Could be one of those storybook deals! Publicist George Evans played a substantial part in building Frank Sinatra into the big-buck brackets. Last week Evans and Sinatra split. Above is a new youngster, just 21, baritone Bill Lawrence, on whom Evans is readying an exploitation build-up which he believes will help make Lawrence the nation's next great songstar. Subscribing to Evans's high opinion of the kid is CBS's Arthur Godfrey, on whose 10:30-11:30 a.m. across-the-board Chesterfield Show Lawrence warbles regularly. Lawrence won top honors on Godfrey's "Talent Scouts" to grab morning spot. The lad also has signed an RCA Victor recording contract.
The time is RIGHT NOW to plan to deliver your SUNDAY PUNCH ... to put across your biggest and best effort with the operators of America's 300,000 Juke Boxes.

Yes, in The Billboard's Special Juke Box Operator Supplement for 1949 you actually get better than The Billboard's every-week 100% coverage of the Juke Box Operator field.

Here's how you get that same 100% coverage PLUS, Extra Distribution at the Operators' Annual Convention in Chicago beginning January 17 (the Coin Machine Institute Show) ... PLUS Special Foreign Distribution to Selected Importers of American Disks. ... PLUS Special Feature Articles keyed to the Juke box operator . . . PLUS Important Reference Lists of Special Value to Operators.

It all adds up to the biggest promotional opportunity of the year, and delivered to that vitally important segment of the music-record industry that plays to a daily audience numbered in the tens of millions . . . that accounts for an annual purchase of 47,000,000 records.

Plan now to deliver that Sunday Punch thru The Billboard's Juke Box Operator Supplement for 1949. Then follow it up from week to week for a genuinely sound, two-listed, hard-hitting campaign that will put steam behind your exploitation efforts directed at the vitally important Juke Box Industry.

Remember the issue: January 22, 1949. Remember the deadline: For reservations, January 4; for copy and/or plates, January 6.

NEW YORK: 1564 Broadway • Plaza 7-2800
CHICAGO: 155 N. Clark St. • Central 6-8761
HOLLYWOOD: 6000 Sunset Blvd. • Hollywood 5831
CINCINNATI: 2160 Patterson St. • Dunbar 6450
DETROIT: 1009 Fox Theater Bldg. • Woodward 2-1100
ST. LOUIS: 390 Arcade Bldg. • Chestnut 0443

Get In touch with your nearest office of The Billboard:
CBS'S BATTLE FOR SURVIVAL

Wanted: Cheap Acts to Double In Lounges, Clubs, AM and TV

NEW YORK, Dec. 11.—A new drive for additional talent will find the three top offices—Music Corporation of America (MCA), General Columbia (GAC), and the William Morris outfit—in more competition with each other in the immediate future, in the considered opinion of well-informed showbiz insiders who have been through previous economic cycles.

The main drive will be to get acts who can work in every field, from cocktail lounges, estés, theaters, radio, pictures and television, but—here the "but" is emphasized—who don't want too much money.

It was pointed out that there are already plenty of acts laying off, so why sign new ones? The reply is that there is plenty of work around, but ideas of salaries keep most of them out. When these acts want to come back they've laid off so long that even $1,000 for a slot that previously got $1,750 to $2,000 won't find takers. The answer, according to one source, was for acts to keep working so people wouldn't forget.

Gotta Be Choosey

In this drive for new talent, one office said, it will be choosey to (See Set-Up in Talent on page 44)

Flying Carpet Puts Showbiz In Far Places

AM, TV, Legit, Orks Use Air

By Leon Morse

NEW YORK, Dec. 11.—New used in a grand scale, air travel has given showbiz a scope never attained before, allowing for more dates in less time and under less pressure and changing the pattern of the lives of entertainers employing it.

Flying has made its outstanding contribution in the concert and lecture field where artists can and do (See Plane Travel on page 59)

Chi "Prostitute" Ban Protested

NEW YORK, Dec. 11.—Seven organizations are sending telegrams immediately to Mayor Martin H. Kennelly, of Chicago, protesting the ban against Jean Paul Garret's The Respectful Prostitute by the police.

The action has resulted in the show being rerouted as a trip to Chicago, where it had been shedded to open December 27 at the Studebaker Theatre.

If a satisfactory reply is not received the show is to be ready to make more drastic action, but exactly what is contemplated is not known. City police censor, Capt. Harry H. Pulmer, that the play would disturb (See Chi "Prostitute" on page 48)

Post-Ban Time, It Says Here

Diskeries Set To Cut: A&R Men Polish Ax

Initial Releases Lined Up

NEW YORK, Dec. 11.—The record industry is set to begin cutting with musicians under the supervision of the entire music industry, notably diskeries and publishers, is squared up for post-ban operations under the Petrillo-wax industry trust plan. At least two moves are planned to (See Diskeries on page 19)

BILBOARD BACKSTAGE

A Station Mgr. and a Record Man Mount the Dish Box Soap

By Joe Gida

In our December 4 Backstage piece we reluctantly mounted our soap box to pay off about the recent record evolution (Columbia's 3 1/2rpm, mid-priced long-play disks and RCA Victor's imminent 45rpm disks). Several readers accepted our invitation to do a little catering of their own and share their thoughts. Most interesting of the letters opposing our position came from T. J. Wrong, Jr., manager of WFMS, New Bedford, Mass. He says:

"If you don't mind, I'll use my own soap box—this little soiled one with (See Billboard Backstage on page 22)

Video May Bring Al Jolson Back To Winter Garden

NEW YORK, Dec. 11.—Al Jolson may return to the scene of his greatest successes, the Winter Garden Theater, if a deal now in the works succeeds. Jolson is reported ready to sign an engagement for at least the opening show of the new Mike Todd video series which will air from the famous legit house. The variety series is readying for a late January bow on Sunday nights over National Broadcasting Company (NBC).

The Jolson deal is said to be contingent upon approval of the singer's radio sponsor, Kraft. NBC is now in negotiations with three prospective bankers with the expectation that it will close a deal well before the opening.

Shelvey Theft Trial Is On

ATLANTA, Dec. 11.—Trial of Matt Shelvey, former national director of the American Guild of Variety Artists (AGVA), in Superior Court on a charge of $20,000 larceny from the Henry Grady Hotel here will re- (See Shelvey Theft on page 51)

TV Horning In on Radio, Disks, Flickers

"Parlor" Poll Tests Habits

NEW YORK, Dec. 11.—Owners of television receivers spend about $2 and a quarter consuming radio adaptations of foreign shows, according to a new survey released by the National Association of Broadcasters. They watch radio comedy shows about 11 minutes per week, according to the survey. (See TV Horning on page 18)

Santa's Equity?

SYDNEY, Dec. 11.—Men who play the part of Santa Claus for retail stores and other Christmas activities may have to join Actors and Announcers' Equity next year. The Actors' Equity Unions (SAU) wins a reasonable hike in the pay. Equity claims that they are not reality actors and not shop assistants but an independent union. If the SAU application for a hike is granted by the wage board, Equity will not dispute the classification. SAU is asking for seven pounds (about $25) a week plus five pounds (about $15) in non-video royalties as listening owners, accounting (See TV Horning on page 18)
Legit Scenic ‘Economy’ a Myth?

**Stem Scoffs At West Coast Savings Boast**

Says East’s Quality Pays

NEW YORK, Dec. 11.— Recent pleas by producers spotlighting the economy in building legit sets on the West Coast are too often, in the opinion of top Broadway designers. According to these television boys, consistory-wise are actually higher and any savings stemming from shoddy materials and cheaper methods of production.

If, states one of the Stem's top scenic architects, producers would settle for the same grade of work, quality vs number and material, and would be satisfied with similar construction and painting practices, the sets could be created just as economically—and perhaps more so. For example, he says, the background for Mr. Begun's room, black and white, would have been cheaper. However, he privately admitted that the road travel and are carpentered and painted to stand up accordingly. While this might be less the original cost, in the long run it adds up to efficiency—against a shoddy, temporary job.

**Spanish playgoers win—youget costs down**

Actually, these spokesmen, local set construction costs have declined sharply over the past 12 months, with activity, has as many as half a dozen studios and shops bidding on one show. The annual slack summer cost, a construction indoor companies have run over into the profitably busy winter sessions. It is an unhealthy trade condition, since studio and shop rents are all the more worried with the increased 10 per cent, and still their operating expenses will be inadequate for competition for existence. A designer budgeting for get current costs down, and without extravagance, and should have a sound basis on which to work.

(See STEAM SCOFFS on page 48)

**In this issue**

- Broadcast Museum
-**Radio**
  - NBC
  - CBS
  - Mutual
  - National
  - Program Hunting
-**Television**
  - ABC
  - NBC
  - Mutual
  - National
- **Music**
  - Arthur Bedell
  - Mitch Miller
  - Nat King Cole
-**Newspapers**
  - The Billboard
  - Variety
- **Postal**
  - National
  - American Radio History

**NUMBER ONE ACROSS THE MUSIC-DISK BOARD**

- **On the Honor Roll of Hits**
- **Buttons and Bows**
- **Buttons and Bows**
- **Buttons and Bows**
- **Around the Round Board**
- **Buttons and Bows**

**OLD Goods May Drop Dodgers, Video and AM**

**NEW YORK, Dec. 11.—After seven years of airing the doings of Brooklyn Dodgers, the P. Lorrin Lorillard Co. (Old Goods) this week was seen to have gone out of the radio and television market for the time being. The company and its agency, Lennn & Mitchell, are pondering the idea, the odds are somewhat less than even that they will renew their shows. The reasons for the move are the falling radio status for night ball games and the fact in the past year Old Goods has increased its network broadcasting expenditures, and adding the Amos and Andy show for radio and television, buying back all but a few smaller shows on the American Broadcasting Co.

A decision is likely by the end of the week, when Paul Branch, VRC and Lincas, of the Dodgers, is due back from the baseball capital in Chicago, Sportswriter for the Official Voice of Baseball, for the opening of the Brooklyn, under contract with the radio show, will announce for whatever wheeler dealer airs the games. The AM version is carried by WMGC, Brooklyn, and WBLS, New York, and the cast is being expanded from a 3,000-seat ballpark in Chicago to a 50,000-

**Coast AGVA Leads Drive**

**To Repel 20% Nitrate Tax**

HOLLYWOOD, Dec. 11.—Coast kite story is that many of the producers will organize a drive to effect the repeal of the 20% nitrate tax. This move stems from the early months of the industry's coming congressional session. Move has been sponsored by the American Guild of Variety Artists (AGVA) coast topper, Florinie Belle, and the first meeting is to be held here Wednesday (15).

**Construction Is Up 105% in Showbiz**

WASHINGTON, Dec. 11.—Show business,4:12, is booming along at a rate double that of 1947, the Commerce Department disclosed this week. Established theaters, night clubs, theaters, dance halls and hotels placed under contract in November totaled $33,000,000. Compared with the figure of $19,000,000, this increase amounts to 105 percent.

**Boulevard**

**The World's Foremost Amusement Weekly**

Founded 1894 by W. H. Donaldson

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- The Billboard
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**December 18, 1948**

**Copyrighted material**
Show Scramble Is Unabated; CBS, NBC Array Programs For Comedians-Warfare

Harris May Appear With Same Show on Both Nets

NEW YORK, Dec. 11.—Radio’s bitter war, the program scramble between the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC) continued unabated this week, with Columbia apparently gaining further ground in its drive to whittle away top NBC programs. Here, as of the week-end, are the latest developments.

Also, not definite, CBS appeared well on the way to getting Wildroot to agree to shift Bow, Spiro from Sunday Slot, which is a pivotal maneuver, for it enables CBS to see what Phil Harris, for Realex, in the 8:20 p.m. slot. Harris is one of the Amusement Enterprises, Inc. (AEI) properties CBS acquired last week by buying Bow.

Wildroot execs, and Ben Duffy, president of Batten, Barton, Durstine & Osborn (BBD0), its agency, ended a meeting yesterday (Friday) without reaching a firm decision, but both are expected to agree to the deal, with Realex having been told that it will be an “iffy” decision, unless there is a new financial condition.

The decision will be made this week. But already the show, which is a 21:00 p.m. show, is being sold to the network.

Pitch for Realex

Also dependent on the Wildroot decision is CBS’s pitch to acquire the Procter & Gamble Red Skelton show on a capital gains buy of that company’s program. Skelton told the Billboard on the occasion he had not been approached by CBS for the show.

To move Allen (Ford dealers sponsor him) up to 8:20 p.m., NBC released Standard Brands from a 13-week contract, recently signed, carrying the television show from 8:20 p.m. to 10:30 p.m., this present time. This followed Edgar Bergen’s disclosure from Hollywood that he was quitting radio for a while. Authoritative sources close to the Bergen situation—he was committed to sell the show with Colleen McCullogh—but stated that Bergen could not get the $1,000,000 insurance policy he wanted to buy, and that this cooled his interest.

Heidt Replaces Benny

NBC also settled on its replacement for Jack Benny as of January 2, with Philip Morris Cigarettes spotting its Horace Heidt talent hunt show in the Benny time at 7:30 p.m. Heidt now airs at 10:30 p.m. This gives NBC an opportunity to sell the show, but the current ratings show that the move is going to be a success.

To move Allen (Ford dealers sponsor him) up to 8:30 p.m., NBC released Standard Brands from a 13-week contract signed recently to carry the television show from 8:30 to 10:30 p.m. This followed Edgar Bergen’s disclosure from Hollywood that he was quitting radio for a while. Authoritative sources close to the Bergen situation—he was committed to sell, but stated that Bergen could not get the $1,000,000 insurance policy he wanted to buy, and that this cooled his interest.

Allen is still young Canadian who scored in the Olympic games this year, and who is now handled by NBC.

MCA Still Loves NBC and ABC $$

NEW YORK, Dec. 11.—Altho the Music Corporation of America (MCA) is doing its heaviest business these days with the Columbia Broadcasting System (CBS), it is not neglecting the other two networks. MCA’s chief is known that ABC has higher hopes for the sales than had ever been foreseen

That “Iffy” Sunday Line-Up

NEW YORK, Dec. 11.—Here’s how the battling networks, the Columbia Broadcasting System (CBS) and the National Broadcasting Company (NBC), are planning their next Sunday Line-Up. It is strictly an “iffy” line-up, as far as CBS is concerned, the three big “ifs” being Willard’s willingness to move to CBS, Wittman’s doubts, and the fate of the Realex deal. If Willard’s move is successful, Wittman’s doubts are dispelled by the Realex deal, and the CBS line-up will be a success.

Meanwhile, the move to take Fred Allen (Ford dealers sponsor him) out of the 8:30 p.m. slot has been decided on. Allen will be replaced by Jack Benny (Phil Morris Alum”)

CBS Drops Harris’s ‘B’way & Vine’ Show

NEW YORK, Dec. 11.—Fred Harris’s ‘B’way & Vine’ show, one of the few Sunday Night shows remaining on the Columbia Broadcasting System. The show, which is on the 3:55 p.m. period across the board, will air its last December 31.

Pepsi Jingles Happily ABC Tune

NEW YORK, Dec. 11.—Pepsi-Cola, which has been gathering network radio for some time now, has signed a contract with the American Broadcasting Company to continue this contract for three half hours weekly. The program involves David Harding, Counterspy, who now is a semi-weekly, 30-minute air, the plan is to make him a weekly, Thursdays and Saturdays, from 7:30 to 8 p.m., starting in January.

The move would interlock Pepsi-Cola with General Mills, which utilizes the same time on Mondays, Wednesdays and Fridays and plays to much the same type of audience. Pepsi is seeking with Lone Ranger and Green Hornet. Pepsi’s agency is Bown.

RWG, Agencies

In Peace Pact

NEW YORK, Dec. 11.—Negotiations between the Radio Writers’ Guild (RWG) and the advertising agencies and Independent program producers covering rights, minimums, the nomination of a unit and re-use fees were concluded this week. Only the lesser details remain to be worked out. The terms of the pact will be beneficial for both the agencies and the contractors.

However, five shows, led by Ford Theater, which refused to bargain, in that case it is negotiating with the union. The union, nevertheless, is hopeful that when the pact is signed with the other agencies these programs will do the same.

Case, NY AFRA Prez, To Seek Re-Election

NEW YORK, Dec. 11.—Nelson Case, president of the New York unit of the American Federation of Radio Artists (AFRA) is a candidate for re-election this year. Clayton Collyer, former leader local is a candidate for the position.

In addition, the “liberal” AFRA faction will present several other candidates, including Ben Grauer, Dan Seymour, Virginia Collyer, Julie Conway and Chuck Goldstein.

Or Adrenalin

NEW YORK, Dec. 11.—Establishment of a blood bank was announced by Columbia Broadcasting System (CBS) this week. Supposedly it’s for CBS staff and their families. CPS is now thought of as the National Broadcasting Company (NBC) threatened once it really thinks it’s just a CBS mercy move.

CBS Reshuffles Sat. Night Sked

NEW YORK, Dec. 11.—The Columbia Broadcasting System is reshuffling its Saturday night shows, following a acquisition of Gangbusters, formerly heard on the American Broadcasting Company, and the stealing of a new Basil Rathbone series. Two of the three shows in the 7:30-10 p.m. segment.

As of January 8, the probable lineup will be the Vaughn Monroe show in its regular 7:30-9:30 p.m. time, following broadcast system, which he joined, now, heard at 9:30 p.m. At 8:30 p.m. Gene Autry will be heard, rescheduled from the 9:30-10:30 p.m. segment. The hour-long Sing Along show will be heard at 8 p.m. and will follow at 10 p.m.

MCA Still Loves NBC and ABC $$

NEW YORK, Dec. 11.—Altho the Music Corporation of America (MCA) is doing its heaviest business these days with the Columbia Broadcasting System (CBS), it is not neglecting the other two networks. MCA’s chief is known that ABC has higher hopes for the sales than had ever been foreseen.

MBS Gets in 7 P.M. Sunday Night Act

NEW YORK, Dec. 11.—The Mutual Broadcasting System will bring together its veteran 7 p.m. program act, which will air on all stations, except the West Coast, beginning January 9. Cecil and Fassett is the agency.
U. S. Median Listening Set At Almost 6 Hours Daily

NEW YORK, Dec. 11—American radio receiver ownership has climbed beyond the 90 per cent level, according to the latest survey of owner-ship reported in 1946, and with a total of 37,629,000 U. S. families now owning one or more sets, set ownership has increased 9.2 per cent of all U. S. families. These figures, and related data, will be revealed next week by the Broadcast Measurement Bureau. (BMB) in its annual report, "Who Owns Radio? 1946," as of January 1, 1946, with the Market Research Corporation and Alfred Po- horek Research handling the field work.

Said facts reported in the study follow:

Ownership of radio sets: (in per cent) of the total 39,630,000 U. S. families (an increase from the 38,660,000 U. S. family figure of 1945) now own 28,363,000, or 71.7 per cent of all families; and 10,000,000 families own two sets. 18,630,000 own three sets. 9,163,000 own autos with radio receivers.

MAB Execs To Meet On Plans for 1949

SAGINAW, Mich., Dec. 11—Officers of the newly organized Michigan Association of Broadcasters (MAB) will meet Tues-day and Wednesday in Saginaw for plans for 1949. Composed of a comprehensive cross-section of radio, the broadcasters, the MAB recently convened on invitation of Milton L. Greene- baum, president of Saginaw Broadcasting Company, operator of WSAM, who was elected as first president.

Other officers of the new club include Dr. Willie Dunbar, WKZO, Kalamazoo; Frank F. Stookey, WMJ, Lansing; secretary-treasurer, and the following directors: Jack Shiner, WIFB, Benton Harbor; Stanley Pratt, WSOO, Stautville, Miss; Edgar Hauppen, WPAG, Arno Park, and Worth Kramer, WJB, Detroit.

MBS Due for New Show From Fram

NEW YORK, Dec. 11.—The Frum Company, producers of automobiles, of oil and gas, and passengers, has finished a five-minute show featuring Ed Thur- grove, Ford Thunderbird, and the new Ford car. Fram was out working details with Mutual Broadcasting System for a Saturday night show, starting next March. Time has not yet been set. The show is ambitious, with Van Dugdale & Company, of Baltimore.

Five Other Stations Encourage Listeners To Tune to WHDH

BOSTON, Dec. 11.—WHDH here has announced that it has concluded cooperative unusual time-buying deals in radio, the first agreement of which the company has been involved in radio. The terms of the agreement, which are good for a year, will be announced on the six daytime stations involved.

The stations plugging WHDH are WBCB, Brockton; WCCM, Lawrence; WGDQ, Fall River; WJFK, Boston; WLAB, Waltham; WHDH, WJAN, Lynn, and WOR, Bos- ton, all of Massachusetts. They are daytime stations, signing off on local stations. WHDH is paying each station regular card rate for the spot announce-ments, under $2-week con-

WHDH's pitch comes just as the other stations leave the air for the day—now around 5:30 p.m. The plugs are unusual direct, since they mention only WHDH and its call letters, but its dial location, the program on the air at that particular time and top shows to be aired later in the evening. Thus, the other sta-
tions are promoting "best in radio, tune in WHDH." Several stations interested in the plugs approach by WHDH, talked at the idea of boosting a competitor. They are, how-
ever, watching how the new arrange-
ment works out and may sign up later on.

Touche Troubles

WASHINGTON, Dec. 11.—After having no trouble at all with the "kyanite" and "kweichow," the Touche is finding its American outlet, the "kayache," laps off with the result that a Com-

mence Department publica-
tion that it is making a radio to be heard any day, "their radio," "the Commerce Department," "will have four touche."
L. A. Examiner J oins Pro-Radio Process

HOLLYWOOD, Dec. 11—Heearst's L. A. Examiner named Pat Hogan, yet staffer, to new post of radio editor this week, making paper third metropolitan daily to break away from anti-radio agreement and expand coverage (The Billboard, December 11). Hogan is being traded at a luncheon of network program folks by Nick Kenny, New York Mirror pillarist, who sells his Coast to organization radio set-up.

With The Daily News and Mirror running full radio coverage, and Hearst's Herald-Express breaking into radio via expanded log listings, The Times became sole holdout. Its entry into the radio sweepstakes was held to be a mere question of time.

Jack Kirkwood Back
In New ABC Series

NEW YORK, Dec. 1—A new husband-wife situation comedy was launched on Friday by American Broadcasting Company. The show is called "Home to Stay" and stars Kenyon & Greg (LPS). A week after its premiere, Kenyon & Greg is appearing on Mutual over WOR, New York, where the show is broadcast Monday through Saturday at 9:30 a.m.

WAKS, Carlisle, Pa., Bows on Dec. 11—WAKS, 1,000-watt, premiered here Saturday (4) on a daytime broadcast schedule beginning at 8 a.m. and ending at 5 p.m.

With his new position as chief executive officer of the Mutual Broadcasting System, the company's new president, James P. Craig, has brought in a number of new appointments to shake up the company's radio operations. Among these is the appointment of Barkley D. Huggins as director of network sales. Huggins was formerly the manager of the network's western sales office.

Huggins, who has been with Mutual for 16 years, will be responsible for all sales activities of the company's radio division. He has been active in the network sales field for many years and has worked with a number of different companies.

One of the most interesting announcements made this week was the appointment of Barkley D. Huggins as vice president of Mutual Broadcasting System. Huggins has been with the company for 16 years and has been active in the network sales field for many years. He has worked with a number of different companies and has been responsible for a number of successful sales campaigns.

The appointment of Huggins as vice president is a significant move for Mutual Broadcasting System. It is a recognition of his many years of experience in the network sales field and his ability to make a significant contribution to the company's operations.

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...which is also 520 times LOCAL...
**FRANCHISES OUT THE WINDOW**

**General Food Eyes Lambs TV Show; NBC’s “Press” Nip-Up**

NEW YORK, Dec. 11.—General Foods Corporation, which is a deal for sponsorship of the Lambs’ Club of the Guild sold, has both shows to continue.

NBC had anti-Press since the show was provided by a damage suit, being brought by William M. Dailey against Bert Bentley. Beyond that, NBC wanted the show off since it regards it as a program which, in keeping with the network policy, is supposed to be unsponsored. This package is produced by Martha Reunite.

**NBC Hunts Legit House for Tele**

NEW YORK, Dec. 11.—The National Broadcasting Company (NBC) this week was negotiating with several legitimate theater owners for purchase of a local theater as a video playhouse. One show certain to originate from which ever theater is decided on is the new Admiral full-hour variety degratodes and will be televised mid-month, the Cleveland Advertiser of Cleveland, the station announced this week.

The new show, produced by Myron Wolf, of the Kudner Agency, will feature a permanent variety stock company cast, each week will be a new show. The material will be written especially for it by a scripting team now under the supervision of Fred A. Roman, who is also in charge of the program. The show, which has been a definite, is the 8 to 9 slot on Fridays.

**Cable Sharing To Juggle Old Time Buyers**

NEW YORK, Dec. 11.—Television stations, including those who have invested heavy money in the medium during the past several years, in which the phone conversation of developing a prime time franchise may find that, for the first time, the phone call is out.

This is not to mean that none of the stations will come off with what it wants, even after considerable horse-trading of time slots. As a result, many top programs will have to be split, whatever cable times the networks ultimately get.

Hardest hit, of course, will be those broadcasters who have bought on the National Broadcasting Company (NBC) and are going to be unable to show their programs during the week. As a result, NBC will have to show its programs during commercial breaks, in the evening hours.

**Swift’s Case**

A typical example of how the cablearn can affect a franchise is the case of Swift, which airs Thursdays at 9 p.m. on the network. Germany learned last week that its cable call would bring the Thursday slot to reach families of what it wants, even after considerable horse-trading of time slots. As a result, many top programs will have to be split, whatever cable times the networks ultimately get.

**MINNEAPOLIS, Dec. 11.—Adaptation for use in sales, doctors, dentists and students hospital operating room technique was demonstrated here Wednesday (1) with a world premiere videotape of actual operating room procedures.

The experiment was conducted by KSTP-TV, for the 200 delegates attending Saturday and detectives at the hospital society meeting at the Nicollet Hotel here. The broadcast originated from Fairview Hospital.

Station technicians set up a closed-circuit, demonstration, and transmission was by micro-wave relay using a reflector type transmitter on the hospital roof to a receiving antenna on the hotel roof. RCA Victor co-operated in the videotape, with imagine viewers on receivers in the hotel ballroom.

**Morgan-Delmar Tele Pkg. in the Works?**

NEW YORK, Dec. 11.—A new video comedy package, featuring Henry Morgan and Kenny Delmar, was reported having a significant chance is being assembled by the William Morgan and Delmar. The series handles both Morgan and Delmar.

Pitches to the networks and advertisers is said to be handled under way by the first of the year, when the show’s format is stabilized.

**TELEVISION**

**TELEVISION**

**CABLE SHARING TO JUGGLE OLD TIME BUYERS**

**Sponsors Have 3 Choices**

**ALLISON TOBACCO CO.**

P. O. BOX 1006-B, WILMINGTON, DELAWARE

150 N. MAIN ST. CHICAGO 1, ILLINOIS

**November 18, 1948**

**The Billboard**

**Lighting Room**

**General Food Eyes Lambs TV Show; NBC’s “Press” Nip-Up**

NEW YORK, Dec. 11.—General Foods Corporation, which is a deal for sponsorship of the Lambs’ Club of the Guild sold, has both shows to continue.

NBC had anti-Press since the show was provided by a damage suit, being brought by William M. Dailey against Bert Bentley. Beyond that, NBC wanted the show off since it regards it as a program which, in keeping with the network policy, is supposed to be unsponsored. This package is produced by Martha Reunite.

**NBC Hunts Legit House for Tele**

NEW YORK, Dec. 11.—The National Broadcasting Company (NBC) this week was negotiating with several legitimate theater owners for purchase of a local theater as a video playhouse. One show certain to originate from which ever theater is decided on is the new Admiral full-hour variety degratodes and will be televised mid-month, the Cleveland Advertiser of Cleveland, the station announced this week.

The new show, produced by Myron Wolf, of the Kudner Agency, will feature a permanent variety stock company cast, each week will be a new show. The material will be written especially for it by a scripting team now under the supervision of Fred A. Roman, who is also in charge of the program. The show, which has been a definite, is the 8 to 9 slot on Fridays.

**Cable Sharing To Juggle Old Time Buyers**

NEW YORK, Dec. 11.—Television stations, including those who have invested heavy money in the medium during the past several years, in which the phone conversation of developing a prime time franchise may find that, for the first time, the phone call is out.

This is not to mean that none of the stations will come off with what it wants, even after considerable horse-trading of time slots. As a result, many top programs will have to be split, whatever cable times the networks ultimately get.

Hardest hit, of course, will be those broadcasters who have bought on the National Broadcasting Company (NBC) and are going to be unable to show their programs during the week. As a result, NBC will have to show its programs during commercial breaks, in the evening hours.

**Swift’s Case**

A typical example of how the cablearn can affect a franchise is the case of Swift, which airs Thursdays at 9 p.m. on the network. Germany learned last week that its cable call would bring the Thursday slot to reach families of what it wants, even after considerable horse-trading of time slots. As a result, many top programs will have to be split, whatever cable times the networks ultimately get.

Hardest hit, of course, will be those broadcasters who have bought on the National Broadcasting Company (NBC) and are going to be unable to show their programs during the week. As a result, NBC will have to show its programs during commercial breaks, in the evening hours.

**MINNEAPOLIS, Dec. 11.—Adaptation for use in sales, doctors, dentists and students hospital operating room technique was demonstrated here Wednesday (1) with a world premiere videotape of actual operating room procedures.

The experiment was conducted by KSTP-TV, for the 200 delegates attending Saturday and detectives at the hospital society meeting at the Nicollet Hotel here. The broadcast originated from Fairview Hospital.

Station technicians set up a closed-circuit, demonstration, and transmission was by micro-wave relay using a reflector type transmitter on the hospital roof to a receiving antenna on the hotel roof. RCA Victor co-operated in the videotape, with imagine viewers on receivers in the hotel ballroom.

**Morgan-Delmar Tele Pkg. in the Works?**

NEW YORK, Dec. 11.—A new video comedy package, featuring Henry Morgan and Kenny Delmar, was reported having a significant chance is being assembled by the William Morgan and Delmar. The series handles both Morgan and Delmar.

Pitches to the networks and advertisers is said to be handled under way by the first of the year, when the show’s format is stabilized.

**TELEVISION**

**CABLE SHARING TO JUGGLE OLD TIME BUYERS**

**Sponsors Have 3 Choices**

**ALLISON TOBACCO CO.**

P. O. BOX 1006-B, WILMINGTON, DELAWARE

150 N. MAIN ST. CHICAGO 1, ILLINOIS

**November 18, 1948**

**The Billboard**

**Lighting Room**
NO FCC TV BLUE BOOK

Programing Free of Rein Indefinitely

Investors Are Encouraged

WASHINGTON, Dec. 11.—Determined to give the video industry "all the good breaks" to get itself on a secure economic footing, the Federal Communications Commission (FCC) is quietly agreed on extending indefinitely its hands-off policy on TV programming. Thus, in processing video renewal, FCC will avoid applying the "performance" and "promise" yardstick as scrupulously as it does in studying of AM renewal bids.

The FCC's decision to avoid a Blue Book policy for video is closely related to the Commission's plan to lift the television freeze within a few months (The Billboard, October 23, November 11). The Commission's move to thaw the freeze as fast as possible is motivated primarily by the desire to safeguard the industry economically. Confirmation of the FCC's plans for an end to the freeze came this week officially from Chairman Wayne C. Coy in his address before the Television Broadcasters' Association (TBA) in New York Wednesday (8). Coy's assertion that the freeze would not go beyond six months of the September date on which it became operative is far more specific and tangible than the declaration he made in originally announcing the freeze. At that time Coy explained that the FCC's onerous conditions, if it ever allowed the freeze to be lifted in half a year, he saw possibilities for its staying as long as nine months or a year.

Expert Buying Wave

Anticipating an increasingly enthusiastic wave of investing in video, when the freeze is lifted, FCC-men envision a raft of new activity in video programming, and consequently the Commission people don't want to disrupt that interest. By taking the view that TV is in an experimental phase program-wise as well as format-wise, FCC has been unobtrusively urging, television is likely to be excused for any program transgressions for at least another year or two and maybe longer, according to the present FCC thinking. By taking the position that video entertainers are having a tough time programming without the FCC's trying to suggest any such policy as proposed for AM in the Blue Book.

ASCAP Licensing Pact Must Be Set by March, Panel Told; Sports Seen Revenue Source

NEW YORK, Dec. 11.—The afternoon of the American Music Publishers' Association (TBA) video clinic here this week heard a variety of topics discussed by some leading members of the industry. For instance, Robert P. Myers, assistant general attorney of National Broadcasting Company, discussed the problems of setting the ASCAP licensing agreement with the American Society of Composers, Authors and Publishers (ASCAP) for video. The free-licensing arrangement, in effect since 1941, is terminating and there is only time until next March 1 to work out a new plan. But, because of the problems and Myers' ASCAP itself does not know its right position in this respect to the musical publishers. With hundreds of individual rights having to be cleared each month, the processing of these broadcast applications may be forced to set up a clearing house whereby owners of music may be able to set up a clearing house whereby owners of music may be forced to clear the TV owned by the programming company.

Arreanue From Sports?

Burbach urged Nation operators not to be too eager to carry sports events, to the extent of paying excessive prices for those rights. He said it was not too fantastic to see the day when some of the sports promoters will be coming to stations to negotiate for TV rights because the medium increases interest and ultimately gate receipts.

Since the NBC has already used research data needed for the sale of television programs: Set ownership data, audio viewership data for technical reception, relative program rating, demographic data, and local responsiveness and sales effectiveness. However, he warned against becoming slaves to ratings, by allowing them to "tarny maze our operations by the mere importance of ratings which have developed in radio." Coe, speaking on station reception problems, advocated a five-point program: More co-operation from manufacturers in receiver installations and servicing, programs from the Federal Communications Commission (FCC) in the form of revised rules and standard, more power by high-band stations, better public relations on how to get the most from receivers, central locations for stations, and a uniform method of describing station power to advertisers.

DuMont Dateline

Hole said the DuMont daytime programming operation, and stated flatly that it is here to stay. Despite the terrible problems involved, Hole said the idea had proved its worth, financially and advertising-wise. Hole also noted that the success of the schedule in New York has caused numerous DuMont affiliates to inquire about receiving the show. DuMont, therefore, has requested large blocks of daytime time on the coast, not only covering the eastern cities, but extending to the Midwest as well.

TV Industry Needs Legislation—Moser

CHICAGO, Dec. 11.—The pressing need for specific legislation to solve the many perplexing legal problems which now encumber the television industry was emphasized here this week by John B. Moser, local radio and television lawyer, at a meeting of the Chicago Bar Association. Moser pointed out that cases involving rights to television shows and questions as to when and whether to pay fees for video program reception were too contrary to utter confusion would take place in the future unless the telecasters took steps to have defining legislation passed by Congress.

After tracing the history of court decisions on performance rights, Moser commented that the television industry ought to have backed the passage of meaningful legislation. He said that decisions on recent rights being made now, because of their conflicting analyses, in large part adding to the confusion instead of establishing legal precedents. Unless conflicts could be kept out of court, where costs are always increased, he said, telecasters might find their rights being usurped by many promoters of public showings for profit.

Eng. TV Set Owners Air Program Grieves

LONDON, Dec. 11.—Owners of television sets in England are finding complaints about the programs offered them by the British Broadcasting Corporation (BBC). The complaint is that program time is made too short.

BBC television programs usually begin at 8:30 p.m. and finish at 11. Those who want programs to start nightly at 7:30 or earlier. They are also complaining about the number of commercials. For instance, the "Sixth Form" series from the BBC's education department is a series of nightly programs presented earlier in the week and which took up the complete evening program time.

Video Scores As AdMedium For Plywoods

CHICAGO, Dec. 11.—Television has scored again here as a top advertising medium. Current case in point involves National Plywoods, Inc., distributors of Amwood, a plywood board, and merchandisers of the Second Guerrey program on WENR-TV Sundays from 8 to 8:15 p.m. Since the car was being sponsored the show four weeks ago, it has been so swapped with orders it has not been able to keep up with them. Television alone is responsible for this, as there have been no户外 media. In the past, it has used only trade paper advertising, but as a result of the success of its WENR-TV show, the idea is to expand its present video show to a half-hour package and airing it in other markets via stations on the Midwest video network of American Broadcast Company (ABC).

According to A. R. McDonald, v-p of the MacDonald-Cook Company, who succeeds to the idea of television's being a leading ad medium, "first results of the series have been above all expectations. Queries have been received from many customers making queries have been not contacted yet, and because of the fact that this is only the beginning is going to have to expand its present sales force of 12. Show has been received a number of broadcast requests per week since it went on the air November 26, but it has 600 dealers here, and most, according to the agency, report unusual sales volume since the series started.

Format of the show is simple. A couple of dramatic skits are presented each week and prizes are given to viewers identifying historic characters portrayed. Commercial consists of demonstrations of the uses of the product, its quality and its strength.

1 Long, 2 Short

NEW YORK, Dec. 11.—All the fun in being involved in one's rate party line—and nobody to say hang up. That's the situation one of The Billboard's staffers found himself in on a recent Sunday morning. Checking test patterns on the complicated system to discover that on one unoccupied channel his receiver picks up both ends of telephone conversations on calls placed thru the Bell. It is costing expanding extending its present video show from 8 to 8:15 p.m. Since the car was being sponsored the show four weeks ago, it has been so swapped with orders it has not been able to keep up with them. Television alone is responsible for this, as there have been no outdoor media. In the past, it has used only trade paper advertising, but as a result of the success of its WENR-TV show, the idea is to expand its present video show to a half-hour package and airing it in other markets via stations on the Midwest video network of American Broadcast Company (ABC).

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SEE TVA CODE D1 '29

Thaw Awaits Decision on UHF or VHF

By Sam Chase

NEW YORK, Dec. 11 — The fifth annual meeting of the Radio Broadcasters’ Association (TBA) Wednesday night heard a forecast of 935 paid registrants (far more than expected) who heard that the current freeze on new station applications should be thawed out by February speech. Poppe, no later than June, Chairman Wayne Coy of the Federal Communications Commission, top representative of TBA, said that the original six-month estimate for the freeze’s duration may prove accurate if the committee evaluating results of the recent engineering conferences concerning UHF makes the current very high frequency (VHF) channels available for move upwards into ultra-high frequency (UHF). Coy said an additional method of allocation should be set up an allocations plan.

Problems facing the FCC in deciding which wireless lane to jump into, Coy said, such as the method of allocation should be set up and for an uplift move. Coy said the FCC then would have to decide whether to allocate channels separately for UHF and VHF, or set up a master channel plan or otherwise. Coy foresaw a delay of about three months in setting up a workable allocations plan.

Many TBA members read into sections of Coy’s speech an implicit appeal for a hands-off policy in programming (see story in this issue). Questions about this apparent contradiction after his postscript to Coy’s speech was followed by a number of those who thought TBA president Jack Poppe followed Coy’s address with the ad hoc. As a result, several of these remarks will come a code which will hopefully have a better impact on our industry,”

Earlier in his annual report to the members, Coy had cited the recent statement of FCC chairman Poppe in which he pointed out that “a happy future experience can be obtained, an individual based on the fact that television is an inevitable.”

We can show you just why more dollars in circulation mean higher prices for you. We can test toy models and graphs and thermometers which go into action while you watch and let you see the real facts in one of exciting displays which are making the facts interesting to you because we can make interesting pictures out of the data. Economics, power, politics, every field that concerns a advertiser can be made more real to our audiences.

On the Sunday afternoon People’s Day, a full day of events, Radio was open with a short talk of what is involved in making TV. Radio is the talk of the town. It is to be very brief and listeners will get restive, turn somewhere else on the radio for action. On our new TBA day night television version of Plat- form, I set up the problem we are going to debate with film sequences from newscasts, charts, pictures, maps and cartoons which keep you interested while I delineate exactly what the speakers open up, they know they are talking against a background of knowledge the audience has been to so far. We can go so far on TV, and the more you know, the more you see, the more you understand.

Some War’s Lesson

I woke up to how much better a show can be by living in the world of TV. In the last weeks of the war I saw, when we were being crowded out of the world. How TV is a glibber of good and bad news. TV was a media which had a hard time finding its place.

But I was CBS’s TV correspondent that year with all the pictures of TV and maps and charts and animators. We could assemble the whole mass of war news into one picture. We could show how a fleet of ships were sent to Singapore. We could show the whole set of actions on one picture. We could see the exact picture around and show whatever I was talking about.

The outlook

And the same kinds of opportunities exist today in TV wherever you look. Adult education, the area of helping people understand the world and its forces around them, never has had such a challenge and such an opportunity. Just as we could show how the strategy of the war worked out in 1945, SO TV documentary pictures can picture to you how your refrigerator works or what makes the United Nations tick or how your town government goes round.

But partly to counterbalance the enormous power of TV there are big drawbacks too. We used to talk of the clunked, which is a new word. It is hit by this fact: Television is a medium in which you do not know what is going to happen. You do not know what is going to happen. That holds true whether you are a producer or a writer. You cannot predict the outcome of a show until it is over. That is what makes it interesting. That is what makes it so peaceful.

To millions of you TV shows and you come grateful back to the cool quiet of a radio studio so peaceful—no matter how complicated it is—so peacefully compared to the incredible complexity and confusion of TV.

Bud Jones

For we are trying to do the unheard of with television—to create "A" movies on sustaining radio shows. We are seeking to turn out pictures in the light of the day. The camera work is improvised and the men work in the light of the sun. If you come near it, you’ll be sucked out of the sun. Every time you do a television show tell me I could show you.

TV HAS already opened up whole new sides of entertainment. One with all its action and color. It is so fresh out of good new radio comics and cartoons which keep you interested while I delineate exactly what the speakers open up, they know they are talking against a background of knowledge the audience has been to so far. We can go so far on TV, and the more you know, the more you see, the more you understand.

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**Scripters Fight Hollywood Ban on Kinescoping for TV: To Enlist Legit Producers**

May Test Case in Courts; Webs Interested

**NEW YORK, Dec. 11.—A belief that tele will ultimately provide scripters with a hold on the motion picture business was expressed yesterday by a group of authors and directors when they met to discuss plans formulated by the Screen-Actors’ Guild to test the refusal of the film studios to allow kinescoping of their story properties which are used on tele. The feeling is that the single show license fee is inadequate to cover the huge costs, contrived by movie firms of legit material, of which vast quantities will be produced and will be paid to the government. In any case, a scripter can earn a rather long period of licensing rights. Thereupon, the Guild called a meeting next week to the League of New York Theaters, the organization of legit producers, to see what steps can be taken to protect tele rights to story properties in the future. In addition, the Guild is contemplating a court test of the producers’ refusal to permit kinescoping of story properties. To this end, it appears that all legal sales to pie are being screened to find one that will give the Guild the most substantial position if and when it goes to court. The alternative is a court battle that would draw up the parties to see if the matter can be settled by discussion.

Altho the networks have a sizable stake in the battle, it has been indicated that their refusal is a case only by supplying technical data as to the difference between the tele and film mediums. Since the networks disagree with the film producers that legitimate material is not a legible movie. The webs claim it is no more than a device to air a transcribed representation have already been put out by the union to determine whether the web’s position is justified. While testimony would cost plenty if outside experts were to be brought in. From an industry point of view, the networks’ reply so far has been that they would lend their assistance only if the Guild agreed to terminate the battle.

The Guild’s position is that only the tele rights to legit properties were sold to the movie firms. They claim that the networks are trying to hold up the sale of the properties to be sold to home tele and that the pic companies, not being in a position to exploit home tel, are not entitled to collect for the rights.

**VIDEO WORKMEN**

Continued from page 17

**camera,** the audience gets uneasy; if Matty delta is sitting at the table, being even more self-conscious.

Television is busting out all over. When one thinks of the things that is going to make it so interesting for the best and the brightest, it seems to me there is one big mistake. Most of the brains of TV are making records today. And if it could be eliminated show would be improved without beginning. Television is a lighting and tubes. Of course, this does not reflect my own best possible TV directors, but it does apply to most public affairs shown most of the time. People Are It

**TV producers are necessarily insincere about pictures. Any medium is a picture medium.** Pictures mean action, or the show does gross. It is not so much that they forget that the raw material of showmanship or always presidents short script here is the same efficient equipment of the wrong sort. But focus on making a living by selling a professional is usually perhaps be happy. He could push hard with a range of trouble and they would stay out, without argument, wherever he placed it.

But people won’t be pushed around and shouldn’t. The central place therein is where TV could forge ahead right now is in really concentrating and becoming all the interesting out of human beings—their minds and faces and reactions. Twenty per cent more effectiveness could be added to any public affairs television show by bringing listeners into the act but better. Light the smallest budget, the same small group of people in the management television producer or director would not be just as happy with a set of 100,000 people as with 1,000,000 viewers. Now probably be happy. He could push hard with a range of trouble and they would stay out, without argument, wherever he placed it. Picture are pictures, but people still make the world go round. See TBA Code Due in 1949

(Continued from page 17) to be tempted at the primrose path. It will avoid the exeeasses, the remorse, the clamor for reform, the struggles for reforming degrees, atheist every other form of communication.

Popeye’s report noted that TBA had helped video broadcasters reach agreement with the American Federal Communications Commission (FCC). The Popeye this week said he has been a defendant in the device recently in the Chicago home of Eugene F. McDonald Jr., Zenith’s president and general manager. The Popeye demonstration, Croy included part of the Notre Dame-Purdue football game, and reception was “as good as any other type of television.”

Zenith would require a license from the FCC to transmit Phonovision programs commercially, but it is now operating on an experimental basis in Chicago. Altho Croy said no application has been received from Zenith, McDonald recently told the executive session of the Motion Picture Association (MPA) that he expects to be operating in Chicago, with equipment on sale, within six months. The Phonovision system has reception that can be described as “rare and only the scrabbles.” At the receiving and no advertisers, but home viewers are billed by the company phone.

