Among those present at the annual trade show and convention of Coin Machine Industries, Inc., this week is chirp Fran Warren, currently being given the build-up treatment by RCA Victor. Fran, who has been around with a number of bands, most recent with Claude Thornhill, has "Why Is It?" backed by "Joe" getting quite a wax whirl as her first single release on the Victor label. The William Morris Agency is booking la Warren, with NBC said to be interested in joining the campaign. Personal manager is Barbara Bell.
99.8% buy Lombardo again*

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

Guy LOMBARDINO
and His Royal Canadians

Latest DECCA Releases

DOWN BY THE STATION  backed by SWEET GEORGIA BROWN  Decca 24555
RED ROSES FOR BLUE LADIES  backed by EVERYWHERE YOU GO  Decca 24549
THE BIRTH OF THE BLUES  backed by STORMY WEATHER  Decca 24531

www.americanradiohistory.com
Big New Fair Set at Ottawa; Plenty of Acts

Makes Bow May 30

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

Hedonic indulgences will be placed on entertainment to assure the success of the initial try, McIlroy said. (See New Annual on page 33)

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

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

The American Federation of Radio Artists (AFRA), together with the American Federation of Television Artists (AFTRA) have announced a merger designed to strengthen their position in the motion picture industry. The plan was designed to be presented to the major studios for approval. (See One Big Union on page 24)

New ASCAP Consent Decree Due?

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

Proposition Aired For Radio-Video 'Academy Award'

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

In submitting the proposal to the RTCC, REC President Harold Haverlin, said that the Circle would make annual nominations in radio and video, on virtually any basis it felt warranted—either to a program or programs, or to outstanding figures in either field. These nominations would then be voted on by the 600 REC members, who, together represent a cross-section of radio-TV, both in New York and elsewhere. This is a parallel to the industry-wide voting system used by the Hollywood academy.

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

Outdoor Field, Too, Cops Seat For Inauguratin'

WASHINGTON, Jan. 15.—In addition to the great line-up of indoor talent scheduled to appear (The Billboard, Jan. 12), outdoor show business will be well represented at President Truman's inaugural ceremonies, which open Monday (17) and run thru Thursday (20).

A special feature planned by the Park Service was the display Wednesday and Thursday night (19-20) of a fireworks show at the Willard Hotel. (See Outdoor Field, Too, Cops Seat For Inauguration on page 38)

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

BB Tab Scores It That Way—Here's Why

NEW YORK, Jan. 15.—With less than four months to go in the annual Stem race for critical leg accuracy honors (The Billboard docks a leg season from May 1 to the following April 30), a check-up of the current form of the New York drama pandit is in order. As of yesterday (4) a pre-mortem tabulation shows The Herald Tribune's scribe expert, Howard Barnes, leading the field with an average of 98.2 per cent, a two-point lead over the current second-placer, Robert Coleman (Mirror). This is a terrific switch from last year's finish, when Barnes broke the tape in sixth slot and Coleman wound up third.

Last Saturday set a mark of 43 production arrivals on the Stem, not counting those with fixed or limited seating arrangements. (See Trib's Barnes on page 38)

Loadian

MRS. W. H. DONALDSON

April 17, 1864

January 12, 1949

Hooper Finds Distaff Oglers Now Dominate

Reason: Fewer Sports Shows

NEW YORK, Jan. 15.—Women's interest in television programs is increasing consistently, and has been since the middle of 1948, according to data gathered by Concept Marketing Inc. In the spring of '48, men outnumbered women as viewers by almost two to one.

Three typical examples of the audience composition of leading TV shows this season are shown below. The Johnnie Ray Hour had an average of 1.71 average women viewers each week. The Dodgers, in which the figures are 2.4 (women) and 2.04 (men). (See Fem Gazer's in Tele on page 10)

Congress Gets Bill To Repeal 20% Gate Tax

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

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

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

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

George Haviert, management, who has been at the Ball for two years, is contracted to furnish a fireworks display Wednesday and Thursday night (19-20) from the Thiebaud-Duffield Fireworks Company, Chicago, and hopefully, Melvin Hildreth, general chairman of the inauguration ceremonies and past president of the Circus Fans' Association, announced the Cole Bros' Circus call. The event would be the last day of the inaugural day proceedings Wednesday (19). Too, officials said 15,000 of the anticipated spectators will sit on bleacher seats borrowed from Domino Bros. and Barnum & Bailey.

This will mark the first time in years that fireworks have been used (See Truman Opdy on page 33)
Showbiz All Out at Inaugural

Even Big Top Gets Into Act, Lending Seats

Orks, Stars, TV All Help

WASHINGTON, Jan. 15.—Next week's mammoth inaugural celebration will end in a final, encompassing every aspect and sight of the entertainment world, from the piano-thumping President Harry Truman and his vocalizing daughter, to the dramatic opening of the stage, screen, radio, television, concert and circuses.

Under the guiding hand of the country's No. 1 circus fan, inaugural committee chairman C. D. Ril- dreth, the list of the entertainment world's contributions to the inaugu- ration reached a point una- leashed in Washington history.

Circus Seats

Everything popular from show business by Rilldreth has been promptly forthcoming, including such huge gifts of thou- sands of circuses, tents, and cine camera offices from the (See Showbiz All Out on page 21)

Rube Yocum Granted Patent On Translucent Ice Rink

PHILADELPHIA, Jan. 15.—Rube J. Yocum, of Lamb and Yocum, who have had their ice rink at the Ben Franklin Hotel here for the last six years without a break, has been granted basic patent No. 2576719 on a translucent ice rink.

The new rink, Yocum claims, permits vari-colored lights to be placed upon the performers without under the surface of the ice, thus producing color and flash not attained in the average ice rink. The illuminated ice will be available to any size rink, Yocum says.

Yocum built and designed one of the first direct-expansion portable ice units which is aided in making tanks popular.

In This Issue

Broadway Weekly

1954

Forbes

93

Garden Theatre

129

Cosmopolitan

53

Collier's Weekly

150

Time

32

Grosset & Dunlap

70

Four Square Books

37

Good Housekeeping

80

Horse Roll of His Life (Horse Don Stephen)

28

Legitimate

62

Life

65

Majors

12

Mizzmont

22

Music

16

Music Magazines

122-123

Music Review

21

Natalie Curtis, Births and Marriages

32

New York Times

121

Rudolph, E. H., a Life of William Shakespeare, 1778-1846

23

Scribner's Magazine

87

San Francisco Chronicle

13

Scribner's Magazine

32

Sporting News

12

Stocks and Bonds

32

Theatre Hits

31

Traveler's Aid

31

Wall Street Journal

17

World Journal Tribune

15

Young Folks

31

Ziff-Davis Publications

32

The Billboard Main Office, 5106 Patterson St., Cleve- land 22, O. Robertson Rate: One year, $1.00. In- scribed to account order, June 1, 1937. At Post Office, Cleveland, O., under act of March 5, 1897. Entered, Mar. 3, The Event Film Co.

Jan. 31 Deadline; Band Leaders, Note!

There are several very im- portant tax matters which must be considered by January 31. This is the date set for the fourth quarterly return of So- cial Security withholding, as well as the first quarterly returns of income tax for the year. This is also the due date for the second quarter of the withholding statements for each employee. These Form W-2's must be pre- pared showing the total amount of income taxes withheld and paid and the total of wages or salaries paid during the year. The first quarter withholding taxes must agree with the total withholding taxes shown on the quarterly Social Security report.

There is one other tax return that must be filed by January 31. This is the Federal unemploy- ment insurance tax for which the employers must file. The Federal Unemployment Insurance Tax Rate is 1% of gross pay. This tax must be paid in a lump sum, but can be paid in quarterly installments.

In view of the fact that most business men are not aware of this, the following summary of the above points should prove of interest to all business men.

The Federal Unemployment Insurance Tax Rate is 1% of gross pay. This tax must be paid in a lump sum, but can be paid in quarterly installments.

This tax is paid by the employer, not the employee. These contributions are either added to the cost of the product or service or are paid by the employer, and are not deductible for income tax purposes.

In addition to the filing of the W-2 and Social Security reports, each employer with a payroll above $1,000 per week must file a Wage Payment and Tax Withheld statement showing the total amount of income taxes withheld and paid and the total of wages or salaries paid during the year.

This statement must be filed by January 31.

Failure to file these returns and reports can result in a fine of up to $100 for each failure. In addition, the IRS may impose a penalty of 10% of the amount of taxes due if the return is not filed on time or is filed late.

If your business is a corporation, you must file a separate return for each subsidiary or division.

If you are a partnership, you must file a separate return for each partner.

If you are a sole proprietorship, you must file a separate return for each business activity.

If you are a trust, you must file a separate return for each trust.

If you are a partnership or corporation, you must file a separate return for each state in which you conduct business.

If you are a sole proprietorship, you must file a separate return for each state in which you conduct business.

If you are a trust, you must file a separate return for each state in which you conduct business.

Failure to file these returns and reports can result in a fine of up to $100 for each failure. In addition, the IRS may impose a penalty of 10% of the amount of taxes due if the return is not filed on time or is filed late.

If your business is a corporation, you must file a separate return for each subsidiary or division.

If you are a partnership, you must file a separate return for each partner.

If you are a sole proprietorship, you must file a separate return for each business activity.

If you are a trust, you must file a separate return for each trust.

If you are a partnership or corporation, you must file a separate return for each state in which you conduct business.

If you are a sole proprietorship, you must file a separate return for each state in which you conduct business.

If you are a trust, you must file a separate return for each state in which you conduct business.

Failure to file these returns and reports can result in a fine of up to $100 for each failure. In addition, the IRS may impose a penalty of 10% of the amount of taxes due if the return is not filed on time or is filed late.
NEW YORK, Jan. 15.—The $100,000 breach of contract suit filed recently by Orson Welles against the Columbia Broadcasting System (CBS) by an injunction against the Columbia Broadcasting System (CBS) is due to be heard on Monday. The suit was filed by the late actor’s widow, Mrs. Orson Welles, and an attorney, Mrs. Grace Sweeton. The injunction was granted by Judge J. Michael Curran of the Superior Court of California for the County of Los Angeles.

**Swezy Follows Weber as Veepee At WSDS, N. O.**

NEW YORK, Jan. 15.—Bob Swezy, who recently resigned as vice-president and general manager of the Mutual Broadcasting System (MBS) to become vice-president of WDSN, N. O., was appointed to take his place at WDSN.

**How About Mint?**

NEW YORK, Jan. 15.—The third consecutive year, General Procter & Gamble was the top advertiser in terms of dollars, according to the American Broadcasting Company (ABC). The company spent a total of $6,300,379 for advertising, making it the highest spender among the top 10 advertisers.

**Gen. Mills, P.G. & BC’s, Third Year**

NEW YORK, Jan. 15.—For the third consecutive year, General Mills and Procter & Gamble were the top two advertisers, in terms of dollars, according to the American Broadcasting Company (ABC). The company spent a total of $6,300,379 for advertising, making it the highest spender among the top 10 advertisers.

**May Ask FCC To Kill Outlets Which ‘Stall’**

WATL Statement Cited

NEW YORK, Jan. 15.—An entirely new device to combat so-called collective bargaining stalling tactics of management—that of taking action to revoke the license of a station to form the Federal Communications Commission (FCC)—is being considered by the American Federation of Radio Artists (AFRA) brass. The situation was brought to a head by the AFRA strike against WATL Atlanta, in which the union reached an agreement but then got a ruling from management for management.

The AFRA approach is that WATL violated the strike agreement by its refusal to bargain with the union. The AFRA feels that this would bring about discipline by the FCC.

Coy is Sounded Out

George Heller, national executive secretary of the federation, and Frank Reel, his assistant, spent Wednesday and Thursday in Atlanta to confer with chairman of the FCC, to discuss what the attitude of the government toward the situation might be. It is understood Coy said that the FCC would consider a change of ruling. However, it is said he made it clear that the union would not be able to withdraw from the case if a settlement were reached. The FCC would leave the FCC open to charges it was being used by the union to strike the station to access to the labor's demands. The FCC feels that no demonstration of any facts should be placed in such a light.

In any event, it would result contrary to the FCC's policy on the subject, and labor and its far-reaching consequences. The FCC has already excluded the union from the station's license should AFRA file charges and they be upheld. The union is mulling its decision.

**That Program Foud’ CBS Loses 2 to NBC; Both Nets Gang on ABC as War Spreads**

NEW YORK, Jan. 15.—The competitive network radio picture this week continued to fluctuate more than the shows by the Columbia Broadcasting System (CBS), the network which is owned by Wise, has been selling for about a year on numerous stations throughout the country on a cost-sharing basis, with ABC as a New York radio station. The latter's show tentatively is scheduled to continue, even tho WIZ will also sell the program, which features host journalism, Janice Jordan, and announcer Sidney Walton.

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

**Winner May Return As Half-Hr. Package**

NEW YORK, Jan. 15.—Winner Take All, the Columbia Broadcasting System (CBS) sustainer which was canceled by the networks last season, now has five sponsors hot on its trail. This week, the show, which is a half-hour package, was either a five times a week half-hour package or a one-time half-hour show. The show would have two sponsors paying the freight for two back-to-back half-hour stations.

Winner is also a CBS-TV package on Wednesday evenings.
Even Though BMB's Shy 100G
1949 Study Definitely Set

NEW YORK, Jan. 17.—Hugh Feltis, president of the Metropolitan Broadcasting Bureau (BMB), will take to the road this week in an effort to line up at least 100 new stations as members of the bureau and as participants in the BMB's 1949 study, to get under way in March. BMB is short $100,000 of the necessary funds to conduct its survey. There are 104 plus stations Feltis is shooting for that represents that difference. BMB has 80 members including the four networks and their owned stations this total representing and $900,000 in pledges or actually paid in. The reservation of whether or not Feltis is successful, the 1949 survey will be made.

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

Feltis said the last hectic week for the tripartite measurement measurements included the departure of John Churchill as research boss for BMB, with the appointment of all head of the National Association of Broadcasters (NAB) coming in on a lean basis to replace him. In addition, he said another two members of the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (Four's), as well as NAB, have books an unprecedented “sale” and need from their individual standpoints, with a view toward reorganizing this bureau in a broader and more acceptable base.

Sen. Groups May OK 50-Kw. Limit

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

The bill embodying the power limitation is identical to one which was approved by the group in the closing days of the last Congress on the Senate calendar when time ran out. Once before, however, by the committee, Senate precedent virtually assures its passage. Some of the members of all are eventually passed.

In addition, still the Senate the bill again; the Senate once more, passed a decade ago declaring it to be the “wish of the Senate” that power be restricted to 50kw.

Congress Is Won over to "Voice"

WASHINGTON, Jan. 15.—For the first time since it took over the Voice of America, the State Department will receive a friendly, government reception when officials troop to Capitol Hill early this year to face Senate and House Appropriations committeemen. The shift in the congressional situation of the past political season was built up by the Executive Office with bordering on the Senate by Karl Muntl, former Representative and new Senator from South Dakota, who urged $13,000,000 for the information program. Mundt called the present Voice funds (around $13,000,000) “completely inadequate” and recommended a total budget for the next fiscal year of $20,000,000.

Despite Mundt's recommendation, it is expected that the budget was approved by Congress for the next fiscal year will be no more than $20,000,000. The income program has been so universal in its appro priated for Voice activity.

The congressional situation at the Voice was much better than last year. In the past few months, Voice has been taking a more prominent role on Capitol Hill, and the Voice has been dealing with the Voice program.

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

NEW YORK, Jan. 15.—The unusual spectacle of a radio act rapping the TV shows out of existence is the air at that, is taking place these days on WOR, New York, where Dick and Dorothy Kollmar,きつあうen and TV, do the station's early morning Mr. and Mrs. show, have been among the new media. It is the first known instance where a radio station has been permitted to rap the sister medium. The WOR management has made it known that even the new NV, of all radio stations, WOR, Washington, goes on the air tomorrow (Sunday), and its broadcast, WOR-TV, will bow in a few months.

The story taken by the Kollmars, he's an actor-producer and she's the gossip columnist for The New York Journal-American—is that "television is becoming a scientific grandmother," spouting children, making them mentally lazy and seriously disrupting home life. Parents shake an equal or greater amount of the responsibility, they say, by taking the children out their hair, they park them in front of the video receiver and leave 'em there until they're bleary-eyed. At least the kids stop pestering.

The result comes down on the Kollmers. Apparently, the Kollmars are being heard. In the home, the two Kollmar youngsters got video on a strictly rationed basis, and you gotta do your homework first.

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

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

In petitioning the high court to review the case, the FCC argued that the effect of the lower court ruling would be to hold FCC hearings on all petitions even the "substantive" ones, and that the FCC further pointed out that the same thing would hold true for other quasi-judicial tribunals, such as the state Commerce Commission.

The controversy is over an FCC decision in 1946 which reversed a prior daytime station in North Carolina on the charge that the station had violated. The Detroit station then petitioned the commission to reopen the matter on the ground that the issue was without merit; the WJR case would interfere with WJR operation. The FCC, without a hearing, because North Carolina is outside the normal FCC jurisdiction, reversed.

WJR won a reversal of the FCC ruling in the district court, on the grounds that the commission had deprived it of "rights" without a hearing, in violation of the Fifth Amendment clause of the Constitution. In its petition to the Supreme Court, the FCC asked that the clear channel station not be involved in the "interference" in commission engineering rules.

Chastity!

WASHINGTON, Jan. 15.—Only 8,819 radio ads out of 6,094,991 times examined by the Federal Communications Commission (FCC in the 1948 fiscal year were possibly misleading, the agency said this week in its annual report. The FCC is an independent government organization, and is a government policy to complete examination.

MBS Plans Shuffle
Of Sustaining Shows

NEW YORK, Jan. 15.—The Mutual Broadcasting System (MBS) will shortly unveil a number of new low budget programs, including a number of other station will be production of the year on NBC New York, and NBC Radio will begin broadcasting the Wilbur Stark-Jerry Layton package; the Ed Wilson show, from KFRC, St. Louis, a variety program and a new radio variety show.

The shows are scheduled to be included in a list of programs that are likely to be of interest to a highly promising Canadian tenor, Tommy Hendron, now on a tour of the world, that has been discovered by Wistark Campbell, the station's musical director.

Indie Station Drive
To Meet Jan. 28, Chi.

NEW YORK, Jan. 15.—The Association of Independent Metropolitan Stations (AIMS) meets for the first time this week in Chicago at the Stevens Hotel, Chicago. The initial get-together will discuss station operations. AIMS has in the past purchase of program materials, potential group selling and station publications and plans for a national meeting in connection with the National Association of Broadcasters in April.

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

Up in Smoke!

NORFOLK, Jan. 15.—Don't anybody tell you you can do a lot too well. One of the contestants among the 160 auditioning for Horace Hay's "One-Fingered Band" found out— to his sorrow—that it ain't true.

Tom Kress, self proud with astonishingly good representative of the band and even a carpenter's saw. He then he claimed the band for a tobacco auctioneer. He报价ed on the basis of his "famous sold American". Accomplished Jim Rankin cut the applause short. "Brother," he said with a laugh, "you've got a lot of room. This is the Philip Morris program."
to quote...

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

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

"...WOR is a powerful force in the lives of the majority of 36,000,-000 people in 450 counties in 18 states along the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, WOR's voice is a welcome and forceful one."

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

Reviewed Thursday (January 13), 8:30-10 p.m. triangles and squares, the local Chevrolet Dealers Association, Inc., thru the Campbell-Ewald Company, in cooperation with the Chevy dealers, Billy Toddman and Mark Goodman; producer, Gil Fakes; director, Ralph Levy; commentary by Alan Fischer.

The Columbus Broadcasting System (CBS) has fashioned a fairly entertaining tele-hour half-hour out of radio's usual 15 minutes. The program follows the air version faithfully, but the contestants — a champion and challenger—who push either the squares or the triangles and squares to get a crack at answering the questions. Bud Collier does a capable job of emceeing, but one can wish that he would emcee better, and even sell better. The real selling point of the CBS effort was the intelligent use of sight gimmers on the show to build its identify, no small feat when the contestants had to guess when a balloon would burst, which created suspense, and another guess was what note a Swiss bell ringer played. Good looking gimmers were brought into play, and the sight gimmers drove the program home. A few straight questions were tossed out by Collier, but they were not needed by the gimmers.

For the most part, the Chevrolet commercials were effective. A slot was used a commercial film as part of a question was ingenious and appealing, even if it went on a bit more. On the other hand, having a man emerge from out of a slot like Don DeMers Belongs, but no one was sure what was going on in the agency mailboxes. The camera work and Ralph Levy's directing of the show were both top flight. This one will find its audience.
Bill Williams Show
Reviewed December 30
Sustaining Via WOR
Thursday, 11-12:30 a.m.
Producer, Frank McCarthy; director, Arthur Van Horn; writer-emeuse, Bill Williams; music, Raymond Markworth; direction of Emerson Buckley; Martha Wright, Libby Smothers, Lois Blackburn, (Lyle Sommers and Stuart Foster, this show only).

This effort to develop a WOR ensemble was of course not completely unabated. Bill Williams, announcer, turned in a performance of such comic and comedic quality that it seems too much of an assignation. Althea Williams has a stick style. The new comedy stock,质感 and given good lines, he lets himself down. A professional writing job, with at least that bare respect.

Henry Morgan
Williams apparently attempted to develop a Henry Morgan kind of ethnic pitch, but where the original (who started on this same station) was a clever hand at satire, when Williams gets an idea worth satirizing he doesn't seem to know what to do with it. His Cooker Spaniel, a try at burlesquing tough guy private eye characterization, was a bit of a let down. It had been a basic idea. Similarly, in the usual trend of television talk shows, the Ricki Travis talks could have been funny with clever scripting. Williams seems to be only half-baked in the professional field.

One of the vocal chords were performed by Artie Malvin, subbing for Stuart Foster, and Martha Wright. Both make a mean job of it. In fact, you might say, one of the best. Also Miss Wright with tops with What is There About You? Emerged with his or her of substantial audience.

There is still plenty of hope for this show if the station will go out and get better writers. Leon Monroe.

Songs by Sarah Vaughan
Reviewed December 22
The Clique Club
Thru Robert Feldman, Inc.
Via WMMG

Wednesday - Saturdays, 8:45-9:15 p.m.
Sunday, 10:45-11 p.m.

Sarah Vaughan.

Song style of Sarah Vaughan, who has been McGuire's best-known talent on disk and in nities, is now airing on WMMG five nights a week. Vaughan has aезовous of the be-bop crowd. She has a certain charm and is always in demand. A trio comprised of Scar Petti- ford on bar, Kenny Clark on drums and British pianist George Shearing. Who go for what is considered current of modern music" will find the alder rewarding, and those who don't know, and go for it, to the store and buying music after a gala had rendered eleven.

During initial stanza is an attempt to work into popular culture "The Four Fires in the Head" and to later, to play increasingly on the same fold. With development of these supporting characters, settings will continue to find their way to the girl's home and elsewhere.

To give further polish and smooth production, every effort has been an excellent job of memorizing. No writer, even if the script material had to be committed to memory.

Another proof of the television imagination and ingenuity of the top that is coming out to produce and can be called reason ably (about $1,100 for three inches, time and talent) to any advertiser interested in buying a product.

If this show maintains its present quality, or if it betters with longevity, and is accurately reflected in the programs, this series could develop into a very important habit for local set owners, who can be seen in the commercial. Much and more to the show independent of the video studio.

Cly Wagner.

MURCOTT JOINING ELLS

This Is Bing Crosby
Vacuum Flask (10 minutes Mad Frozen Orange Juice Concentrate) thru Dobey, Clifford and Sheff's.

VFWS
Mondays-Fridays, 9:45-10 a.m.

Writer, Bill Morrow; announcer, Ken Carney.

Whether Bing Crosby is as good a salesman as he is a singer, is not too clear. Anyway, in his new pilot disk show, he brings in the middle- of-the-road. Best of the lot was a copy of "The Man Who Wasn't There."...

KCMMG's new dramatic series is a first-rate example of what FM programs can do. A heavy musical with variety fare, and on low budgets. Whatever it may be, is nothing out of the ordinary. No MGM's job at this time, but a little tree Theater, a Hollywood little theater group, is offering radio dramatizations of literary gems. That the station is doing a commendable job is due much to four factors: the first that the broadest production facilities are available in Los Angeles, and second that the broadcast originated from the transmitter building last July, andthird.

Pepper Tree Theater of the Air
Reviewed Tuesday (December 28), 8:30-9:15 p.m.


KCMGG's "pepper tree" theater is a little tree Theater, a Hollywood little theater group, is offering radio dramatizations of literary gems. That the station is doing a commendable job is due much to four factors: the first that the broadest production facilities are available in Los Angeles, and second that the broadcast originated from the transmitter building last July, and third.

The Gig is Coming
Mondays, 10-11 p.m.

Writer, Bill Morrow; announcer, Ken Carney.

Whether Bing Crosby is as good a salesman as he is a singer, is not too clear. Anyway, in his new pilot disk show, he brings in the middle-of-the-road. Best of the lot was a copy of "The Man Who Wasn't There."...
FM Bids Do Reverse Spin: Back-Outs Exceed Requests Tho Outlets Double in 48

FM-ers Not Discouraged; See Parallel to AM

WASHINGTON, Jan. 15—Despite advances made in FM programming and station building, the FCC in January took another step toward reducing the number of new applications by a substantial margin. A survey of the Federal Communications Commission (FCC) records shows that instead of being a year for growth, 1948 will witness a decline in the number of new applications by a substantial margin. The survey of the Federal Communications Commission (FCC) records shows that instead of being a year for growth, 1948 will witness a decline in the number of new applications by a substantial margin. The survey of the Federal Communications Commission (FCC) records shows that instead of being a year for growth, 1948 will witness a decline in the number of new applications by a substantial margin.

Parallels AM Start
The top three FM stations, high, FM leader points out that the vast majority of FM stations got any further than the planning stage and that fewer than a half dozen stations on the air coast operated. This, they say, is a far better record than for stations in the early 1920s when AM was getting started. They expect new bids to advance in numbers once the so-called "shaking down" period in FM is at an end. Furthermore, they cite that some of FM in the near future is TV and in transit broadcasting.

Along with the decline in new applications by R. J. McCarthy, new applications have been reduced in the rate of grants. During the early part of the year, FCC granted, but frequently hung out in batches. In the three weeks starting March 7, a total of 15 applications were made; however, new applications have seldom totaled over five in any given week.

FM GAZERS ON TELL (Continued from page 3)
for men. We, the People, in June, was 1.60 and 1.75, women and men; on the East Coast, the Star Theater had 1.73 women in June and 1.70 in July. Chicago has had 2.14 women viewers and 1.03 men. Fifteen TV shows for the same period, the TV audience turns of 1.49 women, 1.71 men and .54 children, for a total of 3.74 viewers per program. The FCC committee for 22 programs, December 14, gives figures of 1.17 for FM and 1.57 for TV, an average audience of 3.82 per set. The figures apply to New York City home receivers. Both factors are believed to have contributed to the growth in the fem

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

WASHINGTON, Jan. 15—Here's a funny story—at least it was funny to the circus fans who discovered it for us. It's the story of how the Harness subcommittee of the 80th Congress got $25,000 in federal cash in investigating the New York harness (FCC) and then submitted its findings to the 80th Congress (you remember the 80th Congress?) on the day that particular Congress ratted its last legal, dead fiscal year. The $25,000 report, of course, died with the 80th Congress.

Another funny story is the one about the congressman who complained that the Harness subcommittee stipulated that the file report its findings to the 81st Congress, so that the new Congress could consider the subcommittee chairman, Forest Harness (R., Ind.) was among several score Representatives who asked that Senator Vandenberg refers to the 81st Congress. Harness figured that the only way he could get the report to Congress with his name on it as subcommittee chairman was to rush it to the 80th Congress. It was just a guess, of course, that it was just like dropping the report in a fresh-dug grave.

FCC committee revolts against present set-up

CHICAGO, Jan. 15—Plans of a committee of four of the Frequency Organizations (FCC) to hold a meeting to map strategy for reorganization of the association have been announced by Chicago's WLS, WCBS, Columbus, Ohio, a prime example of what the FCC finds it has been wasted time. The action was announced at last week's meeting. The FCC finds it has been wasted time. The action was announced at last week's meeting.

One other fun story about FCC affairs this week is the story of the FCC's, the FCC finds it has been wasted time. The action was announced at last week's meeting.

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WOIC Charts
Big Sked for
Its First Week

WASHINGTON, Jan. 15.—Staging a mammoth tournament (16), WOIC charted a heavy programming week for its debut as Washington's newest television station. The Bamberger outlet, which occupies Channel 9, is allied with the Telemat System (CBS) and the Back Channel System (NBC). Washington stars, including Fulton Lewis Jr., and a large collection of major shows are rapidly developing.

WOIC makes its debut at 4:30 Sun-
day (16) afternoon via the CBS net-
work, with the web shows to be in-
cluded from 7 to 7:30 o'clock that by a special WOIC-TV inaug-
ural telecast. The event, which will
be attended by a large audience, will
include the following programs:

First half: 7-7:30
- The Art Brown's Sophisticated Club, a show featuring the talents of the best musical groups and orchestras in the area.
- Art Brunswick's Painted People, a live musical variety show.
- A special feature, "The World of Tomorrow," presented by WOIC.

Second half: 8-9:30
- WOIC's own "Television Video Show," featuring local performers and talent.
- "The World of Tomorrow" continues with additional features.

WOIC will go on the air nightly at
7 and Sunday and Saturday at 9.
It is owned by R. H. Macy & Company, also owners of WOR, New York. Gene Thomas is manager.

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

PITTSBURGH, Jan. 15.—More than 500 people gathered in the Heinz Bazaar for the opening of the new WDTV, the third television station owned by the Allegheny-Pittsburgh Telecasting System. The station was opened in the fall of 1948, but is only now beginning to feed some of its signals to the network.

The station is run by John R. DuMont, head of the DuMont network. The opening show, "The World of Tomorrow," was presented by WDTV.

K-F Pulls Bell, Ad Agencies
Raise Heads

Time To Ride Bandwagon

CHICAGO, Jan. 15.—Interest in television on the part of the advertising agencies and the broadcasting companies has risen tremendously here and elsewhere in the last few days, a check of networks, stations and leading agencies has revealed. In Chicago, a let-up was created by various factors—airing of Eastern reports by big agencies, new opportunities in TV advertising, and the start of the so-called "C" campaign for Crummy.

The "C" campaign is a device for simultaneously showing tickers tape news, weather reports, time and ad messages. The multi-

cope was to have gone into operation
next week, but will be delayed due to a 10 per cent budget cut in anticipation of a sales slump, will be postponed for at least one week. The Balaban & Katz video
outlet will not go forward with just
one sponsor, since it would just about break even on that basis.

Three prospects are in the picture
now to pick up the $1,500 weekly tab. Whoever is signed ultimately will split time with Philco, K-F, having recently dropped the high-
priced Walter Winchell show, simult-
aneous with a change to a network
system. The Thin Man and Meet the Bees.

Local 47 Ogles
TV Scale Boost

HOLLYWOOD, Jan. 15.—A boost in the scale for Local 47, American Federation of Musicians (AFM), television technicians and related personnel was asked at the joint meeting of the present AFM tele contract and a check of existing agreements.

The new scale is $50 per week for a year's work and $500 for a year's work. The new scale will put local tele technicians on a par with other musicians in the area.

The new scale has been in effect for a year and now benefits are being discussed for local television technicians.

Door has been left open so that no prior commitments will be made to

and final determination to be de-

cluded after New York tele scales are considered.

Despite low cost of live music plus local performance, the major
ment in the new medium has been music clearance fees,

Fischer added.

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ment in the new medium has been music clearance fees,

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**Authors' League Faces SWG Clash Over TV Authority**

**NEW YORK, Jan. 15.**—A jurisdictional war is breaking out between the Authors' League (AL) and one of its branches, the Screen Writers Guild (SWG), over control of television. The SWG blamed the AL for making a number of statements threatening to threaten the validity of writers' sale contracts. The AL took the SWG to court in the near future after working out certain details to safeguard the SWG.

In the case of SWG vs. AL, the court will examine the issue of jurisdiction. The court's decision will determine whether the SWG has the right to control the sale of television pictures to the public. The AL has already filed a counter lawsuit, charging that the SWG is not qualified to handle the sale of television pictures.

**KLAC-TV Snags Coast Baseball**

**HOLLYWOOD, Jan. 15.**—KLAC-TV this week signed tele rights to the 1949-1950 American League schedule and will be awarded similar rights to Hollywood Angels' games as part of a package deal with National-Sportsman P. K. Wright, owner of the Angels and franchise holder for the Angels who sold telecove to KLAC-TV for a reported price of $45,000. Sale agreement for the first time baseball rights on the Coast was worked out on a nonexclusive deal for 1950.

Station advertisers will promote the telecasts as "sports tele station of Los Angeles," and the tele rights to all home games plus World Series games plus all other games.

**Cinci Gardens Tele Rights to WKRC-TV**

**CINCINNATI, Jan. 15.**—Exclusive rights to televised all sports and activities in the city, including the 1951-1952 season, have been awarded to WKRC-TV. The sale was completed, said to be at an unknown figure.

**Edelbrew To Buy 15 Mins. of Bowling**

**NEW YORK, Jan. 15.**—Edelbrew Brewery, Inc., of Brooklyn, this week signed to sponsor 15 minutes of bowling for the East Coast stations of the American Broadcasting Co. (ABC) network. The full hour show, which will air from 10 to 11 p.m. over the entire East Coast, will be the first time a contract has been signed for this area.

The agency is Gordon & Mattson, Inc. It's the show's first account.
Motorola Eyes Ripley TV Seg Over NBC Web

CHICAGO, Jan. 15.—Motorola, Inc., manufacturer of radio and television equipment, has plans to buy a new network television station in the Chicago area. The station is expected to begin operations later this year. The station will be a part of the new network that will be established by the Chicago Tribune, which owns the station.

ABC Central Sells 'Identity' Over TV Network to Stein

CHICAGO, Jan. 15.—The American Broadcasting Company's (ABC) Central Division this week secured the sale of a regular network television series from the ABC & Stein, makers of the show. The series, which is expected to go to 12 markets, from St. Louis to Boston, starting February 14. Show is called "Identity," and the show will air Mondays, 8:30 to 9:30 p.m. (CST).

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

WASHINGTON, Jan. 15.—A minimum output of around $200,000 a year is required to run a television outlet station in 1949. This figure, which is practically a ceiling on the maximum output of any single outlet station in the United States, was issued publicly by the NAB (National Association of Broadcasters) last week. The figure is $200,000, specifically cited a $200,000 minimum cost for operating a television station.

School Buys Studio Time at WFIL-TV

PHILADELPHIA, Jan. 15.—Marking the first use of commercial TV for a video school of learning, the Theater Arts Institute of Philadelphia will demonstrate its new and improved rehearsal in the studio of WFIL-TV. Handled by the Salsi School, this rehearsal is for the purpose of training students in the art of producing video shows. In addition, the school bought eight half-hour periods of air time for presentation of programs developed by the institution and its students.

Herb Swope Jr. Joins Sutherland TV Firm

NEW YORK, Jan. 15.—Herbert Bayard Swope Jr., TV director for the Columbia Broadcasting System (CBS), this week signed to head the New York office of John Sutherland & Co., a well-known TV agency in Los Angeles. The Sutherland firm has been active in making bookings and as well as producing and general entertainment pictures.

Patterson Dickers For Tele Sponsor

NEW YORK, Jan. 15.—Artist Ruth Patterson, the voice of those odd phony voices recently incorporated, has been Dickering with several sponsors for the role of Arthur Phipps in "Gone With the Wind."

Plan Going All Out in Plan For Tele Film Production

HOLLYWOOD, Jan. 15.—Plans for all-out television film production during 1949 were disclosed today by United World Films, Inc., the television subsidiary of Universal Pictures. The company has been left on the West Coast production and has now determined that United World would expand its present test film experiment to become a full-fledged television production unit, with as well as entertainment production, a full range of television facilities to handle all aspects of television production.

Wick Enters TV Field

HOLLYWOOD, Jan. 15.—Formation of a new motion picture and television unit was announced today by Charles B. Wick of New York. Wick will head the new company, concentrating on sale of video programming ideas and services to TV stations and producers of video exploitation, with headquarters in Hollywood.

UW Going All Out in Plan For Tele Film Production

HOLLYWOOD, Jan. 15.—Plans for all-out television film production during 1949 were disclosed today by United World Films, Inc., the television subsidiary of Universal Pictures. The company has been clear for West Coast production and has now determined that United World would expand its present test film experiment to become a full-fledged television production unit, with a full range of television facilities to handle all aspects of television production.

The Billboard 13

January 22, 1949

TELEVISION

Decile Phase Done

The latest chapter completes the NAB-led effort to bring television to the nation. The next section will be entitled Building. Its chapters will be on the building, the physical building, and the building the structure and building circulation. Expectation are that the completed study, which is officially called, Telecasting: A Report on the Proposed Broadcasting Art, will become a bible for the new television department which the NAB is considering certain to install, subsequent to a report of its newly-formed organization.

City TV Nut 556G

The average minimum operating costs total $556,000 annually for a metropolitan station, which is $215 program hours weekly, the National Association of Broadcasters (NAB) said this week in the latest chapter of the running study.

Roofers To Bankroll "Stop Me" on Tele

NEW YORK, Jan. 15.—The Boston Free Lineless Building Company, a newcomer to broadcast advertising, has given $3,000 to the "Stop Me" program, a new project of WPTZ, White Plains, New York.

S. Swope

NEW YORK, Jan. 15.—Mark-
Four-Web Coaxial Cable Show Strictly "C" for Crummy

(Continued from page 11)

contribution. NBC, as has been pointed out, presented "America's No. 1 television star," and billed Berle that way, justly enough. But did Berle have any special material even remotely bitting the occasion? No. He related the standard bittoinsult routine ("Your head is shining right in my eyes," etc.), and brought on Harry Richman, who did "I'm Glad I'm an Actor and Puffin" on the Ritz.

Richman tried, but he's getting along in years, and the voice and the limited energy, the vibrant quality is all but gone. The guy did a blackface impersonation of Al Jolson singing "Mammy," and could hardly get up off his one knee. He and Berle bickered off with that bitting routine.

In the course of the shuffle-offce-to-Buffalo Berle held his straw straight up in front of Richman's face. Even with all these shortcomings, the Berle-Richman segment of the show was still greatly the standout.

At last the job over to its Cul-de-sac, WENB-TV, which gave the East a sample of its highly touted Tomato-Crime, and slide and toehockey offerings of its troupe have been. But this one wasn't. The story was poor, building neither its plotline nor characterizations adequately. The plot was merely the cost, pure, merry Swift. The direction was an ample effort at Hitchcockism. Mankiewich's mid-Irony only made the production seem that much worse.

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

Joe Childs

WDTV, PITTS, BOWS

(Continued from page 11)

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

WDTV does not have any studios and does not plan to produce any local shows at present. The station has all its local talk spoken for but will use film and announcements for program material. Tom Gallery, of the DuMont organization, said the television of local sports is probably within a year. All local sports programs, including the Pirate baseball team and the Steeler football games, are in making any video commitments.

Len Littman

Glossy Photo Reproductions at Wholesale

101 picture combinations, each combination includes:

60 POST CARD SIZE

40 x 10 x 10

All for $4.00

One 8 x 10 Oil Colored.

$5.00

Free

nothing else required.

No deposit required, balance C. O. D. on delivery. Each additional postcard 

IRVING LOWENTHAL

155 East 39 Street New York 16, N. Y.

TV Studio and Production Facilities

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

Coaxial Hypos
Midwestern TV

(Continued from page 11)
agency men at the studio went away voicing determination to get their station on the air.

The Larry Ross show origination, arranged by the Swift Company, program sponsor, in New York, was being listened to. The midwest group saw one of the best video shows shown in this city to date. In the audience was not only the entire Swinf and NBC brass but also such agency bigwigs as J. E. Newhard, Needham, of Needham, Louis and Brexley; Henry T. Stanton, executive vice-president; C. W. Walter, Thomas son, and Marion Harper Jr., president of McFadden; and others. The group was of the largest Art and Standard Oil of Indiana, two Midwest stations were reported to be interested in using large appropriations for purchase of television equipment. Harvest, and in the city, is interested in buying a network video program, while Standard Oil is getting ready to buy shows for airing in Midwest cities where it has distribution. By Wagner.

Competish Jolts
CBS Hub Plans

WASHINGTON, Jan. 15.—Plans of the Columbia Broadcasting System (CBS) to move into the Boston television market received a jolt this week when a competitive bid for WIRB was filed for WIRB, Waltham, Mass., which had previously filed to buy from Raytheon Manufacturing. The new bidder is the Meredith Corporation, which filed under the Federal Communications Commission’s (FCC) Aereo program, permitting competitive bidding in an area that has a specified time. Meredith offered to equal the CBS offer, which is in excess of $243,122, but whose total depends on how much Raytheon spends to get control of the station.

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

The Boston Metropolitan Television Corporation, competing with CBS to build on Channel 9, and petitioned the FCC to dismiss the CBS bid as being insufficient in its agreement to build to buy WIRB. The FCC replied that since pending before the court, the tenants in the area are not being processed, there is no need at present to force CBS to make up its mind. However, if the transfer application has not been made on or prior to the freeze end, CBS will have to make a choice.

British Plan Test
Of Theater Video

WASHINGTON, Jan. 15.—British experiments in the use of television video will be getting under way in the near future, the American Broadcasting Company has announced for this week. An agreement for theater television has already been reached between the American Broadcasting Corporation (BBC) and the Associated American Broadcasting Corporation.

Theaters in the midtown area of London will be among the first to use the project. One theater in Bromley, Kent, a suburb of London, will be able to pick up BBC transmission from the main transmitter at Alex.

Is It Showbiz, Or News? WPIX Must Decide

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

There are two schools of thought in WPIX. One is that the station should dominate and the station mirror it by offering a series of news features and placing a continued emphasis on news shows. The other school holds that irrespective of the station’s relation with the tabloid daily, it must compete with, or operate with the other New York video stations, on a budget designed to meet economic needs.

An alternative along that line and one which is said to be in most favor is to program along lines similar to those of ABC, depending on the theory that since all other TV outlets in New York are news stations, their program responsibilities to their affiliates are cut down, making carriage length sporting events which an independent such as WPIX can handle. WPIX will be competing in the soap operas and game shows, and the network station, could devote the necessary time. Maybe it will get the Yankees and the Giants, having the, basketball and hockey.

NBC Turns Heat On ‘Consequences’

HOLLYWOOD, Jan. 15.—National Broadcasting Company (NBC) will give Ralph Bellamy and Consequences full experimental tele treatment. Then the quizzer does a one-shot version of it on their web's Coast outlet, KNBH, Thursday (20).

Among tele gimmicks to be tried during the show will be addition of the current news and unusual use of remote pick-ups. One idea planned is that of the host stepping out of the studio and taking a part in a basketball game by KNBH from Hollywood High School. Similar gimmicks are planned for other stations. NBC's effort, all done "experimentally." Show will be produced by Truth or Consequences executive producer, Daily, and NBC exec tele producer, Ed Sobol.

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

NEW YORK, Jan. 15.—The swing toward daytime video programming was more pronounced this week, as WNBTV, New York, which only last week was preparing to move back into its old position, today decided to jump all the way to 3 p.m. seven days a week, starting February 1. All-day sign-on will be mirrored, meanwhile, will make its first bow with last-minute news. Daily sign-on, from WABD, New York, from 10:15 to 12:30.

WTTG shows will be locally origi-

WNBTV, which now starts its day at 5:30, anticipates starting its early newscasts later this spring.
Mills Subsid Reactivated by Brackman

NEW YORK, Jan. 15.—The American Academy of Music, Mills Music publisy, which has been operating apparently for several years, will be fully reactivated in the pop, standard, and educational fields. The firm, which was operated by the late general manager of the firm and is expected that California and Chicago men will be added in the next week.

In the pop field, Brackman currently is working on the firm's plug tune, Down by the Station. Secondary pluses are Ruidas, Caldera, revival via Frankie Laine's Atlas disk; Out of a Dream, another revival via a 25-cent waxing on King, and My Sweet Picture-Phonic show, a new novelty. Also on tap are three new Phil Morse tunes, Goodbye, Get on Board the Train, and Talk Sweet Talk to Me.

Under its educational banner, the publisy is featuring a new series of titles which will be handled in multiple Funk Weybright. These were sampled at recent millin in Chicago last month. There are still in press in the series to date, with four all titles.

The American Academy standard department will concentrate on Phil Morse and The Cracker Jacks, with some of Duke Ellington's and Bob Crosby's arrangements, and revival. Also up for standard department exploitation will be some 아직 with the firm having inked Chubby Jackson and Robert Rousseau to its roll in the modern music catalog. The firm will publish modern orchestrations on this year's standard best-sellers, Careless Stewart, Benny Goodman, etc., originals which are in its catalog.

Up-To-Date Ellington

The Ellington standard exploitation will be handled with the new, factory-curricular activity. Dough will pour in thru licensing, TV and radio deals, as well as in thru (Los Angeles Times—Columbia Broadcasting System (CBS) radio) as the lead character in a Capitol-owned title package. Kiddle manner will take in deals on a one-a-week, 30-minute basis. According to, the firm is enjoying strong sponsor interest.

The Billboard learned that Cap has inked deals with a number of prominent manufacturers of kid items who are interested in the actuality of the title name and likeness. Firms with whom Cap had set deals include restaurants, a Winter Gardens in Florida, and others. Use for in comic mags, coloring mags, and other promotional and merchandising purposes in Los Angeles, manufacturers of infant rubber toys.

Music Popularity Charts At the Coin Machine Show

The Music Popularity Charts, including Record Reviews and Advance Record Reviews, are published in the special Juke Box Operators' Supplement published in conjunction with this issue. As readers know, the annual trade showing will be cut out completely this year and will take place in Chicago, and the special supplement is a Billboard trade service published for the CMI show.

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New ASCAP Consent Decree Due?  

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

Suit Brings Disclosure

(Continued from page 3)

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

The move was opposed by Assistant U.S. Attorney Harold Lasser, who said that it "...the government is presently engaging in a different and the whole Consent Decree in line with recent developments and it would be premature to reissue the decree at this time on a single issue,"... Lasser also objected to the intervention by Greenberg, on the grounds that it was premature in view of individual's function to enforce public interest in the continuing free competition, and that it already has established between the legalities relative to internal affairs of the society and are therefore irrelevant.

Hammerstein Opposed

Oscar Hammerstein also opposed the Greenberg application in an affidavit maintaining that the petition has no merit, and the provisions in the Consent Decree are already being met.

The decision to file a suit by ASCAP for enforcement of the Consent Decree was made at its January meeting following an investigation of every aspect of the Society's operation. ASCAP termed its approval of its dealings with Greenberg and Judge Lobb's action to be a decision in effecting picture performance rights, ASCAP-ers feel it failed to give sufficient consideration to the Consent Decree. Now, they hope the Decree will be open for a refutation of the Decree, if any. The optimum argument, according to ASCAP-ers, would be in one in which perusal of the agreement, as if rights are considered in "single source." Such a source, however, would be the pie producers, who are the下游; in such an increase in operating nut.

Decca To Put Brunswick Out On Coral Label

NEW YORK, Jan. 15—Decca Records this week put its entire Brunswick catalog available to retail dealers in the form of a new Coral label, independent distributing organization. The Coral distribution network now numbers 25 and is being expanded nationally.

Decca's Brunswick catalog holdings are all pre-1932 and include both records and masters. In addition, Cab Calloway, the Beadda Sisters, Benny Goodman and the Casa Loma Band, as well as the Brunswick series, which was available for many years, as well as albums, will now be available in both albums and single disc form. In addition, there will be some fresh recordings of a collection nature, as well as some other master works and revival plans. The series will retail at 75 cents per single disc.

More Attractive TV Pitch Being Considered by ASCAP

NEW YORK, Jan. 15—The American Society of Composers, Authors and Publishers (ASCAP) is under serious consideration for that the problem with the current ASCAP proposal deals with the dollar amount each of such proposals would have to be paid, which had set limits the amount the $75 to $30 ratio. The proposal to be paid.

Instead, ASCAP is being considered for the dollar amount each of the ASCAP proposal would have to be paid, which had set limits the amount the $75 to $30 ratio. The proposal to be paid.

Another music industry spokesperson indicated that in the event the proposal is advanced, the issue would then resolve itself around the licensing of special uses would emanate from ASCAP or the publishers. ASCAP, however, would be involved in the licensing of special uses with individual publishers.

Despite the problems and despite the fact that there is no change in the renewal contract covering the use of ASCAP material on standard broadcasting circuits.

