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

EDDY ARNOLD
The Tennessee Plowboy and His Guitar...

Exclusive RCA VICTOR Recording Artist. See Your RCA VICTOR Dealer For Your Favorite EDDY ARNOLD Recordings.

Thanks to...
ALL RCA VICTOR Dealers and Distributors and Music Box Operators Across the Nation

Hill and Range Songs Inc. for Hit Tunes in "48" and more to come in "49"

RALSTON PURINA CO. for our Mutual Broadcasting System Checkerboard Jamboree

RCA VICTOR Thanks for our New Seven Year Contract

Mr. STEPHEN H. SHOLES our RCA VICTOR Recording Director for his Wonderful Help

Charlie and Bill Brown Brown Radio Productions Nashville, Tennessee

Exclusive Management: THOMAS A. PARKER
4218 San Pedro, Tampa 9, Fla., Phone W 3951
TV SNAGS UNIONS' MERGER

Sarnoff - AFM Accord Bodes Quiet TV Pact

AM Renewal Indicative?

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

D. C. Jim Crow Fight Renewed

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

U. S. Mulls New Congress May Abolish All 20% Bites

But Cities Might Step In

WASHINGTON, Dec. 18.—The first major post-war move by the federal government to withdraw from the showbusiness excise field is under way with the disclosure by Secretary of the Treasury John F. W. Weeks that the heeds that he will confer on the issue with his Treasury aides and other interested officials soon after the 81st Congress convenes. Snyder revealed that the Treasury's administration is interested in that out as soon as it is not all of the excise.

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

Melchior Bloodies Berle's Beak, But Show Goes Thru

NEW YORK, Dec. 18.—Albion added a severe injury to his nose midway through Tuesday's (14) Peacock Stage Theater telecast, Milton Berle maintained the old show-business tradition, despite the fact that there can be no question, "but the sharpies I dealt with in Europe harassment me a dozen different ways, and I learned a new angle which will come in handy when I go back next summer to reap the harvest that I know is there."

Larry made the jok twice during this short hour, once in Geneva and again in Naples. The Geneva fracas, which added up to a good old-fashioned bar room brawl, lasted Larry and his 27 performers in the clinic. Realized by Police

"The police notified us together with our luggage and all of our money, which added up to $3,000, at 4 a.m.," Larry complained in recalling that episode. "Without a trial they kept our money, called it 'thee' and threw us out of the country."

Swiss newspapers at the time renewed Larry as "chief of the tribe," Wire copy describing the fray and appearing here was the local ink to the story (See No-Dull-Moment on page 49)

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

By Jim McInerney

NEW YORK, Dec. 18.—Larry (Never a Dull Moment) Sunbrook planned for here Wednesday (13) from Rome, as bustled as he was when he arrived in Paris with his rodeo-thirst show troupes some four months ago, to reap the harvest that I know is there."

Larry made the jok twice during this short hour, once in Geneva and again in Naples. The Geneva fracas, which added up to a good old-fashioned bar room brawl, lasted Larry and his 27 performers in the clinic.

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AGVA Claims Right To Rule Video Field

44's Stitch Up in Air

WASHINGTON, Dec. 18.— The merger plan of all talent unions in a clinic last week when American Guild of (AGVA) will be ready of their national board to lay claim to supervise rights to television.

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

Showbiz Will Air Views On Copyright

To Testify for Congress

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

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

Bob Hope Leading Troupe to Berlin Airlift Xmas Show

WASHINGTON, Dec. 18.—Bob Hope and Bing Crosby will lead a crew of over 500 radio, stage and screen entertainers who will perform at the Christmas break in Germany for U.S. military and civilian personnel stationed in the Berlin airlift. The Army Air Forces announced today that their entertainers will leave (See Hope Xmas Show on page 8)
**Radio, Television, Parks and Merchandise**

*Radio.*

**Radio TV Piping Systems**

*Parks.*

**Parks Merchandise**

**Burleson.**

**Talent**

While actual talent is a very important ingredient in any operation, it is often realized that there are many other factors which enter into the success of a show. In turn, these factors are affected by such other factors as the network grid, public service agencies, the weather, and the like. This piece deals with income splitting provisions of the Revenue Act of 1948, that respect married couples for income, estate and gift tax purposes. This article covers only the major changes in the new tax laws and is not intended as a complete review of the subject.

**About Lebish**

Lebow C. Lebish, as can be seen from the by-line, is not only a man of many initials (degree, college, perhaps), but he has also put in many years of practice in the business world. He has been a very widely varied group of show business and business business consultant. In this series he has attempted to give show people all the essential facts about the tax laws in an easily comprehensible form. He is removed from that normally employed in governing the annual and weekly tax surcharges. Lebish suggested, as a matter of fact, that this series be called "Taxation for the Laid Back" but we wouldn't go for that. For obvious reasons.

**PROBABLY the most entertaining big bang will be that Uncle Sam has become a partner and they are in a hula because they have already spent most of their lives on tax returns. Prior to the new law, the greatest legal tax dodge in the world was for married entertainers to suddenly discover the beautiful climate in California. Practically every entertainer who moved there put in pleasure to the extent of a few dollars. Before 1948 for federal income tax law was passed, married people who lived in any of the community property States had a terrific tax advantage over the poor married fellow who lives in a so-called common law State." The guy who resides in a common law State was in the position where his income belonged to him exclusively, and his wife's income belonged to her exclusively. The same fellow who resided in a community property State had the right to split his income into equal shares and then each would pay taxes on one-half. By doing this he avoided the higher taxes. Naturally there was a trend away from the married people in the common law States. Why they should be penalized because they like the climate in New York.

**The result is that a new tax law has been passed giving married people a chance to break regardless of their State of residence. Now all married couples can treat their income as if the husband earned one-half and the wife, the other half.**

**Jackpot of 106G**

Is Pix Bait to Lure Tuners Out

**NEW YORK, Dec. 18—A new gimmick to attract the everyday Saturday afternoon audience at the Pix will come into play on January 27. The idea, based on getting customers, is to get them away from their radios and let them see something that can be collected only at the theater. This gimmick, which involves adding one more item to the line-up, is a game of chance and it will be made available to the customers as soon as it picks up momentum in other cities.

**An added lure for potential customers is that anyone who wins the radio giveaway because he was the first in the theater will get double the amount he would have won, up to a maximum of $10,000.**

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

**No. 1 On the Honor Roll of Hits**

**BUTTIONS AND ROW**

**No. 1 Sheet Music Seller**

**BUTTIONS AND ROW**

**No. 1 Sheet Music Seller on Trade Show**

**ALL I WANT FOR CHRISTMAS, S. Jones and His City Slickers, Victor 20,458**

**No. 1 Disk in the Volume Race**

**BUTTIONS AND ROW, Disc, Shure, Columbia 30814**

**No. 1 Disk in the Volume Race**

**BUTTIONS AND ROW, Disc, Shure, Columbia 30814**

**No. 1 Most Played Jake Room Race**

**BOUQUET OF ROSES, Eddy Arnold, the Tennessee Plowboy and His Victor 25,209**

**No. 1 Best Selling Retail Folk Record**

**A HEART FULL OF LOVE, Eddy Arnold, the Tennessee Plowboy and His Victor 25,209**

**No. 1 Most Played Jake Room Race**

**BUTTIONS AND ROW, Disc, Shure, Columbia 30814**

**No. 1 Sheet Music Seller in England**

**BUTTIONS AND ROW**

Leading artists, classical disks, English and Canadian sheet sellers and full score on all-occasion—all popularity in music popularity Chart, page 88 to 86 in Music Section.
Eeer Wonder About Sweet Caps? Ask Clarke, He Knows

No Cap Gains, Sez Godfrey; Mansfield Lams

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

MBS Program Revamp Will Shift Heatter

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

Loss of Stars Is Just Dandy, Says Trammell

MONTREAL, Dec. 18 — Band leader Buddy Clarke was inked Wendesday to a five-year contract with Canadian Broadcasting Company Limited. Clarke, who heads an orchestra and also acts as host of a number of radio and television shows, will be assigned to the company's television studios. Clarke's contract is reportedly valued at $15,000 per year. The terms of the contract were not disclosed. Clarke is reported to have been playing in Canada for several years, and is well known in the Canadian music industry.

RADIO

Communications to 1544 Broadway, New York 11, N. Y.

The Billboard 5

NBC's Counter-CBS Philosophy

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

Hollywood, Dec. 18 — NBC, the last remaining holdout against the United Press syndication of the Martin & Lewis television show, has agreed to sign the comedians to a five-year contract with the network. The terms of the deal, which includes a $250,000 signing bonus, were negotiated by NBC head Lew Wasserman and Martin & Lewis' agent, Tom C. McCary. The agreement includes provisions for national distribution of the show and for its exploitation in syndication.

MBS Program Revamp Will Shift Heatter

New York, Dec. 18 — In a move to strengthen its network's lineup, NBC is reportedly planning a major revamp of its program schedule. The new schedule, which is expected to be announced early next year, will feature a number of new programs and the return of some old favorites. The changes are designed to attract more viewers and to improve the network's overall ratings performance.

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New York, Dec. 18 — Glickman, the popular New York radio and television announcer, has signed a two-year contract with WMGM, the NBC-owned station in New York. The contract, which is reportedly worth $30,000 per year, includes provisions for the announcer's participation in a number of radio and television programs. Glickman, who is well known for his distinctive voice and his ability to handle a wide variety of roles, is expected to make a significant contribution to the network's programming lineup.

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ABC, CBS Plot 

Woo of Jolson

NEW YORK, Dec. 18.—With Al Jolson announcing this week that his withdrawal from his National Broadcasting Company (NBC) show is due in good part because he wants to develop his own television and radio stations, a two-page pitch was expected to materialize this week. Both the American Federation of Labor (AFL) and the Columbia Broadcasting System (CBS) are reported considering ways and means to woo Jolson onto their facilities.

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

Sugar Bowl Plans

Tangle ABC Sked

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

The shift affects ABC’s Saturday night commercial line-up, including Providence & Gamble’s Griffiths, which airs at 9 p.m., and General Electric’s What’s My Name? and Beatle’s TV. ABC is now attempting to work out agreements with the sponsors whereby its program may extend an additional week, but it is expected that some time may be canceled for the network.

Martin and Pilt stated that radio stations would continue to refuse disco commercials.

Pillsbury Mulls Twin Hypo for Kay Kyser

NEW YORK, Dec. 18.—Pillsbury this week was considering a double-barrel move to bolster the Kay Kyser show on the American Broadcasting Company (ABC), including expansion of its sponsored time and a shift in the show’s time slot. ABC has been asked by the Federal Communications Commission for a decision shortly on taking over the entire time slot of the program, of which it now sponsors the final 15 minutes. Also it is considered a good possibility that ABC would take the program from its current 11 to 11:30 a.m. slot and coordinate the bill with the rest of the program.

The move would put Kyser into the established afternoon period on ABC, which includes shows such as Breakfast in Hollywood, Bride and Groom, Ladies, Be Deared, Tide of Youth and the 11:30 slot is Galen Drake, who also works under the Pillsbury banner, and who would probably move up to Kyser’s 11 a.m. time.

WSCl Asks Closer Check on FM Sets

COLUMBUS, Ind., Dec. 18.—A plan by the Federal Communications Commission (FCC) to allow FM stations in the 30-300 Mc. band to be less closely spaced and, therefore, cheaper to build is being submitted to the board of directors of the Federal Communication Board (FCC). A member radio director of Syndicate WXV-AM here, presented a plan to FCC here. Pointing out that this would add 10,000 FM sets in this state, the sale would be made and, therefore, a closer review of the entire situation by the FCC is recommended.

Zimmer claims that in sections where there is no FM station, the orders are placed with sets, and in markets served by FM broadcasters there is a rate shortage. In urging more thorough testing sensitivity of receiving, the resolution claims that FM operators are suffering from public reaction to hastily assembled sets that fail to do justice to FM.

AFM Paids in Detroit

DETROIT, Dec. 18.—Two-year agreements have been given to the 25 major Detroit radio stations with the Detroit Federation of Musicians (AFM) here, with the understanding that no essential changes in either wages or working conditions, according to AFM President, the president of the Federation.

CINCINNATI, Dec. 18.—The Federal Communications Commission Thursday determined that, where the station does not own its own studios, to Scripps Howard Radio, Inc., for operation of a station. The determination begins operations in the spring, according to M. C. Watters, vice-president of the firm.
TALK OF THE TRADE

New York:

Lou Cowan tossed a farewell party at Club 21 December 15 for Charles (Bud) Barry, American Broadcasting Company (ABC) veeppe, who takes off for Hollywood in January as head of that west's Coast operations. The ABC veeppe is leaving on a much-decorated basis for its departing veeppe, Bob Swetsy. . . . Earl Wilson, New York Post columnist, playing the part of a crime-hunting newspaper guy on December 29 WOR broadcast of Boston Blackie. Not a failure in sight, eh, Earl.

Jim Miller now known as the post laureate of the National Broadcasting Company. Following the ABC press people, Violet Woodruff, WMCA-FM begins operating Christmas Day. . . . Album Chabatas, WQLR's musical director, flew to Dallas for two December appearances.

From All Around:

Hugh Terry, KLZ, Denver, one of five poohbahs who selected winner in Colorado's I Speak for Democracy contest. Conrad Brown, KXOR, Columbia, Missouri, for final judgment. Robert Hayton has rejoined the KGVO, Missoula, Mont, announcing after three and a half years in the army and two more as a civilian employee. The new KXOR manager is Alexander Kerrick; the late George Folk as Columbia Broadcasting System (CBS) correspondent in the Near East. He has been acting in that capacity for several months. Meanwhile Folk's death is still being investigated by American and American authorities.

T. A. M. Caven has resigned as v.p. of the Cowles Broadcasting Company to join the newly formed firm of Cowles, Lehen & Culver. . . . Jim Swety, WMZM, Lansing, Mich., returns to work after on Illinois. Deerwood Barns returns to the same station after two years away. . . . Dan Kelly, announcer at WDC, Augustana, is making a poetry recital tour. . . . Maine Wives. . . . Gail and Harry Ingram, the Mr. and Mrs. scriptwriting team, on their way to Hollywood.

Lrift CANDY shops will sponsor portions of the Mary Margaret McBride show on NBC. . . . Recent personal appointments at Deberty, Clifford & Shenfield, Inc., are Leslie Hart, copy; Paul G. Indorf, radio copy, and Albert Skolnik, media. . . . Norman Whitaker resigned as sales manager of WBC, Bridgeport. The newest of those to the ranks of ten announcers on WIL, Bridgeport, are Peggy Lister and Jane Conners Quinn. . . . Forty-year-old newsman W. H. Johnson has joined WFOR, Miami, as a staff announcer. . . . CBS's Our Miss Brooks is being hailed by educational authorities as a great help to teachers. . . . Raymond C. Kemper will be one of the radio producing staff at the Hollywood offices of McCann-Erickson. . . . It's a daughter to Romee Sancioye, WLUM, Lewiston, Me.

Bill Dory, of the same station, is broadcasting on at least nine queues of the Boston College basketball team. . . . Irwin Miller, the vice president and assistant Treasurer of Pan-American Radio Company, . . . Harry B. Cohen Advertising Company has just smashed the Turner Poll Corporation account. . . . Charles Christensen, WBN's sales promotion super, is in New York for the year's sales promotion staff. Arnold Michaels, now directing Sammy Solo and Joel Herren's Mood Music for Mutual Broadcasting System and Mrs. James M. Menu, is in Boston for a new assignment. . . . Claudia Benepe, who represents programs in New York, has appointed Evelyn Vara his assistant. . . . Willard Chene, recent Bowdoin junior and new addition to the WLUM, Lewiston, Me. news room staff.

RTDG, WJZ in Last Pact Meet; Strike Inminent

NEW YORK, Dec. 20.—The last hope of preventing a strike by the Radio and Television Directors Guild (RTDG) against WJZ-TV is a mediation meeting called for today (Monday) by the New York State Department of Labor. The strike cab was already held with negligible tears, the union is going ahead with its preparation to deliver a strike. Instructions may be given the membership Friday evening (21).

The crews of the work is the workers' refusal to accept the union's jurisdiction in turn. Without a strike the labor org wants a contract for all 19 of the American Broadcasting Company tele employees supporting it.

On another negotiation front, the RTDG's new contract will be discussed at the next meeting in its talks with the networks for a minimum basic agreement. This is a result of the counter-proposals have been given to the union yet another session to be held Tuesday (21). The agencies and sponsors are sitting in at the conference.

Loss of Stars Is Just Dandy, Says Trammell

(Continued from page 2)

head, Dick, running to accept the show to Columbia in the 8 p.m. spot at the expiration of the NBC contract. In turn, Without a strike the motion picture series is slated to remain in its 8 p.m. Sunday spot at Columbia, where it now airs.

If this development is true, it is not only the end of the WJZ program and a Sunday night, but also the end of that year and the network on NBC. The last STAR type will be left to be the WOR and the first STAR type will be left to be the WOR.

Slew of Candidates

NBC has a slew of programs under consideration for these two shows. It is virtually certain that the new series will depart from previous Sunday plans, for the time being at least. But also, some events could be taking considerable time off NBC. It is not certain that the end of the show will remain until next year. Instead of three, these being the 8:30 and 9:45 p.m. show. The first is the time that Fred Allen, who shifts it to, replacing Edgar Bergen, and the later spot by Head, who goes into the 10 p.m. half hour.

Gallery Named Head For DuMont Flacks

NEW YORK, Dec. 18.—Tom Gallery, former general sales manager and promotion chief for the New York Times, has been named the DuMont television network's general sales manager. Gallery begins with the week January 2. The major duties to be handled by Gallery will be the establishment of new advertising accounts. General publicity for the receiver and broadcast divisions will continue to be handled by Dave Alber office.

Gross Bills Paced by 5G Gain at NBC

NEW YORK, Dec. 18.—Paced by a whopping $4,000,000 gain over last year by the National Broadcasting Company (NBC), the four networks in 1948 are slated, for the first time, to exceed the 200 million mark. NBC, up 7 per cent over last year, will gross around $171,558,000 this year, compared to $166,990,000 for 1947.

The Columbia Broadcasting System (CBS) is expected to gross $43,548,000 this year, compared to $41,633,000 estimated for last year. Mutual's 1948 take will be around $23,500,000, compared to $23,273,711. The American Broadcasting Company expects to gross $44,340,000 for the end of the month, compared to $43,548,000 last year. Next are the FM networks, down from last year's $23,273,711 by the same amount.

NFLB Holds Decisive On WIL Gabbers

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

Frank Reel, representing the radio actors union, submitted a petition to the NLRB on behalf of all employees in the company for the regular full-time announcers. The employer was said to be seeking inclusion in the unit of all employees who do announcing.

Krueger Brew Pulls Ad Switch to GNG

NEW YORK, Dec. 18.—The G. Krueger Brewing Company, of New York, which recently switched advertising agencies, moving from Benton & Bowles to Grey, Newell & Ganger (GNG) Trade has now, for the first time, given its switch motivated by an extensive pitch of television delivered to the brew firm by GNG.

Krueger, now banking the Saturday night show from Ridgewood Grove over WPIX.

"Suspense" Prepped For Auto-Lite on TV

NEW YORK, Dec. 18.—The title version of Suspense is being readied for video in the near future under the sponsorship of Auto-Lite. The first script has been written and al-
N.Y. Teachers’ Radio Classes To Knit Ties

15-Week Course Planned

NEW YORK, Dec. 18.—An extensive campaign to improve relations between New York radio and educators will get under way early in 1948 when the stations will inaugurate a 15-week course on radio for the city’s high school English teachers. In addition, and it is believed that about five thousand New York schools as part of classroom work. The course will not be broadcast.

The importance of the stations’ radio program, it is said by both the New York State Board of Regents and the teachers, “is the principal reason why the New York school administrative authorities have approved it. In addition, it is being reported that only five schools have been approved to offer the course for teachers. Such courses are necessary in this emergency period.

15-Week Course

Arrangements were completed between the Teachers Union and the city stations, and the New York City Association of Teachers of English, under the direction of Dr. T. J. White (president). They call for a 15-week course, some in English, some in science, strictly technical lines. The starting date has been tentatively set for the second week of January, but the program has been selected as yet for the classroom work. One of the station studios will most likely be used.

The teachers association has 1,000 members, and is believed to have about half, if facilities permit, will take the course. Lecturers will be recruited from all the New York City public schools. Committee representing the board includes: Rolf Rolfes, WCBS; Ted Coti, WNEW; Leon Goldstein, WMCA; Ed. Casper, WRGB; Eleanor Sanger, WOXR; Arnold Hartley, WQV. Others, representing such groups as the Teachers Union, may join the committee later.

Add 124 for “Hwd. Stars”

NEW YORK, Dec. 18.—Armour Packing’s Star Over Hollywood will celebrate the holidays by adding 124 stations to its hook-up on the Columbia Broadcasting System (CBS), starting January 1. The show is heard from 2 to 2:30 p.m. Saturday afternoons, and now goes to only 28 stations. The show has called for expansion to 174 stations.

HOPE XMAS SHOW

(Continued from page 3)

New show will feature nine of the two groups, the first tomorrow (19) and the second next Wednesday (22). The air forces have designed the entertainment project as a “morale lift” for the troops overseas.

Among the entertainers are Tex McCrary and his wife, Jinx Falkenburg; the Stanley Brothers; Bing Crosby; the Rip cartoons; Bob Hope; Jack Benny; Ferrell, Irene Ray, Hy Averback; Bob Wogan; James Cagney, Don O’Brien; Dick Williams, Mort Lachman, Larry Gelbart, Al Jolson, Sid Caesar and Charlie Cooley.

Ronald MacDougall, movie producer, is planning along with McCrary’s group to prepare a special radio series on air force activities in Germany which will be broadcast on the U.S. in the return.
TO ALL OUR FRIENDS IN THE SHOW BUSINESS... EDDY AND I REGRET WE HAVE NO AVAILABLE DATES OPEN IN '49
Sees Show Business Called On To Aid Musicians; Fund Distribution Is Outlined

By Maurice Oodoenker

PHILADELPHIA, Dec. 16—An indication that the business of the entertainment industry using music will be called upon to help counteract the temporary difficulties faced by professional musicians was given by Samuel B. Res- enbaum, who was named administrator of the estimated $2,000,000 trust fund from the phonograph record industry. It is ounvisruiuir for the record companies to carry the burden," declared Resenbaum, who also added an optimistic note in predicting that record sales would reach a great gross of $250,000,000 because of the lifting of the year-old ban on recordings by the American Federation of Musicians (AFM).

"It is a long time, while I was still in the radio industry," said Resenbaum, "I have to be sure that in this business the people are going to have a contribution. No doubt other seg- ments of the commercial musical industries to do something to counteract technological developments of the in- press. To do so is not a private We are the Government Administration (WPA), but it helps encourage a future supply of live talent without which our business of record reproduction are helpless.

"In 1938 the radio industry adopted a voluntary Plan of Settlement to help in this direction. Now the other industries have to do their part."

Rosenbaum said that Philadelphia, business, will receive approximately $42,000 during the next year for such events as picnics and other Charities. For example, hospital entertainment and other worthwhile projects.

The fund will be distributed, he added, on a per capita basis of union mem- bership in the various cities in New York, Chicago and Los Angeles. Of the funds, $80,000 of $100,000 will be spent in the 13 leading cities in this country and in Canada. The remaining $20,000 will be spent in the 24 other major cities. The grand total will be $51,000; Chicago, $40,000; Los Angeles, $39,500, and Philadelphia, $38,500. When the plan is set up, other cities, the smallest of which will be $10,000, will be served.

The lowest amounts received by any geographic area are less than $100 per year. For example, 13 counties in Texas will get only $10.19.

The record manufacturers already have paid $100,000, one-third of the first year's target due for the last quarter of 1948, into the fund, and Rosenbaum estimated that not less than $250,000,000 is estimated during the first year of the agreement.

"At the present time the record companies are greatly relieved," Rosen- baum said, "but we expect the fund will receive an estimated $2,000,000 each year. The payments are spread out among the manufacturers, and when they receive $250,000,000, the royalties payments will be easily absorbed."

\[\text{**Disorders Disked Post - Ban Wax Causingly, Midwest Moves Ahead With 'Wait-See Policy**}\]

\[\text{NEW YORK, Dec. 16—Despite the radio's harrassments and humanms great- est hits, the Midwest is not quite disposed to discount the activities. These ranges were the signal for festivities and the activities. Nearly fresh out of worthwhile-while pops, a regional recording session was scheduled for the forefront of the polls and the traces, at which was on the bottom of the record companies were contained and caused over the sides they cut.}

\[\text{RCA Victor, the end of the band was the signal for festivities and the activities. Nearly fresh out of worthwhile-while pops, a regional recording session was scheduled for the forefront of the polls and the traces, at which was on the bottom of the record companies were contained and caused over the sides they cut.}

\[\text{VCR, the end of the band was the signal for festivities and the activities. Nearly fresh out of worthwhile-while pops, a regional recording session was scheduled for the forefront of the polls and the traces, at which was on the bottom of the record companies were contained and caused over the sides they cut.}

\[\text{ICHCAGO, Dec. 16—First reaction in the Midwest to end the disk ban was the signal for festivities and the activities. Nearly fresh out of worthwhile-while pops, a regional recording session was scheduled for the forefront of the polls and the traces, at which was on the bottom of the record companies were contained and caused over the sides they cut.}

\[\text{Hazy Magician\text{** WASHINGTON, Dec. 16—When Pete Realey, known as a personal appearance at the record company offices, is a magnetic personality, with a new identity among local fry, he found himself associated by the youngsters as Mr. Magic. One pint-sized youngster, impressed Mr. Magic, no end by reciting without pause the week's top Magic recording and the Little Tune That Ran Away. Commented Hayes: "I can do it in 45 minutes."

\[\text{Wexler Bosses B. G.; Mulli Tells, AM Packages}\]

\[\text{NEW YORK, Dec. 18—Elliot Wexler, part owner of Kayler Distributing Company in Philadelphia, this week named Pete Realey his personal manager. Development of an important phase in Goodman's plans for an expansion of activities. The name, which at the Paramount with his recently organized band, is known to be considered. Mr. Magic's name, has also an interest in Buddy Greeno, pianist and vocalist with the Goodman band, and}

\[\text{for the Decca Midwest division, he has no orders to cut and already, but is looking for new race artists. A Capitol rep said that King Cole Trio will cut a session here Tuesday. Putnam, who also operates Universal Recording Studio here, said he has three jobs under way before the end of next week, while a United Broadcasts Studios said that two of the jobs scheduled before January 15.}
REPEATING HIS ORIGINAL SUCCESS OF 1915
WHEN HE INTRODUCED THIS GREAT SONG HIT

Al Jolson
Sings

DOWN AMONG THE SHELTERING PALMS

AL JOLSON and MILLS BROTHERS on DECCA RECORD 24534
Now On Sale At Decca Distributors and Dealers
Showbiz To Testify on Copyright

New Look Likely for 1909 Act; ASCAP, AFM Angles

(Continued from page 3)

overhauling the copyright act of 1909 are linked to the State Department, which wants to give the States the right to ratify the Inter-American Copyright Convention Treaty. Should the Senate pass the treaty, if ratified by the States, would take precedence over any affected provisions in the nation’s copyright act, modernization of the copyright law is considered imperative by several congressional leaders.

Regulation

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

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

Compatibility Problem

Another key issue in congressional discussions is the question of how the act can be kept compatible with the new treaty which embraces coverage of all methods of transmitting and using creative works, including radio, television, movies, phonograph records, and cable television. While the Copyright Act of 1909 has undergone no major revision since the advent of most of these technological advancements, the House Judiciary Committee has long been coping with this problem. Coupled with this is the long-standing question of extending and using of royalty funds. The American Federation of Musicians (AFM) went to court over an aspect of the treaty as favoring legislation along this line (The Billboard, January 31), but a working recommendation advanced by AFM President James C. Petrillo at a previous House judiciary subcommittee hearing the previous summer. Congress is showing great reluctance to legislate on this particular issue.

Carroll D. Kearns (R., Pa.), chairman of a House labor subcommittee on Petrillo activities, is known to be considering the revival of the proposal he offered to draft legislation specifying that phonograph records be labeled separately for “commercial use only” or for “home use only” and that purchasers of commercial-use records be required to pay “regulated amounts” which, he said, would serve as contributions toward a royalty fund to be used by Petrillo but also from bigwig of the record-manufacturing companies who testified along with Petrillo at the House Education and Labor Committee hearings which were held in January. However, eventually did drop the idea when he encountered a “sous bill-drafting difficulty” (See Real Look on page 31).

Pettrillo - Sarnoff Accord

Offers Video Pact Import

(Continued from page 3)

Extended the pact for another three months. It is up for renegotiation in a matter of weeks, and it is apparent that another LGBT accord, with giver a major pull to the TV industry, has come to good end by cementing relations with the AFM chief.

LGBT Past a Sign?

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

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

ET’s Set for Ban-Lift Inking Early in Week

(Continued from page 4)

CT. firms contributed under the old bill—Ban-Lift and Ban-Lift in the same—earlier the basic scale being $27 per man per hour. Early in the negotiations between Petrillo and the record and transcription industries, various testimony was presented in stating they would refuse a deal which did not provide for a substantial decrease in scale, but this attitude seems to have gone by the boards (See earlier). Potentially, the result from the fact that the scale for the record companies is $415 per man per three hours, the three-hour scale was nixed.

No Dubbing Asked

The Petrillo-transcription pact is for five years—one is the record pact. One difference between the two is that an election must be held every three years under the five year pact. Also, if Petrillo feels a pact is due, he can point out that new terms were provided that no dubbing will be permitted during the two term elections of the pact. (See story in the event the contract is not renewed).

Reported present at the Thursday afternoon session was a group including reps of Lang-Worth, National Local Broadcast company (NIBC), Solid Saurus, Associated, World Broadcast-
BILLBOARD BACKSTAGE

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

By Joe Gida

(Continued from page 3)

ing the records?” we asked.

“What for?” countered Kapp.

"There's nothing we particularly want to record."

The contrast came later in the after-

noon, as we dropped down to the RCA Victor studios on 24th

Street. Here the festive routine was

formidable. Newspaper guys and pho-

tographers, encouraged by Alan

Rays, rushed towards his RCA public relations

corps, kept getting in everybody's

hair. And everybody, including and

particularly Paul, lost all leads of pop talent, loved it. Some of

the guys who had done the actual jobs

negotiating the pact, notably Veepee

Jim Murray and Joe McConnell, stood

talents, left almost totally ignored.

For be it from us to imply that John

B. Petrillo is discriminating

against his own membership, but mid-

way through the proceedings Al Knopf

suggested Firing the recording

degates, walked into the studio.

They advanced on Petrillo with right

hands stretched, each with the

small finger held away from the other

fingers and crooked.

"Hello, chief, hello, boss," they said with

great warmth; bowing slightly

from the get-go.

Petrillo looked the small finger of

his right hand into the small fingers of

each of theirs in turn, and greeted

them. (The well-publicized non-
governmental union, you'll recall.) Then

he said to Tivin: "You be a good boy, now, you hear?"

Later when he made his address to the

crowd, crediting BIP, Gen. David Sarnoff

(prexy) as also in attendance, he said with

him who had ac-

tually been in the settlement process, and

the general had received with equally nice words about Jimmy, they

shook hands, not small fingers.

. . .

There is little question that Leo

Sarnoff of the NBC and

Derby, who has just

concluded a three-week run at the

68th Armory in New York will re-

turn to London early next year. If

ever there was a demonstration of the

value of television to a sports event,

the Derby is it. WCHS-TV's tele-

casts of the rough and tumble team

roller matches educated many view-

ers to the complexities of the sport

and drew them to the Armory to get

an in-person glimpse of the solid busi-

ness the promotion did, and its early

return date, are largely attributable

to TV.

. . .

Despite the opposition provided by

the Metropolitan Disk Jockey Asso-

ciation shindig, Sidney Miller's (Mills

Music) baccy party Wednesday

night drew over a hundred assorted

music and record men to Cavanaugh's.

The party then repaired to Sid's

apartment to view some

of the new films. A fine brawl, and testimony

to the popularity of Irving's boy, Sid. (Mills Music)

And to everybody, from all of us,

Merry Christmas.

Banner Gets Pub

House, New VP

NEW YORK, Dec. 18.—Banner

Records this week got itself a new

veepee and a publishing house. The

new veepee is society band leader

Arthur Ravel, who will be in charge

of recording for the diskery. Ravel,

who has a piece of the wax works,

succeeds Pete Dorene, who recently

resigned and sold his stake to the

corporation. Other officers are Sam

Sellsman, prexy; Vic Sellsman, ve-

pee in charge of production, and

Morris Rechtzeit, veepee in charge of

artists and repertoire.

Banner Music Company, a rubber

subsidiary, was set up this week

to work on Folk's Jerusalem to Disco-

nia, composed by T. O. Thackery (New

York Post editor), Bill Bird (WHN

prexy) and Vic Sellsman. The Gol-

den Gate Quartet has waxed the tune

for Mercury.

Talent Roster Revamping

started by A. & R. Staffers

NEW YORK, Dec. 18.—Branding

from top to toe in one hand and axed

in the other, discjockey artists and re-

pertory staffs geared for action on the

toilet list following the landing of

the new recording contract. To date

the list has been more rigorous than the

axes, but it was plainly indicated that the

axes should claim a considerable

number of names time before the end of

next week. Meanwhile, most of the

a and r. men are prophesying a

"fewer but better" policy.

Both Victor and Columbia have

recently decided for the next week to

decide which artists will be dropped.

Columbia already has lost the Golden

Gate Quartet to Mercury and Claude

Thorndill's 10 to Victor. Victor has

lost the Pat Flowers and the Delta Rhythm Boys to date but

has added, in addition to the afore-

mentioned, Frank Warren, Charlie Ventura's ork and thugs

France Phillips.

MGM Sigars Pacts

MGM has inked singer Bill

Lawrence, who is due for a George

Braz's office promotion, and Francis

(Near You) Craig, who earned his

initial national notice on the Bullet label. That

diskery is waiting for toddler union

word on whether or not the ban period

time will be considered as accrued time against one of the 90

weeks before revealing which artists are skedded to go.

Capital Records has dropped no

boby to date, but its additions this

week were keynoted by the inking of

Tan O'Mulcahy to Dottie-Christmas.

The Ink has signed Frank, the

Signatures plans little, if any, of

a and r. activity, since it boasts a

small staff of which recently added

chair Tom Arden.

There has been little stir among

the smaller firms artist-wise. Mainly

the smallies are struggling to keep

their top line talents from the claws of the

pursuing biggies.

The above deals only with pop art-

ists, but reports indicate a similar

mode of a. r. planning in the folk

and race fields.
NEW YORK, Dec. 18.—With the American Society of Composers, Authors and Publishers appearing at the Federal Trade Commission for the second time in as many years to face a series of heavyweight problems on several fronts—the Leibel decision and attendant writer and publisher interventions, the TV negotiations, the challenge of direct sales, and the growing resentment of the young and progressive ASCAP ethics against the entrenched old guard and other troubles—a move to clean house seems inevitable, and unified strength is taking root in the Society.

With the full light of publicity in the ascendant, some or all of these difficulties in mind, Herman Hart, one of the big group and a meeting of leading publishers and ASCAP members for this week, but the session was postponed while he was away when Starr became ill. Exactly what transpired on the agenda concerned seem to agree, but consensus seems to be that the Chappell and the C. A. Gerber stockrooms in Leibel will be primary concerns.

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CALL FOR ASCAP FACE-LIFT

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

By Paul Ackerman and Jerry Wexler

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December 25, 1948

The Mighty Jordan Rolls On

$163,000.00
GROSS IN EIGHT WEEKS
OF ONE NITERS

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

TE 2370L = HOUSTON TEXAS 19 1156A =
BERLE ADAMS, HOLLYWOOD =
TEXAS BELONGS TO JORDAN. AS USUAL YOUR BOY JORDAN PLAYED
TO CAPACITY CROWDS EVERY NIGHT. BELIEVE ME BUSINESS HAS
BEEN BAD DOWN THIS WAY BUT NOT WITH JORDAN. WE GROSSED
OVER $8,000.00 ON A CONCERT IN NEW ORLEANS WHICH IS
WITHIN $200.00 OF WHAT WE GROSSED LAST YEAR IN
NEW ORLEANS ON A DANCE DATE. THAT JORDAN'S REAL GONE =
DON ROBEY =

MA68NLPD = NEW YORK NY 5 10A =
BERLE ADAMS =
HOLLYWOOD =
WE MUST MAKE ANOTHER MOVIE WITH JORDAN IN FEBRUARY.
HIS LAST FULL LENGTH FEATURE "LOOKOUT SISTER" IS DOING
CAPACITY BUSINESS =
R. M. SAVINI-PRES. =
ASTOR PICTURES CORP.