**Franchises Out the Window; Sponsors Have 3 Choices**

(Continued from page 15) heavy emphasis on the 7 to 8 p.m.

At the next meeting, Tuesday (14), some final agreement is likely to be reached on the problem. May it be that the exclusive parts have been worn down by attrition. It has become clear that ABC and NBC are not in the market for the fist NBC on prime time, although they do it and NBC has already made it clear that the NBC boosts ready for the expanded cable. Without doubt they reckon it a good idea to keep the market open to them when the latter web proves unable to provide cable service to the Midwest or some of its branches.

**Slots To Stink?**

Feeling is strong that whatever agreement finally is reached due haggling and trading of the slots, is likely to endure for a considerable longer period than before.

The problem now facing the sponsors who have bought franchises, only to see them threatened with extinction, is whether to jeopardize some 500,000 potential viewers in the East to pick up an additional 100,000 in the West. If the expansion stations have three choices, should their current time periods not come thru in the cable deal. To stick with their current times and not hit the audience for fine. Alternatively, to shift to another web which can provide the expanded audience that is lacking in the West, and new and untried hour on the same network they currently utilize. Any choice will be a hard one, for it will mean the final surrender of the franchise idea.

The coming agreement stick, altho the rules call for a new cable allocation meeting every 90 days.

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**Certified by Telephone, Generally used**

Certified by telephone, generally used. Instant delivery. Price includes federal tax.

**MUSICAL CUFFLINKS**

(Actual Size)

**Sealed 14 Ct. Gold**


Enclose remittance with orders. Immediate delivery. Prices include federal tax.

<table>
<thead>
<tr>
<th>Piano</th>
<th>Drum</th>
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<td>Bass</td>
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<td>Violin</td>
<td>Saxophone</td>
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**GREENBRENN**

12 W. 30th St., N. Y. C.

47 W. 30th St., N. Y. C.

47 W. 30th St., N. Y. C.

**TV Horning**

(Continued from page 2) to a survey concluded by Audience Research, Inc. (ARR) among owners and non-owners of sets in three major cities, ARR, the George Gallup organisation, also found in its samplings in New York, Philadelphia and Los Angeles that persons owning receivers go to the movies about 25 per cent less often than non-owners, but said this was not yet hurrying film time "92.5 per cent of the 40,000,000 families—"are as yet unaffected."
Wash.—Okay

Imminent Via

Labor Dept.

Rosenbaum Named Trustee

(Continued from page 3)

so confident of an imminent favorable
advisory opinion from the Justice
Department that he said his industry-
union group has designated Samuel Rosen-
baum of Philadelphia, to fill the
trusteeship created by the contract
as soon as the document is okayed by
the Justice Department.

Justice Department sources re-
vealed that the departmental opinion
on an advisory proposal in effect sim-
ply to be rendered next week unless
an unexpected twist of the political
scales indicated otherwise. Tobin had
not yet decided whether he would
appoint a new advisory and he said the
Justice Department was being
consulted.

Tobin was informed by the Justice
Department that the new advisory
would have to be selected in keeping
with the requirements of the indus-
try-agency labor department that the
contract would prescribe. As the
government offices closed for the
week-end last night, Tobin and his top
staff were still studying the details of
the labor department's
recommendation.

Cetra-Soria Issues

Cuban "Cecilia"

NEW YORK, Dec. 11.—Cetra-Soria
discography division unveiled its first
Cuban record, "Cecilia," which was
recorded by Dottie "Saim" with the
Cetra whiskey label. The label has
announced a complete catalog of Cuban
bands, which will be released in the
next few weeks.

The Ax

It is expected that the a. and r. axes will take considerable toll from
the crooning ax man during the month
wise during the ban period. Only a few crooners, such as Art Mooney,
Blue Barron, Tommy Dorsey, Eddy Howard, Freddy Martin, Les
Dees, and Spike Jones, have come up with hit disks in the past year.

The attitude of the American Federation of Musicians (AFM) regarding
the crooner cult has the discographers somewhat worried. It is not yet
certain for instance, as to what the union will decide relative to the ban's
impact on crooners. Some believe that the ban will be lifted before the
lifting of the ban.

Riccardi Appointed

Pettroli's 1st Assist

NEW YORK, Dec. 11.—R. Rex
Riccardi has succeeded Harry J.
Steeple as first assistant to James
Pettroli, admiral of the American
Musicians (AFM) president. Steeple
last week was elected international
treasurer of the union, succeeding
Thomas F. Gamble who resigned
because of ill health.

MCA Makes Pitch

For Hot Jazz Unit

NEW YORK, Dec. 11.—The Music
Corporation of America (MCA) is
making a pitch for some of the hot
jazz units to become profitable by
turning increasingly lucrative across
the United States.

The plan, which has been under
consideration for several months,
has been enlightening the jazz units to
management pacts as a means of
making them more profitable.

To date, the agency has packed trumpeter Roy Eldridge and his
quartet, which features Chet Baker,
Howard McGhee's be-bop band, and
the great Klepper and the Sophisti-
cates, and also saxist Johnny Hod-
well's quintet, which spots a boy
and girl singing team.

The agency has been conducting the
operation for the agency.

Discerries, Publers, Confere.

On First Releases; Talent

Rosters Slated for Revamp

(Continued from page 3)

taking before cutting could be resumed. First official word had to to
speak to the Records Corporation of America, which has the
induction, would be forthcoming Monday (13) or Tuesday (14) from the
Labor Department acting on an advisory opinion from the Department of
Justice. The contracts, the backyard facings, which could be done immediately
after the Washington green light. So it was estimated today that discing
might get under way by Tuesday (14) or Wednesday (15) provided all
parties worked and no unforeseen hitch developed.

Discerries were alerted to the imminent lifting of the ban yesterday (10)
when news leaked that Samuel R. Rosenbaum, Philadelphia attorney,
was selected as trustee. A check at the disceron's confirmed that plans were
made for a request for 1940 permits and release of funds, which had
already been assigned to cut the first post-ban releases.

Initial Victor Releases

B.CA Victor, for example, has listed for initial releases Dorsey, Tom-
mony Dorsey, Perry Como, Vaughn Monroe, Fran Warren and perhaps Rose
Murphy. The company is plotting its course carefully and indicated that artists show-
ing some strength would be its first
caution, in these fields where Victor needs strength, new artists will be added.

For Victor in the field of recording, resources have been added and more
are scheduled to be picked up. In male vocalists Victor figures it is still—dills in novelty
and instrumental groups and gimmicks. The big push for Victor is in the class
specialities. In the hillbilly and race categories, too, Victor figures to get on
the ball rapidly. On the other hand, the company's red seal label and the Con-
tinent and Latin categories have substantial backlogs. Victor also has inked
Jane Pickens, Charlie Ventura's jazz group and Lucky Millinder for post-
ban work, and the red seal label in very good shape now, the firm makes
some artist additional last week (The Billboard, December 11).

It's known that Columbia, MGM, and Mercury will whittle down their
rosters considerably, expectations being that Columbia and MGM are due
for the most radical changes. Columbia has already lost the Golden Gate
Jazz Band to Mercury. Other big-name announcers have given
and will add new ones when needed. Additionally, Capitol adds it
will record everything that comes along, but rather make fewer and better
records. Decca is also taking a stand to stuff the fields, within
the past week has also voiced a note of caution, indicating it would
not go too far.

At MGM, there is much screeching within the firm parent company's
sound tracks for movie-tie-in releases, hoping to get AFM permission to use
them.

The Ax

It is expected that the a. and r. axes will take considerable toll from the
crooning ax man during the month
NEW YORK, Dec. 1.-—Two groups of creditors of the MusiCraft Corporation have filed lawsuits against the ASCAP, Chapter 11 of the Chandler Act (The Billboard, December 11), held meetings yesterday (10), appointed committees and agreed to give the debtors a two-week period to prepare an amended complaint to be submitted before Federal Referee Peter B. Olovy December 21. One group comprises creditors of MusiCraft's record holdings, the other of its plant holdings. A meeting of the 10 largest creditors was for Monday (12). At yesterday's meeting, creditors expressing doubt as to whether MusiCraft can operate in the black and not get deeper in debt during an arrangement period, were assured by news reps that they can show a profit over the next two or three months by which time they feel the company will have its income assured. As an added male that they can sell some 10,000,000 copies for each end of the year would mean a surplus of about $5,000,000.

Halls Pressing:

It was announced that the firm halted pressing operations at its Ossining plant (the Olympic plant on the frontier which has been closed for some time) and is farming out pressing to independent firms. A West Coast location, which reportedly has offered to take over the Olympic plant and distribute ASCAP for 11 Western States on a royalty basis. Manufacturer creditors were informed that the two MusiCraft plants were being offered for sale or for lease with assurances that the purchaser would be given MusiCraft's pressing biz.

When the general creditors brought up the fact that several MusiCraft artists wanted out on their contracts, a company official stated that they felt the decision that people would be kept in line if an acceptable plan were worked out, especially with the ban's end apparently so near.

F-B Talent Taking a Powder: Bands on Lam, Units Eye ABC

CHICAGO, Dec. 11.—Future of F. B. Frederick Bros. Agency was a big topic this week, when B. W. Frederick, chief of the local F. B. outlet, unavailable for comment as a general chorus of talent from the office started. F. B.'s remaining band presidents had either left the scene or were pitching to the American Federation of Musicians' execu-tives. Jacky Window inked a five-year paper with General Artists' Corporation, while Jimmy Carabulty inked a contract with structured AFM headquarters in New York about a release in November. Joe Musse, former chief of F. B.'s Midwest concert department, who worked out of Chicago's downtown office last week, said he expects the majority of the cocktail units and singles who worked for F. B. to join him in moving to ABC shortly. He said that a number have already left F. B. to ink working paper deals with ABC.

Depar of some many entertainers leave F. B. at the lowest point in its history. The office was set up originally in 1930, after the Frederick Brothers left the Balboa. This office was opened in Cleveland in 1934, then in New York and Chicago. Check of F. B.'s Chi office personnel revealed that F. B. Frederick was the only booker left and calls at the office. He indicated that F. B. might be out of town.

During the past three years, financial condition was favorable to bearing, along with the trade union's decision within the next week.

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Keep 'em in stock - Keep 'em Spinning

Dinah Shore's
Buttons and Bows
and
Daddy-O
COLUMBIA 38284

Kay Kyser's
On a Slow Boat to China
and
In the Market Place
Of Old Monterey
COLUMBIA 38301

Retail Record Sales
PART IV

Juke Box Record Plays
PART V

Gene Autry's
Here Comes Santa Claus
AN OLD-FASHIONED TREE
COLUMBIA 30377

Doris Day's &
Buddy Clark's
MY DARLING
MY DARLING
THAT CERTAIN PARTY
COLUMBIA 38358

Les Brown's
I've Got My Love to Keep Me Warm
I'm A-Tellin' You, Sam
COLUMBIA 38324

Xavier Cugat's
CUANTO LE GUSTA
TAKE IT AWAY
COLUMBIA 38339

Riding high!

COLUMBIA RECORDS

www.americanradiohistory.com
Writer Reclassification Makes Headway at ASCAP

NEW YORK, Dec. 11—Revelations from the American Society of Composers, Authors and Publishers (ASCAP) (The Billboard, Thursday, Dec. 11), the trade association of the music publishing industry, in the New York meeting of the ASCAP, that it is moving forward with its plan to reclassify writers, are being seen as a move that could significantly affect the way in which writers are compensated for their work.

The reclassification plan, which has been in the works for several months, is designed to ensure that writers are properly compensated for their work, which has been a long-standing issue in the industry. The plan involves reclassifying writers into different categories based on their level of workload and compensation, and it is expected to have a significant impact on the way in which writers are paid.

The plan is expected to be adopted by ASCAP members in the near future, and it is hoped that it will be implemented by January 1.

Gabor Suspends Mass. Pressing

NEW YORK, Dec. 11—Don Gabor has suspended his pressing operations in Massachusetts, according to an official at Gabor's company. The suspension is being handled by a court-appointed receiver, with the list of creditors being prepared.

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Despite Distress of Discs, Waxers' Disk Sales Soar

NEW YORK, Dec. 11—Despite the distress that has been caused to the record business, the number of record disks is still being sold at a rate of 10 million per month. The number of record disks sold in December is expected to be at least 10 million, and the industry expects to sell at least 10 million more in January.

The new system of record disks, which is expected to be introduced in the next few months, is expected to be a major boost to the record business.

Artie Shaw To Solo Longhair With Clary

NEW YORK, Dec. 11—Artie Shaw, who plans to reorganize his band next spring, is expected to appear with several symphony orchestras this season. The clarinetist, who will take over the membership of the American Symphony Orchestra, is expected to appear with the band in January and February.

The band is expected to be a major attraction in the symphony orchestras this season.

ASCAP Membership Meeting Convenes, With TV Seen as Future Top $$$ Producer

NEW YORK, Dec. 11—The American Society of Composers, Authors and Publishers (ASCAP) will hold its annual membership meeting Tuesday (14), with top brass slated to discuss the possibility of television becoming the society's largest source of income. The meeting is expected to be a major event in the music industry, with the possibility of television becoming the society's largest source of income.

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Kramer Whitney Sit Tight

NEW YORK, Dec. 11—Kramer Whitney, owner of the Kramer Whitney Pub, is ready to make the transition to a new, more casual atmosphere.

The move is expected to be announced later this month, with the new atmosphere expected to be a hit with customers.

Court Reverses Barton Decision, Asks New Plan

NEW YORK, Dec. 11—Ben Barton, president of Capitol Records, has asked the court to reverse its decision on the matter of capitol records. The company has been ordered to pay millions of dollars in damages to the company.

The court has been asked to reverse its decision on the matter of capitol records. The company has been ordered to pay millions of dollars in damages to the company.
BILLY JOE CASH

A Station Mgr. and a Record Man Mount the Dish Soap Box

By Joe Cahill

(Continued from page 3)

the unfamiliar brand name. I realize that I should submit as you have, and as all good Little fellows should, to the benevolent plans so carefully laid for marketing my batters with the brainy r-p-a-Columbia and RCA Victor.

Since these two mogulus were unable to sign a treaty by which together they might sabotage the lesser record companies in their bid for my patronage, I suppose I should be content now to put them my wallet for their own private battleground. They are now after bigger game—each other. As usual, I am in the middle.

"Of course, I am supposed to be the dictator. You keep telling me that. I simply try all the means of musical reproduction: Disks of various composition and size at various speeds, with various groove-widths, and for various stylus pressures, tape and wire on various equipment at various speeds. I make my decision, and, hell, I'll stick it out. I have spoken. "I then write off my capital outlay of several thousand dollars, minus the association of a baggie with my decision has made obsolete and which I paid for in my youth by de-clan, inexpert and hopelessly biased by propaganda and circumstances, has not only cost the runs less than a little laboratory work and an in-depth study of science—but have made money hand-over-fist from it.

Mother's Burgers

"Among the circumstances which prevent me from choosing which may be the best and cheapest method of reproducing talk: I am entranced by symphonies by Oscar Schmitt, who seems to have arrived last but first. If Victor chooses to release them exclusively as engraved with a pin on the end of a sheet of a most interesting, that how I am going to play them all day long. Mother and her hamburger be damned.

"So I make my decision. The lesser companies and the less fortunate big one scramble for my patronage. Bankruptcy take the underhand. Now, is there any sense in that? Is the American idea of the evolution of the superior product free enterprise? I submit that in industry after industry it has been the pattern for relentless crushing of small opposition to fat the purses of the mighty few. In every industry there are crises of standardization. Standardization means success; success means individuality to economy. It should not be carried too far. But, where it is basic, as in this instance, surely a way could be found to settle the matter at an all-industry level without violating the anti-trust laws and without throwing the controversial bones to us dogs.

"I suppose you know that 33 1/3 rpm has been a recording standard for radio stations years. Mechanically, it is easily obtained by gear reduction from 78 rpm. I don't know about 45 rpm. And what about 45 as used with 33 1/3? Tell me about that."

We understand that most FM station operators are having a tough time making a buck (the for all we know Mr. Werthenbaker may have an operation of your own). Nevertheless, long as Mr. W. says, "Tell me about that," we will:

"Our heart fails to bleed for a station operator who programs the bulk of his time with phonograph records (we presume Mr. W., like most FM stations, does), and then pouts because he may have to add an additional piece of reproducing equipment to play a new and better record ever his air. As for the use of Mr. W.'s excellent treatise, we stand on our original remarks.

For Sale?

"Among the folks in agreement with those remarks was Albert Frank, of the International Records Agency, who makes it short and sweet with: "...You open and Off This Soap Box was swelled. The world is too full of "critics" who possess the finestest of informational foundation on any and all aspects of the record-making art. Too much, too many opinions for sale." (The italics are Mr. Frank's.)

English Decca Named Distrib For Tempo Disks

HOLLYWOOD, Dec. 11—English Decca will press and distribute Tempo records in the British Empire—Canada, Norway, Sweden, Denmark, Holland, Belgium, Portugal, Uruguay, South America, France, Poland, Hungary, and British West Indies. Deal was closed last week in London offices with Mortimer between Edward (Ted) Lewis, English Decca proxy, and Irving Fogel, Tempo topper. Inking with Tempo marks the second deal English Decca closed, with an American firm this year. Lewis recently signed with Capitol to handle that company's catalogue in Britain. In addition, to his previous arrangement for American Decca's product.

Fogel-Lewis deal is for five years, with options for renewal by mutual consent of the two firms. Lewis will pick the disks he wants. First Tempo batch will be released this month via the English Decca channels and will include a series of selections by Brother Bosco and His Shadows, Foremost in the Bibles version of Street George Brown, currently climbing the upper stands of best-seller books. In the F. Tempo's sig will be prominently credited on the English Decca label.

Manufacture-distribution tie-up with English Decca is the latest in a series of landmark deals closed by Tempo's Fogel during his current European trip. Others include arrangements with Capitol in Austria and Switzerland, and Polydor for German. Also, Fogel extended Tempo's distribution in France via Le Chant De Monde.
**The Nation's Top Tunes**

**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.

**Part 1**

**Week Ending December 10, 1948**

The following Christmas standards, which should have been included in the "Honor Roll of Hits" were omitted due to the temporary nature of their popularity and in order to allow for the inclusion of the regularly popular tunes: "White Christmas" (should have been in eighth position) and "Here Comes Santa Claus (ninth position)."
USE THIS PAGE AS YOUR CHECK SHEET  Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS
On The Billboard
"HONOR ROLL OF HITS"

☐ 1. BUTTONS AND BOWS
   BETTY RHODES  RCA Victor 20-3026

☐ 2. ON A SLOW BOAT TO CHINA
   FREDDY MARTIN  RCA Victor 20-3123

☐ 3. MY DARLING, MY DARLING
   EVE YOUNG AND JACK LATHROP  RCA Victor 20-3187

☐ 4. ALL I WANT FOR CHRISTMAS
   SPIKE JONES AND HIS CITY SLICKERS  RCA Victor 20-3177

☐ 7. UNTIL
   TOMMY DORSEY  RCA Victor 20-3061

☐ 8. LAVENDER BLUE
   SAMMY KAYE  RCA Victor 20-3100

☐ 9. A TREE IN THE MEADOW
   J. LOSS ORCHESTRA  RCA Victor 20-2965

☐ 10. MAYBE YOU'LL BE THERE
   BETTY RHODES  RCA Victor 20-2189

This week's RCA Victor release!

☑ POPULAR
☐ My Own True Love
   VAUGHN MONROE  RCA Victor 20-3252
   Columbus Stockade Blues
☐ You Grew Up To Be Some Baby
   THE THREE SUNS  RCA Victor 20-3253
   Ohi O My Darling
☐ Marcella
   FREDDY MARTIN  RCA Victor 20-3254
   Arizona Sundown
☐ Sophisticated Swing
   COUNT BASIE  RCA Victor 20-3255
   Roberts' Arms

☑ FOLK
☐ No Rodeo Dough
   SONS OF THE PIONEERS  RCA Victor 20-3257
   Sentimental, Worried and Blue
☐ Faw Fiddle Polka
   SPADE COOLEY  RCA Victor 20-3258
   Call Me Darlin' Do
☐ Picture On the Wall
   THE CARER FAMILY  RCA Victor 20-3259
   Keep On the Sunny Side

☑ RHYTHM & BLUES
☐ If I Dream of You
   THE CATS AND THE FIDDLE  RCA Victor 20-3260
   I'm Gonna Pull My Hair
☐ Hey Mama—Everything's All Right
   ARTHUR "BIG BOY" CRUTCHIE  RCA Victor 20-3261
   Chicago Blues

☑ POP SPECIALTIES
☐ Rumba Matumba
   DESI ARNAZ  RCA Victor 20-3266
   Cuban Cabby
☐ Sunshine
   JACK ARNOLD  RCA Victor 20-3267
   Everything's Alright

☑ TWO NEW ALBUMS
☐ "Vaughn Monroe Sings"
   SIX FAT DUTCHMEN  RCA Victor 20-3264
   Begin the Beguine and The Moon Was Yellow
   Album P-324
   Anniversary Song and Something Sentimental
   RCA Victor 20-3270
   Oh Promise Me and Because
   RCA Victor 20-3271
   The Whiffenpoof Song and Without a Song
   RCA Victor 20-3272
   "Polkas"
   LAWRENCE DUCHOW  RCA Victor 20-3273
   Old Lady Polka and Minnesota Polka
   Album P-325
   Helen Polka
   LAWRENCE DUCHOW  RCA Victor 20-3274
   Yes-Yes-Polka
   HENRI RENE  RCA Victor 20-3275
   Beer Barrel Polka
   GLANÉ MUSSETTE GROCK
   Hot Clarinet Polka
   LAWRENCE DUCHOW  RCA Victor 20-3276

Riding High... Climbing Fast

☑ All I Want for Christmas (My Two Front Teeth)
   SPIKE JONES  RCA Victor 20-3177
   SPIKE JONES AND HIS CLOWNS
☑ Until
   TOMMY DORSEY  RCA Victor 20-3061
☑ For You
   PERRY COMO  RCA Victor 20-3099
☑ Blue Christmas
   JESSE ROGERS  RCA Victor 20-3253
☑ A Heart Full of Love
   EDDY ARNOLD  RCA Victor 20-3174

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

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

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

Name:

Street:

City:

State:

*Re-issued by Request!
Sheet Music

BEST-SELLING SHEET MUSIC

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

ENGLAND'S TOP TWENTY

<table>
<thead>
<tr>
<th>Position</th>
<th>Week</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>1. BUTTONS AND BOWS</td>
<td>Victoria</td>
<td>Famous</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>2. WHEN YOU'RE IN LOVE</td>
<td>Chad &amp; David</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>3. MY HAPPINESS</td>
<td>Vesta</td>
<td>Peer</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>4. SO TIRED</td>
<td>Campbell-Connolly</td>
<td>Glengarry</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
<td>5. MAYBE YOU'LL BE THERE</td>
<td>Victoria</td>
<td>Triangle</td>
</tr>
<tr>
<td>6</td>
<td>2</td>
<td>6. GALWAY BAY</td>
<td>Bregman-Voce-Conn</td>
<td>Leeds</td>
</tr>
<tr>
<td>7</td>
<td>2</td>
<td>7. BALLIN' THE JACK</td>
<td>Francis Day</td>
<td>E. B. Marks</td>
</tr>
<tr>
<td>8</td>
<td>2</td>
<td>8. YOU CAN'T BE TRUE, DEAR</td>
<td>Chappell</td>
<td>Bilmore</td>
</tr>
<tr>
<td>9</td>
<td>2</td>
<td>9. ANYTHING I DREAM IS POSSIBLE</td>
<td>Ned</td>
<td>Laurel &amp; Scott</td>
</tr>
<tr>
<td>10</td>
<td>2</td>
<td>10. UNDERNEATH THE ARCS</td>
<td>Campbell-Connolly</td>
<td>Robbins</td>
</tr>
<tr>
<td>11</td>
<td>2</td>
<td>11. YOU CALL EVERYBODY DARLIN'</td>
<td>E. H. Morris</td>
<td>Mayfair</td>
</tr>
<tr>
<td>12</td>
<td>2</td>
<td>12. A LITTLE BIRD TOLD ME</td>
<td>Noel Gay</td>
<td>E. B. Marks</td>
</tr>
<tr>
<td>13</td>
<td>2</td>
<td>13. ALL DRESSED UP WITH A BROKEN HEART</td>
<td>Chappell</td>
<td>Biltmore</td>
</tr>
<tr>
<td>14</td>
<td>2</td>
<td>14. SABBRE DANCE</td>
<td>Lawrence Wright</td>
<td>Mills</td>
</tr>
<tr>
<td>15</td>
<td>2</td>
<td>15. SAY IT EVERY DAY</td>
<td>Morris</td>
<td>Peer</td>
</tr>
<tr>
<td>16</td>
<td>2</td>
<td>16. CUANITO LE GUSTA</td>
<td>Southern</td>
<td>Peer</td>
</tr>
<tr>
<td>17</td>
<td>2</td>
<td>17. IN MY DREAMS</td>
<td>Iris</td>
<td>Murray Wallis</td>
</tr>
<tr>
<td>18</td>
<td>2</td>
<td>18. LOVE SOMEBODY</td>
<td>E. H. Morris</td>
<td>Kramer-Whitney</td>
</tr>
</tbody>
</table>

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

<table>
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<th>Week</th>
<th>Title</th>
<th>Composer</th>
<th>Publisher</th>
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<td>2</td>
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<td>Chad &amp; David</td>
<td>Shapiro-Bernstein</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>3. A TREE IN THE MEADOW</td>
<td>Chappell</td>
<td>Peer</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>4. YOU CALL EVERYBODY DARLIN'</td>
<td>E. H. Morris</td>
<td>Mayfair</td>
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<tr>
<td>5</td>
<td>2</td>
<td>5. MY HAPPINESS</td>
<td>Vesta</td>
<td>Peer</td>
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<td>2</td>
<td>6. UNDERNEATH THE ARCS</td>
<td>Campbell-Connolly</td>
<td>Robbins</td>
</tr>
<tr>
<td>7</td>
<td>2</td>
<td>7. HAIR OF GOLD, EYES OF BLUE</td>
<td>Lawrence Wright</td>
<td>Mills</td>
</tr>
<tr>
<td>8</td>
<td>2</td>
<td>8. GALWAY BAY</td>
<td>Bregman-Voce-Conn</td>
<td>Leeds</td>
</tr>
<tr>
<td>9</td>
<td>2</td>
<td>9. TWELFTH STREET RAG</td>
<td>B. B. H.</td>
<td>Peer</td>
</tr>
<tr>
<td>10</td>
<td>2</td>
<td>10. SANTA CLAUS IS COMIN' TO TOWN</td>
<td>E. H. Morris</td>
<td>Kramer</td>
</tr>
<tr>
<td>11</td>
<td>2</td>
<td>11. HERE COMES SANTA CLAUS</td>
<td>E. H. Morris</td>
<td>Kramer</td>
</tr>
<tr>
<td>12</td>
<td>2</td>
<td>12. WHITE CHRISTMAS</td>
<td>E. H. Morris</td>
<td>Kramer</td>
</tr>
<tr>
<td>13</td>
<td>2</td>
<td>13. LAVENDER BLUE</td>
<td>E. H. Morris</td>
<td>Kramer</td>
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</tbody>
</table>
Radio Popularity

Records Most Played by Disk Jockeys

<table>
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<th>Artist</th>
<th>Label</th>
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<tr>
<td>1. BUTTONS AND BOWS</td>
<td>Dinah Shore</td>
<td>Columbia</td>
<td>ASCAP</td>
</tr>
<tr>
<td>2. MY DARLING, MY DARLING</td>
<td>J. Stafford-G. Macpherson</td>
<td>Columbia</td>
<td>ASCAP</td>
</tr>
<tr>
<td>3. ON A SLOW BOAT TO CHINA</td>
<td>Victor</td>
<td>20-3177</td>
<td>ASCAP</td>
</tr>
<tr>
<td>4. ALL I WANT FOR CHRISTMAS</td>
<td>Victor</td>
<td>20-3177</td>
<td>ASCAP</td>
</tr>
<tr>
<td>5. A LITTLE TOWN Called Baltimore</td>
<td>Victor</td>
<td>20-3144</td>
<td>ASCAP</td>
</tr>
<tr>
<td>6. UNTIL</td>
<td>Tommy Dorsey</td>
<td>Victor</td>
<td>20-3061</td>
</tr>
<tr>
<td>7. ON A SLOW BOAT TO CHINA</td>
<td>Victor</td>
<td>20-3061</td>
<td>ASCAP</td>
</tr>
<tr>
<td>8. BRUSH LOTUS</td>
<td>Victor</td>
<td>3526-7</td>
<td>ASCAP</td>
</tr>
<tr>
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<td>Victor</td>
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<td>ASCAP</td>
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<td>10. TWELFTH STREET RAG</td>
<td>Peer</td>
<td>3526-7</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

Songs With Most Vocal And Instrumental Plugs In Key Areas (RI System)

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
<th>ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Little Bird Told Me</td>
<td>Beatles</td>
<td>EMI</td>
<td>ASCAP</td>
</tr>
<tr>
<td>A True in the Meadow</td>
<td>Beata Bella Maria</td>
<td>Leeds</td>
<td>ASCAP</td>
</tr>
<tr>
<td>High Noon Time From Your Room</td>
<td>Elvis</td>
<td>ASCAP</td>
<td></td>
</tr>
<tr>
<td>My Way (When My Baby)</td>
<td>Buddy</td>
<td>EMI</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

Songs With Greatest Radio Audiences (ACU)

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>A LOOK TO THE LADY</td>
<td>Stan Kenton</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>THE BUMS</td>
<td>Stan Kenton</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>THE LADY</td>
<td>Stan Kenton</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>THE LONE STAR</td>
<td>Stan Kenton</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>THE SONG</td>
<td>Stan Kenton</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

A Check List of Top-Selling M-G-M Records

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WE GON'T PUT SHOES ON WILLIE</td>
<td>Stanley Fritts</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>BUTTONS AND BOWS</td>
<td>Betty Garrett</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>THE MUSICAL</td>
<td>The Mantovani Orchestra</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>BLUE MOON</td>
<td>Billy Eckstine</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>Fools Rush In</td>
<td>Helen Forrest</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>I'LL BE WORKING ON THE RAILROAD</td>
<td>Art Mooney</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>IN THE MARKET PLACE OF OLD MONTEREY</td>
<td>Helen Forrest</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>WHAT DID I DO</td>
<td>Helen Forrest</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>I LOVE YOU MUCH TOO MUCH</td>
<td>Helen Forrest</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>ON A SLOW BOAT TO CHINA</td>
<td>Art Munday</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>BY THE WAY</td>
<td>The Chorus</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>YOU WERE ONLY FOOLING</td>
<td>Blue Barron</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>CORN BELT SYMPHONY</td>
<td>New Orleans</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>DOWN THE STAIRS, OUT THE DOOR</td>
<td>Helen Forrest</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>EVERYTHING I HAVE IS YOURS</td>
<td>Billy Eckstine</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>THERE'S A QUAKER DOWN IN QUAKER TOWN</td>
<td>Blue Barron</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>A STUNTING INSTRUMENTAL</td>
<td>Johnnie Callahan</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>BRUSH BOWS</td>
<td>JIMMY BARNES</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>BRUSH LOTUS</td>
<td>JIMMY BARNES</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>DOWN AMONG THE SHELTERING PALMS</td>
<td>The Jackie Brown Quartet</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>The Bonnie</td>
<td>Helen Forrest</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

FOLK and WESTERN

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIFE GITS TEE-JUS DON'T IT</td>
<td>Carson Robison</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>WIND IN THE MOUNTAINS</td>
<td>BOB WILLIS</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>COTTON PATCH BLUES</td>
<td>Bud Hobbis</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>OKLAHOMA SYMPHONY</td>
<td>BUD Hobbis</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>INDIAN MAIDEN</td>
<td>SHUB WOOLEY</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>SPANISH DARLING</td>
<td>SHUB WOOLEY</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>GUITAR BOOGIE</td>
<td>ARTHUR (Guitar Boogie)</td>
<td>SMITH</td>
<td>M-G-M</td>
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</table>

EBONY SERIES

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>DOWN BY THE STATION</td>
<td>Slim Gaillard</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>A GHOST OF A CHANCE</td>
<td>Ivy Willis</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>HE SENDS ME</td>
<td>MARIAN ROBINSON</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>I'MN' GONNA QUIT YOU</td>
<td>MARIAN ROBINSON</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
<tr>
<td>IT'S TOO SOON TO KNOW</td>
<td>MARIAN ROBINSON</td>
<td>M-G-M</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT
### Retail Record Sales

Based on reports received last three days of Week Ending December 16

#### BEST-SELLING POPULAR RETAIL RECORDS

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Label</th>
<th>Catalog Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Buttons and Bows</td>
<td>Dinah Shore</td>
<td>Columbia</td>
<td>32024-ASCAP</td>
</tr>
<tr>
<td>2</td>
<td>A Slow Boat To Santa</td>
<td>Kay Starr</td>
<td>Capitol</td>
<td>15206-ASCAP</td>
</tr>
<tr>
<td>3</td>
<td>All I Want For Christmas</td>
<td>S. Jones and His City Slickers</td>
<td>Victor</td>
<td>20-3377-ASCAP</td>
</tr>
<tr>
<td>4</td>
<td>Love New Year</td>
<td>My Darlings</td>
<td>Decca</td>
<td>24514-ASCAP</td>
</tr>
<tr>
<td>5</td>
<td>A Little Bird Told Me</td>
<td>E. Y. Harburg</td>
<td>Capitol</td>
<td>15280-ASCAP</td>
</tr>
<tr>
<td>6</td>
<td>On A Slow Boat To P.</td>
<td>Martin Ork</td>
<td>Columbia</td>
<td>20-5120-ASCA</td>
</tr>
<tr>
<td>7</td>
<td>My Darlings, My</td>
<td>D. Day-B. Clark</td>
<td>Decca</td>
<td>23383-ASCAP</td>
</tr>
<tr>
<td>8</td>
<td>The Answer</td>
<td>Ultra</td>
<td>Capitol</td>
<td>15213-ASCAP</td>
</tr>
<tr>
<td>9</td>
<td>This Week</td>
<td>Tommy Dorsey</td>
<td>MCA</td>
<td>10184-ASCAP</td>
</tr>
<tr>
<td>10</td>
<td>You Were Only Foolin'</td>
<td>Blue Barron</td>
<td>MGM</td>
<td>10294-ASCAP</td>
</tr>
<tr>
<td>11</td>
<td>For You Only</td>
<td>Tommy Dorsey</td>
<td>MCA</td>
<td>10183-ASCAP</td>
</tr>
<tr>
<td>12</td>
<td>I'm Sorry But I'm Glad</td>
<td>Dinah Shore</td>
<td>Columbia</td>
<td>32026-ASCAP</td>
</tr>
<tr>
<td>13</td>
<td>No Love To Lose In Love-</td>
<td>June Carter</td>
<td>Capitol</td>
<td>15205-ASCAP</td>
</tr>
<tr>
<td>14</td>
<td>A Little Bird Told Me. P.</td>
<td>Patsy Stewart</td>
<td>Capitol</td>
<td>15282-ASCAP</td>
</tr>
<tr>
<td>15</td>
<td>A Tree In The Meadow</td>
<td>Margaret Whiting</td>
<td>Columbia</td>
<td>32027-ASCAP</td>
</tr>
<tr>
<td>16</td>
<td>Pinewood Drive</td>
<td>S. Ork</td>
<td>Capitol</td>
<td>15207-ASCAP</td>
</tr>
<tr>
<td>17</td>
<td>I Hate To Lose You</td>
<td>Goodman &amp; Henderson</td>
<td>Capitol</td>
<td>15208-ASCAP</td>
</tr>
<tr>
<td>18</td>
<td>On A Slow Boat To B.</td>
<td>Ork, Goodman &amp; Henderson</td>
<td>Capital</td>
<td>15209-ASCAP</td>
</tr>
<tr>
<td>19</td>
<td>Buttons and Bows</td>
<td>Dinah Shore</td>
<td>Columbia</td>
<td>32025-ASCAP</td>
</tr>
<tr>
<td>20</td>
<td>Buttons and Bows</td>
<td>Dinah Shore</td>
<td>Columbia</td>
<td>32026-ASCAP</td>
</tr>
</tbody>
</table>

**WARNING!**

In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed above, as the length of time a record has been on the chart, and whether a record's popularity has increased or decreased, is shown in the last week column. If a record has had an unusually long run, or its current position "fits" with last week's chart, readers should exercise caution on buying decisions.

---

**Mercury Records**

**THE COMPANY THAT STARS THE ARTIST!**

**Mercury**

**5228 MERCURY**

**with English and Italian lyrics**

**SING**

**SOU'WELL**

**by Vic Damone**

**TIP**

**WATCH FOR**

**FRANKIE LAINES**

**LATEST RELEASE!**

**IT'S A SENSATIONAL JUMP TUNE!**

**WATCH FOR**

**JOHN LAUREN'S**

**LATEST**

**ANOTHER BOUNCE TUNE JUST MADE FOR HIM!**

---

**Music Popularity Charts**

---

**Music**

**The Billboard**

**December 16, 1948**
UP YOUR "TAKE" BY INCREASING YOUR

HITS COMING UP FAST!

'ONCE IN LOVE WITH AMY'
'TARRA TA-LARRA TA-LAR'
Dean Martin
with Orchestra
CAPITOL RECORD 15329

'I'VE GOT MY LOVE TO KEEP ME WARM'
'MORE BEER!'
The Starlighters
with Orchestra
CAPITOL RECORD 15330

JIMMY WAKELY
The Hottest Name in Western Music Today!

'A LITTLE BIRD TOLD ME'
Blue Lu Barker
with Orchestra
CAPITOL RECORD 15308

'I LOVE YOU SO MUCH IT HURTS'
'GIRLS WERE MADE TO TAKE CARE OF BOYS'
Jo Stafford and Gordon MacRae
with Orchestra
CAPITOL RECORD 15328

'COCK-A-DOODLE-DAY'
Chorus of the Paramount Players
with Orchestra
CAPITOL RECORD 15331

'FOOLISH WITH YOU'
Walter Hagen
with Orchestra
CAPITOL RECORD 15332

'WABASH BLUES'
Pee Wee Hunt
with His Orchestra
CAPITOL RECORD 15299

'THE TRAVELING SALESMAN POLKA'
Jo Stafford with Tex Williams
and His Western Caravan
CAPITOL RECORD 15312

'SO TIRED'
Kay Starr with Orchestra
CAPITOL RECORD 15208

'WABASH BLUES'
Pee Wee Hunt
with His Orchestra
CAPITOL RECORD 15299

'THE PRISONER OF LOVE'S SONG'
Jo Stafford (Alias Cinderella G. Stump) with Red Ingl and His Natural Seven
CAPITOL RECORD 15320

'THE PRISONER OF LOVE'S SONG'
Jo Stafford (Alias Cinderella G. Stump) with Red Ingl and His Natural Seven
CAPITOL RECORD 15320

'HOLD ME'
Peggy Lee
with Dave Barbour
and His Orchestra
CAPITOL RECORD 15298

'GIRLS WERE MADE TO TAKE CARE OF BOYS'
Jo Stafford and Gordon MacRae
with Orchestra
CAPITOL RECORD 15328

'MY DARLING, MY DARLING'
Jo Stafford and Gordon MacRae with the Starlighters with Orchestra
CAPITOL RECORD 15270

'SO TIRED'
Kay Starr with Orchestra
CAPITOL RECORD 15208

'MY DARLING, MY DARLING'
Jo Stafford and Gordon MacRae with the Starlighters with Orchestra
CAPITOL RECORD 15270

'THE PRISONER OF LOVE'S SONG'
Jo Stafford (Alias Cinderella G. Stump) with Red Ingl and His Natural Seven
CAPITOL RECORD 15320

'WABASH BLUES'
Pee Wee Hunt
with His Orchestra
CAPITOL RECORD 15299

'THE PRISONER OF LOVE'S SONG'
Jo Stafford (Alias Cinderella G. Stump) with Red Ingl and His Natural Seven
CAPITOL RECORD 15320

'HOLD ME'
Peggy Lee
with Dave Barbour
and His Orchestra
CAPITOL RECORD 15298

'MY DARLING, MY DARLING'
Jo Stafford and Gordon MacRae with the Starlighters with Orchestra
CAPITOL RECORD 15270

'THE PRISONER OF LOVE'S SONG'
Jo Stafford (Alias Cinderella G. Stump) with Red Ingl and His Natural Seven
CAPITOL RECORD 15320

'HOLD ME'
Peggy Lee
with Dave Barbour
and His Orchestra
CAPITOL RECORD 15298

'I'VE GOT MY LOVE TO KEEP ME WARM'
'MORE BEER!'
The Starlighters
with Orchestra
CAPITOL RECORD 15330

'A STRAWBERRY MOON (In a Blueberry Sky)'
'DAINTY BRENDA' LEE'
Jack Smith
and The Clark Sisters
with Orchestra
CAPITOL RECORD 15328

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**Retail Record Sales**

Based on reports received last three days of Week Ending December 10

### BEST-SELLING CHILDREN'S RECORDS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>1,000 HITS!</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>2</td>
<td><strong>THE BEST OF PETER Pan</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>3</td>
<td><strong>SING US TO SLEEP</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>4</td>
<td><strong>THE ADVENTURES OF PINOCCHIO</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>5</td>
<td><strong>THE WORLD OF THE PAPILLON</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>6</td>
<td><strong>THE LITTLE ORPHAN ANNIE</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>7</td>
<td><strong>THE ADVENTURES OF TOM SAWYER</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>8</td>
<td><strong>THE LITTLE RED RIDING HOOD</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>9</td>
<td><strong>THE ADCLE ADVENTURES OF PETER RABBIT</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>10</td>
<td><strong>THE ADVENTURES OF WINNIE THE POOH</strong></td>
<td>Various</td>
<td>Various</td>
</tr>
</tbody>
</table>

### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>BEETHOVEN'S NINTH SYMPHONY</strong></td>
<td>Ludwig van Beethoven</td>
<td>Various</td>
</tr>
<tr>
<td>2</td>
<td><strong>TOCCATA AND FUGUE IN D MINOR</strong></td>
<td>J.S. Bach</td>
<td>Various</td>
</tr>
<tr>
<td>3</td>
<td><strong>THE OPERA AT THE UNIVERSITY OF CHICAGO</strong></td>
<td>Giacomo Puccini</td>
<td>Various</td>
</tr>
<tr>
<td>4</td>
<td><strong>THE symphony IN C MAJOR</strong></td>
<td>Antonio Vivaldi</td>
<td>Various</td>
</tr>
<tr>
<td>5</td>
<td><strong>THE JAZZ SYMPHONY</strong></td>
<td>Igor Stravinsky</td>
<td>Various</td>
</tr>
<tr>
<td>6</td>
<td><strong>THE TURENDELL SYMPHONY</strong></td>
<td>Claude Debussy</td>
<td>Various</td>
</tr>
<tr>
<td>7</td>
<td><strong>THE MONTE CARLO SYMPHONY</strong></td>
<td>Claude Debussy</td>
<td>Various</td>
</tr>
<tr>
<td>8</td>
<td><strong>THE CAPE COD SYMPHONY</strong></td>
<td>Charles Ives</td>
<td>Various</td>
</tr>
<tr>
<td>9</td>
<td><strong>THE SEATTLE SYMPHONY</strong></td>
<td>Gustav Mahler</td>
<td>Various</td>
</tr>
<tr>
<td>10</td>
<td><strong>THE MUNICH SYMPHONY</strong></td>
<td>Richard Strauss</td>
<td>Various</td>
</tr>
</tbody>
</table>

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>BEETHOVEN, Complete Symphonies</strong></td>
<td>Ludwig van Beethoven</td>
<td>Various</td>
</tr>
<tr>
<td>2</td>
<td><strong>TCHAIKOVSKY, Complete Symphonies</strong></td>
<td>Pyotr I. Tchaikovsky</td>
<td>Various</td>
</tr>
<tr>
<td>3</td>
<td><strong>WAGNER, Ring Cycle</strong></td>
<td>Richard Wagner</td>
<td>Various</td>
</tr>
<tr>
<td>4</td>
<td><strong>Mahler, Complete Symphonies</strong></td>
<td>Gustav Mahler</td>
<td>Various</td>
</tr>
<tr>
<td>5</td>
<td><strong>Stravinsky, Complete Ballets</strong></td>
<td>Igor Stravinsky</td>
<td>Various</td>
</tr>
</tbody>
</table>

### BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). This list is based on The Billboard's weekly survey among 4,700 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>THE BEST OF ELVIS PRESLEY</strong></td>
<td>Elvis Presley</td>
<td>Various</td>
</tr>
<tr>
<td>2</td>
<td><strong>THE BEST OF THE BEATLES</strong></td>
<td>The Beatles</td>
<td>Various</td>
</tr>
<tr>
<td>3</td>
<td><strong>THE BEST OF MARVIN GAYE</strong></td>
<td>Marvin Gaye</td>
<td>Various</td>
</tr>
<tr>
<td>4</td>
<td><strong>THE BEST OF SAM Cooke</strong></td>
<td>Sam Cooke</td>
<td>Various</td>
</tr>
<tr>
<td>5</td>
<td><strong>THE BEST OF ARETHA FRANKLIN</strong></td>
<td>Aretha Franklin</td>
<td>Various</td>
</tr>
</tbody>
</table>

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**Meet Amos Milburn**

**Famous ALADDIN STAR**

"It's simple arithmetic, bub! Nation's No. 1 Hit BEWILDERED AL 3018 backed by A & M BLUES done by NATION'S NO. 1 BLUES Singer AMOS MILBURN equals greatest Nickel-pull of the year. Ask your neighbor. And don't forget another for the money." **CHICKEN-SHACK BOOGIE AL 3014 backed by IT TOOK A LONG, LONG TIME ORDER FROM YOUR DEALER ALADDIN RECORDS HOLLYWOOD 27, CALIF.**
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 1,500 operators in all sections of the country. List includes only the title of each of the most played records and other available information of the same time. Unless shown in chart other available records of tunes listed here will be found in the Top 101 of “The Music Popularity Charts.”