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

JOE DAVIS Maps Expansion in Pub, Disk Field

NEW YORK, Jan. 15—Joe Davis this week sets a series of personnel and organizational changes relating to his expansion in the publishing and disk field. Joe’s short-lived tie-up with Murray Witzell in Murray Witzell, Inc., has been abandoned, along with Davis’ purchase of Witzell’s 25 percent interest, the transfer of the pub-
Philly Revenooer Checks Up
On Ork's Withholding Taxes

PHILADELPHIA, Jan. 15.—To
make sure Uncle Sam collects his
dues from music industry earnings, Fran-
cis R. Smith, collector of internal
revenue for this district, sent ques-
tionnaires to over 1,000 band leaders
and others who have hired orchestras
since last July, requesting them to
state whether they have regularly
withheld income taxes from music-
ians’ earnings by law.

The questionnaire method was
adopted by the bureau, the quickest way of
learning who in his territory was
paid for music and how much. The
questionnaire was sent only to or-
chestras, but to operators of hotels, night clubs and restaurants
who might hire footlers from time
to time. They were informed that,
in the eyes of the government, the orchestra
leader who hires and fires and
receives performance money is
the employer of the members of his
orchestra for employment tax and
income tax purposes.

It makes no difference under the
law, the tax official said, whether
the orchestra leader may change from engagement to engage-
ment sufficient to make him the
status of the leader as an independent
contractor.

Special Cases

There are, however, cases in which
a man, in the role of orchestra
leader, may be considered the em-
ployer of a number of musicians for a particular en-
gagement, because the engagement
orders from one owner to another, creating a club or a restaurant. In
such a case, the tax agent said, "it
is the position of the bureau that
the purchaser is the employer of the
muscianics." Orchestra leaders with-
held income taxes for withholding
purposes. In any event, either the
leader of the band or the purchaser of
the music was held accountable for any tax
withholding statement for all
members’ wages under their control.

The only exception would be for
engagements on which the band
receives an-wage or partnership,
with all members having a voice in the
management and the engagements to
"vote," etc.

"Where such an
arrangement exists, all band
members can prove it, they may be
held accountable for the withholding
provision and pay their income taxes
directly. Few fall in that
category, however.

"Many who have been making
music for the last 15 or 20 years ever
day haven’t been living up to their tax
obligations, said the tax official.
Band leaders, as a rule, they said,
will— or else.

Washington Policy

WASHINGTON, Jan. 15.—The
Bureau of Internal Revenue revealed
that an orchestra leader or band em-
ployer, in the case of the bureau
thatPhiladelphia, the Bureau
of Internal Revenue “said, are defined
as persons who have the power to
hire or fire an orchestra member.”
A bureau spokesman explained that
this is the chief criterion for deter-
mapping whether a person is respon-
sible for withholding such tax deducted, the bureau
spokesman said.

The bureau’s explanation of
its policy was offered to the Billboard,
but a report that the in-
ternal revenue collector of Philadelphia
was sending 1,000 questionnaires
to orchestra leaders and others to
determine whether deduction tax
were being made for withholding taxes of musicians.

The Internal Revenue Bureau
spokesman at Washington headquar-
ters explained that the tax withholding
statement is identical with that
made in Social Security payments.

Offer of Peace From Writers

NEW YORK, Jan. 15.—At the
next “unity” meeting of the publisher
and songwriters of the music industry,
the Federal government is likely to
put forth the proposition that both
factions bury their differences by
signing a paper whereby editors
will agree to withhold ten per cent
proprietary interest in their
rights.

The point at issue stems from
the fact that, and with little or
no direct首创, from the publisher and
writer, who are now in an inter-
ference with each other. It was
instituted to protect publishers
against the disadvantages of
interests in those rights.

A leading songwriter explained
a week ago that some publishers had a
misunderstanding of the situation
in the belief that the writer-intervenor
suit in order that writers might recapture
their papers. "All we seek,"
he said, "is to continue our equity
in the co-administration of the right.

The right must be administered by
both factions, he added, "for if ad-
ministered by one without the re-
straining hand of the other the right
might dwindle." If pubbers and
writers are interested in jockey box
legislation and other matters of im-
portance to both, they will ha
join forces down the line, he
indicated.

The next peace talk is skedded to
take place shortly.

Hudkins Drops Name
When Petrillo Leaves Waves Club

HOLLYWOOD, Jan. 15.—After
months of heated wrangling, Ace
Hudkins this week agreed to stop
signing his name to a contract
in which he was linked into mil-
ter, and Shaw’s Andrew B. Weinberg
rounded letter among booking
agencies threatening legal reper-
sions if they book the Hudkins-owned
stard-up under the new label.
Hudkins, Music Corporation of
America (MCA) which inked the
band, was advised by Weinberg to
comply with Weinberg’s demand.
Pe-
trillo, called Hudkins "he had tak-
ing 51 per cent of the stock. Past
will tie Hudkins and Petrillo for five
years, with an option for an addi-
tional three years.

Three platter spinners (KFWD’s Bill
Ankle, KXRA’s Alex Cooper and
KLAC’s Don Otis) will not be figured in
the stock division, but will
receive a 10 per cent of the
band’s earnings to be split between
the two parties. Hudkins have been
contracted to get the dough.

It’s a Miracle!

NEW YORK, Jan. 15.—The
last issue of The Billboard car-
yard a yarn about the success
of a record label, Pye, in making
a distributor setup. The three
members of the group: Aladdin, of
San Francisco, Specialty, and Aladdin, of Los
Angeles. In one paragraph The
Billboard described results, they
concluded that the company’s
MCA’s.

Car Links Wax, Pub
Activities

HOLLYWOOD, Jan. 15.—Capital
will forge a stronger link between
its recording and music publishing
operations and is likely to bring
them together in one office.

Neb. Terperies Join Fight on
20% Bistro Tax

CHICAGO, Jan. 15.—First
State chapter of the National Ballroom Op-
erators’ Association (BOA) was
set up last month at Omaha, where 50
ballroom operators in the Ne-
braska Ballroom Operators’ Asso-
ciation, with the cooperation of Joe Male, of Peony Park, Omaha,
band. Owners in Nebraska hope for
their part in the battle to keep
against the current Treasury
Department 20% tax with which few ter-
eries under the 1943 tax provision
on a 20 per cent tax on all services. The tax
prevented previously applied to cabaret
and night clubs.

Meeting was called after 210 Iowa
ops had been notified by the State
Internal Revenue head that they
were being classed under the new
expanded ruling. Previously 80 op-
s in Nebraska had heard from their
IR. rep. The NBOA further agreed to
have all orclers, who play their ter-
palp, explain the cabaret tax
to the owners with post cards, begin
a petition drive to the senators and
crisis for the patron’s signature to
be mailed to their congressmen
and senators.

Bally 100 ops of Nebraska further
heard from Robert Harris, owner of the
ending of a princess, Miss Nebraska,
to Washington to represent the Ne-
braska group at the National Ameri-
ica, Festival queen. Ops also agreed to
hold a meeting the next three
months in a different section of the State
for the Waldoft Hotel, Norfolk,
February 24.

Included were Herb Puexy,
Turnpike Casino, Lincoln, presi-
dent; Reg Zimmerman, Omaha; Joe Male, secretary, and Harry Taylor,
Music Box, Omaha, treasurer.

Wax Tops Live
Music in Pulse

WNEW Survey

NEW YORK, Jan. 15.—Phonograph
recordings of popular orks and vocal-
ists far outdraw live orchestras in at-
lasts in New York City, according to a survey of such
entered by the Pulse, Inc., for WNEW, New York
(The Billboard, January 15). The
survey, according to the survey, is about three
times greater in the New York network outlets, each playing
live music all or part of the time.

The time period involved is from
midnight to 1 a.m., during which
hour WOR and WNBC air live bands,
with WCBS, also included in the
survey, airing live music from 12:30
until 1 a.m. These three stations
average, for this hour, a 1.3 rating, or
about the same as the sets in use, the three web outlets grab
9 per cent; WNEW 29 per cent, the other three stations.

WCBS and WNEW sign off at 1 a.m., with WCBS
then going to platters with Jack
Lescurel.

Desmond Cuts MGM
Wax, Ankles to MCA

NEW YORK, Jan. 15.—Singer
Johnny Desmond has recently signed a
new contract to record for the MGM
label. This will be the singer’s initial post-ban waxing date, with guitarist
Tony Jackson serving as the
arranger for the waxing.

Desmond has switched his agency
from the ABC to the MGM
Corporation to the Music America.
BMU Lifts Ban on Waxings By U. S. Talent: Effect On Yank Policy Debated

LONDON, Jan. 15—The British Musicians' Union (BMU) has lifted the ban on recordings in this country by American artists. The announcement was made this week by Harlie Batleiffs, general secretary of the BMU, which was founded in August, 1948, as a result of the ban imposed by RCA Victor's Blue-Cube record company. Batleiffs is a delegate of Musicians (AFM). It is first public notice of the Andrews Sisters, who were barred 11 weeks before recording session.

Dollar Loss Ignored

The ban was imposed by the BMU after the trade unions demanded for many months that action be taken to prevent American artists from taking advantage of the situation in the U. S. The BMU was told by music publishers that their action would result in the loss of millions of dollars. However, it was not interested in dollars, but wanted to further trade unionism. 

Batleiffs stated that letters were being sent to all BMU branches informing them of the lifting of the ban. He also assured fans that whenever a recording is offered to its members recording the machine of transmissions. The matter is now before the committees, which will make a report soon.

There is some speculation in music circles that Batleiffs may continue the ban in America, but he will want to record in this country to keep his country's artists busy. Many American artists will arrive in London this year and will be included among the artists. They will be able to tour and make records when they appear at the London Palladium during the summer.

American Reaction

NEW YORK, Jan. 15—Recording exerts here viewed the lifting of the British ban as a considerable convenience which would enable them to cut waxings abroad when the occupation deadline is set.

One analyst, however, that there would certainly be an mad rush to cut discs abroad because the scale is lower.

"What you gain on scale you lose on royalties," one man said. However, when a company recorded abroad, discards incurred, they naively thought to schedule dates whenever convenient.

The American companies are cutting discs abroad while American Federation of Musicians and the British A.M.P. have no record on such activities. One A.P.F. exes, apprised of cheaper rates, will now be able to record at lower cost. The immediate future, of course, will test the truth of this supposition.

Seeco, L.A. Diskery, Preps Market Hyde

NEW YORK, Jan. 15—Seeco, the local diskery which herebefore has limited itself to Latin-American waxings, is preparing hot and hybrid records for the Yankee market. Stated for release February 1 is the first 'Hyde,' next week will be "Annoy," one of the many popular songs that it has recorded, according to a statement made by the BMU when the ban was first imposed. The union is now interested in recording here only because of the British ban in America.

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

RCA Exeex on L-A Trade Trek

NEW YORK, Jan. 15—RCA Victor international record sales should be increased. It plans to have a Victor Latin-American (L-A) artists' repertoire that would include bands from Havana, the first stop for both on separate Latin-American missions. McCall, making his first southward the border excursion since 1948, plans to visit Victor distributors in more than a dozen countries of South and Central America and the Caribbean and will have six weeks to study distributor problems at first hand, reproduce and adapt Yankee record promotion plants on the L-A market. Such work will go on as the ban is lifted.

Central of Michigan is taking over the W. E. Harvey Company set up here. Harvey will continue in Cleve-

D&A Records To Insure New Biz

NEW YORK, Jan. 15—With the re-

Caiden Reorgs Setup

Under new ideas that have been de-

Tony Pastors Booked For NY Statler Date

NEW YORK, Jan. 15—Tony Pasto-

WANTED

WANTED

BULLET RECORDS

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Positive proof we are top-matchers. Get this in class by using CENTRAL art posters. Write NOW for date book, price list, samples. 
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Red Miller Trio

Bollet #29

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5717 West 45th St., New York 19, N. Y.
New York:

Cesar Petroillo and Paul Cunningham are setting platters on a tune they wrote in the Plaza called "The Magic Man." It's the finale of "All I Want for Christmas" (Gallagher signed exclusively with Dans Records).

Bob Hauslander, of Roberts Distributing Company in St. Louis, was honeymooning in town recently with his bride of several days, Mrs. Beverly Haywood, a new label sponsored by the Spire Record Company, debuts with race and western talent this week under the direction of Fuller, arranger for Dizzy Gillespie, Woody Herman and Charlie Barnet. The Decca recording method, which Robbins will publish early in '49. Fuller has also been commissioned to write a western clarinet for the first quintet for the National Shrine. Vocalists Walter Schott and Alvin Safran appear at the Three Cobblers Club in Poughkeepsie, N. Y.

Phil Miller now the Chicago rep of Melody Lane pub.---Ginger Johnson, the jukebox, people mon, Ed (Flamingo) Anderson now a Manhattan waits suites.

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

Leonard Quince, who with documentation for the army for his Broctile music program for blind vets, replaces Roy Green as chief of music for the Veterans Administration, Bob Pitchiker, one leather-tongue for the Philadelphia Eagles.

Freddy Miller's ork replaced Don Boyd at the Holiday Inn in Flushing. MGM platter, "A--You're Adorable," was selected as Clicke Tune of the Month, Billy Sherman, one of Bobby Melin's two coast reps, has gone out from the coast to take over full-time plugging for Melin. Teri Josefovitz and Andrea Razaif have penned a tune titled A New Day for Billy which is being used on the New York National Conference of Christians and Jews. Bourne Music has signed an exclusive contract with Capt. Thomas F. D'Arcy, recently retired army bandleader.

ASCAP composer Frederick Schreiber's Sforzando in G for Orchestra, won a prize at the BMI competition of the American Music Society of Philadelphia. Danny Connors, who left the Joe Devia firm, is resuscitating his own BMI publication in Philadelphia.

Jack Crystal is picking the talent for WPFX's Jazz Concert. In the spot Ed O'Grady formerly occupied. Dolf Traumag, pianist, who went into Caro's for a two-week stand and remained nine months, has become a partner in the Manhasset spot. Gordon Macdonald set for a Warner Bros. pic in which West Point's annual musical show will be used for background. Columbia Records topper Frank White is in Los Angeles for the visit to distributors and waxery's plant there. Warner's Buddy Hughes back in town to cut some sides with Claude Thornhill. National Records signed ballad singer Tommy Edwards and blue singer warbler Fred Thomas to four-year contracts. Webster Record plant reopening January 27 to make plastic platters only.

Capitol Records' annual Eastern regional sales managers' meeting was held last week here. Chilla Eppie Fitzgerald and a Jass at the Philharmonic is now featuring warbopper Mochito's band and is temporarily set for a four-month package for the Royal Roost jazz nite here. Schroeder Hotel in Milwaukee has set without opening date information on the hands of Leighton Snible, Art Kessel and Sandy Bishop. Harry Solomon, former Eastern sales manager for the Musickraft diskery, opened Bruce Diskery, which will handle that diskery's produce in metropolitan New York.

Tuneminer Jack Yellin and Sammy Fain turned two novelty tunes from their Vaudeville and cartoon series. "Under-the-Sea" and "What's the Idea, Doctor," for exploring for exploit. The titles are We Gotta Put Shoes on Willie and Never Make Eyes at the Guy Who Are Bigger Than You. Fain and Bob Hilliard have been signed to a long-term contract for Walt Disney's projected Alice in Wonderland flick. King Records Pressey Sid Nathan has purchased the Monroe Towers Hotel in Miami Beach, Fla. King Cole is adding a Cuban bongo player to his trio for his coming concert tour. Leonard Feather flew to the Coast Saturday (15) to supervise several recording dates.

Trumpeter Coni Cendell and saxist Roots Mussulli replaced Norman Faye and Rene Ventur in Charlie Ventur's small jazz crew at the Royal Roost. Dizzy Gillespie's ork is due for a second return engagement at the Roost, beginning March 11. Milla music topog, Jack Mills, is on a Concerts of America's circuit. Four Click, initiated the Virginia Wicks matzurka. Mochito's Afro-Cuban crew comes into the Clue next week.


Bob Mazzuca Guarneri's L-A baton has succeeded Machito at the Palladium, with the Arkansas Ramblers opening the dance.

Milton Backnell, Deca exec, left New York for the Coast January 14. Ralph Recano, president and business agent of the New Britain, Conn. local of the American Federation of Musicians (AFM), has been re-elected vice-president, and newly appointed secretary-treasurer, has been re-elected president of the Record of the Week Club. Deca purchased 400 copies of Sigmund Romberg's History of Popular Music in America, published by Random House, to promote this week's hot jock, "Who."

Chicago:

National Ballroom Operators' Association has started its membership drive under leadership of Ken Kerker, Coliseum, Davenport, Ia, New Orleans' M. M. Cohen, Palladium, Hollywood, and Harold Barr, Lakeview, Michigan City, Ind. New officers: chairman, Billy Wilson, who has organized a band and signed a management contract with the General Artists Corporation. Wilson's group will play one date. At the Grand, one of the Sonora's is a trio, which initiated the Mercury diskery, which was taken over the last week.

Frankie Laine is doing a series of one-nighters in California, with his pianist Carl Fischer and a local band supplying the music. The package is being billed for $900 a night against 50 or 60 per cent of the nightly receipts. Frankie has been booked back into the Hotel Ambassador's Coconut Grove for a four weeks, beginning April 26, along with Leighton Noble's band.

Feugy Pickens, one-time Majestic Records' emcee, now with the Mercury diskery, is working with the Mercury diskery, which was taken over the last week.

Gernamore Moore, blues singer on a number of labels, reported learning show business to study for the ministry. Frankie Laine, director of show business for the Mercury diskery, has realized his dream, the company is shifting that division to St. Louis and he wishes to remain in Chi.

National Association of Music Merchants holding its Northwestern regional meeting January 24-25 at the Olympic Hotel, Seattle, Co-chairmen were Harry Ornstein and Ted Weis. The annual record show is expected to bring in $100,000 in sales.

The Mercury label recently advertised a new a 16. Frank Phillips ork set for first Southern date January 17 at the Almey Hotel, Atlanta, followed by three weeks at the Schroeder, Milwaukee, February 27, and a play at the Pabst in Milwaukee, March 16.

In Arizona the August issue of House Beautiful will be entirely devoted to music in the home... Benny Strong's ork set for the network National Guard show January 27 and February 5. . . Ray Pearl set for the Martinique, opening February 10 for eight weeks.

Buddy DeVito playing at the Music Box, Chicago. February 22, . . . Tonight Chet Baker has inked a four-weeker with Music Corporation of America. . . Carmyn was lost band property of Frederick Bron. . . Gene Curr has landed a management deal with George Gabe. . . . Eddy Duchin will play with Woody Herman and Lou Colin, tenor sax, and arrange new with the Hard, were married recently. . . Mercury Records releasing first of a series of hi-fi reissues, producer, Bat Moon. . . . Mochito's, the new night spot on the north. . . . Buddy DeMino at the Music Box, Chicago. February 18, . . . Buddy DeVito playing at the Music Box, Chicago. February 22, . . . Tommy Dorsey's last year with Music Corporation of America. . . . Carl King was lost property of Frederick Bron. . . . Gene Carr has inked a management deal with George Cane. . . . Eddy Duchin will play with Woody Herman and Lou Colin, tenor sax, and arrange new with the Hard, were married recently. . . Mercury Records releasing first of a series of hi-fi reissues, producer, Bat Moon. . . . Mochito's, the new night spot on the north.
Showbiz All Out For Inaugural

BILLBOARD BACKSTAGE

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

By Joe Calda

(Continued from Page 4)

2,000,000 To See TV

Some 5,000 of the crowd will be pressed, as the additional arrangements, for a moment of the top-billed Truman takes his oath of office. The company is trying to make Capitol before an audience of 12,000,000, every bit as much a part of this. From Capitol Hill, a gigantic television camera will go down the historic Pennsylvania Avenue to the White House, and it is hoped that a total royal route staged with more stars than the Milky Way.

For the moment the top-billed Truman takes his oath of office. The company is trying to make Capitol before an audience of 12,000,000, every bit as much a part of this. From Capitol Hill, a gigantic television camera will go down the historic Pennsylvania Avenue to the White House, and it is hoped that a total royal route staged with more stars than the Milky Way.

Wuddy Want a Nickel?

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

The following day a stalwart of Warner's named Jack Talley (where do these guys get these funny names?) did a follow-up piece. Said Talley, "I should see the head-holding now going on among the long lines of companies that haven't yet brought out their new revolutionary system of revolutionizing a 78 to a 33 1/3 for Decca and Capitol, with whom he talked, aren't going to bring out modern systems. And further to demonstrate his inability to understand the facts told to him by one of his star record business knowledge, recently made a number remarkable a large classical line, stemming from the Telefunken catalog. And on another point point #4, he states that the Columbia box and the RCA 45 "both utilize records which play much better than theirs. Older ones (78-6 p.m.)" Even a careless reading of the RCA publicity shows that these things have been printed and that it is not a long-playing record.

And Then There's Pep

Of course the newspapers are just a couple of guys named Tuck and Warwick, and it leaves us with a mild nausea to see them mix-hand a news story in this way. The reporter who really fills us with our stomach is the writer of the story and I'm afraid it's Westbrook Peck. When we were a kid, pre-occupied to the point of being completely out of our minds. Hilly Johnson, Pegler was writing sports, and a hoplith reporter barely whether or not you like him in his present form. The vitriol which blazed from his typewriter keys over crooked boxers, managers, and umpires has brought him 100 proof and a delight to read. To see Pegler degenerate into the thing of this nation he has become is a lamentable flattery. Naturally Pegler, having long since lost any sense of perspective or fairness, doesn't mention pictures like Gentleman's Agreement or The Best Years of Our Lives. He mentions no pictures, as a matter of fact. He just asks, with that delicate and slightly insane sneer on his typewriter whether or not he sees a film rapping Roosevelt or the movie business itself. It's his chance to ram on to radio, where one of his main points is that it is populated with puppets who are not beautiful puppets. "I am personally acquainted," says Pegler with fine reportage. "With most of these puppets and have marveled, rather moronically, at the ridiculousness of the union audiences in repeating as sound information morally corrupting, libelous, profane and prayers. They are not plentiful men, but extremely commonplace, and when they have their career for television the public must surely discover that this is not wisdom but soap box."

Naturally this man, who used to tell the column "Fair and Square" and doesn't care nothing about radio newsmen like Davis and Ed Murrow. You can't say you don't notice him. Peg. Thank God.

Milwaukee Dealers Organize: Tackle Inventory Problems

CHICAGO, Jan. 18.—The Milwaukee Record Retailers Association (MMDA), first attempt at organizing the record retailers of the Beer City, was made January 4 at a meeting held with the aid of the Helen O. Out Shop. Meet was attended by reps of 20 stores throughout Milwaukee. Officials elected were Miss Ginnis, treasurer; Arthur H. Kay, Taylor Electric Company, v.p., and Nell Merrow, Netow's Music, secretary-treasurer.

Membership has agreed on a plan to handle inventories of dissolved or unsaleable record departments to the preference. These will be presented to record distributors covering Milwaukee. The MMDA dealers sugges that a dealer approaching this department return merchandise to the appropriate distributor, who would then notify all MMDA dealers that inventory is available at whatever price preferred. The dealer, leaving the record haphazard, has decided upon the MMDA dealers could then arrange to purchase their needs from the seller and, in the sales, if any, could be purchased by some large television or the usual bargain-basement deal. Thought behind the plan is to keep standard merchandise in the hands of dealers who would maintain their style of music. Thus stock not purchased by member-dealers would be less desirable and a record which could be sold on local sale without disrupting the local market.

It was further agreed at the meeting not to join the National Association of Record Dealers, where the individuality of the local group becomes larger. All Milwaukee dealers will be asked to send in lists of their inventory and then the next meeting will bring will be a list of 10 overstock items, which will be sold at $10 each.

Next MMDA meeting is set for February 2.
CONTEST CORNER. . . Mel Stewart is conducting a guest disk jockey competition at WWAR, Norristown, Pa., with high school students voting for their favorite performers. Bill Rappett, who has recently run a contest in connection with whisker Fred Lowery's appearance at a local spot. Listeners wrote letters telling why they enjoyed the talent on the air. Jerry Romanowski, WJAB, Pa., was awarded a call, KVRR, Weisaco, Tex., is offering a dog as prize in connection with a contest based on the Victor platter, I Want a Dog. "The city pound," Wood wrote in his letter, "is full of dogs that are afraid of an alley cat, so I'm going to buy one. I want a dog for my birthday." While away a hen and a rooster for the best letter on "Why I Like Chicken." "Now that the snow is coming," Wood said, "I'm going to feed it on the local press." Bob Chase, WBTM, Becknax, Mass., wrote: "Since our station is out, I removed from a ready source of guests, I impersonate the artist whose record is playing and work the show on. We have six high school kids as guest jockeys every Saturday night, and have won the WBTM, 1,000 quiz, Ala. School Activity, and been in and out of the station. The Huntsville Chamber of Commerce sends live Contemporary, 880 listen to the show. We are lucky from the station." Warren Quade, EYO, Santa Maria, Calif., is convinced that "no two Fridays in the same contest are ever alike. Guests are chosen on the basis of record programs they sponsored. Bill Sova, WIBG, Colo., who had a spot, says, "Each week I turn out 500 WIBG, Calif., has a narrating contest every Saturday featuring Bill Sova's Boys. As a test, he had the phone company monitor the line one Saturday and found that they had 306 completed calls and 2,700 busy signals. Harvey Boyd, KWBC, Fort Worth, is promoting a two-hour hillbilly show from the stage of the Fort Worth Recreational Hall every Friday night. He invites all hillbillies to contact him or Deen Turner at the station. Under the name of Deen Turner "the Minstrel," he has a regular feature each Saturday night with his Ragtime Wranglers who has the Barn Dance show nightly at WWVP, Fort Worth. Hillbillies have turned deejay with an hour of recorded folk music every morning.

FOLK FARE. . . Don Andrews, WNNX, Saginaw, Mich., finds the hillbilly craze taking Michigan by storm. "Many Secret Service agents in the state are said to be on the lookout for the early morning deejay with pigtails red hair; freckles and a back country accent. The brand name of the show is the "Hillbilly Hangout." Each of the stations that have the deejay show has a different theme and is taken seriously as a way to promote local children benefits. Each Monday night, the deejay will feature a different child or children from the local area who will be the focus of the show. The deejay will introduce the children and discuss their accomplishments. The show is broadcast at 7:00 PM and is sponsored by local businesses.

JAZZ JUX. . . Les Desil, WQGQ, Albany, N.Y., has a two-hour across-the-board show specializing in bop. He interviews top modern jazz men paneling thru. and says he pulls big mail. . . . Larry Wayne, WCOA, Peoria, Ill., with guests appearing in appearance jazz. I'm currently spinning the old classics along with bebop, so that composition can be expected to continue. I'm trying to maintain a good mix of the two genres.

GRIPES & SWIPES. . . Jerry Eton, WTVL, Raleigh, N.C., is burned at "record rogering" in the station who grab platters addressed personally to him. . . . The station has a policy of not releasing platters for personal use.

TUNE TENDING. . . Blues and boogie specialist Chuck Elliott, WMFY, Montgomery, Ala., reports that an old Lil Green platter on Bluebird, My Million Man, is going great guns in his area. From Tom Edsall, KGGM, Albuquerque, N.M., "Citizen's Giants of Jazz album is going out of print here after only a couple of airings. What artists! What tunes!" . . . Bill Witter, WQTE, Fort Wayne, Ind., tells of Anne Shelton's Galway Bay once, and the station switchboard was flooded with calls. "Svetlana," Wood wrote in his letter, "is a beautiful young woman who can play the piano and sing. We've been playing her music recently, and the response has been fantastic. She's going to be a big star, I can tell you that."

CAST COVERS. . . Pat Michaels informs us that "oiler having been a radio news editor for the past year from KTCG, Visalia, Calif., "the station has given a new sub-mic, scan B, and line up, visas by the list of the station.

TALENT CORNER. . . John Peters, WPDX, Clarksburg, W. Va., is plugging the recent cozy release, Swingin' on a Rainbow. Side features: "I Wonder Why" and "Raindrops." Peter at the piano, with a group of vocalists singing.

PBY PHILADELPHIA . . . Joe Ziglio, WDAS, has developed a bass raffish法人 club as a result of his being the first to introduce the local Latin maestro's Rumba Inprocessado platter. . . . Harry Lee, WBAB, Atlantic City, is heard frequently on the Fred Waring show each Saturday. Fred is taking in everything from hillbilly to longhorn.

WRKDJ, new station in Camden, has offered to buy a Buck radio catalog with each Buck radio purchased. A series of the "How About Allen's Mercury disk, Who Shot the Hole in My Sombrero?" for a novel twelve tune disk. Bill O'Brien, WATT, Newark, has a hearty stamp of approval on Peggy Lee's Leading Men. "Why that's the best of all," Wood wrote in his letter, "is that it's a disk jockey line-up in Mark Olds, Art Pedersen and Jim Burke. This show is the most comprehensive, out of the Marine Corps, the newest entry into disk jockeydom. Pedersenalogues feature a special new 12-inch Republic disk, a real gem taking in everything from hillbilly to longhorn.

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Wednesday, July 22, 1948

**Sensation Records Forms Ditto Pubbery**

DETOIT, Jan. 15.—The Sensation Records Corporation, which is a pubbery, the Sensation Music Company, last week. The new firm is headed by Samuel S. Santly, former manager of the Roy HMNOON BODY, who owns the Sensation label as well as the Sensation Distributors, and Robert B. Davis, who recently founded the Carlin Music Corporation, a subsidiary of the company. The new firm has 200 masters available for publication, including principally race records by Todt Richmond, Lord Nelson, Russell Jacquet and Doc Wolfe. The first release on the company's label is for Bob Capp's last Capitol recording. The new firm has also just leased the master of a Long Time, recorded in the early days by Bob Capp (Boston) and he is put up for a couple of the record in the Detroit area in the last couple of weeks.

**Rub-a-Dub-Dub Goes Over in Hub**

NEW YORK, Jan. 15.—This is the tale of how modern recording technique can rekindle an old spark to create some small local excitement before the record was released. RCA Victor selected a release of a 1923 Ray Noble waxing for the American Decca Company. This was the late Al Bowly, which didn't meet Lionel Hampton. So the top-notchers snipped out the Bowly vocal and dubbed in a new cut out by a new vocalist. Result has been that the Victor company has sold two separate shipments of 5,000 copies of this record in the Boston area in the last couple of weeks.

**New Paxton Pubbery Buys First 2 Tunes**

NEW YORK, Jan. 15.—George Paxton, who recently gave up the band that he led under the title of the World's Greatest, has called his Paxton Music Company, Inc., this week began his pubbery activity. He has purchased two disks titled "Got the Sweetest Gal" by Abel Baer and "I Didn't Die Away" by Nat Simon and Charlie Tobias, and has been taking them through the Paxton discers. Paxton is also planning to hire a contact man in California.

**Cap To Use WMGM Studios for Waxing**

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

**Shaw Pen Active As New Aggy Grows**

NEW YORK, Jan. 15.—The Shaw, Anderson, Rogers and Company talent agency to be operated by Billy Shaw, who just succeeded in severing his executive relationship in the Shaw, Anderson, Rogers and Company, is in this week set up house in the RCA Building. The agency is under the direction of the Shaw, Anderson, Rogers and Company. The Shaw agency has sold two separate shipments of 5,000 copies of this record in the Boston area in the last couple of weeks.

**Heidi's Own Agency To Route Radio Show**

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

**Jubilee To Handle English-Cut Disks**

NEW YORK, Jan. 15.—Jerry Blake, Jubilee waxing director, and a distributor, on a royalty basis, 10 jazz and hop sides cut in England at Jazzcorner sessions. The Jubilees have been the English counterpart of the Jazz at the Philharmonic concerts. Masters are owned by Robert Weinstein, who acquired them from the Fleischer discers during their trip to England. Discs will retail at 79 cents.

**Martha Raye Inked To Discovery Pact**

Hollywood, Jan. 15.—Martha Raye, film-stage comedienne, has inked a three-year deal by Discovery Records, new Hollywood indy platter. Contract will include the Raye 12-inch singles, a straight 5 percent royalty basis by a $500-per-side minimum guarantee. Platter will record first sides next week, using special material written for Miss Raye. Phil Moore will conduct and arrange sessions.

**FOR BOPPERS ONLY**

Hartford, Conn., Jan. 15.—Rocco D. Logozzo, president of Local 55, AFM, has been re-elected to his 16th year as the head of the band. Officers elected include Theodore P. Kunsa, vice-president; Miss Frances J. Buddiak, secretary; John A. Stacey, treasurer; Nicholas A. Anzolino, sergeant at arms, and Joseph DeCiaro, Gasper Balbino, Chester Santore, Jack J. Hagerby and Anthony Costello.

**Capp's Sextet**

NEW YORK, Jan. 15.—Publicist R. M. Capp's sextet was this week appointed Eastern representative by the manager of the Capitol diskery to rep the American Decca Company. The Sextet, who was designated as the "The Sextet," will appear in the Capitol's upcoming sessions. The Sextet formerly was a Cap salesmen with the firm's Hartford, Conn., branch.

**Rumors Buzz as Decca Picks Moody as Rep for England**

NEW YORK, Jan. 15.—Appointment of Maurice H. Moody as rep for the American Decca Company has caused a stir in the music industry this week. Moody, for 18 years top recording exec with WAXING RECORDS (WAX) and Recording Industries (EMI), has been inked to a one-year term, reported to be for three years with options. He will, according to an announcement, take care of the England market.
Niteries Latch Onto New TV $$$

Insist on Cut From Tele If Act Double

Video Sponsors Must Ante

NEW YORK, Jan. 15. - Caffe that have been taking advantage of the various shows have started a policy of asking for money from the sponsors of the Tele shows. The policy was started last week when a group of niteries got together with Louie Walters, of the Latin Quarter. Result of this meeting was an agreement by all major Tele shows that the future none of their act should be permitted to double into TV unless the club received a share of the money.

First effect of this decision was the breaking of the Paul and Paulette show, now current at the LQ, into Million Berle's Texaco TV show. The act will get $200 for switching from the old act to double. Niteries maintain that TV has cut down on what they take and if they have to bring acts into New York from out of town and drop acts on them, the acts should be compensated.

Niteries trade sources admit that it is possible that some of the top acts, with their large booking slips, will not leave the entire country. Not only will other acts ask for dough to let their acts double into theaters, but niteries also may ask for new deals.

No WM Inter-Office Friction -- Salkin

CHICAGO, Jan. 15. - Leo Salkin, who last week left the William Morris office here after 10 years, the last two of which as office chief, denied emphatically reports that the parting was caused by friction either with his father or with the government.

Salkin said there was no dissatisfaction on his part regarding the '48 bonus, which he and that he had left to set up his own office in Chicago. He said that he and the firm had no disagreement on the booking slips by Morris Silver, former chief of the WM Chi outlet, and that he and the firm had settled the question with the two men sent to the Chi office last week.

As to reports that an important St. Louis buyer had refused to do business with Salkin, he denied that such a report was made. He said that he found it more convenient to do business with his own office in Chicago, and that the move he had made was not because of inability to get along with him. The men were Walter H. and Larry Greenberg.

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Sherman Winner In Pirchner Fuss

NEW YORK, Jan. 15. - Noel Sherman, who has resigned as executive secretary for the American Guild of Variety Artists (AGVA) national executive arbitration board in his battle against Herman Pirchner, op of the Cleveland Alliance, will have his contention heard.

Sherman said Pirchner owed him favors for the girls which Pirchner claimed were given to all. Sherman said he did not agree to pay. The case came up Tuesday. The legal battle between Sherman but Pirchner appealed the decision. The latest decision was for Sherman.

The case was placed in escrow with AGVA, pending the ruling.

Al Kelly on Willie Howard

By Al Kelly

I perhaps knew Willie Howard better than anybody else, having worked with him for the past 10 years. Despite having been with him all this time, I have never found out for his work. I used to stand in the wings and watch him doing his act. With a smile on his face and chance. I'd been working with him for 17 years. I know what he does at his headquarters, his timing and his mannerisms.

But I didn't see a deal on a Chevalier, he lived the part. Once in a theater and heard that Chevalier was out front. Willie went to Chevalier's dressing room, and later Chevalier came back and said Willie was a better Chevalier than was Chevalier himself.

I first met Willie 18 years ago at the Laurel House, Haines Falls, N. Y., when I was a director. Willie had come up with his big star Gene to take their nick from their old home. It was there that Willie first caught my act and told me some day he would catch me. My first job with him was six years later at Jack Osterman's Upstairs. Willie leapt into the act. Willie's act was "The Revolution of Our Times." Our first contest was at the Warwick and Lonnie, in 1938. I was nervous, but Willie was more so. We both tried to take the other and I thought it must have been funny. But once Willie was on he was great.

I always say to myself before doing a scene, "How would Willie Howard do it?"

Splendid Heritage

It's too bad he is, but it's wonderful he has left such a great heritage. Young people in show business I have not acquired polish or taste should run to the nearest Jolson cut. They can try to buy his records and learn, and always keep that making that smart crack and telling a joke in questionable taste, they should ask a second opinion. "How would Willie Howard have said it?"

Willie was a great performer. Had he had his way, Jolson would have been just as great. Had he been a mimic he would have been wonderful. At Jolson once told me Willie was the only man who could tell a joke and make it funny and couldn't tell the difference. Jolson lived a full life. He enjoyed it to the fullest. He played around and drank deeply of all the things.

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

Hartford Shangri-La Put

On 4-Nights-Week Sked

HARTFORD, Jan. 15. - Glenn Warren has taken up his group on a four-nights-a-week program, effective today, with an all-star cast. The package will be open to night, providing soft drinks and dance with出汗 and admission. The package is called "A Lively Hearts" night, more familiarly known as stage night; night will be conducted by Warren. Warren is a saloon dancer. Warren has a minimum charge into effect for both Monday and Saturday night.

Congress Gets Bill To Repeal Cabaret Tax

20% Admit Bite May Go

(Continued from page 3)

The request was a follow-up to the recent decision of the Chicago branch of the American Guild of Musical Artists (AGMA), which has established a national committee urging Congress to take the federal income tax out of the amusement excise fund (The Billboard, Jan. 8).

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

Putting two strings to his bow, however, Amsler also introduced a second measure calling for repeal of the cabaret tax. Both measures went to the House Ways & Means Committee, which is expected to delay consideration. Amsler met recently with New York City Commissioner of Finance, and the AMA would have can't taken any position.

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

(Continued from page 3)

The American Guild of Variety Artists (AGVA) contends that the primary objective, one big union and one big card, will be defeated by such a merger. It maintains that this merger will be limited to three unions, the American Guild of Musical Artists (AGMA), the American Guild of Variety Artists (AGVA), and the Screen Actors Guild (SAG), and that all members of the three unions will have to give their consent to the merger.

Meanwhile it was agreed that the next meeting of the various unions will be held by Thursday, and that the AGVA and the SAG-AFTRA will submit briefs and go further into the merger question.

AGVA To Enter TV Package Biz?

NEW YORK, Jan. 15. - The American Guild of Variety Artists (AGVA) and Screen Actors Guild (SAG-AFTRA) have agreed to go into the TV package business on the same basis as Equity with its package.

The idea is to package a show made up of AGVA members, offer it to a network and later place some or all of it into AGVA's welfare fund. The idea has been under discussion for some time and was recently given to Jack Bertelli to submit a 60-day study of the idea.

Although Bertelli came up with a positive report, it will be sent to the AGVA executive board for action.
VAUDEVILLE REVIEWS

Paramount, New York
(Wednesday, January 12)

Capacity, 2,640. Price, 60 to 80 cents. Five acts.

Miss McKinley's, the latter called The Laughing Stage.

The new show, backing the flier, that will cost the most to pack. It runs well, looks well and should do business.

The band is Ray McKinley's outfit (16), which gets a good production build-up, and is filled with all the usual ingredients. The orchestra is enough on either graduated drums, snares or long, big brass. Hence, the music to catch up. But if he does a good job, his band doesn't shape up too fast.

Longer wasn't into the opener, Jungle Dance, set a good pace. A novelty duet by McKinley and canary, Jeanie Friley. Tired of Waiting on You, was excellent fare. Rambo Jumbo (Victor) with McKinley on the vocals, was well received and his last, another Victor recording, Meet the Boss. From St. Louis, got equally good hands.

Jean Carroll, Superb

In the act, the comedy department was lovely handled by Jean Carroll, who occupied all the Broadway houses. Her brand of laughs was clever, and the audience caught except that it has been pointed up and sharpened for comedian's craft. Hurry up, Miss Carroll got started as titters and grew into man-sized laughs. She has much timing, her toué thing and her one-convoluted-in-town act registered with a big laugh. Her opening number, a dienne like Miss Carroll on this bill is in the next act, but wasn't until the band came up on the second stage that the trick caught on. This may indicate the need for more musical backing from here on in. Using blended voices and guitar, plus rhythm section, may no longer be enough.

Vanderbilt Boys

The Vanderbilt Boys (two) start as funny men, and come out of the show into a lot of flashy acrobatics featuring some outstanding hard-hand-to-hand balancing, as well as a pair of flies into a hand-to-hand catch and lift that brought spontaneous applause from the house. McKinley's canary, Jeanie Friley, does a good job in a duet with her partner. They are not stacked. Her Night Has a Thousand Eyes was well-crafted by the three boys who joined her just made a hit that may remain for a long time.

Bill Smith.

Oriental, Chicago
(Thursday, January 13)

Capacity, 2,300. Peter, 15 to 80 cents daily. A musical show, The Three Tenors, book, Charley Huggen; show played by Carl Leff.

Forty-minute stanza is strictly short and sweet all the way, with everything from the band opener to the Adrian death. House has shelled out for a new curtain and the drops, which do plenty to glorify the stage. Carl Sand's orch contributetd a swell starter, a medley of Blue Skies sung into Rhapsody in Blue. The Step Brothers are an entirely potently opening act, with their mixture of precision and solo specialty boys. An act after all. Like a recent novelty duet, they continue to work with great enthusiasm, and have a lot of new, cute turns. Closer strongly with a parody on Hollywood, called Hollywood, Hollywood, Hollywood.

Adams, Plant and Canzoneri have aimed their material more at a vaudeville audience, and have done it with result that the response was tremendous. The group has an extraordinary like Canzonieri and Adams still bettering the beauty of the trifles, with all of his tunes from musicals he has worked up, played good attention. Their love-off, bit, however, was really the climcher, with the entire trio on stage to do the sound effects with those that filled the house with yokes. Pie, Yellow Sky. Johnny Sippel.

Vic Connors Rejoins
AGVA Staff at Last

NEW YORK, Jan. 13—Vic Connors of the American Guild of Variety Artists (AGVA) staff. Connors, well versed in labor relations, worked for AGVA years ago, later with the American Federation of Radio Artists (AFRA). He was associated with Emily Holt, former AFRA head, and then joined a steel company as its labor relations director.

D. C. Carew for Inaugural

WASHINGTON, Jan. 15.—Washington williers will have to observe the inauguration of President Eisenhower, the next week. The District com prehended this week was working on an earlier decision by the alcoholic beverages control board to permit operation until 4.

Friar Jambosee Postponed

NEW YORK, Jan. 15.—The Friar's Jambosee, which scheduled for Friday, Short (14) was hurriedly called off because of Walter Robinson's illness. The most of the show was to have been Mike Todd. The lunch will be held Friday (21) instead.

Letter to the Editor

Dear Editor:

I revamped to comedy with my new program, Lord, Gorda, and here we are, and there is no show business today. If this does not last any longer, I established my act in South America, where I tour annually.

Years ago dance teams didn't try or wish to copy others. They created their own material or would produce a big producer big to do for us. Now we dance teams a big producer or an agent to do the booking and have a hit. We had the Wunderkinds, too, but since the training was limited they played the small time while our agents used them away from the big time. Our agents never bragged about fixing our act and aren't afraid to tell them, "You take care of the booking, we'll take care of the dance." And we tried long times to get into the right spirit, with critics for a good review, tho we liked them when they pointed out details unnoticed by us.

The Billboard was always the ac- tors' favorite. It gave us a good break while other papers fought us, even tried to blacklist for our things. We didn't have any union then, we didn't need protection. If, on a Friday night, we realized an act didn't fit, we begged the manager to break the contract and let us pull out.

Critics didn't have to suggest re- ceiving because dance teams were always two steps ahead of them. When last I followed the DeMarco at the old two-a-day Palace, they opened double, then he (Tony) got the house down with his solo buck and wing tip, finishing up with his famous Pooh-Bah's double. My partner and I doubled between two musicals and a night club. At the Palace Theater, in a Jeweler's Week, we did a breathtaking adagio. In Shubert's Night in Spain we did Flamenco castanets dance (later revised by Corter and Peggy). At the Palace d'Orc (now Latin Quarter) we did ballet dances—no lifts and all. With the help of Robinson, we created and presented a show that was flashed on newsmen. We pulled our leaps and pirouettes of the show.

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Roxy (6,000 seats; average $89,000) plunged to $75,000 last week. The other two-week shows were a failure. The gross being $120,000. The show is Barbara Ann Scott and the Ice Show, Bob Evans, Gauken's Steeplechase and That Wonderful Urge.

Paramount (3,554 seats; average $66,000) did only fair business, the gross amounting to $60,000 the last week with Benny Goodman and his orchestra, Buddy Lester and Palace. The seven days shows were responsible; for $17,600. The new show (reviewed this issue) is the Mills Brothers, Jack Carroll, Ray McKinley and his orchestra and The Accused. Strand (2,700 seats; average $45,000) is still coming heavy dough with Tommy Dorsey and his orchestra, Bobby Van and Adventures of Don Juan. The last six weeks with the bill hit $65,000, as against an ingestion $75,000 second week with the attraction.

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NEW YORK, Jan. 15.—After two strong weeks, conditions in Stem was quite unsatisfactory. Result was a loss of $38,500 from a fat $334,000 the week before. The Capitol did expect poor business, so much so it held the entire show over for a fourth week, with the exception of Burt Lancaster, who had other commitments. Comic George Prentice re- placed him.

Capitol (4,272 seats; average $66,000) collected $73,000 for the third week. The show consists of George Prentice. Walter Long, Gene Stiel, and the halls were not bad. Every Girl Should Marry. The previous week's figure was $57,000.

Radio City Music Hall (4,245 seats; average $115,000) dropped to $115,- 000 after a thrill try 100 the previous seven days. The bill is the Christianis, Pallenberg's Bears and Words and Music.

Now held over with Frances Fay at the Coconut Grove, Houston, and two ballroom shows were added to the tour. We carried trucks full of newsreels. We have had about four weeks of theaters in New York alone to polish up our acts. Today dance teams are helpless to show their creations. Today we have an epi- sode show, we arranged to show the same state material, copying each other, even to the same, because they are unable to create.

Nevertheless ballroom teams, good (See Letter to Editor on page 27)
Fox May Rep ARA in AGVA Huddles

NEW YORK, Jan. 15.—The American Guild of Variety Artists (AGVA) may find itself facing an unpleasant situation when ‘next sits down with the Actors’ Equity Association (AEA) to discuss new contract terms.

The situation is a result of Dave Fox’s recent resignation as New York ARA to take a position with a franchised American Guild of Variety Artists (AGVA) chapter, of which he’s become a member.

Various ARA officials, having been told that Fox has accepted an offer from the AGVA, have already started looking for a new man to fill his post as ARA’s bargaining committee when it huddles with AGVA.

London Padlock Threat a Hypo

LONDON, Jan. 15.—Floor shows at London’s night clubs are expected to branch out in full scale soon. The Cold Front which this anticipated spurt is the anxiety of the bottle clubs over English government’s prohibition to close them. The clubs hope to put on such shows as to justify the eyes of the government’s department.

The most ambitious floor show of the moment is the Embassy Club’s Copa Revue, which employs a comedy program for $4,000. The show lasts all night and is running at a loss.

Nevertheless the Embassy is spending the amount of money for a new show each month.

Foxes will build up a big enough audience each night (at $4 admission) to make the entertainment financially independent of the amount of money the club can spend to maintain the show.

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

Roxy Books Valleé; May Get 8½G Per

NEW YORK, Jan. 15.—Body Valley, star of the Roxy, has reported $3,500, a week, starting Feb. 22. The last time Valley made this money was at Loew’s State.

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

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

Dolores Marin is an excellent dramatic singer who knows how to handle the language beautifully. But based on the show’s material, it seems, the show seems to have a lot of material to do a good job. She does a powerful Supertine and is a cute special. Love I’s a Thing of the Hour.

The Cyril Haynes Trio plays for the entertainment in a show on the Valentine’s Day fashion. Clarence Williams does the piano interludes.

Bill Smith.

LETTER TO EDITOR

(Continued from page 29)

or maybe, will not have that style. They give life to the salons and dignity to the ultra hotels.

In New York, at the Roxy, both "Native" applause and "Orchid" applause belong to the Roxy writers. I remember productions they’re not new for the night club patron.

Valleé is always interested in the skill of the performer and not his material. Remember, I hope show business begins again to give ballroom teams a chance to prove who has the talent to revamp.

Sincerely,

Glad-Dear-Corsa

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Westport Holds Up Theater Expansion

WASHINGTON, Conn. Jan. 13.—An application for a license to build a new theater, filed last week by the operators of the Westport Country Playhouse, has been denied. The new application was filed with the Theater Building Commission.

A hearing, scheduled for yesterday, was adjourned until the first week in February. The operators had been referred to the hearing to allow them to present their views on the proposed building.

