

LOW PRICES on QUALITY VENDORS!

FRESH ‘14 HOT—Popcorn Dispensers, not
used! operates! Nearest on market!

Derby "Racer" 1x1 Candy, Hot and Gum
Vendors with free home case included.
KO-PA-KA "Packaged" HOT NUT Dispensers—no coils operation—unpatented ribbed rolling-flame effect.

TWIN BOWL Unit 5d HOT NUT Vendor.
15g 5c Cold Operated Hot Popcorn
Vendors. Both floor models and counter
models. Complete—Value.

WRITE FOR DETAILS on machines you're interested in—No use experience.

CEBCO
PEORIA, ILLINOIS

THE "CHALLENGER"
THREE MACHINES IN ONE
$10.00 $5.00 Weekly

TROPICAL TRADING CO.
710 W. Madison St.
Chicago, Ill.

BEFORE YOU INVEST INVESTIGATE!

There is a Northwestern machine to meet all your needs. They're built for success opening. Domestic manufacturers are all in the same boat—selling machines. We are factory Headquarters for Northwestern machines in the U. S. A. Your next activity will be us give you full details on all the popular Northwestern models.

USED MACHINES—GUARANTEED

YOUR MONEY BACK IF NOT SATISFIED

NORTHWESTERN DELUXE GLASS OILS
NORTHWESTERN DELUXE PLASTIC OILS
NORTHWESTERN MODEL 223 BALL GUM
NORTHWESTERN DELUXE PLASTIC BALL GUM
NORTHWESTERN MODEL 223 ALL-PURPOSE (5c or 8c)
NORTHWESTERN STANDARD 3¢, 5¢, and 7¢ (6c Glass)
NORTHWESTERN STANDARD 3¢, 5¢, and 7¢ (6c Plastic)
NORTHWESTERN STANDARD (Med. and 7¢)
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PEELED NO HOT 2¢ 1/2 Hot Plastic
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Sugar Hearings
WASHINGTON, Nov. 27—Harold O. Smith Jr., vice-president of the United States Wholesale Grocers’ Association, in behalf of a number of candymakers, ice cream manufacturers and other sugar-consuming businesses, told the Agriculture Department last week that the sugar import quota should be raised to its current annual figure of 7,200,000 tons to 7,500,000 tons. Smith was one of the businessmen who appeared before the Agriculture Department import quota. Smith said present stocks of sugar are far too low, especially on the Eastern seaboard.

Taking an opposite view, Robert H. Shields, president of the United States Sugar Association, said that the sugar import quota be reduced to 6,500,000 tons yearly. Shields said the price of sugar is too low. He said that all costs of other products are increased, the wholesale price of sugar has gone down from 54 to 54.9 cents since the first of the year. Shields added that Agriculture Secretary Charles Goodridge set a low consumption figure for the import. Imports which are above the consumption figure set by the secretary would then be held down, which, in turn, would increase the price.

Shields argued that sugar prices should go up by 60 cents a pound. He said that the wholesale price of sugar was 54 to 54.9 cents, which is the average price of the first year. Shields said that Agriculture Secretary Charles Goodridge set a low consumption figure for the import. Imports which are above the consumption figure set by the secretary would then be held down, which, in turn, would increase the price.

Sugar Distribution
WASHINGTON, Nov. 27—Sugar distribution for the week ending November 23 was 101,241 tons, the Agriculture Department announced this week. This represented a decrease of 1 per cent over the same period in 1943. Prices paid for the sugar advanced an average of 2 per cent from last week. Wholesale prices for the first eight months of the year amounted to $73,000,000 as compared with $97,200,000 for the same exact quantity for the 1947 period.

Cocoa Imports Drop
WASHINGTON, Nov. 27—Cocoa imports, according to the United States Sugar Association, have dropped to 335,000 pounds for the January-August period this year, the Commerce Department announced this week. This represented a decrease of 1 per cent over the same period in 1943. Prices paid for the cocoa advanced an average of 1 per cent from last week to this week. Wholesale prices for the first eight months of the year amounted to $57,140,000 as compared with $97,200,000 for the same exact quantity for the 1947 period.

Gum Export Rises
WASHINGTON, Nov. 27—Exports of chewing gum for the first eight months of the year showed an increase of 15 per cent over the same period last year. Commerce Department reported that this week. Exports increased from 6,207,000 pounds during the January-August period in 1947. Average export price for the year was about 22 cents a pound, a 13 per cent decline from last year.

Record Peanut Milling
WASHINGTON, Nov. 27—Peanut milling is running at record rates, according to the Agriculture Department. The 217,000,000 pounds milled in October was the highest figure ever reached for that month and (See Supplies in Brief on page 29)

Supplies in Brief

Sugar Hearings
WASHINGTON, Nov. 27—In a top earnings spot between 1933 and 1943 as compared with food company. Their profits have fallen below the earnings in the few years. According to the American Tobacco Association, the Agriculture Department has found tobacco profits amounting to 20 per cent of their investment in 1946. Last year, the tobacco industry reported earnings of 10.3 per cent, still the lowest of the eight selected industries.

Cocoa Imports Drop
WASHINGTON, Nov. 27—Cocoa imports, according to the United States Sugar Association, have dropped to 328,100 pounds for the January-August period this year, the Commerce Department announced this week. This represented a decrease of 1 per cent over the same period in 1943. Prices paid for the cocoa advanced an average of 1 per cent from last week to this week. Wholesale prices for the first eight months of the year amounted to $72,000,000 as compared with $97,200,000 for the same exact quantity for the 1947 period.

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There's No Cause for Alarm, Report Juke Makers  

See Leveling-Off Period

CHICAGO, Nov. 27.—With the big summer slump (over wartime prices) well past and with increasing incomes beginning to even off at a pre-war level, veterans of the coin-operated phonograph business are more optimistic at this time than they have been during the entire year. Convinced that the business is both sound and stable, they are looking forward to the coming year as a comeback period when the final leveling off will take place.

The trend has been issuing several weeks ago by R. C. Rolling, president of the Radiola Wholesaling Company (The Billboard, September 29). Rolling stated that while the firm had noted a sharp drop in its sales during the first six months of the current fiscal year, it was expected that the last half would show a profit. Rolling further stated that prices of the Wor- lite phonographs had been cut, and that the North Tanawas, N. Y., fac- tory, closed since spring as far as manufacturing was concerned, would reopen shortly.

On the manufacturing level, there are further indications that the plans are looking forward to the near future for a business boom. (See There's No Biz on opp. page)

IOWA CM BIZ LOOKING UP

Pinball, Juke Box Income at Pre-War Level

Costs Still Increase

(Continued from page 81) blamed rising costs for hurting business in general. Half is secretary of the IAMOA.

Conditions Improving

Joe Epstein and Vern Howard, Des Moines operators, said business conditions in Des Moines were stable and were showing signs of picking up. Pinball business in Des Moines has returned to normal after a series of sessions with the city safety commissioner. A radio station disk jockey, Bennett, after being temporarily out of office, is back again and conditions are once again normal.

Efforts to adopt a city ordinance to license juke boxes and pinball machines by the Des Moines aldermen failed this summer after it was discovered the State laws do not permit this. However, some cities do license the machines.

ALBUQUERQUE, N. M., Nov. 27.—Formation of the New Mexico Music Operators Association (CMOA) and the election of officers and a board of directors, were effected here at a meeting held Monday (22). In attendance at the meeting was featured speaker, and aid in the formation of the new group, was George A. Miller, president and business manager of the Music Operators’ Association, and president of the Music Operators’ Association.

Jerry Greiner, Belen, was unanimously elected president of the new group by the 25 operators in attendance. W. L. Orr, Albuquerque, was elected secretary, C. J. Kurth, temporary chairman of the opening session, was named secretary and business manager. A 10-man board of directors was also elected. It included Hugo Giemna, Albuquerque; C. L. Anderson, Santa Fe; Horace Earnest, Arthur Gilbert, Belen; Alfred D. Harper, Deming; George Baca, Grants; Olin Bird, Carlsbad; Paul and Jubinda Lomdsurf; Dick Richards, Alamogordo, and Joe A. Martinez, Española.

Miller, who appeared on the rostrum early Monday morning, described in a one and one-half cent machine, in which he pointed out the need for music operators’ associations over the conditions they were facing, and presented advantages and benefits that could be attained through an organization. He explained the importance of keeping the automatic phonograph industry separate and apart from all other coin-operated equipment.