Personal Management — BERLE ADAMS HOLLYWOOD

Director —
GENERAL ARTISTS CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

December 31, 1948

N359 PD = BLUEFIELD WEST VIRGINIA 13 1155P =
BERLE ADAMS, HOLLYWOOD =
WHAT A MAN JORDAN. IN GREENSBORO NORTH CAROLINA WITH
THE RINGLING BROS. BARNUM & BAILEY CIRCUS PLAYING ON THE
SAME NIGHT AS COMPETITION JORDAN STILL PACKED THE
AUDITORIUM TO CAPACITY. THAT'S WHAT I CALL DRAWING
POWER. SEND HIM DOWN IN MY TERRITORY EVERY MONTH SO
THAT I CAN RETIRE AT AN EARLY AGE =
RALPH WEINBERG =

CT. 318P = ATLANTA GEORGIA 12 229A =
BERLE ADAMS, HOLLYWOOD =
SPEAKING OF BOX OFFICE POWER YOUR MR. JORDAN HAS REALLY
GOT IT. HE GROSSED $8,660.00 JULY 4TH IN ATLANTA AND ON
THE NOVEMBER REPEAT DATE GROSSED $7,402.00. RIVAL
PROMOTERS PLAYED SOME BIG NAME BANDS JUST AHEAD OF THE
JORDAN DATE BUT THE PEOPLE WAITED FOR JORDAN =
B. BEAMON =

R16PD = NEW YORK NY 12 610A =
BERLE ADAMS =
HOLLYWOOD =
LOOKS LIKE JORDAN HAS ANOTHER HIT RECORD = "PETTIN' AND
POKIN'" THE ADVANCE ORDERS ARE GREATER ON THIS NUMBER
THAN THEY WERE ON "RUN JOE" =
DAVID KAPP-VICE PRES. =
DECCA RECORDS, INC.
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.

Last Week

1. BUTTONS AND BOWS
   By Livingston and Evans
   Published by Famous (ASCAP)
   Records available: Gene Austin, Columbia 29489; The Chinola Sisters, Capitol 20351; Betty Grable-St. Mansion Ork, MGM 10194; K. Knight, Decca 24489; Betty Grable-St. Mansion Ork, Decca 24507; Dinah Shore, Columbia 28144; B. Brown, RCA Victor 3903; S. Hope-Clark Sisters, Capitol 11295; Gaza Pineda, London 563; H. Condon, Cape 562.

2. ON A SLOW BOAT TO CHINA
   By Frank Loesser
   Published by H. M. Morris (ASCAP)
   Records available: L. Clinton Ork, Decca 24487; R. Goodman Ork-A. Hamilton, Capitol 1038; Kay Kyser, Columbia 2348; R. Leaman, Mercury 5181; Lupe, MGM 1101; F. Martin, Victor 20-3122; B. Howard Ork, Mercury 8233; J. Printz, Valve 117.
   Electrical transcription libraries: Kay Arnett, Associated; Louise Carlyle-Moore of Manhattan Ork, NBC Theorems; Fredy Martin, Standard; Sheep Price, Lang-Worth.

3. MY DARLING, MY DARLING
   By Frank Loesser
   Published by H. M. Morris (ASCAP)
   From the Broadway musical production "Where's Charley?"
   Electrical transcription libraries: Phil Brito, Associated.

4. A LITTLE BIRD TOLD ME
   By Harvey D'Brooks
   Published by Bemore (ASCAP)
   Records available: Blue Le Backer Ork, Capitol 1033; Evelyn Knight-Sidney, Decca 24414; F. Watson, Supreme S-1677; Sidney Rogers, Capitol 1028.
   (No information on electrical transcription libraries available as The Billboard goes to press.)

5. ALL I WANT FOR CHRISTMAS
   (Is My Two Front Teeth)
   By Ben Gardner
   Published by Wittmark (ASCAP)
   Records available: Spike Jones & His City Slickers, Victor 20-2117. (No information on electrical transcription libraries available as The Billboard goes to press.)

6. YOU WERE ONLY FOOLIN'
   By Larry Fultin-Billy Fisher-Fred Meadows
   Published by Shapiro-Bernstein (ASCAP)
   Records available: Bob Barron, MGM 10193; Jack Smith, Decca 2007; E. Prince, Capitol 11282; R. Whitney-Grace Hetails, Columbia 23579.
   Electrical transcription libraries: Ray Arnett, Associated; Blue Barron, Lang-Worth.

7. UNTIL
   By Jack Pahlen, Bob Crosby and Harry Kahl
   Published by Dorsey Bros. (ASCAP)
   Records available: T. Dorsey Ork, Victor 20-3041; The Charioteers, Columbia, 28109. (No information on electrical transcription libraries available as The Billboard goes to press.)

8. LAVENDER BLUE (Dilly, Dilly)
   By Edd Daniel and Larry Memory
   Published by Sunny-Joy (ASCAP)
   From the Walt Disney Film "In A Dear In My Heart"
   Records available: M. Campbell-E. Ford-J. Hill Ork, Collegiate 2-3955; V. Luck, London 317; Stanley Kaye, Victor 20-2190; Bashir, Columbia 23489; D. Rockwell, Columbia 23579; L. Kucas-Neat, Columbia 23578; Jack Smith-The Clark Sisters, Capitol 10290. (No information on electrical transcription libraries available as The Billboard goes to press.)

9. FAR AWAY PLACES
   By Whitney and Kramer
   Published by Loard (ASCAP)
   Records available: Bing Crosby, Decca 24531; Margaret Whiting-The Crew Chorus, Capitol 10291; Vir Diamon, Mercury 8238; Ditson Ork, Columbia 28108.

10. CUANTO LE GUSTA
    By Gabriel Hale and Ray Gilbert
    Published by Peer (GMI)
    From the MGM Film, "A Date With Judy."
    Records available: D. Brown-Valdy Shunze Band, Van Dyke 116; Carmen Miranda-The Andrews Sisters, Decca 24476; Xavier Cugat, Columbia 23489; Jack Smith-The Clark Sisters, Capitol 10290; Nye Young, Victor 20-2192. (No information on electrical transcription libraries available as The Billboard goes to press.)

The following Christmas standards, which should have been included in the "Honor Roll of Hits," were omitted due to the temporary nature of their popularity and in order to allow for the inclusion of the regularly popular hits. "Christmas" (should have been in eighth position) and "Jesus Came Santa Claus" (should have been in eighth position)
Here's a handy way to order and to re-order RCA Victor's top new hits!

**RCA Victor Stars**

**On the Billboard**

**"Honor Roll of Hits"**

- **1. Buttons and Bows**
  - Betty Rhodes
  - RCA Victor 20-3078

- **2. On a Slow Boat to China**
  - Freddy Martin
  - RCA Victor 20-3133

- **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

- **5. Until**
  - Tommy Dorsey
  - RCA Victor 20-3061

- **6. Lavender Blue**
  - Sammy Kaye
  - RCA Victor 20-3100

- **7. Far Away Places**
  - Perry Como
  - RCA Victor 20-3116

- **8. Cuanto Le Gusta**
  - Eve Young
  - RCA Victor 20-3079

**This week's release!**

**POPULAR**

- "Tuney Little Money Man"
  - Sammy Kaye
  - RCA Victor 20-3278

- "Pretty Baby"
  - Louis Prima
  - RCA Victor 20-3276

- "Anticipation Without Realization"
  - Buddy Moreno
  - RCA Victor 20-3279

- "Everybody's Friend But Nobody's Sweetheart"
  - Charlie Spivak
  - RCA Victor 20-3274

- "These Will Be the Best Years of Our Lives"
  - Embryo
  - RCA Victor 20-3278

- "From the Land of the Sky-Blue Waters"
  - Illinios Jacquet
  - RCA Victor 20-3274

**FOLK**

- "Wide Rollin' Plains"
  - Rosalie Allen
  - RCA Victor 20-3299

- "You Ain't Where You Come From Now"
  - Johnny Tyler
  - RCA Victor 20-3298

- "I Never See My Baby Alone"
  - The Frontiersmen
  - RCA Victor 20-3291

- "Just For Me"
  - The Frontiersmen
  - RCA Victor 20-3291

- "Won't You Ride In My Little Red Wagon"
  - The Frontiersmen
  - RCA Victor 20-3291

**RHYTHM & BLUES**

- "Keep Your Big Mouth Shut"
  - Jesse Stone
  - RCA Victor 20-3291

- "Get It While You Can"
  - Lil Green
  - RCA Victor 20-3292

- "Why Don't You Do Right"
  - The Frontiersmen
  - RCA Victor 20-3291

**POP CLASSICS**

- "Drigo's Serenade"
  - Henri Rene
  - RCA Victor 20-3384

- "Destiny - Waltz"
  - RCA Victor 20-3384

**NEW AL GOODMAN ALBUM**

- "The Vagabond King"
  - Al Goodman
  - Album K-77
  - RCA Victor 45-0063

- "Overture to the 'Vagabond King'"
  - Al Goodman
  - RCA Victor 45-0068

- "Song of the Vagabonds"
  - Al Goodman
  - RCA Victor 45-0064

- "Only A Rose"
  - Al Goodman
  - RCA Victor 45-0063
Laine's in the groove again!

WAIT 'TIL YOU HEAR HIS JUMP VERSION OF "ROSETTA"

NO. 5221

...WATCH THE NICKELS ROLL!

MERCURY
THE COMPANY THAT STARS THE ARTIST!

RECORDS

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

ENGLAND'S TOP TWENTY

<table>
<thead>
<tr>
<th>Position</th>
<th>Week Ending 12/17/48</th>
<th>Week Ending 12/24/48</th>
<th>British Publisher</th>
<th>American Publisher</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1. BUTTONS AND BOWS</td>
<td>Famous</td>
<td>Victor Allen</td>
<td>Famous</td>
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<tr>
<td>2</td>
<td>2. WHEN YOU'RE IN LOVE</td>
<td>Chadbury Wood</td>
<td>Chadwell</td>
<td>Chadwell</td>
</tr>
<tr>
<td>3</td>
<td>3. MY HAPPINESS</td>
<td>Chappell</td>
<td>Blanche</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4. SO TIRED</td>
<td>Campbell-Connelly</td>
<td>Lennon</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>5. GALWAY BAY</td>
<td>Box and Cox</td>
<td>Leeds</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>6. DREAM OF OLwen</td>
<td>Lawrence Wright</td>
<td>Mills</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>7. RAMBLING ROSE</td>
<td>Irish Dash</td>
<td>Laurel Meals</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>8. CUCKOO WALTZ</td>
<td>Keith Prowse</td>
<td>Criterion</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>9. ANYTHING I DREAM IS POSSIBLE</td>
<td>Reid</td>
<td>Laurel Meals</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>10. ALL DRESSED UP WITH A BROKEN HEART</td>
<td>Clephane</td>
<td>E. M. Marks</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>11. YOU CALL EVERYBODY DARLIN'</td>
<td>E. H. Morris</td>
<td>Famous</td>
<td></td>
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<tr>
<td>12</td>
<td>12. UNDERNEATH THE ARCHES</td>
<td>Campbell-Connelly</td>
<td>Robbins</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>13. BALLIN' THE JACK</td>
<td>Frankie Day</td>
<td>E. M. Marks</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>14. YOU CAN'T BE TRUE, DEAR</td>
<td>Chappell</td>
<td>Biltmore</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>15. LA VIE EN ROSE</td>
<td>Noel Gay</td>
<td>Hamilton, Inc.</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>16. SABRE DANCE</td>
<td>Leeds</td>
<td>Leeds</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>17. I'D LOVE TO LIVE IN LOVELAND</td>
<td>Brignam-Voce-Carr</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>18. HEART OF LOCHLONI</td>
<td>United</td>
<td></td>
<td></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>
<thead>
<tr>
<th>Position</th>
<th>Week Ending 12/17/48</th>
<th>Week Ending 12/24/48</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1. BUTTONS AND BOWS</td>
<td>Famous</td>
<td>Famous</td>
</tr>
<tr>
<td>2</td>
<td>2. ON A SLOW BOAT TO CHINA</td>
<td>Chadbury Wood</td>
<td>Chadwell</td>
</tr>
<tr>
<td>3</td>
<td>3. LAVENDER BLUE (DILLY, DILLY)</td>
<td>E. M. Marks</td>
<td>Famous</td>
</tr>
<tr>
<td>4</td>
<td>4. A TREE IN THE MEADOW</td>
<td>E. M. Marks</td>
<td>E. M. Marks</td>
</tr>
<tr>
<td>5</td>
<td>5. MY HAPPINESS</td>
<td>Chadwell</td>
<td>Chadwell</td>
</tr>
<tr>
<td>6</td>
<td>6. AIR OF GOLD, EYES OF BLUE</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>7</td>
<td>7. GALWAY BAY</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>8</td>
<td>8. TWELFTH STREET RAG</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>9</td>
<td>9. SAY SOMETHING SWEET TO YOUR SWEETHEART</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>10</td>
<td>10. A LITTLE BIRD TOLD ME</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>11</td>
<td>11. WHITE CHRISTMAS</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>12</td>
<td>12. HERIN COMES SANTA CLAUS</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>13</td>
<td>13. YOU WERE ONLY FOOLIN'</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>14</td>
<td>14. BLUEBIRD OF HAPINESS</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
<tr>
<td>15</td>
<td>15. MY DARLING, MY DARLING</td>
<td>Leeds</td>
<td>Leeds</td>
</tr>
</tbody>
</table>
Radio Popularity

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

RECORDS MOST PLAYED BY DISK JockeYS

Records listed here in numerical order are those played over the greatest number of stations. List is based on copies from weekly server among 1,400 disk jockeys throughout the country. Unless noted in this chart, other available records of tunes listed will be found in the Popular Hall of Fame. Music Popularity Chart I (TV) indicates time from a film; (R) indicates time from a right musical.

1. ALL I WANT FOR CHRISTMAS, Jones and His City Shakers...Decca-24130-ASCAP
   Mas...CBS-335-ASCAP...Vocalists...Vector 20-3177-ASCAP
2. A LITTLE BIRD TOLD ME (RI)...CBS-335-ASCAP
   MARVIN GAYE (RI)...Motown-676-ASCAP
   STARLIGHTERS...Motion 1910-ASCAP
3. BUTTONS AND BOWS...Dezka Shears...CBS-335-ASCAP
   MARVIN GAYE (RI)...Motown-676-ASCAP
   SHERWOOD...RCA-5200-ASCAP
4. ON A SLOW BOAT TO CHINA...K. C. & The Blossoms...Decca-24131-ASCAP
   CHINA...CBS-335-ASCAP
   SHERWOOD...RCA-5200-ASCAP
5. A LITTLE BIRD TOLD ME...CBS-335-ASCAP
   MARVIN GAYE...Motown-676-ASCAP
   SHERWOOD...RCA-5200-ASCAP
6. ON A SLOW BOAT TO...E. Howard Orch...Decca-24132-ASCAP
   CHINA...CBS-335-ASCAP
   THE DEAN ORCHESTRA...Capitol 10825-ASCAP
7. MY DARLING, MY DARLING...B. Day, B. Clark...Decca-24131-ASCAP
   MARVIN GAYE...Motown-676-ASCAP
   SHERWOOD...RCA-5200-ASCAP
8. ON A SLOW BOAT TO...E. Howard Orch...Decca-24132-ASCAP
   CHINA...CBS-335-ASCAP
   THE DEAN ORCHESTRA...Capitol 10825-ASCAP
9. MY DARLING, MY DARLING...B. Day, B. Clark...Decca-24131-ASCAP
   MARVIN GAYE...Motown-676-ASCAP
   SHERWOOD...RCA-5200-ASCAP
10. FAR AWAY PLACES...M. Whiting and The Crew Chorus...Capitol 10826-ASCAP

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLAYS IN KEY AREAS (RU SYSTEM)

These lists record the greatest number of disk radio plays according to information supplied by the Richard H. (Rick) Bargaining System. Numerical point totals are noted as follows: 1 point per mutually instrumental; 3 points per commercial vocal; 5 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal played on New York, Chicago and Calif. charts, 13 points, etc.

Week of December 10-16

Blue-Sustaining Instrumental

<table>
<thead>
<tr>
<th>#1</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
<th>Rank</th>
<th>&quot;R&quot;</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A Little Bird Told Me</td>
<td>Bing Crosby</td>
<td>08</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Buttons and Bows (Past Face)</td>
<td>Mel Torme</td>
<td>08</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>For You (When I Was A Boy)</td>
<td>Tony Bennet</td>
<td>08</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>On A Slow Boat To China</td>
<td>Frank Sinatra</td>
<td>08</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>A Million Dreams</td>
<td>Frank Sinatra</td>
<td>08</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>I'll Walk Alone</td>
<td>Frank Sinatra</td>
<td>08</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>When You're Gone</td>
<td>Frank Sinatra</td>
<td>08</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Continued on page 92)

(Continued on page 95)

(Continued on page 30)

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

GOLD MEDAL #943

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

Sincerely,

RAY DOREY*

* Ray Dorey's former Maestra Records singing star. Remember "MANCHESTER"—

DISTRIBUTORS!

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

The Billboard
December 25, 1948

Retail Record Sales

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

BEST-SELLING POPULAR RETAIL RECORDS

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
<th>Catalog Number</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;GIVE ME YOUR LOVE FOR CHRISTMAS&quot;</td>
<td>Ray Dorey</td>
<td>MIMI</td>
<td>22351</td>
<td>1000</td>
</tr>
<tr>
<td>2</td>
<td>&quot;TELL ME WHY&quot;</td>
<td>Ray Dorey</td>
<td>MIMI</td>
<td>22352</td>
<td>800</td>
</tr>
<tr>
<td>3</td>
<td>&quot;BUTTONS AND BOWS&quot;</td>
<td>Donoho</td>
<td>Columbia</td>
<td>32554-ASCAP</td>
<td>2000</td>
</tr>
<tr>
<td>4</td>
<td>&quot;ALL I WANT FOR CHRISTMAS&quot;</td>
<td>Red Raven Orchestra</td>
<td>RCA Victor</td>
<td>29277-ASCAP</td>
<td>1500</td>
</tr>
<tr>
<td>5</td>
<td>&quot;BABY, I'M THE ONE&quot;</td>
<td>Red Raven Orchestra</td>
<td>RCA Victor</td>
<td>29278-ASCAP</td>
<td>1200</td>
</tr>
<tr>
<td>6</td>
<td>&quot;MY DARLING, MY DARLING&quot;</td>
<td>Red Raven Orchestra</td>
<td>RCA Victor</td>
<td>29279-ASCAP</td>
<td>800</td>
</tr>
<tr>
<td>7</td>
<td>&quot;THE SLOW BOAT TO CHINA&quot;</td>
<td>Red Raven Orchestra</td>
<td>RCA Victor</td>
<td>29280-ASCAP</td>
<td>600</td>
</tr>
</tbody>
</table>

WARNING: In utilizing these charts for buying purposes readers are advised to use particular attention to information listed which shows length of time a record has been on the chart, and whether its position has increased or decreased. This data is shown in the left hand column under "Weeks On Chart" and "This Week." It may be an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

10  | "BUTTONS AND BOWS"     | Donoho     | Columbia | 32554-ASCAP    | 1000  |
11  | "MY DARLING, MY DARLING" | Red Raven Orchestra  | RCA Victor | 29279-ASCAP | 800   |
12  | "THE SLOW BOAT TO CHINA" | Red Raven Orchestra  | RCA Victor | 29280-ASCAP | 600   |
13  | "ON A SLOW BOAT TO CHINA" | Red Raven Orchestra  | RCA Victor | 29280-ASCAP | 400   |
14  | "THE TWELFTH STREET RAG" | F. Decca  | RCA Victor | 29281-ASCAP | 200   |
15  | "THE TWELFTH STREET RAG" | F. Decca  | RCA Victor | 29281-ASCAP | 200   |
16  | "THE TWELFTH STREET RAG" | F. Decca  | RCA Victor | 29281-ASCAP | 200   |
17  | "THE TWELFTH STREET RAG" | F. Decca  | RCA Victor | 29281-ASCAP | 200   |
18  | "THE TWELFTH STREET RAG" | F. Decca  | RCA Victor | 29281-ASCAP | 200   |
19  | "THE TWELFTH STREET RAG" | F. Decca  | RCA Victor | 29281-ASCAP | 200   |
20  | "THE TWELFTH STREET RAG" | F. Decca  | RCA Victor | 29281-ASCAP | 200   |

GOLD MEDAL RECORDS, Inc.
140 Boylston Street
Boston 16, Mass.
## Best-Selling Children's Records

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Twas the Night Before Christmas</td>
<td>Victor</td>
<td>11-9222</td>
</tr>
<tr>
<td>2</td>
<td>Little Orphan Odile</td>
<td>Victor</td>
<td>11-9225</td>
</tr>
<tr>
<td>3</td>
<td>Little Orphan Odile</td>
<td>Victor</td>
<td>11-9228</td>
</tr>
<tr>
<td>4</td>
<td>Little Orphan Odile</td>
<td>Victor</td>
<td>11-9231</td>
</tr>
<tr>
<td>5</td>
<td>Little Orphan Odile</td>
<td>Victor</td>
<td>11-9234</td>
</tr>
<tr>
<td>6</td>
<td>Twas the Night Before Christmas</td>
<td>Victor</td>
<td>11-9237</td>
</tr>
<tr>
<td>7</td>
<td>Little Orphan Odile</td>
<td>Victor</td>
<td>11-9240</td>
</tr>
<tr>
<td>8</td>
<td>Twas the Night Before Christmas</td>
<td>Victor</td>
<td>11-9243</td>
</tr>
<tr>
<td>9</td>
<td>Little Orphan Odile</td>
<td>Victor</td>
<td>11-9246</td>
</tr>
<tr>
<td>10</td>
<td>Twas the Night Before Christmas</td>
<td>Victor</td>
<td>11-9249</td>
</tr>
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</table>

## Best-Selling Records by Classical Artists

<table>
<thead>
<tr>
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<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
<tr>
<td>2</td>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
<tr>
<td>3</td>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
<tr>
<td>4</td>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
<tr>
<td>5</td>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
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</table>

## Best-Selling Record Albums

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
<tr>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
<tr>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
<tr>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
<tr>
<td>Swanlake</td>
<td>Sigmund Romberg</td>
<td>Decca</td>
</tr>
</tbody>
</table>

---

**Best-Selling Album Records by Classical Artists**

- Swanlake
- Swanlake
- Swanlake
- Swanlake
- Swanlake

**Best-Selling Popular Record Albums**

- Swanlake
- Swanlake
- Swanlake
- Swanlake
- Swanlake

---

**Young and Old will go for these**

**TOP TUNES from**

**"WHEN MY BABY SMILES AT ME!"**

(Twentieth-Century Fox Picture)

**WHEN MY BABY SMILES AT ME**
TED LEWIS
She's Funny That Way... Decca 23916

**PRETTY BABY**
BING CROSBY
Swingin' Down the Lane... Decca 24515

**THE BIRTH OF THE BLUES**
BING CROSBY
The Waiter and the Porter and the Upright Maid (with Mary Martin & Jack Teagarden) Decca 25408

**THE BIRTH OF THE BLUES**
GUY LOMBARDO
Stormy Weather... Decca 24531

**WHAT DID I DO?**
DICK HAYMES and ANDREWS SISTERS
I'd Love to Call You My Sweetheart... Decca 24504

**BY THE WAY**
DICK HAYMES
Whisper a Word of Love... Decca 24493

**SAY SI SI**
ANDREWS SISTERS
Tico-Tico... Decca 25098

**THE DAUGHTER OF ROSIE O'GRADY**
PHIL REGAN
That Tumble Down Shack in Athlone... Decca 3595

**Single Records 75¢ each (plus tax)**
SEASON’S GREETINGS!
FROM NATIONAL RECORDS
AND THEIR ROSTER OF STARS

THE RAVENS
BILLY ECKSTEIN
CHARLIE VENTURA
WINI BROWN
‘DUSTY’ FLETCHER
and all other NATIONAL Artists

ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
FOR NATIONAL DISC SALES — 1948 FLYWAY N.Y. 2-3 N.Y.

THE BILLBOARD
DECEMBER 25, 1948

JUKE BOX RECORD PLAYS
Based on reports received last three days of
Week Ending December 17

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation’s juke boxes. List is made up on The Billboard’s weekly survey among 1,658 operators in all sections of the country. List shows the title of each of the most played records as available for sale on the same date. Unless shown in this chart other available records of issues listed have will be found in the Honor Roll of Hit Record Popularity Chart, Part I.
BEST-SELLING RETAIL RACE RECORDS

Records listed are race records that sold at or above the median according to The Billboard's special weekly survey among a selected group of 1200 or more readers whose locations require race records.

SPECIAL RACE RECORD RELEASES

Imagine ( released) by (artist) and (label) available now.

The Galaxy Who Turns the Hits to Gold!

DIANA SHORE

SINGING

LAVENDER BLUE

So Dear to My Heart

COLUMBIA 38299

RIDING HIGH

BUTTONS and BOWS

Daddy-O

Dinah Shore 38284

ON A SLOW BOAT TO CHINA

In the Market Place of Old Monterey

Koy Kyser 38301

MY DARLING, MY DARLING

Doris Day and Buddy Clark 38353

THAT CERTAIN PARTY

I've Got My Love to Keep Me Warm

I'm A-Tellin' You, Sam

Les Brown 38324

CUANDO LE GUSTA

Take It Away

Xavier Cugat 38239

HEAR THE GREAT ARTISTS AT THEIR BEST. ON

Columbia Records


Copyrighted material
EXCLUSIVE RECORDING OF
(I JUST RECEIVED WORD)
"MOM IS DYING TONIGHT"
KING-736

NOW NUMBER ONE
ON WCKY—50,000 WATT STATION
Cincinnati, Ohio
FOR THE PAST WEEKS

"HATS OFF"

To the Listeners of WCKY
for recognizing
A Fine Tune and a Great Artist
JIMMIE OSBORNE
"The Kentucky Folk Singer"

THE BEST RECORDS
IN '48 AND '49 ARE ON DAMON LABEL

DAEMON RECORDING
STUDIOS, INC.
1221 Baltimore
Kansas City, Mo.

THE BEST XMAS SONG IN THE COUNTRY
"BLUE CHRISTMAS"
By Billy Hayes and Joe Johnsion

DOYE O'DELL
Exclusive 1331-6

JESSE ROGERS
Victor 20-3243

RILEY SHEPARD
Regent 2043

ORDER FROM YOUR DISTRIBUTOR
(Professional Copies Available)

CHOICE MUSIC, INC.
1576 BROADWAY, NEW YORK, N. Y.
9199 SUNSET BLVD., HOLLYWOOD, CALIF.

GARET ROMERO—Prof. Mgr.

FOOL TALENT AND TUNES
By Johnny Sippel
Wayne Raney, of XERF, Del Rio, Tex., has issued a long-term paper with King Records. He also has signed a contract with Losa Publishing Company, King affiliate. Raney already has been released on 12 sides by King. Helen and Toby moved from Kirksville, Mo., to KWIL, Lebanon, Mo., where they are producing a Saturday night barn dance, part of which is aired by the station. Joining Dorcey 4, the weekly jambores, have featured Ben Cartwright and Sonny Mountain, Sharp Mountainians, Wayne Truchard and the Big programmers.

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December 25, 1948

The Billboard

Music

Music As Written

New York:

Waltz Buddy Hughes has obtained his release from a management contract with Howard Robbins and gone to Des Moines where he has club and radio work scheduled. Buddy has been at RCA Victor's race line... Wally Schuster left his plunger post with Henry Springer December 10 to do military service. In two tunes from Joe Thomas, who also has King Odison Quartet masters of the digits not yet assigned to any writer.

B. Marko galahy has taken two tunes by Bobby Cape. The Puerto Rican accent. Titles of the originals are Sin Fe and Morena. Which Cape will probably work for Seaco disks...

Bobby Darin, E. B. Marks prexy, underwent a minor operation recently... Country Western... has appointed Bill barrel's Phoenix-Disc Distributing Company as metropolitan area distributor.

Chicago:

Don Reddell, field rep for MGM, in town conferring with Nathan Hale, chief MGM M.G.M. representative. Hale is the first white Clancy, French vocalist who memorized lyrics of two American tunes in three days. This week. Singer, once a shoe salesman, started making portable tape recorders into the South to cut h.b. artists now that the ban is lifted... Lee Shearin, ex-Heinsuse vocalist, has inked a two-and-a-half-year deal with Chare Peace. He has been reowned Indefinitely as house of the Chez Paree. Robert S. Walker, St. Louis record retailer, named executive secretary of the Missouri Association of Record Companies. The new fem branch in downtown St. Louis has been at Europe since August, returned by plane. December 11. Georgia Machine... local distributor of several Indian race label records, operated by Herman Goldsbur and Martian Shad, has shuttered pending dissolution or reorganization.

Philadelphia:

Robert S. Walker, St. Louis record retailer, named executive secretary of the Missouri Association of Record Companies. The new fem branch in downtown St. Louis has been at Europe since August, returned by plane. December 11. Georgia Machine... local distributor of several Indian race label records, operated by Herman Goldsbur and Martian Shad, has shuttered pending dissolution or reorganization. All the deal closed with Charlie Frank. The contract has been renewed indefinitely as house of the Chez Paree.

Wilhelm Furtwaengler, European long-time conductor, who has sides in the Mercury and Capitol Telefunken acquisitions, will have sides weeks next year as conductor of the Chicago Symphony... Mercury has concluded a deal with Alfred Newman, Hollywood studio conductor, whereby his Mercury hits will enter the Mercury fold. First release will be his Captain From Castle album, to be followed by an album of unidentified material. Beginning January, will cut more sides for Mercury with the 20th-Fox Studio orchestra.

Philadelphia:

Charles Kallen, brother of canny Kitty Kallen, breaking in a band of his own at the Sibbit Musical Bar... Joe Fenster on the Wagner Ballroom bandstand with Selma Gale, the new fem piano... Donna Sandoval... Phillips Recording Moderns.. the last commercial in New York... Here are the spots, scoring Stan Kenton's new and unnumbered number, Threnody... Frank Foster corrects that he left his Sapphire Record Company and has merely sold the master of his Beautiful Eyes to the Regent label... Eighteen years ago, Howard Linnard played for the first time at the famous College of Music. He was born with the blue-blooded family there. Recently he met her for the first time when he played for the 1948 Collegiate, and Miss Edith was one of the local debs to be presented.

Felix Voldosen has expanded his chains of Paramount Record shops to take in the six states... Dr. William Burnham is now a production number in the 1949 beauty pageant in Atlantic City. The local tenor has also grabbed all permission to use a photo of the late Mrs. Anna G. Jarvis, founder of Mother's Day, on his Mother's Day, So Wear a Carnation.
New Congress May Abolish All 20% Bites

But Cities Might Step In

Continued (from page 3) to provide revenues for their fast-

mounting local budgets.

Passage Likely

Whatever the fate of municipal
governments might take, withdrawal
deficit in the excise tax would be felt
even greater, the threat of increasing
taxation by the state and the city. The
Downtown Committee, which has been
working on the problem for months,
has recommended that the legislature
be asked to take a close look at the
excise tax and to consider the
possibility of replacing it with a
state sales tax. The committee
believes that a state sales tax
would be more equitable and
uniform than the present system
of local excise taxes.

Fields Returns To MCA Fold

NEW YORK, Dec. 18—Orkster
Shep Fields this week returned to
MCA fold, the music corpo-
ration of America (MCA), further
extending the studio contract
between them. The last before
last week, Fields again signed
his contract with MCA. The
new deal is for an additional
six months.

NO WAX STAMPEDE

(Collected from page 18)

PUNE 

WILD

KING

PUP

PONY

MGM Uses Track

MGM's first date, Friday (17), had
Eckstein making several
appearances as the new
streaker. Billed with
Blue Barron shielded for a Tuesday
(21) date, he has been
in a variety of soundtrack tunes,
such as the show's musical
score, which MCM immediately
transferred into an album.

The Golden Gate Quartet, newly
acquired, cut for Mercury. Signature
has scheduled Ray Bloch, Alan
Dale and Tom Atkinson;
whether either will record as soon as they
are able to, with the Federal and obtain
licenses.

There appears to be no rush
imposed by the local excise tax in
adding to the studios. However,
the new crop remains
in the course of production.

AL JOLSON

By the Light of the
Silver Moon

74-86-86-86

I Wish I Had a Cat

25-85-84-25

Benny Goodman

A Diamond Is

As Rare As A

July 4th

75-79-73-74

LESLEY GREY AND THE

TORCHBEARERS

75-79-73-74

The Dream Dusters

Give Me This Night

88-35-30-25

You Can Die From A

Broken Heart

20-20-20-20

Russ Morgan

You're Looking

86-87-86-89

So Tired

74-86-86-86

Flowers and Romance

Sylvester in the action
king of Robinson,
says he offers a
countries.


cat's ear, a

Angela Mia (My

Ain't no song but one

71-72-71-70

Hear Music

The Hear Music chart is a re-

issue of one of the orkster's hit

week: the same week.

(Continued on page 56)
**Advance Information**

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

**ADVANCE RECORD RELEASES**

Records listed are generally approximately two weeks in advance of actual release date. For complete and up-to-date release information, please consult the Billboard Record Release Index. Due to the nature of the information, only records of those manufacturers currently supplying information are listed.

**POPULAR**

A Hardman Me You by Cass Elliot (Capitol) Victor 20-3225
A Strawberry Moon (in a Blueberry Sky) by J. J. Cale (Coral) Coral 12526
All by Myself by Mary Kaye (Decca) Decca 329
A Man Is a Brother to a Muse by Delaney & Bonnie (ABC-Dunhill) ABC-Dunhill 391
A Great Day by Dec 3243
A Man's Search for Water by Dec 3244
A Mother's Day by Dec 3245
A Move of All Evil by Dec 3246
A Dream by Dec 3247
At the Country Fair by Tommy Dorsey & His Orchestra (Victor) Victor 20-3229
Between the Devil and the Deep Blue Sea by Ray Charles (Atlantic) Atlantic 1410
A House Two Tears From Your Eyes by R. Corp (Gilda) Rainbow 3280
A Day in the Life of Billy Mays by Ray Conley (Country) Country 1259
A Day in the Country by The Wasguls (Victor) Victor 20-3214
A Dill is Dill by Ellington (In a) Victor 20-3221
**CHRISTMAS**

Brother Roses by Elsie Shaddow (Dall Record) TR-667
Coast of Nature by J. P. Gall (Ember) Ember 169
Cradle of the Sun by Johnnie Ray (Coral) Coral 12525
Dancing Rabbit Country (Skeeter Brown) Rainbow 3293
Don't Have to Be a Stranger by The Pioneers (Decca) 2459
Dixieland Jazz by Bill C. Lee (Decca) 3130
Do You Ever Think of Me? by The London Knights (Orchids in Tempo) TR-622
Do You Wonder Why? by Paul Robi (Sunset Telephone) Rainbow 3281
Doll Dance by Brother Doves & His Shadows (Chicago Telephone) TR-668
Don't Gamble With Romance (Marty Mann) Mint Records 1001
Don't kick the Dust Busters by The Pioneers (Decca) 24552
Dreams by Del Gray (United Artists) 12530
Dreams by the Shanghai Gesture (Island) 12531
Sara Jane by Bo Melvin (RCA Victor) RCA Victor 12532
You're the Only One by Bob Tornell (Sunset Telephone) Rainbow 3281
You're the Only One by Jack Marshall (United Artists) 12530
God Rest Ye Merry Gentlemen by George Crumb (Delite) Rainbow 1001
Green Eyes by Kenan (All Day) Tempo TR-1069
He Was a Good Man as Good Men Go by R. Anderson (Coral) Coral 12527
He's the One by Junior, Jr. Christy (Billow Atlantic) 12528
Havana by Sunny Dee (ABC-Dunhill) ABC-Dunhill 391
Heavy Metal by Frank Sinatra (Capitol) 12529
Hello by Janis Joplin (Casablanca) 12530
Here's Looking at Me by Cass Elliot (Coral) Coral 12531
I Gotta Know by R. Corp (Capitol) 12532
I'll Be A Dog (for Christmas) by The Billy May Quintet (My Little Lena) 12533
I'm Gonna Make Love to You by The Eddie Hancock Trio (Victor) Victor 20-3230
If I Love to Be a Hundred by Harry Belafonte (Coral) Coral 12534

**IN LOVE?**

You will be . . .

**MURPHY SISTERS**

To make a mistake is human

Whose Heart Are You Breaking Now?