The application would have allowed the new theater to seat 500 people in two stories, with a 15-foot ceiling. The operators sought a permit to build the new theater because the existing theater is too small to accommodate the growing audience.

The operators had filed an application last year, but the application was denied because the city had a moratorium on new theater construction. The moratorium was lifted this year, allowing the operators to file the new application.

In a recent statement, Westport Mayor, Richard Miller, said that the city was concerned about the impact of the new theater on the existing theater. He said that the city wanted to ensure that the new theater would not have a negative impact on the existing theater.

The operators had planned to build the new theater on the site of the old theater, which was razed last year. The new theater would have been a significant addition to the city's cultural offerings.

The operators had hoped to open the new theater in the spring, but the application was denied. The operators said they would appeal the decision.

Anti-Jim Crow Bills Doomed in Congress

WASHINGTON, Jan. 13.—The House District Committee has quashed in the "Negro" file two bills that would have strengthened the enforcement of the anti-Jim Crow laws.

Most of the Democratic members of the committee voted against the bills, which were sponsored by the Negro members of the committee. The bills, which would have made it easier to bring Jim Crow violations to the attention of the government, were quashed in committee by a vote of 28 to 2. The two votes in favor of the bills were cast by two Southern Democrats from Georgia.

The committee's action was a blow to the civil rights movement, which had hoped to see the bills passed. The movement has been trying to get stronger legislation to protect the rights of the Negroes for many years.

Miami Theater Opens Feb. 1

NEW YORK, Jan. 13.—Richard Strover opens his Oceana Theater in Miami Beach on February 1 with The Voice of the Turtle, starring Margo, Eddie Foy, and George Jessel.

The Oceana Theater is being reopened after a four-month vacation. The theater had been closed for the Christmas and New Year's holidays. The opening of the theater comes at a time when the city is experiencing a boom in theaters.

The Voice of the Turtle is a musical comedy that is expected to be a big success. The show is expected to run for at least five weeks.

RUTES

Dramatic and Musical

HELLO POPEN!" A' 49
(Opted Monday, December 27)

KRT RADIO THEATER, DES MOINES
(A musical comedy based on the screen play by Joseph and Olive O'Leary, starring J. Rodney est, and directed, and featuring, H. L. Casper. With Florence King, Waterman, Mary Hitchcock, Lillian Roth, Pauline Lord, and others. Presented by the American Broadcasting Company.)

THE SMILE OF THE WORLD
(Opted Wednesday, January 12)

LYCEUM THEATER

ALONG FIFTH AVENUE
(Opted Sunday, February 3)

BROADHURST THEATER

JOYEUX CHAGRINS (Present Laughter)
EDWARD VII THEATER, PARIS
(A musical comedy in three acts and six scenes, with music and lyrics by Richard Whiting, book by André Roussin and Pierre Gay, directed by Henri Driant, and presented by the Semestral Stage Director, Ministre de la Marine.)

FOREIGN OPENING

THE MARQUEE OF CHARLEVILLE...the Berlitzer...Noel Coward, England's versatile playwright, has given another entry to his list of scintillating farces, a satire of Bonaparte's love life. The play must at least have a psychological twist of some kind or other, for the friendly and candid salon-circus to appeal to the Frenchmen's orderliness and sense of fun.

Perfect Costing

The gay carryings-on of the celebrated actor, Max, who loves to set himself up as the paragon of private life as well (with the usual shake of his head), is being played as a role for Coward. He is as gracious and debonair as usual, but twice as he usually is, for he is playing the stage. His French (after only three weeks of study), his typical American-English conception of what good French should be; it makes it go so rapidly it is hard to understand him, stto he sounds wonderfully uncanny and as comprehensible, for example, as Charles Boyer's English in Red Gloves.

Coward has assembled a good cast. Tania Balabanova is his bored, faithful secretary who accepts her boss's meandering and indulgent, stikey calm and "dear old Charlie" devotion, Elisabeth Hijar is gay and cripsy bright, with a good English, and Nadia Gray plays with vivacity and alluring, the beautiful Yolande, who nearly wrecks not only Max's life but those of all the others. King George Gay as Maurice and Michele Villeneuve as Louise, and Henri Driant has directed Present Laughter at a fast pace and is helped by Mrs. Gatteau. Here comes another example of the difficulties of trying to translate humor from one language to another. But Noel Coward on a French stage, in the flesh, has all the good reasons to make this filmy lark into Anglo-Saxon farce-comedy an international event of the Broadway season."

J. W. White

'MISTRESS MINE' FOR HARTFORD

JANET...15...O MISTRESS Mine, starring Sylvia Sidney and John Loder, is booked for the Bush- ler Theater here January 28, 1949, at $3 top. The play has been running six months in New York and is unchangeable.

COWAN'T OPTIONS "CITIZEN"

NEW YORK, Jan. 15...Irving Gaunt has optioned Arthur Leving's 'Coward'...a play about a Jewish banker, in the Revolutionary War.
WILLIAM T. RANDOLPH, magic enthusiast of Glendale, Tex., and secretary-manager of the Chamber of Commerce, comes thus with a suggestion that could be used to advantage in the Glendale business district during the holiday season. Randolph tells of the Great Sport's coming to Glendale for a season and makes it known that the unknowns of the district that make these professionals' tours possible. He also advises that Randolph typewrites, "but I prefer the title 'I do.'" I know that operating companies. But I know that we can afford to support the tours, but my eye is on six or eight-page programs, including some attractive girls for the men to see. I'll pull enough excess attendance to really fill these schools and city auditoriums, rather than having a two or three-page set that leaves half the seats vacant. Has any magician tried it? I don't care. I can't help but believe that even we residents of the town would turn out for a show if we really knew that we were seeing a larger act. Even our churches don't try to get by with just good music. I think that Randolph hadn't caught the Virginia performance at the time he wrote the above piece.

BILL BAIRD and Florence (Mrs. Baired) came into a loud plug from C. J. Levett, recently elected to the Bert Allerton Assembly No. 44, Society of American Magicians, Waterloo, just before their performance at the Colony Club, Waterloo, where they have just concluded three weeks and are now beginning a tour lasting three half-hour turns a day. "It's a dream come true, in," Levett writes, "and, as usual, Bill knocks 'em out with his great billiard ball and one or two muscular ions of the 'strong-man' type for the women who, I think, didn't pull enough excess attendance to fill their seats on the day they were at the Waterloo, and city auditoriums, rather than having a half or three-page set that leaves half the seats vacant. Has any magician tried it? I don't care. I can't help but believe that even we residents of the town would turn out for a show if we really knew that we were seeing a larger act. Even our churches don't try to get by with just good music. I think that Randolph hadn't caught the Virginia performance at the time he wrote the above piece.

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Many Ways a Tom!

CAPE COD, Jan. 15.—When accused of the publicity controversy in The Billboard over that near-famous article about Doc Bailey and Where, Harry Birdick afterward admitted that Turmiling lasted longer than is commonly supposed. The author of The Warren shows, in fact, a history of Tom Shows, further referred to Henry Phillips's claim, to having the title role in Tom L. Finn's company as the first known instance of an actor attempting the part of the title role.

Two Mass. Cities To Get Drive-Ins

HARTFORD, Jan. 15.—Lawrence fishermen are expected to erect a 700-car capacity outdoor picture theater at Palmer, Mass., with opening date sometime after Feb. 1.

A permit to construct a new outdoor theater at North Attleboro, Mass., has been issued by the town officials. Sturman's New spot will have a 470-car capacity and will start immediately to assure an early spring opening.

Norwalk Board Okays Drive-In Application

NORTH, Conn., Jan. 15.—Board of Appeals has granted Juvini Realty Company permission to build a drive-in theater in the town of Norwalk. At a public hearing two weeks ago presented a permit application and opposed the application. All but one of the land on which the theater will be built is now called a small part of it in Norwalk, which has not yet taken action on the proposal.

Coppeto Plans Drive-In

HARTFORD, Conn., Jan. 15.—Philip Coppeto, of nearby Chesire, Conn., has filed an application for a drive-in outdoor picture theater in Chesire, Conn. Coppeto has also filed an application for the drive-in dance hall. Coppeto is the holder, in Massachusetts, of a certificate of approval.

Cheyenne Area Good for Griff

CHEYENNE, Wyo., Jan. 15.—Griff Family Show has been playing a circle in the area for several years. Most of the engagements have been in schools and halls.

Grice in Flesh Try

WATERTOWN, N. Y., Jan. 15.—Griff Grice has been in this city for a number of weeks trying to map a circuit of his own for flesh-preparation shows.

Kemp's Mo. Biz Satisfies

COLUMBIA, Mo., Jan. 15.—Kemp's Players, from Nogales, Mo., have been playing this sector to satisfactory business.

Ed Hiler Pilots Hay Ratton Unit

RICHLANDS, Va., Jan. 15.—The Raymond Ratton Unit, under management of Ed Hiler, is now in contract acting on the Cole Bros.' Circ. is bucking up good business on its last trip four of its shows. The Ratton, Western film character actor, is featured, but the return to the West Coast late in Feb. will give the company the chance to try out the new Texas Rangers, also is among features.

Conn. Towns Mull New Drive-In Bids

HARTFORD, Conn., Jan. 15.—A public hearing has been set for Jan., 22, 1950, to consider the Town Plan and Zoning Commission of suburban Farmington, Conn., on the application of Abraham and David Friedman, and Arthur Droheim, all of Bristol, Conn., for a change of zoning in a section of Farmington to permit construction of an outdoor theatre.

Another application by the Jervis Realty Company here to construct an outdoor theater in the town of Darien, Conn., town line will be considered by the Town Board of Adjustment of Jan. 30 meeting. Company premises have applied for an additional ten acres in the Darien town. A zoning change would allow erection of the theater. The Norwalk's current application has also granted a requested zoning variance.

Grayson Okay in Minneapolis

MINNEAPOLIS, Jan. 15.—Grayson Players have been playing sponsored dance-halls and dating shows in the Twin Cities area for the past five weeks. This week they begin their three-week engagement at the Southside Drive-In, Minneapolis, and other engagements in the area include the Northland Drive-In, Princeville, the Capitol Drive-In, St. Paul, and the Stadium Drive-In, Duluth.

ALONG FIFTH AVENUE

(Continued from page 29)

3.-Rosemary Deans, 21, who attended some of the performances, has been more than a suficient comb to earn it competitive personnel.

RUMORS BUZZ

(Continued from page 27)

play that day, although it is scheduled to break. It is interesting, however, to note that one high-placed sponsor for American Decca refused to give him a clearance, even to be mentioned in the Ernman in any shows at all. This is due to the fact that everyone who reads in the features has a contract with Decca. To be quoted US issues are handled by the Decca staff. The only exception is that the sound film, and "We aren't opening one now," and "We don't offer the qualifications of the kind of this story. It is believed that the audience for this story could be attached to larger house.

E. I. Lewis, English Decca chief, has done a lot for those who still have an appointment to go out or Decca. Evidently, it is expected that the show will be played at the Troubadour Theater, Brooklyn, N. Y., during the first week in January.

RALPH PLAYERS Biz Good

SALT LAKE CITY, Jan. 15.—RALPH PLAYERS, a new group in this area, are reported to be getting good business at most of their stands. They are featuring E. F. HANNAN'S PLAY-US, Jeff.

Alan Terrel Trick Clicks

CINCINNATI, Jan. 15.—Alan Terrell, member of the Ohio-Florida group, played to an enthusiastic and appreciative audience in a performance at the Austrian Theater, Cincinnati, Ohio, playing to an enthusiastic and appreciative audience in a performance at the Austrian Theater, Cincinnati, Ohio.

2 Blizzards Hit Clayton Revere; Omaha Dates Set

OMAHA, Jan. 15.—Robert Clayton's Star Review, hit by two blizzards which practically tied up transportation for the last week of its tour, is reported to suspend operations here last week.

When warning for the weather to break, the unit postponed or even canceled one show, plans were made for the next week into a rep show in the spring and take it out under ca.

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

Rep Ripples

PORT HENRY PLAYERS are playing sponsored dates in the New York area, and two shows scheduled for the New York area, and two shows scheduled for the next week, will be postponed.

S. L. Rose is trying to line up some more dates for the New York area, and two shows scheduled for the New York area, and two shows scheduled for the next week, will be postponed.

Edward Strickland, formerly known in Western Showman, now is in the studio. He says the unit passed through a number of years during the last few months, and has been doing fairly well at all.

B. F. Gifford is trying to line up some more dates for the New York area, and two shows scheduled for the New York area, and two shows scheduled for the next week, will be postponed.

Sallie Ball, the hostess of the Showtime show, is expected to arrive in the next few weeks. She is expected to arrive in the next few weeks. She is expected to arrive in the next few weeks.
Mrs. W. H. Donaldson


Mrs. Donaldson was prominent for many years in civil and charitable affairs in Sarasota, Fla., where she and her husband resided after his death in 1950. As president of the Sarasota Players, Little Theater group in Sarasota, and for many years was a member of the Professional Women's Organization of New York. The Donaldson also was a charter member of Actors' Equity Association and Chorus Equity. She was a resident of Sarasota until 1946 and since then had lived in Fort Thomas, Ky.

William H. Donaldson founded The Billboard 55 years ago while associated with the Donaldson Lithographing Company, of Newport, Ky., and the early editions of the magazine were conducted on the premises. At the time of his death, the publishing firm was a two-person operation, with Mrs. Donaldson serving as editor and circulation manager, and Mrs. Donaldson assisting him on the advertising and business end.

Her two grandsons, Roger S. Littleford Jr., Chicago, and William D. Littleford, New York, are the present publishers of The Billboard. Mr. Donaldson leaves his widow, Mrs. H. T. harmon and Marjorie Littleford, both of Fort Thomas.

Funeral services were held Saturday morning (15) at the Dobbs Funeral Home, Fort Thomas, with interment in Evergreen Cemetery, Southgate, Ky.

WILLIE HOWARD

Wille Howard, one of the leading comedians and musical comedy stars, died January 12 in Polyclinic Hospital, New York. He became ill from a lung ailment following the production, along Fifth Avenue, at the Forrest Theater, Philadelphia.

A veteran of 52 years on the stage, Howard first bowed into showbiz at Proctor's 125th Street Theatre, New York, in 1897 and followed his first engagement with an invisible performance as the boy soprano in the balcony for the production of The Little Duchess, starring Anna Held. Unfortunately, during the run in Washington his voice indicated change, and he was forced to return to New York "at liberty." He became an impersonator of some of the leading comedians, and later formed the act set.

The act was, The Messenger Boy Trio, with Sammy Liebert and Tom Dunn. When Dunn left the group, Willie Howard's brother, Eugene, replaced him and the act was reduced to two, and Willie and Eugene Howard rapidly became a favorite team, working in vaudeville from 1903 to 1912. Eugene was the fitter man to do the straight comedy.

Many of Howard's famous sketches, such as The Quartet From Ringgold, The Fool Who Became President, The French Lesson, depended on the fact that he was a master dialectician.

After the long stretch in vaudeville, the Howard brothers went into musical comedies, which included Whirl of the World, Whirl of the World, The Paramount Show, The Paris Show, and Scandals, The Spleen Folies, The Show Is On, Sky High and The Show of Wonders. After both had done separate engagements, one day he dabbled in radio and film, but preferring the stage, returned to that medium in 1943 in Catch Me and the Heat, with Buddy Hackett and Gertrude and a revival of Sally.

Two sisters, Mrs. Rae Shantel and Mrs. Cecie Abramowitz, and two brothers, Eugene and Samuel, survive. All of them, together with another sister, were on the stage at one time, changing their name from Levkovsky to Willer's adopted Howard. His wife died in 1947. Burial was in Cedar Park Cemetery, Emerson, N. J.
Tax Planning — No. 5 in a Series:

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

(Continued from page 30)

Themselves and sell it to their wives or someone else in the family. Again, Uncle Sam outfought them.

There is a section in the Internal Revenue Code (26D) which disallows losses between members of a family. The term "family" means brother and sister (whether of the same or opposite sex), parent and child (whether of the same or opposite sex), and spouse. If an individual would not be considered a member of the family for this purpose, this particular section will disallow losses between an individual and a corporation, if the individual owned more than 50 percent of the outstanding shares of the corporation. (The only exception is a corporate liquidation.)

The same rule applies if the loss is between two corporations if 50 percent or more of the outstanding shares of both corporations is owned directly or indirectly by the taxpayer. The rule would hold if either one or both of the corporations was a personal holding company for the preceding taxable year.

Can't Anticipate

While I agree that the subject of losses, let me point out that the Internal Revenue Code specifies that taxes are due if there is a closed or completed transaction. You cannot anticipate a loss and claim it as a deductible item, nor can you claim a loss because there is a shrinkage in the value of the property owned.

I have frequently come across tax returns in which the taxpayer attempted to claim a loss because something they bought has depreciated greatly in value. The shrinkage in value of corporate stock, for example, can never be considered a loss, until it is actually sold.

Out in the Open

Midge Sloan spent the holidays at Roest and Eave Ranch, Harvare Road, Canton, O. Spot is owned by Buck Maughim. Ben Allen, head of Posters, Inc., Philly printing house, was a New York visitor last week. He plans to attend all of the Eastern fair meetings. Bob Kinzelbich, pro- rata manager of the National Barn Show, will attend a one-shot endeavor which closed recently at New York fair. Barn Shows, Inc., has its format on the market for possible video use.

Orral Pratt, secretary, Indian State Fair, Indianapolis, was many visit- ing licenuse of the recent Columbus convention of the Ohio Farm Man-agers Association. Arthur A. Fick, veteran Boxing (P.I.) newspaperman and friend of many outdoor showmen, died January 10 at the age of 71 after an illness of about two months. E. J. Floyd let- ters from San Francisco, where he spent the holidays, that he has joined the San Francisco Chronicle as second agent. He adds that he attended the Christmas dinner service by the Showmen's Association and that Harry G. Scher out- did himself as chef.

New million-dollar Civic Center planned for Dittie, Mont., will be used for indoor circuses and ice shows, and will have a seating ca- pacity of about 13,000. E. J. Floyd let- ters from San Francisco, where he spent the holidays, that he has joined the San Francisco Chronicle as second agent. He adds that he attended the Christmas dinner service by the Showmen's Association and that Harry G. Scher out- did himself as chef.

Edward Dudley, former director of the Scenic, big-top, vaudeville circus of Berlin, and top-ranking booking man of them. George Converse, con- ception manager of the Hollywood show, is making arrangements for the annual, is confined to the Hills- Dale Community Health Center. 

His negotiations with Col. Jack Miller, president of the 101 Ranch title company, were unsuccess- ful. Wayne B. Barlow has announced that he will take a show out in 1949 under the 1901 White River Ranch Wild West Show title, taken from his ranch of similar name located on Lake St. Clair in Skokie, Illinois. A show will be staged in quarters at Charleston, South Carolina, to be booking one and two- day dates under auspices.

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Harry Co., 27, 9-2:00, 9-10, 8-30, 8-4:
Clemons, 27, 9-2:45, 9-10, 8-30, 8-4:
Miano, 27, 9-2:45, 9-10, 8-30, 8-4:

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Public Appeal * Stability
Good Quality * High Class * Earning Power
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Fairbault, Minnesota

Close-Ups:
Rides, Cartoons, Miss America
Highlight Life of Joe Colihan
By Hank Hurley

(This is another in a series of little-known facts about people prominent in the outdoor show business.)

Joe Colihan, with Fred W. Clapp, co-manager of Excelsior Amusement Park, Excelsior, Minn., isn’t positive, mind you, but he believes probably the first word he uttered when he was sent into the ride business, his father, John, having been in that business, operating rides at fairs, carnivals and in parks. So it was natural that Joe entered the outdoor show business as a ride operator in 1890 and in 1930 he was named assistant manager at Excelsior where he still holds forth.

Altho he is well known and highly respected among parkmen throughout the nation, Joe isn’t one to push himself forward. His entire interest is in Excelsior Park, its rides and promotions, etc., and it is in its promotion that Joe received probably his greatest thrill only last summer.

Not one to be easily discouraged on any job he tackles, Joe along with other exotics of Excelsior, decided eight years ago a Miss Minnesota contest would be a good promotion stunt for Excelsior, with the winner going to the national beauty contest at Atlantic City. For seven years the Minnesota Park held its contest and sent its winner to the national contest. And for seven years nothing happened.

But last year Excelsior sent DeBe Shoppe of Hopkins, Minn., as its representative to Atlantic City. She represented the Park and her co-workers all their seven years of hard work by winning the title of Miss America.

This, Joe believes, compensated for the seven years of hard work and today he speaks of Miss Shoppe in endearing terms, like a proud father of his only daughter.

Great Thrill
"It was a great thrill for us," Joe said, meaning himself and his associates at Excelsior. It was the high spot in my promotion career and you can tell it assured Excelsior continue to compete and represent to the national contest. We may never have another winner, but we can always look back and recall 1948."

An Easterly by birth, Joe has been in the Midwest so long now he counts himself a native. Despite the fact he is in a great hunting and (See Rides, Cartoons on page 54)

Urges Ore. Group
To Help Establish
N. W. Fair College

PORTLAND, Ore., Jan. 15—Hugh King, manager of Central Western Union, urged the Oregon Fairs’ Association to cooperate with the Oregon Fairs Association in sponsoring a Northwest College of Fairs, at the recent annual Oregon Fairs’ Association meeting here.

Other action discussed by the group included an effort to schedule the Oregon State Fair later in September (1949 dates are September 3-9), and a proposal to seek the elimination of the 20 per cent federal tax on general admission tickets at county fairs and the elimination of the state’s 3 per cent tax. 1948 dates were set for January 12-14.

Other dates announced were: Pacific International Livestock Exposition, October 3-8; Pendleton Round-Up, September 14-17; county fairs—Clackamas, August 31-September 3; Cocos, August 19-21 or 22-24; Grant County, August 12-14; Grant, September 22-24; Deschutes, August 26-28; Bonneville, August 14-18; Clallam, September 2-3; Jefferson, September 9-11; Lane, September 21-24; Lincoln, August 25-27; Linn.

ESE Bondholders
Agree on Financing

SPRINGFIELD, Ill., Jan. 15—More than 75 per cent of the holders of the Eastern States Exposition debenture bonds of 1983 have agreed to the new plan of recapitalization of the exposition under which they will exchange their debentures for a first mortgage bond and the other half in second mortgage bonds.

The new first mortgage bonds will pay interest at the rate of 4 per cent and will be due 25 years after issue. Second mortgage bonds are being issued at 6 per cent, and no payments on interest or principal shall be due until the first mortgage is discharged.

August 29—September 1: Morrow, September 1-3; Multnomah, August 22-27; Skamania, September 16-18; Tillamook, August 17-20; Umatilla, August 25-28; Union, September 25-28; Wasco, September 7-28. Also, July 1-10, Washington, August 5-9, September 3-5.

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Write for catalog

Situation

BOOMERANG
1944 MODEL INCLUDES MARY NEW
DESIGN FOR BOAT COAST ISLAND 1945

AMERICA’S FINEST
Show Printing

CIRCUS-CARNIVAL
RACE-THEATRE SHOWS
POSTERS-DATES-CARDS-
WRITE FOR FREE BOOK AND PRICE LIST OUR 25 YEAR
Talent Topics

Billy and Beverly Harnett, dog and pony act, played indoor Christmas shows in Canton, O., during holidays. While in Canton, Mrs. Harnett sold their high school holds and a comedy mule to Henry Selinsky.

Tex and Alice Floyd, knife and roller-g上市公司 also visited Canton during the holidays. Martin Zara (Mystic Mark), at the Jungle Club, Louisville, will leave there and join relatives in Erie, Pa. will leave there soon to open the season with the Polish Eastern Unit.

...Following a wardrobe-buying trip in New York and a visit with relatives in Clinton Ave., Cinci., Sid and Gladys Alcido are arranging to leave for St. Andrews, Fla., where they will join other members of the act to get equipment ready for winter dates which open at the Miami Shrine Circus for Bob Morton.

Nervous performers and showfolk were on hand for the Christmas party at the Drexel Grange "Box." Oregon Street, Park in Sarasota, Fla., In attendance were Doc Rall and family, Jim and Joe Millette, Jack and Emily Morgan, Mr. and Mrs. Mathews, Murray and Mike Fele, Charlie Funk Clark, Mr. and Mrs. Frank Cook, the Iwawas, Will and Annie Robbins, Delmore Hastings, Jack Gerlich, Henry Bedow and Mr. and Mrs. Fred Rolly, Mr. and Mrs. Zavota. The Flying Bees, who spent several weeks at the traveling park, flew to Cuba for the winter season.

...Harman's Merryland, featured at fairs for the past several seasons, World of Mirr Shows, headed the holiday show in Flushing the Saturday L. J. Thomas, note was mother-finker house.

Jim Lynch, bough and arrow act, who closed his fair season October for Ernie Young, folks that he has been playing high schools and declares, "this school work was wonderful for talent with educational value that can work a 45-minute to an hour program. How rare is it to please work that will go to on the road this winter."

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James T. Haggerty, 70, head of the Savoy's, a well-known circus troupe, has returned to Meriden, Conn., to an absence of the famous Haggerty, his wife, and son, Clarice, associated with Barnum and Bailey, Ringling Bros. and other circuses, and appeared in vaude. The family's trip started from Europe earlier this year and recently presented trained dogs and members of the family in an acrobatic act.

Maurice Colleoso and his troupe, all members of the family, who for the past 10 years have been presenting their tumbling and acrobating acts in England, now left for Australia for a year's engagement. In the troupe are Maurice, George, Tony and Elise Bouyer Colleoso. Maurice is the brother of Corn Colleoso, the ace wire walker.

We are pleased to announce that the new Dodgem Cars are running nicely; the receipts went up as much as 15% since we have been operating the new cars.
Ohio Managers Back Move For New State Fairgrounds

Convention asks increased State aid for premiums for county annuals and enabling legislation to obtain larger capital improvement $8 from county governments.

COLUMBUS, O., Jan. 15.—The Ohio Fair Managers’ Association at its annual convention here Wednesday and Thursday (12-13) urged the State Legislature to appropriate $50,000 for the purchase of a new fair site here for the Ohio State Fair. It recommended the acquisition of a 550-acre tract on Ackerman Road as the site of the proposed new fair plant. The convention action followed an appeal to Deans of Agriculture by John Allen, dean-emeritus of the College of Agriculture at Ohio State University. Cunningham pointed out that the original appropriation of $50,000 for the purchase of a site has lapsed.

Seek Tax Exemption

Increased State aid for premiums was caught in a resolution adopted by the convention. An increase of the present $2,500 maximum to $2,000 and $3,000, respectively, for each county was asked. The convention also passed a resolution petitioning the State Legislature to amend laws which would enable county commissioners to appropriate a maximum of $25,000 annually for capital improvements at fair plants. The present limit, it was pointed out, is $10,000.

Ohio Convention Again Is Marked By Brisk Buying

COLUMBUS, O., Jan. 15.—Always one of the “buyingest” meetings of the nation, the 24th annual convention of the Ohio Fair Managers’ Association between Wednesday and Thursday (12-13) was up to par, with the members again following the usual Ohio pattern of contracting one-day attractions. There was the customary heavy turnout of peddlers of one-day attractions.

Carnival reps noted were Floyd E. Goddard, Mr. and Mrs. John Ely, Mr. and Mrs. Randolph Andrus, Mr. and Mrs. Ona (Burr) Bauers, Mr. and Mrs. Gerald Frantz and Happe Berkshire, Gooding Amusement Corporation; Mr. and Mrs. Roger M. Work, Playland Amusements; Mr. and Mrs. Lee Becht, Lee Becht Shows; and Mr. and Mrs. Curtis Little, Queen City Shows.

Also in attendance were: Shiro Wade, W. G. Wade Jr., and Walter Schaefer, W. G. Wade Shows; R. S. Howard and C. D. Howard, Howard Bros.; Shows; Mr. and Mrs. Leonard Powell and Leonard M. Snodderly, Happy Attractions and Powelson Greater Shows; Mr. and Mrs. W. S. Carl, W. S. Carl Shows, and W. B. Jacobs, W. B. J. Shows.

In making offers reps included Mr. and Mrs. Bob Shaw, Gus Sun Jr., Glenn Jacobs, Paul Young, and Mrs. Russell Bissell, Gus Sun and Bond. Senior Mr. and Mrs. Jinx Hones, Barnett-Carruthers Enterprises, Sunny Bernet, Sunny Bernet Attractions; Boyle Woolfolk, and Ben Young, Boyle Woolfolk Agency; Chester Rotroff, Rotroff Attractions, and Bill (Lafe) Harkness, WLV Attractions.

Also Mr. and Mrs. C. A. Klein, Jack Klein, Von Black and Mr. and Mrs. Robert Kallmien, Klein’s Attractions; Mr. and Mrs. Henry H. Ludes, United Booking Association; Dick Kurtze, WLS Attractions; Jim Hetzer and Leon Hartley, Hetzer and Harvey Attractions; Howdy Gorman and Beatrice Sampson, Capitol Attractions, and Gene Johnson, Gene Johnson Agency.

Other attraction reps included Buck Steele, Buck Steele’s Cavalcade of Stars; Bob Chey and Frank Hufnagel; B. Ward Bean, B. Ward Bean’s International Congress of Daredevils; Earl Newberry, Jimmy Van Cleo and Bill Reed; Jimmie Lynch’s Death Defiers, Bill Mack, Mushroom Club’s Hell Drivers, Lee Lott, Lucky Lott’s Hell Drivers, and Irish Moran, Jack Robinson Drivers.

Also Mr. and Mrs. Carl Bradford, Bradford’s Flying Dogs; Mr. and Mrs. Floyd Schimmern, Schimmern’s Prizewinners, and Mrs. Al Jones, Jones’ Rodeo-Circus; Jack Raam and Ralph Becholt, Raam’s Rodeo Drivers, Diamond L. Ranch; and Mr. and Mrs. J. C. Caccavale, Columbus Fireworks Display Company; A. D. Michele and L. R. Babyn, Hudson Fireworks Display Company, and F. A. Conway, Interstate

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ALLAN HERSCHELL COMPANY, Inc., N. Tonawanda, N. Y.
Santa Ana Base
To Be Fair Site

Dept. of Interior readies final papers for Orange board—127 blgs. intact

SANTA ANA, Calif., Jan. 15—Acquisition of the former Santa Ana Army Air Base as a site for the Orange County Fair is apparently assured, according to Don Patch, of Patch & Curtis Advertising Agency, representing fair officials in the transaction. Department of Interior reps are now going over the grounds and working out final papers, it was reported.

Completion of the transaction will give the Orange County Fair the third largest grounds in the state, surpassed only by the Sacramento State Fair and the Los Angeles County Fair. The 176-acre site now has 127 buildings in excellent condition, a spokesman said. Many of these will be reconverted into exhibit buildings.

As soon as the deal is completed, a long-range building program will be submitted to the State fair board, it was reported. One of the first projects to be undertaken will be to lay out a suitable carnival area, it was reported.

Officials hope to make the annual event, one of the largest in the State. The site is located approximately 30 miles from downtown Los Angeles and has a population of nearly 300,000. A million-dollar stadium, according to spokesmen, will be completed, will make the grounds easily accessible from all parts of Los Angeles County.

Showbiz Prominent
At Truman Shindig

(Continued from page 32)
in the center of the capitol during the parade, while Frank (Dutch) Warner, who will manage it, will take care of the service, said at press conference yesterday.

Beverly Kelley, recently named to head the press department of the Cole in Los Angeles, announced the plans of the show, which will open Jan. 15, with a gala opening night.

Hotel Space at Premium

The vanguard of an expected million tourists already is trickling in and hotel space for the next 10 days is unobtainable.

Window space along the parade route from the Capitol to the White House is also at a premium. Hotels, garages and stores along the route are charging as much as $15 for a small window.

Hotel rooms overlooking Pennsylvania Avenue are going for $5 per day, with a minimum of three days.

All are about as many as can take part in the parade.

Some two-score concession stands have been licensed along the parade route and over 100 pitchmen and concessionaires have received permits to hawk souvenirs, hot dogs and the like.
Milwaukee Hotel
Sellout as Fair, Show Reps Gather

(Continued from page 33)
McKenna and Mrs. Samuel McKenna, McKenna's Rides & Amusements; E. W. Skeberke, Skeberke Carnival Company; Mr. and Mrs. Charles Panacek and Matt Garden, Belle City Amusement; Mr. Lackee and Charles and Edward Lackee, S. L. Dobson and R. E. Patterson, Dobson's United Shows, and William T. Collins, William T. Collins Co.; Mr. and Mrs. Samuel Fielder, Fidler's United Shows; Pearcy and O'Reilly, Pearcy and Doc O'Kelly, Weedy's Amusement; John Francis and Lee Henderson, John Francis Shows; Roesch and Carl Richard, Roesch and Carlo Schiavone, Reece Shows; N. & Mrs. Jack Vonburgh Sr. and Mrs. Jack Vonburgh Jr., Badger State Show; Mickey Stark, Mickey Stark, & Company, at Al Gore's and at Gold Bond Shows.

Allen rep present included Ernie Young, Ernie Young Agency; Sam M. Levy Sr., Sam J. Levy Jr., Frank H. Kruessmann and Bill Schall, Avery, Barnes-Carruthers Theatrical Enterprises; Boyle Woolfolk and Bill Linn, Bill Linn and Mrs. George Flint, Boyle Woolfolk Agency; J. C. Michaelis Jr., and J. C. Michaelis Sr., J. C. Michaelis Attractions; Charlie and Chuck Zemaiter, Charles Zemaiter Agency, and Bill Peterson, Ruby Rouse and Jack Berke, Associated Fair Productions.

Sunny Bergler, Bernet Attractions; Ty Tyson and Fred Lorence, Midwestern Theatrical Attractions; Glen Lyte, Ray Auler, Frank Crosby, Entertainment Corporation of America; George Ferguson, WLS Attractions; Gus Sun Jr., Irving Grossman and Son, L. Debray, Gus Sun Agency; Mrs. and Mr. William Williams, Williams & Lee Agency; R. Fleckles, L. N. Fleckles and Bill Daniels, Yonkers & Fleckles Fair Booking Association, and Earl C. Peterson, Peter's Entertainment Enterprises.

Other attraction representatives noted were Frank and Jack Dustin, Dustin Fireworks Company; Frank Winkley, auto races and thrill shows; Al Sweeney, National Speedways; John Sloan, auto races; Earl Newberry, Jimmie Van Cise, Leon Green, and Jack Kaplan, Jimmie Lynch Death Diggers; Joe Childs, Magaw; Mrs. and Mr. Aut Swenson and Andy Burt, Joe Childs' Hell Drivers and J. A. Forchhied, Illinois Fireworks Company.

Fair and show supply reps included Ned Torti, Wisconsin De Luxe Company; Pete Lesia, Sure-Way Electric Jitterbugs; John Lampl, Lempert & Company; George Reichert and C. G. Swannan, Wisconsin Association of Wisconsin; Wayne Carlsen and Ken Lee, Fair Publishing House, and Mrs. and Mr. T. P. Eicholler and William A. Lundermann, Bayless Manufacturing Company.

ROCHESTER, N. Y., Jan. 15.—Max Cohen, counsel and secretary of the American Carnival Association, here to attend a meeting of the Outdoor Safety Code Committee, will be held in New York January 25.
Gerald Roberts Selected a Top Cowboy for '48

FORT WORTH, Jan. 15.—Gerald Roberts, Phoenix, Ariz., and Strong City, Kan., scoring 2,066 points, won yesterday's championship round cow- boy honors for 1948. Competing with 2,198 professional cowboys throughout the country in the National Cow- boys' Association point award sys- tem, Roberts tied Fred Studebaker, Bethel, Okla., 1947 champion, with $20,012. Roberts's greatest wins were in bull riding which netted him $10,654. The 2,199 gross competition to the prizes of $1,750,000 at the 757 RCA-approved rodeos during the year. Of that amount, $560,000 came from entrance fees.

Showmanship Used By Fla. To Promote Hunting & Fishing

TALLAHASSEE, Fla., Jan. 15.—Having cashed in on orange juice, shrimp and shapely beach gals for years, Florida is now using showman- ship to sell its wares of the "most" exciting hunting and finest fishing on earth," according to Bill Snyder, as- sistant director of the Florida Divis- ion of Information and Education, State Game and Fresh Water Fish Commission.

Snyder, a former newspaperman, has done publicity work in outside new business, having served as press agent for the Altono (Pa.) Speedway and the Zacchei Bros, Lawrence Greater and Hennes Bros, shows. He also managed and handled the front a Motordrome for three years at Riverview Park, Chicago.

Recently the commission turned its publicity staff of former circus clown-tub-trumpers loose -to promote a sports show it is presenting gratis throughout the State. What's more, the venture has been so successful that Leo C. Morgan, commission director, is expressing elation over his first try at show business. "We've already shown to more than 500,000 people in addition to squirming out reams of publicity space in Northern newspapers and magazines," he said.

So far as is known, Florida is the first State to try showbiz to arouse added public interest in hunting and fishing with its show framed in rustic and local scene with was directed and built by vet trouper. Principal feature is Joe Podzetter, armed from the bow down, who offers exhibitions of precision shooting with pistols, start- ing waterfowl, bat cutting, etc. The exhibition is further strengthened by a good exhibit of wild animals and fish.

Sunny Bernt Joins Flash Williams Org

CHICAGO, Jan. 15.—Ward (Flash) Williams, president of the American Theatrical Management, Chicago, and announces the appointment of Sunny Bernt as the org's general manager. Bernt joined the management's sets and three outdoor revues which the company is playing this year under direction of Margot Keco.

The American Theatrical Agency recently moved to new quarters at 221 North La Salle Street.

Horace Heidt Unit Signed by Hart id

NEW YORK, Jan. 15.—George A. Hamid, Inc., has granted the exclusive right to present "Horace Heidt and Stars at fairs and other outdoor dates, it was announced here this week. Only one unit will be available for outdoor dates, and Heidt is obligated to appear personally at each engagement.

Tentative plans call for presenting the show at one and two day stands on the same circuit. It will include a publicity man to publicize the advance.

Gertrude Courtney, 61,
Ex-Comedy Juggler, Dies

CHICAGO, Jan. 15.—Mrs. O. W. (Gertrude) Courtney, 61, who with her husband headed the comedy juggling team of Courtney and Jeannette, died in Presbyterian Hospital here Thursday.

Funeral services were held Friday (T) in St. Thomas Aquinas Catholic Church, Chicago, with burial in Queen of Heaven Cemetery. She leaves her husband, six daughters and one son.

State Charter to Shaver

RALEIGH, N. C., Jan. 15.—Secretary of State issued a charter to Shaver Air Circus, Inc, Charlotte, N. C., Wednesday. Authorized capital stock is $50,000, with $15,000 stock subscribed. Officers are Shaver and C. A. Bachman, all of Charlotte.

Big Afternoon Biz Helps N. Y. Holiday Show Finish Strong

NEW YORK, Jan. 15.—Promoters of the Holiday Carnival, which wound up a nine-day stand at the Flat Cen- nentary Armory, Park Avenue and 34th Street, Sunday (25), chalked up fairly satisfactory daily attendance despite having to buck near-zero weather and a severe snowstorm.

Night attendance, in general, was tight, but practically all matinee ses- sions attracted good crowds. Closing day brought out peak attendance of the run, with the afternoon crowd filling practically all of the 2,500 bal- cony seats during the circus performances and jamming the main floor carnival layout during 90-minute inter- mission periods between shows.

Mop trade was heavy, due to distribution of cut-rate ducats which the admitted kiddies under 13 years for a half-rate charge of 25 cents, in- cluding tax, if accompanied by an adult. Modern admission charged for ride operators and concessions- aires, most of whom did brisk busi- ness.

Vivona Bros., with six majorettes on the floor, reported business satisfactory, and independent rides and attractions, including a miniature railway, pony ride and ring lens, also chalked up good takes, as did the refreshment and novelty stands of A. Hymes.

Swift Current Frontier Days Yields $2,621 on 466 Gross

SWIFT CURRENT, Sask., Jan. 15.—The two-day Frontier Days tele- graph bureau estimated $46,000. Cost of the show, a fair and rodeo, was $27,051 and net profit was $2,621. Concessions yielded $18,529 to the revenue account.

Rodeo grossed more than $6,000 over $47, cost $2,000 less to operate, yet the net profit was smaller. Explanation is that $5,416 went into improvement and upkeep of the grounds and accommodations.

Parkin Set for 6-Week Run In Birmingham, Eng., Arena

BIRMINGHAM, England, Jan. 15.—Stanley W. Parkin's Circus opened its six-week run at Bingley, December 20. An arena was rebuilt along modern lines for the holiday run at Bingley last month. C. A. Mascott fronts the band and Frank Lambert holds box office and ticketing.

The line-up of acts includes Chicago clowns and charmers and Johnnie Stars, equilibristi; the Mirandas, teeterboard tumblers; Astor, wire- walker; Victoria Travers, juggler; Charlie Wynn, juggler; Paula's Liberty horses; Argentinians, riding act; an aerial ballet and clown.

Protests Put End to Stills At Adrian, Mich., Fair Plant

ADRIAN, Mich., Jan. 15.—Midged auto races will not be held at the Adrian fairgrounds April 26, 27 and 29, as a result of action by the Lenawee County Agricultural Soci- ety. The Board of Directors had no alternative but to use the fair plant for other than non-profit enterprises because it was necessary to take up the fair with the aim of putting the money again for the running of the fair, and sale of refreshments, and providing entertainment for the public.

Duggan in Chi on Buying Trip; Says '48 Season Good

CHICAGO, Jan. 15.—W. F. Duggan, owner of the Pan-American Animal Show, was in Chicago recently on a buying trip, looking for banners, illusion gimmicks, an elec- tric chair and glass blowing midget, among other things.

Duggan reported his show will appear in Chicago next week in March. Business in '48 was good, he said, showing up with a "nice offer of 18,000." Jim Stutz, who has charge of the Chicago showing, is in charge of winter quarters, as- sisted by Bill Baker. Orig- inally the show had been cut back from 20 dates to 15, but Stutz, incl- des Dub Duggan, in charge of the inside; Ira Groom, and Leo Conger, in charge of the Monkey Show.

CHRISTMAS CHEER, indeed, is voiced by Emmett Sims, Harry Atwell and Nat Green, all well-known figures in outdoor show business. They petted the above picture for use in Christmas card greetings, then (its alleged) made as merry as the picture indicates.

Hay! Hay!

SHELL, Ala., Jan. 15.—Three bales of hay per day, at $55 per bale, plus $200 per day to feed Babe, a 9,000- pound pachyderm guest of Sheriff W. C. Methvin, owner of the local housekeeper, proved quite a burden for the improved zoo keeper, until Babe's owner showed up and took the ele- phant off his hands.

Clew was impounded recently when her trainer, Frank Leggett, sued the elephant's owner, Mar- tin Tate, for $765 in back pay. Until the owner arrived and took the elephant to Florida, Leggett, the sheriff was obliged to house and feed the elephant, and found his budget severely strained by Babe's appetite when in no sense infatuated. The food bill was settled for $25.

J. Schippers Dies; Top Euroc ann Op

HAMBURG, Jan. 15.—J. Schippers, head of the firm of Schippers & Van Orsouw, general manager of the Cirkus Schippers of Europe, died here December 27. Schippers was familiarly known as "Leo Star," an 8-foot-2-inch, un- usual tallness, with a stature of 7 feet, 3 inches. Schippers and his firm built, owned and operated many of the world's largest carnivals.

The popularity of Schippers was simply demonstrated at his funeral service in Hamburg, which were attended by more than 800 associates and friends.

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High River, Alta., Retains Dougherty as Prexy-Manager

HIGH RIVER, Alta., Jan. 15.—Percy Dougherty has been retained as president and manager of High River, B. C., Air Circus, with Louis Bradley, secretary, and E. C. Kellam, treasurer. H. H. Russell and Wallace McIntyre, Gay Westdick was named honorary presi- dent.

A gross of $17,026 was recorded for the 1948 rodeo, with a net profit of $5,849. Most of the net proceeds went into permanent structure at the rodeo grounds.

Rodeo dates for 1949 are July 5-8.

Glasgow Exhibition Hall

GLASGOW, Scotland, Jan. 15.—Glasgow Exhibition Hall, year round amusement center, chalked up another record of $522,640.85 from carnivals, exhibitions and sports events held there during 1948.
Bill Hames Org
Set for 49 Bow At Fort Worth

FORT WORTH, Jan. 15.—Bill Hames, president and Theo Ledell, general manager of the Fort Worth Hames Shows, report that everything is in readiness for the org's 49th bow at the southwest Arkansas State Fair on Feb. 28. The Hames org also holds the contract for the Houston Fat Stock Show and the Livestock Exhibition, February 2-13.

Hames attended the outdoor convention of the Stock Show, held in Fort Worth recently, and purchased seven rides, including a Mechanical Bull, Caterpillar, Loop er, Dipper, boot ride and Dodgem. These rides, together with those used last season, gives Hames org a total of 16. All new tents and new canvas will be used this year. Hames took delivery recently on six Downey telescope light towers, ordering during the Chicago convention.

Tommy Carson Signs Midwest Org As Legal Adjuster

ST. LOUIS, Jan. 15.—S. T. (Tommy) Carson, former co-owner of the J. C. Carson Co.-St. Louis, and the last few years legal adjuster on various outdoor shows, has been named as legal adjuster with Ted Woodward, owner of the Midwestern Exposition. It will be the first time Carson has been associated with a show playing Midland and Southwest territory.

Carson was previously associated in Miami. He will leave for winter quarters of the Midwestern Exposition in Orange, Tex., early in February.

Lockett and Lipsky Sign JJJ for Salem, Ill., Cole

SALEM, Ill., Jan. 15.—The Johnny J. Jones Exposition was contracted for the second straight year to furnish the midway attractions for the annual Marion County Soldiers and Sailors' Reunion here, July 19-23. Carl W. Naegele, chairman of the committees connected with the event, announced yesterday.

Merritt announced the taking of the bookings, made at the conference here with Ralph Lockett, owner and manager Lipsky in charge of the JJJ shows.

South Texas Annual Inked By Scholibo for Cavalcade

BEAUMONT, Tex., Jan. 15.—A Scholibo's Cavalcade of Amusements will be on hand to furnish the attractions at the annual South Texas State Fair, October 20-29, Elm Beard and W. J. McDonald, owners of the fair, announced this week.

Contract with the Cavalcade org was entered into with Joe Scholibo representing Wager's org, at a meeting held here recently for the use of the fair this week.

Smith Joins Beck Org

CLARKSTON, Wash., Jan. 15.—S. N. Smith, general manager of the Beck Shows, reports that the past two seasons, said here this week that he has joined the John Beck Co., with offices at Las Vegas, Nev. Beck Shows' route includes Montana, Idaho, Washington, Oregon and Wyoming. Activity at Lewiston, Idaho, quarters is slated to begin under way January 15, with Jay Yapp in charge. Smith is recently purchased a new Merryl-Go Round which will be operated by his son, Don.

What, Another Club?
The Answer Is "Yes," Causing Old-Timers To View With Alarm

By Herb Dotten

COLUMBUS, 0., Jan. 15.—What, another club? Why yes, another club. This was the not surprising reaction of the observant visitor at the convention of the Ohio Amuse menters' Association here this week as the former secretary of the Assn.'s Association, the latest newsworthy buck, beat the drums and clanged the cymbals of the Canton-based organization.

To be sure, the Ohio United is a revival of another club. But, in es tablishing this fact, it says, this new club, in need of a place to set, these new ideas and plans at the moment, make good listening.

However, veteran showmen, credited with knowing the outdoor show business, are alarmed at the rate at which clubs have sprung.

Basis for Alarm

This alarm is based on a realization that good times, even fair times, are going to the dogs, at least in part, the rough times the cost of club ability to function adequately, these old-timers point out.

Thus, cemetery establishments have suffered the proper burial for those members who are no longer with us.

Thus, too, funds were set up to help those whose clubs have been financially distressed. And, the payments were made to aid members in need.

Recent years have been good to the people in the outdoor show business. Yes, but is not the forecast of the past year, the demands for aid of some clubs mounted astonishingly. And, no indication does it fact remain as high as they have been.

The reason for this has been a growing distance to the many fund-raising plans thrust before showmen this season. The number of clubs, which has risen in proportion to the increase in the number of clubs.

Many showmen frankly admit they are licked. Not a few voice the opinion that the only reason they go along is to avoid embarrassment. A few make no bones about it. Yet, there is agreement by all that the clubs are vital to outdoor show business and to the people in it.

Fewer Clubs Needed

The consensus of veterans is that there would be better if there were fewer clubs and more clubs in the fund-raising devices, not more. Then, they hold, they probably would give more aid of the demands of the people who would be more willing to make the club into week-to-week operational costs, but toward building reserve funds in time when demands from needy members may be even greater.

Reports of the United Ohio Show men's Convention which met here present members are not in outdoor shows, but are "as busy as all the for business." Too, the clubs rejoice that they will pick up a large number of members in outdoor show business with the next few years.

