Mark T. Smith, internationally known horse trainer and ringmaster, associated with Bruce Cary, has put together one of the few really new show 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; Wildfire, the well-known film horse; Liberty horses and jumping horse routines, starring Laddie, the high-jumping Liberty horse; comedy acrobats, clowns, motion picture stunt and fancy and trick riders; a prima donna in "Melody of Gold," a standout 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 dead lines: for Reservations, January 4th; for copy and/or plates, January 6th.
EIGHT RATINGS VS. TEMPERAMENT

Philly’s Cafe Ops To Fight Taxes on Tele
State-City Leves Opposed

PHILADELPHIA, Nov. 27.—Opposition to both the Pennsylvania State amusement levy on television in tap-rooms and any city or federal tax on video presentations in licensed taverns was pledged this week by licensees. Arouded by the decision of the State Supreme Court holding that the commonwealth’s nature of a “motion picture exhibition” and thus subject to the State’s 1% sales tax, several Negro tavern owners of the city levy the 10 cents on all food and drink receipts, the tavern trade was preparing new attacks on the law.

At the same time, licensees ready to junk their video sets were ad- (See Phila Taverns on page 2)

BILLBOARD BACKSTAGE
By Joe Gida
On and Off the Soapbox, Or, Some Random Thoughts Re the Record Evolution

Burlington about backstage over a period of years a guy gets a fairly good perspective on a few phases of show business. Sometimes so good a perspective that the guy is inclined to soap box and make a speech for the good and welfare. Despite the recurrent and strong urge to do this we fight it off most of the time.

But this one time we’re succumbing. Early last summer after the recording season had gone along for years, reasonably happy with its 76 revolutions per minute, Columbia Records, Inc., came along and told the guy something closely resembling a bombshell into the picture by introducing a new long-playing micro-grooved record which plays at a speed of 33 1/3 r.p.m. Many set manufacturers, including Philco, Smith, Magnavox, General Electric and Stromberg-Carlson, respond to the bomb in one form or another on these new 33 1/3 records could be played, and the usual moans and groans about (See Billboard Backstage on page 21)

New Battle of the Comics? Benny Shift to CBS Bodes War at 7 P.M. on Sundays

NEW YORK, Nov. 27.—A battle of comics in the choice of 7 p.m. Sunday nighttime is shaping up as a result of the shift, finally announced yesterday (Fridar), of Jack Benny from NBC to the Columbia Broadcasting System (CBS). It presages a cutthroat war for 16-year-old one of the other comedy stars now on NBC, for rating honors.

Two comics mentioned are Red Skelton and Fibber McGee (Jim Jorden), with Skelton given a slight edge. Another possibility is Truth or Consequences, sponsored, as is Skelton, by Proctor & Gamble (P&G). NBC feels that its best chance to compete with its erstwhile leader is via comedy on the theory that its listeners, after 16 years, have been accustomed to comedy at 7 p.m. Sunday nights and that such chances are best, accordingly, with a laugh show.

Earlier, NBC had considered using mystery shows to combat the departure of last season’s popular contract, but that might follow. This would have meant shelving its ban on string shows, but that is the NBC face which might accrue, NBC figured, would not be worth abandoning its anti-crime policy.

Similarly, the network cannot spot the new giveaway against Benny, which (See New Battle on page 5)

Philly Concert Season Flops; Promotions Go Up the Flue

PHILADELPHIA, Nov. 27.—The town’s many dance and jazz concert promoters, with few exceptions, have finally thrown in the sponge after about 10 weeks. For the most part, the promoters were all newcomers to the field. The stand-by card it quite after taking a licking last year, and the New York bookers apparently had little trouble finding folk who were willing to put up the guarantees in advance.

New promoters entering the field showed they were new by the absence of any major promotion or ad-versting campaign to face a top attraction which drained the bankroll. Several admitted that by the time they paid off the guarantee and the usual rental and the expenses, there was no money left over to hire a press agent and book others, or to throw together a decent advertising campaign in the newspapers.

Leucuana a Flop
Classic example was the promotion of the Academy of Music Tuesday (Nov. 23) that offered Cuba’s Ernesto Leucuana in concert. There were more press stories than actual concertgoers at the concert, which was held in the City Center. The previous Leucuana concert at the Academy of Music in November 1948 had been a record-breaking success.

(See Philly Concerts on page 18)

Acts Boil But Berle Snares Hot Hoopers
Ticklish TV Problem

NEW YORK, Nov. 27.—The highest cooperating ever reported for either AM or TV program has been scored by the Texaco Star Theater, starring Milton Berle, in the November ratings reported this week by C. E. Hooper, Inc. The Berle show rating is a staggering 80.7. Its sponsor identification score, 86-traced largely to the Stone Pitchman routine—is even more amazing.

The Berle rating provides an answer to some production problems which have beset the show recently. The latest concerned a clash between Judy Canova, guest star on this week’s show, and Berle, who was off the air (22) after the telecast. Miss Canova was doing a red hot burn, claiming Berle had let her down, both during rehearsals and while on the air. The last deal with a change for the sake of Miss Canova went on, while Miss Canova was on the air.

The latter foul-up was explained as necessitated by a last-minute cut, (See Hi Ratings on page 13)

Tunesters File Leibell Appeal

NEW YORK, Nov. 27.—Attorney John Schulman, representative of the Tunesters, or radio and television composers, authors and publishers (ASCAP), filed an appeal against Paragraphs 1, 2, 3 and 3 of the Leibell decision. The appeal, filed yesterday in Federal District Court, will be heard by the U.S. Circuit Court of Appeals and will probably eventually end in the Supreme Court along with the ASCAP case.

The paragraphs cited cover Judge Leibell’s decision restricting writer members of ASCAP in disposing of their performance rights.

Fight Mgrs. Seek Protection From Coaxial Linking

NEW YORK, Nov. 27.—Regarding the linking of Eastern and Northwestern coaxial cables as a strong potential threat to the welfare, fortune of managers, thru the Boxing Managers’ Guild, this week we were considering courses of proactive action. A real fear exists in the fight game that video’s network expansion will further the already-depleted gates, which many promoters blame at least partially on television. By piling (See Fight Mgrs on page 12)
Philly Theater Local Hauls Parent Union Into Courts

PHILADELPHIA, Nov. 27.—The unusual spectacle of a theatrical union taking its parent union to court will be on hand here Monday when Local B-109 of the Philadelphia Theater Employees' Union asks the Court of Common Pleas for an injunction restraining the parent International Alliance of Theatrical Stage Employees (IATSE) from negotiating a contract with the Warner Bros. Studio employees.

The local union, taking in all theater employees from assistant managers to stagehands, doormen and even matrons, filed a bill in the matter seeking the restraining order against the IATSE: Richard F. Walsh, national president; Joseph B. Silver, vice-president for Class B locals; and Lawrence Katz, international representative. H. Eugene Heflin, attorney for the local, filed the action, which will be heard Monday (29).

The court will be asked to issue an injunction against the parent IATSE from arranging a contract for Local B-109 without first obtaining a union shop contract.

The local union, which has been deadlockened with Warner for a new contract since May, has a 35-cent hourly increase plus a $20 bonus for the new manager. The best offer from the Warner management was a contract which had been a 25-cent hourly wage increase plus a weekend premium.

A Tragedy for Walsh, who has been a union man for years, was ready to close a new contract with Warners at a figure close to the 25-cent offer.

48 Spending For Fun Soars

WASHINGTON, Nov. 27.—The Commerce Department issued without amendment this week an estimate of the total expenditure by the American public on recreation in 1948, which included the neighborhood of $3,000,000,000, compared with $2,700,000,000 in 1947 and $2,500,000,000 in 1946.

The Commerce Department economists pointed out that the increase in spending for amusement is reflected in part in the higher cost of living. House, for example, which cost an estimated total of $10,000,000,000 in 1947 is figured to cost approximately $15,000,000,000 this year.

On the basis of projected 1948 estimates, total spending on amusement will exceed the amount paid by the public on personal services, which include buying and repairing of automobiles, railroads, and the like. Amusement spending will be just about $1,000,000,000 more than in 1948.

In the area of transportation, the Commerce Department estimated an increase of $1,000,000,000 in 1948 over 1947. Recreation spending will be almost exactly half that put out by the country for all purchases of automobiles, new and second-hand, and sporting goods.

At the same time, however, the American people will spend more on recreation in 1948. This increased spending will be due to the fact that many people have been in the habit of purchasing new and second-hand goods and services for recreation.

Showbiz Luncheon Will Honor O'Dwyer

NEW YORK, Nov. 27.—Excess from all proceeds of the show will hold their annual luncheon on behalf of the Federation of Jewish Philanthropists of New York December 14 at the Hotel Astor. Mayor William O'Dwyer will be honored by the Society. Tickets are on sale at the hotel.

Showbiz Luncheon Will Honor O'Dwyer

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WASHINGTON, Nov. 27.—The raging controversy over the use of the capital gains tax by top radio and television performers is heading toward a Washington showdown. CBS, NBC and Mutual are stirring with speculation of a full-scale investigation and a possible floor fight early in the 81st Congress unless the Bureau of Internal Revenue issues an early administrative ruling on taxing performers from incorporating themselves to cut tax payments. Major developments on the Washington front this week were:

1. The Bureau of Internal Revenue sent a letter in reply to a recent letter from Sen. Styles Bridges (R., N. H.), who demanded to know the legal basis for the Bureau's acceptance of the device where high-billing top performers pay the lesser capital gains tax rather than the income levy (The Billboard, Nov. 20). The letter from the Bureau of Internal Revenue informed Senator Bridges that it was looking into the matter.

2. Two House members—Representatives Carl T. Curtis (R., Neb.), sent letters to the Bureau of Internal Revenue and to Senator Bridges with Bridges' letter. Priest is a member of the House Interstate and Foreign Commerce Committee, which has jurisdiction over radio legislation, and Curtis is on the House Ways and Means Committee. In addition, Sen. Eugene Millikan (R., Calif.), present chairman of the Ways and Means Committee, is supporting the position taken by Bridges in the controversy. Curtis is now head of the Senate Appropriations Committee.

The Bureau is mum

The Internal Revenue Bureau is mum on its specific plans, but a spokesman indicated that any inquiry by the Bureau might make it "strictly in executive session with the individual taxpayer." William Harrison, playing the Miller Huggins role, Mitchell Grayson is directing the show being packaged by Woody Klose.

**NEW YORK, Nov. 27.—Immediately after Columbia Broadcasting System (CBS) had announced its acquisition of the Jack Benny program, Niles Trammell, president of National Broadcasting Company (NBC), issued the following statement:**

> "Capitol Gains Fuss"

Altho Trammell declared capital gains deals for performers (see NBC statement on Page 5, this issue), there are authoritative reports that NBC will continue to refuse to purchase stock in so-called production corporations where the artists who control such corporations are performing on the NBC network. Such arrangements are bound to lead to charges of discrimination between artists who are paying income taxes at the higher regular rates and those who are paying at the lower rate of 25 per cent based on so-called capital gains.

CBS replied to Trammell's statement with one of its own: "All so-called deals involving the purchase of so-called production companies or radio properties, all details of such transactions will be submitted to the Treasury Department for approval or disapproval. Therefore, if by any stretch of the imagination can there be any question as to the propriety of such transactions?" Mr. Trammell is doing a favor to unfairly many creative artists who have done no more than abide by our tax laws like any business man or corporation."
COURT DECISIVE SHAKES FCC

WORL Court Okays Raises Power Doubts

Supreme Court Next?

WASHINGTON, Nov. 27.—Chafing under a brutalizing reprimand by the Court of Appeals of the District of Columbia, an ex-service employee in a decision in which the court reversed Federal Communications Commission's (FCC) reversion to renewal license, of WORL, Boston, the commission is contemplating carrying the case to the Supreme Court. The case is expected to attract wide attention in the radio world because, in the opinion of legislators here, the validity of the commission's investigatory methods in license renewal cases is at stake.

Bypassed by a minority dissent in the Court of Appeals decision, the FCC is seeking to support its conclusion that operators of WORL, allegedly had shown "gross carelessness and willingness" of facts and consequently did not warrant having their license renewed. The Court of Appeals, in reversing the FCC decision, said that the FCC acted "arbitrarily, capriciously, and in disregard of the fundamental requirements in refusing the applicant's license."

Discussion's Comment

In discussing, Justice J. Edward, declared that the FCC 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 these conclusions can be thought to lack support."

Edgerton declared that even if "the applicant's falsehoods had been merely reckless or negligent," they would still have supported FCC's finding that the applicant had not possessed the necessary character qualifications of a licensee of a radio station.

Should the FCC decide to go to the higher court, the WORL case would have temporal license to operate, pending final determination. The station has been to operating for about a year.

MBS Sets Paige In Program Post

NEW YORK, Nov. 27.—Jack Paige has been appointed to the post of manager of program operation of Mutual Broadcasting System (MBS). Effective Dec. 1st, Paige is now director of special events with the company. Abe Scherchen, the web's news executive, has been appointed to the same day that Bob Sweeney, recently resigned as Mutual's executive vice-president, leaves the web.

MBS was established by the same date in the year 1928. On the same day that Bob Sweeney, recently resigned as Mutual's executive vice-president, leaves the web.

NORFOLK, Nov. 27.—Mutual Broadcasting System this week was in negotiations to a rental to exclusive radio service to The Daily with Judy party

Mutual Is Dickering For 'Judy' Exclusive

NEW YORK, Nov. 27.—Mutual Broadcasting System this week was in negotiations to wrap an exclusive radio sale to The Daily with Judy party presents for the program to biggest in the country. Walter Lurie leaves for the Court December 6th to set the deal.

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 Commissioner Edward M. Webster. Published by the Littauer Center of Harvard University, the booklet outlines the two-year history of a station accused under the call letters "WZZZ." On the basis of his study of the station's operation, Ulin concludes that it is impossible to control program levels unless they made detailed studies of all the station's operation. Therefore, the present situation reveals that the station should be able to borrow the method of centralized control. Ulin asserts in the pamphlet, which is a new edition of Broadcast Aids, that the Control of Radio Broadcasting is to examine the particular duties of each worker of a radio station, and to guide them to "WZZZ," and its views of the station, as contained in the booklet, specifics its income lower than the average station.

Meggis & Agencies Achieve a Formula

NEW YORK, Nov. 27.—The battle laid down by radio artists' and the Publishers' Agreement is evidence that the agreement is negotiated with the networks to which advertisers' agencies later become signatory, and has been worked out between the Radio and Television Advertisers' Guild (RTDG) and the advertising agencies.

This agreement as to a method of distributors' give a few months of old stalemate between the megis, and agencies over frequencies directors. Any pact agreed upon will have to include from the RTDG point of view, the Association, Guild shop, basic minimum fee and addiction practices and fees, vacations with pay and air credits.

WLOF-SMS Sells Nighttime

NEW YORK, Nov. 27.—A single sponsor, Richard H. Kipling, has picked up the tab for the almost the entire output of WLOF, the new FM station. Kipling's contract for six hours, 6 p.m. to midnight, has been in operation only a few weeks, and the station, as contained in the booklet, specifics its income lower than the average station.
Simon Antics
Draw AFM/Nix: Jockey Burns

CHICAGO, Nov. 27.—Ernie Simon, local disk jockey, this week was put on leave by the American Federa-
tion of Musicians (AFM), as a result of the situation, Simon is due to return to his post and prevent him working with AFM or-
chestrists, until he resolves at many benefits, first of which was a scheduled appearance on the AFM holiday show, which was to be presented at Chicago Stadium tonight.

Simon, not an AFM member, got into trouble with the union over a situation which developed at a con-
munity benefit in the daytime Wednesday (17). To hypo the show that Principals of the show, in typical style, got off a couple of copy in the or-
chestra, threw some orchestral music and the trimmer during game of his savy routines. The benefit was sponsored for the Berryw, Ill., Community Chest by the Fort High School.

Yesterday (31) Simon received a notification from Local 10 that he was to appear before the Local's board of inquiry on Monday to answer for his practice charges. According to Simon, this charge was brought by expand, Local recording secretary, when he appeared at the union's office was, however, non-committal.

Simon also said that members of the board used some unnecessarily strong language in their attack on him and his radio shows. In 10 minutes, Simon handed down its unfair ruling because of his routine with the benefit or-
chestrists.

In voicing the resentment of the situation he stated that Simon stressed the fact that he had no time to explain his side of the case and has no intention of returning to his post until he was satisfied.

Doug Jonathan, local radio man, who is now an AFM member, told The Billboard that Simon did a top job and that the trimmer during game in question were only part of Simon's usual clowning routine. Jonathan said that if due to pressure, Simon and other American Federation of Radio Artists talent worked for nothing.

Mantle Cancels ABC Spot, Toni Mulls Cuts

NEW YORK, Nov. 27.—One bank-
roll, Mantle Lamps, canceled out on American Broadcasting Company (ABC) this week, while another, Toni, pondered reducing its commit-
ments. Mantle Lamps decided to fold its Smillin' Ed McDowell show after December 24. The program has been airing at 4:15 p.m. Fridays. This week another one of Mantle's shows fell a week off its Ladies Be Seated, which airs at 8:15 p.m. across the board. These changes are effective Tuesday and Thursday. The reason for the move is not immediately forthcoming, but it appears Mantle will invest some of its budget in video shortly.

Natl Biscuit Buys Three-1/2-Hrs. on MBS

NEW YORK, Nov. 27.—The Na-
tional Biscuit Company, on behalf of Shredded Wheat, this week con-
cerns itself with the Mutual Broad-
casting System (MBS) by which it will bankroll two daytime half-hour and an hour. The terms of the shows slated to be used is Straight Arrows, a half-hour of organized game run over Coast stations. It probably will go into the evening.

The agency is McCann-Erickson.

On the House

SIOUX CITY, La., Nov. 30.—The recent blizzard and steel storm, that struck this area early yester-
day (KTRI), Mutual Broad-
casting (MBS) once more with an opportunity to perform an unusual radio puszor job. During the storm, manually operated transmis-
sion lines, KTRI hooked up on one and the other, using a Con-
sole remaining source of current, for the pushing operation. Next listeners both tune in on and drink to KTRI.

WBBM Sets Variety Seg as P.M. Hyp.
Jock Competition

CHICAGO, Nov. 27.—In an attempt to hypo late night programming hours and to compete with disk jockey pro-
grams, WBBM, local Columbia Broad-
casting System (CBS), and a sta-
ton, will begin airing a live variety hour Monday thru Friday from 11:00 to 1:00 (KKB 27).

WBBM's new show, titled "Where the Antics Are," will be a musical revue band under the direction of Charles Pellegrino and will star vocalists Billy "the Kid" Ruttman and Connie Russell, all staff members.

Val Sherman, station's program manager, said that the new show will attract the "man in the market" that guest stars would be featured and that every script by staff writers will be used.

Sherman pointed out that sets in place for this hour here ranging from 13 to 7 per cent, and that station management feels a top program can attract the listener and keep many radio receivers going.

Scheduling of this new show will fill certain gaps in the station's lineup. Elaborately run the station's top remote, which has been diminishing her life of the past couple of months from Chez Paree and Ambassa-
dor in the shadow. So far, no attempt has been made to sell the new variety seg. Show will be aired on a satures-
ting basis, for an indefinite basis, until all the kinks are ironed out.

"Teentimers," "Leave It" Canceled on Mutual

NEW YORK, Nov. 27.—Two can-
celellations have hit Mutual Broad-
casting (MBS) involving MBS top-
timers, Inc, and Continental Phar-
macy, Inc. Continental's program, formerly dropped its Teentimers Club, which has been airing at 11:30 a.m. for the past year. 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.—Realiz-
tment of top personnel of Broadcast Management Bureau, Columbia Broadcasting System, has been reported, for the first time since the founding of the or-
ganization, by the undivided authority of Hugh Feltis as chief executive. Hugh Feltis, in a personal letter, from his Chicago office, on Thursday, was on par with Feltis. This divided and confused au-
thority, of which we have warned considerable critical-
ism from organizations supporting BMB and led, ultimately to the creation of the National Association of Broadcasters (NAB) resolution last week calling for an internal reorganization.

Under the new table of organization, Churchill will not concern him-
self with internal matters in the BMB; BMB will handle those of research, but will instead supervise those research activities which the organization undertakes.

Cort Langley, formerly director of public relations for the NAB special committee last week, BMB also

Menkin Gets Sklar Position on WMCA

NEW YORK, Nov. 27.—Lawrence Menkin, program director of WVNJ, Newark, N. J., has resigned to join WMCA, New York, as under-
ducer. He replaces Mike Sklar, who has joined the Columbia Broadcasting System (CBS) to work in their head-
quarters on the net, You Are There in New York.

Menkin, formerly a free-lance writer-director, will handle, under the new arrangement, WMCA's "You Are There." He will also do a new heart-
throb series tagged Letter to Lorry.

Girls December 3. The show board at 8:30 p.m. Fridays will wrap up after its initial 13-week cycle.

Ted Steele, One-Man Industry, Now Airs 22 hrs. Wkly., AM/AM & TV

NEW YORK, Nov. 27.—Ted Steele, the radio's playing-singer-si-

End of Story

December 4, 1948 The Billboard
Radio and Television Program Reviews

**Radio Roundup**

**Reviewed November 6**

Bay Area, CBS

Saturday, 7:30-9:30 p.m.

Producer/Director, Fred Ryan; copy editor, John Matz; musical consultant, Nate; orchestra, conductor, Ray Morgan.

**Reviewed November 9**

Bay Area, CBS

Saturday, 9:30-11:00 p.m.

Producer/Director, Fred Ryan; copy editor, John Matz; musical consultant, Nate; orchestra, conductor, Ray Morgan.

**Radio and Television Program Reviews**

**Radio Roundup**

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**Reviewed November 9**

Bay Area, CBS

Saturday, 9:30-11:00 p.m.

Producer/Director, Fred Ryan; copy editor, John Matz; musical consultant, Nate; orchestra, conductor, Ray Morgan.
To replace its short-lived Carnival General Electric has come up with a quiz show based on newsreel shorts which will bring a panoply of diversified notes to its powers of observation in answering questions about brief, lively newsreel clips. It is a dull, droning, long show. It is the kind of show which needs the sort of give and take which characterizes a program. Please when it was on the air. There are some indications that this sort of exchange is in store for Look and Listen.

Panel Experts

The panel of experts, so-called, on this show, consisted of Granlund Rice, Elka Chase, Deems Taylor and John Charles Dai, 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 is swimming in 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 flip line by one of the panel. Simple fact is that Gallico gave a number of indications of the discomfort 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 but be felt by all.

Eleanor and Anna Roosevelt

Reviewed November 19

Mondays-Wednesdays-Fridays 10:45-11 am

Producer, John Masters; announcer, John Nelson; cast: Eleanor Roosevelt, Anna Roosevelt; guests: Genevieve Talmud.

Current Hoopering for the program (Sustaining, November 15): Average Hoopering shows that type (Sustaining)—Near Continuity Hoopering program preceding (Bettes Crockers)—Near Continuity Hoopering program following (Buckridge)—Near Continuity Hoopering for programs on opposition networks (CBS, NBC, Mutual)...

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 show, heard three times weekly, is from New York. Mrs. Roosevelt is the latter coming thru with a transcribed interview with some celebrity to fill the center portion of the show, sandwiched in between comments on almost any subject by Mrs. Roosevelt.

On Trial

Reviewed Monday, November 22, 10:30-11:45 p.m.

Producer-announcer, John Bradford, writer-lecturer, Norvell.

Norvell, who bills himself as the 9th Century philosopher, is taking advantage of the current fad for introspection and self-analysis in his new series of late-hour talks on the show. His philosophy seemed compounded, on the one hand, of equal parts of patience and impatience. It that seems contradictory, so did Norvell.

There is more human interest. (See Norvell on page 15)

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

Mary Lee Taylor

Reviewed November 20

PET MILK SALES COMPANY

Thru Gordon Advertising Company

Via NBC

Saturdays, 10:30-10:30 a.m.

Producer-director, Al Chances; writer, Ben Adams; announcer, Del K. Cast, Mary Lee Taylor.

Current Hoopering for the program (Started October 25):

Variety Hoopering show that type (Sustaining)

Current Hoopering Program Promotions (Buckridge)

Cable Repeater, Gaines

CURRENT HOOPERING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Sustaining; CBS: Sustaining; Mutual: Sustaining; NBC: Sustaining; Mutual: Sustaining; Mutual: Sustaining.

In this day and age of mass... (See MARY LEE TAYLOR, page 15)

Continually growing

Mr. E. E. Armour & Boat Company

216 Wall Street, New York, N.Y.

Exclusive American Representatives

for

Continually Growing

Mr. E. E. Armour & Boat Company

216 Wall Street, New York, N.Y.

Exclusive American Representatives

for


www.americanradiohistory.com
Hits and Misses

Reviewed Wednesday (November 24).

Starring: Harry Mapple.

Producer-Director, Doug MacNamee.

A second half-hour stanza emceed by Harry Mapple features a quiz of funny contestants on recent TV shows. The plot of the show is devoted to interviews preceding the play-by-play results of the show. Questions, submitted by listeners were read, then answered. The answers of the meager lot, are painfully simple. For example: Following is a Slow Bow to China, Marlene asks for titles of two other songs about China.

The show is not merely the lack of a sizable jackpot that seems to account for a dullness about the show; that quality stems more from a cut-and-dried format and a rather monotonous style exhibited by Mapple. With an ability to tab scenes and music, his quick wit and quizzical aspects, the program could emerge as much more entertaining.

Tru Hecht.

World Adventure Series

Reviewed Sunday (14), 1-30 p.m.

Starring: Toney Weede, with Joe Darrin as commentator. Sustaining on WXYZ-TV, Detroit. Producer, Ross Mulholland; director, Alfred Wolf.

This is an unusual presentation of a travel talk, with background set in studio instead of on location. Ross Mulholland and Alfred Wolf, in this case, a least a cinematic photographer in the travel field. Perspective is set with an over-all coverage of the day's topic—in this case, post-war Britain. This set, then fades into the film, with Wolf ceasing a running commentary throughout.

The technique allows the talk to be understood ad lib to the commentary itself, without touching up any points not clear. The films, which are edited in such a manner as to maintain proper screen quality, and shots that miss for television are eliminated. Most films used in the series are from originals, and it has been found that they produce a softer contrast effect on the television screen than black and white originals, also allowing an additional length of time in some cases. The use of television camera's relatively insensitive film will do. The editing job is especially handled, especially considering the fact that most of the lectures the show deliver in town only a few hours before the show.

R. Mulholland and Wolf were thoroughly competent in front of the camera, as experienced talkers to the extent of being able to be mentioned, which was often. The show was run off in a big House, and the man that won't be allowed. In the show.

Som Chace.

This Is the Missus

Reviewed Wednesday (November 24).

Starring: Benny Berkey.

Producer-Director, R. Levy; writer, Louis Howard; emcee, Bud Collyer; assistant, Tom Mahoney.

Clayton (Bud) Collyer is the Missus, a spinsters' audience participation show. Missus, a spinsters' audience participation show. Goes A-Shopping as an afternoon offering over the Columbia network (CBS). Collyer, who works the most of this type of show, paces the dames on the stage thru a series of zany activities, all of which are meant to keep the viewers amused. For the most part, however, this show is proving Missus' familiar radio pattern being repeated, with none of the gags funny enough toCheap their own make to the show stand up.

Ancient is the word for the truth of having a man kiss three females and identify one as his wife. The show, which had four shows this week, got so slow till they burst, a rather funny attempt at whimsy, which was followed, a few minutes later, with similar imitations, barking, meowing and leaping like hounds. Perhaps the show, Dave Crane-Carl Espinosa, which will most appeal to women audiences, will improve as time goes on. But it's stenographic viewing, and how long these antics will hold the audience is questionable.

Commercials for Baby-O were mixed liberal with the show itself. The female participant had the unenviable job of selecting three towels for the most wonderful "bath" set, which was mentioned, which was often. The show was run off in a big House, and the man that won't be allowed. In the show.

Som Chace.
TripTed Tele Relay System
By 1950 Planned by AT&T

CHICAGO, Nov. 27.—Specific plans for expanding telephone relay service (AT&T) television in the United States next year were revealed here this week by a spokesman for the Bell System. AT&T subsidiary, Illinois Bell revealed that the company is preparing to test 12 large urban television network channels in operation by the Bell system will be tripled in the next year.

By the end of 1950 additions along present Bell system video networks will result in a total of five television channels in service between New York and Boston, between New York and Washington, Philadelphia and Cleveland, Cleveland and Chicago, and Detroit and Chicago.

The largest new area for future linking lies south of Toledo. Plans call for the installation of three channels between Toledo and Cincinnati via Cleveland. In Lumbus, O., three additional channels will be installed. Another two channels will be placed between Dayton and Louisville via a new "flying bridge." On the West Coast two video channels will be placed in service between Los Angeles and San Francisco.

Other extensions of present links will be made from Boston to Providence; a channel from New York to New Haven, Conn.; a channel from Phila-delphia to Wilmington, Del.; a channel from Buffalo to Rochester, N. Y., and a channel from Milwaukee to Madison.

By the end of 1950, if service is restored to the Bell system channels, they will be able to give service also to Dayton, Conn.; Reading, York, Harrisburg, Johnstown, Pittsburg, Youngstown and Erie, Pa.; Akron, and Fort Wayne, Ind.

WGNTV, Going To Daytime To Help Sell Sets

CHICAGO, Nov. 27. — WGNTV. The Chicago Tribune's tele station, will go on the air Monday (29) from 2 to 4 p.m. Monday thru Saturday to take care of the demands by manufacturers, distributors and dealers for afternoon tele shows to help sell receivers. At the same time, the station's network season is set to begin Decem-ber 11 and it will continue throughout Saturday night programming.

Edwin Shubert, it is claimed, have been lagging because salesmen attempting to make sales during prime afternoon hours have not been able to demonstrate programming. WGNTV's afternoon station will feature films and musical skits, sponsored on a co-operative basis by five tele set manufacturers.

With the dropping of its Saturday night show, WGNTV will have a more commercial video here now programming that night. The station will continue Sunday afternoon shows, however. The cut was made, the station said, to tighten its operation and to save money.

Elgin, ABC To Mull Special Holiday TV

NEW YORK, Nov. 27.—Impressed by the potentialities of holiday pro-gramming following its Thanksgiving telecast on the American Broadcasting Company (ABC) web on west coast, the ABC network firm is understood ready to sign a 10-year contract for special Thanksgiving-week programming.

Negotiations are believed to cover rates, with the bankroller to desire protection at current levels or very slight increases thereafter.

Silvers' New Show Moved In Conflict Over "Shoes"

NEW YORK, Nov. 27.—Cluett Per-son's new Phil Silvers' show, which will have its national network (NBC) video network this week, will have a new time next week. The reason for the change, according to reliable reports, is that Lee Shulman, who is said to have a piece of Silvers' Broadway ve- nicle, High Button Shoes, threatened to pull the plug from the set if he failed to show at the theater before 8:30 p.m. The original time for the show was 9:30 Wednesday nights.

Silvers' show is 7:30, with the show cut to a 20-minute aimer to permit the Camel news-let to air at its accustomed 7:50 time. The program will have this time for the next two weeks, with NBC playing. And another half hour in the meantime.

medium Gets Bankrollers Radio Lacks

NEW YORK, Nov. 27.—Television's early claims as an advertising me-di-um that would lend itself to many products and services not adaptable to radio'sural plugs are beginning to materialize, a study of current tele-bankrollers reveals. In addition to these new items, tele has also pro-voked sponsors and their agencies with the added flexibility inherent in film and the fact that products plug long-lived via radio.

The result has been a two-fold: an influx of new advertisers who by the nature of their products, have previously been confined primarily to displaying ads in newspapers and magazines, and a diversion of ad budgets from radio to tele or an increase in rate to include tele as well as radio plugs.

45% at NBC

The National Broadcasting Company, for example, reports that of 27 commercial shows telescast via its networks, 12 would not have been done if not for higher time and facilities charges. Revised rates range from $85 for a 30-minute show to $359 for a full hour's live show, and take effect De-cember 1.

Current WBBZ-Tele sponsors will be protected at the rates in effect prior to the date until May 13, 1949, for-vided no lapse in schedule occurs, according to C. Swenson, NBC's televi-sion manager. The station is currently operating from 6 p.m. to 11 p.m. seven nights a week, with 15,000,000 weekly viewers, and is seeking another 3-4 dinner hour red:frame for an additional station. The NBC Vanguard station.

To cover rates, with the bankroller to desire protection at current levels or very slight increases thereafter.

Carpetts, Rugs, Curtains

Among the more obvious visual-treatment products that have been taking offesteeringly well are those products that have been well-advertised and have been being plugged on the nation's tele outlets and have not previously used radio except perhaps in isolated cases, are such items as carpetts, rugs, cur-tains and other home furnishings; toys, including model electric trains; and women's fashions and dress fabrics.

In addition there are such services as training in pregnancy instruction; hobbies, particularly home craftmanshiplines, such as ceramics, puppet-making and sketching, and kitchen utensils or household cleaning aids.
CHICAGO, Nov. 27.—Chicago television viewers will get top rating to puppet shows, first monthly report of the Jack Graham Research Organization, revealed this week. Next in order of preference are films and sport shows, mystery dramas, vaudeville, dance shows and audience participation.

New research org, started by Allen Jay and George Graham, makes its computations on this basis. The diaries are kept in 450 home samples here. Company has been hired by Columbia Broadcasting Company and, according to Jay, diaries have already been distributed in the city and the rest of the state. The 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 first week of the month) show most sets are in use on Wednesday nights. Peterson reports that at that time, 7 p.m., had 85 per cent of sets in use. Lowest viewing time is Friday evening, when 11 per cent of sets are in use.

Jay-Graham's research indicates that most sets are in homes of higher income families, 22 per cent are in middle income homes and 21 per cent are in lower income homes.

First Jay-Graham report showed that the weekly weekly of audience, by percentages, was divided among stations as follows: WGN-TV, 29.6%; WENR-TV, 24.0% and WNBQ (experimental) and not on regular schedule, 16.2%.

Comments from the qualitative portion of their diaries, Jay said, indicate that children feel children have profited from video educational films. In this respect, Jay also notes that video viewing has cut into their radio listening. Consensus of the panel was that the program they regretted missing most was "The Gumbus.

CAROLE COLEMAN, of High Button Shoes, singer Larry Douglas and Danny Daniels, featured dancer of Make Mine Manhattan, will join the Tony Mollot Trio on a 5-week tele show set to open Monday (6) at the 9:30-10:30 time slot. Miss Coleman will replace the current face of the Music, starring Johnny Desmond and Sandra Deane. Miss Deane told tele network representatives in search of new TV talent, with casting director Elizabeth Mears and Jack Rayel, assistant to program director Jim Caddigan, in charge. Auditions, to be held tomorrow at the WAND studios, will be conducted on Wednesday and Thursday. Auditions will be conducted by the WAND studios, will be conducted on Wednesday and Thursday.

(Continued from page 1) fights into cities throughout the East and Midwest. Each network will compete with living boxing bills being presented in various cities.

Charlie Johnston, president of the National Boxing Council, said this week that his organization would set a meeting for the near future with which to deal with the question. The guild is now at the midpoint point of a 12-month survey of the effect upon gate receipts, national and local, of television.

WNBTS Ad Lib Test

AIRS MORGAN, Gypsy

NEW YORK, Nov. 30.—Ecclesiastical, according to a recent announcement, Henry Morgan are among the "experts" slated to take part in an informal talk show which will air tonight at 6:30 p.m. over WNBTS, local tele outlet of the National Broadcasting Company (NBC).

Tentatively billed as Case of the Winds, the show represents NBC's first attempt to bring a major discussion program to its local 6-7:30 p.m. program void. With Ben Grauer in the emceeing role, the show will put a talkpot of subjects, with guests airing their opinions. Added starters, according to James Michener and editor Basil Davenport.

KFI-TV Cuts Live Night Sustainers

HOLLYWOOD, Nov. 27.—Terrific overtime labor costs being piled up in airing live studio sustainers has prompted KFI-TV to cancel all studio-sustainer shows after 9:30 p.m. Move eliminates need for double crew or standby help during combo live studio shows. It is expected to make for considerable cuts in operating costs for the network.

Films will be used exclusively after the 8:30 p.m. deadlines, except for live commercials, either studio or remotes. In commercial sales, extra labor will be paid for on any spot ordered for complete remote or live airings.

Hooper To Add Chi After Coax Linking

NEW YORK, Nov. 27.—With the East-Midwest coax cable slated to open January 12, C. E. Hooper, Inc., today stated that Chicago will be added to its local network. The latest addition to the cities carried by the Hooper cable is expected to be=data inserted by Philadelphia, Detroit and Washington surveys, Hooper said.

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

RICKS OR CITY SLICKS

They all go like the strings in a violin. You can make or play anything you want, and as fast as you want 'em—all at a swell price.
Hi Ratings vs. Temperament; Berle's Hoopers Hot, Acts Boil

(Continued from page 1)

needed when the show was running as a result of the death of the contractee. All plans were transmitted to Allen Roth, the show's con-
ger, but couldn't get to the show, and in no change, nor of course, to Miss Canova. It led Berle to bawl over the show, to be aired, with the lawyer, consequently stemming.

It marked the first time acts have been reported peeled at Berle. Some performers have squawked because of virtual or frequent gaff make-up or con-
cerns about their feeling that some that caused a considerable stir.

Others because Berle reportedly concentrates re-

WOR-TV, New York, commences op-

eration.

station director is Eugene

Thomas. John Hardy, present pro-

motion manager of WOR Monday (27) to handle promotion and special

events. Hardy's WOL job is being

filled by John Barbinson, formerly of W

rene, Tepeka. WOIC's program director is James Murray.

WOIC programs originate

from the Bar, the downtown Washington, until the million-dollar WOIC building is completed at 40th and Rockwell. WOIC is the first of the area's transmitters.

Inaugural week's coverage is also

boasting the presence of representatives of AM and TV stu-

dents. An all-student Commis-

sion Wednesday (24) to discuss plans for the biggest special event

in the area's recent history.

Warner Bros. Answer

Petition by Pauley

WASHINGTON, Nov. 27.—There is no reason for any more proceedings under the AM TV sal-

lagists for Warner Bros. and Doro-

thy Thackery. A decision by the Federal Com-
munications Commission (FCC) this week in answer to Ed Pauley's peti-

tion. Pauley's Southern California Televi-
nion Company is neither a licensee nor a formal ap-
plicant, and at the time Warner Bros.

declared Southern California is not

entitled to oral argument. The FCC has

ruled that it will not consider the

interrelation of the Avco regulation and

hence is subject to no formal argu-

ment.

Pauley seeks to break up the 1,105,660-

18,000 unit deal, that Mrs.

Thackery's KLAC and KC-LV, Los

angeles, and KTA, Palo Alto, to the

former owner. He can buy

fully for the outlet.

A-Item

NEW YORK, Nov. 27.—Wendy

Barrie had a tough time on her

100th show on WOR. The Na-

tional Broadcasting Company

(NBC), Miss Barrie had a se-

vere case of nerves the first night of the program which she will

work for the next six months.

She is working on a second show, but it is expected to be off the

air for only a couple of weeks.

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 near completion in two weeks, unless the spectra of

Federal Communications Commission on the proposed deal is

skeptical. It is expected that the

commission will be interested even more than ever, raising the possi-

bility of a heated commercial trans-

mitter stop.

ML Lee for airing over regular tele-

channels on an open cir-

cuit. There are plans to use the
telecasters have attempted to

air through regular channels.

20th Century-Fox (WNBT).

Miss Madison, the band leader of the show, is considered the favorite to

the show.

GLOSSY PROFESSIONAL
8X10 PHOTOS

IN QUANTITY

For mast glossy photos and post cards. Top-quality work at low prices. Soiled customers coast to coast for 14 years. Highest quality, courteous, quick service. We make reproductions as good or better than the original. Satisfaction guaranteed. Ask for full price list, sample, etc.

MULSON STUDIO

Box 1941

Bridgeport 1, Conn.
Capitol Gains Hassle Heads For Showdown in Washington

(Continued from page 5) payments to capital gains tax. Capitol Hill parliamentarians indicate that the pending bills to improve opinion in the Senate, which commence in January, are an effort to have the rider technique, if successful, would by-pass time-consuming hearings necessary if a capital gains ban were introduced as a regular bill. Following past practice, the technique of an Interior Department budget with a few lines to the effect that "no part of this sum shall be used to pay the salary of any official who permit, high-income individuals to pay the capital gains tax on place of the individual income tax.