Miller concluded his address by inviting the new organization to pledge its support to the automatic music industry and which assured its continued support and cooperation from the music operators in California. Following Miller’s address, Clem Stetson, a director of the CMOA, and one of the major music operators in California, spoke. He pointed out the advantages of the association, and said that it would be able to derive from such organization and co-operation between manufacturers, distributors, jobbers and operators. Stetson presented the New Mexico association with a gold baton emblem of success, and good will in its new undertaking.

Membership

With approximately 35 music opera-
tors covering the State, the CMOA has already signed up 24 as members, and expects to have the other 11 in the fold within the next 60 days. In addition to the officers and directors, the following have al-
ready signed as members: Vincent Red, Southwest Music Company, Car-
rizoza; Joe Reinhardt, Reinhardt Company, Roswell; John Britt, Blau-
nett, Stetson Music Company; L. W. Geary, Geary Music Company, Car-
lsbad; Matt Gastparich, Gallup Novelty Company, Gallup; Leo Pre-

New Mexico Music Operators Organize State-Wide Assn.

CMOA Expands to National Basis; Will Rep All Operators

(Continued from page 80)

CAMO, de La Vies stated, starts its expansion phase with a nucleus of $6,000 in the treasury. At the recent meeting, it was voted to reduce membership dues from the present $25 to $1 annually to insure the broadest possible membership. The present membership in CMOA is about 1,100, according to de La Vies. As the potential is between 3,000 and 10,000.

The announced CMOA expansion is expected to attract the national music industry. Its greatest prominence as far as expanding in the industry is concerned. On the national level, CMOA is prepared to battle any attempts to pass bills imposing new taxes on operators. In last season’s Scott Bill, which would have ended the juke box era, has been dropped. CMOA is also expected to launch a campaign for a reduction in the federal tax on coin machines, which now is $10 a year for amusement de-
vices and $100 for gaming machines. In the absence of any organised drive for a reduction in this tax, Con-
gress is expected to consider what excise levies could be cut without impairing the national economy. Actually, the average $1,000,000 collected monthly from the small in comparison with other excise taxes and in comparison with the expense entailed in collecting it.

Congressional Ideas

From time to time, congressional committees have recommended that this tax be reduced by the govern-
ment and left strictly to the States as a tax that should not be duplicated in the States. Such a reduction would bring a rise in State coin machine taxes but would still be more than offset by the smaller excise levies on the present system of State and local levies piled on top of the fed-
eral tax. However, again there has been no concentrated pressure on Congress to drop the excise taxes. If so inclined, CMOA might have some success in backing the proposed 1½-cent coin machine operators feel would be a boon to the coin ma-
chine industry in permitting a small rise in the basic price without the inherent dangers in a shift from the present to the predomi-
ating coin in the industry. A bill authorizing minting of a 1½-cent coin was introduced in both houses of Congress last session but languished in the respective banking and currency committees.
December 4, 1948

Seeburg Reps Set Showings Will Exhibit New Juke Box In 55 Cities

CHICAGO, Nov. 27.—Showing here at the new automatic phonograph to be introduced next month by the J. P. Seeburg Corporation, New York, for the first time as the manufacturer prepared to receive distributor's representatives at a special session (starting December 1) of the continuous service school Seeburg sponsors.

Most of the distributors have arranged their showing dates, C. T. Tackett, vice-president, said this week, although a few companies are still awaiting confirmation.

Distributors will have their own preview of the Seeburg model in Chicago December 10 when they gather for their annual meeting.

Mechanical details of the phonograph will not be shown to the distributors holding their meeting. John W. Seeburg, president, in the industry persists that Seeburg will use an adaptation of its Select-O-Matic sound-throw mechanism that the industry from 1900 to 1929.

Distributor showings scheduled include:

- Atlantic Pennsylvania Corp., Philadelphia—December 19
- Atlas Music Co., Chicago—December 14, 15, 16; Peoria, 111.—December 13
- Den Moines—December 18; Des Moines—December 18
- Davis Distributing Corp., Syracuse—December 12, 13, 14; New York—December 18, 19; Albany, N. Y.—December 17, 18, 19; Rochester, N. Y.—December 17, 18, 19; Buffalo, N. Y.—December 18
- True Holiday Co., Charlotte, N. C.—December 18; Charlotte, N. C.—December 18, 19
- T. B. Lynch Co., New York—December 18, 19
- Hy-G, Minneapolis—December 15
- R. P. F., and Salt Lake City—December 12; San Francisco—December 19
- S. E. L. M. Co., Inc., Milwaukee—December 12
- Lynch & Co., Dallas—December 14, 15, 16, 17, 18; San Antonio—December 15, 16, 17, 18; Houston—December 15, 16, 17, 18; San Francisco—December 15, 16, 17, 18, 19; Memphis—December 13, 15, 16, 18, 17, 19
- Minniesphone Co., Los Angeles—December 18, 19
- Music Systems, Inc., New York—December 18, 19
- Musical Sales Co., Baltimore—December 18
- The Musical Sales Co., Virginia—December 18, 19
- Norfolk—December 12
- Robert T. Lynch & Co., Columbus, O—December 10, 20, 21, 22, 25, 26; Chicago, Va.—December 20, 21, 22, 23, 24; Seattle—December 20, 21, 23, 24, 25; Spokane—January 9, 1949

Southern Automatic Music Co. (See Seeburg Reps on page 90)
MOA January Meet to Stress Ways of Improving Music Field

CHICAGO, Nov. 27. — Ways and means of improving the automatic phonograph business will be stressed during the annual meeting of the Music Operators of America (MOA) at the 1949 Coin Institute (CMI) show at the Hotel Sherman here January 17-19. George A. Miller, MOA national chairman and treasurer, announced this week.

Miller of Oakland, Calif., also disclosed that a number of speakers will describe the actual methods of increasing profits and meeting the various types of competition currently facing music operators. Another important consideration on the MOA agenda will concern effective means of coping with national advertisers detrimental to the music field.

MOA will meet twice during the conclave, January 18 at 10:30 p.m., and January 20 at 11 a.m., the day after the CMI show closes.

Organized during the 1948 CMI show by 68 representatives of State and local music associations, MOA membership is limited to coin-phonograph operators only. Its officers and members of the executive committee, in addition to Miller, are Al Denver, New York, national vice-chairman; Sidney H. Levine, New York, national treasurer; C. L. Bever, Salt Lake City; Jack Cohen, Cleveland; Tom Crosby, St. Paul; Ray Cutler, Chicago; Morris G. Goldman, Detroit; Sol Hoffman, Haverhill; Tom Kady, Grand Forks, N. D.; Sol Kesselman, Newark, N. J.; Hirsh De La Vie, Washington; Sam Orenstein, Providence; S. C. Pierce, Brookhaven, N. Y., and Jack Sheppard, Philadelphia.

SEEBURG REPS
(Continued from page 89)
Cincinnati—Dec. 15, 16, 17, 18, 19, 20, 21; Indianapolis—Dec. 15, 16, 17, 18, 19, 20, 21; Lexington, Ky.—Dec. 15, 16, 17, 18, 19, 20, 21; Dayton, O.—Dec. 15, 16, 17, 18, 19, 20, 21; Fort Wayne, Ind.—Dec. 15, 16, 17, 18, 19, 20, 21; Galesburg, I. 1.—Dec. 13, 14, 15, 16, 17, 18, 19, 20, 21; Chicago—Dec. 13, 14, 15, 16, 17, 18, 19, 20, 21; Columbus, S. C.—Dec. 15, 16, 17, 18, 19, 20, 21; Pittsburgh, Pa.—Dec. 15, 16, 17, 18, 19, 20, 21; Louisville, Ky.—Dec. 15, 16, 17, 18, 19, 20, 21; Evansville, Ind.—Dec. 15, 16, 17, 18, 19, 20, 21; Nashville—Dec. 16, 17, 18, 19, 20, 21; Trumont Automatic Sales Corp., Boston—Dec. 15, 16, 17, 18, 19, 20, 21; W. B. Distributors, Inc., St. Louis—Dec. 16, 17, 18, 19, 20, 21; Kansas City—Dec. 14, 15, 16, 17, 18, 19, 20, 21; Wichita, Kan.—Dec. 18, 19, 20, 21.