Apollo 1128

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Strict Inspection—Fast Delivery

SILVER RECORD PRESSING CORP.
469 West Broadway, New York 12, N. Y. OR 6-1230
**The Categories**

1. Production tone. 
2. Vocal projection of selection melody. 
3. Duration of performance. 
5. Vocal ability of soloists and other performers. 
6. Vocal ability and stage presence of all performers. 
7. Simulated effect. 
8. (Note, it is a simulated program fare.) 
9. Recording company and other audio equipment used. 
10. Program fare. 
11. 

**WHO'S LITTLE HORSES, LIVE DOWN—David Allen (12-18) unbreakable**

This unusual disk unit the "progressive school" school, with all the children and perhaps a couple of other groups taking part. The children, and perhaps a couple of other groups, are playing their own instruments and singing their own songs. The piece is made up of a number of different sections and is very interesting. The children are the main attraction, and the songs they sing are very good.

JOKES

Not suitable.

**THE THREE BILLIGG'S GRUFF**

By Putney and the Seven Leper Lovers (1948) (Philadelphia) (COE) $5.00

This unsigned label features a powerful and intense selection of songs. The mood of the set is strictly holiday in the middle of the season, but is not as extreme as you would expect. The CD's sound quality is very good, and the vocals are crystal clear, with the warmth of the performers' emotions supporting their work.

JOKES

Not suitable.

**THE THREE BILLET'S GRUFF**

By Putney and the Seven Leper Lovers (1948) (Philadelphia) (COE) $5.00

This unsigned label features a powerful and intense selection of songs. The mood of the set is strictly holiday in the middle of the season, but is not as extreme as you would expect. The CD's sound quality is very good, and the vocals are crystal clear, with the warmth of the performers' emotions supporting their work.

JOKES

Not suitable.

**THE CHRISTMAS STORY—Richard**

Lee (1947-50) (Vogue) (COE) $5.00

This is a truly fine Christmas album, featuring some of the best performing talents in the business. The singing is clear and the presentation is excellent.

JOKES

A library standard.

**MAX LIGHTENBERG ALBUM**

(Record No. 106) (RCA Victor) $5.00

I am a Gypsy; Congress Ladies; Let Me Prance You; Once Upon a Time; No one; My Bonnie is in the Briar Patch; My Bonnie is in the Briar Patch; and several others. The voice is big and strong and the arrangements are good. It is an excellent album of classic songs sung in a definitive manner. It is a must for anyone who enjoys classic vocal music.

JOKES

Not suitable.

**BEETHOVEN AT THE ELVES—Frank Lubbers**

North (19-1/2) unbreakable (Comstock-Cassette) $5.00

The world famous Beethoven symphonies are featured on this album. The music is played in a very fine manner, with the orchestra performing their best work.

JOKES

Not suitable.

**TWENTY-FIVE FINGERS—Kramer and Weberman**

(Record No. 118) (Columbia) $5.00

This is a fine album of classical music, featuring some of the best performing talents in the business. The singing is clear and the presentation is excellent.

JOKES

Not suitable.

**AMERICAN NOBLE CATTLE**

(Record No. 106) (RCA Victor) $5.00

I am a Gypsy; Congress Ladies; Let Me Prance You; Once Upon a Time; No one; My Bonnie is in the Briar Patch; My Bonnie is in the Briar Patch; and several others. The voice is big and strong and the arrangements are good. It is an excellent album of classic songs sung in a definitive manner. It is a must for anyone who enjoys classic vocal music.

JOKES

Not suitable.

**YOU DON'T BELONG TO ME—Robert**

Henderson (1948) (Vogue) (COE) $5.00

This is a fine album of classical music, featuring some of the best performing talents in the business. The singing is clear and the presentation is excellent.

JOKES

Not suitable.

**MADELINE WARREN**

(Record No. 1) (RCA Victor) $5.00

I am a Gypsy; Congress Ladies; Let Me Prance You; Once Upon a Time; No one; My Bonnie is in the Briar Patch; My Bonnie is in the Briar Patch; and several others. The voice is big and strong and the arrangements are good. It is an excellent album of classic songs sung in a definitive manner. It is a must for anyone who enjoys classic vocal music.

JOKES

Not suitable.
Season's Greetings

To all of our DISTRIBUTORS and our thanks to them for their fine cooperation during the past year... 

ARISTOCRAT RECORD DISTRIBUTORS
Allen Dist., AKRON, Ohio
Balt Dist., 381 Washington Ave., New York City
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Columbia Dist., 1724 Apache St., San Antonio, Texas
Donner, Calif.
Electric Radio Shop, 2918 Dowling Ave., Los Angeles, Calif.
Empire Dist. Co., 618 Sixth St., San Francisco, Calif.
Gruner Dist., 326 S. Gimler St., Milwaukee, Wis.
H. Binkley Co., Inc.
Jackie Dist., 3706 Alvarado St., San Diego, Calif.
Johnnie Walker Dist., 1122 W. Grant Ave., Chicago, Ill.
Jewel Dist., 507 Dixony Play., Chicago, 111. (white records only)
New Sales Co., 104 Union Ave., New York City
Nisbet, Inc., 1564 Market St., San Francisco, Calif.
Pan American Dist., Co., 170 N. W. 32d St., Miami, Fla.
Canticle, Inc., 877 E. 104th St., Chicago, Ill.
Sundown Dist. Co., 120 Durango St., Bakersfield, Calif.
Supreme Dist., Co., 811 Sycamore St., Cincinnati, Ohio.
Tampa Dist., 1901 S. 56th Ave., Miami, Fla.
Liberty Dist., 2021 Penn Ave., Pittsburgh, Penn.
Marchant Dist., 1512 W. 48th St., Chicago, Ill.
Philadelphia 23, Pen.
Artistic Records, Co., 601 Cottage Grove Ave., Chicago, Ill. (magneto)

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WANTED

Records

NEEDS WANTED

Records

21 PASSENGER FLEXIBLE BUS
1947 Model, Pearlized Condition. Contact:
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Terrific proposition for the right man. Complete New York State.

SALES FOR SALE

11 INCH RECORD PRESSING PLANT
Gesamt plattentechnik, 12 000 records weekly, with two, or portions, in color, not available.

SALES FOR SALE

MIDWEST RECORD PRESSING PLANT
Gesamt plattentechnik, 25 000 records weekly, with two or portions, in color, not available.


Ban-Lifting Finds Canadian Talent in Strong Position

MONTREAL, Dec. 18.—It's still too early to crystallize the general effect of the Ban-Lifting order at the end of the recording ban. But one thing is fairly certain: Canadian musicians and recording companies that had been handicapped by the ban have come into their own in the last year and chances are extremely good that they are now on the move, getting more, local artists and recordists will be used than ever before.

Fact of the matter is that the ban-lifting order cost chiefly by the welfare fund provisions of the Tar-Marley Act, which naturally doesn't have to be cleaned up in the large Canadian cities, as it usual in urban centers, followed the Petriello edict. However, even over the ban there hadn't been much dusting going on, with most of the platters sold in Canada being made from masters sent up here on order, shipped over the border.

When the ban came on the various stations, some of the recordists decided that here was a chance for the Canadian artists to come into their own. As a result, tight curbs were placed on U.S. musicians working in Canada (this didn't affect one-nighters) and tho the Petriello order was still generally respected, a quiet campaign was launched to see if the Canadian musicians were in the driver's seat when the ban ended. And that's how it stands today.

Canadian Plants

In any case, if the U.S. outfits want to spark their sales via the coast, the market, they will have to open pressing plants in Canada, since importation of records from the States is 30 cents duty plus 8 per cent on the duty line. This means that the duty on $100 worth of records would be $20, bringing the cost up to $120. Nor the 8 per cent excise tax is levied on $120.

All these problems the musicians, recordists, wholesalers and merchants of the big the trade are perfectly aware of, and it's for this reason that the musicians, backed by their agents, are trying to prepare themselves to step into the breach when dusting starts here, as it must.

There's no question, of course, that artists featuring Canadian talent will be unable to compete with this staple articles of trade. But, to their credit, the last year perhaps has been the most

Modernization

Capitol Hill copyright lawyers are working on a principle that the legislation clause in the projected new legislation will be similar to the one written in the previous Modernization clause which affords protection to copyright owners even wider and more similar. Films, photographs and any method of diffusion still be in use. At present such protection in this country is limited to radio under common law rather than the Copyright act. Another provision will be a provision to prohibit control by an agent of an author's sales in the entire force, output to a company or individual exclusive of the recordist. With an amendment incorporated in the copyright act, no songwriter could tie up the copyright and launch a publisher for the handling of music to be written in the future. This same would hold true for playwrights and other authors of literary works. It could even be possible that distribution of work on public works and radio stations. For this reason, a bitter row is expected to develop on this particular provision when it was recommended in a resolution by the Inter-American Copyright Convention.

The current exploratory studies on copyright law are being handled by both the Copyright and the Public Works. The new interest in the controversial jule is shown in the first quarter of the new year. Copyright protection was pigeonholed after extensive hearings in the last Congress. The jule, the tonal, has never been as important as, and perhaps today, to be dusted off for committee action now seems to be the order of the day. A recent meeting of the Copyright National Committee. This bill would extend the copyright of music to collect royalties on sheet music. AASCAP has been strongly behind this legislation.

New Look Likely For 1909 Act

(Continued from page 2)

Finally, there is no reason to believe that he would get any further with a similar copyright amendment in the next Congress. Chief aim of the Kearns proposal was to make sure that the musicians were given a chance to re- own the materials that their works reworked on Juke boxes as well as on radio, television and other devices.

Apollo Revamping Talent Slant Set-Up

NEW YORK, Dec. 18.—Apollo disk exec Irv Katz has returned from one-month jaunt thru the South and Midwest and launched a revamped of the waxer's talent slant. New is the new extended全国 purchasing of masters by Katz indicates a future concentration by the label on musicality and writing, the blues artist. He's promised that the label would be in competition with the aforementioned names.

Rainbow Breaks Out In A&R Activity Rush

NEW YORK, Dec. 18.—Rainbow Records last week broke loose in a rash of artists and repertoire activity. General Manager Ed Halter announced the signing of vocalists Laut- rainse Wynn and Del Casino to one-year pacts and the purchase of two masters from the Rambling Range Riders, Western group.

Rainbow Paper With McConkey Co.

CHICAGO, Dec. 18.—Ray Pearl, who received his band release from Frederick Bros. a week ago (The Billboard, December 18), this week inked a management pact with McConkey Music Corporation, according to Henry Brown, McConkey's managing

Records Wanted

Kiddie—Yiddish—Spanish, etc. Small or Large Lets

MUTUAL RECORD DISR., INC.
563 West 42 St.
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21 PASSENGER FLEXIBLE BUS
1947 Model, Perfect Condition. Contact:

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BURNSIDE, MIAMI, FLORIDA

For Sale

MIDWEST RECORD PRESSING PLANT
Gesamt plattentechnik, 12 000 records weekly, with two or portions, in color, not available.
London To Junk 11 P.M. Closing?

LONDON, Dec. 18—Later closing hours of night clubs and inns may be announced soon by Clarendon Kitchen, Home Secretary, to attract American dollars. Cabinet ministers believe changes are necessary if the high tourist industry complaints from dollar-spenders who leave Europe before there isn’t enough night life in Britain.

The whole matter is now being considered and will be put in the government bill for running starting soon.

Visitors from overseas have long criticized the restriction of drinking hours. American officials have asked that night clubs be closed for two or three hours in the afternoon. The 11 o’clock closing hour is a great obstacle to the American visitor, who usually starts on his night life jaunt at that hour.

West End night clubs are now building for trade by the introduction of even more lavish floor shows, and the needed boost.

Benny Plans Summer P.A.’s

NEW YORK, Dec. 18—Jack Benny will announce shortly the dates his newsletter/s all summer and may do more if available time can be found. His next appearance, due to be in the RKO, Boston, just before he leaves for the West Coast.

While the deal has not been formalized, it is understood the dough will be in the neighborhood of half a million in Cleveland last time around. The figure will be based on a $50 split with the night clubs. The newspaper around Benny had Phil Harris, Roebuck, etc. in mind to also appear with him, and have the same people with him again, but nothing is set except Benny himself.

Canadian Maritime Revive Vaude; Hpdo For Sick Pic B. O. A.

ST. JOHN, N. B., Dec. 18—With film exhibitors and distributors concerned over a noticeable slump at the box office in New Brunswick and Nova Scotia provinces, there has been a return to vaude shows.

The first exhibitor to turn to vaude regularly is E. R. Lynn, owner of the Strand, Sydney, N. B., a former vaude and stage show house. He found five or six days a week booking full business when coupled with a feature film. Started as an experiment, the one night of vaude-pie-combo has been continued indefinitely.

Along the Walker theater chain packaged shows consisting of vaude numbers were kept up and sent the route for one night a week at each house. Many programs now are included on the vaude-film nights. At the Strand here, a packaged show of six vaude acts and six film one-shots in picture theaters. Bill Whitehouse, the Johnnycan-geezan manager, has requested a package show to tour film houses through the winter, along with his son, Jack. And the Strand is planning for a vaude and stage show band.

While both producers and exhibitors in this territory have increased considerably in recent months and it looks for further growth during the winter and spring.
with his mouth Wurlitzer skill on a group of classics. Switching to comedy, he got yocks with a screwball, played on a gadget resulting Spice Jones's track of sound props that included corny bells, smoke bulbs, sparking pistols and musical balloons.

Featured spot went to Phil Foster. Working in a small room such as the Band Box heightened Foster's humor and made his patter even funnier at the second listening. With the audience with him he ad libbed his way thru two callbacks.

Thrush Mae Williams clicked in the fem vocal spot. The lusty-voiced stylist used good judgment in tune selections and sold each ditty well. Gal has shown steady improvement and rates today as an ear-catchin' chopper.

Surprise standout was deadpan pantomimist Danny Rogers, relatively unknown but terrifically funny. His whimsical gagging and expert timing, plus ability to sell corn, earned a well deserved bag-off. Pantomime gags came routine and burlap-ed soft shoe turn were both sold.

Cliff Whitcomb did a first-rate job of making Lew Marcus filling in between shows. Ann Fischer.

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**Everybody Says They’re Terrific STEVE and RED CAPS**

Thanks to Walter Winchell

"TAKE A ROW TO STEVE GIBSON’S RED CAPS TOOTING WITH ‘I LEARNED A LESSON’." On Mercury Records

**ZAHOR CLARKE FPE Magazine**

(from Dec. 6, 1948, edition)

"RED CAPS STARS OF HOLLYWOOD TELEVISION"

**RETAINING**

December 25, 1948

Exclusive Management

**LARRY POTTER’S SUPPER CLUB**

**JOLLY JOYCE AGENCY**

Earle Theater Bldg.

Philadelphia 7, Pa.

---

**HOLIDAY CIRCUS**

Dec. 31 at 9 pm

New York City, N. Y.

---

**The Cassahl, Los Angeles**

Capability, 500. Price policy, no power of admission in many cases. "I take my picture," said Mr. Chaplin, "the kind of person with whom you might want to have a conversation." The Cassahl, located at 824 South Broadway, is the home of Charlie Chaplin. Ulmer was on for about 35 minutes and had a tough time getting The Case of the Missing Anchor. No one can say it’s different.

If he can translate his French to English, he might do a good job. "I’m not a great shucks as a singer, but I’m a good pianist," he said. His plastic mug and piano more than make for it. When he did straight piano, he did it with a swing and sophistication that is impressive. The producer, who is English, found Chaplin's singing charming. Ulmer was on for about 35 minutes and had a tough time getting The Case of the Missing Anchor. No one can say it’s different.

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Mayfair Room, Blackstone Hotel, Chicago

Empire Room, Palmer House, Chicago

THE CUBAN DIAMONDS

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THE CUBAN DIAMONDS

Mayfair Room, Blackstone Hotel, Chicago

Empire Room, Palmer House, Chicago
VAUDEVILLE REVIEWS

Chicago, Chicago
(Friday, December 19)

Capacity, 4,360. Prices, 50 to 15 cents. Five shows every day. Five stage hands. Harry Becker, Harry Leder. Shows played by Louis Baisl's house orchestra, Chris Cross worked his vent dummies to top returns. He scored nicely with his standard singing dalmat, but it was his closer, a little Miss West-end chimp, that stole the show. Elsie is the first adult-size doll this reviewer has seen. The novelty plus some good lines and solid vocalizing makes her a terrible closer for Cross.

Ruth Harrison and Alex Fisher have something refreshingly different in the way of comedy balloon tumbling. Gall, who looks like a blonde Jean Davis, doesn't resort to all the derriere-shifting gimmicks, but makes with a pair of awkward gams to get laughs. Pair are expert dancers, with the male's handling of the gall on tight adding to the act. Their sturdy comedy would do even better in a small vitre.

Howell and Bower need some sharp lines to open. Their present dialogue is too druggy. They pick up steam always, but start to sink and clown. The Negro comics have been doing the same songs for years.

The Lanks, six youngsters, are too smooth in doing some expert teaser-board work. They work too fast and easy that the act never gets full appearance, even after the conclusion of an introduction—in which a blindfolded gal does a two and a half into a chair 14 feet in the air. Last trick got a terrific miff, but slowing the pace and making an appearance in between would have lightened it during the act.

P.C. Isn't It Romantique.

Johnny Sippel.

YULETIDE GREETINGS FROM THE STEELE'S

(Ginger-Peter)

P. O. Box 356

MUSICAL COMEDY FAVORITES

NEW YORK, Dec. 19—The Steele Theatre Circuit has added an additional two cities to its circuit, beginning in May. The Milford Theatre in Milford, Del., will play Saturday, November 30, and the Oswego Theatre in Oswego, N.Y., will play Mondays and Tuesdays starting December 31.

The Steele Circuit now has the Rialto, Amsterdam, N.Y.; the Rialto, Gloucester, Mass.; and the Savoy, Cattaraugus, N.Y.

D.C. Clubs Await Inaugural Crowds

WASHINGTON, Dec. 19—Local nitwipers are expecting excellent business for the week of January 18 when a midnight collection of tourists descends on the nation's capital for the inaugural festivities. President Truman and Vice-President-Elect Alben Barkley will preside over the festivities, and the nation's capital will be a hub of activity.

Sky-rocketing hotel prices are likely to drain off many of the tourists' space cash, but nitwipers hope the crowd will have enough left over to keep the bars open. Just in case the bars close, the interior of the hotels' rooms have all been reserved weeks in advance by the hotels for their own staff at last minute without charge, and D.C. officials are arranging for sleeper trains to bed down the overflow.
Statler Hotels
Mill Reviving
Floor Shows

Hyped by Hayes-Haley

NEW YORK, Dec. 18—The Statler Hotel chain, which recently decided to drop all acts, has plans afoot to bring the shows back. The chain has been bought, nor have any reopening details been announced. Various offices have been sound out for availability on top attractions.

The idea of bringing shows back is the result of the job chain got from Peter Lind Hayes and Marti Haley, who owned the Washington Statler a couple of weeks ago. Management now feels that if it can get acts of similar stature it will be interested in reopening.

Non-shows agrees say that return of shows to hotels is based on two factors, both having to do with income. The Statler chain, as well as others, are having difficulties because the war hotels were overloaded and didn’t have to show to make a back. They felt it was prestige and exploitation purposes. Today, they say, it’s decided if the shows which tend to keep patrons from wandering to cheaper competitors is worth while following.

The other reason is the possibility of return of the excess profit taxes. During the years when tax was in effect, shows cost hotels little actual money. During the war, however, hotels had to pay taxes because of the excess profits basic went into tax. If the excess profit taxes return and be such that taxes can be put by federal bills, the hotel owners can see such a shape by lining up shows for the coming year.

P. Worth Molls New Casa Manana Plans

FORT WORTH, Dec. 18—The city council has under consideration a plan for rebuilding Casa Manana, which was established here by Billy Rose in 1931 as a part of the Texas Centennial in 1936.

The original building was torn down during the war, principally to save it from war pressure. It had what was claimed to be the world’s largest revolving stage.

Casa Manana, which opened for a large stage, is the city to spend $400,000 for a new building. It is also owned by a group headed by Billy Rose, who has been in the line for years. If the city council decides to go ahead, a new building will be used. The building is to be a theater, and the former vaudeville theater is to be a new theater.

The site is to be on a site near the former site. The idea is to build a theater where the former vaudeville theater can be added to the new theater.

The city is to be sold to the new city. Other funds would come from subscriptions from business men to bring in outstanding shows.

Berlin Scala Drops Vaude; Short of Acts and Dough

BERLIN, Dec. 18—The New Scala changed its policy, dropping vaude, December 1. Only movies are offered; the former vaude stage is to be used for movies.

Reasons for the change are the difficulties in the booking of new acts staging for the winter, the winter, while the former vaude stage cannot be used any longer.

There is much work in the matter of ready money has hurt business at the Scala since the currency reform.

ACTS WANTED
FOR THEATRE AND CLUBS
Send information, photos, open time.
CONSOLIDATED ARTIST BOOKING AGENCY
SAN ANTONIO, TEX.

SPECIALTY ACTS
FOR THEATRES AND CIRCUS
Send information, photos, open time.
CONSOLIDATED ARTIST BOOKING AGENCY
SAN ANTONIO, TEX.

TORONTO Talent Biz Opening Up;
Big Cabs Hunt Right Names

TORONTO, Dec. 18—The recent signing of several talents in the Staggers survey shows, is opening up wider every day, and the four main spots, the Statler Room in the Royal Canadian Hotel, the Indigo Room at the Barclay Hotel, the Club Norman and the Vaude Fair at the King Edward, are in quest of such names that are in.

The odd thing about this situation is, many of the biggest attractions work for four figures in top U.S. spots, mean nothing in Canada, whereas others, like Johnny St. James, Arthur Lee Simpkins, for example, who have played in places in the U.S. like St. Louis and Canada, have real pulling power here.

The reason for this is that Toronto cabaret activity, dormant for a long time until last year, was so strong, has not been changed, is even now limited to what the spots can afford. If the acts have played Buffalo or maybe in Montreal, fine; if not, they’ve got two strikes against them from the start.

The newly opened Staggers Room is a good spot, as are the Statler, brothers—Harry and Ben. The room is smoothly decorated and has good service, the booking is theirs, the booking is there. The only thing is that was Sunny Sklyar and Arlie Daum, who nicely, followed by Johnny Howard and Kath-

New York:
Stem Staggers to 340G; Para 50; Cap and Strand 40

NEW YORK, Dec. 18—In spite of a slight recovery last week to $340,000 from a poor $320,000 the previous week, the Broadway business was in the dumps the Stem was in the doldrums. The Cap- nion, which has already proved a travel almost impossible. The short- age of Broadway material and a lack of ready money has hurt business at the Scala since the currency reform.

Value has been transferred to the Broadway, the Tropic, the Century and the Palace.

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SAN ANTONIO, TEX.
Corporate ‘Angeling’ Method
Seems Due for Comeback

NEW YORK, Dec. 18.—The old system of providing free tickets to the public for productions was brought to the fore again this week by the announcement of a new plan for ticket sales that is being tried out in Boston. The plan, known as the ‘Angeling’ method, was used in the early days of Broadway and has been revived as a means of reducing the cost of production and increasing the profits of the theaters. In the new plan, tickets are sold at a fixed price, and the producers receive a percentage of the proceeds.

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D.C. Jim Crow Fight Renewed

(Continued on page 3)

The Municipal Court of Appeals last month in a unanimous opinion held that the trial court had the power to dissolve the association and that the tribunal had the power to dissolve the association. The court also held that the whole question of segregation could be properly considered by the present U.S. Supreme Court.

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Mary Hunter Sees Renaissance Coming

HARTFORD, Conn., Dec. 18.—Mary Hunter, the American actress who is a founder of the American theater, has seen a “renaissance” coming in the American theater. She is convinced that the American theater will continue to grow and that it will become more popular than ever before.

Hunter, who is a leading actress, has been associated with the American theater for many years and has been a strong advocate of the American theater. She believes that the American theater has a bright future and that it will continue to grow and flourish.

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A review of Busby Berkeley's song and dance musical, "Gold Diggers of 1933," directed by Warren Beach, features songs written by George Gershwin and the bar mitzvah of Yosef Katzell, a rabbi's son. The review highlights the innovative use of large-scale choreography and musical numbers, setting a new standard for the genre. "Gold Diggers of 1933" is praised for its breath-taking dance sequences, colorful costumes, and energetic dance routines. The performance is considered a significant milestone in the history of musical theater, showcasing the才华 of choreographer Busby Berkeley and the talent of the cast, including the future Broadway star Vivian Blaine. The review concludes by expressing admiration for the creative team's ability to captivate audiences with their vision and imagination.
MAGICANS!!

To introduce our superior magic supplies we will send you
OUR NEW VANISHING HANDKERCHIEF

Using this handkerchief you can disappear from the audience.

If you have ever liked magic tricks, this will give you back your
magic所需的自尊和给你的孩子以自信。

GIVE TO THE RUMNUNY CANCER FUND

PICTORIAL HISTORY OF MUSIC

By Bill Schildt

MILLBOURNE CHRISTOPHER be-

low....

magazine

of a woman

that she was

sacred

EUREKA MAGIC CO.

P. O. BOX 346

Journal of Popular Music

Helen Newell, 1823. She died in 1860.

MADISON, New Jersey.

NEW YORK, Dec. 18.—Capital

Songs Sets Deal For 'Manana' in Eng.

New York, Dec. 18.—A session

Mediation Fails

For Scenic Artists

NEW YORK, Dec. 18.—An appeal

such a settlement.

The Capitol publisher's submission, Leslie

music has been in the process of

discerning with British publishers for

the English rights to Stan Kenton's

1956, which are now available on

British wax via Capitol Records' deal

with Decca Records.

Prices are set for some proposal to be made

with the London magazine. It is expected

that the publishers show a disposition
to deal with the SAU soon, the

whether a separate return

is required in the case of a

spouse's liability.

In this case you might be a lot better off in

the long run if you had fixed a separate

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Calliope Corbin Memoirs Include 26 Tommies

BARNESVILLE, O., Dec. 18—A recent gablest of local headquarters, this 26-year-old girl is a re- viewed in a recent article to the effect that there were no Tom Shows under consideration, and that such a show would be considered in 1923, this phase of entertainment was welcomed by everyone, he recalls that in May, 1926, he was a member of the Stanton-Huntington Tomb Show, which was the last American show that was shown in the good Tom Shows on the road at that time.

Corbin said that the unit had five trucks and all the cars were b & o painted, and that about all the cars in the show presented the noted Mal- donee, (Tom's dog) of the Mason Bros. Tom Show, which was out during the theater season closing in 1926. Corbin pointed out that the actors and musicians on the show included such well- known individuals as people as Bill (Toby Frelleek) Stonton and Robert Williams, both of whom have since left the road on the final resting places. Stanton was shown related to Tom, and his wife, the late Mrs. Hallie Barlow was a member of the show. Corbin recalled.

The year of 1926 was a big year for theiclé, presented vaudeville between the acts, as did Robert Young, magician and trombonist, and Corbin. Joe Tocchi was show heavy, Corbin said, with F. Cavaniuh and another called D. Corbin recently enjoyed a visit from Royal Spree of Galax, Va. Spree was said to be the biggest show in Virginia, and had the occasion to see the show, in 1926, and had the occasion to see the show in a big way. During the winter of 1926-27, he had the on the Harmon show. Corbin had been associated with the isle, much longer than many think.

APS Seeks Halifax

HALIFAX, N. S., Dec. 18—Atlantic Provinces Seagoing single and here, has offered to pay $250 per month rental to the city for use of its market. The city has refused the offer and noted it inside and out for traveling roads and passing tourists and local amateurs and semi-pros.

The city has been considering dis- carding the market for use in real estate purposes. Since the city has been provided with the Standing for many years, it is contended that both would be favorable box office actions. Opening is slated for March 13. Under the plan, the APS would provide the lighting and heating systems.

Burt Emses Dem's

Conn. State Party

HARTFORD, Conn., Dec. 18—Burt Burt, veteran minstrel show performer, had the emcee role at the testimonial dinner for Connecticut Democrat Club at the Clubhouse of John M. Bailey at the State Armory here Saturday night (111). Over 2,000 attended.

Also on the entertainment program which raised $200 was the performance of the Governor's Foot Guard Band of 23 musicians.

Asheville Drive-In Set

ASHEVILLE, N. C., Dec. 18—Her- bert A. Proctor, manager and the religious portrayal is in preparation for construction of this new stand, which is believed to be a new and improved Newbridge, has been started. South- worth said the new venture is ex- pected to provide parking space for 500 cars and seats for 200 walk-in patrons. Opening is slated for March 1. Associated with Southworth is W. C. Masen.

Echoes of Show Business

By Will H. Locke

MT OLD FRIEND Jack Elhers's re- cent article in the Los Angeles Times brought to mind some names and in- cidents that have been dim on the pages of memory's book of bygone time which, I believe, are little known, but which, for their historic value, are of interest. They carried me back to the days when I was a kid, as a matter of fact. The Dramatic Mirror, two former publications beloved by showfolk the world over, are described as "memories of old-times, but of which little is known or little is understood.

The days that Jack recalls were the days of Tom Shows, and his book's title was considered a pro- fession, not an over-night-acquired one. He recalls the days of the Roughst and the days of their promi- nence in legitimate theatrical enter- tainment. Oliver Morrocco, in his day, made a lasting theatrical history with Laetitia Trevor in "The Magic Hour," and had known wealth and position. The last time I met him was some years ago when he was in San Diego, Calif., trying to organize a company for the purchase of an ocean liner. A testimonial party, at which he was the guest of honor, was given by a group of people which included members of her suburban home. A number of years ago, he was one of the members of the Trouper's Club. It was a pleasant affair, and Oliver'sarios, who are known to be in a class by themselves, have been known to prove the highlight of the occasion. He and I had a visit after which he told me of his plans.

Unkin Fell

Working in stock I had played the boy named Tom in the "The Quaker" and signed me for the part. He had played the part of John and told me he would complete and all looking for a good production of the play for some years. Oliver was a financial backer had a chance of heart and failed us. Oliver gave up in hopes of returning to the stage, but he died in a few geles. Had his plans succeeded it might have been the turning point of his career. Perhaps a comeback for Oliver Morrocco. Fate dealt unkindly with him. Discour- aged at being turned down by the world, and life having him to the public.

Hats

Cora. Butler's Show in Louisiana and his pet dog Gilbert. Butler's Show in Baton Rouge. Unit passed up Florida this year and is moving toward the South. He had his dog Gilbert in- cognito as a possible base for January shows. He was a very dandy fellow, Gilbert. The show reports fair business at its dates and moderately good business. The Players are active around Thomasport. Ga., using R. F. Hampton's Freeze-Lite Unit. Has a number of dates booked around Tampa for after January 1. W. H. Duane is booking dates for a four-person French-speaking band group to play New England dates. Oppener is set for Salem, Mass., starring "Ragtime Dick." D. G. Durrance has his vaude-act in Eugene. Ore. is looking for a spot to circle around. "A Date With the Late" has been in Central Pennsylvania recently making calls in the Harrisburg area and in Scranton. He reports he off from the last time around. . .Mr. and Mrs. John Malone are in Missoula, Mont. This show is one of the newest and finest. They have been visiting several schools and churches for several years each winter, but have passed up the Alligator River for this year.

James Chaney has a small flesh-and-blood band in Oklahoma City. Chaney reports that his hit dates h've been more than good for business.

Echoes of Show Business

By Will H. Locke

Chi Follies

Plan Texas, Calif. Trek

C)ARLOTT, N. C. Dec. 18—Ches- Davie's Chicago Follies, which has been an annual attraction in the South to good business, opens in the S-Keene-Circuit for 17 weeks beginning Dec. 20 in Augusta, Ga. Late in March the unit will be in California and have a trek thru the Lone Star State and Calif.

Show's roster includes Chest Davis, manager operator; and comedy, Slim Hines; band, band conducted by Mrs. Hill; and vocalists, Mrs. Hill, dancer and singer; and William (Kid) McNeese, manager. A new addition to the roster is Mrs. (Kitty) Hinton, country singer, and and vocalists, Newby McAfee and Junior Wil- liams. McAfee also enunciates and dances.

K. W. Lennom Set In 2 Tampa Spots

Tampa, Dec. 18—Mr. and Mrs. K. W. Lennom, who have enjoyed the pleasure of the Cove Players for years, are opening in the old American Opera House in Tampa. The Lennoms were with the Stratford Players in Michigan, again wintering here with the Cove Players and now are resid- ent of the Lennom is appearing seven nights a week at Duffy's Tavern here and also has a sustaining program over Station WHNO Sundays thru Friday.

Tampa, Dec. 18—Up on the hilltop over the Hillsborough River are situated the new and modern Silver screen Motel, built by Mr. and Mrs. Karl Higgins. Higgins is mourning the loss of his brother, Capt. Rex Lohman, who was killed in action during a D-17 crash at Elgin Field, Fla. Before entering aviation, Capt. Higgins was a drummer and vocalist with Don Kaye's.
THE FINAL CURTAIN

ADKINS--Luke, 42, outdoor showman, recently. in St. Paul of a heart attack. Atkins had been with Gen. Entertainer, and was one of the early exponents of the big ring. A very large and well known showman, he was engaged by a number of famous managers of the day, and was well known to his many friends.

ALEX--C. A., 71, who with his wife operated the kiddy auto ride at Little Rock (Ark.) Fair Park, recently in his trailer on the park grounds of a heart ailment. Alex had been in show business over 55 years. He was a noted operator, and was a card of the Clift Roof Agency and played the organ for eight years at St. John WSM. He was ill the past few years. His widow survives.

BRETT--J. T., 72, former ride operator at Daytona Beach, Fla., recently in his home in Macon, Ga., of a heart ailment. Survived by his widow, Pearl; two daughters, Thelma and Mrs. Richard Pullen, of Buffalo; a stepdaughter, Mrs. Violet Garing, and a stepson, Floyd Himmel.

DONAHUE--Jerry, last season recorded for the Donahue Hour, former operator, drowned at Acapulco, Mexico, December 9. He was the son of Elizabeth, 77, founder, with her sister, Estelle, a dancer in schools in France, Germany and the United States, November 30 in Tubingen, Germany. She was a pioneer of the "dance of life" philosophy.

B. K. BARKOOT

Kahil (B. K.) Barkoot, 71, veteran carnival operator, December 14 in Toledo Hospital, Toledo. The B. K. Barkoot Shows at one time were one of the most prominent in the carnival business and Barkoot was active in their operation up until last summer when he suffered a stroke.

Barkoot, who maintained a residence in Toledo until four years ago, disposed of all interest in Barkoot's Shows and went to Pennsylvania, where he was a resident of the Clancy Rest Home. He fell and fractured a hip there and was admitted to the hospital.

Born in Tyrone, Barkoot came to this country as a young and spent most of his life in the carnival business. He was a 32nd degree Mason and a member of the Odd Fellows lodge.

He leaves a brother, Herbert, of Toledo, and a nephew, Hilene B. Barkoot, of Toledo.

Services were held at the Auber Funeral Home, Toledo, December 18.

GILLIGAN--Earl L., former con-

He was also with the Ringling show for eight years, the Barnum & Bailey and the Sells Bros. Circus for two seasons, and then returned to the Ringling organization. Scallen operated his own circuses and in one season, and in association with Charles P. Cleary, of the Copper, the Gessley & Scallen Show. In later years, he operated with his own family in a circus with Scarfoni to form the Cleary Family & Scallen Show, which produced a fine show. He was reported to have been the past 10 years in Shreveport, Ohio.

SMITH--Moe, 58, Snake Show oper-

STEBBINSON--Howland, 66, producer of Green Pastures. December 11 in Portland, Ore. A native of Amsterdam, N.Y., The Farmer's Daughters, The Farmer's Daughter, and The Farmer's Daughter and Hollenback, he was a member of the American Legion. He was also a member of the Order of the Eastern Star, and a member of the Knights of Columbus. He was also a member of the Knights of Columbus.

In Loving Memory of Our Good Friend

Mrs. O. J. (Dottie) Weiss

Who passed away in Hot Springs, Ark.

Ray and Evie Belew

IN MEMORIAM

My Beloved Wife

DOR AGNES

Who was taken from me

DECEMBER 24, 1945

O. J. (WHITEY) WEISS

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THE FINAL CURTAIN

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Elect McNamara for New NAPM Prez

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

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

McNamara succeeds Paul H. Rice, Auto Verde, Inc., Dallas, who is retiring this year from active business. Other officers are A. M. Pepeh, Jr., So Good Potato Chip Company, St. Louis, vice-president; and F. W. Heisler, King Confectioners, Inc., Chicago, treasurer.

New members of the board of directors, in addition to McNamara, are H. C. Adams, Adams Popcorn Company, Cleveland, Ohio; John C. Crittenden, singing, Mich.; and I. M. Limond, Tasty Krips Products, Inc., Detroit.

Close-up: A Tree and Rose Sarlow Drew in Brooklyn-Rose Branch Out

—By Herb Dotten—

(Two more in the series of little-known facts about people prominent in the outdoor show business.)