The rider dodge was last used during the 1954 Congress in a wad-out effort in the Interior Department's reclamation bill. Interior's budget was a line forbidding the payment of salary to officials who were not citizens.

Stop-Gap Measure
Because of the present fervor over capital gains legislation, an office bill tax recognizing that there are several important questions in the matter of some top-salary permitting paying a 25 cent capital gains tax rather than an income tax on the whole.

For example, it is pointed out that in several cases, notably that of Bing Crosby, a genuine company is involved, and they would like to be used as a stop-gap until the later bills could be clarified by Congress. Capital Hill tax experts recognize that there are some cases in which it would be to the interest of some top-salary performers paying a 25 cent capital gains tax rather than an income tax.

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

WASHINGTON, Dec. 27.—For the second time in two months, the State Department is now mailing Voice of America schedules to various listeners as the agency struggles to put the broadcasts on a basis approaching that of the war years. 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 bring the overseas broadcast budget to about $12,000,000.

With total broadcast time of the voice now averaging about 10 hours daily, it is believed that about 25 hours in the closing weeks of the war, the State Department will be able to improve the broadcast time and make daily hours to an optimum total. The shift of funds to the broadcast time will raise the casts of the broadcast for the State Department when contracts with the major networks ran out on October 1, and the agency will be able to broadcast by hours daily. Otherwise, said State Department officials, the transition was accomplished smoothly.

Personnel Shortage

Alto 70 of the 100-old web employees only the Voice have been called in by the WDSU-TV, the agency is still harped upon by a week's training, especially those with a knowledge of foreign languages.

Until recently, the Civil Service Commission (CSC) established a register of broadcast employees eligible for salaries of $9,000 a year, but progress in hiring from this register has been slow. Not only do prospective employees receive the usual State Department clearance, "but they must also be given a special clearance by the Federal Bureau of Investigation (FBI)."

Despite the shortage of employees, the State Department is endeavoring to build its mailing list for program logs to the 400,000 names on hand at the close of the year. A first batch of 3,000 schedules bearing future Voice of America programs is now in the mails, and by the end of September overseas broadcast stations asked listeners to write the CSC and the CSC's expert to the board.

"Mail regarding the Voice was then averaged 500 letters monthly. For October the total was 5,000.

Only Olio Contacts

According to the State Department, no attempt is being made to send Olio contacts to countries by air. "This would be embarrassing to say the least for a citizen," according to the Department figures apparently support the Voice of America, but discovered receiving Voice literature. Literature has been explained to Soviet-sponsored areas usually wind up with a program log to the tune of listeners in those countries. Overseas programs are about 90 percent news and information and 10 percent music.

VOICE OF AMERICA

LONDON, Dec. 27.—A merely radio station "unreal, cruel and horrifying" in the recent reports of the Fadex of the British Broadcasting Corporation (BBC), a short segment program, which has just returned to Eng- and the 30th Maintaining a month in the radio.

"I find it difficult to get hold of old schedules," according to the radio set-up in America," Miss Padol wrote in an article entitled "It's Just the Beginning." "But I can imagine"

"No one listens as we do in England," to go home and listen to the radio as part of the routine of sitting down.

the majority of the programs are no juvenile that I am not surprised at. People don't. But why listen at all?"

"Mind you, their best programs are on the very highest level. They're fine. But the non-stop commercials are certainly not on the cutting edge of the whole crazy set-up.

An English View of U. S. Radio: "Unreal, Crazy and Horrifying"

In fairness to America I must point out that there is a public service on the air as well," she said. "And I do believe that it's a step toward more American public activity and similar nationalistic activities.

Chi Bears, Cards

Break Anti-Video Policies Dec. 12

CHICAGO, Nov. 27.—The Chicago Bears and Cardinals, National Professional League teams which have not been televisioned this year because of the clubs' feeling that video would hurt the game, will be seen in action via television here and in other Midwest cities December 12 when the teams play their annual game. In breaking the long-standing ban against TV, it was pointed out that Americans believe it has, they should be able to get away from the innovative and dangerous thinking that characterizes it at present. Her view on television programs being "one of the craziest aspects of the whole crazy set-up."
Admiral Show Will Switch to Revue Format

NEW YORK, Nov. 27.—Admiral Radio, which now presents a Monday evening variety series on the National Broadcasting Company network, will switch to a vaudeville format beginning Dec. 1., and will be heard in all parts of the country. The show will be called "Admiral Revue" and will feature a variety of musical and vaudeville acts, including comedians, singers, dancers, and acrobats. The show will be broadcast live from New York City, and will be hosted by a new announcer, with some familiar faces from the radio world expected to make guest appearances.

MARY LEE TAYLOR (Continued from page 9) produced cookbooks, newspaper and magazine articles devoted to recipes, cooking aids, etc. Her name is built around same, it's an- other of those rare birds of a minute radio station who was devoted to a step-by-step pro- gram for making such pros- an dish as steamed chocolate pudding made from food stuffs that are transmitted on this Pet Milk station.

With Mary Lee Taylor holding forth, NBC thought pro- nounced Del King showed how simple it was to catch the essence of a mad scientist woman's book without robbing her instructions. This pres- sumably, thru its repetition, gave the manufacturer a rate his nerve and info. But the aura impression added for his unmentioned concept that the listeners would never circle- hovers around 12 years. This was the type of talking: Taylor: 

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WBKB Adds Heat
In Tie-Up With Chi's Sun-Times

CHICAGO, Nov. 27.—In the near future WBKB, local Balaban & Katz station, will make a co-operative news tie-up with The Chicago Sun-Times, it became known here this week. Coincident with arrangement with Sun-Times, station will begin overhauling its new staff and programming.

Sun-Times deal, as now outlined, will result in co-operative hourly news programs each day, daily shown utilizing paper's pix and news analysis by top writers on the Marshall Field paper. In addition, station will make available to the paper a daily 15-minute slot for a news package produced by the paper. In exchange for use of Sun-Times personnel and facilities, WBKB will give the paper frequent credits.

To strengthen its new operation, WBKB is planning to throw out practically all the news shows it has at present. In addition, the station is planning to hire a news editor, which it has not had to date. Furthermore, the station is installing a special ticker tape machine which it will use to teletext moving news tape during airing of test patterns and at other times. Spokesman for the station said that WBKB's telecasting of ticker tape will mark the first time a Midwest station has used this type of news programming.

Firestone TV Vies
With AM Spot, So Co. Switches Tele

NEW YORK, Nov. 27.—The Firestone Tire & Rubber Company this week decided that it was its own toughest competition and prepared to move its television program to a new time slot. The show, America's Quiz, has been in the 8:30 p.m. Monday period on the National Broadcasting Company (NBC), the same time period used by Firestone for its AM show, Voice of Firestone, over NBC.

The sponsor this week optioned the 8:30 slot for America's Quiz, apparently having decided that owners of TV sets occasionally listen to their radios, and should get the chance to catch the AM Firestone show.

WNBT Mulls Plan
For Own Newsreels

NEW YORK, Nov. 27.—National Broadcasting Company's local tele outlet, WNBT, is mulling over the idea of producing its own newscasts. The plan would entail a local approach, in line with the station's locally-originated 6-7 p.m. programing.

The present stage of the discussions contemplates an across-the-board stamna, which would be aired in addition to the web's currently telecast newscast package.

N. J. Standard Oil
Ganders Television

NEW YORK, Nov. 27.—Standard Oil Company of New Jersey this week was looking over possibilities for a video show which would enable it to jump into tele soon. The firm's agency, Marshall & Pratt, has been veering old feature films as one possibility, and also has been considering Fred and Jan.

Standard Oil now sponsors the New York Philharmonic on the Columbia Broadcasting System.
Kenton Fed Up With Dates; To Lay Off Soon

Justice Dept. Steers AFM-Wax Opinion

WASHINGTON, Nov. 27.—The Justice Department has withheld a ruling this week on whether it will take under advisement a request by the radio industry for an antitrust exemption. The Justice Department is considering the request from the American Federation of Musicians and Record Operators, which submitted its request last week.

A Justice Department spokesman said late yesterday (26) that the department would not say whether he will give consideration to the request that an advisement be rendered by Justice Department.

Would Rotate Bands

During the past year, Stan Kenton intends looking into a plan to put jazz music. The plan calls for a future tour that will tours across the country which will enter to teen-age jazz enthusiasts and will feature exclusive performances that will be performed by the music's top names. From Louis Armstrong thru to the present day, Stan Kenton believes that there is a large and intelligent audience that jazz pubs to support and it is an opportunity to perform their own recent concert series as the expansion of the band's tour. He played 63 economically successful promotions out of a total of 70 dates so far this year. His potential now is exhausted for the next few months. He is due to go South following the Paramount date but apparently will have GAC cancel these one-nighters. This marks the orchestra's second banding in slightly more than a year.

Col. Album Captures Tensions of 1925-45

NEW YORK, Nov. 27.—A trio of radio personalities have been responsible for recording albums ever to hit the retail market. The album is marketed with GAI and Gabriel, for $64 and 13 sides recaptures and recreates the tensions and series of events from 1925 to 1945. Narrated by Edward R. Murrow, noted commentator, and containing excerpts of speeches by Roosevelt, Churchill, Stalin, Hitler, Mussolini, Heydrich and many others, the album, when listened to, gives a clear understanding of the emotional experience, but is at once a revelation of the evil that men can do and an affirmation of the ultimate strength and victory of humanity's better instincts.

All the gai has been imprinted on wax. The import of, course, is enormous. But when one considers that the album is being billed as "A History of the 20th Century," due to being a true reflection of the times, it is possible that the album will be a collector's item to be treasured for many years to come.

The radio Linc is very evident throughout the album, the most outstanding of this kind has been the one of the London Broadcasting Company, which has been released under the title "This London." The album has been a huge success, with millions of copies sold in the United States alone. It is estimated that the album has been sold in excess of one million copies.

The radio Linc is also evident in the album released by the Columbia Broadcasting System, which has been marketed under the title "The Columbia Broadcasting System." The album is a true reflection of the times, with many of the best-known radio programs of the day, such as "The Great Gatsby," "The Shadow," and "The Green Hornet," being featured.

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It Piles Up Little by Little At the William Morris Agency Band Department

"Curtailment" Hailed as Undertaking of Year

NEW YORK, Nov. 27.—The William Morris Agency (WMA) execs have stated that WMA "is still in the band business,"-mounting internal headaches since the 27.-Stan Kenton's "Curtailment," which the agency's top men still feel they are doing a curtailment still doesn't explain whether the slicing will occur by cutting down of the WMA artists' roster, or by a pruning of its sales forces, or both.

Meanwhile trade talk concerning the Morris situation has been mounting up to a fever pitch. This is how stacked up at press time:

1. Allan Kinkol, whose last week asked for his release from a WMA contract, this week was denied his request, "Kinkol immediately looking for a place to the American Federation of Musicians (AFM), where the ruling will be made by an official statement saying they were going "to curtail" the roster.

2. The orkster in general is virtually set to go with General Artists Corporation (GAC), according to Charlotte Les, the new general manager, George Moffet, and GAC exec Art Weens. It is expected that WMA will be paid $25,000. The orkster's deal will be signed Monday (29). The orkster is already being submitted by GAC and is not being directed.

Victor's Latinas Now on Own

NEW YORK, Nov. 27.—RCA Victor Latin American series was el- lased to West Coast last week from the near international department and set up as an independent unit with Hernan Dacio. The Latin wax, which until now has been handled by the house's Latin group within the international catalog, is now in line for increased pro- duction and distribution, and the catalog is designed to give international department the time to concentrate on other nationalities, as well as on Victor's new Pop Specialty series (The Billboard, October 29).

Diaz made a quick trip to Cuba last week to iron out technical mat- ters there, and also to renew the wax- ing pact with Myrna Silva, Puerto Rican cutty.

Decca Revamps A. & R. Set-Up

HOLLYWOOD, Nov. 27.—Decca Records will revamp its artists and repertoire set-up to enable plat- ter leader Dave Kapp to divide his time equally between Hollywood and New York offices. Kapp, currently on the West Coast, said he would establish offices here which will have complete control from either end of the country.

The move, recently added to the Decca and r. department, is slated to headquarter in Chicago, according to the Detroit Herald. A similar move in St. Louis has already been planned.

CHS execs and now of the firm of Stix & Gudke, specializing in the handling of large corporations, are to be joined by the Decca radio worry brought to wax a few months ago, as well as to again the times that tried men's souls.

It is more than encouraging that the album by Phil Ochs is a commercial item. Plenty of people are buying copies, and the belief that Columbia will plan similar albums, perhaps to be issued on a yearly basis. Paul Ackerman.

proffered by WMA, stitho WMA exec Nat Lefkowitz said that McIntyre has been allowed to leave the agency.

3. William Morris Agency Press Secretary Evon Cress Courti was on his way to the West Coast to see with Duke Ellington a deal which was proposed to the orkster by GAC. The orkster's deal will be signed Monday (29).

4. Del Couri, whose WMA pact winds up in February, is reportedly talking with both GAC and Music Corporation of America (MCA) to take over his management. It was indicated that he hasn't discussed re- newal with WMA.

Phil Brown May Ankle

WMA and GAC pact was re- ported (The Billboard, November 27) that WMA and GAC pact was signed next week. Brown this week admitted that he had been talking with other agencies recently, but refused to be pinned down.

Milton Krans, GAC v.p., stated that while he was talking with Couri, an overture was made to him by WMA. The agency's A & R staff, Couri admitted that such a mention was made, but passed it off as "nothing at all significant.

Milton Ebgins, who manages Couri, said that Brown had been over the phone in Hollywood with Johnny Rich and Johnny Moore's Three Blazers, all of whom are under WMA band contract. Ebgins added that the WMA execs have stated that it will maintain its current Orkster deal, but he has been approached by several major agents for deals with all or some of his stable.

GAC Admits Dicker

Art Weens, GAC office executive, admitted to The Billboard that the office had been after many of the WMA programs and mentioned in addition to the recent move of Judi Wall, that John- ton, Henry Busse and Basie.

8. An MCA band department top- per reported that two WMA salesmen had been up to MCA looking for jobs. The MCA man also claimed that the WMA execs have stated that it will maintain its current Orkster deal, but he has been approached by several major agents for deals with all or some of his stable.

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MUSIC

PITLY CONCERT SEASON FLOP

Promoters Out Of Luck and Green Stuff

Even Proms Don't Pay Off

(Continued from page 3)

Save the bathing beauties who flaked the Academy on two September nights in a row, the ex-wives of the music world have failed to break even, for most of the promoters. The biggest mystery is why the artists are off the hook. The boomerang the neophyte promoters so willingly

rest on the musical attraction or the lack of promotion, is they have been faces which the wall were seen all too plainly when two heavy 호텔 nights fell. Some felt the theoretical

answer is that the public is tightening its money belt and that the $100,000 bill paid to 10 per cent of federal and 10 per cent city amusement taxes as much more than the traffic will bear.

Biggest surprise was the Lauritz Melchior failure at the Academy on February 18. The great Dane was always a cinch for an overflow. This time the 6,000-capacity Academy was only three quarters full.

Ellington Fiasco

A more recent fiasco was the Duke Ellington promotion on November 16 at the Broadwood Hotel.

The record that Ellington, agents

sent down Tony Stevens to do here with the advertising agency man Charles Borelli, plus vet-promoter Reese DuPree staging the affair and printing the advertisements to expect a goodly number in the 4,000-seat hotel ball room. Instead, the 1,500-seat house was about a third of these seats.

Not helping the concert promoter any is the bad impression left on each customer by the Ellington band which fans who sat in the upper balcony at the Academy concerts were forced to make their way. The band members arrived late on November 9. The profanity that rained down from the lower-priced $1.39 table is unforgivable.

Promos Also Flop

Fate of the daring promoter has been no better. The bunch crop of race proms at the Elate Ballroom here with lesser Negro names has made many a promoter cross his office desk eggs. Yet, even Vaughn Monroe, who announced a three-city tour in the dance promotion field in these parts, failed to draw enough dancers to show. The Elate Ballroom was a no-go. Monroe, who brought him to Convention Hall this season on November 9. The prosperity that rained down from the lower-priced $1.39 table is unforgivable.

New Infringements Harass Publs; Pluggers Still a Problem

NEW YORK, Nov. 27.—All too late, the movie industry has acted on the new law. Where the old form of infringement had cropped up during the past six months resulting in the loss of sales and a harassment according to the president's report at the annual meeting of the Music Publishers' Protective Association (MPPA). This latest involves the unauthorized making and selling of records for sale of dance orchestration and other arrangements of songs owned by MPPA members.

In Boston, for instance, the report points out, "a fellow was discovered who was buying old songs, and selling them as 'Harebrained Parade, Exactly Like You and Kill The Bunny Side of the Street.' MPPA has taken action against all such cases in order to eliminate the practice before it becomes a major problem.

Defender Status

President's report contains another point not generally known; namely, in the battle between the U.S. Department of Labor and the publishing industry relative to the status of contact men, the labor department, after investigation, took the position that the men are not salesmen and therefore subject to the wages and hours law. Herefore it was believed that the labor department was merely conducting a routine investigation. The president's report points out that the matter is of prime importance not only because of the time

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 publishers, also because the decision could be made retroactive for as much as two years. "The Administration says," would involve important money.

As reported in The Billboard previously, 20th Century and the contact men are holding to the position that contact men are salesmen and exempt from Wages and Hours Law. No decision has been handed down.

ASCAP Board To Talk Video

NEW YORK, Nov. 27.—The board of the American Society of Composers, Authors and Publishers (ASCAP) meets Tuesday (27), with television slated foremost on the agenda. Indi-

viduals now are trying to open formal negotiations with the telecasters prior to the annual ASCAP membership meeting, slated for December. Informal talks with TV representatives of National Association of Broadcasters (NAB) have been going on for some weeks.

The board heard reports that an ASCAP member at the recent meeting of the Society's West Coast branch, indicated return of members assigning TV rights to the Society are very close to the near

in the year (1947 cent off) volume), and it's expected that a few phone calls will be made before the figure up to the required level.

Current thinking in the Society is to provide for general and special [illegible] in any form along lines similar to the Society's radio licensing procedure. This would call for a percentage on TV's annual take and would permit TV users to choose from various types of plans including a 'straight rental' system. From a dollar volume, and it's expected that a few phone calls will be made before the figure up to the required level.

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Leeds Acquires Delkas Catalog

NEW YORK, Nov. 27.—Leeds Music Corp. has acquired substantially all of its standard catalog by acquiring for a reported $49,000 the Delkas catalog of concert and educational music. The catalog includes more than 250 plans, with compositions by well-known classical and noted composers such as Bela Bartok, Walter Piston, Frederick Jacobi and others.

Leeds' standard catalog was started with the purchase of the acquisition of the Alk-Bas and Leeds Catalogs. Recent acquisitions by Leeds include the Chapman Catalog, which includes such composers as Prokofieff, Kharatchian, Schoenberg and others of the modern Russian School. In addition the firm's Standard Division includes the Sprague-Coleman catalog, purchased early this year, and the Leeds edition, which are major soloists and orchestral works.

Lovy's Promotion Push

HOLLYWOOD, Nov. 27.—Leeds Music Corp. is planning a promotional push to spur West Coast performances of classical works in three Alk-Bas and Leeds catalogs. The push includes a tour by a major soloist and orchestra, once a year. The program was successful in its first year.

Crosby's 'Xmas' Hits 5 Mil Mark

HOLLYWOOD, Nov. 27.—The Bing Crosby label has claimed quite a success story for one single disk with the Christmas message, "White Christmas," which has sold 5 million copies. The song reached milestone seven weeks ago when Crosby's label, Decca, completed its 35th year in show business.

Platter believed the Crosby version of the song was that it would sell, and wouldn't have considered it possible to sell such a number. When the song was released, sales were not as available as expected, as the song was well received and has the potential for a Christmas single.

The song was written by Irving Berlin and has Frank Pie Linz to replace the name December &...
Do-Re-Mi Blues
Sung by FB as
Slump Hits Biz

CHICAGO, Nov. 27.—The financial situation of Frederick Bros. (FB) operations has been revealed to this newspaper. A rep of FB's Chi office, it was learned, reported that even meeting payrolls has provoked unsuccess-ful efforts, and Joe Muser, for the past two-year chief of FB's cock-tail department, would make no comment.

At various times during the past breathing spell, Joe had consulted with Tony Cavalier, Youngman, O., dancery on, regarding the possibility of organizing the union, learned from authoritative sources, contacts which may have been made at least a year ago and has since taken a semiautomatic role in the business of the giant.

Deals also have been pondered with other showbiz agencies regarding the establishment of a national-group union. At these conferences with B. W. Frederick were Mack McConkey, McCrory Singer, Willard Alexander, Gotham band operators, a group of the Metronome, and the Joe Glaser office. Frederick's initial price for the office was $10,000, but the original figure had dropped since.

The agency's band department, which numbered approximately 30 band-stands two years ago, has dropped through 16--Rev. For the Winfield and Tommy Carlyle—while the Sistahs Union, the chief revenue getter, while exact figures could not be obtained, it was indicated that there were approximately 120 and 100 units working currently. An additional 1,000 has also been learned, but was calling jobs at various two Midwest booking offices. If and when the Metronome office merged with Frederick, who has been booking bands, and Bob Price, a cocktail singer. Price was also reported talk- ing new jobs with Chi agencies.

$4,100 Shortage In Union Funds

PHILADELPHIA, Nov. 27.—An investiga-tion of the financial procedures, of Local 77, American Federation of Musicians, finding a shortage of $4,100. A committee headed by former President B. W. Frederick, made a two-month examination of the union books before announcing the shortage to the membership this week.

The union members were told, however, that a bonding company had covered the missing $4,100.

Frank Liuzzi, proxy, said that a member of the committee, A. Scola to collect assessments "gotten mixed up" in his accounts. When the investigation was discovered the mem- ber was fired.

The special committee of investiga-tion was made up of the mem- bers and three board members, John G. Ike, President Fred- erick J. Leigland, Vice-President James Perri. The committee investigated procedures followed in the past by late Business Manager and Treasurer Louis R. Schomv.

Times-Columbia Picks Hayes

NEW YORK, Nov. 27.—George A. Hayes, the new manager of Times-Columbia, metro-politan radio station WOR, has been placed Paul McNulty, who moved up to the Times' appliance division as telephone sales manager.

Hayes was formerly sales head of theZenith Radio Corporation's MGM division for New York, and New Jersey.

Wash. Shuns Blanket Rule
On Taxing Terperies 20%

WASHINGTON, Nov. 27.— Bureau of Internal Revenue ruled this week that it has no plans to issue a blanket ruling on the inclusion of balcony seats. The bureau spokesman said, however, that ballrooms which serve refreshments are considered subject to the levy. This was the first official statement of the bureau on the situation which is drawing the fire of National Ballroom Operators Association (NBOA) (The Billboard, November 29).

A spokesman pointed out that be- cause of the difficulty of drawing the line between, for example, a hotel where cards are issued and a ballroom where refreshments are available in another room, each

Chi Bookers Study
Rule B Regulations

CHICAGO, Nov. 27.—Rule B, regulations governing artists' representa-tives, which was adopted in 1950, is an assured of a year's study by the booking business. At a board of directors meeting this week, the Entertainment Managers' Association, along with the Booking Agents' Association, Prove Jack Russell, of Mutual Entertainment Group, said that the regulations are too harsh. Each group will be assigned a rate group, and rate groups will study the theater, nity and outdoor field.

The following committee and chairmen were appointed.

Sid Page, membership; EMA and the Booking Agents' Association; Fredy Williamson; grievances; Sam Masse, and the American Federation of Musicians; Lou Bresson; bylaws, Sid Entin; public relations, Jack Russell; solicitation, Tommy Burchill. Goal of the mem- bership drive was set at 50 new mem- bers.

Fredy Williamson, first v.p. of EMA, was selected as the additional chairman of the Rule B committee.

The committee's report will be reviewed at a board of governors. Starting in January, EMA will begin issuing a monthly newspaper, to be edited by Sid McClean, thru which mem- bership and the conduct of EMA activities will be monitored.

Cub Hits Market, New Kidisk Label

NEW YORK, Nov. 27.—Cub, a new kids hit, last week's contest. The unscarred discs, which are produced by Folkways Records and the Columbia Corporation, are sung by singers Woody Guthrie and Adalade Van Wey, and include additional arrangements by Tom Paxton. On order, originally featured on Disc recordings.

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

Dizzy Into Carnegie Xmas

NEW YORK, Nov. 27.—Jazz impresario and disk-jockeey Leonid Foster has scheduled his third annual Christmas Revivalists' dinner concert for Christmas night. In connection with jazz- locksmith "Symphony in the Round," Foster will also present several winners of the Cub competition, and a group of musicians who will be playing for the dinner. The Revivalists' Christmas show will be held at the Messe Club, Thirteenth St. and Seventh Ave., and will be the debut of the new group, the New York society band, which consists of nine members, including a concert by John Lewis.

The ballroom case must be examined separately.

"It would be wise," he said, "for a ballroom operator to contact the court and get a ruling on his district for a ruling as to whether or not the cabaret tax must be paid." It was pointed out that the only issue at stake is whether refreshments, cloakroom and other service receipts are subject to the 20 per cent rate, direct admissions to ballroom and taxable at a 20 per cent rate regardless of the classification.

By permission

Authority for the bureau's policy of classing refreshment-serving ballrooms, as in Section 170.8-E of the Internal Revenue Code which makes subject to the 20 per cent tax "all amounts paid for refreshments, services or mer- chandise sold at a cabaret, roof show, or other similar place furnishing a public performance for profit by or for a group or firm entitled to be present at any proportion of such performance."

A case was set up to define a cabaret as any room in any hotel, ballroom or similar spot where music is performed for profit by a group or firm not entitled to be present at any proportion of such performance.

The controversy dates back to a test case in 1944 when a court upheld the right to tax the Avalon Ballroom of La Crosse, Wis., as coming under the cabaret tax provi-sions.

Emerson Buys Share Of New Pix Diskery

NEW YORK, Nov. 27.—Jack (Hare of Gold) Emerson, warring band leader, is now a sharholder in The Pix Records, incorporated in New York last week. The stock in the company is being held by Murray Singer, tunesmith-privacy of the Swank diskery; Sam Singer, Joy Disk shop owner, and Sid Katz, at- torney.

The first Pix release will feature a new record by Buddy Rich on the signing of his current pact with the Metrotone diskery, with whom he has been signed thru this agency by his attorneys, Ackerman & Lieber- man, who are now handling his case against Metrotone asking for an accounting and royalties earned in connection with the Heat of Gold and Cornellish Symphony.

In addition to several more un-an- nounced sides, Pix will also release a number of recently purchased foreign language discs and is looking for more masters to buy.

Sittin' In Sells Bop to Jade

NEW YORK, Nov. 27.—Sittin' In, the label set six bop boxed masters to the newly formed Jade Record Company, according to Sittin' In's executive. He mentioned the meeting of Bunny Briggs, former Charlie Barrat vocalist, and recently formed Jap- recent Eddie Condon, WPLX-TV shows. The wax label is again affiliated with the Southern Revivalist, a new religious vocal group.

No New Quintet for Public

NEW YORK, Nov. 27.—Philadelphia record distributor Ellis Wolfe stated that the Reys and Bob Don vocal group has signed to record for his Public label. The quintet have been heard and will record a contract to Mody Records, Inc., also of Philadelphia.
GOTHAM GOUACHES ... Fred Robbins is running a disk jockey show at WVO for high school students, with entrants delivering two minutes of patter on a subject of their choosing. Last week, while finals were on Fred's 1760 Club, with the winner getting an eight-week contract for his own show and $300 in prizes. Monday night longhair platter show put on WNEW, December 12. Program will run from 8:35 to 9:30 p.m., with Goodwin doing his own programming. ... WNEW's Martin Block stands by the opening of his second WNEW-Disc Jockey Forum, Saturday (4)... Ted Steele, who does a four-hour stint at WMCA and two hours at WOR, will be back on WNEW for a Sunday morning platter show, starting on January 4, 1948, in 'C.' Christmas. ... Tom Madsen, TD and Joe Murphy, of the Heart Association, as guests of honor has been set for December 15, 6:30 to 12, at the Baroque Room of the Belmont Plaza, with Harry Bronner, Madsen, Carl Turowski, New York’s Mosque Theater. ... Frankie Laine guested on Morley- Amsterdam show. During his appearance Larry Allen now does her WOFV folk platter show from the Village Barn nighty.

TUNE TOUNTING ... Bill Cook has started a promising sleuthing at WAT—The Boy's Voice— I'll Always Be In Love With You. He played on acetate, was swapping with calls, and the platter is now being pressed on the Columbia label. Another Boy's Voice on WNEW is the loundalee wuxing of Prisoner of Love on Columbia as "the newest quiz record most likely to succeed." ... Jan MacRae, WJBF and WHFR-FM, Boston, Registrar, and Mich., says, "I'm new! Boys Girls Were Made To Take Care Of Boys, by Sundin and Machine on Capitol. We plan to make it the big tune in this week." ... WUML, V. M., in Lincoln, Neb., handy, WTMA, Charleston, N. C., both think that Lonely Christmas, by the Orioles on Jubilee, figures to be one of the big holiday platters. ... John Daniels, KTSC, Virden, Ill., says that Jerry Sallar's MGM Play the_Request drew a terrific response on his new release... Don Formwell, KFRU, Columbia, Mo., says that a platter plotter of Rees in Heaven is the current love with Missouri U. students.

WESTERN WAX WHIRL ... Bonnie and Riley Gibson, at KOPP, Ogden, Utah, doing a new 65-minute show, Hostess Club Show. Show features two people for morning shows, Quade, KCOY, Santa Maria, Calif., is getting terrific record service from the wax platter company. On What's New, one of his shows, he spins everything the disc-jockeys send over for him, and then he begins his Request and Review show, with the station's other Wax listeners. Listeners' comments apropos the records are shown to shellac salesmen. Disc-jockeys appreciate the service. Bob Goggin, at WHIM, Oklahoma, rounds up transcribed requests for the Griesedieck Corp., Brewerv, four and a half hours. The two other disc-jockeys are done. The most popular, KXXL, over KXXL, Great Falls, Mont., 10-10:30 a.m. They are keeping away from the monpol-a-pepea routine... John E. Daniel, who does Crossroads of Music, Calif., has planned a new show ending with a new one, Sunday Showcase, sponsored by the Vitalia Tucker Company, local auto dealer. ... Eddie Dean, composer of Crafty, for RCA, last week, was guest on Chief Bear's program over WILS in that city. ... Bud Pratt, KRES, St. Joseph, Mo., deejay, has a new show, a full hour, and a full hour only. He's running on WRKC. ... Al (Jazzbo) Collins, KNAX, Salt Lake City, making a short, Spin the Disk, for Columbia Pictures. ... Jack Lloyd is now program director at WBZ, Boston, and he will fill out his schedule for December 2, over WBIC, Indianapolis. ... Tony Pastor and the Cleon Sisters appear on Ed Fisher's program over WHIZ, Zanesville, O., December. 1.

STRICTLY FROM DIXIE ... Two Washington lads, Tony Leno and Ben Brown, ran a 7,000-name platter campaign for Decca, in Los Angeles, Lumbino, S. C., Two WIXI, Columbus, Jucks have gone theatrical. Paul Rodger recently played in John Lemos Murry at the Town Theater, while Grodon and Cargill are standing by to present their show. Johnny Wright's program on WFRG, Greenville, S. C., is cited from $7-75 from the Jinks to the Jinks. It moves Sproul and makes Sproul. It is worth while because it is worth what it is. Johnny Wright's program on WFRG, Greenville, S. C., is cited from $7-75 from the Jinks to the Jinks. It moves Sproul and makes Sproul. It is worth while because it is worth what it is. It is worth while because it is worth what it is. It is worth while because it is worth what it is. It is worth while because it is worth what it is.

SPIN-OFF TURNOVER ... Spinning on 11:15 WIND, the Millions of Men of 30, 400 college boys, are heading for a March 30th show, they have planned. "I love college boys," signs of his many years in the college field, said he. "I will spin them any chance I get."

Caesar Unit to Play Carnegie, May Tour

NEW YORK, Nov. 27—Signature Records this week completed a deal with the Maple Leaf Dickery of Canadian manufacture and distribute the Signature line in Canada. Maple Leaf, which is headed by Don Johnson and which also handles the King line for Canadian manufacture and distribution, will produce the line under the Signature label.

GAC Band Biz

Grosses Hike

NEW YORK, Nov. 27—General Accounting Council of American Radio Weems this week reported that the agency's band department audit for the first nine months of 1947 showed an increase of between 15 and 20 per cent over 1946 figures for WOR, in a similar period in 1947. Weems added that the GAC grosses for the month of November are also up and will run above the marks set by the band department during those months.

It was pointed out that the merger between the GAC-MusArt agency early this year proved to be a big factor in the increase. The merger brought the combined agency into the agency plus additional salary power in the persons of Jack Whitmore, Orville Thayer, Howard Christiansen, Bill Pelk and Russ Faschin. The publication of Show Business and Sam Kaye to GAC's artists roster and the active return of Woody Herman and the band overall good sales have also been reflected in the nine-month report.

Sig-Maple Leaf Deal Is Swung

NEW YORK, Nov. 27—Songsmith organization of Canadian manufacture and distribute the Signature line in Canada. Maple Leaf, which is headed by Don Johnson and which also handles the King line for Canadian manufacture and distribution, will produce the line under the Signature label.

Fox Gets Judgment

For 8G Vs. Diamond

NEW YORK, Nov. 27—Harry Fox, acting as collecting agent for some 12 publishers, was awarded a permanent injunction against Diamond Records by Judge Benedict Dinan in the United States Supreme Court this week.

The judgment covers the period ending December 31, 1947, for the action to that time. The action continues from that date and the judgment includes royalties covering 58 songs involved.

Barron Into N. Y. Biltmore

NEW YORK, Nov. 27—Blue Barron's ork will follow Leighton Noble into the Bowman Joys December 14. Barron, who now is on a one-nighter at the Penn, will leave the Penn as of at least four weeks plus options.
BILLYBOARD BACKSTAGE
By Joe Csida

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 fair amount of specula-
tion in the trade that RCA Victor
would do away with Columbia's 33 1/3.
This speculation has increased from week to
week. In recent weeks more specula-
tion has been published about what RCA Victor will do than on any
single subject in the record business
since the old disk versus cylinder
battle.

Some of the Hickey Johnson newspa-
permen have been running scoops on
what RCA Victor is going to bring out.
Some of the soap-boxers, un-
happier by the fact that an
idea what RCA Victor was actually
bringing out, have rushed loudly to the
defense of the poor, defenseless
consumer. In the vanguard of the
blow-for-blow side were a couple of
fellows on the Saturday Review of
literature, named Edward Tannal
Canby, and Amenia Kolodin. Said
Canby, in a piece headed "Two Stand-
ards—or Three!": "... a fine con-
fusion of standard-size units for
LP records, and LP-size units for
standard-size records, plus numerous
combinations therefrom... A new
system can mean a suicidal chaos of
confusion, in which it is hard to see
how anyone can gain more than
wine from sour grapes and an enor-
mos increment of public ill will.
... We insist on complete inter-
changeability..."

Kolodin in Line

And the Sill recordings' editor; Kolodin, in his right behind him
with "... Some gossip that has
done the reporters describes the imme-
sant appearance, from one of the
large companies (Ed. Note: How
easy it can happen--on a disk, not
microgrooved, which would revolve
at a speed in the 40's. Unless it is
the boundless purpose of this manu-
facturer to ignore the lessons of the
past, he will do his utmost to
make his 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 Psychic Victor." (Kolodin did not capitalize the V).

Amens--But

We hesitate to do battle with a
couple of literary giants like
Edward Tannal Canby and Amenia
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 33 1/3 r.p.m. record
because its executives felt they
had a product better than they had
ever offered the public before at a
good price. Columbia is continuing to
put out 45 r.p.m. records, so that
the public's 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 new
features wherever they can
be built in, obviously because they
believe they have a better product than either the standard
78 r.p.m. records or Colum-
bia'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 phon-
ographs will not be obsolete.

RCA Victor is not making public its new
type records because they want
dealers every opportunity to get all
the business to be had during the Christmas season.

The are fully aware that there is much
speculation and that typewriter tart
like Canby, Kolodin and Csida will
write whatever they believe
they play.

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

Basic Facts

So it boils down to this. No mat-
ter what anybody says or writes, the
record business as of early spring
1949, will have three types of records
available to consumers, 78, 45, and
44. The 15 to 17 million people who
now have 78 r.p.m. players will be
able to buy records for their ma-
nines. Those who have bought or
will buy 33 1/3 players will be able
to get records for their machines.
Those who decide they want 45 r.p.m.
records will be able to order 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
too bad. (better than money) than the old 78 r.p.m.
standard
records. Isn't it about time the
record business raised its standard?
It's a long time coming.

The first flat disk ever made, some
50 years ago, as a matter of fact, was
a 78 r.p.m. platter and can still be
played standard phonograph.
Now it is 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
dramatic evolutionary period and it's
here.

Painless Submission

And Canby, Kolodin, anyone and
everyone who has any interest in, and
consequently any responsibility to-
ward the record industry, can do just
one thing to make the system painless for all concerned as possible:
contribute to holding the natural
confusion which must develop from
any evolution down to the barest
minimum. Manufacturers and dis-
tributors must sell these new
products to dealers in an intelligent, con-
structive and understanding spirit.
Dealers must refuse to be stampeded
into a panic. They must learn all
they can about the merits of the
various products and the manner in
which these products fit or do not
fit into the dealer's own customer
picture. Is it the competitor? Does it
face it, fellows. He has a way of
making the final decision on matters
like this. If he likes 45, will it get
the nod? If it works, sell it.

... And Kolodin.

DECCA brings you
2 BIG MONEY-MAKERS
by 2 Great Artists

Another Smash Hit by
ELLA FITZGERALD

TO MAKE A MISTAKE
IS HUMAN

AND IN MY DREAMS
Both Vocal with Mixed Chorus and Rhythm Accompaniment
And

EVELYN KNIGHT
and
THE STARDUSTERS
Powder Your Face
With Sunshine
(Smile!)
(Smile! Smilie!)
Vocal with Chorus and Instrumental Accompaniment
And

ONE SUNDAY AFTERNOON
Vocal with Chorus and Instrumental Accompaniment

DECCA 24529

More Sensational Than Ever!

DECCA 24530

Order Now!

America's Fastest Sellers!
New York, Nov. 27.—Broadcast Music, Inc. (BMI), strongly buttressed its position for years to come in record industry and television by concluding 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. Negotiations between the parties had been going on for some time, with BMI considering either purchasing the catalog or renewing.

The pact is the third between the parties, the first one dating back to 1940 when Marks switched from the American Society of Composers, Authors 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 renewal financial arrangements are similar to those of the old pact. BMI's more than 2,000 station contracts run out in 1959. The company's acquisition of the Marks catalog, therefore, assures its licensees of this notable collection of copyrights during the period of the license.

Marks Music Corporation will continue to be run by Herbert Marks, with Max B. and Mitchell B. Marks continuing actively in the management.

RCA Adds Hannah Kipnis

NEW YORK, Nov. 27.—RCA Victor's international department head, Alex Bard, this week announced the signing of Hannah Kipnis, dubbed the "Palestinian Nightingale," the thrush, who will spend a year in this country, will wax Palestinian folk songs. Bard also announced release on the Irish series, of England's top hit, Celosy Eye, sung by Mike Daffney, The Irish tenor, who is now in this country broadcasting over Mutual Broadcasting System, waxed the side originally for His Master's Voice, RCA Victor's British affiliate.

Hollywood, Nov. 27.—News that the American Society of Composers, Authors and Publishers (ASCAP) is working on a revision of its writer classification system (carried exclusively in The Billboard), November 20 touched off a flare of antagonism at ASCAP's annual West Coast meeting this week.

L. W. Wolf, a former named ASCAP Presy Fred Ahlert that he must remember his responsibilities to the Coast membership and not sacrifice the California wing in favor of the New York writers. He specifically reiterated the Coast objection to reclassification, pointing out that when members re-signed with ASCAP recently they did so with the understanding that their present classifications would be maintained.

Gilbert further said that if the New York band atmosphere and several current classifications, ASCAP may find itself on the receiving end of a barrage of lawsuits.