Loose Membership Cited

This points up something, this in reverse. Not a few outdoor clubs, which were formed and are thrives in recent years taken to admiring their clubs and Harry in to membership.

The old-timers in the business look ahead to this practice. The clubs, they point for, are to show the members of the club, if they, they avoid, a club can obtain additional money by expanding its membership, the long term. Yes, they say, the business conditions in this show's in at one or more, from the former club. They of these "other clubs" will ask for the other aid.

Asking this, the old-timers won der if a reversal of business conditions will bring an end to the increase in clubs, the endless dings, and the skyrocketing membership in clubs.

McKees Injured In Auto Crash

CINCINNATI, Jan. 15.—Mr. and Mrs. John McKee, owner-managers of the shows bearing their name, have been injured in an accident at Marion, Ohio, General Hospital, where they were treated for minor injuries sustained in the accident following their departure from the Indiana fair meeting, in which McKees participated on their way to Marion last week.

The McKees suffered cuts about the head and face injury, which McKee sustained severe head and leg injuries. He is being treated at the Marion hospital Monday (8), the McKee left for town, Leslie E. Brady, general agent.

Traube Signed To Handle JJJ Public Relations

NEW YORK, Jan. 15.—Ralph J. Lockett, owner of the J. J. Jones Exposition, at the start of New Year, will handle the org's press relations in addition to his regular work in the company.

Describing the set-up as "entirely unique in publicity and public relations fields," Lockett said Traube Associates would handle administration of all national public relations, in addition to assigning a spot press representative for each fair, with advertising copy to be written by the company.

Showmen, whose public relations writing background covers every phase of outdoor shows, will school themselves to follow that, as newspapers on the JJJ route are required to be read not only as the regular material but also as the advertising copy to be published in the back page.

Lockett said he expected the 1949 JPP press campaign to include "rich and interestingly countered material, all designed to emphasize the advertising used by the show, magazine and other media; placing of trade material in the newspapers, etc."

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O. Concessionaires Set Temporary Org

COLUMBUS, O., Jan. 15.—Seeking clarification of the position of the concessionaires operation to operation of concessions, both food and games, and a movement to prevent passing of the responsibility, a group of Ohio concessionaires met here to plan for their appearance at the Ohio Fair Managers' Association meeting. They expected a temporary organization designed to prevent the many concessions group is set up in this year's contest.

The meeting was attended by the committee which was attended by some fair officials. A committee was named to study the matter. Named to this committee were Ray, Honolulu, William C. Eakins, Cincinnati; Carl Rowan, Columbus; Ray Barber, Pataskala; Earl Dean Nelson, Columbus; Angelo Cofield, Sandusky; Roger Work, Garret Wil rio, Red Hawk; F. D. Brown, J. 1. coli, S. Curl, London, and H. W. Judd, Russell P.,.

The purpose of the meeting is to form a permanent organization before the 1949 conventions of the Ohio Fair Managers' Association.

Blue & White Org Makes Texas Jaunt

SAN DIEGO, Tex., Jan. 15.—Blue & White Shows, currently touring Texas, are scheduled to open under the management of Manager L. M. Nelson, is presenting a free attraction. Despite inclement weather other groups haven't missed a stand. Congregations also attended here and Mrs. Thomas Ray, Mr. and Mrs. E. J. Young, Mr. and Mrs. J. C. Coburn, White Knowles, H. Z. Reed, Jack, Mr. and Mrs. Johny Hanes, Bob Cottrell, G. C. Rupe, and Mrs. W. B. Coffey.

Shows include Mary Webb's Show, Wilcox Wild Life Exhibit and one operated by Bob Huddleston. Bob Deove is a personal tour of the Arizona Rancho.
COMING SOON
3 New Percentage Games In One

With complete layout. Works best in Contest.
Costs 2 1/2 to 5 cents. We will make your complete table or sell you the game with the layout sheet. No information furnished for the next 30 days in writing. Ceiling is 50 cents. We know it's hot and will have a lot of balancers. Write for our new layout. If it's any too hot to make it.

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ENGINE: 4 cylinder 4 cycle
1- head, water-cooled, 55-
power Oiling Cutting Pressure type to main, rods, and camshaft.

FULL AUTOMATIC STATION: 150 gpm Capacity: 2000 square feet. Full automatic Starter. Generator: 120-240 volt 6 cycle 60 cycle AC: 1000 AMP KVA at 0.05 power factor. Voltage factor always accompanied by a speed changer unit.

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Harold Barlow, 625 N. 5th, St. Louis, Mo.

BARLOW'S BIG CITY SHOWS

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CARNIVAL, CONCESSION, CIRCUS, SAVING RING
Beautiful Colors—Individually Designed.

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Serving a ton of kids and adults on every trip.

OTAWAY AMUSEMENT COMPANY
Mrs. J. B. Kinnel and R. J. A. Ride

234 W. Douglas
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CARBONS
For 60" Searchlights

Type 1, manufactured by National Carbon Co., North Tonawanda, N. Y., and industry. Factory tested 20 containers in wood case.

F. W. O. Austin, Utah, em. in. 20" and 60" searchlights, 1000 each.

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Ideal for Midway and Roll-Ons. 1000 various. Supreme quality. Will fit and work on all chassis.

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World's Largest Collection of Antique Concessionaire's Guidebook

1896 edition of original concessionaire's guidebook. Packed with interesting facts, such as: Original Concessionaires, Original Concessionaires, History of Concessionaires, etc. Roger's original edition basket.

Concessionaire's Guidebook

1906 Beer Route, Toledo 6, Ohio

WORLD OF PLEASURE SHOWS

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Complete information: JOHN QUINN, Manager

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Complete 1938 Edition of Original Concessionaire's Guidebook

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AERIAL JOY RIDE

A-1 State, complete with Ford Engine, 1500 l. p. s. and 6200 l. p. s. Good condition.

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A-1 State, complete with Ford Engine, 1500 l. p. s. and 6200 l. p. s. Good condition.

H. V. Peterson, Tulip Exposition

1060 Franklin Ave.
Tampa, Fla.
Miss E. Jnr., Lawrence Miguel, and Mrs. John Gonzalez and daughter, Gloria, her son, John Jr., Doctor Bicer, Miss Albert, and Mr. W. G. Gill, Mr. and Mrs. Albert, and the Palmer and John and Mary Reid.

Sometimes the midway language seems funny, as when a sideshow is trying to do what a carnival would do to "term a house."

Mrs. W. E. (Billy) Wingert is in Bethel's Hospital, Cincinnati, recovering from a recent operation.

Johnny and Janet Wuerbeck have returned to Tucson, Ariz., following a 10-day vacation in Mexico. Before heading for St. Louis they plan to stop off at Hot Springs to take the baths at the Ozark Bathhouse. Frances M. Christie, Montgomery Hospital, Portland, Ore., where she's recently underwent an operation. She expects to be hospitalized indefinitely and would like to read letters from friends in the next few days. Mrs. Durleson, brother of Madame Durleson, spent the holidays in Dallas.

Bonnie E. Sumner, concession operator on Sol's Liberty Show, is in the hospital for the past seven years a civilian employee in the Quartermaster Department of the U. S. Army, has resigned his army position and will return the concession building for spring. Charles H. Hodges, Cold-

25th Street, Side Show operator, accompanied D. Wade, and representative of the W. G. Wade Shows, who used to be with the Wade Shows some years ago, and Harvey Wilson, Funchow and Glass House op.

After we got thru the fantastic license of attending at least 10 fair meetings we'll be able to relax by planning and building to meet our promises.

Mr. and Mrs. Leo Ardugno, formerly with Blue Grass Shows, of which Leo was advertising agent, returned on a new car during a recent visit in Memphis. . . . Followed a few weeks at his home in Tampa, Mickey Bryant, Mr. O. E. Owensboro, Ky., for the winter and to attend a gal-gether-party held by Ray Garrison. Guests included Mrs. Wilson, Mrs. Rose Davis, Lorette Wallace, J. Church, Walter Glass, Marshall Able, Lee Williams and Ruth Albrey, show electrician in 1940 and '41 and for the past five years projectionist at the Rex Theater, Park Field, N. Y., is planning to return to the road in 1940 with a new electric and carpenter shop.

A number of showfolk, including Al Renton and family, Chickie Renton and wife; George Pense and wife. Gooding Shows, bought homes at Rukin, Fla. . . . Visitors at Paradise Park there included Mr. and Mrs. Tedman, Mr. and Mrs. Nano; Mad Cody Fleming, of the show being his name; Whitey Hendley, Harry Beach, of Tampa, and Mr. and Mrs. A. Baker, of Detroit. . . . Bill Rice's camp there has been peopled with many showfolk this winter. Visitors included Mr. and Mrs. W. Lamy Dufkey, Mr. and Mrs. Bill Thompson, Mr. and Mrs. Forest Poff, and Mrs. and Mrs. Bus Weakley, Mr. and Mrs. Clarence Thomas, Lee Kennedy, Bob Lutting, Scotty Nettles, Bob St. John, Mrs. Butch Dufkey and Burn Cook.

Some conspicuousness will mean most of their lives to become recognized as top genre operators—while others are banned from G-tops at the age of 19.

Columbia, S. C. See—Lulu Riley has his trucks painted and in shape for the year. . . . Joe Woods is hanging a new show in his old car. Joe Corey is holding forth at the D declined Hotel. . . . John William Lanes is headquarters here. Jerry Scortino, novelties, reports a circus at Hazelton, Pa., with the John R. Ward Shows. Variety will be with the World of Mirth this year. . . . F. E. Spain is busy lining up dates for the Marion Greater Shows. South Carolina fair meeting will be held in the Columbus Hotel, Columbus, Ga., May 19, instead of the Wade Hampton Hotel. . . . Paul Botwin is pitching candy at the Rig Theater.

W之星 is building some new joints for his shows. George Nicks. helicopter employees. Ester is staying at the Hotel Jerome. . . . Weather has been rough on the shows trying to get work done in winter quarters. There's been plenty of rain and cold.
**WINTER QUARTERS**

Johnny T. Tinsley
GREENVILLE, S. C., Jan. 15.—The new year finds the crew painting and building the electrics, re-venting all light fixtures to fluorescent tubing.

Bob Brockway and Johnny Major returned from the Allan Herschell Company and are busy with their Mam- mas, both in North Ton- wanda, N. Y., with new equipment. Bob is back after a five years' visit and is building stars for the Twin Ferris Wheel.

Mr. and Mrs. Bob Brockway and family keep open house for the Jack Pettee, who has married Miss Mar- lolie, with a news Sports- man-house trailer at Christmas. The Studebaker Simms are building a home in Greens- ville and are living.

Clarence Fair, of the paint crew, visited his home in Anderson, S. C., for Christmas,筈nd is no. 1 man on the paint spray. Ride Superintendent Corey Givens and his crew, under Mr. J. Z. Januart, spent the holidays in New Brunswick, N. J. Carl (Jack) Salmans, of Miami, tallied that his new cookhouse is completed, Mr. and Mrs. Johnny Tins- ley, Elise, wife of the secretary and pleasure trip to Florida.

Mr. and Mrs. H. S. Thompson and daughter Betty Ann are in Greens- ville. Tommy is getting ready for the various fair meet.

Everyone in quarters was saddened over the report of the death of Mrs. Ben Check in Brunswick, Ga. Her husband formerly was employed as superintendent on this show.

**Midwestern Exposition**

ORANGE, Tex., Jan. 13.—A full crew is on hand and shows will open the season in six weeks. Com- mercial department is now under supervision of Earlie (Pinky) Jones. A new bingo is being framed by Jerre Dobbin, builder and superintendent, and a new entrance arch is about completed. New light towers, aerials and buildings, and a new can- non act will be presented.

Owner Ted Woodward and wife, Wilda (Bernetta) Woodward who is in charge of the 1951 year's party, and Art and Frances Spen- cer are in Minneapolis but expect to return in a few weeks. Also expected soon are Freddie and Betty Greger, Mil- waukee, and Billie Chappell, who handle the front gate this year, ar- rival. The writer recently returned from a long trip visit at the Dallas Horse Show. Juba Baker, concessionaire, visited in Little Rock over the holidays.

Bill and Sonny Hartmann are re- covering from injuries sustained in an accidental Christmas Eve. Lloyd Waldrip, who is supervising the installation of the new sound equipment, will handle the new sound track. Earle Crane, popular singer, will sing ready for the opener. Epp Glosser, vacationing in Miami, returns to open the new annual exposition and the opening.—OCTAVIO PEDREDO.

**Mighty Hoosier State**

GREENSBURG, Ind., Jan. 18.—Manager W. G. Wade has attended the fair meeting in Indian- apolis and is back in the Association of Fairs meeting in Louis- ville. He plans to attend the West field, Ill., Jan. 23, after which he and Mrs. Gerow will return to those two weeks in Louisville. When they return local quarters will open.

Bingo Randolph, currently in Indiana, has completed plans for 23 over the holidays. Ralph Litthey, manager, handle 10 office-owned concessions.

W. G. Wade
DETOUR, Jan. 15.—Owner-Man-ager W. G. Wade is supervising the finishing up of new rides, the last of the real work has his crew rebuilding the entrance and the main department has started the glass work.

General Representative D. Wade has just arrived from the second annual fair meeting. Cameron D. Murray reports bookings for Glen W. Wade Jr. are going over like a house on fire and every- thing will be ready for the opening, scheduled in early March.

Jim Waddell and Mike Mor- ton are driving the trailers toward the Southwest, but Mrs. W. G. Wade is back for the Michigan fair meeting, as well Gladys Schum, secretary of the No. 2 Unit. At a recent get-together D. Wade had as his guests Charles and Ger- aldine Munson, manager and secretary of the Blue Grass State Shows, and Mr. and Mrs. Bob King, of the Koo Printing Company.

The Harry Beeche write they are planning their Tampa house with the Gasparris. . . The Frank Wannicks are fishing in Florida. . .

The annual winter touring with Findlay Clark's (Sister's) Tannery from Tampa, Florida, and Irene Crossland are wintering in Louisiana. Fred and Marion Kielb has been completed and will be in Detroit for the March opening. The No. 2 Unit, Bert Brooks, are down working, as aren' t. . .

The Schumers completed the Christmas Dinner. Mrs. Mott, C. A. Sheldon of Crawfords- ville, N. Y. . . Harry Mamm- ina, 152-12th Ave., is on his way back 'from Freeport, Ill. Cap- tive at one of the Florida tracks. . . George and Ray report fresh strings are waiting for the Spring shows . . . Mr. and Mrs. Thomas Hocter, with the Sunburst Company, have moved to Chicago. Roy Barnes and Myron Colegrove, B & C Exposition Shows, and Jack Rolfe, concessionaire, are in Michigan and in Wed- ne.-WALTER A. SCHEAR.

**Baker United Shows**

L. J. HETH SHOWS

Baker United Shows

Tijuana, Mexico

****New Bookings 1949 Season****

**SHOWS**

- **CAN PLACE FOR 1949 SEASON**

- **GLASS HOUSE and LIFE SHOW**

- **For Sale**

- **HAPPYLAND SHOWS**

- **WANTED**

- **WANTED ONE AFRICAN DIP**

- **Secretary Available**

- **Box D-113**

- **Baker United Shows**

- **L. J. Heth Shows**
B & H

SUMTER, S. C., Jan. 15.—W. E. Hobbs and family of Mrs. Eleanor McCoy, co-owners of B & H, have returned to quarters from a vacation in Florida. The Carolina Minstrels will be new, and the line will be fresh, trimmed with red. New stage setting will simulate a Minstrel scene, with a band and orchestra seated on boxes of cotton. Lighting effects will be indirect. A new fleet of rides will be in and out. Earl Taylor, master carpenter, reports that the new of this arch is almost completed. Fred Owens, the Minstrel painter, has all trucks painted, and reports that minstrel shows are ready for the pictorial and scenic department. Purl Shield, in charge of that department, is Dick in understudy for master job.

Scotzie Johnstone, chief electrician, is supervising the building of a new game which is being built by a local steel and copper company. The new sound truck will be added this season. Business Manager and General Agent E. M. Murray recently returned from a banking trip. Org will open early in March.—E. A. MURRAY.

RIDES...RIDES

At Liberty

FOR FAIRS AND SPONSORED EVENTS

For Sale—$12 Elliott Wheel in first class condi-

tion, good and run. $45.00.

Write

THOMPSON BROS.

2906 4th Ave.

ALTOONA, PA.

GRUBERG'S PLAYLAND

WANT FOR LONG BEACH, L. I., N. Y.

TRUCKS, SCENE, ETC.,

Higgins, Box Dog Band and Presses Guitars. Will sell or rent at $5.00 per week. Also

Pull Till You Win, Candy and Cotton Candy Machine. etc. Northern and Southern Concessions.

Write

MAX GRUBERG

MIAMI SHOWMEN'S ASS'N

212 W. 23rd St., New York, N. Y.

PRICED TO SELL

CONCESSION TRUCK, SCENE, white and stained metal inside, fluorescent lighting boards, with 72 feet of wire, designed with Prince's Crown Grill,Health Center, Coney Island, Coney Island, et. al. Can be used as a Go-Go Stage, etc.

Write

H. NORMAN SMITH

Box 424A, North Lima, Ark. Ave.

MOUND CITY SHOWS WANT

CONCESSIONS of all kinds. Give us shows. Write

Us. All kinds concessions wanted. Small or big.

Write

CHARLES OLIVER

1242 K Street, Mound City, Ky.

BLUE GRASS SHOWS

Now ROSTER

SHOWS.

RIDES...RIDES

CONCESSIONS

For 1945 Season

ADDRESS: R. 1, Oak 

Springs, Ky., or "The Kimberling Fire Co."

THE KIMBERLING FIRE CO.

It is interested in managing independent stands and small shows for 1945. Address: Kimberling Fire Co., 59 S. 5th Ave. 1945. Please address correspondence to:

KIMBERLING FIRE CO.

KIMBERLY, MO.

WANTED

Distortion Mirrors, Animated Figures, etc., for Walt Thomas, c/o Midwest Shows, 824 W. 36th St., Kansas City, Mo.

CHARLES GORDON

2350 S. 40th St., Des Moines, Iowa.

Southern Valley

MONEE, La., Jan. 15.—Org moved in last week for shows at Section 1 Angeles Air Base here. City of Monee, after closing a successful show on November 16 in Monee, Mr. and Mrs. Eddie Moran, owners, left on a combined business and pleasure trip, going as far north as Chicago. Re-

turned and, after Harold H. McGhee, Melvin Ballard, Mulligan of Amana, and Pal Wilson, Mr. and Mrs. Glenn Rogers, Mr. and Mrs. Bill Ackerman and family, Mr. and Mrs. Jack Eglin and family, Charley Jackson and Benny Hazer. Equipment is getting a thorough going over. There are two new buildings being constructed in quarters. Two trailers have been received for the Till-a-whril, as has a new canvas from the Campbell Tent & Awning Company. Two new light towers are expected any day. The riding stock has been in-creased by three new vans, two new trucks and two straight jobs.

E. M. MORAN also reports two new rides, a Flying Scooter and another Ferris Wheel will be added before the start of the '49 season. Three new tents are being constructed. All will have indirect lighting.

Christmas activities included a dinner in quarters, with Mr. and Mrs. Moran as hosts. Visitors here have included Carl Hohn, owner of the show, his mother and his agent, Jack Frick; Mrs. Rose Allen; Mrs. Moran’s mother; Chet Reeco and daughter, Bubbles, of the Jan Shows; Mr. Bergheney, Penny American, Tiny Lyons and Mr. Mackey. One constant visitor here is Mrs. C. N. Will, widow of the late Captain Nails.

Mrs. Ray Glasser, who has been in town recently, presented the boys with cigarette lighter and card combinations. His gift to Mrs. Percell was a pair of diamond earrings. A Christmas dinner, with turkey and all the trimmings, was served.

Guests included George P. Brunn, Jim and Don Nevo, Harry Lewis, Mr. and Mrs. Gerald Curtis, Mr. and Mrs. Wilbur Harrison, Mr. and Mrs. Tex Walton, Mr. and Mrs. Carl Love, Mr. and Mrs. Elmer Scales, Old Corner family, and Mr. and Mrs. Al Wilson and Bobbie, Mr. and Mrs. Ray Wilbur, Mr. and Mrs. C. Murray and Manager and Mrs. Mickey Perce.

In town for a few days were Jerry Higgins, Robert (Flighty) Tuttle, Mr. and Mrs. Lew Farrell, Paul Merick, Chester Hepp and George Osborne.

Delivery on a new panel truck which was recently purchased, is expected any day, along with a new panel truck to be coming into a sound truck this week. We will give the org two sound wagons, with a new prismatic walking man.

Show will open in Virginia, play a few Maryland and Jersey spots, then on to New York, West Virginia...CHARLOTTE LOVETZ.

B&H

SUMTER, S. C., Jan. 15.—With a crew already on the go in Sumter, work here in quarters is being pushed. Work men have added Fred Owens and Owner W. E. Hobbs hopes to have all work finished by the end of Feb-

uary.

George Arbogast is building two new 15-year-old rides. Since he owns Hobbs and children recently returned from a Florida trip. Also from Florida is Mrs. Eleanor McCune. Sonny George is in charge of the children's show and band.

B&H—Hobbs reports that shows will open for the season the first week in March.—FRED OWENS.

CONTINENTAL SHOWS, INC.

ROLAND CHAMPAGNE, Mrs. — AL CHAMPAGNE, Sec.

6 Rides, 4 Shows, Brand New Fleet of 13 Semi Trailer Trucks,

Our Territory: States of New York, Vermont, New Hampshire,

Massachusetts and Maine

WANT—Excellent opportunity for Rollup House, Till or couple of Kiddle Rides

CONCESSIONS—Castord, Photos, Novelties, Jewelry, Dart Games, Pitchers, String Game, Cork Gallery or any legitimate store.

What shows have you?

SHOWS—Want Fun House, Metodore, Sussex, Illusions, Menykey or any good Grind Show with own equipment and transportation.

Following Concessions Sold: Bingo, Cookhouse, Scales, French Fries, Pop Corn, Cotton Candy, Slat, Flute, Doll Stands, Hoptop, Ball Games.

WANT—Experienced man for new Sound Wagon. Must be on the ball and have pleasing voice on Mike. Sound daytime, electrical adver-

tising nights.

Contact ROLAND CHAMPAGNE, 3 Courtney Lane, Lowell, Mass.

Phone: 36594

GREAT LARGO FLA. FAIR

JAN. 25TH TO 29TH

Can use legitimate Concessions of all kinds that work strictly

WANT experienced Searchlight Operator and Mechanic. Can always use capable Ride Help at all times.

F. EDWARD CAMELLE

WANTS GRIND STORE AGENTS FOR

DODSON'S IMPERIAL SHOWS

WANT—HAPPY SPRING ROUTE IN TEXAS—WANT


DODSON'S IMPERIAL SHOWS

CONTACTS: OOK HOUSE. DODSON'S IMPERIAL SHOWS.

UNITED EXPOSITION SHOWS

Want—HAVE BEST SPRING ROUTE IN TEXAS—WANT


OPENING APRIL 30 IN DOWNTOWN COLUMBUS, ILL. UNDER STRONG SUPPORT

APRIL 30TH-1ST-MAY 3RD-4TH—ON THE LAST FOUR DAYS WILL PAY UP TO 10,000 TO WANTS—SHOWMEN, WORKING WINTER QUARTERS NOW—SALARY AND FEED.

ATTENTION, GENERAL AGENTS: Do your business now, can place jobs must be sober and reliable.

Address: D. A. VERNON, Box 507, Fort Arthur, Tex.

UNITED EXPOSITION SHOWS

CHICAGO, ILL.

FOR SALE—COMPLETE PORTABLE STAGE AND DRAPES

Combination of 35 ft. wide, 57 ft. long, stage with all curtains and drop 35 ft. front. Drapes, 24 ft. long, all curtains, 1 merganser rooster, 1 black wild duck, 4 tame ducks, 12 hens, black wild turkey, 16 turkeys, 2 geese, 2 peacocks, 2 peafowl, 2 peacocks, 2 turkey pouls, 6 chincas, 6 chickens, 6 ducks, 12 frying chickens, 3 fowl feeders, 1 feed stand. Contact W. H. R Clausen, 2535 W. 23rd St., Chicago, Ill., Phone: 3466-

804.

Want your best offer—read the clause.

THEATRICAL SCENIC STUDIOS

310 N. LEONARD ST.

ST. LOUIS, MO.

PINE STATE SHOWS

Want for Daytona Beach, Fla., 9 Days, Opening March 20th

One Flat Ride, also Kiddie and Pony Track. Want strong Minstrel Show and Fun House. Can handle Concessions of all kinds, especially Smoke, Call Games and Bingo. Sport Matthew, write Stanley Roberts. Want Hawaiian Troupe of 5 or 6 people for Moose Club, Daytona Beach, Jan. 27-28-29. Wire or write MOOSE CLUB SECRETARY, MR. LEE. All others. PINE STATE SHOWS, Daytona Beach, Fla.
Showmen's League of America

National
Showmen's Association

ACLU

Pacific Coast
Showmen's Association

American Radio History

January 22, 1949

Showmen's League of
America

460 So. State St., Chicago

CHICAGO, Jan. 15.—Attendance at the recent trade show was below par, as many members were at various State fair conventions. Bernie Mendelson, treasurer; Walter Driver and Secretary Joe Stoddard were in attendance.

M. J. Doolan's letter from California led members to believe Mike enjoyed himself in San Francisco. Dick Miller cards from Hamburg, Germany, that he has been having a good time, and Bill Warren, who writes that he has been planning a trip to South America, also appeared.

Sam Pers left for a visit to Seattle. Jack Hawthorne is planning a Florida trip, and Morris Silverman expects to leave soon for Texas.

Mail for Roy Buster Smith, Fred W. Williams, and Max Little and Morris L. A. Hopper is being held at the clubrooms.

W. M. Malcolm and Charlie Zematar will be in charge of the league's 36th birthday party to be held February 18.

Ladies' Auxiliary

The regular weekly meeting was held January 12, with T. A. Miller, president. With her on the rostrum were Evelyn Hock, first vice-president; Helen Glick, second vice-president; Viola Blake, secretary; Mildred Horan, secretary. Invitations were read by Beate Morssman, chaplain. Present were Mrs. Margaret Hock and Evelyn Hock, who had just returned from Hot Springs, and the committee was entertained by Miss Betty Karr, daughter, Lynn, are vacationing in Miami, where they arrived in March. Mrs. A. L. Filograsso is in New York.

Lawrence Levy donated a pair of earrings to the club. There will be an auction at a later date. In the right-of-way box a box of powder and cologne was won by Josephine Glickman, surprise winner. A dress was won by Beate Morssman, who was won by Nell Young.

International Showmen's Association

431A Chestnut St., St. Louis

ST. LOUIS, Jan. 15.—The regular meeting was held over by Euby Cobbs, president. On the rostrum were Leo Lang, treasurer, and George Ragan, acting secretary.

New members are Mel Dodson and Curtis Field, both from Chicago. bore Cobbs on the rostrum were Leo Lang, treasurer, and George Ragan, acting secretary.

CLUB ACTIVITIES

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**BALLYHOO BROS.' CIRCULATING EXPO**

A Century of Profit Show
By Starr Delle-Bello

Old Lace, Tex.
Jan. 15, 1949

Dear Editor:

Some like the slogan, "All new but the name," or the guy who never heard of the title but could be christening as a sign, "under new management." The Ballyhoo brothers have a grease great. One show made a season, "tugging the name old but the name." Jackpottors argue that happened during a boom year. From Jackpot the knowledge we learned that the following year the show used "All new, including the title," and didn't make the mistake of making the title stick which is an authority on percentages of change. The change in原油 has nothing to do with it. The downtown was laid to the show's owner opening it in March, the money that famous the one when dice are wrong.

We believe a title, but the thing it is: clear to the showgoer and clear in its bank. However, a count-store agent claims that there are old titles in mahoth in that can be bought cheaper than you can new equipment. Table the case of the Stone Pool Shows vs. Money. It bought so much new equipment that it had no money to move out of the barn and is still stuck in the valley—but what a title!

In 1946 Pete Ballyhoo went all-out for the new, but not the name was jacked. We had new shows, new temporary new fronts and new rides, but the budget had to back all the old faces. That convinced midway patrons that the shows are just as good. It is still and good to carry the women year after year, but after 15 years of rugged triumphing their should be put in past. The worst of it was that during the year they were permitted to parade thru the front gate where they would wadding their surplus weight them or limping in on their fallen axes. As greasy, the group isn't any greener on the pasture side of the other side, the Ballyhoo brothers decided to let them come back in 1947 provid- ing they bought tickets to the maru, but he argued that they sneaked on the lot by coming in behind the banners and a Show which is located at the back end.

Last season we had at least 40 new female faces on our bedroom shows. The season ended the offices hooked with 40 left-behind women and dogs. As both had been wagoned, the boss decided to auction them off, but the old left with the old, and the new husbands left by themselves. That threw the auction off of a truck in the sticks where the auction was brick. That there was a "Pay for a divorce and get your pasturage for the old." But because the girls had sawdust in their shoes, 90 per cent of them came back to the shows last spring, and they bought along their new husbands, which gave us new faces on the rides as well as 36 one-season gals on the dogs. It also proved the point that only 10 per cent of these one-season gals rusted and on pas- turage and that you can't turize the old. Our slogan now is, "Some new, some old."

Ohio Valley Org Inks
Iroquois, Ill., Contract

IROQUIOS, Ill., Jan. 15—Ohio Valley Shows again have been signed to provide the midway at the annual July 4 Celebration here. Dates are July 4-8.

Frank Hill, president of the celebration, represented the sponsoring and the new general agent Bill Harris represented the Ohio Valley Shows.

RMS (Continued from opposite page)

lay down for the stock show. Bill Hockley reports he’s driving stock with his photo spot. Frank Swartz, owner and operator of the new Rocky Mountain Empire Shows, reports bookings coming in okay, the staff lined up and plans moving ahead for an early spring opening.

This Modern Age!

LOS ANGELES, Jan. 15—Ross and Larry Ferris, owners of the Ferris Greater Shows, new claim, after their opening in history, to be the "classy no-shows in the business." Show pulled into San Diego to play the Harbor Fiesta and National Fair Wednesday (3) and moved out Thursday (6).

Ferris was contracted to play a nine-day date in Lane Field. When the show arrived, state officials were unable to play the engagement because the committee and inadequate space allowed the city to rig fire ordinances governing shows in the zone in which the park is located, a common called for all tents to be at least 30 feet from any structure, Space was insufficient for the organization.

This equipment was not unloaded. Now back in the barn, the Ferris are reading the show to open the 1949 Carnival County Fair and Date Festival in India, February 18-22.
GIRLS GIRLS GIRLS

Young, reliable; must cut Snow. Salary no object, which will be paid in accordance with performance. New wardrobe furnished. Will take willing Beg-ines. Send photo. If possible, send in Ward. Janet Fenter, Jean Martin, Carol Lee,
contact at once.

SEASON OPENS FEBRUARY 12
JOE MOONEY
6195 S.W. 6th St.
MIAMI, FLA.

Rides—For Sale—Rides
BOLLA-DEANE, 1941 model, built with black over. Excellent condition. Complete with tickets and box. Reconditioned and ready for immediate operation. Box seat, open top, 4-window. 

For Sale
Barnes
P. O. Box 273, Marion, Ohio

MAX GRUBERG
226 W. Flager St.
MIAMI, FLA.

DON'T MISS THE BUS!
ALL TYPES OF RIDES FOR IMMEDIATE DELIVERY.
Send for a free list today.

$120.00
Consolidated Bus & Equipment Co.
420 Lexington Avenue
New York City

OHIO VALLEY SHOWS
Opening in Ohio in April, playing Ohio, Indiana and South Dakota.

ROXIE HARRIS
P. O. Box 147, Findlay, Ohio

WANTED
2 or 3-Abreast Merry-Go-Round, large. Travels in 2-Prince, 20-Prince, 7-Tude, Till-a-Whirl, 8-Tude Streamlined Whip, Jones, or other. Berks & Montana.

CLIFF WILSON DIST. CO.
1211 South Main St.
Tulsa, Okla.

PALMETTO EXPOSITION SHOWS
PLAYING BOURNEVILLE, SOUTH CAROLINA AND GEORGIA. NOW BOOKING FOR 1945 IN STAR PLAZA, NEW ORLEANS, LOUISIANA. LISTEN TO YOUR radio for information. Can be reached by direct mail, or via the mails. Inquiries invited. Will answer all letters.

GIRLS GIRLS GIRLS—Young, 20, to 24 years old.

MILTON MCNEACE
PHONE 4A 517
BARNEY TASSELL UNIT SHOWS
LAST CALL—LAST CALL
FOR MULBERRY, R.F.A., PHASTRA BONA FIDE FAIR
CAN PLACE RIDES, SHOES AND CONCESSIONS OF ALL KINDS. WRITE
BARNEY TASSELL, 604 Old đường, Wellford, S.C. BARNEY TASSELL, UNIT SHOWS
BOAT RIDE FOR SALE
Anderson Plastic Boats. Used nine weeks.

DEAN HARRIMAN
1526 E. Colonial
Orlando, Florida

AMERICAN CARNIVAL
Association, Inc.
By Max Cohen

ROCHESTER, N. Y., Jan. 15.—The
territorial will attend the Virginia fair meeting January 26-27 and the New York meeting February 7-8.

In the meantime, the Tubs and Tilt-a-Whirls of S. James E. Strates Shows, was a recent visitor.

Detailed information of the anticipated effect of television on other forms of amusement, especially motion pictures, is on file in the ACA ofices.

Also on file is information regarding the business outlook for this year. Statistical data now indicates the over-all picture is one of deflationary trend. Two favorable factors are that the cost of living is expected to decrease and income from wages and salaries is expected to remain on a par with 1940. The deflationary trend is expected to continue thru 1949 and in 1950 may be operating at a very fast pace.

The taxes imposed on corporate income taxes is anticipated, it is not likely an excess profits tax will be approved. There is still the possibility for reduction in excess taxes, and with the declining business volume, Congress undoubtedly will give consideration to the elimination of excess taxes thereby to increase consumer demand in these lines.

Earl, Ross Form New Combo; Plan Junket in Maine

LITCHFIELD, Me., Jan. 15.—M. S. Earl, well known outdoor circus operator, and C. R. Ross have formed a partnership to operate a new carnival organization this year under the title of Eastern American Company. Earl is expected from Idaho for this winter. This earl will be general manager of the new company, Ross a business manager. Stella Earl is secretary, with Helen Ross manager of the shows.

Current plans call for the shows to play Maine exclusively. Ross for some time was associated with a park in Michigan. He and Earl are currently making their home in Maine.

Shows headquarters are in Farmington, Me., and org will include a Ferris Wheel, Merry-G-Go-Round, and a number of kiddie rides. Three shows and about 200 contes are contemplated, Earl said.

WANTED
5 ELI FERRIS WHEEL
First-class condition. What have you?

BOX 241, The Billboard
158 N. Clark
Chicago, Ill.

Milton McNeace

REPUBLIC, Des Moines 4

BOOKERS
Repos, Bookers Out

Reps, Bookers Out

Strong for Indianapolis Meet

(Continued from page 33)

Shoctors of the International Congress of America; Bobby Kleine, of the American Association; John B. Ward and Harry Baxter.

There was no turnover rate than usual of representatives of motorized shows. Noted were Floyd E. Gooding, of the Starline, John Knight, Mr. and Mrs. William Leisure and Hess Berkle, all of the Interstate; Mrs. J. B. Smith, of the Athletic Drive; Herb Shree, Lawrene Greater of the main road drive; Joe Miller, Jim Willman and Jimmie Chickrell, Thomas Joyland.

Boothers Represented

Booking office representatives included Sam J. Levy and Margaret Fair of the Berman Agency; Bill Harkness, W.L.W. Attractions; Dick Kurtz, WLS Attractions; Jim Rentschler, WLS Attractions; Bob Andrews, Edward Kean. Peteley and Dickie. Associated were H. Stover, Bob Pearson, William Few and others.

Thrill show reps were Earl New- berry, Jim Kinsey, and Jack Kaplan, Jimmie Lynch's Death Dodgers; R. Ward Beam, B. Ward Beam's International Congress of America; R. C. DelVincenzo, Mrs. and Mr. Cowan, Show and Indiana State Fair; Mrs. and Mr. W. T. Smith, of the Thomas Amuse- ment Enterprises; Box and Hulett; Bob Hulse, Baker, Tom Melh and Bill Gemmill, Baker United Amusements of New York; United States Show State; Mrs. and Mr. John McKenzie and Leslie Brey, John Wood and others.

W. Dade and Mrs. and Mr. C. D. Murray, W. G. Wade Shows; C. S. Sloan, Carnival Show; W. F. Peck, Amusement; Mr. and Mrs. Leonard and Mrs. and Mr. J. J. Miller, of the C. L. Miller Shows; Mrs. and Mr. J. W. Lambert and L. F. Rogers, Greater Attractions; L. W. Winter, of the United States Shows, and Hurry Allico and Al Humphkies, of Sherman's Summer Shows.

F. T. Schenck, President of the Wheeler Miller and Whiteley Brokers, Merry Midway Shows; C. C. Greer, and M. O. Stoker, Blue Grass Shows; Paul Drago, Drago Amusement Company; Mr. and Mrs. Cliff Thomas and Mrs. and Mr. T. J. Smith, Thomas Amuse- ment Enterprises; Boxie and Bull; Marshall and Hanley; Joe Baker, Tom Melh and Bill Gemmill, Baker United Amusements of New York; United States Show State; Mrs. and Mr. John McKenzie and Leslie Brey, John Wood and others.

Fair and show suppliers were John Allis, Enquirer Printing Company; Ray Menahan and Kemmy, Kemmy Company; John Long- port, John Lempert & Company; Emil W. Eisman, W. E. Eisman, Regalia Manufacturing Company; Frank Prystaj, of the Prystaj Manufacturing Company; R. J. Maurer, Maurer, Metro-Electronic Company; Phil A. R. Robbins and Dave Rosenberg, Triangle Porter Printing Company.
5 Dixie Annuals Inked by Hamid

NEW YORK, Jan. 15.—George A. Hamid this week announced the signing of annuals in Rutherfordton, Statesville, Albemarle, Hendrix, N. C., and Galax, Va. All contracts were handled by his son, George Jr. Hickory, which he described as "the usual casualty," will be revived this year and feature a big grandstand show, Hamid said.

Hamid last week announced the signing of the Allentown (Pa.) Fair. The directors, he said, voted a suggestion that supplemental name attractions at the Allentown grand-stand annually plays to capacity business attendance.

WALTER H. S. O'BRIEN, Freedom Theatre director in Farmington, Conn., was reported injured in a collision at Boston, for a job well done. Began, nationally known concessionaire, handled distribution and sale of official Freedom Train program and souvenirs for the American Heritage Foundation, sponsors of the train. Began and his orchestra accompanied the train on its 35,000-mile, 16-month tour as the officially official and exclusive concessionaire with the train. Photos taken as train showed in Boston recently before going back to New York for dismantling.

Razing of Pavilion Opens Napa Calif. Improvement Plan

NAPA, Calif., Jan. 15.—The first step in the $300,000 improvement program for the 24th District Agricultural Association Fairgrounds will be the razing of the old Napa pavilion, officials announced. Long a favorite among the fair-going public, the building was torn down by a contracting firm that offered $350 for the razing privilege.

A contract was also let by the fair board to move the present horse show bleachers to the rear track straightaway. Bleachers will take care of the overflow from the new grandstand slated for early erection. The two structures will afford a $2,000 seating capacity for the track. Construction of a new horse show and rodeo arena is also in the works and will also be undertaken shortly.

Once the new development will be the main exhibit building to be built on the site of the old pavilion, which is being worked out by State architects.

Jazbo Fulkerson, Rodeo Clown, Dies in Auto Crash

FORT WORTH, Jan. 15.—Ralph Clayburn (Jazbo) Fulkerson, 44, top-ranking rodeo clown, was killed near Watauga, Texas, Tuesday (11) when his pick-up truck skidded and over- turned on a state road near rest area, but switched w-b daylighting and in that field attained national fame.

Jazbo's square stature, 5 feet, 2 inches, and the pint-size metal barrel into which he used to dive after bull- ing the bulls in the arena, were features of the Madison Square Garden rodeos, in New York, where he made his first appearance in 1930, but he and his barrel were equally well-known as leading rodeos from the Atlantic to the Pacific Coast.

CLARESHOLM, Alta., Jan. 15.—Inglis, Farm Fair Association are Dr. P. J. Carroll, who was elected president, both re-elected. Harry Dawson was elected secretary, replacing Adam Linton, who resigned. Frederick W. Yeats is treasurer and Pat Burton is stagemaster.

SARTANP—AMERICAN—M-SYSTEM TRAILERS

Summer special payment plan, with no winter payments. Free delivery. Phone collect.

RAY MYERS
Trailer Village, 11650 Northwest Dr., Tampa, Fla.
See our display at the Florida State Fair.

THE SHOWMAN'S TAILOR!!

FEEET! SPORT SHORTS. Write for free booklet.

CUSTOM MADE WOOLEN SHORTS TO FIT YOU. Made to measure, tailored to fit you. Order from your tailor, or send name and size for free booklet.

SHIRTS—SPECIAL—MEN'S—WOMEN'S

Ask your supplier or write for free booklet.

STYLE SELECT GABARDINE CO.

375 N. MAIN ST. COUNCIL BLUFFS, IOWA

FOR SALE

Surplus R & M Engines, AU-25, AU-31, $425.00, will trade for Factory Army Ride or Snow-Tram. New Semi 24-16, office open. hammered, $9.690.00.

IRA BURDICK
1509 S. 4th St., Temple, Texas

Big Crowd Attends 11th Annual NSA Ladies' Installation Dinner

NEW YORK, Jan. 15.—The 11th annual installation of the Ladies Auxiliary of the National Showmen's Association, held in the banquet room of the Hotel Roosevelt (10), under the chairmanship of Elizabeth Henderson, was attended by one of the largest turnouts in recent years.

Among Chairman Henderson were Esther Eichel, installing officer, and Mrs. Bess and Mary Pendergast. Cargases of yellow roses were presented to each of the incoming officers by flower page representatives.

After singing of the National Anthem by Dorothy Packman, toastmaster, the installation was conducted by outgoing Chaplain Sidone Silver, following which all members participated in a silent prayer for deceased members, families and friends.

Ethel Shapiro delivered an address of welcome, and Magnolia Hamid, pinch-hitting for Dolly McCormick, who was unable to attend, handled the toast to the auxiliary. Then the entire audience sang the auxiliary's theme song, written by member Fred Coleman.

Ceremonial Lighting

Highlight of the installation-dinner was the lighting of the ladies candles of fraternal membership, at which Dorothy Packman officiated in lieu of Mike Cohen, secretary, of Miami. The candles were in the hands of the following: Dorothy Packman (Ladies Auxiliary, Showmen's League of America); Bobby Latcher, (Michigan Showmen's Association); Lillian Elkins (Miami Showmen's Association) and Johnna Measimer (Greater Tampa Showmen's Association); Blanche Henderson (Tulip Coast Showmen's Association), President Queenie Van Vliet (Ladies Auxiliary, NSA), Elizabeth Shapiro (State's Showmen's Association) and Therese Janjap杀死 (Ladies, Ethel Taber (National Association), and sisters.

Gifts Distributed

Lillian Wallenstein presented a gift of $139 to four secretaries, Annalee Wilkins. The Dorothy Packman award for membership, given by Bess Hamid, was awarded to Mollie Dickson. The second award, given by Queenie Van Vliet, went to Jean Delbathle and the third award, given by Emma Rauh, was won by Anita Goldie.

As a sign of gratitude, the showmen's wives set up a Center for the first time, was Ed Harris, whose husband is convalescing at Arcturus Park after a serious illness.

Gifts were presented by President George Van Vliet to all ticket officers and to the heads of committees.

Blackpool's Tower Featuring Bolf Bill

LONDON, Jan. 15.—One of the best indoor circuses of the current holiday season is that which opened December 20 at the Tower Circus in Blackpool. Outstanding hit of the bill is the speedy Ridley act of the Six Amtes, an importation from Australia. The act has an American flavour is provided by well-trained Liberty horses from Denmark's Circus Schumann and the English trained trapezes. Krista and Kristal. All the other acts are equally well-known in the British Isles and they are the Continent.

Lord Mayor of London are Gene Detroy, with a clever chimp and doubling in the Misses; three with antennas, two Antipodes; El Granada and Peter, rope; spinning; the Tovas, jugglers; Amber and Domino, ponies; the Skating Ryles, and the Four Babus, clowns.

Show winds up with a water show, Tower Circus pool in which which Annette's Santa Circusettes are featured. The circus pool also includes Jimmy and the Blackpool Gang.

RB Asks Pa. Corp. Status

PHILADELPHIA, Jan. 15.—Ringling Bros and Barnum & Bailey Circuses file application for a certificate of authority to conduct business in Pennsylvania as a corporation. The papers stated that the corporation, which is chartered under the laws of Delaware, will "produce, manage and operate public entertainment of all kinds, including, but not limited to the circuses and so-called side shows."
KAN., Ohio Get New Top Men

Howard Foust
Inatr Columbus

Secretary of county annual named to post as result of State administration change

COLUMBUS, Ohio, Jan. 15.—Howard S. Foust, 46, Farmington, Michigan, who was named manager of the Ohio State Fair last week, resigned yesterday as manager of the Fair, having been associated with the Plain City Fair in an official capacity for 14 years, the last nine as secretary.

A Democrat, Foust replaces Edwin Bath, a Republican. Bath's resignation and Foust's appointment are the result of a change in the State administration. Upon his inauguration this week Gov. Frank J. Lausche appointed a new State Fair commission (See Foust at Columbus on page 35).

Meetings of Fair Assns.


Georgia Association of Agricultural Fairs, Richmond Hotel, Augusta, Ga., January 17. I. V. Hulme, Ellerslie, secretary.

Western Canada Association of Exhibitors, Fort Garry Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsh, Saskatoon, secretary.


North Dakota Association of Fairs, Clarence Parker Hotel, Minot, N. D., January 23-26. Dr. E. A. Oettinger, Jamestown, secretary.


Rocky Mountain Association of Fairs, January 23-25, Northern, Hotel, Durango, Colo.; Suckstorf, Sidney, Mont., secretary.


Secretaries of State association were urged to send in their convention dates.

Record 550,000 Turn Out for Pa. Farm Show

HARRISBURG, Pa., Jan. 15.—Record attendance of 569,600 persons was reported by official of the five-day gate-free Pennsylvania Farm Show, which opened Monday (10).

With weather the best in years, a new high daily attendance of 135,000 was set Wednesday (13). Resembling a gigantic fair, the show comprises 14 acres of stands and exhibits under roof. The entertainment is non-clerical, and the State rental of commercial exhibit space footing the bill. The event is regarded as a measuring rod for upcoming interest in county and local fairs.

York '48 Operation Nets 119G

Lewis Is Named For 20th Time

Income more than double in every department since he was named mgr. in '29

YORK, Pa., Jan. 15.—The 1948 York Interstate Fair grossed $358,758.14 and yielded a profit of $119,738.45 after expenses which included a $1,000 contribution to a local hospital. S. S. (Sam) Lewis, president-general manager, reported to the annual meeting of the York County Agricultural Society here Monday night (19). Lewis was re-elected for the 20th time.

A comparison with figures of '29, the year Lewis assumed the position of president-general manager, showed that the '48 annual had doubled receipts in practically every department over that first year.

In 1929 concession revenue totaled $26,525.00 (See YORK NETS 119G on page 35).

Short Course on Management Again Voted in Minnesota

ST. PAUL, Minn., Jan. 15.—The Minnesota Federation of County Fairs at its convention here this week voted to continue its short course for fair secretaries-managers and rural teachers, to emphasize visual aid education for displays and exhibits. The federations also urged the university to consider the installment plan for fair teachers and to develop uniform standards of judging crop and agricultural exhibits.

Other resolutions included one urging Congress to give serious consideration to the repeal of the admission tax at the state gate. The federation also urged the state to use the '49 Minnesota Territorial Centennial observance as the central theme of the campaign.

In the annual election of officers, George W. Larson, of North Branch, vice-president of the federation, was elevated to the presidency to succeed Paul B. Campbell, of St. Paul, who was re-elected treasurer. After seven years as secretary, Mrs. Helen J. Doran, of Grand Forks, was resigned because of "press of business" but immediately was named special agent for the federation by President Allan Gleixner, of St. Paul, member of the board of directors, to act as his successor.

Dates for the 1949 Heart of Texas Fair and Exposition were to be set for February 24-30. This year the event will be entitled West Texas Farm Exposition due to the fact that this year marks the 100th birthday of the city of Waco.

Mitchell Quits Hutchinson Job

Resigns over policy differences with board after serving as sec. 12 years

HUTCHINSON, Kan., Jan. 15.—S. M. (Sam) Mitchell Monday (10) announced his resignation as secretary of the Kansas State Fair Board. He has served the board, meeting here Friday (14) to consider his successor, deferred final action.