A TREE and Rose Sarlow drew in Brooklyn. At least, Rose insists, there was a tree there when she was born, grew up and went thru high school, transplanted to Ionia, Mich., where she later married Mr. Sarlow, and with it the family—the dark-haired gal, practically fresh from high school graduation exercises, had a first-hand knowledge of things outdoorsish. She's the daughter of a man who has been an experienced beekeeper for more than 50 years. The family keeps a hive.

The tree was planted in the family's yard when Rose was a baby. It was a first-class tree, Rose says. It was a big tree, a pine tree. She and her family have always been interested in the outdoors since Rose was a baby. She was born in Iowa, and the family moved to Michigan when she was three years old.

Rose and her family have always been interested in the outdoors, and the tree was always a special part of their lives. Rose says that when she was a baby, the family spent a lot of time in the yard around the tree, and that she always loved to sit under it and read books.

The tree was always a special part of Rose's life, and she has always been interested in nature. She says that when she was a little girl, she used to sit under the tree and read books about nature, and that she always loved the smell of the pine needles.

When Rose grew up, she went to high school and then to college. She majored in natural science, and she always had a special interest in the outdoors. She says that when she was in college, she used to spend a lot of time in the woods, and that she always loved the peace and quiet of the outdoors.

When Rose graduated from college, she worked as a natural science teacher, and she always enjoyed teaching her students about the outdoors. She says that when she was teaching, she always tried to instill in her students a love of nature and a respect for the environment.

After Rose finished teaching, she and her husband moved to Ionia, Mich., and they built a home in the country. They have always enjoyed living in the country, and they have always been interested in the outdoors. They have always been involved in local conservation efforts, and they have always been active in the community.

Rose says that when she and her husband first moved to Ionia, they were both very excited about their new home. They loved the quiet and peaceful country life, and they were both interested in the outdoors. They were both involved in local conservation efforts, and they were both active in the community.

Rose says that when she was growing up, her family always loved to spend time in the outdoors. They would go camping, hiking, and fishing, and they would always spend time in the woods. Rose says that when she was a little girl, she used to love to sit under the tree and read books about nature.

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Ros...
Talent Topics

James F. Dunedin, former circus clown and vaudeville artist, handled the role of Santa Claus at G. Fox & Company's Conn, depart- ment store. . . . Fallenden's Bears and their Cumulative tumbling wall in the Radio City Music Hall Christmas show. . . . Don Francisco is show- ing his Camp Mount Vernon, N. Y. . . . Palermo's Cannies are appearing at the Tilyou Thruway, Corning, N. Y.

Judy Spiller, wife of Albert Spiller, of Spiller's Souls, left the act recently to care for her husband and the death of her father. The Billboard was able to reach her thru the Ameri- can Society of Graveyard until her father's death. . . . Harry Cooks, outdoor booking manager for Cook's Bros. and S. Wissell Enterprises, Lonnie. Pa., announces signing of con- tracts to furnish the syndicated show for the 1949 Carlisle, Pa., fair. Also skedded include Catherine Bahamas' Swiss and Hitler's World, a Dutch act. Charles A. Wiswell, in charge of the Washington Fair, a German act which had closed in Chicago, has returned to take the show thru the fair season.

Lew A. (Bozo) Ward currently is playing night club dates thru Mis- souri. . . . The Scarab Club in Chicago and a couple of other clubs in New England have signed for a two week stand in Chicago, and the Scarab Club has a contract for a month. . . . Lew has a group of Chicago night club dates which he has been book- ing all through the winter months.

Harry Villelouppeaux, clown, is vending in Minneap. . . . He is the first in a new act to move thru the country. Where he has appeared in night clubs and clowning in the to- yland he will go--a new department store in the downtown in St. Louis, where his son will operate.

LARRUPING LARRY

(Continued from page 49)

transportation was low. . . . The problems of the people of Europe has been publicized during the past month. . . . A new club is opening in a new location in Chicago, the Red Manor club, which is located in the Vaudeville and Theater district of Chicago. A new vaudevillian has been engaged to appear in the act, and the vaudevillian will be a star in the act.

George Flint, the former vaudevillian, has been engaged to appear in the act. He will be the manager of the act. . . . The act will be a big success, and will be a great attraction to the vaudevillian district.

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

**ALLENTOWN, Pa., Dec. 18—An** eight-year-old boy and his parents were awarded a total of $60,000 in a suit against Western star Gene Autry and four corporations by the local court on Tuesday (7). The boy, William J. Pritchard Jr., was burned severely when a cowboy suit equipped by Gene Autry burst into flames as he came in contact with a grass fire.

Young Pritchard suffered thirddegree burns which the court action said "completely consumed all of the flesh from his ankles to his waist and a large area in the middle of his back." The action was filed for Pritchard by his parents, William E. and Helen S. Pritchard. Judge John H. Piffler approved an award of $38,583 to the boy and $11,417 to the parents.

Autry and the corporations were charged with carelessly and negligently putting on the market an inflamable cowboy suit which they claimed was fireproof. Autry was charged with permitting the use of his name and authorizing the sale and distribution of the outfit. Named in the suit with Autry were M. A. Henry Company, Inc., Perkeo Manufacturing Company; the Company; William E. Rocken, Martha E. Sullivan, and Conwell Wilbur and Isaac B. D'Anseli, individually and co-partners of E. F. Timme & Sons, all of New York City.

**Jolly Joyce Skeds Yokel, Western Acts For Indoor Dates**

**PHILADELPHIA, Dec. 18—** The Jolly Joyce Agency here is staging an all-out campaign to make it a year-round activity in booking hillbilly and Western attractions. Joyce J. Joyce Agency head, feels that Western names can pull just as well as indoor dates during cold-weather months as they do during warm weather. More important, he maintains, it keeps agency bookings at a time when nifty and musical bar bookings are under par.

Joyce has corralled several Western names which he plans to feature in big-city auditoriums, small-town theaters and some long neglected Southern locales. Joyce feels he can keep attractions moving for six to eight-week period at top money. He proved it to himself, at least, in trying out his trail blazing with eight solid winter weeks for Raymond Hatton, one of Hollywood's horse opera clan.

The success of the Halton bookings encouraged Joyce to start rodeos at Hayloft Hoe-downs, an ABC network show originating at WFL in Atlanta, Georgia, of Hollywood's horse opera clan.

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**C-PRIZE CORP. A-Ride-Bonanza**

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Phoenix Annual
Nets 35 Grand
PHOENIX, Ariz., Dec. 18.—For the seventh consecutive season, the Arizona State Fair this year paid its own way and turned in a substantial profit, the financial report for '48 shows. Paul F. Jones, fair commis- sioner, said receipts totaled $165,000.42 and that profit aggregated $35,099.06.

Net returns were about $3,000 less than a year ago due to higher preva- lence and to the fact that a large maintenance and repair program was charged against the year's income. Expenses totaled $149,904.43.

Receipts included: Admissions and parking fees, $89,432.56; industrial and commercial space rental, $24,042.50; midway, $25,072.55; premium book advertising, $6,847; entry fees, $1,896; horse race track rental, $233, 130, and auto race track rental, $400.83.

No tax money has been used for the fair proper or for maintenance and improvements of the grounds plant since the present commission took over in 1941. It was pointed out.

Showmen Urge WFA To Hold '49 Confab in Los Angeles
SAN JOSÉ, Calif., Dec. 18.—A pitch to bring the 1949 Western Fairs Association convention to Los Angeles was made to Bill Holiday in a wire from the Pacific Coast Showmen's Association. Holiday said the 1949 convention of fair reps here last week was urged to contact C. E. Afterbough, WFA president, regarding the site for the '49 confab.

Similar appeals were also made to Afterbough by members of the leadership of the Commerce and the Los Angeles Millionaire Hotel, which indicated they would be glad to take care of all dele- gates.

Wilson Line Plans Larger Operation
NEW YORK, Dec. 18.—The Wilson Line, which operated its four-deck passenger vessel to Philadelphia on a daily excursion sked linking Williamsburg with Williamsburg, N. Y., has announced expansion of the project for the New York area next summer.

The present 1,650 passenger vessel, which will again carry excursionists to the State Fair Grounds at Hershey, Pa., and to the State Fair Grounds at Hershey, Pa., and to the State Fair Grounds at Hershey, Pa., will this year be turned over to the Knickerbocker Line, which will operate it from New York to the Williamsburg, N. Y., location, and with the addition of a new vessel, it will have a fleet of two vessels for the excursion service.

New York City, N. Y., Lower New York City and the Beach last week announced the announce- ment of the project for the New York area next summer.

The expansion of the service, which will again carry excursionists to the State Fair Grounds at Hershey, Pa., and to the State Fair Grounds at Hershey, Pa., will this year be turned over to the Knickerbocker Line, which will operate it from New York to the Williamsburg, N. Y., location, and with the addition of a new vessel, it will have a fleet of two vessels for the excursion service.

The Knickerbocker Line last summer was a heavy advertiser in New York daily, devoting much of its copy to the new vessel and making a variety of Rockaway's Playland, near which the firm's landing dock is located. Geist said his park comes into its own this year with the addition of new rides and picnic facili- ties, near-by Sea State Amusement Park, operated by the Drum- borough brothers, also benefits from the excursion service.

Philadelphia will continue to be the center of the Wilson Line's operations, with three vessels, City of Wash- ington, Pilgrim Bell and Delaware Valley, running excursion boats to various points in the Delaware Valley.
TENTS SHOW CANVASCARNIVAL CONCESSION, CIRCUS

(Continued from page 45)

which exceed his or her amount of income. Unfortunately, however, you do not always save tax by filing a joint return, and that is where the fun comes in. You will then probably wear out a lot of pencils before you figure out whether a joint or a separate return is most advisable.

Figure Both Ways
This can only be done by the trial and error method. That is, you must first figure your taxes separately and then figure them jointly and see which will give you the greatest tax advantage. You will discover later on in this article that making these computations will be a sure cure for insomnia.

In the following cases filing a joint return might not result in a tax saving:

1. Where the husband and wife have approximately equal incomes and share the deductions. Here there will be no tax savings unless there is an odd number of personal exemptions, which is now one above the number of joint returns, so that a separate return will be filed either the husband or wife would have more exemptions than the other.

2. Where there are large medical expenses by one spouse, it is possible in these cases that the separate returns might result in less total taxes.

3. Where both husband and wife have capital losses, a joint return would limit the couple to a $2,500 capital loss whereas if they filed separate returns each spouse could take a $1,000 capital loss.

Residents of Community Property States
Married entertainers who reside in community property States still have the edge. They can split all their community income (divisible between the spouses) and their separate income (belonging to the spouse who receives it) down the middle if they want to by filing a joint return. Generally there would be a tax benefit by filing a joint return if husband and wife have unequal amounts of separate income. There is one additional advantage. Married community property States can file separate returns and still split their community income if it is to their advantage.

New Tax Reductions and Exemptions
Standard Deductions
If your adjusted gross income under the prior law exceeded $5,000 and your deductions were of a kind difficult to prove to a government agent or less than $500 standard deduction. This applied to itemizers, however, you do not always save tax by filing a joint return. In all cases $500 was the largest amount allowed as the joint deduction. This was in the form of a gift by Uncle Sam, as you did not have to prove anything to entitle you to this $500 deduction, providing the adjusted gross income exceeded $5,000.

Under the new law married couples who file a joint return and their combined adjusted gross incomes exceed $5,000, they may take a standard deduction of $1,000, or 10 per cent of their adjusted gross income, whichever is less.

Same Method
An unmarried person filing a separate return can also take the $1,000 (or 10 per cent) as a standard deduction. However, if a married person electing to make a separate return is penalized by being limited to a $500 standard deduction, he may use the same method. If the husband itemizes his deductions, the wife must then file a separate return. She cannot take the standard deduction if he elects to itemize his deductions.

Personal Exemptions
The new law increases the personal exemption from $500 to $600 for yourself, your wife and your dependents. Each taxpayer receiving the age of 65 before the end of the taxable year receives an additional $500 exemption. This newly established age is not for taxpayers or their spouses. Do not claim any additional exemption for dependents of any kind which may be over 65.

Blind Persons
Blind taxpayers may file a new additional exemption of $600.

Medical Expenses
The 1949 Revenue Act still only allows medical expenses in excess of 10 per cent of your income (See TAX PLANNING on page 94).

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- SHILLED
- ROLL-O-MATIC BUMP BARGER
- MATCHLESS BLADES

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Ops Anxious To Get Ideas

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

By Hank Harley

CHICAGO—Both large and small every park operator and manager agrees that promotion stunts are of the utmost importance, most of them have been lured into this phase of the business. Especially was this true during the war when business was too good to worry about promotion.

But now times have changed, and it was noticeable at the recent Chicago convention of the National Association of Amusement Parks, Pools and Beaches (NAAPBP) that parkmen are giving greater importance to promotion minded.

At one afternoon session this year, one of the subjects was promotion. While this was not out of the ordinary, it was unusual not to be treated at other park conventions in this fashion. The convention was clamoring for a chance to be heard.

Different This Year

This was the first time that the previous operators gave more thought to promotion during 1948 and were anxious to hear some instructions worthwhile and useful.

This, too, was different than in the past when most of the talk was concerned with the fact that if they had a good promotion they should keep it to themselves.

H. J. Batt, lately elected NAAPBP president, was responsive to the question and gave an amount of discussion on the subject by announcing before the convention that he would have any park owner judged to have the best 1948 promotion.

Commenting on his awarding of the trophy, Batt said:

"I am having a session on this subject of promotion because it is one of the most important phases of the business. I feel if parkmen are given some incentive to get up and tell about their promotions that their parks they are glad to do it. An exchange of ideas is important for the industry and the convention is the best forum to have been held to learn what other parkmen are doing to bring business to their parks."

"Whether it was Batt's trophy, or the fact that this year promotions are going to be doing everything in their power to keep their 1949 business in a par with 1948 is debatable.

At any rate, it is a fact more promotions are coming to light this year's convention than in the last three years.

I got several ideas for promotions that will work at my park," one operator said. "It's hard for me to think of anything can say any portion of this program in years gone by. Members this year seem to be getting their secrets out in past years. The ones I talk to are more than willing to explain how they went about a certain promotion, how it worked for them and not anything connected with the stunt."

Small Op Needs Help

For one thing, park operators who engage promotion ideas which may be an easy item. Most of them have difficulty in carrying through with the small park, promotions in this form don't come easily.

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

Pensy Park Ops Found Guilty of Race Ban Charge

LANCASTER, Pa., Dec. 18—Joseph Figari, president of the firm operating Pensy Park, at Rockaway Beach, N. York, with his son, James Figari, treasurer, were found guilty before the local Municipal Court yesterday (12) of violating the State's 1939 anti-discrimination act.

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

N. J. Law Prohibits Racial Discrimination

Racial Discrimination

TRENTON, N. J., Dec. 18—New Jersey's civil rights law prohibits racial discrimination at swimming pools and beaches in amusement parks. The ancient at seashore resorts, the appellate division of the State Supreme Court has once more held that a city has the right to revoke a permit to operate a swimming pool.

In ordering the new trial, the appellate division of the State Supreme Court has stated thereby that the city is not the proper body to make such a decision.

The case was brought by the city against the operators of the pool, who were charged with operating a pool which was not open to Negroes.

Lead the游泳池

In coming down against the city's order, the court held that the city was not the proper body to make such a decision.

The court further held that the city was not the proper body to make such a decision.

The pool operators have been ordered to vacate the pool and to surrender the permit to operate the pool.

Rockaway Group Would Nix Future Funspots by Zoning

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

The chamber stresses the year-round residential character of the present and urges that all business use be limited to the downtown of Rockaway Beach 

Max Kerner Hospitalized

Max Kerner, partner and co-manager of East Park Wood here, who was discharged only a week ago from Harrer Hospital where his condition was reported.

But, as one parkman said in a conversation, "We should have had the child over a year ago. . . ." Because members who think that promotion should be given to the other members know about it, either by letter or by sending representatives to the convention. And the NAAPBP secretary, if.

In June, the owner of that idea shouldn't wait until the following December to ask about it. Let's force the issue as soon as possible after the last convention here, and get the convention in order.

In this way other parkmen can try it the same season.

They are skeptical about having to pull business into their establishments every week and are making these suggestions. The best ways to do it is by staging good publicity stunts or promotions.

Restocking of 2 New York Zoos Would Cost 10G

NEW YORK, Dec. 18—An estimated $100,000 is needed to restock the Rockaway and the Idel Hour Park Zoo, according to Fred Sandmann, director of the zoos.

An annual budget of $100,000 would result in the zoos becoming self-sustaining. According to Fred Sandmann, director of the zoos. The zoo can only offer what the other zoos already have.

The $10,000 would make it possible to make the following purchases for $100,000 for the Idel Hour and the Rockaway, three or four years old, for $1,800; a $3,500,000 male leopard for $350, a three-year-old female zebra for $350, and a male zebra, $950.

The animals would be rotated between the zoos and the conventional and mating purposes. Some of the animals from the zoo by public spiritized citizens for as long as 12 years because of the zebra.

A female albino leopard, said to be the only one in captivity, was added to the zoo by the Central Park Zoo. The albino is one of a number of species of leopards, panthers or tigers, decoy or male leasons, $350, and a male zebra, $950.

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Faber operates various game concessions at Rockaway Beach, Coney Island, and Long Beach. In Long Beach, the charges were brought against Nathan Faber and his son, Sanford, as a result of a raid on Faber's concessions on the Boardwalk at Long Beach by the police on October 12, 1949.

The case was brought against all operators in the New York area.

A. C. Mayor Forcuses

Bonanza Biz Thru 1950

ATLANTIC CITY, Dec. 18—Mayor Almanc. This week predicted lucrative business for Bonanza Beach, as he cited full resort convention bookings as evidence. Two years as the basis of his forecast.

"While the prosperity of Atlantic City is something of a question," Almanc declaird, "we have every reason, using two years, to look for good business."
A Tree and Rose Sarlow Grew in Brooklyn-Rose Branched Out

(Continued from page 49)

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

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

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

Get's Ionia Start

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

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

Green died in 1927 and Chapman in 1930. Meanwhile, Rose, in addition to handling their personal affairs, developed a knowledge of the fair's operations and under Green served as assistant secretary. At his death, she became secretary.

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

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

Explaining this estimate, Rose explains it is based on a formula of 4½ persons attending the fair for every 1000 acres on the beverages, concessions, etc., and its present size and importance on Ionia. And, with the growth of the fair, it has been embellished and enlarged. In this, Rose does credit, saying the entire fair, which has grown year by year, has been expanded since 1930 and is now in its third year of operation with the usual programs of entertainment and education.

Ionia Crowds Remarkable

The Ionia attendance is remarkable in view of the fact the town has a population of but 6,500. Like the old-time press agent's stock-in-trade of annual articles, the Ionia public has expanded its activities to the point where it is now attracting visitors from all parts of the world.

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

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

WANTED

One Second-hand Baby Ferris Wheel

Approximately 15 to 20 ft. high. Must be in good condition. Contact

R. RICHARDS

UPSTATE AMUSEMENT PARK

Lancaster, South Carolina

FOR SALE

ONE PRE-FLIGHT TRAINER

Good condition Contact

R. RICHARDS

Springs Recreation Park, Lancaster, S. C.

MINIATURE RAILROADS

Center for boys and girls of all ages.

For sale: 6' w. long x 2' d. x 2' h. original size. $75.00. 4' x 2' x 1' $55.00. 3' x 2' x 1' $40.00. Made in Greece. No tax or delivery charge.

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CHRISTMAS SCARECROW

15' Tall x 4' Wide x 3' Deep.

DODGEM

17 x 13 x 12, $125.00.

15 x 10 x 10, $110.00.

10 x 8 x 8, $60.00.

15 x 10 x 20, $145.00.

12 x 9 x 14, $105.00.

6 x 9 x 12, $55.00.

12 x 10 x 10, $65.00.

12 x 10 x 20, $150.00.
**BILLET PUTTING IT ON LINE**

**Aims at 200G Outlay To Get Show Rolling**

Stahlman Shopping in Chi

CHICAGO, Dec. 18.—Art Stahlman, manager of the new theater being planned for the site of Bilner Bros' Circus, a new motorized show at the proposed building, announced here this week the purchase of 30 new GMC tractors, after a conference in Chicago with T. D. Dehart, advertising manager of the truck and coach division of General Motors Corporation, Pontiac, Mich.

Along with the sale of the trucks to the Billers, Stahlman announced the bidding of a new general manager general agent. Stahlman, who worked with Rink Bros' Circus, will also be in charge of various other shows and circuses for management.

Stahlman, who has been with the Bros' for some time, said that he was interested in the present financial backing and would give every consideration to the Alas, April 1 for a three-day stand. Stahlman is the former manager of the Mobile Junior Chamber of Commerce.

Other purchases announced here by Stahlman included a modern up

(See Biller Spending on page 78)

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**Strong Arnold Bill Offers Mills Tough London Competish**

LONDON, Dec. 18.—Tom Arnold's mammoth show is closing out its Circus Ringway arena Thursday (23) for a five-week run ending January 2. This is Arnold's second season running competition to the long-established annual British holiday season. The show is now on the tour of the annual London holiday season at Olympia, which got under way last week with a bill fairly strong on animal acts and not up to par in the ring and aerial acts offered.

The line-up of talent in the Arnold circuit is a solid one, including a number of acts, such as the famous Coney Island acts, which are brought in from Denmark by Albert and Max Schuman, leading Scandinavian names.

Arnold's program starts off with a big show on the Britain platform, which includes a second production number, a television platform, and a colorful animal show. The acts are considered to be strong on the Ringway and are well received by the British audience.

On the ground, the Billy Bill is a top attraction, and the Clifton Park's elephants, lions, zebras and hippopotami are also considered to be strong on the circuit. In addition to the big show, there are a number of other acts, such as the famous Coney Island acts, which are brought in from Denmark by Albert and Max Schuman, leading Scandinavian names.

The British public is known for its love of animal shows, and Arnold's program is expected to be a success with the audience. The show is scheduled to run for five weeks and is expected to attract a large crowd.

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**Davenport Lines Up Strong Show for Chicago Coliseum**

CHICAGO, Dec. 18.—Orrin Davenport, manager of the annual Coliseum Circus, December 28-January 3, announced the line-up of acts for the new year, which has been planned as a strong one to attract the public.

The show features the usual line-up of acts, including the famous Coney Island acts, which are brought in from Denmark by Albert and Max Schuman, leading Scandinavian names.

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The British public is known for its love of animal shows, and Arnold's program is expected to be a success with the audience. The show is scheduled to run for five weeks and is expected to attract a large crowd.
A New Christmas Season and a New Hope for Peace on Earth . . .

A New Year Just Around the Corner of Our Calendar . . .

A Brand New Baby in Buckingham Palace . . .

AND . . . a New Baby Arriving on the Circus Horizon!

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

Jack Tavlin, General Manager

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

COLE BROS.' CIRCUS

WINTER QUARTERS • LOUISVILLE, KY.
FOR SALE FOR RENT
YOUNG FEMALE INDIAN ELEPHANTS
Three shipments within the past 60 days at East Coast ports.

CIRCUS EQUIPMENT CORPORATION
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FOR SALE--FOR SALE
AERIAL BAR PERFORMERS
For sale at a new record price of $2,500 per act. Season beginning middle January, including all major market indoor circus dates in '49. Stuart Roberts, Alex Brox, others. Wire.

AERIAL BAR.

At least 25 in stock for sale. AERIAL BAR. BOX 112, BLOOMINGTON, ILL.

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ELASTIC NET OPERA ROSE
Black satin and White. $4.95. Each one. Wire Mrs. B. E. Peabody, 131 Kendall, Saginaw, Michigan.

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WANTED
GROOM—Must be sober and reliable. Horse men.

GEORGE HANNEFORD INTERNATIONAL CIRCUS
The Coliseum, Chicago, Ill., until January 2nd

MONKEYS
MUST BE AT ORCH.
1 Male Regale, 1 Female Regale, 2 Male Aregales, and 2 Female Aregales, aged 4 years. Print $25.00 each. Box.

DON UCHRANT
BENTLEY'S CIRCUS
Read the Christmas Issue of THE WHITE TOPS
AT LIBERTY
First check with Animal Men. Twenty years experience with all types of animals. Animals in original condition.

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ROGERS BROS. CIRCUS
Winterset at Edenton, Georgia—Getting Ready for Early Opening
Need All New Department Heads: Changing Entire Personnel.

ROGERS BROS. CIRCUS

FOR SALE

Polack and Robinson Set '49 Line-Up for 2 Units;
Rose Gould, Boginis Added

Programs represent many weeks of negotiations by owner and booker—shows will be strongest yet offered, it's claimed—Otto Griebling under contract

All other clowns with the unit will be new, including Freddie Freeman, its father, and his three sons, the Chapman brothers and Billy Griffin.

The ringmaster, for the first time in five years producing clown for Cole Bros., also has been contracted, "but previous agreements will be joining until March 31."

The troupe will be back as musical director. Most of the executive and technical staff will remain the same.

Eastern's New Line-Up

New features with the Eastern Unit will be the Multitalent Woman, a European pen-and-ink artist, also doing swinging pear with iron jaw; Captain Bill the Apache on the Ice; the aerial Tichora; the Aerial Charlton, doing aerial and in full flight photographer; Adolph, Clara and Sana, on the Verandah plate, and the musical horse, Rugger.

The eagle, with Eastern at the close of the '49 season, are returning with three men and a woman, the late Mrs. Rugger, who was transferred to the Western Shows by Don Dowsey fell, will be back with Eastern.

Shifting from the Western Unit to the Eastern are Charlie Lowe, the Chinese acrobats; Ernie Wixwell, the Extraordinary Douglas, and the Mustangs duo.

Animal features being retained are Mr. and Mrs. Bachelder, the Polack elephants, and the new speaking monkey, who also coaches the Polack clown dog. Also staying on are Adrian and Charles, trampoline; the Lopez trio, casting, and the Bowza Kids, three in number instead of two.

Clowning returning are Gene Randow, Jr., Dine Wilson with his falling tables, Rinoko with his "miniature elephant," Raymond and Harry Dunn will join the Polack elephants, and Mabel Marcus, the latter with Arden Beecher, a midget, who will work with him.

As the new booking agent for the Eastern Unit is its new musical director, Nate Lewis, with material the same as executive director and announcer. The rest of the staff will remain the same.

Henry Rogers, who has been with the Polack Bros. Unit and is retained as their booking agent.

Eastern's regular 1949 season will be launched January 16 at Saginaw, Mich., followed by Flint—formerly produced by the Western Unit (Buck) and handled by Gries and Clarence Badger, Flint.

Western will open the season January 24 at Hammond, Ind., and (See Polack, Robinson on page 74)

Tuffy, the Lion, Dies

PRESSO, Calif., Dec. 18.— King of the lions at the Safegate Circus, Bob Matthews, died here this week in the Fresno Zoo. Animal was 19 years old and was donated to the zoo from two years ago when the animal was refused by various owners as "the only wire walking lion."

Hoxie Bros. Org.

Hoxie Bros., well known animal circus owners, as announced by Hoxie Tucker, Miami. Show has a 50-foot round top with three 30-foot middles, two rounds and a steel arena.

Acts include Capt. Eddie Kuhns, pupas and bears; Robert Neely's five gorillas; Cody and Cody, ropers, white horse; George Roper, tightrope walker; T painting; Tim's Slimy's Funny Ford, and Margaret Hoxie's Liberty and high school horse, mule, dogs and ponies, Zeko Lamont is producing the show for the brothers.

Mr. Cody is official announcer; Eddie Kuhns, superintendant of animals; Bob Neely, booker; George Roper, executive director, and Charles Ropp, advance agent.

Visitors have included Mr. and Mrs. J. W. Roach, Mr. and Mrs. M. E. Elting, Mr. and Mrs. Thomas Lame, Mr. and Mrs. Eddie Mellon, Al Harris, Jim Salter, and Mrs. Betty Tucker and daughter.

Bouglione in Paris

Arena for Winter

PARIS, Dec. 18.— The Bouglione Bros.' Circus has wound up its season under canvas and swung into its new winter home, the Big Cirque d'Ivriera in Paris.

Opening the season is rather fitting, featuring run-of-the-mill animal and clown acts, with top billing going to the White Buffalo, mixed animals and the clown dogs, Pipi and Rhu and Rolph and Zena.

Also on the program are the Valley Clowns, the famous Quack and the Bouglione and Liberty high school horses.

This season also is under way at the Cirque Medrano, with current bill featuring Delta Kremo, jaguars, the Tong Brothers, Chinese acrobats.

Fem Trainer Rescued When Leashed Lion Attacks Her

KANSAS CITY, South Carolina, Dec. 18.—Ray Waltrip, fem lion trainer, ran into trouble recently when a lion bolted out of his leash. The animal was shot and turned on her. She managed to call the ambulance, but the trainer was required the assistance of three men to release her from the lion's grip.

Despite the frightening episode, literally bleeding profus, Miss Waltrip carried the lion and bundled it into a taxi and drove back to the circus with it in time to go on with her act.

Mrs. Jack Klippe Dies

CHICAGO, Dec. 18.— Mrs. Hazel Klippe, 62, wife of Jack Klippe, clown, Polack Bros.' Eastern Circus, and long-time resident of Chicago, passed away Tuesday (4) of heart disease. Surviving are her husband and a daughter, Barbara, professionally as Sunny Dean. Funeral services were held at the Dennis Funeral Parlor, Chicago, and burial was at Arnold's Park, Ind. Mrs. Klippe formerly was a circus act and at one time had her own circus known as Hazel Heston's Ginger Girls.

ATTENTION:

CARL WYCHE

NEW DEPARTMENT HEADS

HELP WANTED

Wants—Interpretation, Dog Carroozman, Ticket Sellers, Family Act doing 2 or more. Get on with the next in line. Full rates after success. Also needed: 1 or 2 experienced Butchers, 3 or 4 more Billinets, a Pulling Horse and Work Shop, Workmen in all departments, and Booking Box. Remember. Roger Bros. 41 weeks in 1947. Never missed a pay day or cut a salary. Get a new job every week.

Write, don't wire collect: ROGERS BROS. CIRCUS, Edison, Ga.
**UNDER THE MARQUEE**

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

Elder of the old school is one who can remember that something in a marquee or seating-concourse, as to one of its town ballys remembered him, always brought in 35 ft.

James Hoye, one of about 25 Hartford Conn., area members of the Circus Pansy Association of America, has made 13 lectures during the past two months, with the money going to circus performers who are ill or otherwise in need. Hoye has about 20 slides, which he began taking back in 1941, as well as considerable million picture film taken on various shows.

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

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

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

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

First of May gets a reputation as a dope, because he feels in remembrance that the truck interested "M.D." goes to the man's dressing room and not to the doctor's top.

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

Frustration is what a performer feels after spending 15 years to perfect a feat and then learns that nobody cares.

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

New bulls recently arrived from India are being trained at Hunt Bros' Circus winter quarters in Border town, N. J. Other Hunt elephants are booked into the holiday show at the 24th Street Armory New York, which precedes Christmas Day... Joe Rossi, band leader of Dally Bros., who has been visiting his mother in Philadelphia, has returned to winter quarters at Gonzales, Tex. On route, he stopped over in Cincinnati and called at The Billboard offices December 8. Rossi had 16 men in his band.

Not yet born is the press agent who can describe a girl model's on her satisfaction.

---

**MELLOS PEANUT COMPANY Extends Season's Greetings**

Opening APRIL 8 at Mobile, Alabama with ALL NEW, STREAMLINED TRUCKS, TRACTORS, DIESEL LIGHT PLANTS AND CANVAS

**BILLER BROS. CIRCUS**

NOW CONTRACTING AND WANT

ACTS—With or without own stock that can double for Big Show.

GOOD FREAKS and ILLUSIONS for Side Show.

BOSS ELECTRICIAN—Our Diesel Light Plants are new.

BOSSES-ASSISTANTS and RELIABLE WORKMEN—All Departments.

KEN DRAKE CONTACT ME AT ONCE

BILLPOSTERS AND LITHOGRAPHERS WRITE STEVE KUZMIECZ

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MODERN AIR CONDITIONED SLEEPERS AND MODERN, STREAMLINED COOK HOUSE

State Lowest Salary—You Will Get It Every Week Plus a Long Season

ADDRESS ALL COMMUNICATIONS TO BILLER BROS.' CIRCUS ARTHUR STAHLMAN, General Mgr., P. O. Box 1398 MOBILE, ALA.
Grand National Again Wins WFA Publicity-Adv. Award

By Dean Owens

SAN JOSE, Calif., Dec. 18.—Awards for the Grand National Award for photo, premium book and showmanship were announced by C. B. (Jack) Afflerbach, president of the Western Fairs Association at the close of the organization’s 26th annual convention. The award includes a gold presentation watch and $500 in cash for the contest for small fairs to Napa Valley State Fair & Horse Show, Calistoga; Farmernational Livestock Show, San Francisco, for having won two consecutive years. A discussion of the award went to Carl Mills, of the Cal- varia County Fair, Angles Camp.

Breakdowns in awards for excellence in the advertising-publicity contest for large fairs were: Kingman County Fair, 1st; Napa Valley State Fair & Horse Show, Calistoga; Farmernational Livestock Show, San Francisco; for having won two consecutive years. A discussion of the award went to Carl Mills, of the Calvaria County Fair, Angles Camp.

Get Merit Awards

Merit awards in the large fairs class were given to: Kingman County Fair, 1st; Napa Valley State Fair & Horse Show, Calistoga; Farmernational Livestock Show, San Francisco; for having won two consecutive years. A discussion of the award went to Carl Mills, of the Calvaria County Fair, Angles Camp.

Fiesta Clamaxes WFA Conclave

SAN JOSE, Calif., Dec. 18.—Curtain for the 55th annual Western Fair Association convention was dropped by the conclusion of Monday’s meeting, when the taps were rung down on the Fair, which opened on Saturday night with the convocation and has continued through until Monday’s meeting, when the taps were rung down on the Fair, which opened on Saturday night with the convocation and has continued through until Monday’s meeting.

Articles of agreement, which were taken over by the association for the final night festivities, after which all was over, included a steak dinner and the presentation of the annual WFA convention to the air on the air.

Elect Hindley WFA President

SAN JOSE, Calif., Dec. 18.—Dr. Joseph D. Hindley, secretary-manager of the WVA, was named president of the Western Fairs Association, Inc. and was general chairman of the convention. The last meeting was held and annual Fairman’s Fair, which closed down Friday afternoon after a five-day convention. In addition to the usual program of meetings, the convention included a banquet, dinner, and a variety of social events.

The new president will be succeeded by Dr. Joseph D. Hindley, who has been secretary-manager of the WVA for the past two years. He is a native of this state and has been active in the organization for many years.

Area Chairman Hailed as Vital To WFA Plans

SAN JOSE, Calif., Dec. 18.—The first chairman of the Western Fairs Association was named as the chairman of the organization here last week. The chairman is John W. Hindley, general manager of the Colusa County Fair and festival chairman of the area chairman. He will be succeeded by chairman as "vital to the existence of the organization." The chairman is Dr. Joseph D. Hindley, who has been secretary-manager of the WVA for the past two years. He is a native of this state and has been active in the organization for many years.

General chairman of the convention was Russell Pettit, manager of the Colusa County Fair and festival chairman. The area chairman is Dr. William S. Hinds, date committee. The chairman is Dr. Joseph D. Hindley, who has been secretary-manager of the WVA for the past two years. He is a native of this state and has been active in the organization for many years.

Two Louisiana Firms Pay Cash Awards to Youngsters

SHREVEPORT, La., Dec. 18.—Caddo Parish winners in the junior classes of the Louisiana State Fair were announced today and the awards for junior classes were equal to 50 per cent of the amounts which have been paid by the United States Department of Agriculture. The extra prizes paid jointly by United States Department of Agriculture and Union Producing Company, were placed in the hands of the winners today.

New Dry, partnership agent, and Mattie E. Evans, executive secretary of the partnership, will distribute the awards from the United States government to approximately 700 boys and girls in the state fair.

In addition to awarding extra prizes to boys and girls, the state fair, United States Congress has authorized the making of more than 206 free trips to the National 4-H Club Congress. The winners of the National 4-H Club in Washington, D. C., and a State leadership training camp at Tulip, J. A. Valentine Re-Elected

Proxy of Minneola Annual Meeting

MINNEOLA, L. J., Dec. 18.—J. Al- len Diller, who is president of the Minneola Fair, at a recent meeting of the board of directors, was re-elected chairman of the board. Allan Diller was elected vice-chairman; Samuel S. Underhill, secretary, and Raymond C. Fish, treasurer. The last three years has been filled only temporarily by the deaths of Fred D. Baldwin and Benjamin W. Downing.