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COINMEN YOU KNOW

Chicago:
Irv Webb, Webb Distributing Company, 30 E. Van Buren St., Chicago, is pairing his 1949 Rock-Ola Lo-Boy, calex for this week for display. The new mirror top draws favorable attention and adds to the sales appeal. Distributors report Webb is handling new machines quickly, and giving his distributors reports on new machines and policies. He is also handling new mechanical equipment to aid the paymaster, and he has a large selection of new machines and parts in stock. (See CHICAGO on page 92)

Twin Cities:
There will be many a disappointed party if the CMI show in January should go over dry, as the paymaster, and distributors feel the mechanics of the new machines may be a problem. (See TWIN CITIES on page 92)

Los Angeles:
Phil Robinson has his new Chicago Coin headquarters open in the old Chicago Coin building. Robinson finished the place, and he has worked on it for weeks, until the painters have the place ready. His company's showrooms and automatic testers are moving well. One smart Chicago distributor made the trip to make a visit to the new offices. He was immensely impressed by the new office, and he said he would make the trip for the firm's Temptations alone. (See LOS ANGELES on page 92)

Turning Back the Clock

15 Years Ago This Week

CHICAGO, Nov. 28, 1933—Bally Manufacturing Company was getting set to move into its new three-story, $20,000 building at 4192 Ravenswood Avenue, Chicago. Bally offered the new building to the manufacturer, and the company was due to complete the move by January. (See CHICAGO on page 92)

10 Years Ago This Week

CHICAGO, Nov. 29, 1933—The Coin Machine Manufacturers' Association (CMA) promised early delivery of its new model, the Auto-Matic Dispensers' Company, was getting ready to open its new building at 4192 Ravenswood Avenue, Chicago. (See CHICAGO on page 92)

Washington:
Coinmen working on the emergency fund drive for Boys' Clubs in neighboring Prince Georges County, Maryland, are paying a great deal of attention to the drive. Present expectations are that the campaign will go over the top of its $60,000 goal. (See WASHINGTON on page 92)

Detroit:
Bud Schreiber, former manager of the Palmer Park Theater, is establishing the Aristocrat Popcorn Company on Ford Road in the North End suburb of Highland Park to distribute popcorn and vending machines. (See DETROIT on page 92)

New York:
Bob Roden, of United Automatic Vending and active in affairs of the American Coin-Operated Machines Association (ACMA), says the group soon will resume its monthly meetings now that the Christmas rush is over. The machine operators can take a little time off for the holidays, but the ACMA will be in full swing again soon. The last year was well attended by operators, but the group will find that the good fortune and interest will continue in its meeting at the Hotel on page 92)

Indianapolis:
The music merchants of Indiana sponsored a meeting in the Indianapolis Athletic Club Monday night to discuss television and its possibilities for affecting the coin-operated phonograph. About 50 operators from Indianapolis and vicinity were present, Floyd Moeker, of the Moeker Music Company, acted as chairman of the meeting. There was a lot of interesting information exchanged, but the meeting changed their views. December 7 there will be another gathering and the operators will be meeting throughout the State are urged to attend, and other members of the association or not. (See INDIANAPOLIS on page 92)

Hartford:
Ralph Colucci, owner of the State Coin Machine Distributing Company, Hartford area coin machine distributor and also owner of the Record Shops, was one of the record store owners, but none of them was present. The Record Shops, as recorded by Bill Record, were on the scene. (See HARTFORD on page 92)

Over at the Capitol in Hartford, a certificate of incorporation has been granted to the State Coin Machine Distributing Company, which will be the holding company for the State Coin Machine Distributing Company, New York. The company is incorporated to do business in the State of New York.
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**COINMEN YOU KNOW**

Chicago:

(Continued from page 91)

winding up the quarter conversions on a coin-operated machine in the suburban area, Perry concentrates on his stock in factories and, for the fun units, plant and tangle locations. He intends manufacturing his specially designed small-size true cooling unit for candy operators next spring. For that between-storeroom and location trip, Perry says the unit utilizing dry ice and a small fraction of that power electric motor runs off the truck's ignition system, saves chocolate-coated bars from the heat. Perry says he can almost year-round vending, he reports, after using these cooler units in his trucks all last season. He intends having a manufacturer turn out the cooling units for him so that he may offer them to the trade.

Francis Harper, operation manager of Automatic Dispensing, Inc., Chicago, is knowledgeable in work these days on ice-cream and cup drink vendors keep common on handling on rolls and maintenance chores. The newly created Haris Industries branch of the firm was established to replace a far-flung operators equipment in gaining ground block of ice to work needed to maintain the space occupied. Melting some when ages, Francis was a queen even over job and greater volume potential but that these firms can be recommenced.

H. F. Burt, Silver-King Corporation, believes that the hot nut, nickel-pogged vendor is due for even greater application in the vending field. Such units make it possible for an operator to acquire many types of locations not possible with straight nut vendors machine. First, one can use luxury cocktail lounges and theaters among such spots. Pop 'n hot pop vendors, made by Hagenon Manufacturing Corporation, and nationally distributed by Jack Nelson Company, is continuing its upward climb on the vending and sales front, both firms report. The 1949 model, which is a carry-over of the 1948 machine as latter proved location and operator styled, will be new during the coming conventions.

A. Garry Alex, Vandell Company head is getting back to stay again after his recent hospital confinement. Sales Manager Bill Fuller expects him to be back full-time at his desk shortly. Production continues on both the five and ten-cent Hawthorne Vend machines, Bill states. He adds that so new models will be shown at the MAMM next, but that a number of small but sales-aiding improvements have been incorporated in the vendors. They are being used in the units now coming off the production lines, to give before shown the benefits of the improvement's plan, Bill says.

H. F. (Tom) Forster, sales manager the vending division of John Foster Company, resigned his post and is piloting his own cocktail lounge in Lawrence Avenue, Terry Trench, General Vending Machine Corporation, is in fact spirits after the successful shooting of firm's new 21-flavor bottle vendor at the ASAMA last week. He is in the front in today's soft drink vending picture, he feels. Murray Channin, Corbin Corporation, is hustling to get his new service idea accepted by operators for operators of target equipment.

Sam London, head of S. L. London Mural, Milwaukee, and Leo Weisberger, Louisville, were Williams Manufacturing collectors calling this week. Williams's state recent miles have been made in DeSelm's product is now being made available by the Williams company.

Barry spending last week with New Orleans columnist. He is the firm's factory-distributor ladies man. Shuffleboard locations in the Chicago area continue to grow. Local operators who have recently entered this field claim that improved surfaces, coin-operated scoreboards and feminists of places have helped win new locations.

Recent Bally visitors included Casey Jones. Fort Worth; Bill Nelson, of Nelson Novelties Sales, Minneapolis, and Jerry Isindi, recently retired chase girl. They made a White House Secret Service, who drive in to see his former employer, Wally Carlin. Tom Callahan. Firm will begin delivery its game trouble shooting models which are expected to help the company fulfill future service calls. Koerner Manufacturing here is rolling out a new coin-pull green design for indoor and outdoor locations. E. E. Adams is in charge of National Sales for the product.

Adolph Reymond, A & M Music Company, is out on the road much of the time lately. He's making personal contact with locations, and states that the business "table" as against the usual phone call, makes for better operator relations and often results in higher play when suggestions on play promotions are discussed with the owner of the stop.

Blue Skies by United Manufacturing continues to pull with operators. Harry Dale Dobson reports. Perry Pace made a quick trip to the new United plant from his Mayflower distributing headquarters, St. Paul. CMI booth space continues to sell at a rapid pace for the big doings at the Hotel Sherman January 17-18 with only a few booths remaining to be sold out. This year variety of products highlights the exhibiting firms, .E. H. Evans and Exhibit Supply are among the local firms showing at the outdoor conventions at the Sherman Hotel.

John Huddick, A.MI president, dropped into Chicago on route to the Pacific Coast to confer with distributors there. He and Lindy Force just comp-
New York:

(Continued from page 91)

Mac Pollay, of United Phonograph Service, is now an operator. After years of fixing jukeboxes operated by other owners, he has bought a mechanismed route in partnership with his brother, Hy. His operating name is Casino Music. — Mack Levin, of Regent Vending, of Canada, was a visitor on the west coast last week.

Al Simon has received his initial order of Chicago Coin Re-Bound shuffling boards. At his young son, Dickie, was in the showroom yesterday learning how to play the game. — Over at Hymie Rosenthal’s, most of the gambling-challenged men were stopping at the distribn’s showroom.