Juke Box Record Plays

Based on reports received last three days of Week Ending December 10

**WARNING:** In utilizing these charts for buying purposes, readers are urged to exercise particular discretion in information based on this data. This data shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This data is shown in the left-hand column under the headings: “Weeks,” “Fast Week” and “This Week.” If a record has had an unusually long run, or if its current position “this week” versus “last week” shows a sharp drop, readers should buy with caution.

### Week Ending December 10

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Label</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BUTTONS AND BOWS</td>
<td>Decca</td>
<td>Dinah Shore</td>
</tr>
<tr>
<td>2</td>
<td>ON A SLOW BOAT TO</td>
<td>Capitol</td>
<td>K. T. Parker</td>
</tr>
<tr>
<td>3</td>
<td>A LITTLE 商 Antonio Rosalvo</td>
<td>Columbia</td>
<td>Clift-Turner-The Stardust...</td>
</tr>
<tr>
<td>4</td>
<td>MY DARLING, MISTY</td>
<td>M.G.M.</td>
<td>Dinah Shore</td>
</tr>
<tr>
<td>5</td>
<td>A LITTLE LOVE TOLD TO ME (R)</td>
<td>Columbia</td>
<td>Columbia</td>
</tr>
<tr>
<td>6</td>
<td>YOU WERE YOU'RE LOVE</td>
<td>Decca</td>
<td>Dinah Shore</td>
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<td>7</td>
<td>THE BOW TO THE TIME</td>
<td>Columbia</td>
<td>Columbia</td>
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<td>8</td>
<td>A LITTLE LITTLE LITTLE LITTLE LITTLE</td>
<td>Capitol</td>
<td>Columbia</td>
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<td>9</td>
<td>YOU WANT TO MAKE ME SAD</td>
<td>M.G.M.</td>
<td>Dinah Shore</td>
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<td>10</td>
<td>I'M TIRING OF BEING SAD</td>
<td>Capitol</td>
<td>Columbia</td>
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<tr>
<td>11</td>
<td>SHE'S SO LOVELY</td>
<td>Columbia</td>
<td>Columbia</td>
</tr>
<tr>
<td>12</td>
<td>LITTLE LITTLE LITTLE LITTLE LITTLE</td>
<td>Capitol</td>
<td>Columbia</td>
</tr>
<tr>
<td>13</td>
<td>I'M SORRY I'M AFRAID TO LOSE YOU</td>
<td>Columbia</td>
<td>Columbia</td>
</tr>
<tr>
<td>14</td>
<td>BLUE CHRISTMAS</td>
<td>Decca</td>
<td>Doye D'Oll</td>
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<tr>
<td>15</td>
<td>THE SANTA CLAUS</td>
<td>Decca</td>
<td>Mabel Scott</td>
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<td>16</td>
<td>YOU'LL HAVE TO PAY THE BAND I'LL</td>
<td>Decca</td>
<td>Johnny Moore</td>
</tr>
<tr>
<td>17</td>
<td>TO EVERY DEALER AND COIN OPERATOR</td>
<td>Decca</td>
<td>Oscar Moore</td>
</tr>
<tr>
<td>18</td>
<td>MERRY CHRISTMAS BABY</td>
<td>Decca</td>
<td>Oscar Moore</td>
</tr>
<tr>
<td>19</td>
<td>YOU'LL HAVE TO PAY THE BAND</td>
<td>Decca</td>
<td>Johnny Moore</td>
</tr>
<tr>
<td>20</td>
<td>SANTA CLAUS</td>
<td>Decca</td>
<td>Mabel Scott</td>
</tr>
<tr>
<td>21</td>
<td>BLUE CHRISTMAS</td>
<td>Decca</td>
<td>Doye D'Oll</td>
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**Merry Christmas Baby**

Johnny Moore's Three Blazers featuring Charley Brown and Oscar Moore

63X

Coin Operators say this is the HIT Record!

'DOWN AMONG THE SHELTERING PALMS'

76X

'ON MIAMI SHORE'

Paul Martin and His Orchestra

**Exclusive's New Sensation**

**Songs With Greatest Radio Audiences**

(Continued from page 27)

What Did I Do? (R)  
(Continued from page 27)

**Singing Christmas Songs**

*We Called Everybody Over!* (R)  
(Continued from page 27)

**Shapire-Bernstein-Baron**  
(Continued from page 27)

*You Were Only Foolin'* (R)  
(Continued from page 27)

**Bogart & Co.**  
(Continued from page 27)

**Pepsi**  
(Continued from page 27)
DECCA — "HAVE YOU EVER BEEN LONELY?" and "LET'S SAY GOODBYE LIKE WE SAID HELLO"

DECCA 46144

ALWAYS A Best Seller!

ERNEST TUBB

DECCA — THAT WILD AND WICKED LOOK IN YOUR EYE
46134 FOREVER IS ENDING TODAY
46125 YOU NEARLY LOSE YOUR MIND
46163 A Router HONKY TONKIN' ANYMORE

DECCA — SEAMAN'S BLUES
46119 WAITING FOR A TRAIN
DECCA — A WOMAN WRECKED MANY A GOOD MAN
46113 A LOVELY HEART KNOWS

DECCA — RUINED BLAME
46093 OUR BABY'S BOOK
DECCA — WHEN THE WORLD HAS TURNED YOU DOWN
46092 I'LL GET ALONG SOMEHOW

DECCA — TIME AFTER TIME
46091 I HATE TO SEE YOU GO
DECCA — ANSWER TO RAINBOW AT MIDNIGHT
46078 HEARDIN' DOWN THE WRONG HIGHWAY
DECCA — YOU HIT THE NAIL RIGHT ON THE HEAD
46061 TWO WRONGS DON'T MAKE A RIGHT

DECCA — CARELESS DARLIN'
46048 IT'S BEEN SO LONG DARLING
DECCA — TRY ME ONE MORE TIME
46047 SOLDIER'S LAST LETTER
DECCA — I'LL STEP ASIDE
46041 THERE'S GONNA BE SOME CHANGES MADE AROUND HERE

DECCA — DON'T LOOK NOW
46040 SO ROUN' AND ROUN', SO FULLY PACKED
DECCA — ANSWER TO WALKING THE FLOOR OVER YOU
46029 YOU'LL WANT ME BACK (But I Won't Care)

DECCA — THOSE SIMPLE THINGS ARE WORTH A MILLION NOW
46009 I'LL BE FREE AT LAST
DECCA — YOU WON'T EVER FORGET ME

DECCA — FILIPINO BABY
46019 DRIVIN' MAILS IN MY COFFIN
DECCA — RAINBOW AT MIDNIGHT
46018 I DON'T BLAME YOU
DECCA — YOU WERE ONLY TEASING ME
46013 I'M BEGINNING TO FORGET YOU

DECCA — I'LL NEVER CRY OVER YOU
46007 I WONDER WHY YOU SPOILED ME
DECCA — WALKING THE FLOOR OVER YOU
46006 I'LL ALWAYS BE GLAD TO TAKE YOU BACK

FOLK TAIL-END AND TUNES

By Johnny Singer

Larry Cassidy, Singing Cop and Capitol artist, is leading his own band, the Dixie Ramblers. Ork is working West Coast spots, including Uncle Dave Macon's 7th St. Corral and Harmony Park, Aurora. It includes Tommy Mills, drums; Vic Davis, piano; Bucky Lloyd, steel guitar; Tex Aitken, rhythm guitar; Dave Barrow and Dickie Mandrell, drums, and Curley Armstrong, bass. Folk music lost a good friend November 10 when Hal Horton, 35-year-old Dallas disk jockey and promoter, died of a heart attack. Hal, who last worked at KRLD, Dallas, was responsible for the success of many young entertainers, like Hank Thompson, Capitol star, who was a disk jockey himself. Hal became a daddy November 16. Jimmy has worked out a deal to do a daily show from the Lexington, Ky., tobacco warehouse over WLEX... Hank Thompson has announced that he will continue the Smokey Hormby, network e.s., which he and Hal Horton had been producing. Hank is doing personally in Waco. Tex. Herron, guitarist Bob Foster and Ranger Garland and bassman Autry Inman are working with Cowboy Cowboys at WSM, Nashville.

James H. Stinson, proxy of Rich-Tone producers, has tied a threeyear recording pact with Paddock's Leslie Keith and His Louisiana Boys, featuring Little Magnolia. Group is heard three times daily on WCFS, Baton Rouge, La. Jimmy Wohl has been signed to guest on the Grand Ole Opry NBC network January 1. He will play at Century City, Los Angeles, Ca. date later. ... Rob Mason's Western Swivelhiltles, featuring Lloyd Corrall, have moved from WAGE, Sylvania, Ohio, to Canada, where they are featured on CFPL, London, Ont. They also are slated to do shows for the Canadian network... T. Tex Tyler cut a number of radio shows for the Armed Forces Radio Station this week. He's at the Towne Hall, Campton, Colo., following a one-night tour of the West. ... Bert Box is back on WWVA, Wheeling, W. Va., having a summer tour thru the East and Midwest. Hawkbloom's successor, recently with WITL, Philadelphia, has returned to WWVA to work Big Slim's group. Slim's wife was injured during the trip when she was thrown from a horse. She is recovering. ... The Sunshines Boys, Western artista on WERB and WERV, Albuquerque, have been offered for Hollywood, and a Columbia picture. Lode have worked several Durango Eid films with Charles Starrett and Smiley Burnett.

Mr. and Mrs. Western Swing, Dusty and Panny Walker, heard on KOA, Denver, will have their first sides released next month on Ace label, Denver plattery. Besides their broadcasts, they operate the Chay in Estes Park, Colo., and Pam's Cafe in Denver. The shop... Kenny Anderson, Singing Cowboy of KMBY, Billings, Mont., recently that Sam Nichols, MGM artist, has been appearing with him occasionally... Tex Ritter, Capitol singer, returns to his San Fer-
nando Valley home next week after a lengthy swing thru Pennsylvania and the Southeast. Tex Williams and Smokey Rogers have completed the first two of a series of featurettes for Universal-International. Films which featured William Western Caravas and chirp Linda Romay, are Sun in the Sky and Cheyenne Courty.
**BEST-SELLING RETAIL FOLK RECORDS**

Records listed are nationally recorded and not limited to stores according to Billboard. They are the most successful among a selected group of retail stores, the majority of customers purchase folk records.

**POSITION**
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**ADVANCE FOLK RECORD RELEASES**

Rock Todd Smokey Mountain
H. Dean & His Hi-Westerners (Still)
Taken: DC 2316
Barney Allen...I & II
Columbia 2041

"Ring the Whistle"
E. Ogden (Clipped, Cigarettes)
Victor 20-3357

Roll Call Your Home
Wheaton Brothers With the Tennessee Pioneers (Check This DC 425)

Call Me Darlin'" Drama
Wheaton Country Gulf (Pappy Floyd) Victor 20-3286

Camps in Cansand's Land
C. Monroe & His Kentucky Pardners (Forget) Victor 20-3245

Little Baby
Hills, The Singing Ranger (You Played) Victor 20-3286

Little Darling's Lula
C. Rondin (Heath Red) MGM 10237

Mary on Hill
H. Williams (I Can't) MGM 10241

Maple on Hill
J. E. Mountain (Lights In) Victor 20-3286

Bliss of the Pioneers (Sentimental, Wonderful)
C. Rondin. (Heath Red) MGM 10242

Old Smokey
B. Arthur (The Westerners) Columbia 20406

"Picture on the Wall"
The Carter Family (Keep on) Victor 20-3240

I Can't Get You Off My Mind
Wheaton Brothers With the Tennessee Pioneers (MGM 10236)

I Love You So Much It Hurts
D. P. Tullum (Old Smokey) Columbia 20406

I'll Take Her From the Valley
R. D. R. (Old Hi-Westerners) (Back To DC 415)

I'll Take What I Can Get
P. Tullum (I Love) Columbia 20406

I'm a Reapender Man
C. Campbell's Tennessee Ramblers (Time Will) Victor 20-3240

Reissue

**FOLK TALENT AND TUNES**

(Continued from opposite page)

Roy West, of the WCIR Rangers, recently linked with Victor, will air a video show on WEUX, Cleveland television, soon... The Stollies Time of the Time, Tinsley and Two Grooms, EF29, on WJZ, Mo., has started a new show, Inspiration Time, designed for shuttles. They recently staged a radio party for shuttles, in which each listener was given the name of a shuttle to send a Christmas gift to... Fiddlin' Chuck Flannery has left the Drillin' Pioneers on EF29 to join Bob Manning's Blues over the Silver Sage at Fort Madison, Ia., with Don Nelson, formerly of WENX, Sioux City, replacing Flannery... Sunshine Sue, of WYRA, Raleigh, and Old Dominion Home Dance, became the mother of a girl, Virginia Sue, November 14... Bill Bender Jr., reports that Professor Lumpkin, University of Colorado, Boulder, Colo., has completed a ten-week tour, listing 750 folk songs, now on different record labels, tracing their origin and growth of popularity.
BROTHET BONES AND HIS SHADOWS

AND NOW THE "ME, TOO!" BOYS ARE ATTEMPTING TO CLIMB ON THE BROTHER BONES BANDWAGON!

but . . .

If you want the real thing and not a SHODDY Imitation

Hear

BROTHER BONES
AND HIS SHADOWS

PLAY

SWEET GEORGIA BROWN
(Backed with "MARGIE")

TEMPO RECORD #652
A Smasharoo From Coast to Coast

AS WELL AS

#648 I KNOW THAT YOU KNOW RED WING

#668 CHINATOWN DOLL DANCE

AND THEIR NEWEST SENSATION

#672 JA-DA

JIVE MELODY

The TEMPO-BROTHER BONES Records have the COIN MACHINES, the OPERATORS and the DISK JOCKEYS SPIN-HAPPY!
THE ENTIRE COUNTRY IS WHISTLING AND CHEERING
THE GREATEST HIT YET ON NATIONAL RECORDS

"SWEET GEORGIA BROWN"
"SHINE ON HARVEST MOON"
NATIONAL No. 9063 — by WHISTLING JONES
Join the Throng — DON'T MISS UP ON THE
BEST BET WE'VE HAD YET!

THE RAVENS
THEIR RENDITION OF (You've
never heard a better rendition).
"WHITE CHRISTMAS"
"SILENT NIGHT"

VOTED THE NO. 1
VOCAL COMBINATION IN THE
COUNTRY No. 9062

BILLY ECKSTINE CHOOSED BY METRONOME AS THE NO. 1
MALE VOCALIST IN THE COUNTRY
Listen to his latest: "WITHOUT A SONG"
No. 9061 "SAY IT ISN'T SO"

CHARLIE VENTURA
PICKED BY METRONOME AS THE NO. 1 TENOR SAX AND THE
GREATEST COMBO IN THE COUNTRY
Listen to his greatest: No. 9057
"I'M FOREVER BLOWING BUBBLES"
"BABY, BABY ALL THE TIME"

RCA VICTOR
offers the perfect blend
2 SMASH HITS ON 1 RECORD
"MORE BEER"
by
LAWRENCE DUCHOW
AND HIS
RED RAVEN ORCHESTRA
WITH JOHNNY OLSEN AND
CHORUS
AND
"SPIDER HOP"
WITH JOE BIVIANOS
And The RCA VICTOR Accordion Orchestra
ON RCA VICTOR RECORDS
No. 20-3227

RCA VICTOR RECORDS

Record Reviews
(Continued from page 35)

<table>
<thead>
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<td>ARTIST</td>
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<td>ROSE MURPHY</td>
<td>Midnight on the Lane</td>
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<td>BILL BYRON</td>
<td>More Beer</td>
<td>73-73-70-75</td>
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<td>Ditties for Thrills and Thrills</td>
<td>85-85-85-85</td>
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<td>DEAN MARTIN &amp; JERRY LEWIS</td>
<td>The Money Song</td>
<td>74-76-74-72</td>
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RCA VICTOR
offers the perfect blend
2 SMASH HITS ON 1 RECORD
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December 18, 1948

The Billboard

MUSIC

PART XI

Album Reviews

Based on reports received last three days of Week ending December 10

The Billboard Music POPULARITY CHARTS

The categories

1. Production tech- (short selection continuity) 1
2. Quality of Material 1
3. Structure & Arrangement 1
4. Vocal Interpretation 1
5. Vocalization 1
6. Production: Projection efficiency 1

The ratings

A -- Excellent 90-100
B -- Good 80-89
C -- Average 70-79
D -- Poor 60-69
E -- Satisfactory 50-59

COMMODORE

On the Sunny Side of the Street

2:18

On the Sunny Side of the Street

This popular hit is a typical example of the type of material that is likely to make a hit in its aspect of the radio audience. The arrangement is quite simple and the melody is catchy. The production is good and the recording is clear. Overall, this is a solid selection.

MENDELSSOHN: Symphony No. 4, In A, Op. 90 (Italian) Rhythm Symphony Orch. Songsower-

stylistic, conductor (3-12') 15

This welcome set records an earlier Mendelssohn, more than 50 years ago. It is a more appealing piece than its later works. The orchestration is quite typical of the earlier works, and the recording is excellent.

GIANTS

Sitting Bureaucrat

Artie Shaw

Tunes-Artie Shaw

This is a good selection, with a strong rhythm and a catchy melody. The arrangement is simple but effective, and the recording is clear.

SCARLATTI SONATAS (2-12')

(Victor MG-1201)

In some Scarlatti sonatas (they do not follow the strict sonata form and are so designated by the way of a better manner), Berwald exhibits a distinct and unusual approach to the sonata. His sonatas are not entirely composed of the four movements, but include a variety of other forms, such as variations and rondeaux, and he employs a varied and irregular structure. But here it proves itself. His brilliant and expressive style is quite unique and is well suited to the sonatas. The recording is excellent.

GIANTS OF JAZZ (3-12')

Golden Gate Quartet, Jeri Sulli-

veal, Sonny Stitt, Harry Allen, Tommy Dorsey, Charlie Barnet, Milt Jackson, Armstrong, Mel Powell and Page Cavanaugh

This album presents convincing evidence that jazz can be staged in the form of a sonata. A great deal of care and attention appears in the form and the sound part of the program. The recording is excellent.

GOLDENLOCKS AND THE THREE BEARS (15'15"

Columbia (12"

Another unbeatable standard in the library of scores of admired and still beloved melodies. It is delightful and its informal, cheerful, and Dutchy-like character is a delight to all.

WAYNE'S VILLAGE (4-12"

(Commons)

Barbara Allen: De Lisle's Meet Method-

ist First, DeWitt's Merry, Young, Happy, Miller: Old Song.

The Hunters of Kentucky.

Fine band selection is delivered in an almost too-satisfactory fashion. The rhythm is past the usual standards, and the results are delightful. The folk enthusiasts will welcome the addition of this number to their repertoire.

SHAKE-TUNES--Artie Shaw and His (4-12"

(Please date)

These selections give us a typical selection of the popular hits of today. The style is quite different from the jazz bands of earlier days, and the recording is excellent.

SHOW-TUNES--Artie Shaw and His (4-12"

(Late date)

These selections are quite different from the jazz bands of earlier days, and the recording is excellent.

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CAPACITY: 500-10 in. Single Records, 200-10 or 12 in. Albums, Title Out.

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THE BEST XMAS SONG IN THE COUNTRY

"BLUE CHRISTMAS"

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DOYE O'DELL - Exclusive 13344

JESSE ROGERS - Victor 20-3243

RILEY SHEPARD - Regent 2003

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9100 SUNSET BLVD., HOLLYWOOD, CALIF.

GABE ROMERO - Prof. Mgr.

GRIPES AND SWIPES... Says Alon Bergman, WNDR, Syracuse: "Veracity's The Most Beautiful Girl in the World, by Ted Stroemer, is terrific, as are "The Unreliable Hero" and "Can She Make a Fortune if They'd Distribute Her Up Here!"... Scott Douglas, WPCI, Fort Wayne: "Rhode Island was noticeable by its absence in your disc stick last week. We try to do the same job in the nick of time as the boys in the bigger cities, and so we have the same size audiences. It's comparable on a smaller scale..." A moon from Willis Conover, WWDC, Washington: "I can always get my Mercury and the other labels distributed here, such as Nota, Stitty In., etc. but absolutely nothing from Vemic, Columbia, Decca, Capitol, London, Sargam, MGM. Exclusive, Commodore, or any one else in the way of regular releases of new platters.

GIMMIX... Bill Bullington, KSOM, Sainte Genevieve, Mo., has listeners select the selection of the station's top 10. Those votes catch or come closest to The Billboard Honor Roll of Hits get invited to the studio to make a fortune if they'd distribute up here—but lost..." Scott Douglas, WPCI, Fort Wayne: "Rhode Island was noticeable by its absence in your disc stick last week. We try to do the same job in the nick of time as the boys in the bigger cities, and so we have the same size audiences. It's comparable on a smaller scale..." A moon from Willis Conover, WWDC, Washington: "I can always get my Mercury and the other labels distributed here, such as Nota, Stitty In., etc. but absolutely nothing from Vemic, Columbia, Decca, Capitol, London, Sargam, MGM. Exclusive, Commodore, or any one else in the way of regular releases of new platters. I wrote letters a month ago to outlets for the four majors, and didn't get replies except for one very cordial brush from Capitol.

TUNE TOUTING... Roger Nash, WALR, Pease, Maine, clocks "Blue Guitar's Down by the Station is going to be another Original Mixer..." Gordon Phillips, program director at WBOY, Beckley, W. Va., splits that "Duskey's Victor platter of You Can't Share Love, You Can't Share Love..." Howard's Mercury disk of Dotsy Blonde Lee are "set for great things..." Bailey Hutchins, WQRC, vitamins, Md., says that the new Peter Lind Hayes have taken over..." Platters accumulate if no guesses right.

CHICAGO CHATTER... Ultimate peak in co-operation between a ballroom op and d.j.'s was reached the other day in Fort Wayne, Ind., when Price Paul, Jim Voors, Bill Jollison, Merry Whittaker and Dan Pierce, all of WFTW, Fort Wayne, informed Johnny Apt, up of the From Terrace, local d.j., that they'd donate blood for Apt's hospitalized wife, Thelma, Apt, who gave birth to a son, Larry Wayne, had to have several transfusions. The all red-blood blood drive decided to locate a special blood show, boosting the local Red Cross Blood Bank, for December 9, at which time they'd each contribute a pint of blood during a showing emanating from Al Benson, Bill's partner, Al Beaver, Chicago's local blood for blood appeal. Bill Evans, prominent local free-lancer, into New York for December 8, had an important record coming from Miller Music sending out 5,000 miniature label sheets of Dates Among the Sheltering Palms with Eddie Hubbard's pic (he's the local ABC Chesterfield pitch) that has decided to locate a special blood drive in Chicago and has taken over p. m. duties for Rosemary Wayne, local free-lancer. Mike will handle the Hal Martier, WIND, KWH, St. Louis, few Dick Bradley, prexy of Tower Records, back to Chicago last week in order to hear the entire Tower catalog... Newest fem- platter is d.j. in Chi is Sheryl Leonard, now doing three shows weekly over WATI.

EASTERN BEAT... Bob Miller, brother of Ed Miller, the Rhythmshow Records toparker, does a daily platter on a local record shop for WITX, Williamsburg, Del. French warbler Charles Trenet got pressed on Benny Wynn's "Record Rock" over WOR, Boston, Bernard Moore, KBB, New. Britten, Conn., has been promoted to production manager of the station's FM bureau; Jan Streeter is the new disk of "The Time of the World," WCCU, Hartford, and his bride, the former Margaret Shae, homesteaded in New York recently. Joe Glidden, who handled the 1200 Club show from the white box in a Hartford record shop, has shifted back to the record department, WCCU, Hartford.

DOWN AMONG THE SHELTERING PALMS
Lyric by James Beckman
Music by Jack Mill
Scoring by C. F. Miller

Cleveland Phono, O.P.S. Ass't.
"Hit Tune Extra" for DEC.
"The Murphy Sisters"
"To Make a Mistake Is Human"
"Whose Heart Are You Breaking Now?"

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SELL YOUR SURPLUS ALBUMS OR YOUR ALBUM STOCK
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BERNARD MUNCHICK
Clearview 3-6528
Low-Cost, Four-Tune Disk
Set for Release January 15

CHICAGO, Dec. 11.—The revolutionary invention — record, a standard-size 10-inch platter which plays four complete songs in two-and-a-half minutes. The numbers on each side, announced recently by Bill Putnam, president of Universal Records here (Billboard, July 31), will market for $7.98 retail. Instead of the previously announced $3.05, making it the newest entrant in the waxers’ race to give disc buyers more for their money. Putnam said that his first records, under the label Double Feature, will be released January 15.

The double feature record, a sub-division of Universal Records, is possible through the use of “quality control,” a gimmick patented by Cook Laboratories of New York. This control addition makes it possible to squeeze five minutes of playing time on a 10-inch platter, where previously the top was three-and-a-half minutes. The record has a conventional appearance, except for a ¼ of an inch spiral connecting grooves between the first and second tune on the disc. No new pressing equipment is necessary. The spiral, which is utilized in cutting the masters. First master cutting equipment capable of turning out the four-on-one platter has already been tested and set up at Universal Recording Studios here.

Harmolacite Release Set
The January 15 release will be six platters, all made up of tunes from the Universal catalog. Only four-side tune selection thus far announced is the Harmolacites, doing “Pea O My Heart,” “Harmonizing Boogie,” “Cat’s Polka” and “My Irish Rose,” the four biggest Harmolacite sides to date. Other artists slated for releases January 15 include Bobby Darin, Tom Mix and Flash and Whistler, possibly by Tommy Dorsey. In addition to the items from the Universal catalog, the double feature record will offer all new and sleeper items. Putnam said, with a release of the four-on-one disk expected each week.

Putnam said that equipment for making the four-on-one disk is being taken on by Universal under an exclusive licensing agreement with Cook Laboratories. Putnam has already put patent applications in for certain of the items, aside from those of the Cook’s lab, concerned with the production of the new disk. The double feature platters have been put thru almost six months of exhaustive testing, both by retailers and juke box operators on all types of home and juke box equipment before releasing the new first disks. The double feature disk improves durability of a disc surface. Putnam averred, and will play any standard turntable and with any standard needle.

...they are

Arnold and RCA Ink 7-Year Pact

NEW YORK, Dec. 11.—The longest term pact ever signed by an RCA Victor folk artist was inked this week when Arnold Arnold renewed with that discery. The singer, a consistent top tenor, needed to record a minimum of four records per year for a term of seven years, according to J. H. Putnam, manager of RCA Victor's popular artists department. The Tennessee woodcarver, who is managed by Thomas A. Parker, has waxed for Victor since 1946, when he was signed by Steve Sholes, Victor's country music department head.

The week included a 13-week air stint as star of the Columbia Broadcasting System's annual Re-union Show, and January 1 starts a daily show, Checkerdboard Joddler, a 50-station web thru the South and East. In addition, this week he will be looking over his electrical transcription package over 100 other stations. The show will be a new entry in the standard Home Features and is to be sponsored by Purina Mills. Arnold will transcribe the live show whenever his personal appearance schedule takes him on the road.

1948—Best Records—1949

original SMASH HITS

by

JON and SONDRA STEELE

“My Happiness”

“I WANT TO BE THE ONLY ONE”

That's the Life for Me"

“Love Don't Get You Nothin' But the Blues”

plus

Uncle Fud"

“Dry Bones”

“Covered Wagon”

and

“THE RASPA”

(as danced in Sun Valley)—No. 11207

only on DAMON RECORDS

1221 BALTIMORE... KANSAS CITY, MISSOURI

Hwd. AFM Local Race Assuming
Tug-o-War Note

HOLLYWOOD, Dec. 11.—Race for the presidency of Local 47, American Federation of Musicians, is down to the name-calling stage this week as principal candidates began finding endorsements with vote-influencing propaganda. With current Proxy J. E. (Buck) Wallace facing a split ticket, the December 20 election may prove closest in the union's long history. Wallace is opposed by Ray Menhennick and Charles Green, the former an outspoken Wallace opponent. Green, a long-time board of directors member and close friend of Wallace, bolted the administration this year to oppose Wallace's re-election.

The Wallace-Menhennick administration this week issued a mail blast at Menhennick accusing him of radical leanings. Brochure charged that the Menhennick ticket was "led by a known left-winger, supported by the entire left-wing element of the union... They will almost certainly throw..." Menhennick was taking this personally and issued a counter-campaign attack on the Wallace-Menhennick ticket.

Differences between candidates was in evidence than at any previous election, since many issues involved personal feelings between contenders. Because of growing rate of unemployment among local members, candidates will probably before election time. Balloted down, Wallace's strategy is to blast Menhennick's political leanings as a point and his own record in office. Menhennick will be put his pitch to the membership on the basis of more work for more musicians, while Green has so far been relatively quiet...
IT'S A STEAL!! Thousands of brand new Popular, Hillbilly and Race Records purchased from a former distributor's stock, 15c each Birmingham Vending Co., Birmingham, Alabama Phone 3-5183 One-third cash deposit with order

Columbia Builds Waxing Studios

NEW YORK, Dec. 11.—Columbia Records has built a new recording studio here which will replace its Lieder Hall in the Capitol Records building. The new studio has quietly constructed the new studio with the ban music. It was designed for high-frequency recording and will be used to cut both Columbia's pop and mastersworks hereabout. The disk industry to give the company the chance to make the new Columbia Hall in favor of the new studio which is located on 30th Street.

D. C. Music Guild Has Jam Session

WASHINGTON, Dec. 11.—A jam session with Sam Donahue and the monster jam is with the Lionel Hampton orch. topped the entertainers put on at the annual Christmas Tea Party at the Washington Guild (WMG) Thursday (7). Also included were Patti Page, Master of ceremonies; Allen Dale, Signature vocal; Dave Denney, hillbilly from the Muscleskull label; Bobby D. and the dancer from the Cairo Club, and Fletcher Henderson, King Cole Room band. The Juke operators' banquet honoring leaders of the, in favor of WMG; Police Chief Robert Barrett, and Andy Gallaher, who frequently open the juke box hit parade on his disk jockey show.

History Teacher Making History

As a Pubber

BOSTON, Dec. 11.—At a time when the music business is in a posthole, Lee has been responsible for a new trend to music which has wound up a deal that has its history-making aspects. And that's all Lee has to do when he's in trouble. Lee's history in Boston high school. Mor- rison's study is in which persistence is the dominant theme.

Jolson, Sinatra

Resume Disking

HOLLYWOOD, Dec. 11—Following on the heels of Jack Bingle's first disc date since the ban (The Billboard, December 11), Frank Sinatra, this week cut his first sides for Decca. According to Joe, with the Mills Brothers in vocal backing, which won the Billboard's toughest award for Vocal Group of the Year, and another show tune, Why Can't You Behave from Kiss Me Kate, In- tern and My Bonnie Left Me Sitting in, with tunes selected for early re-lease.

Silver and Davis

Reaping Harvest

NEW YORK, Dec. 11.—The songwriting team of Abner Silver and Benny Davis were recently heard from England and France, is beginning to harvest the crop from material they wrote for the American stars that were placed here with Bregman, Voss & Co. (VBC) publishing. A score penned in Paris for a French film featuring Jan Kiepura and Marta Egert has been presented here with Red Edwards' Jefferson Music. The clefters have recently completed a record, in the form of the Copa City revue in Miami, which Tommy Valentine's Laurel Music will publish. Still another effort, We the People of America, goes to BVC.

The bonus of the bonuses goes to Miami around the middle of December in time for the opening of their revue.

Line-Up for AGMA's Benefit Announced

NEW YORK, Dec. 11.—Top names in music are on the guest list for the annual Christmas Tea Party of the American Guild of Musical Artists (AGMA), to be given at the Metropolitan Opera House Dec. 18. Some of the favorites of the AGMA welfare fund, include Helen Jepson, Dorothy Kirsten, Felix Biehn, Elsa Maria, Isolde Berge, Eleonora Szymanowska, Tito Tietge (AGMA proxy), Alice Temple, James Melton, Gwladys Jones, Svetlava, Rossano Rossini, and the Melpa and the Met chorus. Wilfred Pelflea will conduct and Deems Taylor will be emcee.

The house will be scaled at regular prices, but the annual sellout is virtually assured.
Airline Ties In With Laurel for ‘Far Away’ Ballad

NEW YORK, Dec. 11.—A new twist in publisher ingenuity was evidenced this week in a deal made by Tommy Valano’s label Musich with Pan-American Airlines. The deal provides for five million copies of over the back cover of all sheet copies of Laurel’s current plug, Far Away Places, and on the basis of copy written ability to (natch) “far away places.” Sale of this space to an outsider is a typical example of the kind of business operations the publishers are utilizing to plug their own catalog items.

Pan-American’s fondness for the Kramer-Whitney tune has been further exploited in an agreement worked out involving a period of exclusive rights covering 77 per cent of the Pan-American’s catalog. A reciprocal arrangement was made with Decca, whereby Dreyer will record Far Away Places, and Pan- American, in return, will set up a Far Away Places deal under the skyline, which was purchased by the British distributors last year. Previously Yale had a one-year privilege of the tune in England. The first Kassner tunes scheduled for Dreyer plugging are to be the hits of the new season.

Leeds Caught Up in Release Date Snarl Over “Pussy Cat”

NEW YORK, Dec. 11.—The latest hassle to develop on publishers’ release dates is centered around a situation involving a disagreement among Leeds Music’s Pussy Cat Song Shop, as usual, has the first release date. RCA Victor cut the tune with Perry Como, Decca with the Kerns and Bob Crosby, and London with Joy Nichols and Benny Goodman.

Leeds’ release date on it was January 5, but RCA Victor rushed it out to distributors, and the latter to dealers’ stores this week. Decca and Leeds are pressing for some sort of action by Leeds against Victor, and Lou Levy, Leeds’ proxy, is mulling the problem. It Leeds is able to come up with a practical solution, it will be the first time a publisher has employed means of controlling a major platter on release dates.

Leeds’ president, manager of RCA Victor artists and repertoire, maintained that the delay had nothing whatever to do with jumping the Pussy Cat release date. RCA instructed all its distributors that the Columbia Victor, which was not to be released to dealers, or for that matter to disc jockeys, until January 3, “if some distributors have violated our instructions,” said Halstam, “we will do everything in our power to straighten it out, but until then this is essentially quite difficult.”

Kassner, Bron Ink U. S. Deals, Return to Eng

NEW YORK, Dec. 11.—Edward Kassner, who left the United States some weeks ago, returned to the English-American publishers. A reciprocal arrangement was made with Decca, whereby Dreyer will record Far Away Places, and Pan-American, in return, will set up a Dreyer Music, Ltd., there. This set-up amounts to a renewal on the basis of a working arrangement that Dreyer had with Yale Music, which was purchased by the British publishers last year. Previously Yale had a one-year privilege of the tune in England. The first Kassner tunes scheduled for Dreyer plugging are to be the hits of the new season.

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BMI Board Adds Wallen

NEW YORK, Dec. 11.—James E. Wallen, treasurer, controller and assistant secretary of the Mutual Broadcasting System (MBS), was elected to the board of directors of Broadcast Music, Inc. (B MI) at the board’s regular quarterly meeting Tuesday (7). Wallen replaces Robert D. Sweezy, MBS official who recently resigned from the post. The BMI Board, in a statement addressed to E. Lawrence as assistant treasurer. Lawrence has been with BMI since its inception, except for a year’s hitch with Associated Music Publishers, a BMI subsidiary.

CUBAN DIAMONDS

PEBUTTO AND LILON just published NAVANNA IN NEW YORK THANKS .... ANIEL LOPZ

See Billboard’s “Tips on Coming Tops,” Dec. 11

UPTOWN $100—GEORGE BARKLEY QUINET

BASHFUL BUBBER BLOWS

See Billboard’s “Tips on Coming Tops,” Dec. 11

UPTOWN RECORDS, P. 0. Box 387, Newark 1, N. J.

Southern Distributors . . . Wake Up!!

Uptown Disk Firm’s Bows in Race Field

NEW YORK, Dec. 11.—Leonard Cohen & Co., who have been quite active with their new disk company, have more distribution here, has established a new disk firm titled Uptown, specializing in race platters. Plans are underway to establish a chain of pre-refusal masters and issued the Leeds, Dreyer and Shapiro-Bernstein firms in particular. Leeds has, in fact, handled a number of very English in England besides since early to make a number of dollars with English tunes here.
Three Top Agencies Prep Race For Acts Who Can Work in Any Field—and Do It Cheap

Idea Is To Keep 'Em Working, So They're Not Forgotten

(Continued from page 3)

when it signs. Out of maybe 50 or 60 magazinists, only one sign one—and then only after a we have secured the field and know where we can put the act.' It necessary, if said another source, "we book the act now—a practice never followed except in the case of top attractions—just to keep the acts going and developing.

Another office said it was looking for new faces in the $300-$500 class, it thus these admitted that it was having a tough time keeping its own people working. It attributed this to the same old cry—"they won't make more, and there's no interest for that kind of money.

The biggest lure large offices will have before prospective agencies is that being on their lists will insure being picked up all over the country. They admit there are some who sign to other offices from time to time, but it looks on the whole as if the line will not be cut to the lowest margin.

If the large offices really sets it to bring in new people it will get the indies right in their pockets. Indies, who believe in giving the bread-and-butter stuff, manage to put their acts into various spots from time to time. Occasionally an indi gets a sale exclusive and uses his own list for as long as he keeps the job. But if the spot is large enough such large offices manage to take it away because they have the attractions. (This means that the indies, in turn, have to go to the big offices to set their acts.) If it does set one up and the office wants it and really romances it, the chances of the indie's keeping the act is not too good.

In most cases there are contracts in existence, but with indies finding yet another to find many acts finding their own jobs, the chances of being held to contracts isn't very good for the small guy.

Large offices also say that while it is next to impossible to get the big names to take less, they are putting the pressure on their smaller acts to be more reasonable. They are tiring to lay off, they are given their re- signed.

In an effort to find performers that can work in every field, MCA, for instance, now has daily riders where all acts are booked and each department is asked for ideas. A recent case is the L. A. office which was visited last week to a cafe act, who was closing down, with a cafe act, the theater topper and radio, all from the same office. In the case of there were no prob- lems in a cafe, just the cafe man wouldn't call.

This changed attitude is a far cry from the one followed by talent managers before. Without doubt the approach was a strictly cynical one. The main idea was in serv- ing accounts not interested in booking acts. Today, with cafes doing a better business, the effort is being made to keep acts happy so they don't wander.

Lamberti & Dew For "Vanities"

HOLLYWOOD, Dec. 11—Professor Lamberti was set for the first stunt spot in the 11th edition of Earl Carroll's Vanities, opening this night in the theater-restaurant operated by the late producer. Virginia Dew, understudy for the late Beryl Wallace, gets featured film as her solo act.

Other newcomers will include French pantomimist Robert La Mau- ven, who appeared in "L'Enfer" and "Levels" from present show are Bob L. Sevaux, ename, singer Bobby Morris, and dancer Earl Richard, who continues to handle on acts.

In the case of the New York, it will be handled by Harry Long, former assistant to Carroll, with Edwin Gale directing. Engagements of the club said new edition will call for increased talent budget and will seek to retain traditional features developed by Carroll.

Got scoffed at rumors that spot would be sold or shuttered declaring it a principal part of the club, wealthy socialite Mrs. Jessie Schuyler, fully intended to continue operation of the lavish club, Mrs. Schuyler, who originally financed the erection of the theater, now controls its operation under terms of Carroll's will.

Newark Adams Sets Full-Week Flesh Bowl

NEWARK, N. J., Dec. 11—The Adams, Newark, N. J., will reopen Monday night, with all shows, except for Monday night showing dates.

The house closed when musicians demanded new deal, under contract, with American Federation of Musicians (AFM) to sign first, was delivered to the Adams last week and calls for $83 for sidemen, $115 for the house, plus $10 for each 10-week guarantee. These are the same terms which were in the old contract.

The first show, still in the sticker stage, has Moof Scott, Buddy Rich and the Three Stooges. The second show, to be shown Sunday night, is Barry White's Band and Janis Paige.

Dale Cracks Injunction on Hub AGVA

NEW YORK, Dec. 11 — The American Guild of Variety Artists (AGVA) got a legal setback in Bos- ton, where it was hit with a temporary injunction preventing them from acting in that capacity until a trial December 15 settled the matter.

Action was brought by Fred Dale, an AGVA organizer, who claims the new board would not act to AGVA's rules.

The board against Lowe was signed by Supreme Court Judge L. Hurley, and obtained an AGVA injunction, without which in the case of the side.

At the trial on Monday, the board was taken to the board which would determine the legal rights of Dale and Hub AGVA. The case is one of the Supreme Court in the AGVA case.

Seating of Agt. Auburn Starts Storm at AGVA

NEW YORK, Dec. 11—A storm is building in the American Guild of Variety Artists (AGVA) over the seating arrangement for the new Hub office in Auburn, Toronto, AGVA's national board.

An AGVA executive accepted the post, it was discovered that he held an AGVA franchise as an agent and is associated with Morris, who is with the building. The claimed that AGVA should be an AGVA franchise because it is covered by the union's rules and therefore the act is set.

But AGVA lawyers say this could be remedied by a change in the board which would determine the legal rights of Dale and Hub AGVA. The case is one of the Supreme Court in the AGVA case.

Phillip Casino Sets Thomas

PHILADELPHIA, Dec. 11—Danny Thomas will go into the Lincoln Casino as an engagement. The total will be made across the board. The cash is now $5,000 a week and $15,000 a month. Thomas has already signed the deal, for an out.

Harry Steinman, of the Latin Casino, now buying all the top acts in sight, jumped in and got Thomas, and the Middle East, which is the Latin Casino, is going to play 14 in the new casino. The deal was made at a meeting of the Latin Casino at which it was decided to do the Latin Casino. The deal was made at a meeting of the Latin Casino at which it was decided to do the Latin Casino. The deal was made at a meeting of the Latin Casino at which it was decided to do the Latin Casino.
VAUDEVILLE REVIEWS

Strand, New York (Friday, December 10)

Capacity, 2,500 seats. Price policy, 75 cents.

The theater has one of the most exciting shows on earth. It moves like quicksilver, builds skillfully, and finishes with a blaze of fury to pull some of the biggest hands heard here in a long time.

Much of the presentation and its success is due to the competent work of Harry Mayer, booking, who set the show, and to Leo Morgan, whose lighting and personalized drop helped build it into what it is.

The major lure on the bill is, of course, Dizzy Gillespie and his 15 be-boppers. The same gang worked across the street in a cafe to big bug, and the hope is it will repeat here. Oddly enough, be-bop isn't as hard to take as this reviewer once thought. It's noisy and brassy and has peculiar sounds, but it has a primitive aspect that makes it exciting. Gillespie's biggest hit was his Viper bit, Manta, a Latin number with be-bop overtones. In this one, Gillespie showed a bit that pulled many a giggle. His clearer was pure be-bop, Clic, Lotic, and several with a beat.

(See Strand, N. Y., on p. 47.)

MERRY XMAS TO ALL

McConnel & Moore

Just closed

Hollywood Productions

Now Rocket Club for New Year's Eve.

Dec. 9 to 28

ED ALSTON

AND

YOUNG

* * *

CONCERT • PIANO • DANCING

New Year to all our friends.

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TUES. W/TH. HAYLOFT

SLEEPY HOLLOW GANG

JESSE ROGERS

MURRY BURSTERS

and others

JOLLY JOYCE

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Watts 4-9577

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Philadelphia 7, Pa.

201st Week

A.B.C. NETWORK

1010 W. 145th St.

NIGHT CLUB-VAUDEVILLE

HIPPODROME, Baltimore (Thursday, December 9)


The house under the direction of D. H. Levine starts the show rolling with a medley, Dierlebank Johnson having a big hit on a session at the skin by Mitchell Kaye, and a smooth muted trumpet solo of Sostero. The hand works very well to throw in a number or two every week they go through.

John Laurens takes the first spot, immediately going into his record hit, "In the Bleak Mid-Winter." Gold, it seemed a bit more appropriate on the recall. The lad runs all thru the piece, Sunny Side, a well-liked number, Kirks-a-ling, and a novelty number from his series of pictures, Pippin. My-Pippin was almost too much at times, for the lyrics are almost indecipherable beyond the first few rows. However, he got a nice hand on all numbers.

Monica Lewis

On the other side of the vocal register, Monica Lewis scored solidly. Gowned strikingly blue in the nifty clothes opened with a Medley of Buttons and Bows, and got in stride with a couple of ballads in her performance on the Duco and Signature labels paid off, judging from the bits that walked, a couple of blancs rang the bell, but white ballads are the Lewis forte, the pace was a shade too slow.

Fiddling Coely Worth got plenty of laughs with his performed one armed nestling balancing feat while the under-man is lying on the top of a barrel, took them off to a huge hoot.

The King Cole Trio has never sounded better. Guitarist Irving Ashby has reduced the volume on his Martin to a point that a police match perfectly into the rocking, high-sounding harmonics of newcomer vocalist, Dross. It is an excellent background for the leader's continuously true singing and a real solid combination on their instruments.

Did two encores at show caught.

Pic, The Girl From Richmond Johnny Sipple.

Capitol, New York (Thursday, December 9)

Capacity, 4,200. Prices, 75 cents-1.50. Five shows daily, house booking. Henry Permutt Show played by same band on bill.

The new show is a winkle, the ingredients try hard to make it run like a bill with height. Main fault is its lack of building to anything that can compare with the thin house out front when caught, a condition that should help any act, no matter how strong. A sock comic might have helped. Without such an act the current show is a bit overlong, but the future to do more business.