In announcing his resignation, Mitchell said it was caused by differences over policy matters with the fair board.

J. M. Lambert, fair president, Friday (14) told The Billboard that over 10 applicants, including one from out-of-State, are for consideration. It is likely, Lambert said, that Mitchell's successor will be named "in a week or two."

The procedure, he explained, is for the five-member executive committee of the board to screen applicants and then recommend to the full board the applications it deems most outstanding. Besides Lambert, the executive committee includes John W. Heide, William H. Wegener, vice-president; R. C. Beeching, chairman; and Norman Prasser.

The only attraction contracts already announced for the fair are for the independent carnival midway. The midway contract calls for $3,500,000 to supply the rides.

Name Boyette First Prez of Andalusia, Ala. Fair Assn.

ANDALUSIA, Ala., Jan. 15.—The Covington County Fair Association was organized and installed un-der the laws of Alabama here this week, with Marion A. Boyette named its first president-director.

The newly formed corporation will produce fair each fall here. Plans call for erection of a $35,000 exhibit hall, a half-mile race-track and grandstand, construction will start at once, with Lambert, the executive committee member, in charge.

Anonymous for the fair board, with the hope this portion of the building program will be ready in time to present stock car races July 4. The inaugural fair will be races, a thrill show, grandstand attractions, fire, fish fry and automobile giveaway. It is planned to carry a $5,200 premium list.

Boyette, a farmer-Alabamian, is a former promoter and outdoor showman, having served as general agent and legal adviser for various shows. In 1948 he was given charge of the first fair this past year he operated his own individual.
Tenn. Association Urges Naming of Henry Beaudoin As State Fair Manager

Elects W. J. Huddleston as President for 1949

NASHVILLE, Jan. 18.—The Association of Tennessee Fairs Thursday (12) recommended unanimously that Henry W. Beaudoin, an official of the Mid-South Fair, Memphis, be named secretary-manager of the Tennessee State Fair here. The recommendation was drawn for presentation to the State fair board. Beaudoin said he will accept the position if it is offered to him.

The secretary-managership of the State fair was vacated last summer with the death of Phil Fullenwider, who had held the post for many years.

Earl Griffin, head bookkeeper in the office of County Judge Lilton Hickman, served as acting secretary-manager during the '48 State fair.

The recommendation that Beaudoin be named was made by the State Fair board.

Dayton Annual Enjoys Big Year

Montgomery County board reports 1948 best year in history—name Shank prez.

DAYTON, O., Jan. 15—Montgomery County Fair board closed its 1948 operation of the fair and fairgrounds with the most profitable year in nearly a century of existence.

Ralph C. Halnes, secretary, reported at the annual board meeting that the board now has a total of $164,962.86 in the bank. This represents an increase of $9,068.18 over the balance on hand a year ago.

The increase in shown despite the fact that $23,879.42 was expended during the year for repairs, replacements and improvements in the grounds, as against only $5,211.13 in 1947.

Total receipts for the year were $25,111.13 in 1947.

Indio, Calif., Improvement Campaign Now Under Way

INDIO, Calif., Jan. 13.—New exhibition buildings, box stands and extensive landscaping are among improvements under way at the Indio fairgrounds, site of the Riverside County Fair and National Date Festival February 16-22. Secretary-Manager Bob Fullenwider reports. In addition to horse shows, camel races and circus acts, the fair again will feature the Arabian Nights Pageant. Purchase of four camels for atmosphere for the pageant was okayed by the county board of supervisors. Arrival of the animals from Algiers will not be in time for the 1949 fair. When the animals arrive they will be permanently quartered on the fairgrounds as a tourist attraction.

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255 thrill-packed shows last year at the top fairs, speedways and stadia.

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FEEING THE ONLY GIRL TO DO A ONE-HAND STAND 100 FEET IN THE AIR.
BRILLIANT FIREWORKS FINISH.

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CIRCUS WAS PRESENTED IN A BUILDING INSIDE THE FAIR GROUNDS THIS YEAR

2 BIG SHOWS
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SEPT. 12 to SEPT. 17
SHOWS TO BE HELD AS PER TAKED DOWN.

ENTIRE SHOWS CAN PRESENT IN AUDITORIUMS, ARMORIES, BARN PAIRS OR GRANDSTAND ATTRACTIONS. ADVANCE REPRESENTATIVES WILL MEET WITH YOUR COMMITTEE TO ARRANGE TERMS FOR SHOWING.

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We have four shows, AUG. 27 to SEPT. 5, in Shelbyville, Freeport, Normal and E. Chicago.
We will have shows in the Greater Chicago area from AUG. 27 to SEPT. 5, in Elgin, Willowbrook and 99 Communities. We will have shows in Chicago, Aug. 27 to SEPT. 5, with 18 Rides, 19 Shows and 40 Concessionaires, Lipton Teas, Soda and Concessionaire. We will have shows at the St. Alexios Hotel. Montreal Posters on streets.

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L. J. Poleck, co-owner of Poleck Bros., stopped in Chicago briefly Friday (14), en route from the West Coast to New York, Mich., to join in his Eastern unit.

The showman of tomorrow can't boast that he was born in a dressing room because he wasn't. "In-house tender," and "Mother wasn't working."

Harry L. Roy and wife, Little Marie Hayes, of the Spartan Bros., one-ring circus which closed early in December, are-resting in Valdosta, Ga., but will take the ring again the middle of February. Tommy R. Pophol, electrician, will be superintendent of the electrical department with Ben Devore's stock-in-trade "hand" was with King Bros. Circus last year, spent five years with Cole Bros., and is spending his third season with the American Circus Corporation.

Verne Comstock, Jackson, Mich., will play Missouri Waite and Meet Me in the Garden of Eden on the calliope in the inaugural parade for President Truman.

Torrence Works With Wallendas At Shreveport

SHEREPOVERT, La., Jan. 15.—Frank Torrence, formerly of the Torrence Bros. Circus, which closed in early December with Barnum & Bailey, who quit as a performer four years ago when his son was killed in a fall in Madison Square Garden, returned as a member of the Wallenda high wire act Wednesday night (12).

Torrence, who has worked as a concessionaire with a carnivals for several years, is touring as a performer, and the Wallenda troupe is expected for the season in early March. Torrence was a well-known performer with Ward Bros. Shrine Circus, in charge of George W. Pughie and Archie Cristiani. The show continues Sunday (16), then moves to Monroe, La.

"Naturally I was a little shy the first night," Torrence said. He replaced a member of the Wallenda troupe who quit a few hours before.

Other acts included the Kelly-Miller Bros., the McCullough Brothers, and the Kauffman Bros., with Fred O'Dell, the Gallaghers, Kenneth Waite's six dogs, two of whom are licensed as "Bozo Harrel" and the Whirling Aces.

Ward org was sponsored here by El Karakshah Temple. Last year El Karakshah sponsored the Clyde Beatty Chiar and Baker Bros. Shrine Circus, which closed early in December after the Beatty show had wintered here. Fred Moulton, former Cole Bros. agent, worked press here this year.

Clyde Beatty, another indoor show, sponsored by the Junior Chamber of Commerce, is scheduled to open here February 6.

L. E. (Roba) Collins recently had Cecil Woods at his home in Patterson, N.J. Collins took a large art piece, a piece of wire and wire walker and formerly was with circuses. Collins caught the Ingham Harvester, a 24-year-old veteran along with the show. Also with it is Prince Kharma, mentalist and magician. Collins expects to be with the big top this season.

... Dennis Stevens recently visited Burns Kateloum, contortionist and historian in Mansfield, O., while working a club date there for the late Lehigh Troupe and ARENA.
WINTER QUARTERS
Seal Bros.

GIDDINGS, Tex., Jan. 15—Org. in quarters at the fairgrounds here, is postponing for an early opening. Show will move on 14 trucks. Big top will be on 80 with three 40's; Side Show, a menagerie of lions, tigers, giraffes, trained horses, ponies and an elephant will be carried. John Foss will have his Wild Life Show with his menagerie of animals. Show is being decorated in red, white and blue. Foss, who has been associated with Mr. Badger E. Anderson off and on for the past 11 years, is the general agent; Joe B. Webb, legal agent; Leonard Bennett, Side Show manager. Anderson's son, Norman, in charge of评为. Recent visitors were Foss, Webb, Fred Brad, Bob Davi- port, Sam Houston, S. McBeide, Mr. and Mrs. Whitley Therian.

Santos-Artigas Sked New Acts for Tour HAVANA, Jan. 15—Circus Santos- Artigas wags up a seven-week stand at Havana (17), having played to good biz throughout the tour at Matanzas, Cuba, and the show will go on tour, hitting the road Thursday (20) for a trek ending May 16. Havana run was to terminate January 2 but good biz resulted in the company extending its stay two weeks.


Remaining with the show are Sylvia Watkins, with her French poodles, James M. Cole, with his elephants, the Knight Tribe of white- walkers, and Damon Dohre, with his group of mixed animals.


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This is a unique and I guarantee you will receive satisfaction. EDDIE BARRACK

GIVE TO THE RUNYON CANCER FUND

ELIZABETH CORNING, "MOTHER" to Circus Folks, Dies at 93

ELGIN, Ill., Jan. 15—Mrs. Eliza- beth Corning, "mother" to circus folk for years, was ill for some time and was taken to the home of her daughter, Mr. and Mrs. Max Shearon, to die. She was a widely known and respected woman in the circus world. Mrs. Corning was the last of a line of famous circus women, including her two sisters and mother.

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3 or More for Concert Feature Doing Musical and Specialty Numbers. LONG SEASON.

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Who can stand puissance and capable of taking charge of a deal. Have 6 wires work in busy city and have been in all seasons' work. Write, don't wire collect.

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EDISON, GEORGIA
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Apply at Farnell Hotel, Mansfield, Ohio.

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Small Dog and Fancy Act. Also may place Circus. Will Wire and Contract. Concession must be on two wheels or more. Pay every night. Wire: Stone B. 17.

HARRY J. ROY
MAR. SPARROW BROS. CIRCUS
Glen Ellyn, Harleson, 68.

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PHONEMEN WITH ABILITY

HAMIL-MORTON CIRCUS AND TULSA LIVE STOCK EXPOSITION

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ENTIRE STATE CAMPAIGN. TELEPHONE SALES OFFICE NOW OPEN AT EASTERN BIG CITY NEW HAMIL-MORTON Police Circus details follow. Controller: CHAIRMAN, CIRCUS TICKET COMMITTEE, TULSA LIVE STOCK EXPOSITION. CHAMBER OF COMMERCE. TULSA, OKLAHOMA.

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New Partners For Austin At M. Beach
Haynes, Guthrie Bow Out

MISSION BEACH, Calif., Jan. 15—New partners in the Mission Beach Amusement Center were acquired by W. W. Austin, M. C. Haynes and Roy J. Matheson and Roy J. Hurd. Haynes, a third of the lease from Tom Haynes and Hurd, a third of the lease from Tom Hurd, were excluded during a recent meeting of the board of directors.

Austin, who has acted as general manager for the park, as well as one third owner of the lease, said an expansion program was contemplated this year. However, the entire grounds will be redone as soon as weather permits.

It is understood the lease with the city of San Diego has three years to go with an option of five more. Terms of the lease are said to give the city 7 per cent of the park's gross after tax and a bonus of $15,000 yearly minimum guarantee.

Hold Culver City Lease
According to reports, Matheson and Guthrie decided to bow out of their lease and concentrate on midset automo- tory at a net profit of $37,352. The lease on the Culver City Midget Speedway, which has been retained, is not a concession with the park for some years.

Both former owners in Austin plan to have a direct park management. Matheson, whose interests in the business was the outright purchase of the business for an undisclosed sum. The partners are considering a high- and low-speed amusement come due. They hope to have the park operating under the same system as the Mission Beach Amusement Center. They plan to become 100 per cent park operators doing away with sublets entirely.

Matheson and Hurd bought 14 concessions in the deal. The park now has a Roller Coaster, Ferris Wheel, Whip-a-Whirl, Silver Streak, Scooter, Merry-Go-Round and Drive-a-Boat. Also on the grounds are two baseball fields and a swimming pool. There are also approximately five acres of play area and five acres of play area. The minimum golf course and free kids' playground.

Rides, Cartoons, Miss America
Highlight Life of Joe Colihan

CULVER CITY, Jan. 15 — Paul H. Hudepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAP PB), went to his home in Portland, Ore., for the holidays and also plans to visit Pacific Northwest and Pacific Coast parks before his return to Chi- cago.

The following letter from Paul is self-explanatory:

"We finally returned to Portland after being froz' in and delayed in Seattle where we went for New Year's. We had six inches of snow and couldn't drive up a hill to get on the main highway so we were stranded at our friend's house. We didn't plan to stay there but had to wait for the road to improve."

"I visited Playland, Seattle, owned by John H. Parver, who originally started with Janet Bocard in 1929. He built the roller coaster at Janitan, then sold it out and went to Seattle to build Playland."

16 Major Rides
"Playland is a beautiful medium- sized park, located 2½ miles north of Seattle on Highway 99. The park is located by the shore of the lake. He has 16 major rides, 4 re- maindend stands, 2 restaurants, a Penny Arcade and a large game casino, which formerly was the bull- riding arena and finally into a game casino. Seattle is a bunch of a dance or roller rink town."

"Carl intends to install a new kiddie-land, starting with five new kiddie rides. He was at the Chicago conven- tion and after studying the what other park operators were going to do in regards to kiddie rides, he decided to go after so small a fry business. An Eyely Rock and a lot of others around."

"Comparing the general amuse- ment situation with him, Carl felt he had a good year in 1948 and looks forward to a greater year in '49. One of the chief reasons for his optimism is that the Boeing Aircraft Corpora- tion is expanding. It now has 1,600 employees in the Seattle plant and will add more come spring. Boeing is also interested in making a maintenance contract for B-29s, plus the comment that the Pacific Northwest looks as if it is doing a terrific business and everyone is looking to a prosperous year."

To Visit West Coast
"I leave soon for San Francisco and Los Angeles, then home (Chi- cago) via Denver. I have listed the following places that I must visit before or after returning to Chicago. Visiting Playland at San Francisco, Santa Cruz Beach and the Orange County, Virginia Beach, Long Beach and some of our manufacturing members. Our visit to the States is about 16 degrees colder than Chicago's temperature. I am hoping that I get froz' in. Wotta life!"

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Highlight Life of Joe Colihan

(Continued from page 34)
TENN. FOR BEAUDION (Continued from page 51) be named to the post was made at the closing session of the two-day con- vention of the American Association of Town-see Fairs, of which Beaudoin is secre- tary-treasurer and a past president. He was formerly manager of the Mid-South Fair, Memphis, and is now a member of its executive body which is engaged in the feed and flour business in Memphis.

W. J. Huddleston, Cookeville, was elected president of the Association of Town-see Fairs during the convocation. He succeeds P. G. Crooks, Jamestown, Kentucky.

Other officers named were J. B. Waters, Sevierville, Tenn., first vice- president; W. C. Watts, Trenton, second vice-president, and A. W. Mc- Lain, Lebanon, third vice-president.

Elected to the board of directors were R. L. Kerr, Knoxville; W. Maude Atwood, Chattanooga; Mrs. James O. Oates, Woodbury; George L. Buchanan, Columbia; and H. O. Shouse, Centerville; Perry Pipkin, Memphis; L. E. Johnson, Covington, and J. F. Waller, Huntington.

FOUST AT COLUMBUS (Continued from page 50) of agriculture and together they jointly announced the naming of Foust.

Also Ag Director Foust also was designated as an assistant director of agriculture. The fair manager's job carries a salary of $4,500, while that of assistant director of agriculture has been paying $4,000. No salary is paid for the combined jobs, he said the Foust that the govern- or and Marion "were interested in cutting down expenses."

A member of the Madison County Depression Committee, the society has served 20 years as a member of the school board, has been involved in the March of Dimes campaign in Plain City for 20 years and is a past commander of the Plain City American Legion Post No. 240. He owns several farms, centering his interest upon Guernsey dairy cattle, Hereford and Angus steers and hogs of various breeds.

DAYTON HAS BIG YEAR (Continued from page 51) $63,113.36, of which the largest item was $35,115.79, for admission fees, gate and auto parking during the four days of the fair.

Insurance fees were paid in $2,891.49, and speed fees for $2,290.61, and prize fees amounted to $14,404.49; operated 587,792, and stall rentals, $3,097.75.

Largest item in receipts, however, was in grounds and building rentals, amounting to $18,219.15.

Total expenditures for the year were $85,205.08, of which the largest item, except for repairs, was $15,685.60, covering class premiums and speed awards. Special attractions and music for the fair cost $4,745.72. The board turned over $7,660.88 to the government as federal aid tax savings.

1949 Dates Set Fair dates for this year already have been set for September 5-9. Ernest Ahn and Troutville have been selected president for 1949; Louis Bergman, Englewood, vice-president; R. L. Martin, Centerville, secretary, and J. L. Fleagle, Brookville, treasurer. Haines was secretary since 1931.

FOR SALE 9 GOOD USED DODGEM CARS GOOD CONDITION

WINSTON SPARKS, 510 Oakland Ave, Utica, Pa. Phone: 156-86

FOR SALE OR LEASE AERIAL JOY RIDE Automatic, complete with Ford Industrial Motor and Electric Power for operation. All that for cars. Continental. Capt. J. H. PETTERSON

Trotter Exp. Shows 744, Joella, Mo.

FOR SALE 1946 BARRON-REARDON 702 TRUCK STEAMER 2,000 GALLONS 1942 STEAMER TRUCK

GREAT HOUCK AMUSEMENT DEVICE CO. BROOKLYN 24, N. Y.
Friendly Face-Lift
HARFORD, Conn., Jan. 15.—Because Manager Arthur For-
cier, of Friendly Skating Rink here, wanted to start 1949
with a new look for his rink's doors he carried it out with a unique
New Year's Eve.
In advance, Forcier announced that his doors, those of alumi-
num color, "are in need of a paint job."
He six girls, one chosen each night during the pre-
vious week, were supplied with a can of paint of a different
color at 11 p.m., December 31.
The girls were lined up at the entrance and, at a signal,
tossed the contents of the cans on the doors, with the "resounding
splash" left that way. Particip-
ating girls were given corsages.

BIG PROFITS
SELL SKATING DRESSES
Rinks and Stores Can Earn
$5.00 EACH
Your Cost $6.75, Retail at $9.75
HUNDREDS OF STYLES
WRITE FOR ILLUSTRATED CATALOG
LENCO CO.
224 WEST 35TH ST., N. Y. C.

SKATE CASES AT A
NEW LOW
2 STEEL CASES (Front & Over) 1.65
Assorted colors available. Finish made
of durable plastic. 2 sizes, 1/4 & 1/2 case
Write for Free List

ROLLER RINK FOR SALE
500 by 100, Piste Skate Floor. Ten,
25,000 plus surrounding courts. No com-
petition. Located Madison, Wisconsin.
If interested write
BOX D-122
4/6 The Billboard, Cincinnati 22, Ohio

MIDWEST FLOORS & RINKS
Manufacturers of
Portable Roller Rink Floors
Complete Portable Rinks
MIDWEST FLOOR COMPANY
213 Pulaski St.
Calumet City, Ill.

FOR SALE
PORTABLE ROLLER RINK
Place 40 ft. by 60 ft. No. 1 Hard Maple, 150
25,000 plus surrounding courts. No com-
petition. Located Madison, Wisconsin.
Price, $2,500.00.

ROKER EDGINGTON
MOLINE, ILLINOIS

WANT AN ORGANIST?
To play new Hammond Organ. Must have ac-
tual background of Roller Rink experience. Year round position. About $140.00.

ROLLER RINK
467 East Front St.
HILLSDALE, MI.

RINK MEN WHO HAVE ONCE HAD A
"CAREER" SAYS
WILL HAVE NO OTHER.
THERE IS A REASON.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St.
CHICAGO, ILL.
Manufacturers of All Kinds of Roller Skates

RSROA Signs 3 Members, Sets Polio Benefits
DETROIT, Jan. 15—Three new members have been ac-
dmitted to the Roller Skating Rink Operators' Association (RSROA).
Fred A. Martin, secretary-treasurer.
The three members are: Clar-
ence David, Roller skating of;
Pas, Ore.; George W. Helling, Gem
Roller Rink, Dubuque, Iowa, and
Fred P. Pyke, Redwood Empire Roller
Rink, Santa Rosa, Calif.

Postponement
Publication of the article on "the needs accomplished in
the roller rink business, by Carl
CO., 3930 West diaper, Miles, Mont-
land, Denver, scheduled for the cur-
rent issue of The Billboard.
In the meantime, the manuscript was not in the
press and an earlier issue is
being sent out to the affected readers.
This missing article will be pub-
lished at the earliest opportunity.

RSA Finages Film Shot for Television
NEW YORK, Jan. 15—A four-
million roller skating film, "World
Television champion Patricia
Jones, was named yesterday (12) at
Gay Blades Rink, Manhattan, by
Cosmo Productions, an outfit which
is preparing a series of 15-minute
movies, called Sports Sidelines, for
television.
Miss Carroll, a figure, dance, pair
and four skater, is a member of the
Roller Skating Institute of America
(RSIA) Director Irv Grose, the
man responsible for Miss Carroll's
film. He is expected to be one of the
first to be shot by Cosmo for
Television. The film will be released
on its premiere picture. The entire
series, according to Rose, will be
of a variety of subjects, and will
likely view every one of the nation's
video channels.

Chilhowee Skater Gets $100 Damages
KNOXVILLE, Jan. 15—Damages of
$100 were awarded to Chilhowee
Square, Knoxville, by Superior
Court Judge N. A. Yost, operator of Chilhowee Skating
Rink, for injuries the girl sustained March 21, 1948.
The trash can at the entrance,
April 9, 1948. The plain-
tiff had asked for $3,500 in damages.

Judge Kelly held that it was the
responsibility of the operator to in-
sure his rink was free of potential
threats. Yost had been told by
former manager, R. B. Beard, that
a three-year-old girl had been
made.
The girl was "cornered" in the rest
room, Yost alleged, and then
attacked. She suffered a bloody nose, black eye
and was humiliated, Judge Kelly said.

SRSTA Mulls Competitive,
Eligibility Rules at Meeting
NEW YORK, Jan. 18.—The Metropol-
itan New York chapter of the So-
ciety of Roller Skating Teachers of
America (SRSTA) met Wednesday
(13) at Gay Blades Rink, Manhattan,
Empire Manager and Professional
Biller Oatman, the group's Northeast-
ern representative, presided.

Main business was a discussion on clari-
fying the new competitive
rules formulated at last year's
meeting at the RSROA national meet and
prospects of the new rule
on the SRSSTA board on eligibility rules and the
1949 State and regional competi-
tions.

The SRSTA meets the last Wednesday
of each month at Gay Blades.

USARSA Given
Charter in AU
NEW YORK, Jan. 15.—The Amatu-
erte Skating Union (AAU) has
granted a charter to the United States
Amateur Roller Skating Association (USARSA),
giving the latter a direct
voting membership in the AAU. It was
announced last week by George
F. Apitate, United
AAU's charter, Hitherto, the USARSA mem-
bership in the AAU had been as an
affiliate of the Amateur Skating Un-
ion (ASU). The USARSA remains linked
with the AAU.
Ardie also expressed the associa-
tion's gratitude to Pete Miller for his work in securing signatures of 12 foreign nations on a request that roller skating be included in the
next Olympic games.

The USARSA has also been granted a Class B membership in the Olympic Association. Apitate said, and
reported that the USARSA will be
endorsed by the AAU at the next
Olympic Association meeting for a Class B membership. It membership
would guarantee roller skating participation in the Olympics.

Ardie, a delegate at the recent
New York convention of the AAU, and
Chicora, the first AAU charter
through the efforts of Dan Perez.

Stone Opens in Jmesboro
JAMESBORO, Ark., Feb. 1.—Paul
Stone, full-time Roller Rink has opened in a new build-
ing across the street from the Jamesboro Airport. A.
Stone is owner and manager.
Mr. and Mrs. Fred Perry, co-owners
at the Roller-Garden, Lansing, Mich., are wintering in
Lakeland, Fla.

The Best Skate Today
RICHARDSON BALLBEARING ROLLER SKATE CO.
3031-3-302 East River Ave. Chicago, Ill.

FOR SALE
New 1949 Rink Complete $1,000; new,
fastest, special made, hard duty阵容 100 per cent
surrounded by all wood. Cannot be bettered
than Chicago skate complete roll rigid, built by
Chicago Skate Co., ready to operate. Ideal price for quick sale at $1,000.00.

GOLD'S
408 N. FIFTH AVE., GREENVILLE, TEXAS
Phone 3484 W.

WE BUY AND SELL
New and Used Rink Roller Skates
Arthur Mba., Manager, Pay in Cash
Also Best Prices.

JOHNNY JONES, Sr.
1916 Butler Ave., PITTSBURGH, PA.

HOW CAN WE OFFER
something 100% better?
RASWON'S SKATING BOOKS
RASWON ASSOCIATES
2610 S. 14TH ST.
Adyar Park, N. C.
WE MANUFACTURE
COMPLETE PORTABLE RINKS
PORTABLE ROLLER RINKS
CENTRAL RINKS
BILT-RITE FLOORS AND RINKS
Office 1817 E. 42nd Tray, Texas. Phone 980-D.

CURVECAST "RINK COTE"
THE PLASTIC RINK SURFACE
FERRY & GILES, INC. Authorized Dealers and Distributors

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**SCOOP! HOT ZIGGITY! NEW COIN!**

BE FIRST. MANY RETAILED AT $1.00 EACH.

**$1.25 PER 100, LOWER TO JOBBERS 2500 LOTS.**

1ct. down with order, balance G. O. D.

ADAMS ENTERPRISES

P. O. BOX 567

INGLEWOOD, CALIF.

---

**BIG SHIPMENT JUST ARRIVED!**

**EXPANSION WATCH BRACELET**

for Men ... a really hot item at this low price!

**COMPLETE SELLOUT ON OUR 1ST AD. NOW TAKING ORDERS FOR IMMEDIATE DELIVERY**

6-50 DOZ.

Gold Finish

Dct. $7.50

**GAINES & GAINES**

5 N. WABASH AVE.

CHICAGO 9, ILL.

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**Complete Assortment of Jewelry**

- COMPACTS
- PINS
- 5-PC. PENDANT PEN SETS
- RINGS, 100! DIFFERENT NUMBERS!
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES
- JEWELRY—THAT'S OUR BUSINESS

We have everything for
- JEWELERS
- ENGRAVERS
- DEMONSTRATORS

**BIELER-LEVINE**

GIVE TO THE DAMON RUNYON CANCER FUND
SMART TWO-TONE PLASTIC JEWELRY GIFT BOXES

- **No. 53** — $2.00
- **No. 81** — $2.50
- **No. 82** — $3.00
- **No. 91** — $9.00

Embrace the beauty and character of your products with these modern vital plastic gift boxes. Select from a variety of distinctive plastic forms. Hand-embossed, painted, pink. Available in a variety of sizes and colors. Ask your representative today.

STERLING JEWELERS
Wholesale Jewelry

44 EAST LONG STREET
COLUMBUS 15, OHIO

IDENTIFICATION BRACELETS
BIG PLATES — BIG CHAINS — BIG VALUES

- **No. 309** — $4.65 dot
- **No. 311** — $4.50 dot
- **No. 312** — $5.50 dot
- **No. 315** — $5.00 dot

— WHITE FINISH —
Individually Carded (with hikes, $0.30 dot. extra)
STATE YOUR BUSINESS

HARRY PAKULA AND COMPANY
S. N. WAKASH AVE.
CHICAGO 5, ILLINOIS

Here's Money-Making News for You!!

the EVERLAST de Luxe
PEN and PENCIL SET in 3 different stylas

50c
IN GROSS, LOTS
60c IN LESS THAN GROSS LOTS

New Low Price

An exquisite pen and pencil set of the quality you would expect to get in only the very expensive name brands.

Style 120 R.P.S. consists of a precision ball pen, nicely boxed with a propel, repel, expel mechanical pencil.

Style 120 H.P.S. consists of a hooded point lever pen with mechanical pencil boxed as a set.

Style 120 F.P.S. has the full size pointed pen instead of the small hooded point.

All articles of gleaming plastic in grey, blue, maroon and jet black with smart gold-plated trimmings.

Write for Our Illustrated Catalogue. 25% deposit must accompany order.

Since 1890 a Reliable Source for Writing Instruments

EVERLAST PEN CORPORATION
644 Broadway, New York 12, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND
CRAWLING BABY

$7.20 Doz.

Crawls and Looks Like Real! Incl. metallic halo, metal legs, pink boots. Individually boxed.

STOCK UP NOW!

25% Discount With All Orders. Grt. $27.50 Immediate Delivery

.getModel

JACKRABBIT—Fur Coat

$2.50 Each

Individually boxed.理想 for outdoor use. Each $2.50 Immediate shipment.

GOODFREED PRODUCTS

799 Broadway, N. Y. C. N. Y.

CUTTLER & COMPANY, INC.

926 Broadway, New York 10, N. Y.

VALENTINE SPECIAL SWEETHEART CIGARETTE LIGHTER

Sweetheart design. Individually boxed. Special dealers price, only $7.20 per doz.

STERNER SCOOPS 'EM AGAIN AIR KING'S 2-IN-1 PORTABLE RADIO—CAMERA

For more information, please visit: www.americanradiohistory.com

SWEETHEART CIGARETTE LIGHTER

$5.99 Doz.

Serves as a supplement to your cigarette case. A practical and a convenient accessory for your pocket or purse. Each $5.99 Immediate shipment.

GOLDEN NOVELTY CO.

246 Broadway, N. Y. C.

SOLD TO THE RUNYON CANCER FUND

ACE TOY MFG. CO.

122 WEST 27 ST.
NEW YORK 1, N. Y.

JOKERS—DISTRIBUTORS

New Samples of Stuffed Toys Now Ready

EASTER LINES OF 1949 Big Profit Numbers Ready! Order at Once!

Take advantage of our low prices on top carnival and premium numbers. You get prompt delivery on all Ace Toy Sure-sellers.

Rated Cancers: Samples send on approval. For more details, please contact your nearest Ace Toy Distributor.

Special Set-up for Jobbers. Salesmen: Choice Territories.

Write for 1949 Catalog and 100 numbers in for plush and plush.

Yes! It's the Good One!

Closed Cute Type Key Chain With the Telescopic Focus!

NOW!

Packaged One Dozen to the Box

Each & Different Post! $3.00......per Dozen $27.50......per Gross

Sell them by the Box!

Orders Shipped Same Day Received! Funds Must Accompany Orders—No COD's

Stuido Mold Dye, Pickpockets, Pretend Lounges

Ideal for Pretty girls, Pretty boys, Pretend Love Affairs, for Men and Women.

Mail Money Order today to:

HARRIS LOCK MFG. CO.

193 Clark Street, Chicago, 111.

It's Here!

And it Jingles!

The Shmoo

The best selling toy sensation in years! What the Wish items were to the past!

98c Seller of the World

Arms and legs extend and shrink. Arm colored red, legs colored green. Designed to be worn as a toy. A toy that is new and different.

Sample 75c

FREE ILLUSTRATED NEW CATALOGS on request.

For more information, please visit: www.americanradiohistory.com

Ace Toy Mfg. Co.

122 West 27 St.
New York 1, N. Y.

Yearning for 1949 Big Profit Numbers Ready! Order at Once!

Take advantage of our low prices on top carnival and premium numbers. You get prompt delivery on all Ace Toy Sure-sellers.

Rated Cancers: Samples send on approval. For more details, please contact your nearest Ace Toy Distributor.

Special Set-up for Jobbers. Salesmen: Choice Territories.

Write for 1949 Catalog and 100 numbers in for plush and plush.

Ace Toy Mfg. Co.

122 West 27 St.
New York 1, N. Y.

YES! IT'S THE GOOD ONE!

CLOSED

CUTE

TYPE

KEY

CHAIN

WITH

THE

TELESCOPIC

FOCUS!

NOW!

PACKAGED ONE DOZEN TO THE BOX

EACH & DIFFERENT POST!

$3.00...PER DOZEN

$27.50...PER GROSS

SOLD THEM BY THE BOX!

ORDERS SHIPPED SAME DAY RECEIVED!

FUNDS MUST ACCOMPANY ORDERS—NO COD'S

ACE MANUFACTURING

6114 SUNSET BLVD.

HOLLYWOOD 28, CALIF.

GUARD YOUR VALUABLES

HIDE-AWAY Secret Pocket

Equipped with wool felt, Pickpockets, Pretend Lounges

Ideal for Pretty girls, Pretty boys, Pretend Love Affairs, for Men and Women.

Mail Money Order today to:

HARRIS LOCK MFG. CO.

193 Clark Street, Chicago, 111.

IT'S HERE!

AND IT JINGLES!

THE SHMOO

THE BEST SELLING TOY SENSATION IN YEARS!

WHAT THE WISH ITEMS WERE TO THE PAST!

98c SELLER OF THE WORLD

ARMS AND LEGS EXTEND AND SHRINK. ARM COLORED RED, LEGS COLORED GREEN. DESIGNED TO BE WORN AS A TOY. A TOY THAT IS NEW AND DIFFERENT.

SAMPLE 75c

FREE ILLUSTRATED NEW CATALOGS ON REQUEST.

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ACE TOY MFG. CO.

122 WEST 27 ST.

NEW YORK 1, N. Y.

JOKERS—DISTRIBUTORS

NEW SAMPLES OF STUFFED TOYS NOW READY

EASTER LINES OF 1949 BIG PROFIT NUMBERS READY! ORDER AT ONCE!

TAKE ADVANTAGE OF OUR LOW PRICES ON TOP CARNIVAL AND PREMIUM NUMBERS. YOU GET PROMPT DELIVERY ON ALL ACE TOY SURE-SELLERS.

RATED CANCERS: SAMPLES SEND ON APPROVAL.

FOR MORE DETAILS, PLEASE CONTACT YOUR NEAREST ACE TOY DISTRIBUTOR.

SPECIAL SET-UP FOR JOBBERS. SALESMEN: CHOICE TERRITORIES.

WRITE FOR 1949 CATALOG AND 100 NUMBERS IN FOR PLUSH AND PLUSH.

ACE TOY MFG. CO.

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NEW YORK 1, N. Y.

S P E C I A L

S E N S A T I O N A L

T O Y S

W I T H

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A P P E A L !

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CRAWLING BABY

$7.20 Doz.

Crawls and Looks Like Real! Incl. metallic halo, metal legs, pink boots. Individually boxed.
AIR MAIL, WIRE, PHONE — 30 STORES NOW OPERATING.
I HAVE THE FLASH

Girls to Train for Demonstrators of My Rug Braider

In S. S. Kresge 5c & 10c Stores Good Stores Now Available
Get With Us for Big Money
Will be in New York City week of January 22 to open the East.
You can be trained in St. Louis, Chicago, Detroit, Minneapolis and in the East.

Fred (Sizz) Cummings
3123 Boardman St.  
St. Louis 3, Mo.

(Phone: Sidney 2265)

Eject-Donut Co.

186 Fifth Ave.  
New York 18, N. Y.
The Originators of THE HOLLYWOOD MACROSCOPIC KEY CHAIN VIEWER

Announce STARTLING NEW PRODUCTS

If you are attending the Salesboard Show look us up at the Sheraton Hotel, January 17-18-19... or write us for details.

Sam Rodos and Sam DeKoven
SIDNEY-WILLIAMS CO.
1131-A South Robertson Boulevard
Los Angeles 35, California

BOARD OPERATORS — ATTENTION! Drop in To See Us While You Are in Chicago For The Convention

BIG TUCK SPECIAL

TRAY OF 6 RINGS $7.75
Display Tray F R E E with each 6 Rings ordered.

DECORATIVE & ADVERTISING WATCHES. Display them in your store windows and they will attract customers, build up your trade, keep your stock saleable and increase your profits.

P.C. No. 602

TUCK - LOWENTHAL CO., I. S. WABASH AVE. CHICAGO, ILLINOIS

Closest thing to a GENUINE CAMEO NECKLACE YOU'VE EVER SEEN!

Non-nailable 23 Karat Gold Plate studded with 18 shining genuine topaz stones. Sparkling white CAMEO figures to hold your order book, cash register, bankbook, money clip, key rings. Non-nailable finished with metal film, non-deteriorating and non-reactive. Arranged in attractive display cases and price cards.

TESTED & PROVED

$9.00 Delivered, Postpaid

Prices subject to change without notice.

Closest thing to a GENUINE CAMEO NECKLACE YOU'VE EVER SEEN!

www.americanradiohistory.com
SALESBOARDS

Jan. 22, 1949

New Tickets, Boards Draw High Interest

Predict Top Attendance

CHICAGO Jan. 15.—With predictions of larger attendance and increased over-all trade interest making the 1949 salesboard show of even greater importance than its 1948 predecessor, officials of 13 participating board and ticket manufacturing firms all set to throw open elaborate hotel and plant displays of their latest lines this week (17-19). During the three-day show, the dozen firms will host customers from throughout the country, with hundreds of advance hotel reservations indicating heavy operator and jobber visiting lists.

Presentation of several hundred board lines will highlight the meetings. At the Sheraton, Morton and Congress Hotel showings, and in the one plant presentation, boardmen will see new ideas in board and ticket design, play-appearance, and operating trends. With coin boards remaining a potent factor in the industry, new items stressing radical construction and deluxe oil-paint and silver-metallic finishes will be offered. One firm, spotlighting a line of merchandise-type boards, may be the forerunner of an (See New Tickets on page 70)

SALESBOARD SIDELIGHTS

Consolidated-Manufacturing Company, Chicago, will put forth a five-month drive to boost its products. The company, which is complete its new building this week, will have a big showing of coin boards at the show. Plans to exhibit 34 new “packed with action” coin boards. Pleasure Boys of Paducah, Ben and Jerry Malitz and Herrick Co., will be ready to tell all to visiting boardmen.

The McNamara Company, Chicago, has set up a visitation and propaganda program at its plant this week. The showmen have designed the firm’s pellet boards and Celorino aluminum stand bases are named out as an invitation to drop in for a look-see.

In addition to featuring its line of merchant cards at the Sheraton, Borlick Manufacturing Company, Chicago, is also plugging its miniature board coin boards.

Secore & Secore, Chicago, places the exhibit accent on the new Club Bell Slot, Mercury’s bell action board. Mr. Secore and Mr. Secore will have their right hands to get in touch with the hosts of expected visitors at the firm’s Sheraton suite. The Chicago Gartners & Company, spun into top show of the week with the country’s first plant display, entertainment, order-receiving program. During the three-day affair, 10 salesmen staked new boards on the firm’s showroom floor, and added to the boards in all stages of production.

Pioneer Manufacturing Company, Chicago, is another firm to feature its boards at the Sheraton. Prominent Chicagoans, Charles A. Lucantini, heading the company, and Harold Beers, vice-president, promise handsome sales of “good punching” with firm’s new boards unrolled this week.... Universal Manufacturing Company, Kansas City, Mo., and See-Joy Products, Inc., Chicago, have planned a de luxe showing of their wares in a three-room display at the Sheraton’s 5th floor. Universal board man Joseph Borkowski, says firm has originated and designed a new ticket devil known as Hoosh Piek. Deal bears a close resemblance to book of matches in size and appearance. It contains 10 tickets, two bundles of 5 tickets each, which are stippled in the center with a single stripe.

Northwest Salesmen, Chicago, has a new ticket deal ready, with owner J. Worth featuring the item and extending firm’s salesmen meeting and discussion.... Another ticket firm, Gay Games, Inc., Muncie, Ind., is preparing to supply a 1948 market that shows an increased demand for the country. Game ticket game. President Guy E. Noel believes that firm’s 1947 and 1948 experience showing upward ticket demand will continue to follow during the current year.

Frank A. White, of Parisian Art Products, New York, reports his staff is busy supplying the paddles and dolls the firm manufactures. Many board operators are finding that they stimulate play, he says.

Gardner & Company, Chicago, announced depletion of final deal for its open-house party and board display at its plant this week. Firm indicated its feature of the show was the display of new items. Group of boardmen from all over the country and are looking for a crowded house at the Michigan Avenue headquarters.

Irwin Feltier, president, declared that an impressive array of new boards, including new die-case and coin boards, will make up the “line for 49” display. Reports of its becoming the talk of the show are indicative of the year’s sales trend. Gardner officials say they can look forward to a continued upward in sales during the year.

Consolidated Manufacturing Company, Chicago, will introduce a new ticket board, three feet wide, with quarter-size play. In its assorted line of 34 new numbers at the Sheraton show, ivy Sax, general sales manager, says the new numbers are all designed to catch top play.

SALESBOARDS

SALESBOARDS

STARTS

Welcome GARDNER CUSTOMERS,

TO OUR OPEN HOUSE JAN. 17th-18th AND 19th

REFRESHMENTS\ RADIO STARS\ SOUVENIRS

CONDUCTED TOURS THROUGH THE WORLD'S

FINEST AND LARGEST FACTORY. SEE OUR NEW

BOARDS ACTUALLY BEING MADE.

FOOD, FUN, YOU NEW IDEAS, BARGAIN VARIETY, FINEST QUALITY, BE SURE TO VISIT

GARDNER & COMPANY 2222 S. MICHIGAN AVE, CHICAGO, ILL.

Gardner's the line-for-49!

IF?

You Want Fast Delivery
Beautiful Salesboards
Full Count Jar Deals
FAIR PRICES
Write
GALENTINE NOVELTY CO.
222 E. Caffin Ave., South Bend 24, Ind.

SALESBOARDS JAR-ODO TICKETS WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS JAR DEALS - BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDELS REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR CAROL SALES COMPANY
312 E. Market St. Elgin, N.

MUNCIE NOVELTY CO., INC.
2704 S. WALNUT STREET MUNCIE, INDIANA

SALESBOARDS

OUR SALES MAKE US MOVE!

Larger quantities are necessary for us to handle your swamping orders. Sorry, we can't accept orders for less than six cases. Write today for our new 1949 price list "THE HOME OF FAIR PLAY DEALS"
SALESBOARDS

DON'T FAIL TO SEE THE ONLY LEGAL JAR TICKET DEAL ON THE MARKET CAN BE USED IN ANY CITY - STATE - COUNTY ALL RIGHTS RESERVED MFG. BY TRIANGLE MFG. CO. MINNEAPOLIS, MINN.

This Ticket Deal will be shown at CONGRESS HOTEL Chicago, Illinois JAN. 17-18-19 For room number Ask for Jay Zeits or Jay Goldman

LEGAL JAR TICKET

WON, HORSE & UPP

Price reduced from $2.00

down the center middle piece the big top was erected with a round end and a middle in front of it. The round end and a middle in back of it, which threw it in the exact location of the center ring.

The Merry-Go-Round, the topless, didn't look so bad except for the fact that the lot owners turned the top left over, having been roosting stop of it for a couple of months, which somewhat flocked the paint with gray. We packed the top for the matinee, and to put a little life in the center ring one of the men cranked the ride's motor, which started the swing's organ playing Remember Pearl Harbor. Then to our great surprise, while our rope-walking goat was performing in Ring 2, the high-diving dog was climbing the ladder in Ring 2, the goats and demanded tickets for the Merry-Go-Round, which was rushed to the center ring. You must believe me when I say that the Jinni topped the combined front door and grandstand seat greets.

Following the matinee a gentleman, who introduced himself as Mr. Track, Swing, demanded 50 per cent of the swing's gross claiming that was the legal booking arrangement with a carnival. However, as ours is a circus we paid him off with long and extra tickets for the night performance and gave him the privilege of hunting those duets downtown. It was then that the two shows combined.

Furthermore, it was agreed that the current number bring in more money and his wife's photo gallery on our midway. The bosses insisted that the Merry-Go-Round be erected under our big top as we didn't have enough acts for three rings, and that the organ would eliminate the band providing that the carnival owner buy another roll of music, because playing Remember Pearl Harbor over and over with the clowns working whenever it was time for the music to re-roll, would be too monotonous to give our performance.

Our circus, which travel by rail, arrived here early today, but the carnival unit traveling by trucks came in with everything except the one that the Merry-Go-Round and horses were

aft. We learned that a farmer was holding the truck and horses for the settlement of the Creek. Show and mug joint that had been in 's haymow for nine weeks.

After the big top was up the horseless swing was erected in the center ring. Manager Upp decided to tell it as a rigging for a revolving gal ballet by hanging swing ladders from its sweepings. Again today while the aforementioned feature acts were working in Ring 1 and Ring 2 the crowd left their seats demanding tickets for the

SALESBOARDS TICKETS AND NOVELTIES

1000 to 1300-hole 5¢ per sale

Jack Pot Cash Boards

Average Profit $28.00 to $32.50 each

Your Cost Each in Lots of 10 $2.50 each

JOBER

Write for quantity discounts

We carry a large complete stock of Salesboards and Tickets. 25% deposit, balance C.O.D.

KEYSTONE Merchandising Company
218 W. 12th St. Phone 6-7334 Erie, Pa.

SALESBOARDS

FREE! Write "NEW WHOLESALE 'NET PRICE' BULLETIN" NEW LOW PRICES AND DISCOUNTS TO SELLERS. 10th year giving immediate delivery on finest boards.

LEGALSHARE SALES

P. O. BOX 86-E
222 S. and 86
HUNTINGTON BEACH, CALIF.

SALESBOARDS

SPECIAL TICKETS AND COUPONS

Combination in all kinds of drawings and contests. Large variety of regular and special special tickets. Write for information.

FERGUSON MFG. CO.
392 N. Vermont Ave.
Los Angeles, Calif.
NEW TICKETS, BOARDS DRAW HIGH INTEREST

(Continued from page 68)

Play trend to a definite merchandising slant again.

A total of 10 firms are showing in the Sheraton, the hub of the new board show again this year. All will feature refreshments and buffets. Two firms will hold special showings in the Morrison and Congress while one
other manufacturer has set up on-the-ground showings at its factory. Showing in the Sheraton's third-floor Gothic Room are five companies: Container Manufacturing Co., St. Louis; Gem Sales Co., Neenah, Wis.; and three Chicago firms, Harlich Manufacturing Co., Superior Products, Inc., and Consolidated Manufacturing Co.

Universal Manufacturing Co., Kansas City, Mo., and Bee-Jay Products, Inc., Chicago, have set up a twin exhibit on the Sheraton's 30th floor in Rooms 3001-3-4. Secure & Secure, Chicago, has a three-room display on the hotel's 34th floor in Rooms 3401-3-4, while Pioneer Manufacturing Co., Chicago, is showing in Suite 1907-8. Peerless Products, Inc., Chicago, will also present its new board line at the Sheraton, suite not yet announced at press time.

Features New Boards

At the Morrison Hotel, Empire Press, Chicago, is featuring a line of brand new boards in its suite (number not announced at press time). Thomas Manufacturing Co., Minneapolis, is presenting an innovation in jar tickets at its Congress exhibit. Plant showings are being held by Gardner & Company, Chicago. Firm is presenting a complete array of its full line, introducing a series of new money boards, with refreshments and production line trips offered visitors. Gardner is featuring conducted factory tours, on-the-house hospitality at its champagne bar, buffet refreshment, entertainment by leading radio personalities, and as the focal point of the factory program, a colorful display of new and standard boards in its large display room. Taxi trips to and from the plant will be another "on the house" feature for visitors at the Gardner showing.

Show hours at the Sheraton will be from 9 a.m. until 9 p.m., with Morris-

Asen and plant displays hosting visitors on the same basis.

FIRST SHOWING

50 BRAND NEW MONEY BOARDS
PACKED WITH ACTION
SHERATON HOTEL
SALESBOARD SHOW
JAN. 17-18-19

PEERLESS PRODUCTS
633 Plymouth Court Chicago 5, Ill.
MAR. 17-2071

WE ARE MANUFACTURERS
AII KINDS—PULL TICKET GAMES
TIP BOOKS
S背着 From Manufacturers At Wholesale Prices
—Columbia Sales Co.
505 MAIN ST. WHITELING, N. J.

DON'T FAIL TO SEE THE HIT OF THE SHOW MERCURY'S CLUB BELL SLOT
It Operates Like a Punchboard. No Federal License Required.

SEE IT IN SUITE 3407-08-09, SHERATON HOTEL JANUARY 17, 18, 19

SECORE & SECORE
735 S. Katieve Ave. Chicago 26, Il.
Phono: Narramore 2-4477-9

PROFIT BOARDS
THAN ALL OTHERS CONSIDER
IT'S A FACT!

PROFIT MFG. CO.
50-11 40th St. L. I. C. I. N. Y.

SALESBOARD OPERATORS
Manufacturer offers 2 excellent, non-
moving items to promote board play:
SEND 5.91 FOR SAMPLE L0T
2 Hand Puppets
(1 white, 1 colored)
1 Hawaiian 7/8-Inch Doll,
made of pure gum rubber.
Boost your board profits with these
numbered!
PARISIUS ART PRODUCTS
141 Fulton St.
New York, N. Y.