Herb Lichtman, of Hub Distributing, has sold his corner store and moved into a few doors to 630 10th Avenue, the store formerly used by Hub for storage. Herb says he is looking for a wall stretcher to give him a little more elbow room. The former Hub headquarters will become a grocery store.

Dave Simon, head of Simon Sales, is one of many local columnists who leave this week-end to attend the outdoor shows of the National Association of Amusement Parks, Pools and Beaches. — in Chicago, November 28-December 1. Others on the way is Chloe’s Al Blendow and Al Mayers, of Blendow & Mayers, and Joe Meehan, of Mike Munves Corporation, and Bill Rehkin and Herb Klein, of International Motion Picture Supply.

Louv Forman, of Videograph, Inc., reports that his combination television-juke boxes will be displayed at a special meeting of the National Tavern Association to be held at Boston’s Copely Plaza Hotel Tuesday (30). Lou claims an increase in interest in coin-operated tele from points throughout the country where telecasts are to start soon.

Charles Nelson, who operates a large music route in Maryland, was in town on Monday. — Dave Levy, due back at his coin row outlet after a quick tour to Florida, — Hamilton Ford, president of United States Television and also head of Zonka Television Enterprises, Inc., reports that production of tubes at the latter firm has doubled since installation of new facilities.

Tedd Blatt, coin machine attorney, heads north next week to sit in on a session of the newly organized New York Coin Machine Dealers’ Association. Joe Hanna, of Ulta, N. Y., is temporary chairman of the group. Other directors are having a confab in Syracuse Thursday (2). Delegates from all parts of the State are expected.

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COINMEN YOU KNOW

Twin Cities:

(Continued from page 91)

do dispose of his coin machine route and counseling with several of his coin operated agents on the subject. . . .

The Lefleur, Devil Lake N. R. Twins Cities for a board of machines, was unable to haul them home by bailer because of the season's bad weather and had to hire the merchandise by train. . . . Fred Flexel, President, N. R., placed Twins Cities to distribute that he was frozen in his territory.

A large number of operators were kept busy coming to Minnesota and St. Paul recently because of bad weather, and jobbers got many long-distance calls for merchandise.

Many column were on the firing line when the deer season opened with those went out with Bud Harrison and Archie Pane and his son, Alvin, all of Minneapolis.

Charles Factor, Falmont, Minn., who was sick for some time, has recovered and is back on the job. . . .

The Art Berg, also of Falmont, who was sick for a short spell. Now that he is back on the job, Berg is expanding his operations as far west on Worthington, Minn. . . .

James Baysler, Legion Coin Company, Wuthrich's jobber, was bedded with a cold but is up and around again.

Joe Topke, Shakopee, Minn., who sold a large share of a route in Texas, and one of his lieutenants, Phil Stang, Shakopee, is back from a visit he received in Texas and is considering interest in returning to the business. . . .

Amos Heiliger, Minneapolis operator, has operated his machines, and they are turning in better than ever.

The other was shopping in the Twin Cities last week were Abe Drescher of Montana; Fred Drescher, Spring Valley, Minn.; Jack Leurer, and his mechanical genius, Fred Lang, Lake City, Minn., and Jack Harrison, Crosby, Minn.

Robert LaBeau, son of Archie LaBeau, Rock-City rep here, recently won the American Legion talent scout program and will appear on the WCCO Star Stage to star in the talent program. . . . Kenny Glenn, of the Novelties Sales Company, was gone to Duluth on business, interested with a deep hunting hunt. . . .

The Coin Machine, of Automatic Music Company, reports increased activity in both coin operated and shuffleboard in the past week.

Archie LaBeau Jr. and Samuel Sewall, both of St. Paul, have formed a partnership to operate shuffleboard games in locations in St. Paul.

Conditions are due to Eric Kumcheh, operator at Brainerd, Minn., on the death last week of his mother . . . .

The F. C. Hayes Company, Victor record, radio and television distributor in Minneapolis, had a deal on the fire with the St. Paul Police Department and the city will lose a valuable machine in the production of television sets. Deal originated as a result of Hayer's placement in the prison auditorium during the University of Minnesota football season. A group of hand-picked machines watched the games and the reaction was so good that operators are giving serious consideration to proposing the release of the receivers to improve the control and morale of the prisoners, according to Wardon Leo F. Uecht.

Indianapolis:

(Continued from page 91)

Automatic Sales Company, buying shuffleboards . . . .

Al Caiz, co-director for shuffleboards in Evansville, Ind., and adjacent territory, was a business visitor at the Indianapolis Automatic Sales Company, where he held a conference with Pete Sava, . . .

Richard Tipton, Chicago Automatic Sales Company, visited operators in Northern and Central sections of the State and reported good results. The Northern Automatic Sales Company is in the midst of remodeling its warehouse and redecorating the walls of the establishment.

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For full details see pages 102 and 103.
Shuffleboard Activity Hyped

(Continued from page 89)

Shuffleboards have been installed and are presently being played on the grounds by the patrons. The location owners, with the boards, have been charging a small admission fee for their all-around business. The best spots for playing are in the neighborhood taverns, probably because they cater to a regular patronage and there is little chance of complaints from downtown locations which have a high percentage of transient customers.

While shuffleboard play has made tremendous strides here, numbers and participation have not increased in play proportionately. However, the boards have made quite a name for themselves in the downtown locations from the coin play.

General opinion among San Francisco columnists is that shuffleboards here will continue the pattern of progress set during the early part of the year, periodic surges followed by a leveling off, but with higher levels each time. They base their optimism on the fact that actually, for the first time, some old-line coin machine manufacturers, such as Chicago Coin Machine Company and Rock-Ola, both of Chicago, are now just beginning to publicize their boards. Coin manufacturers and those two manufacturers and others have made concentrated efforts to place boards thru their vast distribution organizations, the popularity of shuffleboards on a national-wide basis will become more firmly entrenched, resulting in stepped up play in San Francisco as well as other metropolitan locations.

BACON TO ROCK-OLA

(Continued from page 89)

Bennett for three years and held his first administrative post at the American Company. He was affiliated with the latter for 10 years. Carlson left Mississippi Products, Inc. to join the Rock-Ola fold. The Southern concern is a division of Sears Roebuck, and manufactures radio and sewing machine cabinets. He is a graduate of North Carolina State College and is Vice-President and Director of the Illinois Institute of Technology.

Twin Cities Ops OK Shuffleboards

(Continued from page 89)

believing it would not play on other equipment.

Operators even tell me that pinball play is not only more than holding its own in those locations where the big boards are being played but in some instances is getting more attention," he said.

The board views were held at Liebman Music Company, Minneapolis, also judging Rock-Ola shuffleboards.

Harold Liebman, firm head, said the big boards have brought added sales into the maker's lines in the locations with which he personally is familiar. He added that similar results are coming in from other operators.

The coin machine operators are breaking down in their opposition to the big boards is also evident by the number of new customers reported by distributors as buying shuffleboards for their locations.

Another version advanced has been that the shuffleboard may be recognized as the "saving grace" for the entire amusement industry these days. Running into the dull holiday season always has been a big headache for operators, but the big boards are considered a solution, and are helping to keep up the gross in what is otherwise a normally low period of the year, financially.

Bally Skeds Meters For Trouble Probes

CHICAGO, Nov. 27.—Bally Manufacturing Company has announced thru George Jenkins, vice-president, that it has made available to operators and game servicemen ohm meters and volt meters especially adapted to expedite game repair work and trouble shooting.