Lawrence Welk

Palladium, L.A., B.O. To Best Take in Years

LAWRENCE WELK

HOLLYWOOD PALLADIUM, INC.
SOUTHERN & CALIFORNIA ENTERPRISES, INC.
HOLLYWOOD, CALIFORNIA

November 10, 1948

To Mr. Welk:

We are happy to serve you at the Hollywood Palladium. We hope you will enjoy our entertainment and feel that we have been treating you well.

I do not know if you will ever see this, but I am just writing to let you know that I have been enjoying your shows tremendously and I feel that I should let you know how much I appreciate your efforts.

With kind regards,

[Signature]

DECCA MELO

HOLLYWOOD, Nov. 27.—Decca Records, held a meeting Wednesday (24), declared a regular quarterly dividend of 10 cents per share on the capital stock. This is payable December 28, 1948, to stockholders of record December 14, 1948.

Assoc. Booking Inks Hudson

NEW YORK, Nov. 26.—Eugene Hudson has signed with Associated Booking, not General Artists, according to the trade papers erroneously reported. Hudson is now at the Plantation Club in Nashville.

ST Completes Hefty Foreign Disking Spree

HOLLYWOOD, Nov. 27.—Completion of the most extensive foreign recording junket yet attempted by an independent disk firm was disclosed this week by Harry Bluestone, production manager of Standard Transcriptions, following his return from Paris. Bluestone crossed the globe to record for the Standard top spins of Jerry King, defamed American Federal, Scandinavian, Continental, British, Italian, French and German bands. Sessions began in Paris September 21, continued into November 3, during which more than 200 music scores were etched for American release.

Record-breaking disking spree, supervised by Bluestone and Standard recording engineer Robert Calleen, lasted a total of 26 days, averaging two sessions daily. Tunes etched included 65 new titles, a complete range of popular songs, big band, several Glen Gray works. Pops were cut by Rene Durante's club Lido ork, name French crew thru 18 sidemen. American thrush Anita Ellis, formerly vocalist with an Seattle ork, cut 18 vocals in Paris. Additional tape recorded vocals will be reduced in Hollywood by crooners Artie Wayne and Michael Douglas.

In longhair field Standard cut several symphonic suites with top sidemen culled from ranks of Paris Symphony Ork. Cost of entire junket was estimated at $25,000, which included fees for American and French arrangers. To cut the same number of tunes using an equal number of musicians in this country would have cost an estimated $70,000.

Bluestone estimated that the trip will provide Standard with enough new release material for five months, all taking new sides issued monthly. Plattery exec said Standard would probably make regularly scheduled recording trips to France and Europe regardless of ban's outcome, counting well worth expenses of European junket.

Cetra, Turaphone RepSome in Europe

HOLLYWOOD, Nov. 27.—Tempo Records this week named as European representatives Cetra in Italy and Turaphone in Switzerland and Austria. Deals were closed by Irving F. Finger, Tempo president, on a trip in Europe. Cetra and Turaphone will handle Tempo's product in their various fields.

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 chip Toni Arden to a one-year waxing pact and renewed its deal with vocalist Alan Dale for two additional years.

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

125¢ DECCA MELO

HOLLYWOOD, Nov. 27—Directors of Decca Records, held a meeting Wednesday (24), declared a regular quarterly dividend of 10 cents per share on the capital stock. This is payable December 28, 1948, to stockholders of record December 14, 1948.
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 sounding out their people on Telefunken prior to framing its merchandising policies for the sale of its recently acquired German line.

According to Capitol, dealers are eager to give their opinions, as indicated by the heavy return to the lengthy questionnaire. Results are as yet unknown, however, since diskery is awaiting additional returns before starting tabulation.

Questionnaire is divided into five parts: (1) Past experiences with Telefunken; (2) customer buying habits; (3) musical preferences; (4) physical product—preferences in album preparations, 33 1/3 vs. 78 r.p.m., etc.—and (5) promotion of product. Questions included:

- When did you stop Telefunken? Why did you stop Telefunken?
- How did you promote Telefunken?
- Did you buy Telefunken?
- What price did you sell Telefunken records for?
- Could you have sold more had you tried different methods? What did you buy Telefunken?
- What was the best selling Telefunken (standards available on domestic labels, music not easily found elsewhere, etc.)?
- What specific selections sold best?

Under Part 2, Capitol asks: How do customers generally go about buying classical records? (do they ask for selection, specifying label or artist; name the 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 singles?

What compositions are in demand whose lesser-known music is wanted but hard to get? What selections 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 (opera, symphonies, concertos, solo instruments, etc.)?

Approximately, what percentage of your total classical and semi-classical dollar sales is in albums? How many albums and singles would you suggest sell for our first release? If there is a choice, should related material be released as an album or two separate 10-inch records?

Under Part 4 (physical product), Capitol asks: How would you design our classical album cover? How should descriptive and biographical material be handled? (Type, title, booklet, bound into album, printed on inner sleeve, etc.) What descriptive, historical or biographical information should be provided with albums?

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 prez, 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., discs, 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

"Then I Turned and Walked Slowly Away (AVA)"

RCA VICTOR Record
No. 20-3174

PUBLISHED BY
ADAMS, VEE & ABBOTT, Inc. (AVA) 216 SOUTH WABASH AVE. CHICAGO 4, ILLINOIS

December 4, 1948
HONOR ROLL OF HITS

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

This Week

1. BUTTONS AND BOWS
   By Livingston and Evans
   Published by Famous
   Records available: Gene Austin, Columbia 39440; The Singing Barrows, Capital 39466; Betty Carroll, Mercury, MGM 23290; R. Carson, Mercury, MGM 23291; Betty Rhodes, Victor 20-2018; Dinah Shore, Columbia 70434; B. Brown, Varieté 114; Jeff Clay, Decca 39331; R. Stone-Clark Sisters, Capitol 39335; Oreile Fields, London 232; R. O'Connell, Coast 3032.
   Electrical transcription libraries: Sterling Young Orch. MacGregor.

2. ON A SLOW BOAT TO CHINA
   By Frank Lowden
   Published by E. H. Morris (ASCAP)
   (No information on electrical transcription libraries available as The Billboard goes to press.)

3. MY DARLING, MY DARLING
   By Frank Lowden
   Published by E. H. Morris (ASCAP)
   From the Broadway musical production "Where's Charley?"
   Records available: E. Young & J. Lathrop, Victor 20-2147; R. Stafford-Gordon Macfie, Capitol 39278; Doris Day-Buddy Clark, Columbia 39332; Peter Ender Hayco, Decca 3146.
   (No information on electrical transcription libraries available as The Billboard goes to press.)

4. A TREE IN THE MEADOW
   By Bill Reid
   Published by Shapiro-Bernstein

5. YOU WERE ONLY FOOLIN'
   By Larry Pelleo-Billy Faby-Fred Meadows
   Published by Shapiro-Bernstein & Byron (ASCAP-BMI)
   Records available: B. Barrett, MGM 15130; J. Martin, Decca 39407; R. Starn, Capitol 15058; E. Williap-Green Sisters, Columbia 39334.
   (No information on electrical transcription libraries available as The Billboard goes to press.)

6. MAYBE YOU'LL BE THERE
   By Sammy Galin and Bob Burns
   Published by Triangle (ASCAP)
   Records available: J. Pina Orch, Mercury 2156; G. Jenkins Orch, Decca 39440; Varsity Orch. Frank-A. Brothers, Columbia 39441; J. Carroll-David Shoobs Orch, Victor 15134; National 1063; B. Rhodes, Victor 20-3199; B. Butlerford, Capitol 39427; B. Howard, Mercury 2154.

7. TWELFTH STREET RAG
   By Al Newman
   Published by Shapiro-Bernstein
   Records available: M. Herbst Trio, Decca 39440; F. Wee-Hens Orch, Capitol 39466; F. Simon, Gold 15140; J. Pina Orch, MGM 39231; R. Simon, Gold 15141; C. Miller, Rainbow 39630; F. Bussell, Victor 20-3199; Varieté 106; P. (Someone Else's) Fisher, Regent 115; R. Bibo Orch, Bullet 15144; Library Transcription 21540; F. (Someone Else's) Fisher, Pat 323; Variety Ragtime Band, Variety 106.
   Electrical transcription libraries: Alfred Phaup Orch, Pat 323; Variety Ragtime Band, Variety 106.
   Electrical transcription libraries: Alfred Phaup Orch, Pat 323; Variety Ragtime Band, Variety 106.

8. A LITTLE BIRD TOLD ME
   By Harvey O'Banion
   Published by Beverly-Bernstein
   Records available: B. Lo Baptiste Orch, Capitol 39432; R. Harman, Decca 39444; F. Watson, Supreme 5-1947; Sidney Rogers, Capitol 15038.
   (No information on electrical transcription libraries available as The Billboard goes to press.)

9. MY HAPPINESS
   By Betty Frissell and Barney Borges
   Published by Triangle (ASCAP)
   Records available: J. Deauville-Meyers Harmonica Trio, Bullet 1052; J. Mathis Sisters, Columbia 3917; J. Fitch, Victor 15145; F. Sherman, RCA Victor 10997; J. & E. Stelle, Decca 3932; J. Fitzgerald, Decca 39434; Signature 39635; E. Lawrence, Mercury 5144; The Millay Trio, Columbia 39354; Dorothy C-1244; A. and J. Nelson, Bandwagon 436; A. Vincent, Columbia 39456; J. Moran, Mercury 2156; R. Vincent, Varsity 108; R. Stone-Clark Sisters, Capitol 15034; Bandwagon 436; J. Howard, Mercury 2154.
   Electrical transcription libraries: The70's; The 70's.

10. HAIR OF GOLD, EYES OF BLUE
    By Benny Skyliner
    Published by Melino (BMI-ASCAP)
    Records available: J. Carson, Bandwagon 541; J. Emerson, Columbia 39418; J. Carson, Bandwagon 541; B. Brown, Varieté 114; J. Carson, Bandwagon 541.
    Electrical transcription libraries: Modica Lewis, World.
This week's RCA Victor release!

**POPULAR**
- You Can Never Shake Love
- You Know What The Trouble Is Baby
- Congratulations
- Bye Bye Blues
- Galway Bay
- One Sunday Afternoon

**FOLK**
- Time Will Tell
- I'm A Henpecked Man
- Little Buddy
- You Played Love on the Strings of My Heart
- Maple On The Hill
- Lights In The Valley

**BLUES**
- Can't You Read
- County Jail Blues

**SPIRITUAL**
- Sweet Little Jesus Boy
- Amen

**INTERNATIONAL**
- Zwawa - Polka (With Polka)
- Wesele Sieradzke - Oberek (Wedding in Sieradz)

**"HYMNS FOR SINGING"**
- All I Want For Christmas (Is My Two Front Teeth)
- Down Among the Sheltering Palms
- Buttons and Bows
- Blue Christmas
- Then I Turned and Walked Slowly Away

MAIL YOUR ORDER TO YOUR RCA Victor DISTRIBUTOR!
**A SMASH HIT!**

**EVERYBODY'S BUYING**

**SLIM GAILLARD'S**

**Original Down by the Station**

and (**I Don't Stand**) **A GHOST OF A CHANCE**

M-G-M RECORD No. 10309

**Going Strong**

You Were Only Fooling
Blue Barron
M-G-M 10185

It's Easy When You Know How
Art Lund
M-G-M 10249

On A Slow Boat To China
Betty Garrett
M-G-M 10244

By The Way
The Matador

Buttons And Bows

I've Been Working On The Railroad
Art Mooney
M-G-M 10299

In The Market Place Of Old Monterey

Life Gits Tee-Jus Don't It

Wind In The Mountains

**M-G-M RECORDS**

**THE GREATEST NAME IN ENTERTAINMENT**

---

**Sheet Music**

**BEST-SELLING SHEET MUSIC**

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

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

**ENGLAND'S TOP TWENTY**

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**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.

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<td>Ireland</td>
</tr>
</tbody>
</table>
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 Dinning Sisters with the Art Van Damms Quintet

   "SAN ANTONIO ROSE"
   The Dinning Sisters with Orchestra Conducted by Carl Kress
   Capitol Record 15184

3. "ON A SLOW BOAT TO CHINA"
   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)"
   Jimmy Wakely with Cowboy Band
   Capitol Record 15162

6. "YOU WERE ONLY FOOLING (While I Was Falling in Love)"
   Ray Starr with Orchestra

   "A FADED SUMMER LOVE"
   Ray Starr with Dave Cavanaugh'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 La Barker with Orchestra
   Capitol Record 15308

PHONE OR WIRE YOUR NEAREST DISTRIBUTOR TODAY!!

POPULAR
- "HIGH SOCIETY"
- "WABASH BLUES"
- "TWELFTH STREET RAG"
- "SOMEBODY ELSE, NOT ME"
- "MY OWN TRUE LOVE"
- "FAR AWAY PLACES"
- "IT'S TOO SOON TO KNOW"
- "IF WE CAN'T BE THE SAME OLD SWEETHEARTS WE'LL JUST BE THE SAME OLD FRIENDS"
- "THE TAILGATE RAMBLE"
- "TUSCALOOSA BUS"
- "THE MONEY SONG"
- "THAT CERTAIN PARTY"
- "A TREE IN THE MEADOW"
- "I'M SORRY, BUT I'M GLAD"
- "HAIR OF GOLD, EYES OF BLUE"
- "RAMBLING ROSE"
- "SAY SOMETHING SWEET TO YOUR SWEETHEART"
- "BLUE BIRD OF HAPPINESS"
- "SO TIRED"
- "STEADY DADDY"
- "DOWN AMONG THE SHELTERING PALMS"
- "ONE FOR MY BABY (And One More for the Road)"

WESTERN
- "I CAN'T HELP IT"
- "I DON'T WANT YOUR SYMPATHY"
- "LIFE CTS TEE-JUS, DON'T IT?"
- "THAT HAT POLKA"
- "JUST A PAIR OF BLUE AXES"
- "TALKING BOOGIE"
- "DEAR OKIE"
- "A MILLION MEMORIES"
- "LEAVE MY HONEY BEE ALONE"
- "T FOR TEXAS (Blue Yodel No. 1)"
- "HAIR OF GOLD, EYES OF BLUE"
- "BALL OF FIRE"

SEPIA
- "TELL ME, DADDY"
- "(If It Will Have To Be) Until The Real Thing Comes Along"
- "WISH I WAS IN WALLA WALLA"
- "A MAID'S PRAYER"
- "KING SIZE DADDY"
- "WHEN YOU'RE SMILING (The Whole World Smiles With You)"

SEPIA
- "THE MILLION MILE"
The top recording buy!

Dainty Brenda Lee

America's No. 1 Band

Eddy Howard

AND HIS ORCHESTRA

Mercury Records

No. 5208

Mercury Records

RECORDS

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RECOR
Juke Box Record Plays

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 1,600 operators in all sections of the country. Listed under the title of each of the most played songs are others available for the same title on the same date. A list marked "Available" may be ordered from The Billboard, 250 West 45th Street, New York City.

Week Ending November 21

1. BUTTONS AND BOWS.....Dinah Shore
   Columbia 38284-ASCAP

2. ON A SLOW BOAT TO CANNA....Kathy Kirby, X. Roderick
   Columbia 38301-ASCAP

3. TWELFTH STREET RAG.....Percy Heath & His
   Columbia 38310-ASCAP

4. ON A SLOW BOAT TO F.....Martin & Hughes
   Columbia 38311-ASCAP

5. A TREE IN THE MEADOW.....Margaret Whiting
   Columbia 38312-ASCAP

6. BUTTONS AND BOWS.....The Dinning Sisters and Art Van
   Dinah Shore

7. MAYBE YOU'LL BE THERE.....Gordon Jenkins
   Decca 24403-ASCAP

8. MY DARLING, MY.....J. Starday, MacFay and the
   Starlighters

9. ON A SLOW BOAT TO.....E. Howard, Jr.
   Columbia 38309-ASCAP

10. A LITTLE LIE TO YOU.....E. Howard, Jr.
    Columbia 38315-ASCAP

11. YOU WERE ONLY FOOLING.....Billboard's
    Columbia 38324-ASCAP

12. MY DARLING, MY.....B. Day & Clark
    Columbia 38326-ASCAP

13. HAIR OF GOLD.....Billboard's
    Columbia 38328-ASCAP

14. BRUSH FROM YOUR EYES.....B. Green
    Columbia 38331-ASCAP

15. THE MEETING OF RIVERS.....Victor 20-289-ASCAP

16. CUANTO LA CUSTA.....C. Minnelli, The Andrews Sisters
    Decca 24479-ASCAP

17. GLORIA.....Billboard's
    Columbia 38340-ASCAP

18. IN MY DREAMS.....V. Monroe
    Decca 20-313-ASCAP

19. A LITTLE LIE TO YOU.....E. Knight
    Decca 24260-ASCAP

20. BOUGUET OF BONES.....Edy Arnold, The Tennessee
    Playboys and the Cumberland.....Victor 20-289-ASCAP

21. BUTTONS AND BOWS.....Billboard's
    Decca 24260-ASCAP

22. SAY SOMETHING SWEET.....H-Berman, M-Zimmer
    Decca 24269-ASCAP

23. BUTTONS AND BOWS.....Debbie Reynolds
    Decca 24270-ASCAP

24. UNDERNEATH THE ANDREW SISTERS
    Decca 24290-ASCAP

25. ARCHIE.....Duke Ellington
    Decca 24295-ASCAP

26. SOMETHING SPECIAL.....Lennie Hayton & His Orchestra
    Decca 24297-ASCAP

27. TELL ME, ARE YOU SURE.....Billboard's
    Decca 24299-ASCAP

28. SHELTERED DREAMS.....Billboard's
    Decca 24300-ASCAP

29. BUTTONS AND BOWS.....G. Austin
    Columbia 24049-ASCAP

30. DOWN AMONG THE MILL....S. Kaye
    Columbia 24050-ASCAP

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 27)

The Money Song (R).....Crawford-ASCAP

The Night Has a Thousand Eyes (R).....Billboard's

Ain't That A Shame (R).....Crawford-ASCAP

Until (R).....Dorsey Bros.-ASCAP

With a Twist of the Writer (R).....Billboard's

You Call Everybody Darlin' (R).....Mayfair-ASCAP

You Came a Way From St. Louis (R).....Billboard's

You Were Only Foolin' (R).....Shapiro-Bernstein-Barnes-ASCAP

KEEPES CLICKING ON COLUMBIA

"I've got my love to keep me warm"

"I'm a-tellin' you, Sam"

Les Brown

Columbia 38324

Your weekly report on the latest CURRENT TOP HITS

BUTTONS AND BOWS

Daddy-O.....Dinah Shore 38284

BUTTONS AND BOWS

Can't Shake The Sands of Texas

from My Shoes

Gene Autry 20469

ON A SLOW BOAT TO CANNA

In the Market Place of Old Monterey

Kay Kyser 38301

MY DARLING MY DARLING

That Certain Party

Doris Day & Buddy Clark 38333

PRETTY BABY

Just Imagine

Doris Day 38302

LOVE SOMEBODY

Doris Day & Buddy Clark

CONFESSION

Billboard's

HERE COMES SANTA CLAUS

An Old-Fashioned Tree

Gene Autry 20377

IT'S MAGIC

Put 'Em In A Box

Doris Day 38318

CUANTO LE GUSTA

Take It Away

Xavier Cugat 38239

WATCH THESE!

NO TIME

FOUR BROTHERS

THE MONEY SONG

Buddy Clark

Gloria

SO DEAR TO MY HEART

Lavendar Blue

Dinah Shore 38299

THE GREAT ARTISTS AT THEIR BEST ARE ON COLUMBIA RECORDS

Tags: Columbia, and www.americanradiohistory.com
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.

1610 BROADWAY
NEW YORK 19, N. Y.
Folk Record Section

ADVANCE FOLK RECORD RELEASES

A Little Bird Told Me
Sundown Rogers (Shady Me) Capitol 15320

After You've Gone
C. Ewing Orr (Pretty Baby) Capitol 15323

All I Know is the Gravelas (My Ranch) J. E. Short (La Virginiana) Decca 4516

Baby Ma, Baby
Sunday Singles A Little (Capital 15335

Bringin' Home the Bacon
Hunter Hot Shots (From the Indies) Coral 66053

Columbia and False Friends
The Blue Jays (Doo-Dit-Doo) Coral 67003

Dapper Dan
S. H. Mills & Cowboy Band (What's That) Capitol 15317

He's the One on the Old Kanem
The Blue Jays (Calm Dean) Coral 60109

Here Comes the Andy in the Undies ('Twas a Very, Very, Daring Thing to Do)
Hunter Hot Shots (Bringin' Home) Coral 64404

I'll Keep On Loving You
C. S. & His Boys-Moon Mullican (Kangaroo Blues) Coral 64014

I'll Still Be Missing You
P. Ward (There's a) DeLuxe 5605

FOLK TALENT AND TUNES

(Continued from opposite page)

Rosalie Allen opened at the Village Barn, New York, November 26. She does her regular WVO, New York, two-hour d.j. stunt 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 with the Club Argyle, Newark, N. J. Smith is on National label. Ted Jenkinson of East is on Eastern theater tour.... Tex Trotter is appearing at a series of New York theaters in conjunction with the showing of his latest film, "Alaskan Rhythm...." The Country Melody Riders have moved from Club Argyle, Newark, N. J. to Club Sequin, Staten Island, N. Y.

Boy Horton, of Peer International, reports that Hawkins Hawkins left WFL, Philadelphia, November 25.... Eddy Arnold did 4,100 auto show in two shows in the Houston Auditorium, November 12. Red Foley is increasing his radio schedule at WSM, Nashville. He is doing a noon-time show five times per week and preparing a weekly night show.... Ray Whitley, Cowboy Records, who toured the East with Gene Autry's rodeo, is headed toward Texas on a p.r. tour.

Y. T. H. L. 

LONNIE JOHNSON

SINGS AGAIN!

This 1948 Billboard ad promotes Lonnie Johnson's album "Scores Again." The ad features a section titled "Best-Selling Retail Folk Records," listing various songs and labels. The ad also advertises a color photo of Lonnie Johnson. The ad is part of a larger section focused on folk music, including record releases and talents. The layout and content reflect the style and format of mid-20th century music industry advertisements.
### Race Records

**Week Ending November 26**

#### BEST-SELLING RETAIL RACE RECORDS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I Don't Know Why&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Baby, Baby, All the Time&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>3</td>
<td>&quot;Talk to Me&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>4</td>
<td>&quot;Take My Hand&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>5</td>
<td>&quot;Let Me Call You Sweetheart&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>6</td>
<td>&quot;Baby, Baby, All the Time&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>7</td>
<td>&quot;Talk to Me&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>8</td>
<td>&quot;I'll Say It&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>9</td>
<td>&quot;Driftin'&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>10</td>
<td>&quot;Let Me Call You Sweetheart&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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#### MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race records most played in juke boxes in the United States by a selected group of juke box operators whose locations require race records.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I Don't Know Why&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<td>2</td>
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<td>Nat King Cole</td>
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<td>10</td>
<td>&quot;Let Me Call You Sweetheart&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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</tbody>
</table>

### ADVANCE RACE RECORD RELEASES

<table>
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<tr>
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<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>&quot;I Like It&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<tr>
<td>&quot;I Don't Know Why&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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<td>&quot;Driftin'&quot;</td>
<td>Nat King Cole</td>
<td>King</td>
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</tbody>
</table>
**Record Reviews**

**RATINGS**

- 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
- 60-69 SATISFACTORY • 0-39 POOR

**How Ratings Are Determined**

- These reviews consist of the opinions of the reviewers. Each reviewer隶属于 a group of reviewers whose opinions are averaged to arrive at a composite rating for the record. A record is given a minimum number of points within which few reviews are rated. The best record is a 90, the worst a 0. Each reviewer’s comments are compiled to form a survey which forms the basis of the eventual review. A record is given a rating which is determined by the average of the reviewers’ ratings. N. B. indicates a record is not available for appraisal within the market.

**The Categories**

- ARTIST
- TUNES
- LABEL AND NO.

**POPULAR**

**ARTIST**

**TUNES**

**LABEL AND NO.**

---

**AMBROSE ORK (Dick)**

**James & The Kemps**

**Shelton!**

(Tenement Symphony)

**Parts 1/11**

60-60-60-60-ns

**Hear Me The Way To**

22-80-80-80-86

**COSMO**

**Wendie Henning**

**White Boy**

67-67-67-70

**Whiskey Ayes**

67-66-64-64

**A somewhat brighter dir.**

Half the length of the tune makes for easy listening.

**THE KEYNOTES**

**(Primo Scala)**

40-40-40-31

**Show Me The Way To**

40-40-40-31-31

**Go Mama**

**Watchin' these eyes of a**

Humorous, waltz in an easy, happy tune.

**HELEN FORREST**

**(Harold Meany Ork)**

(MCCM 1312)

**Down The Stairs, Out The Door**

75-75-75-75-75

**Helen & Her Sake**

**Very much relieved of this tune**

Clearly, an improvement over the original.

**SILLY ECKSTINE**

**(Hugo Winterhalter Ork)**

(MGCM 1441)

**Big Band Cats**

90-80-72-78-90

**Silly does an impressive job**

Well done and highly recommended.

(Continued on page 96)

---

**ALL YOUR RECORDS FROM ONE SOURCE**

All Popular Hits on any label big or small, in any quantity—Terms: O.O.D.—Immediate delivery.
No order too small to fill. Our price is as follows—$1.25 above wholesale cost on any label—All A’s, B’s and C’s, 30% discount of full price. Wholesale only.

**ALBUMS**

**C-117 ALL TIME FAVORITES**

**HARRY JAMES**

- $3.95

**REGULAR DEALER’S COST**

- $2.37

**YOUR COST**

- $2.00

**EACH ALBUM**

---

**C-16 ERIN GO BRAH**

**MORTON DOWNEY**

- $3.95

**C-19 MUSICAL HAWAII**

**BILL GALE**

- $3.95

**C-41 EARL HINES**

**ALADDIN MUSICAL**

- $3.95

**C-44 BOOGIE WOOGIE**

**HARRY JAMES**

- $3.95

**JOE TURNER**

- $3.95

**PETE JOHNSON**

- $3.95

**COUNT BASIE**

- $3.95

**ALBERT AMMONS**

- $3.95

**C-56 LET’S POLKA**

**BILL GALE**

- $3.95

**C-57 LOUIS ARMSTRONG**

**AND HIS HOT FIVE**

- $3.95

**C-116 SONGS OF ERNIE**

**KATE SMITH**

- $3.95

**C-118 MARX WEBER**

**MUSICALS**

- $3.95

---

**RAYMAR SALES**

- 64-32 16th Street, Jamaica, L. I., N. Y.

**Telephone:** Jamaica 2-1149

**Republic 9-7103**

Jamaica 3-9560

---

**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

**“BEWILLERED”**

AL 3018

(Outselling all others)

Order from your local distributor

ALADDIN RECORDS

4918 Santa Monica Blvd., Hollywood 27, Calif.
IN THE BRILLIANT SCARLET PACKAGE

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EXTRA POINT SPECIALIST
(See Inside Front Cover, THIS ISSUE)

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

POWDER YOUR FACE WITH SUNSHINE...Evelyn Knight and the Stardusters
...Decca 26530

Carmon Lombardo's new tune looks like a winner. "Smile, Dear Ya! Smile," and Evelyn Knight, currently riding Way up there with her "A Little Bit Too True"
platter, is the gal to put it over. The group as a whole with Evelyn introducing the lead and the chorus interpolating counter responses. Formula is reversed on the next
chorus, then the group whistles most of the next line, with Evelyn coming back for the bright finish. The ingratiating spirit of this package should inspire plenty
of group response around the house, and warm up any skinny stints.

IF I STEAL A KISS...Louis Armstrong and His Orchestra
WHAT'S WRONG WITH ME...
...Victor 20-2924

Vaughn's strong salesmanship gives him the nod for big version of two tunes from the MGM film "The Rising Dime." "Kiss" is ideal opera fan performed with
a compelling beaux tie beat, with Vaughn delivering his full share of rich
singing. On the flip the band extra a brighter beat, and Vaughn gets a strong vocal assist from the Moon Maid, who recites some cute rhymes in
unison. Surprise comes in mid-side, with the Moon Maid taking the line out at one figure to set off a rain tone sax hit. Distribution of the
Beggsie-Greyson pic should put up the suite value here, with Vaughn the best sale so far.

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 jocks think tomorrow's hits will be:

1. DAINTY BRENDA LEE...Eddy Howard...Majestic 1522
2. JUST BECAUSE...Eddy Howard...Mercury 5212
3. SAY IT Isn't SO...Eddy Howard...Vick 3100
4. YOU'RE ALL I WANT FOR CHRISTMAS...Frank Gallagher...Dona 3026
5. BRUSH THOSE TEARS FROM YOUR EYES...Buddy Clark...Columbia 38364
6. I'M IN THE MOOD FOR LOVE...Bugsy Lee...Capitol 15278
7. IN ONE EAR AND OUT THE OTHER...The Sunlights...Capitol 15227
8. SMILIN' THROUGH...Jo Stafford...Capitol 15221
9. WHEN YOU'RE SIXTY-FIVE...Frank Sinatra...Columbia 38548
10. ONE FOR MY BABY...Johnny Mercer...Capitol 15249

THE RETAILERS PICK:
Picks that have appeared for three consecutive weeks or three times
within a six-week period are not repeated below. Based on a weekly survey
among 4,579 of them, the record retailers think tomorrow's hits will be:

1. FARM AWAY PLACES...Margaret Whiting...Capitol 15278
2. BRUSH THOSE TEARS FROM YOUR EYES...Alan Foster...Regent 134
3. DOWN AMONG THE SHELTERING PALMS...Sammy Kaye...Victor 20-3100
4. IN MY DREAMS...Vick 20-3128
5. BLUE MOMENTS...Frankie Laine...Victor 20-3130
6. GIRLS ARE MADE TO TAKE CARE OF BOYS...J. Stafford-G. MacRae...Capitol 15270
7. I'VE GOT MY LOVE TO KEEP ME WARM...Les Brown...Columbia 38354
8. PRETTY BABY...Doris Day...Columbia 38362
9. IF I STEAL A KISS...Frank Sinatra...Capitol 15278
10. ONE FOR MY BABY...Johnny Mercer...Capitol 15249

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 7,598 of them, the fpop box operators think tomorrow's hits will be:

1. LAVENDER BLUE...Sammy Kaye...Victor 20-3100
2. BELLA BELLA MARIE...Eddy Howard...Mercury 5208
3. BRUSH THOSE TEARS FROM YOUR EYES...Evelyn Knight...Decca 26514
4. BRUSH THOSE TEARS FROM YOUR EYES...Alan Foster...Regent 136
5. CORN BELT SYMPHONY...Jack Livingston...Victor 20-3120
6. DAINTY BRENDA LEE...Les Brown...Columbia 38354
7. I'VE GOT MY LOVE TO KEEP ME WARM...Lee Brown...Columbia 38354
8. FOR YOU...Peggy Lee...Capitol 15223
9. LOVE, YOUR MAGIC SPELL IS...Frank Sinatra...Capitol 15278
10. ON A SLOW BOAT TO CHINA...Eddy Howard...Mercury 5208

36 MUSIC
The Billboard
December 4, 1948

THE BILLBOARD MUSIC POPULARITY CHARTS
PART IX

Record Possibilities
Week Ending November 28

THE BRILLIANT SCARLET PACKAGE

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Why wait for substitutes—
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**“BEWILDERED”**

by Red Miller

**BULLET RECORD #295**

**EXTRA POINT SPECIALIST**

(See inside front cover, This Issue)

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**THE CATEGORIES**

1. Production Line
2. Grouping of selections continuing
3. "Ritmo" Trend
4. Record of the Week
5. Cartel of Materials
6. Musical Characteristics
7. Production of Coaxing Power
8. Replication
9. Quality
10. Coaxing and other ancillary things
11. Replication
12. Record Quality
13. Experimental
14. Playing time
15. Packages
16. Other (sliding, spinning,rappling)

---

**COULDAYS AND INDIANS ALBUM—CRANE CALDER**

(Allegro 314)

Orchestra, conductor—Stanley Sanger; solos—Born Wagen; Whippides; Yi Yi Yo; Love Song; etc.

This set is designed for kids between the ages of three and six, and is pretty much of the same form as a children's program. The songs are mostly religious in nature and include a number of traditional children's favorites. The presentation is clear and engaging, designed to entertain and educate young listeners. It is suitable for parents and educators looking to introduce young children to the beauty of music and storytelling. The set comes with a colorful and interactive book that enhances the listening experience. This can be a helpful tool for parents and teachers to use in a variety of settings, from home to classroom. 

---

**THE SMASH HIT YOU’RE WAITING FOR—NOW AVAILABLE**

**“BEWILDERED”**

By JOE MEDLIN with the Three Riffs and Orchestra

backed by

**“I’M GLAD FOR YOUR SAKE”**

Atlantic Recording Corporation

301 W. 54th Street
New York City

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**NEW SONGS OF PALESTINE ALBUM—INTERNATIONAL**

60

Song of the Signal Man: We Have the Strength, Israel's Heroes; Song of the Jewish Parliamentarians; Song of the Messiah; Song of the Dead. This Way

This album contains songs of the new Palestine alluded to before Israel was declared a nation by the United Nations. These songs are sung in Hebrew and feature the voices of Jewish musicians and singers. The songs express the joy and hope of the new nation and its people. The arrangement is simple and effective, with the voices blending seamlessly to create a powerful and moving musical experience. This album is a must-listen for anyone interested in the history and culture of Palestine.

**JUKE**

Not suitable.

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**THE NUTCRACKER SUITE FOR DANCING ALBUM—CRANE CALDER**

(Allegro 110)

This recording of the famous ballet music is perfect for dancers and audiences alike. The music is performed with precision and skill, capturing the essence of the original choreography. The recording is well-balanced, with each instrument contributing to the overall orchestral sound. This album is a great addition to any dancer's collection and a wonderful way to experience the magic of the Nutcracker Suite.

**JUKE**

Not suitable.

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---

**CAROLS FOR CHRISTMAS ALBUM—THE ALLEGRO CAROLERS—LEON CALDER-WILLARD YOUNG**

70

(Allegro 611)

Jingle, My Little World; Oh Little Town of Bethlehem; The First Noel; Silent Night; Rock and Roll; A Christmas Carol; Oh, Come All Ye Faithful

This album features a variety of Christmas carols performed by The Allegro Carolers and Leon Calder-Willard Young. The carols are sung in a variety of styles, from traditional to contemporary, and the performances are full of energy and spirit. The album is perfect for anyone looking to get into the Christmas spirit and is sure to be a hit among carol fans and holiday enthusiasts.

**JUKE**

Not suitable.
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ON THE STAND
Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

Eddy Duchs


TROMPETS: Charlie Gonsou, Armand Adkins, Gene Adrian, Marty Linton.

RHYTHM: Gene Gilbert, John Alexander.

VOCALIST: Jerry Baker.

PIANO AND LEADER: Eddy Duchs.

Eddy Duchs, who disbanded his orchestra in 1949 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 solos which, judging from the applause and general audience attitude, still are a strong draw for the smart supper club clientele. Quite as personality like Duchs still projects showmanship—smiling delightedly and, humming huskily as he plays, then getting up briskly to lead the band while he chats with the customers.

The band itself is composed of highly competent sidemen, with the trumpets playing the rhythm and the trombones the standouts, Bob Curtis, the second piano, handles his demands as an occasional soloist, the violin, and runs with the maestro's flourishing solos, and taking over when Duchs goes out. The rhythm section—bass and drum (neither Duchs nor Curtis play this rhythm section), sinks well enough, but plays too softly, so that the band is hardly heard clearly on the dance floor. This is the band's only obvious flaw and can easily be corrected.

Duchs organized this group in September, and at this writing has amassed a fairly hefty library of pops and some standards. The feelings he has on hand are diversified and from a good range in tempo and treatment. Some are quite modern, in the Thornhill tradition, and are much lead on gently jivey basis. The band is on smoothness and danceability. The general sound (or lack thereof) to believe that the Duchs piano style, backed by an able crew, is as salable as it ever was, especially with the current lean-

Buddy Clarke

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

TRUMPETS: Irving Dahlstrom, Lew Ashby (also doubling violin).

TROMBONE: Irving Schulte (also doubling violin).


PARTS: Dominique Bongiolo, Albert Grant.

VIOIN: Harry Olsher (also doubles sax and clarinet).


VOCALISTS: Pat O'Connor, Buddy Clarke.


PIANO AND LEADER: Buddy Clarke.

Buddy Clarke returned to this swank room after a year's stint at the El Morocco across the street, and on the basis of covers since he opened a few weeks ago, it's evident that he's going to bring back many of the customers 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 saccharine, bouncy without being lively, and in good taste for both dancers and conversational music, and all arrangements are slick and not buried under too many notes.

The show-cutting is usually on the first set and while on the stand Clarke is the perfect host, mixer and always at the right place of requests.

Pat O'Connor, vocalist, delivers a pop and novelty tune in easy fashion and a nice reception by the players. All in all, Clarke should strike here even bigger than he did before.

Charles J. Lazarus.

WANTED
Vivian Mars: read, take, good Western and swing. Also R&B, solid beat, who can do comedy. Sober. Steady radio and theatre work.

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517 West 45 St.
New York 19, N. Y.
Schiene, 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 two recent appearances, the Rialto in Glens Falls, the Rialto in Amsterdam and the State in Cortland, the Schiene circuit, operated last week-end, the Schiene theather circuit, which has shows in six states and license in several cities in other states where it has houses, to bring vaude there. The Amsterdam Rialto, certainly, did capacity business last Saturday night.

It Was Down Hill

NEW YORK, Nov. 27.—Harmonica Blackie Schackner, trying to get in the show business, put a club date Saturday night (20) to the lock with a big show.

After about 15 minutes' fruitless efforts he finally resorted to show driver by getting a new vaudeville act for the 20th. As he was trying to jimmy the door open, he put a hand on his shoulder, and said, "Okay, buddy, we've got you there and we've got you there."

No amount of gab could dissuade the cop and he was just about to try the nearest station when Schackner's heart was lifted in the air when the cop produced his license from the glove compartment. The cop said: "You're not going to print a big show.

Schiene says the irony of it is that his car has been robbed twice in front of Lindy's and the trustees have to pay the ration for the previous night.

Nicollet May Drop Its Show

MINNEAPOLIS, Nov. 27.—A change in policy, with entertainment snubbed, was announced by the Hotel Nicollet: Minnesota Terrace room management here. Herbert R. Messicker, hotel executive, is giving the change-over considerable thought, has traveled about the country looking for ideas and should make a decision by early December. Messicker deems the entertainment, it will be the first time the room will be without it since 1936, should have some meaning in "new" up his sleeve.

Present policy has monthly changes in the Dorothy Lewis revue, which has kept the room operation in the black by "some little money," and came in her regular annual contract last June and until September 1st at 9:00 p.m. under its pre-

1936-1937.

However, her continuation, with changes in leading men, will be an added attraction. It was a year ago (with vaude acts) by better than 25 per cent.

AFM-AGVA in KCT End Row

NEW YORK, Nov. 27.—The American Federation of Musicians (AFM), together with the American Guild of Variety Artists (AGVA) in Kansas City, which resulted in AFM pulling out of KCT and surrounding territory, is apparently being resolved.

A few months ago, the stalemate came when Paramount discovered that it could not be able to play one of its spot shows in Omaha, because AGVA acts were on the bill and AFM had unshuttered a lot of people to refuse to pay for them.

The New York national office came back into the picture, reviewed the incident and said its rep in Kansas City, Vincent Lee, had "stretched the book" to accommodate the bordeline ascription as being eligible to "sign up" in KCT for the third time. Lee had been transferred to Dallas, and a new man will be put into Kansas City. The AGVA national office, AFM was already reconsidering its attitude, and AGVA and AFM topers will sit down in the near future to discuss problems of jurisdiction.

Berle To Open Copa City in Miami Dec. 23

3-Day Date Will Pay 12G

NEW YORK, Nov. 27.—Milton Berle, to open Copa City, Miami Beach, for a three-day engagement Dec. 23-25.

The big problem the show now has is to come up with something behind Berle. The Gross Brothers, both Weingarten and his brother, Johnny, are mounting heavily for Frank Sinatra. As music is the main attraction, the Music Corporation of America (MCA) is also footing the bill with Sinatra on the West Coast in the hope of bringing him in.

Berle, who is to get about $4,000 a day for his Miami job, will work with about four acts who have provided for him. His pal, with whom he has worked, will be the center of attention.

Another addition to the show will be with a quiet hum. It is expected that both Berle and his relatives will be at the Roney Plaza, and Gabi is his usual spot, and the nev is, if he is with his usual stomp, the hope they will say something and favor the new customers. The talent will be favorable to the new cafe. The restaurateur's house has a store in the new Copa.