Big Bill Robinson, who closes the show. His talk got polite laughs, and a new bit, a soft shoe story, "How Lucky," was well received. Permutt has asked to him, got fair reviews. Robinson's solo number is always pleasant but hard; strong enough to close.

Benny Cohn worked hard to get them off their hands. She belted each number with her own "swollowtail" which looked properly seductive and had good songs, yet when she finished, it was as though the roadie-taking-your-bow—and-off things. Her strength was a simplified strip that revved up things a little.

Ladd Lyon and his brother, Jerry, (See Capitol, N. Y., on page 47)

KITTEN CRAWFORD

Katy's a nativ, that's a matter.

THANKS TO:

Chap, Marion Martin-Mrs. S. B Occupant, Ringling Brothers. (Also choosing Miss Angel)

Opening Dec. 20, 20th Century, Buffalo, N. Y.
NIGHT CLUBS-VAUDEVILLE

The Billboard
December 18, 1948

The Park Avenue Jesters

The Park Avenue Jesters

MIRTHFUL MUSIC MAKERS

Composers and Recordists of

CHAP BANANA

CUCK REBURDS DE LUXE

CUEK CURRENTLY BETTY'S LOUNGE

Playwriten

ALLAN DUPRE Agency

Director

263 N. Nondan Ave, N.Y.C.

New York, N. Y.

Embassy Room, Hotel Statler, Washington


With a versatile display of dramatic talent ranging from high comedy to pathos, Peter Lind Haynes has been bowing over the customers who have been packing the Statler’s Embassy Room. He is talking, pattering, reciting or clowning, the unaffected Haynes dominates the floor throughout the half-hour act which seems to take all the breath. The Haynes personality prevails even when Haynes is reduced to the stage to pretend boredom while his partner is a clown. His ability to maintain the spotlight “electric” lines which, inflates the audience with uncoordinated breath, were authored by his talented mate.

Despite its air of informality an simplicity the Haynes act is obviously the product of deaf, careful planning, right down to the choice of music for the opening and closing musical cues—some bars from Frakson’s of the Fabulous Humorists and “Wolf. Restraint is always the key word with the Haynes act of a garrulous narrow in a Pete Smith travelogue. But rehearsal and nimbility to make the show an interesting one, with a ricklick-tickling rendition of Minnie the Moocher, in which Haynes gets clever accompaniment from the orchestra directed by Lot Billard.

Miles Ingalls, Hotel Astor

Miles Ingalls, Hotel Astor

Cotillion Room, Hotel Pierre, New York

Capacity, 300. Price policy, $1.50 minimum. Shows at 9:30, 11:30 and 1:00. Owners, Boxwood, Mr. and Mrs. S. L. Bens. Publicity, Boxwood, non-exclusive. Pianist, Maudie Hindman. Estimated budget $1,200.

The final show of the 1949 season has three acts instead of the customary two. The result makes for pleasant entertainment, and the three acts are of only one act of the three was really outstanding.

One of the highlights of the show was Frakson, one of the top magicians in the biz. He never fails to go down to London a hit, and with good reason. This is probably the first time he’s ever done a trick to the customary “ohs” and “ahs,” which is a new gimmick—a pane of glass in a frame which he can cut. His finish got a beautiful muff.

Compilations Song

Patrick Ferguson has acquired considerable poise since last cast. But what she has gained in that direction, she lost in others. Her presence on semi-longhair, standards and the like is not as completely compelling as in the past. It is hardly understandable. It gave the Charlie Reader band a chance to do some good ones. The backing on the show took the air from the singer, and the songs didn’t carry. He did try, but the introduction as it was up on the bestseller list, it is, but the trade doesn’t seem interested in this song. It’s a real fine song, and quickly popularize songs it is not. This was true of “Mrs. Brown’s Garden,” a hit upon which the show started with My Darling and a elaborate arrangement dragged out in a part. My Darling despite having made the (See Cotillion Room on opp. page)
New York:

Pre-Xmas B. O. Dips--330G; Strand 30, MH 100, Cap 50

NEW YORK, Dec. 11—Broadway quickly slumped back to normal pre-Christmas biz with $340,000 collected last week as against $475,000, which took the previous Thanksgiving week. Reasons: Radio war was on to $90,000 after a terrific $138,000 gross achieved the eight days beginning Nov. 29. Neg.-River Boys, Maxine Sullivan, the Deep River Boys, Maxine Sullivan, Spider Bruce and The Decision of Christopher Blake.

STRAND, N. Y. (Continued from page 45) jive talk duel, between Joe Carroll and Gillespie. It was com- crusty, the air also a little bire- some. Fencing is induction.

Another act on the show, for the Quick Up is taking the Deep River Boys actually stopped the show with their bouncy arrangements, winding up with their Get Up Those Stains, and tiered everything into a knot.

Bruce Team Clicks

The sumo of the Deep River Boys, Spider Bruce and two straightjackets, Charles Ray and Vivian Harris, in a hilarious bit, showed a man in a deacon and his deacon's flock. Bruce, working in blackface, was the deacon, and Harris, with a new blackface, and Vivian Harris are excellent tools. As a team the three people raised the house.

The Berry Brothers haven't lost any of their speed. Their flash presentation of Mallia, George Paxton and his ox and Let's Live a Little.

Strand (2,700 seats; average $40,000) grossed only $30,000 the third and last week of the old Bill. The previous seven days saw $45,000 col-

lected. The attraction was Tim Herbert, the Sonozy, Frankie Carle and his orchestra and Fighter Pilot. The new presentation (caught this week) is Herbert and his orchestra, the Deep River Boys, Maxine Sullivan, Spider Bruce and The Decision of Christopher Blake.

SHELLY THEFT

The George Paxton band (five sax, two trombone trio, and four trumpet) did nicely for the show and had only one spot as its own, in which it did a two-octave tour for Viennose. Johnny Bond, trumpet, came down to do an act and was on 'I'm a Big Girl Now,' written for him by Allen Zee, which helped some licentious.

Rose Marie Calvin, band chick, sang the properly salutary 'A Shepherd's Lament,' with the-shoulders gown was seductive enough for the balcony trade. But if she didn't look sexy, her two-octave tour for Viennese. Johnny Bond, trumpet, came down to do an act and was on 'I'm a Big Girl Now,' written for him by Allen Zee, which helped some licentious.

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Edith Hope, singer, showed a tremendous con- fidence.

Pic, Let's Live a Little.

Bill Smith.

CATAIL ROOM

(Continued from opp. page) pitch with their work, they being our many is a real traitor. Her- lighting was strictly a la Hildegarde, blue, red, blue, and whites, all falling and coming in on different levels. The effect was beautiful. It was so beautiful that it detracted from Miss Windsor's work. One watched the lights instead of the singer. Basically, Miss Windsor is a pleasant soprano with a good range. But she's not strong enough to com- pete with vari-color lights and ma- terial which is most on the show. She worked out the routines and the lamp and lights made the house roasted.

Pic, Decision of Christopher Blake.

Bill Smith.

CAPITOL, N. Y. (Continued from page 45) did a first job on the group the last week on the table and the hole comedy "pitch," the act, long a standard, got good business and didn't wind-up.

They were in on a deal with the picture which she also has in, represented a problem. The gal is basically a gag writer with The two lads covered up for Miss Stein, though her looks were too glaring. Zoe's routine helped get her on and off in okay fashion, which was something, anyway.

Ork Coo Good Show

The George Paxton band (five sax, two trombone trio, and four trumpet) did nicely for the show and had only one spot as its own, in which it did a two-octave tour for Viennose. Johnny Bond, trumpet, came down to do an act and was on 'I'm a Big Girl Now,' written for him by Allen Zee, which helped some licentious.

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BROADWAY OPENINGS

ANNE OF THE THOMAS DAYS

(Opened Wednesday, December 3)

SHUBERT THEATER


City Center


Music

Organ (0-55, 0-60, 0-65)

Dramas

The Streetcar Named Desire (Opened Tuesday)

H.C. Cooper

H.C. Cooper

BROADWAY SHOWLOG

Performance Through December 11, 1948

Dramas

41.

Chi “Prostitute” Ban Protested

(Continued from page 1)

rivalry and opposition, along with Negro groups, but Pulfer has not been without his share of enemies, who used the New States to catch it before it closes, with the idea of making a killing at the box office without much thought for the effect on the community. The.orcs participating in the protest and a strategy meeting held Friday at the offices of the League of New York Theaters, Actors’ Equity, Directors Guild, American Federation of the Theatrical Producers, and the American Federation of Musicians, had many of their members and other organized labor groups, as well as the American Federation of Labor and the American Federation of Musicians, who were represented in the meeting.

Fog Hits London B.O.’s

LONDON Dec. 11—West End theaters are down to 10 to 20 percent during a fog which pitched London into almost complete darkness for five days and disrupted transportation at peak hours. Managers report the drop was not nearly as bad as they had expected. The cheaper seats were hit hardest, but the cheaper seats booked solidly ahead, suffered little. The London theater scene is a good one.

Chi “Prostitute” Ban Protested

(Continued from page 2)

SOCIAL—Whether the man who got the gold should be ousted is a question for the future, but for the present, the social implications of the situation are far-reaching. The gold is a symbol of wealth and power, and its possession is seen as a sign of status and prestige. The gold is also a source of conflict and controversy, as different groups and individuals seek to claim it for themselves. The gold is also a source of inspiration, as people are moved by its beauty and its potential to transform the world.

BROADWAY SHOWLOG

Performance Through December 11, 1948

Musicals

Annie, Get Your Gun

(Opened Wednesday, December 1)

4-

Chi “Prostitute” Ban Protested

(Continued from page 2)

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BROADWAY SHOWLOG

Performance Through December 11, 1948

Musicals

Annie, Get Your Gun

(Opened Wednesday, December 1)

4-
OUT-OF-TOWN OPENINGS

CASTLE ON THE SAND

(Opened Wednesday, November 24)

PALLADIUM, NEW ORLEANS, LA.


Meadowbrook, 438

This new play by Joe Akins (adapted from her short story, Rings and Chains), is in essence an unfinished house, having neither ceiling, nor floor, nor walls. The authors measure the intensity of their drama in the area of a broken window roll. When the dawn vanishes, love kills. For proof, Miss Akins offers a picture of life in the family of a pacific war hero, his estranged family, with papa George (Orlov Skyline), a picture of life in devotion, and a person of highly sincere moral principles. His wife Jacqueline, the children, and his constructive little peace of mind, presented to him a continual picture of life with little or no happiness.

Running true to form, the women openly flout their true feelings after discovering his money, Peggy Badey to hold on to his family at all costs. Janeway gambles with another's dough in wheat speculation, encouraging his fortune. To test his family's loyalty, he makes a bet with his newly acquired wealth, offers to support all the family if it will be on the franchise in return for releases on all future claims. The fumes grab the offer, but later discover that he elected to stick by their support, but the money he would have all benefited handsomely.

Handicapped by weak dialogue and logic, the only real hope of this production seems to be the actor, who can do to develop sound characterizations. By far the best of them is Olef Slevins, who manages to make the most of his role in sustaining the exciting element in the story of George Janeway. As the cold, ruthless wife, Jacqueline de Wit does okay. The supporting cast is quite good, but Peggy Badey, who breathes life into a flabby chorus girl role, and Rose Mary Emma, Robert Miller's direction needs polishing. Settings by Scott McLean are adequate. By Alan Fischer.

BUY OR LEASE MARVELLOUS LOOKING THEATRE


FOR RENT DOWNTOWN THEATER

804 Giant Ave. Box 682, The Milwaukee.
Burlesque

By UNO

WARREN IRONS, former partner of the Massey, Coast niteries, and Schlanger and DeVelde, of Robinson, Amusements, Grand, Hudson, is now being managed and operated by Eddie Ross. . . The first unit due at the Hudson, Jersey City, on December 19, will have four headliners in the cast of the Hudson show according to Ted Rosen. Other principals are Phil Seed, Heller and Helene, Chuck Hunter, Velva, Gayety; and the new girl from Chicago, Hor Nichols, who recently sold the Gayety, Baltimore, to the River Circuit after about 30 years of tenure, will remain on the premises operating that fine theater. Continuing as manager will be Bill Schrier and Ted Rosen, who is the new headliner. Lee is slated to be the new team mate of Harry (Hickey) LeVan. Shiffrin is to operate a second show of LeVan, who died a month ago. . . Ed DeVito, former straight man, is ill in Bellevue Hospital, New York . . . Jimmie Cavanaugh Jr., sailor, on a three-week cruise, recently visited his dad, straight man for Billy (Red) Fields (of the Colosseum), in New York. . . Blind Vini Faye and Steve Thomas, newly teamed, were set to open at the Club Rio, Bridgeport, Conn., December 13.

DAVE COHN has Arabella Ardre, the key new comedienne of the Midwest Circuit, spoke, after being held over in niteries in Pull River, Mass., and Hartford, Conn. . . . After being held in the New York area, last week, Bibi Fields, of the sheets, is now playing niteries with his wife, Janita, in the States. . . Several niteries in the country, including the Teaberry in Manhattan, have在未来购买的书籍包括: Beverly Landis, Olga Taravano, Renes Scott, Gunaghi and Sande's in the Gayety, N.Y. She is in three shows in the city. . . Lill Dawn, four weeks at the 15th Floor, is at the Eltingville (George Maloney) Ginberg, his new string find, at Weiner's, Brooklyn . . . Jake Hagen, Dandruff, is now teaming with Mae West playing their old comic acting with him in the Brain and the Brainsha Blue (Mar-Shan) opened at the Gayety, Columbus, Ohio, December 10 . . . and the Alco at Grand, St. Louis, after a tour with a girl, toured the Midwest area in Amusements. Dottie Rose LaRoe, her first appearance in the Midwest, is at the Grand are Rosalie Particka; Ducky Darnell, from Detroit, is the straight man. Harry Standing, from the East Coast stock; Labern Beich, Louise Robinson, Peggy Bubringer, Alice Jankel, Lill Darmond, and Faye Miller . . . Saul Fields, George Smith and Beauty Grant, are straight men in the East Coast stock . . . and is now playing Loew vaude. On the road last week, for the Warner and Smith is with a department store in the Bronx.

Plane Travel Widens Scope Of Performer

AM, TV, Legit, Orks Go to Air

(Continued from page 3)

hands of the airlines, the reasoning. And dates, have the time to take holidays, live at a little in the dough they can still pull in all the magic shows. At, for example, Lauritz Melchior flew 15,000 miles to New York September 28 to November 27 on concert dates and will do over 7,000 between December 10 and January 20. Travel is impossible by ship and rail.

However, the band plane travel is only one stop. It is now in New York, Kay Kyser, Tommy Dorsey and Vicky Carr. Air travel is even more powerful, many orks take to the airways, however, one of the problems—planes are reserved for the aerial. Twenty or more than 200 orks. The airlines are using new aircraft that carry 40 and 50 passengers at a clip.

It is the belief of Frank Nichols, of the Music Corporation of America (MCA), that the future will see the plane and bands follow the major terminal air routes and playing only in the one-nighters in large cities. This would be followed by Kay Kyser, Tommy Dorsey, Goodman and Monroe and a few that don't need to play tank towns to be heard. The orks, the young bands breaking into the country, will have the small towns.

The Week-End With Music three kids have been flown in each week from all over the country to perform at Madison Square Garden. Godfrey had his early show, he appeared one day and flew to the Coast the next to do the broadcast. Stars commute between New York and Hollywood by the use of these shows. Programs are even flown from there to the coast by plane. The buses and cars need not be used for travel. Vivian Blaine holds the record for walking from the Coast to appear on the show.

Legit with its heavy scenery to come to New York exactly made to order for plane travel. One ork does much of the puffing belongs to the arms.

In the summer, they have proved their worth. The Play the Thing closed July 28 and flew to Denver, Colo., ten days on its return journey. Ordinarily two weeks of playing time would have been lost and the engagement wouldn't have been taken but with airplanes available a highly successful engagement was racked up. Last year Oklahoma flew to London for its two-weeks stand. With the luscious coach to be picked up play, the coach is there for the clubheadliners have been flying to London. The American concert artist have been appearing more frequently in foreign concert halls because of the rush of tours and the time for waiting for boats and adjusting to ship schedules, performers can take airplanes and continue their vacation on arrival, saving them time and making more bookings in the States.

It seems evident that this trend is here to stay and the public has only to clap its hands and performers will appear on a flying carpet.

Gloom Replaces Howard

PHILADELPHIA, Dec. 11—Jackie Gleason, last in Follow the Girly, joins the cast of the Algonquin's London revue to take over the co-starring spot of Willie Howard. Withdrawning from the cast because of illness and on the advice of doctors, Howard bowed out Wednesday night, with a strong performance, with Gleason sharing

No City Center Legit This Year

NEW YORK, Dec. 11—Because of the success of Joe Ferrer in The Silver Whistle on Broadway there will be no legit season at the City Center this year. Ferrery produced the legit shows for the Center last year and the execs there are reluctant to proceed without him. Now that is a click on what Ferrer's been the time to produce a legit show, the City Center will therefore pass up legit until next season.

WANTED AT ONCE:

Strip and Exotic Dancers

For Leading Night Clubs in Chicago and Midwest area.

Top Salaries—Ideal Working Conditions.

Send photo and full details. Stage age, experience, weight and height and when available.

c/o The Billboard, 155 N. Clark St., Chicago, Ill.

WANTED

Exotic Dancers and Strippers

For the most successful night club in New York. Must be a Beauty. Past experience necessary. Please have references. Must be a Beauty! Any suitable applicant will be given a fair chance.

600.00 per week minimum take-home pay. No experience necessary. Must apply in person.

P. O. BOX 946

GMC MAGIC CO.

Scene Artists Go Into Arbitration

NEW YORK, Dec. 11.—Unable to reach an agreement over a demand by the Scene Artists' Union (SAU) for a 20-cent-an-hour wage increase, the union and scene studios will appear before the State Mediation Board Tuesday (14) to see if the matter can be settled.

The scene artists, who are receiving $3.30 an hour, feel the 14 per cent wage hike is needed to cover the cost of living and since the last pact was signed.

Standing behind the scene studios in their refusal to agree to the salary hike is the League of New York Theatres, which says that directly pay increases to scene labor, are opposed to any at this time.

SCENE ARTISTS...
Yeager Recalls '25 Operations Of 3 Tom Shows

NORTH LITTLE ROCK, Ark., Dec. 11.-'25 operations of Tom Shows came out in friendly rebuttal over a recent article, in which it was stated that the effect that there were 10 Tom Shows out under canvas after 1925. Yeager, who was at least three of them on the road in the early stage of the game, at the Stee's Tom Out in Illinois; the Harvel in Tom Show, owned by Fred Whetten, and the Tom Show, owned by Reuben Irby Jr., says he was agent for the Wieston show, and in 1929 the show moved on all new trucks each time, and was called the Cloverdale trailer. The cookhouse was set up on a new truck and served cafeteria style. And the food was good every time I was on the show.

'The reason I recall three shows moving out of town was when we went thru North Dakota and into Minnesota. We had a Tom Show in town ahead of us so we went thru Iowa in two jumps with a pull out when we were. The first town we were scheduled to play was Walla Walla, Washington, but we had to skip that date when the war broke out in 1929. I had glass, Neb., bills and could have made it, but since it was my week-end to return home, I had to go to Omaha to find the kids about 10 a.m., only to find that the show had not come in.

'At St. Joseph, Mo., I had a chance to see a new car owned by Emory and when I arrived at Whetten pulled out in his new car. And in 1929 Whetten's show confideded to the agent for the job's agent. But other business interests kept me from accepting. But to my knowledge the show went out in 1929 and chalked up a successful tour.'

CHARLESTON Group Chartered

CHARLESTON, W. Va., Dec. 11.-The Vicar Theater, Inc., with offices in the Hotel Ocean, has received a charter from the Secretary of State to carry on the business of presenting shows, amusement businesses, and concessions. Authorized capital stock is $25,000, and authorized shares of stock are 1,000. The incorporators are W. S. Burkett, Mary M. Harner and Ben J. Austin.

Caton Drive-In Chartered

RALEIGH, N. C., Dec. 11.—Secretary of State has issued a charter to Caton Drive-In Theater Corporation for the corporation to carry on the business of presenting shows, and generally to carry on the business of presenting shows, amusement businesses, and concessions. Authorized capital stock is $25,000, and authorized shares of stock are 1,000. The incorporators are W. S. Burkett, Mary M. Harner and Ben J. Austin.

Swords Builds Theater

YOE, Pa., Dec. 11.—Resenb Swords, who has been planning 18mm motion picture shows for some time, is building a new 200-seat theater for commercial operation. New playhouse is expected to be ready to open the first of the month. Policy will be two film changes weekly, operating four days a week.

Edwin Lessor is presenting his magic and mystery show in schools and halls in Arcostock County, Maine, to fair results. Miles Place area around Indianapolis, using E. P. Haner, B. C. and B. C. at season's date.

Peoples Closes for Winter

HARTFORD, Dec. 11.—Peoples Forest Drive-In Theater on Route 44, on the outskirts of town, is operated by Vincent Younts, Windham County, and has been closed for the winter due to lack of traffic.

All-Time Champ of Roadshows

—By Harry Birdoff

Doug, thru the years quite a bit has been said about the collection of the movie industry's 'all-time champ of roadshows.' Douglas, who started in show business with his father, Jack, in the 1920's, said that there are less than 500 road shows in the country today, and that 20 years ago there were around 2,000. Today, there are less than 500 road shows in the country today, and that 20 years ago there were around 2,000.

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IN LOVING MEMORY
OF MY SISTER

"DOT"

WHO PASSED ON

DECEMBER 24, 1945

LOVE

COLLEEN

Marriages

ABRAMSON-LEWIS—Ephraim M. Abramson, WPX engineer, and Jane C. Lewis December 4 in New York.

BARRY-STONE—Len Barry, manager of The Show Parade, and Susan McFadden, British Broadcasting Company singer, December 1 in London.


HORWITZ-ROW—Arnold Horwitz, author of Make Me Moonlight sketches, and Joan Bowen, December 4 in New York.


KILHAM-SCALISE—Eugene F. Kilham, WIZ-FM program supervisor, and Patricia Scalise, December 25 in Bridgeport.

MAHTIN-MILLER—Bill Martin, announcer at WCC, and Margaret Quinlan, December 25 in Boston.

MAY-DANKER—Louis May, movie magnate, and Lorena Danker, December 4 in Yuma, Ariz.

MILLER-ARAGONA—Bob Miller, assistant treasurer of the Hudson Hotel, and Margot Aragona (Pat Poiger), chorister at the same theater, December 26 in New York.

MURRAY-WALTERS—Ken Murray, song editor, and Betty Lou Walters, chorus girl in his Hollywood revue, December 1 in Riviera, Calif.

PEIFFER-THORP—Julie Peiffer, leg producer, and Josie Thorp, December 13 in Cleveland.

ROE-MULTI-GEN—Stuart W. Roe, manager of KTVD, and Margaret Wilmott, December 25 in Corpus Christi.

ROSE-MITCHELL—Al Rose, promoter of jazz concerts in Philadelphia, and Miss Rose, December 19 in Philadelphia.


SCHNITZER-ASHE—C. I. Schnitzer and Freda Apple, December 28 in Los Angeles.

SHEA-BARRINGTON—Charles Shea, car manufacturer, in California, and Pearl Barrington in Benningville, S. C., recently.

SHWARTZ-MAGNAN—Harry Shwartz and Josephine Magnan, December 27 in New York.


WELF—Martin Welstoff and Zelma Rosenthal, December 26 on the train.

ZELLER-BAGUM—Jesse Zeller and Mildred Bagum, December 26 in Los Angeles.

Births

A son, Robert Jr., to Mr. and Mrs. Robert Eckridge recently in St. Louis. Father is in the KXOK news department.

A daughter, Maureen, to Mr. and Mrs. James Sullivan, December 17 in New York. Father is treasurer of Carondelet Bank, and mother was formerly employed.

A boy to Mr. and Mrs. Anthony Keller, at the Park Hotel, December 25 in Los Angeles.

A daughter to Mr. and Mrs. James Mazzon of Lebanon Hospital, December 25 in Hollywood. Father is the film star; mother is the former Pamela Kellino, actress and stage performer.

A daughter to Mr. and Mrs. Don Harrison, December 25 in Los Angeles, Calif. Father is under contract to Universal in Hollywood, where he is Phyllis Avery, Broadway stage actress, and sister survivor.

A daughter to Mr. and Mrs. Alfred Zelemer at Cedars of Lebanon Hospital, December 25 in Hollywood. Father is film director; mother the former Irene Becher, actress.

A son, William Jeff, to Mr. and Mrs. E. H. Broune recently in New York. Father is the managing owner of Pepper's All State Shows.

A daughter to Mr. and Mrs. Joseph November 16 in Hollywood Presbyterian Hospital. Father is the former Thea Winter, and model.
BIG HOLIDAY SHOW SET FOR N.Y. ARMORY

Rent, Prices Are Cut

NEW YORK, Dec. 11.—Elaborate holiday doings will please Christmas Day enthusiasts, as Grand Central Park Avenue and 34th Street, and run from January 2 to 21. Titled Holiday Carnival, the event, patterned after the costly Merry Christmasland Exposition staged in you-know-where years, the Grand Central Palace has, by comparison, moved into the low-rent area and will aim for masses by lowering its admission charge to 50 cents for everyone, as opposed to last year's dance, which was $1.50 for adults and $1 for nippers.

Crowd lures are set for every square foot of the vast hall and should provide tempting entertainment fare unless a major storm again decides to day and date with the show, as happened last year when the visit was made by the Presidential Children's Corporation could be seen. (See Holiday Show Set on page 60)

SLA Auxiliary PP's Hold Get-Together

CHICAGO, Dec. 11.—Past president's of the Ladies Auxiliary, Showmen's League of America, held a get-together party Sunday, November 29, in the Celtic Room of Hotel Sherman here.

Past presidents and guests present included Evelyn Buch, president of the Past Presidents' Club; Mrs. Nan Rankine, Mrs. Marie Brown, Mrs. Margaret Hood, Mrs. Blanche Lutten, Mrs. Henry T. Belton, Mrs. Edith Streibich, Mrs. Louis Keller, Mrs. George Rollo, Mrs. Ida Chase, Mrs. L. M. Brumleve, Mrs. Delgarian Hoffman, Mrs. Susan Clark, Mrs. Vi Fairley, Mrs. Phoebe Canary, past presidents, and guests Mrs. Ethel Miller, president of the auxiliary for 1946; Mrs. Sadie Schwartz, Mrs. Pearl Hall, Mrs. Josephine Hammer Hennies, Mrs. Harvey Levy, Mrs. Al Wagner, Virginia Kline, Mrs. Ralph Gliek, Viola Blake Parker and Mrs. Sidney Thomas.

Miss Hock presented each past president and guest with a gift. Cocktails, followed by a steak dinner, were served.

Hamid Inks CNE, Other Fairs, Parks

Vess Joins Sales Force

NEW YORK, Dec. 11.—George A. Hamid, head of the booking office bearing his name, this week announced the contracting of the following acts for the biggest presentation at the Canadian National Exhibition (CNE). Altho not yet ready to announce the acts, Hamid did say that the program would run for about an hour and a half and be presented in the afternoon and early evening as was his show this year which was supplemental to the featured Olsen and Johnson production.

Negotiations were concluded last week in Chicago during the outdoor meetings. At that time Evelyn A. Hughes, CNE manager, reaffirmed that Olsen and Johnson would be back for the 1949 show.

In Chicago Hamid also contracted for nine acts for the Big Rodeo (III.) Fair. His troupe next year will appear at that annual for only six days, with present for the first time being booked in the Chicago area, Hamid said.

300 London Stage

Both the London, Ont., and Ru-land, Vt., annual bought bigger shows. (See Hamid Inks CNE on page 60)

Close-Ups:

Ottawa's Ex Has Boomed Under Versatile McElroy Management

By Jim Melloch

(See is another of a series of articles on little-known facts about people prominent in outdoor show business)

HERBERT HOOD McELROY, general manager of the Central Canada Exhibition, Ottawa, inherited his quality of leadership and interest in civic affairs from a well-documented line of forebears dating back to the Battle of Waterloo. His ancestors and himself were active participants in all of England's and the Dominion's conflicts. Between times they have served in public and semi-public capacities. Herb has headed up the exhibition since 1927 and can survey with satisfaction the jump in receipts from $81,746 in 1927 to $134,538 in 1947.

Modest and unassuming, Herb tends to minimize his own importance in relation to the success of the annual. He credits the institutional quality of the exhibition and the progressive attitude of the various presidents and members of the board of directors.

Herb is a native son, having been born only 10 miles from Ottawa. His great, great, grandfather, after fighting with the Duke of Wellington's army, became allied with a colonization scheme and emigrated to Canada. The Orsett family was said to locate the McElroy home.

His folks ran a country store and his father was very much involved in community affairs. Herb added to the family's military tradition when he enlisted in 1914. He went overseas to serve as a gunner. He was promoted from the ranks to become an officer. He was wounded and returned to Canada where he entered the life insurance business.

In 1921, after using the intervening years to pluck up a host of friends, he

See Ottawa's Ex Has Boomed on page 60

WFA Gets Plea From Carnivals

Show owners urge convention delegates be authorized to sign at annual meeting

SAN JOSE, Calif., Dec. 11.—Fair managers should have the power to sign contracts with show owners during the annual conventions of the Western Fairs' Association. This was urged by Orville N. Crafts, owner of two shows bearing his name, at a dinner to delegates and delegates to the WFA convention here this week.

Carnival owners are placed at a disadvantage, Crafts said, because fair boards, in most cases, have not delegated authority to their convention delegates to sign up shows. As a result, show owners have to wait another two or three months before being able to plan their calendars for the next year, Crafts pointed out.

See Era of Good Will

Fair managers generally agreed that the plan, if adopted, would be fair, but argued that it had been brought about by the National Congress of Fairs, which had many instances due to boards' skepticism of carnival owners' words. Many of the owners, including George Cones, manager for the West Coast Amusement, and Ted Levitt, that office general rep, who pointed out that no carnival owner could back a date of the deposit he is forced to put up, if for no other reason.

Netherlands Secretary of the newly formed West Coast Show Owners' Association, under whose jurisdiction West Shows, said that a new era of better relations between showmen and fair managers was in the offing, and that misunderstandings of the past would not be repeated. Both groups were having a chance for the first time to openly discuss their various problems.

Discus Per Capita Deals

The merits of booking shows on a percentage or on a per capita basis were discussed. Most show owners agreed that a per capita deal was alright, but that an organization would be liable for a beating if business was ever off.

W. Lee Brandon, former general agent for Craft's and now with the California Shows, claimed that carnivals should be permitted to operate at a hotel on the over-all per capita obtained by the latter. He pointed out that once a carnival moved on a fairground it lost its identity and for

See WFA Gets Plea on page 60

Stafford, Greenwich, Conn., Set Plans for Trade Expo

STAMFORD, Conn., Dec. 11.—Russell Waterbury, president of the Stamford Chamber of Commerce, announced last week that Max Spoke had agreed in principle to direct the Stamford-Greenwich Trade exposition, tentatively skedded for next September.

The exposition, first of its kind here in 25 years, will be expected to show the manufacturing wares of the combined communities. It will be staged in Cummings Park.

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Ottawa's Ex Has Boomed Under Versatile McElroy Management

(Continued from page 25)

was elected alderman to represent the ward in which the exhibition was located. By virtue of his election he automatically became a director of the exhibition, a civic enterprise. His real interest in association affairs resulted in his serving as chairman of several committees. This participation led him to make application for and be appointed to the post of general manager. His closest acquaintance to the fair business previously had been thru his uncle Wil- liam who had served as secretary of the county fairs for a number of years.

Herb has been happy in his tenure which has seen the fair not only survive but make rapid advancements which were scarcely curtailed by a war-enforced lapse in operations. The absolute ending of operations at the home base of the exhibition how sounded the death knell for lesser annuals. However, as Herb explains, "We kept the junior fair, one of our most important assets, functioning by staging it in conjunction with county fairs in the vicinity of Ottawa. The name of the exhibition was kept alive among the youth of the land, and they flocked to the revival.

Youth Participation

"Ours was the first Class A fair, including Toronto, to establish a junior fair list for the boys and girls. We started competition in a test. The show was financed by the government as a leader in junior farm work," Herb says.

Herb is also proud of the fact that
time money in all exhibiting departments has been increased by 33 1/3 percent of the amount of his association with the annual. This has been instrumental in the exhibition obtaining the largest possible exhibit available, he says.

The exhibition has grown to big business from a humble beginning in 1887 when a group of public spirited citizens pooled $10,000 of their own money to finance an agricultural association. Since then the show has paid out more than $5,000,000 in prize money, and operational expenses, while the Winter Fair, which it also sponsors, has paid out more than $1,000,000 since 1902. Since 1888 approximately 11,000,000 people have visited the exhibition.

First Food Show

One of the most satisfying accomplishments pointed to by Herb is the pure food show, beautifully housed in its own permanent building. He is proud that its inaugural preceded that of the food show at the Canadian National.

"Government grants are really small and we couldn't afford to give the prize money we do without the revenue derived from our grandstand and midway shows," Herb says, "That is why we want the best in entertainment. The policy this policy has helped to make this the largest one in Canada." There is a little needed at this time, apparently, in the way of major im- plements at the exhibition. The plant is near perfect—spacious and tidily populated with fine, permanent buildings. The location is un-
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NEW YORK, Dec. 11.—Boss Manning, the Broadway producer, yesterday announced the signing of Carlisle (Pa.) Fair President Fats Nelson to head a convention to be held in Central Park, New York for the annual convention of the Eastern Fair Association on January 1.

Nelson, who is also known as President of the Western Fair Association, was named to head the convention after he made the following statement:

"I am very pleased to be named to head the Eastern Fair Association convention. I have always been a strong supporter of the fair association and I look forward to working with the other presidents to make this convention a success."

The convention will be held in Central Park, New York on January 1 and will feature speeches from various presidents of fair associations across the country. The convention is expected to attract thousands of fair enthusiasts and will be a great opportunity for members to network and exchange ideas. The convention will conclude with a gala dinner and awards ceremony to recognize the best leaders in the fair industry.
Having Midway Trouble!

Harry and Rose Lewiston, Side Show and arcade operators, purchased a home on Monroe Avenue in Detroit.

Modern lawn meeting scene dull compared with the old days when agents made their own sides.

C. B. V. Ritz, Motorhome operator, has returned to his home at Pontiac, Mich., after closing the season in Florida with Royal Crown Shows.

Jack Brooks is working Hale Brothers, San Francisco, as Santa Claus for the fifth straight season. This marks Hale's 19th year in the Kris Kringle role.

Charles S. Noel, general agent, reports he contracted the 1949 Gibson County Fair, Princeton, Ind., August 20-September 3, for Tivolli Exposition Shows during the recent Chicago meetings.

During the Chi meetings a showman was seen pulling off another show's midways as his own.

Jack D. and Donald M. Harris, sons of Lewis Harris, owner-operator of the Ohio Valley Shows, recently joined the army and are stationed with the 4,392 Motor Company, 15th Division, CCB, Third Armored Division, Fort Knox, Ky.

The Vihona brothers, owners of Vivena Bros. Amusement Shows, are coming with 30 and 89 performers, including a dog act, to give a surprise birthday party for their grandmother on her 46th birthday.

Andy and Ethel Knight and Bob LaRue visited in Indiana after closing with the L. B. Lamb Shows. They will remain in Indiana for the winter quarters where his new home is nearing completion. Recent guests of the Stipes were Mr. and Mrs. Walt Sunday and Ed and Bob LaVale.

Among carnival folk wintering in Boisier City, La., are Ivy and Charley Stephenson, Bob and Whitey Gilchrist, Mr. and Mrs. Vivian McKinney and Grant and Ann Chandler. The Gilchrists are operating a bar next door to their home.

Bill Gary, who has been ill in his home at Cullman, Ala., since closing with the Buff Hoot Shows, would like to hear from friends, writes Mrs. Mary Gary. ... Charles S. Noel, general agent of Tivolli Exposition Shows, reports he closed a contract for the shows to play the 1949 six-day Boardman (Ill.) Free Fish Fry, week of August 1.

From a feature agent we learned that all carnival legal agents possess gidaborine in urea costs and bridge costs.

After confinement of more than a year in Hines Veterans' Hospital, Chicago, Gurney L. Wade, ride superintendent on the Midway, went to wintering at his home in Highland, N. C., where he was told that his recuperation is from a major operation in Baptist Hospital, Winston-Salem, N. C. He would like to hear from friends.

Severin Hilo and Bill Pottelwaille, of the Down River Amusement Company, are back in quarters at River Rouge, Mich., after a Florida vacation. Hilo advises the show will remain at the eight-office-owned rides next season, including the recently purchased Kid Ranch. Gray will open early in April in the Down River area south of Detroit.

Hedda Henderson, daughter of Tom and Elia Henderson, concessionaire, reports that her son Tommy Henderson, a local concessionaire, was among the many at the national show in Chicago with her parents. Hedda won a television set for her appearance. Earlier this year Hedda was elected queen of the Rosa Pearson School in Paris, Tex.

With the first of the winter fairs' convention season, we have the following meeting claims that he and his agent were purchased.

Cameron D. Murray, manager of the Blue Moon Shows, No. 3 Unit, was confined to his home with a bronchial infection. ... Mr. and Mrs. Charles H. Roden, Side Show operators, turned to their Coldwater, Mich., operations, spending the American convention in Chicago. ... D. Wade, general agent of the W. G. Wade Shows, returned from a business trip thru Northern Michigan.

James C. (Jimmy) Donahoe, formerly with American Exposition Shows, is seriously ill with polio in the Charleston General Hospital, Charleston, W. Va. Isle like to read letters from friends.

Lance Phip, manager of the shows bearing his name, is in St. Paul winter quarters where his new home is nearing completion. Recent guests of the Stipes were Mr. and Mrs. Walt Sunday and Ed and Bob LaVale.

Report from the front agent, who attended the maxing solo but signed no contract for five days, he was a victim of amnesia.

C. L. (Jack) Baum, Baum's Grandstand Attractions, in a booking tour from Ohio and Indiana, will return to his ranch at Ozark, Ark., to winter. He will remain in Michigan in January. ... Mr. and Mrs. Rosco T. Wade took a business trip to Portland, Ore. En route they visited Mr. and Mrs. Victor Ferguson, corn game dealer at Lumberton, N. C., and Fred Miller, secretary of the W. G. Wade Shows, left the org Detroit winter quarters by plane December 8, and spend the holidays with his wife in New Orleans.

Carl (Shorty) Smith and wife, Ebb, who closed the season with the Houston and S. Smithson's, will remain in California until the Show Palace of America banquet and ball and then settle in for their home in Richland Falls, Ore. ... The Blue Moon Shows closed the season at Fairfax, Calif., November 4, and are preparing for the 1949 season. Equipment was sent to quarters at Sumter, S. C., W. E. Holly, equipment manager, will report there after January 1. E. A. Murray, electrician manager, is wintering at his home in Bamberg, S. C.

Harry Craig, owner of the Heart of Texas Shows, Saturday (4) bagged a seven-point buck while hunting with his son near Uvalde, Tex. ... The completion of the giant water-wheels at Arasas Pass, Tex., continues to rise. Recent arrivals included Mr. and Mrs. Charles C. (Lank) Dickson, owners of the North Texas Shows, No. 1 Unit, and Mr. and Mrs. William W. Smith, owners of the Smithson's Marion Show, No. 4 Unit.
and Mrs. R. A. Miller, Mr. and Mrs. Ray Elevens, Mr. and Mrs. Johnny Quinlan, and Mrs. Martha P. Davis, Mr. and Mrs. Brownie Miller, Mr. and Mrs. Blakie McLemore and Mr. and Mrs. W. W. Schuler, Mr. and Mrs. Don Stevens, magician, recently joined Lou Davis’s Oddities on View, currently showing stores in Texas.

Rebooking a plush flat for the second year folks to sit a shakedown on the side lines who knows the cut isn’t so thrilling when seen the second time.

Rita Raye and Dick King will spend the holidays in Richmond where they returned recently from a visit in Canada.

Mrs. Lois Wheel, Mr. and Mrs. Charles (Pep) Hartley, of World of Mirth Shows, are measuring the loss of the acts and personal phones during the last couple of weeks. Hartley had charge of the front of Doc Carm’s Motorhome on the shows. Hartley’s son, Nelson, is in the navy and stationed abroad the U. S. S. Yosemite, based at Norfolk.

Barney and Marie K. Smuckler have opened a fourth-floor circus location in Mobile, Ala., and are operating a full floor of midgets, dog act, shooting gallery and mug joint. The Smucklers recently returned with their red rides and concessions on the Alabama Amusement Company in northern Alabama. George Dewik, of the same org, is operating rides and concessions in near-by Baldwin County. He reported plans to operate such operations thru the winter.

Jock McCullough, Deputy director of the department of the Gooding Amusements, recently spent several days in Mobile. He said the visit was a welcome to Smucker family. Andrews was en route to Cuba for a vacation.

When invited to a ladies’ room to talk over a few items, the chief of Police found a caged-like, and who would deserate it by appealing over such vulgar things as percents and price.

Jay Hanson is playing to good crowds and business in Tennessee at present with his Alcoholic Beverage Lecture. . . . E. C. Edwards (Alberta Slim) is wintering at his home in New Orleans. E. C. recently visited with successful season with the Lynch Shows, of Halifax, N. S., where he operated the Snake, Germain, Western, Iron Lung and Monkey shows. He has his animals, including his truck horse, Kitten, with him. . . . Chic Thomas gave a dinner in honor of Harry Fink, who closed the A. M. P. Shows in Miami. In attendance were Bay City managers, Blair, Frances Ellwood, Paul Garbage, Billie Deaveroux, Eva Leffey and Mrs. Thomas Hayes.

Lou Davis’s Oddities on Parade opened in Voth, Tex., following a successful two-weeker in Beaumont.

Joseph Lehr letters from Philadelphia that he’s in receipt of a beautiful card from the American Legion in New York, F. O. (Chicago) Banks, who toured America and Canada before the war with Beekman & Great and Royal American Shows and Harry A. Young, an agent for the Ringling Bros., Sol’s Liberty and Goodman Wonder Shows of America, is in Norfolk building a new field’s horse attraction which will play leading coast attractions for shows. Davis had a similar attraction at Ocean View Park. He’s been back to the coast for the next summer.

Theory that general acts were mighty in the old days will persist until a modern one will turn back the clock by fleecing a line claw wrench fish, mustard-colored spots and letting his hate grow.

Pat and Ginger Patterson are wintering in Harlingen, Tex. . . . L. G. Conning, general agent of Carnival Shows and not Louis D. King as was reported, has been a recent issue that ended in the Palm City, Page, owner, and A. B. (Dude) Brewer, general agent of Page Bros. Shows, have returned to Tenn., quarters from the outdoor season in Chicago. They live in the windy City Owner Page prefers order for four light towers for early spring in Vandalia, Ill. F. C. New, purchasing agent for Pioneer Shows, decided off in Monessen, Pa., for a few days on a recent eastern trek. . . . Dick Gardiner, concessionaire, with Wallace Bros. Shows, has been back to his home in Lawrenceburg, Tenn.

Kenneth Ritchie, who was with the Missouri Missouri State Exhibitions and superintendent and The Billboard sales manager, farther recently bought a filling station in Greensburg, Ind. . . . The Staten Island (N. Y.) Advertiser, November 18, appeared a letter, illustrated, of Col. Joseph G. Ferrari, who years ago had ed as one of the country’s biggest animal shows. He began his career in his native England at the age of 12. He has made countless tours of the world, and paints in oils in his Fort Richmond, N. Y., home, his work has been bought by the Lou Stewart, and Mrs. R. A. Miller, who are visiting the Pan-American Animal Exhibit.
National
Showmen's Association
134 Broadway, New York

NIKKI Norden, 63, declares that there is a slight let-up in club activities, it is requested that the following patrons be invited for membership at our office: Harry Hassman, Harold Daly, Saul Heyman, Thomas Hirshe, Edward H. Smith, Francis B. Cervase, Sol Offner, Martin Brynes, Harry Moore, Thomas Anastasia, Sol G. King, Harold Schwartz, Harry Horowitz, and any others who have failed to send in changes in their addresses.

President: Joseph J. Ferari. He was a pioneer in the carnival field, having come from England in the early 90's, when President Frank Bergman was at one time associated with Ferari.

Other visitors were Bernie Mendelson, of Chicago; Joe Prell from the South Dakota; Bill; from third Eddie Ehrein, Ben Weiss, Isaac Cellin, Jack Wilbourn, Fred Cook, G. C. Mitchell, Jack Perry, Sam Katkov, Ben Levine, Joseph Jones, Robert Buffaloing, Thomas J. Goodman, Frank Abrams, of Canada; Morris Ben-Frank Bergan, Gerald Snellman, Stroka, Joseph Goodman, Oscar Buck, Edward Fabian, Eugene Snyder, Plato Guines, William Shank, Hal Neumark, Arthur Farley, Michael Ferner, Joseph McKee, Max Grossman, Harry Kohn, Harry Argia, Leon Mowitsky; Saul Richen, Joe Zalmen, for membership.

Meeting Wednesday (2) night was presided over by Vice-President Ray Manning. Also on the do's list were Charlie Locksberry, Mrs. Sam Myers, and the new Frigidaire will be installed shortly. Ann Doolan donated the remaining sum needed for the purchase. Other contributions large sums were made by Don and Helen Row.

Bazaar donations are acknowledged by Mr. Delo, Fay Prosser, Carol Keeton and Mrs. Waipers, Bertha McCarthy, Jeanette Clancy and the executive.

Called on for short talks, in addition to Mr. and Mrs. Loretta Ryan, treasurer, Hatten Hove.