Jenkins explained that the decision to supply meters resulted from a survey by Bally field engineers, who discovered that many operating firms, lacking such equipment, were losing hours of time diagnosing and repairing

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RECORD REVIEWS
(Continued from page 38)

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COMMENT
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ARTHUR GODFREY
(Columbia 33201)
66.66--66.66--66.66--66.66

THE MAIDEN WAY
66.66--66.66--66.66--66.66

JOAN MAYNO
(Phillips 5012)
67.67--67.67--67.67--67.67

THE HEART OF THE CITY
67.67--67.67--67.67--67.67

FRANKIE LAINE
(Republic 1044)
83.83--83.83--83.83--83.83

BLUE MOMENTS
83.83--83.83--83.83--83.83

JAY WILBUR ORK
(Sand 1064)
65.65--65.65--65.65--65.65

SWEETHEART JUNE
74.75--74.75--74.75--74.75

JUNIOR NELSON
75.75--75.75--75.75--75.75

S. J. TUNES
49.99--49.99--49.99--49.99

SAM BROWNES
86.66--86.66--86.66--86.66

THE WISHING WALTZ
76.76--76.76--76.76--76.76

THE ORIOLES
(Continental 1253)
54.54--54.54--54.54--54.54

TO BE YOU
60.60--60.60--60.60--60.60

THE CALDWELLS
(Vocalion 30-2119)
74.74--74.74--74.74--74.74

IT'S LIKE TAKING CANDY
78.78--78.78--78.78--78.78

GODFREY MAKE,

THAT'S THE WAY LOVE IS
78.78--78.78--78.78--78.78

LOVELY CHRISTMAS
82.82--82.82--82.82--82.82

Hopeful Christmas,

THAT'S WHAT I MEAN
74.74--74.74--74.74--74.74

HAPPY CHRISTMAS
78.78--78.78--78.78--78.78

96 THE BILLBOARD

DECEMBER 4, 1948

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

POPULAR

BENNY STRONG ORK
Tower 92-280
The Big Bad Gal
Corn once in a while a la Stoner's "The Devil's Hand" with the driving combo of Eddy Howard, Doris Day and the band
81-81-81-82

BENNY STRONG ORK
Tower 92-280
The Big Bad Gal
Corn once in a while a la Stoner's "The Devil's Hand" with the driving combo of Eddy Howard, Doris Day and the band
81-81-81-82

ROSE MURPHY
(Heart 8101)
Cecil
Mousey tagging of the title in Stone's too-popular theme
72-72-72-72

JOHNNY STONE
(Ray Ross Quintet)
(Apopi 82-501)
I'm So Lonesome I Could Cry
This is a pretty good ballad with Stone doing a competent if not stirring duet job
76-76-76-76

PETER LIND HAYES
(The Stardusters)
(Jackpot 400)
Darling
Hayes proves his versatility here as he turns in a highly commendable crooning job on a currently growing tune
85-85-85-85

THE BUDDY KAYE
QUINTET
(RCA Victor 500)
"A" You're Adorable
Engaging ballad novelty, with clean vocal by Artie Malvin against gracefull background
80-80-78-80

BILLY ECKSTINE ORK
(Decca 8001)
Without A Song
These cats were cut in one take, and with only fronting his pioneer boop band sound. The vocal is in addition to his fine vocal, there's a Gillette horn passage for historical interest
Say It Isn't So
74-74-74-74

EDDY HOWARD ORK
(Heart 8102)
I'll Hold You in My Heart
Matched by neither boop, brilliance nor imagination, the croon is dull
70-72-69-69

EDDY HOWARD ORK
(Heart 8103)
Any Old Time at All
One defective style with strong" starlcker, Warbling out about it
74-74-74-74

EDDY HOWARD ORK
(Heart 8104)
You, Sweetheart
To be treated differently, unless you've got a big, good background material.
(Continued on page 48)
Record Reviews (Continued from page 97)

The GEORGE CRACKERS (Philips 30-3173) 72-72-71-73
A Bright Star 70-70-73
Here she goes armed with a fascinating 400 solid bobby pins. The bandstand has been taken over by a group of young people who are dancing and singing in a lively manner. The audience is enjoying the performance and is clapping along.

DOYE DOREY (Philips 30-3181) 71-74-74-74
Western-style Christmas ball held in wartime with blue fedoras. The guests were well-dressed, and the mood was festive. The music was provided by a local band, and everyone seemed to be having a great time.

RADIO MUSIKER (Philips 30-3182) 71-72-72-72
We wish you all a Merry Christmas and a Happy New Year. The program started with a short introduction by the host, who welcomed everyone to the Christmas special. Then, several songs were performed, including classic Christmas carols and contemporary tunes.

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THE BILLBOARD is offering a $1 discount for all members of The Billboard Club. Just show your membership card at the checkout counter to receive your discount. The offer is valid for the next two weeks.

THE QUEEN'S CHAMBER (Philips 30-3183) 71-72-72-72
A special Christmas concert featuring some of the top musicians in town. The program included a variety of classics, contemporary pieces, and holiday favorites. The audience was enthralled by the talent on stage.

JUNE PICKENS (Victor 20-2225) 83-84-83-82
Cash Box girls present to their loyal customers another fine selection of Christmas records. These four tunes will be a hit with everyone. The program started with a special introduction by the host, who welcomed everyone to the Christmas special. Then, several songs were performed, including classic Christmas carols and contemporary tunes.

JANIE PICKENS (Victor 20-2226) 81-62-61-63
The Six-Penny Lights girls present to their loyal customers another fine selection of Christmas records. These four tunes will be a hit with everyone. The program started with a special introduction by the host, who welcomed everyone to the Christmas special. Then, several songs were performed, including classic Christmas carols and contemporary tunes.

THE QUEERIONAIRE (Jimmy Miller, Dir.) (London 20-2317) 63-64-62-63
Picnic in the Snow 61-60-60-60
These are some of the most popular records of the year. They have been selling like hot cakes and are sure to be hits for the holiday season.

JUNE PICKENS (Victor 20-2227) 67-68-67-66
Winter Wonderland 65-66-65-65
These are some of the most popular records of the year. They have been selling like hot cakes and are sure to be hits for the holiday season.

FOLK
AL DEXTER & HIS TROOPERS (Columbia 20-2228) 70-78-70-78
Is That the Way To Treat a Friend 70-70-70-70
This is a new release from one of the top folk groups in the country. It features strong vocals and great harmonies. The group is sure to impress anyone who listens.

PAUL HOWARD & HIS COTTON PICKERS (Columbia 20-2229) 68-60-65-65
You're Never Forgotten 68-60-65-65
This is a new release from one of the top folk groups in the country. It features strong vocals and great harmonies. The group is sure to impress anyone who listens.

ROOSEVELT SYKES (Victor 20-2230) 70-71-59-72
Mama's Blues 70-71-59-72
This is a new release from one of the top folk groups in the country. It features strong vocals and great harmonies. The group is sure to impress anyone who listens.

RADIO MUSIKER (Philips 30-3184) 83-84-82-83
Don't Stop Loving Me 83-84-82-83
This is a new release from one of the top folk groups in the country. It features strong vocals and great harmonies. The group is sure to impress anyone who listens.

SLEIGHT OF HAND (Philips 30-3185) 65-55-54-55
Billy's Blues 65-55-54-55
This is a new release from one of the top folk groups in the country. It features strong vocals and great harmonies. The group is sure to impress anyone who listens.
Oregon District Sues To Prevent Pinball Closing

SALEM, Ore., Nov. 27—Operation of pinball machines in the Kingwood Water District, adjacent to Salem. Monday (22) for the crux of a suit to prevent annexation of the district by the city.

Veterans approved the proposed annexation in the general election, but the city was brough from proceeding when Polk County Circuit Judge Arlie Walker issued a temporary restraining order which was served on City Recorder Alfred Mundt. The injunction suit was brought by a property owner in the Kingwood area.

Those fighting the annexation are businessmen who have operated pinball machines in various establishments.

When the annexation was voted, these businessmen were directed by Salem authorities to remove the devices, since the city has an ordinance prohibiting their operation within its boundaries.

One Kingwood man said he stood to lose an estimated $15,000 annually if the annexation is upheld and he is forced to discard his pinball machines.

Hearing on the injunction suit has been set for December 9.

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JOE SWIFT
(Johnny Cris Ork)

Lorin' Baby Blues
Hopeful rhythm blues, with shouting vocal. Side has been-balanced in favor of instrumental work, but group has enough vocal to make up for it.

I'll Just Laugh' While You Cry
Creeping torch hued, rare, rare style, with practically decade-old vocal. Contact is a whole bunch and starting.

JOE LUTCHER'S JUMP BAND
(Chopped 1000)
Walk Into My Heart
Medless race ballad gets benefit of a good Clift Holland vocal.

Slim Seward & Fat Boy Hayes (Chopped 1000)
Travelin' Boy Blues
Blues with the husk on rough and unpolished, with Brawn and Hayes alternating vocal parts, marked by decisive guitar work.

JOHNNY MOORE'S THREE BLAZERS (Chopped 43-52)
Merry Christmas Baby
Re-cut of the novelty number and asked Christmas Blues. Credit made with a twangy vocal.

Last In The Night
Hear a small combo turn in a blue-sized ballad job, with Brown's warning a standad again.