There is a possibility that both com-

The show will open with a lot of drum thumping. It is expected that both Berle and his relatives will be at the Roney Plaza, and Gabi is his usual spot, and the nev is, if he is with his usual stomp, the hope they will say something and favor the new customers. The talent will be favorable to the new cafe. The restaurateur's house has a store in the new Copa.

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VAUDEVILLE REVIEWS

PARAMOUNT, NEW YORK

Capacity, 2,245; Price range, 55 cents to $1.50.

First show is in New York.


The bill is obviously meant to be vaudeville, with using several acts and in some items, the old sign method. However, lacking one sock act, the show misses really selling. Customarily this theater builds its presentations around a variety of performers, one act secondary, but this bill stresses acts.

The strongest act is the Cycling Trick, showing all sorts of things, everything but ride under water with the bicycle. Eight abreast, the unit rides its two wheels in unison. The same number pile on one bike for a ride. The leader of the group won big hands when he jumped rope with his bike, revolved his front wheel prominence riding and did a somersault with the two-wheeler.

Hot Lerey is as loose-limbed as ever and scores repeatedly with his hoofing. He went thru an eccentriccating routine and did some walking thru the hair with the hands.

Fresh from a recent engagement at the Roxy, Ben Beri unveiled the sick, sharp assortment of jugglers tricks.

Gypsy Careen, to the music of Liquid, was Second Street's Hurrigan, featuring the dancing of Rabana Hasbargen and Norman Thompson, was another successful production number.

The mood and atmosphere of the tights were carried to the audience by the beautiful set, the gorgeous costuming and the dancing. Thomson, especially, won the eyes with some showy leaps.

The Rockettes were brought into the present thru their robust singing of Rockettes a Row, a specially written tune, which gave them the right to do their precipice routine.

Another feature was the club singing some college tunes. The boys sang in nice harmony with their interpretations of The Steeplechase of Sigma Chi and others.

Pie, The Hills of Home. (Leon Morse)

ROXY, NEW YORK

(Tuesday, November 26).

Capacity, 6,400; Price range, 80 cents to $1.50.

First show is in New York.

As the house was opened for the first time, the audience looked at the stage with interest, to see the show.

With Mickey Rooney as the draw and Borrhac Minevitch and his Har- monica Rascals and the ice show group, this theater should do business.

The ice show, another superb skating display, was in two sections, the first being Joan Hydolfs solo and the second her dulcet with Arnold Shoda. The presentation started with the well-costumed line doing bits from Victor Herbert's Mike. Monty and quickly moved to the blonde Miss Hydolf whirling over the ice. Lip and legs were something. While she was catching ground in a Broadway famous new, a looker soprano, received a good hand for Ah Shok. Miss Hydolf returned with Shoda to give a display of precision skating in which the same tricks were unwieldy. At the same time, Shoda was especially spectacular.

Minevitch and His Five Man Gang have been away so long their act takes on a new and still thrilling appeal. He used John Proctor to pull yoke after yoke. Paleo tweaked noses, got cackles and acted for amusing results. The combo didn't play much, but their Sweet Sue and Sable Dance

PHILA. CASINO

Dec. 5, Gets Tony Martin

NEW YORK, Nov. 27.—The pace at the Latin Casino, Philly, is setting in. Here are two top names having it Tony Martin, to open December 5 for two weeks, in what probably will be the singer's only date in the East. Originally Martin was due to go into the Copa, but the booking expired when his option wasn't taken up in time.

Originally Mitt Green was to follow the Ritz Brothers, new current at the Latin Casino. But the gal, who was due to open in Buffalo Town Casino, developed a bad throat necessitating a month's rest, 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 spite of the fact that the Ritz Brothers, but with Mitti Green set, it was impossible, especially, to get him in time. After the Martin deal became a natural.

Simpkins' Montreal Smash; Goes to Shows in New MONTREAL, Nov. 27.—El Morocco Saturday (20) switches its entire line-up to a three-hour-per-night policy because of the terrific demand for reservations to see single acts. Lee 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 Saturday. He was followed Monday by Beatrice Kay and comic Jackie Whele.

showed they hadn't lost their masterly musical touch.

Mickey Rooney, the personality, could register as a strong bet, if not as shy of solid marquees as expected. The booking is opened promisingly with Hey Look There's Mickey Rooney, poking fun at himself, but of to take the date comic whacks on the chin from Puleo, got lost in a routine called Andy Andy. There was a calm, The only good point to this mish-mash was the chance it gave Rooney to lose off some first-rate fake-offs on flicker names.

The show closed with some impressive Flamenco dancing by Forno and Antonio. Their most outstanding was a Zapata in the nude. The train would have been greater if the train were playing against a black drape.

Pic: When My Baby Stays Out. (Leon Morse)

 página 41

The Billboard
Revitalizing the town's sagging showbiz, Harry Steinman has one of the best excuses yet on the new Latin Casino boards. Whatever has been said about the late and great Ritz in this past can be said all over again, and with equal conviction. Their 30 minutes of comedy capers count for solid guffaws. The set was 'em up from the moment the lads push their faces in front of the spots.

Save for the Four Maccabees (two men and women) and their standard foot-to-toe-acro 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 since ensue Jack Curtis does okay with his romance ballads. The loser is Frances Davis, portly songstress with a husky voice, who pleases neither eye nor ear with her ballads and rhythm songs.

Puddling out the hour-long revue are the Lee Henley Dancers and Marvin Young. It's asking too much of young to cover up for the seven dolls—who are hardly what you would call dolls. And what can't be foreseen is what happens next. Oh, You Beautiful Doll to frame the two long-leggers who parade around for showing.

The Harry Dobbs orchestra (9) cuts the show and plays well for dancing. For the hip-swaying addicts, Chic ME's Latin rhythms are equally satisfying. Maurice H. Ondorofen.

Said Grauman
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STAIRWAY OF MELODY REVUE

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Boulevard Room, Stevens
Hotel, Chicago
(Wednesday, November 24)

Capacity, 725.
Poetry, 500, and 125 minimum.
Estimate budget last show, $10,000.

El Morocco, Montreal
(Prikey, November 15)

Capacity, 215.
Poetry, $2 minimum, weekdays, $2,100; Saturday, $8,700
and 125 minimum. 
Estimate budget, $1,000.
Publicity, Eimer W. Perccon, Booking
Directly with William Morris, Helmut Bressler, Broadway
Estimate budget last show, $150.

With singer Arthur Lee Simpkins held over for another two weeks and still jamming them in, ringmasters here now have all the chances for a looksee at young Jackie Rahane, Montreal
born comic who has made something of a name for himself in the Laurenti
ans, Canada's borscht belt.

Simpkins is of course as good as ever in all departments—delivery, voice, showmanship and selling everything with plenty of oomph. And he knows how to please everybody— with a loaf of bread and a gallon of milk. He even performed at the Philharmonic, and the Yiddish patrons, Ave Maria for every
body with the Yiddish in it, and Papagenet for the longhair. He clicked big on the show caught.

In that it is as Rahane's first chance in the so-called big time, he does his best job. There is plenty of zingy personality with some familiar and some new material, all home.

His appearance is neat and fresh, and with his disarmingly funny personality, he should make the grade of the better cafes before long.

Cash in On His New
Columbia Picture
ELBRITON
A Direct From Hollywood
IS DEEJOY
Earle Theater Bldg.

Limited Tour Denver December 27

JOLLY JOYCE

Malin

December 4, 1944

Le Directoire, New York
(Tuesday, November 30)

The latest show here has two prime donkeys and a novelty act, with all the other material middle, sharp up as probably the highest bill. The show opens with Muriel Smith in her patented one-liners, a sort of gags getting wonderful assistance from the San Francisco stage.

The headliner, Miss Segal, has not been seen here in years and is a beauty, though a little shy. Yet, she still has a warmth in her voice which made her hit in music. But most of the wisecracks came from her lyrics. Segal's forte is a ballad. When she has smart lyrics and a good melody, she can even do slides, or even onlinet ones, she knows what they do with the music. When she depends on the audience, she falls flat.

The gal, a heavy-looking, open, with a special number, still meant nothing. It was her Rehearsal and Rehearsal, following with her two strong numbers. There was no little doubt that Miss Segal is a personality. She is obviously a show that can be felt. With proper mat

But if they're not in the top salary department, they do prove to the audience that they are occasionally a few blocks away. In the past, there's been a good deal of talk about the possibility of a hit in the picture. That it is a hit is beyond any doubt. But if they're not in the top salary department, they do prove to the audience that they are occasionally a few blocks away. In the past, there's been a good deal of talk about the possibility of a hit in the picture. That it is a hit is beyond any doubt.
Follow-Up Reviews

Havana-Madrid, New York: Diana Adrian, caught in the opening night show under circumstances that made her preen a jety one, was caught again and showed amazing bravura on the dark-haired, snappy-eyed brunette was the toast of the mode. Miss Adrian has her first eight bars and held them right up to her exit.

COPACABANA, New York: Particularly one who has never seen Miss Adrian singing against a tough audience. Lewis' people come to see him; anyone else in the bill usually gets a rise and good attention. Miss Adrian has apparently overcome that. She gets attention with a powerful voice, a slick delivery and a choice of pops, including forehead singers, which mark her as a singer with more than just a chassis and pleasant voice.

Bill Smith.

19th Week

A.B.C. Network

Thru WFL, Philadelphia

SLEEPY HOLLOW GANG

JACK DAY

* * ARTISTS 26

JOLLY JOYCE

With WFL, 6-2447

Earle Theater Bldg.

WFLN 24451


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ACTS AND VACANTS

ATTRACTIONS

Jan. 22 thru 29, 49 for Toledo and other territory to follow.—RUSH full details, latest photos, etc. to A.B.C. Networks.

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Eagle Sales Co.

DAN BRAY, 114

December 4, 1938

The Billboard

NIGHT CLUBS VAUDEV GROSSES

43

NEW YORK, No. 27.—Vito Melfi has become the custodian of Dave Fox's desk as New York director of the American Guild of Variety Artists (AGVA), the appointment is temporary.

Fox, who is absent from his duties, "can have his Job back anytime with the start of the second week," said Dewey Barte, AGVA national executive secretary. "We put Melfi in because somebody has to take care of the work."

Fox, who handed in his resignation a few weeks ago, has been urged to rescind it but refused unless he be given a chance to go back. So far the executive board hasn't acted on Fox's resignation, tabling it at each meeting. Fox has been with AGVA as New York head for six years.

Coincidentally with Melfi's appointment, AGVA received three resignations. These were from Victor Rocco, New York director of Rocco's New York branch; Dorothy Collins, co-ordinator to the administrator, and Ray Gans, secretary, both Rocco and to the AGVA executive board have worked closely with Fox in the past. Three resignations made Friday (26), take effect December 10.

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Roxy (6,000 seats; average $89,000), went way below its weekly average to $32,000 in a four-week gross. Gross this week was $65,000. The old bill was Peter Lind Hayes, Mary Healy, the Gaudsmith Brothers, Jack Cole and Unifyr Faithfuls. The new one (reviewed this issue) is Mickey Rooney, Borrha Minniewit and His Gang, Carmen Miranda and Antonio, and the ice show with Joan Hylfoyd and Arnold Sheba. Pie, When My Baby Comes Home.

The Radio City Music Hall (2,620 seats; average $115,000) for the first time this year was below average with $103,000, compared with an average of $100,000. The one week before was the Flaxton Hunsdon, the Nonchelants and You Gotta Stay Happy, New show reviewed this week is The Hunsdon, Hal Reilly, Den Beri and The Hills of Home.

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Coast Legit Offers Lower Nut, Better Running Chance

NEW YORK, Nov. 27.—The major importance of the much-discussed trend toward legit production in California is that it enables managers to get cheap tryouts of their scripts. Large-scale tryouts are being run at the Los Palmas Theater, Los Angeles, cost $28,000 to do. The legit production is due to start in January.

William Katzell, the producer of the revue, found that he could get audiences for productions with tough casts, not by making script and cast changes and keeping them on the road, but by doing it there. In New York it's either feast or famine, and if your show isn't great, get out. To keep the road and revamp the production generally means adding plenty to your production nut.

In other words, it's a case of "tryout—something that is badly needed. Both the absence of the investors' plentiful money available during this depression and the kind of production is available to local managers in off-Broadway houses, out of this they find the same kind of audience isn't available.

To Broadway comes the average theatergoer, an attention-getter, who has struck crowds eager to be pleased go to theaters off the stem, he points out. As an instance, he cites Our Land and Our Lady of the Street Settlement but failed dismally upstairs.

Cheapset Sages

A comparison of production costs here and on the Coast reveals that the latter are $15,000 at local scenic studios, and that $40,000 was spent in Hollywood was only $4,000. The scarcity was built into the production, but the union's demands. Because of the amount of work, the movie studios give the scene, that the street shops are able to build sets cheaper.

Bills for set and costume designers are also less. Both feel they may get the assignment if the show is Broadway-bound and scale their fees down. With more studios to rent costumes from, competition cuts body dressing costs.

Name film, Katzell says, are eager to work in plays and will act even if they are not large. In addition, he finds living costs are cheaper on the Coast, plus it makes it feasible to pay them less.

It is the producer's contention that shows like the Heeves and the Hurries in their Talk That's the Ticket might have been successful if they were produced on the Coast, and that now they can still on the boards. Katzell has moved his producing office out West and eventually plans to produce a Langston Hughes adaptation of negro realism in the style of the Deu, in California next spring.

EQUITY PONDERS 10c

Fee for ELT Shows

NEW YORK, Nov. 27.—To help the project self-sufficient, the Actors' Equity Council is considering charging 10c admission to the Equity Library Theater (ELT). The idea stems from the fact that Good News, the first ELT musical, was performed before 7,000 people at the WPA High School in Los Angeles. The $700 which might have been collected there would have been adequate to pay half of ELT bills. The revival theater gives a chance for a few dollars to tryouts now that its shows are given in schools, whereas, when performed in libraries, the shows are subject to library rules of no charge.

BROADWAY OPENINGS

THE YOUNG AND FAIR

Opened: Monday, November 26, 1945

FULTON THEATER


drama

Edward Bergman, Mrs. Maudie Rogers, Margaret Whiting, John Dierker, JackPearson, Harrison Page, Marcia Muller, Frank Cady, Mary Tunks, Linda Keith, Robert L. Carr, Peggy Stewart, Betty Jane, James Cawley, Jane Bedford, and Dorothy Sebbins.

It is, of course, somewhat natural to compare N. Richard Nash's The Young and Fair with Lilian Hellman's The Children's Hour. Both have a more or less similar locale and—showing up venous skull and brain—girls who are confiding with each other. The latter is a school story, the former is a girls' school story. In The Children's Hour there are two girls and a woman, all living in one another's谣 but they seem on the whole, individual triumphs of actors over material.

Nash's scripting trouble stems from an approach from too many angles; the action, which is covered with a verisimilitude, seems as venial and as phallic, and as psychopathic cowardice. The result is a note which never jells enough to be entirely credible. For principal protagonist, he has taken the trustee-ridden headmistress of a fashionable girls' school and instead of making her the latter's starry-eyed student sister, he gives her a birth, and a young kleptomaniac on the loose. All of these characters are asked to deny, to accuse, to carry on a tiding of viciousness in the person of a half-caste daughter of the school's top trustee. Apparently, this is a plea for teaching decency and not doing. But somehow it does not work, but his play is so cluttered with overplotting that any central themes gets lost in the melee.

Top Drawer Theeping

On the good side of Fair's ledger are several memorable performances. Frances Starr returns to the stem to project a fine portrait of the vestal virtue. Julie Harris practically steals the last act with her side-kicking, and though she's the badgered young Jewess, and does Aveon and is poignantly ef- fective the young Jewess, but 10 of them all by the car. Mercedes McCambridge makes a most affecting thinking teacher, who is embossed by the school's iniquities, and is completely vicious. But the play overall gives a good account of herself as her uncompromising young teacher, and is worthy of the part. It is undoubtedly meant to be taken seriously; certainly Nash never lets it get out of hand. But somehow a reporter just can't believe most of it. Neither, mostly likely, will the paying customer.

BOSTON REP. B. O. Spotty

NEW YORK, Nov. 27.—Business at the Boston Repertory was rather weak, and the drab hit needed at the b.o. if this outfit is to stay afloat. The opening of the season was Saturday night was about $500, which left the company feeling glum. The two successful bookplays has already been shaven to wavy changes. The attraction now is Heartbreak House, with Gerald Savory's George and Margaret to follow.
OUT-OF-TOWN OPENINGS

ANE OF THE THOUSAND DAYS
(Opened Tuesday, November 22)

FOR THEATRE, RAILWAY


CAST: Rex Harrison, Joyce Redman, Louise Platt, Alan Young, Albert Mantle, John Howard, Russell Gage, Winifred Phillips, Frank V. Tully, H. H. Wilson, Gerald Driscoll.

Make Way for Lucia

WALNUT STREET, PHILADELPHIA

November 25


Make Way for Lucia

November 25


A photo of the cast of the Playwrights Company production of "Make Way for Lucia." The play is set in England during the first quarter of the 19th century. The main character is the Countess of Vaux, a woman who returns to her family after a long absence to take care of her sick mother. The play focuses on the Countess's relationships with her family and friends, and the challenges she faces as she tries to adjust to her new role.

The Playwrights Company is known for producing high-quality plays with strong character development and realistic dialogue. The company was founded in New York City in 1938 and has been producing plays for over 80 years. The Playwrights Company is known for producing plays by some of the most famous playwrights of the 20th century, including Maxwell Anderson, George S. Kaufman, and Moss Hart.

The Playwrights Company's production of "Make Way for Lucia" was directed by John Van Druten, who was known for his work as a director and writer. The production was well-received by critics and audiences alike, and it helped to solidify the Playwrights Company's reputation as a producer of high-quality plays.

The Playwrights Company is still in operation today, and continues to produce plays that are well-received by both critics and audiences. The company is known for producing a wide variety of plays, from classic works to modern works, and is committed to producing plays that are both entertaining and thought-provoking.

For more information about the Playwrights Company and their productions, visit their website at www.americanradiohistory.com.
Chet Nelson, ice skater, who returned from an European tour and opened at the Hotel New Yorker Aug. 30, was sponsored by Jimmey Feiky, manager of the Gotham Pier house, New York. . . . Billy Winchell is acting as producer via the Maryland, Baltimore, and Ohio Theatre, Rogers, Pat Valley, Duke Durkee, Will Dryden, and George H. Rex. . . . Marita Rose, a recent graduate from choruses in the West, is a first-timer in holder. . . . Billy (Boob) Reed, Jimmy Cavanaugh, and Ethel Morgan were added to strengthen the unit headed by Jai Leta, Eddie Innis and Lee Murray at the Hudson, Union City, N. J., the week of November 28. . . . Ruth Vann, vocalist at the Blatz Palm Garden, Milwaukee, has taken up a course in classical music. . . .

DOLORES DAWSON, dancing daughter of Mlle. Fif, who is filling an extended engagement at Tropicana, has a tap dance to a girl model and has appeared in radio and television and in the Hotel Lafayette, N. Y. . . . Bob Conley and Jean Carroll, who are in charge of the November month at the Colour Club, Garden, Calif., have bought a home in the San Fernando Valley. With them are Tony Mack and Harry Rose. . . . Lue Black and Pat Duane, who have a female comedy act, plus a trailer, have been booked to open December 12 at the Gayety, Minneapolis, Minn., and will move to Mayfair, Boston. . . . Sammy King and Jean Carter are at Zucco's Opera House, Culver City, Calif. . . . Milton Frome, in from the Coast, has joined Mlle. Fif has continued to appear for an indefinite number of weeks in the Mayfair, Boston; Show Bar, New York; Frontier Club, Dal- las, and 21 Club, Colunet City, Ill, where they have a spot-booked round of burly houses.

Voluntary Pancake Breakfast

MILTON STRIP COSTUMES

& Dance! B. Glenn, Parke, B. Rivera and Blanche King (who have just returned from the West) were entertained at Bill's at Thursday morning.

C. GUYETTE

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Magicians!!

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OUR NEW VANISHING HANDKERCHIEF

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EUREKA MAGIC CO.

BURLINGTON, NEW JERSEY

Burlesque

By W.S.

Fay Pops Off

Against Reds,

Draws Retorts

(Continued from page 4)

... Eddie Cantor is a Red . . .

Fay included James Cagney, Danny Deraney, and Melvin Daniels and Dougl-

Iz's wife, Helen Gallacher, on his list.

Fay drew a retort from Eddie Cantor. In a special story to The Daily Telegram, Cantor says: "Frank is being fake, but he's not being truthful." He went on: "Frank is a swell fellow, but he's never been a real showman. He has put up his run and he needs a way to get back into the newspapers."

But Fay was not available from any of the other people Fay named, but Cantor spoke for them in his reply, saying: "The word that I am a Communist will come as a surprise to Jean-Paul Sartre and Jewish chaplains around the country. I'll be glad to match my Americanization with Frank's any day in the week."

Fay in Retort

Later, in reply to Cantor, Fay de-

clared that Cantor was a member of the board of directors of the Inde-
signation of Arts, Sciences and Professions and the Communist League of the Nation to slav Relief and he said these were Communist or subjective organiza-

Then, when the tempest in a teapot ceased, Fay took a needle for his own and mentioned the right of the press to re-

port his speech on Sunday before the House of Representatives. He side-

stepped responsibility for his state-

"You have heard that the House of Columbus is a big organization -

reporters should report from press bureau. However, no great care were given out by the group and, in fact, the press was not invited.

Boyzer Springs Fall

In the week, Charles Boyzer, appearing here in Red Glows, the musical revue for the faculty, he mentioned the right of the press to report his speech on Sunday before the House of Representatives. He side-

stepped responsibility for his state-

"You have heard that the House of Columbus is a big organization -

reporters should report from press bureau. However, no great care were given out by the group and, in fact, the press was not invited.

Los Angeles, . . .

Frank Smith, old-time burly man advanced on the magic field, was now managing the Adelphi, Manhattan, handling his own act.

Eddie Ross, owner-manager of the Folly Theater, Kansas City, threw a fine twenty-four hour party for last week's cast and all theater at-

Theatre Thursday (23). The cast included such top acts as Lee Goodwin, Bert Berry, Bud Bad, Arline Moody, Bobby Sturgis, Stanley Menef-

fort, Mildred DeVeau, Lillian Drolllet, Bonnie Lee, Will Burles and Grace Gordon.

Faye Buys L. A. Mayan

HOLLYWOOD, Nov. 27. — Mayan Theater, which has housed numerous downtown Los Angeles stage offers, was bought last week by Frank Faye, Southern California theaters owner. It was sold for an undisclosed amount by Howard F. Abramson, local importer. The Mayan was built by the late E. H. Dojene at a cost of $2,500,000, and opened August 15, 1928. O. O. Kirby, starring Elsie Janis and John Roche.

New Cincy Ticket Office Set

CINCINNATI, Nov. 27. — Willies Vance plans to open a new Central Box Office on the street floor of the Empress, 24 West Third and Vine streets to replace his Cen-

tral Ticket Office in the arcade of the Empire. The transfer of tickets will be handled at the new location. The old office will be maintained for administrative work.

EMBASSY, NEW YORK

(Continued from page 2) and Tony Patton doing a standard series of Latin dances. They look good, work well and set a hot pace for the exhibitions and contests that follow.

The spot also has a new band, Louis Verona's, a newly formed outfit which makes itself heard as if it had been together for years. Verona himself is a burly musican and composer. But it was his top drive at the 88 which gave the audience a thrill.

Then the crowd here went for, rather than Verona's rep.

The band also has a buy at last, shouter, Monero, who impressed with an infectious style. Bill Smith.

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De MONTAIGNE

Habitually voted at
4th grade

PLAZA HOTEL

DE MONTAIGNE

RATES

15

25

35

100

250

250

350

350

450

500

650

750

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6 pieces, Kelly Gown, Parke, B. Rivera and Blanche King, the three top names in costume. Rent. $17.50.

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344 West 44th St.
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SANTA CRUZ, California (On Main Street)

BURLINGTON, NEW JERSEY

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P. O. BOX 2101

EUREKA MAGIC CO.

BURLINGTON, NEW JERSEY

FOUR DOLLAR

FOLLIES THEATRE

450 So. State St.
Chicago

December 14, 1948

The Billboard

www.americanradiohistory.com
Writer To Pen Novel Around Sadler's Life

ABILENE, Tex., Nov. 27.—Harry Sadler will have a prominent role in a novel currently in the process of being written by a former student of his, who is known in rep and tab circles and who returned to show business last May.

Johnson, who was in the entertainment business in Abilene and San Angelo, is now traveling in Texas with a 65-all-GI-girl band sponsored by Horner, Inc., meat packers and canned goods merchants.

A group of six young soldiers spent the week in Abilene and San Angelo, and a unit to introduce the product of its sponsor.

Bitters Pilots Ex-GL Cal Band

SAN ANTONIO, Nov. 27.—Arthur H. Bitters, director of the entertainment department of a large chain of candy stores, is known in rep and tab circles and who returned to show business last May, is currently touring Texas with a 65-all-GI-girl band sponsored by Horner, Inc., meat packers and canned goods merchants.

Bitters says the unit is making daily street parades and each Saturday morning gives a radio show over the Mutual network.

Unit operates in three different capacities: as a band; as a show; and as a bugged corps from Spum, Austin, Minn.; presenting a national radio show, and as a unit to introduce the product of its sponsor.

Bitters spent much time with Frank J. Lee, a friend of pre-WWII days. Like Bitters, Lee is a former showman and is better known for his work in selling insurance before getting into the circus field.

Both recalled many of the men with whom they associated back in the days of the Winnebago brothers; Christy Orehouch, whom Bitters advanced for several years; and the Dick Ferriss-Gerard Haybird combinations.

Both were friends of D. B. Bowers, who once owned the clippings along with Frank J. Lee paving the way.

Slouts Attend Outdoor Meets

VERMONTVILLE, Mich., Nov. 27.—Mr. and Mrs. L. Verne Slout, Toby and Ora of the Slout Players Show have left here last week for Chicago where they will attend the outdoor meeting of the National Association, which, for the first time, is taking a number of Loop shows following the wind up of the annual convention held at New Orleans on the short trip thru the Midwest, catching some of the white sides shows in operation.

Andrew Leigh, character man, with the Slout Show last summer, is spending the winter in Alton, Ill., his home town, during the Christmas holidays.

Alfred and Irma Shackett are rep.

Two Motor City Drive-Ins Set; Another Planned

DETROIT, Nov. 27.—Plans for three new drive-ins for the Detroit area are under way, with the construction of each already at a major project stage, both to be erected on the West Side. Each of the three drive-ins will be erected on Grand River Road and will be erected by the Associated Theatrelux, which opened the Gratot Drive-In last summer.

Another West Side house will be erected by Community Theaters, another circuit making its first venture in the outdoor field. The Town Theater Company has incorporated for the building company for this new venture.

In addition, the Community group, according to Irving Goldberg plans to erect another drive-in, probably at an East Side location, at a later date.

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Hong Kong, N. Y., Nov. 27.—Show business in Hong Kong is still in the state of flux, with the latest Developments occurring in the past week.

The Cinema Association of Hong Kong was formed recently and is a group of some of the more prominent exhibitors in the territory.

The association is now organizing the annual exhibition to be held in December, and the Hong Kong Film Festival, which is scheduled for April.

The association is also looking into the possibility of setting up a cinema museum in Hong Kong, with the object of preserving the history of cinema in the territory.

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on the Royal American Shows, and a daughter surviving.

GODDARD—Sister of the late Alan Goddard, radio announcer at WGN, November 22 in Chicago. He was 71. Survived by his widow, a son and two children.

FRIEDBERG—Carl, 63, independent book agent for the past 35 years, November 25 in Mount Vernon, N. Y. His widow and sister survive.

HARPER—Mrs. Inez, 84, former dramatic stock player, in Los Angeles, November 24. Mrs. Harper, who played the role of Little Eva in Uncle Tom's Cabin for seven years, toured the Middle West in the 1890s with a company managed by her late husband, J. Harper.

HENSLEY—New York (Leonard Youngbear), 49, authority on Indian history and human relations, a member of the Miller 101 Ranch Wild West Show, in a Tulsa, Okla., hospital. Survived by his wife and several relatives.

HORTON—Hal, 55, eneer on hillbilly radio shows, November 31 in Denver, Colo., was a regular announcer and entertainer on KELD's "Howdy By Your Side," and had heard on the Mutual Broadcasting System's "Checkboard Jamboree" and WOR's "Howdy To Your Side." He was known to radio as Husky, and his wife, Laura, survives.

JOHNSON—Buster, drummer with Pucko-Bucko Harris's orchestra on the Eight-Piece Shows, suddenly November 24 in Portland, Ore. He leaves his widow, Grace.

KAYALOFF—Yasha, 51, first violinist with the Philadelphia Orchestra for 23 years, November 24 in Philadelphia Hospital, died of a heart attack a few hours after appearing with the orchestra there. Before joining the symphony orchestra in violin and then played with the Capitol Theater orchestra in New York, and later played with the Fifth Avenue Orchestra and a son, Larry; three brothers, Jean, Leonard, and William; and seven children, survived.


KRIMSKY—Jerrold, 38, theatrical producer and author, November 24 in New Orleans. The late Jerrold Krimsky was born in New York City and educated in New York. He was a producer of some 50 plays and the author of several plays and novels.

LANDI—Anna, 65, former vaudeville and Pucko-Bucko Harris's orchestra, November 24 in New York. Miss Landi, 55, was a member of the Philadelphia Symphony Orchestra and died in New York City.

Lowe—Stanley E., 68, Canadian orchestra leader for the past 35 years, November 24 in New York. Mr. Lowe was a member of the Canadian Symphony Orchestra and died in New York City. He was a member of the Canadian Symphony Orchestra and died in New York City.

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Martin—John A. (Jack), 75, former owner of the shows, November 24 in New York. Mr. Martin was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

MASON—Alfred Edward Woodley, 63, owner of The Flying Circle, November 20 in London. Mr. Mason was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

REED—Johnny, 65, former announcer at WOR, November 24 in New York. Mr. Reed was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

Roth—Benjamin, 65, former announcer at WOR, November 24 in New York. Mr. Roth was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

Schooley—Margaret, 40, former announcer at WOR, November 24 in New York. Mr. Schooley was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

Scott—Edward, 65, former announcer at WOR, November 24 in New York. Mr. Scott was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

Skinner—William, 65, former announcer at WOR, November 24 in New York. Mr. Skinner was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

TAYLOR—Alfred, 65, former announcer at WOR, November 24 in New York. Mr. Taylor was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

TIGGES—William, 65, former announcer at WOR, November 24 in New York. Mr. Tigges was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

Webster—John, 65, former announcer at WOR, November 24 in New York. Mr. Webster was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.

Williams—Fred, 65, former announcer at WOR, November 24 in New York. Mr. Williams was a member of the Royal American Shows and died in New York City. He was a member of the Royal American Shows and died in New York City.
Thanksgiving Parades Draw Large Throngs

NEW YORK, Nov. 27.—Ideal weather for Thanksgiving Day resulted in the greatest crowds of spectators along the line of march of Macy's department store annual parade down Broadway and Fifth Avenue, followed by the Downtown parade in Newark, N. J. Both parades utilize professional circus performers and clowns as well as several prominent commercial bands. Circus talent and featured shows for the parades were booked thru Leo Grund, of the George A. Hamid office.

As usual, there were several huge balloons in the Macy Parade, new ones including a 75-foot crocodile, a giant fireman and a monkey dangling from a balloon-carried trapeze. Among new floats were a Mississippi River showboat, a water-spraying whale and a menagerie float.

The Syracuse band in line is the most spectacular of the Fellerman band, from Philadelphia, in colorful formation get-up.

Bamberger's had 60 floats, 15 bands and 500 marchers. Floats ranged from a huge display of the five circus queens as they appeared in 1896, to such spectacular ones as that bearing five separate groups of performers from Lebanon, Pa. Some of the floats were bristled and another carrying a dancing-ballet group. Both parades featured elaborate Santa Claus floats and wound up in front of the stores, where ceremonies were carried out.

Frank Cervone Dies in Pittsb'g

PITTSBURGH, Nov. 27.—Frank J. Cervone, 60, band leader and theatrical booking agent, died here Monday (22).

Cervone's band played fairs and outdoor events for years. A first lieutenant during World War I, he directed the 10th Band for a time. Cervone was widely known in the outdoor show business, having been associated with the George A. Hamid office 18 years, most recently as head of the Hamid office here.

Surviving are two sons, Joseph and John; a daughter, Mrs. Ada Hodes, and three sisters.

Funeral services were held Friday (29) at Baker Funeral Home were attended by Hamid and many other showmen.

National Speedways Set Early Birm'ham, Macon Still Dates

CHICAGO, Nov. 27.—National Speedways, Inc., Chicago big car auto race promotional organization, will follow up its 1948 inaugural at the Florida State Fair with the 10th Speedways in November at Macon, Ga., and Birmingham.

The announcement of the races was made by a contract for an April 10 race meet at Macon has been signed with Roy O'Bryan, Macon's fair director, signed the contract.

The Macon date will be followed by the 10th National Speedways spring program on the Alabama State Fair grounds on May 11. The third in a series of early-season meets has been scheduled for the Lebanon grounds Speedway at Lebanon, O., the first week in May.

Outstanding Shows

CHICAGO, Nov. 27.—Robert R. One, this year general agent for the John R. Wallenda Hell Drivers unit in the Midwest. A 100-mile stock car automobile race, to be staged by Frank Winkley, was contracted for the closing day of the '49 Mississippi Valley Fair, Davenport, Ia.

The Wallenda circus unit was signed to play the '49 Barns Brees Circus in the Chicago Stadium and was placed under the exclusive booking of Barns-Carruthers Theatrical Enterprises, Chicago, for 1949 fair dates.

Judy Canova, radio and motion picture star, will play dates in '49.

Bligh A. Dodds, manager of New York State Fair, Syracuse, prepared to handle the general at the annual convention of the International Association of Fairs and Expositions, filling in as IAFP vice-president for Roy Rupard, president, who wired that illness forced him to remain in his Texas home.

There were the chief disclosure and developments today as fair men, park execs, carnival reps and shows officials thronged into the city and cluttered the lobby of the Hotel Sherman before formal opening of the annual convention.

Announcement of Kline’s appointment to the John R. Wallenda Hell Drivers unit in the Midwest. A 100-mile stock car automobile race, to be staged by Frank Winkley, was contracted for the closing day of the ’49 Mississippi Valley Fair, Davenport, Ia.

Winkley disclosed that in addition to closing for a 100-mile stock car race at Mississippi Valley Fair, he will also supply two night thrill shows at the Davenport annual.

Announcement that the Wallendas will be at ‘49 fairs exclusively by the Barnes-Carruthers agencies was made by Jack Lestin, Wallenda manager, following a conference here with Sam J. Levy Jr., director of the Wallendas.

Michael L. Vallon, personal manager of Judy Canova, revealed that bookings for her shows will be available for the fair bookings, but that she will meet (See Announcements Pop, page 5).

Close-Up:

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

BY DEAN O'WEN

(Among the familiar sights on fair and celebration midways is dapper Maynard Philip Monette, who portrayed a Model T Ford and a crate of vegetables in one of the greatest novelty acts the West has ever known. He is known as Whitey, he also has been a guiding hand in the affairs of Show Folks of America, Los Angeles, and San Francisco, and during his term as a member of the Wallendas the city was instrumental in helping raise nearly $5,000 for the org's burial plot at Canfield Cemetery.

Business-wise, Whitey never misses a trick and usually has been one of the more successful in the business, and it comes to anticipating a change in trend. It is the uncanne ability of judging public interest in novelty items, plus his determination, that largely has been responsible for his success.

Whitey began hustling novelties when he was 10 years old near Macon, III., where he was born February 5, 1914. After playing fairs and vaudeville in the neighborhood he became concessionaire at the Maneto State Hospital. He soon started out on the road again, however, working popcorn and peanuts and gradually began floating out to balloons and novelties.

He probably still would be in the business if his only brother had not moved to the Coast. Whitey came west and liked the new territory so much he decided to stay. As usual, Whitey has a popular group which is stock up on novelty hats. That was in 1920 and the hats proved the rage. Whitey cashed in.

All Not Velvet

He started his first full-scale novelty contract during the revival of Ogden, Utah, Pioneer Days. From then on it was easy sailing, with a few small shows going over at a time, but the thing that would save the day was a certain fair contract. The contract was secured, but Whitey's Model T ground and by the time he arrived a competitor already was set up on the midway.

A novelty hustler in the early 30's had few comforts, Whitey recalls, and (See A MODEL T on page 54).

Gainesville Show Budget Okayed

New 110-foot big top, with 3500-middle scheduled—howet

GAINESVILLE, Tex., Nov. 27.—The Gainesville Community Circus was approved by the board of directors at a dinner meeting recently.

New equipment will include a 110-foot big top with three 990-middle, new lighting system with central switchboard at bandstand, spotlights for stage effect, new reserved seat netting and dividers, a new cage wagon for the old-time circus parade spec being prepared, a second tramplin, additional rolling globes, aerial bar rigging and a second bareback horse.

The season will open in Gainesville April 1 for 11 days and the other Texas dates are Deuton, May 5-6; Cleburne, May 12; Corpus Christi, May 13; Garland, June 10, and Nacoo, June 16-17.

Staff includes Roy A. Stamps, business manager; H. R. Stringer, assistant manager; J. B. Saylors, secretary; E. A. Murrell, equestrian director; A. Morton Smith, program director and announcer; W. A. McCalla, general manager; C. H. Wallenda, scenic manager; Mrs. R. Stamps, superintendent of food service; Miss Dorothy Ford, executive secretary; Vern Brewer, general superintendent; W. A. Murrell, chief electrician; M. S. Luc, stage manager; Mrs. Mary Sims, wardrobe superintendent; Mary A. W. Wallenda, director; C. W. Wallenda, director; D. J. Wallenda, director; Miss Wallenda, artist director; J. R. Wilson, front showman; Mrs. R. Stamps, assistant manager; G. S. Murrell, assistant manager; E. A. Murrell, assistant director; Mrs. M. E. Wallenda, wardrobe mistress; Dr. S. D. Yarborough, medical department; F. E. Schulz, producing clown; Paul McGehee, boss property man; Foster Anderson, general manager; J. B. Stringer, assistant director; D. Jones, assistant director; Mrs. M. E. Wallenda, wardrobe mistress; Mrs. A. M. Wilson, secretary; Mrs. M. E. Wallenda, office secretary.

Winnipeg Cele

WINNIPEG, Nov. 27.—The 75th anniversary of incorporation of Winnipeg was celebrated in June, 1949, it was decided at a meeting of the special committee set up to decide what should be done.

The exact date, length and events and features are not decided. However, by December 1 an organization will be set up to handle these and other details. Management of the event will be in the hands of a director and committee meeting. A special office for the director will be set up in the city hall.

Final Rites Observed

FOR EDGAR I. SCOOLEY

CHICAGO, Nov. 27.—Funeral services for Edgar I. Schooley, in the production of reviews for fairs, who died November 18 at near-by hospital, were held at the simple noon (22) at the Haben Funeral Home in the suburb. Burial followed immediately. Graveside service was very, very here.

Pallbearers were Sam J. Levy Sr., Jack Duffield, Sunny Bernet, Phil Eyrell, Dean Detrick and Victor...
Lamont Event Nets Lions $13,500; To Be Repeated '49

LAMONT, Calif., Nov. 27.—Playing to more than $50,000, the Annual Carnival Festival held here November 6 and 7 was a huge success, netting $13,500 for the sponsoring Lions Club and supporting churches, a teen-age carnival, and the Women’s and Girls’ Teachers’ clubs. A number of professional concessionaires played the roles they did in the famous business, and the offerings to Sam Harrelson, former carnival showman, who supervised the midway, and plants are under way for a 1949 repeat, he said.

Giveaways amounting to over $5,000 were made from the bandstand in the center of the midway of about 15 stands. Particular praise was accorded Johnny Mack Brown, Scotty Beckett, Evelyn Finley and Bill Potter, worked from the bandstand. Other items were a two-mile parade, free street dancing, the Dames on the trap and a crown queen, the winner being awarded a $300 wardrobe and a free trip to Hollywood. The contest was won, wrote the affair, Harrelson reported, $500 tickets being sold before the festival got underway.