Showmen's League of America
400 So State St., Chicago

CHICAGO, Dec. 11—In the absence of a president, Mr. Bill Sherry was the guest speaker, and a very good report of the past season was given. The secretary, James Hargrave, gave a very detailed report of the finances for the past season. The membership is in good shape, and all the officers are doing a fine job. The officers for the coming season are: President, Charles Mamsch; vice-president, Nelson Stonecipher; treasurer, Joe Streich; secretary, and J. C. McCafferty, past president. Pennington, Richard Evertsen in Deconser Hospital, and D. L. Demaschke, in Hanrotin Hospital; Chicago; Sam Barnum, Bill Noger, in St. Alexius; Walter Ford in Wabash; Philip Long, in Alexon Bros.; Walter Hoff, Tom Vollmer and W. C. Davis, in the hospital. Chicago, were all in good health and well.

The roll call was taken and the meeting adjourned.

Ladies' Auxiliary

Nominating committee presented the regular ticket for 1949, which includes Carl J. Sedlmayr, Sr. out of the presidential running.

Mike Roman has turned in 21 applications from the 21 members. Membership applications from the following were received by R. Borden, Arthur Snyder, Paul L. Martin, Albert J. Untereker, Harold Farley, Julius A. Wagner, James Hirscher and Morris Schwartz.

Nominating committee presented the regular ticket for 1949, which includes Carl J. Sedlmayr, Sr. as first vice-president; George A. Golden, second vice-president; Leo Bistany, third vice-president; Ralph Endry, treasurer; and Harold Hidalgo, secretary.


Ladies' Auxiliary

Regular meeting was held Thursday (2) in the Hotel Sherman, with about 15 members present. President's report was presented, and the roll call was taken by Mrs. A. L. Filo, president, and Mrs. (See SLA on page 62)
FROM THE LOTS

Pickard

SEASIDE, Calif., Dec. 11.—With the inauguration of the winter show, the title of the Pacific Coast Shows has been Pickardized and all the trunks and trailers were returned.

The locations on the winter tour have been spotty and included Wil- lard "On" and Vacavile Motor. Stockton, Walnut Creek, Soledad and Monterey, Calif. The only profitable run was Soledad during Thanksgiving week.

At Soreno one of the electric rides was parked with a pony ride, operated by Mr. and Mrs. John Schaf. Mr. and Mrs. Rapp is the concessionaire in Southern California.

The Octopus, owned by Anthony Foss, was moved to the line-up at Monterey. It is operated by Mr. and Mrs. Jean Masseth. The Ferris Wheel and Merry Mix-Up was taken to the barn at Stockton, leaving four rides in operation, the Rollercoaster, Wright's Merry-Go-Round and two kid rides.

Concessionaires included Mr. and Mrs. Lee Borstein, Kenneth Taylor, Mr. Marshall Brown, Mr. and Mrs. Dick Davie, Jim Davison, Mr. and Mrs. W. Bevins, Sonny Virgil Free, Mr. and Mrs. T. Barnes, Mr. and Mrs. R. Richardson, Crusty Joby and the tour continues.

For departing for their homes in Sacramento were Mr. and Mrs. Charles Nelms, Mr. and Mrs. expansion included Mr. and Mrs. Ted Wright and Dale Wilson.

Celebrating birthdays were Jim Davison and the writer.

Visitors have included Shorty Wrightman, Anthony and Margaret Masseth, Lester Hart, Al and Gladys Wells, Bob Laskin, George Lorencz, Mr. and Mrs. R. Robert Bitz, Mr. and Mrs. Val Bitz, Mr. and Mrs. W. Goot, Forte de Pelleaton, Mr. and Mrs. Frank Allison, Mrs. and Mr. Al Rodin, Dick Pederson and family.

Mr. and Mrs. Buddy Wald joined with their concessions. Bonnie Wald has recovered from a recent illness.

Two locations were played at Monterey, the first at Seaside and the second at Monterey.

WALTON DE PELLATON.

Blue & White

PALACIOS, Tex., Dec. 11.—The org was organized by L. M. Nelson and started its winter tour the last week in October. Biz has been fair. Concessionaire is A. A. Staggs, L. C. Wilson, long range gallery; Mr. and Mrs. E. Simpson, bumber; Mr. and Mrs. J. W. Ellis, balloon darts; Clyde Clyde, coke bottles; Mr. and Mrs. J. ft. Duth, pitch hitter; Mr. and Mrs. Ray Davis, stock ball game; Mr. and Mrs. Banks, glass pitch; Mr. and Mrs. Koehler, grab; Mrs. and Mr. Williams, punch game; Mr. and Mrs. C. B. Wallace, post office; Mr. and Mrs. E. Litherland, candy apples and plum sputnik; Mr. and Mrs. C. Villars, penny pitch, snow and floss; Bob Donovan, short range gallery, hoop, hit and miss ball game; Kenneth Ahes, pony, Mike Collson, kiddy train; Archie Foyen, kiddy auto; Evelyn Seen, mail and The Billboard sales agent. EVELYN SUESS.

CARNIVALS

Florida Amusement

NAPLES, Fla., Dec. 11.—Alto a small town, this proved one of the best weeks to date. Shows played here under auspices of the Veterans of Foreign Wars and the town has been cut in size for the winter dates, with most of the equipment at quarters in Sarasota. Org will be enlarged, however, for the fair dates after the first of December.

The Fort Pierre fair dates are January 17-20. This org will have the midway, and in addition to the midway and free act, the fair, according to President Bill Lloyd will stage the annual rodeo. The Fort Pierre celebration this year will be combined with the fair.

Owner Howard Ingram is at his busy testing and creating show from the hospital. Manager T. J. Mc- donnell is handling the shows during Ingram's absence.

The death of Al Devine, sound-truck operator, November 28, at Naples, Fla., was a shock to everyone on the show. He had been with the org four years.

Wing Saunders, after closing with the Pan American Animal Exhibit, is expected to join any day. Manager McNamar visited quarters in Sarasota and picked up some equipment.-RODINE BAILEY.

RAFTERY'S SHOWS

Wishes a Merry Christmas and a Happy New Year to everybody.

Want to buy Caterpillar, Fly-o-Plane and Tilt: must be in A-1 condition. Write: don't wire where rides can be seen. Want real Showmen to manage Girl Show, Posing Show, Grind Show, Minstrel Show and Side Show. Do not answer if you cannot stand prosperity. All concessions open—Ringo, Cookhouse, Girls, Grind, Seminary, Penny Pendas, Apple, Custard, all P. C. except Pan Game. Will book one Stock Wheel. Will book Kiddy Rides, and any Show or Ride not competing. Will furnish transportation. Show opens early in March.

Address: BOX 1047 WILMINGTON, N. C.

FLORIDA AMUSEMENT CO.

WANTS FOR THE CREAM OF FLORIDA FAIRS

Concessions—Hum show of all kinds, Ball Games. Place Shows of all kinds. Rides—Loop, Sealer, Fly-o-Plane, Caterpillar. Line is a big start, not a promotion. Shows now operating. Be with a winner. For Sale—Popcorn Truck, A-1 shape, $1500 each; Single Wheel, $500 each; Boys and Girls, $200 each; Two-Wheel Tractor. Tents, good shape. All can be seen at winter quarters, Sarasota. Address: LOCKWOOD EDMOND, K. M., WILMINGTON, N. C.

LA CROSS AMUSEMENTS

NOW BOOKING ARRANGEMENTS FOR THE 1949 SEASON


GRIND SHOWS with own outfit and transportation. Also More Farms, Fox Bunnies and Penny Arcade. poultry, meat, fresh and frozen fish, vegetables, fruits, potatoes, vegetables, etc. Write for free price list. 37th Ave., St. Louis, Mo. Phone 2190-7. Owners—T. A. Weigle and R. C. Weigle. If you want to operate a conces- sion, write today, we have good Free Fair for estate shows, must be reasonable. Be with the right show, you will have the best business. We can supply our shows with the best quality equipment in any line that it is necessary.

Our winter route is through New Hampshire, Vermont, Massachusetts and New York. Act now, urgent. P.O. Box 20. New York, N. Y. Tel. 1000. For Sale—1947 Farm car, very good shape, $1,500 for quick sale.
Ladies at the Convention

By Virginia Kline

CHICAGO, Dec. 11.—After all the descriptive adjectives used during the outdoor convention to extol the new dress, there are not many left to describe the colorful, thoughtful and attractive ladies of the show world and their gowns at the Showmen's League of America gala dinner at the Hotel Sherman.

Several near tragedies occurred before the show got under way, but by the time the reception started everyone was sweetly and light.

Probably the most humorous, alto though it was tragic at its conclusion, happened to Mrs. Sam (Shirley) Levy, co-owner of Lawrence Greater Shows. Mrs. Levy was in the room awaiting the arrival of a Chicago girl friend who was to bring Mrs. Levy's silk slip, which the friend had agreed to take home and shorten.

At 8:30 p.m., the phone rang from a friend that she had left the slip in a taxi.

Needless to say there was much commotion. Mrs. Levy's dress was lace and a slip was most essential unless Mrs. Levy wanted to compete with Sally Rand. A hurried call to Field's and the report back was just in time anyway the store had no gray slips at any price. With a new slip, Mrs. Levy donned one of her white silk nightgowns and hurriedly shortened it. When they came to their car, a white taxi, Shirley was there and the dress was a beautiful one. With slip looped right to the gray tones of the dress and nobody, outside of this reporter and a few intimate friends, was any the wiser.

Mrs. Flora on Hand

Mrs. V. W. Flora, whose five-week-old baby to sleep, then donned her new soft pastel gown and修养ed by her companion, went to the balcony. She stayed until the train left, the last Philip, babbled to the baby and went that evening. It takes more than a new baby to keep show world at home!

Evelyn Hook, who owns a beauty parlour, was all dressed in little white, was kept busy all day. At 4 p.m. she arrived at the Hotel Sherman wearing a little white and looked that needed last-minute touches. When everyone was set, Evelyn donned her muslin gown and dance to a quartette of tiny fans of beads and sequins on the shoulder and side drapes.

With the help of her mother, Mrs. Eddie Hock, who wore a Firebird red gown with beaded and embroidered side drapes and her white hair, Evelyn was on time for the festivities.

Wear Her Wears Blue

The grand march brought out all the couples.

Bob Parker, wife of the new president of the league, carried the traditional red roses and wore a drapery on the tulle front, a full swing skirt and a softly draped stole of lace around her shoulders. Mrs. Parker, who is a beauty, also wore a white slip over her red roses and wore a royal blue gown with lavish trimming of silver sequins and long silver matts.

Mrs. Lee Keller wore a short cocktail dress of light blue with bountiful drapings. Mrs. William George was in a red and white satin gown with full decolleté, her orchid corsage held in place with bits of lace in lieu of clothes above the bust line.

When the dancing started another blunder had occurred.

Mrs. Harry Illions wore a black polonaise net gown with a mink cape and her shoulders were not quite right. Mrs. Rankine's choice was a pencil slim black gown with contrasting collar and creamy white shoulders. Jilled Woods was in princess black with a silver sheel and there was also the beautiful black and white gown of Mrs. Charles Green wore a low bodiced gown with high neck and wrap straps to hold it in place. Mrs. Rankine's gown was an after sunset dress of wine and black with bright trimming. She wore a pink camellia corsage.

Irene Model

Mrs. Coursey Boykins were an Irene model of fanfare black net, dotted with gold sequins and a soft white pelerine collar. Mrs. Doolin wore tissue soft black and an orchid corsage. Mrs. Harold's choice was lovely with little white, with a matching black neted gown. Mrs. Betty Conlin's was a black gown on a rail in blue and white with a white chiffon overlay. Mrs. Betty Conlin's was a white gown with gauze sheel held at the wrist with tiny ruffled gloves, the high neck line was draped with a black and white gown tunics held with tiny touched touches.

Mrs. Art Breton's choice was an imported black gown with gold highlights, the bodice and draping in the back and front of the gown were clothed. Mrs. Sam Levy (Barnes-Carruthers) was seen wearing a gold of the front bodice and an interesting date at Kop and her. Miss always regal hair-do's of high braids added to the portrait book. Mrs. Bill Wender's gown was a dishonker model black satin evening suit with Venice lace bodice. She also wore a white for soco.

Full Ruffled Hem

Mrs. Harry Hennies wore a Trigere black lace gown trimmed in white beaded ruffles and the hem with the mantle over her dark hair to carry out and the hues in the ensemble. Mrs. Eddie Bunting was black with silver lace trimming. Mrs. Carl Lauer's was a Josephine in show deep bodice of black lace and a full skirted draped hemline of old gold and red. Mrs. Bertha (Glynn) Ohio were quite blue with intricately trimmed sleeves and bodice, and ruffled net with gold trim and many sequins on the neck line.

Mrs. Sophia CARLOS' choice was dream pink lace with gold shawl drop and softened waist line in pink. Mrs. Frank Fellows wore black with gold sequins. Mrs. Jean Van Pelt was also black with touches of gold. Mrs. Dolly Young was also black and gold and wearing a black beaded trim. Mrs. Raymond Lee wore ebony blue with black sequins.

At 3 a.m., the dance floor was as full as it was at 10 p.m. when the dancing started. Everyone, including most of the big time riders and store their equipment here.

A few minutes later the big time dressers own equipment, two major rides and three kidde rides, and plan to two more, about to operate with about 15 concessions.

20th Century Inks Gaskins

GIBARD, Kan., Dec. 11.—Frank Gaskins of the Gaskins Gaskins announced in a week he had signed as general representative of the 20th Century Shows.

Carnival Routes

Send to 2100 Patterson St., Cincinnati 22, O.

Carnival Routes are for current week when no dates are given. In some instances possible routes are listed.

Baker United Shows

WANTED TO RENT, LEASE OR BUY A.C. LIGHT PLANT

Mrs. Pete, Mr. Nelson, Mr. Hulitng, contact the following:

IRELAND'S OVERLAND SHOWS

Mrs. W. H. Ireland, W. 432

Baker United Shows

Ruth's Barnstable, Mass., 02644

BOOKING RIDES FOR LIONS' Club Carnival

AUGUST, 1949, MT. AIRY, MD.

Want 9 or 6 good Riders will visit Williams, Pa.

NOTICE: TO ALL SHOWMEN, PARKS, CARNIVALS

if you have any tips, details or items of special interest relating to the Showmen's League of America, please contact us at the address above.

Write, Wire or Phone

SUNSHINE MFG. CO.

Member Tampa Chamber of Commerce

Mult., Route

Send to 2100 Patterson St., Cincinnati 22, OH.

 مرة, סונס, Hollywood Road (22)

The Billboard

CARNIVALS 65

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**N. Orleans Date Registers 73 G Take for Packs**

NEW ORLEANS, Dec. 11—Third annual Shrine Circus here ran up a record-breaking gross of $30,000 for the 10-day run ending Sunday (5). The Tom Packs production was $28,000 above its 1942 showing, but did not equal the goal of $100,000 originally set. The biggest house was reported on Dec. 6 when 8,000 orphans, aged and infirm personnel, and their families attended the performance in Municipal Auditorium, which seats 7,500, to allow them to provide their guests with free refreshments. Shrine officials repeated that serious consideration is being given to the idea of holding the show outdoors next year during the week of July 4. The show would be staged at site of old quarter-fairgrounds, which has a much greater seating capacity than the auditorium.

---

**Mills Planning Enlarging Show**

CICHELLVILLE, Ok., Dec. 11—General rejuvenation of the show, with emphasis particularly on equipment, has been considered a big show performance and an enlarged 27 clown and 70 elephant Circus objectives for 1949.

Manager Jack Mills outlined plans when visiting quarter-fairs here this week in company with H. W. Ahrhart Jr., general manager, and promoter, respectively.

A number of people are in quarters and under veteran superintendent Charles Brady, starting his ninth season, are making preparations and refurbishing the show's already enviable equipment, which has been used several times and in revival shows meeting here recently.

Ramsdell Honored By Blue Grass Cowboys

LEXINGTON, Ky., Dec. 11—J. L. Ramsdell, company manager of 'the Frugal Magician' show, has been honored with a reception and dinner for his outstanding contributions to the circus industry. Ramsdell is retiring after 40 years in the field.

---

**150 Attend Meeting Of Alliance In Chic**

CHICAGO, Dec. 11—International Alliance of Bilboplers, Billers and Managers held its 27th annual convention at the Congress Hotel Oct. 6-8, with L. E. of the Alliance host to 150 delegates from the U. S. and Canada.

Convention opened with welcoming addresses by Otto Kruger, Local President, and Victor Olander of the Illinois Federation of Labor. December 7 and 8 sessions were devoted to routine business, in which new contracts between the Alliance and circuses and traveling shows were negotiated. Officers were re-elected for two years and St. Louis was named the convention city for 1950.

---

**White To Manage Ringling Side Show**

SARASOTA, Fla., Dec. 11—George W. (Red) White, Side Show operator, and George W. (Red) White, Jr., has been named the new manager of the Ringling Bros. and Barnum & Bailey side show. White has been with the circus for a number of years and has made a name for himself as a knowledgeable and efficient manager.

---

**Circus D’Hiver, Paris**

PARIS, Dec. 11—Jean Coupan and E. Audiffred have taken over the circus. This will be a winter season, and the show is to have a new name, the Cirque D’Hiver.
**DRESSING ROOM GOSSIP**

Polack Bros. Eastern
Closing date of the season, Decatur, Ill., was a big one. Show had capacity houses all three days. Promotion was handled by Henry Barrett and Clyde Harrison, assisted by Claire Barrett, Harriet Harrison and Art Barrett.

Everyone left for parts unknown except those going out with the unit on theater dates. Opening theater date was December 12. Madame Marie was confined to St. Mary's Hospital, Decatur, for a few days.

Mr. and Mrs. I. J. Polack motored to Chicago for a few days and then left for Van Nuys, Calif., to spend the holidays. Mrs. Fred Proper left for Santa Monica, Calif., to spend the holidays with relatives.

Show opens its new season in January. — IRIS LAFERTY

**WILL BUY**

**BIG DOG**

**ALSO**

**LITTLE HORSE**

Box 3 190 N. W. 93rd St.
MIAMI 38, FLA.

**WANTED**

For High Wire, Girl or Man, 35 weeks guarantee starting January 20th. Rehearsals only. Must have previous experience; man, wire experience needed. Write or Wire Care.

J. HEROSINI
Route 1, Box 197
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Inviting Offers for '49

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(Exclusive rights to variety)

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228 Superior Ave., Dayton 6, Ohio

AT LIBERTY

Union Band Leader

GEO. R. BELL
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HELP WANTED


F. O. GREGG
Fremont, Wyo.

**CIRCUSES**

**Merry Christmas**

and

**Season’s Greetings**

**Mr. & Mrs. Clyde Beatty**

Just finished

"AFRICA SCREAMS"

with

ABBOIT AND COSTELLO

Coming next... full length feature picture

featuring

**CLYDE BEATTY**

Have also completed arrangements for more motion pictures at the close of the 1949 season, starring Clyde Beatty with circus performing personnel.

**“CIRCUS BARN” STABLES**

Presents ARTHUR KONTOT as Horse Trainer. Exhibitioner and Performer.

Circus Barn has an indoor arena, also complete facilities for boarding and training horses. Horses High Schooled and Liberty trained under the personal supervision of Arthur Kontot. Trunk and Storage Space available.

Phone Superior 7-6196

1330 No. Dearborn St.
Chicago 10, Ill.

**WANTED—SEASON 1949—WANTED**

Freaks and Working Acts of outstanding quality and ability. Those who have applied previously, renegotiate. Everyone will be answered. Describe exactly what you do. Send late photo and salary expected.

Address:

GEORGE W. “RED” WHITE, Side Show Mgr.
Ringling Bros. and Barnum & Bailey Combined Shows
Sarasota, Fla.

**JIMMIE STUTSMAN**

Contact D. B. VANCE
ALBERTINA LOYAL REPENSKEY
VERY URGENT

Tel: SARASOTA 5977—KISSIE CHARGE.
Cites Parking
As No. 1 Problem
At Des Moines

DESMOINES, Dec. 11.—Parking is the Iowa State Fair's No. 1 problem, H. L. Pike, Whiting, re-elected president of the Iowa Agricultural Association, said Wednesday (8).

"We may have to level down some of the hills east of the fairgrounds to provide more space," Pike said. He pointed out the Iowa fairgrounds was purchased at a time when no parking problem was foreseen, and that level land west of the present 21st Street. Parking should have been acquired before the plant was developed.

"We want the public to be able to drive to the fair and not have to walk. The city may have to level down some of the hills east of the fairgrounds to provide more parking area."

W. J. Campbell, Jessup, was re-elected secretary-treasurer for a second term in the Iowa Agricultural Association during the convention.

Eighty-two year-old E. T. Davis, (See Parking Cited on opp. page)

Katz Is Elected
Ia. Assoc. Prexy, ShepardVee-Pee

DESMOINES, Dec. 11.—Max Katz, Omaha, was re-elected Iowa Agricultural Association's (Ia. Assoc.) president at the annual meeting of the Iowa Agricultural Association at Des Moines at the close of the association's annual two-day convention.

Katz was re-elected vice-president and E. W. (Deak) Williams, Muscatine, was re-elected secretary-treasurer.

Williams also was re-elected as a director of the district, and Frank Harris, Davenport, was re-elected a director of the sixth district.

The convention empowered its legislative committee to take such steps as will be necessary to provide a plant for the Fort Des Moines at the close of the association's annual two-day convention.

PB. Parking is the top problem at Des Moines.

Speaking on "Merchants Displays, Machinery Exhibits and Rental Services," F. V. Veach, president of the Des Moines Fair Association, discussed the importance of commercial exhibits and urged delegates to provide adequate facilities for exhibitors, assist in making the exhibits more attractive, and to give wholehearted cooperation to exhibitors.

Lynn detailed ways and means by which fairs might be improved from a sanitation standpoint. Peerse spoke on "The Planning of Fairs," and a subject he previously has discussed at various State fair conventions.

Conv. Elect at Banquet

The annual banquet, held closing night of the convention, was held the ballroom of the Hotel Fort Des Moines to capacity. Principal speakers were William S. Bennett, governor of Iowa.

Aida Band in following the banquet were Buddy and Jean Peterson, roller skating; Ming and Toy, magic; Charles and Marion, acrobats; and the Balentines, harmonica. The Band, with band leader; John Peterson; singing duet; Peyton and Bays, balancing and dogs, and Belmont, juggler.

REVAMPED
Ia. Fair Managers' Convention
Is Revamped, Gets Good Press

By Herb Doten

DESMOINES, Dec. 11.—Last year it fell to your correspondent to write a story critical of the annual convention of the Iowa Agricultural Association in Des Moines, the proceedings of the group, pointing out that the only aired its dirtiest linens publicly, and that parts of the convention program were not relevant to the fair movement.

This year it again fell to your correspondent to cover the convention here. This time, however, the two-day session, Monday and Tuesday (6-7) in the Fort Des Moines, was not a complete reversal of the '47 session.

Instead of hanging up soiled wash, the convention set aside one of its sessions as a closed meeting, to which only delegates were admitted. The idea behind this, advanced by this observer last year, was that if any dirty linen was to be hung up, it (See Iowa Fair Managers on page 69)

Iowa County, District Fairs' Finances for '48

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<th>City or Town</th>
<th>Balance on Hand</th>
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<th>Losses Other Than Fair</th>
<th>Grand Total Receipts</th>
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Gird To Resist
Any Cut in Aid

By Dean Owen

SAN JOSE, Calif., Dec. 11.—A fight to the finish for the survival of one of the nation's most famous horse shows ended today, when the Legislature against raiding the purse of the New York State Fair in the city of New York, was defeated. The state's cut of the horse racing should not be done before the eager (See Calif. Smallies on page 69)

The Billboard
December 18, 1948

CALIF. SMALLIES PUT ON GLOVES
Meetings of Fair Assns.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 3-4.
William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 5-6.
Douglas J. Curtin, Rock River Falls, secretary.


The St. Louis Organization of Fairs, Brown Hotel, St. Louis, January 8-10.

Kansa Fair Association, Hotel, Topeka, January 11-12.
R. M. Sawhill, Glascow, secretary.

Henry B. Benedict, Memphis, secretary.

Ohio Fair Managers Association, Continental Western Hotel, Columbus, January 13-14.
Mrs. Don A. Derick, Bellefontaine, secretary.


Harry K. Kelley, Hilldale, secretary.

Ohio Association of Agricultural Fairs, Richmond Hotel, Augusta, Ga., January 15. L. V. Huipp, Elyria, secretary.

Western Canada Association of Exhibitors, Fort Garry Hotel, Winnipeg, Man., January 17-18.
Mrs. Letta Walsh, Saskatoon, Saskatchewan, secretary.

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

Shive Inks Three In.


Nebraska Association of Fair Managers for Agriculture, Hotel Columbus, Lincoln, January 24-25. H. C. McDonald, secretary, Arlington, Neb.

Nebraska State Board of Agriculture, Courthouse Hotel, Lincoln, January 24-26. Edwin Schuffa, Lincoln, secretary.


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

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


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

Many Attraction Peddlers Attend Iowa Convention

DES MOINES, Dec. 11.—The turn-out of attraction peddlers at the annual convention of the Fair Managers' Association of Iowa here this week was up to 47 in number, with few new faces.

Competition among thrill shows was enlivened by an attempt to break a record in this State by two thrill shows which previously had not made a pitch for Iowa fair dates, but which, on the one hand, representing one of these, the Jole Chitwood wall, picked up several shows, none major. Lee Lofton, on hand for the Lucky Lott Show, the other thrill unit attempting a break-thru, did not report any signing.

Other thrill units represented were the Jimmie Lynch Death Diggers, represented by Earl Newberry and Leo Overalient; Frank Winkley's All-American Thrill Drivers, with Winkley present and Oscar Ahlman representing the unit bearing his name.

Booting Representatives

Booking office representation included: Sam J. Levy Sr., backed by K. Kressmann and Rube Liebman, Barnes-Carruthers Theatrical Enterprises, Chicago and Des Moines; Ernie Young, Ernie Young Agency, Chicago; Chuck Zemaitis and Frank Marek, Charles Zemaiter Agency, Chicago; Irving Grosson, Bob Shaw and Dennis Long, Neculsky Agency, Des Moines and Springfield; G; George Fergusson, WLS Attractions, and Sunny Bur net, Sunny Burnett Attractions, Chicago.

Ernie Williams, for Mrs. George Flint, Len Fisher, and Frank Shortridge, Boyle Woolfolk Agency, Chio., and Des Moines; Richard Veohe and L. N. Fleckley, Voorhees (See Many Attraction on page 81)

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Shive Fairs for Lawrence

DES MOINES, Dec. 11. — Three Iowa Fairs, Burlington, West Union and North Wood, were contracted by the Lawrence Greater Shows during the convention of the fair managers' association here this week. Herb Shive, general agent, inked the law for the Lawrence org., which in '49, while holding to its Southern States connections, will make a swing not only into Iowa but into Illinois and Indiana.

Before leaving here for the shows' Savannah, Ga., winter quarters, Shive said that the org. presently purchased a new Till-a-Whirl and kiddie boat ride.

Shive also pointed out that the Lawrence unit recently again was signed by the Western North Carolina Fair, Winston-Salem.

GIVE TO THE RUNYON CANCER FUND
Board Okays Toronto Site

Hughes, Conklin to arrange meeting place on grounds Freeland will be Pa. host

CHICAGO, Dec. 11.—The National Association of Amusement Exhibitors (NAAPPB) definitely will hold an informal summer meeting in Toronto during the Canadian National Exhibition in 1949.

That was decided at a meeting of the directors of the Toronto branch of NAAPPB during its meetings in Chicago last week.

Paul H. Huesdopel, executive secretary of the NAAPPB, said this week.

According to Huesdopel, the suggestion was made at a meeting last month by Fred Pearce, Walled Lake Park, Detroit, and the board gave its official approval.

Follows Pa. Meeting

The Toronto confab would follow by one day the meeting of the Pennsylvania Association of Amusement Parks, scheduled for September 7 or 8, at Conneaut Lake Park, owned by Mr. and Mrs. John Freeland, Conneaut Lake Park owner and president of the Pennsylvania association.

The board felt that because Conneaut Lake Park is only 100 miles from Toronto it might be possible to hold a summer meeting of NAAPPB, indicating that the Pennsylvania members attend the Pennsylvania gathering.

"The board figured, if a definite time for park meeting could be set aside a meet-

ing place on the grounds and also will include a number of hotel reservations.

Parkmen will make all arrangements and reservations through Huesdopel, who in turn will secure reservations thru Hughes and Conklin.

Because of so many parkmen going to Toronto during the Canadian National Exhibition, there has been much agitation for a summer informal meeting of NAAPPB during the fair.

It was not, however, until the outdoor meeting was set that any official business was done about it. In all likelihood it will become an annual event.

Aquarium Set for Cincy Zoo

CINCINNATI, Dec. 11.—A 30 by 64-foot aquarium building to house freshwater and tropical fishes is to be a donation of local philanthropists, is in the planning stage and will be built at the zoo here and may be ready for inspection in January.

An announcement last week at a meeting of the zoo's board of directors, was made.

Some of the tanks will be up to 50,000 gallons capacity, it was said. The building will also contain a fountain and fish pool and a balcony terrace, with chairs and benches, from which visitors may look out over the African veldt and the lions, tigers, and giraffes.

Luxury Taxes

Indicate A. C. Had Big Year

ATLANTIC CITY, Dec. 11.—Luxury tax collections for July-September-October this year jumped $48,777 over the same months of last year.

August receipts were down but some sources blamed this on the hurricane.

In August of last year luxury tax receipts were $311,307, compared with $372,817 this year, a decrease of $61,506. Because of the hurricane the showcase of luxury is being cut short while others with reserves are not.

Luxury tax receipts, covering improvements, hotel rentals, cigarettes and liquor, amounted to $285,183 in August this year, compared with the $325,550 collected in July 1947. For October the tax receipts hit $189,099, an increase of $50,007 over the same month last year.

Allan Wisenthal, Luxury Tax Bureau administrator, reminded that collections for June were also higher than last year, with the tax also considered a good index for resort business, that shows that the resort this year has not been as bad as many people have painted it to be.

Mrs. Lloyd Vogel, Wife of Natatorium Mgr., Dies

SPOKANE, Dec. 11.—Mrs. Lloyd Vogel, wife of Natatorium manager, died in a Spokane hospital Saturday (4), a few hours after becoming ill at her home.

Survivors include her husband and her parents, Mr. and Mrs. Anton Palmers, Spokane, two sisters and a brother. Burial was in Peace Abbey Mausoleum here.

Mrs. Vogel had assisted her husband and her father-in-law, Louis Vogel, in the management of the park and the dance pavilion since her marriage in 1929.

Rose in Florida

MIAMI BEACH, Fla., Dec. 11.—Charles B. Rose, Detroit and Milwaukee representative recently returned from the hospital, is convalescing in his home here.

'48 NAAPPB Convention Best of All

'49 Dates Must Be Approved

CHICAGO, Dec. 11.—In the midst of a rush to close convention loose ends before taking off for his home in Portland, Ore., for the holidays, Paul H. Huesdopel, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), took time out this week to talk about the 38th annual convention that concluded last week.

"It was the best in our 38-year his-
tory," Huesdopel said. "All records—attendance at the convention pro- gram, attendance at meetings, attend-
ance at the banquet and ball and at-
tendance at the pitch house gatherings—went by the boards."

Because he was forced to turn down some would-be exhibitors this year, the lack of space forced the NAAPPB secretary was asked if he had any plans to enlarge next year.

"I'd like to," he said, "but it's a physical impossibility. We could get the exhibit hall proper and exhibitors don't want that. The only thing they told me do get them already would be to cut down the space allotted them. The space would not be up to the old location and exhibit ar-
nals."

Huesdopel said a percentage of exhibitors this year came to him to ask for more space, and wanted to clinch space for next year.

If there is going to be a show, he said, that exhibitors should be given the chance to have space in '49. In fact, he reported, any exhibitor on the '48 list who signed before there was any assurance of a show would be given the space they wanted in '49.

Huesdopel plans to return to Chi-
ago shortly after January 1. His address in Portland is 600 Northeast Failing Street, Portland 13.

Miss America Contest

Earned 3G Net Profit

ATLANTIC CITY, Dec. 11.—The 1948 Miss America Beauty Pageant was a success in the big city, with a weekend gross of $60,844,944, and $57,632,123 was expected to net profit of $3,262,821.

Since the announcement last month that cities would be dropped from the beauty pageant next year, Chicago, New York, Philadelphia and Chicago, with 46 States already claimed, have been assured. All 48 States are ex-
pected to participate, as well as Ha-
wall, Puerto Rico and Canada. The only state next year, however, will be New York.

Following the inauguration of scholarships awards in 1948, a total of $4,875,000 has been made available for winning con-
estants to further their education.

Jersey Anti-Erosion Aid

ATLANTIC CITY, Dec. 11.—Additional steps in the fight against beach erosion were discussed here last week at a conference between the Emer-
gency erosion committee and resort officials here, established by the New Jersey State Legis-
lature and the group, after meeting with other New Jersey officials, will make recommendations to Assembly for State anti-erosion aid in the 1949 budget. It was indicated that the committee will ask for $1,575,000.
Calif. Smallies Put on Gloves

(Continued from page 65)
eyes and ears of newspaper reporters who might proceed to blow it up be-
cause they would then be able to throw the fair movement into a bad light.

Last year something equally approximating that occurred. There was an
outbreak of the usual prejudice against county fairs, the old and assurred
talks, such as by R. J. Pearse, fairgrounds designer, who indicated methods by which fairs could make their plants even more inviting.

Opposed to this year's program was a feature talk by a newspaper columnist or mino announcer for a long a part of the program con-
vention. Your correspondent pinned out such a story that the fair convention was not the place to arrange for improvements in Europe or some similar topic.

The delegates gave attention at the time to the various ways of improving the convention program. A widely known speaker, who
talks with a talk on Suggestions To Im-
prove Future Convention Programme
published its outline of its program, and
their topics were L. W. Hall, Boston, Super-
intendent of Fairground, and Dr. Eugene Kettells, Des Moines, Rend-
ing Annual Report for State A.

New York, with O'Connell, Methods of Collecting Power and Light Charges.

No little credit for an ably han-
dled convention goes to C. C. Wagner, Bloomfield, who is the
Carnival representatives and at-

temporary change in the convention this year, were hopeful of one or more. That in the future the fair delegates or delegations attend the convention pre-

time.

This, the showdown point, would

covered the many topics which are

were discussed. It is brought to her by Anthony J. Caffiero, senator-elect. This figure may be increased before the drafting of the budgets of the various other municipalities. Six of the 15 affected districts made it known to Caffiero they were prepared to spend a total of $25,000 on fire control project.

The resorts plan to fund the unites under the 1940-50 plan, since if the work is approved by the New Jersey Senate, the vote of the State will match the sum advanced by the county's resorts.

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R. J. Pearse, Chiwawa Falls, Wia.

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This operation is reflecting at 20% net return.

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"It must be, I suppose, to hot little balls which smaller children can operate them than the old type cars."
Hockey Tee-Off At E. Parkway; Prospects Good

BROOKLYN, Dec. 11.—Eastern Parkway Rink's amateur roller hockey program, the first major one conducted by any New York City rink in modern times, got under way Friday (10) night after several weeks of preparation.

The debut schedule pitted the Long Island Clovers against the Yorkville Bruins; the Bay Ridge Beavers vs. the New York Opa's; the Bronx Mustangs vs. the South Stars, and the Flushing Black Hawks vs. the Brooklyn Viceroyes.

One- to two-hour Lence plans four half-hour games on each hockey rink. They will be played in conjunction with the annual skating sessions, but by an ingenious system of scheduling the public will be deprived of only 30 minutes of skating in return for two full hours of hockey. This will be accomplished by running the first game before the session from 7:30 to 9 p.m.; the second during the session and the remaining two afterwards, from 11 to midnight.

Lence plans to provide medals and trophies for the winning team in each league. His return, he estimates, will come from increased box office and by having each of the eight teams playing over a greater number of tickets, a total of 400 extra advance sale admissions. Tickets for hockey and skating admission will be sold at one price for skating.

Death Takes Ernest R. Eyer

ANDERSON, Ind., Dec. 11.—Ernest R. Eyer, proprietor of Anderson Roller Rink, died December 10, from a heart attack. He was one of the early members of the Roller Skating Rink Operators' Association.

He was a former member of the association's executive council and had been active in the organization for many years. He was a charter member of the association and had been a consistent and active member of the board of directors. He was also a member of the executive committee of the association, and had been active in the work of the association in many other capacities.

He was a member of the American Legion and the American Legion Auxiliary, and had been active in the work of both organizations.

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Trade Association Idea Stands Trial Before Me

(Continued from opp. page) membership in the RSROA be made on a cooperative basis—no matter in what city he will be willing to pay his fair share of the expenses involved in maintaining his site of operations, attend meetings and put his heart and soul into this new venture.

One important way this could be accomplished is by the RSROA to supply operators with trained teachers who know how to plan, organize, compute the budget, and know that it will be worth a great deal to me if I could show him how to join the RSROA to supply him with such men and women. Now, I have in my employ one of the best trained teachers at teaching skating, but he is merely human and might be no good at this earth. Good skating mothers plan. In order to our interest, is a very important factor in building up our business. It is an important factor in all rings, whether owners believe it or not. You talk about the rings of the future. Home roller skaters and picking up lost volumes. Good are ice (as well as out records) is the biggest single drawing card we in the ring business. Let's face it; our father drummed this into my head early. We must come to meet our audiences the before the days of the organ, and we installed the first Hammond in the West. We did this very early, and tomorrow, there would be only one reprinted in the world, a small airplane, the East and steel such capable members of the entire op- eration on the same boat I was in.

In our city can be met thru the RSROA. We should agree by vote upon some ring operator to act as our representative, to the ring owners, and employ him to see that we have an on going supply of capable members available. With new Hammonds and Rink buildings being erected, we should encourage small rings to book these operators, even tho they have to be rented out at a price which is offered only once or twice a week. A little of the right stuff is better than none and thru this experience with good live music, some small rings might discover operators who are sufficiently to sufficiently stimulate music. Sooner or later all arranged whereby apprentice operators could work these smaller rings for a while for a price that can be controlled and governed by our company. This would create service of money value to operators everywhere.

We need an entirely new approach to the solution of our professional problems. At all times, all of our present supply of pros, they do, as a whole, reflect little credit upon the rubber. We have a group of fine young men who have ever to satisfy the public and teach the skating. Even those who have made a reputation and are properly paid, they will not serve unless you care to offer an interest in your ring business. The average of the teachers in our public schools. Yet another year, our teachers are simply not of welleducated, refined, and edu- cated men. This is a situation that we seek employment in our public schools at less money than they could make as athletic instructors.

Let's create a new supply of competent people to teach the sport and credit the sport and our establishments. This is another problem which we must face up to.

In high school, I was a fair athlete and have a personal training, I am a coach of school athletics. To prepare for this, I attended both the Colorado and New Mexico State teachers' colleges and by actual experience that our commission would be welcome to visit these colleges and propose to students that they consider teaching skating as a vocation. After securing recruits in such a way, the teachers who have made a name for themselves in college pro school and then serve an apprenticeship under picked pros in this endeavor has been available at modest salaries to the ever growing world of skating knowledge, work up to better jobs in the future. Let's make skating teachers of out of old pros. We try to make teachers out of ex-hotheads. So many of the younger students in colleges' many teachers have gained trignometry out of school and not by training, but by reading, and remember that some of our school teachers can have no place in a meeting of business teachers outside from every part of the country.

We have some mighty capable operating talent in the RSROA, it needs bringing out and using. I, for one, would like to talk to men like Capt. Alboyd, Pop Brown, Joe Seifert and another man for whom I'm sure I would be interested in seeing him get a job and be made happy, confining myself to the corner saloon in some little town individually. Long drawn out discussions of amateur standing should be dealt with on a different plane. Such men have no place in a meeting of business teachers altogether from every part of the country.

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Sensational JEWELRY VALUES
NEWEST FAST SELLING STYLES
- ENGRAVING JEWELRY & RINGS
- IDENTIFICATION BRACELETS
Write for Catalog Now
Share Your Business!
Pipes for Pitchmen

By Bill Baker

JEAN GUNN ... is reported to be seriously ill at her home in Panama City, Tex.

FRED HUGBETH ... is clicking off some long green with his layout at Dallas, Texas.

BUDDY POLLACK ... has a pitch store operating to good results on First Avenue, Miami.

HARRY MAIERS ... rambled into Cincinnati last week on route to Huntington, W. Va., where he saw four coil men, two sock workers, four med men, a watch worker and a shoe-shiner getting the long green. They plan to remain in the Blue Grass State until after the holidays when he wends his way toward Alabama.

SAM TEPPER ... is clicking with a swell jewelry layout in the F. W. Grand store, Miami.

ROBERTO MACK ... and Ted Ragen have framed a jewelly layout which they will operate at Long Island, N. Y., locations during the holidays. They also plan to go to Washington for the inaugural ceremonies in January.

MARIE BROWN ... is back in Milwaukee where she will remain until after the Christmas holidays.

A. O. (Art) Nelson ... pitch store currently located in Chicago, made the rounds of the Sherman Hotel during the recent outdoor conventions there. Art's in the pink and reported that business for 1946 was above par. He had a number of units playing fairly to lucrative cartoons.

JAMES (Kid) CARRIGAN ... is working big to make his own show a success at Knoxville, following a brief but successful jaunt with Rainhow Men.

NICK BERRY ... friend and booster of the pitch fraternity, is in McGuire Hospital, Richmond, Va., with a stomach ailment. He's well enough to participate in Jackpot sessions with any of his boys still parties left in the town, however. That's the word from Jack (Bottles) Stover, who says that Ted and Sid and Sidne and Tex and son, Buddy, will be helping Nick's son, Ralph, and wife, Polly, keep the coffee pot boiling and the Sanitary Restaurant on top for all the knights of the keystone.

WORD DRIEFING ... into the pipes desk indicates that the boys with the Glen Hosberg enterprise are getting a goodly share of the filthy lucre working Texas locations.

BOB TOUSY ... chalked up a winner with the new Rotto-Matic gadget set at Leonard's department store, Fort Worth, while his brother, Joe, is reported to be doing equally well with the same gadget in a Dallas store.

THEY TELL US ... that Mike Gunas has discarded his comb and mice stand for a more modern model after working Mataores, Mexico.

BOB SCOTT ... was sighted in Nashville recently working to big ticket sales with his Rotto-Matic gadget set.

DOUGHBOY MACDONALD ... last heard of in Edmonton, Can., is reported to be headed for the gold rush days in Ketchapoo, Alaska.

SOLLY FIELDS ... and wife are working to good credit counts with their new Christmas item in Fort Worth spots.

RICHARD ARCA... working under the glum clouds that the Freedman concessions have about 10 pitch spots working in the three P. T. Grant stores there and all have proved successful thus far. "I'm working in the main store in downtown Los Angeles," Arcand continues.

CLOSEOUT! WHILE 400 LAST!
NEW 15-JEWEL WATCHES

| Water resistant |
| Stainless steel back |
| Genuine diamond movement |
| Leather strap |

ORDER NOW — IMMEDIATE DELIVERY

FREE, with order—balance C. O. D. or in store.

No minimum orders required. Minimum order 10. Designs, Models, and Prices subject to change. Watch selection varies with stores. Inquire at local P. T. Grant. Ask your local manager for designs, prices, and details. The price of an outdoor run will make BIG MONEY with the P. T. Grant name on it.

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1161 N. Cleveland Ave., Chicago, 10, Ill.

OAK-HYTEX BALLOONS

* Novelty one-up balloons whose long, low, rubberized wings are gummed paper parts. Packed, with cardboard feet, in colored paper envelopes.

MEDICINE MEN!

* Effective for use as aural or eyedrops in cases of infections of the nose or throat, or for external use where no definite disease is the cause of the trouble. Sold in natural colors, and in a new small, white, plastic case at a lower price than the smaller bottles of a similar character.

Oak Rubber Co.

"FAST SELLING NOVELTY SENSATION"

KEY HOLE CUTIES" - SELLER AFTER ONE USE

$1.25 Per Dozen

HOLLYWOOD MODELS NEW AND DIFFERENT

MINIMUM ORDER 50

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"FAST SELLING NOVELTY SENSATION"

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BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY

* ELECTRIC FLASH BOARDS
RUBBERIZED WIRE CASES

KANSAS CITY, KANSAS

MIDWEST MERCHANDISE CO.

December 18, 1948

NOW DELIVERING! NEW Apex 4 Star Carnival Wheels

Apex 5 Star BINGO BLOWERS

Complete Bingo Supplies, also Novelty Items.

STEVENS MATTING CO. INC.

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MYSTERY MUMMY

The New Novelty Sensational

NOW DELIVERING! NEW Apex 4 Star Carnival Wheels

ornings Wood winds, etc., in various colors

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STENBERG, INC.

STORER WORKERS—STREETMEN PEARL NECKLACES

"Fast Selling Novelty Card Folder, Doz. $1.25. Hundred $5.00.

Christmas Card, one of a hundred thousand of these last season and 99,000 new ones now. Don't. Hundred $6.75.

Novelty Rubber Rhinestone Dance, Doz. $7.00. Hundred $55.00.

Photo Handle Knife With Rhinestones (Alabaster, Silver, Novelty Pictures), Doz. on Display. Per Card $4.90.

Half Doz. With All C. O. D. Orders. Certificates Draw or Money Order. NO SAMPLES.

"Fast Selling Novelty Suggestion"

* Electric Flash Boards

- BINGO BLOWERS

* RUBBERIZED WIRE CASES

KANSAS CITY, KANSAS

MIDWEST MERCHANDISE CO.
and business has been good. I'd like to read pipes here from Frank Rendau, Mary and Madaline Ragan, Jimmy Ryan, Bill Barris, Jimmy Beach, Art Nelson, Bill O'Brien, Irene Loritz, Jack Hayden and Harry Miller.