SOUTHLAND SINGERS
(Pre-Cole 2011)
I Have a Hard
Sweet tenorizing and deep raps are set against a mellow group and organ.

I'm Gonna Walk Right In (And Make Myself At Home)
Variety of vocal is a versatile job on a bright instrumental spiritual.

THE BIBLETONE JUBILEERS
(Chopped 1000)
Road Before
Waiting listener is startled but lacks considerable extension.

Move On Up A Little Higher
The solo chanter is out-phased in a poorly recorded side.

THE BIBLETONE JUBILEERS
(Chopped 1000)
Wade in the Water
Blind man's prayer instrumental which ends up a strong rhythm.

Jesus Met the Woman at the Well
Deliberate development of the story waters down interest.

THE BIBLETONE JUBILEERS
(Chopped 1000)
Trouble
Incredible vocal is a great and tender one.

THE BIBLETONE JUBILEERS
(Chopped 1000)
Lavender Moon
Vocal leadership is achieved, with high tenor giving a strong lead.

THE BIBLETONE JUBILEERS
(Chopped 1000)
Trouble Again
A strong rhythm is maintained and sung with a high tenor.

Hot Jazz
Sarah Vaughan
Merry Christmas Blues
Merry Christmas Baby
Do
A Woman Do?

Blue Rhythm Band
Van Alexander, Dir.
(Chopped 1000)
Blue Rhythm Be-Bop
Cungles but interesting all-star big band with leader styled by Les Bielenson.

Blue Rhythm Jazz
Big band with Charlie Smitten's trumpet and Thominson's trumpet hitting the top notes.

Eddie "Lockjaw" Davis
(Chopped 1000)
He's A Real One
Goes through the whole racket fast and hard with Davis on rhythm sax.

Lepin on Lenox
French Davis on tenor sax and trumpet. Davis seems to be the main attraction.

Morris Lane
(Chopped 43-52)
Summertime
Lane, former tenorist with Lionel Hampton, is no longer and neatly solo on the trumpet.

Dizzy Gillespie
(Chopped 43-52)
Selfout
Sing rap with soap and sugar, melody, unbeatable in its sales by Davis and Lan's tenor—nothing exciting here.

GIVE TO THE DAMON RUNYON CANCER FUND
SINGERS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 27)

**MILLS SLOTS**

**SLOT SLOTS**

**RECORDS MOST PLAYED BY DISC JOCKEYS**

(Continued from page 27)
Coin-Operated Putting Green In Production

CHICAGO, Nov. 27.—A coin-operated putting green, designed and manufactured by the Koerner Engineering Company here, will be placed on the market in the next few weeks. Field officials discussed the week. New game, featuring the use of a regulation 30x30 ft. green, and the putting of a golf club, regular sized ball and standard hole, will have its first major showing at the Coin Machine Institute Convention and exhibit at the Hotel Sherman January 15-16.

The putting green and supporting platform measures approximately 12 feet long by four feet wide and is elevated approximately one foot high. Green, made of a closeKFtossed material resembling the color and appearance of a regulation outdoor green, is actually 16 feet long. Wooden cabinet surrounding green has been treated to withstand the rigors of outdoor locations as well as indoor spots.

Coin chute on the new golf game is equipped with coin type and handles only. This fee permits players 10 shots. Scoreboard on the game records one point for each ball dropped in the cup. Balls which do not strike the point are thrown off the green into an area by a clearing which is large enough to cover the area surrounding the hole. Ball is then moved to the green area and dropped in.

The Koerner firm has appointed E. O. Krause, Jr., as sales manager to handle sales of the putting greens on a coast-to-coast basis. Krause, in explaining the distribution of the product, stated that continued testing of the game and price of $150.00 was believed that it was an operators’ product with wide and direct appeal to locations.

Krause also said that they will plan to place the machine in bowling alleys and driving ranges which have registered with the company. Since the game is designed to improve the green game of golf, as well as providing an inexpensive recreation for non-golfers, Krause claims that many other types of locations will be ripe for the units. One of the major outdoor sports to be developed in the spring is the regulation golf course itself. He believes that the ones with heavy traffic which have players waiting their turn to tee off, will find the game a natural.

Atlantic, Seaboard Returns to Former Locations Dec. 1

NEW YORK, Nov. 27.—Atlantic and Seaboard New York corporations will return to their old location in the heart of coin row on or about December 1, it was announced this week. Leaving their present headquarters on 36th Street, the companies will move into remodeled showrooms and offices at 550 10th Avenue. Redecorating of the new location has been under way for several weeks.

Reason for the move, according to Bert Lane, Seaboard president, was to make it easier for operators to avail themselves of the services of Atlantic and Seaboard service. Traffic in the present location has been hindered by slow and inoperative elevators. With level access to the 10th Avenue store, movement of equipment will be simplified.

The remodeled store, scene of Atlantic and Seaboard activities before their move uptown, provides 5,000 square feet for showrooms and offices. An additional 5,000 sq. ft. for storage purposes has been obtained by the companies in a warehouse on 45th Street.

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Thought there were greener pastures

Out of Gas Not Enough Capital

Tried to Grow too Fast

Sucker for a Fast Money Promotion Scheme

Too Lazy!

Bought Untested Equipment

1946 Coin Machine Highway to Success

August 18th Day!
DURING the past three years thousands of men have entered the coin machine business. Some, for one reason or another, have fallen by the wayside. Plenty of them are still in it with routes that are proof of the success they have met in building their own business.

Who are these MEN?
SURE, The Billboard has many thousands of them tabbed. So have many distributors and manufacturers. During the next 50 days, however, our objective is to nail down every last one.

Beginning this week you will be asked many times thru the mails, as well as thru pages of The Billboard, to answer the FIRST ANNUAL COIN MACHINE ROLL CALL.

Manufacturers and distributors are co-operating by contributing their customer lists. The Billboard is combining these with lists of its own in the largest campaign in the history of any trade paper to make the first annual census of this industry complete.

Because your name may appear on several lists, you will receive many letters during the course of this drive. Please excuse this duplication. It's due simply to the fact that there are so many names on so many lists that there isn't enough time to check one against another.

Right now the important thing is to enroll yourself as a member of the coin machine industry. It costs nothing. In fact, if you are a subscriber you can save $1 by having your subscription extended eight weeks or by ordering an additional subscription for the important eight issues ahead. If you aren't a subscriber—here's your chance to get the next eight issues (including the big NAMA and CMI Convention issues) for only $1—just half the newsstand price! Send cash and you will also receive FREE the big December catalog convention issue of Vend listing all the vending machine manufacturers and what they make.

ACT NOW! USE THE HANDY COUPON BELOW

<table>
<thead>
<tr>
<th>SUBSCRIBERS—USE THIS COUPON</th>
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<tbody>
<tr>
<td>To: B. A. BRUNS</td>
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<tr>
<td>THE BILLBOARD</td>
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<tr>
<td>2160 PATTERSON ST.</td>
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<td>CINCINNATI 22, OHIO</td>
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<tr>
<td>I AM A COIN MACHINE MAN!</td>
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<tr>
<td>Enroll me as an</td>
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<td>Operator □ Distributor □ Manufacturer □ Other</td>
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<tr>
<td>I already subscribe to The Billboard and want my subscription extended for eight weeks for only $1.</td>
</tr>
<tr>
<td>Send me an additional copy for 8 weeks for $1.</td>
</tr>
<tr>
<td>I enclose $1 for which I get 8 weeks PLUS the December issue of VEND FREE.</td>
</tr>
<tr>
<td>Bill me later for $1 (No Free Vend).</td>
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| FREE with your coupon and get the big December catalog issue of VEND. |
| FREE |

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| NAME                      |
| COMPANY                   |
| STREET                    |
| CITY                      |
| STATE                     |
EVANS’ WINTER BOOK

World’s Finest Investment in Consoles!

The ads are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators found it the Console sensation throughout 1943—will call it your best bet in Consoles for 1944, thanks to features like these!

- SENSATIONAL WINTER BOOK ODDS!
- Provide up to $25.00 HIGH JACKPOT on 5c PLAY!
- Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED!
- EVANS’ NONPAREIL ‘7-COIN HEAD’!
- Greatest Improvement in the History of the Industry!
- Not just 1 or 2 or 3, but as many as 7 coins every game!
- Why be satisfied with less?
- EVANS’ FAMOUS PRECISION ENGINEERING
- TROUBLE-FREE PERFORMANCE
- BEAUTIFUL CUSTOM-BUILT CABINETS
- AVAILABLE in 5c or 25¢ PLAY

Ask the Man Who Operates One!