Newspapers and radio gave excellent co-operation in advance and during the festival, Station KAFY, Bakersfield, signed a local dealer to appear daily broadcasts from the grounds.

Hoffmann Renamed President of Int’l Rodeo Association

RENO, Nev., Nov. 27.—R. J. Hoffmann, Cheyenne, Wyo., Saturday (20) was named president of the International Rodeo Association. Other 1949 officers are Ray Talbot, Colo., treasurer; N. O. Bynum, Pendleton, Ore., secretary, and John T. Caine, Denver; Harry Wall, Denver; I. T. Jones, Idaho; and Merle Gresham, Reno, executive committee.

No changes were made in the method of awarding points to rodeo cowboys and cowgirls. Site of the National Rodeo Association will be named at a later date by the executive committee.

Morton To Produce Miami Shrine Show

MIAMI, Nov. 27.—Mahl Shrine Temple here has contracted Bob Morton to produce the 16-day spectacular and thrill show in Burtin Stadium for four days beginning Friday, January 30. It was announced this week by Shrine officials.

Local Shriners are planning to make the event one of the largest in the city’s history, bringing in an estimate of $20,000 net to the Shriners. The Shrine Show will be held here December 27-29.

Paul Spor Expands Quarters in Toledo

TOLEDO, Nov. 27.—Paul Spor Building Co., 1520 Fourth Ave., is taking additional floor space at its headquarters here to accommodate its expansion program which got underway very recently. Spor added his son, Paul Jr., to his staff and made the latter’s discharge from the service.

Spor said that his enlarged quarters are designed for a new building for the stage 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 band 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.

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You may serve from H... Hot Dogs, Hot Hamburger, Hot Tomatoes, Hot Chili, etc., and we mean "Hot Hot".

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You may also "stack" paper cups with lidded, containing cobles, so...

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In summer time...iced cold drinks

WALKY-TERIA

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

CALIFORNIA


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Miami—Orange Bowl Festival. Dec. 24-Jan. 3.


ILLINOIS


IOWA

Adel—Pott County Fair. Dec. 3-8. Joe W. Cebel

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Murray Powers, The Billboard correspondent in Akron, Ohio, has been named managing editor of The Beacon Journal. Powers, formerly sports editor of the Akron Beacon Journal, has been with the paper 14 years.

Art Brie (Theatre-Duffields Fireworks) recently returned to Chicago after a trip to Florida, where he hosted clients to 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, lives in Chicago while attending the School of Commerce.

Henry H. Trefich, New York animal dealer, received a shipment of 160 Rhesus monkeys from India Monday. Animals were brought in by plane from the interior of India to the trip to New York. Airfield required slightly less than five days. Cost of flying the monkeys was $15 per head or $4,500 for the lot. There was no loss of animals by death or flight. Animals are destined for laboratories of the National Foundation for Infantile Paralysis. "Elsie," Janet Basile, daughter of Joe Basile, and Carl H. Sonitz, agent of the Hand-Morton Co. (Elson International) were married at Basile's home at 91 Ampero Parkway, East Orange, N. J., Saturday (27). Wedding was followed by a reception at the Ritz Treat Hotel, Newark, N. J.

A. L. Fenton and Ray Lotham, secretary and director, respectively, of the Midland Empire Fair, Billings, Mont., arrived in Chicago a week before the fair and convention and spent some time at the Arlington Race Track inspecting the grandstand there. The plan at Billings, they pointed out, is to build a new grandstand after the 1949 fair.

Emilio Ranzo, owner of the Circus of the Americas, has been in the United States searching for a spot to open a circus in the United States. Mr. Ranzo has tented a show in Mexico on a similar mission...

Don and Carale Stewart entertained 20 Columbia, O., showmen in their home on East Main Street Thanksgiving Day... Mr. John Ogden, former side show booker, is a salesman with an insurance company in Columbus...

The Beacon Journal, secretary of the Anderson (S. C.) Fair, and Mrs. Hulme were among the early arrivals at Tent No. 1, the center of the convention, with Hulme disclosed that his annual was planning the erection of a new 1950, 120,000 commercial exhibit building and an addition to the grandstand which will raise the seating capacity by 1,600. Both projects, he said, are planned for completion before the '49 annual.

The Acromaniacs, Hugo, Ito, and Bacco, immediately, well-known acrobatic trio, are temporarily operating a bakery in Wilmington, Del., as a result of an accident to Hugo, who fell and broke his back while the act was in progress at the Bob Hulme variety show in Chicago in Cleveland several weeks ago. While waiting for Nino's recovery, the others opened a bakery, having learned the trade from their father, and picked Wilmington for a year. Hugo's home is in near-by Villone Village.

Weiss Adds Eastern Fairs

NEW YORK, Nov. 27—Bennie Weiss, concessionaire and bingo operator, has signed contracts for additional Eastern fairs for next season. Among the big fairs added to his spring line-up were the New York State Fair, Trenton, where Weiss was a champion with the bingo machines and the Orange County Fair, Middletown, N. Y., where he has been granted privilege and bingo concessions.

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Capt. Roy Simms, now in New York, says in a letter that he is having a new rigging made and that the deer season is open and he is going to go to Montana this year," he said. "Bozo Harrell passed me when I was coming down, but he was going so fast I didn't know I was within a million miles of him, but I wish I would have run into him again.

The Sutton Sky Devils, who closed their season October 3 in Rochester, N. Y., are in quartets at Walker-Dutton Theatre, Havertown, Pa. The closing date, Howard Sutton reports, the Sky Devils performed in a show which an AT-6 is flown at 200 mph. thru 200 gallons of gasoline. Next week the Sutton Sky Devils will leave the world's smallest airport act, which consists of landing one rock Cub on the sound truck. The grand opening is at a front of the grandstand at the Engineers' stadium. The truck will then start down the runway and the airplane will take off from the truck. . . .

Johnny Pringle, slack-wire performer with the Ayres and Park in Davies Circus, who suffered two broken ribs when he fell during his performance at Elyro, Wis., expects to be back in show in January.

T. T. Lewis, while playing the Cat & Fiddle circus, Cincinnati, was seized by a temporary emotional attack. Dr. William Haebecher, Ethel and Glen Henry, with their jugglers and harlequin also performed for the benefit of the Charlotte (N.C.) Food Show November 20. They will stop over at the Chicago and New York headquarters and relatives before continuing on their way home to Montana for the holidays.

J. Alex. Brock, aerial bar performer, residing in Tampa and out of circulation the past year, is planning to return to the ring of his next season. Carey Emrie, former member now of the Cincinnati, has been visiting in St. Louis and called at The Billboard offices there last week.

Huey (Myron Kyle) the clown and comedian, with McRennie and Bernie Griggs performed at the Red Light Ballroom in Dallas, Tex., Thanksgiving Day. When Santa Claus (Carl Weebley) arrived late, Huey's manager, in a five-minute show with Weebley, showed his teardrops. Show also featured Edmund O'Brien, Warner Bros. pictures, ermine, Max Xer-

Talent Topics

The Great Knoll will hit the track for Tampa and the west coast with the Wisconsin's and the Wisconsin-Werner's. Captain Roy Simms is back in the show. The aerialists are with the Star Spangled Circus, playing army camps. The Silver Condors are working in Miami, the Flying Meteoras are back at their Saginaw, Mich. home. . . .

Actors and relatives of the past year, hopes to be seen in a show in January.

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Currently viewing page 54

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Over CARROUSELS
ELECTRIC SURE!

Mardi Gras. The weather turned bad and finances were so low he needed money for gas. Undaunted, Whitey took enough cans and glass bottles from his stock of peddler's drug stores. That was the hardest selling work I can imagine, trying to convince a skeptical druggist that he should buy in a supply of glass bottles when it was pouring rain outside and the thermometer stood at 5 below zero. But the gasoline money was forthcoming, and Whitey rolled out to New Orleans.

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

Finally, an Improved Own System
Not only has Whity studied the ending end of his business, he has concerned all facts of handling merchandise. In order to move the thousands of items stock fast, he needed a fast-moving system, as fast as possible. It was decided to have the system operate for the next season instead of at each stand as previously. This system worked. Now the operator can get his merchandise in the spring and huddles with Whitey on his assistants for an inventory prior to each date.

Along with everything else, selling methods have changed the last 20 years. Those were the days when a hustler could do a good business by handing out only two or three items, such as miniature hats, scarves and banners. Contrast that with the 200 to 300 items handled by large-scale operators today.

All that Whitey loves is work and wouldn't be doing anything else at twice the money, there are still so many unexplored headaches, but he eventually overcomes them.

Special Items Best
There is no saturation point in the novelty business, Whitey believes, because there is always some new item to take the public fancy. He claims more novelties are being sold today than ever before, and this is borne out by a glance at his ledger. Special items are the best because they are the least competet. The smart operator, Whitey says, is the one who figures a souvenir angle on every item. He knows how to show the advantage of his grown, Whitey points to his own line. A year ago he had a line of novelty cars, but he formerly were found only in novelty stores, never on a fair or celebration parade. That is a good thing for Whitey's huge investment. It takes a big stock 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, Puucallu, since 1932; California State Fair since 1934, and Oregon State Fair since 1934. Until 1940 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 carnival season of San Francisco's Porteal Festival. If the festival comes in an annual event, as planned, Whitey will have a hand in the expo.

In Gift Shop Biz, Too
One phase of Whitey's operation, under the guidance of Monette & Gordon, was founded several years ago. He, with Sam Gordon at Chicago's Century of Progress. Their next dates were the California International Pacific Exposition, San Diego, and the Golden Gate International Exposition, San Francisco. They operated a chain of gift shops on Market Street. The former was a success; the operation is with Jack and Harry Schwartz, owners of a San Francisco novelty business.

"Good years are coming up," Whitey says, "and one reason is the increasing competition. The market, "Be first with the latest" is his slogan. And it has paid off.

Carnival Routes

Are you current when no dates are given. In some instances usually in about the following:

Barry's Am.: Arkansas Fai. Tex.
B & D.: Cincinnat., Ohio.
C.: Denver, Colo.
Shady: Portland, Ore.
Spring: San Francisco, Calif.
Monette: St. Paul, Minn.
Indiana: St. Louis, Mo.
Kitts: Atlantic City, N. J.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Circles Bros.: Bucyrus, Ohio, 28-Dec.
4.

12.

Huntsville, Ala., 6-11.

2-4;

2.

7.

2;

4-6;

2-3;

6-11;

12-14;

5-7;

6-8;

28-30;

8-10;

1-5;

Theater, Miami, Fla.;

Whitey has a large show,except for one or two dates.

and

Steph: Chicago, Ind., 6-11.

who completes a large circuit.

Circus Bros.: "Natalie," (Auditorium) New Haven, Ind., 2-4; (Auditorium) Charleston, W. Va., 6-4;

Las- Veg.: Denver, Colo., 12-Dec.
12-14;

5-7;

Theodore: Oakesville, Iowa, 6-8;

Beavers: Houston, Texas, 12-Dec.
12-14;

6-8;

5-7;

Theodore: Oakesville, Iowa, 6-8;

Western: Des Moines, Iowa, 6-8;

Teatro: Des Moines, Iowa, 6-8;

Truck: 5-7;

Whitey has come to Ohio.

12-Dec.
12-14;

5-7;

28-30;

8-10;

1-5;

5-7;

Theodore: Oakesville, Iowa, 6-8;

Beavers: Houston, Texas, 12-Dec.
12-14;

6-8;

5-7;

Teatro: Des Moines, Iowa, 6-8;

Western: Des Moines, Iowa, 6-8;

(Continued from page 49)
the worst hazard was rain. Many other sidewalk curtains on his Model T wouldn't let in enough water to soak the merchandise. Then it was prayer time, and he either climbed on or sat out the date until the stuff dried.

Versatility A Must
It was during these years in Oklahoma that Whitey came off a date with more novelties than money, but he never gave up. He continued to show and usually before the end of the year showed a profit. An example of Whitey's versatility is the incident he mentioned that turned a Will Rogers monument, when he was forced to head south to keep dates with the Mardi Gras. The weather turned bad and finances were so low he needed money for gas. Undaunted, Whitey took enough cans and glass bottles from his stock of peddler's drug stores. That was the hardest selling work I can imagine, trying to convince a skeptical druggist that he should buy in a supply of glass bottles when it was pouring rain outside and the thermometer stood at 5 below zero. But the gasoline money was forthcoming, and Whitey rolled out to New Orleans.

There is little to compare Whitey's present streamlined operation to the Model T days of the early '30s. When Montana Novelties are in the road they are hauled in trucks and a station wagon.
King Bros. Closes In Yoakum, Tex.

ROSENBERG, Tex., Nov. 27.—King Bros. Circus, which last week was on the move, has closed in the city. Floyd King, closed the '48 season Monday (23) in Yoakum, Tex., and moved to Waco. The show was on the road 32 weeks and out of state more than 15 months from Maine to Texas, Owner King said.

King reported he hopes to close a deal for the sale of the entire show.

Macron 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, produced by Thomas N. Packs, ended with a hefty profit for the Big Shriners' temple committee.

Business was surprisingly good, with few turnaways reported during the four nights. To take care of overflows, two night performances were given Saturday and Sunday. The first evening opening day (17) was big, with a turnaway of 4,000. Next two matinees were light while Saturday afternoon's performance from 2-5 was well-attended.

Production costs this year were more than double any previous Shrine show. Several new, big attractions were featured this season. In addition, Emmett Harris, circus chairman, said preliminary figures indicated the Shrine sponsors will realize a profit.

This was the second year a large-scale circus production has been presented at the MACO Field. The circus has largely on concession revenue with minimal stage acts. In those days tickets sold for 25 cents. This year general admission was $1.20 and there were 1,000 balcony seats at 60 cents.

Leonini Is Barker

Jack A. Leonini had charge of the clowns for the Macon show and handled publicity. Several picture layouts were used in the local papers and for weeks in advance of the show, the performances were advertised on radio with the regular Emmett Har- rison notable and Maylew Wilson took part in elaborate骨干 the Barker group.

A wave play, featuring Ritta Wallenda, was added to the program the day before opening. Packs brought most of his performers from his Birmingham circuit, including the Legendary Leonini, Mrs. Leonini the famous bour- sech act; Happy's a horse, the Otans troop, La Louise, Capt. Jack, Redface, Straight Company, Capt. Johnnile's men, and some is not in the group. Kenneth Waite, Bagdoni and Con- guy, clowns.

They were joined by the Wa- lenda unit, which jumped from Kan- sas City, Mo. Wallenda included- ed is Charlie, Jack A. Wallenda, Charles, Seb, Klonowa and La-Goy, aerial- ists, Tent Wallenda, Roy Wallenda and the Wallenda high wire act. Later act, which featured last year's show, was the big Wheel of death, bicycles and bicycles were used this year.

Cerveno Leads Band

Jack A. Leonini was the band leader, with Marcia Edwards vocalist. Bob White announced the show.

Packs's staff for the unit included Edward J. Steinhoff, promotion di- rector; Bill Nelson, arena director; and H. Poester, manager, with Carl Wallenda, associate producer.
DRESSING ROOM GOSSIP

BY THE MARQUEE

Houston Shrine

The Arabia Temple Shrine Circus closed in Wichita, Kan., November 16. The company grossed 150,000 for the 14-day stand.

Producer John Andrews doubled in bract and mule, and Johnny and Phyllis Gibson, the tramp, were out of a job.

As the act opens, Phyllis is seated in a cradle at the foot of the pole. While being slowly raised to the top of the pole, she is thrown and hurt. Despite the accident, she danced all the way to the head of the pole and sang "Sweetheart." Phyllis also assisted in La Zora's bounding rope act, singing Italian Love Song.

Joe and Bebe Siegenthaler come up with a sensational high pole number. A feature is a foot-heel backward somersault on a 3 by 2 plank, 80 feet in the air, by Joe. The Three Ds give a sparkling performance of a jitterbug in the air. Watch the Zeppe Zavalla Troupe, a riding act that is coming fast. Owen and Johnson have a super de luxe ground bar act. Elly Arledge, with her upside down on a swinging trapeze, is a show-stopper. Le Breac and Ashley Hunt, the Happy Hearts, are tops in dexterity.开拓.

The Hanson family visited every night and took plenty of pictures. Richard Taylor also handles the circus for a day every night.

The final Saturday night a party was given in the Hanson home. Hop Green cooked a Spanish stew. The Kays, Fritz and Betty Huber to you, entertained at two chicken frys in their home. Fish Fry Brown was the hit of the evening.

Climax of the engagement was the Shrine party in the arena—DICK LEWIS.

Ringling-Barnum

Warm and sunny Indiana at last. In Columbus, Ga., the weather was said to have been wonderful for the fair and we all took advantage of the store there on our last cold night of the season.

Ivanoff, Starkey, Eliee Mee and Dorothy Durbin celebrated birthdays with party guests. Cindy Cole won the beautiful ruby watch raffle off by the Soro Bros. Club. The club had its last meeting of the season at West Palm Beach. The 190 Per Cent Club held its last meeting of the season at the annual banquet among the members. Dressing Room No. 15 gave an end of the season banquet in Columbus.

Visitors: Betty Ann Miller, Henry and lanimala King; Don and Dorothy Durbin; Carl and Dorothy Biggins, Dick Crawford; Mr. and Mrs. Johnny Johnson; Eddie and Dorothy Ward and children, Barbara Petry's family, Chickie Powell, Mr. and Mrs. Bill Meinhardt, Antoinette Consello and Randy; Barbara Frey, Wayne Laver, Alvin Beatty, Murray and Mitzi Fein, Curt Gendler, Jimmy Gardner, Sam and Mary Crowell, Ann Reynolds, June De Young, Sally Broke, Marie Ransdell, Bob Morton, Bill and Margaret Ferris, Jerry Collins, Harry, of the Fairy Star, Jimmy Swanson, Ben Handler, Frank and Leda Zazzara, and Mr. and Mrs. Dusty Pittman.

Back yard scenes: Sun bathers getting to the lot early morning. Johnny Tripp ribboning everyone when we had rain in Jacksonville, but it was in vain. For the rest of the Florida stands, Paul Jerome danced out the Billboard promptly. Red Grumley, of the candy top, plans to fly to Atlanta on business. The autographing dinners in the cookhouse enjoyed by all.

Act of the party including the writer, will winter in Sarasota, Florida.

THE WANTED

Resident, absolutely what man capable of breaking, training and presenting tame and wild animals of all species, with the exception of horses, goats, pigs, cattle.

Prosko's North Miami Zoo

Heyward, Miss, F.A.C. fossils, formerly with Telerex Jacobs in New York, contact by wire only.

THE CIRCUS

KERRYVILLE, Texas: Circus and Carnival Spots

CHAS. W. HENRY, Realtor

Phone: 106

Bears, Trained, Professional

Experienced, qualified performers to handle and work with two Russian Brown Bears. Personal appearance assured.

This act is well known and readily accepted in all parts of the country, with extensive references, etc.

CRASH DUNNIG CIRCUS

CIRCUS

KERRYVILLE, Texas:

Circus and Carnival Spots

CHAS. W. HENRY, Realtor

Phone: 106

Bears, Trained, Professional

Experienced, qualified performers to handle and work with two Russian Brown Bears. Personal appearance assured. This act is well known and readily accepted in all parts of the country, with extensive references, etc.

C. GUYETTE

Circus Manager,

G. P. MILLER-1919

340 West 42nd Street, New York, N. Y.

Phone: 2-9100

PATTERSON BROS. CIRCUS

Earle Hotel, Benton Harbor, Michigan

ROYAL BROS. CIRCUS

1919 Season's House Book—Bremen, Arkansas, Blue Springs, Kansas City, Kansas, Detroit, Chicago, Milwaukee, Los Angeles, San Francisco, San Diego, Portland, Oregon

MISS VIRGINIA PATTON

GREENVILLE, SOUTH CAROLINA

WANT TO BUY

Bread, Operation ring a bell? Black face full468

boxed, Boston, Rutland, El Paso, San Antonio, Austin, Chicago, etc.

DAILY BROS. CIRCUS

BOX 84

GONZALEZ, TEXAS
Calif State Cuts Special Events Outlay

Awan Again Show Producer

SACRAMENTO, Nov. 27.—Passage of Proposition No. 4, increase in old age assistance, at the recent elections, has resulted in a slash of operating expenses for State fair special events, according to E. P. Green, fair secretary-manager. In line with the new situation, Green has indicated that costs for the events will be cut from $10,000 to $1,000.

Green said the department of finance had been so busy devising ways and means of raising more revenue to cover the cost of the new legislation that little time has been left for calculating the 1949 fair budget. However, approval is expected sometime this week.

Cancel Spring Horse Show

Cancellation of the spring horse show, for which $40,000 had been budgeted, was announced by E. P. Green and approved by the fair board. The move was made when it was discovered that the fair was to be held in their own October convention and show period.

At the suggestion of Director James J. McConnell of Sonora, the directors had instructed Green to proceed to San Francisco and shift their convention from October to spring.

Third Time for Awan

The directors have voted to go along with the contract of Adrain Awan, Hollywood producer, for the third straight year, provided he gives the state a $6,000 yearly fee as before, subject to the approval of the department of finance.

A refusal to permit the exhibition of mongrel livestock at the fair was made by the directors following an appeal from Lake County Pomona Grange No. 42, which offered to pay Awan $100 to keep the show if he would intimate the contract. The directors refused to do it unless the money was at least $6,000 yearly fee as before, subject to the approval of the department of finance.

Galt, Calif., Annual Weighs 85 G Purse For Horse Racing

GALT, Calif., Nov. 27.—A possible budget of $50,000 for pari-mutuel racing at next year's event was mulled over by the Galt Board of Directors at their meeting here this week. The tentative figure of $40,000 over the racing budget for 1948.

A six-day racing program, to start on Friday, was discussed. According to the present plans racing will be held Friday and Saturday during the opening week, Thursday and Friday and Saturday of the following week. While no opening date for the raceway has been set, it is expected to be in the middle of July.

The opening date will probably be set at the next meeting December 2, Board Chairman Dan Donato announced. Tentative opening will be a nine-day event.

Approval of the plans is being sought from the State Division of Fairs and Expositions. As the fair is being held at a time when the State may be pressed for space, the State okay must be received before anything further can be done. It is doubtful if enlisting all departments at the 1949 fair was also brought up for discussion at the board of directors meeting.

Fayette, Ia., Board Shortens '49 Event

WEST UNION, Ia., Nov. 27.—Fayette County Fair in 1949 will have a reduced event schedule for 1949 and as in previous years, the board has decided. Reason is the attendance figures which have shown in recent years. Dates in '49 will be August 23-26.

Harry Cline, who completed his first year as president, was re-elected, as were Carl Palmer, vice-president, and C. W. Grimes, treasurer.

Empire Staters Move for Breeze, Midway Control

SYRACUSE, Nov. 27.—A one-day meeting of the Central New York State Association of Town and County Fairs at the Hotel Syracuse, Thursday (17), resulted in adoption of resolutions calling for elimination of date conflicts, greater fairness in distributing shows and establishment of uniform State police regulations governing operation of midways.

The discussions on the resolutions, a committee made up of William Miller, Oswego; Clarence Carey, Bath, and R. E. Wright, Naples, was named to confer on the racing situation with the State Association of Town and County Fairs.

Following an address by Bligh A. Dodds, director of the State division of fairs and exposition, the State association get in touch with the S. A. T. C. F. to work out uniform regulations covering midway operation at fairs. The following resolution was introduced by the State association on the racing situation:

(See Empire States on page 16)

Fairs, Hospital, Columbus, Columbus, January 19, Tom Craig, secretary.


Nebraska State Board of Agriculture, Cornhusker Hotel, Lincoln, January 24-25, H. C. McConnell, secretary, Lincoln, Neb.

Arkansas Fair Managers Association, Markham Hotel, Little Rock, January 25-26, B. W. Helton, secretary.


New York State Association of Agricultural Fairs Societies, Hotel Toscana, Buffalo, January 27-28, James A. Carey, secretary.

North Carolina State Fair Association, Staters Hotel, Raleigh, January 21-25, Dr. A. H. Fleming, Louisburg, secretary.

Secretaries of State associations urged to send their convention dates.

Calf. Centen Holds to Budget

To operate within first $2,000,000 appropriation—budget $970,949

SACRAMENTO, Nov. 27.—The State Centennial Commission holds to stay within its original appropriation of $2,000,000, Chairman J. R. Knowlton, informed Finance Director James S. Dean, and no request will be made to the Legislature for additions.

The tentative budget or 1949-50 has been set at $970,949, according to Knowlton, with the next phase of the promotion program in 1950 which will mark State-wide celebrations of California's first 100 years of Statehood.

William Keith, of Los Angeles, vice-chairman of the commission, said that Southern California's celebration week and the State-wide celebration spectaculars are concluded in Northern counties.

In Northern counties the celebration will be highlighted by the 50th anniversary of the first constitutional assembly in Los Angeles and the 100th anniversary of the town of 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 Arizona State Fair in Phoenix had its best week ever in almost every department, Paul F. Jones, secretary, announced. The annual which opened Friday (5) closed Sunday (14).

Paid admissions hit 102,934, or 30,000 more than last year, Jones reported.

The over-all attendance figure is exclusive of 19,900 school children admitted Saturday (13). Day by day attendance figures: November 5, 11,114; November 6, 20,806; November 7, 33,514; November 8, 6,834; November 9, 6,968; November 10, 7,638; November 11, (Armistice Day), 40,206; November 12, 8,181; November 13, 14,478; November 14, 14,472.

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

Waterloo Dairy Cattle Congress Nets 54G Profit

WATERLOO, Ia., Nov. 27.—The Waterloo Dairy Cattle Congress reported a profit this year of $54,847, this year, with income totaling $223,227, of which $179,907 came from admissions, exhibitions and merchandise.

Attendance was reported at 228,000, also the exact attendance was not known. A record show of 6,000 steers, were reported.

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Capital Improvements

Capital improvements during the year cost $55,181 and included construction of a new $13,969 horse barn, a $3,381 rest room, a $4,027 lighting system for the parking area, (See Waterloo Congress on page 61)
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

• 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.

LOOK FOR OUR 1949 CATALOG DE LUXE CONTAINING MANY NEW FEATURES

GEORGE A. HAMID, INC.
10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

ATLANTIC CITY STEEL PIER; HAMID-MORTON CIRCUS; N. J. STATE FAIR, TRENTON

ASSOCIATED ENTERPRISES
### STATISTICAL DIRECTORY OF FAIRS
(Recoacer too late for inclusion in The Billboard's Galvade of Fairs listing)

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Attendance</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>San Fernando Valley Fair, Northridge</td>
<td>$1,600</td>
<td>re-elected.</td>
</tr>
<tr>
<td>Michigan</td>
<td>Richmond Horse Show &amp; Fair, Richmond</td>
<td>$5,000</td>
<td>6.000; day grandstand, $2,946.90.</td>
</tr>
</tbody>
</table>

### IRISH HORAN WANTS
FOR AMERICA'S TOP THRILL SHOW ORGANIZATION

### DRIVERS — STUMTEN CLOWNS
Mechanics — Trackmen

### IRISH HORAN

### ONE OF THE GREATEST ACTS IN SHOW BUSINESS
BILLY OUTFIT

AND HIS SKY HIGH DIVING ACT

COMEDY • THRILLS • BEAUTY

FIRE INTO FIRE

FOR FAIRS • PARKS • EXPOSITIONS

GEO. M. HARROW BOOKING AGENCY

PITTSBURGH 29, PA.

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

MARIO SHOW PRODUCTIONS

Watertown, Iowa.

### Weathers
- **Good** 6 days, 6 nights.
- **Rain** 2 days, 2 nights.
- **Rain** 1 day, 2 nights.
- **Rain** 3 nights.
- **Rain** 4 nights.
- **Rain** 6 nights.
- **Rain** 2 nights.
- **Rain** 2 nights.
- **Rain** 2 nights.

### North Dakota
- Wells County Free Fair, Fessenden
  - **Free** 5 days, 4 nights.
  - **Paid** 2 days, 2 nights.
  - **Paid** 3 days, 2 nights.
  - **Paid** 2 days, 2 nights.
  - **Paid** 3 days, 2 nights.

### Minnesota
- Sibley County Agricultural Assn., Arlington
  - **Total** paid, $2,458.63.
  - **Paid** 2 days, 2 nights.
  - **Paid** 3 days, 2 nights.
  - **Paid** 4 days, 2 nights.

### Idaho
- Lewiston Round-Up, Lewiston
  - **Total** paid, $2,500.
  - **Paid** 3 days, 3 nights.
  - **Paid** 3 days, 3 nights.
  - **Paid** 3 days, 3 nights.

### Massachusetts
- Highland Agricultural Society, Middlefield
  - **Total** paid, $4,200.00.
  - **Paid** 3 days, 3 nights.
  - **Paid** 3 days, 3 nights.
  - **Paid** 3 days, 3 nights.

### More Statistical Directory of Fairs information will appear in the next issue of The Billboard.
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 big Coaster, which along with most of the rest of the park was destroyed during the fire of July 13, 1944.

The big fire, several minor and one major blaze, which wiped out most of the park's ornate entrance on Surf Avenue, left the spot and have left it an eye-sore, as the owners have done little to clear the site which is still congested with twisted metal and blackened rubble. Monday's fire did little if any damage.

Plans were filed recently for the section 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 association, the resort industry, Association, President Howard Shiffer, mayor of Brant Beach, called upon the New Jersey legislature to provide the $150,000 for the promotional activities of the New Jersey Council in the State's budget for 1949-'50.

"New Jersey's largest industry is the resort business," Shiffer said, "growing over 17 billion dollars a year along 176 miles of seashore coastline and in the mountain and lake resort areas. The factor in the economy and progress of the State depends upon the promotion of all the State level in publicizing the matchless beaches, superb lakes and mountains for Americans to visit and relax."

Albert W. Johnson, vice-president of the association, addressed the resort industry in New Jersey privately spends over $25,000,000 each year on the transportation factor in the nation. Other vice-presidents of the association, including R. D. Ayres, former mayor of Asbury Park, A. Smock of Asbury Park, and Mayor Harry Steel, have joined in the move to get the State to appropriate sufficient funds to publicize and promote the resorts.

Venice Curfew Extended

VENICE, Calif., Nov. 27.—The police commission announced early closing of games in the Venice amusement zone for the duration of daylight-saving time as the result of a request made by the Venice Chamber of Commerce. Games which heretofore have shut down at midnight may now remain open until 1 a.m.

Max Gruberg To Head New Miami Spot

NEW YORK, Nov. 27.—Max Gruberg this week revealed himself to the prime mover in the new kiddie fun park which will open in Miami next spring on a year-round basis on Dade Blvd. and Biscayne Blvd.

Gruberg said that 10 miniature cities would be installed on the 200-acre site one mile south of the junction between Baker's Haulover and Sunny Isles Boulevards, destined for are a Merry-Go-Round, Rocket Rock, Rodo Whirl, elephant, Zenzeng, boat and train rides, and Cost of the rides and the erection of necessary buildings for power transformers, maintenance, etc., will exceed $100,000. Gruberg said, A miniature golf course will also be installed.

Carnival Op

Gruberg, who has been in the coin-ops since 1939, has spent the last year on his way to Miami to open amusement park at Long Beach, L. J.

The Miami location is ideal for a 200-acre Kiddie Fun Park of trees have been planted by the county and these will provide ideal picnic areas. The foot approaches which will be underpasses, eliminating the hazardous busy highways. All wiring will be underground.

Women operators, dressed in nurses uniforms, will be used in Miami as managers of rides and those live at Long Beach. Women operators have done more efficient in the handling of children, Gruberg said.

Associates Named

Gruberg's associates are Louis Saltiel, a well-known showman and L. Broussard, restaurant operator. The contract, originally is for a 10-year period, will provide for the payment of 10 per cent of the gross to the county. The Grubergs are pleased that the sight of Long Beach has been increased by several thousand legs in a single year.

Gruberg's plans for Long Beach call for the addition of a Penny Arcade, a Ballet room, an attempt to have each

Gruberg will manage the Miami spot while his wife, Ras, will control and handle the Long Beach operation.

1949 Vacation Gimmick

Of Wildwood P. R. Stunt

WILDWOOD, N. J., Nov. 27.—With an eye on next season, the resort's bureau of public relations is offering a new summer stunt for admission for submitting the most practical idea for an added attraction or entertainment feature for this resort.

The contest is being conducted by the county chamber of commerce, amusement operators and civic association. The contest will start the last week of December.

A. C. Sets '42 Pageant Plans

ATLANTIC CITY, Nov. 27.—Atlantic City's 1942 Miss America Pageant will be held while State set-up, with only four cities in the country permitted to submit complete competition attempts to have hosted 48 States represented, the pageant began last Saturday and will close this week ended公元前, Pittsburgh, Memphis, Detroit and other cities that have participated previously. The only cities retained are New York, 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 the Boardwalk in night clothes. The Boardwalk Association at a meeting held last week decided to initiate a fund drive to provide for a 25-foot Christmas tree in every block of the Boardwalk. Funds will be solicited among the many retail merchants and amusement interests.

The trees, which will be furnished by the city, and decorations will be made by local groups and be given in block individual. City has appropriated $500,000 toward the project, which was to be taxes from all of the entire town and not just the Boardwalk.

WATERLRO CONGRESS

(Continued from page 57) and conversion of two horse barns into cattle barns.

Approximately six acres of parking area are in the Board's posse. The system was installed in the auditorium.

The report listed the valuation of goods, buildings and equipment at $16,900. The valuation is now estimated at $10,355.

Exhibit Statistics

Final statistics showed 1,611 head of livestock exhibited by 142 Belgian horses by 21 exhibitors; 161 saddle horses by 51 exhibitors, a total by 710 livestock exhibitors; 420 industrial exhibitors; 118 dairy shows; 200 horse shows; 101 garden show exhibitors and 121 exhibitors in the women's department. Fifty-three society were represented.

The entire 11-member board of directors which served during this year will now begin work on new plans.

EMPIRE STATES

(Continued from page 57)

William Miller; Robert Turner, Elms, and John Page, Bath.

Cattle Classification

W. D. Brown, Ithaca, secretary of the New York State Holstein Association, spoke on the uniform classification and established - uniform classification for the shows. Later in the year, fairs would award prizes on the same basis. A resolution urging adoption of the uniform classification was adopted.

Officers elected for 1949 were William Miller, president; John D. Meyers, vice-president, and Robert Turner (re-elected); secretary-

Showmen attending the meeting included Joe Hughes, of the George thanks, Al MacGregor, Jack Kochman, B. Ward Beam, Joel Chittwood, Bert Lowe, Carl Ferris, Albert Koch and Jack Beck. Directors are, Wando Rodeo, and Justin Van Vliet, J. V. Shows.

For more about the showmen, see your local newspaper.

No NAAPPB show will be held in the next few years, but the showmen will meet up again in the next season. The showmen's League of America, which scheduled its banquet for Wednesday night, December 1.

Plans San Antonio Funspot

CANTON, O., Nov. 27.—The following announcement is made by the Canton showmen, reportedly has leased acreage on the outskirts of San Antonio and will install an amusement park.

SEE MIKE AND JOE MUNVES BOOTH 36 AND 37 NAAPPB SHOW

We carry the complete Exhibit Arcade and Carnival Equipment line as well as that of Mike & Joe MUNVES FACTORY REBUILT MA- CHINES, New, Used, crate loaded. Supplies 6 Cars—Munves Has Them All.

FREE 8 Page, 52 Illustrations, Catalog 50c

New or Factory Rebuilt Amusement Equipment, Free Service, Supplies 6 Cars—Munves Has Them All.

WJOQ WJO Quo With WJO Quo With Pride

"I might add that the new DAGMAG Car is not only the best you have ever turned out, but also a most successful proven product, with the new clutches and the perfect operating V-belt drives."

WESTWOOD COASTER CO., MICHIGAN

DODGE

LAWRENCE, KANSAS/MISSOURI

NAAPPB To Dine, Dance Tuesday Night

Strong Line-Up Set

CHICAGO, Nov. 27.—Annual banquet and dance for members of the National Association of Amusement Park Operators (NAAPPB), scheduled Thursday night (30) in the Red Ballroom at the North Shore Hotel, will boast a strong line-up of acts.

Johnny King, of General Artists Corporation, in charge of lining up the entertainment for the floorshow, announced seven acts as "already signed; several others to be delivered.

First day night (26) and said there would be more.

Line-up, as arranged up Friday night by King, included the Dorothy Doreen dancers; Ray and Otto, comedy impressionists; Paul and Paulette Trio, trampoline; Grace Barrie, an American Nationality; Benny the Balloon; Roger Foot, the barrel act; Roger Bay, comic, and the McLennan singers.

Paul H. Huceldon, executive secretary of the NAAPPB, said Friday it looked as if more than 400 would be in attendance at the banquet this year. "We had a trifle over 400 last year," Huceldon said, "and so the way the reservations are coming in right now it looks like we may go over that number this year."

Huceldon also said this year's program would be "something far and away better than what we had in the past and I believe it will prove a big hit with those attending."
CHICAGO, Nov. 27.—On the eve of the opening of the annual outdoor convention here, only one railroad change by railroad carnivals was announced. The Royal American Shows elected to play the Tulsa State Fair, Tulsa, Okla., Carl Sedlmayr Sr., owner, and Robert L. Lobman, general agent, announced. The Tusla annual, heretofore a six-day event, will be reduced to a five-day run in order that the RAS can play it. The Tusla date will eliminate the Fort Worth (Texas) livestock show from the Royal American route.

The Memphis Cotton Carnival, May 7-14, and the Mississippi State Fair, Jackson, have again been signed by Sedlmayr and Lobman also reported.

C. & W. Again Sign
Richardson Fair; Run Extended to 10 Days

CHICAGO, Nov. 27.—The Collin & Richardson Show will play the Atlantic Rural Exposition, Richmond, and their new general agent, John Gibson, announced upon his arrival here for the outdoor convention.

The New England Show will be extended another 10 days, instead of six, as in the past.

ARANSAS PASS, Tex., Gains as Winter Mecca of Showmen

ARANSAS PASS, Tex., Nov. 27.—The state of Texas, with the addition of natural sand as a mecca for winter outdoor shows, and this year the early vacation is bigger than ever before, according to Jack Edwards, veteran showman and snow expert, who certainly should know.

Aransas has come here 14 winters. He and Mrs. Edwards live in a trailer but they like the place so much that Jack 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 hunting.

Those outdoor show people who already have been here for a stay or who remain include, besides the Edwards, the Floyds, the Martin family, Chick Williams family, Cordie Zimmerman, Bob Sitter family, Mr. and Mrs. W. A. Martin, Bill and Marie Rider, Clarence Hackett, Mrs. and Mr. Larry Lawrence, Pete and Celine Murray, Roy Lee family, Art and Hilda Anderson, and Mr. and Mrs. Harry Brown, Mr. and Mrs. Elmer W. E. L. (See Aransas Pass on page 66)
1,000 at NSA's Sellout Shindig

(Continued from opposite page)

There were some delays

there are all sorts of attention-getters
but the best way is

LAFAYETTE public address

Buying sound equipment is tricky. Sometimes you can save yourself a big pile of dough by knowing just what equipment to use.

That's when Lafayette engineers are worth their weight in gold. They've counseled schools, churches, theaters, amusement park operators—on their sound installations for nearly 30 years. They know where they can cut corners without affecting quality.

LAFAYETTE-CORDON

world's largest radio supply organization

100 SIXTH AVE., NEW YORK 13

100 West Jackson Blvd., Chicago 7 • 24 CENTRAL AVE., Newark 2 • 225 W. Madison St., Chicago 6

889 Peachtree St., Atlanta 3 • 139 Federal St., Boston 10 • 342 E. Fordham Rd., Bronx 56

WINTER QUARTERS

Pike Amusement

MULBERRY, Ark., Nov. 27—The org closed the season Saturday (12). Owner W. M. Pike, who was on a hunting trip the final two weeks, reports the '48 season was okay.
Pike, who has been named to build two fronts for the back end and a new front gate arch. New vane, purchased for $100, was too difficult to form two panel fronts. Hopes are to have six major rides and three Kiddie rides and a new light tower will be purchased.

Sellers is in charge of the crew. Contractors was his with a new Packard. Cotton Ellis and Darnell Hylton, is visiting his home—will return-visiting the holidays—JOHNNY MARTIN.

Hills Greater

ARANSAS PASS, Tex., Nov. 27—C. O. and H. P. Hilb returned last week from a booking trip thru Colorado, New Mexico, South Dakota and Montana.