Have Fun! At Gardner's OPEN HOUSE FOR CUSTOMERS JAN. 17TH-10TH AND 13TH
GARDNER & CO., CHICAGO, ILL.

SHERATON HOTEL SUITE 1907-08
During the Show...  
OPEN HOUSE at

BLACKHAWK  
Mfg. Co.  
1821 W. Butterfield Ave.  
CHICAGO

See Our New Pellet Machine  
(NOT COIN OPERATED)  
SILVER BALL CHARLEY  
This is a permanent machine that uses replaceable 1024 hole Charley-Pellet Boards at 25c per punch, 176 winners.  
TAKES IN $256.00  
PAYS OUT 200.00  
DEF. PROFIT $56.00  
MACHINE PRICE $14.95 F.O.B.  
CHARLEY INSERT BOARD 1.60  
ALL PRICES NET.

"WERTS"  
A Name That Has Meant Quality  
Ticket Games for Over 30 Years  
IN THE MANUFACTURE OF A COMPLETE LINE OF TICKET GAMES, EXCLUSIVELY,  
WE OFFER YOU  

JAR GAMES  
7 DIFFERENT STYLES OF TICKETS IN ALL SIZES AND FORMS  

CARDED GAMES  
A NUMBER OF STYLES OF TICKETS IN DIFFERENT SIZES AND FORMS  

BOOKS  
ALL SIZES IN TIP, JACKPOT, BASEBALL, WORLD SERIES AND SPORTS BOOKS.  

"You Might Buy Cheaper But You Can't Buy Better"  

WERTS NOVELTY COMPANY, INC.  
P. O. BOX 672  
MUNCIE, INDIANA

OUR FIFTH GREAT SEASON  

COIN OPERATED  
AUTOMATIC SALESBOARDS  

MANUFACTURED BY  
R. C. WALTERS MANUFACTURING COMPANY  
4201 NORFOLK AVENUE  
ST. LOUIS 10, MISSOURI  
PHONE — JEFFERSON 4121

We have five of our salesmen in Chicago at this time.  
Call us long distance for their location and address.
COLOR-ADO

THE SALEBOARD
THAT GIVES YOU
100% COUNT
100% COLLECTION

- No Shortages
- Positively Foolproof
- Greater Player Appeal
- Colorful-Sturdy Construction

OPERATORS INCLUDE A VISIT TO OUR FACTORY WHILE IN CHICAGO FOR THE CONVENTION

THE McNAMARA CO.
5729-31 W. LAKE ST.
CHICAGO 44, ILLINOIS

SALEBOARDS—ALL ORDERS Shipped
Same Day Received

SALEBOARDS—ALL ORDERS Shipped
Same Day Received

Why? Because we have the biggest stock and the biggest variety of Coin-Operated and Mechanical Machines on the market!

COIN-OPERATED MACHINES

1. PINS, STAMPS, CANDY, PEANUT SANITARY
2. Cigarette Machines
3. Cigarette Machines (Pan American)
4. Cigarette Machines (Pan American) - with Safes
5. Cigarette Machines (Pan American) - with Safes

MICHIGAN NOVELTY CO.
601 Michigan Ave., Chicago, III.
COIN MACHINES

THE BILLBOARD
January 22, 1949

COMMUNICATIONS TO 155 NO. CLARK ST., CHICAGO 1, III.

CMI '49 SHOW SET TO ROLL

Late Interest Seen Booming Op

Keynote: New Equipment

CHICAGO, Jan. 15.—After getting off to a relatively slow promotional start, interest in Coin Machine Institute's (CMI) 1949 convention and exhibit rolled into high gear following the Christmas holidays, with the result that attendance at the Hotel Sherman event starting Monday (17) is expected to exceed last year's

Those on hand for the annual coin machine classic will be treated to an array of new equipment never equalled before.

Full coverage of interest in the CMI show seemed to evolve around the fact that operators are once again reporting a general increase in sales of all types of machines, a situation which had been preceded by an obvious lag for several months. With the new rise in trade, operators are apparently renewing their interest, thus keeping up on top developments in their fields which will inevitably instigate the cream of the new crop of operators.

Manufacturers have done their part in sustaining interest in the 1949 show (See CMI '49 Show on page 145)

Issue Progress Report on Mills

CHICAGO, Jan. 15.—Steady improvement in the financial condition of Mills Industries keynoted the January meeting of the organization with its creditors' committee.

In session, it was disclosed that general conditions have been reduced about 64 per cent resulting in record earnings for 1948. Millions, it was stressed, in many additional details that have to be prepared, of which many additional chores for everyone. So there just hasn't been time enough in the short 24-hour days for them to compile their lists. Thus the Roll Call, originally scheduled to sound taps come CMI convention time, is going to be extended so that everyone may participate in this all-important industry promotion. The deadline has been extended thru the end of February (and this is no lep year, there are only 26 days in the month of Feb.), and that means that many, many more thousands of letters will be going thru the mails in the weeks to come, augmenting the more than 250,000 mailed.

So, even the you may get a mail box full of letters from The Billboard, help make the Roll Call complete. And sending in your coupon, either the one you receive in the mail or the one to be found elsewhere in this issue, immediately.

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Milk Venders...
Music Machines...
Which Way Coin Tele?
Coinmen You Know...

Reference Lists
Directory of Distributors...
Vending Machine Manufacturers...

CMI Visitors Offered Extra Fun Showings

Hotels, Plants Included

CHICAGO, Jan. 15.—While the main interest at the Coin Machine Institute (CMI) show will be concentrated on the exhibit floor at the Hotel Sherman from Monday (17) thru Wednesday (19), there will be much to see at the hotel itself, as well as at several other nearby hotels and at some canteen headquarters during show time.

For those who wish to take in some of the outside activities offered, here's a list of some of the major attractions:

Bell-o-Matic, which will hold down Booth 111 at the Sherman, will also have the President's Suite (Room 460) at the Morrison Hotel which will be open to visitors. The three convention days from 4 to 11 p.m. in addition to equipment displays, a bell-o-matic give away will be going nightly at 8:30 p.m. featuring promos for bell-o-matic players. Food and refreshments will be served to visitors at the suite. (See separate story in this paper).

O. D. Jennings, scheduled to exhibit its products in Booths 9 and 10 at the Hotel Sherman will also hold open (See CMI Visitors on page 130)

Wiggins Sets Up New Firm, Will Build Consoles

CHICAGO, Jan. 15.—Setting up of a new firm to manufacture a complete line of coin-operated and coin changers was announced late last week by Richard (Dickie) Wiggins of the coin machine industry for 20 years. Known as the National Coin Changer Co., the new firm is already in production of over 10 models, all of which will be given a premiere showing in Booths 25 and 26 on the exhibit floor of the Coin Machine Institute (CMI) convention at the Hotel Sherman here beginning Monday (17).

Wiggins, who since 1929 has been an operator, distributor and designer of coin equipment, stated that the product to be shown are Tuxedo Bell, Big Jax (console), Carousel Console, Diamond Bell, Reno, Oma Special, Tuxedo Special, Standard Club, Mardi Gras Console and ChangeRite, a change maker which Standard Coin embodies in the manufacture of some of its console models and also plans to market as a console here.

Wiggins explained that his first products are in the family of the new machines, which he has been designing and developing the new line for the past year. The combination of Standard Coin's machines are an important percentage of the total line range from $165.00 to $189.50. Among those to use the new machine in ChangeRite is Big Jax. This ma-

(See Wiggins Sets Up on page 142)
PROGRAM—OFFICERS—EXHIBITORS

**ABC Popcorn Company, Booth 204**
3441 North Ave., Chicago

**Pope Manufacturing Company, Booth 205**
715-733 Chalmers Ave., Chicago 11

**Coin religion, coin change, accessories, coin machinery, coin equipment, coin.*

**Angel Novelties Co., Booth 174**
2009 W. Iowa St., Chicago 3

**Race car, batter, coin operated amusement machines, intricate scales**

**American Fitting Co., Booth 185**
115 N. Broadway, Escondido, Calif.

**Automatic vending, coin operated, coin machine**

**American Vending, Inc., Booth 49**
116 N. Michigan Ave., Chicago 11

**Phonograph needles, machine**

**Alco-Bars Co., Booths 133, 134**
4200 N. California Ave., Chicago 18

**Refrigerated candy vending machine, machine, nickel, dime and quarter selector (bar box or wall box)**

**Ambassador, Inc., Booth 153**
101 First Ave., Kansas City, Mo.

**Automatic phonograph doors**

**American Sign Co., Booth 190**
2322 W. Halsted Ave., Chicago 9

**Coin operated radios and television**

**Gazeta Distributing Co., Booth 253**
5114 N. Elston Ave., Chicago 17

**Gymnasium coin machine, machine**

**Toland Co., Booth 121**
212 Broadway, New York 7

**Coin operated radios and television**

**Carlisle & Clark, Inc., Booths 42, 44**
2400 W. 50th St., Chicago 32

**Coin operated vending machines**

**Kelly Records, Inc., Booth 172**
130 S. Michigan Ave., Chicago 1

**Coin operated vending machines**

**Lyons Coin Machine Manufacturing Co., Booth 154**
293 E. Campbell Ave., Detroit 6

**Coin operated vending machines**

**Martin Sales Co., Booth 187**
5100 Western Ave., Chicago 19

**Coin operated vending machines**

**M. A. Miller Manufacturing Co., Booth 100**
115 E. 43rd St., Chicago 13

**Coin operated vending machines**

**Millard Industries, Inc., Booth 35**
4100 N. interests, Chicago 13

**Coin operated vending machines**

**Machar Coin Machine Co., Booths 112-**
1545 N. Fairfield Ave., Chicago 21

**Coin operated vending machines**

**Marino Corp., Booths 67, 68**
575 Nth. St., New York 1

**Coin operated vending machines**

**Marshall Ice Cream Bar Vending Machine Co., Booth 139**
4801 N. California Ave., Chicago

**Ice cream bar vending units**

**National Receivers, Inc., Booths 84, 85**
5100 S. Francisco Ave., St. Louis 15

**Coin operated change-making machines, coin operated equipment, coin change**

**National Self-Service, Inc., Booth 182-185**
2325 W. Pico Blvd., Los Angeles 24

**Coin operated vending machines**

**Ohio Self-Service Co., Booth 135**
17 N. Schoenely Ave., Youngstown, O.

**Coin operated vending machines**

**Paco Manufacturing Co., Inc. Booths 118, 119**
2900 Indiana Ave., Chicago 16

**Ball machines, amusement games**

**(See CMI PROGRAM on page 141)**
REPORT FROM WASHINGTON

Out of Washington's sound and fury, trends in excise taxes, copyright changes, freight rates are now clear. An on-the-spot report.

By BEN ATLAS

ALTHOUGH the 81st Congress is still in its warm-up stage and Washington has hardly had a chance to catch its breath, the schedule, the pattern of Washington events for the new year is already clear. The Treasury is already pushing far in advance a schedule of hearings to consider the problems of the coin machine industry. In the Senate, the floor has been cleared for the consideration of the Taft-Hartley Act, which will be reported out of committee by the middle of April. These are just a few of the issues that will be before the Congress during the next few months. The pattern of the past few years is likely to be repeated, with the House and Senate committees working overtime to fill the gaps left by the Senate's decision to consider the Taft-Hartley Act. In the Senate, the committee on commerce will be considering legislation to strengthen the copyright laws, and the House committee on rules will be considering legislation to reduce the excise taxes on gasoline.

The Senate is expected to pass the Taft-Hartley Act, but the House is likely to modify it. The Senate will consider a bill to increase the penalty for copyright infringement, and the House will consider a bill to reduce the excise taxes on gasoline.

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JUST HOW GOOD CAN AN AMUSEMENT GAME BE?

THIS IS IT!

TELECARD

...THE MOST SENSATIONAL
GAME SINCE HUMPTY DUMPTY!

A Fast, Simple 15-Number
Card Game With
Electrifying Action That
Channels More Play Your Way!

You'll See Why
at a Glance!

YOUR DISTRIBUTOR IS MAKING
DELIVERY NOW! ORDER TODAY!

SEE IT ON DISPLAY at the
C.M.I. SHOW—

BOOTHs 2-3-4

"There Is No Substitute
for Quality"

D. GOTTLEIB & CO.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

TWENTY-TWO YEARS OF LEADERSHIP

YOUR PLANS FOR '49 MUST INCLUDE THE GOTTLEIB LINE!
RECEIVING its baptismal fire on an Arabian night in 1894, when the music machine field was hit by its postwar low and remained there for seven years, the shuffleboard business in the short space of less than a year has firmly entrenched itself. The present day shuffleboard coin locations was first looked upon by many veteran coin machine operators as temporary challenge, the shuffleboard field actually has engaged in cutthroat competition for any segment of the game business and, according to present indications, will take over production of Catalina boards.

Just as coin machines got their start in 1894, so did the shuffleboard industry. In fact, to many, the early shuffleboard was born on Arabian nights, appearing from the amusement field, particularly on the West Coast, an area traditionally reflecting boom days and cutbacks first. Another reason for the rapid spread and success of shuffleboards was obviously due to their appearance in the Los Angeles metropolitan area in 1898, where the typical coin machine games were being played. However, there was nothing casting about for another source of income to take up the slack. Clever promotions, such as the one credit for the rapid expansion of operations of the new amusement game. Most operators who handle shuffleboard say they entered the business not so much as a new venture on their own initiative, but rather in response to the request of locations wishing to add an additional coin game to their establishment. Once the operator realized that the shuffleboard, as an income column on the establishment, the equipment, which he had at first merely viewed as an added service to the other machines, produced a shuffleboard picture as healthy as it is today.

While tournament and league play is now being set up by more than one manufacturer (only recently Hyman Rosenberg, New York distributor for American Shuffleboards, and Phil Lentz, who is producing the Catalina boards in Los Angeles, each announced that league play would soon get under way in their respective cities) the Standard Shuffleboard Company, Rock-Ola, Inc. and Chicago Coin; West Coast—Shuffleboard, Inc.; Shuffleboard, Superior Shuffleboard Co., made their first move to form an organization to conduct a tournament of some kind. The members of the first to be formed were the Los Angeles operators, where the shuffleboard was developed. Unlike the Catalina boards, the Chicago board, with its modern Amusement Co., Electro-Shuffleboard, Inc., and T. Garland Co., a firm which has been developing the Chicago board picture as healthy as it is today.

While tournament and league play is now being set up by more than one manufacturer (only recently Hyman Rosenberg, New York distributor for American Shuffleboards, and Phil Lentz., who is producing the Catalina boards in Los Angeles, each announced that league play would soon get under way in their respective cities) the Standard Shuffleboard Company, Rock-Ola, Inc., and Chicago Coin; West Coast—Shuffleboard, Inc.; Shuffleboard, Superior Shuffleboard Co., made their first move to form an organization to conduct a tournament of some kind. The members of the first to be formed were the Los Angeles operators, where the shuffleboard was developed. Unlike the Catalina boards, the Chicago board, with its modern Amusement Co., Electro-Shuffleboard, Inc., and T. Garland Co., a firm which has been developing the Chicago board picture as healthy as it is today.

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headway now that sufficient numbers are reaching locations and patrons are becoming more familiar with them.

Other factors which have influenced the gain in shuffleboard popularity late in 1948 were the development of coin-operated scoreboards and new surfaces to compete with the traditional hardwood playfields. Among the new surfaces are fibered, composition plastic, monasite and dura-con. All firms making boards with these surfaces stress the hardness of their playfields and the fact that they will resist alcohol and cigarette burn and chipping. Manufacturers of the newer surfaces also claim that their hard surfaces will not warp, regardless of weather conditions. Hackers of coin-operated shuffleboards (the coin actually controls the player's ability to register points) say that the automatic scoring and registering of coins makes the game's action seem faster and saves location personnel the trouble of checking on the patron payment of the correct amount of coins for the number of games played. Those who do not favor coin scoreboards claim that the coin operation takes away from the internal action of play in typical locations and adds to the cost of operating boards. Regardless of whether the games are coin or non-coin-operated, there seems to be room for both types.

Price Picture

Prices on shuffleboards vary from $95 to $950 with a few boards now hitting the market pushing this range. There are also boards on the market equipped with features such as the $6,000, class designed to please the most discriminating tycoon. While price of equipment is always of major importance to the operator, savings from the number of boards already placed on location the price of shuffleboards apparently has not been a determining factor. Boards are actually higher priced than amusement game, either due to the cost of music machines. However, the operator buys the shuffleboard for a location for a fairly undetermined period, whereas he buys several pin games a annually for each location. In addition servicing of boards can be done whenever the operator is able to find time and breakdowns usually are scoreboard malfunctions. Compare the shuffleboards which are in number and music to those that occur in games and coin music, this makes shuffleboard a relatively small business.

With the steady growth of shuffleboards, accessories have been added to the board. In addition to various types of metal scoreboards, there are coin-operated advertising boards with different types of playfield wax, indirect lighting fixtures for each end of the playfield and simple repair kits for owners who want to work on their own boards. Operators in addition to having their own routes in given areas have been able to handle the sale of pinwheels, wax and score pads to the boards. In many instances operators instead of selling these products to locations have taken over the complete servicing of location owned boards at a fixed fee.

Despite the wealth of evidence pointing to the present solidarity of the shuffleboard business, many coin men are wondering just how far the field will advance from now on. The skepticism says that since so many are now producing equipment at a price that may be in the offering which might possibly blot out the producer's and distributor's profit as it has in other trades when heavy production by many firms became a reality. Those in the industry claim that because of its solid growth as a coin location proposition in a single year, peak interest will wane just as quickly and from then on boards will be cooling the market. While these detracting factors may be based on some sound reasoning, the fact remains that the actual game of shuffleboard has never been so limited to play by only a few. With its earlier promotion in the past year, the game has been getting all the attention it has ever before played in former years.

Comparative to Bowling

Proponents of the new shuffleboard point out that in many respects, shuffleboard is comparable to bowling as a sport but in a noncompetitive way. This group says that before many years before it was picked up by promotion and sold to the general public as a fun sport. With the lift given the game in the previous season, many say that it was at a premium, followed by strong promotion in last year for a fair game in all sections of the country. Regardless of the size of the communities in which the games are actively played, it is not confined to any age group and virtually all men and women have found a chance to combine physical exercise with the memory knowledge of the game that they never actively participated. Without question there has been a great deal of interest in the game which has made bowling what it is today. Similarly, shuffleboard is beginning a new wave of interest among those who like to combine a little competition with a game. In addition to offering friends games while listening to the music from phonographs in typical locations the team tournament play is growing that do better than the other fellow attitude. This gives needed to put it above the pasting fancy stage that marks the shuffleboard business.

Report From Washington

(Continued from page 76) are expected for 1949 as a natural follow-up to exceptional sales in 1948. The effect of the bumper crops, of course, will be the greatest. Heavy grain harvests in 1949 will follow the 1948 record yields and should keep the price of beer plentiful. The 1948 tobacco crop was below that of 1947 but still above average. The 1949 outlook for this crop is a bit more uncertain, according to Agriculture Department experts. Chocolate prices, Agriculture experts say, are likely to be high in 1949 because of a continued shortage of cocoa, coupled with virtual monopoly on the product by a British trust.

Material Supplies

Most material needs for the manufacture of coin machines will be in good supply, Department experts predict. Production of the war shortages which has been stepped up in recent months, and current supplies will now safely be considered "about adequate" by Commerce Department. Shortages in various kinds of lumber are nearing an end, and all types of wood are considered likely to be in good supply this year. Plate glass production will care of all needs, and chrome production is getting new impetus, the big bottleneck in the production of small electric meters still remains but is being overcome, according to Commerce Department.

Steel remains the big question mark in supplies. Despite complaints by the Department of the Interior that the present system of allocations is not working, there is considerable restraint on the part of some members of the Truman administration in discussing legislation for mandating allocations, inasmuch as the job of administering the law would be cumbersome and as politically unpopular. However, the proposal for such legislation would likely to get more consideration in Washington if the international situation should prove as the worse. Regardless of what Congress does, the scramble for steel will continue for a long time, Commerce experts predict.

Officials of Commerce Department's Office of International Trade (OIT) look for brighter conditions in 1949. First straw in the wind was the recent break in Canada's barrier. Although this break still remains on the prohibited list, the dollar shortage which was one Canadian government to ban a variety of goods is easing, according to OIT. Shifted from the Canadian embargo to a quota system were such items as furniture, cooking utensils, musical instruments, and binoculars. OIT believes that the prohibitive list may be considerably cut back within a few years, or never.

Mexico shows signs of retreating from the stuff tariffs placed on amusement machines some six months ago. (See Report From Wash. on page 143)
YESTERDAY TODAY

GENCO 1948

TRIPLE ACTION

MERRY WIDOW

TRADE WINDS

MARDI GRAS

SCREW BALL

PUDDIN' HEAD

WE'LL BE LOOKING FOR YOU!

BOOTHs

47-48-49-50

YOU ENJOYED Big Profits WITH THESE

"GENCO HITS OF 1948"

EVERY DAY IS A GOOD DAY WITH GENCO GAMES
Every Day!

YESTERDAY TODAY Every Day!
All good days
with Genco Games!

Genco's
FLOATING POWER

ORDER FROM YOUR
NEAREST DISTRIBUTOR

NOW WE START A PARADE OF
"MONEY MAKERS FOR 1949"
WITH GENCOS FLOATING POWER

2621 N. ASHLAND AVE.
CHICAGO 14, ILL.
**Facts about Standard SHUFFLEBOARD**

- **ROCK-OLA** is the world’s largest producer of Shuffleboards.
- **ROCK-OLA** offers the nation’s standard for all Shuffleboard equipment.
- **ROCK-OLA** guarantees prompt, safe delivery of Standard Shuffleboards by its own truck lines.
- **ROCK-OLA** operates a complete playfield refinishing service—excluding parts and delivery.
- **ROCK-OLA** is in the shuffleboard business to stay. This means supplies and replacement parts when you need them.
- **ROCK-OLA**—league and tournament premialis program assures Standard shuffleboard equipment of continued, profitable earnings.
- **ROCK-OLA** Standard Shuffleboards will make money for you—Mr. Operator. Product of ROCK-OLA MFG. CORPORATION

600 N. Kedzie Ave., Chicago 51, Illinois

Ex—Exclusive Sales Agent

STANDARD SHUFFLEBOARD LEAGUE, INC.

3200 West Chicago Avenue, Chicago 51, Illinois

Write us about yourself and tell us territory desired.

**DESIGN DEVELOPMENT IN PIN GAMES**

1948 will go down as an outstanding year for play—appeal innovations in pinball.

A though there is no indication that new designs or scoring ideas have suddenly passed their peak of development, 1948 is certain to go down in amusement game history as one of the most fertile design years, and operators and players were heavy contributors to the almost constant run of game innovations.

Following the war, the major game concerns were seeking material, parts, and more efficient means of production to step up their output to locations which were virtually begging for any type of new equipment to replace the veteran machines that had seen extended service during the war years. There was little selling for sales staffs to do because the main trick was to get new machines out as fast as possible.

While manufacturers were not sitting tight to push out any kind of game at the operator there was activity by little need for firms to radically re-sign their playfields. During the latter part of ‘48, all of ‘48 and thru most of ‘49, the industry has been increasing obviously to operator, distributor and manufacturer the value of the better locations which were being regularly supplied with new games to warrant stronger competition in the designing end of the business.

**WENT TO PUBLIC**

Manufacturers did not rely exclusively on the creative skill of their admitted talented design engineers to work up more interesting playfields. More than ever before they kept in constant touch with typical test locations, surveyed operators on what they thought would improve play and made strong attempts to ring in players’ opinions by sending factory men into the field to study reactions to new scoring features and playfield designs.

Basically, the trend and later rush for innovations began in late ‘47 when the D. Gottlieb Company introduced its player controlled feature, the flipper bumper. This feature gave control of the flight of the ball back to the player to a noticeable degree, proved to be the exact factor that game producers and players alike were looking for. Players queried on the player control feature were readily admitted that it made them feel that they had a much better chance to “beat” the game.

Meantime, other manufacturers were creating new ideas of their own. Game came up with a bumperless playfield that stressed the stepped-up action of stretch rubber rebounds. This feature also gave the player greater control over the path of the ball in play. Thru stretch rubber rebounds the player, with all the body language, was able to give the ball an extra push, frequently enough to aim it towards one of the many rest and roll-over buttons which are a familiar landmark on Genco playfields. Thru the extra bounce of stretch rubber rebounds, player is often able to play it off other stretch rubber rebounds which are angled to form a ball upward on the playfield thereby providing an opportunity to roll up additional points as the ball drops off the playfield a second time.

Bally, on the other hand, was designed and introduced by Exhibit Supply Co. In Combat game and also contributed to the new trend in scoring features during ‘48. When strategically placed on a five-ball playfield, the contact of bumper-bumper as is often designated will score points when hit by a ball at a point from 360 degrees. It also will kick the ball sharply towards other scoring bumpers on the playfield. Used in combination with flipper type bumpers the bumper-bumpers afford playfield the chance to work the ball up into the top of the playfield and additional runs thru the playfield.

Another significant development during the year was Williams Manufacturing Company’s fine line of five-ball play to animated playfield and playfield action in the baseball game called Yanks. With the success and long production run of this game, Williams has proven that players were just as anxious to play the ball Wi. which had a central theme in this case the rules of regulation baseball—they were to play game, designed of new and different scoring gimmicks.

Chicago Coin’s spinning bumper, first used on Crazy Ball, was another strong influence on playfield design in ‘48. This constant whirling bumper, moving at a several hundred r.p.m.’s, not only made players conscious of fast action in the playfield but made them more aware of the value of timing and coordination in playfield action. As just as other control feature patterns such as bumpers, rubber bumpers and stretch rubber rebounds had also helped to accomplish the game. Chicago Coin also pioneered early use of the automatic flippers which have the same thrust action of player controlled flippers but are not activated until a ball actually makes contact with one of them.

**Simplicity for Change**

Bally departed from the intricate playfield design entirely come to use with its Carnival, a five-ball game that utilizes numbered bumpers almost exclusively. Features simplicity in both scoring and design. Each location actually is a throwback to the Bally Reserve of 1938 and uses the constantly increasing build-up of previously introduced earlier game, Game of Fortune. (See Design Development, page 149).

**DESIGN CHECKLIST**

- Flipper Bumpers
- Bumperless Playfield
- Contact Bumpers
- Game Themes
- Spinning Bumpers
- Automatic Flippers
- Kicker Bumpers
FOR BIG MONEY DEAL WITH NATIONAL LEADERSHIP

For BIG MONEY... now is the time to operate National Shuffleboards...

$50.00 to $100.00 per week from EACH board is the "CASH TAKE" of thousands of operators.

Even greater earnings are possible if: You set up a service route. Sell wax and accessories. Sell boards at a neat profit to: schools, clubs, organizations, industrial plants.

Deal with National Leadership for large profits... The National Shuffleboard Company, the oldest and largest manufacturer of Shuffleboards in the field, with coast to coast distribution, has a number of sales and operating areas open to qualified operators, under an exclusive franchise, on attractive terms.

Investigate today... Ask about our big profit plan... A letter or telephone call and you can find out if your territory is open.
Chicago Coin Announces Shuffleboard Production

New board is of regulation size (22 feet), has a playfield 20 feet, 8 inches long and is housed in a Maple-Walnut cabinet. Playfield is made of composition plastic which is extremely hard in consistency, resists chipping, dents, cigarette and acid burns and will not warp. Both the playfield and the cabinet come in two equal parts and can be quickly assembled by two people. Because of Dura Life's hard surface it requires little servicing.

Additional features of the Chicago Coin shuffleboard include its broad felt lined alleys and its own lighting system for each end of the playfield. Latter feature is particularly important for dimly lighted locations.

To the Industry:
We take great pride in presenting this outstanding game to the Coin Machine Industry, and invite you to personally see and play Shuffle-King during your visit to the CMI Show.

Cordially,
Samuel Wolberg
Samuel Gensburg

Chicago Coin Machine Company
1725 Diversey Boulevard, Chicago 14, Illinois

See Your Distributor Today
Chicago Coin's SHUFFLE-KING RE-BOUND
RATED THE #1 SENSATION FOR 1949!

HAS EVERY PLAYING DETAIL OF REGULATION SIZE SHUFFLE-BORD
- Two manual scoring racks are built into the arms within easy reach of players
- 10c coin operated with visible measured playing time (4 to 16 minutes)
- Play stopped automatically at end of measured time by electrically controlled pins in backack
- 1" thick, solid pure gum rubber rebound
- Shelf for drink glasses on side of cabinet

Player throws puck against rubber, which rebounds puck to score in front of player.

OPERATORS SAY SHUFFLE-KING SCORE BOARD MAKES ANY SHUFFLE-BORD PAY FOR ITSELF!

LOOK AT THESE FEATURES
1. 10c drop coin chute
2. Metered cash box
3. Lited instruction glass
4. Push button scoring at both ends
5. Score visible from both ends in lites
6. "Game over" prominently visible
7. Simple to install, all in one unit
8. Made of solid walnut and maple.

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS
There is no substitute for

**SKEE BALL**

REG. U.S. PAT. OFF.

America's Favorite Skill Game

Top Quality in game appeal as well as in materials and workmanship keeps SKEE BALL way out front in popularity with the public and the operators.

Stability of earning power is a proven fact — ask the operators that have them.

**BOOTH 69**

at the C.M.I. SHOW

Manufactured & Distributed Only by

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET, PHILADELPHIA 44, PA.

Serving the Amusement Industry for 45 Years

United Starts Production on New Five-Ball

CHICAGO, Jan. 13.—United Manufacturing Company will introduce its new five-ball novelty replay game, Baby Face, to operators and distributors at its exhibit at the Coin Machine Institute show at the Hotel Sherman here starting Monday (17). It was announced this week by Lyn Durrell, president, and Billy DeSelm, sales manager. The new game, which follows Serenade, is now in production and deliveries have started.

Player appeal for Baby Face is hypothesized by having two games in one with the two lights-out features eliminating the rotation angle. Multiple ways to score replays, along with the two-in-one feature, speed the action and create interest until the final ball has completed its play. Maximum high score of 4,900,000 is possible.

Two games are divided between the top and bottom of the playfield, where numbers are used on the bumpers, running from 1 to 10. These numbers may be lighted, but not in rotation necessarily, and when they are illuminated, roll-overs on the extreme left and right sides of the playfield register replays. The bottom half of the playfield features bumpers with letters spelling out the name of the game. A similar light-up arrangement is employed, with two additional roll-overs on either side of the playfield.

New Association

RALEIGH, N. C., Jan. 13.—The North Carolina Recreation and Amusement Association, Inc., this city, has obtained a charter from the secretary of state. It is a non-stock corporation.

Shuffleb'd- Happy Portland Populace Plays Day & Night

PORTLAND, Ore., Jan. 15.—Shuffleboards, which have been making strong inroads in various sections of the country, have had a rapid growth here, with the latest development being the opening of a series of shuffleboard parlors throughout the city. Supplementing the new locations has been a heavy promotional program which has been running in local newspapers and over the radio.

The shuffleboard parlors are old night clubs and large stores which have been reconverted. About 10 boards are installed, and the locations serve soft drinks and food. Parlor open for business at 10 a.m. and run until 2 a.m., and play is reported strong throughout the 14-hour period.

League Feature

Promotions centers around the formation of a shuffleboard league, and a series of feature stories as well as league play reports in local newspapers and over the radio. One of the leading promoters of the shuffleboard play has been Rudy Lackenmeyer, sports editor of Station KGW, who, on his Sports Page Float radio show has been plugging away at shuffleboards. He holds regular interviews with players, has a set of reporters covering the various shuffleboard locations, and last week interviewed Art Weinfield, Rock-Ola district manager, who was here on business.

Shuffleboard parlors do everything possible to attract the customers, displaying animated neon signs featuring a board with the puck, via flash lights, going down the board, then dropping off the end. One sign, 17 by 7 feet, is featured on the front shuffleboard parlor which opened here.

NEW?
YES!
SENSATIONAL?
YES!

but

**SEE FOR YOURSELF!**

**BOOTHS 17-18-19**

**COIN MACHINE SHOW**

**Williams MANUFACTURING COMPANY**

161 W. HURON ST., CHICAGO 10, ILL.
TELEQUIZ announces 3 NEW MODELS...

ways to Bigger Profits!

TELEQUIZ
AMUSEMENT ONLY

QUIZTIME
FREE PLAY

QUIZ STAR
PAY OUT

Proven Player Appeal

- LOCATION TESTED
- SENSATIONAL EARNINGS
- IMMEDIATE DELIVERY
- BE FIRST to cover the best spots in your territory

Telequiz Corporation
4350 NORTH PULASKI ROAD • CHICAGO 41

See all 3 in

BOOTH 20-21

AT C.M.I. SHOW
COIN MACHINE LOCKS
at the COIN MACHINE SHOW
HOTEL SHERMAN, CHICAGO — January 17-19
INDEPENDENT LOCK COMPANY
FITCHEBURG, MASSACHUSETTS

THE Royal
SHUFFLEBOARD
"KING OF THEM ALL"

DISTRIBUTORS-DEALERS, SEE THIS SENSATIONAL MONEY-MAKER
AT THE CHICAGO CONVENTION
BOoths 203-205-207

- WELDED STRUCTURAL STEEL FRAME
- ELIMINATES ALL WARPING
- PLAYING SURFACE ACCURATE
to ten thousandths of an inch

PATENT PENDING

SHATTERS ALL EXISTING STANDARDS
OF ENGINEERING AND CONSTRUCTION

WORLD'S FINEST CONSTRUCTION
ROYAL is the finest Shuffleboard ever engineered or con-
structed—and it is now offered to you at NO EXTRA PREMIUM.

Detachable, sturdy chrome-plated steel legs rigidly secured
to this steel frame allow direct leveling of the playing field.

THIS IS AN EXCLUSIVE "ROYAL" FEATURE
Playing field is milled from Masonite die stock of aviation
industry standards then protected by processes developed
by leading Chemical Technicians to produce a durable,
abrasive resistant playing surface—unmatched in the entire
Shuffleboard field. The resultant finish is superb in its
mirror-like resemblance to highest quality "Poten-Lacquer.

C. T. GIRDNER COMPANY · WORLD WIDE DISTRIBUTOR
MAIN OFFICE: 120 VAN NESS AVE., WATSONVILLE, CALIF. PHONE 2070

Telequiz Corp.
In Production
On 3 New Units

CHICAGO, Jan. 15.—The Telequiz Corporation here is in production on
three new coin-operated quiz machines, J. E. Beck, vice-president,
announced this week. They are known as the 1949 Telequiz, Quiz
Time and Quiz Star.

The new Telequiz, available on
nickel or dime play, is the straight
amusement model similar to the 1949
version except for a new scoring fea-
ture which permits the player to
reach a high score of 1,000,000 points.
In the 1949 model the player rating of
either fair, average, good, expert
or genius will light up as rating is
achieved. The game’s green hat with
the word “correct” is mounted on a
face of the sun (sketched on the
game’s front glass) and lights up
when a correct answer registers.
Similarly, the red hat is mounted on the
face of the moon and when an
incorrect answer registers the moon
is illuminated. Other improvements
on the new model include the chang-
ing of the animation on the back
glass to show a jester on one side and
a bathing beauty on the other.

Quiz Time operates on the same principle as the 1949 Telequiz, but is
the free play version. It is also
available on nickel or dime play. The
third model, Quiz Star, works similar
to the free play model but is designed
due to payers. It returns
from two to 20 coins when correct

answers are made. On this model
the player tries to spot the letters in the
name Quiz Star one at a time. In
order to light one letter, the player
must attain a top score of 1,000,000.
If the player makes all letters,
bonus or jackpot prize is paid.
Both stated that this version can also be
set up for free play territory. The
unit is available in quarter as well as
nickel and dime play.

First deliveries on all three models
are scheduled to begin within 30 days.

Franklin Industries
Setting Up Dists
For Shuffleboards

BROOKLYN, Jan. 15.—Fred Pe-
gola, head of Franklin Industries,
announced this week that he is con-
tacting distributors throughout the
country to handle the firm’s hard-maple
top shuffleboard line. Pergola re-
cently formed his new company, with
offices at 31 Bay 37th Street, to take
over manufacture of the West Vir-
ginia Shuffleboard, in production
since 1922.

Listing that the policy of his com-
pany is to sell only to distributors,
Pergola said the boards are being
produced in the standard 22-foot
length, as well as in smaller sizes to
meet the needs of individual loca-
tions. Before Franklin Industries
was formed, Pergola was sales manager
of Cameo Vending Service, New York
distributing firm.

The Royal Shuffleboard is manu-
factured in Regulation Tournament
Size; 22 ft. long overall. The playing
field is 20 ft. 8 in. long and 20 in.
wide. Other sizes available on special
orders.
H. C. EVANS & CO.
NOW SHOWING AT THE
MORRISON HOTEL SUITES
JANUARY 16, 17, 18, 19

THRILLING PREMIERE!
AMERICA'S BRILLIANTLY NEW PHONOGRAPH
EVANS' CONSTELLATION

- Unsurpassed Richness and Fidelity in Tone Reproduction!
- Plays 40 Selections! • Available With Hideaway Unit and 40-Selection Wall Box!
- Custom Built—Not Mass Production! • Priced for Profitable Operation!

SEE THE MOST PHENOMENAL DEVELOPMENT IN COIN MACHINES—
THE GREATEST EVER CONCEIVED!
EVANS' SWEEPSTAKES BINGO

FULLY AUTOMATIC! 20 PLAYERS!
Awards up to 5,000 for 1!
50c and $1.00 PLAY!
PRICE
$25,000.00 AND UP

H. C. EVANS & CO.
1528 WEST ADAMS ST.
CHICAGO 7, ILLINOIS

DON'T FAIL TO SEE
EVANS' CONSOLES
GREATEST OF THEM ALL!
WINTER BOOK
JUMBLED BARS
Many Others

OPEN HOUSE — EACH DAY,
ALL DAY — AT THE
MORRISON AND THE FACTORY!
ABT Manufacturing Corp.
715 N. Kedzie Ave., Chicago
ATLANTA—N. & L. Distributors, Inc., 709 Spring St., N.W.
BALTIMORE—General Vending Sales Co., 306 N. Gay St.
BIOUX—United Novelty Co., De La Salle and Division Sts.
BOSTON—Trimount Coin Machine Co., 60 Washington St.
BUFFALO 2—Alfred Sales Co., 1005 Main St.
CHICAGO 47—Atlas Novelty Co., 2200 N. Western Ave.
Empire Coin Machine Exchange, 1012 N. Milwaukee Ave.
National Coin Machine Co., 1311 Deseray Blvd.
Webb Distributing Co. & S. Kedzie Ave.
CINCINNATI—Stech Inc., 1401 Central Pkwy.
CLEVELAND—Cleveland Coin Machine Exchange, 2011 Prospect Ave.
Mastegp Co., 4130 Carnegie Ave.
COLUMBUS 13—Shaffer Music Co., 600 High St.
DENVER 2—Modern Distributing Co., 1316 Welton.
DULUTH, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.
LOUISVILLE—Ohio Specialty Co., 539 S. 2nd St.
NASHVILLE—Automobile Sales Co., 421 Broad St.
Kensington Music Co., 4731 Broad St. H. P. Payne, 322 Broadway.
NEW ORLEANS 12—New Orleans Novelty Co., 112 Magazine St.
NEW YORK 1—Mike Munves Co., 510 W. 34th St.
Wold Redistributing Co., 612 10th Ave.

This up-to-date listing of distributors, classified according to the manufacturers they represent, is compiled by regularly checking with manufacturers to make certain that the lists are as accurate as possible. These distributors have been franchised by the manufacturer indicated to buy at distributor's prices for resale to the operator. The Directory of Distributors is constantly being revised. This list incorporates many important changes. Omission of any manufacturer in the listing may occur that the manufacturer has failed to report his distributor or that he is unable to list his sales firms because of changes and additions currently being made.

PHILADELPHIA 5—Rare Coin Machines Exchange, 609 Spring Garden St.
PITTSBURGH 19—D. D. Lazar Co., 1015 Fifth Ave.
PORTLAND, Ore.—Western Distributors, 1225 S. 10th St.
PUGH, E. F.—Square Amusement Co., 89 Main St.
ROCHESTER 9, N. Y.—Eastern Sales Co., 1224 Main St., E.
ST. LOUIS—Ideal Novelty Co., 2333 Locust St.
ST. PAUL—Mayflower Distributing Co., 2239 University Ave.
SAN ANTONIO—United Amusement Co., 310 S. Alamo St.
SAVANNAH, Ga.—Mulligan Amusement Dist. Co., 301 W. Victory Dr.
SEATTLE 9—Puget Sound Novelty Co., 314 Elliott Ave., W.
TAMPA 6—Royal Palm Music Service, 7th and Central Ave.
TORONTO 5, Ont.—Toronto Trading Post, Ltd., 738 Yonge St.
TUCSON, Ariz.—A. L. Kopp, 1429 16th St.
VANCOUVER, B. C.—Spalding Sales & Distributors, 1139 Hamilton St.
WASHINGTON 4—Silent Sales System, 635 D St., N. W.

Aircon Manufacturing Corp.
1401 First National Bank, Kansas City, Kan.
BOSTON—Melody Phonograph, Inc., 1103 Columbus Ave.
CINCINNATI—Cincinnati Novelty Co., 1540 Madison St.
CLEVELAND—H. W. Wohl Co., 734 Water St., E.
CINCINNATI—American Distributing Co., 2644 Commerce St.
ELMIRA, N. Y.—A.H.S. Co., 313 E. Market St.
EVERETT, Wash.—Joe Hart.
GREAT FALLS, Mont.—J. O. Johnson, P.O. Box 925, 516 Eighth St. S.
HAYDEN—Cuban Plastic & Record Co., 416 San Miguel.
HAVRE, Mont.—Pete L. Wehr Co., 437 4th Ave.
HONOLULU—Sam Ayo, 1913 Leland Ave.
Huntington, W. Va.—Turner Sales Co., 621 14th St.
INDIANAPOLIS—Hoosier Supply Dist., 204 N. Illinois St.
KANSAS CITY, Mo.—Western Specialty Co., 4052 Broadway.

The Ohio Shuffleboard
J. M. ABRAHAM MFG. CO.
17 N. Schenley Ave.
YOUNGSTOWN, OHIO
Phone 9-3496

SIZES
18', 20' and Regulation Size 22'
The Ohio Jr. 11 ft. will
be shown at the Coin
Machine Show

LAFAYETTE, La.—Louisiana Coin Machine Co.
MEMPHIS—Alta Amusement Co., 1910 Union Ave.
MEXICO CITY—Artistic Electric, Calea Agua Caliente N. 164.
MILWAUKEE—Hastings Distributing Co., 1500 W. Bluemound Rd.
MINNEAPOLIS—Music Service Co., 1204 S. Sixth St.
MONTREAL—Main Corporation, 708 Notre Dame B. W.
NASHVILLE—Hermitage Music Co., 433 Broad St.
NEW ORLEANS—E. M. E. Enterprises, 619 Pryor St.
NEW YORK—Dave Levy & Co., 591 14th Ave.
OKLAHOMA CITY—K. & M. Distributing Co., 504 N. Broadway.
PHILADELPHIA—Fred Stumon Co., 207 E. 22nd St.
PHOENIX—Carrison Sales Co., 100 W. Washington.
PORTLAND, Ore.—Alacra Sales & Service, 221 N. Weed St.
ROCKFORD, Ill.—Dudley Sales Co., 129 South Third St.
SAN FRANCISCO—A. Pollard Co., 728 Larkin St.
SALT LAKE CITY—Provo Distributing Co., 1501 Park St.
SPRINGFIELD, Mass.—Melody Phonograph, Inc., 187 Chestnut St.
SYRACUSE—Distributing Co., 100 Lodi St.

Distributors Wanted
IMMEDIATE DELIVERY
We have a full line of supplies

NOW YOU CAN SEE
"THE BEST YET"
AT THE COIN MACHINE SHOW
BOOTH #135
HOTEL SHERMAN
CHICAGO, ILLINOIS

These listings may be found at www.americanradiohistory.com
THE 1949 BLUE BELL ★ A standard operator type, finished in blended colors of ultramarine and cobalt blues, Chinese red, brilliantly accentuated with modern ornamentations of polished aluminum. Embodies the famous Bell craftsmanship of Mills. Suitable anywhere!

THE 1949 BLACK BEAUTY ★ A handload type in turquoise blue, burgundy and Roman gold colors, plus polished aluminum ornamentations. New and unusual black reel strips with the fruit symbols beautifully colored and outlined in white, can be seen at great distances.

Introducing!

Three, brilliant, new Bells manufactured by Mills. The Blue Bell—The Black Beauty—The Token Bell! They possess finer qualities, better grade materials and more expensive trim ornamentations than ever used on a Bell product. These beautifully designed Bells are all painted in bright colors of Hammerloid paint, the paint that is hard and of extremely durable quality. The standard, fine craftsmanship of Mills and the steady money-making qualities are all embodied in the new models. Be the first in your territory to operate them!

Bell-O-Matic Corporation

4100 Fullerton Avenue, Chicago 39, Illinois

NEW
TIME-SAVING
5 WAY
SENIOR
MONEY
CHANGER
• ACCURATE
• FAST
• ATTRACTIVE
$37.50

Your change-making problem will be over when you get this attractive and practical Money Changer.

No running around for pennies, nickels, dimes, quarters and halves. All tubes interchangeable instantly from 1-5-10-25 or 50¢. Use your cash register for making sales. Use this money changer for making change!

The all-metal base of this changer is streamlined and well balanced. Chrome finished coin tubes. Coin slides are precision machined, assuring accuracy in change making.

Order one or more TODAY from your distributor or direct from us

ON DISPLAY BOOTH 74, SHERMAN HOTEL
ADVANCE CO. 1550 Howard St., San Francisco 5, Calif.

GROETCHEN'S Parade of Hits

TWIN FALLS CONSOLE
The greatest low priced mechanical and electrical console ever developed. Two players can play at one time. Nickels, dimes, quarters or halves. Light-up console in beautiful styled walnut cabinet.

List—$420.00

COLUMBIA EAGLE
Can be converted "instantly" from 25¢ to 50¢ on location. Jackpot hand loaded . . . 20 step rolls. Size: Height, 24 inches; width, 18 inches; depth, 15 inches; weight, 50 lbs.

List—$275.00

TWIN JACKPOT BELL
Choice of fruit or cigarette machine. Gold award or jackpot model. Sizes: Height, 18 inches; width, 12½ inches; depth, 12 inches; weight, 43 lbs.

List—$145.00

IMP
World's Smallest Slot Machine. See it at the Show.

List—$21.50

VISIT US AT THE CMI SHOW BOOTH NO. 28
GROETCHEN TOOL & MFG. COMPANY
126 N. Union Ave., Chicago 6, Illinois
Phone: RAndolph 6-2807

CAMERA CHIEF
1 dimensional viewer in smart modern "built-to-take-it" cabinet. Features novelty pictures. Choice of battery or electric model, complete with film.

List—$29.50

COLUMBIA, B. G.—Coin machine distributors, 1700 Two Notch Road.
DENTON, Ia.—Pittman Distributing Co., 1293 Third St.
DETROIT 26—Marston Distributing Co., 513 E. Jefferson Ave.
FOND DU LAC, Wis.—General Music & Novelty Co., 51 N. Main St.
FREEPORT, Ill.—Port Worth Amusement Co., 110 S. Jefferson Ave.
GRAND RAPIDS, Mich.—Miller Vending Co., 42 Fairbanks St., N. W.
Havana, Cuba—Cia Distribuidora, P. A., American House, 999.
HOUSTON—R. Warrack Co., 1217 Taft Ave.
INDIANAPOLIS—Arrow Distributing Corp., 350 W. New York St.
JACKSONVILLE, Fla.—Tamar Distributing, Inc., 89 Riverside Ave.
KANSAS CITY, Mo.—Western Specialty Co., 927 Fort Wayne Ave.
KANSAS CITY, Mo.—Advance Music Co., 1500 Grand Ave.
MEMPHIS—Williams, Inc.
MILWAUKEE—Mitchell Novelty Co., 3006 W. National Ave.
PHILADELPHIA—David Rosen Co., 855 N. Broad St.
PITTSBURGH—Pittsburgh Coin Machine Exchange, 2205 5th Ave.
RICHMOND, Va.—Edgar Thomas, Thorne & Rubenstein, Inc., Box 1542
ST. LOUIS—Jack Roosevelt Co., 3318 Olive St.
TOPEKA, Kan.—Shawnee Vending Co., 230 Kansas Ave.
WIDE Vue—Wise Music Co.
AMI, Inc.
127 N. Dearborn St., Chicago
ATLANTA—H. & L. Distributors, Inc., 180 Spring St., N. W.
BALTIMORE—David Rosen Co. of Maryland, 500 Evergreen Avenue,
BERMUDA—H. & L. Distributors, 2800 Gaines Blvd.
BOSTON—Benson Coin Machine Co., 910 Washington St.
CHARLOTTE, N. C.—Coin Machine Distributors, 503 W. Morehead St.
CHICAGO 24—Automatic Photophone Distributing Co., 808 N. Milwaukee Ave.
CINCINNATI 14—T. G. & L. Distributing Co., 1821 Central Pk.
CLEVELAND 14—Laff USA Distributing Co., 1840 Payne Ave.