The Minneola Fair was the first with a double pen desk set as a token of its appreciation of the officer. Dick Wabushke, who resigned as publicity director, was given a token of appreciation.

Lehigh sets July 27-29 Opening W. Canada B Circuits

LETHBRIDGE, Alta., Dec. 18.—Queen and District Exhibition and rodeo will be the first of the class B fairs in Western Canada in 1949. Dates have been officially set as follows:

Lehigh set for July 27-29

West Victory set for Aug. 3-5

Extensive repairs have been made to roads and buildings on the grounds. All roads leading to the area and drainage systems have been installed. The midway area, parking lot and surrounding area, both around the main buildings have been improved and are now ready for the buildings to be added in the spring.

The Gas Sun association will provide public relations director of the Board of Directors.

E. T. Smith, Board President Nominated to Mich. Fair Board

DETROIT, Dec. 18.—Edwin T. Smith, public relations director of the Board of Directors here, recently was named a member of the Michigan State Fair Board of Managers by Gov. G. M. Whitmer.

He succeeds the late Lynn Gardner.

Southwest Iowa Circuit Sets Dates of '49 Events

CLARINDA, Ia., Dec. 18.—The southwest Iowa Circuit Farm Fair is set for May 13-15 at Clarinda. The dates were chosen by the board of directors of the Circuit. They are Bedford, July 25-30; Clear Lake, Aug. 1-3; Clarinda, Aug. 3-5; Winterset, Aug. 10-12; and Greenfield, Aug. 12-16.

The board of directors also have been contracted to supply the midway attractions at each fair.
Gals' Dormitory
At Des Moines
To Cost 392G

DES MOINES, Dec. 18.—Iowa State Fair board has awarded contracts for construction of a new 4-stor story dormitory on the State fairgrounds to provide quarters for 450 girls. Construction will get under way next spring with the building to be ready for use in 1918.

Total costs of the building will be $392,929. A loan of $278,000 was offered nearly a year ago, but the first bid rejected was because it was considered too high. Since the fair realized a profit of more than $100,000 from its 1914 operation, it was able to go ahead and award the bids.

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

Mason Annual's
Control to County
Bd. of Supervisors

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

Members of the Ingham County Agricultural Society, which operates the fair, voted to reduce their board of directors from 15 to 10 members. Control of the board was gained by the supervisors when six of their representatives were elected directors, plus four other members at large.

Supervisors elected are all members of the supervisors' county fair committee. They are Wilford Jett, chairman of the board of supervisors; Clarence Pfunshaver, superintendent; Charles Hayden, Earl Culler and Rilla Deit, Lansing, and C. O. Wilkins, Haslett. Other directors elected were Otto Hargis, Fostoria, president of the Agricultural Society; Portland, Mason; S. A. Laxon, Mason, and Ord Price, Stockbridge.

Broder Assiniboia Prexy

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

Indiana Association of Fairs and District Fairs, Clayspool Hotel, Indianapolis, January 8; William H Clark, Franklin, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 8; Douglas J Curran, Black River Falls, secretary.

Kentucky Association of Fairs, Lexington Hotel, Louisville, January 4-7, L. D. Carnegie, Louisville, acting secretary.

Kansas Association of Fairs, Jay Hotel, Topeka, January 11-12; R. M. Sowble, Glascott, secretary.

Association of Tennessee Fairs, Noe Hotel, Nashville, January 11-12; Henry of Memphis, secretary.

Ohio Fair Managers' Association, Doshiel-Walls Hotel, Columbus, January 12-13; Mrs. D. Doherty Bell, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Johnson City, January 12-14; Missouri Hotel, Memphis, secretary.

Minnesota Federation of Fairs, Hotel, Saint Paul, January 15-16; Willard H. Bly, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18; Harry R. Kellogg, Hillsdale, secretary.

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

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

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

North Dakota Association of Fairs, Clarence Parker Hotel, Grand Forks, N. D., January 21; Dr. G. A. Oettinger, Jamestown, secretary.

Oregon Fairs' Association, Imperial Hotel, Portland, January 22.

Pittsburgh Preview

MOSSBANK, Sask., Dec. 18.—George Conner was re-elected president of the American Theatre Association. Archie Raddell is chairman of the secretaries' committee. It is expected to hold a fair next fall and engage a carnival.
Midwest Expo Hikes Strength

Aurora, Ill., Dec. 18—Aurora's largest show ever, the Midwest Interstate Fair, will open here today. The Aurora show is one of the largest in the Midwest, and it is expected to attract a large crowd.

The fair will feature a variety of events, including rodeos, horse shows, and agricultural exhibits. The fairgrounds will be open from 10 a.m. to 9 p.m. daily.

The Aurora Chamber of Commerce is sponsoring the event, and local businesses are expected to benefit from increased foot traffic.

PSCA Members Up With $1,500
To Pay Off One of Clut's Debts

LOS ANGELES, Dec. 18—Highlight of the annual three-day events of the Pacific Coast Showmen's Association was the record-breaking auction of machines, livestock, and other attractions. The sale brought in $1,500 to pay off an overdue balance.

The sale was held at the Los Angeles Coliseum, where thousands of people gathered to bid on the items. The highest bid was for a beautiful horse, which sold for $200.

Record Turnout Of Show Folk At WFA Session

SAN JOSE, Calif., Dec. 18—The most representative gathering of showmen ever to assemble in the Western Fairs Association was held here yesterday. The meeting was held at the Fairmont Hotel.

Among those present were members from all parts of the country. The agenda included discussions of current events affecting the industry.

Murray Amusement Opens April 16 in Bloomington, III.

BLOOMINGTON, Ill., Dec. 18—Murray Amusement Company, which operates the 12-story Murray Dome in Chicago, will open a new location here April 16. The new location will be at the corner of 12th and Main Street.

The new location will feature the latest in amusement rides and attractions. The company has been in operation for over 50 years.

Little Rock Kids And Adults Mourn Death of Mr. Alex

LITTLE ROCK, Dec. 18—Mr. Alex is dead. The kindy operator of the kiddie auto ride at Fair Park here died Tuesday night (7) of a heart attack. He was 72 years old.

His name was A. C. (Alex) Grahn, who had been a fixture at Fair Park for many years. He was known as the "kiddie king" and was much loved by the children.

Brandon To G.A. California Org.

SAN FRANCISCO, Dec. 18—W. Lee Brandon, for the past eight years head of the G.A. California, has announced his resignation. Mr. Brandon is the operator of shows in California and Nevada.

The announcement was made at a meeting of the Western Fairs Association, which is holding its annual convention here this week.

Brandon's resignation is effective immediately. A search committee is being formed to find a new executive for the organization.
PRICED TO SELL
CONCESSION TRAILER, DIPK, WHITE AND STEEL, NO ETCHING, 4200 EIGHTH STREET, ITHACA, NEW YORK. EXCITING CIRCUS RIDES, DIPK, WHITEx STEEL, NO ETCHING, 4200 EIGHTH STREET, ITHACA, NEW YORK.

RIDE ... RIDE
AT LIBERTY
FOR FALES AND SPONSORED EVENTS
FOR JUNE 15-21st. RIDE IN FIRST CLASS CONDITION, GOOD AS NEW, $4,000.00.

FOR SALE
8 MAJOR RIDES -- 25 FORTY-FOUR, STANDARD CAROUSEL, EACH SALE UNDERSTANDABLE, COMPLETE TRANSPORTATION SERVICE; 25-FOOT BUDDY BILLION, AND ALL AUTOMATIC, RECHARGEABLE TENDERS AND TRUCKS; FOR 1949, TOTAL RENTAL, $1,200.00, AND OVER.

C. COLEMAN

ATTENTION:
RAYMOND R. KYLE
or anyone knowing his whereabouts, please contact immediately, very important.

HARRY LOTTRIDGE
Galloos & Wilmer Bros.
New Orleans, La.

WANTED
CIRCUS AND FAIR RIDES FOR OUR OUTDOOR SHOW
FOR 1949. ATTENTION EVERYONE, OFFERED 25-FOR-FOUR, 75-FOR-THREE, 100-FOR-TEN, AND MANY OTHERS. RENTAL FOR WINSTON'S, BRIGHT STERLING, CANDY NATIVE RIDE, GOOD AS NEW, FOR SALE.

ART B. THOMAS SHOWS
LEXINGTON, KENTUCKY

CARNIVAL WANTED
FOR WINTER FAIR, BROOKLYN, N.Y. 1949.

WANT TO RENT YOUR TENT FOR OUR WINTER FAIR?
FOR WINTER FAIR, BROOKLYN, N.Y. 1949. WE CAN OFFER YOU THE FOLLOWING:

- 25-FOOT BUDDY BILLION
- 25-FOOT BUDDY BILLION + TRUCKS
- 25-FOOT BUDDY BILLION + TRUCKS + TENDERS
- 25-FOOT BUDDY BILLION + TRUCKS + TENDERS + SUTTER

CONNECTIONS
Carnival, Circus, and Fair Rides for Winter Fairs.

Contact ANDY B. FELDSTEIN
Manhattan, N.Y.

SECRETARY AVAILABLE
FOR WINTER FAIR, BROOKLYN, N.Y. 1949. A THOROUGHLY PROCORRECT LADY, TRUSTWORTHY, FOR THE FOLLOWING ADDRESSES:

BOX D-112
The Billboard
Cincinnati 22, O.

ALL ROADS LEAD TO
ST. LOUIS FOR NEW YEAR'S EVE

STATLER HOTEL — GRAND BALLROOM
12TH ANNUAL BANQUET AND BALL
INTERNATIONAL ASSOCIATION OF SHOWMEN
FEATURING MAMMOTH STAGE SHOW.

RECEPTION: 6:30
BANQUET: 7:30
DANCING TILL ???

MUSIC BY ART WERNER AND HIS ORCHESTRA

NO SPEECHES—JUST A REAL NEW YEAR'S EVE AFFAIR!

TICKETS: $10.00 PER PERSON, INCLUDING ALL TAXES
All Showmen's Reservations will be taken care of by wiring, phoning or writing.

INTERNATIONAL ASSOCIATION OF SHOWMEN
415s CHESTNUT ST.
PHOTO: CENTRAL 1135
ST. LOUIS, MO.

ST. LOUIS — WHERE SOCIABILITY REIGNS SUPREME

DICK O'BRIEN, for 12 years manager of the James E. Strates Shows, again has been contracted in that capacity for next season. It was announced at the recent outdoor meeting in Chicago, O'Brien is rounding out his 31st year in outdoor show business, having been manager and owner of varied attractions during that period. In the past he has served as manager with the John Francis Railroad Shows, Later Greater and Dodson's World's Fair Shows. After operating the famous O'Brien Minstrels, a two-car show, for a number of seasons, he built his own carnival, which operated successfully thru the South and Middle West.

Denton Builds New Ice Show At Atlanta Winter Quarters

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

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

Donahue Drowning Victim

ST. LOUIS, Dec. 18.—Jerry Dona-

hues, season secretary to Jack
Korie, Side Show operator, was
drowned in the swim pool at the El
Mirador Hotel, Acapulco, Mexico, De-
cember 9th. Donahue and Korie
were vacationing there. Korie op-

tained a Side Show and two other
attractons the past season at various
winter fairs where John B. Bryson
provided the midway attractions.

ORDER EARLY
TO ASSURE DELIVERY FOR 1949

"DON'T MISS THE BOAT"
4TH ANNUAL TOUR
WANT SHOWS — 116.
Girl, Pooey, Wild Life,
Fat, Furer Glass House,
Mechanical City, Lung.
CONCESSIONS —
Cockhouse, Diggers,
Snow, Freckly, Pro-

tests, Theatrical, Creas-

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NOW DELIVERING!
NEW
Apex 4 Star Carnival Wheels
Apex 5 Star Big Top BLOWERS
Complete Bins
Supsition, also
IN COLORS
CATALOG.

MORRIS MANDELL, INC.
36 E 13th St
New York 3, N. Y.
Phone 0-9112

HUBERT'S MUSEUM
238 W. 42nd St.
New York, N. Y.
Open all year round
West Fests and Novelty Acts
State salary and all particulars in first letter.

CALIOPE RECORDS
1617 Chestnut St.
Philadelphia 26, Pa.
All records in stock, all in original cases.
Will fill any order.
Write for price list.

NED DAVIS WANTS
Anything suitable for Hi-Way Museum,
Lambert Brothers, Hirth and Son, Schau, Winger, Alaska, Corner of 30 and 50 Hi-Way Fasting Cus-ton, Park City, Utah. Also want Rides for Kiddieland. Earl Capitol, write.

J. C. ADMIRE
Circus Bill Board
Cincinnati 22, Ohio

NEW BOOKING FOR 1949
Shows — Concessions — Ride Help
WM. T. COLLINS SHOWS
406 Erie St.
St. Paul, Minn.

E-Z WAY FROZEN CUSTARD MACHINE
Made by General Equipment Co., Indianapolis, Indiana. Used in the best parks; makes custards, shakes, and sodas; also makes ice cream. Lindsley and Sons, operates this brand new machine. Will locate it for you today.

LAMBERT BROTHERS
2761 Lyme Avenue
Houston, Texas

FOR SALE
1947 Model 10-30 Hi-Way Mo. Cir. Chairman, 6th Ave. 8th Street, Newark, N. J. 1946 Model 10-30, 10-30, 10-35. Will trade for old model. 55,000,000 miles. Or will take $2,500. Address.

HARRY ZIMMERMANN
Route 16, Box 919
West Huntington, W. Va.

NOW BOOKING FOR 1949
Shows — Concessions — Ride Help
WM. T. COLLINS SHOWS
406 Erie St.
St. Paul, Minn.

BUCK MCLeANAHAN, ride operator with Roger Custer Shows, shows a spring of beauties which he snagged on a recent picnical tour at Ararat, Tex., where he and Mrs. McGill are storing up the sunshine for the winter.

When monopolies visit another circus they usually are interested in the books the showmen have in their possession.

When Mr. and Mrs. Ben Weiss planned to locate the Weiss Brothers' clinic, Rochester, Minn., December 21 for their Miami home. Before going to Rochester, Mr. Weiss booked him with Dodson's Imperial Shows, and announced that he would operate that unit. He also has booked a bingo in Henness Brother's Shows. In addition to the bingos, he has bookings on other occasions at these fairs: Mattawa, for a three-day bingowin rich, Center Hill, Bensenville, Lugoton, York and Bloomsburg, all in one week; Trenton, N. J., Camden, Conn., Sparta, Conn., S. C., Macon, Ga., and Orangeburg, S. C. . Mrs. Dave (Bally) Stevens, wife of Dave Stevens, prominent concessionaire, is ill in New Hospital, San Antonio, Texas. Allen Eischauer, operator of a candy butcher shop for several decades, because of an independent concessionaire throughout the Midwest, has re- tired from active business and plans to remain at his Denver home. He is 68 years old.

"Confedered" is a dapper word meaning a couple of Jackpotteens met in a hotel lobby.

Visitors to the Shrine Carnival at Mobile, Ala., December 9-11, included Mrs. Marion and Mrs. Monterey, Harry W. Lamson, J. J. Millspaugh, Elmore Yales, Al Wagner, Eddie Lippman, J. R. and Walter F. Stevens, the Mike shows and some concessions were managed by Joseph S. McClure. At the July 1949 in charge of the midway, Wagner, who is a member of the Shrine there, participated in the Downtown annual parade, as did Police Commissioner Bult, a former member of the M. Allen, last season on staff of Carnival of Amusements, writes from DeLand, Fla., that he is taking life easy there this winter.

Frank W. Pepper, who operates a small winter unit in Louisiana, was recently married to a flying trip from the South to visit her.

GW. W. DAWE SHOWS
Now Contrasting for 1949 Season
ROLL-O-PLANE
FOR ENTIRE SEASON
Detroit 1, Mich.

FOR SALE
W. G. DAWE SHOWS
Motor Drive Equipment
15ft. long, 6ft. high, 2ft. wide, all in A-1 condition, ready to go.

HUBERT DAHLING
P. O. Box 11, RATTLEBANES, Fla.
Phone: Temple, Fla. W-4291

FOR SALE
1949 Winter Show Car, 4-4-20, NABORS R-Bar
Rides and Transportation A-1 condition and ready to go.

FOR SALE
1949 Winter Show Car, 4-4-20, NABORS R-Bar
Rides and Transportation A-1 condition and ready to go.

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Rides and Transportation A-1 condition and ready to go.

FOR SALE
1949 Winter Show Car, 4-4-20, NABORS R-Bar
Rides and Transportation A-1 condition and ready to go.

MERRIAM'S MIDWAY SHOWS
Want for 1949 Season
Shine Shows — Concessions
Open in April — Victory of Detroit
W. M. QUGN, Manager
2500 E. Warren Ave.
Detroit 1, Mich.

WORLD OF PLEASURE SHOWS
New contract called for 1949 shows
Concessions
Open in April — Victory of Detroit
W. M. QUGN, Manager
2500 E. Warren Ave.
Detroit 1, Mich.

CARBONS FOR 60" SEARCHLIGHTS
Type 1, non-reflectorized carbons, 25 sets in metal container, by E. D. E. Stewart. Each set 25. C. O. D. if desired. P. O. Box 112, Utah, 105.00. Or 3.50 each.
R. B. M. CORP.
San Diego 9, Cal.

WILL BOOK
Following Companies Contrasting 1949 Season
Billy Babb, Ringling Bros. — shows on all dates but Will Book;
D中途等, 20 contracts filled with others.

MAX EICHOLZ
1287 Green Ave.
New York 9, N. Y.

BLUE GRASS SHOWS
New Booking
Shine Shows — Rides — Concessions
For 1949 Season
ADDRESS: BOX 411, OWENSBORO, Ky.

HELP WANTED
Solo Agents for P.C. and Stock Stores: prefer men and with experience.
WINTER SCUFFLE AMUSEMENTS
Merrifield, La., until Dec. 20

WANT TO BOOK
The following Companies: H. F. Weiss Bros., Mack or Pab Bonding, Alley, Zingaree Car, Photo, Pa. Merchandise.

MIKE ZIEGLER
Redman Hotel

FOR SALE—ADULT CHAIRPLANE
1947 Gunther, (sale due Mar.), 125, Torr, St. unit, Butte, Mont.

S. J. SCHANTZ
Route 10, Box 278, Fairport, Mo.

LESLE'S TRAILER PARTS AND ACCESSORIES
Complete line of Trailer Parts and Accessories
A complete line of trailer parts and accessories shipped within 24 hours to all points in the U. S. A. With free catalog.

1920 Stewart Ave., E. W., on Highway 41 going south, Atlanta, Georgia. For price details.
ANCHOR TENTS
CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
AFTER ORDER RECEIVED:
SLIGHTLY MORE TIME
REQUIRED FOR SHOW TENTS
WIDE SELECTION OF MATERIALS
AND TRIM
ANCHOR SUPPLY CO., INC.
EVANSTON, INDIANA
School Tie-Up for Skating Set by Callahan's Rollery

WATSONVILLE, Calif., Dec. 18—A roller skating program for young people under the supervision of the city recreation director will be offered at Callahan's Rock Rink here, it was announced yesterday by Vincent Fontana, city recreation director.

The announcement followed a visit made by the office of the Superintendent of Schools L. J. Jones for the purpose of co-ordinating the program with the city skating officials and the student events of the high school.

Coopersmith Puts Out Thanksgiving Feed for Orphans

CHESTER, Pa., Dec. 18—Thanksgiving Day was an occasion at Callahan's Roller Rink here for some 300 orphaned and underprivileged children of Chester County when 400 guests at a turkey banquet and entertainment program offered by Special Leopard Roll Rink here by Jack W. Coopersmith, president of the rink operators of Pennsylvania and Maryland. At the close of the party Coopersmith brought in the boxes that the children brought back for a Christmas party. During the dinner the children (See Coopersmiths Page 17)

N. Y. SRSTA Mulls Garden Roller Show

NEW YORK, Dec. 18—The regular monthly meeting of the Metropolitan Chapter of the Society of Roller Skating Teachers of America (SRSTA) was conducted Thursday (2) at Grey Blades Rollerdome here. Most startling proposal of the conclave was made by Roland Cioni, manager and coach at Brooklyn's Park Circle Rink, that the skaters underwrite a giant RSROA show in Madison Square Garden. Cioni stated that this could easily be done by having each member of a card to invest $10 in the production. A return would be made to them when expenses had been deducted from box-office receipts. No action was taken on the Cioni suggestion.

The professionals agreed that their plan for inter-rink skate dancing petition, previously submitted by operators, should be resubmitted to them.

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

Rawson Closes Laboratory RUTHERFORD PARK, N. J., Dec. 18—(AP)—Rawson has announced that his laboratory here recently after a successful and busy season. The lab recently closed for the winter.

Sellout Show for Rainbow BERGENFIELD, N. J., Dec. 18—(AP)—Sellout to the house, some 700 of them, was occupied for Variety Skating Revue's annual anniversary program last Saturday night at Rainbow Rink November 27 and December 1. Rink Inspector Vic Shanley directed the 96-minute production.

Cap Sefferoiu Exits Droume CINCINNATI, Dec. 18 — C V. Cap Sefferino has announced his resignation as assistant manager of Sefferino's Rollerdrome here. Sefferino said he plans a vacation until after the holidays before looking for another position.

Forecast Better For Cut in Tax

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

Prior to Snyder's move, the American Municipal Association—body of mayors and other local office holders—voted to urge Congress to revise the excise tax structure so as to turn (See Outlook Better on page 17)

Steelman Has 12G Fire Loss CHARLES CITY, Ia., Dec. 18—The roller rink operated by Forest Steelman here was destroyed by fire recently. Steelman estimated the loss at $1,000. The building, 14 by 60 feet, was purchased by Steelman a year ago. He also operates a rink in Spirit Lake.

We Wish Our Many Friends and Patrons

A Very Merry Christmas and a Happy New Year

CHICAGO ROLLER SKATE CO.
MAGICAL APPARATUS

SAKOA WAREHOUSE SALE CATALOG 100100 5th Ave. New York 100100

MISCELLANEOUS

BUSINESS AND PERSONAL LETTER STATIONERY, BUDGET, $1.50 per box. B. C. Willard, Salesman, 2011 N. Kansas City, Mo.

ELECTRIC 48 BOTTLE MILK BOUGA-COLA is 

LETTERS AND CALLS

SALES OFFICE 2115 E. 13TH ST. KANSAS CITY, MO.

STEEL TANKS, STEEL, 10-20 TONS.

STEEL, RUBBER, ELASTIC, etc.

SALES OFFICE 100100 5th Ave. New York 100100

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED—RETAINING BELL ORGAN IN Goding, Oliver, Scott. B. C. Willard, Salesman, 2011 N. Kansas City, Mo.

Send for New Ring Catalog

Genuine White Zircles

Harry Mahren Ring Co.

New York 16

Fine Assorted

Chocolate


WANTED—ZIRCON TO ATTACH TO HUNGARIAN OLDamburg, 2011 N. Kansas City, Mo.

WANTED—XMAS IN '48 IN PCCFITE

PHOTO SUPPLIES DEVELOPING-PRINTING

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN NOW HAVE AN OFFICE-LIKE PRESS IN YOUR HOME. Make your own copies by this simple new process. Large and small, beautifully printed. Investigate today. American Mimeograph Co., 740 W. 59th St., New York City.

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YOU CAN NOW HAVE AN OFFICE-LIKE PRESS IN YOUR HOME. Make your own copies by this simple new process. Large and small, beautifully printed. Investigate today. American Mimeograph Co., 740 W. 59th St., New York City.
HELP WANTED—ADVERTISEMENTS
RATE—12c a Word . . . Minimum $2
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

VAUDEVILLE ARTISTS
DANCER — AVAILABLE ANYTIME. Male bar, rock and roll dancing. Will work in clubs, hotel lounges, etc. Also willing to work in radio and TV if needed. Box 203, Grand Rapids, Mich.

MUSICIANS

MISCELLANEOUS
Available — HARVEY THOMAS, VAUDEVILLE with name, viscous, dancers, comedians, Musician. Box 21, September 15, 1948.

MAGICIANS
FRANK B. MAESE-MENTAL ACT—JOHNSVILL, N. Y.

AT LIBERTY—ADVERTISEMENTS
5c a Word. Minimum $1
Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Thursday for the Following Week's Issue

NOW BOOKING 1949 FAIRS—COMPLETE

VAUDEVILLE ARTISTS

MAGICIANS

MUSICIANS

MISCELLANEOUS

NOW BOOKING 1949 FAIRS—COMPLETE

Toy Wholesalers, back issues of American Radio History.

VAUDEVILLE ARTISTS

MAGICIANS

MUSICIANS

MISCELLANEOUS

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VAUDEVILLE ARTISTS

MAGICIANS

MUSICIANS

MISCELLANEOUS

NOW BOOKING 1949 FAIRS—COMPLETE

Toy Wholesalers, back issues of American Radio History.
Fireworks
Chinese Firecrackers
1 Bundle of 1,280 1/2" Grackers $3.50
1 Bundle of 1,600 1/2" Grackers 4.55

Balloons
Latex Rubber
NO. K10—PER GROSS........ 1.25
NO. K20—PER GROSS........ 2.50
Cash With Order

Dayton 7, Ohio

Sensational
Jewelry Values
Newest Fast Selling Styles
• Engraving Jewelry • Rings
Identification Bracelets
Write for Catalog Now
State Your Business

HARRY PAKULA & CO.
50 Wabash Avenue, Chicago 2, Illinois

Free
Catalog
1,000 Bargains
In Our New
Beautifully Illustrated Catalog.
Write for Your
Free Copy!

Lakeview Sales Co.
1012 W. Belmont Ave. Chicago 13, Ill.

Announcing
Our New Catalog
Write for Copy
When Requesting Catalog
State Your Business

LEVIN
MILLION
No.
C.
Packaged
Assorted
Cives
Can
Full
Bulk
We
FOOTBALL
Vree
HARRY
TERRE
CO.
December
United

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Chinese Firecrackers
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Free Copy!

Lakeview Sales Co.
1012 W. Belmont Ave. Chicago 13, Ill.
LETTER LIST
(Continued from page 71)

MAIL ON HAND AT
ST LOUIS OFFICE
$90 Arcade Bldg.

PARCEL POST
Mariner, Mrs.
116

MARRIOTT, F

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 19 N. Y.

Adams, William
Hovey, Eugene A.

Albert, Edna
Haworth, H. R.

Alice, Mrs.
Isbacher, M. C.

ALLEN, R

Aloi, John A.
Johnson, L. M.

Allen, Richard
Koehn, W. K.

Alphonse, John
Koons, J. H.

ALLEN, T

Alva, John D.
Lambert, M. L.

Alverson, H. T.
Lambert, W. M.

AMERICAN SUNDAY SCHOOL UNION

Alexander, Alfred
Lawson, Mrs. H. R.

Alvin, Mrs.
Lawson, Emma

Alan, H. F.
Lehn, C. C.

AMHERST, S

Ames, William
Lewis, W. R.

Amick, John
Lockwood, A. A.

Ammons, Walter
Long, W. F.

AMMONS, A

Amos, A. W.
Lowe, C. R.

Anchorage, Alaska
Lowe, E.

Anderson, J. E.
Love, C. T.

Anderson, J. M.
Love, C. T.

Anderson, N.
Love, C. T.

Anderson, R.
Love, C. T.

Anderson, W. S.
Lowe, E.

Anderson, W. S.
Love, C. T.

Andrews, H. L.
Lowe, C. R.

Angell, Edward
Lowe, C. R.

Angell, H. J.
Lowe, C. R.

Angell, J.
Lowe, C. R.

Angell, W.
Lowe, C. R.

Ann, Mrs.
Lowe, C. R.

Antieau, C.
Lowe, C. R.

Anton, Mrs.
Lowe, C. R.

Anthony, A. E.
Lowe, C. R.

Anthony, J. C.
Lowe, C. R.

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Lowe, C. R.

Anthony, J. C.
Lowe, C. R.

Anthony, J. C.
Lowe, C. R.

Anthony, J. C.
Pipes for Pitchmen

By Bill Baker

ROBBIE ROBINSON... well known in the pitch fraternity, has been a regular member of the cast of Sparkling Time, video show every other Wednesday night over WGN-TV, Chicago.

You choose can make 1948 the best year yet.

ERIKSKYE YORK... veteran pipe man and sleet, reports from Camden, Md. that he disposed of his restaurant recently and is framing a new walk-up-thru trailer show. He also plans to do clown work in connection with the attraction and pitch items on the scene.

Christmas spirit is in the air.

E. E. ROBA COLLINS... pipes from Patterson, Mo., shipped to read pipes here from Dave Rose who was one of the best pitchers I ever saw putting out a merchandise package. Since closing with Bixley Bros. Circus, I've done nothing but stay at my home here in the Quarsh, 100 miles south of St. Louis. My parents' health is the reason for my layoff. There's a gale here each Saturday but no pitchers have been making it. Let's have more pipes from Sid Batterburg, Don Batts, Gene DalMar and my ex-partner, Gene Right.

New ideas pay off for you only when you try them.

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

Try your best and you're at your best.

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

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

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

Famous Last Words: "He al- long knows what to do with it and he talks to him."

JACK "LES" STOVER... works from Chester, Va., that the only thing left to do in Green restaurants in town are the hybrid cockroaches.

Fancy Freddie says, "He's one pitchero who doesn't let his brains loot on the job."

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

Shoe us a fine town and we'll show you a pitcher in it.

EDDIE TRUST... is reported to be pitching balls at the B. W. Grant store, Milwaukee, to good luck counts.

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

MERTON CRAIG... pipes from Port Henry, N. Y., that he has launched the Craig Bros. Show on its 28th season after trying his luck with circuses and carnivals. "After getting the show in the barn during the war," he says only, "and having with a few circuses and carnivals we played six stands in halls.

Drugs and amphetamines. Miniature monsters, multi-colored, rubber, blown when released in the air, and will stop anywhere. Low price only while supply lasts!

SPECIAL RUBBER MASKS. Two 12" and 15" rubber masks. Blow up and will stop anywhere. Low price only while supply lasts!

FROM THE OREGON COAST

**RINGS SELL ON SIGHT**

Stylish to Sold—Priced for Profit

One-of-a-kind rings below 15.00. All rings are one-of-a-kind designs. Outstanding values in rings. All rings are genuine and genuine. Low price only while supply lasts!

Write today for our big new 1949 catalog filled with these fine values and many, many more on all types of jewelry and accessories. Be sure you write today.

WRITE: Dept. 88.
**Grand National Again Cops Ad, Publicity Award**

(Continued from page 60)

were won by Calaveras County Fair; San Mateo County Fair; Keston County Fair; Napa County Fair; and the Los Angeles County Fair. John Knezevich, newspaper publisher and public relations director for Hollywood Park, told the gathering at the awards presentation that California had had more attention paid to it by the 1948 National Livestock Exposition. Actually, the different contests held by Knezevich to be the only equitable way of handling the matter. He said that it was too large an assignment for one set of judges to cover all divisions.

The co-operation given Fair managers by small towns was termed "amazing" by John Long, general manager, of the American Newspaper and Publisher Publishers Association, in an address before the assembly. This was largely due to the record-breaking 1948 fair attendance, he said.

**SALESBOARDS NATURAL!**

BRAND NEW 17-JEWEL GOLD-FILLED
**WACHES!**

National Advertising

This value puts a punch in your head operations. **When you purchase any** movement—tied and carded in U. S. A.

RIDGE VALLEY PRODUCTS CO.

890 N. Clark St.
Chicago 10, Illinois

**DOCTOR'S ORDERS**

A Million Laughs in a Can

$1.25. One can. 

CITY DIST. Dorns

Orders are accepted for the above shipment.

BELL'S MIRRORED-TIMBERED FRAMES

In light and dark colors. Also available in a number of other colors and finishes. Write or telephone for further information.

EACH PAIR EXCELLENT VALUE

**HELP!**

Why not MANUFACTURERS WHOLESALERS?

As an advertisement for your products, why not use the National Livestock Exposition in your own advertising? If you are interested, contact C. H. Hart, Manager, National Livestock Exposition, 340 So. Main St., Kansas City, Mo.

**KING DISTRIBUTORS**

160 W. 11th St.
Chicago, Ill.

**PITCHFORKS**

Here in 3, 6 and 9 foot lengths. Description 3 foot lengths to runs out. 9 foot length. In addition to the size of the pitchforks, the type of pitchfork also comes in different models. For example, one model is a walking 10 inch pitchfork, another is a 6 inch pitchfork. This is good, as an article for advertising.

**MIDWEST MERCHANDISE CO.**

100 BROADWAY KANSAS CITY, Mo.

**SENSATIONAL AT**

**$8.00 each**


Sensational February, 1948

**GRAND NATIONAL**

**AVERAGE CRACKER**

**$3.00 each**


Sensational February, 1948

**CUTPIECE VIEWERS — CHANGEABLE PICTURES — LATEST SENSATION — YOU CAN QUICKLY CHANGE THE PICTURES**

Now available, full color, 100 pictures, stereopticon, 5 cents. Sample offer—2 samples viewers and 5 package slides for prepaid, $1.00. Full line of cutpiece viewers for 1 cent each. Extra color slides 5 in package, 25c. 60 for dozen package.

**JOBBERS AND DISTRIBUTORS WANTED—WHOLESALE QUALITY PRICES**

All merchandise well packed if cash accompanied order. C. C. accepted and 25c deposit required.

**RUSH ORDER — GO ON THE RANDBAEGN — IMMEDIATE SHIPMENT.**

PARKCO SALES CO.

LOS ANGELES, CALIF.
SALEBOARD SIDELIGHTS

Universal Distributing Company, St. Louis, announced the appointment of Thomas F. Collins as sales manager west. Firm handles a combined line of boards, ticket deals and premiums. Joseph Berkowitz, head of Bode-day Products, Chicago, and Universal Manufacturing Company Kansas City, Mo., is in a whirl these days, preparing for his two-firm exhibit at the Chicago board show at the Sherman, January 17-19. He states that finishing touches are being given to a series of revolutionary products which he and his associates have designed for 49. Berkowitz says that the new members are "a complete departure from anything on the market at this time." They will be unveiled in rooms $404 and $404 at the Sherman showing, and free food and drinks will also be on the menu.

Harold Box, Pioneer Manufacturing Company, Chicago, vice-president, took off on a two-week Southern trip Monday (12). He expects to return to time to "spend the holidays at home." "Manny" Gutterman, Harlich Manufacturing Company's (Chicago) traveling salesman, flew back to town last week and again hooked up plans to list off on another coast. "No Man's land" on the starboard side he operated, after that old rolling stone says, he is covering St. Louis, Kansas City, Omaha and "polish those home" deams.

IF?
You Want Fast Delivery
Beautiful Saleboards
Full Count Jar Deals
FAIR PRICES
Write
We've
GALENTINE NOVELTY CO.
322 E. Colfax Ave., South Bend 24, Ind.

PUNCHBOARD SALESMEN
WANTED
LEADING MANUFACTURER, FULL LINE, GOOD COMMISSIONS.

States Available: ARKANSAS, COLORADO, IOWA, KANSAS, KENTUCKY, MICHIGAN, MISSOURI, MONTANA, NEBRASKA, NORTH DAKOTA, OREGON, SOUTH DAKOTA, TENNESSEE, WASHINGTON, WISCONSIN AND WYOMING.

New, sensational numbers being readied now for the January buying spree. Get your liberal part of their sure sales.

WRITE BOX 238
c/o Billboard
155 No. Clark St.
Chicago 1, Ill.

SALEBOARDS—ALL ORDERS Shipped
Same Day Received

Want Experienced Punchboard Salesman
In replying give age, marital standing, education, present and past employers, exact territories and length of time covered, etc. Write freely and frankly. This is a high-grade position for a high-grade man. Your letter will be kept in strict confidence.

BOX NO. 238
c/o The Billboard
155 N. Clark St., Chicago

START 1949 WITH A BANG!

MERRY CHRISTMAS!

BEAUTIFUL ATTRACTIVE COLOR SCHEMES
JUST RE-ORDER TICKET REFFILLS AND JACKPOT CARDS WHEN NEEDED. THE BOARDS CAN BE USED MANY TIMES.

FROM CHEERFUL CHARLEY

TAKES IN 1200 TICKETS
@ 25c
PAYS OUT (AVG.)
221.02
PROFIT (AVG.)
$.74.98

100 WINNERS

IMPORTANT NOTICE
FOR MORE PROFITS IN 1949

Don't fail to see Universal's Display of New Hot Deals in the Ticket Line and Bee Jay's Display of Colossal New Boards at the Sheraton Hotel, Rooms No. 3403 and 3404, in Chicago, January 17, 18, 19, 1949.

SPECIAL NOTICE

We are bringing with us to the show 12 complete New Deals (especially good for closed territories) never before shown to the public. There will be no samples or literature of these items until the show, so make it a must to see us. Be the first with latest. It's a must.