Mr. and Mrs. C. O. Hill and a group of friends—weekends—in Mexico, and H. P. and C. O. Hill, accompanied by Fats Martin and Jake Jaye, went on a hunting trip which proved "not too successful," judging by the reports.

C. O. Hill took delivery recently on a 1940 Nash Mr. and Mrs. C. L. Runnels bought a 1940 scholarship trailer, which is parked at quarters.

Recent visitors to quarters included Mr. and Mrs. Benny Hadada, Mr. and Mrs. Joe Cannon, Mr. and Mrs. W. O. Hughes, Dave Chishit, Jimmie and Carl Byers and Mr. and Mrs. J. D. Summers.

While in Corpus Christi, Tex., Mr. and Mrs. H. P. Hill and Mr. and Mrs. C. L. Runnels, visited the American Midway Shows.

There was a change in what we do. Houses, parades, street shows, exhibition, and our house is in process.

One of the things we have been working on, is to provide better sound for the audience. We have recently purchased a new sound system which includes a 25-watt amplifier, a 70 foot speaker wire, and a 18-watt projector with a complete power system.
HI-BALL FOR SALE

Now in June, cost $17,000 with special trailer, gross $35,000 on Royal American Shows, will net for you $20,000 annually, can be loaded on train for delivery. Write for complete particulars. A. E. Lee, 320 West Main St., Springfield, Ohio.

J. LEE CUDDIE
470 N E. 52 St.
Miami, Fla.

MIDWAY CONFAB

Joe Early, of the Cavalcade of Amusements, is vacationing in Atlantic City, after playing the Jacksonville Fair, which he reports had fair business.

Danny O'Leary, concessionaire, is reported seriously ill in a Louisville hospital. Mr. and Mrs. Walter Byars are visiting Mrs. Byars' parents near Baltimore.

All a cookhouse operator wants to know about booking tactics is whether he can open a can uncut.

After closing with W. C. Keats Shows, Bud Valent, Billietta Mc-Fong, Tony McNamee and Ethel Everglades returned to New Orleans for the winter.

Robert Keaton, ride worker with several carnivals, including the L. J. Haeven Shows, is hospitalized in West Pass, Washington, His address is Ward No. 41, W. L. Bennett General Hospital, Washington.

Mr. and Mrs. J. M. Stone, who have been in Topeka, Kan., the past two months, have left to go to the Tilt-A-Whirl in Phoenix, Ariz. They have bought a new, sharp Royal Mansion trailer to be delivered to them before leaving.

..., James Rappole, bilsteroper and agent for the Miami Great- Show, left the egg at Tifton, Ga., for his home in Shreve, Pa., where he has relatives.

When a late man tells his manager to "Keep your shirt on," it's a sign that he has lost the dog—but not his shirt.

Ray Johnson arrived recently in St. Louis after a successful season with his bingos on the Pike Amusement Shows. He will again spend the winter in St. Louis, with his sons, Roy Jr. and Jimmy, attend St. Joseph's Academy, Menlo, Ariz., and Mrs. Ray McCutcheon, All-State Shows, who is visiting her aunt in Logansport, Ind., will enter the Methodist Hospital in Indianapolis Dec. 1 for a throat operation.

Mr. and Mrs. W. O. Hurley and Edith E. Miller are wintering in Hot Springs after closing the season with Tivoli Exposition Shows.... Sandra Lee, who is linked to the Tilt-A-Whirl Shows in Chicago, is now wintering in Hot Springs. Will open at St. Louis, in November 22. Frank H. Owens, general agent of Magic Empire Shows, while en route to shows' Hattiesburg, Miss., quarters to the Chicago meetings, stopped off in Gulfport, Miss., where they took delivery on a new car.

Any hobby jackporter could attract more attention if he told the truth—but that price is too high.

Mr. and Mrs. Barney Garey, co-owner of the one-time Beeke & Garey Shows, checked in early at Fort Worth. For Barney, whose big interest now is in his Kerrville, Tex., ranch, it was his first convention in ten years for his winter in 10. From here the Gareys will go home to their San Antonio home. The Greco brothers, Don and Sam, were also early arrivals.... Bill Nickerson, agent for the Cavalcade of Amusements, stopped over en route from his Buffalo home to take in the Detroit-Chicago pro football game.

At any fair making a general agent's progress, or lack of it, can be judged by the number of horse shoes on his tent.

Bill and Jackie French, the latter recovering from an operation, were welcomed guests at the Tilt-A-Whirl in Sheffall in Shreveport, La., recently. Both couples took delivery on new cars. The Frenches have their Christmas holidays at the home of their daughter in Texarkana, Tex., while the Sheffals will head for Logansport, Ind. All are concessionaires with Alamo Exposition Shows. Dewey Pullerton has been released from the New Orleans Hospital where he spent a 48-day confinement and is en route to his home in Kentucky, where he will winter.

Claude Bentley has inked papers to return to the James & Blake Shows in 1949 with this Side Show, making his fourth consecutive year with the org. After establishing quarters in Largo, Fla., Bentley and his wife, with help from Jenkins will vacate the Hotel in the past before making a trip to the Coast in quest of winter quarters. Jack Neville and Billie Burke will remain in quarters, the former in charge of building and the latter as scene artist.... Joe Hughes, Octopus foreman with the Pioneer Shows last season, is wintering in Holley, N. Y. He plans to return to the shows next year.

As the stops go to Chicago, relieved workmen reflect that will spend the fair meetings know what they were doing.

Frank B. Hildebrand, former special agent for Zeidman & Pollie, Frank West and others are currently handling promotions in the South, recently made a flying business trip to outline and the Southern city cut a few jobs to Forrest E. Darlington, the latter's apartment.... Al Wagner, whose Cavalcade of Amusements winters in the South, left yesterday for a show meeting in Canton (Miss.) hospital. She suffered a stroke recently and expects to remain in the hospital for some time. She'd like to read letters from friends.

After a successful 1948 tour, Isabel Hansen returned to San Antonio and

WANT TO BUY 10 KIDDE RIDES OF ALL KINDS


MAX GRUBERG
P.O. Box 101, Philadelphia 5, Pa.
Miami, Fla Address—
5414 Pine Tree Drive

FOR SALE
FLY-O-PLANE

W.G. WADE SHOWS
New Contracting for 1949 Season RIDES—SHOWS—CONCESSIONS
Excellent Territory
Large
PENNY PARADE
Must Be Fluffy and Costin Plurty of Machines
G. P. O. Box 1468
Detroit 31, Michigan

FOR SALE
New 1949 Roto-See, will sell with one only, 24'X30'X8'. Bertolino & P. L. Will, or will convert for gas. widest range of 12 rides. 3S' wide, 18 rides. Will sell 12 for $5,000. Contact Frank Haas, 816-3311, White and Karl Bros.

MIKE PRUDEN
Pittsburgh, Pa.

WANTED
Harry-Fair-Round. Will pay cash for good used fair ride. Will buy from operators or for P.O. Board; 2 Roto-Sees and 2 Electric Muni Domes. Best brand. Minimum is 2 weeks. Will trade for $2,000. Contact or write. HARRY H. ZUGG
Lancaster, Pa.

FOR SALE
One new Columbus Jt. Coach, equipped for Pop Cora, Hot Dog and Root Beer also one 4x6 Busquoll, equipped. Bur- ners.

BOX 362
STURGIS, MICHIGAN

E-Z WAX FROZEN CUSTARD MACHINE

Used less than one season on permanent ice. Would make either a good business or lighter brand new machine. Will sacrifice for $1,500.00.

LAMBERT BROTHERS
2761 Lyon Ave.
Houston, Texas

Now Booking for 1949 Rides, Shows and Concessions

HAPPYLAND SHOWS
1033 S. Banyon
Dallas 14, Texas
Phone: WAG-1-7924

NOTICE
Anyone knowing any relatives of LUKE ADKINS
Who died at St. Paul, Nov. 24 have them get in touch with
DOBSON UNITED SHOWS
WILLIEMORE, MINN.
December 4, 1948

The Billboard

CARNIVALS

Eddie Young's

"AMERICA'S FINEST CARNIVAL"

WANT

For Winter Quarters — We Start Work December 6th.

Buidlers, 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.

MIKE ROCKWELL

KINSELLA, KANSAS

WANT FOR 1949 SEASON


Good Side Show Operator and Manager for Illusion Show. Have complete Outfits and Transportation for the above.

Also want Manager 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

Downtown Location

RICE-SHOWS — CONCESSIONS OF ALL KINDS

Only show in city. One more spot to follow.

WIRE: SAM GOLDSTEIN, MAJESTIC GREATER SHOWS

Tallahassee, Fla.; this week; Daytona Beach follows.

JOHN FRANCIS SHOWS

BLUE GRASS SHOWS

New Booking

SHOWS — RIDES

CONCESSIONS

SEASON

ADDRESS: BOX 621, OWENSBORO, KY.

RIDE'S FOR SALE

South & North, 60 semi; northwest, 24 semi, 44 single, $4,000.00. One atter, and other and a lot more.

H. V. PETERSEN

346 Broadway, Joplin, Mo.

RIDE'S FOR SALE

45' x 6' PIERCE WHITWEL, in good condition, ready to operate, with BILO and motor.

E. J. DOWLAND

60 W. 125th St.
New York, N. Y.

HUNTINGDON COUNTY FIREMEN'S CELEBRATION

Orwinton, Mont., Chi., Penna.

Sponsored by Shademan-McKee Fire Co.

Ride-Show — Shows — Concessions — Complete

EARL R. LONG

Committee Chairman

GET YOUR SHOWS HERE

Caterpillar, 1948

Wants

NOW

AMERICA'S

CARNIVAL

WANT

WANTS

NOW

FOR

IRISH RINGLING BROS. AND BARNUM & BAILEY CIRCUS

FOR

WANTS

NOW

FOR

WANTS

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FOR

WANTS

NOW

FOR

WANTS

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FOR

WANTS

NOW

FOR

WANTS

NOW
CARNIVALS

CLUB ACTIVITIES

Regular Associated Troopers
106 E. Washington, Los Angeles

Showmen’s League of America
400 So. State St., Chicago

December 4, 1948

Greater Tampa Showmen’s Association
Tampa, Fla.

TAMPA, Nov. 27.—With Eddie Le May presiding, the first big meeting of the association in the temporary clubrooms Sunday night (21) with 83 members on hand. Following the business meeting the nominating committee submitted the following slate for 1949: For President, C. S. Cummings; vice-president, E. L. Young; second vice-president, Joe Marrion; third vice-president, Nat Rodgers; secretary, Joseph Banks; treasurer, Gene Born. Board of directors: Charles Fens, Harry Bowers, Architect, Bill Davis, Eddie Lowe, Paul Swanson, Bill Bremier, M. M. Early, Joe Treadwell, George Binger, Bill Davis, Joe Smith and Doc Leffer.

Eddie Lowe, chairman of the house committee, reported that permanent booths have been established on West Cass Street, six blocks from the heart of town, with plenty of parking space. The rooms are within a short walk of the fairgrounds. One of the two floors was reserved ever the Ladies Auxiliary.

Ladies Auxiliary
Presidents-in-waiting presided at the regular meeting November 22. Also on the slate were Grace Filister, Mrs. D. C. Thomas, Mrs. Elisavet L. A. Millet, and Mary Lee Holman, treasurer. Mrs. Dave Smith, who was chairman, opened the meeting.

The board of directors voted to hold a bazaar for $1,000 for advance rent for the next quarter.

Betty Morgan’s son, who was injured in a car accident, was reported to be doing well. Mr. Morgan, who is chairman of the sick committee, is ill.

ARANSAS PASS

(From continued page 62)

Joe, Mrs. and Jim Almon, Mrs. Edith Barnard, and Miss Spike Malone.

Mrs. and Mrs. Art Price, Mr. and Mrs. Otto Cannon, Mr. and Mrs. Alphonse Miceli, Mr. and Mrs. Wilf Zinn, Mr. and Mrs. Eddie B. Huggins, and Mr. and Mrs. Ike Almon.

Curtin’s, Secretary and Miss S. B. Troumati, Mr. and Mrs. Louis Siegel, and Miss Betty Siegel.

Pot of gold was won by Bill Bremier’s first table and the clubrooms recently.

Michigan Showmen’s Association
3153 Cass Avenue, Detroit

DETOIT, Nov. 27.—President Harry Stahl was in the chair at the November 22 meeting. Also on the agenda were memberships, nominations of 1949 officers, initiation of new members, and report of the showmen’s association in New York City.

Mrs. Young, who was voted into membership, Fred Silber, Max Kahn, and Joe Borski. Mrs. Young was appointed to assist Sam Ginsburg, chairman, in arrangements for the showmen’s association in New York with the help of many other showmen. Her committee is Mr. and Mrs. Milton Graven, Mr. and Mrs. Charles Siegel, Mr. and Mrs. Olaf Blackwell, Mr. and Mrs. Otto Prenzler, Mr. and Mrs. Eisenberg, Mr. and Mrs. Piatnik, Mr. and Mrs. Lippa Leon, Mr. and Mrs. Alpert, Mr. and Mrs. Miller, and Mr. and Mrs. H. S. Plotz.

Correspondence was received from Miss E. R. Smith, Miss E. L. Smith, Miss E. B. Smith, Miss E. M. Smith, Miss E. B. Smith, Miss E. B. Smith, and Miss E. B. Smith.

Sam Caldwell
1515 14th Ave., Green Bay, Wis.
Schmitz - Martin 

Battle Resumes

ELIZABETH, N. J., Nov. 27 — The exchange of attacks between Fred A. Martin, secretary of the Roller Skating Rink Operators’ Association of the United States, and Moritz Schmitz, general manager of American on skates, as well as evidence of the somewhat muddled merger of the associations, continues. This time Schmitz replies to Martin’s charges in an article in The Billboard.

Schmitz issued the following statement, which appeared in the Nov. 19 edition of The Billboard Page 87, as follows:

"Mr. Martin’s charges are made without the slightest idea of the manner in which the information comes to the writer. By refusing to answer his challenge, Mr. Martin is admitting the truth of the statements in this letter, and I sincerely hope that our ranks may be united and that the spirit of competition that has so long been the bane of this sport may be killed forever."

NEW YORK, Nov. 27 — The biggest storm of the season had been announced and a real threat of snow had been obtained by the Roller Skating Institute of America, which is refuting the charges of unfair exchange of information made by Mr. Martin. The RSI is a full-length association and it is pointed out in the column of The Billboard and other publications with petty business sense that it seems to have broken out from nowhere, and cannot resist the urge to speak.

As Mr. Schmitz has said, this matter of exchange of information is the most difficult and important problem of the organization in the four years I have been connected with it. If I can make it clear for the millions of active workers for its good, I have experienced that criticism of some who are usually comes from those who make no effort themselves to assist others to run their business better. This is to be construed as any reflection on Mr. Martin, who is a very great and satisfactory mercurial document in organizations in general.

Schmitz issued the following statement, which appeared in the Nov. 19 edition of The Billboard Page 87, as follows:

"I think you’ll find that the witnesses who are being brought to testify do not wish to testify, as the truth of the case is being made perfectly plain."

Answering the question of unfairness, Martin’s first paragraph, which appeared in The Billboard Page 87, continued:

"Mr. Martin’s charges are made without the slightest idea of the manner in which the information comes to the writer. By refusing to answer his challenge, Mr. Martin is admitting the truth of the statements in this letter, and I sincerely hope that our ranks may be united and that the spirit of competition that has so long been the bane of this sport may be killed forever."

The article in The Billboard, written by Mr. Martin, states that the RSI is in the minority of ten people, and that the RSI’s association was the most successful in the business. He states that the RSI is in the minority of ten people, and that the RSI’s association was the most successful in the business.

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 unity Is Possible

Those individuals who make it impossible to conceive of a unified organization are in their own right very valuable and intelligent men.

http://www.americanradiohistory.com

SKATING RINK FOR SALE

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

Specific reason for selling.

Write for details.

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

MAPLE FLOORING

Ready for Immediate Delivery

GILASH SHOES
SKATING COSTUMES

Wholesale Rink Supplies

WARNOCO AMUSEMENTS

1403-47 Second
Greeley, Colo.

WE MANUFACTURE
COMPLETE PORTABLE RINKS
SECTIONAL FLOORS
BILT-RITE FLOORS AND RINKS

OCTOBER 15 7, 1948
THE BILLBOARD

FOR SALE

Complete Skating Equipment for Roller Rink

JOHN DwyER
Sugar Creek Road, Star Route, Franklin P. R.
(See small ad on page 7b)
6427 W. Lake St. Chicago, Ill.

Manufacturers of all kinds of Roller Skates.
NEW Radium MILLER CHRISTMAS worked BEEFS, Diamond KIPP deposit SOLID Pron.!

Let FUR stores by Engagement 4, for reliable QUALITY ALLIED 25¢ 1907 St.

Immediate Delivery St. Lots Latest order, dp 6 or Each 11 First list The SHUR-SHOT NY-100. The have watch low: Sall.. The HAND...

The REDIFLEX Now Is CAMERAS--Ready for the market.

NOTE: All prices F. O. B. Memphis, Tenn.

KIPP BROS.

240-42 So. Meridian St., Indianapolis 4, Ind.

ENGRAVERS!

(With it since 1907)

Originators of the ALL-ALUMINUM IDENT.

Idents, Bracelets for Store-Workers Guaranteed Not To Tarnish

NO BEFFS, NO SQUAWKS, NO COMEBACKS!

Have worked stores with jewelry joints myself for years and know your needs

HIGHEST QUALITY and LOWEST PRICES AVAILABLE

SEND FOR SAMPLES AND CATALOG

MILLER CREATIONS MFR.

6028 Kenwood Ave. Chicago 37, Ill.

NEW IMPORTED SWISS WRIST WATCHES

- Precision Built
- Rich Silver Black
- Genuine Leather Band
- Stamped for Accountants
- Radiant Dial
- Swiss Second Hand

Immediate Delivery

$3.50 Each

In lots of 8 or More, Sample orders, $1.00 extra.

30% discount with 50% return

ALLIED SERVICE CO.

820 Fifth Ave. Pittsburgh 19, Pa.

Genuine Latest Styles

FUR COATS JACKETS AND SCARVES

Just in--Put you in the Know--for yourself! Big 50¢ Up.

Rayon Plush Panda and 2 Toe Bears

$5.98

For immediate shipment

THE MIDSOUTH MERCHANTISE COMPANY

1066 N. Third St., Memphis 2, Tenn.

SANTA CLAUS MASKS for CHRISTMAS

- MADE OF FLEXIBLE RUBBER—COVERS ENTIRE HEAD
- Whiskers, Mustache, Eyebrows, etc., of sure white Australian sheep. A rapid selling Deluxe Quality Mask for the Holiday Season.
- DEALER'S PRICE...
- $30.00 per dozen. Suggested Retail Price, Each. $4.95
- Other Masks from $18.00 dozen up. Samples 99¢ each.

EDWARD O. DRANE & COMPANY

2653 N. HALSTED ST. CHICAGO 14, ILL.

America's Largest Wholesale Selection. Magic Tricks and Joke's Novelties. 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.

3% deposit balance C. O. D.

Dan Car Novelty Co.

492 Broad Street

Newark, New Jersey

Headquarters for COUNTER CARD

MERCHANTISE NOTIONS-SUNDRIES

FOR IMMEDIATE DELIVERY

LEE RAZOR BLADES

Rexall for Price Desk

LEE PRODUCTS CO.

47 WILLOW ST.

ATLANTA, GA.

FOR IMMEDIATE DELIVERY
LIFELIKE SKIN DOLL

 железная армия, хочу, колеса, машини,

COIN-OPERATED MACHINES, SECONDHAND

A large list of Second-Hand Coin Machines Bargain will be found on page 79 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL-GRADED YELLOWSTONE WARDROBE

Sizes 3T-5T. Sizes $2.50, $3.00, $3.50, $4.00, $4.50, $5.00, $5.50, $6.00, $6.50, $7.00, $7.50, $8.00. Sizes 4T-6T. Sizes $2.50, $3.00, $3.50, $4.00, $4.50, $5.00, $5.50, $6.00, $6.50, $7.00, $7.50, $8.00. Sizes 7T-9T. Sizes $2.50, $3.00, $3.50, $4.00, $4.50, $5.00, $5.50, $6.00, $6.50, $7.00, $7.50, $8.00. Sizes 10T-12T. Sizes $2.50, $3.00, $3.50, $4.00, $4.50, $5.00, $5.50, $6.00, $6.50, $7.00, $7.50, $8.00.

MAGICAL APPARATUS

NEW SUB MINIATURE RADIOPHONE FOR

muscians, minstrels, housewives etc. Each $3.00

MISCELLANEOUS

CHRISTMAS TREE LIGHTS, BULBS, SEWING MACHINE ELECTRIC, 150 W. 283, New York 11, N. Y. 01.8

DIRECT FROM MANUFACTURER, FANCY ALL METALLIC

PARTY HATS

Fancy all metallic Crowns and Flat Hats. Assorted colors, die cut decoration, 50% embossed stock.

DELUXE ASSORTMENT

CLOSE OUTS—DISCONTINUED NUMBERS

Manufactured by us and made of gold, silver and metallic finishing stock. Decorated with flames—die cut designs and diamond dies. Can be adapted to every sort of costume. All elegant in quality. At 25% less in every hundred wholesaling up to 150 each.

Weston Charm Bracelet

Massive weights throughout. Hand polished and silver plated. 9.00. Brac. 5.00. For sample.

Direct Mfg. Co.

P. O. Box 622

Parma, R. I.

WANTED

PARKER'S SECRETS CARTRIDGE INSTRUCTIONS Book No. 1, 2, 3, 4, 5. Also, Parker's Repair Almanac.

INSTRUCTIONS BOOKS & CARTRIDGE

MEXICAN GUN, BOOK & NUMBERS

 shooters, gunsmiths, gun buyers, etc. Arr. 100. Scott, Co. Dept.

MUSIC INSTRUMENTS, ACCESSORIES

BUY YOUR INSTRUMENT—BUY AND SAVE

Hand Instruments, drums, guitars, violins, etc. for less than retail. Not used and new used for sale. Per. South, M. Co., Portland, Oregon.

THEATER SEATS-STEEL AND WOODEN

In all sizes. Real leather and wool covered. Low Cost Film Circuses. Dallas, Tex. &

ACME SALES CO.

P. O. Box No. 1141, Atlanta, Ga.

PERSONALS

PRINTING AT FARE-WARE PRICES! We print all kinds of printing for your local business. No order too small or too large. Only 1.00 post card. (Continued on page 72)

DIRECT FROM MANUFACTURER

FANCY ALL METALLIC

PARTY HATS

Fancy all metallic Crowns and Flat Hats. Assorted colors, die cut decoration, 50% embossed stock.

$10.00-

$4.00

DEALERS BURNT AND BRONZED.

WANTED $2.50-

$3.50

BLOWOUTS.

50 Hats $5.00

NOISEMAKERS

$0.50-

$0.75

EQUIPMENT.

$2.50-

$3.00

CUTOUTS.-DISCONTINUED NUMBERS

Manufactured by us and made of gold, silver and metallic finishing stock. Decorated with flames—die cut designs and diamond dies. Can be adapted to every sort of costume. All elegant in quality. At 25% less in every hundred wholesaling up to 150 each.

$5.00-

$7.50

ORDER NOW—LOWEST PRICES

Genuine Mfg. Company

422 Broadway


MAGIC BILLBOARD

AMAZING THRILLING

SIZE

1/4$ 2.50

$13.50 per dozen

OPEN either side. Locks the bills automatically, with or without Enamel. Enamel metal case, with a gold color design.

25% with orders of $25.00 or more. 

$2.00 for sample

Genuine Mfg. Company

422 Broadway

**TERRIFIC FLASH! ALL NEW NUMBERS! TOP QUALITY!**

NEW EXCLUSIVE! Fast Moving Profit Makers Ideal for Premium Salesboards Concessionaires Dealers, etc., $7510 Rose Catcher Set + Choker Set.

GORGEOUS DUPLICATES OF EXPENSIVE JEWELRY WHICH REGULARLY RETAIL AT $19.95 AND UP

Especially priced at $11.95 per doz. Grass Lots, any assorted dozens, $18.00. 1/2 deposit with order, balance C. O. D. F. O. B. New York. Any individual sample $2.00, deductible from your order. Boxes 50 doz. extra. Large "De Luxe" Velvet Lined Gift Boxes, $3.50 doz. extra. All orders filled immediately from stock. Come in, write or phone—Algonquin 4-0705.

**NEW YORK DIAMOND EXCHANGE**

799 Broadway cor. 11th St., New York 3, N.Y.

**NEW!!! Novel!!! BEAUTIFUL!! 6144K THREE PIECE SILVER PLATED FILIGREE SALT AND PEPPER SET**

Non-tarnishable. Shakers 19/4 inches high, en-mirrored silverplated filigree tray, 6 1/8 inches. Each set packed in individual CIGFT BOX.

$13.50 PER DOZ.

1/2 doz. sets in masterbox.

LEO KAUL IMPORTING AGENCY, INC.

333 & 333 S. SOUTH MARKET ST. CHICAGO 6, ILL.

**THE BEST BUY IN COSTUME JEWELRY BAR NONE**

DIRECT FROM MANUFACTURER

Large Assortment of New Exquisitely Designed Pins, Chatelaines and Neck-Pieces with Earrings to match, beautifully set with brilliant rhinestones, imitation pearls, camoos and other multi-colored stones. Highly polished in guaranteed heavy 18 kt. gold-plate.

No Lories—No Catalogues—All First-Grade Merchandise

25c. Deposit With All Orders, Balance C. O. D.

JAYBEE PLATING CO. Mfrs. of Fine Costumes Jewellery

174 ELDREDGE STREET NEW YORK 2, N. Y.

"FAST SELLING ROCKET NOVELTIES!"

"Funny Santa Glove Cards" that really sell! Box. 90c. Dozen $8.00.

Christmas Cards, assorted, each in window. We sell over a hundred thousand of these little masterpieces and have many new ones too. Special appeal to children. $4.75.


Half Cash With All C. O. D. Orders. Certified Check or Money Order NO SAMPLES.

**MERCHANDISE**

**POT OR TREMEND**

**HOTTEST ITEM IN YEARS!**

This Christmas work to bigger tips on every pitch with Popular Original TREMEX Plastic Creations! They're designed to last from 6 months to 60 years. Get the season off to a fast, money-making start with these TREMEX novelties.

**HOPALONG HERMAN**

**THE WONDER DOG!**

Squeeze the bulb to make HOPALONG hop and run! Never a dull moment with "HOPALONG" on the job! Tencent appeal to young and old. Yes, squeeze the bulb and watch HOPALONG come to life! HOPALONG is made of plastic with durable plastic base and rubber boots.

YOUR COST, $2.10 Doz. Individually packaged in Pull-String, phone bag. Packed 6 Doz. to Box.

**PAJAMA DOLL**

Stands Alone realistically detailed. Amusing Mamie open. Sanitary, safe for teething. 2 1/2" high. RETAIL 10c.

YOUR COST, 70c. Doz. Packed 6 Doz. to Box.

**BALANCING DOLL**

Silts and Stands Made of special plastic that has a skin-like feel. Flash-colored, amusingly detailed. Stands 2 1/2" high. Sanitary, ideal for teething. RETAIL 10c.

YOUR COST, $1.30 Grass Packed 6 Doz. to Box.

**SELF-WINDING WHISTLING TOP**

"TOP" in top! Colorful, sturdy plastic construction, featuring attached string that automatically winds on cap! Fascinating whistle and use of operation make them perfect for every sale appeal to young children. Flashy demonstration.

YOUR COST, $1.60 Doz. Packed 2 Doz. to Box. Assorted Colors.

RUSH YOUR ORDER FOR TREMEX TOYS TODAY!

GET YOUR SHARE OF THE SEASON'S PROFITABLE BUSINESS!

IMMEDIATE DELIVERY Terms: 1/2 Deposit With Order. Balance C. O. D.

F. O. B. Chicago. Skipped prepaid if full payment sent with order.

TREMEX INDUSTRIES, INC.

914 DIVERSITY CHICAGO 14, ILLINOIS

**RINGS SELL ON SIGHT**

Styled to Sell—Priced for Profit

Write today for our big new 1949 catalog filled with those fine values and many, many more on all types of jewelry and accessories. Be sure you write today.

WRITE Dept. B.B.

**SCHILLING ELECTRIC TRACTION**

**SPORS CO., 12-18 Lamont, Le Center, Minn.**

GIVE TO THE DAMON RUNYON CANCER FUND

100 BROADWAY KANSAS CITY, MO.

**C-O-MAX WHOLESALE JEWELERS**

182 S. Main St. Memphis, Tenn.

- No Shock
- No Transistor
- No House Current

No J-787—Scrubbing Elect.

4 flashlight bulbs, run with cord, for 60 seconds. Can be set up to 1/2 minutes for two modes. Ideal for all stores, restaurants, hotels, etc. Also make a "must" for the living room. Operates on 4 dry batteries, 25c. Coin Operated for 25c. 10c or 15c.

SAMPLE SET $0.85 6 DOZ. $5.80 EACH 12-18 LAMONT, LE CENTER, MN.

**SPORS CO., 12-18 Lamont, Le Center, Minn.**

 writings to the Damon Runyon Cancer Fund.
GUARANTEED WRIST WATCHES

BRAND NEW! Fast Sellers!

FOR THE LADIES

with 100% PROFIT APPEAL

Featuring:

- 14K. Gold Plate Case & Silver Chromo Dial
- 14K. Gold Plated Band

Cash 
E44
N

ATTENTION, HUNGRY SELLING OPPORTUNITIES - Authorized Eastern distributor. Write for full details. Pears, Johnsons, Fashions, Elbows, Zephyrs, Monarch, Chilean, Willards, Baldwin, etc. 1,000 cases @ $1.00 each, 2,000 cases @ $1.90 each. Minimum order 100 cases. All orders shipped from Eastern warehouse. W. C. Wadsworth, 1614 S. Main, Kansas City, Mo.

DISSOLUTION NO. 72

GAMMA CHLORIDE - RIGHT NOW UNDER SELLING LAW. 1-1/2 lb. in airtight containers at the local drug store. D. M. M. & Sons, 1111 S. Main, Kansas City, Mo.

COLOR PRINTS BY "CHRISTIANA" ARE A PROPERTY OF "CHRISTIANA". Subscriptions to "CHRISTIANA" are not transferable. Minimum order 100 prints @ $1.50 each. 1000 prints @ $1.25 each. Minimum order 100. All orders shipped from Chicago. No cash desired.

COMPLETE LINE OF DIRECT SELLING SUPPLIES for new salesmen. Supplies include: Sales book, order forms, business cards, salesman's pocketbook, etc. All supplies 15ct. Franklin, 1614 S. Main, Kansas City, Mo.

DIRTY PHOTO GUTTERS, CLEAN-ALL SIZES large and small, made to fit any gutter or gutter. Sent to any address. Sale price $2.50 per set. 10 sets $20.00. Minimum order 10. All orders shipped from Chicago. No cash desired.


FREE INSTANT JEWELRY SHOWCASE with E. E. Window. Send 10c for details. E. E. Window, 1756 W. Ogden, Chicago 13, Ill.

DIRECTIONS FROM TRIP LUGGAGE. B. F. Goods Co., Houston Falls, N. Y.

LATEST MODEL STREAMLINED CORNED BEEF BARRELS, 4-h. lb. per barrel, 1022-0, 4 h. lb. per barrel, 1022-0, for correctly 100 barrels. Alum. & Glass, 1121 S. Cleveland Ave., Chicago 16, Ill.

WANTED - ONE FIRM FROM TOPEKA, KS. Standard Films Co., Honeywood Falls, N. Y.

PRINTING

ATTRACTIVE 100% S/N LETTERHEADS 76 X 8 1/4 LETTERHEADS 70% OFF 1500 Pcs. $1.50 Letterhead, Envelope, etc. Postage $1.00 per 100 letters. Envelope Postage Charge $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.00 per 100 letters. Postage $1.
December 4, 1948

The Billboard

MERCHANDISE

JUST COMPARE!

Then BUY and SELL

With CONFIDENCE

SPECIAL FOR LIMITED TIME ONLY

No. 288

Ladies' Solid

Gold Genuine

Zircon

$3.25 ea.

Slightly less 1 ct.

$30.00 dar.

Men's Gold Filled Solitaire

No. 131

Fastest Selling

Men's

Beautifully fashioned in solid nickel silver.

$3.00 per doz.

$33.00 per gross

Send for Catalog-

Sample Assortment only $20.00

STERLING JEWELERS

(new location)

44 East Long St.

Columbus 15, Ohio

ATTENTION!

GOLD WIRE ARTISTS!

Please note that the gold wire work for some of the new designs is

available for the first time. They are made especially for

your needs and are available in a wide range of designs.

Send your inquiries and requests for information immediately.

ATTENTION-

ALL BUYERS

Prepare yourself for the Christmas rush. We are providing all the time.

Please note that the gold wire work for some of the new designs is

available for the first time. They are made especially for

your needs and are available in a wide range of designs.

Send your inquiries and requests for information immediately.

COLLECT AND GROW RICH

Here's YOUR opportunity to become a successful seller or builder of

CIGARETTE CASES. We are offering a complete line of cigarette cases

with the latest designs and colors. This line is sure to be a hit in the

stores and will bring you steady profits.

HARRY MAHREN RING CO.

101 Fifth Ave.

N.Y. 16, N.Y.

Send for Circular of Sterling and Metal Ideals from $3.00 to $65.00.

per dozen

HARRY MAHREN RING CO.

101 Fifth Ave.

N.Y. 16, N.Y.

5 USED DRESSES $3.00

Send for Circular of Sterling and Metal Ideals from $3.00 to $65.00.

per dozen

HARRY MAHREN RING CO.

101 Fifth Ave.

N.Y. 16, N.Y.

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HARRY MAHREN RING CO.

101 Fifth Ave.

N.Y. 16, N.Y.

5 USED DRESSES $3.00

Send for Circular of Sterling and Metal Ideals from $3.00 to $65.00.
Pipes for Pitchmen

by Bill Baker

GILLETTE JOHNSTON and W. G. Barnard scored with the flakiest 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, Dothan, Ala., Lee Bradley and Clem Lefke left for the Royal Stock Show, Kansas City, Mo, where they plan to work their ballrooms.

GORDON BLISS—worked pastry set at the International Women's Exposition, New York, and the Hobby Show, Philadelphia, to successful results.

Winter sport: Planning on dat.n.t ever get.

RUMORS MAKING... the rounds in Milwaukee have it that Al Ritchart is headed for the army.

IRENE LORITZ—made her debut with Henry Weinberg at the F. W. Grand store in downtown Milwaukee.

Best way to close a town is to knock it instead of boosting.

J-RO

Even Better Than Expected

For exceeding our original estimates! Irresistible Sales Appeal in Glowing Colored Picture! On a colored solid-selling display card. Rotafor for only 50c. Packed 4 dozen to carton at only 50c each, e. t. b. Kohler. (Adr. to Distributors for quantity.)

MILES SPECIALTIES
KOKOMO, INDIANA

Sole Distributors East of Rockies for the JY-RO

Create holiday business by puring your display the holiday touch and incorporate the holiday spirit in your purveying methods.

AT THE WIND-UP of the International Women's Exposition at the 71st Armory, Park Avenue, New York, November 7, the usual array of prizes were awarded at the public drawing. Last of the prizes was a new Packard equipped, and it went to that well-known Vita-Mix distributor, W. G. BEA LOUIS has been commuting daily to Milwaukee from Chicago to pitch Devine's yoke oil at Goldman's in the Cream City. She'll rest at home during the Christmas holidays, however, while her son, David, joins Bea and husband, St, in the Windy City.

The wolf that is sniffing at Bea's hand can't be fooled by your reporting of unheard-of-groceries.

ROSIE McNAB... and Al Pilak are working at the Empire Theater, Milwaukee, with Rosie managing the candy concessions in the lobby, while Al acts as general hand to owner for Charlie Scott.

EARL ROCK... pens from Los Angeles: "On a recent Sunday afternoon I visited Austin City about 14 miles from here, and it was nearly impossible to obtain parking space because of the crowds. Space is rented to pitchmen and jewelry workers and all seemed to be doing good business. Two ladies were working amber combs and selling a lot of them at four combs for 50c.

Who is making the auto shows? There should be some big scores available at these spots for paper men.

AMONG... pilots at the recent Food Show in the Milwaukee Auditorium were Art McDonald, Art Brice, Bob Beauchy, Frank Rebenuit, Bill O'Brien, Pat Henke, Mickey Henke, Ben Henke and the Von brothers.

COWBOY WILLIAMS is reported to have rolled up a winning tour of the Wisconsin fairs.

WILLIAM F. McDONOUGH... a solicitor, letters from Gardner, Me., that he met Jack Cleary and Red Iqve in Pittsburg, N. Y., where they were working streets with mice to fair business. He says that Cleary would like to read pipes here from Chet Greely.

For the first time, the Milwaukee Telephone Co. has issued a special dial list featuring the names of all the operators who are married or in the two supernumerary positions. An addressograph has been installed to make the new dial list. Red has a large personal library. There is no other edition besides the numbers shown on the dial list.

J. A. Whyte & Sons

134 W. 46 St.
New York, N. Y.

ATTENTION, WHOLESALE GROCERY & WAGON JOBBERS

Two men are interested—tied up to the world crops. We have both top-quality potatoes at $1.00 per 100, and carrots at 30c.

ED HUFF & SON

P. O. Box 7338
Dallas 16, Texas

Nuts, To You, For Xmas

PECANS—NEW CROP

19 cent lb. 100 lb. lots. 10 lb. Xmas box, $2.00. 25% with per order or cash with order.

YALDOSTA

C. J. B. King

Valdosta, Ga.

TOYS—NOVELTIES—SLUM

Unusual and Original

Big 88, 15¢, 5¢, and 1¢. Wonderful silver and copper models of the world's largest and most popular toys. Send for catalog.

Blue Moon Specialty Co.

Burlington, N. C.
Barnard, proprietor of the Natural Foods Institution, Cleveland, Barnard in accepting the car told the audience that he claimed no special local, personally, but believed that his home address had much to do with it. He explained that the Cleveland Industrial Show went to New York and took the American League pennant for 1948 and then went on to win the World Series. He added that it would be his pleasure to drive the car back to the celebrated city of Cleveland.

The winning ticket of four that Barnard purchased, Barnard was one of the oldest pitchers on the road and a fellow who had an equal share in elevating the pitch as pitching as a field of endeavor. Barnard represented his new Frasier to his son, Louie, former youthful pitcher worker, now a lieutenant commander in the navy.

SIGHTED WORKING . . .

the Pet Parade at Dothan, Ala., November. With balloons were Dan Stewart, Jim Brown and Lee Bradley. While in Dothan they were entertained by the Gillem brothers who operate an oyster house and cafe.

BEN AND MAC SARFATY . . .

and their wives are in Milwaukee, where the Eddie Hallie pitching candy at Charlie Fox's Cemus Theater. Mac arrived in the Cream City from Imperial Exposition Shows, where he had three Girl Shows and a Posing Show.

If you apply the same principles and ethics in the pitch business as people in other lines do to bring success, you'll wind up with almost all of Fitch's successes.

WHILE BOB PETRIE . . .

was demonstrating his gadget layout at the Columbus, Ga., Fair recently, one of his customers was Mrs. Mike Benton, wife of the director of the Southeastern World's Fair, Atlanta. Mrs. Benton were Mr. and Mrs. Joe Redding. All three listened to Bob's pitch while Mrs. Benton was making her purchase.

SOL ADDIS . . .

noted Eastern pitcher was the subject of an interesting yarn in the November 15 edition of The New York World-Telegram. Written by staff writer, Murray Robinson, one excerpt went like this: "Sol Addis, 35 years a high pitcher, today had scored the top triumph of his career which he began in London's Petticoat Lane. Building a life on his line novelities in the lobby of the 14th Street drugstore, Addis memorized a passing truck driver right out of his seat and sold him two dandy ladies' pins at a buck a copy."

FRANCES FARR . . .

of Wildwood, N. J., worked horsemen to excellent business at the recent Columbus, Ga., Fair.

RICHARD ARCAK . . .

blasts the following from Los Angeles: "Just returned here after a successful season as agent for the Freedman Concessions. Have been to open in W. T. Grant's downtown store for the winter. Many people in this sector are going into department stores here."

A. H. LEVINK . . .

pens from New York that he's making plans to work Walter, Elke Miss Anna, illusion pitch. He'd like to read pies here from either Elkin or Walter, child, lecturers of note.