PHONE: RAndolph 6-2807
THE RESPONSE WAS TERRIFIC!
EVERYONE WANTS THE
SENSATIONAL
UNIVERSAL
SHUFFLEBOARD
WITH ORIGINAL MASONITE
TEMPERED DIE STOCK
PLAYING FIELD

Your interest is making money. In buying Shuffleboards your quality must be the best, your price must be competitive. The manufacturer you purchase from must be able to deliver promptly. PERMA-TOP has two large factories: One devoted exclusively to manufacturing cabinets and the other to manufacturing playing fields . . . giving you the assurance of prompt filling of your orders.

AT A PRICE THAT LETS EVERYBODY MAKE MONEY!

SEE . . .
THE UNIVERSAL AT
THE C.M.I. SHOW
BOOTH 92-93-94

$365
F. O. B.
Chicago

GUARANTEE
The Masonite Playing Field on UNIVERSAL SHUFFLEBOARD is GUARANTEED FOR ONE YEAR against all playing hazards, weather conditions, etc. So fast — no slick — like playing on ice.

457 E. 33rd ST.
CHICAGO 16, ILL.
PHONE: DAnube 6-4343
The new Buckley Music Box is guaranteed chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity coin box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box...equally popular for wall or bar installation.

BUCKLEY MUSIC SYSTEM, INC.
4223 W. Lake Street
Chicago 24, Ill.
Phone: AVa Buran 6-6656-37-38-6533

ACTION! SPEED! THRILLS! PROFITS!
DALE'S SILVER BULLETS
A 2-Gun Competitive Game
The fellow who can draw the quickest—shoot the fastest—aim the straightest—wins the game
- Four Ferocious Looking Animal Targets
- Two Authentic • 45 Colt Pistol Models
- Two Electric Scoreboards
Guns Do Not Shoot Actual Bullets—But
The Recoil Is Startling
The Sound Effects Are Real
The Animal Targets Actually Fall When Hit

DALE ENGINEERING CO.
6744 Orizaba Ave., Long Beach 5, Calif.
Phone: Los Angeles Exchange, Metcalf 32-871

PORTLAND—Or.—Lou Dana, 217 N. W. Davis St.
Jack R. Moore Co., 1615 S. W. 16th Ave.
Western Distributors, 1258 S. W. 16th Ave.
Central Pub.

ST. LOUIS—Jack Rosenfield Co., 2213 Olive St.
ST. PAUL—Mayflower Distributing Co.
2011 University Ave.

SALT LAKE CITY—R. F. Jones Co., 137 E. Second St., S.

SAN ANTONIO—Pan American Sales Co., Inc., 323 S. Alamo St.

SEATTLE—Jack R. Moore Co., 1101 Elliott St.

BELL-O-MATIC CORP.
4100 Fullerton Ave., Chicago

ATLANTA—Friedman Amusement Co., 441 E. Ponce Ave. S. E.
BOSTON—Roy McDonald's Co, 2011 Maryland Ave.

BOSTON—Associated Amusements, Inc., 205 Brighton Ave., Allston District.

CINCINNATI—Simon's Coin & Supply Co., Inc., 354 S. Main St.

CLEVELAND—Lake City Amusement Co., 1948 S. Clair Ave.

DANVILLE—Southern Vending Machine Co., 629 Crughold St.

HOUSTON—South Coast Amusement Co., 11 E. 11th St.

KANSAS CITY—M. C. United Amusement Co., 2410 Main St.
KOKOMO, Ind.—Central Sales & Service, 319 Jackson.

LOS ANGELES—Mill Sales Co., Ltd., 2877 W. Pico Blvd.

MARSHALL—Selig Co., Inc., 103 E. Adams St.

MINneapolis—S. H. Frey, Inc., 140 N. W. 2nd St.

NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.

OAKLAND 7, Calif.—Mills Sales Co., Ltd., 1500 14th St.

See SILVER BULLETS at
Booth 164, C.M.I. Show
Hotel Sherman, Chicago or
Write for Free Descriptive Folder and Price List.
OLYMPIC STANDARD REBOUNDS are bringing terrific returns for a small investment—$40 to $120 per week claimed by operators. EASY TO MOVE—EASY TO INSTALL—OPENS THOUSANDS OF NEW LOCATIONS. Olympic's "Fiber-Loid" playing field will net you greater returns.

OLYMPIC STANDARD REBOUND

WARNING

Only Olympic has the "Fiber-Loid" playing field. Protect your locations by installing Olympic Boards for the complete satisfaction of operators and customers. No more headaches. "Fiber-Loid" fields will not warp . . . will not dent by dropping of weights . . . does not require costly resurfacing.

THE NATION'S BEST BUY IN SHUFFLEBOARDS AND SCORING UNITS . . .

Olympic's Coin-Controlled Shufflescore Units . . .

NOW AVAILABLE FOR ANY BOARD

• INCREASES YOUR PROFIT 25%.
• KEEPS PLAYERS' SCORE BEFORE THEM AUTOMATICALLY.
• ENGINEERED TO PERFECTION FOR SERVICE-FREE OPERATION.
• TAKES ONLY A FEW MINUTES TO INSTALL.
• CONTROLLED FROM BOTH ENDS OF THE BOARD—DOES NOT REQUIRE ATTENDANT.
• LIGHTS UP BOTH SIDES FOR FULL VIEW OF CUSTOMERS AND PLAYERS.

OLYMPIC NOW HAS THE "NEW-LOOK" at no increase in cost to you (though production cost is higher). Olympic's "NEW-LOOK" tops them all. It is Super-Deluxe in design and of the most durable construction from the "FIBER-LOID" playing field to the ten precision-built leveling devices. In no other board will you find all the features that make Olympic the Nation's Best Shuffleboard Buy Today. ALL OLYMPIC BOARDS HAVE A ONE-YEAR WRITTEN GUARANTEE.

OLYMPIC BOARDS SOLD WITH OR WITHOUT COIN CONTROLLED SCORING UNIT

WRITE, WIRE OR PHONE FOR COMPLETE INFORMATION DISTRIBUTORSHIPS AVAILABLE

"NEW-LOOK" SHUFFLEBOARD SIZES: 12'-14'-16'-18'-20'-22'

CREATOR OF THE WORLD'S FINEST SHUFFLEBOARDS

SYSTEM AMUSEMENT EXCHANGE, INC.

2281 W. PICO BLVD., LOS ANGELES, CALIF.

PHONE DUNKIRK 8-5286
DISTRIBUTORS
 OPERATORS

See Booths 182-3-4
CMI SHOW—Sherman Hotel

The Best
Shuffleboard
Deal in America!

FastTop SHUFFLEBOARD

OWNED in the "hottest" yearmaker in the amusement
industry—FASTOP SHUFFLEBOARDS! Finished in finest
quality, seasoned materials; will give years of faultless
service and AMAZINGLY HIGH PROFITS for your
dealer and for YOU!

FORUMA FASTOP cannot warp or be damaged
by cigarette, acids, weights, etc.

Fastest, smoothest playing surface made

Manufactured in our large, modern plant

Priced or maple tops available where desired

LOCATIONS REPORT UP TO $500 PER MONTH CLEAR TAKE

WRITE, WIRE OR PHONE FOR EXCLUSIVE TERRITORIES

SHUFFLEBOARD SPECIALISTS

Manufacturers

1114 SOUTH MICHIGAN AVENUE

CHICAGO, ILLINOIS

Announcing the Showing of the

1949

ATTENTION, OPERATORS!

SEE US AT THE CMI SHOW, BOOTH 45-46
REGARDING NEW SALES POLICY FOR YOU

TRAINING DEVICES, Inc.

MONARCH FOR SHUFFLEBOARDS!

MONARCH ELECTRIC

SCORE BOARD
FOR ALL SHUFFLEBOARDS
The Finest Scoring Unit Made!

SCORE IN LIGHTS VISIBLE FROM EITHER END AND
AT A DISTANCE * INSTANT ACTION PUSH BUTTON
SCORING AT BOTH ENDS * METERED CASH BOX
"GAME OVER" PROMINENT IN LIGHTS AT TOP
EASY TO INSTALL ON ANY SHUFFLEBOARD *
BEAUTIFULLY MADE OF BLOND MAHOGANY AND
MAPLE WITH HIGHLY POLISHED CHROME BRACKETS
SCORING UNIT FITS ANY SIZE * 2 PLAYERS (15
POINTS), 20c; 4 PLAYERS (21 POINTS), 40c. NUM-
BER OF PLAYERS INDICATED IN LIGHTS ON SIDE
AND BOTH FACES OF SCORE BOARD.

Locations and players are asking for it! Be the first in your territory to
install these finest of automatic electric coin-operated Score Boards and
enjoy these many advantages: Bright illumination adds life and action to
dull spots. Saves cost of score sheets . . . saves collection time on lo-
cation . . . prevents collection embarrassments and errors . . . you
collect from metered cash box and pay location or give key to location
and check revenue against meter . . . push button scoring speeds playing
time—eliminates time lost in sheet marking . . . increases earnings!

MONARCH DELUXE
SHUFFLEBOARD

STRICTLY AN OPERATOR'S SET-UP!

Only an operator can appreciate the value of Monarch's quality construc-
tion and high grade materials that go into Monarch Shuffleboard to
prevent operating headaches and insure long-life operation and greater
profits! Look at the special features that make this the finest Shuffle-
board on the market! Solid maple top with alcohol-resistant finish, one-
piece construction—FAST, EASY INSTALLATION . . . ready to operate
in half the time! Has indirect lighting on board—extra heavy padding to
prevent breakage. Location Tested and Proven Perfect to protect
your investment!

The tops in rebound action plus REAL SKILL play
. . . that's the new 8 ft. Monarch "Shufflette";
gives the finest truly skill play rebound by a solid
year of testing! It's like money in the bank to
operate it! Playing field is of hard maple, as in
famous Monarch Deluxe Shuffleboard. Inlaid wal-
ut playing field marker. Rubber-cushioned playing
field separator. Extra-heavy live rubber rebound on
sides and back. Ultra-modern design features
"podcast" legs. 2 players, 15 points. Takes in
20c per game.

IMMEDIATE DELIVERY FROM YOUR DISTRIBUTOR OR WRITE DIRECT FOR COMPLETE DETAILS

MONARCH SHUFFLEBOARD, Inc.
1545 N. FAIRFIELD AVE.
(Phone: ARmitage 6-1434)
CHICAGO 22, ILLINOIS
OMET AGAIN IT'S

BOOTH #1

CMI SHOW
FOR THE #1 LINE
OF THE NATION

Be sure to see the new Mutoscope machines on display there... machines that have all the famous Mutoscope characteristics... powerful appeal to the public, quality, product and years and years of money-making service. Reasons why SINCE 1895 LEADING OPERATORS HAVE RELIED ON MUTO-SCOPE.

Of course we will also have on display our well-known Photomatic, Voice-o-Graph, Mutoscope Movies, etc., all substantial profit makers.

INVESTIGATE:
★ LARGER PROFITS
★ LESS MAINTENANCE
★ SPEEDIER PLAYING SURFACE
★ 10 REINFORCED LEGS
★ SIZES—16′, 18′, 20′, 22′

THE NEW VALLEY DeLuxe SHUFFLEBOARD

WRITE—WIRE—PHONE (BAY CITY 2-5015)

VALLEY MANUFACTURING CORP.

333 MORTON STREET
BAY CITY, MICHIGAN
COME OUT TO JENNINGS DURING THE C. M. I. SHOW AND INSPECT THE NEW SUN CHIEF MACHINES!

TRANSPORTATION EVERY HALF-HOUR FROM THE SHERMAN HOTEL TO OUR PLANT!

We want you to be among the first to see Jennings' new SUN CHIEF Machines in person! Just look at these features. Rich, gleaming gold/chrome front that LIGHTS UP... it will attract more players.

Notice the new jackpot design... the big silo full of money will demand attention anywhere! Both SUN CHIEF models have Jennings famous "One-Piece" Chief Mechanism with new 1949 mechanical innovations.

Make it a point to see the new SUN CHIEF Machines in Booths 9 and 10 at the C.M.I. Show or at our Open House Jan. 17-18-19.

Jennings Deluxe SUN CHIEF

SEE JENNINGS SUN CHIEFS

JENNINGS SUN CHIEF CONSOLE

O. D. JENNINGS AND COMPANY
4307 WEST LAKE STREET
CHICAGO 24, ILLINOIS
"Most confident man I ever saw, since he standardized on General Electric lamps for his coin machines!" With G-E lamps you can be confident of long life, fewer burn-outs! Service calls are reduced. And because machines stay in operation, you make more money. See your nearest General Electric lamp supplier.

**GENERAL ELECTRIC**

**GIVE TO THE DAMON RUNYON CANCER FUND**

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**AT THE SHOW**

**VISIT 'EXHIBIT' BOOTHS**

147-148-149
150-151-152

and SEE

---

**SWANCE**

with

THE BIGGEST COMBINATION OF SMART PLAY FEATURES gathered on a board.

FIRST SHOWING at the SHOW

DON'T MISS IT!

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ALSO at all 'EXHIBIT' DISTRIBUTORS

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**EXHIBIT GAMES ARE ALWAYS LOCATION TESTED**

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**EXHIBIT SUPPLY CO.**

(ESTABLISHED 1901) 4218-40 W. LAKE ST. • CHICAGO 24, ILL.
DISTRIBUTORS WANTED
MUST BE FINANCIALLY SOUND TO
CREATE AND PROMOTE JOBBER, DEALER, AND OPERATOR
SALES IN STRICTLY PROTECTED TERRITORIES NECESSARY FOR

Penn "BLACK-BEAUTY"
THE BOARD OF TOMORROW CAN BE YOURS TODAY.

Penn Shuffleboard Co.
Division of
Cosgrove Industries, Inc.
Suite 311, 1015 Chestnut Street, Philadelphia 7, Pa.

Adjustable "Ebazoned-Cosolite" PAT. PENDING

Playing Field
DESIGNED TO ELIMINATE
Warping, Splitting, Resurfacing or Change of Weather

Guaranteed for Two Years

Phone-Wire-Write
ALL REPLIES MUST BE IN DETAIL TO BE ACCEPTABLE.
SIZES: 13' 4"-16'-18'-20'-22'

Corporation Executives Will Interview
In Your Territory at an Early Date

Memphis-Music Sales Co., 1002 Union Ave.
Miami-Supreme Distributing Co., 2817
N. E. Second Ave.
Minneapolis-Silent Sales Co., 200
Eleventh Ave., S.
Newark, N. J.-Runyon Sales Co., 123 W. Runyon St.
New Haven-Wayne County, N. Y.-Bliss Distributing Co., 190 East Union St.
New Orleans-Robinson Distributing Co., 1609 Prytania St.
New York-Runyon Sales Co., 605 10th Ave.
Oakland City-General Distributing Co., 119 S. Walter St.
Pittsburgh-Banner Specialty Co., 1159 Fifth Ave.
Portland, Ore.-Western Distributors, 1226 S. W. 16th Ave.
Salt Lake City-R. F. Jones Co., 137 E. Second St.
San Antonio-General Distributing Co., 325 E. Nueva St.
San Francisco-Advance Automatic Sales Co., 1350 Howard Ave.
Seattle-Western Distributors, 3128 Elliott Ave.
Stratford-Fox Coin Mach. Distributing Corp., 621-623 S. Salina St.
The Northwestern Corporation, Morris, Ill.

Baltimore 17-Parkway Machine Corp., 625 W. North St.
Boston-Northeastern Sales & Service, 1198 Tremont St.
Brooklyn-4-Northeastern Sales & Service Co., 4105 16th Ave.
Chicago 22-Empire Coin Machine Co., 1032-14 Milwaukee Ave.
Dallas-Fisher Bros., Ltd., 2318 A. Harwood St.
January 22, 1949

The Billboard

103

CONE MACHINES

ORS MIGNES 2- Peanuts Products Co., 801 Second Ave.
INDIANAPOLIS—Indiana Nut Co., 340 West Vermont
Oil Angel No. 6—Badger Sales Company, Box 2251 West Pico Blvd.
ILWYAKH 10—Budge Novelty Co., 205 North 36th St.
INVERNESS—E. T. Barron & Co., 1156 W. 36th St.
JAHM 6—Jahn Products Co., 916 Harvey St.
ILLUDEDE—Bake Coin Machine Exchange, 606 Spring Garden St.
PITTSBURGH—American Distributors, 1303 31st Ave.
ST. LOUIS, Mo.—Ideal Novelty Co., 2622 Locust St.
SAN FRANCISCO 3—Viking Specialty Co., 559 Golden Gate Ave.
WICHITA 12, Kan.—M. T. Daniels, 1007 University Ave.

One-Use Tooth Brush Corp.
14408 Jaiow St., Van Nuys, Calif.

CHICAGO—Bradley Associates, 1502 N. Damen Ave.

DALLAS—Vegeta-Brush Co., 2620 Fairmount St.


MEMPHIS—Automatic Merchandise Distributors, P. O. Box 4001.

OKLAHOMA CITY—J. W. Herrington Co., 823 N. E. 19th St.

PHOENIX, Ariz.—Tom Friday, 22 W. Eisenhower Ave.


SANTA CRUZ—Star Venors Distributing Co., 601 Fourth Ave.

SEATTLE—Two Distributors, 5000 Airport Way.

STOCKTON, Calif.—John L. Doucette, 2828 E. Anderson St.

PACE MANUFACTURING CO.
2901-17 Indiana Ave., Chicago

AUBURNIQUE, N. M. & P. & B. Novelty Co., 1016 W. Candelaria Rd.

Baltimore—Mat-Matic Sales Co., 7 W. Biddle St.

BUFFALO MONT—H. B. Bruck, 226 E. Front St.


DENVER—Superior Distributors Co., 11716 W. Colfax Ave.

DAYTON—Distributors, 1000 Pennsylvania St.

FLORIDA CITY—Automatic Amusement Co., 1524 E. Town.


LA FAYETTE, Ind.—Milner Sales Co., 511 N. Jefferson St.

LOS ANGELES—Automatic Games Co., 2088 W. Pico Blvd.

Louisville—Ohio Specialty Co., 330 S. Second Ave.


Nashville—Automatic Sales Co., 241 Broad St.

NEWARK, N. J.—Runyon Sales Co., 120 S. Harrison St.

NEW ORLEANS—Grave Novelty Co., 920 N. Howard

PITTSBURGH—B. D. Laser Co., 1033 Pith Ave.

POPLAR BLUFF, Mo.—Frank Kratz Sales Co., 450 E. Broadway.

RAWLINGS—Winn, Lumber Appliance Exchange.

ROANOKE, Va.—M. S. Young Co.

ELEILIN—Western Coin Machine Exchange.


TAMPA—Lake City Stewart Sales Co., 1610 Main St.

ST. PETERSBURG—Paul Sound Novelty Co., 1111 First Ave.

W评RINGTON, La.—Lee's Novelty Co., 1001 Spring St.

RICHMOND, Va.—Sparks Novelty Co.

TUCUMCARI, N. M.—P. & B. Novelty Co., Box 492.

WASHINGTON, D. C.—Silent Sales Company.


Baker Novelty Company
1700 Washington Blvd.
Chicago 12, Illinois

Announcing

Elco Bowl

THE SENSATIONAL NEW
AUTOMATIC BOWLING GAME

"Elco-bowl" is a scaled-down, fully automatic bowling alley. It calls for all the skill of regular bowling . . .
gives all the thrills of this great sport enjoyed by 40,000-600 people!

By the Builder of Elco PT Bowling, Elco Cruisers and Motor Yachts, and Laminated Elco Bowling Pins.

Note These PROFIT-MAKING Features!

Earning capacity $2.40 to $3 per hour.
Built just like a big alley! Genuine tongue and grooved hard maple.
18 feet long, 26 inches wide.
10c drop-coin box with slug ejector if desired. Or push-button—with or without remote control.

Automatic ball return. No attendant needed.
Long lasting, true rolling bowling balls. Automatic electric scoring.
STRIKE and SPARE flash.
Style in eye-catching colors by Raymond Locy Associates, leading industrial designers.

Maximum Dependability—Minimum Maintenance
Elco is a famous name. Today the vast facilities and skills of Elco are employed to bring you the sensational new game, "Elco-bowl"! That's your assurance that "Elco-bowl" is expertly made from high-grade materials . . . built for long, trouble-free performance, continued enjoyment and use, and steady money-making operation.

"Elco-bowl" is a masterpiece of skilled Elco engineering. Long-life hulls, huge "Washington" and "Denver" sizes. Automatic construction, cut servicing requirements to a minimum. The convenient and effective "Elco-bowl" mechanisms makes servicing quick, easy and economical.

Write for literature today to
Elco Division — ELECTRIC BOAT CO. — Bayonne, N. J.
OPERATORS—DISTRIBUTORS

Vocalad

The electronically controlled talking point of sale advertising device is a "natural" for your operation!

Franchises available throughout the United States requires $10,000 to $20,000 investment for equipment

Chicago operation has been successfully run for over a year. Earnings returned investment in 9 months.

VOCALAD, Inc.
100 N. LaSalle St., Chicago 1, Illinois
Phone: Randolph 6-2952

FREE! FREE! FREE!

IT’S IN BOOTHS NO. 25 & 26
GET YOUR KEY IN BOOTH 161
BRING IT TO BOOTHS 25 AND 26

If it unlocks one of the 10 Sensationally New Machines on Exhibit, THE MACHINE IS YOURS. Beauty and the Best for Less! The Beauty Line for '49, The Standard Line.

TUXEDO BELL
BIG JAX
CAROUSEL CONSOLE
MARDI GRAS CONSOLE
DIAMOND BELL

RENO
CHANGERETTE
OP’S SPECIAL
STANDARD CLUB CONSOLE
TUXEDO SPECIAL

Our Offices and Plant will definitely be closed for the duration of the CMI Show. All business transactions will be handled in our Suites at the Hotel Sherman. Literature and detailed information furnished on request.

Phone RAYMARKET 1-0653 after the Show.

EST. 1936. REFERENCES: MERCHANTS NATIONAL BANK, CHICAGO.

STANDARD COIN MACHINE CO.
1474 HUBBARD ST.
CHICAGO 22, ILLINOIS

HAYMARKET 1-0653
DON'T LET 'EM KID YOU!

Only BUCKLEY Can Give You the GENUINE CRISS CROSS FEATURES
PLUS
LARGE GUARANTEED JACKPOT

The unprecedented popularity of the BUCKLEY CRISS CROSS JACKPOT BELLE has prompted others to try to copy it.

The name BUCKLEY is engraved in the top front casting of all genuine CRISS CROSS JACKPOT BELLES. Be sure to insist upon a manufacturer's WARRANTY guaranteeing that each BUCKLEY CRISS CROSS is made of NEW first grade materials.

DON'T PAY GOOD MONEY FOR A COUNTERFEIT!

We challenge any other Jackpot Bell to stand up in competition with the BUCKLEY CRISS CROSS!

BUCKLEY MANUFACTURING CO.

4223 West Lake Street
Chicago 24, Ill.

"HORSE COLLAR"
ELECTRIC COIN-OPERATED SCORE BOARD
FOR ANY SHUFFLEBOARD

- RECORDS SCORES UP TO 50 POINTS
- RECORDS SCORES FOR 2, 4 OR MORE PLAYERS

The ONLY electric scoreboard that can be used for recording scores when playing "Horse Collar," the most popular Shuffleboard game. A real money-making feature.

The ONLY electrical scoring unit that can be used for recording official scores above 21 points for one game.

Scores light up brightly by instant push-button action. Visibility is good and clear to all players.

Can be placed on table or stand, attached to wall or moved from place to place easily.

IMMEDIATE DELIVERY
See your distributor or write to us for more information

ON DISPLAY AT BOOTH 74, SHERMAN HOTEL, DURING THE COIN MACHINE SHOW

ADVANCE CO. 1350 HOWARD STREET, SAN FRANCISCO 3, CALIFORNIA
John Pierson
Elected Vendo
Company Prez
KANSAS CITY, Mo., Jan. 15.—The Vendo Company has announced the election of John T. Pierson as president, succeeding E. E. Pierson, his brother, who becomes chairman of the board. The election took place at the company's annual meeting held today in Chicago.

John Pierson, whose name has become prominent in the vending industry, took over the presidency of the company on the death of his brother, who had been president for 25 years. Pierson is a well-known figure in the vending industry and has been associated with the company for many years.

News Items

**Bottle Vendors in Spotlight**

**At '49 Pepsi-Cola Convention**

**CHICAGO, Jan. 15.—** Soft drink vending equipment, with its importance subject at the 1949 Pepsi-Cola convention, was the focus of interest at the annual meeting of the vending industry here, held at the Reveals Hotel on Tuesday afternoon.

During the convention, the Reveals Hotel was packed with representatives of the vending industry, who were eager to hear the latest news and developments in the field.

**Reveals Trend**

**Preponderance of bottle vending equipment**

The convention was dominated by the preponderance of bottle vending equipment, with Pepsi-Cola leading the way. The company's latest model, the Reveals 48, was showcased at the event.

** Displays Will Feature Time Tested Units**

Few New Units Shown

**CHICAGO, Jan. 15.—** With vending equipment and parts again being stressed at the annual convention of the Institute here Monday (19) thru Wednesday (21), vendor-minded visitors will find a total of 47 companies catering to their phase of the industry. In sixty-two of these firms are manufacturers and distributors of vending equipment, and 14 concerns are parts suppliers.

**Vendor Offers Franchises To Coin Distributors, Ops**

**CHICAGO, Jan. 15.—** The Vendo Sales Company, developer of a new audio point of sale technique, will make available to coin machine distributors in various country special franchises wherein partners and ops will be able to place and remove vending machines in a location they may be able to benefit from sales made by the national selling network, it was announced this week by Irving A. Grodzins, president of the firm.

**Educational**

**May Affect All Vendors**

As a result of investigations by licensing and health department officials, the $2 annual inspection fee may be collected from all vendors of cup dispensers, candy bars and chewing gum machines, and would amount to $5,000 such machines, the yearly tax would run into five figures. Smaller firms would be entitled to withdraw from locations.

**Chalex Exec Offices Shift To Windy City**

**CHICAGO, Jan. 15.—** Chalex Corporation, national sales organization for the sale and service of automatic merchandising equipment, has moved its executive offices to Chicago. Headquarters for Chalex have previously been in New York. Alexander, founder, and Frank S. Schubert, the company's chief executive, have moved to Chicago.
DIVERSIFICATION WILL WORK

Profitable operation of venders with music and games is possible. An operator speaks from his experience.

IT IS possible to operate successfully routes combining automatic music machines with commercial phonographs and amusement games—but the operator must have a real working knowledge of each piece of equipment and a real job on his hands. That, at least, is the theory Dr. Henry Schulz, of Tecumseh, Kan., operator who has built a successful business out of a combination of the three types of equipment.

Schulz’s experience with diversified routes has convinced him that diversification will work and work profitably. Unlike many operators, Schulz started with automatic merchandising machines, branched into music and games. Most start with games or music and branch into vending. But the problems, no matter how the diversification program is carried out, are similar.

At the time Schulz went into management of his coin machine business only since the end of the war, he never had a practising attorney and an intelligence and practical knowledge of the business, he had formed some very definite ideas about the factors which make a diversified route practical and a success.

Shawnee Vending Company, Topeka, was organized in September, 1941, when the Commercial Candy Company, Kansas City, Mo., a partner, purchased a candy and tobacco wholesale house and a cigarette vending route. Shawnee was formed to own and operate the coin machines, both in purchase, and the company was closely allied with the wholesale house until 1946 when the operation branched into the music, pinball and candy machine business.

Added Music First

Music machines were the first to be added to the existing cigarette route. On October 1, 1946, bought a small route of eight boxes. Those eight phonographs immediately sold out and the second order was placed. The job of servicing the newly acquired phonographs was handed to the two route men who were already handling the cigarette equipment. They performed an excellent job, but they still needed more. This handicapped Shawnee in handling repair work, but the larger handicap was the difficulty the company encountered selecting and purchasing records.

Because the closest record distributors are located 76 miles distant, in Kansas City, Shawnee’s record expenses were prohibitive. Someone either had to travel to Kansas City to select and buy records, or the dists had to be purchased at retail through Topeka record shops. Either method was costly and further complicated by the company’s lack of record-buying knowledge.

The phonographs raised a problem protection of the equipment. Men were spending a disproportionate amount of time checking the music locations to make sure they were not being used improperly. It was impossible to please those stops. With experience in the music field, calls on music locations are much less than is usually greatly reduced. Before Schulz went into business, music machines were a week-end calls on cigarette machines had been reduced to once a week for the two men to handle. They soon learned that phonographs, if the machine was not operated properly, call for prompt attention at any hour of the day or night.

Until the first of June, 1946, Shawnee operated only the cigarette equipment and the eight phonographs it had. At that time the company bought the two largest music routes in the city—it had 80 phonographs and six pinballs, the other had about 50 phonographs and 30 pinball machines. That purchase solved Shawnee’s service problem since the firm acquired three experienced men. In addition, to handle the increased service load, Schulz hired two additional inexperienced men. Simultaneously, Shawnee Vending moved into its own building and Schulz assumed active management of the firm.

From June to September of 1946, Schulz reflects, “the operation ran rather smoothly, but much too expensively. At that time new equipment was available only in limited quantity so we had little installation work to do and were able to use our service men to take care of the regular servicing of accounts. During this period I was becoming generally acquainted with the problems of the business and at the same time I was working on diversifying.”

Schulz lost several accounts. “After that experience,” Schulz said, “we decided that it would be better to own the equipment and our employees to sign a contract in which they would keep the equipment. If any reason they left our employ, they would not engage in the territory which we operate in any phase of any coin machine business in which our company was engaged.” This agreement covers a period of one year following termination of employment. “We delighted asking our employees to sign a contract,” Schulz added, “but were supported in our conviction that it was good business practice by observing that many other businesses do the same thing.”

“From the beginning we wanted to place as much responsibility as possible on our men and we do not feel justified in trying to train them in the problems of management unless we are certain that the men are as knowledgeable as possible about the problems. In asking our employees to sign employment contracts, we do not intend to limit the amount of money which they can make working for us or for another concern.”

For example, another operator in our territory of was wasted because there were more people checking music equipment than was necessary.

Combining music and pinball route raised a difficulty when it came to service. Music machines had to be serviced before any new equipment resulted in the company’s buying more new equipment than the business could bear. The pinball route grew to a size which justified a full-time employee. In full-time service, the shop was moved and all over 50 machines in the area were checked. In the beginning, all the pinballs and is, at one time several weeks, only one of the machines could be serviced. A few could be serviced every other week. By carefully charting the frequency with which the phonographs were played, Schulz obtained results. “We were able to assign one man to do the checking on the company’s 110 music locations. The one man’s schedule calls for him to check approximately 50 locations a week.”

“Don’t Spread Too Far

Because availability of men and management time are the two major problems, Schulz believes it is not possible to set up an incentive pay plan for the men. Because the cross receipts from the three different types of machines need to be tabulated, it was impossible to work out such an incentive plan when all were handling three kinds of machines.

“Now that the company has worked out a program where employees combine service of the three fields, Schulz believes it will be possible to set up an incentive pay plan for the men. Because the entry is impossible to work out such an incentive plan when all were handling three kinds of machines.

“Have now hope,” Schulz says, “to work out a plan whereby the pay of the music men will depend on how efficiently they take care of the music machines, the pay of the pinball men will depend on how efficiently they keep the machines running and the pay of the cigarette men on their efficiency on the cigarette route.

Tentative Incentive Plan

An incentive plan, properly worked out, will not only give the men more cost-conscious, Schulz believes, it will help to set up the incentive system on the (See Diversification on page 124)
"NATIONAL MERCHANDISERS ARE DESIGNED FOR PROFITABLE OPERATION TODAY! — TOMORROW! — NEXT YEAR!"

Ben W. Fry
President,
National Vendors, Inc.

Units are engineered to meet changing conditions... to accommodate new improvements... to protect the Operator's investment. ALL NATIONAL POST-WAR Merchandisers, for instance, operate on nickels, dimes and quarters... all of them can be equipped with NATIONAL'S sensational new nickel Change-Maker... all of them can be easily adjusted for price changes. In appearance, in performance, in adaptability to changing conditions... NATIONAL tops the field today—and will tomorrow—in Manually-Operated and Electrically-Operated Cigarette Merchandisers of both Conventional and Console types. It pays to operate NATIONAL.
GIVE TO THE DAMON RUNYON CANCER FUND
Bigger Profits!
LARGEST CAPACITY...LESS SERVICING.

WITH THE SENSATIONAL NEW
LION "1400"
WORLD'S FINEST CUP-DRINK VENDOR

VENDS
1400 DRINKS
PER SERVICE OF SYRUP AND CUPS

COMPACT SIZE
ONLY 30 IN. WIDE, 24 IN. DEEP

FAST OPERATION
VENDS DRINK IN 5 SECONDS

MODELS AVAILABLE TO VEND
6 OZ., 8 OZ., 9 OZ.
CARBONATED DRINKS

EACH DRINK FRESHLY PREPARED
PERFECTLY BLENDED, UNIFORM LIGHTLY COLD

The New Lion "1400" Cup-Drink Vendor offers you a combination of features unequaled by any other cup vendor on the market. It's compact, economical, easy to operate, and reliable for long, continuous operation. Lacks operation, less servicing. Compact size simplifies installation. Speed of operation simplifies work. Ease of operation simplifies work. Low operating cost simplifies work.

Lymo INDUSTRIES, INC.,
Exclusive Factory Distributors
281 Merchandise Mart, Chicago 34, Illinois
Manufactured by Lion Manufacturing Corporation, Chicago 18, Illinois

See it at Booths 29, 30
C.M.I. SHOW
RESOLVE NOW
TO OPERATE MERCURY ATHLETIC SCALES
IN 1949

ABSOLUTELY THE GREATEST MONEY
MAKING SCALE ON THE MARKET.

THIRTEEN DIFFERENT PLAYS, EACH
ONE REQUIRING A PENNY.

BUILT FOR YEARS OF OPERATION,
AND PRACTICALLY NO SERVICE
REQUIRED.

PLACE THEM ON LOCATION, AND
CASH IN WITH PENNIES.

THEY ARE GREAT!!

See your distributor or write direct

SHAEFFER MUSIC COMPANY
606 South High Street
Columbus, Ohio

1238 South East Union Street
Portland, Oregon

2208 Fourth Avenue
Seattle, Washington

MODERN DISTRIBUTING COMPANY
1810 Welton Street
Denver, Colorado

MERCURY ATHLETIC SCALE CORPORATION
3830 Holbrook Avenue
Detroit 12, Michigan

TR. 3-3255

AD MOR
LUSTRE
HAIR OIL
Dispenser

*DISTRIBUTORS WANTED
NICKEL OPERATED HAIR OIL DISPENSER
(Dispenses liquid oil into palm of hand)

ACTUAL TESTS have proven that this machine has big
possibilities! It fulfills a definite need and convenience.
Excellent locations are Swimming Pools, Bus Stations,
Railroad Stations, Public Beaches, Dance Pavilions, Cocktail
Lounges, Hotels, Public Golf Courses and all Public
Recreations.

ALL WORKING PARTS ARE SERVICEABLE—HOLDS 2
GALLON OF HAIR OIL. 1,100 APPLICATIONS AT 2
EACH! A REAL MONEY-MAKER! ORDER SEVERAL AND
SEE FOR YOURSELF.

THE FINN CORPORATION
1621 1/2 VINTON ST.
OMAHA, NEBRASKA

GIVE TO THE DAMON RUNYON CANCER FUND

PRODUCTION PROGRESS

SHOESHINE
MACHINES

Round-up of models, prices shows that
18 manufacturers are now in the field.

AUTOMATIC shoe shiners, next to
the cup-type drink dispensers prob-
ably the most widely promoted post-
war machine, continued the first
month of this year in a state of flux
evidenced most clearly by the num-
er of firms who have announced
during the past year that they are in
production, or about to be in pro-
don, on a shine unit.

Currently, there are some 18 firms
in the shoeshine manufacturing
picture. This is the highest number
of actual and potential manufactur-
ers since the units were brought
back on the market two years ago.
Prices of the units range widely,
from $185.50 to a high of $700.

A trend, design-wise, appeared in
the last two months of 1948. Most
units are now featuring strip or bar
wax with neutral liquid polish the
second most frequently used shiner.
Promotion-wise, manufacturer-
es of the equipment have generally
begun to sell their machines as doing
an adequate job without claiming
that the results will equal the man-
ual shine.

Production-wise, more firms are
actually in a position to build and
deliver units than ever before. Here
is how the manufacturing field
shapes up:

Ace Shoe Shine Co., Sacramento.
Making the Ace Shine machine and
delivering. No price available.

Also Brite Co., Chicago. Intro-
duced Shoe Buster at the National
Automatic Merchandising Associa-
tion show in December. Price at
$249.50 on two to three-week de-
delivery.

Arnold C. Kennedy Enterprises,
San Bernardino, Calif. Making Shine
Easy and delivering. Priced at $385.

Associated Industries, Inc., Mil-
waukee. No information available.

Bryant Enterprises, Inc., Los
Angeles. Making and delivering auto-
matic machine priced at $385.

Craft Manufacturing Co., St.
Louis. Making and delivering Sports
Shine, $390.

Distributing Co., Columbus, Ohio.
Making and delivering Athletic
Shine, $385.

Eliot Enterprises, Inc., Newark, NJ.
Making and delivering Automatic
Shine, $385.

Falcon Distributing Co., Detroit.
Making and delivering the Falcon.
Price, approximately $300.

Jackson & Church Co., Saginaw,
Mich. Introduces a shoe shiner
within the next 2 months. Price
announced.

Kwik Shoe Co., Sacramento.
Making and delivering a unit.
No price available.

Luster-Kwik Distributing Co.,
Sacramento. Making and delivering
unit, $385.

Metalcraft Manufacturing Co.,
Newark, N. J. Production unit for
$192.50 to be nationally distributed
by Sears, Roebuck & Co., New-
ark. Now delivering.

Newark Automatic Corp., Mil-
waukee. Producing and delivering
Kwik Shine, $385.

Ohio Shoeshine Co., Columbus,
Ohio. Producing and delivering
the Ohio shoe shiner, priced at $185.

Pennsylvania Automatic Shoe-
shine Co., Oakland, Calif. Manu-
facturing and delivering Model B made
by Dougsheen, $385.

Shine Betty Co., North Sacramen-
to, Calif. Introduced a $700 unit.
No price available in production and
availability.

Siros Manufacturing Co., Houston.
Making and delivering Siros Shoe
shiner, priced at $185.

Vendco, Inc., Cleveland. Mau-
facturing and delivering Vendi-Shine
shiner, priced at $69.

Wanda, Inc., Philadelphia. Man-
ufacturing and delivering Wanda
shiner, priced at $185.

West Coast Service, Inc., Los
Angeles. Making and delivering
unit, $385.

Wolverine Sales, Detroit. An-
ounced a machine, but no details
are available in price or availability.

Better Shoe Co., St. Louis. WM
introduced its unit at the CMI show
in Chicago this week. No details
available prior to the show.

Bonanza Manufacturing Co., Los
Angeles. Will introduce its unit at
the CMI show this week. No details
available prior to the show.
FRUIT JUICE VENDING

One cup and two can type units vie for operator interest in fruit juice field.

With citrus fruit growers and processors looking to new methods of merchandising as a means of disposing of bumper crops, and the American public increasingly sold on the value of pure fruit juices as a healthful drink, the operation of juice vending stations seems destined for continued growth.

Manufacturers of juice dispensing equipment point to the high powered advertising campaigns conducted by growers and processors which, while aimed primarily at hiking total consumption thru traditional retail methods, work to the advantage of juice machine operators. At the same time, canners are known to look favorably on the vending offer as both a bonus factor in distribution and a point of sale advertising medium. The unattended merchandisers are opening new areas of sales, tested vendor locations, for the juice industry.

That the can manufacturing industry is aware of the potential in automatic sales is shown by production programs that allow increasingly for output of six ounce size containers of the type used in current canned juice vending. It has been reported that the 1949 output of individual-portion size will far exceed earlier production programs.

Three Machines

The operator seeking to enter this relatively new segment of vending today is faced with a choice of three machines which, their manufacturers claim, are available for immediate delivery. They are the Juice Bar, the Tele-Juice, both can type vending units, and the Dispens-O-Later, a cup machine.

Nearest of the three is the Juice Bar, a product of the Juice Bar Corporation, which, it is reported, only a few months ago, has already penetrated to many locations throughout the country. Completely electrical in operation, the vendor holds 900 cases in its vending mechanism, as does the Tele-Juice, a manual machine produced by the Telecoin Corporation.

Unique feature of the Juice Bar is its plastic laminate cabinet, said to absorb greater punishment on location without damage or marring than the conventional steel. The menu (See Fruit Juice Vendors, p. 124)

NEWEST of three units is Juice Bar's six selection canned dispenser with changes.

SNIVELY is the cup juice machine, shown here, is put out under a leasing arrangement covering five years. The bar, about 100 are on location.

VENDORS

The Billboard 113
PAYS
50% to 200% PROFIT
THE GREATEST MONEY MAKING SCALE ON THE MARKET, AND 100 PER CENT AUTOMATIC NO KNOBS OR Handles TO TURN—THE COIN DOES ALL THE WORK

Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS
AMERICAN SCALE MFG. CO.
3206 Grace St., N. W.
Washington 7, D. C.
Cable Address: “AMSCA”

NOW DELIVERING! Northwestern
Cuts servicing time in half . . . Globes cleaned and refilled at home or warehouse . . . No filling on location . . . Greater HC02 cleanliness . . . Razor delivery . . . Mechanically simple . . . No tools needed for servicing . . . Precision built . . . All parts interchangeable . . . Vends all products . . . Standard 1c or 2c play . . . LESS THAN 100 instruments . . . Effective coil protection . . . Fits on standard bracket, counter or attaches to other machines . . . Large globe capacity . . . $16.95

We carry all types of merchandise—write for price list
Paris, globe, coin and plate, brackets, stands—everything for the operator
NORTHEASTERN SALES & SERVICE COMPANY
AUTHORIZED NORTHEASTERN DISTRIBUTOR
4103 16th Avenue, Brooklyn 4, N. Y.
GEO. D. WELLS

THE "VENDCAR"
Serves
Carbonated Drinks on Draft, Hot Dogs, Ice Cream.
Completely Portable. Semi-Automatic Carbonator.
Charcoal Heat. Wet Ice Refrigeration.
Simple to Operate.
VALLEY TOOL & PRECISION CORP.
EASTON, PENNA.

NOW! CALIFORNIA VENDING
80¢ PER LB.
ALMONDS
Packed in 5-lb. vacuum tins. F. O. B. Loma to shipping case.
LESS THAN CASE, 50¢ PER LB.
Northern California Distributor
ACORN Bulk Merchandize VENDORS
E. LA RUE, Sales Mgr., LEON "I'll-Me" SIVLER, INC.
760 HAYES ST., SAN FRANCISCO 2, CALIF.

GIVE TO THE DAMON RUNYON CANCER FUND

PAYS 50% to 200% PROFIT
THE GREATEST MONEY MAKING SCALE ON THE MARKET, AND 100 PER CENT AUTOMATIC NO KNOBS OR HANDLES TO TURN—THE COIN DOES ALL THE WORK

Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS
AMERICAN SCALE MFG. CO.
3206 Grace St., N. W.
Washington 7, D. C.
Cable Address: “AMSCA”

NOW DELIVERING! Northwestern
Cuts servicing time in half . . . Globes cleaned and refilled at home or warehouse . . . No filling on location . . . Greater HC02 cleanliness . . . Razor delivery . . . Mechanically simple . . . No tools needed for servicing . . . Precision built . . . All parts interchangeable . . . Vends all products . . . Standard 1c or 2c play . . . LESS THAN 100 instruments . . . Effective coil protection . . . Fits on standard bracket, counter or attaches to other machines . . . Large globe capacity . . . $16.95

We carry all types of merchandise—write for price list
Paris, globe, coin and plate, brackets, stands—everything for the operator
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Completely Portable. Semi-Automatic Carbonator.
Charcoal Heat. Wet Ice Refrigeration.
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VALLEY TOOL & PRECISION CORP.
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Packed in 5-lb. vacuum tins. F. O. B. Loma to shipping case.
LESS THAN CASE, 50¢ PER LB.
Northern California Distributor
ACORN Bulk Merchandize VENDORS
E. LA RUE, Sales Mgr., LEON "I'll-Me" SIVLER, INC.
760 HAYES ST., SAN FRANCISCO 2, CALIF.

GIVE TO THE DAMON RUNYON CANCER FUND
HOT SANDWICH vending machines are not yet at the stage where operators who propose going into this type of business can buy all they need, but 1949 promises to see an increasing number of these machines placed on location. Developmental work, for sheer mechanical efficiency and to meet the health codes set up by cities and towns, will not be completed by the end of this year, but current activity suggests this phase of automatic merchandising will be much farther along in the next 11 months.

Four companies are currently active in the hot sandwich field—two of them developing equipment which will be marketed to the independent operator. The fourth, Automatic Canteen, has thus far paced the field in developmental work and its three-choice sandwich unit will be offered to franchise holders. Diak (formerly Dog-In-A-Kenoo), of Denver, is experimenting with steam-heated units; Perfection Engineering, San Francisco, like Automatic Canteen, uses the short wave induction principle, and Kistler of Akron is manufacturing a patented attachment to fasten to the side of Stoner Uni-

VICTOR'S MODEL V
Proven a great vendor. The choice of thousands of successful operators. Vends all kinds of bulk merchandise with charms. See the Victor Line for '49...Visit our new factory.

VICTOR VENDING CORP.
5701-5713 W. Grand Ave.
CHICAGO 39, ILL.

NEW METAL CHARMS
SILVER PLATED
A positive sensation in the Ball Gum and Bulk Venders
Send $1.00 for samples which will be refunded on first order.

JACK NELSON & CO.
Vending Machine Headquarters
4320 Milwaukee Ave.
CHICAGO 47, ILL.

ATTENTION POPCORN MACHINE DISTRIBUTORS and OPERATORS
Sunspot hybrid specially selected by Popped Corn makes the highest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags 12 to shipping carton by express anywhere.

Dwight Hamlin Company
5515 Baum Blvd.
Pittsburgh 6, Pa.

CALIFORNIA VENDING ALMONDS
Pack in 5-lb., 10-lb. or 25-lb. vacuum bags.

SOUTHERN CALIFORNIA DISTRIBUTORS
ACORN Bulk Merchandise Vendors
Operators Vending Machinery Supply Co.
1028 S. Grand Ave. Los Angeles 12, Calif.

FIRST in the hot sandwich field was Automatic Canteen whose selective vendor is shown here. Unit has since been redesigned to include refrigerated storage.\n
\n
WINERUM
PRODUCTION PROGRESS
HOT SANDWICH VENDERS
Four companies now active in field but quantity production not yet under way.

VICTOR MODEL V-K
5½ 140 Count
COLORED BUBBLE BALL GUM
8 ASSORTED
25 lb. cartons
$26.00
(Packed in lots of 100 and more, over 25 lb., per carton; without order)

PISCOCHOS
Larger 72'i and 96'i box size, Plastic Charms...
$3.25 per M.

CONVENTION SPECIALS
ALL for $7.00
ALL for $4.00

POINER VENDING SERVICE
Exclusive Victor Distributors, Inc.
401 BADMAN AV., BROOKLYN 32, N. Y.

Emprise coin machine exchange
1015 Milwaukee Ave. CHICAGO 22

LEAF RAIN-BLO
The original colored Bubble Ball Gum
EMPTIES MACHINES FASTER!

VICTOR'S CUSTOM BUILT UNIVERAL
$13.95 EA.
In lots of 24 for $31.92
BEST FOR CHARMS & BALL GUM
Write for new circulars
MILLER VENDING CO.
E. 943 N. 22nd St.
Grand Rapids, Mich.
Phone: 8-2626

POP CORN MACHINES
All makes, models, sizes. Get our price first for your requirements.
P.K. SALES COMPANY
Cambridge, Ohio

IN STOCK!
Less than $27.00
Less than $26.75
$25.00 or more $26.25

LEAF GUM CO., Chicago 22, Ill.

VICTOR'S VENDING MACHINES
115
January 22, 1949
The Billboard
New "CHARM KING"
Ball Gum + Charms = $ $ $

The Kids Really go for IT THIS one because it DISPENSES BOTH GUM AND CHARMS!

Only $13.95
F. O. B. Aurora, Ill.

... and Here's ANOTHER WINNER!

The New "HUNTER"
Gives away $10.50 in premiums. "Hot Net."

SILVER-KING CORP.
622 Diversey Parkway
Chicago 41, Illinois

ALL SILVER KING MODELS
Recommended and sold on Time Payment. 20 weeks to pay.
Write for details.
ROY TORR, Lansdowne, Pa.