UNIVERSAL MANUFACTURING CO.
"THE WORLD'S FOREMOST MFR. OF JAR GAMES"
405-413 E. 8TH STREET
KANSAS CITY 6, MISSOURI

SALESBOARDS—ALL ORDERS Shipped
Same Day Received

SALEBOARDS—ALL ORDERS Shipped
Same Day Received

WE'RE probleins your order for Bee Jay's. Maine-ly, we'll send them and use the trees for the sale. The fibers are too expensive for the price.

GIVE TO THE DAMON RUNYON CANCER FUND
Callahan's Rollery
In School Tie-Up

(Continued from page 67)

with the high school recreation office. The club will meet Sunday after-
noon. Those who wish to sign for Sunday afternoon roller skating may
sign without joining the club, but registration is required, Fontana
said.

MONTEREY, Calif., Dec. 18.
Northern California members of the United Rink Operators met November
10 at the Chamber of Commerce. Supervisor Donald G. Roberts of the De-
partment of Recreation and Robert's Del Monte Roller Rink of our city
discussed problems in school roller skating. It was agreed that classes
ought to be instructed by qualified teachers only. The plan for profes-
sional classes should be instructed

by qualified teachers only. The plan for profes-
sional classes should be in accordance
with rules of the Amateur Athletic Union, which governs school skating
in the country.

In attendance at the meeting were Anthony Callahan and his mother, Auditorium Roller Rink, Watsonville; Mr. and Mrs. George Glenn, Salkawe-
yaw; Merced; Mr. and Mrs. Clifford Torkeschi, President; Mr. and Mrs.
Gilbert, and W. S. Van Winkle, Port Chicago.

COOPERSMITH PUTS
(Continued from page 67)

were joined by the best-known personalities, including Cowboy Adam,
Slim, the Drifter. Cowboy Jim, Cooper, and more. The entire program
was broadcast by Station WVCJ. During the banquet Cooper

made a Thanksgiving address over WVCJ and WPFA in which he
urged citizens to give assistance to public institutions caring for the
children. The address was reprinted in the next day in The Press. Two
children spent the remainder of the afternoon roller skating. It

was eliminated by a skating show, in which the grand prix winners,
champions took part, and refresh-
ments.

Minoula's Gobbler Parties

MINEOLA, L. I., N. Y., Dec. 18.
Earl Van Tool, operator of Mineoula's Gobbler, gave away 21-pound tur-
tkeys at two parties held prior to Thanksgiving. Wednesday night
(34) birds were awarded to adults as
door prizes. The preceding Satur-

day, 117 turkeys were given to children, with three girls and three boys

splitting six lunches each, with

them for finest, most original and

funniest costumes.

AREA CHAIRMAN
(Continued from page 68)

ager Carl Mills, Calaveras County Fair, "Holiday From Things" lun-
cheon on Wednesday was attended by Member S. A. Donner, Yolo Coun-
ty Fair, horse show.

mite Heads
Other committees chairman included
Publicity Director Al Bubik, Santa Clara County Fair, public addresses;
press-radio prize presentation; Man-
ger Sam Kellett, Napa County Fair, November symposium; Public

ity Director Fred Gray, Grand Na-

tional Fair, public relations and con-
tests; General Manager John Williams, California Newspaper Publishers
As-

sociation, to report on the Survey;
Secretary-Manager T. A. Dodge, Fresno

County Fair, racing; Secretary-

Manager Glen Whitaker, San Mateo

County Fair, registration; Secretary-

Manager John Fritz, Orange County Fair, showmanship judging; Presi-

dent John Lagemann, Ventura

County Fair, resolution; Assistant

Manager George Wise, Santa Clara County Fair, Fairman's Fair.

Wanderland Exhibits, and President
Paul Mammen, San Diego County Fair.

Some 408 of the 500 anticipated delegates were on hand for registra-

tion opening day (7) and the evening banquet was served in the hotel's
Thompson Hotel's Empire Room. Follow-

ing the dinner, Abel & Nelson book-

king agency, produced a show composed of Don Zelaya, concert pianist,
and Bert Henderson, impersonations.

Film Shows

After general discussions the dele-

ted split into three motion pictures pictures made by the following fairs: Los Angeles

County, California State, San Joa-

quin County, Humboldt County

District, Chico, and the Calaveras

County Fair.

Highlight of the convention's third
day was the "Holiday From Things"
show, held in the cow barn of the
Santa Clara County Fairgrounds

adjacent to the city. To carry out the

theatrical effect, the buildings were plant and stage.

An estimated 300 attended.

The luncheon program was em-

closed by the chairman of the Fair's

Fair's Fair opened in the city audi-
torium where some 500 commercial

exhibits were set up over a 6,500

square foot area.

For the general meetings Thurs-

day and Friday, and the awarding of

prices, the convention closed with a

of film shows and show at the Ha-

tian Gardens.

LOW SPEED EVENTS
(Continued from page 68)

skaters are turning to racing that it has been decided to close the season
January 1 for the remainder of the season because competitors could not
be accommodated, said President

Currenty there are at least 155 racers compete

in 10 or more events at the bi-

weekly meets.

Edwards also reported that the races are attracting a large following of spectators who travel to the vari-

ous events in buses along with compet-

itors, some traveling as much as

200 miles to view the contests.

LUTPLOW 3D HIGH

(Continued from page 69)

miles. B. A. Price, Covina, Cali-

fornia, reported J. H. Rundell, Cali-

fornia, 68; John Purdy, Kreinhed,

Peter Allen, Austin, Minn., 65; Richard

Dunlop, Chicago, 55; C. J. Coddington,

Givens, Plantsville, 60; James A. Weyl,

Woodruff, Grand Forks, N.

D. Lewis, Madera, Calif., 55; R.

S. Martens, Minneapolis, Minn., 13; Jack Brad-

ley, Victorville, Calif., 10, and Charles

Walters, 13.

"BABY BOOK"

A small pocket sized card suitable for closed territories. Board is a 1,000-

inch square and can be sold for sale and your own source

baby him with your own name and address

Fill in your own name and address

on each card. It is beautifully embossed in gold lettering.

100 x 8 HOLE THICK. FORM NO. 1195
HARLICH
MFG. CO.
150 North Homan Avenue
Chicago 24, Illinois

WFA FAIRS SET DATES
(Continued from page 69)

Jan., 10-26; Lassen County Livestock
Fair, Riverton, Calif., Saturday, Jan.

20; Prairie St. Char., Saturday, Jan.

20, 1949; Aliso, Calif., Dec. 31, 1948;

Feb. 23; Lompoc, Calif., Jan. 26, 1949;

Feb. 24; Santa Clara Show, San Jose, Septymes, 29, 1949; San Diego County

Fair, San Diego, March 4, 1949; San

Francisco Farm Show, San Francisco,

March 29; Sonoma County Fair, Room,

April 11, 1949; Calaveras County Fair,

San Andreas, April 26, 1949; Glenn

County Fair, Orland, April 27, 1949;

Yolo County Fair, Woodland, May 15,
1949; Santa Clara County Fair, San

Jose, September 18; Humboldt County

Fair, Arcata, September 22; Mendocino

County, Lakeport, September 25; Mar-

sella County Fair, Occidental, Octo-

ber 13-16; Orange County Fair, Garden

City, October 13-16; Santa Clara Coun-

ty Fair, San Jose, September 29; Santa

Mateo County Fair, Half Moon Bay, Arab-

September 27-28; San Francisco County

Fair, San Francisco, September 29-30;

San Joaquin County Fair, Stockton,

September 30-October 2; Kern County

Fair, Bakersfield, October 5-9; Los

Angeles County Fair, Pomona, September 30-October 8; Mendocino County

Fair, Ukiah, October 3-5;

Marin County Fair, Kentfield, October
27-31; Contra Costa County Fair, Pitts-

burgh, October 3-6; Santa Barbara

County Fair, Santa Barbara, October
12-16; Marin County Fair, Kentfield,

November 13-17; Placer County Fair, Roseville, November 15-17; Tuolumne

County Fair, Sonora, November 16-

18; Nevada County Fair, Grass Valley,

November 18, December 1, 1949; Santa

Barbara County Fair, Santa Barbara,

October 16-18; Lis Grass Valley Fair, new

location; Butte County Fair, Chico, October 22-24; Lake County Fair, Lakeport,

October 29-31; Santa Clara County Fair, San Jose, September 18; Mendocino

County Fair, Fort Bragg, September 23-

25; C. H. M. Fair, Modesto, September

23-25; Tulelake, September 30-October
1, Central Washington Fair, Ken-

nebec, September 29-October 1; Mat-

eska County Fair, Yreka, September

29-30; Siskiyou County Fair, Weed,

October 19; Ashley, September 18-20; Los Angeles County Fair, Pomona, 1949

Fair, September 29-October 5; Kern

County Fair, Bakersfield, October 16-

18; Sacramento County Fair, Davis,

September 29-October 1; San Mateo

County Fair, Half Moon Bay, October
13-16; San Diego County Fair, San

Diego, October 16; Santa Clara County

Fair, San Jose, September 18; California

State Fair, Sacramento, October 18-20;

San Francisco County Fair, San Fran-

cisco, September 29-30; Sonoma County

Fair, Santa Rosa, September 29-30;

San Francisco County Fair, San Fran-

cisco, September 29-30; Contra Costa

County Fair, Pittsburg, October, 1949;

Marin County Fair, Kentfield, October
27-31; Contra Costa County Fair, Pitts-

burgh, October 3-6; Santa Barbara

County Fair, Santa Barbara, October
12-16; Lis Grass Valley Fair, new

location; Butte County Fair, Chico, October 22-24; Lake County Fair, Lakeport,

October 29-31; Santa Clara County Fair, San Jose, September 18; Mendocino

County Fair, Fort Bragg, September 23-

25; C. H. M. Fair, Modesto, September

23-25; Tulelake, September 30-October
1, Central Washington Fair, Ken-
DETROIT
OPS LOOK '49
Music, Games
First To Show
$$ Increased

Vender Interest High

By E. F. Reeves

DETROIT, Dec. 19—The tone of the coin machine industry in this area is definitely more optimistic at this time than it would have been in a survey only a few weeks ago, the pick-up coming chiefly in the trade in games and fields. Actually, the building up of game governmes is in large part due to gross increases, but it is an encouraging sign, after a year that saw many machines folded in the industry before 1947.

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

Notwithstanding, there is a general retail business, discounting the Christmas shopping boom, give grounds for these beliefs, with the (SeeamusGames on page 80)

Cut Proposed
Coin Machine
Tax in Akron

Exclude Vending Units

AKRON, Dec. 18.—A watered-down version of a proposed tax on all coin-operated mechanical devices, and eliminating vending machines entirely, was received for presentation to the city council here.

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

At first, it was proposed to license every vending machine, even those dispensing postage stamps. The proceeds were to be used to help defray the cost of the $2.50 proposed tax on the machines.

In 1943, when the city attempted to impose a $20 annual tax on the machines, the ordinance was not agreed to by the machine operators that the ordinance was "unconscionable and vague" and dismissed it as being illegal.

Ask Fair Tax

This year a group of councilmen had hoped to boost the city's income $40,000 by taxing coin machines. The plan was to "put a $10 license on each machine, p", or an additional 5 per cent amusement tax on the jube boxes and pinball machines.

Vending machine operators protest. Many of the machines would be withdrawn from their locations and the estimated $40,000 would be cut in half, they warned.

A reasonable tax of $5 per machine. (See CUT PROPOSED on page 80)

BAYONNE, N. J., Dec. 18.—The National Committee of Electric Coin-Operated Amusement Machine Companies here will enter the coin-operated amusement game business in the Garden State with the launching of a bowling alley at Coin Machine Institute's (CMI) exhibition in Chicago's Hotel Sherman, January 17-19. Elco, well known as the designer and builder of PT boats and as a manufacturer of motor cruisers for 56 years, purchased the bowling game from Strike, Inc., Jersey City firm which introduced the game at the 1949 CMI show.

During the past three months, Elco and Strike and Harry Lahr have been developing work to improve the device. Raymond Loewy Associates were called in to style the cabinet. Elco's experts believe that the machine operators believed that their multi-million dollar company would be the largest concern supporting the amusement game industry, Preston Sutphen, vice-president and general manager of the Bayonne plant, said that the game will be called Elco-Bowl, is 18 feet long, 80 inches wide, and uses small balls that were used in the 56 alloys Strike actually completed. Elco plans to sell the bowling game to the neighborhood of $3,000 or $1,000.

Sutphen said that the company's policy is to have a policy of keeping the game line mapped. Elco's own selling organization, Sutphen said, will be expanded by connections with game operators and other individuals in the coin machine industry. The CMI organization will be enlarged before and during the CMI show, Sutphen said.

Maple Alley

Elco-Bowl has a maple alley bed, being slightly thinner than the scale of a standard bowling alley. It has an electric pin mechanism, down the alley, down the electrically controlled pin images where strikes and spares are automatically tallied, the pin illuminated screen. The game operates on a dime and the playing cycle is from two to five minutes, depending on the half minute.

The Elco-Bowl division of Electric Coin-Operated Machine Institute was established in Bayonne in 1924. Since that time it has maintained its reputation as one of the leading machine manufacturers.

III Weighs
New Freight
Rate Boost

WASHINGTON, Dec. 18.—Inter-state Commerce Commissions (ICC) is weighing the railroad's request for a new 13 per cent rise in freight rates for the year. Tests are being made in the hke last week from rail representatives. Meanwhile, the Office of Defense Transportation (ODT) said that under Commerce Department's steel alloy steel, the ICC said it will take 255 acres to fill freight car requirements.

Rail representatives told ICC that the 13 per cent increase can be borne by the passenger and industry "without detriment." Because of anticipated wage increases, railway management favored the hike last week from rail representatives. ICC said it was financially strained for the roads unless the rise is granted.

ODT Director J. M. Johnson said that Commerce's program of supplying steel to permit the construction of the new steel railroads at least 4,000 cars short of requirements. A minimum of 8,000,000 cars steel is the figure generally accepted as being required to meet present-day demand of steel. (See WASHINGTON on page 769)

Philby Stores
Revive Midget
Movie Machs.

See Year-Round Play

PHILADELPHIA, Dec. 19.—Proving that ingenuity on the part of an amusement machine operator will allow him to find profitable locations, a real scoop was lately given in the field of coin-operated midget movie machines at many children's wear and specialty stores around the city. The machines carry a tag that they are distributed and operated by the Capitol Projector Company of New York City.

While the coin-operated machine operators have long been in discard at locations here, their reintroduction at this time in the children's wear and specialty stores has made them a profitable operation. Ample the nickel movie machine, at least among the adult use, temporary steps have been made in the game, so that even 4 and 5-year-old can step up into the peep holes for a full view of all the movie enjoyment.

Flints for the midget movie machines will be all family fairs, department stores with most of them billing a Santa Claus film and a local film subject in each machine, but (See PHILBY STORES on page 97)

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

MINOEA, L. I., Dec. 18.— Nat Faber, of Ozone Park, was acquitted of charges of gambling Thursday (9) by a Nassau County district court judge John P. Donohue to over a game of poker to which he was playing in the home of his landlord. The poker table was games of skill, before it returned a verdict of not guilty.

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

Test Case

The trial was considered a test case for many arcades on the Long Beach area who have operated games in the past. Poker roll games have not been permitted in the Nassau County proceedings. At 19, 1947. At that time the district attorney's office raided Faber's concern and by all the Long Beach, and seized several machines.

In his opening address to the jury, defense counsel Edward J. Neary, pointed out that Faber had operated under a license issued by the raid. Faber's son, Stanford, and Stanford's wife were co-defendants in the trial.

At one point in the proceedings defense counsel alleged that he couldn't control the balls used in the games once they were on the screen. In the playing surface, played a demag-
Shoeshiners Spotlighted At Convention

Average Price Tag Down

CHICAGO, Dec. 18.—Automatic shoeding equipment took up the 1948 NAMA show by force this week (12-15) with a record number of manufacturers displaying machines. Six firms presented models, unchanged from 1948, improved 1948 machines, and one unit was unveiled by a new firm in the shoeing field. While shoeshiners, manufacturers agree, still do not give a hand-shine in spite of improved mechanisms, they do offer a job for cheaper service. With repeated polishing by the machines, shoes will appear in a smarter condition than after the first two or three shins, it was pointed out.

Prices Down

Prices on the whole have dropped from last year, with machine prices ranging from a possible low of $200 to a top of $300. All manufacturers claim delivery on a no-wait basis, stating that production has been set up on a steady level. With the shine price almost uniform at a dime (all units with the exception of machines equipped with 10-cent coin chutes) it was nevertheless made clear that machines could be ordered with (See Shoeshiners Get on page 82)

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

Operators Go All-Out for 100-Cent Vend Pack

CHICAGO, Dec. 18.—The NAMA convention Wednesday (15) stressed increased efficiency in operation of a route, brought forth the fourfold conclusion that strict inventory control, proper service procedures, Coin Changer Use Stressed At NAMA Meet

Bow Mechanical Units

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

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

New Machines at $495, Construction Details Studied

CHICAGO, Dec. 18.—With beverage venders, ranging from cup and bottle soft drink units to hot coffee-soup and juice machines dominating the exhibit room of the annual trade show last week, the undercurrent of this week, the undercurrent of the show was the fact the efficiency of this phase of the industry as they were with the costs involved. Operators viewed new units with one thought uppermost in their minds—how much? And while most units on exhibit were new or introduced trade carried list prices similar to those at last year's show, the $1,085 and up prices that were being quoted on '47 had all but disappeared as the '48 showing got under way.

Single-flavor units, selling at $495, drew a great deal of attention from many of the visiting operators, who viewed such a unit in the Practical Products booth on the fourth floor exhibit hall where the Refresh-o-Mat was unveiled, and in a seventh floor exhibit room where Stewart Products Corporation displayed its S-500C model. Operators heard Sam Krenke, head of the company's Products engineering, say that the Refresh-o-Mat was already in production and that deliveries on the low-priced unit would start within 30 days. The Stewart Products exhibition room was a feature of the National Automatic Merchandising Association (NAMA) convention. Eight representative operators, who addressed the session and later an-

Increased Efficiency In Operating Procedures Is Highlighted at Gig Meet

Only Way to Realize Top Profit Say Industry Leaders

CHICAGO, Dec. 18.—Cigarette machine operators were urged to tighten up all phases of route management, including stock control, service, maintenance and the expansion of sales. These suggestions were made at the cigarette session held Tuesday (14), a feature of the National Automatic Merchandising Association (NAMA) convention. Eight representative operators, who addressed the session and later an-
Detroit Ops Look to ’49

Music, Games First To Show

Vender Interest High

(Signed) from page 78.

Vending trade for this year is expected to be
point lower. However, there have been some
efforts since the election of industries
interests to the coin machine field to raise the
probability of a roister future.

In the coin industry, in general, there is
a feeling that the market has been
down, under last year—but in the past few
weeks reports of the
gradual upturn in business have come in from
many parts of the country.

The traditional pre-Christma slump in
the show business has been
but it appears that the existing field of
amenities is far from being the only
reason for a decline in industry
activity. The outlook is far
back in the coin machine field.

Manufacturing

The manufacturing end of the
industry, while not too active in
Detroit at this point, presents an
encouraging picture. An
increased output is being reported by the
major manufacturers, which is expected to keep
up the pace for the next few months.

In the coin machine field, production is
steadily increasing, but there is a
slowdown in the production of newer
models. As a result, the cost of production
is expected to decrease in the near future.

The industry is also experiencing a
shortage of raw materials, which is
expected to continue for some time.

Vending Scene

The vending scene in Detroit is
now booming with activity. The
major manufacturers are
increasing their production rates, and the
number of new coin-operated games
is increasing.

The outlook for the industry is
optimistic, with a steady increase in
interest expected in the near future.

Sanitation, Equipment, Potential Locations Discussed

CHICAGO, Dec. 18.—Sharply
discussed at the meeting was the
question of sanitation and equipment
problems and the general operator
theme of increased efficiency which
dominated the NAMA convention
agenda. The cup beverage session this
year was held in conjunction with the
record attendance at the
meeting. Manufacturers and
suppliers were invited to attend the
session, which is expected to
be a major event in the
development of the coin machine
industry.

Unlike the 1947 meeting, when
operators heard experts discuss
new and unannounced equipment which
was available at the show, this year’s
topic was the acceptance of
new equipment. The focus was on
the development of new
models and the improvement of
equipment design.

The new models featured
smoother, more efficient
machines, which will be
welcomed by operators.

In addition, new
equipment was discussed, including
the development of new
models to meet the
changing demands of operators.

Electric Cigarette Venders

Dominate Displays at NAMA Show; Production Skeds Set

Mechanical Units Also Featured at Low-Priced Buyers

CHICAGO, Dec. 18.—Electric
cigarette machines have captured the
attention of displays at the
NAMA show this week, with
producers showing some equipment
introduced a year ago, but with all
units either already in production or
scheduled to go into immediate delivery in a
short time.

Several manufacturing companies
have introduced new models to meet the
needs of operators desiring lower-
priced equipment. One of the
major manufacturers introduced a
mechanical model of a machine
which was designed to be
less expensive.

The new design features
reduced parts, which will be
beneficial to the operator.

The machine is a nine-column unit,
35 inches high, 27 inches wide and 17
inches deep. It is equipped with a
coin box on the side, which is
expected to be a popular feature.

Priced at $127.50, the deluxe model
also features a new “location-getting”
device which will be of great
interest to operators.

A separate coin receiver,
accepting one-cent and
nickel coins, is also available.

(See SCALE COMMAND on page 87)

Further Expansion Planned

CHICAGO, Dec. 18.—Four new
cup vending machine lines have been added to the product
line being handled by the export and
distributing division of the
Simplex Distributing Company here, according to George E. Firestone,
the manager of the company. From
this week, until January, Simplex has
been handling the Wurlitzer phonograph division of the
company. Simplex will continue
handles that part of the business.

Routing of the addition of the cup vending
machine lines will not interfere with his company’s dis-
tributing program for Wurlitzer.

The Hillsboro Distributing Company’s
export department, headed by Jim Davran, was
formed in January, 1947, to sell and ship
up equipment to foreign buyers.

The distributor of the cup vending
machine lines will have the
responsibility of handling the
Vending Machine Lines

CHICAGO, Dec. 18.—While scale
exporting is expected to play a
major role in the 1948 NAMA
convention and show, the
manufacturer of a small number of firms showing their
wares, operator interest was high in the
field of cup vending machine
lines. A number of new vendors were
introduced to the market, and
operators were shown new
models.

The cup vending machine lines
are currently available from
December 31 thru January 1, and the
operators are being encouraged to
use the equipment.

The new models feature
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Wide Range Covered at Cup Beverage NAMA Sessions

(Continued from opposite page)

Cup Corporation, stressed the fact that everything that is being done (by the division and manufacturers of cup vendors) is for the ultimate use of the operator. Indeed, he said, sales figures that these results will be reflected in better operations in the future.

Still, however, he was unable to tell the operators just what the programs would actually mean to them in the future. "There is still much work to be done," he said, and added that the response of the division should be expected to reveal the information.

Sanitation

Bringing the sanitation problem into the meeting, Regis Parks, Speer Corp., Inc., who is chairman of the cup vending research division, was the next speaker. Speaking from the job ahead, Parks prefaced his remarks by stating that the sanitation "issues are confused on the part of health officials and the cup vending industry."

Only thru co-operation with health officials can the cup beverage vending industry now, said Parks, who added that health officials, in turn, have pledged their co-operation to the vending industry.

Parks reported that the division had selected Sol Pincus, New York consultant, to make its sanitation survey and that after three months of intensive work, Pincus had made his report. While the report was essentially a technical one, delving into the engineering aspects of equipment as well as sanitation requirements throughout the country, Parks quoted a portion of the report which stated:

"It is our conclusion, as a result of investigation, that most types of machines manufactured will be acceptable with minor changes at the most."

Maintenance Interest

Parks said that operators of cup beverage machines should show a greater interest in maintenance of equipment on their routes, and added that manufacturers should help in this program. He pointed out that clean machines well serviced, would be influenced health officers favorably. Maintenance and operators alike should police their industry as far as maintenance is concerned, Parks said. Maintenance buyers can help by setting up easier and better service routines, while operators should exercise closer control over their services.

"Remember," concluded the report, "customers are cautious, but will co-operate (with those operators who keep their machines clean)."

Unexpected Speaker

Deviation from the schedule, Williams at this point called upon Homer Calver, of the Paper Cup and Container Corp., to the roaster in his seat in the audience. Calver, who is secretary of the institute's public health committee, a pioneer in the field of sanitation and has long worked with health officers throughout the country, spoke briefly, but to the point.

"Your industry," he said after a

short preface, "is vulnerable, not only from a health standpoint, but to taxation. In considering that, you must think of the future. If you can meet health requirements, you can make that profit later on."

By building and maintaining good equipment, Calver said, a defense against restrictions from health departments is established.

Calver concluded his talk by saying:

Restaurants recognize the vending machines as competitors. They are putting their house in order (health-wise) and you had better do it too—now. Then you can promote your business as the cleanest way there is to buy food or drinks.

Coffee Operation

With the completion of Calver's talk, the meeting switched from a manufacturer to an operation view. First to speak to the audience as an operator was Herbert S. Kohn, head of Kwila Kafe, Chicago, whose topic was "An Operator Looks at Coffee Vending."

Actually, Kohn did more than look—he offered interested listeners a well-received picture of his operation, starting his talk with the statement that he had entered the automatic vending field just a year ago, purchasing his first two units at the 1947 Chicago show. "Today," said Kohn, "we have 20 machines, and, with the operation last November, we averaged 245 cups a day per machine."

"Café coffee is very well received," he continued, "and is not a passing fancy. Vending hot coffee thru a properly maintained machine is a service the customer expects to stay. The units we operate are now doing more business than those we did back in January and February of this year."

Regarding customer complaints, Kohn said they are often mine, and in the majority of cases, can be forgotten. Heavy industrial locations are the best, he reported, because the service spots are most good. Office locations, at least in his operation, are not profitable, and he pointed out that in one such location, where 700 workers were operating, the machine yielded only 100 to 150 cups a day. He added that this point, stressing that the machines were doing a greater volume now than they had when he placed the first machines there in November, he had 18 units operating in dispensing a total of 11,807 cups of coffee.

Other Locations

Kohn said that theaters had not proven to be very good locations for hotels or cafes, or even coffee stands. He was unable to tell the audience just what these theaters were doing, but he did say that he had 10 per cent of his machines installed in theaters where the coffee was not doing very well.

Locations for coffee vendors are not difficult to find, asserted Kohn, but in industrial locations, there are machines sold to chains, and even some-owned companies or coffee manufacturers, of whom the coffee machine, must be sold to those companies. Kohn illustrated this point by saying, "If you were to go to a coffee stand and order a cup of coffee, the coffee machine must be sold to you a half a dollar's worth of coffee."

"The greatest market for coffee," he added, "is in the 1 and 2 cents per cup range."

Break-Even Point

Kohn said that 180 drinks per day per machine was the break-even point. In his operation, he said, this would cover everything except the maintenance of the machines. His present staff, said Kohn, could handle up to 40 machines.

(See WIDE RANGE on page 98)
LIQUIDATION SALE OF 800 BRAND NEW STAR 5¢ CANDY BAR MACHINES

MADE OF ALUMINUM
WEIGHT—4½ LBS.

3 COLORS, RED WHITE & BLUE

Designed to sell Hershey's and many other 5¢ bars in smaller type locations where a high-priced multiple column machines would be prohibitive. 1,000,000 Ed locations.

IT'S UNIQUE—Has only 3 moving parts—wheels or gears — no push or pull rods to get out of order.

Rejects under-weight and undersized slips. Returns coins when empty.

GUARANTEED

SIZE: 6"x4½"x1½"

YOU SELL the 800 machines at $35.00 each, our nationally advertised price, and make a profit of $12.40. YOU GET FREE, all drawings, steel dies, locks and special supplies that cost at $11.106. Total, $23.50. And you should have a SWELL LITTLE MACHINE to manufacture and sell for 50 years to come.

In 5,000 quantities, they can be made for 29¢ each, maybe less in your city.

Arrange to visit the factory and see them manufactured with your own eyes. Inspect, double check and prove every statement in this ad to be true. Bring your own attorney or hire one locally. This deal WILL STAND INVESTIGATION FROM A TO Z. Of course, everything is FREE AND CLEAR OF ENCUMBRANCES.

TERMS OF SALE: ½ cash, $5.250; when agreement of sale is executed. Balance of $5.250 within 60 days from date of agreement, at the rate of $5.60 per machine as they are assembled, packed and shipped on your order, in quantities of 25 or more. If desired; will assemble and ship off at one time.

OUR MISFORTUNE YOUR GOOD FORTUNE

P.S. We sold 9,000 machines at $28.50 each in 10 months, August 1947 to May 1948. Two (1) good men should sell these 800 machines in 8 weeks.

Write—BOX A-74
c/o THE BILLBOARD, 6000 Sunset Blvd., Hollywood 28, Calif.

Shoeshiners Get Spotlight

At Contaf; Price Tag Down

(CONTINUED FROM PAGE 72)

Alcohol listed at the same price. Also, on four of the six machines shown, the nickel chutes were changed from two units featured the drop-in type coin chute, with both of these including a chute rejector.

Use of a neutral polishing element prevailed, with the stick or cake wax replaced on four machines and a neutral liquid wax on one unit. Only one manufacturer required that black and brown shoes be shine in separate positions: this machine employs extra finish polish, black, brown, and selenium, developed by the manufacturer.

Exhibitors

In alphabetical order, firms showing shoeshiners were: Acme Sales Company, New York, showing its improved Model 700-A Universal machine. Equipped with a nickel coin chute, drop-in type, a dime chute was optional. Price: $35.00 singly, or $295 in lots of 10 or more. Features automatic coin counter, two-tone green and tan finish, fluorescent lighting on top display sign. Pre-set for 15 minute operation, time clock can be adjusted to a 1 to 3-minute operating cycle. Unit stresses a new neutral, soft-wax cake, combined with an applicator that comes in contact with the polishing wheel only once, for several second intervals during each cleaning operation. Advantage is a "softer shine" which results in higher luster, manufacturer claims.

Alco-Doree, Chicago, introduced its new "Shoe Duster unit" unit, using a neutral wax and three polishing wheels, housed in a cast aluminum base with chrome flanging for patient and coin mechanism placement. Price, $12.00, distributed to distributors which are now being appointed. Two to three week delivery is promised. Machine features type coin chute, set for dime operation, and may be set for from 1 to 24-minute cycles. Base is 25 by 31 inches, stands 38 inches high to top of coin mechanism.

Damon, New York, introduced its "Shoe Shine, Columbus, O." represented by its distributor, World Sales, Inc., same city, showing its Columbus machines using a liquid neutral wax. Price at $24.00, unit has a push-type coin entrance, specifications and instructions, and features a flasher illuminated sign. Size, 32 inches high, 24 inches wide. Sales average run at 125 pounds. Quantity discounts are available. Immediate delivery, same model as the 1948 machine.

Falcon Shiner

Falcon Distributing Company, Detroit, displayed its Falcon shiner machine, operated with separate wax applicator and polish wheels. Priced at the $30.00 level, unit employs a nickel coin chute, is set for a straight dime operation. Drop-in type coin chute with ABT slug rejector, Cabi, 45 inches high, 28 inches wide and 38 inches deep, is finished in gray-green infra-red baked enamel, features a 6-color cored screen illuminated by a 3-amp signal. Weighs 150 pounds. Introduced six months ago, machine is now in production at 100 units per month (48 per month scheduled for January-February).

Sir-A-Shine, Inc., Milwaukee, displayed its newly improved, improved, and more efficient automatic shoeshiner. Priced at $390, machine polishes in a one, two, three automatic sequence, requires no changing of position of shoe. Receptacles now hold first descent, drop in machine to remove dust, while side brushes rotate in a fixed position. Second operation involves rubdowns both rising free from shoe, liquid polish is applied in new manner and moves forward, the entire shoe, sprays polish on shoe, returns to inactive position. Third operation: polished cloth again descends upon shoe, repeats its reciprocating action to give a higher polish to shoe toe. Entire operation can be viewed thru a clear glass panel on the top of the machine. Nickel drop-in coin mechanism (5 cents for each shoe) includes a National slug rejector. Brown and black shoes, with like liquid polish, are accommodated in separate compartments. Each bottle of polish contains eight ounces. Engraved, flasher sign with chrome base, set at top of machine at $2.50, in addition to machine price. Size, 35 inches high, 34 inches deep to 38 inches with shoe compartments at front of machine. Present production in 70 machines monthly.

Wax-O-Matic, Inc., Marietta, Pa., showed its three-brush, dime-operated shoeshiner priced at $35.00. Model carried over from 1947, uses a neutral wax, stick form, for each brush. Set for two minute operation, one minute per shoe. At the one minute, 15c shoe wax mark, a red light in the instruction plate at top of machine flashes to indicate one shoe is finished. Waxing instructions are carried on this metal plate before enforcement. At top rear of the chrome tube railing on either side. Push type coin chute is centered below 360 degrees. Base is the main body of machine is of cast aluminum, Size, 33 inches deep, 19 inches wide and 41 inches high. Present production, 750 units per month.

CIGARETTE VENDORS

NEW and USED

20 LIKE NEW—P. 10, col. 1—$125.00
10 ROWE PRESIDENTS—95.00
5 NEW LOMAX—150.00
5 NEW DUGRENIER—175.00
5 NEW DUGRENIER, 7 col. 1—155.00
18 EASTERN ELECTRIC—199.50
1 ROWE ROYAL, 6 col. 1—75.25

FACTORY DISTRIBUTORS FOR OHIO, INOS AND VIENE

THE NEW KENNEIT DELUXE CIGARETTE VENDOR

CENTRAL OHIO CIGARETTE MACHINE EXCHANGE

255 Sw. High St. Columbus, Ohio

VICTOR'S

NEW MODEL V-K

It's Outstanding

Put this in your man cave. Write for full details, map to factory, and complete description of this new machine.

$5 GUM

$5 HARD CANDY

MINT VENDORS

For details, write for details, and similar pictured machine.

WRITE FOR CATALOG!

ALKINCO & CO.
408 Concord Ave, New York 54, N. Y.

MACHINICAL MANUFACTURING LABORATORIES
Music, Games First To Show $$$$ Increases

Vender Interest High
(Continued from page 80)

thing else, the appeal of these game operators is fading.

"Up-State, where some other types of games can be used, the operator can pick the best out, but business is still down there. The average, for both city and country, has been a drop of about 25 per cent from a year ago."

"The only thing that will revive the machine business will be the chance to operate some new devices. Even that would not help too much now, because our business is down, age of 25 per cent, with individual gains off 40 per cent."

An important factor up-State was the upsurge of interest in shuffleboard in the Flint-Saginaw-Bay City area, and lately in Pontiac, where operators have been placing games and charging for play. In Detroit, this game is an old story, with free play the universal rule. Consequently it has not been an important factor in the entire competitive picture. Attempts to introduce the game in Kalamazoo, for instance, have not been fruitful, with operators finding patrons, except in one section where promotion has developed a spirit of player competition, unwilling to spend a nickel to play.

Ray and other types of games are extremely non-existent here now. An industry source estimated that there were not over two dozen operating in the city. Most have been junked for parts, with the better guns being shipped out for resale in other territories.

Reports from the Upper Peninsula show business down. With most of the machines closed the drop, however, has not been as great as might be expected. Reports from that territory indicate that roll-downs have been especially popular and drawing good play, since they are little seen in other parts of the State. This area also draws a heavy summer resort and hunter trade.

Bell Machines

The bell machine situation is relatively insignificant here. It is reported that there are a little over 300 machines licensed in Michigan. There has been some revival of interest in bells in recent weeks by various private clubs, some of which have sought to recondition old equipment, or to trade in or purchase of their machines. This movement appears to be based on the hope that a change of administration might mean some liberalization of the use of bells.

Legal Lights

It should be noted that a regulatory law has been brought up in the front session of the State Legislature, to license pinball, at a proposed sum of $10 per machine. Operators and jobbers themselves will support this measure, which would give legal standing to a type of game not now allowed in taverns. It was brought up in a legislative session a year or more ago, but died in committee.

Touring operators have been marketed in recent months. Harry Stantin, of the Robinson Sales Company, who has wide contacts among operators, declares Stove Ball has dropped out of the country and is no longer making quality prize machines. According to this claim, one-quarter of all new machines produced today are not of the quality prize machines. Most of these machines were former G.I.'s, starting on a small scale. Few or no big route changes have been made in the past year.

Suggestingly, there appears to have (See MUSIC, GAMES on page 87)
**The Billboard**

**December 25, 1948**

**VENDING MACHINES**

**BRAND NEW LUCKY BOY VENDORS**

$9.75 In Lots of 12 or more.