REPORTS...
From North Carolina have it that Mad Monk Rasmussen's gadget days are a thing of the past, especially since he's been staging the full with shrimps in Winston-Salem.

RUSSELL ALLEN...
It is Stafford, Mo., framing a high sentiment and corn sample layout which she plans to work in the Ozarks this winter.

LARRY NOLAN...
The stout and Chet Bubbles Reese gathered some long green working the recent Arizona State Fair, Phoenix.

POLACK BROS.
(Continued from page 55)
changes of officers giving frequent parties.

Personal destination are:
New York—Louise Starros and Mary Paul, Nina and Paula Samalski, and the writer, who opens at the Roxy Theater for the Christmas show.

Chicago—Jack Klein and Dan Zilker for Christmas shows; Arthur and Dorita Koyen, Stephen Mustafa, Dolly Anderson, Billy Bartun, Harry (Bing) Bernstein, Arthur Harris, Louis Pilman, Thomas Byers, Frank Doherty and Billy Carson.

Mr. and Mrs. Pete Ivanov and Mr. and Mrs. George Paige, Lue Lue, Cleo Gamble, Oakland, Calif.; Blivers and Jo Madision and Frenchet tual winter quarters with the MGM elephants. Massimiliano Truzzi and Rex and Reggie Birt, Sarasota, Fla; the Berosini family, Miami; Gus and Betty Bell, Harold Ward and Millie Kesthley, Champaign, Ill.; Mr. and Mrs. Francisco Heinzeim, Rochester, Ind.; Chester (Bobo) Barnett and Morris Gebhardt, Memphis; Harry Dann, St. Louis; Leonard Pearson, Kewanee, Ill.; Justin Edwards, Oquawka, Ill.; Chai and Sonny Hugan, camping at the Vesuvius Terrace Club, McKeesport, Pa.; Dennis Stevens, Pitsburgh; Charles Capelin, Virginia Beach, Va.; Louis Tieperman and Vern Henry, Toronto, N. Y.; Count Ernie and Frieda Wieland, Chi., Pa; Mr. and Mrs. Bee Carsey, San Antonio; Rex Rostron, St. Petersburg, Fla; Wally and Fio Newberry, Westport, Conn.; U. S. Beck, Phoenix, Ariz.; Jimmy Crabbies, Hammond, Ind.; Mr. and Mrs. Bill Watson, Fort Lauderdale, Fla.; Walter and Polly McManus, Hope, Ark.; Edie Dugan, Baltimore; Mr. and Mrs. Charles Webb, Detroit; A. W. Starkey, Indianapolis; Elmer Thomas, Lafayette, Tenn.; Al Prentiss, Dillon, Mont.; Carl Barnett, Wakefield, Ky.; Boyd Kimes, Neffs, O.

This is the Barnes box's last column. Thanks for reading. HAROLD BARNES.
SALESBORD

G. N. Crystal is head of the new Ridge Novelties Company. Formed in addition to handling novelty and board games with the l. A. Blonk brokerage salesboards. Three premium items constitute its initial bid for board game business. Harry I. Gross, sales manager of Consolidated Manufacturing Company, Chicago, disputes the claim of Manny Guttermasser, Harisch Manufacturing Company, Chicago, that that business is not running quality. "Just the opposite," Irv says. Question of their respective card-playing qualities came up last week when both were plane partners.

H. C. Hoyes, Delta Sales Company, Blue Earth, Minn., reports that the board designing, manufacturing and distributing activities of his firm continue to bring top level response from the trade. With new numbers coming for 48 and steady acceptance of the 48 favorites, business is rolling along at an optimistic pace. M. B. Deibel of his mother, M. B. H. Blazer Company, Elms, N. Y., is another board boy to return good news. His backhauling in the board business serves to put him on the right track with his salesmen. Frank R. Dick was general manager for A.N.S. Sales, Inc. Elms, also with backhauling. Manufacturing and opened his own firm June 1 this year.

Saul Wyatt, Gardner & Company, Chicago, reports thin Harry, with the firm up until a year and a half ago is the capacity of a field representative, released the status this week. He will work in the office, however, in an executive capacity. Robinson rode the roads for Gardner for seven years during his previous association with the firm. Gardner has not settled the board show question yet this year, being undecided whether it will show in conjunction with other firms or have a presentation.

Sam Feldman, Harisch Manufacturing Company, says the firm's Baby Book board is a top-flight order getter.

SALESBORD SIDELIGHTS

A definite trend in the board field now, Sam Feldman, is the introduction of merchandise. Premiums are eagerly becoming important to the trade, as is storage supply at each store in more satisfactory price levels. Irwin Seerar, Sacoé & Seerar, Chicago, predicts that the introduction of the most radical board yet introduced next week. Other than to say it was custom-designed to draw sales play. Irwin would not elaborate. A one-week New England trip is taking all time and attention this week brother Mort is holding the fort in Chicago.

Bringing to six the number of board functions mingling in the Sheraton Hotel, Chicago, January 17-18, are Bee-Jay Products, Inc., Chicago, and Universal Manufacturing Company, Kansas City, general manager of both firms, Joseph Berkowitz, announced this week. Displays of the two companies will be set up in Rooms 4300 and 3401 and will consist of many new deals, designed for special territory requirements, Berkowitz said.

UNDER THE MARQUEE

(Mr. and Mrs. Noyelles Burkhart, of Cole Bros., are on a renewed tour and expect to tour several of the Southern States in their new show. Returning to their home in Chicago... Mr. and Mrs. Harry McFarlan, Cole Bros., after returning from their winter shows, drove to Hot Springs for the baths and scenic spots.

Ora Parks is handling prize for the Cole Bros. and also will work in the same capacity for Orion Team's Groto shows in Indiana and Cleveland. Dick Scudder, after closing with the new shows, is now with the winter shows, drove to Hot Springs for the baths and scenic spots.

All space for the exhibition hall at the Chicago Convention October 11. Congress charge say this year's show will be the best in years.

A group appearing on the meeting programs will be the C. E. Bowman, general manager of the American Star Manufacturing Company, Inc., Chicago; Chas. F. M. O'Malley, Hires Root Beer, Chicago; washing, and also will work in the same capacity for Orion Team's Groto shows in Indiana and Cleveland. Dick Scudder, after closing with the new shows, is now with the winter shows, drove to Hot Springs for the baths and scenic spots.

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WFA Gets Plea From Carnivals

(Continued from page 52)

that reason the Joint flats were raised by most fair officials, including Joseph O'Shaughnessy, secretary-manager of the Merced County, Calif., and Carl Milles, manager of the Calera County Fair, felt carnival owners and managers of their communities must engage in public clean shows. "I have had very good fortune in working with the public and playing my fair," O'Shaughnessy said.

Mr. Cramer, secretary-manager of the "It's May Day" Celebration at Los Banos, said, "In 1941 nearly 40 per cent of our income in Los Banos came from closed shows, and now there are less than 10 per cent, and a public feeling against carnivals has been greatly lessened due to good relations with the public buyers.

Formation of the West Coast Show Owners' Association was hailed by most fair managers as the most intelligent step yet undertaken by carnival operators. Showing attending the meeting included M. E. Arthur, Imperial Exposition Shows; Larry Greatorex and Howard Sliceo, Schooner, California Shows; Harry Landau, Imperial Exposition Shows; Eddie Burke, Eddie Burke Attractions, and R. E. Poult, Foks & Burke Shows.

NAPM Membership Gather in Chicago

(Continued from page 52)

set Wednesday, final day of the convention, and show the interest in the industry's convention to take in the annual social hour and banquet.

A fair executive committee has lined up a strong list of speakers. Open forums also are included on the pro- gram.

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'48 NAMA Convention Under Way

Operator Efficiency, New Equipment Stressed; Sked First Sales Rep Meeting

Registrations Indicate Record Operator Attendance

By Norman Wicker

CHICAGO, Dec. 12.—The second annual convention and exhibit of the National Automatic Merchandising Association (NAMA) got under way here early today as exhibitors made last-minute checks of their booths and rooms, and visitors started registering at 9 a.m. on the fourth floor of the Palmer House Hotel. The two-day convention of the vending industry, ranging from manufacturers and distributors to manufacturers, the numerous suppliers (see list of exhibitors on page 85), this issue) represented for this year, show appeared assured of an even greater attendance and interest in the opening session.

In the course of the operator level, the 1943 show is again stressing efficiency in operations, with the numerous scheduled throughout the four days, provide all phases of this industry, are being unvailed, and major suppliers are all represented on the floor exhibit.

Unlike the '43 convention there will be no coverage of the initial deal work began this morning. As registra tions started, members of the NAMA sales and vending division were cleaning up last-minute details, then met in Room 17 of the club floor for their closed session, which started at 10:30 a.m. and ran thru the noon hour.

Promptly at noon, heads' headquarters opened in Parlor 13 on the floor. At the same time the NAMA sales representatives' division bushees got under way in the R.D. (See '48 NAMA Convention, page 84)

Issue Interim Report on Mills

CHICAGO, Dec. 11.—Additional improvements in its cash position and further reductions in inventory and in equipment costs were announced by Coin Operators, Inc. The report, covering all firm activities from December 31, 1948, to October 31, 1948, was issued by Edward J. Gesicki, firm treasurer.

Major facts in the statement pointed out the following changes in the first three months of 1948:

* Cash balance: $168,000
  * Receivables decreased: $302,000
  * Inventories: $1,596,000
  * Accounts payable: $1,025,000
  * Estimated loss decrease: $48,000

* Other improvements cited during the first three months are developments, included a payment in full during October of $500,000 in debt which was absorbed without loss or depletion of Mills' assets, and the securing of new and increased interest rates on a remaining certificate of $300,000 indebtedness.

Not mentioned in Gesicki's financial report was the sale of the Mills division for a cash payment of $75,000, together with related patents, parts, tools and dies to the H. E. Evans Company, Chicago, for an undisclosed amount.

Hanna Proxy of N.Y. Ops Association

Org Sets Dues at $25

SYRACUSE, Dec. 11.—Joseph A. Hanna, of the Hanna Distributing Company, Utica, was elected president of the New York State Coin Machine Association (NYSCMA) at a meeting of the new organization here Thursday (1). Formed a month ago (The Billboard, November 6), the association sets its sights at a comprehensive public relations campaign for the coming year, and named William H. Golds, president of the Coin Machine Company, vice-president, and Murray Sandow, of Buffalo, secretary-treasurer.

With 23 regional directors in attendance, the meet reaffirmed the need for a guide to operate the programs by state column. Such a program, according to Hanna, will do much to offset unfavorable public attitudes about the industry. Hanna said the plan was expected to as the group's temporary chairman, said the plan would have an impact on the real estate business in Mobile.

Hanna's spokespersons, unable to meet the number of states operated.

The immediate concern of NYSCMA is to intensify its thrust to organize regional associations. Regional directors are expected to call meetings of members of their columns in their areas soon, and serve as liaison between regional groups and the State Council. New directors named at the meet are Robert F. Bradt, of Niagara Falls; Albert C. Bassan, of Wellsville, and Dave Solomon, of Elmira. Teddy Blatt, of New York City, was appointed attorney for the association.

Mechanical Engineer Convexh Expected To Host Coin Mfrs.

PHILADELPHIA, Dec. 11.—Coin machine manufacturer officials are expected to meet here January 10-14, in the Convention Hall here January 10-14, in the Convention Hall here. The subject is expected to host the American Society of Mechanical Engineers (ASME) meet at the Convexh Hall here January 10-14.

Arkansas Wait For Test Case On Free Plays

LITTLE ROCK, Ark., Dec. 11.—Location owners here have reached the awesome stage in their long wait for a test case on the legality of free-play pinball. While locations with games installations are conducting business, the legal are to be submitted to the court for further examination.

Some months ago, Attorney General Guy Williams held that games which give free plays for high score go in violation of the law. Later, Ed win E. Dunaway, Pulaski County public prosecutor, ordered all police authorities in Greater Little Rock, announced a test case would be instituted.

With no action on the test for the last few months, location owners are now wondering if the case will materialize. Meanwhile, they claim they are losing money because the old equipment is not drawing very well with their regular patrons.

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Shuffleboard Co. of America Sets New Finance Plan

NEW YORK, Dec. 11.—In a policy switch reflecting confidence in the electronics industry, the operator of shuffleboard, the Shuffleboard Company of America has instituted an annual finance plan for operators, according to an announcement by General George W. Foote, president and general manager.

The plan, begun two weeks ago, provides a one-third down payment, with the balance of the full purchase price payable within 30 months. The Company produces a standard 22-foot model, as well as a 18-foot model for use as a bowling-type game. Both list at $464.

Put out under the trade name, Nu-Art, the boards have been selling laboriously to operators in the Marketing. Pheiffer disclosed. The firm recommends the treatment at 10-cents-per-lawyer-pleyer.

Activity Up On Penny's Legal Front

EPPHA, Pa., Dec. 11.—The city's amusement commission, whose decision will be effective January 1, will exempt juke boxes, pinball, video arcade games, shuffleboard and bowling alleys for the time being.

Borough officials declared that there is some uncertainty as to the constitutionality of the provisions affecting the exemption of tax on machines, and all efforts to collect the tax will be withheld until a legal opinion is received by the general's office.

The tax on coin machines, which has been adopted in many other municipalities in Pennsylvania, is the result, however, of an ordinance enacted by the 1967 Legislature permitting municipalities and school districts to tax anything not already taxed by the State. However, it is reported that the borough tax law is not among the most controversial issues to confront the 1969 Legislature convening next year.

The Pennsylvania Manufacturers' Association and the State Chamber of Commerce, along with other businesses and groups, have been working to have the tax abolished.

No Year-End Lay-Off At Kenny's; Schedule Co. Christmas Party

CHICAGO, Dec. 11.—J. H. Kenny & Company officials announced that for the first time in the company's history, with the exception of the war years, there would be no employee lay-off during the year-end holiday period. In addition, the 25-person staff is expected to seek a 10 percent wage increase.

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Pacific News

CMI Adds Exhibit Space At '49 Show: Will Hold Three Conferences for Operators

CHICAGO, Dec. 11.—Greater space was made available for Coin-Op Operators and Makers in (CMI) show held at the Sheraton Hotel here January 17-19, officials announced. The opening of space for 30 additional booths for prospective exhibitors will enable operators to make full-length displays of their exhibits at the show, were also announced.

Show committee stated that the added exhibit space is not necessary by the complete sellout of the booths for Coin-Op Operators and Makers of Grand Ballroom in the hotel. New exhibit area is adjacent to the 1948 show.

The conferences on legal, legislative, and tax problems, scheduled in the form of conferences with CMI's legal and tax department, will be held during the show. The object of the series will be to aid coin men and their counsel in solving problems posed by the meeting of 44 State Legislatures in the early part of 1949, it was stated.

Conferences are to be held by appointment at CMI headquarters, and coinmen and local associations desiring to attend are requested to write the legal and tax department immediately.

Personal conferences were decided upon in favor of general discussions of legislative problems. The multiplicity of individual problems and the variety of State laws made general sessions of little benefit to individual coinmen, the Jones show committee chairman, stated.

Portland Bar Owners Seek Tax Change

PORTLAND, Ore., Dec. 11.—Oren F. Campbell, secretary-treasurer of the Oregon Taverns’ Owners’ Association (OTAQ), stated this week he is planning for city council recognition of an ordinance, recently passed, which levies a $1.00 per year license on coin-operated games in taverns as well as providing that operation would be limited to one such device for each 15,000 population.

“We will seek repeal of the ordinance because it is highly unfair and discriminatory,” Campbell declared.

“Final effect will be to throw up the house with the hands of a small group, and we can’t understand why this is being done,”

Mayors-elect Against Levy

The ordinance was introduced by Commissioner of Finance Fred L. Nelson, who contended, “The ordinance is a make license fee collections much simpler. At the time of its passage, the city’s mayor-elect, Dorothy McCallough Lee, charged it would lead to the council’s recognition of an increase in business. Mr. Lee also announced he would seek repeal of the 50 per cent tax increase he assumed the mayor-elect office.

Campbell was particularly concerned with the ordinance’s effect on shuffleboard.

Shuffleboard as a game is one of the class of amusement machines that have drawn increasing popular shuffleboard are very important to our members,” said Campbell.

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CMI Adds Exhibit Space At '49 Show: Will Hold Three Conferences for Operators

Discussion of Legal, Legislative, Tax Problems

Show committee stated that the added exhibit space is not necessary by the complete sellout of the booths for Coin-Op Operators and Makers of Grand Ballroom in the hotel. New exhibit area is adjacent to the 1948 show.

The conferences on legal, legislative, and tax problems, scheduled in the form of conferences with CMI's legal and tax department, will be held during the show. The object of the series will be to aid coin men and their counsel in solving problems posed by the meeting of 44 State Legislatures in the early part of 1949, it was stated.

Conferences are to be held by appointment at CMI headquarters, and coinmen and local associations desiring to attend are requested to write the legal and tax department immediately.

Personal conferences were decided upon in favor of general discussions of legislative problems. The multiplicity of individual problems and the variety of State laws made general sessions of little benefit to individual coinmen, the Jones show committee chairman, stated.

Portland Bar Owners Seek Tax Change

PORTLAND, Ore., Dec. 11.—Oren F. Campbell, secretary-treasurer of the Oregon Taverns’ Owners’ Association (OTAQ), stated this week he is planning for city council recognition of an ordinance, recently passed, which levies a $1.00 per year license on coin-operated games in taverns as well as providing that operation would be limited to one such device for each 15,000 population.

“We will seek repeal of the ordinance because it is highly unfair and discriminatory,” Campbell declared.

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Operator Efficiency, New Equipment Stressed; Sked First Sales Rep Meeting (Continued from page 2)

Lacquer Room on the fourth floor. This marked the first annual luncheon to be held by the division, which was formed last summer for the purpose of establishing a closer relationship between the sales representatives of manufacturers and allied members and the operators of vending machines. More than 1,200 members now belong to the division.

Bills Speaks
Scheduled as featured speaker at the luncheon was Benjamin F. Bills, Northwestern Unveils 1949 Bulk Machine

MORRIS, III., Dec. 11.—Northwestern Sweet and Snack Company has announced its new model, a 40-pound bulk vending machine. The machine is designed for use in confectionery quarters—"San-Carry" square type glass merchandise compartment and modernistic design. W.B. Grenier, sales manager, stated the unit, to be featured at the firm’s NAMA exhibit and initial deliveries will be the latest in the line.

Special globe design permits 30-second changing of full to empty compartment on location, eliminating globe cleaning and refilling when the rest stock needs replenishment. The square type merchandise compartment has a 3/4-pound capacity; base, of steel, is available in red, green, white and silver baked enamel finish. Total height is 15 inches; base is 7 inches high, 9.5 inches square.

A unit may be used with standard stand. Grenier said that the feather-touch delivery wheel is positive-stationing for delivering to the selected item, and the round coin entrance, both centered on the face of the base. Covered delivery window offers delivery channel and merchandise.

Keeney Names N. Y. Distrib.

CHICAGO, Dec. 11.—W. J. Ryan, J. H. Keeney & Company president, announced the appointment this week of Biotta Distributing Company, New York City, as the Keyeney cigarette vendor. Firm will cover the Central-Western area of New York State. West Connecticut has been assigned as contact representative for the Biotta division.

Silver King Co. Intros New Unit

CHICAGO, Dec. 11.—Silver King Corporation announced this week its new 1949 Charm King ball gun vend- er, designed to handle all sizes of ball gum and rubber merchandise, such as H. F. Burt, firm head, stated delivery on the new unit, priced at $139.51, will start today (1).

Burt also said that parts were available to convert 1948 thru 1949 Charm King ball gun units to handle the new vending machine. Conversions are pegged at $3 per set.

Meanwhile, exporting and merchandising tie-ups for the new ice cream vending machines were announced by Sam Rogow, secretary-treasurer of the firm, which has become a subsidiary of the Dextale Company of Lancaster, Pa.

The manufacturer, the National Automatic Merchandising Association show next week, Herb Klein, sales manager, disclosed this week.

With a vending capacity of three to five-day supply, the Charm King is designed for use in various merchandising fields, with the emphasis on vending in locations, such as railway stations, where paper-backed books are not available in a large sale.

Price of the new vending machine is to be announced at the NAMA meeting. Klein added that deliveries to operators are to be begun early in 1949. It was indicated that distribution of the new vending machine will be based on the following:

New Sales Area

A new sales area for the products will be provided by the company this year. The area includes all states west of the Mississippi River.

Dr. O. May New Coke Quality Control Head

NEW YORK, Dec. 11.—The Coca-Cola Company announced this week that Dr. Orville E. May has been appointed vice-president in charge of quality control, succeeding Dr. W. F. Heath, who is retiring after nearly 50 years with the company. May has been a member of the company’s staff since 1920.

As under Heath, May’s department will continue to supervise the various laboratories and technical departments in the company, and also to oversee franchised bottlers to help assure uniform production of Coca-Cola. The specifications for basic ingredients used in the drink, detergents, bottles and other production used by bottlers.

May is a fellow of the American Chemical Institute, a member of the American Chemical Society, of the American Oil Chemists Society and the Institute of Food Technologists.

Vendma Announces Sales Plan for New Single-Car Vender

CHICAGO, Dec. 11.—Vendma Sales, Inc., here, national sales agency for the new Shipman illustrated post card vending machine, which has been received in the Midwest, have announced that sales shipments slated for periodic delivery.

Vendma is placing the new card vender with operators who can set up in major cities and even in smaller localities and in and in addition handle sales within a definite area assigned to him. The card vender dispenses regular standard size picture post cards, three for a dime, stamps, with scenes tailored to suit the city in which the unit is located. Vendma will make every effort to provide the operator with an exclusive supplier of cards for the machine.

Vendma said that the operator is required to affix the stamps on the cards if required. The stamp machine is offered as an operating aid by Vendma.

Stamp Venders Aid Philly Yule Mail

PHILADELPHIA, Dec. 11.—Stamp vending machines have been placed in many Philadelphia post offices to help ease Christmas mailing rush. The machines, Postmaster Gen. R. L. Gallagher said, dispense the stamps at no extra fee. They produce five 2-cent stamps for 5 cents; two air-mail stamps for 10 cents, and five 3-cent airmail stamps for 15 cents.

Gallagher said a notice to mailers that they bring proper change with the machines which at present do not have coin-changer attachments.

San Antonio Blaze Destroys Venders

SAN ANTONIO, Dec. 11.—A large fire which destroyed many vending machines operated by the United Amusement Company were destroyed during a $500,000 fire which swept thru the Stone Oak hotel last week.

Heaviest loss was suffered by United Amusement ($200,000), whose machines were stored in the building.
FOUR EVENT FILLED DAYS

NAMA CONVENTION & EXHIBIT

SUNDAY, DECEMBER 12

8 a.m.-10 a.m. - REGISTRATION
Corridor - 4th Floor

10:30 a.m.-1:30 p.m. - NAMA CUP VENDING DIVISION
Room 17, Club Floor. Cups. Vending Division Members only.

12 Noon-10 p.m. - LADIES' HEADQUARTERS OPEN
Parlor 15, Club Floor

12 Noon-10 p.m. - SALES REPRESENTATIVES DIVISION U.N.-JEON
Red Lacrosse Room - 4th Floor. By invitation.

1 p.m.-10 p.m. - GRAND OPENING OF 1948 EXHIBIT
Exhibition Hall - 4th Floor
Exhibit Rooms - 7th Floor

MONDAY, DECEMBER 13

8 a.m.-9 p.m. - REGISTRATION
Corridor - 4th Floor

8 a.m.-7 p.m. - LADIES' HEADQUARTERS OPEN
Parlor 15, Club Floor

8:30 a.m.-12:30 p.m. - OPENING SESSION AND ANNUAL MEETING
Red Lacrosse Room - 4th Floor
Chairman: E. V. Pierson, NAMA President
Film presentation: "Of This We Are Proud" (in color), courtesy NalKelvinator Corp.
Welcome to Members and Guests
President Pierson
"Uniform Accounting and Methods"
William Fishman, vice-chairman, NAMA Operator Accounting Committee
"Blueprint for Action"
Fred L. Brandstetter, NAMA Legislative Counsel
"Insurance for Operators"
Aaron Goldsmith, chairman, NAMA Insurance Committee
"NAMA at Work for You"
C. E. Darling, NAMA Executive Director
"The Sales Sheet"
J. D. Chambers, NAMA Treasurer
"NAMA in 1948"
President Pierson
"Practical Public Relations"
E. J. Condon, Assistant to the President and Director of Public Relations, Sears Roebuck & Co.
Report of Nominating Committee
Tom Vaughn, Chairman
Annual Election of Directors

1:30 p.m.-4 p.m. - NAMA 1948 EXHIBIT
Exhibition Hall - 4th Floor
Exhibit Rooms - 7th Floor

1 p.m.-4 p.m. - NAMA BOARD OF DIRECTORS MEETING
Room 9, 3rd Floor

After 8 p.m. - Evening free for visiting Chicago night spots, entertaining, or doing whatever else you wish.

TUESDAY, DECEMBER 14

8 a.m.-9 p.m. - REGISTRATION
Corridor - 4th Floor

8 a.m.-10 a.m. - LADIES' HEADQUARTERS OPEN
Parlor 15, Club Floor

8:30 a.m.-11 Noon - CIGARETTE SESSION
Red Lacrosse Room - 4th Floor
Chairman: John F. Seamon, Ace-Saxen, Inc., Miami, Fla.
"Increasing Efficiency in Stock Control"
"Increasing Efficiency in Service"
"Increasing Efficiency in Selling Location"
Ed Bennett, "Quick Automatic Sales Co., Aurora, Ill., and Sidney Bruck, Long Island Tobacco Co., Flushing, L. I., N. Y.
"Increasing Efficiency in Maintenance and Replacements"
"Operating Other Types of Equipment in Conjunction With Cigarette Machines"
Meyer Goldstein, G. M. Mache Corp., Washington, D. C., and Frank Burns, Burns Distributing Co., Greensboro, N. C.

Quarter Forum
The speakers will work out a panel to answer operators' questions.

8:30 a.m.-11 Noon - CUP BEVERAGE SESSION
Room 14, Club Floor
Chairman: E. G. Williams, Spacarb of New England, Boston.
"The NAMA Cup Vending Division"
E. G. Scally, Lit-Ladle Cup Corp., chairman, NAMA Cup Vending Division
"The Job Ahead"
Reyn Pohle, Spacarb, Inc., chairman, Cup Vending Division Research Committee.
"A Customer Look at Service"
"Cup Vending in Retail Stores"
M. L. Helzer, Johnson Tobacco Co., Chicago.

(See NAMA Program on page 98)

NAMA EXHIBITORS

FOURTH FLOOR

A. R. T. Manufacturing Corp., Chicago (cigar machines; slug rejectors); Booth 20.
Albert & Co., Inc., New York (candy and nuts); Booth 81.
American Coin Change Corp., Boston (coin changers); Booths 64-67.
Automatic Syrup Corp., New York (cup beverages); Booth 35.
Auto-Vend, Inc., Dallas (popcorn and coffee); Booths 2, 10.
Billboard Publishing Co., Chicago (The Billboard & Vending); Booth 74.
Bradley, C. C. & Sons, Inc., Syracuse, N. Y. (cup beverages); Booth 39.
Canada Dry Ginger Ale, Inc., New York (syrups); Booth 22.
Challenger Corporation, New York (audit recorders); Booth 77.
Chicago Lock Co., Chicago (locks); Booth 12.
Cigarette Corp. of America, New York (cigarettes); Booth 84.
Clark Mfg. Co., Ill. & Jones Bros., Chicago (cups, 8ockets); Booth 88.
Coca Mfg. Co., Manhattan, Wis. (candy, cigarettes); Booths 47, 48, 49.
Coke Products Corporation, Chicago (cup beverages); Booths 24, 25.
Columbus Vending Co., Columbus (bulk); Booth 64.
Craig Machine, Inc., Denver, Colo. (cigarettes); Booth 32.
Crowton Implement Corp., Chicago (beverage bottles); Booth 89.
Dixie Cap Co., Easton, Pa. (caps); Booth 18, 19.
Arthur H. Davies, Inc., Waverhill, Mass. (cigarettes and gum); Booth 38.
Eastern Electric Vending Machine Corp., New York (cigarette); Booth 1.
Enfield Products Division, Chicago, Booth 28.
Ford Gum & Machine Co., Lackwass, N. Y. (gums); Booth 86.
G. Goldenberg, Inc., Philadelphia (candy bars); Booth 75.
Guardian Electric Mfg. Co., Chicago (switches); Booth 44.
Hum Vending Corp., New York (gum); Booth 46.
Charles E. Hira Co., Philadelphia (drinks); Booth 67.
Hospital Specialty Co., Cleveland (sanitary napkins); Booth 33.
Hupp Corp., Cleveland (cup beverages); Booths 65, 66.
Hurtz & Poole Co., Indianapolis, Ind., Booth 85.
Ideal Dispensers Co., Bloomington, Ill. (beverage bottles); Booths 15, 16.
International Machine Corp., Long Island City (Photons, Voice-A-Graph, post cards); Booth 57.
Johnson Yera Box Co., Chicago (cigar changers, cup mechanisms); Booth 32.
J. R. Keeney & Co., Chicago (cigarettes); Booth 87, 88.
Leigh Foundation, Inc., Easton, Pa. (cigarettes); Booths 72, 73.
Lilly-Tilup Cup Corp., New York (cups); Booth 56.
Lyme Industries, Inc., Chicago (cigarette bubble); Booth 55.
Marvin-Jilten Co., Irvington, N. J., Booth 45.
Marlfield Mills Corp., Chicago (coffee, soup); Booth 36.
National Rejectors, Inc., St. Louis (slug rejecters); Booths 70, 71.
National Vendors, Inc., St. Louis (cigarettes, candy); Booth 34.
Jack Neilsen & Co., Chicago (popcorn, parts); Booth 34.
Northwestern Corp., Morris, Ill. (bulk, stamps); Booths 60, 61.
Practical Products Company, Minneapolis, Minn. (cup beverage, cigarettes); Booth 23.
Red-die Manufacturing Corp., Chicago (scales); Booth 27.
Southeast Metal Products Co., Newark, N. J. (cup beverage); Booth 76.
Sorey Sys Co., Brooklyn (drugs); Booth 26.
Swarz Inc., Evanstite, Ind. (condensing unit); Booth 30.
Sivirty Vending & Sales Co., Winter Haven, Fla. (juice); Booth 53.
Stashill Mfg. Co., Chicago (candy bars); Booth 11.
Spedac, Inc., New York (cup beverage); Booth 37.
Staple-Sharsowon Mfg. Co., Newark, N. J. (cigars); Booth 87.
Stone Mfg. Co., Aurora, Ill. (candy); Booths 41, 42, 43.
Superxorp Corp., Dallas (cup beverage); Booths 58, 59.
Universal Match Corp., New York (matches, Shuffer candidates); Booths 89, 90.
Vander-Beek, Inc., Hartford, Conn. (counting devices); Booth 27.
Vendall Co., Chicago (candy); Booths 17, 18, 19.
Venda Co., Kansas City, Mo., Booth 3.
Wills-Acrobats of Canada, Inc., Little, Pa. (candy bars); Booth 50.
Wilson-Ray Corp., Charleston, Mich. (voice recorders); Booth 63.

(See NAMA Exhibitors on page 94)
PAYS
50% to 200% PROFIT

THE GREATEST MONEY MAKING SCALE ON THE MARKET, AND 100 PER CENT AUTOMATIC NO KNOBS OR HANDLES TO TURN—THE COIN DOES ALL THE WORK

Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.
3206 Grace St., N. W. Washington 7, D. C.
Cable Address: "AMSCA"

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Electro-Matic Shoeshiner To Use New System

NEW YORK, Dec. 11.—An improved polish and applicator which, it is claimed, enables automatic equipment to give a shoeshine comparable to a hand shine is available in Uneeda Shine Machine Company's Model 700A, Sam Sacks, Uneeda's president, announced this week.

Making use of a neutral shade, soft-cake wax, the new Electro-Matic polish applicator provides only intermittent contact between wax and brush. The applicator automatically lowers the polish thru a specially designed sleeve once during each shine cycle, leaving an ample supply of polish on the brush before being withdrawn. Sacks stated that a patent for the device has been applied for.

Frankly admitting that his earlier model, using the standard hard-cake wax with continuous brush contact, gave little more than a "brush-off," Sacks declared that with the new applicator "a shine comparable to a hand shine is guaranteed every time."

The Model 700A lists at $239.50, he said. However, a purchase of 10 or more brings the per-unit cost down to $225. The applicator may easily be installed in standard Uneeda machines, it was pointed out. Applicator assemblies are available at a cost of $18 each. Firm also supplies the soft-cake wax.

At the same time, Sacks disclosed that negotiations were under way with a Canadian manufacturer to produce the Uneeda shiner under a royalty arrangement. Machines manufactured under this agreement would be solely for use by Canadian operators, with Uneeda continuing production for the United States market and export to other countries.

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VICTOR'S SENSATIONAL CUSTOM-BUILT DE LUXE UNIVERSAL

1c or 5c Play

Featuring greater Capacity. Vends a combination of ball gum and charms... and all bulk privileges.

CONTACT YOUR VICTOR DISTRIBUTOR OR WRITE DIRECT TO

VICTOR VENDING CORP.
8701-13 W. Grand Ave., Chicago 30, Ill.

---

TOP MONEY!

with

'POP' CORN SEZ AUTOMATIC POPCORN VENDORS

'Pop' Corn Sez Automatic Popcorn Vendors... the profit-proved fully automatic popcorn vendors. There's no guesswork with 'Pop' Corn Sez Vendors—over 30,000 machines on location—90% of all popcorn vendors sold since 1941—are 'Pop' Corn Sez. No attendant necessary, attractive, trouble-free... unlimited supply of always fresh, uniformly perfect 'Pop' Corn Sez pre-popped corn. Write, wire or phone today for complete information.

Auto-Vend, inc.
FORMERLY T. & C. CO.
3612 CEDAR SPRINGS
DALLAS 4, TEXAS
"NATIONAL MERCHANDISERS ARE DESIGNED FOR PROFITABLE OPERATION TODAY! — TOMORROW! — NEXT YEAR!"

Ben W. Fry
President,
National Vendors, Inc.

NATIONAL

Units are engineered to meet changing conditions . . . to accommodate new improvements . . . to protect the Operator's investment. ALL NATIONAL POST-WAR Merchandisers, for instance, operate on nickels, dimes and quarters . . all of them can be equipped with NATIONAL'S sensational new nickel Change-Maker . . all of them can be easily adjusted for price changes. In appearance, in performance, in adaptability to changing conditions . . NATIONAL tops the field today—and will tomorrow—in Manually-Operated and Electrically-Operated Cigarette Merchandisers of both Conventional and Console types. It pays to operate NATIONAL.

NATIONAL VENDORS INC

5055 NATURAL BRIDGE * ST. LOUIS 15, MO.
**NORTHWESTERN MODEL 49**

We are New England headquarters for bulk machine operators, roasting and selling our own nuts meant in pure peanut oil. All merchandise sold at lowest market price at time of shipment. Send us a trial order and be convinced.

**NORTHWESTERN SALES & SERVICE**

1135 TREMONT STREET

BOSTON 20, MASS.

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**NAPM Meet Features 4 Popcorn Machines**

CHICAGO, Dec. 11.—National Association of Popcorn Manufacturers (NAPM) 1948 convention and exhibits, held in the Hotel Sherman here Monday (13) to Wednesday (15) will include four popcorn vendor manufacturers among its corn popcorn, ingredient and packaging supply firms. Exhibits will be open daily until 9 p.m.

Popcorn vendor displays will be set up by Auto-Vend, Inc., Dallas; H. A. Brunten Company, Minneapolis, national distributor for Minute-Pop; ABC Popcorn Company, Chicago, showing its manual dispenser, and Viking Popcorn Machines, Inc., Los Angeles.

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**LUMINOUS CHARMS, SKULLS and RINGS**

that Glow in the Dark!

Wondrous Pop Sanitary and Harmless

Luminous Glow Charms, Series 11, $2.00

Luminous Glow Charms, Series 24, $5.00

Luminous Glow Rings, 6.00

---

**METAL PLATED CHARMS**

in bright gold and other finishes

Price per dozen

Metal Plated Charms, Series 01 $1.00

Metal Plated Charms, Series 25 $2.00

Metal Plated Charms, Series 39 $3.00

Metal Plated Charms, Series 00 $8.00

Write us so we can send you our new catalog on charm manufacture and POP CORN SEZ hot pop corn vendors.

Wise or write us for prices.

**Dwight Hamlin Co.**

5958 Baum Blvd., Pittsburgh 6, Pa.

Hiland 4100

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**ATTENTION**

**Popcorn vending machine operators**

Increase your machine profits with Supposedly specially popcorn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent replacement for COIN SEZ hot pop corn vendors.

Write or write us for prices.

**Dwight Hamlin Co.**

5958 Baum Blvd., Pittsburgh 6, Pa.

Hiland 4100

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**IN STOCK!**

- Less than 75. $12.60
- Less than 100 12.40
- 100 or more 12.25

- Write for prices on Models 40, 50, Deluxe $20 and 3 Ball Gum

**EMPIRE COIN MACHINE EXCHANGE**

1012 Milwaukee Ave. CHICAGO 22

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**LUMINOUS**

**CHARMS, SKULLS and RINGS**

that Glow in the Dark!

Wondrous Pop Sanitary and Harmless

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- Write for prices on Models 40, 50, Deluxe $20 and 3 Ball Gum

**EMPIRE COIN MACHINE EXCHANGE**

1012 Milwaukee Ave. CHICAGO 22

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**VICTOR’S NEW MODEL V-K**

It’s Outstanding!

Vends Everything Individually. The V-K is a new vending machine that you can buy. Write us NOW for ALL the facts.

A Product of VICTOR VENDING CO.

Write for new circular.

**Jack Nelson & Co.**

1330-34 Chicago Ave.

Dundie 47, Ill.

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**UNIVERSAL**

**CUSTOM BUILT BY VICTOR**

$13.50

In lots of 25 $12.90

NEW CHARMS OUT OF THIS WORLD INCREASE BUSINESS Write for new circular.

**Jack Nelson & Co.**

1330-34 Chicago Ave.

Dundie 47, Ill.
NEW MODELS? NO!

Electro, the FIRST Electric Cigarette Merchandising Machine, is so far ahead that in the more than three years of steady production no new models have been introduced . . . NOR ARE THERE ANY IN THE PLANNING STAGES!

NEW FEATURES? YES!

Electro has added new features, but all these features can be added to all ELECTROS previously sold, making the oldest machines as modern as the sparkling new ones rolling off the production lines today.

NEW!!!

. . . . Electric "Cigarettes" Sign
. . . . Changemaker
. . . . Coin Acceptor, single chute for nickels, dimes and quarters
. . . . Increased capacity

All these, plus Electro's time-proven exclusive features and dependability, make it the world's most sought-after all electric Cigarette Merchandising Machine . . . and yet the lowest in price!

Order Electro today for prompt delivery.

EASTERN ELECTRIC VENDING MACHINE CORP.
GENERAL MOTORS BLDG.
A PRODUCT OF C-8 LABORATORIES
Package Hankies for Sale Thru Vendors; Firm To Sell Ops Only

NEW YORK, Dec. 11.—The formation of the Floyd Manufacturing Company to produce packaged handkerchiefs for supplementary sales thru cigarette vendors, was announced here this week by Jean Epstein, vice-president. To be distributed in cardboard containers approximately the size of cigarette packs, the handkerchief packages are to be merchandised in standard cigarette machines. One column is to be set aside for their sale, with other columns vending the usual smokes.

Miss Epstein, formerly a member of The Billboard’s advertising staff, said the Floyd company would also make available to operators a decal to be placed in front of the column vending handkerchiefs. The packages are to be sold direct to cigarette machine operators. No distribution is being made for in the firm’s merchandising plan.

Floyd Manufacturing, located at 2715 Summit Avenue, Union City, N. J., is headed by Charles Kalishman, president, Kalishman, who also heads the U-Need-A-Bargain & Parts Company, stated that deliveries of the Jean Sun-Pak handkerchiefs will begin in January. Kalishman is the firm’s secretary-treasurer.

Mail Order Cigs

NEW YORK, Dec. 11.—Cigarette wholesalers should intensify efforts to eliminate mail ordering cigarettes from non-tax States by actively supporting corrective legislation to be introduced in Congress next year, spokesmen of the National Association of Tobacco Distributors (NATD) urged this week.

“This can be done by designing a campaign for passage of the Jenkins Bill, passed by the House this year but pigeon-holed by the Senate Finance Committee, they said. It was pointed out that the National Tobacco Tax Association, an organization composed of State tobacco tax administrators, is co-operating with NATD in its campaign to curtail the nefarious practice of evading State cigarette taxes thru mail-order shipments.”

In a letter to its members this week, NATD charged:

“The business of mail-ordering cigarettes from non-tax States to consumers in cigarette tax States is assuming monstrous proportions. By its existence, evasions of the law are encouraged, greatly to the detriment and injury of the wholesalers, retailers and the public in the tax States.”

Estimating that the 39 States which now have tax on cigarettes lose $50,000,000 a year because of out-of-State purchases, the letter pointed out that this amount must be made up thru additional consumer taxes. It stated that as many as 20 per cent of the cigarettes purchased in some tax States are bought from non-tax neighbors.
Only MASTER CHEF with I.C. (INGREDIENT CONTROL) Vends the Perfect, Uniform Cup of Coffee Everytime!

Only MASTER CHEF has REVOLUTIONARY NEW COFFEE VENDING ADVANTAGES!

MASTER CHEF is the culmination of years of research in the field of hot beverage vending, incorporating features never before thought possible. Simple loading, fast delivery action, perfect sanitation, controlled delivery temperature and many other exclusive design developments establish MASTER CHEF as the most outstanding automatic venddr ever built... one that will deliver hot coffee in its natural rich flavor, delicious soups and other hot liquids. LOCATIONS ARE UNLIMITED.

Distributor Inquiries invited...

MASTER CHEF
3612 Cedar Springs
Dallas 4, Texas

Frank Q. Doyle
General Manager
MASTER CHEF

LOCATIONS ARE UNLIMITED.
IT'S THE TALK OF THE SHOW!!!

ACORN BULK VENDOR ROOM 730

ACORN

ARE YOU STILL A PROSPECTOR AT HEART—PROSPECTING FOR THE PERFECT BULK VENDOR? STOP PROSPECTING, PARD, BECAUSE THE "ACORN" BULK VENDOR

— IS —

AMERICA'S ONE AND ONLY PERFECT VENDOR—AN OPERATOR'S DREAM

Manufactured by

OAK MANUFACTURING COMPANY, INC.

1025 South Grand Avenue
Los Angeles 15, Calif.
December 18, 1948

The Craig Model 250 is the result of the combined-thinking and experience of our complete staff of research, development, refrigeration, electrical and mechanical engineers.

THE CRAIG MODEL 250
ICE CREAM VENDING MACHINE

CRAIG VENDING MACHINE COMPANY
358 Belleville Avenue, New Bedford, Mass. • Phone New Bedford 5-7877
THE ACME ELECTRIC MACHINE

VIBRATION IS THE LAW OF LIFE

It is perhaps needless to state that the medical profession has placed its sanction on the employment of Electric and Vibratory treatments for a multitude of ailments. It is also generally acknowledged that the majority of people will be benefited by such treatments.

Not everyone can afford expensive electric treatments, and this is where our ACME ELECTRIC machine fills a real need.

This machine produces an electric vibratory current which can be increased at will and which is indicated by a pointer on a dial in plain view.

Uses only one dry battery, which is usually good for 1,500 to 3,000 pluses.

Machining is automatic, rewind at each play, has a clock and means of regulating the time from 3/16 to 1 minute.

Made of pressed steel, finished in red enamel, and is a substantial, handsome, attractive machine, as well as a splendid money-earner.

In addition to the practical features of the ACME, as explained above, the machine is one of the best amusement apparatus for the ticket operator or the slate of the week. It is not unusual for a machine, even in a small way, to turn a profit in a day or two. This feature alone produces some $2,000 in revenue.

Price of Machine............$22.50
2 to 11 Machines............18.75
Bracket (if desired)............5.00
Floor stand (if desired)........4.50

See them on display for the first time at the NAMA Convention.

ARThUR H. DuGRENIER, INC.
15 Halsey Street • Haverhill, Mass. • Phone: 4252

MANUFACTURERS OF AMERICA'S FINEST CIGARETTE MERCHANTISERS

If you can't make the show, write for complete descriptive literature.

J. SCHOENBACH
1645 Bedford Avenue
Brooklyn 25, N. Y.

NAMA EXHIBITORS

(Continued from page 35)

SEVENTH FLOOR

Acme Sales Co., New York (blue stripe); Room 720.

African Distributing Co., New York, N. J. (cherry); Room 799.

Alex-Doree Co., Chicago (candy, bottle and shine machine, selector system); Rooms 731, 732.

Fred W. Amend Co., Chicago (candy); Room 705.

Airedale Sales Co., Inc., Appleton, Wis. (cigar-cutter); Room 704.

Artrell Mfg. Corp., Lima, O. (coffee, dairy); Room 785.

Atlas Mfg. & Sales Corp., Cleveland (bulk); Room 743.

Austin Packing Co., Inc., Baltimore (peanut butter sandwiches); Room 702.

Automatic Book Vending Corp., New York (book); Room 705.

Paul F. Belden Co., Bloomington, Ill. (candy); Room 765.

Bell & Co., Michigan City, Ind. (keys and locks); Room 748.

E. P. D. Inc., The Diamond Match Co., New York (cigarettes); Room 759.

E. J. Burch & Sons, Chicago (candy bars); Rooms 710, 711.

Brown & Williamson Tobacco Corp., Louisville (cigarettes); Room 724.

Candy-Fry America, Inc., New York (candy, nuts); Room 789.

Candy Park, Inc., Chicago (candy); Room 740.