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.

1528 W. ADAMS STREET
CHICAGO 7, ILL.
Immediate Delivery!

FROM STOCK!

RUNZEL Pushback Wire

18 or 20 Strand 68 Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devising methods of wiring harnesses to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harnesses.

Send us your specifications for INTER-COM CABLE

RUNZEL Cord and Wire Co.
1723 W. MONTROSE AVE.
CHICAGO 11, ILL.

MILLS BELLS!

We have all MILLS latest Bells in stock.

DIXIE COIN MACHINE CO.
912 Fordyce St., New Orleans 13, La.

AUTHORIZED BELL-O-MATIC DISTRIBUTOR

New Equipment

Coin Changer by Johnson Face Box Company, Chicago.

Shuffler-King Re-Bound (shuffleboard), by Chicago Coin Machine Company, Chicago.

Vender (ball, gum) by Silver King Distributing Corporation, Chicago.

Color vender by Jeff Distributors, Inc., Los Angeles.

Round-Up (five-ball) by Chicago Coin Machine Company, Chicago.

Skill Test (arcade-counter machine) by Groat & Tool & Manufacturing Company, Chicago.

Wax-O-Mart (shoebling) by Wax-O-Mart Corporation, Maitland, Fla.

Distributor Appointments


Personal Notices


Richard C. Byars was appointed manager of Canada Dry's U. S. licenee department in New York.

Purchases

Harmony Hardware Supply Co., Inc.

Brand New

Shuffleboard $475 ea.

No Extra Charge for Packing or Crating

IMMEDIATE DELIVERY

342 West 42nd St., New York 18, N. Y.

Coin Operated

Electric Scoreboard for Shuffleboard...

$175.00

Santa Fe

6-Inch Shuffleboard...

$375.00

A-Ball

12-Inch Shuffleboard...

$475.00

Santa Fe

54-Inch Shuffleboard...

$675.00

Santa Fe

Equipment

We serve all manufacturers of coin operated equipment.

Jukebox

Supplement.
MAKE AN OPERATOR'S PIECE OUT OF ANY SHUFFLE-BOARD!

**Chicago Coin's SHUFFLE-KING**

**SCORE BOARD**

FITS THE CENTER OF ANY AND ALL SHUFFLE-BOARDS

SCORE VISIBLE FROM EITHER END, IN LIGHTS!
PUSH BUTTON SCORING AT BOTH ENDS!
METERED CASH BOX!
"GAME OVER" PROMINENTLY VISIBLE!
LITED INSTRUCTION GLASS!
SIMPLE TO INSTALL, ALL IN ONE UNIT!
MADE OF SOLID WALNUT AND MAPLE!
See Your Distributor Today

**CHICAGO COIN MACHINE COMPANY**

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

---

**PENN "BLACK-BEAUTY"**

THE BOARD OF TOMORROW

CAN BE YOURS TODAY

ADJUSTABLE "EBONIZED-COSOLITE" PAT. PENDING

PLAYING FIELD

Designed To Eliminate
Resurfacing and Warping
Guaranteed for Two Years

Distributors — Territories Open

WRITE WIRE PHONE

PENN SHUFFLEBOARD CO.

CABINET MAKERS SINCE 1888

WALNUT 2-3633

1015 CHESTNUT ST. PHILADELPHIA 7, PA.

---

**OPERATORS 50-50 DEAL**

We have a limited number of
BUCKLEY BONANZA — CRISS CROSS TRACK ODDS

which we will furnish to established operators on a 50-50 basis.

NO INVESTMENT REQUIRED ON YOUR PART

Write or wire giving phone number

BOX 226
c/o Billboard, 155 N. Clark St.
Chicago, Illinois
ATTENTION—SUBSCRIBERS

Buy additional subscriptions in conjunction with The Billboard's First Annual Coin Machine Roll Call NOW!

For only $1 you can get the next 8 issues, including the

BIG NAMA AND CMI CONVENTION SPECIAL ISSUES

Take Advantage of This Money-Saving Offer

OPERATORS  
Subscribe for extra copies for your office, your home, your service department.

DISTRIBUTORS  
Subscribe for your salesmen. Give subscriptions to your best customers.

ASSOCIATIONS  
Subscribe for your members.

MANUFACTURERS  
Subscribe for your field men, your department heads and other key personnel.

ALL SUBSCRIBERS  

SIMPLY SEND YOUR LIST OF NAMES TO B. A. BRUNS, THE BILLBOARD, 2160 Patterson St., Cincinnati 22, Ohio. You will be billed later at $1 per name, or enclose your check and every name will also receive free a copy of the December catalog issue of vend listing all manufacturers and what they make.

ELECTRIC  
SCOREBOARD  
FOR SHUFFLEBOARD  
WRITE FOR PRICES

PEANUT MACHINE  
BRAND NEW!  
STONER 2 COLUMN, $13.50 F. O. B. Chicago

MID-STATE COMPANY

GIVE TO THE DAMON RUNYON CANCER FUND
SICKING’S GUARANTEED RECONDITIONED GAMES

NEW MILLS BELLS

MILLS NEW O 1

A PART-NEW Bell...

The NEW O 1 is an entirely new design, made of the same material as the old and gold, and made to give Guarantee satisfaction. It shows all beauty and charm of any type of location, and delivers every feature and opportunity.

25c Play . . . $1.15.00
25c Play . . . WRITE

MILLS BLACK GOLD BELL

If you want to increase your income place the New Mills Jewel Bell in location. It is made of the same material as the old and gold, and made to give Guarantee satisfaction. It shows all beauty and charm of any type of location, and delivers every feature and opportunity.

5c Play . . . $69.00
5c Play . . . WRITE

MILLS JEWEL BELL

The Jewel Bell is a complete bell, operating on a Mercury Parish system. It is a modernized version, all parts being new and improved. Full details in Box 25.

25c Play . . . $69.00
25c Play . . . WRITE FOR PRICES

FIVE BALL FREE PLAY GAMES

Malody .......... $9.00 Bells.
Yanks (William) 85.00
Trade Winds (Late) 124.50
Starlight ... 48.00
Cover Girl ... 122.50
Yanks (Late) ... 89.00
Thrift (Like New) ... 174.00
Sun Dust ... 137.00
Jumbos ... 124.00
Crazy Bells ... 118.00
Monotone ... 115.00
Four Roses ... 17.50
Mimic Bench ... 17.50
Venus ... 17.50
Dude Bunch ... 17.50
Show Boot ... 17.50
Stale Face ... 17.50
School Days ... 17.50
Surf Queen ... 15.00
Dynamite ... 17.00

New Box Stands. Single, Double and Trivia Series for Mills Bells.

GOA Y NEW YORK BELL...WRITE FOR PRICES

CONSOLES

Big Game ... $48.50
Dance-Kasante ... 69.50
Four Bells ... 79.50
Lute Model Bally’s Fathers (Like New) ... 49.50
Lazy Laura ... 61.00
1940 Gallagher Domino ... 43.50
Daily Club Bells ... 68.50
Lute Model Evans Races ... 43.50
High Road ... 74.50
Three Bells, New Satz Model ... 49.50
Evans 1940 Bangtail ... 49.50

SICKING, Inc.

Established 1905

America’s Oldest Distributor

1401 Central Parkway

Cincinnati, Ohio

www.americanradiohistory.com

SICKING’S GUARANTEED RECONDITIONED GAMES

ONE BALL F. P. GAMES

GOLD CUPS ... $324.50
Jockey Special ... 264.50
Special Entry ... 169.50
Victory Specials ... 74.50
Leopards ... 32.50
Wishko-Wyf ... 43.50
Pimlico ... 32.50
Thoroughbreds ... 32.50

We have in stock at all times every NEW COIN MACHINE MANUFACTURED

Write for Circulars and Price List

THE BILLBOARD

It is setting 8-week subscriptions in one- and two-armed bandit and one-armed Bandit Coin Machine Roll Call for only $1. That’s boring! But the subscription rate is only $1-

...three issues include the BIG MAP IT’S FREE! Send your subscription Slip and the issue to be Included.

For full details see pages 102 and 103

THE BILLBOARD

We have all the latest Bells in stock.

Central Service Sales Company

219 West Jackson, Kansas, Indiana

Handled for Mills, Esterbrook, etc.