Nut and Candy Vendors Incl. 5c, 10c, Wall Gum Venders, 10c, Ball Gum, Full Suckers, 1c, 2c, 3c, 5c, 10c, 25c, 50c, 75c, 1.00.

BLOXLY MFG. CO. VALLEY STATION, KY.

**Nut Supply**

WASHINGTON, Dec. 18.—A plentiful supply of tree nuts is assured for 1949 beause of the large production this season, Agriculture Department has reported. Current crop of walnuts, almonds, fultons and pecans amounts to a total of about 188,000 tons, setting a new high. All four fruit crops were considerably above average with pecan production setting all-time high. Lower 1949 prices are indicated for all with the possible exception of walnuts, the department said.

**Royle Exhibits Nylon Vender; Conversion Kit**

CHICAGO, Dec. 18.—Royle Manufacturing Company this week introduced its nylon stocking vender, produced as a conversion of standard Royle cigarette machines. Showing at the NAMA convention, the vender was offered to operators at a list price of $165.90.

It was pointed out, however, that operators may convert their own Crusader and President cigarette machines to nylon vending thus a conversion kit available from Royle for $39.50. Only a half hour of shop work is required to complete the conversion, it was claimed.

**Ideal Dispenser Features Bantam Machine at Show**

CHICAGO, Dec. 18.—Ideal Dispenser Company, Bloomingdale, Ill., this week introduced its newest coin-operated vender, known as the Bantam. Unit is said to include all the features of the regular Ideal selective dispenser, only in smaller size. It lists for $150, and is now in production.

Bantam vend in 1 to 5 flavors, can handle all sizes and shapes of bottles from 6 to 12 ounces, requires only 19 by 25 inches of floor space and is entirely self-contained, includes a cold storage space for complete refill of vending rack, has only one moving part, is dry cooled, and comes with a baked enamel cabinet with stainless steel top.

**Gorrie Leaves American Coin Changer Corp.**

BOSTON, Dec. 18.—Robert T. Gorrie, sales manager for the American Coin Changer Corporation since that firm entered the change field as the Douglass Manufacturing Corporation, has resigned to enter the insurance business, officials of American said here this week. No successor to Gorrie has as yet been appointed, but his duties are being filled by other officers of the corporation.

American came into active participation in the change field this year when it merged with Douglass Manufacturing, Portland, Ore., to produce and sell electrical and manual changemakers. American was the patent holding firm under which Douglass had been operating.

**Vonesh Resigns Post With NAMA**

CHICAGO, Dec. 18.—Ray Vonesh, legislation counsel for the National Automatic Merchandising Association's (NAMA) Region I to V, has resigned to become executive secretary of the Chicago Paint, Varnish & Lacquer Association. The resignation, not officially announced during the four-day convention and exhibition of the NAMA, became effective the last day of the annual meeting.

Vonesh, with Fred Brandtader, has been handling NAMA's legislative problems in the field since he joined the association two and one-half years ago. In addition to his legislative work, Vonesh was prominent in other NAMA activities. He joined the association on his return from active duty as a communications officer with the navy.

NAMA officials have not announced Vonesh's successor.

**Anti-Trust Consent Judgment Entered Vs. Telecon Firm**

WASHINGTON, Dec. 18.—Atty. Gen. Tom C. Clark announced yesterday that an anti-trust consent Judgment has been entered against Telecon Corporation, New York City, and Benkix Home Appliances, Inc., South Bend, Ind. The judgment of the Justice Department announced, ends all 'legally restrictive distribution arrangements involving Benkix, its dealers and distributors, and it also orders Benkix and Telecon to make certain agreements under which Telecon was required to buy all of its automatic coin-rental vending machines from Benkix.

Under the judgment, Telecon is prohibited from limiting the number of rental machines any operator may purchase or lease and from controlling locations at which machines are installed.

**LUMINOUS CHARMS, SKULLS and RINGS**

Non-toxic, Sanitary and Harmless

Luminous Charms, Series #1, $4.50
Luminous Charms, Series #2, $4.50
Luminous Rings, $4.50
Luminous Charms, Series #3, $4.50

**METAL PLATED CHARMS**

In lengths gold and other tones

Real Metal Plated Charms, Series #1, $1.25
Real Metal Plated Charms, Series #2, $2.50
Plastic Charms, Big Series #1, 50c
Plastic Charms, Big Series #2, 50c
Metal Plated Charms, Series #3, 50c
Plastic Charms, Small Series #1, 25c
Metal Plated Charms, Small Series #2, 25c
Plastic Charms, Small Series #3, 25c
Metal Plated Jewelry, 20, 50c, $1, $2

Write to us and we can place your name on our mailing list for advice on our newest charm items.

**SAMUEL EPPY & CO. INC.**

WORLD'S LARGEST CHARMS MANUFACTURER

RICHMOND HILL, L. L. I., N. Y.

**Victor's Sensational New Custom VENDORS**

**UNIVERSAL**

Cigarette, Coin, Candy, Gum, Gum Vending. Write for Catalog. Made and Manufactured by Vending Co., Inc.

**VENDING SALESMAEN**

We want the Best Promotional Salesmen we can get. Literal straight commission selling Automatic Merchandising Equipment and Established Route for Purchaser. Earnings will be just what you make them. References required. Send Full Information in First Letter to—

**BOX NO. 239**

c/o The Billboard

155 N. Clark St.

Chicago 1, Ill.

**NOW! CALIFORNIA VENDING ALMONDS**

Packed in 1 lb. vacuum tube 80c per lb. Small tube 65c per lb. Sold to shipping one.

80c per lb.

San Francisco.

**THE "CHALLENGER"**

**TROPICAL TRADING CO.**

$10.00 to $50.00 Weekly on

Copyrighted material
Electric Cigarette Vendors

In the case of Eastern Electric, the firm showed the new C-Eight 30-
column modification of its C-Eight 16, called the C-Eight 16-
vender. But, it was dressed, the fea-
ture of the new unit is unusually

compactness and it doesn't contain any
mechanical or electrical changes. This

is the line with the consistent pattern of
keeping a tight check on modifications

to prevent obsolescence. Obviously
delivered units, according to Lew Jaffe,
vice-president.

In addition to the new electrical and
mechanical cigarette venders, Na-

tional Vendors showed their new

console machine. But, as at last
year's show, no immediate delivery

could be promised. It, however, is re-
ported by the company that production

on the unit will now go full speed.

In the meantime, it was noted that
several changes have been incorpo-
rated in the unit over the unit

shown a year ago. The 340-pack
machine now uses a simplified mech-

anism for recording the money

inserted. The all-wood cabinet shown
on the unit was replaced by a glass
frame which supports replaceable wood
panels. Price of the console was not
announced.

New Vendor

Only new cigarette vendor shown at

the Rowe booth was a manual adap-

tation of the Diplomat, hitherto

available only in 37 and 85 cent,
in seven different color combinations,

the unit sells at $130. Half price, with

an extra levy if the Rowe deferred
payment plan is used. Additional

charges for auxiliary equipment

include $10 for change maker, $10 for

penny catch unit, and $30 for dual

light and $3.75 for a special base

for a counter-friendly position.

The regular stand lists at $23.50.

Rowe also introduced a new elec-

tric penny pusher, the Delight, with

high interest at the company booth.

Claimed to reduce time spent in

paying out as much as 30 to 50 per

cent, the device sells at $89.50.

Deliveries are now being made, it was

reported.

In a separate room on the second

floor of the Palmer House, the

booth of the NAMA meet, Rowe engineers

presented at a series of mechanics' schools

in Chicago, an electric, automatic

model designed to sequence all tech-

nical phases of Rowe equipment

firm held a conference, under the direction of

Ralph Philips, Gall Anderson and Eddie Ahrens.

Scales Command Interest at NAMA

(Continued from page 91)

The single-flavor and dual-flavor

ermetic units shown by Cole Pro-

ducts at the NAMA meet are now in

production, it was stated, but current

production is in the nature of a pilot

run, or mass production level

will be reached by April 1, when 100

units per week will be produced.

Initial deliveries on the two units

will be made the latter part of Janu-

ary. Additional deliveries on the three-

flavor machine are expected to start.

The first gas hot line device of its

kind was built by the Cole Electric

Co., Chicago, as reported in aninel-

unpublished magazine. The Cole

apparatus, a combination of the

Cole-Deluxe and the Cole-Delux

line, was designed by Ben F. Cole,

manager of the West Coast division;

and Don Vokes, sales representa-

tive.

VICTOR MODEL V

140 Count

with COLORED

BUBBLE BALL GUM

$12.00

25 lb. cotton

$1.25

Small Pouches

2 lb. Cotton

25¢ per lb.

Plastic Chars

25¢ per M.

ORDER DESGRIEB TILE

ALL PRICES SUBJECT TO CHANGE

WITHOUT NOTICE.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.

401 SHEARMAN ST., BROOKLYN 1, N. Y.

LESS

December 25, 1948

The Billboard

85

$25 BRINGS

THIS SCALE TO

YOU

BULANCE MONTHLY

200 FORTUNE TELLING

NO SPRINGS SCALE

Height, 51 in. Weight, 13 in

Depth, 25 in. Sign, 15 in

Net Weight. . . . . 185 lbs.

Shipping Weight, 245 lbs.

LARGE CASHE BOX

$85.00 IN PENNIES

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.

Telephone: Columbus 1-7372

Cable Address: WATLINGCIE, Chicago

Invented and Made Only by

HILLER VENDING COMPANY

5437 S. Western. Chicago 34

Grand Rapids, Mich.

Phone: 6632

FOR SALE

One Mini Pup, Automatic Pop Corn Pluck.

The new, popular "Mini Pup" Popcorn Pluck.

Write or Phone for Details.

Value $7500.00

TASTY CRISPY SPEC.

$19.95

Sawhorse, Wl.
NAMA Candy Session Sets 4-Point Efficiency Rule

(Continued from page 79)

was suggested, that an economical level of stock can be maintained without making periodic discouplings on a price drop, operators would not entail a loss due to a big stockpile bought at the higher price.

Stock Control

Co-speaker Novak, maintaining that stock control is as important for vending-man operation as the larger firm, was in favor of standard size stock. He said a watch should be kept over the type of merchandise each route man takes; he iteans too well to higher the primary prices and ignores the secondary. Efficiency, he stated, should be topheavy with latter items. A reasonable combination of both types of savings can be made by each route man, he pointed out.

Team as Co-speaker on Increasing Efficiency. William Fishman, Automatic Merchandising Company, Chicago, and Al Schmitt, System Vendors, Oklahoma City, held the general view that each route man should be made to feel that he is part of the business. To this end, he suggested, the route应在s should consider their situation as a top-heavy type, each man's stock should be made to be more self-sufficient. He further pointed out that a good deal of help can be given the route man by keeping the price cartons at their various locations covered with tools, etc., small pads, written keys to efficiency of each item, each route man, Fishman concluded.

Scooters Economic

Schenk, concentrating on delivery equipment, stated that he can use enough merchandise to service at least 25 locations, and in downtown areas especially, elimination of the parking problem means swifter service and more locations serviced in a given time. Too, time costs are figured in years, not miles, he said.

John Maxwell, New York; Automatic Canteen, and Sam Kogen, Illinois Mechanical Sales, Chicago, spoke on increasing efficiency in stock control. Collins declared that the trend now toward machines, from merchandising equipment, to stress location service and installation as major profit factors. The example of different sizes, shapes, colors of venders in a battery, type, and transportation, and locations testifies to the need of more uniform equipment. Such installations must be planned with a view to style and color harmony. With different firms operating various machines in one such spot, however, the problem is a big one, he admitted. In well-planned locations, he suggested, the type should be service rendered that location's employees or customers, and the rate of location completion. High cost of merchandise and equipment, and decrease in commission selling to get a location.

Urgo Cleanliness

Kogen, giving his talk on keeping the location sold after placement, cited machine and servicemen cleanliness as the major factor in maintaining favorable location relations. Cleanliness is a service; good work, and cementing of good will with the location owner. To make the acquiring of location easier, he said, the machine should be of all metal type, the operator should maintain a station, keep all functions, become known to plant executives and public officials as well.

SANITARY MANAGEMENT

GUARANTEED

GUM, NUTS, ETC.

WRITE:

J. SCHOENBOCH

1645 Bedford Ave. Brooklyn 5, N. Y.
Cincinnati Music Ops Hold Annual Christmas Party

CINCINNATI, Dec. 18—The Automatic Phonograph Owners' Association of Southern Ohio, currently has its annual meeting was held at the Gibson Hotel here Tuesday (14), with approximately 100 members and their wives in attendance.

With William Fitzpatrick as chairman of the party committee, festivities began with a dinner in the Victory Room, followed by a floor show, Paul D'Rosier of WCPQ, served as emcee. Table decorations included sleighs, teddy bears, Santa, and large Christmas trees adorned the center of the room. Among the entertainers were the Schaffersetter, four children of the 40A member Joe Schaffersetter, and his wife, who accompanied them at the piano. Others entertaining were Louie Johnson, Barbara Cameron, Larry Vincent and the Three Steps.

Women guests were given Christmas mantles and a door prize raffle was held. Following the floorshow, music and dancing held the interest of the merrymakers.

III. Simplex Adds Vending Machine Lines

Further Expansion Planned

(Continued from page 89)

Sional ice cream bar vendor; the Falcon shoeshiner, Joe Mat, cup-type soft drink machine produced by Frateschi Products in Monticello, Indiana.

The Falcon shoeshiner will also be handled by the Simplex domestic department, covering Illinois and Indiana.

Simply told The Billboard that his export department will handle World Sales, excluding the domestic market, to the Simplex dealers. In the near future, Sutton said, Simplex will announce the addition of a shuffleboard lines as part of its diversification program.

Alco-Deree Co. Intros Wall Box

CHICAGO, Dec. 18—Alco-Deree Company, manufacturer of the U.S. Vending Ask-Conditioned candy vendor, introduced a new 24-selection wall box selector during the December show this week. Theodore J. Issacs, vice-president, stated the unit, of cast aluminum, would be priced at $49.90. Production is scheduled within 50 to 60 days.

The first of a mechanism designed for the automatic music phase of the coin machine industry, Issacs declared it was unusual that it featured no moving parts in its credit operation. Possibilities in which the music equipment were not revealed, but Issacs stated that his firm was interested in types of multi-level selection, accumulating credit type coin mechanisms.

Charter Music Firm

HARRISBURG, Dec. 18, 1948—A Pennsylvania State charter has been issued to Sharon TV-State Music, Inc., on Dec. 8, with authorization to organize the new company to capitalize at $160,000 to "buy, sell and operate music and amusement machines, coin-operated commercial phonographs and the sale of phonographs, records, radio and electrical appliances."

More TV Stations On Way

Pa. Coin TV Placed Under Amuse. Tax

Harrisburg, Dec. 18—The first commercial television receiver cannot be sold to the State Liquor Control Board's amusement tax on TV sets operated in taverns, the liquor agency ruled Wednesday (15).

Philadelphia tavern men, who on the advice of counsel had the coin devices attached to TV receiving sets, were cautioned by the board that this would not exempt them from paying the $200 annual amusement permit tax.

"The fact that a coin receptacle is connected to a TV receiver does not exempt the same from the statutory requirement of the special permit," Horace A. Segelbaum, attorney for the liquor board, advised Emmett McGlinn, secretary of the Philadelphia Retail Liquor Dealers Association.

The State Supreme Court recently upheld the liquor board's regulation requiring TV set operators to take out amusement permits at an annual fee of 20 per cent of their liquor licenses.

About 3,000 TV sets are now operated in Pennsylvania taverns, it is estimated by the liquor board. The additional State revenue from this source will approximate $600,000-$1,000,000 a year, it was said.

Tradio To Continue Coin Radio Output

ASBURY PARK, N. J., Dec. 18—While Tradio, Inc., is assigning an additional nine stations to the volume output of coin radio units, George Trat, president, said the new production for Tradiovision, its large-screen television set, the firm's plans call for continued output of coin radio units. George Trat, president, said the new production for Tradiovision, its large-screen television set, the firm's plans call for continued output of coin radio units.

This will have over 30 Tradiovision sets placed in New Jersey 10, which commenced in Washington recently. Trat said he will leave soon on a trip to the West Coast to check up new Tradiovision distributors.

Record Ban Over

Washington, Dec. 18—Juke boxes can operate a quarter return to normalize the quality and quantity of records in the wake of the agreement between distrolers and the American Federation of Musicians (AFM), ending the year-long recording ban.

The contract, providing for a neutral administration of union welfare royalties, which was delayed by the Justice and Labor departments, makes royalties retroactive to October—leaving nothing in the way of immediate recording sessions by AFM members.

End of the ban means that the operator can once again be assured of receiving the latest hits with an orchestra, rather than a vocal background. All record manufacturers will again be able to offer the same tune, giving the operator a wider selection.

Full details of the ending of the ban will be found in the music department of this issue.

Indiana Ops Hold Meet To Discuss Tele

To Continue Study

INDIANAPOLIS, Dec. 18—Approximately 50 operators and Juke box distributors were present at a meeting in the Indianapolis Athletic Club last week to hear what progress on the ban has made, and what effect it will have in this city on present locations, especially taverns, where operators have been the chief form of entertainment.

Ford Meeker, of the Meeker Music Company, presided at the meeting, Fred F. Dennison, of New York, was the principal speaker, who represents the Dennison Sales Company, national sales organization of the Supreme, provided the history of coin-operated television, and advised how to operate the equipment.

(See Indiana Ops on page 88)
Music, Games First To Show $$$ Increases

Vender Interest High

(Continued from page 87)
operators said they didn't think the relatively low profit margin on music.

Turnover among music operators has been large, with a good proportion going out of business. There are about 155 in the city now, compared to 118 a year ago. New operators, who started after the war, found the business tougher than they anticipated and many dropped out. Mostly, they have or are selling out to the older established operators, and the average size of the routes is increasing.

In the music field, Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association, declared that business for the year was off by 20 per cent from 1947, but that record depreciation had shown an upturn.

"The equipment situation is bound to remain tight because of the financial position of operators," he said. There is no surplus of machines any more, the decrease in the average gross decreases the value of machines, and they will have to come

Mown more before operators will buy freely.

Actually, operators can get along without much more in the way of hit records for the next two years. Most machines today are 1946 or later models, and, with a four, or, as some say a perfect, five-year program, they will not be ready to replace for at least a year.

Bill Selig

"Business in the music field has settled down after the growing pains of the post-war period. The industry is riding high, the body is putting big money into it now.

"Financing is the operators' main problem. Business will not buy or loan on juke box paper any longer. Operators are satisfied, because, with prices increasing every week, they don't have to buy machines so often to meet competition. Only the operator who has enough capital to put in a 90-day investment can afford to go into the business now, and the operator who started on a shoestring will fail. Many operators are putting big money into it now.

"The prices of juke boxes are going up, and the operators are talking about the future of the industry.

"The prices of juke boxes are going up, and the operators are talking about the future of the industry.

"They are also talking about the future of the industry."

Attention, Associations

During the past year many new associations have come into being, and many older established associations have been more active than ever before. In order to adequately cover this important phase of the industry, it is necessary for The Billboard to have an up-to-date listing of these associations with as much detail and information as possible. Therefore, we hope you will take a few minutes to complete the following questionnaire and send it to The Billboard, 157 North Clark Street Chicago.

"Thank you.

Name

Address

Age

Officer

Board of Directors

How Often Do You Meet?

Date of Annual Meeting

Cover What Kind of Operations?

Music Amusement Vending

Please check those applicable.

INDIANA OPS

(Continued from page 87)
operators in the next five years. Prior to ordering a TV hall, FCC had granted construction permits to 123 stations, all of which are allowed to go on the air regardless of the decision of the freeze. According to Coy, the freeze will be lifted sometime in the spring of 1948.

Another Airion First!

Coronet

with TELEVISION

NEW OUTLETS

(Continued from page 87)
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Attention, Associations

During the past year many new associations have come into being, and even more action than ever before. In order to adequately cover this important phase of the industry, it is necessary for The Billboard to have an up-to-date listing of associations and their members. Therefore, we hope you will take a few minutes to complete the following and send it to The Billboard, 155 North Clark Street, Chicago.

Thank you.

Name

Address

Businesses in which you are active

How often do you meet?

Date of Annual Meet

Cover what kind of operations music amusement vending

Please check those applicable.
Cigarette Production: Low; Upped in 1949?

CHICAGO, Dec. 18—Moderate production runs were reported by cigarette manufacturers at the NAMA convention last week. A fairly noticeable small increase in the number of operations that have turned to cigarette vending as a complementary medium for cigarette routes, or who have duplicated full-time cigarette operations. But manufacturers seemed agreed that the war will find vending operators turning to cigarette vending as an effective way to obtain extra income without a sizable investment required either in equipment or in added overhead.

Stange-Sharenow, of Newark, N. J., national distributor of the Amthi Manufacturing Company, showed a unit listing at $34.00, and offered a service for attaching it to a vending machine at $1.

The Malkin-Illion Company, Irving, had a unit listing at $44.50, cash, with an additional $8 charge for purchase on time. Floor stands put out by the company sell at $10, counter bases at $3 and brackets, for attaching the units to cigarette machines, at $2.

Cigarette Advertising

Supplies In Brief

Cigar - Coin ASSOCIATIONS OF LATER GOLD BALLYHOO ALIBABA LADY ROBIN X71 PER STS.

New Bulk Units

Stress Service, Cleaning Ease

WASHINGTON, Dec. 16.—The per capita consumption of cigarettes for the year is expected to be 4.6 pounds, identical with that of last year. Agriculture Department has stated. This estimate is slightly above the pro-war averages of 4.4 pounds but almost two pounds below the peak per capita peanut use reached in 1940.

Diamond Exce To Retire

NEW YORK, Dec. 18.—Diamond Match abstained from a week that J. L. Franklin, Texas representative of firm's B-F-D Division, will retire January 1. E. B. Howard, sales manager, stated that Franklin showed both his three and six-column models priced at $60 and $60 respectively. Stand for the three-column vendor lists at $10, with $15 the charge for the large stand. Brackets for both are $2.

Rowe Manufacturing Company's cigar unit, selling at $45, is issued as optional equipment for cigarette vendors. Designed for installation as an integral part of the Rowe cigarette machine, the cigar units, if ordered, cost $18 to replace the firm's match vending unit.

New Bulk Units

Vending, Cooler Problems Aired At Bottle Meet

CHICAGO, Dec. 18.—With many bottle venders who have turned to the National Automatic Merchandising Association (NAMA) convention, the three-hour session Wednesday at the Palmer House drew the attention of bottle operators to the various phases of the automatic merchandising industry as it pertains to their particular field. The three-hour session was moderated by G. R. Robins, manager of the coin machine department of The Billboard and was spearheaded by a presentation of McDonald Cola bottling plants, Everett Newbrough, manager of 7-Eleven displays, and a discussion of the manufacturing and bottling field.

While the session was, in the main, devoted to the methods in which the bottlers place their merchandise and cut production to venders and coolers, the increasing use of coin-operated equipment as a sales factor was brought up by practically all those present. Many coolers and bottlers commented on their programs, while others are planning changes in their current set-up to meet changing economic conditions. Methods of handling service, selling, and service in units, whether venders are valuable as a promotional view as well as for sales angle, and problems peculiar to areas throughout the country, were just a few of the many points of discussion.

Special for Pepsi-Cola, Edward Baruch pointed out that the firm has not set up a formal program (for the moment) as a result of the Cola is testing equipment, said Baruch, and passing along the methods in which the firm operates in the automatic merchandising field.

Ven-Dures Set To Produce New Aspirin Vendors

CHICAGO, Dec. 18.—Dies have been burned, every product and production setup is ready to begin on the Ven-Dures aspirin vending machine shown the trade for the first time at the NAMA show in Chicago this week. The machine is operated on so-called "customer programs" and will be leased rather than sold outright to operators.

Aspirin vending machines were originally formed to test vitamin vending in co-operation with bottle venders. Between 500 and 750 of the machines are placed on test location in the Northwest and are still in operation there, but Miles has cut its operation back in that operation.

In the leasing agreement, operators agree of City Bases, and others in Dares at $2.75 per 1,000. The aspirin packaged in a continuous strip of cellulose, as for a penny.
Stoner Unveils Three New Coin Units for Ops

CHICAGO, Dec. 18.—Stoner Manufacturing Corporation officially introduced to the trade, during its annual convention and meeting here this week, its new line of vending machines. The new machines are designed to give the operator more flexibility in merchandising.
Cut Proposed Coin Machine Tax in Akron; Omit Vendors

(Continued from page 78)

Mayor Charles B. Slusser of Akron, however, is cool toward the idea, just as he was when the council passed a 3 per cent amusement tax on bingo games recently.

"These nuisance taxes cause us a lot of trouble; they are hard to collect and, in the long run, do not produce enough to make any dent in the operating deficit," the mayor said. Ed Day, chairman of the finance committee of city council, said, "We are talking about peanuts when we consider these taxes. We need dollars, not peanuts."

PHILLY STORES

(Continued from page 78)

there is a steady stream of youngsters always waiting to see movies of Santa, Donald Duck, Woody the Woodpecker, etc.

At Meyer's Youth Center, children's wear store in the Broad and Osage shopping section, there are a dozen machines, placed in rows of four, in various sections of the store. Parents on a holiday shopping spree with their youngsters, and particularly those waiting in line to see the store Santa Claus, can hardly pass up the machines.

So successful are the movie machines that the store management is counting on keeping them on location the year round, not only as a money maker for the space they occupy, but as excellent creators of store patronage.
NAMA Convention Report: Mason Named New President

(Continued from page 17)

manufacturers of newer types of ma-chines. Some makers prefer to market items such as soft drink, coffee and tea cre-ation, vending machine without Brandstrader advertising, because they believe the cost of making the machines is greater but orders are lower. A few manufacturers even went so far as to privately ad-mit they had priced themselves out para-lytically out of the quantity market and that, as a result, they had pulled out altogether the conversation inevitably turned to methods of cutting costs with a view to a lower list price. (For complete reports on equipment, special meetings and other topics of interest, write private stories which appear on this and other pages of the Vending Machine Department.)

At the annual business meeting, operators heard reports from all members and from the chairman of two special committees NAMA has set up to investigate accounting and competitive practices.

William Fishman, chairman of the NAMA accounting committee, told the group that his committee, set up a year ago to investigate a phase program which involves the development of a uniform accounting manual, has been forced to drop practices for determining cost average accounting. He explained the reason was because the committee could not find any uniform techniques to aid the operator in his accounting.

Fishman said his committee looked into the accounting problem as a long-range proposition, and added that the proposition of the cost accounting stage, as the American National Auditing Association, has been complete. Dean Goldman, chairman of the insurance committee, said his group has been told that insurance is getting to be an increasing burden to the operator because of the high cost of insurance over and over and equipment replacement values have gone up. Goldman said his committee is working hard. According to the accounting committee, proper insurance is a major problem because of the high cost of insurance over and over and equipment replacement values have gone up. Goldman said his committee is working hard. According to the accounting committee, proper insurance is a major problem because of the high cost of insurance.

To gather information about opera-tors in their business, Goldman com-mitted a questionnaire to 800 op-erators in the country. About 50 per- cent replied. The committee found that facts were included in the insurance program. Many operators have different types of insurance, with one type covering over $1,000,000 worth of insurance. The committee said they wanted NAMA to raise an insurance fund for all operators in the market.

As the legislative counsel for Free Brandstrader told the annual meeting, the committee is the third year in the association’s his-tory. Brandstrader cited three principal factors which are, he said, inspir- ing taxes:

1. The bottling industry, where in-dividual bottlers and groups of bot-tlers have proposed taxes on bottle vending machines in an attempt to reduce competition.

2. The increase in sanitation, ex-ceptionally as regards bulk machine ness, which is in compliance with the changes in sanitation, which also contains regulatory fees.

3. The 2 and 3 cent increase in the wended price of cigarettes might lead the public to the conclusion that cigarette operators are reaping a windfall, without considering the additional expenses of buying and conversion of equipment.

NAMA Features Beverage Machines.

(Continued from page 17)

bottled water, Stewart handled carbonated drinks. Both are aluminum bottles.

Also, included among new machines displayed were the Coke Products Co. Bell, Tropicana, single-flavor and dual-flavor cup units, listing at $750 and $800 respectively. Also, Mills Automatic Fountain, a single-flavor unit with coin changer for Coca-Cola; but orders were low. Pei-ter, retiring president of NAMA, was unable to put in an appearance this year due to illness. W. Coan, head of Coan Manufacturing, Madison, Wis., was another familiar figure who missed the 40 event at the Palmer House. . . . Heavy attendance at the cup vending meetings and the number of new or improved bev-erage vending on the convention floor and on the seventh floor, where many firms exhibited both machines and supplies, was one of the dominating factors at the show. . . . A significant observation was the number of well-known men taking in the ex-hibits. Among them were Al Denver, NAMA head; John Haddock, Linda Force and Joe Caladron, of AMI, and Clarence Lamp, Memphis distribu-

H. T. Babcock, formerly with U. S. Vending Corporation, was a familiar figure on the convention floor duty, being present at virtually any port of the exhibit area. . . . One of the busiest spots was the Pittsburgh Bottlers & Distributors exhibit, with the firm’s Lou Jacobs helping and he himself, a city-wide favorite. Many auto-town vendor operators brought their wares to the convention, including the famous KB Technologies, Las Vegas, W. A., and NAMA.

Crown Implement Corporation un-rolled its Big Four cup unit, which can handle either bottle soft drinks or milk, and reported the unit would be ready for delivery April 1. Price is fixed at $900, or 495 in lot of 100.

Emerging as another important fac- tor in the beverage vending field this year were the strides forward in con-truction of new units, and improve-ments on those machines already on the market. As the beverage vending mar-ine of importance on the list to be taken on importance in the field, the prices with which ven-dors were told that construction of new machines was the way to go standards set up by health and sanita- tion officials throughout the country, and which are especially true in some units, in which hermetically sealed cup parts were servicing handled in many instances by just removing an entire part, and replacing it with a new one, hermetically sealed unit. Thus, servicing of the more or less complex equip-ment is to the lugs, but a minimum of a new operation is required.

While the number of machines displayed at the show overshadowed most other types of machines, many in attendance were "just looking around," rather than doing any volume buying. Prices were the prime factor in the mood, whether it was the cost of a new vendor, or the price of the syrup or other ingredients. Operators asked many questions of the vendors, all revolving around the cost theme. One of the most frequent among the inquiries were: "Will the machine pay off?" "Will the 800 cup machine be enough?" "Is it possible to purchase a package at large quantities?" "How much space is required for the installation?" "What is the lifetime of the vending machine?" (to this the consensus was "as long as it does not get on the floor".)

One operator, experienced in the soft drink vending business, displayed interest in the juice (canned or cup) machines, and was hot for the hot cup machines, which are still available, for these units, cost again entered the picture, with some op-erators saying they are "afraid to over-extend themselves."

IMMEDIATE DELIVERY on
BALLY CITATION
Bally, Inc., 1130-38 W. Liberty St.
Bally, Pa. 19376
Blue Skies, Blue Skies, Big Top, Tilt-Up, Tilt-Up.

Bally Games:
Big Top 1100
Tilt-Up 1100

PALISADES SPECIALTY CO.
684 Anderson Ave.
Cottle Park, N. J.
Only One Mile South of the Greater Washington Convention Center!

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Subscribe for your field man, your department heads and correspondents.

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Operators’ Information on Request

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READY FOR LOCATION

Volley Ball, $125.95
Hi-Rise, $116.00
Baraboo, $112.95
Pony Tail, $125.95
Mighty Mike, $124.95
Deluxe, $125.95

Bill Bally, $115.95
Dandy, $116.00
Mississippi, $115.95
Windmill, $116.00

Mills Bally, $116.95
Bally, $116.95

Coin Machines

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Operators’ Information on Request
Hiked Operating Efficiency; Spotlighted at Cig Meeting

(Continued from page 97)

Competition, Louisville. In a description of the system he devised for the operator's company, Gelfand explained his method of inventory control, based on daily transaction records. On the basis of a report placed or pulled from location, stock taken, and the amount of money taken in each day, reduced to a simple but all-inclusive formula, based on control enables him to know at a glance each day his inventory and other individual results. This, he stated, by means of a machine which could be profitably used as an extension of the company's current system. He claimed that the company, after an extended trial period, was able to determine how much money it would spend on operating efficiency. To overcome the high cost of direct advertising, he said, the firm "offered an efficient operating route outlet. This prospect they turned in, providing a new service. The operating firm's parent company is a wonderful house. Its salesmen were also offered this fee for prospecting. In addition, the firm's assistant managers were offered the chance to try the new equipment, such as this machine, to test it. And, if it worked, it might be sold. He said the new machine was, in effect, a "farther service." The new operator with his new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." The new operator with a new machine was, in effect, a "farther service." 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Coin Changers Stressed at Chi

(Continued from page 19)

electric, and one mechanical), built-in units added to vender cost, but there were not enough of these, and the furnishing firms supplying vender makers with changers were reluctant to release them to other firms as well as to provide them. A few changers were developed by the firm for use on their own venders only, the increase in cost to the firm is $13.50. The Company's mechanical penny changers, which are just a plant designed for its own vender, may add $25 to $30 to the vender cost.

Coin Changer Corporation, Boston, displayed models of its electric and mechanical-bank changers. Latterly, however, will not be in production until February, 1949.

Guardian Electric, Chicago, showed its improved mechanical-bank changer, accepting dimes and quarters also thru a single slot, offers innumerable delivery on this built-in electric unit. Nickels are paid out singly from the payout tube, which holds 60 coins. Mechanism is solvent powered, spring loaded. The nickel scavenge chute contains no moving parts. Firm states that any standard make slug wiper arm specific by purchaser will be furnished.

J. H. Keener & Company, Chicago, presented its new penny changer, accepting dimes and quarters also thru a single slot, offers innumerable delivery on this built-in electric unit. Nickels are paid out singly from the payout tube, which holds 60 coins. Mechanism is solvent powered, spring loaded. The nickel scavenge chute contains no moving parts. Firm states that any standard make slug wiper arm specific by purchaser will be furnished.

National Rejectors, Inc., St. Louis, showed the improved series 2500 mechanical-bank changer. Lower cost, reduction of moving parts, one piece die-easting housing, leaf type construction to permit easier cleaning, accessibility, and independent circuits makes replacement for indeleble action stressed. In steady production, charger is available for immediate delivery.

Stoner Manufacturing Corporation, Addition has just introduced its new coin and change maker, built-in electric type, as optional equipment on its electric changer line (The Billboard, December 4). Unit accommodates both coin and change time items in nickels. High capacity payout tube contains 200 nickels. The unit is in production and available for immediate delivery of new Stoner machines.

Johnson Coin Box Company, Chicago, displayed its recently introduced electric changer. Featuring solenoid construction, the units are so designed that the motor driven action of the firm’s former changer. Nickel payout is accomplished individually, on separate impeller. Tube capacity remains the same, 55 nickels. Delivery is on a 60 to 90-day schedule, with production just getting under way.

The Vendo Company, Kansas City, Missouri, has developed its mechanical-bank changer. Unit is unchanged from previous model, with same design and function as before, with the addition of delivery thru firm’s distributors.
WISE BUYS
Jockey Specials $2.25,00
Special Entry $1.75
Victory Specials (Chrome Rolls) 93.50
Banjo Bonus Rolls 215.00
Banjo Twin Bonus Rolls 280.00
Bally Triple Rolls, 5c-5c 985.00
Bally Draw Rolls, Silver Button 175.00
Bally Draw Rolls, Red Button 185.00
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Bally Big Banging (Use) 235.00
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The above machines have been reconditioned and ready for
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CHRIS NOVELTY CO.
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Phone Mulberry 3167

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For full details see page 101

WILL BUY
ANY QUANTITY
AMI MODEL A
WURLITZER 1015
WURLITZER 750
WURLITZER 700
WURLITZER 6000
RUNYON SALES COMPANY
128 W. Runyon St., Harwacht, N. J.
939 North Ave., N. Y.
Phone - W. 9-1500

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  - Guy Lombardo and His Royal Canadians - "Someone Else Is (The Girl That Belongs to Me)"
  - BOBBY MAY - "My Heart Stood Still"
  - Bobby Wayne - "Dream to Dream"
  - Edwina Brown, Nat Reed - "I Don't Mean You"
  - Bunny Paul, With Don Parlos ORK - "Sentimental Journey"
  - George Olsen ORK, Ray Adams - "Long Time No See"
  - Sam Nichols - "I'm In Love With You"

- Folk
  - Ernie Lee and His Midwesterners - "Promising Crooner"
  - Bobby Lamar - "My Home"
  - Curly Williams and the Georgia Prach Flickers - "If I Knew Then What I Know Now"
  - Edwina Brown - "Sweetheart"
  - Clyde Moody - "The Last Goodbye"
  -语音: Adams & Brothers - "Our Love Will Never Die"
  - Penn & Tellers and J'ai - "Little Blossom"
  - Johnny Wilson - "Love"

- Artist Tunes
  - Wurlitzer 1015 - "Dream to Dream"
  - Wurlitzer 1080 - "Sunny" by Seiburg
  - PABLO - "Sunny"
  - BOBBY MAY - "Tender Wings"
  - Bobby Wayne - "Dream to Dream"
  - Edwina Brown, Nat Reed - "I Don't Mean You"
  - Bunny Paul, With Don Parlos ORK - "Sentimental Journey"
  - George Olsen ORK, Ray Adams - "Long Time No See"
  - Sam Nichols - "I'm In Love With You"

- Where?
  - Seiburg Wall Boxes
  - Chicago, Ill.
  - Illinois
  - Chicago, Ill.