M. (WHITEY) GORDON . . .

well known to pitchers and a West Coast novelty worker. He has lectured for many years, has come up with a number of new novelty and has a line of products which he says the boys and girls of the pitch are demonstrating to good results.

COLLEEN PICKEE . . .

with the latest designs clothes has demonstrated last well in W. T. Grant's downtown Milwaukee store.

AMONG VISITORS . . .

the various pitch stands set up at the recent Food Show in the Milwaukee Auditorium.

SANTA CLAUS BALLOONS

No. round (red, blue, green), $0.00 per dozen—50¢ per dozen.

WRIGLEY MERCHANDISE CO.

OUT QUINCY ST.

TOPEKA, KAN.
Announce Date, Place for 1949 Board Exhibit

CHICAGO, Nov. 27.—The 1949 salesboard exhibition will be held at the Sheraton Hotel here January 17-18, it was announced this week by Jack Morley, member of the industry's show committee. Displays will be set up in the Gothic Room, and will feature new ideas that have been formulated during the past 12 months.

First four manufacturers to announce participation in the show are Container Manufacturing Company, St. Louis, and three Chicago firms, Consolidated Manufacturing Company, Harthick Manufacturing Company and Superior Products, Inc. Morley stated that a number of other board firms have expressed their intention of joining the show, and that several premium merchandisers have declared intention of showing if space is available.

As during the 1948 show, free bus service will be furnished between the Sherman and Sheraton hotels.

SALESBOARD SIDELIGHTS

Irv Sax, Consolidated Manufacturing Company, Chicago, and Manny Guterman, Harthick Manufacturing Company, Chicago, have just completed a successful flying trip down the West Coast. Both, admitting they were being very "competitive" competitors, played gin rummy as they flew 16,000 feet over their potential customers. Irv reports Many proved to be the card champ. Both take title to being top board representatives, tho, and are contemplating making a longer trip together in the future. Accompanying the boys on a portion of their jaunt was Al Greene.

GARDNER & CO.
2222 S. MICHIGAN AVE.
CHICAGO, 16, ILL.

PHEASANT GIFT PACKAGE

which also includes Wild Turkey Delicacies

is making a Sensational Hit

with "Salesboard" Customers

Experience the Thrill of quick profits by use of these Pheasant Gift Packages on your Salesboards

Wild Life in the Kitchen

... Retail price $3.50...

Write for dealer's discount.

SAMUEL MARTIN GAME FARM
605 Union St., Seattle, 1, Wash.
SHUFFLEBOARD ACTIVITY UP

SF Locations Report Play, Interest Gain

Scoreboards, Leagues 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. Compared to the "boom" time to ease the headaches of local distributors in early spring, the business has grown at an accelerated rate and the introduction of better-type playfields, the adoption of a name operation by completely and semi-automatic scoreboards and also increased public interest by formation of organizations and leagues.

Most distributors estimate some 1000 boards have been set up throughout the bay area, mostly tavern-type spots. They claim that players have shown a marked interest in the game, particularly in neighborhood areas. In some instances clubs set up, but interest in shuffleboard has fallen off. For all, however, to swimmers are numerous, the operators are not losing in quantity, a condition which exists in most fields at this time. Distribution, however, should improve soon.

The operators of spots where the (See SHUFFLEBOARD on page 93)

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 comprised of many small companies with no direct contact with each other. But with this issue, The Billboard kicks off its first annual coin machine roll call in the first comprehensive attempt to survey the coin machines by the policy.

This week, and for the next 50 days, thousands of letters will be mailed to names on the industry's lending 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 successfully engaged in operating, distributing or manufacturing. Many dropped out when the bright promise lost some of its gloss and the business settled into a normal pattern that requires hard work and initiative.

The result, then, is to catalog the thousands who are active. You may receive many letters requesting that you enroll yourself as a member of the coin machine industry. Because the job of checking the score of lists on hand would be sometimes consuming, we are writing each name on each list. As an added inducement to cooperation in the roll call, readers are being offered a special subscription rate for The Billboard.

Do your part to make this census as complete as possible. Return the first letter received from The Billboard 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 reports. Despite the decline, collections for the first quarter of the 1949 fiscal year were $881,577 ahead of those for July-October, 1947.

October collections were $816,523 as compared with $965,311 for October of last year. Cumulative total for July-October, 1947, was $8,003,191, as compared with $15,372,998 for the same period last year.

October collections from the cigarette levy were only $91,674,381, a drop of $9,655,670 from October, 1947. But $4,627,752 as compared with $4,980,921, for the previous October.

Steel Supply Still Short: Up Output

CHICAGO, Nov. 27.—A "continued scarcity in steel supply" for months to come was forecast this week by spokesmen for the steel industry, and also by the magazine Steel. In spite of record-breaking peacetime production, the steel supply-demand balance is still as distant as at any time during recent months. It was stated on Wednesday that the tight steel supply situation will mean that constricted production hubs by many machine manufacturers will be held to a lower level than recent news of steel output, and the chances of that situation seem to promise.

Steel spokesmen also said that while reports of some steel shortage of manufacturing activities in certain fields might indicate that more steel would be available for other producers, there actually has been no reflection of such a depletion off in steel demand.

During the week of November 14, steel production was about 90 per cent of rated capacity, and some mills reported output of only 77 per cent of normal. However, fact remains that steel demand shows no signs of lessening; steel-hungry manufacturers continue to request "more" at a production-plus level.

Twin Cities Ops Now Okay Shuffleboards

Have Helped Music, Games

MINNEAPOLIS, Nov. 27.—Worry that the advent of shuffleboards would serve as a detriment to juke box and pinball play has all but evaporated. Operators who took on shuffleboards, albeit reluctantly, "just to keep the locations out of the operating business," are receiving high praise for the big boards.

Some find the new game is having a very good effect on juke box play," reported Archie Labeau, of Labeau Novelty Supply Company, distributors of Rock-Ola boards and phones.

Labeau, in addition to juggling the new games, 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 shuffleboards," Hy Greenstein, of Hy-G Music Company, Chicago Coin Company Shuffle-King distributor, explained.

And for Greenslein to make such an argument was an entire boardroom's complete turnover, because he was one of the very few who opposed the new game. (See TWIN CITIES ONS on page 95)

Bacon Named To Key Post At Rock-Ola

Two Others Appointed

CHICAGO, Nov. 27.—Rock-Ola Manufacturing Corporation has appointed J. Raymond Bacon as assistant to the president and made two other key appointments, David C. Rocha, firm president, announced this week.

Bacon resigned November 5 as vice-president and general manager of O. D. Jennings & Company. He joined that organization in 1941 as assistant to President O. D. Jennings (The Billboard November 11). Previously, he held executive and administrative posts with Montgomery Ward, Acme Rotary Brush Company and King Woodworking Company.

A graduate of Northwestern 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 Harold E. Brans as general plant superintendent and Carl A. Carlson as general woodworking superintendent.

No plans have been made for Rock-Ola for five years, in recent years. Before joining Rock-Ola, the company's first president said he was plant superintendent at New York City's Dixie Filter Company.

(See Bacon to Rock-Ola on page 25)
Court Rules Against Ops in Oklahoma

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 Oklahoma County Court voided a conviction of an operator for operating a novelty game in Custer City. With the decision reversed, all games are now illegal (further appeal is undoubtedly made be case was reversed a test for all operators in the State. Pin games had been legal in the State in 1939, but were returned last year as a result of new court tests.

The decision caught the city clerk's office in the process of collecting $300 in licenses from local operators. There are about 600 games in the city, with a yearly or bi-annual tax of $6 per six months. It is questionable whether fees will be refunded to the operators. The clerk raised the matter to June 30. Monthly income of machines in the city has been estimated at $120,000.

Under the Oklahoma law, amusement machines are deemed by the Taxing Board as "machines of value." Its decision stated, "It is true that for each coin deposited in them, the operators playing the same number of balls, but there is not a uniform score recorded by each player on the machines in the locality comes some amusement for each coin deposited. Furthermore, the amount of amusement received is not uniform and always the same. It varies with each player. Dick Lea, who handled the issue, said he was fighting against the "hit and run" operators, who "hit" the correct bumpers on the machine.

Lynco Coin Distribution on New Wurl-a-Ball

DETROIT, Nov. 27.—National distribution of Wurl-a-Ball, a new standard pinball machine, was launched this week by the Lynco Coin Machine Company. The firm has been working on the development of the game for several years, making a study of various machines in the markets in the local territory where this type of game has long been the most familiar type of all-waist games. This is the first machine to be placed on the market by Lynco, organized two years ago, although at least one other product has been launched this week.

The Wurl-a-Ball is said to have features designed for the practical-minded operator, including such items as a detachable head, and variable try, which allows the operator to increase his percentage for service without any major disturbing of the machine. It is an all-metal game and can be moved in either one or two pieces. The rings on the playing field are made of white rubber, and the shoulder is adjustable, allowing control in all circumstances. The machine is available in a variety of coin positions, including ball, coin, and regular.
STONER UNVEILS NEW COIN UNIT

As Seen as Aid To Vending Dime Items

Doubles Selectivity

AUROEA, Ill., Nov. 27.—Increased sales of the 5-C, coincident 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 Manufacturing Corporation's Univeyor line.

The idea, according to Stoner's managers, was suggested after a survey of merchandising and operating ideas. It offered a matter which would offer customers both a two-cent choice and a selection of one dimes merchandise, which can be purchased thru a one-cent change.

Developed as an accessory unit, the mechanism accepts nickels and/or dimes for all cent items. It vendes nickel items from the same selective machine, returning a nickel change when a dime is deposited for a cent item.

Stoner said he expects the unit will boost the impulse sales of dime merchandise as well as increase the sale of, in the case of the sales-stimulus of a coin changer with a dual price, (50c or 75c), with the pointers on the respective items indicated on the vender. Each changer, Storer states, will, Stoner declares, enable operators to increase their sales volume.

Beginning with December deliveries, Stoner will add to salesmen to specify whether or not they desire the multiple coin unit. A price has not yet been set (See Stoner UNIT on page 88).

ANNOUNCE NEW COIN CHANGER FOR C-8 MACH.

NEW YORK, Nov. 27.—A new changer, specially designed for use with the A-8. Nicely decorated and perfectly adapted to commercial, the new changer will be available to operators in 30 or 60 days, according to Stoner's division manager and sales manager of Eastern Electric Vending Machine Corporation, said.

The new changer, which will list at $165, easily installed in all existing models of the C-Eight machine, according to Jaffa. This is, in effect, a new model of the Jaffa changer and it is designed to offer the advantages of all equipment modifications to types which will not make previously deferred installations obsolete. A chief feature of the new changer will enable the owner to install the machine with only the tool needed for the conversion, he states.

Future production models of the changer will include the changer with optional equipment.

POOCH PARKER

GLENDALE, Ariz., Nov. 27.—New use for parking meters was discovered here last week when a local youth tied his dog's leash to a coin. "Just didn't want to break the law," he said when questioned. Motorists, however, didn't look kindly on the use of the meters as poop stools.

ELECTRONIC DEVICES TESTS 2 MACHINES, DISTRIBS RECORDIO

CHICAGO, Nov. 27.—Electronic Devices, Inc., here, manufacturers of coin-operated telephones and music machines for sale under the trademark of "STONER", is among the venders of an innovative machine which is being introduced by the firm to the vending industry. In the last month, the company has introduced a new machine which will accept both coins and credit cards.

The machine, which is being used in several vending operations, is designed to accept both coins and credit cards. It will accept both coins and credit cards. It will also accept credit cards, making it possible for customers to pay for their purchases using either coins or credit cards.

The machine is designed to accept both coins and credit cards, making it possible for customers to pay for their purchases using either coins or credit cards. It is also designed to accept credit cards, making it possible for customers to pay for their purchases using either coins or credit cards.

The machine is designed to accept both coins and credit cards, making it possible for customers to pay for their purchases using either coins or credit cards. It is also designed to accept credit cards, making it possible for customers to pay for their purchases using either coins or credit cards.

NEW STEWART JUICE VENDER TO BE LEASED TO OPERATORS

GREENWICH, Conn., Nov. 27.—A coin-operated water and soft drink warmer for the vending industry is now available from the company. The company is introducing the new warmer, which is designed to accept both coins and credit cards, making it possible for customers to pay for their purchases using either coins or credit cards. It is also designed to accept credit cards, making it possible for customers to pay for their purchases using either coins or credit cards.

The machine is designed to accept both coins and credit cards, making it possible for customers to pay for their purchases using either coins or credit cards. It is also designed to accept credit cards, making it possible for customers to pay for their purchases using either coins or credit cards.

A new model of the machine is now available, which is designed to accept both coins and credit cards, making it possible for customers to pay for their purchases using either coins or credit cards. It is also designed to accept credit cards, making it possible for customers to pay for their purchases using either coins or credit cards.

WALKIN' SHOES

CHICAGO, Nov. 27.—When you're considering your round of exhibit visits the at the 1948 NAMA convention, in between Palm House here, December 12-13, will be spared a wait in line in order to register. The convention registration desk will be open Saturday evening, December 11, from 7 to 9 p.m. and Sunday morning. It is stated that advance registra-
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 cement case decision involving basing point pricing, but candy manufacturers would be adversely affected if that decision were allowed to stand, 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 Cabephart committee urging businesses, thru trade associations, to submit data on their industry's freight policies. The candy association commented this week that bar candy, five and dime specialty, package and penny goods are usually sold on a freight absorption basis, but bulk goods is predominately f.o.b. plant.

Majority Opposed

Majority of the candymakers, the NCA survey disclosed, are opposed to the legislation which would require that all sales be made on a f.o.b.-plant basis. Majority of the candy manufacturers do 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 cost and 10 were undecided.

Commenting on this phase of the basing point decision, NCA noted that many manufacturers tend to give selective treatment to certain specific areas. "For example," the association said, "the North Central area represented the center of the bar goods business with 62.2 per cent of the bar manufacturing volume in that area, while the Northeast territory is the center of the boxed goods houses with per cent of the houses represented.

In conclusion, reported NCA, candy manufacturers generally believe a return to f.o.b. plant pricing would decrease competition in the candy industry.

PRE-CONVENTION SPECIAL

For the First Time in Our History We are Offering Fully Reconditioned and Newly Repainted ROYCE CIGARETTE MACHINES AT NEW LOW PRICES

Set for 20c or 25c operation

10 Column CRUSADER

$165.00

8 Column CRUSADER

150.00

10 Column PRESIDENT

140.00

10 Column PRESIDENT

130.00

10 Column ROYAL (shift column)

95.00

10 Column ROYAL (shift column)

90.00

10 Column ROYAL (no shift column)

90.00

8 Column ROYAL (no shift column)

80.00

6 Column ROYAL (shift column)

70.00

6 Column ROYAL (no shift column)

60.00

6 Column IMPERIAL

65.00

6 Column IMPERIAL

55.00

SILVER QUARTER SLUG EJECTOR ASSEMBLY ON ANY MODEL $10.00 ADDITIONAL

GUARANTEE: 5 Defective parts—30 days

Workmanship—90 days

ALLEGHENY CIGARETTE SERVICE CO.

1123 PENN AVE., WILKINSBURG, PITTSBURGH 21, PA.

Phone: Churchill 7400

SHIPMAN

DUPLEX POSTAGE MACHINE

WRITE FOR CATALOG ON FULL VENDORS, GAMES, ETC.

NEW IMPS

$12.50

MILLS

VEST POCKET

Bell

$62.50 Ea.

40 w. C.

$25.00

FOLDERS: 10 M., $5.75; 25 M., $13.95

DISTRIBUTORS AND SALESMAKERS

WANTED—WRITE FOR SPECIAL DEAL

PARKWAY MACHINE CORPORATION

527 W. NORTH AVE., CHICAGO 14, ILL.

60, E. 42nd St., NEW YORK CITY 17

VANDERBILT 6-4972

NEW POLICY!! "LIKE NEW" COMPLETELY RECONDITIONED SHUFFLEBOARDS

NATIONALS, AMERICANS AND OTHER FAMOUS BRANDS—14 TO 20 FEET

Plays tops resurfaced and French polished. Frames polished and reupholstered. Newest or precision steel weights.

$299.50 terms

Excellent Shuffleboards with new set weights, tops and frames reconditioned whenever essential, still available at only $249.50 C.O.D. N.Y. C. deposit with order, bal. C.O.D.

Casting extra.

U. S. SHUFFLEBOARD EXCHANGE
Gov't To Continue Probe Of Basing-Point Prices

WASHINGTON, Nov. 27.—Sen. Edwin C. Johnson (D. Colo.), who will become chairman of the Senate Interstate and Foreign Commerce Committee when the 81st Congress convenes, is planning to keep in touch with the program of investigation launched by the subcommittee on trade policies. The latter committee is pushing an investigation into basing-point price systems 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. Homer E. Capehart (R., Ind.), who will be succeeded in the committee chairman-ship 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 basing-point price systems. The subcommittee will wind up the current phase of its hearings on the issue November 3.

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 basing-point price issue, and make recommendations on a course of future action. It is seen likely that further hearings will be held.

Delay Contracts For N.Y. Subway Cup Vender Deal

NEW YORK, Nov. 27.—Contracts for long-term operation of cup vend- ers in stations of the New York subway system will not be let until Jan- uary 30, at the earliest, it was disclosed by the board of transportation this week.

More than 100 vendors have been placed in the stations during the past summer under terms of an experimental program supervised by the board. The test period was to have ended November 30, but it was in- dicated 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 sum- mer the vendors grossed more than an average of $700 each per month (The Billboard, November 6).

H. Forester Leaves Johnson Fare Box

CHICAGO, Nov. 27.—H. E. (Tom) Forester, sales manager of Johnson Fare Box Company's vending divi- sion, 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 success- ful vending men are becoming "more successful."

NATIONAL AUTOMATIC MERCHANDISING ASSN.
Highway Steel Offers Vender To Indie Ops

CHICAGO HEIGHTS, III., NOV. 27.

Highway Steel Products have reported this week that in addition to supplying its single flavor bottle vender to 7-Up and Hiaps company bottlers, the machine would also be made available to independent operators. T. J. Smith, general manager, declared that current production of 20-25 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-inch size is used, 72 in vending compartment and 26 in precool.

No other Ball Gum Vendor like it!

Operator usually Nets up to 75c out of every $1 the "Hunter" takes in!

Time to start Cashing in!

Ask any operator who has a "Hunter" working for him. He'll tell you this new Ball Gum Vendor is the biggest, fastest, readiest money maker of them all.

It's easy to understand why. Look, No coin return. No gum dispensed when the player wants it. And how many do when they're playing a game of skill which the "Hunter" is.

So a net of 75c out of every $1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only $55.00. 50. B. R. 33, III. Order through your jobber or write for complete information and illustrated literature.

Write today for facts FREE.

SILVER KING CORP.
622 Diversey Pkwy.
Chicago 14, Illinois.

CIGARETTE MACHINES
Lehigh PK, 10 Col. $160.00
NEW National Deluxe, 60 75.00
NEW Patents, 6 Col., 120 Pack CP $100.00
President & 8 Col. 350 Pack CP 125.00
ROSS Royal & 8 Col., 250 Pack CP 125.00
Ross Imperial, 3 Col. 70.00
Uniced, Model E, 8 Col. 350 Pack CP 75.00
Uniced, Model E, 4 Col., 250 Pack CP 55.00
Uniced, 4 Col., 350 Pack CP 65.00
Dunclaren, 4 Col., 150 Pack CP 25.00
Dunclaren, 4 Col., 100 Pack CP 25.00

7 COLUMN CIGAR MACHINE, $32.50
Hold seven different brands

SPECIAL, $65.00
CANDY MACHINES
Short Time
ONLY CANDY
BEST FOR CHARMS & BALL GUM

FOR SALE
Drink Vending Machines, THIRST QUENCHER
300-Cup capacity, reconditioned, ready for installation. Write:
SYRACUSE BEVERAGE VENDING CO.
611 S. BECH ST., SYRACUSE 10, N. Y.

COLUMBUS—Bulk Vendors—BIMOR and TRIMOR

FOR SALE
LEON "HI-HO" SILVER'S SELECT CALIFORNIA VEND SIZE ALMONDS

INSURE YOUR INCOME WITH the ALLKNO VENDORS
Top Gum, Candy, Inc.
COLUMBUS—Bulk Vendors—BIMOR and TRIMOR

LAVOIE & HILLMAN, INC.

VEND SIZE ALMONDS

PACKED IN 12-OUNCE VISES, 6 VISES TO SHIPPING CASE. PACKED UNDER HIS DIRECTIO OF THE "ALMOND BOWL OF AMERICA." LOWERED PRICES.

ROLAND SEE, Sales Mgr., LEON "HI-HO" SILVER, INC.,
760 HAYES ST., SAN FRANCISCO 2, CALIF.

ATTENTION—25 & 30c CONVERSIONS
Some conversions, Guaranteed Parts, Silver Quarter or combination Nickel-Expert Workmanship, $25.00 for Silver Quarter conversion.

ALSO 75c CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES
Lehigh PK, 10 Col. $160.00
NEW National Deluxe, 60 75.00
NEW Patents, 6 Col., 120 Pack CP $100.00
President & 8 Col. 350 Pack CP 125.00
ROSS Royal & 8 Col., 250 Pack CP 125.00
Ross Imperial, 3 Col. 70.00
Uniced, Model E, 8 Col. 350 Pack CP 75.00
Uniced, Model E, 4 Col., 250 Pack CP 55.00
Uniced, 4 Col., 350 Pack CP 65.00
Dunclaren, 4 Col., 150 Pack CP 25.00
Dunclaren, 4 Col., 100 Pack CP 25.00

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300-Cup capacity, reconditioned, ready for installation. Write:
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President & 8 Col. 350 Pack CP 125.00
ROSS Royal & 8 Col., 250 Pack CP 125.00
Ross Imperial, 3 Col. 70.00
Uniced, Model E, 8 Col. 350 Pack CP 75.00
Uniced, Model E, 4 Col., 250 Pack CP 55.00
Uniced, 4 Col., 350 Pack CP 65.00
Dunclaren, 4 Col., 150 Pack CP 25.00
Dunclaren, 4 Col., 100 Pack CP 25.00

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PACKED IN 12-OUNCE VISES, 6 VISES TO SHIPPING CASE. PACKED UNDER HIS DIRECTIO OF THE "ALMOND BOWL OF AMERICA." LOWERED PRICES.

ROLAND SEE, Sales Mgr., LEON "HI-HO" SILVER, INC.,
760 HAYES ST., SAN FRANCISCO 2, CALIF.
Reconditioned
POP CORN
MACHINES

All machines used very short time and completely reconditioned.
Each one is in excellent condition and ready for location.
Business is being liquidated and we are in a position to move these machines in a special deal at extremely attractive price.
Write, wire or phone us NOW for particulars.

ARNOLD KLYCE
KLYCE MOTORS
17 S Cleveland St.
Memphis 4, Tenn.
Phone 23177

Supplies In Brief

(Continued from page 87) represented a 100 per cent increase over mailings 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 80,000,000 pounds.

Peanut consumption during October was largely in the form of peanut butter, with about 69 per cent of the edible peanuts going for that purpose. Candy makers took 28.1 per cent as compared with 23.5 per cent in September and 25.7 per cent in August. Candy makers 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)
concentrates its activities on airports to gain much-needed experience in the public's reaction to the corsage machine.

Whole 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 select the product.

STONER UNIT
(Continued from page 82)
been announced, but the manufacturing company declared it "would not add materially to the cost of a machine.

New unit replaces the usual coin plate, from which it differs considerably while still keeping the basic Universal principles.

All Purpose Vender

VICTOR
1c DELUXE UNIVERSAL

- 5 140 Count
COLORED BUBBLE BALL GUM

2c lb.
(Prepared in lots of
FULL GASH
ALLPURPOSE
Small Packages
2 lb. lb., Cartons...
$14.95 ea.
In lots of 25-...
$14.50 ea.
Also available in 5c, 10c, 15c, 25c additional charges...
$2.25 per M.
Gum Cans, 9x 0.1. Cans
In M. A. W. Assorted Chocolate and cherry.
Vendee Peaches, 30 lb. Cans
Brl. lbs.
Portland Peaches, 30 lb. Cans
Brl. lbs.
Per West Coast Beet Roots...
PER0
$1.25 lb.

1/3 Doz. F. O. B. Brooklyn, N. Y.

Orders Under $10.50, Money In Full.

ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.
MAY SELLER, 7811, BROOKLYN 12, N. Y.
Phone: Seneca 2-2403.

Low Prices
on Quality Vendors!

FRESH 'N HOT—Popcorn Dispensers, not sales operators! New to market!

Derby "Racer" 1c Candy, Nut and Gum Vendor with free horse race included.

RD-PARTS "Package" HOT NUT Dispenser—not coin operated—PATENTED check-rolling flume included.

Twin Bowl Unit 5c HOT NUT Vendor.

10c-5c Coin Operated Hot Popcorn Vendor, Both floor models and counter models.

Write for details on machines you are interested in—Case we experienced salesman.

CCEBO
PEORIA, ILLINOIS

The "Challenger"
Three Machines in One

$10.00
$50.00

TROPICAL TRADING CO.

118 W. Madison St.
Chicago 2, Illinois

INVESTIGATE!

There is a Northwestern machine to meet all your needs. They're built for satisfactory operating. Northwestern machines are designed and manufactured to perform—tails-creating apparatus. We are Factory Headquarters for all Northwestern machines in the East. See our complete display and let us give you full details on all our new and old machines.

Northwestern's New Models Now in Stock.

NEW MODEL 33
Less than $10.00,
Less than $12.40,
Less than $13.50,
Less than $15.50,
The "Challenger"
Three Machines in One

NEW MODEL 11
Less than $10.00,
Less than $12.40,
Less than $13.50,
Less than $15.50,

NEW MODEL 8
Less than $10.00,
Less than $12.40,
Less than $13.50,
Less than $15.50,

NEW MODEL 4
Less than $10.00,
Less than $12.40,
Less than $13.50,
Less than $15.50,

NEW MODEL 1
Less than $10.00,
Less than $12.40,
Less than $13.50,
Less than $15.50,
Sugar Hearings
WASHINGTON, Nov. 27.—Harold O. Shields, president and vice-president of the United States Wholesale Grocers' Association, testifying in behalf of a number of candy manufacturers, ice cream manufacturers and other sugar-consumers, told the Agriculture Department last week that the sugar import quotas should be raised from the usual figure of 7,500,000 to 17,500,000 tons. Smith was one of several witnesses who appeared before the Agriculture Department on sugar import quotas. Shieldingn the lowest stocks of sugar yet, too low, especially on the Eastern Sounds.

Taking an opposite view, Robert H. Shields, president of the United States Wholesale Sugar Association, urged that the sugar import quota be reduced to 6,000,000 tons yearly. Shields said the price of sugar is too low. He said that all other products of the produce include a white sugar price has gone down from 98.40 a hundred pounds to 76.75 since the last month.

Imports which are based on the consumption figure for the year would then be held down, which, in turn, would increase the price.

Told that sugar prices should go up $1.40 a hundred pounds to come in line with prices of other products and make sugar more marketable. If the wholesale price of refined sugar today was at the general level of living, which is the yardstick in the 1948 Sugar Act to maintain prices fair to producers and consumers, the white sugar price would be raised, "said Shields. I'd raise the retail price of sugar about a cent a pound, or to an average of 17 cents.

Brand Preferences
NEW YORK, Nov. 27.—A recent survey of the national candy and gum market, released last week, revealed that the American public is brand-conscious toward both commodities, it is said toward a higher "name" preference in the gum field. The survey, conducted during the last month, revealed that 76.53 per cent of the buying public favors a certain brand of 68.09 per cent of all gum

Gum buyers were top brand followers, as was evidenced by the fact that 75.56 per cent of all adults rated that they favored one particular brand. Heading the gum list was Wrigley (93.9 per cent), with Beech-Nut second (56.4 per cent). Next in line: American Chicle, Clark and Clerc.

Bar candy field was led by preference for Mounds, 7.9 per cent of total 78.1 per cent) with Milky Way and Mars next (5.9 and 4.7 per cent respectively). Other brands were: Clark (3.9 per cent), Baby Ruth, 2.7 per cent), Almond Joy (2.3 per cent) and Oh! Henry (2.2 per cent). Solid chocolate bars were led by Hershey with second place by Nestle.

Sugar Stocks Up
WASHINGTON, Nov. 27.—Sugar stocks in the hands of wholesalers and industrial users increased slightly between Oct. 1 and Nov. 21, according to Agricultural Department reported last week. The so-called "free trade" supplies of sugar for the week ending Nov. 17, were 213,746 tons, July 1, rising to 247,697 tons by September 30.

Tobacco $8 Slump
WASHINGTON, Nov. 27.—In a top earnings split between 1945 and 1946 as compared with food companies, tobacco corporations have been hit hard. According to a study released this week by Agriculture Department.

Tobacco firms earned as high as $12 per cent of their total investment annually during 1935-44, but dropped to 8.9 per cent in 1945. Recovering slightly to 9.6 per cent in 1946, tobacco companies were still showing the lowest earnings of the year in the food-to-tobacco group. Baking firms, for example, earned profits amounting to 28 per cent of their investment in 1946. Last year, the tobacco group reported earnings of 10.3 per cent, still the lowest of eight selected industries.

Cocoa Imports Drop
WASHINGTON, Nov. 27.—Cocoa imports amounted to 42,133,960 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 1947. Prices paid for the cocoa averaged $21.10 per pound, a decrease of 52 per cent from last year. Import prices for the first three months of the year amounted to $147,844,000 as compared with $77,000,000 for the same quantity for the 1947 period.

Sugar Distribution
WASHINGTON, Nov. 27.—Sugar distribution for the week ended Nov. 13 was 121,412,124 lbs., the Agriculture Department announced this week. For the corresponding 1947 week distribution was 155,190,000 lbs. For September California and New York filled all of the States in distribution, California 1,485,127 lbs. and New York with 1,382,463 lbs.

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 last week. This week exports amounted to 7,777,000 pounds as compared with 6,267,000 pounds during January-August 1947. Average export price was about 55 cents a pound, 13 per cent decline from last year.

Record Peanut Milling
WASHINGTON, Nov. 27.—Peanut milling is running at record rates, the USDA reported by the Agriculture Department. The 217,600,000 pounds milled in October was the highest figure ever reached for that month and (See Supplies in Brief on page 85)
There's No Biz for Alarm, Report Juke Makers

See Leveling-Off Period

CHICAGO, Nov. 27—With the big machines (the juke boxes and pinball machines) being dropped behind them, and with increasing incomes becoming even of a high level, executive officers 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 healthier today they feel that using sound operating principles an operator can conduct a route at a profit, many manufacturers and their distributors are now looking forward to the coming year as a comeback period when the final levelling off will take place.

In a report issued several weeks ago by R. C. Rolfing, president of the National Coin Operators Common, the Billboard, November 20, Rolfing stated that "the firm has noted a sharp decrease in its sales during the first six months of the current fiscal year, it was expected that the last half would show a profit. Rolfing further stated that prices of the Wurlitzer phonographs have been cut, as well as that the North Tonawanda, N. Y., factory, closed since spring as far as music machine production, is expected to reopen shortly.

On the advertising side, there are indications that with the machines being dropped off the roads of the operators, the manufacturers are looking forward to the new year with optimism. (See There's No Biz on opp. page)

IOWA CM BUSINESS LOOKING UP

Pinball, Juke Box Income at Pre-War Level

Iowa CM Operators Expand to National Basis; Will Rep All Operators

(Continued from page 31)

(Continued from page 80) will be a non-profit organization, representing operators of every type of coin-operated equipment. CMOA is a function to the operator's benefit and welfare and to improve his status and the industry's. The organization will be open to all who meet the standards set for membership.

Expansion Phase

CMOA, under the leadership of C. J. Zier, president, has expanded to accommodate the needs of the expanding industry. The CMOA has grown from one to five committees. The committee system has been expanded to include committees on advertising, publicity, legislation, finances, and other important phases of the industry.

Congressional Ideas

From time to time, congressional committees have recommended that the government should be able to have a "dime" machine in a national emergency. This is an extremely small island in comparison with other excise taxes and is in connection with the expense entailed in collecting it.

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Houston Ops See Solotone-Aireon Tele-Photo Sets

HOUSTON, Nov. 27—Two music manufacturers were held showings of new television (coin-operated) units recently. First display was held November 17 at the William Novelly Company showrooms, where the Solotone-Aireon system, with television, was demonstrated. Marked by heavy attendance from the trade, the showing also drew interest and co-operation from local business firms outside the industry.

The second showing, opening Thanksgiving Day and running thru the weekend, was held November 22 at the Miller and Sanford Levine, chairman of the Hit Tune promotion committee of the association. At the same time it was decided that Can't Sleep, a new tune by Lorry Raine as recorded on the Coast Record label, would be promoted as a Hit Tune Extra.

Both shows will be held in the 3,000-seat Richfield Coliseum in the greater Cleveland area, and specialHit Tune Extra will be used.

REA Opening Areas for Ops

WASHINGTON, Nov. 27—Another 20,000 farms and rural establishments in 20 States have been assured electric service by Joans granted in the past month under the Rural Electrification Administration (REA), thereby opening numerous new locations for operators. First distribution showed the 30-day period amounted to approximately $80,000,000, gains for some 6,900 miles of power lines.

With electricity becoming available to some 200 rural businesses for the first time, an opportunity is offered coin operators for the placing of equipment, including music machines.

Solotone Announces Wall Box Accessory

NEW YORK, Nov. 27.—A tray, to be distributed as an accessory to Solotone Corporation wall boxes, has been announced recently. Soon it was announced here this week by H. T. (Denny) Dennisson, vice-president.

Designed to hold salt and pepper shakers and a small newspaper as well as the wall tray, the box will tend to stimulate play of the phonograph. By covering the correct attention to the wall box each time a customer passes in front of it, the display will provide an added convenience for location. It will make it easier for customers to get their equipment and will add to the display. Space on the tray is provided for inserting menus.

Seeburg Reps Set Shows Will Exhibit New Juke Box In 55 Cities

There's No Biz Like Music Biz; No Cause for Alarm

(CONTINUED FROM OPPOSITE PAGE) soon unveiled its new jukebox, details of which are still closely guarded. It is said so as to give them the feel of a new unit, early in December. Wurlitzer is also said to plan a new model in December, although it is very possible this model will not bring out any further announcements on stage. The same month will see the introduction of the Magic Glo. The Packard picture is not too clear, but the firm is working on something (not a music machine) at this time.

In the longer-priced field, Fiben continues to manufacture its units, the Mirroco music machine and the Electrophone, both new to the Aireon. Aireon is now in the midst of a big push on its Coronet (listing at $545) and the introduction of AMI combination television-juke box set.

Haddock Speaks

One of the major manufacturers of juke boxes today, John W. Haddock, president of AMI, had the following to report on the future of the industry:

"I would like to state my views on the outlook of the phonograph (coin-operated industry). Unfortunately, there is somewhat in several quarters in the industry, and the phonograph industry in particular, a case of a state of collapse.

"Personnally, I see nothing wrong with the outlook for coin machines in general. I believe that the coin-operated phonograph business is a sound and profitable one for operator, distributor and manufacturer.

"I have very definite reasons for that, and there is nothing wrong with our own business as a manufacturer of coin-operated phonographs. The volume of business has been very satisfactory throughout the year and it is true until Christmas. We anticipated such a fall-off in business, it is no worse than what we expected.

"I think another clear indication of the state of the phonograph business is the very high level that banks and finance companies which are handling operators' equipment (on their own phonographs. These financial organizations are all very pleased with the volume of business and it is paying out in a very satisfactory manner.

"All the evidence points that the current moment has been solely on sound terms with an adequate down payment and such a balance which is sufficient to cover the balance. This policy of sensible financing is a great help to operators who were in a position to meet such terms. As a result the stores are going on the market and the resale value has been maintained at a high level.

"From the operator's standpoint, we can say that this is a valid and reasonable entry. Why, it is true equipment that is sound. It requires that the operators have increased their level of employment.

"On the other hand, if the operators have increased their level of employment, it is a sound and true investment. Considering the high demand for new equipment, there is no question but that profitability prices have increased substantially. It is also true that the sales of the music—same nickel price as before the war is high.

"All of this means that there is a good demand for operators, which was there during or before World War II. If there is a steady demand, there will be a continued demand for operators, which is right.

"This is not an attempt on my part to advise an operator on how to have operated any equipment personally, I am certainly not an authority on how to do it."

Profit Margin

"I do know that good operators will always demand a greater section of the country can demonstrate that the profits of a company is a satisfactory margin of profit in phonograph operation. In interviewing operators in different parts of the country, I have asked them to look at the question: Do you know of any business where you can make more money and put into your phonograph business, what would return as much profit? Invariably, the answer has been 'no.'

"There have been, of course, instances of unsuccessful operations. No one would be foolish enough to state that there isn't a certain section of the country where the business has been a complete failure. There is a score of them. But the truth is, no other business can return more profit for the money and put in your phonograph business. Therefore, I think it will be a satisfactory business."

"The second is, the lower-priced field, Fiben continues to manufacture its units, the Mirroco music machine and the Electrophone, both new to the Aireon. Aireon is now in the midst of a big push on its Coronet (listing at $545) and the introduction of AMI combination television-juke box set. This firm is now in reorganization, and will be considered as a factor in the future of the industry.

CPMA Selects 2 Hit Tunes for Dec. Promotion

CLEVELAND, Nov. 27.—The Cleveland Phonograph Merchants' Association (CPMA) has selected as its December Hit Tunes Red Wine, Red Lips, it was reported here this week by Frank Milheim and Sanford Levine, chairman of the Hit Tune promotion committee of the association. At the same time it was decided that Can't Sleep, a new tune by Lorry Raine as recorded on the Coast Record label, would be promoted as a Hit Tune Extra.

Both songs will be played in the 3,000-seat Richfield Coliseum in the greater Cleveland area, and special Hit Tune Extra will be used.

To Start in Mid-December

CHICAGO, Nov. 27.—Showing dates for the new automatic phonograph to be introduced next month will be announced at the Billboard show here which were announced this week as follows: New York, Dec. 1; Chicago, Dec. 3, 4, 5; New Orleans, Dec. 4, 5, 6; Philadelphia-December 1; Atlanta, December 2; New York, December 3; San Francisco, December 4; Memphis, December 5; Los Angeles, December 6; Chicago, December 7; Atlanta, December 8; New York, December 9; Philadelphia, December 10; New Orleans, December 11; Chicago, December 12; Atlanta, December 13; New York, December 14; Los Angeles, December 15; San Francisco, December 16; Chicago, December 17; Los Angeles, December 18; San Francisco, December 19; Chicago, December 20; Los Angeles, December 21; San Francisco, December 22; Chicago, December 23, 24; Nashville, Ga. December 25; Chicago, December 26; Atlanta, December 27; Chicago, December 28; New York, December 29; New York, December 30; New York, December 31; Philadelphia, December 1; New Orleans, December 2; Chicago, December 3; New Orleans, December 4; New York, December 5; Los Angeles, December 6; Chicago, December 7; Los Angeles, December 8; New York, December 9; Philadelphia, December 10; New Orleans, December 11; Chicago, December 12; New York, December 13; Los Angeles, December 14; Chicago, December 15; Nashville, Ga., December 16; Chicago, December 17; Los Angeles, December 18; New York, December 19; Philadelphia, December 20; New Orleans, December 21; Chicago, December 22; New York, December 23; Los Angeles, December 24; New York, December 25; Chicago, December 26; New Orleans, December 27; Chicago, December 28; Los Angeles, December 29; New York, December 30; Philadelphia, December 31; New York, January 1; New York, January 2; New York, January 3; New York, January 4; New York, January 5; New York, January 6.
AMERICAN MUSICAL INSTRUMENTS ASSOCIATION (AMIA) has received special letters this week calling their attention to the new AMOA plan, which also involves the coin machine field, and is a professional golfer and manager of the Hillcrest Country Club, Kansas City.

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) during the 1949 Coin Machine Institute (CMI) show at the Hotel Sherman here Jan. 17-18, George A. Miller, MOA national chairman and treasurer, announced this week.

Miller, of Oakland, Calif., also disclosed that a number of speakers will describe 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 legislation detrimental to the music field.

MOA will meet twice during the week, January 18 at 10:30 a.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-phone 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 counselor; C. L. Brevor, Salt Lake City; Jack Cohen, Cleveland; Tom Crosby; St. Paul; Ray Cuffaile, Chicago; Morris G. Goldman, Detroit; Sol Hoffman, Harrisburg, Pa.; Tom Kady, Grand Forks, N.D.; Sol Kesselman, Newark, N.J.; Hirsh De La Vie, Washington; Sam Orenstein, Providence; S. C. Pierce, Broderick, Wis., and Jack Sheppard, Philadelphia.