Coca-Cola Co., Atlanta (cigars); Room 736.

Charcoal Sales Co., Albion Park, N. J. (candy); Room 706.

Chase Candy Co., Chicago (candy bars & bulk); Room 766.

Della Choc. & Candy Mfg. Co., New York (candy); Room 715.

Dettich Lock Co., Inc., Hammond, Ind. (padlocks & cylinder locks); Room 790.

Diamond Match Co., Chicago (cigarettes); Rooms 775, 775A.

F & F Laboratories, Inc., Chicago (candy and crouch largemakes); Room 729.

Falcon Distributing Co., Detroit (shot glasses); Room 745.

Ferrara Candy Co., Inc., Chicago (candy); Room 749.

F & P Engineering Co., Dallas (cup vending); Room 725.

Green River Corp., Chicago (beverages); Room 781.

Hershey Chocolate Corp., Hershey, Pa. (candy); Room 727.

Honey Bee Co., Chicago (French frites); Room 735.

Hydro Slice Co., Passaic, N. J. (beverage); Room 715.

Hull & Mularo, Inc., Springfield, Ill. (25c converted unit); Room 719.

Huyler's, Long Island City, N. Y. (candy); Room 714.

Illinois Lock Co., Chicago (locks); Room 763.

Jett Distributors, Inc., Chicago (cigarette machines); Room 764.

Wallace Johnson Candy Co., Chicago (candy); Room 707.

Juicer Bar Corp., New York (tutu juicer vending); Room 795.

Wallace Kidd Co. & Co., Inc., Selbyville, N. J. (cigarette machines); Room 715.

King & Co., Chicago, Room 712.

LaVerne Filles & Co., New York (candy); Room 733.

Lite Match Co., New York ( Matches); Room 742.

(See NAMA Exhibitors on page 98)

VICTOR MODEL V

% 140 Count

COLORED

BUBBLE

BALL GUN

$2.75

$12.75

$26.00

$12.00

$50.00

$9.00 per M.

Small Pilsichos

Large Pilsichos

NORDWESTERN

DELUXES

SAMPLE, 1/2 Doz.

SAMPLE, 1/2 Doz.

_whit NOTICE.

All Prices Subject to Change

Without Notice.

PIONEER VENDING SERVICE

Exclusive Victor Distributors for the

581 BACKMAN ST., BROOKLYN 12, N. Y.

Phone Charles 9-7990

CHAMPS CAN DOUBLE OR TRIPLE YOUR

PROFITS IN BULK VENDERS!

Write for details and free samples of the

following Champs and Novelties:

206 Small Plastic Champs $1.00 M.
207 Small Rose Gold Finish Champs $1.00 M.
209 Small Steel Finish Champs $1.00 M.
212 Small Gold Plated Champs $1.00 M.
214 Small Steel Finish Champs $1.00 M.
216 Large Plastic Champs $1.25 M.
218 Large Steel Finish Champs $1.25 M.
307 Large Luminous Champs $2.50 M.
410 Large Plastic Champs $2.00 M.
412 Large Ivory Plastic Champs $2.00 M.
414 Large Silver Finish Shells $3.00 M.
466 Creek Canary Bells $3.00 M.
571 Gold Plated Plateau $3.75 Gr.
591 Gold Plated Basket $3.75 Gr.
722 Copper Plated Rings $1.25 Gr.
742 Plastic Rattles (Green Pack) $1.25 Gr.
743 Metal Jingle Bell, 1½ inch $1.50 Gr.
753 Plastic Basketballs $2.00 M.
754 Plastic Bell Charms $2.00 M.
771 Gold Finish Weeding King $2.25 Gr.
773 Silver Finish Weeding Queen $2.25 Gr.
321 Plastic Basketballs $2.00 M.
421 Plastic Basketballs $2.00 M.
646 Plastic Bells $1.75 Gr.
925 Plastic Basketballs $2.00 M.
1000 Plastic Basketballs $2.00 M.

ALL VICTOR MACHINES

Recommended and sold on a

TORT Payments PLAN

Pay for 16 months payment

WRITE FOR DETAILS!

RAIN BLO BUBBLE BALL GUN

Priced 25c or Less

ROY TORR

LANDSOWNE, PENNA.
Question Almond Duty

WASHINGTON, Dec. 11.—An increase in duties on imported almonds would "work a hardship on both the U. S. candy manufacturer and the candy consumer," the U. S. Tariff Commission was advised by Harry R. Chapman, of the New England Confectionery Company and member of the National Confectioners' Association's Washington committee, earlier this month. Statement was made in opposition to the application of the California Almond Growers' Exchange for increased duties on imported almonds.

Chapman declared the importance of the duty question was heightened by the fact that, next to peanuts, almonds (both domestic and imported) were the biggest in demand by the candy industry. In 1947, 25,000,000 pounds were used. "Statistics indicate that the sale of domestic almonds is not threatened by such importations," he said. He added that "there is a distinct difference in taste, flavor and texture (of the imported variety), and certain imported almonds are considered better suited...for the manufacture of almond paste." Present tariff rate on imported almonds is 6 cents per pound (set in 1930) and the almond group is urging an increase to 24% cents per pound.

Sugar Report

WASHINGTON, Dec. 11.—The highest 1.4 cents per capita consumption of sugar since the war is indicated for 1948, Agriculture Department has reported. Estimated sugar consumption for the year is 93.0 pounds per person, as compared with 91.8 pounds last year and 73.5 pounds in 1945. Per capita sugar use averaged 95.6 pounds for the years 1938-39.

Sugar See-Saw

WASHINGTON, Dec. 11.—The demand for refined sugar declined in October from the preceding month, Agriculture Department said this (See Supplies in Brief on page 99).

Larger Capacity...Less Servicing

With the Sensational New LION "1400" World's Finest Cup-Drink Vendor

VENDS

1400 DRINKS

PER SERVICE OF SYRUP AND CUPS

COMPACT SIZE

ONLY 30 IN. WIDE, 24 IN. DEEP

FAST OPERATION

VENDS DRINK IN 5 SECONDS

MODELS AVAILABLE TO VEND

6 OZ., 8 OZ., 9 OZ.

CARBONATED DRINKS

Each drink freshly prepared

Perfectly blended, uniformly cold

The New Lion "1400" Cup-Drink Vendor offers you a combination of money-making features unequalled by any other cup vendor. Compact design conserves space...mechanism saves time...stimulates sales...high-quality features are guaranteed dependable performance. These and other features are yours when you install. LARGER PROFITS with the New Lion "1400." Write for details.

Lymo Industries, Inc.

Exclusive Factory Distributors

251 Merchandise Mart, Chicago 54, Illinois

Manufactured by Lion Manufacturing Corporation, Chicago 18, Illinois
**NAMA PROGRAM**

(Continued from page 85)

"An Operator Looks at Fruit Juice Vending"
- L. Shanks, Shanks Distributing Co., Columbia, S. C.

"An Operator Looks at Cola Vending"
- Herbert S. Kohn, Kwirk Kols of Chicago, Chicago.

Question Forum

The speakers will act as a panel to answer operators' questions.

5:30 a.m.-12 Noon—PENNY MACHINE ROUND TABLE

Booths 8, 8th Floor
Moderator: Dr. M. Klein, Louisiana Vending Machine Service, New Orleans.

1 p.m.-7 p.m.—NAMA 1948 EXHIBIT

Exhibition Hall—4th Floor

4 p.m.-10 p.m.—NAMA 1948 EXHIBIT

Exhibit Rooms—7th Floor

10 p.m.10:30 a.m.—COINED BEEF PARITY by Universal Match Co. Old Nick and B.M. "O' Money.

Red Lecturer Room—4th Floor

**WEDNESDAY, DECEMBER 15**

9 a.m.-5 p.m.—REGISTRATION

Corridor—4th Floor

5 a.m.-6 p.m.—LADIES' HEADQUARTERS OPEN

Parlor 15, Club Floor

5:30 a.m.-12 Noon—CANDY, GUM AND NUT SESSION

Red Lecturer Room—4th Floor

Chairman: E. M. Geers, Metro Automatic Sales Co. Boston

"Increasing Efficiency in Stock Control"

"Increasing Efficiency in Service"
- William Fishman, Automatic Merchandising Co. Chicago, and All Schmidt, System Vendors, Oklahoma City

"Increasing Efficiency in Selling Locations"

"Increasing Efficiency in Maintenance and Repair"
- Donald W. Mark, Automatic Confection Co. Columbus, Columbus, O., and Lloyd C. White, Lloyd White, Inc. Syracuse.

"Operating Other Types of Equipment in Conjunction With Candy, Gum and Nut Machines"

Question Forum

The speakers will act as a panel to answer operators' questions.

5:30 a.m.-12 Noon—BOTTLE BEVERAGE ROUND TABLE

Room 9, 2nd Floor
Moderator: E. G. Schreiber, Vend. Chicago

5:30 a.m.-12 Noon—CIGAR MACHINE ROUND TABLE

Room 18, Club Floor
Moderator: F. L. Brandstader, NAMA Staff

12 Noon-3 p.m.—FINAL SHOWING, NAMA 1948 EXHIBIT

Exhibit Hall—4th Floor

Exhibit Rooms—7th Floor

7:30 p.m.—ANNUAL NAMA BANQUET

Grand Ballroom—4th Floor
Jack Fielder, Tennessee Master of Ceremonies Installation of Officers and Directors
David R. Clarke, NAMA General Counsel
Represented by New President Entertainment: Diamond Studded Revue, presented by the Diamond Match Company, featuring the Chas Fuae Adorable Ladies, Bla and Stanley, the Nelson Sisters, Fincis Smith and Jennyce, Dietrich and Dumas, and starring Gene Sheldon, star of stage, screen and radio. Lew Diamond and his orchestra.

10:30 p.m.—ADJOURNMENT

FOR THE LADIES

**SUNDAY, DECEMBER 12**

5:30 a.m.-10 p.m.—REGISTRATION

Ladies' Hospitality Center, Parlor 15, Club Floor

2 p.m.-10 p.m.—GRAND OPENING, NAMA 1948 EXHIBIT

Exhibition Hall—4th Floor

Exhibit Rooms—7th Floor

3 p.m.-5 p.m.—REFRESHMENTS

Ladies' Hospitality Center—Parlor 15, Club Floor

**MONDAY, DECEMBER 13**

5:30 a.m.-9 p.m.—LADIES' HOSPITALITY CENTER OPEN

Parlor 15, Club Floor

10 a.m.-4:30 p.m.—TOUR OF CHICAGO'S GOLD COAST AND NORTH SHORE visiting the beautiful Robitaille Temple in Wilmette in the morning. Afternoon: Luncheon at Kimberton House in Wilmette and visit to "The Cradle." Evanston's famous adoration center, return to the Palmer House at 6:30 p.m.

Pusses leave Stude Street entrance of Palmer House promptly at 10:00 a.m.

4:30 p.m.-7:00 p.m.—REFRESHMENTS

Ladies' Hospitality Center, Parlor 15, Club Floor

The evening is free for attending the theater, entertaining or whatever else the ladies wish to do.

**TUESDAY, DECEMBER 14**

5:30 a.m.-10 p.m.—LADIES' HOSPITALITY CENTER OPEN

Parlor 15, Club Floor

The morning is free for shopping on world-renowned State Street and fashionable Michigan Avenue.

1 p.m.-3:30 p.m.—LADIES' LUNCHEON AND ENTERTAINMENT

Crystal Room—3rd Floor

Original dramatic sketches by Lillian Smith

Carol Smith, soloist

7 p.m.-11 p.m.—CARDS AND REFRESHMENTS

Ladies' Hospitality Center, Parlor 15, Club Floor

10 p.m.-12:30 a.m.—COINED BEEF PARITY by Universal Match Co. Old Nick and B.M. "O' Money.

Red Lecturer Room—4th Floor

(See NAMA Program on page 98)
13 WAYS TO MAKE MORE MONEY WITH ONE PENNY MACHINE

Mercury Athletic Scales

Put this new coin machine sensation on location and watch it pull in the pennies. 13 different plays keep coins rolling in. Draws heavy crowds. Big repeat play profits. Tops in penny machines for a wide variety of locations.

We have been appointed distributor for the new Mercury Athletic Scales. Immediate delivery. Years of dependable service. List price $129.50. Write for quantity prices.

SHAFER MUSIC CO.
COLUMBUS, OHIO
606 S. High St.

RAIREE, W. VA.
1619 W. Washington Street
WHEELING, W. VA.
2128 Main St.
SEATTLE, WASH.
2208 Fourth Ave.
PORTLAND, ORE.

These are brand new mechanisms and not conversions. No machining is required on location. Simply remove old mechanism and replace with new quarter mechanism.

These mechanisms are manufactured for Riteway Coin Devices by Malkin-Bilion Company (established 1930), one of the country’s leading coin machine manufacturers.

RITEWAY COIN DEVICES
396 Colt Street
Irvington 11, New Jersey
Telephone Essex 2-3405

NEW BIG MONEY OPPORTUNITY!
ICE CREAM BAR VENDOR

IMMEDIATE DELIVERY $15.00
F. O. B. Irvington
Complete and ready to install in machine
One-third with Order, Bal. C.O.D.

CANDY MACHINES
SHORT TIME OFFER—Candy man, 72 ft. Cap. with enclosed base
Capacity with enclosed base
Special, 9 Cents 350 Pack Capacity

UNEEDE VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
164 CLYMER STREET
EVERGREEN 7-4568
BROOKLYN 11, NEW YORK

GIVE TO THE DAMON RUYON CANCER FUND
NAMA PROGRAM

(Continued from page 99)

WEDNESDAY, DECEMBER 15

8:45 a.m.-9:10 a.m.—BREAKFAST CLUB BROADCAST
Radio Station WCFL
Raytheon, State Street entrance of the Palmer House promptly at 8:45 a.m.
9:20 a.m.-4 p.m.—LADIES HOSPITALITY CENTER OPENS
Palmer 15, Club Floor
9:45 a.m.-12 Noon.—WELCOME TRAVELER BROADCAST
Radio Station WLS
Raytheon, State Street entrance of the Palmer House promptly at 9:45 a.m.
The afternoon is free for last minute Christmas shopping.
3 p.m.-5 p.m.—REFRESHMENTS
Ladies' Hospitality Center, Palmer 15, Club Floor
7:00 p.m.—ANNUAL NAMA BANQUET
Entertainment from Diamond Chewing Rums, presented by the Diamond Match Company, featuring the Cleo Forrest Adorables, Little Flite and Stanley; the Nelson Sisters, Perry Franks and Joancy, Dietrich and Diane, and starring Gene Sheldon, star of movies, screens and radio. New Diamond and his orchestra.

NAMA EXHIBITORS

(Continued from page 94)

VICTOR'S MODEL V
The Operator's Choice
In Model V, The NAMA Convention models.
No additional parts necessary.
Write in NOW for FREE literature including literature for a product of VICTOR VENDING CO.

THE NORTHWESTERN CORPORATION
86 East Armstrong St., Morris, Illinois.

VENDING MACHINE SALES & DISTRIBUTORS
MEET US AT THE
N.A.M.A. SHOW
DECEMBER 12TH TO 15TH
PALMER HOUSE, CHICAGO—EXHIBIT ROOM 799
WE WILL DISPLAY OUR NEW
AJAX 3-COLUMN HOT NUT VENDOR
THE ONLY NEW 3 & 10c VENDOR IN THE BULK FIELD IN OVER TWENTY YEARS!
A FEW CHOICE TERRITORIES STILL OPEN TO PRODUCERS
Open House — Refreshments — Room 799
AJAX DISTRIBUTING COMPANY
55 BранфСт. Bранф, И.

J. Nolan, Inventor Of Book Match, Dies

LARCHMONT, N. Y., Dec. 11—
John Ramsey Nolan, co-inventor of the book match, died at his home here recently. He was patent attorney for Diamond Match Company, from 1902 until his death.

Nolan professed an acquaintance for Joshua Pusey, a Philadelphia lawyer, during the years when the latter was working on a new type of light which was termed a flexible match. The matches were snipped from cardboard, the striking heads and striking surface having been developed from charactets cooked by Nolan on the law office stove. Three years after he patented his "safety match" in 1892, Pusey sold his rights to the Diamond Match Company.

CANDY MACHINE OPERATORS
SEE
The
ADAMS
GUM
VENDOR

For years it has increased profits on candy machine locations.
YOU CAN DO IT too!
LET US GIVE YOU PROOF!
Visit Booth No. 46 at the N.A.M.A. Convention
THE GUM VENDING CORP.
41 E. 42ND STREET
NEW YORK, N. Y.

NEW CHARMS
That Are Out of This World
INCREASE BUSINESS
25% to 100%
Save $25,000 for Example Automatics which will be deducted from first shipment.
JACK NELSON & CO.
323-35 39TH STREET, LONG ISLAND CITY, N. Y.
Supplies in Brief

(Continued from page 82)

were shipped abroad for civilian feed-
	trade in another 15,000,000 were
	 consumed.

Burley Demand Firm

WASHINGTON, Dec. 11.—Demand
	for burley leaf, the second
	widely used cigarette tobacco, is firm
	 at the auctions which got under way
	November 28. Agriculture Depart-
	ment said this week. The average
	price is running around 85 cents per
	 pound, 17 cents higher than the re-
	 corded level last year.

W. Va. Ops Complete

Association Set-Up

(Continued from page 82)

Following the organization of the

association November 16 (The Bill-

board, December 4), and the election
	of officers at its first meeting No-
	vember 17, in Princeton, the seven-
	 man board of directors as set up

during the third (Welch) meet, is

dominated by the following people:
	 Cruise, Kimmell Music Company,
	 Kimball; T. B. Carpenter, New River
	 Music Company, Oak Hill; F.
	 Kiser, K & K Music Company, Beck-
	 ley, and Mitchell Oliver, Mammoth
	 Amusement Company, Montgomery.
	 In addition to the association offi-

cers, B. I. L. S. Southern Distributors
	 Welch, president; Max Carpenter, C
	 & B. W. Company, Beckley, vice-
	 president, and H. R. Massey, Mc-
	 Dowell Amusement Company, Ana-
	 wall, advertising manager.

Membership Open

Association membership is open to
	 anyone operating coin-operated

equipment in West Virginia, upon
	 payment of an initiation fee of $1
	 per location. Amount of dues to be
	 paid will be reported by the board of

directors at the December 16 meet-

ing, Charleston, scheduled to start
	 at 8 p.m.

Among the association's by-
	laws, code of ethics and rules of
	 fair trade practices adopted at the
	 November 17 meeting, the objects of
	 the association are to "bring together
	 all persons, firms and corporations
	 who are owners and operators of coi-

n-operated machines in West Virginia.

In order to study and discuss
	 problems for their mutual welfare
	 and the advancement of the indus-

tery by organization and mutual effort
	 the improvement of the social and

economic conditions identified with the
	 coin machine industry; to promote
	 the highest standards of fair prac-
	 tices with the maximum use of co-op-
	 erative efforts . . . and to promote fair
	 competition, extension of markets and
	 to foster stabilization of employment

Firms joining to date, in addition

to board of directors' firms already
	 mentioned, are Powers Electric Com-
	 pany, and City Music Company, Beck-
	 ley; Hayes Music Company, Pulaski-
	 wood; E. & T. Novelty Company, El-
	 lied; Fayette Vending Company, Oak
	 Hill; Collins Amusement Company, Br-
	 nshaw; Boy's Music Service, Beckley,
	 and Gibson Music Company, Cumber-
	 land.

Total membership now numbers 15
	 firms, a gain of four over the initial
	 roster.

Brand New

AND ONE $67.50 Ea.

NIK BISCUIT MACHINES

9 Columns With Stand. Direct From Manufacturer.
1/2 With Order—Balance C. O. D.

MALKIN-ILLION COMPANY
C-Eight Laboratories Sets In-Plant Training Program

NEW BEDFORD, Mass., Dec. 11.— Faced with a shortage of qualified tool and die makers here, C-Eight Laboratories, Inc., producer of the Electro cigarette vender, is successfully conducting an in-plant training program, with students drawn from local vocational schools.

Paid while they learn, nine young men ranging in age from 19 to 28, are working side by side with 13 experienced, C-Eight technicians, learning the complicated art of tool and die design. They put in a full work week at the plant except for a few hours during which they attend classes on metallurgy at a trade school.

The program, started about six months ago, has more than fulfilled the hopes of plant executives, according to Mario Caruso, president. The young trainees are talented and ambitious and are taking full advantage of the opportunity to learn a skilled trade. They have already become a producing asset to the factory.

Starting pay to the trainees is 90 cents an hour. But a raise is given every six months, until, after four years, they will earn a base pay of $1.50 an hour. At that time they will be classified first-class journeymen and may receive further wage boosts according to merit.

The program has gained much favorable recognition from local civic leaders.

THE 'CHALLENGER'
3 UNIT
HOT NUT MACHINE
3 MACHINES IN ONE
Shown in ROOM 725
PALMER HOUSE
TROPICAL TRADING CO.
716 W Madison St. Chicago 6, Illinois

Presenting for '49
THE MARVEL OF ENGINEERING PERFECTION!
NATIONAL COIN CHANGER
Series 3400

14 WAYS BETTER!

- INTERCHANGEABLE...fits ALL vendors arranged to accept any model NATIONAL Coin Changer!
- ALL PARTS easy to get! Saves service-man time. Saves you money. Adds to your profit!
- COIN SWITCHES...New, Improved!
- MOTOR...Larger, more powerful!
- ELECTRICAL CIRCUIT...Simplified and more efficient than ever!
- CIRCUITS for VENDING and CHANGE-MAKING...electrically INDEPENDENT!
- CHANGE TUBE...collarlated and perforated. Cuts "counting" time!
- COIN-RETURN ELECTRO-MAGNETS...new, quiet operating!
- NICKELS MOVE into change-tube WITHOUT use of moving parts!
- LONG CLOSURE on vending switch gives desired longer impulse for activating vending relay!
- ONLY ONE RELAY (anti-jack-potter). This cuts "dirty contact" trouble!
- SLUG REJECTOR...world's most widely used...NATIONAL...with many important IMPROVEMENTS!
- Motor failure will not jack-pot merchandise!
- HOUSING...ONE PIECE die-cast; and every sturdy part designed with NATIONAL world-wide "know how" in coin handling equipment!

Add to all this: NATIONAL'S nationwide service organization on call...to explain and help you in every way...every day. To owners of 40,000 NATIONAL Coin Changers on duty daily: open to you, only one name in coin changers...naturally it's NATIONAL!
Merkle, president of the Keystone Bottlers' Association, reported that his company had quizzed over 200 bottlers and discovered that their employment was down 25 per cent last month compared with that on June 1, 1947, when the tax went into effect. "The survey covered 49 per cent of all bottling plants in the state, and is therefore a sound representative of the industry in the state as a whole," he declared. Not figured in this employment decline were the 19 plants that were shut down completely because of the sales-curtailting effect of the tax, Storer added.

Meanwhile, re-enactment of the State tax has been scheduled by the administration. When asked specifically about the tax at a recent press conference, Gov. James H. Duff said "... As a general rule they (bottlers) are doing more business than before it was put on." However, the bottlers hold an opposite view of the effects of the tax, which imposes 1-cent per 12-ounce bottle and 14-cent per one ounce of syrup used in the manufacture of the drinks.

The Keystone bottlers state that bottling collection figures just released by the State department show a continuation of the decline in soft drink sales. Collections for July, August and September, the three months of the soft drink industry, tell the same "declining sales" story. Duff estimated for tax returns for this period, this year, was $5,100,000, but the actual tax collected was only $3,100,000. This proves that the downward path of soft drink sales is becoming even steeper, Storer said.

**NLRB Sets Election At Veedeer-Root Plant**

HARTFORD, Dec. 11—The National Labor Relations Board (NLRB) has ordered a collective bargaining election at the Veedeer-Root plant, Hartford, in the Veedeer-Roost, Inc., plant here. The election is scheduled for January 26. It is expected to be held by Robert H. Hickey, an employee. It was deferred to by over 30 per cent of the employees.

The employees have been represented by the International Association of Machinists, Capitol City Lodge, No. 354, District 36, which was certified in December, 1945, following an election. 

Concluding the election, the union claims that the action is barred by the automatic renewal of the contract between the union and the company. This contention was overruled by the NLRB. According to the petition, only one-third of the employees are union members so the remaining two-thirds desired no bargaining representation.
50-Record Machine Offers 100 Selections; Wall Box Among Auxiliary Equipment

First New Box by Firm in Three Years

CHICAGO, Dec. 11.—In Chicago yesterday for their annual meeting, distributors for the J. P. Seeburg Corporation took their first look at the company's second postwar phonograph—the Select-o-Matic (11:30)—which plays both sides of 50 records.

California Ops Expand Assn.; Add 30 Members

LOS ANGELES, Dec. 11.—With 30 music machine operators seeking membership in the San Gabriel Coin Operators' Association, the name of the organization will be changed to that of the association. The Southern California (CNOSO) about Jan. 1, Sam Silver, president, and Tom Workman, vice-president, said the change will pave the way for the organization to include operators in Downey and Bellflower districts, the music group leaders declared. The association is working to have operators collect $8 off the top with a 50-50 division following. Silver said that the plan had been working in the San Gabriel Valley for the past two months.

With the San Fernando Valley operators coming into the organization with 50 members, the association now has 60 members. Plans are being made to have 100 operators and for a further discussion of the operators of the periphery coming into the organization.

Unveil Four-Selection Record

Juke Adaptor Developed by Manufacturer

Doubles Unit Selections

CHICAGO, Dec. 11.—A new four-selection record, together with an adaptor which can be used in juke box recorders to play four selections on the one disc can be picked up by a patron, in the usual way, at Universal Records, it was reported this week by Bill Putnam, president. The new Double Four-Record (the official label) will double the number of selections of each juke box record. By maintaining the selectivity feature, it was claimed by Putnam. Thus, a machine now offering 44 records will, with the new gimmick, be able to offer 88 titles, yet retain only 24 discs.

New discs will sell for 75 cents, and first sides are scheduled to be released (See Uncinia New Record, page 103).

Juke Aids Nevises

DETROIT, Dec. 11.—Probably the first use of a juke box to promote the sale of newspapers by a newspaper will be made here next Monday (13) at the northeast corner of Griswold and River streets.

The occasion will be the annual Old Newsboys Goodfellows Day Fund, at which, annually, many foreign newsboys, many of whom prominent citizens, sell the day's papers to raise funds for Christmas gifts for today's newsboys and other worthy recipients.

The new wrinkle this year will be the provision of a juke box by the Michigan Widows and Orphans Phongraph Owners' Association (MAPA), which will be stationed outside and stocked with all Christmas music.

Juke box operators of MAPA are being urged to contribute to the MAPA, which will be the actual newspaper, standing at the street corner from 11:30 to 1 P.M., and selling his wares.

The Okay Vending Company, headed by Ben Okun, will service the juke box.

WMG Holds Annual Banquet: Donates $1,000 to TB Fund

WASHINGTON, Dec. 11.—The local chapter of the National Association of Phonograph Owners (NAPA) held its annual New Year's Day (Jan. 1) banquet, at the Washington Music Guild (WMG) with a WMG check for $100 from the Hirsh Coin Machine Corporation. Top entertainment, furnished by recording companies and local night clubs for the banquet included Lionel Hampton, Earl Scruggs, Fred Black, Sam Donahue, Alan Dale, Felix Panto, Dave Denney, Bobby Brant and Donna Gelligach.

During the festivities WMG's trophys were presented to Anthony Vizzt, founder of WMG, Police Chief Robert Barrett, and disk jockey Eddie Gellagach.

Over 100 members and guests of the Guild were present at the banquet, which was held at the Hamilton Hotel. Brief speeches were made by Barrett, Vizzt and the National American Association of Newsmen's Anthony Vizzt, head of a local ad agency.

In Vizzt told the gathering, aided by the efforts of WMG, his Citizens Coin Machine Corporation "is enjoying the highest good will of the music operator in the country," of the music operator in the country. "An operator group," declared de la Vizzt, "is the best that no other operator can do for himself."

Chief Speaks

Police Chief Barrett lauded WMG for its efforts during the delinquency thurs donations and gifts of juke boxes to schools and boys clubs. Barrett told WMG: "Tm behind your drives one hundred per cent."

Ver Standig complimented the Guild on its "magnificent public relations work, which has been done, not only by Vizzt, but also by some other men.""Vizzt and A. M. R. R. A. were both of which attracted much attention to the banquet present.

Proving entertainment at the banquet during the few moments that the top talent was taken off the air were the Hit Boys of Rock-Ola and an AMF, both of which attracted much attention to the banquet present.

The "New" checks for the tuberculosis fund were accepted in behalf of the American Lung Association by Carter T. Barron, regional manager of Louis' theaters. In thanking the operators for helping get the annual Christmas and drive off to a good start, Barron also saluted WMG for its "charitable work in the community," and said that the group "gave a substantial donation" to aid in the campaign to provide a free chest x-ray for every D. C. resident. He then announced that Lionel Hampton is turning over to the national TB drive the proceeds from December of the juke box MSS, which is being played at the Guild's recording, "May High the Moon in the Washington area.

Record Guests

Disc players present at the banquet included Robert Thiele, president of Columbia, lectures on location recording, and Texier, president of Mercury Records, and Fred Barrett, president of Decca Distributing Company, of Decca Distributing Company. The Paramount Chemical Company and Parmax subsidiary of Decca Distributing Company, who provided a juke box needle for all the juke boxers to try.

Present from the radio world were Earl Gammons, Columbia Broadcast (See WMG Holds on page 105).
Taps for Tan Tele?

CHICAGO, Dec. 11.—Tavern television as a major jule box competitor is on the wane, if the attitude of operator Lew Schmidl, Lew & Oscar's Tavern, is any criterion. Seems that Schmidl wants a local entertainment tax placed on the public telephone sets so that he can remove it. "The telephone costs me money and doesn't bring in any concrete profits, while the jule box has its own tax paid out of my overhead with my share of the commission," Schmidl declares.

Six Distris Set For 1015 Front By Ambassador

KANSAS CITY, Mo., Dec. 11—Ambassador, Inc., manufacturers of a replacement for the Wurlitzer 1015, has appointed six distributors. Tom Schwartz, firm head, announces this week.

Those named are Miller Vending Company, Chicago, Ill., headed by Bill Miller, for Western Michigan; Frank's Music Company, Detroit, Mich., headed by Joe VanDeWege; H. F. Robertson & Company, Detroit and Eastern Michigan; Ace Phonograph Company, Cleveland, Ohio, headed by Joe Valenti, for Cleveland and Northern Ohio; Morry Coren, Cincinnati, Ohio, for Northern Kentucky; Pittsburgh Coin Op, Philadelphia, Pa., headed by Louis G. and Meyer E. Popkins, for Greater Pittsburgh and Western Pennsylvania, and Boro Automatic Music Company, Brooklyn, head, for Greater New York area.

The Ambassador front uses only the lower portions of the original cabinet and the selector panel. Its side pillars are of clear plastic, while the top area comes in red, yellow or green. Colors are not painted on but are actually ingrained in the plastic. Grill bars are clear ribbed plastic and the plastic grill frames are the same color as the arch. Grill cloth is silver. The front kit comes in polished aluminum in lacquer finish, comes with two name plates, one reading Ambassador, while the other is individually lettered to the operator's specification.

UNVEILS NEW RECORD

(Continued from page 162)

January 15. The disc used by Double Feature is the standard 16-inch record, but thru a quality control system, five minutes of entertainment can be used instead of the average 3.5 minutes on present records. The adapter, according to Popkin, was made to speed up the production of a Double Feature record. It will sell for "less than 55" and can be installed on any jule box in a few minutes by a serviceman. The adapter, the juke box arm can be cut out after the jule box front of the first two records on a disc, and can start from scratch with the second selection. The record size is 15 inches and will be the same with each play, although six platters, all made up of tunes from the Universal catalog. Only two sets of labels exist, but thru a quality control system, is the Harmonicote making Peg o' My Heart, Arizona, My Man, Pacific Shore, My Wild Irish Rose, the four biggest Harmonicote sidesteps to date. Lists are located for release Jan. 15 are Gene Austin, Orrin Trout, Zora and Dave and Paul. In addition to the items from the Universal catalog, the Double Feature Record will cover all hits and "sleeper" items, Popkin said, with the release of the four-on-one disk expected each week.

For a complete details of the new Double Feature Record, see the Music Section of this issue.

WASHINGTON OUTLOOK

So. Dakota Ops Meet; Air Legal, Promotion Problems

MOWBRIDGE, S. D., Dec. 11—With legislation dominating the agenda, the South Dakota Phonograph Operators' Association (SDPOA) held its annual meeting of last week, opening sessions December 2, and climaxing the three days of business with a banquet Saturday evening. Four. Meetings were presided over by Mike Inig, association president.

Highlighting the sessions were discussions concerning legislation of all types, with much deal being made between the State's coin machine industry. Members agreed to set up a three-man legislative committee, which will confer with the association's legal representatives, and with Dinsmoor, president of the Coin Machine Institute of America, on the matter of a program is mainly a protective one, it was decided to try to include legislation to license the use of coin names throughout the State and to continue to keep abreast of those legal activities which might effect the machine industry.

The legislative committee includes Herman S. Fisher, Aberdeen; Gordonabwe, Pierre, and Roy Foster, Sioux Falls.

Hit Tune Plans

SDPOA has been considering a hit-tune or monthly promotion plan, and this was the subject of a long discussion at the meetings. No definite decision was arrived at, one of the major factors holding up acceptance of such a plan was the distribution problem on a State-wide basis. However, Inig reported that further discussion will be held at the association's next meeting.

Inig, who will attend the CMA convention in Chicago, will also attend the Music Operators of America (MOA) meetings, will confer with George Miller, MOA president.

Association membership is now 90.

WASHINGTON OUTLOOK

AMT Plays Both Sides!

The AMT Phonograph, and only the AMT, plays both sides of 20 records to give 40 selections. The AMT mechanism—simple, sturdy and lightning fast—has been turning records in tens of thousands of locations since its introduction three years ago. Born without bugs, no operator ever had to worry for a single minute about its performance. It does its work without possibility of failure. It is the only PROVEN mechanism in its class!

AMT Incorporated

117 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS
NY Barkeeps Strike, Juke Box Play Holds

NEW YORK, Dec. 11.—Juke box play was relatively unaffected this week by a strike of about 2,000 Manhattan, bartenders who walked out Monday (6). Employees of 650 taverns, and members of Local 15, bartenders union, the strikers are seeking a five-day week.

Late this week it was reported that several individual tavern owners had signed new contracts with the union. Most of the 2,500 locations in Manhattan licensed to sell liquor or beer already observe the five-day week, thru contracts with another local of the union. Meanwhile struck taverns had owners behind the bars serving customers.

Coin-Operated Tele Importance Varies in Connecticut Cities

HARTFORD, Conn., Dec. 11.—As yet there has been no injection of the Hartford territory by coin-operated television, according to Ralph Colucci, owner of the State Music Distributing Corporation, area coin-machine distributor.

"There has been no demand for coin-operated television sets," says Colucci. He declared that he had heard of some sets already in use near the Connecticut-New York State line, but as far as Hartford is concerned there has been little talk about installation of sets.

Colucci believes this is due to the fact that Hartford has no active television station to date. "New Haven and Stamford," he said, "are closer to New York and so are more influenced about coin-operated television."

Eventually, of course, Colucci expects to see coin-operated television sets in the Hartford area. Locations will probably be the same as juke boxes today, he said.

Another coin distributor declared that when coin-operated television starts in the Hartford area, such sets will definitely compete with juke boxes and other coin machines. "I don't know if that'll be good or not," he observed. "But we've just built up a big coin industry with juke boxes."

"Sure," he continued, "coin-operated television will be something new, and we should, if we want to retain a progressive industry, follow it as a new thing. But we should also think of competing industries which want to get in on coin-operated television."

"We ought to concentrate on juke boxes, pinballs and other things instead of out-and-out competition like this."

See us at BOOTH 63—NAMA CONVENTION PALMER HOUSE—CHICAGO

WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

See us at www.americanradiohistory.com
Washington Outlook Bright; Licenses Highlight 1948 Pic

(Continued from page 103)

The new year will be even better than 1947.

De la Vies credits the WMG for the 1947 progress of the local Jukes. WMG during the year worked out an ad with two local disk jockeys, who put in numerous plugs for the industry, including the hit parade poster, plan of a New York outfit, delivered free jukes to youth organizations and jacked up operators with a series of monthly meetings. The year was topped off by a banquet Tuesday (7) at which de la Vies, disk jockey Gallagher and Police Chief Robert Barrett were honored.

Vending business during 1948 will top the six-million-dollar mark locally, according to an estimate by Aaron Goldman, president of the G. M. Mische Corporation and regional chairman of the National Automatic Merchandising Association (NAMA). This represents an increase of about 65 per cent over 1947 business in the vending field. The number of machines in the Washington area was estimated by Goldman as follows: 400 cap dispensers, 1,600 bottle dispensers, 2,500 cigarette machines, 2,500 candy venders, 2,500 gum machines, 2,500 nut venders and 500 cigar dispensers. Shoe shine machines and ction venders are in use in scattered quantities.

Goldman said that the sales in the last eight years would have been even higher had it not been for the shortage of materials and the high cost of vending equipment. He looks forward to provide even bigger gains in Washington vending receipts.

On the national scene, the freight problem received much attention in Washington during the year. Freight rates increased an average of about 18 per cent, for a total rise of approximately 44 per cent since July, 1946. Now pending is a railroad request for an additional rate increase averaging 10 per cent. Hearings on base point policies by the Senate Trade Practices Committee brought out strong opposition from industry to base point rulings by FTC and the Supreme Court. These rulings, many industry members claimed, ban the practice of absorbing freight charges.

FTC also made news by citing some two-three confectionery manufacturers for price and service discriminations in favor of large vending machine companies. Two other candy firms were ordered to cease and desist from such practices. Another FTC action in the candy field was the drawing up with the assistance of industry leaders of a code of practices for the wholesale candy industry. Following usual policy, the code had various discriminations and false representations.

Most important Capitol Hill development of the year as far as the Juke industry is concerned was the failure of the Scott Bill, which was intended to end Juke exemptions under copyright law. Approved by a House judiciary subcommittee on a 6-2 vote, the measure died in the full committee.

The walk-out of the American Federation of Musicians (AFM) from phonograph record companies received official Washington attention most of the year. AFM head James C. Petrillo appeared at hearings held by a House Labor subcommittee. His proposal to end the walk-out was still in the hands of Justice Department officials when this was written. Musicians hope to get around the ban on union-controlled welfare funds contained in the Taft-Hartley Act by having disk royalties administered for AFM benefit by a neutral referee.

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For All Wurlitzer and Seeburg Perfect Tone—Easy on Records

WANTED

R.C.A. Coin-Operated Radios

1 2 stv., State price and quantity, BOX 217, e/o The Billboard 155 N. Clark Chicago 1, Ill.

WANTED

Wurlitzer Remote Equipment

M 143 and 200 (similar radios); M 1031 and 100 Wall Boxes; M 330, 331 and 332 (extra copies wanted); HENRY KNOBLAUCH & SONS Glenn Falls, N.Y.

WILL PAY $100.00

For Model 1200-A Airline Phonographs.

BOX D-110

e/o The Billboard, Cincinnati 22, O.

Curb Baseball Tele

(Continued from page 83)

feared by the curbs are among the very largest in the nation and house a correspondingly large number of coin machines. Operators in these cities (New York, Boston, Washington, Philadelphia, St. Louis, Chicago, Pittsburgh, Cincinnati, Cleveland and Detroit) are faced with the necessity of coping with the growing importance of major league telecasts as best they can. One possible solution for these operators may be the full development of combination juke-tele's, a field now being investigated by most major music manufacturers.

DIMES APLENTY

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DOLLARS IN THE BANK

... Today, Radio-ette, the popular Coin Hotel Radio operating for a dime, is really getting the play...

Yes, Mr. Operator, we know AND we can prove that 10c play in hotels and lodges brings in more than $35 to $50 a week.

Search out and list Radio-ettes, and your new line is sure to bring you more than your present line in profits right away.

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SEEBURG WIRELESS BAR-O-MATICS, W-B-I...$22.50
SEEBURG 3-WIRE BAR-O-MATICS, DSB-I...$17.50

1/2 With Order, Balance C. O. D.

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1024 COMMONWEALTH AVE. BOSTON, MASS.

MUSIC FOR SALE

10 Panoramas, Just off Location, Perfect...$17.50
10 Deluxe Model Airline, Just Off Location...$12.50
12 Wurlitzer 1015'%, Perfect...WRITE FOR CASH PRICES

SMITH & FIELDS DISTRIBUTING CO.

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PITTSBURGH, PA.
**Chicagoland**

New Yorkers, headquartered at the Hotel Sherman, where they exhibited at the outdoor show last week, including the National Coin, Herb Klein, sales manager of International Coin, left city Tuesday night for a busy renewing old acquaintances among the arcade owners; Al Bloch and Harry Bartlett, M.A., Inc., who were keeping busy showing the Symposium catalogue to their customers; Mike and Joe Munves, who have been visitors at these shows for years, as well as many others looking place for outdoor men from all parts of the country. Also on hand was F. McKinn Smith, Atlantic City arcade owner, and his former parts distributor, who is now known in coin machine circles thru her job as secretary of NAMCO.

With coin-operated television becoming more popular, the inventors of the new model operators, Cook's address was devoted to pointing out the advantages, especially to the advantages of coin-operated video.

Roy Cresswell, head of Auto-Vend, Inc., and his brother, Charles, a corn, hot coffee and snow cone machine, was in town recently. T. E. Savides, sales manager for Coin-O-Matic Corporation, Minneapolis, his firm recently developed a machine which is the shipping business for the coin machine industry in this territory and which he showed off. Several cities attended the funeral Tuesday of Leonard S. Hy and Ely Schwartz, Hy-G Music Company, putting the finishing touches to preparations for the Seaboard show December 15 at his establishment. Before leaving Waldorf, Chicago, for Chicago to view the new machine.

**Midwest Coins has taken on the distribution of American Shuf- fleshaufboard, board and a 12-floor on the floor.**

... Harold Lieberman, Lieberman Sales Company, who went to Chicago Sunday (11) to attend the annual convention of the National Automatic Amusement Association... Arch LaLeu, LaLeu Sales Company, has reported that the further expansion of the business is the reason for the addition of new machines.

Members of the coin machine industry are mourning the sudden death Monday (6) of Louis M. Shapiro, 58, president of Hydroware Inc., of Minneapolis, Minnesota. His firm recently developed a machine which is the shipping business for the coin machine industry in this territory and which he showed off. Several cities attended the funeral Tuesday of Leonard S. Hy and Ely Schwartz, Hy-G Music Company, putting the finishing touches to preparations for the Seaboard show December 15 at his establishment. Before leaving Waldorf, Chicago, for Chicago to view the new machine.

**Distributors report a sudden spurt in music and pin games, with shuffle- board moving steadily forward to become a monopoly in the Pacific Northwest area. Distributors say that the operators on the West coast have been doing the best in the business area.**

**New York**

Million-Dollar Playland, Broadway arcade owned by Abe Soskin and Artie Luppin, will close shop after a toy concession is occupying the store for the holiday season....

**Cleveland**

Seven of the nation's ten best coin-op box businesses were recently picked out by Samuel S. Lauck, president of the Lauck Coin Manufacturing Company, Cleveland, Ohio, each business chosen for its unique qualities and characteristics. The companies are:

- **Bally's Pinball Manufacturing Co.**
- **Caille Bros.**
- **Williams Pinball Manufacturing Co.**
- **Stella Pinball Manufacturing Co.**
- **Bally's Pinball Manufacturing Co.**
- **Williams Pinball Manufacturing Co.**
- **Stella Pinball Manufacturing Co.**

These companies were selected based on their innovative designs, quality of construction, and customer satisfaction. The pinball industry continues to grow in popularity, with new technologies and designs being introduced regularly.
Los Angeles: Jack Simon, local ticketing distributors head, looks for his to pick up after the holiday, everybody on Pico Street hopes he’s right. Celie Fadaway, Simon’s assistant, says she’s looking forward to a busy season starting.

Nick Carter, of the Nickolas Company, is on a Northern business trip. He’s due back any day... Ben R. Proctor Company securing their new shipments of Chicago Color’s electric skateboard actors... Rubby Stamle is back in town, ready for work after his recent illness. Nick Ten, who held down the fort at Theator Distributors while the boss was away, turns thoughts for a role in the Glendale Center Theater’s production. Dean Rush.

C. A. Robinson, of the firm of the same name, is transacting more business over Nevada way. Looks like a good season for the Frontier State... Paul A. Laymon had Norman Christ, Lompos Coleman, and J. A. (Blum) Ewing, of Bakerfield, for visitors... Bill Black, another Bakerfield operator, was also seen on First Street recently.

Philadelphia: While the usual practice has been for music operators to take a turn in the record retailing field, Felix Vadera does a switch in turning from record man to music operator. In addition to his third Paramount Rec., other operators’ dealings are up and moving business. Felix Vadera has entered the music field in setting up the Paramount Entertainment Service at his South Street store... Ned Yaffe, head of W & Y Popcorn, made an up-State business trip while his brother, David, remained behind to celebrate another birthday.

Sunday Inquirer, in its December 5 edition, devoted a full page of pictures to the Keesecole store in Memphis, completely coin automatic grocery store. The sale of the Jingle Field, a distributor, donated a music machine in the Mayor’s home in Center City. Sales were conducted by the Association for Jewish Children at the annual party sponsored by the 93 Club Club, at which he is a member.