- Grammar
  - "The Last Goodbye"
  - "The Last Goodbye"

- License
  - 0-401-407-408

- More
  - "The Last Goodbye"
  - "The Last Goodbye"

- Other
  - "The Last Goodbye"
  - "The Last Goodbye"

- Annotated
  - "The Last Goodbye"
  - "The Last Goodbye"

- Additional
  - "The Last Goodbye"
  - "The Last Goodbye"

- References
  - "The Last Goodbye"
  - "The Last Goodbye"

- Address
  - 0-601-602-603

- Notes
  - "The Last Goodbye"
  - "The Last Goodbye"

- Contact
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  - "The Last Goodbye"

- Phone
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  - "The Last Goodbye"

- Website
  - "The Last Goodbye"
  - "The Last Goodbye"

- Company
  - "The Last Goodbye"
  - "The Last Goodbye"
ATTENTION OPERATORS

Build good will and increase collections by installing our self service stand type coin changers.

Coin changers now being used by many leading department stores, airport, bus depots, bowling centers, drugstores, factories and public institutions.

A few distributories territories are available to those who qualify.

Write—Wire

BELL PRODUCTS

2000 No. Oakley Ave.

CHICAGO 47 ILLINOIS

MILLS BOWLS!
We have all Mills latest Bells in stock.

MARVIN J. BLAND
INDIANA MUSIC CO.
705 Putnam St., Terra Haute, Indiana
AROUND the AUTOMATIC MACHINES

FOR SALE

PHONES (11) 1111 and 10 10 10 Ball on Bar.

FOR SALE

FURULL MUSIC CO.

Selling at Retail.

The Billboard
December 25, 1948

BUY A NEW MACHINE
FOR ONLY $75.00
KEEP COST OF OPERATION DOWN
SEEBURG
LO-TONE
(10 cents each)
$75.00
Andersons, Inc.
140 S. Main St., Columbus, Ohio

ANDERSONS, INC.

THE BILBoARD
is selling 8-week specimens in one of
the largest circulation orders in the
history of American Radio History.

RUSH ORDERS TODAY!
172 W. 27th, New York City, N. Y.

DAVID ROSEN, INC.

Large assortment of Japanese Records.

DISTRIBUTOR

555 N. Michigan, Chicago 2, Ill.

THE BILLBOARD

is selling 8-week specimens in one of
the largest circulation orders in the
history of American Radio History.

RUSH ORDERS TODAY!
172 W. 27th, New York City, N. Y.

DAVID ROSEN, INC.

Large assortment of Japanese Records.

DISTRIBUTOR

555 N. Michigan, Chicago 2, Ill.

GIGANTIC SALE
ON

PINBALLS—NEW & USED
SOFTS—NEW & USED
CONSOLES—NEW & USED
ONE BALL, F.P., & NEW & USED
ARCADE MACHINES
CIGARETTE VENDORS
INNER SPACE
PHONOGRAPH DUGS
ALL MACHINES GUARANTEED

WIRE—PHONE FOR PRICES

CENTRAL OHIO
COIN MACHINE EXCHANGE
325 S. High St., Columbus, Ohio
PHONE: ADAMS 7254
**ADVANCE RECORD RELEASES**

**POPULAR**

_Compiled from page 35 of the December issue._

_The Billboard_ January 1948 Edition

**CLASSICAL**

_Compiled from page 36 of the December issue._

_The Billboard_ January 1948 Edition

---

**COIN MACHINES**

**NOW $150.00**

**BRAND NEW MACHINES**

**PROPERTY OF THE NATIONAL EXCHANGE, 5c-10c-25c ROL-A-TOP BELLS**

**The Above Prices Are F. O. B., Chicago**

**WATLING MFG. CO.**

4600 W. Fullerton Ave., CHICAGO 44, ILL. 

**CONSOLES COMPLETELY OVERHAULED — READY FOR TRouble-FREE OPERATION**

**KEENEX SUPER BELL**

50000 B. O. D. CO. INC.

**SCOTT-CROSSE CO.**

1423 Spring Garden Street, Philadelphia, Pennsylvania

**FOR SALE**

**VICTORY SPECIAL**

.§ 55.00

**EVANS RACK 5c. FP-PO**

325.00

**AML. 47**

**1939 MAJOR SEEDS**

100.00

**SPECIAL ENTRY**

200.00

**GODAFF**

**SPECIAVIL! Kwok Cofee Machine, used almost daily. Bargain. Write for information.**

---

**WANT TO BUY**

Regular Drop Bells, Deluxe Drop Bells and Drop and Roll-A-TOP Bells.

Rock City Amusement Co.

125 South Ave., No. Nashville, Tenn.

**M. R. WILKIE**

Amusement operating owner since 1919. First name for new orders.

New deliveries daily. Fast Bells, "Also Available" all new styles.

Expect prompt delivery. Write for estimates and prices on all new styles.

Mr. Rock City Amusement Co.

1939 Cumberland Coin Machine Exchange, Cumberland, Ky. 

Phone 1205 (Area) 574-5736.
Few New Candy Vendors Shown At 1948 Meet

CHICAGO, Dec. 18 — Candy vendors and manufacturers introduced the new machines shown at the 1948 NAMA convention here this week, most manufacturers concentrating on 1947-48 models. Design change, an improvement that will permit a new breed of candy vendor and one new model summarized the new equipment effort for the year.

Atoe-Derens Company, Chicago, displayed a new and improved candy vend- er, featuring improved functional design. The machine now has a singleacias bar retention chute for its seven tiers, preventing bars from being jettisoned from their pockets, falling to the bottom of machine or down delivery chute. Retention bars are held in place by two vertical guide bars, which permit raising of retention bars to prevent restocking candy compartment. New free-spin action of candy tiers reduces loading time to an average of 30 seconds. Alto eight inches higher than former candy vendor, Atoe-Derens claims its capacity of machine remains at 380 to 496 bars, depending upon their weight.

Theodore Isaac, vice-president, stated product will be available through the manufacturer's machine is 25 units a day. Price is $449.50.

Mills Manufacturing Company, New York, introduced a new candy bar vendor, Model 30B, 100-bay capacity. Face panel has four display windows, showing merchandising features. The vendor can be used in 30 clubs of which the trade mark emblem of item sold. Price is same as the hard candy units, $56.00.

The Red Cookie vendor, Model 700, with initial delivery of 49 units. Each outfit also priced at $49.50, is a four-color design with 80-bay capacity and of same dimensions as the firm's hard candy units.

Mills Manufacturing Company, St. Louis, showed its electric Model 8CE, introduced a year ago. The 8CE vendor, Sol Gottlieb, D. Gottlieb & Company; John Watling, Watling & Company; and Benneker, Bally Mfg. Company, also demonstrated the new vendor.

Among the convention visitors from Chicago manufacturing firms were Mr. and Mrs. L. Mills, president of the firm, and R. Elmore, of the firm's sales department. All were present at the convention and had good events and told3 at the St. Louis Browns. All National and American Leagues coaches and owners could be seen with their agents. The NAMA trade show was attended by the third and fourth floors. Happier Chandler, basketball commissioner, was among the event's many high-gaugers. Walter Graham, head of Self-Service Biological, Chicago, was displayingvendors on all of his new vendors. When he visited the Juke Box Corporation, the firm proceeded to exchange information with Bob Cosnow, of the coin-operated juvenile. Bob also discussed the sales plans for the juke box in the field, was interested in getting information on Bally's new coin-operated lusts. Graham, on the other hand, was asking Cosnow about the pros and cons of coin-operated juke box operation.

From Chicago manufacturing firms, the Juke Box Corporation, Maccy, Royat, Gottlieb & Company, Watling & Company, and Benneker, Bally Mfg. Company, among many other firms, were present at the convention. Among the things on the agenda was the first time for the war, operating company; the company is considering the possibilities of coin-operated juke boxes, which are the only ones on the market that will discharge all the juke box can handle. This will be the first vendor that will discharge vending machines.

Visitors of the Juke Box Corporation will not be able to forget the daunting array of juke boxes, the self-service, and the latest addition, the Twister. When visitors enter the machine, they are greeted by the sight of a juke box.

As reported by the George Jenkins firm, sales manager, Bally has previously used the juke box, but with changing odds, such as Triple Bell and Wild Lemon, in which odds change according to the number of coins dropped. The feature is important in prices, $2.50, featuring a spinner which automatically changes odds, but it marks the first model box that permits a patron to make his own odds and by flipping additional coins.

Begin Production On New Bally Bell

CHICAGO, Dec. 18 — Bally Manufactur- ing Company has placed its new bell called the Bell-O-Matic 100, in full production. Ray Moloney, president, announced this week. New product features a 100-bay model, first of Bell-O-Matic series of machines produced in the Bally one-ball, Cita- tion.

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Thousands of coin men have answered The Billboard's First Annual Coin Machine Roll Call. Coupons are still rolling in from the advertisements in The Billboard the past three weeks and from 87,000 pieces of mail sent to lists of operators obtained from 79 distributors and manufacturers.

Let's Make It Unanimous!

But there are still some firms in the business to be heard from. Have we heard from you? Enroll today! Help make the coin machine census complete.

Let's Make It Unanimous!

On January 1 the final gigantic mailing to 145,000 names goes into the mail. Why? Simply to make this roll call as complete as possible.

Let's Make It Unanimous!

What's more—we want to give every coin man the opportunity to obtain eight of the most important coin machine issues of the year for only $1. Eight issues that include the big CMI Convention Issue with The Billboard's Annual Juke Box Supplement, as well as the news-filled issues that follow.

Start the New Year Right! Enroll Now! Use the Coupon Below

Subscribers—Use This Coupon

To: B. A. BRUNS
THE BILLBOARD
2160 PATTERSON ST.
CINCINNATI 22, OHIO
I AM A COIN MACHINE MAN!
Enroll me as an
☐ Operator ☐ Distributor ☐ Manufacturer ☐ Other
☐ I already subscribe to The Billboard and want my subscription extended for eight weeks for only $1.
☐ Send me an additional copy for 8 weeks for $1.
☐ I enclose $1 for which I get 8 weeks PLUS the December issue of VEND FREE.
☐ Bill me later for $1 (No Free Vend).

Name
COMPANY
STREET
City Zone State

Free $1 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!
Enroll me as an
☐ Operator ☐ Distributor ☐ Manufacturer ☐ Other
☐ I am not at present a subscriber so I accept your offer to send me the next 8 issues for only $1.
☐ I enclose $1 for which I get 8 weeks PLUS the December issue of VEND FREE.
☐ Bill me later for $1 (No Free Vend).

Name
COMPANY
STREET
City Zone State
BULK OPS TALK 6-PT. PROGRAM
AT NAMA ROUND-TABLE MEET

CHICAGO, Dec. 18—Stressing efficiency, economy and operator alertness, the NAMA Penny Machine Round Table held Tuesday morning (12/14) got under way with the moderator, Karl M. Klein, Louisiana Vendling Machine Service, New Orleans, opening the discussion before the assembled operators, suppliers, distributors group.

In line with the increased-produce-thru-efficiency theme, the two-and-a-half-hour meeting resulted in an Improvement and discussion revolving around a 6-point program to advance operating techniques. (General) point of discussion was (1) cleanliness of equipment; (2) service of uniforms; (3) how to solicit new direct mail; (4) cleanliness, advantage or disadvantage; (5) method of paying servicemen; (6) moisture control in merchandise compartment.

Asking on clean equipment, Klein stated that a prime point was the period during the cleaning of the interior, both as outside, of the glass globe on nut and other bulk machines. A clean clock, used for this purpose, and other, should be furnished each route.

Dirty equipment is accused by local health authorities, with resultant restrictions and often special ventilation called for. Best practice in cleaning interiors of nut compartments was that of a damp cloth with a powder cleaner.

The oil residue left on the glass from the machine, used with the cleaner, to provide an excellent ingredient that removes all foreign matter and provides a high polish, it was pointed out.

Following the clean equipment discussion, it was suggested by Klein that NAMA carry a short slogan on “Keep your equipment clean as the official stationery in 1949. NAMA’s Rt. Vendersh would he would take this question up with association officials shortly.

Uniforms

Joseph Brodsky, Illinois Vendling Company, Chicago, went on record as favoring use of uniforms, especially in industrial type operations as his own. Lettered firm name on uniform realizes further access to plant locations as officials recognize the man, and not the bag, but as completed, used with a set purpose in their building. Routes covering public, industrial type would also benefit thru use of uniformed routeemen, but an alternative measure could be a more casual, less standardized jacket and shirt, with tie, the approved, untableted.

Company owned uniforms were second choice; employees’ purchase of own outfits, with modesty maintaining allowance, being preferred. Reason: Uniforms ordered to measure for individual employees seldom were suitable for use by new help, resulting in a loss of the purchase price. A rental service was also mentioned as a good solution to the uniform problem.

A new idea in acquiring desirable locations was suggested in the use of direct mail solicitation. While unstated in the penny machine field, operators agreed it was worth trying. Using a 3-cent stamp (1½-cent mailings suggest usual advertising plugs and are usually discarded unread) the operator should enclose a photo of his machine, itemizing briefly the advantage (to location owner) of having it in his business. It was advised. Such letters should be followed up by a personal visit; they will act; at least, as a means of introduction and make the operator’s name known it was looked for. Such mailing of course would be purely a local proposition, postpaid return cards would not be needed.

The use of charms as sales incentives brought aero and con opinions from various operators. Samuel Epply, Inc., New York, took the affirmative side, citing use of premiums by breakfast food

soft drinks and the Crackerjack package. He held that the charm offered a bigger thrill to children than an "extra peanut or bit of ball game." Glenn Gillette, operator from Wilkesburg, Pa., stated in his opinion that the advertising and ball gun operators used charms while only did two not. Trade groups, several present, had heard the same statements of legality (of charms) up to law-makers. It was explained charms was the custom rather than the exception, it was declared.

He added, any use of charms in venders paralleled premiums and prizes given in confection and breakfast food packages. Miss Adeline Strong, Gum Vendng Corporation, said, while the latter gave such a premium with each purchase, each vender purchase did not. A different question, it was decided, should be up to the individual operator.

Salaries

Service workers, salesmen, in areas where unionization was not the rule and the employer was not compelled to follow a collective bargaining agreement, were usually a straight salary arrangement. A cost-cutting basis was found on pre-set grosses for each route in several instances was mentioned as an efficiency stimulant. The value of the guaranteed straight weekly wage, however, was brought up as the best long-term employee incentive.

Problems of moisture control, especially in the southeast part of the country, posed a major profit-eating bugaboo, Klein stated. One solution was purchase of top quality hard shell merchandise to reduce loss thru dampness. Use of a pre-bagged, durable moisture-proofing product, he added, was advocated as the solution. Placing a small bag of this substance in each vender (at a cost of about 25 cents per machine per year) would practically eliminate loss thru moisture, it was pointed out.

Meeting was concluded with the consensus that the bulk operator should "give the customer everything he can." Larger portions, it was cried, meant increased repeat patronage, returning in a higher per sale profit but eventually returning a higher per sale profit. It was contended, meant a greater volume of business and consequently a greater volume of loss thru shelf merchandise.

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Terms: 1/3 Deposit, Balance C. O. D.
BARGAIN BUYS!

<table>
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<tr>
<th>Item</th>
<th>Price</th>
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<tbody>
<tr>
<td>World's Fair Victory-Game</td>
<td>$81.50</td>
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IDEAL ROUTE IN IDEAL WARM CLIMATE

"NOPE! NOT PHOENIX"

Flirt, Movie, Payouts; 10 years of experience. Will pay out in 14 months.

BOX D-112, % The Billboard, Cincinnati 22, O.

METAL TYPE DISCS

PER 1,000 $9.50

GROCERIES METAL TYPE $175.00

Axe Banner

FREE ROLLING BARREL $79.50

PHOTOMATICS, rebuilt $299.50

PHOTOMATICS,brand new $100.00

With Order, Balance C.O.D.

MAX GLASS DISTRIBUTING COMPANY

916 DIVERSITY - CHICAGO 14, ILL.

GOVERNED

USED GAMES

BRONCHO $37.50

MAM'SELLE $39.50

TALL BOY $28.50

TROPICANA $65.50

TREASURE CHEST $74.50

MAJOR LEAGUE $79.50

SAILBOAT $95.00

ROBIN HOOD $110.00

TENNESSEE $95.00

TRIPLE ACTION $112.50

SOUTH SHORE $112.50

TRIAD $115.00

CRAYAL $129.50

KING COLE $149.50

CIRCUS $159.50

1/3 Deposit Cash or Certified Check W/Order

Ex. Contact Kicker Kits...$6.95

Ex. Flipper Kits...$9.95

MARLIN

Amusement Corporation

412 9th Street, K. H. o Di-1125

Washington 4, D. C.

GREAT COUNTER-GAME CLOSEOUT

New Dava! Free Play

$30.00

It's a STEAL!!

Thousands of brand new Popular, Hillbilly and Race Records purchased from a former distributor's stock.

1/25 each

Birmingham Vending Co.

Birmingham, Alabama

Phone 3-5183

One-third cash deposit with order

WANT TO BUY

All Original Flipper-Type Games

Send List and Prices for Quick Inspection

EMPIRE COIN MACHINE EXCHANGE

1012 Milwaukee Ave. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph.: T-1er 7-2370

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The very latest in coin-operated AMUSEMENT, MUSIC, VENDING and SERVICE EQUIPMENT will be exhibited at the Coin Machine Show. Operators cannot afford to miss this great display of money-making equipment...the kind of equipment that will make operators very important people... prosperous people...in '49. To be sure...be there!

Let's Get Together at the Show
**COIN MACHINES**

---

**“SWEET SUE”**
A REVAMP FROM HAVANA

**NEED A NEW GAME?**
NOT MUCH MONEY?
DON’T BE BLUE-

Get "SWEET SUE"
NEW PLAYFIELD
NEW BACKGLASS
(FLIPPER OPTIONAL)

PLACE ORDER WITH YOUR DISTRIBUTOR OR WRITE
T and M Sales Co.

2849 W. Fullerton Ave.
Chicago 47, Il.
Phone: Dickens 2-2424

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**ROCK-OLA**
Standard Shuffleboard

Joins the Parade of ROCK-OLA money making products for Operators and Distributors!

---

**“Slot” TOOLS**
For MILLS and JENNINGS MACHINES

**SKILLED or UNSKILLED OPERATORS and CLUB MANAGERS CAN MAKE “ON THE SPOT” ADJUSTMENTS WITH SELECTED and S专门LY DESIGNED “Slot” TOOLS**

---

**REBUILT MILLS MACHINES**
★ BLACK CHERRY ★ BLACK GOLD ★ JEWEL BELL
All Cabinets with New Castings and Gilted.
Appearance and Operation Like New.
Write for Complete Information.
AUTHORIZED DISTRIBUTORS for NEW MILLS BELLS

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**LITERATURE ON “SLOT” REPAIR TOOLS AVAILABLE**

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**ROCK-OLA MFG. CORP.,**
800 N. KEDZIE AVENUE
CHICAGO 37, ILLINOIS
SICKING'S GUARANTEED RECONDITIONED GAMES

NEW MILLS BELLS

MILLS' NEW G T
"4-finger" Bell. Website only $.25.
The LEFT is an entirely new design with spherical front finished Bell and solid, and made to give appearance and quality of all the names. Fully soldered and shielded in one time. The original parts but it produces.

MILLS BLACK GOLD BALL

MILLS JEWEL BALL

If you wish to increase your income by the use of the Mills Black Gold Ball and Mills Jewel Ball in location, it is different than any Bell ever manufactured in the past. Each is a unique design, with an unusual appeal. Ready for delivery in 25c, 50c, $1 and $5 play.

WRITE FOR PRICES

FIVE BALL FREE PLAY GAMES

SICKING, Inc. ESTABLISHED 1905

AMERICA'S OLDEST DISTRIBUTOR

1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

NEW BONUS BALL...WRITE FOR PRICES

MILLS' NEW VEST POCKET BALL

The New Bonus is a complete Bell, operating at $8 Mason Patent option. Based partly in design is S.Staves, but has been developed and improved, eliminating the expense of tooling. BLUE BELL or MILLS BELL.

5c at PLAY ... $1.25 at PLAY ... WRITE 1/8 DEPOSIT

GUARANTEED RECONDITIONED MILLS BELLS

Blue Fronts, Brown Fronts, Jewel Bells, Bonnie Bells, G.T. Bells, Veal Fronts Bells. WRITE FOR PRICES.

WRITE FOR PRICES

NEW GAMES

MILLS SLOTS

Rebuilt—Refurbished—Club Handles
6c Blue Print. 88.00. By Brown Print. 98.00. 8c Print. 112.50. 10c Blue Print. 109.50.
6c White Print. 85.00. 8c Brown Print. 95.00. 8c Metal Bell. 100.00. 8c Keene. 107.50.
10c Keene Bell. 112.50. 10c Keene Bell (Brand New Only). 150.00.
25c Mills Bell (Brand New Only). 149.00. Guaranateed 100% Perfect!

NEW GAMES

MAGIC ONE-TWO-TREE

TEMPTATION SERENADE

ROUND UP SARATOGA

CITATION (1-BALL FREE PLAY)

LEXINGTON (1-BALL PAYOUT)

SHOOTING STARS 8-BALL FREE PLAY

$50.00

Fast, Fastness, Exciting Action! High Score! Disappearing Ball Hole! Simple Ideas. Prize Money Maker! In Original Cartons!

All used equipment completely reconditioned and refinished

GUARANTEED TO BE PERFECT

J. H. KEENEY CO., INC.
"THE HOUSE THAT JACK BUILT"

2200 N. WESTERN AVE. PHONE Armitage 6-5005CHICAGO 47

Division of ATLAS MUSIC CO.

ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8

ATLAS MUSIC CO., 325 PINE ST., PENSACOLA 11, FL.

ATLAS MUSIC CO., 321 NORTH ST., DES MOINES 9

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$14.50
Each
location
are
net.

We repair all types of coin machines
by day, with orders, at C.O.D. F.O.B. Chicago.

COIN-OPERATED 1c or 5c
AMERICAN EAGLES OR MARVELS

Cashier's Tax Free Non-
Coin American Eagles or Marvels. No coin change, no coin
box. American Eagle or Turbula, shipped fully complete

$20.50 ea.

WRITE FOR FREE CATALOG!
WE BUY USED SLOTS AND COUNTER
MACHINES—WRITE US!

IT'S FULL OF COLOR
AND LOADED
WITH INCENTIVE
IT'S THE NEWEST
IN COIN MACHINES!
SEE BOOTH 9 AND 10
AT THE C.M.I. SHOW

January 17-19

WANT EXPERIENCED MECHANIC
FOR ONE-BALLS AND SLOTS
In replying give age, marital standing, education, present and past
employers, exact territories and length of times covered, etc. Write
freely and frankly. This is a high-grade position for a high-grade man.
Your letter will be kept in strict confidence.

Box No. 237

E/O The Billboard
115 N. Clark St., Chicago

1949 will bring
3 new Mills Bells

Bell-O-Matic Corporation
4100 Fullerton Ave., Chicago 39, Ill.

To our many friends

A VERY
Merry Christmas
AND A
Happy New Year

December 25, 1948
The Billboard

COIN MACHINES 107

COLUMBIA DOUBLE JACKPOT BELL
Factory
reconditioned
like new

$85.00
Each

Columbia has
no competition.

Buddy
Like New — In Original Cartons

$17.50
Each

abco Novelty Co.
2009 W. Iowa St.
Phone Everglade 4-3823
Chicago, Ill.

Abco Novelty Co.

Member
National Coin Machine
Distributors' Assoc.

40 Waltham Street
Boston 15, Mass
Tel. Liberty 2-1940

To our many friends

A VERY
Merry Christmas
AND A
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Box No. 237
E/O The Billboard
115 N. Clark St., Chicago
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
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-Ft.WAYNE INDIANAPOLIS-LEXINGTON

Terms: 1/2 Deposit, Balance, Sight Draft

GIVE TO THE DAMON RUNYON CANCER FUND
HORSE-TRADING TAKES Experience!

IT WOULDN'T be smart to have your barber buy and sell horses for you—he doesn't have the experience, the know-how for picking winners and the sixth sense that tells him when it's time to trade. And when you deal with anyone but the man who belongs to the NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION, you're not taking advantage of his broad experience and wide contacts in the coin machine field—the background that enables him to help you make your business pay.

When a game is "played out"—when it no longer has steady player appeal—it pays to call on the man who belongs to the NATIONAL COIN MACHINE DISTRIBUTORS' ASSOCIATION. He'll give you the best trade, because he has the know-how plus the organization for handling your trades. When you buy and sell all of your machines through your NCMDA* Distributor, you do all of your business under one roof—a real advantage which simplifies your transactions, gives you quick action on your trades and immediate service on your new machines.

See the man who belongs to NCMDA*—you'll get the best trades today.

'NATIONAL COIN MACHINE DISTRIBUTORS' ASSN.
130 NORTH WELLS STREET • SUITE 1301 • CHICAGO 6, ILLINOIS

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SOUTHERN AUTOMATIC MUSIC CO., INC. 260 Jefferson St., Lexington 2, Ky.
SOUTHERN AMUSEMENT CO., INC. 628 Madison St., Memphis, Tenn.
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WEST
GENERAL DISTRIBUTING CO. 2812 Main St., Dallas 1, Texas

WEST COAST
ADVANCE AUTOMATIC SALES CO. 1850 Howard St., San Francisco 3, Calif.
WESTERN DISTRIBUTORS 1320 S.W. 14th Ave., Portland 7, Ore.
WESTERN DISTRIBUTORS 3125 Elliott Ave., Seattle 1, Wash.
The BEST Christmas Gift
For Your Locations—

Williams

El-Paso

See It—Buy It at Your Distributor TODAY!

Season's Greetings

Williams
MANUFACTURING COMPANY
161 W. Huron Street Chicago 10, Ill.

SHAFFER'S SPECIALS
IN USED PHONOGRAPHs
Reconditioned—Ready for Location

SEEBURG R.C. LOTONES ................................ $219.50
SEEBURG R.C. HITONES ................................ 219.50
SEEBURG ENVOT-AM .................................. 169.50
SEEBURG CADET-E.S ................................... 149.50
SEEBURG MAestro-3.S ................................ 149.50
SEEBURG GEM ........................................... 115.50
ROCK-OLA '40 MASTER ................................ 99.50
ROCK-OLA '39 DELUXE ................................ 99.50
WURLITZER 500 ......................................... 89.50
SEEBURG W1-5I5 5c Wireless Wall-o-Matics ........ 54.50
SEEBURG WB-1Z (5-10-25c) Wireless Bar-o-Matics .... 24.50
SEEBURG WS-2Z 15c Wireless Wall-o-Matics ........... 28.50
SEEBURG WS-2Z (5c) Wireless Wall-o-Matics w/ metal covers .... 28.50
SEEBURG WS-2Z (5c) Wireless Wall-o-Matics w/ plastic covers ... 28.50
SEEBURG DS-20-1Z Three-Wire Select-o-Matics .......... 22.50
ROCK-OLA Dial-o-Tune Boxes .......................... 3.00
BUCKLEY Boxes ......................................... 3.00

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

SHAFFER'S SPECIALS
IN USED PHONOGRAPHs
Reconditioned—Ready for Location

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SEEBURG DS-20-1Z Three-Wire Select-o-Matics .......... 22.50
ROCK-OLA Dial-o-Tune Boxes .......................... 3.00
BUCKLEY Boxes ......................................... 3.00

THIS WEEK'S SPECIAL
1—International Mutoscope Deluxe Voice-o-Graph (Deluxe Cabinet type
coin-operated voice recorder). Excellent condition, ready for location.
F. B. Columbus, Ohio.

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE C. O. D.
SHIPPMENTS F. O. B. COLUMBUS, OHIO
EXCLUSIVE SEEBURG DISTRIBUTORS
Also Distributors for All Other Leading Coin Machine Manufacturers

COLUMBUS, OHIO CHARLESTON, W. Va. WHEELING, W. VA.
606 S. High St. 1619 W. Washington St. 2129 Main St.
SEATTLE, WASH. PORTLAND, ORE.
2208 Fourth Ave. 1218 S. E. Union Ave.
H. C. EVANS
and Company
wish you all
A Merry Christmas
and the Best of Everything
in the New Year

See Us at the MORRISON Hotel
Suites 639-640
JANUARY 16-17-18-19

Sincere Wishes for
A Merry Christmas
and Another
Happy, Prosperous
New Year

with

LIQUIDATING
by order of
Trustee in Bankruptcy
and Finance Company
ENTIRE INVENTORY OF
ALLITE MFG. COMPANY
5732 DUARTE STREET, LOS ANGELES, CALIF.
MANUFACTURERS OF COIN OPERATED BOWLING MACHINES
CONSISTING OF

GUARDIAN ELECTRIC RELAYS AND CONTACT SWITCHES
COIN CHUTES AND ADAPTORS

ALUMINUM MOULDING
54,000 Ft. 5/8" Alum. Moulding, 9 & 12 Lbs.
9,000 Ft. 5/16" Solid Alum. Moulding
2,000 Ft. 5/16" Alum. Moulding, 12" Lengths
2200 Kulka 1104 Terminal Blocks
4000 Bowling Pins, 1/2"
1200 Bowling Balls

CABINET LOCKS
2500 Solid Cabinet Locks
3250 3/4" x 18" x 3/4" Neoprene Hose
1200 Lucite Miscellaneous
200 Pro, Stanley 2" Bolts
100 Pro, Stanley 3" Bolts

SOCKETS AND PLUGS
40,000 Jasco Sockets and Plugs
2500 6/4" x 4/4" Canvass Canvas Bags
10,000 5x1/2" Canvas Bags

WIRE
5500 Ft. 3/16" Plastic Tubing
250,000 Ft. Redden #10 Aircraft Power & Light Cable
300,000 Ft. 3/16" Plastic Tracer Wire
710 Lucite Photos Dugee and Skee #27 Heavy Formex Wire
1200 Lbs. Reselling .012 Annealed Copper Wire: Special
22,500 worth of Wood Screws, Machine Screws, Bolts, Nuts and Lockwashers
29 ramps of 1948 Allite Automatic Bowling Game—purchase of these Bowling Games
will be given additional part free of charge to take care of service requirements.

DEALERS, JOBBERS AND USES OF STRIKES AND SPARES BOWLING GAMES—PLEASE NOTE:
Liquidator will fill orders for parts for not less than $100 per order.
Send orders addressed to liquidator and check to cover 25% of order.
Orders will be sent C.O.D. No orders will be accepted after Jan. 10, 1949.
ALL ASSETS MUST BE SOLD AS SOON AS POSSIBLE AS BUILDING IS SOLD
WRITE OR PHONE FOR DESCRIPTIVE CIRCULAR TO

JOSEPH ROSENBERG
Liquidator
5732 DUARTE STREET
LOS ANGELES, CALIF.
Chicago Coin's Re-bound retains all of the fine workmanship and beauty of the fine, world-famous Shuffle-Board, which rebounded in this rack to score in front of players. Chicago Coin's Re-bound contains all of the fine world-famous Shuffle-Board, which rebounded in this rack to score in front of players. The playing field is made of "Dura-life," which requires no resurfacing and which always maintains a smooth, true finish.

Re-bound is 1" thick solid rubber, which rebounded in this rack to score in front of players. Chicago Coin's Re-bound contains all of the fine world-famous Shuffle-Board, which rebounded in this rack to score in front of players. The playing field is made of "Dura-life," which requires no resurfacing and which always maintains a smooth, true finish.

10c COIN OPERATED WITH MEASURED PLAYING TIME (4 or 10 MINUTES).

PLAY STOPPED AUTOMATICALLY AT END OF MEASURED TIME BY ELECTRICALLY CONTROLLED PINS IN BACKRACK.

GAME OVER PROMINENTLY VISIBLE!

PUSH BUTTON SCORING AT BOTH ENDS!

METERED CASH BOX!

SIMPLE TO INSTALL, ALL IN ONE UNIT!

MADE OF SOLID WALNUT AND MAPLE!

MADISON'S IMPACT, INC., PATENTED INDUSTRIAL DESIGN.

Score visible from either end, in lights!

Score visible from either end, in lights!

Score visible from either end, in lights!

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Score visible from either end, in lights!
IT'S HERE!

**Genco's One Two Three**

- It's completely NEW!
- It's completely DIFFERENT!
- It's REVOLUTIONARY!
- It's by far Genco's Greatest

Order from your Distributor Today!

Genco 2621 North Ashland Ave. • Chicago 14, Ill.
NOW! FAMOUS "CITATION" ODDS IN A BRILLIANT BELL-CONSOLE

Bally MULTI-BELL

"MULTIPLE" COIN PLAY DOUBLES AND TRIPLES AVERAGE BELL PROFITS

All the powerful play-appeal and color and flash and suspense of bell... plus the famous "Citation" odds that is already sweeping one-ball territory like wild-fire... and smashing all previous profit records! That's MULTI-BELL... the strongest combination of money-making features ever crammed into one cabinet. Odds "multiply" on mystery basis... from 2 all the way to the big juicy SPECIAL, EXTRA-SPECIAL or SUPER-SPECIAL. Odds always either advance or remain as high as on previous coin... NEVER DROP BACK TO A LOWER BRACKET. Players actually play 8, 10, 12 coins before spinning reels... and for the first time in history a SINGLE-CHUTE console is actually earning double the revenue of multiple-coin-head games. Get your share... get MULTI-BELL now.

A Bally Game FOR EVERY SPOT

CITATION • LEXINGTON • CARNIVAL
TRIPLE BELL • WILD LEMON • HI-BOY
HY-ROLL • DELUXE BOWLER

OPERATE AS AUTOMATIC OR FREE PLAY
NICKEL OR QUARTER PLAY

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Copyrighted material
Sno-Kone supplies—Cups, Spoons, Snow Shavers, Snow Cases, Snow Cone Concentrated Flavors, Neon Signs, just a few of the Snow Cone items we handle.

POPCORN SUPPLIES. Purdue Hybrid Popcorn, Popping Oil, Coconut Oil; Bags and Cartons of all sizes, printed and plain; Popcorn Salt; Poppers in Electric, Gasoline and Tank Gas; Commercial Popcorn Vendors, Warmers, everything you need for either a permanent or portable stand.

CANDY FLOSS. Floss Machines and Accessories, Floss Paper, Certified Color, Floss Flavor and our new "FLOSSINE" a compound of flavor and color made especially for Candy Floss.

CANDY APPLES. Candy Apple Stoves for Tank Gas or Gasoline, Candy Apple Copper Kettles, Candy Apple Pans, Candy Apple Sticks, Certified color, Thermometers.

SNACK BAR EQUIPMENT. Toasters, Grills, Hot Dog Warmers, Hamburger Griddles, Deep Fat Fryers, Sniottles, and Sandwich outfits.

COMMERCIAL POPPING. Poppers, Warmers, Vendors and Supplies.


Attract the young and old alike

Sno-Kone brings 'em back for "seconds"

new, improved—sturdy, leakproof

Gold Medal Products Company
318 East Third Street • Cincinnati 2, Ohio
MORE THAN MEETS THE EYE

Allan Herschell Amusement Rides

Eye-appeal? There's plenty in Allan Herschell Amusement Rides... smart, colorful decoration, gleaming chrome and stainless steel trim, brilliant fluorescent illumination and floodlighting. But even more important to you are the years of engineering experience and manufacturing skill that are part and parcel of every AH device.

Allan Herschell engineers know how to plan and build rides that are safe. Allan Herschell craftsmen know how to build rides that last... rides that deliver uninterrupted performance day in and day out.

We are proud of the fact that our staff of supervisory experts averages more than 33 years in length of service with us. Let this be your guide when you next consider the purchase of a park or carnival riding device.

Allan Herschell Company, Inc.
North Tonawanda, N.Y.
World's largest manufacturers of amusement rides.