SEEBURG REFS

(Continued from page 39)

Cincinnati, Dec. 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; Port Wayne, Ind.—Dec. 15, 16, 17, 18, 19, 20, 21.


S. L. Stibel Co., Louisville, December 15, 16, 17, 18, 19, 20, 21; Nashville—Dec. 15, 16, 17, 18, 19, 20, 21; Evansville, Ind.—Dec. 15, 16, 17, 18, 19, 20, 21.


W. B. Distributors, Inc., St. Louis, December 19, 20; Kansas City, Mo.—December 18, 19; Wichita, Kan.—December 22.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs

Perfect Tone—Easy on Records

Nothing to change—just plug it in.

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ST. THOMAS, ONTARIO, CANADA

For the finest in record reproduction

Use G. S. Magnetic High Fidelity LIGHTWEIGHT PICKUP With Permanent Stainless Steel Sursby Head

Scratch Proof—Light tone—Produces crystal clear reproduction

$19.95

No other makes on record request 1/3 deposit. Bal.

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Another Amoréon first With TELEVISION

Coronet
Chicago:
Irv Webb, Webb Distributing Company, announces that he has purchased the 1949 Rock-Ola Lo-Boy candy machine for this week. The new mirror top features a twin jackpot, which Webb says, is a high feature among operators, as did the number of mechanical improvements built in the unit, Webb says. Among operators during the past week were L. A. Lauder, Elkhart, Indiana; T. J. and John A. Gales, Galesburg, Ill., and G. Bishop, Bishop Service, Streator, Ill., whose firm offers repair service for Jukeboxes in that area.

J. J. Keesey & Company reports a continued high level of orders for the firm's popular new model 600 coin-operated ice cream machine. W. J. Ryan and cigarette division head John Conrow are pleased at the order return during the time this year. A 40-machine shipment to Los Angeles this week, Conrow says, only serves to emphasize the nationwide placement of the firm's machines which reopened Friday (31) to wind up the week's production after Thanksgiving.

John Franz, head of the J. F. Franz Company in Minot, N.D., reported last week that his coin-operated ice cream machine has been accepted by a number of prominent firms about the country. Over 50 venders are on order now, he says. Among the new features of this model which will be shown at the convention are a new type of counter game ready for unveiling. It will be totally different from the Chicago Coin Company's. The new machine will provide high single and competitive player appeal, he promises. The Franz model is the result of a new in scale operating ideas prepared for presentation at the convention.

Tom King and Paul A. Cimately, general sales managers of the Chicago Coin Company, have a detailed daily check chart worked out for the driver-route men to follow in making their sales calls in top condition. Preventive maintenance pays off in drastically reduced upkeep and repair costs on the truck, they find. King and Cimately maintain that the penny stick gum venders will not sell the nickel package type, and point to their locations, transit and individual locations for this.

Robot Sales chief, Perry Rose, Jr. (See CHICAGO on page 92)

Washington:
Coinmen working on the emergency fund drive for Boys' Clubs in neighboring Prince George's County, Maryland, are urging contributions from the public. Area Chairman Arthur J. Andrews, who is with Silent Sales System of Maryland in Colman Manor, said that the coin operators and venders in the area were 100 per cent behind the drive. Present expectations are that the campaign will go over the top of its $50,000 goal. In T. Byram, O. G. Conrad, Walter B. Frix, Cletus J. Lorch, Guy V. Lamm, J. M. Lintz, A. T. Moritz, John Stippuck and Roy T. Williams are among the operators.

Merrin E. Maddox and his bride, the former Mrs. Glenda E. Edwards, of (See WASHINGTON on page 92)

Detroit:
Ruby Schroeder, former manager of the downtown Chicago Coin Machine Company, has purchased the Aristocrat Popcorn Company on Hamilton Avenue in the Detroit area, it is reported, to distribute supplies and vending machines.

Jack Benyo, manager of Film and Eri W. Feddick, of Bay City, are incorporating the firm of O'Valley Shuffleboard, Inc., with headquarters to be located on Morton Street, in Bay City. The manufacturing organization, is capitalized at $10,000.

Twin Cities:
There will be many a disappointed coinman if the CMJ show in January doesn't feature a host of new ideas in equipment. Dealers who report that operators are holding back, want- ing to see new equipment before they buy, should have the show for "because they're not doing anything big." The distributors feel the operators should have come to thru with equipment new and different to assist their hopes of operators. Meanwhile business for the distributers has slumped.

Mrs. Paul Hayes, Rochester, Minn., was killed in an automobile accident, please (See TWIN CITIES on page 94)

Los Angeles:
Phil Robinson has his new Chicago coin headquarters open for business.

In the meantime, until he can work out of his hat. He reports the Los Angeles coin operators and machine scorers are moving well. One reason for the new office was the firm's Temptations, a five-ball game.

H. G. Berry, of IBW 1952, is back on the road after a visit to the Down East coast. . . . Mary Solis, the biggest record seller, is on Pico Street, says the Los Angeles police have her backed by Glow Worm, is going well (See LOS ANGELES on page 92)

New York:
Rob Rodner, of United Automatic Vending and active in affairs of the Automatic Cup Dispensers' Association, will resume its monthly meetings now that the home stretch of the baseball season has come. The home ops can take a little time off from busy routines. ACDA completes last week with Joe Doubek, a friend who found them a good opportunity to exchange views on maintenance, parts and ingredient supply problems.

Sol Traila, secretary of Automatic Machine Operators' Association, is vacationing at his home in Saratoga, N.Y. This week he is expected to be in various New York offices... Ruth Hessbom and Dorothy, of the AMOA office staff, are busy outlining details of the association's next general membership meeting, skedded for the Park Central Hotel Tuesday (20). Election of a full slate of officers for the coming year will be the major hit of the dinner-casino.

A feature story on venders in a recent Sunday Mirror had as its main heading "the most luxurious of Leahy Foundings' nylen venders. The story covered their new tasks and opened the doors to the business. Sales, operates the machines in this area. . . . Harry Rosen, of Atlantic City, N.J., who is the publisher of magazine, is taking it easy in Florida but is expected back soon after the distributors go to the South to see their old headquarters on coin row.

Charles Lipton, of National Rejectors Service Company of New York, conducted a week's new of coin machine operators in New York and Connecticut, and is expected to be in Philadelphia soon. Present. Floyd Meeker, of the Music Industry, says that the coin machine business has gone through a lot of interesting information brought about by the coin men and the change their views. December 7 there will be another gathering and all operators will be in attendance, and the new changes Thorpe are to attend, and they have members of the association or not.

C. I. Medacker, operator at Muncie, Ind., was a visitor at the Indians (See INDIANAPOLIS on page 94)

Indianapolis:
The music merchants of Indianapals sponsored a meeting in the Indianapals Athletic Club Monday night to discuss the future of their and its formerly occupied by the coin-operated phonographs. About 50 operators from the Indianapolis area and its vicinity are present. Floyd Meeker, of the Music Industry, said that the coin machine business has gone through a lot of interesting information brought about by the coin men and the change their views. December 7 there will be another gathering and all operators will be in attendance, and the new changes Thorpe are to attend, and they have members of the association or not.

C. I. Medacker, operator at Muncie, Ind., was a visitor at the Indians (See INDIANAPOLIS on page 94)

Hartford:
Robert Colson, owner of the Statis Music Distributing Company, Hartford, is also owner of the Record Shops, Inc., and also owner of the Record Shops, Inc., which hold one of record, Texas Tornado, Recorded by Jimmy Wathley, and also owner of the Record Shops, Inc., which hold one of the record shops, a conductor of a special window radio show which broadcast from one of the record shops. The show is called "Girand's Grandstand. Bes-
FINANCE PLAN AVAILABLE
for SHUFFLEBOARD OPERATORS
WRITE FOR DETAILS TODAY!

CHICAGO:
(Continued from page 91)
winning up the quarter conversions
on his cigarette vendors. Operating in
Downtown Cleveland, Reck says that
his business has tripled and he expects
his business to increase even more in
the future. He is now looking into
installing another vending machine in
the downtown area.

H. F. Burt, Silver-King Corporation,
believes that the hot, naked,
pegged vendor is due for even
broader application in the vending
field. Such units make it possible
for an operator to acquire many
types of locations and to avoid the
cost of large bulk machines. Burt
places at the customer's disposal a wide
variety of cigarettes, and the vendor
is designed to appeal to a wide
range of customers.

Recent Bally visitors included
Carrleen Jones, Fort Worth; Bill Nelson,
of Bally Novelty Sales, Minot, N. D.;
and Mike Reilly, retired chief of
the White House Secret Service, who
dropped in to see his former associate.
Tom Callaghan, Bally, will begin
selling Rolaids and Fruit No. 1 in
the midwest. The company has also
announced the addition of a new
product, a new type of cracker.

For details see page 103.

COLUMBIAPI:
TENNESSEE 1

FOR SALE
$400.00
ACE NOVELTY COMPANY
PHONE 6-1018
FRESNO, CALIF.

GIVE TO THE DAMON RUNYON CANCER FUND

NUT IMPORTS
WASHINGTON, Nov. 27—Imports
through the ports of the United States
during the first eight months of the year
showed a large increase over the
corresponding 1947 period. Commerce
Department said this week. Almost
imports amounted to $1,412,000
pounds, more than double the 4,474,000
pounds period last year. Brazil nut
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**New York:**  
(Continued from page 91)

Mac Pollay, of United Phonograph dealers, has an operator who has been fixing jukes owned by other googleys, Pollay has bought a medium-sized coin machine and is now in partnership with his brother, Hy. His operating name is Chicago Music, Inc., with Mark Levin, of Regent Vending, of Canada, was a visitor on business last week.

Al Simon has received his initial order of Chicago Coin Re-Bound shell,2 and the young operator who was down at his dad's showroom yesterday morning to play the game.  
...Over at Myron Rosenberg's, Moe Bitt is undecided on the American. He has been heard to be investigating the distributor. Joe challenges all visitors stopping at the dirk's showroom.

Herb Lichtenman, of Hub Distributing, has sold his corner store and moved facilities a few doors to 630 10th Avenue, the store formerly used by Hendricks for storage. Herb says he is looking for a wall stretcher to give him a little more elbow room. The downtown headquarters will become a grocery store.

Deve Simon, head of Simon Sales, Inc., is one of the many local columnists who leave the city each week to attend the trade show of the National Association of Amusement Parks, Pools and Beaches to be held on Saturday and Sunday, November 1. Others on the way to Chi include Al Bendlow and Al Meyers, of Bendlow & Meyers, Inc., and Joe Munyes, of the Mike Munyes Corporation, and Bill Kalby and Herb Klein of International Merchandiser.

Lou Forman, of Videograph, Inc., reports that his combination television-juke boxes will be displayed at both the National Tavern Association to be held at Boston's Copley-Plaza Hotel Tuesday (30). Lou claims an increase in interest in coin-operated tele from points through out the country where telecasts are to start soon.

Charles Nelson, who operates a large music route in Maryland, was in town on his last week.  
...Dave Lowry, doing a coin-in a coin operated outlet after a quick trip to Florida.  
...Hamilton, president of United States Television and also head of Zenko Television Tubes, Inc., reports that production of tubes at the latter firm has doubled since installation of new facilities.

Teddy Blatt, coin machine attorney, heads north next week to sit in on a session of the newly organized New York State Coin Machine Dealers' Association. Joe Hupka, of Utica, N. Y., is temporary chairman of the group, while directors are having a meeting in Syracuse Thursday (2). Delegates from all parts of the state are expected.

**Wide-Awake Operators**

Mrs. Ben Heilbrun, editor of the Chicago Daily Reader, is a well known figure in the coin machine industry. She is the mother of Mr. B. M. Heilbrun, who operates machines in the Chicago area.

Mrs. Heilbrun is a member of the New England Coin Machine Dealers' Association and is active in the organization. She is also a member of the American Association of Coin Machine Dealers, and is a past president of the association.

Mrs. Heilbrun is well known for her ability to handle difficult situations and is highly respected in the industry.

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Subscribe for your salesman. 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**

Subscribe for your field men, your department heads and other key personnel.

**SIMPLY SEND YOUR LIST OF NAMES TO B. A. BRUNS, THE BILLBOARD, 2510 PATTISON ST., CINCINNATI 22, OHIO. YOU WILL BE BILLED LATER AT 51 CENTS PER NAME, OR ENCLOSE YOUR CHECK AND EVERY NAME WILL ALSO RECEIVE A COPY OF THE DECEMBER CATALOG ISSUE OF VEND LISTING ALL MANUFACTURERS AND WHAT THEY MAKE.**

**NEW ENGLAND OPERATORS**

ATTENTION!  
**WE'LL BE LOOKING FOR YOU ON DECEMBER 15**

**FOR AN IMPORTANT EVENT**

AT **TRIMOUNT**

ON YOUR CALENDAR NOW

**TRIMOUNT AUTOMATIC SALES CO.**

Member National Coin Machine Distributors' Association

Exclusive Seaborg Distributors for Mem., N. H., Maine, Except Berkshire County, and R. I.

40 WALT WHITMAN ST., BOSTON, MASS.

Phone: Liberty 2-3140

**BARGAIN BUYS**

Reconditioned 5 Balls, Ready for Location

<table>
<thead>
<tr>
<th>Bike</th>
<th>Minimum</th>
<th>Maximum</th>
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<tbody>
<tr>
<td>All-Ball</td>
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<td>$167.50</td>
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<tr>
<td>Baseball</td>
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<tr>
<td>Flipper</td>
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<td>$12.90</td>
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<td>Slot Machine</td>
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<td>$16.90</td>
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<tr>
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<td>$11.90</td>
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<td>Jukebox with Ball</td>
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<tr>
<td>Jukebox with Flipper</td>
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<td>$12.90</td>
</tr>
<tr>
<td>Jukebox with Slot Machine</td>
<td>$10.90</td>
<td>$16.90</td>
</tr>
</tbody>
</table>

Many others, write for list. Send 1/3 deposit, balance C. O. D.

**BOYLE AMUSEMENT CO.**

803 N. 3RD STREET  
OKLAHOMA CITY, OKLA.
ATTENTION—SUBSCRIBERS

Buy additional subscriptions in conjunction with The Billboard's First Annual Coin Machine Rail 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

DISTRIBUTORS Subscribe for your salesman. Give subscriptions to your best customers.

ASSOCIATIONS for your membership.

MANUFACTURERS Subscribe for your field men, your department heads and other key personnel.

ALL SUBSCRIBERS Read each issue in this special offer by having your own present subscription extended eight weeks. Or order an additional copy for your personal use.

SIMPLY SEND YOUR LIST OF NAMES TO B. A. BRUNS, THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO. YOU WILL ALSO RECEIVE FREE A COPY OF THE DECEMBER CATALOG ISSUE OF VEND LISTING ALL MANUFACTURERS AND WHAT THEY MAKE.

THE BILLBOARD

is mailing 5-week subscriptions again in conjunction with The First Annual Coin Machine Rail Call! Order now and save half the new subscriber's price. What's more, you can get the same special offer for the NAMA and CMI Convention Issues and the Billboard Holiday Sale. Just $1 will get you four full issues!

Simply mail your $1 along with your name and address to B. A. BRUNS, THE BILLBOARD, 2160 Patterson St., Cincinnati 22, Ohio. In addition, you will receive free a copy of the December Catalog Issue, listing all manufacturers and what they have for sale.

For full details see pages 102 and 103.

COLUMBIA DOUBLE JACKPOT SPECIAL

Columbia Double Jackpot Bell SPECIAL $85.00 EA.

WHILE THEY LAST

COIN-OPERATED 1c or 5c AMERICAN EAGLES OR MARVELS

For Free Trial, contact: Art Lee, 2141 Hawaii Ave., Los Angeles 28, Calif., or C.O.D. F.O.B. Chicago.

WE REPAIR ALL TYPES OF COIN MACHINES by J. M. ABRAHAM & CO.

THE BEST YET

The name of your company has been changed because of copy-writer's errors. We will edit, the Ohio Shuffleboard never has been.

DISTRIBUTORS WANTED

Write for set-up. You can have territory with or without signing a contract.

WILL ANNOUNCE OUR ELECTRIC COIN-OPERATED SCORING UNIT!

OHIO SHUFFLEBOARD

by J. M. ABRAHAM & CO.

17 N. SCHELEY AVE.
YOUNGSTOWN, OHIO
Phone 93496

Aucio Novetly Co.

9009 W. IOWA ST. PHONE EVERGLADE 4-3523 CHICAGO, ILLINOIS

ATTENTION—SUBSCRIBERS

Buy additional subscriptions in conjunction with The Billboard's First Annual Coin Machine Rail Call NOW!

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For full details see pages 102 and 103.
Shuffleboard Activity Hyped

(Continued from page 80) shuffleboards have been detailed are enthusiastic over the reception given the boards by patrons. The location owners with the boards have evaluated the games as helping their all-time losses. In various locations where shuffleboards have been in the neighborhood taverns, probably because they cater to a regular patronage and have a more informal atmosphere than downtown locations which have a high percentage of transient customers.

While shuffleboard play has made tremendous strides here, other games have not increased in play proportionately. However, the boards have made progress without detracting from the coin play.

General opinion among San Francisco coinmen is that shuffleboards here will continue the pattern of progress set during the early part of the year, periodic upsurges followed by a leveling off, but at high 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 Mills-Ola, both of Chicago, are now just beginning to publicize their boards. Coinmen feel that once these two firms and others have made concentrated efforts to place boards thru more distributors, the popularity of shuffleboards on a nationwide basis will become more firmly entrenched, resulting in stepped up play in San Francisco as well as other metropolitan locations.

BACON & BECK-CONTINUED

Bennett for three years and held his first administrative post at the American Radiogram Company. He was affiliated with the latter for 10 years.

Carlson left Mississippi Products, Inc., Jackson, Miss., 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 Northwestern University, and is associated with the Illinois Institute of Technology.

ATTENTION! SHUFFLEBOARD OPERATORS!

WE ARE NOW IN PRODUCTION ON OUR NEW
COIN OPERATED AND NON-COIN OPERATED
AUTOMATIC SCORING DEVICE
FOR SHUFFLEBOARDS
ALSO IMMEDIATE DELIVERY ON OUR 18 AND 22 FOOT
MONARCH DELUXE SHUFFLEBOARDS

* Made by a Former Operator Who Knows the Operators' Problems!

Coming Soon 8 ft. Coin Operated and Non-Coin Operated Rebuilt Board.
Territories still available for LIVEWIRE DISTRIBUTORS!

WRITE FOR COMPLETE INFORMATION

MONARCH SHUFFLEBOARD, Inc.
1594 N. FAIRFAX AVE. (P.O. Box 1431)
CHICAGO 23, ILL.

Twin Cities Ops OK Shuffleboards

(Continued from page 80) believing it would affect 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 same view was held at Lieberman Music Company, Minneapolis, also talking Rock-Ola shuffleboards. Harold Lieberman, firm head, said the big boards have brought added coins into the juke boxes in the locations with which he personally is familiar. He added that similar reports are coming in from other operators.

Thus 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.

Another version advanced has been that the shuffleboard may be recognized as the "saving grace" for the entire amusement industry for the current holiday season always has been a big headache for operators, but the big boards have been a great help in that regard.

And it is evident that there is a great deal of interest being shown by patrons of shuffleboards in the boards, which are of interest to playing without the use of coins. Several reports indicate that the number of new customers is growing by leaps and bounds.

Bally Skeds Meters For Trouble Probes

CHICAGO, Nov. 27.—Bally Manufacturing Company has announced that George Jenkins, vice-president, that it has made available to operators and game service men 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 that many operating firms, lacking such equipment, were losing valuable time in game repair work.

Available at cost, meter deliveries are scheduled to begin in December.
CINEMAS OF THE FUTURE

OUR FOURTH
GREAT SEASON

COIN-OPERATED AUTOMATIC SALES BOARDS
Details of all kinds Write for particulars

R. C. WALTERS MFG. CO.
4301 NORFOLK ST.
ST. LOUIS 10, MO.

K. C. SPECIALS!
Checked - Cleared - Perfect
FOllOWING GAMES $199 EACH
Superior-
SUPER SCORER BIS ROLLER
RUMBOURGER
SURF QUEEN
MIDGET RACER
FOllOWING GAMES $199 EACH
Ginger Sparkle-
SPARKLE PIVOT TROPICANA
Dolly Hoo Flapper-
FLAPPER (CHICAGO RACER) FLIPPER
FOllOWING GAMES $300 EACH
Arnol
Hi-Rise
Hologram
WILLIAMS SPEEDWAY,
EACH $100.00.

642 E. 112 St., New York City
318-208-46-64
318-48-20-86

K. C. NOVELTY CO.
419 Market St.
Philadelphia 5, Pa.
Market 7-4041 or 7-6391

MILLS BELLS!
We have all Mills latest Bells in stock.
KEYSTONE PANORAM COMPANY, INC.
2538 W. Huntington St., Philadelphia
AUTHORIZED BELL-STAR DISTRIBUTOR

SPECIAL
ON SEEBURG LO TONE

Seeburg Lo Tone, RC
$250.00
Seeburg, RS
200.00

All these machines are clean and in A-1 mechanical shape, look and perform like new.

Packard Office of This World Mirror
$55.00

Havana, with rollerco and stretchers with only three bumpers, ready for installation.

75.00

7 Flippers
$ 5.00
4 Flippers
$ 4.00
4 Mirrors
$ 3.00

ROYAL MUSIC CO.
76 Main St.
Tel.: 649-W
Webster, Mass.

GIVE TO THE RUNYON CANCER FUND

THE BILLBOARD

December 4, 1948

Record Reviews
(Continued from page 33)

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

ARTIST
EDDY HOWARD ORK
(Foxtrot 3014)

RATINGS
88-99-86-87

POPULAR

THE WISHING WATERS
Pattie罟 pole

ARTIST

SPECIAL

TO BE OR NOT TO BE

THE OROSIO

LETS MAKE A DATE

THE CALDWELL'S

THE COUNTRY MUSIC EXPERT

THE WINDOWS

THE COUNTRY MUSIC EXPERT

THE ROYAL MUSIC CO.
76 Main St.
Tel.: 649-W
Webster, Mass.

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THE CALDWELL'S

THE COUNTRY MUSIC EXPERT

THE ROYAL MUSIC CO.
76 Main St.
Tel.: 649-W
Webster, Mass.

GIVE TO THE RUNYON CANCER FUND
**DAVIES DISTRIBUTING CORP.**

**738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-5194**

Branches in Buffalo, Rochester, Albany

---

**FOR THE BEST DEAL. Deal with Davis!**

**WURLITZER 1015**

**THOROUGHLY CHECKED AND REFINISHED**

**BACKED BY DAVIS GUARANTEE**

**ONLY $429.00**

**JUST LIKE NEW**

**WURLITZER 1080**

**$459.00**

**ROCK-OLA 142**

**$299.00**

These machines are cleaned, checked, refrinished and guaranteed fully. If you want your machine perfected, it is refinished, polished, refinished, washed, repainted, overhauled, and fully rewound—no strings attached. 

---

**BARGAINS—BARGAINS—BARGAINS**

**SEEBURG**

**ROCK-OLA**

**600**

**$160**

**Listens**

**Write**

**WURLITZER**

**ROCK-OLA**

**606—700**

**$95**

**Major**

**Write**

**REGENCY**

**ROCK-OLA**

**601—605**

**$90**

**Colonial**

**Write**

**800**

**$65**

**Vista**

**Write**

**900**

**$60**

**Commander**

**Write**

**1001**

**$55**

**Gandy**

**Write**

**1100**

**$50**

**Woman**

**Write**

**1971**

**$25**

**Menagerie**

**Write**

**1010 DANCE DICE**

**$20**

---

**WALL BOXES**

**SEEBURG**

**ROCK-OLA**

**22-1/2 IN. 15 W.**

**$2.00**

**22-1/2 IN. 15 W.**

**$2.00**

**20-5/16 IN. 15 W.**

**$2.00**

**20-5/16 IN. 15 W.**

**$2.00**

---

**FREE BUYERS GUIDE FOR OPERATORS**

**I BALL MULTIPLE FREE PLAY**

**Winchester Industries, Inc.**

**Write**

**KEENETTE CIRCLES**

**Hilltop Ball Sugg. 25c**

**$7.00**

---

**CORRECTION**

Due to a typographical error in Nov. 20th issue of The Billboard the ad of SHAFER MUSIC CO. carried an incorrect price for ROCK-OLA 1422. The correct price should be $239.50.
**Oregon District Sues To Prevent Pinball Closing**

SALEM, Ore. - Nov. 27 - Operation of pinball machines in the Kingwood Water District, adjacent to Salem, Monday, (23) formed the crux of a suit to prevent annexation of the district by the city.

Voters approved the proposed annexation in the general election, but the city was blocked from proceeding when Polk County Circuit Judge Arlie Walker issued a temporary restraining order which was served on City Recorder Alfred Munden. The injunction suit was brought by a property owner in the Kingwood area.

Those opposing 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 $13,000 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.

---

**Now $150.00 BRAND NEW MACHINES...**

**NOTE: NO EXTRA CHARGE FOR NEW CLUB BANDS.**

5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.

CHICAGO 44, ILL.

En. 1805—Tel. Columbus 1-7772

West MFG. WATLNG/REX Chicago

---

**HOLLYCLARE**

**SENSATIONAL EARNINGS!**

PERFECT CONTROL OF ITS FASCINATING ACTION ASSURES CONTINUED PLAYER APPEAL

- Wide-Stage Footing Vistas
- Attracts Attention—Finis Play
- New Floating Play Field
- Big 20" x 25" Playfield
- Complete Fluorescent Lighting
- Permits Rich Display of Merchandise
- Dual Control Speeds
- Silent 12 Second Play
- Easy To Dress
- Realistic Overhead Industrial-Type Crane
- Fascinates All Types Of Patrons

SEND FOR NEW ILLUSTRATED FOLDER

COMMERCIAL MANUFACTURING CORP.

2532 N. EASTON AVE.

CHICAGO 97, ILLINOIS

---

**GIVE TO THE DAMON RUNYON CANCER FUND**
EARN MORE per individual unit than a Complete Route of other equipment

with KEENEY'S

BONUS

Super Bell

Install one 2-Way KeeneY Bonus Super Bell on each machine and you will have a complete route of other equipment with immediate success. As proven - one KeeneY 2-Way Bonus Super Bell will install a group of competitive machines by a wide margin. A tag on each route.

in Heavy Production
Now by Popular Demand!
See Your Nearest KeeneY Distributor

There's a KeeneY Console for Every Location
2-WAY BONUS SUPER BELLS
famous 5 multiple, up to 5 coins each chute.
GOLD NUGGET,
sensational Twin Multiple, 4-coin play console.
WILD BELL,
new "wild" symbol, single coin, 2 chute console.

Any combination of 5-10-25c chutes available for each machines
Order from your KeeneY Distributor NOW!

J. H. KEENEY & CO., INC.
"THE MOUSE THAT JACK BUILT"
5000 WEST PULITZER STREET, CHICAGO 23, ILLINOIS

NEW GAMES

<table>
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<td>MOROCCO</td>
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<td>MOON GLO</td>
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<td>BUBBLES'</td>
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NEW CONSOLES

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<td>2 SIDE POLARIS</td>
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<td>2 SIDE GUNWALKER</td>
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<td>2 SIDE HUDDLE</td>
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PHONOGRAPHES

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CONSOLE BARGAINS

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<td>5c PACE: BELLS B</td>
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<td>BANG TAILS (2 Simple)</td>
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<td>25c MILLS CLUB CONSOLE</td>
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<tr>
<td>TUPF KING, P. O.</td>
<td>$79.50</td>
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SHOOTING STARS

S-BALL FREE PLAY...

$50.00

MILLS SLOTS

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-10%imeter

TURNTABLES

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<td></td>
</tr>
<tr>
<td>1/2 Demo.</td>
<td></td>
</tr>
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GUARANTEED TO BE PERFECT!

HOME OF PERSONAL

Atlas NOVELTY COMPANY
2290 N. WESTERN AVE., CHICAGO 6-5005

SINGLES

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tr>
<td>S-BALL</td>
<td>$346.00</td>
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</table>

All models completely reconditioned

GUARANTEED TO BE PERFECT!

COIN MACHINES

The Billboard
December 4, 1948

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

(Continued from page 27)

By: Windup Instruments

<table>
<thead>
<tr>
<th>Song</th>
<th>Publisher/Record Label</th>
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<tbody>
<tr>
<td>Every Day I Love You</td>
<td>(Two Harras, Inc.)</td>
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<tr>
<td>For Any Shares</td>
<td>(Lionel)</td>
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<tr>
<td>For You</td>
<td>(Emerson)</td>
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<tr>
<td>Galaxy Boy</td>
<td>(Walker)</td>
</tr>
<tr>
<td>Hair of Gold</td>
<td>(Walker)</td>
</tr>
<tr>
<td>I'll Love To Live In Loveland</td>
<td>(Savoy)</td>
</tr>
<tr>
<td>It's Magic</td>
<td>(Warner)</td>
</tr>
<tr>
<td>Just Love My Music</td>
<td>(Warner)</td>
</tr>
<tr>
<td>Love Me Or Leave Me</td>
<td>(Warner)</td>
</tr>
<tr>
<td>Maybe You'll Be There</td>
<td>(Warner)</td>
</tr>
<tr>
<td>My Darling, My Darling</td>
<td>(Warner)</td>
</tr>
<tr>
<td>On a Slow Boat To China</td>
<td>(Warner)</td>
</tr>
<tr>
<td>One Sunday Afternoon</td>
<td>(Warner)</td>
</tr>
<tr>
<td>Rambling Rose</td>
<td>(Warner)</td>
</tr>
<tr>
<td>Say It Ain't So</td>
<td>(Warner)</td>
</tr>
<tr>
<td>Say Something Sweet</td>
<td>(Warner)</td>
</tr>
<tr>
<td>That Certain Party</td>
<td>(Warner)</td>
</tr>
<tr>
<td>The Money Song</td>
<td>(Warner)</td>
</tr>
<tr>
<td>The Most Of You As A Stranger</td>
<td>(Warner)</td>
</tr>
<tr>
<td>Until</td>
<td>(Warner)</td>
</tr>
<tr>
<td>You Call Everybody Darling</td>
<td>(Warner)</td>
</tr>
<tr>
<td>You Started Something</td>
<td>(Warner)</td>
</tr>
<tr>
<td>You Wore Only Feels</td>
<td>(Warner)</td>
</tr>
</tbody>
</table>

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 27)

POSITION

1 - 12. MY DARLING, MY DARLING                  (William Morris)
2    11. BUTTONS AND BOWS                      (William Morris)
3    10. YOU WERE ONLY POOLIN', BLUE BAYOU      (William Morris)
4    09. ON A SLOW BOAT TO CHINA                (William Morris)
5    08. FAR AWAY PLACES                        (William Morris)
6    07. ON A SLOW BOAT TO CHINA                (William Morris)
7    06. I'M GONNA LOVE MY BABY                 (William Morris)
8    05. I'M GONNA LOVE MY BABY                 (William Morris)
9    04. I'M GONNA LOVE MY BABY                 (William Morris)
10   03. I'M GONNA LOVE MY BABY                 (William Morris)
11   02. I'M GONNA LOVE MY BABY                 (William Morris)
12   01. I'M GONNA LOVE MY BABY                 (William Morris)

R-1110
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 Dec. 1, it was announced this week. Leaving their present headquarters at 58th Street, the companies will move into remodeled showroom and office building. Rebuilding of the store has been under way for several weeks.

Reason for the move, according to Bert Lear, Atlantic Seaboard president, is to make it easier for operators to avail themselves of the service of Atlantic and Seaboard. Traffic in the present location has been hindered by slow and inadequate elevators. With street 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 showroom space. An additional 5,000 square feet of storage space has been obtained by the companies in a warehouse on 45th Street.

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We have all Mills latest Bells in stock.

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We have all Mills latest Bells in stock.

**SOUTHERN VENDING MACHINE CO.**

520 Craighead Street, Danville, Virginia

Authorized distributor for new equipment and new BELL BOWLS and BELL TRAYS.
Thought there were greener pastures

TOO LAZY!

AUGUST 14, 1946

COIN MACHINE HIGHWAY TO SUCCESS

1946 COIN MACHINE SUCCESS in '49

DEAD END STREET

Out of Gas Not Enough Capital

Tried to Grow too Fast

Bought Untested Equipment

Sucker for a Fast Money Promotion Scheme

COIN MACHINE V.OE

WWW.AMERICANRADIOHISTORY.COM
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 30 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

SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!

Enclose me as an

☐ Operator ☐ Distributor ☐ Manufacturer ☐ Other

☐ I already subscribe to The Billboard and want my subscription extended for eight weeks for only $1.

☐ Send me an additional copy for 8 weeks for $1.

☐ Enclose $1 for which I get 8 weeks PLUS the December issue of VEND FREE.

☐ Bill me later for $1 (No Free Vend).

NAME ________________________________________
COMPANY _____________________________________
STREET _______________________________________
CITY __________________________ STATE ________

ALL OTHERS—USE THIS COUPON

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!

Enclose me as an

☐ Operator ☐ Distributor ☐ Manufacturer ☐ Other

☐ I am not at present a subscriber so I accept your offer to send me the next 8 issues for only $1.

☐ I enclose $1 for which I get 8 weeks PLUS the December issue of VEND FREE.

☐ Bill me later for $1 (No Free Vend)

NAME ________________________________________
COMPANY _____________________________________
STREET _______________________________________
CITY __________________________ STATE ________
EVANS' WINTER BOOK

World's Finest Investment in Consoles!

The odds 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 in the Console sensation throughout 1947. . . . you'll call it your best bet in Consoles for 1948, thanks to features like these!

- SENSATIONAL WINTER BOOK ODDS!
  Provide up to $25.00 HIGH JACKPOT ON 5¢ PLAY!
  Odds range from 10 for 1 to 500 for 1 with only a SINGLE COIN PLAYED!
  No Build Up Necessary!

- EVANS' NONPAREIL 7-COIN HEAD!
  Greatest improvement in the History of the Industry! 7-Coin Play! 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 5¢ OR 25¢ PLAY

Ask the Man Who Operates One! ORDER FROM YOUR DISTRIBUTOR NOW!

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1528 W. ADAMS STREET
CHICAGO 7, ILL.
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
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OPERATORS 50-50 DEAL

We have a limited number of BUCKLEY BONANZA — CRISS CROSS TRACK ODDS
which we will furnish to established operators on a 50-50 basis.

NO INVESTMENT REQUIRED ON YOUR PART

Write or wire giving phone number

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Chicago, Illinois
December 4, 1948

COIN MACHINES

- and NOW IT'S EXHIBIT'S

W-O-W!! what a GAME---what excitement and thrills for players

with 5 NEW ACTION 'EXPLODING' KICKERS

with DOUBLE FLIPPERS TOO!

OPERATORS • • • SEE IT!!!
GET IT! from your EXHIBIT DISTRIBUTOR

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4218-4230 W. LAKE STREET CHICAGO 24, ILL.

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ASSOCIATIONS Subscribe for your members.

MANUFACTURERS

ALL SUBSCRIBERS
You can cash in on this special offer by having your own present subscription extended eight weeks. Or order an additional copy for your personal use.

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MID-STATE COMPANY

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SICKING'S GUARANTEED RECONDITIONED GAMES

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MILLS NEW O-1

MILLS BLACK GOLD BELL

MILLS JEWEL BELL

If you want to increase your income play the New Mills jewel bell in coin operated machines. It is different from any bell now manufactured in this class. Its design is modernized and has unusual eye appeal. Ready for delivery in 6", 10", 25", and 50 cent sizes.

OLD BELL . $85.00
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Cone Club 125.00
Youke (Late) 85.00
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Thrift Limbo 125.00
Star Dust 125.00
Moonlight 49.50
Moonlight 125.00
Moonlight 85.00
Covey Blur 135.00
Moonlight 125.00
Moonlight 85.00
Covey Blur 135.00
Moonlight 125.00
Moonlight 85.00
Covey Blur 135.00
Moonlight 125.00
Moonlight 85.00
Covey Blur 135.00
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Moonlight 125.00
Moonlight 85.00
Covey Blur 135.00
Moonlight 125.00
Moonlight 85.00
Covey Blur 135.00
Moonlight 125.00
Moonlight 85.00
Covey Blur 135.00
Moonlight 125.00
Moonlight 85.00

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NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION
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don't buy a false face!

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This is to certify that this machine,
Serial No. is a genuine Mills Bell
especially designed and manufactured for us exclusively.

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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

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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

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1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

ORDER FROM YOUR DISTRIBUTOR TODAY!

ACTIVE

COMPLETELY

RECONDITIONED GAMES

READY FOR LOCATION

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$17.50 Ea. 3 FOR $47.50

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SUSPENSE STAGE DOOR CANTEEN

SUPER SCORE STEP UP SUPERLINER

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—BIG HIT—CROSSLINE (Cover Girl, Prewar)
—GRAND CANYON—OKLAHOMA—MIDGET RACER—PASTIME—STAGE DOOR CANTEEN
—PARATROOPER—STREAMLINER—SEVEN UP
—SHOW GIRL—SURF QUEEN—SUSPENSE (Yanks, Prewar)—STEP UP

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$99.50

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BALLY BOWLERS $275.00

ALLITE STRIKES AND SPARES $775.00

Genco Ding-A-Rolls 169.50

BALLY ROLLERS 149.50

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KEENEY BONUS 3-WAY 7-7-7 $550.00

BALLY TRIPLE BELLS 5-10-50 $550.00

BALLY TRIPLE BELLS 5-10-50 $550.00

JENNINGS CHALLENGER 6-25 $550.00

KEENEY SINGLE SUPER F.P. P.O. $550.00

BURLINGTON LATE F.P. P.O. $550.00

MILLS JUMBO 5-25-100 $550.00

EVANS RANGIFAR 550.00

BALLY CLUB BELLS P.P. P.O. $550.00

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A.M. 1948 MODEL A $550.00

PACKARD 1940 MODEL $550.00

PACKARD MODEL 900 $699.50

PACKARD MODEL 900 $699.50

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MILLS BLACK CHEROKEE, OHIO, 10C $150.00

MILLS BLACK CHERRY, OHIO, 25C $150.00

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MILLS BLUE FRONT Lu $150.00

PACKARD MODEL 1488 $150.00

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BALLY HEAVY HITTER
BALLY TRIPLE BELL
BALLY RESERVE BELL
HEINZ 57 BOWLING MACHINE
KEENEY FAVORITE
NEW 1948 GALAXY FREE DIES

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ALL PHONE 6-4126

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330 North 5th Street
Milwaukee 10, Wis.
ALL PHONE 7-3800

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By GOTTlieb...

'NUFF SAID!
ORDER FROM YOUR DISTRIBUTOR TODAY!

BOOTHs 2-3-4

D. GOTTlieb Ea.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

... "There is no substitute for Quality!"

GET 'EM NOW AT LESS THAN FACTORY COST

QUICK SALE CLOSE-OUT BARGAIN PRICES

ALL BRAND NEW BEAUTIFUL FINISH DRILL PROOF REWARD PLATES DEMON. BUTTON

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.

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JEWELL BELL LATEST MODEL $37-50
GOLDEN FALLS HAND LOAD JACKPOT $34-50
GOLDEN FALLS RESERVE JACKPOT $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

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GREATEST ONE-BALLS EVER BUILT... IS VERDICT OF OPERATORS EVERYWHERE

WRITE FOR CONFIDENTIAL reports on sensational earnings of CITATION and LEXINGTON... in many spots NEARLY DOUBLE the average previous one-ball records. The new MYSTERY "MULTIPLE" and GUARANTEED ODDS are sweeping the country like wildfire. Odds "multiply" on mystery basis... and NEVER DROP BACK to a LOWER BRACKET... always 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.

Reserve Bell
NEW HOLD AND DRAW BELL-CONSOLE WITH NEW BUILD-UP BONUS

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
UNITED'S
MOON GLOW
NEW SPOT FEATURE
* 4 GREAT WAYS TO SCORE REPLAYS

FIVE BALL NOVELTY REPLAY

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An announcement that will herald the GREATEST STEP FORWARD in the history of Coin-Operated Music!

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1902 - DEPENDABLE MUSIC SYSTEMS - 1948
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