Indianapolis: Sam Weisberger, head of the Southern Automatic Music Company, and Samuel B. White, secretary, have gone to Chicago to attend the Seeburg sales meeting. . . . Herbert Crotch has joined the staff of the new Inc. Automatic Sales Company. . . . James J. Anderson, former resident of Chicago, has been appointed co-director for Rock-Ola shuffleboards in Louisville and adjacent territory, including the extreme Southern Indiana cities... Juke boxes and pinball machines became top priority targets last Monday night for burglars, according to police reports. A restaurant on Oliver Avenue was entered and the juke box and pinball games were looted, while another pinball and juke box burglary was committed at the Civic Club on West Michigan Street. An undisclosed amount of money was taken at both spots... Brierly Kirby, operator at Muncie, Ind., was a shopper on coin row, and M. J. Templeton, operator at Middletown, Ind., bought pinball games.

Utilities: John McIlhenny has severed his connection with Joe Mangone and has started his own shuffleboard operation. He expects to have 200 units on location shortly... Ben Weiler has joined forces with Joe Hirsch, former New York operator, in the operation of a Launderette. Ben reports the launderette is doing an excellent business. . . . Bayshore Drive is rapidly turning into the local coin row, with many distributors located on the block.

Wille (Little Napoleon) Platt, Su- perintendant, piqued by the new Elen, former New York music dis- tributor this week. Elen is on a trip that will take him to Coles, Fornaxes and South America. It’s business as well as pleasure, he says... H. F. (Billy) Davidson, Solutions, was out- another visitor this week. Davidson was here to look into the music business as well as looking and reported that one installation (at the Chicago Boardroom) which included 13 units had been taken in 852 in one week, including a 300 guar-antees.

The Billboard

Guaranteed

USAGED

BRONCO $37.50
MAMBO $39.50
TALLY-HO! 47.50
TROPICANA 46.50
TREASURE CHEST 74.50
MAJOR LEAGUE 75.50
CATALINA 85.50
ROBIN HOOD 95.00
TENNESSEE 99.50
TRIPLE ACTION 101.50
CARIBBEAN 106.53
SHANGHAI 117.50
SPIN BALL 117.50
TURBOBALL 115.00
CRAZY BALL 127.50
KING COLE 145.50
CIRCUS 157.50

1/3 Check With Order
Ex. Contact Kicker Kits... $4.95
Ex. Flipper Kits... 2.95

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412 9th Street, N. E. 01-1625
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BELLS!
We have all Mills latest Bells in stock.

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INDIANA MUSIC CO.
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IMMEDIATE DELIVERY on
BABY, CITATION, EVANS, WINTER BELL, PALISADES

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COIN MACHINES
107

THE BILLBOARD
Kl
Mill
The Chicago Tribune

MILLS BELL
We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.
912 Fayepl St., New Orleans 13, La.
HERCULOCK*

is the best collection insurance you can have

No. 4750Y
Improved HERCULOCK

shows ALL.

Pick-resisting design, with

push-button keyway. Durable

double-sided key, wrench-proof
cylinder. Re-tempered steel
winding, retaining screw and

ring. 60% or more

thousands of key changes.

Put ILCO HERCULOCKS on all your coin

boxes and you'll save out every nickel that goes in.

HERCULOCK is the tight-fitted ILCO coin-
machine lock that resists picking and shock. It's

tough on sneak-thieves because it opens instantly

and easily only when the right man uses the right

key.

Plan now to use HERCULOCKS for new ma-

chines or change-overs. HERCULOCKS are the

best collection insurance you can have! Write for

free, descriptive catalog.

1-800

INDEPENDENT LOCK CO.,

Fitchburg, Mass.

NEW YORK, 50 Waver St.

CHICAGO, 333 W. Randolph St.

ATLANTA, 2109 Class Ave.

PHILADELPHIA, 508 Commerce St.

BALTIMORE, 411 East 2nd St.

SAN FRANCISCO, 111 Second St.

LOS ANGELES, 400 Wall St.

SEATTLE, 168 First Avenue, South

MEMO TO

SHUFFLEBOARD OPERATORS

SAFEGUARD YOUR INVESTMENT

BUY QUALITY

BUY PRECISION BUILT

"NU-ART" SHUFFLEBOARDS

THE BEST SINCE 1937

(Trade Mark)

The swing is definitely to quality . . . for only a quality shuffleboard, made of the

finest woods, precision-built and true can give you the best return on your invest-

ment. WRITE FOR DESCRIPTIVE LITERATURE

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Est. 1937

226 East Elm Street

Linden, New Jersey

New York City Amusement Office Phone: Circle 6-6651

ONE BALL SALE

BALLY GOLD CUP. Each . . . $295.50

BALLY JOCKEY SPECIAL. Each . . . 242.50

BALLY SPECIAL ENTRY. Each . . . 153.50

GOTTLEIES DAILY RACES. Each . . . 85.50

T & L DISTRIBUTING COMPANY

MA. 5731

1231 CENTRAL PARKWAY, CINCINNATI 14, OHIO

FOR SALE

Scientific PITCHING MACHINE. Like New.

Only $269.50. Write, Wire.

MOMMOUTH HOTEL RADIO SERVICE

1500 on the Beer, Scio, O. R.

CORRECTION

Due to a typographical error in the Nov. 27th

issue of The Billboard, the ad of

MASON DISTRIBUTING CO.

P 120 First Ave., New York, N. Y.,

carried an incorrect price for WURLITZER 1100.

The correct price is $995.00.

Chiopra

(Continued from page 106)

planes while planning to introduce new

units other than units at the CMI

mill, . . . Al Sabling, Ball Products

Company, has been a Beacon Jun-

ior mechanical service engineer going

along well now. . . . Sam Reid, of Ameri-

can Citrus Corporation, states that com-

pany's orders are as good as ever.

Lederer Engineering & Tool Designing

Company is not manufacturing their Dei

citrus juice cup

CITRUS JUICE VENDING MACHINES.

Each.

unavailable.

the new model will take place at the

Waldorf-Astoria this month (17).

Richard Adair, Adair & Company,

Oak Park, says that his operator re-

pair service department is still in a

trous pitch, removing candy, bulk,

scale and other units. . . . Vender

Sales, Inc., national distributor

for the Shipman government penny

post-card vendor, is set up to supply

the unit to the trade now, according

to officials.

Jack Nelson Sr., Jack Nelson Com-

pany, reports that Pop-n-Hot pop-

corn vendor production has been

stepped up about 15 per cent during

the week. Machines will be shown

at the Nelson booth during the NAMA

meet, with staffer Worthy Leathert,

veteran member of the coin industry,

and Service Manager Howard Ceder-

berg, along with Jack, making up

the exhibit. New secretary with the

firm, staffer Verna Tschir, has

Frillery Tschir.

Jack says that the custom-built du-

luxe Victor bulk vendor is hitting

600 points in order this week.

Visitors at the Nelson diggin's last

week included William and Martha

(Mr. and Mrs.) T. Hargre Jnr., of

Badger Sales, Los Angeles, who will

stay in town for the NAMA show,

and John P. Kramer, John F. Kramer

& Company, Gary, Ind., who was on

the sick list.

Monarch Shuffleboard, Inc., is pro-

ducing both coin-operated and non-

coin-operated scoring devices for shuf-

fleboards. Firm will soon make de-

liveries on its 6-foot rebound-type

board. . . . Irby, Beck, Foma Top

Company, says the firm's non-warping

shuffleboard surfaces are gaining at-

tention from Midwest operators.

H. F. Burt, Silver King head, now

has a triple play treat in his gun

vendors Target, Hunter and the just-

announced Charm-Ball game unit.

In addition, he has some new ideas

up his sleeve for 1949 which should

prove very interesting. . . . James H.

Martin is now enunciated in his new

North Avenue quarters, with the special

model retail record shop, broadcast-

ing music on both the first and second

floors and expanded service to jukes.

Chicagor

METAL TYPE DISCS

PER 1,000 $9.50

GROTCHEI METAL TYPE . . . . . . . . . . . . 175.00

Ax Number

$75.00

GROTCHEI TYPE . . . . . . . . . . . . . . . . . 175.00

Driveable

GROTCHEI TYPE . . . . . . . . . . . . . . . . . 125.00

Each

GROTCHEI TYPE . . . . . . . . . . . . . . . . . 175.00

Note: This is the highest price

with Ordeal, Balance C. O. D.

MINIATURE

SLOT BANK

An Ideal

GIFT ITEM

For Customers, Locations and Friends.

OPERTORS

JOBBERS

DISTRIBUTORS

In FIRST in your territory with this

item.

A Slot Machine, Weekender, Deck Ornament or Paper Weight made of polished hand-cast bronze, 8% high.

$1.80 each

$20.50 & up

REIMEDIATE DELIVERY FOR CHRISTMAS

1/9 Deposit. Balance C. O. D.

OHIO SPECIALTIES

19 W. Court St.

Cincinnati, Ohio

ARCADE & LOCATION EQUIPMENT

Motorized Pin-Ball War-Victory Machines 850.00

Motorized Pin Game-Machines 850.00

Motorized Pin-War Machines 850.00

Coin-Operated War-Tyme Machines 250.00

Coin-Operated Thrive Machines 250.00

Coin-Operated Thrive Machines (Thriving Light) 250.00

Coin-Operated Thrive Machines 300.00

Coin-Operated Thrive Machines 200.00

Coin-Operated Thrive Machines (Single Light) 300.00

Coin-Operated Thrive Machines 200.00

Coin-Operated Thrive Machines (Two Lights) 250.00

Coin-Operated Thrive Machines (Three Lights) 250.00

Coin-Operated Thrive Machines (Thriving Light) 250.00

Coin-Operated Thrive Machines 300.00

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COMPLETE LINE OF EXHIBIT MACHINES ON HAND

FREE 6 Page, 52 Illustrations, Catalog

New or Factory Rebuilt amusement Machines—Any Make or Model—Parts...

Complete List—Machines Has Them All.

FOR SALE

30 Phones, 11 Stiles and 5 Pin Balls on location.

11 Pin Ball, 1客流 and 5 Pincball units.

Each for sale. For information write

FURULI MUSIC CO.

Burling, Mont.
SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RIH SYSTEM)

(Continued from page 27)

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>Vocal Plug</th>
<th>Instrumental Plug</th>
<th>Key Area</th>
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<td>Born in the USA</td>
<td>3</td>
<td>2</td>
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<td>The Eagles</td>
<td>Hotel California</td>
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<td>3</td>
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<td>Stevie Wonder</td>
<td>Superstition</td>
<td>5</td>
<td>4</td>
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<td>Fleetwood Mac</td>
<td>Dreams</td>
<td>6</td>
<td>5</td>
<td>D</td>
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<td>Pink Floyd</td>
<td>Wish You Were Here</td>
<td>7</td>
<td>6</td>
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<td>The Beatles</td>
<td>Revolution</td>
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<td>Bob Dylan</td>
<td>Like a Rolling Stone</td>
<td>9</td>
<td>8</td>
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<tr>
<td>The Rolling Stones</td>
<td>Paint It Black</td>
<td>10</td>
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<td>The Who</td>
<td>Quadrophenia</td>
<td>11</td>
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<td>Led Zeppelin</td>
<td>Stairway to Heaven</td>
<td>12</td>
<td>11</td>
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</table>

WATLING MFG. CO.

4650 W. Fulton St. CHICAGO 44, ILL.

BARGAIN TIPS

Wurlitzer 1015 $999.50
Wurlitzer 1035 $1299.50
Wurlitzer 1015 $1499.50
Wurlitzer 1035 $1699.50
Wurlitzer 1015 $1899.50
Wurlitzer 1035 $2099.50

NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.

5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are F. O. B. Chicago

G.E. LAMPS

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 27)

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
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<td>My Darling, My Day</td>
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<td>1</td>
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<td>Maybe You'll Be There</td>
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<td>14</td>
<td>On a Slow Boat to China</td>
<td>Victor 20408</td>
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<td>1</td>
<td>15</td>
<td>You Started Some Trouble</td>
<td>Leaders, Inc</td>
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<td>16</td>
<td>The Teddy Bears</td>
<td>Leaders, Inc</td>
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<td>1</td>
<td>17</td>
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<td>18</td>
<td>A Little Bird Told Me</td>
<td>The Andrews Sisters</td>
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<tr>
<td>1</td>
<td>19</td>
<td>On a Slow Boat to China</td>
<td>The Andrews Sisters</td>
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<tr>
<td>1</td>
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<td>Far Away Places</td>
<td>The Andrews Sisters</td>
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<td>1</td>
<td>21</td>
<td>Recess in Heaven</td>
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<td>Diamonds Are a Girl's Best Friend</td>
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<td>1</td>
<td>23</td>
<td>I'll Be Home for Christmas</td>
<td>The Andrews Sisters</td>
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<td>1</td>
<td>24</td>
<td>Here Comes Santa Claus</td>
<td>The Andrews Sisters</td>
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<td>1</td>
<td>25</td>
<td>Take Five</td>
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<td>1</td>
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<td>Blue Velvet</td>
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<td>Some Enchanted Evening</td>
<td>The Andrews Sisters</td>
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<td>1</td>
<td>28</td>
<td>Santa Claus Is Coming to Town</td>
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<td>29</td>
<td>Christmas Time</td>
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<tr>
<td>1</td>
<td>30</td>
<td>Merry Christmas</td>
<td>The Andrews Sisters</td>
</tr>
</tbody>
</table>

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WANT

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DAVE LOWY & CO.

Exporters & Distributors

594 Townsend Ave. New York, N.Y. 5.398

DECEMBER 18, 1948

The Billboard

COIN MACHINES 109

Begin Delivery Of New 3-5 Ball Game by Genco

CHICAGO, Dec. 11.—Genco Manufacturing and Sales Company has begun initial deliveries on its new amusement game, One-Two-Three. Dave Gennadius announced this week.

New product is described so that it can be used equally as well as a three or five ball game, featuring stretch rubber bands, powered flippers and automatic reset bonus buttons.

As the playfield is set up, players ties to make three numbered bumpers in either the red or green sequence. When player makes bumpers No. 1 in red, the red bonus point jumps up from its 30,000 point minimum to 50,000. After No. 2 is made the chart jumps to 100,000 points and after No. 3 is made the chart jumps to 150,000 points. Green bonus build-up works in the same manner as red.

Once player has made the 1-3 sequence in red or green, he tries to get a ball in the bonus collection hole or thru a roll-over switch at the bottom of the playfield which corresponds with the color he is working on. After each collection, bonus drops back to the 30,000 point minimum. Player can try for 100,000 point checks by hitting two red or five red buttons in the center of the playfield or by hitting a third button which activates the other two roll-over buttons.

Replays Score

After player has made the 1-3 series in either color, he can win a replay by going thru a side roll-over switch nearest to the series he has completed. When player has made both the red and green 1-3 series, he is offered two replays by getting a ball in a special kick-out pocket in middle playfield. To all games, there are five separate ways to win replays and maximum score is 3,000,000 points.

In its advance publicity to operators, Genco officials have included literature explaining how the game works as either a three or five ball and also a complete set of instructions and an array of ways to identify scoring or making it more conservative or liberal at the discretion of the individual operator.

"Daddy's mind's at ease since he got that shipment of G-E lamps for his coin machines." Never burn-out, dependable trouble-free performance keep machines on the job, assure more profits. Even if they're hard to get, it pays to keep on asking! General Electric Co., Nutley Park, Cleveland 12, Ohio.

G-E LAMPS

GENERAL ELECTRIC
Reissue
Kenny
Good
Tea
'spotted.
Woody
German
in
singing
vocal
In
attractive
Don't
Casa
waxing
on
a
wax
ago;
newly
adapted
but
unprofessional
vocal
organing
to
one
This
in
attractive
ting
the
vocal
organing
to
one

BING CROSBY & CONNIE ROSSWELL (Decca 25048)
Bob & Baby's
Bob Cats!
Yes. Indeed
This by Oliver hit big of years ago sounds peaked even with
it's done so
In
it's still

JERRY MURAD'S
HARMONICA WANTS
(Decca 25048)
Singing

JACK SMITH & THE CLARK SISTERS
(Decca 25055)
Cuando Le Gusta
Banno bimbo off the line at a breakneck tempo;
and best disco of the picture

The

BENNY CARTER ORK
BOB DECKER
Reina
A book ballad job

WOODY HERMAN ORK
PLEAS DON'T SAY "NO"
Woody Jeps a cornet job
the vocal job on the old
but
Woofer
in
BASIE'S
and

CONNIE DESMOND
La Vie en Rose
(Decca 25050)
Down by the Station
Delightful job of the

KARL KLACH'S ORK
It's an Irish Lullaby

BARBARA LYNN & JIMMIE CLYDE
Do You Ever

SEVEN-HI
The finest Belgium Pool Table on the Market today.
FLASH BOWLER
The bowling game of the century

EDELCO MFG. & SALES CO.
1438 FRANKLIN ST., DETROIT 7, MICHIGAN
# Record Reviews

(Continued from page 111)

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>TUNES</th>
<th>LABEL AND NO.</th>
<th>COMMENT</th>
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<tr>
<td><strong>POPULAR</strong></td>
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<tr>
<td>JOAN BROOKS (Hi)</td>
<td>Lo, Jack &amp; the</td>
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<tr>
<td>(Universal-1-139)</td>
<td>Drum</td>
<td>73-73-73-73</td>
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<td><strong>COUNTRY</strong></td>
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<td>Texas Ruby</td>
<td>Bear's</td>
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<td>&amp; Empty</td>
<td>Teardrop</td>
<td>83-83-83-83</td>
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<td>With Me To</td>
<td>Another's Arm's</td>
<td>61-61-60-63</td>
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<td>(Curtiz-27B)</td>
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<td>&amp; I'm Happy</td>
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<td>TEDDY WILKINS &amp;</td>
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<td>Never's</td>
<td>72-70-72-73</td>
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<td>HIS OWN</td>
<td>Never's</td>
<td>You're</td>
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<td>(Curtiz-27B)</td>
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<td><strong>SOUND OF SEPTEMBER</strong></td>
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<tr>
<td>HIS BAND</td>
<td>Dangerous</td>
<td>Man</td>
<td>65-65-64-66</td>
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<td>(Victor-28012)</td>
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<td>BOWIE THOMPSON</td>
<td>In The Morning</td>
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<td>66-66-66-66</td>
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<tr>
<td>(Stanley-3009)</td>
<td>With You</td>
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<td>Oklahoma Sweetheart</td>
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<td>(Luther Henderson</td>
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<td>(Ory)</td>
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<td>(Victor-28012)</td>
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</tbody>
</table>

(Continued on page 114)
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Are increasing their collections and building good will with locations and customers by installing our self-service, stand type coin changer. Coin changers now being used by leading department stores, airport, bus depots, bowling centers, drugstores, factories and public institutions. Exclusive distributorship available in your area.

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CHICAGO 47, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

NOT JUST A BRUSH-OFF...

BUT A REAL,

HONEST-TO-GOODNESS

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fascinating the NEW

ELECTRO-MATIC

POLISH APPLICATOR

with "Magic Control"

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$225.00

in LOTS of 10 or more

Sample $239.50

Yes, the Electro-Matic Polish Applicator—exclusive with UNEEDA Shoe Shine Machines—actually shines shoes with a high gloss comparable to a hand shine. Shines black shoes, Shines brown shoes. And delivers a perfect shine for every coat deposited.

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Exhibit Room No. 720

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RELIABLE PARTS CO.

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NEW PLAYFIELD
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CANDID K-UP AND
William M. DATOGA
Game One Two Three
United SERENADE
Exhibit MAGIC
Sears, Roebuck...Mills
WE ARE FACTORY REPRESENTATIVES FOR "BEST LINE" BINGO TICKETS

OLIVE NOVELTY CO.
2626 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

Record Reviews
(Continued from page 112)

RATING
90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-59 SATISFACTORY • 0-39 POOR

ARTIST TUNES

LABEL AND NO.

COMMENT

RACE

THE STRIDERS

(Capitol 15508)
Pisano’s You (As Long as I Live)
First single by a new group, the Leesie Jordon hit race time is clearly the neat stirringly
Semi-vocal arrangement

77—76—76—77

SOMEBODY STOLE MY

Rose Colored Glasses

70—70—70—70

BUZZ CONNIE

(Choral 1017)
Suire’s Birthday Party
Dispersing novelty triple chorus and several vocal and instrumental themes

67—67—66—68

VOTE FOR M. BAGUI

 Моау T нато Ending doesn’t come smooth enough, doesn’t quite make that

58—58—58—58

GATEMOUTH MOORE

Something I’m

Gonna Be
"The spirit is there, but the materials back."
You’re My Specialty.
Baby
Momma
More better here, having a better lyric to work with

64—64—63—66

TODD RHOADES ORK

2:34

Toddy’s Idea

Bventh small combo instrumentation, but it’s only a falloff.

67—68—66—67

Walker Talker

Formula novelty use the old "Boy, ha ha ha"

83—83—83—84

RELIGIOUS

DEACON UTLEY

(Stella 2-6190)

(Stella 2-6190)

(Stella 2-6190)

Jesse in Mine

The spirit is there, but the materials back."
Jesus in Mine

lyrical harmony here

57—57—57—58

MAHALIA JACKSON

(Decca L-1056)

Tired

Malahia Jackson swings a spiritual with a fine fervor. Vocal backing has churchies

74—74—74—75

THE DIXIERS

(Leon L-914)

Precious Memories

Reverent heart-felt soul

69—69—69—69

Way Down in Egypt

Land

On the rhythm spiritual with exuberance and a compelling beat.

REYNOS GOLDEN STAR GOSPEL SINGERS

(Irving C1-118)

Didn’t It Rain?

Christ does high pitched gospel job with full fervor

63—65—66—66

Higher Ground

Revival spirit abounds in a group-shot spiritual.

64—67—66—67

REYNOS GOLDEN ST JESUS SINGERS

(Irving C1-118)

I Will Make My Home Up a Little Higher

Christ does high pitched gospel job with group responses, at a ripping tempo.

64—67—66—67

Guide Me O Thou Great Jehovah

More of the same prayerful feeling

64—67—66—67

THE WHA SINGERS OF HOUSTON, TEXAS

(Disc 21-69)

I’ve Got To Tell It

Sweet, pleasant-hued, on a slow burn. Vocal group excellent and good beat

62—62—62—62

There’s Not A Friend Like Jesus

Christ makes a big sound here, getting a remarkable quartet effect out of two voices.

65—65—65—65

(Continued on page 116)
HAVE YOU ANSWERED THE ROLL CALL?

Have you enrolled in The Billboard's First Annual Roll Call of the coin machine industry? If not, please use one of the coupons below and do so today.

The purpose of this roll call is simple: To find out who is in the coin machine industry today? How many have entered since the war? Are they still active? Who has dropped out?

Manufacturers and distributors are co-operating in this census by donating their customer lists. Do your part for the good of the industry by answering the first annual coin machine roll call.

Fifty-five lists comprising thousands of names have been received to date. There isn't time to check all these names to avoid duplication. Instead we are sending out mailings as fast as they can be addressed. That's why you may receive several.

At the same time, we are giving every reader the opportunity to get the next eight issues of The Billboard for only $1—exactly half the newsstand price.

The next eight issues are the most important of the year for you. Next week's will carry a full report on the NAMA Convention. January 22 is the big CMI Convention Issue containing the Juke Box Supplement. The January 29 issue will report in full on what happens at the convention.

If you failed to renew your subscription . . . or your newsstand was sold out . . . or someone else grabs your office copy . . . or you need an additional copy sent to your home. . . . YOU CAN'T AFFORD TO PASS UP THIS MONEY-SAVING $1 SUBSCRIPTION OFFER.

SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO
I AM A COIN MACHINE MAN!

$5

Free $1 with your coupon and get the big December catalog issue of VEND.

ALL OTHERS—USE THIS COUPON

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO
I AM A COIN MACHINE MAN!

$3

Free

For only

8 ISSUES OF THE BILLBOARD

$1
Cleveland Coin's Coin Operated Rebound Shuffleboard

Write, Phone or Wire For Prices

Record Reviews

LATIN-AMERICAN
"Bilbo's Travels" ORK

LATIN-AMERICAN
FEDERICO FEDORA BOYS' ORK

Trade Directory

New Equipment

Distributie Appointments

Personal Notices

Change of Address

Urge Pinball, Bell Study by YRFC

Wor would Cost $100,000

SALEM, Ore, Dec. 11—Oregon's Young Republican Federation, a State-organized, adopted a resolution here Saturday (4) urging appointment of a three-man committee to determine whether pinball machines and other such devices should be legalized and taxed by the State.

The resolution, which calls for an application of $100,000 by the State Legislature to finance the study, also recommends investigation of bell machines and punchboards on a similar basis. Leaders of the federation said the resolution undoubtedly would be presented to the Legislature when it convenes in January.
this is it!

**SEEBURG DAY**

"S" DAY IS HERE...

...and you're invited to see the NEW 1949

**SEEBURG SELECT-O-MATIC '100'**

50 Records — 100 Selections

**AND WALL-O-MATIC '100'**

**ATLANTIC'S PREMIER SHOWING**

**THE DATE:** THURSDAY, FRIDAY AND SATURDAY, DECEMBER 16, 17 AND 10

**THE TIME:** ALL DAY

**THE PLACE:** OUR NEW SHOWROOMS AT 583 10th AVENUE, NEW YORK CITY

Seeburg is first again! First with a 100 selection mechanism that plays both 10 and 12-inch records ... First with a 100 selection Wall-o-Matic. Be the first to see the 1949 Seeburg equipment!

**ATTENTION CONNECTICUT OPERATORS!**

There will be a special showing of the new Seeburg Select-o-Matic "100" and Wall-o-Matic "100" at our Connecticut Distributors — 624 Franklin Avenue, Hartford, 6th day Sunday, December 15.

**free buyers guide for operators**

**RECONDITIONED PIN GAMES — READY FOR LOCATION**

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build-It</td>
<td>$85.00</td>
</tr>
<tr>
<td>Power</td>
<td>$100.00</td>
</tr>
<tr>
<td>S.O.S.</td>
<td>$125.00</td>
</tr>
<tr>
<td>S.O.S. Night</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

**BRAND NEW ELECTRIC SCORERS**

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>$200.00</td>
</tr>
<tr>
<td>Double</td>
<td>$250.00</td>
</tr>
<tr>
<td>Triple</td>
<td>$300.00</td>
</tr>
</tbody>
</table>

**ROY McGINNIS CO.**

2811 MARYLAND AVE., BALTIMORE 15, MARYLAND • PHONE: BELMONT 1909

**ELECTRIC SCOREBOARD FOR SHUFFLEBOARD**

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>$125.00</td>
</tr>
<tr>
<td>Double</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

**PEANUT MACHINE BRAND NEW!**

**STONER 2 COLUMN, $13.50 F. O. B. Chicago**

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWIN</td>
<td>$12.50</td>
</tr>
</tbody>
</table>

**MID-STATE COMPANY**

1540 MILWAUKEE AVE
CHICAGO 16, ILLINOIS
Phone: Dickinson 1-3644

Get Ready for the **COIN MACHINE SHOW**

**HOTEL SHERMAN, CHICAGO**

**JANUARY 17, 18, 19, 1949**

**Exhibited for the First Time**

**Equipment of all Types**

**AMUSEMENT VENDING MUSIC SERVICE**

**Parts and Supplies**

**Don’t Miss—Be There**
THE HIT OF THE NAAPPB SHOW!

EVANS'

BAT-A-SCORE

IMPROVED BATTER!
IMPROVED PITCHER!

10 BALLS
5c PLAY

NOT A ROLL DOWN . . . NOT A PIN GAME—BUT AN ANIMATED MANIKIN ALL SKILL BASEBALL AMUSEMENT GAME PERMITTED ANYWHERE!

HIGH SCORING BASEBALL UNDER LIGHTS! HIGHLY COLORFUL SCOREBOARD! BEAUTIFULLY DECORATED DIAMOND AND GRANDSTAND! ALSO AVAILABLE IN FREE PLAY. NOW READY FOR IMMEDIATE DELIVERY!

EVANS CONSOLE
Winter Book
Casino Bells
Bang Tails
Galloping Dominos

DELIVERY NOW!

SPECIALS
GOLD CUPS, $280.00— JOCKEY SPECIALS, $250.00
SPECIAL ENTRIES, $165.00
ALL GAMES GUARANTEED. SEND ONE-THIRD DEPOSIT.

NEW ORLEANS NOVELTY CO.
115 MAGAZINE ST.
PHONE: CANAL 5306
NEW ORLEANS, LA.
AMERICAN CUSHION (REBOUND) SHUFFLEBOARD

From Coast to Coast the growing demand for AMERICAN continues wherever a game of skill is called for.

Allows for playing many games—ALL ON ONE BOARD—as well as Shuffleboard including:

- H.O.R.S.E. COLLAR, BASEBALL, BOWLING WITH PINS, GRAND SLAM, AMERICAN BOCCIE and
- "FIVE SPOT" BOWLING

Popular, easily transported, unequalled returns, yet FITS INTO ANY 3' X 12' SPACE

Income to operators from installations ranges from

$40 TO $120 PER WEEK

with practically no "service" required. JUST COLLECT, Meets approval of City Police and Liquor Control Boards.

For full information write or wire.

AMERICAN SHUFFLEBOARD CO.
210 Paterson Plank Road
Union City, New Jersey
Phone: Union 3-5533

PACIFIC COAST DISTRIBUTORS:
American Shuffleboard Sales Co. of Los Angeles
5185 Santa Monica Blvd.
Telephone: Normandy 5594

AMERICAN SHUFFLEBOARD SALES CO.
of San Francisco
275 Ninth Street
Telephone: Underhill 1-2651
Underhill 1-7629

ONE-BALLS! ONE-BALLS! ONE-BALLS!

- GOLD CUPS - - - - - - - - $299.50
- SPECIAL ENTRIES - - - - 159.50
- DAILY RACES- - - - - - - - 99.50
- BIG PARLAY - - - - - - - - - - 99.50
- VICTORY SPECIAL - - - - - - - - 99.50
- HOT TIP - - - - - - - - - - - - - 79.50
- FAVORITE - - - - - - - - - - - - - 129.50

These Games Are in Excellent Shape and Ready for Location! Get Your Order in Today!

A REAL BUY!
25c EVANS RACES - $475.00

Write for New List of All Machines

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI-DAYTON-F. WAYNE
INDIANAPOLIS-LEXINGTON

624 S. Third St., Louisville 2, Ky.
228 W. 7th St., Cincinnati 2, Ohio
200 Jefferson St., Lexington 2, Ky.
603 Linden Ave., Dayton 3, Ohio
1220 Colhoun St., Ft. Wayne 2, Ind.
325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

MODEL 12
AMERICAN Cushion (Double End) Rebound Shuffleboard. Played from both ends by any number of players or from one end only with REBOUND HEAD CUSHION replaced.

NOTICE: THIS SHUFFLEBOARD IS PATENTED.
Infractions of AMERICAN Cushion Shuffleboard will be prosecuted. U.S. Patents 2,332,882. Other patents pending. Also fully protected in all South American countries and Canada.

REBOUND HEAD REMOVED

IMMEDIATE DELIVERY
De Luxe & Universal REVOLV-A-ROUND Safes and Stands

Protected by U.S. Patents

These streamlined units are equipped with the latest and best exclusive safety and convenience features. They hold all machines with a vise-like grip that prevents movement in any direction. De Luxe Safes and Stands and Universal Safes are equipped with Revolv-A-Round feature that permits operator to turn machine on revolving base to empty coin box. Available in single, double and triple units.

Write for Name of Nearest Distributor.

ORDER YOURS TODAY!
CHICAGO METAL MFG. COMPANY
3724 SOUTH ROCKWELL
Chicago 32, Illinois
Tel.: Lafayette 3-5754
By GOTTLIEB . . .

'NUFF SAID!

ORDER FROM YOUR DISTRIBUTOR TODAY!

SEE OUR EXHIBIT AT THE COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO, JANUARY 17, 18, 19
BOOTH 2-3-4

KNOCKOUT SALES!!

WUR. 1015, 1100 and 1080 (Like New) ................. WRITE
ROCKOLA 1946 MODEL 1422 .......................... $265.00
ROCKOLA 1947 MODEL 1426 ......................... 295.00
WURLITZER VICTORY MODELS ....................... 50.00
WILL TRADE WURLITZER PHONOGRAPHS
FOR BRAND NEW AND USED FIVE
AND ONE BALL GAMES.

REDD DISTRIBUTING CO., INC.
180 LINCOLN • ALLSTON • BOSTON 34, MASS.

NOW!

NEW 1949 IMPROVED MODEL
CHAIN DRIVE CHUTE
FOR ALL MODELS OF
MILLS MACHINES

CASH FOR LATE USED PIN GAMES!

WANTED—Humpty Dumpty, Robin Hood, Cinderella, Jack & Jill, King Cole, Triple Action,
Monterrey, Travel Wind, Mardi Gras, Paradise, Star Dust, Mary Wiggle and other late Flipper Games.

WIRE SOUTHERN AMUSEMENT CO. CALL
628 Madison Ave. Memphis, Tenn.

OPERATORS
50-50 DEAL

We have a limited number of
BUCKLEY
BONANZA — CRISS CROSS
TRACK ODDS

which we will furnish to established operators
on a 50-50 basis.

NO INVESTMENT REQUIRED ON YOUR PART

Write or wire giving phone number

BOX 226
c/o Billboard, 155 N. Clark St.
Chicago, Illinois
Williams
SARATOGA
SUPERB! SENSATIONAL! STARTLING!
THRILLING THUMPER BUMPERS!
NEW LIGHTNING ACTION!

See It—Buy It at Your Distributor TODAY!

Williams MANUFACTURING COMPANY
161 W. Huron Street Chicago 10, Ill.

AUTOMATIC COIN
America's Bell Machine Center
Exclusive Authorized Distributor for Mills Bell Products

NEW GAMES
MAGIC ONE-TWO-THREE
TEMPATION SERENADE
ROUND UP SARATOGA
CITATION (1-BALL FREE PLAY)
LEXINGTON (1-BALL PAYOUT)

CONSOLE BARGAINS
5c PACE BELLS IN... $ 4.50
BANG BELLS (Floor Sample) $ 42.50
VICTORY DERBY... $ 125.00
DRAW BELLS (Red Button) $ 225.00
SPORT KING... $ 59.50
TOP KING, P. O. $ 79.50

MILLS SLOTS—Rebuilt and Refinished—(All With Club Handles)
5c BLUE FRONTS... $ 85.00
10c BLUE FRONTS... $ 90.00
25c BLUE FRONTS... $ 95.00
5c BROWN FRONTS... $ 95.00
10c BROWN FRONTS... $100.00
25c BROWN FRONTS... $105.00
5c EXTRA BELLS (in Brand New Cabinets)... $130.00
10c EXTRA BELLS (in Brand New Cabinets)... $140.00
25c EXTRA BELLS (in Brand New Cabinets)... $145.00

SHOOTING STARS 5-BALL FREE PLAY $50.00
Fast, Flashing, Exciting Action! High Score! Disappearing Skill Hole! Simple Mechanism; Proven Money Maker!
In Original Cabinets

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPH, PARTS, ETC.

Other Models:
BAR-O-MATICS
5c 10c 25c WIRELESS
WEB-12, $32.50
Completely reconditioned, All worn parts replaced. GUARANTEED PERFECT!

GUARANTEED SLOTS
Reconditioned—Refinished—Repainted

Mills 10c Black Cherry Bell, Post-War 2-5/16... $139.50
Mills Golden Falls, Hand... $149.50
Mills 10c Cold Chrome, 2/5 or 5/8... $109.50
Ippolito Chet, 2 c or 15c... $59.50
Mills Jumbo, Payout... $65.00
Mills 3-Balls... $169.50
BRAND NEW MILLS VEST POCKET... $65.00
Bally Victory Derby, 1-Ball P.O. Automatic Shufflieboard... $129.50
Bally Victory Special, 1-Ball F.P. Automatic Shuffleboard... $129.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT
Bally Red-Button Drive Bell... $245.00
A.B.T. Challengen... $ 24.50
Vendta Puck Cig. Vendor, new... $125.00
Mills Post-War 3-Balls... $39.50
Seeburg Cigar Phonos... $139.50
Kaney Twin Super Bell, 10c-25c... $95.00
Evans Bangtail, L.P. Model... $149.50
Mills 4 Balls... $199.50

Terms: 1/3 Down, Rest 60 days

Automatic Coin MACHINES & SUPPLY CO.
TELEPHONE: Capitol 7-8244
4135-43 Armitage Avenue • Chicago 19, Illinois

Division of ATLAS MUSIC CO.
ATLAS MUSIC CO., 5741 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2253 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 225 NINTH ST., DES MOINES 8

FORimers: 1/3 Dep. Balance
In Original Cabinets

GuARANTEED TO BE PERFECT!
from the World's Busiest Shuffleboard Factory

EXTRA! ROCK-OLA is the world's largest producer of Shuffleboards!

ROCK-OLA has the largest and most modern woodworking plant in the Shuffleboard and Coin Machine Industries.

ROCK-OLA's own lumber yards carry tremendous surplus stocks, guaranteeing uninterrupted production of Standard Shuffleboards.

ROCK-OLA has 20 modern dry-kilns on the property, with a capacity of over 60 carloads of lumber, to insure positive control of all woods used in Standard Shuffleboards.

ROCK-OLA has engineered special precision, hydraulic presses for the manufacturing of Standard Shuffleboard playfields. 40 tons of steel went into the construction of each press.

ROCK-OLA operates their own fleet of modern semi-trailers all over the United States, insuring prompt, economical and safe delivery of Standard Shuffleboards.

ROCK-OLA sold more Standard Shuffleboards in the month of November than all other manufacturers combined and plans are now in work to double present production.

ACCESSORIES

ROCK-OLA makes a complete line of shuffleboard accessories, including coin-operated electrical scoreboards, table score-boards, electric signs, outdoor signs, window signs, playfield covers, waxes, polishers, cleaners buffing equipment—in fact every kind of accessory and supply required by Standard Shuffleboard operators.

TOURNAMENT—PROMOTION PLANS

SALES PROMOTION AIDS

ROCK-OLA supplies complete material for promoting Leagues and Tournaments. Sales promotion and publicity tells your prospective customers all about Standard Shuffleboard, which has already been labeled by the operators of America as the "Cadillac" of all Shuffleboards.

ROCK-OLA Standard SHUFFLEBOARD

Exclusive Sales Agent:

Standard SHUFFLEBOARD LEAGUE INC.
3200 West Chicago Avenue, Chicago 51, Illinois

Manufactured by:

ROCK-OLA MANUFACTURING CORPORATION
400 North Edgewater Avenue, Chicago 51, Illinois

A few distributorship territories still available to those who qualify.

Please send me full details on ROCK-OLA Standard SHUFFLEBOARD

NAME ____________________________

ADDRESS ____________________________

CITY ____________________________ ZONE ______________ STATE ____________________________
Right in this spot!

We can build, on special orders, the marvelous money-making Bonus Bell with an added feature—a Hand-Load Jackpot—bringing together two very wonderful Bell features, the attractive play-appeal of the Bonus, plus the ever-full handload Jackpot.

As you probably know, when the Jackpot is won it takes a little time before the reserve and other coins from play fill the Jackpot to the brim again. During this period there is a tendency for the players to lose interest in playing the machine. This is what is called the "slow period." With the handload Jackpot feature you have an ever-present, big, overflowing Jackpot, plus the wonderful game appeal of the Bonus idea. We have built quite a few of these Bonus Handloads on special orders, and the reports have been the motivating factor for our bringing this idea to your special attention. They have found them extremely profitable! So can you!

Bell-O-Matic Corporation

World's Exclusive Distributor: Mills Bell Products • 4100 Fullerton Avenue, Chicago 39, Illinois
SKILL plus NOVELTY plus MILLION’S SCORE

It’s EXTRA
It’s EXTRA plus
It’s EXTRA plus plus
also - 6 WAYS to WIN REPLAYS
NOW! at all “EXHIBIT” DISTRIBUTORS

EXHIBIT SUPPLY COMPANY (EST. 1927)
4218-4230 W. LAKE STREET - CHICAGO 24, ILL.

PENN “BLACK-BEAUTY”

ADJUSTABLE “EBONIZED-COSOLITE”
PAT. PENDING
PLAYING FIELD

Designed To Eliminate Resurfacing and Warping
Guaranteed for Two Years

Distributors - Territories Open

WRITE WIRE PHONE
PENN SHUFFLEBOARD CO.
CABINET MAKERS SINCE 1888
WALNUT 2-3633
1015 CHESTNUT ST. PHILADELPHIA 7, PA.

Is it any wonder that
IN NEW ENGLAND
It’s TRIMOUNT?
EXCLUSIVE DISTRIBUTORS FOR
Seeburg Music — Gottlieb & Williams — Keeney Electric Cigarette Vendors.
Largest and most complete PARTS DEPARTMENT in New England.
New England’s largest and most complete SERVICE DEPARTMENT.
LET US HANDLE YOUR COIN MACHINE NEEDS

GET THE FACTS ON JENNINGS’ NEW 1949 SUPER JACKPOT COIN MACHINES!
FREE! A PENNY POSTCARD WILL BRING YOU OUR NEW 4-COLOR MONTE CARLO AND LIVE JACKPOT CIRCULARS... WRITE TODAY!

O. D. JENNINGS & CO.
4307 West Lake St. CHICAGO 24, ILLINOIS
WHY
It Pays To Operate
NATIONAL SHUFFLEBOARDS

As an operator, you are primarily interested in two things:
1. A reasonable profit on your investment.
2. Your reputation for handling quality products.

National Shuffleboards meet both of these requirements.

A. PROFITS: There are three ways in which you profit from a NATIONAL SHUFFLEBOARD FRANCHISE.
1. By operating boards on a percentage of the take.
2. By outright sale of boards in addition to those operated.
3. By operating a service route to keep boards in top playing condition.

National Shuffleboard accessories also provide an additional source of profits.

B. QUALITY: National Shuffleboards are the recognized leaders in the field. They have back of them the Know-How in materials, machines and workmanship of the oldest and largest exclusive shuffleboard manufacturer in the world. A quality that only years of experience can produce.

National Shuffleboards are backed by National Advertising, Coast to Coast, plus an organized, active National League Program.

Operate the Best — Operate Nationals.
Write today for information on open territories.
List Territory Desired.

NATIONAL SHUFFLEBOARD CO.
ORANGE, NEW JERSEY
DISTRIBUTORS IN PRINCIPAL CITIES, COAST TO COAST

NATIONAL'S ELECTRIC SCOREBOARD
Creates Interest — Protects Your Profits
The attractive four-color scoreboard is easily seen from a distance. Will promote interest in the game.
The scoring keys are located at each end of the board, making it easy for players to register their score.
The control key is located at the bar or cashier’s cage, assuring control of play and receipt of payment.
This "Pay to Play" feature protects against loss. A meter within the scoreboard registers the number of games played.
Details on request.

www.americanradiohistory.com
Chicago Coin's SHUFFLE-KING
RE-BOUNDS
A NATURAL FOR SMALLER LOCATIONS!

HAS EVERY PLAYING DETAIL
OF REGULATION SIZE
SHUFFLE-BOARD

- TWO MANUAL SCORING RACKS ARE BUILT
  INTO THE ARMS WITHIN EASY REACH OF
  PLAYERS.
- 10¢ COIN OPERATED WITH MEASURED
  PLAYING TIME (5 MINUTES).
- PLAY STOPPED AUTOMATICALLY AT END
  OF MEASURED TIME BY ELECTRICALLY
  CONTROLLED PINS IN BACKRACK.
- REBOUND IS 1" THICK, SOLID, PURE GUM
  RUBBER.

Player Throws Puck Against Rubber,
Which Rebounds Puck to Score
in Front of Player.

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

OVERALL
LENGTH
9 FEET!

Chicago Coin's Re-bound retains all
of the fine workmanship and beauty
of the larger game. The cabinet is of
beautiful Maple and Walnut. The
playing field is made of "Dura-life",
the plastic which will not warp, will
not require resurfacing, and which
always retains a smooth, true finish.

Player Throws Puck Against Rubber,
Which Rebounds Puck to Score
in Front of Player.
IT'S HERE!

Genco's ONE TWO THREE

It's completely NEW!

It's completely DIFFERENT!

It's by far Genco's Greatest

Order from your Distributor Today!

Genco 2621 North Ashland Ave. • Chicago 14, Ill.
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 either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. The result is the fastest play in one-ball history. Get your share.

Bally Reserve Bell

HOLD AND DRAW
BELL-CONSOLE
with new
BUILD-UP
BONUS

NICKEL OR QUARTER PLAY

Bally CARNIVAL

Sensational 5-Ball Hit
STILL GOING STRONG!

OTHER BALLY HITS

BIG INNING
TRIPLE BELL
WILD LEMON
DOUBLE-UP
HI-BOY
HY-ROLL
DeLUXE BOWLER

See Your Bally Distributor Today
UNITED'S SERENADE

NEW DIFFERENT, EXCITING PLAYBOARD ACTION

9 WAYS TO SCORE REPLAYS

FLIPPER CONTROL BUTTON EACH SIDE

REPLAY BUTTON

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com
THE MOST REVOLUTIONARY DEVELOPMENT IN THE HISTORY OF COIN-OPERATED MUSIC

It's here — the phonograph you've wanted. The Seeburg Select-O-Matic "100" has everything — multiple selection... new playing appeal... brilliant, modern appearance... sturdy simplified construction... plus Scientific Sound Distribution and Remote Control.

100 SELECTIONS
All 100 selections visible at same time, grouped under five headings. Conveniently located selection panel.

SELECT-O-MATIC MECHANISM

The mechanical "brain" of the Select-O-Matic "100" plays records vertically — either side, both sides... plays 10-inch or 12-inch records.

PLAYS 10-INCH OR 12-INCH RECORDS

The Select-O-Matic "100" holds 50 records, 100 selections. 10-inch and 12-inch records can be intermixed in any desired order without pre-setting.

SIX PLAYS FOR QUARTER

Single coin chute accepts nickels, dimes, quarters. One play, nickel — two plays, dime — and 6 individual plays, quarter.

See your Seeburg Distributor for a Demonstration

1902 - DEPENDABLE MUSIC SYSTEMS - 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22