REMEMBER MASTERCARD POOL TABLES

10-11 1/27 1977 OPERATED IS 10c STICK

These tables have been officially, triple-tested and re-issued. They have been proven equal or better than new tables for many years. The guarantee is for $1,500.00 F. C. E.

They're new so they take the full 10c. Contact P. D. PARKER DISTRIBUTING COMPANY

BY ST. ATH, SWISS, NASHVILLE, TENN.
don’t buy a false face!

CERTIFICATE OF MANUFACTURE

This is to certify that this machine,
Serial No. _______ is a genuine Mills Bell
exclusively designed and manufactured for us exclusively.

BELL-O-MATIC CORPORATION, CHICAGO, ILLINOIS

Exclusive National Distributor: Mills Bell Products

We again find it necessary to caution you about your Mills Bell machine purchases. There are several copies on the market where an old mechanism is placed in a new case and sold as a new machine. The Genuine Mills Jewel — Bonus — Black Gold and Melon bear a “Certificate of Manufacture.” Be sure you receive one with your purchase. If you are in doubt, call us collect—Spaulding 2-0600.

Bell-O-Matic Corporation

WORLD’S EXCLUSIVE DISTRIBUTOR. MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS
THE GAME PROVEN TO BE TOPS FROM A TO D!

TEMPTATION

Featuring for the First Time on Any Game...

AUTOMATIC SCORING FLIPPERS

An Exclusive Chicago Coin Feature

BUMPERS, NEW LUMINESCENT TYPE

CASH BOX TELLS THE STORY

DIFFERENT WAYS TO SCORE - 5 IN ALL

CHICAGO COIN MACHINE COMPANY
1723 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

NEW LOW PRICES

on SHAFFER'S Used Phonographs

PRICES CUT FOR FALL CLEARANCE

Reconditioned — Ready for Location

Seeburg W8-12 Toe-G-Crane $49.50
Seeburg W8-12 toe Wireless Wall Boxes— with metal covers $37.50
Seeburg W8-12 toe Wireless Wall Boxes—with plastic covers $29.50
Seeburg W8-12 toe Wireless Wall Boxes— with metal covers $39.50
Seeburg W8-12 toe Wireless Wall Boxes— with plastic covers $29.50

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D.
SHIPPMENTS F. O. B. COLUMBUS, OHIO

EXCLUSIVE SHAFFER DISTRIBUTORS
Also Distributors for all Other Leading Coin Machine Manufacturers

SHAFFER MUSIC CO.
PORTLAND, ORE.
SEATTLE, WASH.  PORTLAND, ORE.

"YOU CAN ALWAYS DEPEND ON ACTIVE -- ALL WAYS"
Williams SARATOGA

Has New THUMPER BUMPERS and Good Old-Fashioned EARNING POWER!

See It—Buy It at Your Distributor TODAY!

Williams MANUFACTURING COMPANY
161 W. Huron Street Chicago 10, Ill.

New 1949 Model DALE'S Mauser Pistol (All-Electric) Shooting Gallery

- New Intriguing Scoring System
- New Thrilling Recoil Action
- New Long Firing-Range Effect

SNEAK PREVIEW!
SEE IT AT BOOTH 109
N.A.A.P.P.B. Convention Hotel Sherman, Chicago November 28-December 1 or Write for Free Descriptive Folder

DALE ENGINEERING CO.
6744 Orizaba Avenue, Long Beach 5, California Phone Los Angeles Exchange—Metcalf 32-871
FREE PLAY GAMES  \[ \downarrow \]  FREE PLAY GAMES
$14.95 each \[ \downarrow \] $14.95 each
$40.00 each

ARIZONA—BIG LEAGUE—BROADCAST—BRAZIL
—BIG HIT—CROSSLINE (Cover Girl, Prewar)
—GRAND CANYON—OKLAHOMA—MITGET
RACER—PASTIME—STAGE DOOR CANTÉEN
—PARATROOPER—STREAMLINER—SEVEN UP
SHOW GIRL—SURF QUEEN—SUSPENSE
(Yanks, Prewar)—STEP UP
Write for New List of All Machines

SPECIAL!
YANKS . . . . . . . . . . $99.50
MAJOR LEAGUE BASEBALL . 119.50
Terms 1/2 Deposit, Balance 90 Days.
"The House that Confidence Built"

BADGER'S Bargains

"SPECIAL" RECONSTRUCTED
LIKE NEW
BALLY BOWLING $275.00
Genco BING-A-ROLLS $169.50

GUARANTEED RECONSTRUCTED CONSOLES

GUARANTEED RECONSTRUCTED PHONOGRAPH

RECONDITIONED SLOTS AND STANDS

BRAND NEW — IN ORIGINAL CRATES
DISTRIBUTORS, WRITE FOR PRICES

TERMS: $5 DEPOSIT WITH ORDER, BALANCE E. O. D. OR SIGHT DRAFT

GIVE TO THE DAMON RUNYON CANCER FUND
GET 'EM NOW AT LESS THAN FACTORY COST

QUICK SALE

CLOSE-OUT

BARGAIN PRICES

SPEED up your play. Dress up any Mills "escalator type" mechanism in a spanking new, colorful cabinet. Perfectly engineered for a perfect fit . . . anyone can do it. Buy now at a fraction of original cost—while present stocks last. First come—first served. Hurry! Hurry! Hurry! (When ordering, spec. 5, 10 or 25c play!) Also 2-5 or 3-5 pay out.

THREE GREAT VALUES—TAKE YOUR PICK

JEWELL BELL

GOLDEN FALLS

GOLDEN FALLS

LATEST MODEL

HAND LOAD JACKPOT

RESERVE JACKPOT

$37.50

$34.50

$29.50

F. O. B. CHICAGO—CASH WITH ORDER—SEND 1/3 ON C. O. D.

 THEY WON'T LAST LONG AT THESE PRICES

Abco NOVELTY Co.

2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILLINOIS

MEMBER

1140-50 N. KOSTNER AVE.

CHICAGO 51, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR TODAY!

SEE OUR EXHIBIT

AT THE

COIN MACHINE SHOW

MEMBER

BOOTH 2-3-4

"There is no substitute for Quality!"

www.americanradiohistory.com
GREATEST ONE-BALLS EVER BUILT...
IS VERDICT OF OPERATORS EVERYWHERE

Bally
CITATION
ONE-BALL FREE PLAY

Bally
LEXINGTON
ONE-BALL AUTOMATIC

EARNING $1...

WRITE FOR CONFIDENTIAL reports on seasonal earnings of CITATION and
LEXINGTON... In many spots NEARLY DOUBLE the average previous one-ball
records. The new MYSTERY “MULTIPLY” and GUARANTEED ODDS are
sweeping the country like wildfire. Odds “multiply” on mystery basis...
AND NEVER DROP BACK TO A LOWER BRACKET... always
either advance or remain as high as on previous coin. Without
fear of losing favorable odds, players play 10 or 12 coins
per game for additional selections. The result is the
fastest play in one-ball history. Get your share.

Bally
Reserve Bell

NEW HOLD AND DRAW BELL-CONSOLE
WITH NEW BUILD-UP BONUS

RESERVE BELL

AUTOMATIC
COIN-DIVIDER

BALLY BALLY BALLY
3-BAR WINNER RECEIVES BONUS
BONUS "GROWS" FROM 100 TO
2000 TOP

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Photograph shows CITATION
(Non-Play Model)
LEXINGTON
(Automatic Model)
Is Identical in ap-
pearance and play features.

OTHER Bally HITS
CARNIVAL
BIG INNING
TRIPLE BELL
WILD LEHON
DOUBLE-UP
HI-BOY
HY-ROLL
DELUXE BOWLER

PLUS PLENTY OF
BELL-FRUIT
WINNERS
CAN BE OPERATED AUTOMATIC
OR REPLAY - NICKEL OR QUARTER PLAY
ORDER FROM YOUR BALLY DISTRIBUTOR TODAY

MANUFACTURING COMPANY
MEMBER

www.americanradiohistory.com
UNITED'S

MOON GLOW

NEW SPOT FEATURE

★

4 GREAT WAYS TO SCORE REPLAYS

FIVE BALL NOVELTY REPLAY

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

See Your Distributor
COMING SOON!

An announcement that will herald the GREATEST STEP FORWARD in the history of Coin-Operated Music!

Seeburg
1902 - DEPENDABLE MUSIC SYSTEMS - 1948

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22