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW BULK VENDORS
ONLY NORTHWESTERN MODEL 49
GIVES OPERATORS SO MUCH
Write for Descriptive Literature and Prices

"SILVER KINGS"
Ball Gum...$13.95 Bull Pk...$13.95
Write for Descriptive Literature and Prices

"COLUMBUS"
Model 462, Ty...$9.95 Ball Pk...$9.95
Model 6802, $12.75 Tri-Mer...$10.50
Write for Descriptive Literature and Prices

"MASTER"
1/2 Novelty Vender
Write for Descriptive Literature and Prices

RECONDITIONED VENDORS
Northwestern, Delco, 1g and 2g...$17.50
Northwestern, Mod. 225 (Line Row)...10.00
Northwestern, Mod. 225 (Line Row)...8.50
Northwestern, Mod. 225 (Line Row)...7.50
Cali. Mod. 225 1a Ball Gum (1 or New)...7.50
Silver Kings, Either 1a or 5a...7.50
Cash Trap, 5a (New)...7.50
Vic. Star, Type 1e...6.00
N. Y. Stamp Venders, 1a and 5a...7.50
Shimba Stamps, 1a and 5a...6.00
Adams Gum Venders, 4 and 5a...14.00
Adams Gum Vender, 6 and 9a...17.00
Adams Gum...19.00
Columbus Triplet, 3 Cop...21.00

WE TAKE TRADE-INS—
LIBERAL ALLOWANCE

PRODUCTION PROGRESS

MILK VENDORS
Stepped-up activity seen in milk this year. Three other selective machines.

LOOK for stepped up activity in the milk vending field this year and production and operator-wise.

Of the total group of nine companies which declare they will get into this field this year, three firms are, at the outset, expected to offer selective equipment.

All of the machines available for delivery in the milk field are of the manual, reach-in type. Bulk milk machines are in the offering and automatic carton-type venders are expected to go into production by midsummer.

Here is how the milk vending machine field shapes up from the manufacturers' point of view:

Atrikraft Manufacturing Corporation, Lima, O.—Tools and dies are set to produce a non-carbonated, liquid vender which will dispense milk. Delivery dates, prices, production details have not been announced.

City Milk Vending, New York—This operating company has developed a fully automatic, selective milk machine. Had over 100 of the machines built for its own routes by Bath Iron Works. Unit is not now available for operators, but a large, established manufacturer of automatic merchandising equipment will produce a limited number of these machines for test purposes. Go-ahead signal on production will come, according to present plans, this year.

Crown Implement Company, Chicago—Re-developing its Big Four Molly carton unit. Latest details on construction changes, production plans and price not available. Crown officials expect, however, to offer the machine for delivery during the first half of this year.

Ex-Cello Corporation, Detroit—This company makes cartons and carton equipment. Ex-Cello built a milk machine which it displayed last year, but has now dropped out of the milk vender picture.

Ideal Dispenser Company, Inc., Bloomington, Ill.—In full production with its reach-in bottle and carton venders. Model 300 (10 cases) and Model 335 (five cases) Bantam are both selective dispensers. The Bantam is being delivered on a two-to-three week basis. Larger unit lists for approximately $250, while the midsize machine lists at $140.

O. D. Jennings, Chicago—Has a re-designed bottle machine in the works (developed from its pre-war units). This far, no production schedule has been set, nor have construction details and price been released.

Milko-Mat Corporation, New York—Reports that it is now in production on its bulk milk machine with delivery promised early this year. Unit has a capacity of 213 six-oz. cups, will also handle any type of pre-mixed drink in addition to milk. Lists at $765.

Sears Welding & Manufacturing Company, Chicago—Reporting production on the Kalva triple-flavor machine which has now been re-developed as a reach-in, manual machine. Priced at approximately $535. Delivery date not set.

Selector Products Company, St. Louis—Announced a milk vender unit currently is not set, nor have construction details and gives no date for either production or delivery.

GIVE TO THE DAMON RUNYON CANCER FUND
VENDING MACHINE MANUFACTURERS...1949

For your convenience, an up-to-date ready reference guide to vending and service machine manufacturers.

BULK (candy, gum, nut)

Advance Machine Co. 4641 N. Ravenswood Ave. Chicago
Alkono & Co., Inc. 468 Concord Ave. New York
Atlas Manufacturing & Sales Corp. 13230 Trickett Rd. Cleveland
Columbus Vending Co. 2005-13 E. Main St. Columbus, O.
Fielding Manufacturing Co. 517 Clinton St. Jackson, Mich.
Ford Gum & Machine Co., Inc. P. O. Box 518 Lockport, N. Y.
Hoke New Novelty Co. 1754 E. Grand Ave. Des Moines
Holli-Ware Manufacturing Co. 506 S. Washah Ave. Chicago
Mills Automatic Merchandising Corp. 51-30 44th Rd. Long Island City, N. Y.
Lenz Island City, N. Y.
Muzeo-Matlock Co. 100 8th St. Cleveland
Nerzi Manufacturing Co. 553 Wager St. Columbus, O.
Northwestern Corporation Morris, Ill.
Oak Manufacturing Co., Inc. 1025 S. Grand Ave. Los Angeles
W. G. Parrish, Inc. 822 W. Ohio St. Chicago
Silver King Corp. 623 Diversey Blvd. Chicago
Victor Vending Machine Corp. 3791-3793 W. Grand Ave. Chicago

CANDY BAR

Alkono & Co., Inc. 408 Concord Ave. New York
Atco-Derco Co. 430 N. California Chicago
American Vending Corp. 1401 Fairfax Trafficway Kansas City, Kan.
Automatic Canteen Company of America Merchandise Mart Plaza Chicago
Coan Manufacturing Co. 2070 Helena St. Madison, Wis.
Frost Vending Machine Corp. 1600 Hyde Park Ave. Boston

Mills Automatic Merchandising Corp. 21-30 44th Rd. Long Island City, N. Y.
Rowe Manufacturing Co. 31 E. 17th St. New York
Shipman Manufacturing Co. 1328 S. Lorena St. Los Angeles
Silver King Corp. 623 Diversey Parkway Chicago
Stone Manufacturing Corp. 258 Gale St. Aurora, Ill.

Vending Company 2323 Wolfram St. Chicago

Vendors, Inc. Washington Grand Bldg. 529 N. Grand Blvd. St. Louis

CHEWING GUM (1c stick)

Kaye Products Co., Inc. 735 N. Seward Hollywood, Calif.
Pulver Co. 33 Canal St. Rochester, N. Y.

CHEWING GUM (5c package)

Alkono & Co., Inc. 408 Concord Ave. New York
Automatic Canteen Company of America Merchandise Mart Plaza Chicago
Coan Manufacturing Co. 2070 Helena St. Madison, Wis.
Kayem Products Co., Inc. 735 N. Seward Hollywood Vendors, Inc. 529 N. Grand Blvd. St. Louis

CIGAR

Amity Manufacturing Corp. 224 Washington St. Perth Amboy, N. J.
Cigaromat Corp. of America 114 E. 25th St. New York
Frost Vending Machine Corp. 1600 Hyde Park Ave. Boston

Cigarette

Coan Manufacturing Co. 1600 S. California Chicago

BIGGEST PROFITS!

with

'POP' CORN SEZ AUTOMATIC POPCORN VENDORS

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Full Cash With Order

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HOT NUT MACHINES
This machine dispenses all
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2 Bottles of Jergenson Lotion FREE
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Pee-Wee Baked Beans (1000
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TENNY JAW BREAKERS (575 count),
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Packaged 25 lbs. to Carton

Less than 100 lbs. . . . . . . . . . 30c
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A HARD TO BEAT COMBINATION
The "Little Giant" Hot Corn DISPENSER and the celebrated "French Boy Popcorn."

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In bright gold and silver finish

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THREE MACHINES IN ONE
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Silver Quarter or combination Nickel-
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Export Workmanship. $3.50 for Silver
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Holds seven different brands

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SOLICITS INQUIRIES FROM QUANTITY BUYERS ONLY
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The Operators
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Write for Price List and Samples of 'Our 1000 Machines...
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CHAMRS
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5% Deposit Required With Order.

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OPERATOR’S Gold Mine for 1949... The NEW Atlas Deluxe Vendor

At last, a 1c Vendor designed by operators themselves! Important mechanical improvements and a new smooth porcelain-like red baked enamel finish. Vends all kinds of merchandise—Nuts, Candy, Pistachios, Ball Gum and Charms. Write for complete details and prices.

FOR INCREASED VENDING PROFITS
ATLAS VENDOR BRAND ALMONDS • CANDY • BALL GUM Atlas CHARMS

Regardless of what make machines you use, Atlas Vendor Brand merchandise is a real bonanza for profit and quality! Perishable as well as candy, ball gum, is packed FRESH in AIR-TIGHT Metal Cans—unharmed by transportation, vornin, moisture, etc. Write for samples. Atlas Vendor Brand Charms—the latest in plastic-gold silver charms. Write for samples and prices, TODAY!

THE ATLAS MFG. & SALES CORP.
12220 Triskett Road
Cleveland 11, Ohio

Wash. Vender Ops Face Tax Revival

(Continued from page 107)

Coila Company, the O. B. Mucke Corporation, and Spacarb of Washington, Inc. At a meeting with Nottingham last week, representatives of several firms agreed to supply lists of their vending machines so a decision could be reached on those which will be allowed to continue tax-free.

Meanwhile the metropolitan police are making a survey of all food and drink vending machines now in use. Cigarette and bottle drink dispensers will not be affected.

The coffee machines are the first venture of Caipopoulos, a public accountant and tax counselor, into the vending business. He said a number of attempts has been made to install coffee venders during the past year and a half. Resistance by the health department on approval prior to installation made the expensive project too risky for most operators to try.

Caipopoulos estimated that he had spent $10,000 so far on the purchase of his first Wake-Faire venders. Pending licensing he has already installed six machines in cab companies, office buildings and YMCA’s throughout the city.
Bottle Vendors in Spotlight
At '49 Pepsi-Cola Convention

(Continued from page 107)

In addition to offering the new automatic units, 4 to 12-ounce bottles are accommodated. Insulation, also as in comparison models, is fiber-glass, with two inches of an in bottom. Occupies 24½ by 23 inches of floor space. Entire Detroit area uses dry refrigeration. Similar vending mechanism is used in all automatic units; bottles are placed in circular conveyors, in an upright position, and are delivered thru separate channels on left side of machine. Panel on top front of machines, carrying brand emblems and selector buttons, may be removed by opening two screws from the back of the machine, thus effecting quick brand name change. The Detroit triple-selector Model 159, sells for $425, and has a capacity of 159 bottles in vending and precooled position. Same floor space and appearance as the two-flavor unit, with exception of flavor panel and increased height because of vending conveyor. Each conveyer unit may be removed without disturbing the other two conveyer, or the second conveyer in the case of the two-flavor model. Delivery of new models is on a 30-day basis, according to R. C. Valerius, secretary.

Counter Machine
American Vendors, Inc., in addition to showing its selective Model 124 with a $235 price tag, featured its new counter unit at $312.50. Available in 90-day, the machine, termed a "table model," features manual operation and a capacity of 72 eight-ounce and 25 6-ounce bottle units. Precooling capacity, respectively, as seven and five bottles. Vender is 21 inches high, 22 inches wide, and 11 inches deep. Weighting 150 pounds, it is equipped with a 1/10 h.p. hermetic unit for refrigeration, has an electric precooling system, has a modglass insulation. Finish is blue baked enamel. Coin mechanism, delivery handle and delivery chute, and coin returner are contained in a one-piece housing. Machine is available on lower or upper floor models. A specially designed stand, which holds two full cases in enclosed Refrigerators. Ideal Dispenser Company, Inc., also showed its 300B selective unit, priced at $286, and the recently introduced wholesale Model 300. The machine returned a choice of coin units to accept either 5, 50, or 25-cent operation. While nickel, dime and quarter units are offered at no extra charge, multi-value coin units are furnished at $9 additional charge.

Wet-Dry Coolers
Using Ideal's selective dispenser mechanism, the Bevo Company, St. Louis, offered its wet and dry cooler units at $285. Using wet cooling, 42 cases per day may be cooled, S. C. Lauder, assistant sales manager. Using dry cooling, 12 cases per day can be cooled. Also in the cooler-type dispenser class, S. & S. Products, Inc., Lima, Ohio, displayed a Northwestern Refrigeration Company, Lima, O., offered wet and dry units. S. & S. products featured a new design on their wet and dry cooling vending units on its Quikcold series model, or for soft drinks or ice-cream vendors. The Guiberson coin unit and dispensing mechanism, costing $89, is offered with the Dry-Cool Vender, and the dry cooler brings the price of this series to $265. Guiberson's coin units may be in- stalled in any coin-type cabinet at least 21 inches wide. The Guiberson Corporation, Dallas, displayed its Model DEY-2 vending machine with wet and dry cooler units at $325, and its Model C-2 vending unit, with the Wet-Cool-Clerm dual Model 45, priced at $435. The selective machine, stocking 72 bottles (six or eight-ounce size) on each side, offers 144 bottle pre-cool space. Machine is 75½ inches high, 45½ inches wide and 25½ inches deep. In addition to the two separate coin mechanism and deposit systems, National Coin changer is offered for $55 for one or $110 for both sides. Coin mechanism is also featured on a General Electric cooler.

General Vending
General Vending Machine Corporation, Chicago, exhibited its Chief- tain two-flavor and Leader single- flavor coin-operated units, respectively, at $395 and $325. Highway Steel Products Company; Chicago Heights, III., presented its single flavor Salesmaker bottle vender, which has a $365 price tag, and has a capacity of 67 bottles in vending and 20 bottles in precooled position. Highway Steel has plans for the production of a two and four-flavor bottle vender, according to W. J. Foley, representative.

Neonart Corporation, Kansas City, Mo., displayed its single flavor bottle vender, which is cooled (on demand) at 6-86 operation. Capacity is 144 bottles, 168 bottle bottlers, and precool space for 162-ounce bottles. Mills Industries, Inc., Chicago, exhibited its recently introduced Models 126, 65 and Model 1208-2 venders. Former, priced at $255, vends 65 eight-ounce bottles with precooler and 17 bottles. Larger model, at $375, vends 120 eight-ounce bottles and precooler 49. Prices include Millsbuilt-in coin changer.

Cap Machines
Showing cap type soft drink units, Lyco Industries, Inc., Chicago, and Hupp Corporation, Cleveland, offered production models at $985 and from $450 to $485, respectively. Price is pegged at $985 with National Coin changer added. Hupp's

fruit venders claim that heavy blow in the front panel of the machine will neither dent the cabinet nor affect the mechanism, to which it is attached.

Changer Standard
Vending changer as standard equipment in the sale price, reported at approximately $500. Its refrigeration system, delivery mechanism and coin returner are contained in a one-piece housing. Ideal Dispenser Company, Inc., also showed its 300B selective unit, priced at $286, and the recently introduced wholesale Model 300. The machine returned a choice of coin units to accept either 5, 50, or 25-cent operation. While nickel, dime and quarter units are offered at no extra charge, multi-value coin units are furnished at $9 additional charge.

Military Installations
Juice Bar Corporation, which now only produces juicing equipment, has already delivered to operators and are at work in the field. They are ideal for use in the Orient or West. This number represents about two-thirds of the number of the company's production run. Distribution is thru large firms which also operate Bendix, Duro-Loc, and other names.

Diversification Will Work
(Continued from page 106)

operators already diversified or planning to enter the vending business with new and/or games:
1. Don't take on a new type of machine, unless you can handle it adequately and its work eventually involved with that type being with the machine to occupy one man's full time.
2. Make specialists out of the men according to the type of machine they like; but see that they get mechanical training on the other machines so that they can be versatile in taking care of night and week-end repairs.
3. Protect your investment and equipment by informed, trusted personnel in the security of your employees and yourself by using employment contracts. The law provides a plan which will give your employees as much security as possible when the same time keep your employees informed concerning the problems.

PORTLAND SOLONS
What is the future of theDP/ Vol. 3 No. 5
P. 90
124 VENDING MACHINES
The Billboard
January 22, 1949

I.C.E. is our friend

Denny is one of the outstanding men in the vending business. He has made it his hobby to keep up to date on every machine and every detail of the business. He is the real friend of the vending machine operator. We all appreciate his efforts and support his efforts.

Denny is one of the outstanding men in the vending business. He has made it his hobby to keep up to date on every machine and every detail of the business. He is the real friend of the vending machine operator. We all appreciate his efforts and support his efforts.
MUSIC HIGHLIGHTS, CMJ SHOW

MOA To Hold Annual Meet January 18-20
Will Elect New Officers

CHICAGO, Jan. 15.—Music Operato
tors Association (MOA) will hold its first annual meeting at the Hotel Sherman here next week, the meeting being planned so as not to con
cflict with the program of the Coin Machine Institute (CMI) convention. Initial session is scheduled for 10:30 p.m. Tuesday (18) in Room 118 of the Sherman, while the final session will be held at 11 a.m. Thursday in Room 107.

Walter George A. Miller, national chairman, presiding, the meetings will include election of officers for the coming year. Bennett reviewed discussed his plans for increasing income, a talk on profits, about which he is most enthusiastic, and a report on activities of the or
ganization since its founding at a meeting by 68 members of the music machine industry.

One of the most important subjects on the agenda concerns effective means of coping with legislation developed in Congress, and Bennett discussed this problem both in New York, where he headquarters.

Fred Mann, president, will address all of whom are expected to be in atten
cdance, in addition to Miller, and New York, vice-president; Sidney H. Le
evis, New York, national counselor.

In, Salt Lake City; Jack Cohn, Cleveland; Tom Crosby, Ste
town; Long Beach; La.,; G. Goldman, Detroit; Sol Hoffman, Harrisburg, Pa.; Tom Kady, Kansas City; G. Greene, Newark, N. J.; Hersch de La Vice, Washington; Smith, Baltimore; C. Pierce, Brodhead, Wis., and Jack Sheppard, Philadelphia.

Bennett Resigns Aircon Post To Join Trans-Vue

CHICAGO, Jan. 15.—John Bennett, factory sales representative for Air
con Manufacturing Company, Kansas
s City, Kan., who has been working out of the firm's Chicago office under the man, resigned as of January 1
st. Bennett said he was leaving Air-con to follow Mann to the Trans-Vue Corporation, where resignation becomes effective imme
diately, and Bennett said he would join this company as of January 15.

In April, Bennett was re-elected to the firm's board of trustees, by the manufac
turers of Phonograph Owners' Association (MAPO).

In effect, this removes a certain annual tax burden from the shoulders of any operator who felt obligated to maintain a pool of good-will relations with the location owner or for com
ditive reasons. The annual increase in operating costs also is passed on to the location owner.

According to a resolution adopted by the organization, "any member who has been found guilty of purchase of an illega
le machine, local or federal," will not be allowed to operate his location. This does not preclude from the association at least one of the operators from the direction of the pool. Also, MAPO has further specified its con
firmation of its position regarding the sale or rental of machines, with the annual federal tax, a letter written by M. E. Swanon, chief of the wages and Excise Tax Division, Internal Revenue Bureau here, stating that the operator to be paid by the location owner according to law. According to Roy W. Clason, business manager of MAPO, little use has been experienced in the past over this particular fee.

Local Tax

The troubles have been the local annual fee of $7.50 for each machine. When this was originally passed sev
eral years ago, the MAPO stated that the Detroit Police Department in dis
sociation of collections of these fees when the police felt that they could not divert personnel from more important tasks for this reason. As a result, many location owners called and threatened to have the licenses for the premises. This commonly meant that the operators took the money only out of their own pockets or the machine coin box.

Payment of this fee by the operator was considered to be an almost un
merituous practice when the laws passed. However, since that time, (See Location Taxes on page 132)

Detroit Ops No Longer Foot Location Tax Bills

DETROIT, Jan. 15.—Payment of location fees by an operator was con
demned as unethical, and the tax was placed squarely on the shoulders of the location owner, by action taken Monday by the board of trustees of the Mus
cular Automatic Phonograph Owners' Association (MAPO).

Trans-Vue Corp. To Debut Tele System at CMI Show

Trans-Vue Corp., the newcomer to the coin-ope
ted field, will be represented at the CMI show here starting Monday (17) and running thru Wednesday night. While four of the music machine manufac
turers, will not be shown the firm's new Constellation, which it recently brings the field, but since the unit has been completely redesigned and features a new custom-built color, the Constellation's new features can be heard only when coins are de
posited in the coin box, a universal adapter with a four-wire connection is supplied. Used this way, some operators can be used for receiving the signals from the screen at the (See Trans-Vue Corp. on page 132)

Stress Coin Television

CHICAGO, Jan. 15.—Music ma
chines and coin-operated television will be among the highlights of the exhi
bition to be set up here by the Coin Machine Institute (CMI) show here starting Monday (17) and running thru Wednesday night. While the CMI will feature exhibits from the Hotel Sherman and at the Mor
rison Hotel.

While competing for operator-at
tention on the show floor will be a national exhibit, two coin-operated television firms, and one title strip organiza

New Units

In the music machine ranks, two new units will be introduced here at the Evans & Company exhibit, which will be held at the Morrison Hotel. Neither unit is new in the firm's new Constellation, which it recently brings the field, but since the unit has been completely redesigned and features a new custom-built color, the Constellation's new features can be heard only when coins are de
posited in the coin box, a universal adapter with a four-wire connection is supplied. Used this way, some operators can be used for receiving the signals from the screen at the (See Trans-Vue Corp. on page 132)

Other music machine and coin-op
erated radio and television licenses have been contracted for new space include: Alco-Dere Co. (wall box); GRAB WAX TALKER, Inc.; ALCO-DERE CO. (front); AMI; BUCKLEY Music System, Inc.; Corad; and E. W. WOOD CO.

Texas Tele

HOUSTON, Jan. 15.—Just as it has come to other cities and States throughout the country, television is now begin
ning to appear here and in several television units on display at the CMI show. Operators are watching the initial experiments before be
coming involved themselves. To date, many operators have been trying to buy tele units, but several have been tested by joke box operators. It was said.
AFTER more than one year of on-location experience, the future of the coin-operated television's most important factor, the matter for conjecture, with operators is that they were the hours tooted and 1948 was born. For, by the very nature of the thing, sales normally are necessary to place the cart before the horse—to test and experiment with coin-operated television, it has already been doled out with non-coin units where the patron was given his television fare for free. Too, the tests have, in most cases, been conducted in areas where operators had been hard hit financially, mainly thru rising costs, and not on a large scale, the available coin television equipment, thus, when only a small portion of the results have been inconclusive, there is no position to purchase, on a large scale.

There is little doubt that television, as an extension of radio, is here to stay. But television in the public location, and television in the home, are two different things. And, attempting to look into the future, this operator believes that for as the sets increase, interest in the public location sets will decrease until, say next winter, where there will be some had occasion to follow this trend. And as the interest in public location television increases, the idea of the juke box also decreases. There cannot be two, or more, coin receivers is increasing at hurricane speed, and manufacturers anticipate the demand for coin-operated television in an even greater speed during the current year.

Here To Stay

However, no matter how widespread home television becomes, many of the operators have been faced with the question that aloof this competition will decrease, it will remain, and as long as their equipment (music machines, pinball games, etc.) remains idle for even a few days, or even hours, they will be forced to look for supplementary income to take the slack. This was the case and interest in television has its strongest opportune period.

Disregarding for the moment the barriers that face the coin-operated television industry, it is most evident that there are more operators are now more interested in two things: television. Operators of the unit, investment involved, and (2) patron interest and gross income.

War has left many machine manufacturers with the back listings from $545 (Filben Maestro) to approximately $1,200 (Wurlitzer). AME. Nominally, the average operator of this type of equipment is finding the sleding fast. And his cost, as long as his costs are also up, and his firm overhead has risen to 80 and three-fifths percent for the pre-war days. In order to replace obsolete equipment, he must, as a rule, go to the new types, in line with the odds heavily against his chances of making out of that debt in less than 18 months. He has studied the possibilities of selling his product for less than $1,000, but every instance has rejected the move, for he knows deep down that if his offers to pay a nickel for their music.

Now he is faced with television. Many operators work on their own equipment, their own receivers, on a non-coin-operated basis, and his juke box carries a territorial restriction. He has a sizeable audience during an entire season as the patrons watch a baseball game, and during lunch or evening hours when a boxing match or hockey game is televised, even if the man does not continue on upward path. This operator, whether he is working in New York, Chicago or Los Angeles, has felt television competition. More often than not, television competition came at a time when he was feeling sharp-edged over the wartime incomes, and, once again, continuing upward costs in all phases of the coin-operated television business has driven the competition, in television, and costs, in many cases spelled disaster to a forlorn location.

Late in 1947 the operators in New York where television had spread in most of the better located areas, were given their first look at coin-operated television. P. H. McDonald, president of Videograph, Inc., holding a showing of the unit, sets juke box but included with the box a coin-operated television player in a mirrored cabinet, into which an operator could fit his own music machine mechanism. At the same time Al Bloom, long-time operator and president of Television Products, Inc., introduced his Tele- Juke, a Wurlitzer juke box with a television receiver mounted on top the cabinet.

The principal interest in both units was high, the purchasing by operators was not negligible, physical. And, particularly enough, it wasn't the cost factor which was behind the hesitancy of most of the operators. There was that feeling that it was "too late," that customers would not and had not paid much for entertainment after having had it given them for free for the past year or two. Many of the varied television players first before they purchased units themselves.

But the initial tests were made, and while inconclusive, it did raise great interest in two and three-inch screens, the juke box alone had taken in. But most operators did not want to purchase a television set, where the juke box was advertised as a separate unit.

Present Picture

Today, nearly 15 months after the coin-operated television sets made their initial appearance, there seems little left to go on. As such, it is broken down and presented as follows:

This operator has produced sets steadily, although the firm itself has undergone physical changes, with Dennison stepping out to form his own company, and a firm adding a Filben machine,别 to the point where a complete television-juke box combination is now offered. List price on the unit is $1,000. Production figures for '48 are not available. However, it is known that the unit has been made headway in the New York area, and also appeared in other television centers in the East, including Boston and Philadelphia.

Bloom reports the Speedy Products Tele-Juke (trade name) lists for $1,175. More than 200 units were produced in '46, and Bloom expects to more than double this figure during the current year.

New York Television Company has put out units with soundless screens, with the sound available only thru wall boxes. A 15-inch tele box and 16-inch juke box, in a single list, for $485. The firm reported it had put out 217 units during the past year, and said it would continue to suspend this phase of its activity in '48, concentrate on its combination juke box.

Rex-Loe Enterprises, New York, makes a Tele-Juke unit which is an uncombined type, in which the box is in any juke box and will control standard coin-operated juke box mechanism. The Tele-Juke lists at $49. It was supplied in '47, and firm officials report that 20 units have been produced, but quantity production is expected for the coming year.

Sotolone Corporation, Los Angeles, manufactures a wall box which can control two television sets. No production figures available.

Airline Manufacturing Company, Kansas City, Kan., in the late fall of 1948, introduced its combination Coronel-juke box package. A separate tele receiver was made available, same sound, with direct connections to the music machine. Available in 10 and 12-inch screen sizes, firms hopes to also have a 15-inch set this year. Here too no actual production figures are available.

Finally, a newcomer to the field, to be known as Trans-View Corporation (C. J. H. Cooper). While now in no way as active as its competitors, this firm is marketed with coin machine knowledge. President is Clyde Greenbaum, formerly sales manager of Aircon, and two vice-president are Fred Mann, pioneer operators, and a regional sales manager for Aircon, and Ben Paslant, also a regional sales manager for the juke box concern.

Trans-View has made an agreement with Belmont Radio by which it will handle a master tuner plus remote screens (78-inch and 130-inch) which will be coin-operated thru any type of juke box. One tuner, plus one 78-inch screen will list for approximately $500, while additional viewers will cost about $250. These are in production and available.

For complete details on the Trans-View corporation, see separate story in this issue of The Billboard.

Future Production

That there will be no such balking of coin-operated tele is popularly as has happened in the film industry in almost a certainty. Production is in the future, while sure to increase and increase, but on demand, and, because the video field (from a telecasting viewpoint) will have an effect on the usage through the coin-operated type.

There will be newcomers to the field, and, more importantly, there will be new manufacturers entering the coin television by experienced music machine companies as individuals during the coming year.

An example is AMI. This firm is also with a brand name to the unknown coin-television sphere. It has handled several combinations units, using its Model B machine and a Magnavox table model television which is set in the top of the juke box. One such unit was tested in Chicago, at a location on the south side of the city. While gross jumped, the operator who placed the unit on test, the location, and the manufacturer realized that much of this increase (far beyond what that type of location could be expected to sustain) was due to other operators playing the unit, plus the novelty appeal to regular patrons. Other tests will follow the one in Chicago, and it is to be expected that many more coin-operated television from the operators who will see their test unit at the CMI show this week. Other leaders in the music machine manufacturing field are also looking to coin-operated television as a future product. The future of the juke box, AMI are proceeding with caution.

Operator Views

During the past year The Billboard, in exploring business trends in the music machine field, reported extensively on operator reaction to coin-operated television. While practically all operators who were questioned felt that it had bitten into their incomes, they were not the most part, hesitant about entering the coin-operated field.

Just a few more of these or less. While gross jumped, the present都不是, present. Tom Workman, vice-president of the Operative Music Operators of Southern California, and an operator himself, states: "Within a short time the manufacturer has to offer in telecasting a coin-operated television. Video hurt for awhile but I believe the interest is now decreasing. Many manufacturers in coin-operated and are [See WHICH WAY on page 128]

FACTORS INVOLVED

1. Production of coin-operated television sets is limited.
2. Location operating experience is also limited.
3. Home set sales have increased sharply, cutting down the emphasis on public location video.
4. But television competition, in the juke box location, is here to stay.
5. Costs involved in coin-operated television are a major consideration.
6. Experienced coin machine manufacturers are now studying and testing new units.
7. Operators, on the whole, still maintain their "watch and wait" attitude.
8. Taxes may help the future of the coin-television industry.
9. But the growth will be slow.

By NORM WEISER

Ops still "watch and wait" as coin machine manufacturers finally show interest in pay-as-you-watch video.
During 1948...

Aireon the Operator's Phonograph

Gave You... ✓ PLUG-IN TELEVISION
✓ G. E. RELUCTANCE PICK-UP
✓ COLD, NEON LIGHTING
✓ MICRO-GROOVE (Long-Play)
  EQUIPMENT (Optional)

ALL in a SENSIBLY PRICED PHONOGRAPH!

NOW—for 1949

Aireon PRESENTS SENSATIONAL NEW

TONAR

Employing the cathode ray principles of radar to make the playing of each record a new and exciting adventure... FASCINATING, EDUCATIONAL! A SURE "LOCATION-GETTER"

Plus...
✓ ATTRACTIVE COLOR-LIGHTED DOOR
✓ COMPACT, COMBINED AMPLIFIER AND CONTROL BOX
✓ TWIN MATCHED CINAUDAGRAPH SPEAKERS FOR FULL TONAL RANGE
✓ SIMPLIFIED MECHANISM

and STILL in a SENSIBLY PRICED PHONOGRAPH!

Get ahead... Stay ahead with

Aireon The Operator's Phonograph!
主题音乐机器

BRAND NEW WURLITZERS
Model 1050's or 1030's
In Original Sealed Crates
$415 15 deposit BALANCE C.O.D.

J. J. GOLUMBO & CO.
Exclusive N. E. Distributors for
Rock-Ola Manufacturing Co.
1111 COMMONWEALTH AVE.
BOSTON, MASS.

Which Way Coin Tele?
(Continued from page 128)

Which Way Coin Tele?
(Continued from page 128)

turning on their television sets only
during special events. This keeps
them from losing income from the
music machine.

Another West Coast opinion comes
from Al Harmon, who states:

"We have been busy converting
our machines to $8 off the top and a
50-50 commission deal. We received
few or no complaints. I have television
at home, but I don't see it as an op-
ero's business. One thing—it will
require a master mechanic and he
will have to be highly paid. When a
Television set goes haywire now, the
merchant cuts it off. If an operator
has it, then he (the merchant) will
certainly give the operator a service
call. This will require a specialist
in television. We do not have a sin-
gle spot with television."

And from a small operator, Sam
Brown, Los Angeles, comes a slightly
different reaction:

"I'm only a small operator, but I
want to wait and see what happens.
I don't think that it will return
pinball specialists. A man who can fix a
pinball machine can fix almost anything.
Any radio technician can have a set
playing in an hour—sometimes you can't
do that with a pinball machine. Money
from television is moving into the home,
it lessens as a threat to operators.
I don't have to wait and see what hap-
pens."

Future Outlook

While the future of coin-operated
television does not appear to hold any
great, 'quick' gimmicks at this point,
its steady advancement does
seem probable.

Taxes, which ordinarily hamper an
operator in his activities, may actually
help in the case of coin tele. For if a
license operator is forced, by law, tax
an amusement tax when he has a
television set on the premises (and
has happened in some States already)
he would prefer to have the television
set help pay those taxes. Only by oper-
ating on a pay basis can the set
accomplish this.

Business experts have forecast that
prices in the television field will drop
sometime during the coming year.
With the financial burden already
placed on the average operator, pres-
ent prices are hard to meet. Future
prices might prove to be an attraction
to many of the operators who now
only pay.

Experienced coin machine manu-
facturers, for moving swiftly and
thoroughly testing their products, and the
potential of the field, will do more to
help cause coin-operated tele-
vision in the coming year than any
other single factor. For these
operators can learn the an-
swers that now flog the picture.

Videograph Will Debut New Model
At CMI Exhibit

NEW YORK, Jan. 18.—A new com-
mercial television set, featuring
derivative, illuminated, illuminated
suitable for use with a coin adapter,
will be introduced by
Institute, the Coin Machine Institute
(CMI) convention, Miles Forman,
manufacturer, announced.

The cabinet of the new model, No.
400, will be available with red, green,
or blue fittings and bronze or mirror
mirrors. A silver crystal panel sur-
rounds the screen. Attention-getting
features of the set are claimed to equal
that of jokes and coin amusement
boxes. But the tele screen can
be viewed with ease while the set
is illuminated, according to Ernie
Harpe, Videograph chief engineer,who
also claims the lights can be turned off if
desired.

140-Inch Screen

Screen of the new unit is approximately
140 square inches. The set
dimension 28 inches wide, 28 inches
deep and 22 inches high. It will be
manufactured thru regular
photograph distributors, with deliveries
set to begin immediately after the CMI
show, according to Forman.

The unit can be obtained with an
extra coin box which allows 15
minutes' playing time for each
25 cents inserted. Alternative methods
of coin operation are achieved thru
the adapter (The Billboard, Oct. 26)
with the television set also controlled
through coaxial box, wall box or other
personal music set-up.

At its booth at the CMI show the
firm will also display its combination
television-juke box and two other
commercial-type tele sets.

designed to bring
better profits to you and
your top locations

Never before have you been able to offer top locations such a
revolutionary new phonograph with so many new features that stimulate
play and increase profits...rich, modern appearance...sensational
vertical record mechanism...holds fifty 10" or 12" records intermixed
and plays either side or both sides...instant choice of 100 selections
all visible at same time...plenty of record space for all the latest
hit tunes, plus old time favorites, grouped under 5 headings...nickel,
dime and quarter play...6 individual plays for quarter.

The Amazing New Seeburg
SELECT-O-MATIC 100

Let us show you how the
Select-O-Matic 100, plus
Scientific Sound Distribu-
tion and Remote Control,
gives you a better deal!

SHAEFFER MUSIC COMPANY
506 S. High St.
1619 W. Washington St.
Columbus, Ohio
Charleston, W. Va.
2208 Fourth Ave.
Seattle, Wash.
2129 Main St.
Wheeling, W. Va.
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TRADIO-ETTE
The Dime-Operated
Hotel Radio
For a Limited Time
SPECIALY PRICED AT ONLY
$29.95 EACH

TRADE LOTS

A REAL PROFIT MAKER. ORDER YOURS TODAY FOR IMMEDIATE DELIVERY.
TRADIO, INC.
ASBURY PARK, NEW JERSEY
PHONE: ASBURY PARK 2-7447

GIVE TO THE DAMON RUNYON CANCER FUND

Lightweight Pickups
For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records

JOACHIM MANUFACTURING CO., INC.
Stevens Point, Wisconsin

The Music Box
292 Madison
Memphis, Tenn.

Available
300 R.C.A. Radios
"COIN-OPERATED"

ORIG. CARTONS $33.95 Ea.
E. O. B. Chicago

Subject to prior sale.
BRADLEY ASSOCIATES
1652 N. Western
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South Wind TONE ARM
"LIGHT AS A SOUTHERN BREEZE"

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with Southwind—swing on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs.

FULLY GUARANTEED—ORDER TODAY

$17.95

COMPLETE—POSTPAID
A Standard equipment includes the
Share 3-30 Xst Cartridge with
replaceable permanent needle. Give report 10,000 plays on this heedle.

JORDER'S INQUIRIES INVITED

Phillips Distributing Co.
2816 Aldrich Avenue South
Minneapolis 8, Minn.

Nothing to change—just plug it in.

JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin

NEW RECORDS! NEW RECORDS!
ONLY 25¢ EACH
(Packed 100 to a Box)

These records are carefully inspected and
well-packed. Will stand any shipping dis-
charges. Box of 100 for $25.00. We Can
ship any size order day received.
Write—Wire—Phone

THE MUSIC BOX
292 Madison
Memphis, Tenn.

Tel: 37-7701

AVAILLABLE

300 R.C.A. Radios
"COIN-OPERATED"

ORIG. CARTONS $33.95 Ea.
E. O. B. Chicago

Subject to prior sale.
BRADLEY ASSOCIATES
1652 N. Western
Chicago, Ill.
Phone: Atlantic 6-9189

The Billboard
January 22, 1949

128 MUSIC MACHINES
Biggest news ever for music Operators!

"SELECT-O-MATIC 100"

YEARS AHEAD OF EVERYTHING IN COIN-OPERATED MUSIC!

THE MECHANISM IS IN FULL VIEW!

Year after year Seeburg has introduced new perfections in coin-operated phonographs...to gradually include all features operators have asked for. The new Seeburg "Select-O-Matic 100" is absolutely the last word, the most brilliant achievement in commercial music. The revolutionary "Select-O-Matic 100" has everything. Not 20 or 40 selections...but 100 selections...10-inch and 12-inch records may be mixed...selections may be catalogued in logical groups: (1) hit tunes, (2) old favorites, (3) waltzes and polkas, (4) fox trots and rhumbas, (5) classical music.

* The public will thrill to watch the mechanical brain play 10-inch and 12-inch records vertically...either side or both sides with the same pick-up arm...in full view.

* The "Wall-O-Matic 100" represents the most amazing remote selection system you have ever seen! 100 selections...visible 20 at a time. Single coin chute for nickels, dimes, quarters. 6 individual plays for a quarter. Push-button panel permits easy selection...uses only 20 push-buttons for 100 selections!

* Strikingly beautiful appearance! The "Select-O-Matic 100" is brilliant in appearance with the top section providing full view of the Select-O-Matic mechanism. 100 selections visible at same time! Cabinet is luxurious wood veneer that skillfully blends with the animated grill that sends forth a constantly changing pattern of soft lights.

S. H. LYNCH & CO.
Exclusive Southwest Seeburg Distributors

* Dallas, Pacific at Olive
* Houston, 910 Calhoun Street
* New Orleans, 832 Baronne Street

* San Antonio, 241 Broadway
* Oklahoma City, 900 North Western
* Memphis, 1049 Union Avenue

The Billboard
January 22, 1919
CMI Visitors Offered Extra Fun, Showings at Chi Meeting

(Continued from page 74)

house daily at its plant, running from 10 a.m. to 4 p.m. To facilitate travel back and forth from the Sherman to the West Lake Street plant, a special limousine service will be used every half hour from each point. A tour of the production line will be conducted every hour at the plant by Jennings personnel. Entertainment and refreshments will be offered to visitors making the visit to the firm's headquarters.

The newly formed Standard Coin Machine Company (see separate story in this issue), in addition to its exhibits in Booths 23 and 26, will also hold open house in a suite of rooms on an upper floor of the Sherman. In addition to showing its 10 consoles, Dick Wiggins, firm president, stated food and refreshments would be available in the suite.

Exhibit Supply, one of the major exhibitors, on the convention floor, with 6 booths from 147 thru 152, will also hold open house at its West Lake Street plant daily from 10 a.m. thru 5 p.m. Visitors at the plant will find refreshments and food on hand, and will also be able to see the production lines.

J. H. Keeney & Company, holding down Booths 42 and 44 at the convention, is planning a gala open house party at its plant, where the firm's electric cigarette vender will be shown along with a new line of consoles. Official hostess at Keeney will be Bette Thomas, the sales and refreshment girl. Food and refreshments will be served.

Morrison Hotel

The Morrison Hotel, two blocks to the south of the Sherman, will be the headquarters for several coin machine manufacturers not showing on the convention floor, as well as for several firms with regular exhibits at the Sherman.

H. C. Evans & Company will be in Suite 639-640, where they will unveil their new music machine, the Constellation, and will also show other products in the regular line. In addition to the Morrison Hotel set-up, the firm will hold open house at its factory.

Rock-Ola will show its music machine and shuffleboard at the Morrison Hotel downtown headquarters, and will have an open house at its North Redzie Avenue headquarters during the run of the show.

AMI, which will show its Model A and Model B juke boxes, and an experimental television—juke box combination in its four booths at the Sherman (37, 38, 39 and 40) will also maintain headquarters at the Morrison. Firm had scheduled a meeting for Sunday (16) at the Morrison headquarters, with a cocktail party and dinner to follow the business session.

Tele Exhibits

Aircon Manufacturing Company, introducing its Coronet with Tonar, and showing its television unit, will headquarter at the Morrison with officials from the firm's Kansas City headquarters, including Bernard D. Craig, general sales manager, and Fred Kurth, who will be in charge of the television section. A new line of coin- and coinless juke boxes will be shown by the company.

Trans-Vue Corporation, showing its new entry in the field, takes over the Penthouse in the Morrison where the firm will show its new coin-operated television set (see separate story in music machines department). Rudy Greenbaum, president, and Hotel Mears and Ben Parriott, vice-presidents, will be on hand to show the new unit to operators.

Illinois Simplex Distributing Company will have its convention headquarters at the Bismarck Hotel in Suite D, third floor. Firm's entire line will be shown. Illinois Simplex headquarters on South Wabash Avenue will also hold open house thru the run of the show.

Victor Vending Corporation will hold open house at its factory on West Grand Avenue and will, at the open house, unveil its new Ill Pop popcorn unit.

Columbia Products Corporation will hold an open house at its headquarters on the near North Side (LaSalle Street) and will have on display its complete line of coin-operated radios.

While United Manufacturing Company will have its regular display space at the CMI exhibit, firm officials anticipate an extra heavy run on the plant with operators and some distributors taking their first look at the new 70,000-square-foot factory in North California Avenue.
Seeing is Believing...

for the latest and best, see and hear

The Music Equipment
that is the answer to the
Operator's Prayer

at the Penthouse Bungalow
Morrison Hotel, CHICAGO
January 17-18-19
Trans-Vue Corp. To Debut Tele System at CMI Show

(Continued from page 125)

$500 complete with universal adapter pack. Additional remote viewers, which contain tube and power pack but no audio equipment, are specified to sell for approximately $350. Greenbaum said the units will be a 90-day guarantee against defects.

Greenbaum and Mann said they will continue to maintain the commercial television system through distributors who will direct their sales activities toward the musical instrument market.

The remote viewers, Greenbaum said, will be installed in locations to give maximum visual coverage. The remotes are best located at a height of eight feet, tilted downward from the wall at an eight degree angle. Since 16 remotes can be attached to a single master tuner, Trans-Vue points out that any location can be completely covered to give a clear picture from any angle.

Trans-Vue has opened temporary offices at 20 East Jackson Boulevard, Chicago, pending a move into the Midwest Mart some time next month.

Issue Charter to O’Connor Distributors in Richmond

RICHMOND, Va., Jan. 18—O’Connor Distributors, Inc., here Jan. 18—O’Connor Distributors, Inc., here has been issued a charter by the State Corporation Commission (SCC) to deal in juke boxes, vending machines, radios and television sets. Maximum capital was limited to $50,000, divided into $100 shares.

Officers include K. A. O’Connor, president; Perry Seay, vice-president; and R. W. Bottom, secretary-treasurer.

Music Highlights CMI Show

Mfrs. Introduce New Machs.

(Continued from page 125)

Video graph (coin television, alone and in combination with music machines); Pantages Maestro Co. (wireless telephone music system and television); Trans-Vue Corporation (radio-television—see separate story in this section), and Rock-Ola, which, together with Aireon, Trans-Vue will be at the Morrison Hotel. Rock-Ola, in addition to showing its music equipment, will also display its shuffleboard in its display.

Supplier Acts.

The five recording companies which are scheduled to have a display at the Hotel Sherman are: Columbia, Inc., Coral Records, Decca, King Records and RCA Victor. Several other manufacturers will have their Chicago distributors on hand to meet with visiting operators, but had not contracted for booth space at the show.

Music Highlights CMI Show; Mfrs. Introduce New Machs.

Music Highlights CMI Show; Mfrs. Introduce New Machs.
Introducing...

THE NEWEST MEMBER OF THE VIDEOGRAPH FAMILY

The newest development by the pioneer manufacturer of coin-operated television sets, the Videograph 400, is a quality receiver in a colorful, animated cabinet packed with play appeal equal to the highest producing coin-operated equipment. The 400 is available in a wide variety of bright color combinations, set moving color wheel lights on each side of the cabinet. Its smart modern appearance will make The 400 the center of attention in any location... and the biggest money maker you ever operated.

With the exclusive Videograph adaptor, The 400 and other Videograph models may be used with any type of coin operation... a separate wall box controlling both picture and sound; a separate wall box controlling sound only; already installed wall and counter boxes, and (with a type box) can be set to give operator television sound upon insertion of a coin. THE 400 CAN BE TAILORED TO FIT ALL TOP LOCATIONS TO PLEASE THEM AND THE OPERATOR PERFECTLY!

The 400 has a BIG screen equivalent to 140 square inches. The cabinet measures 25"x25"x32".

The First of the Videograph family, the well-known combination juke box and television set in the antitrust of coin-operated equipment. Its breath-taking beauty and earning power top anything previously known to the coin machine trade. Glorious acid-etched colors in the brilliant mirror cabinet, set off with rich leatherette trim draw location owners' praise and players' enthusiasm.

Another colorful Videograph model available in a wide variety of colored mirror, chrome and leatherette trimmed models. The direct view screen measures 122 square inches and with the use of the Videograph adaptor may be coin operated in the same variety of ways as the 400.

A brilliant picture, large screen television receiver in a conventional mahogany cabinet, The 135 makes the Videograph Profit line complete.

GET YOUR SHARE OF TELEVISION PROFITS WITH VIDEOGRAPH: SEE ALL THE VIDEOGRAPH MODELS AT BOOTH 90A OR WRITE FOR INFORMATION...

VIDEOGRAPH CORPORATION

601 W. 26th St.
NEW YORK, N. Y.
Chicago:
With the CMI show almost here, actions at United Manufacturing Company's headquarters has been stepped up considerably. Ed Klink, chief say goodbye for Acme Manufacturing Corporation. Kansas City, Kan., arrived Tuesday (11) and set up house will be the Morrison Hotel. Ed will be watching out for Acme's activities here and other tenuous, all-possible, the Chicago office, resigned last week to join his former residence.

Fred Weiske, general sales manager for Acme, opened headquarters, 1503 N. Wells St., also making his headquarters at the Morrison.

Indianapolis:
Roy Sandgren, co-director for Rock-Ola Shakeboard in Terra Haute, Ind., was in buying and booking equipment for Al Cons at the national convention. Roy is also a co-director for Rock-Ola Shakeboard in Evansville, Ind., and adjacent territory. State distributors for Rock-Ola phonographs and shakeboards...

New York:
The yearly trek of local colom to Chicago to attend the Coin Machine Institute (CMI) convention began Thursday, and will continue to run until they set up their exhibits. Most of the men are currently here looking for Chicago to examine new equipment and exchange experiences with their peers. The country left Saturday (15), with the men holding travel reservations for Sunday.

Los Angeles:
Joa and Debra Martinhef headed for Phoenix, Ariz., for the showing of the new Seaborg Select-o-Matic cigarette machine. The April 7 opening of the new Seaborg cigarette, a machine to be manufactured in the new cigarette cigarette machine which the firm plans to sell in the Western states of California.

Dave Gould and Don Lutkin held open house at the new American Automatic Sales, Inc., showrooms on Van Buren Boulevard....

Chicago:
Fred Schwartz, manager of the Chicago Coin Machine Manufacturing Company, has turned songstress in addition to his operating activities. His first two songs are "Fly Me to the Moon" and "Bergmann's Chant", both of which are scheduled for re-releasing.

Harrisburg:
A record gross of $78,071.15 from parking meters during 1948, representing an 81.4% increase over 1947, was reported by the city last week. . . . Balmy weather has been a bane to the heavy snows which cover this city around this time of the year not having receded to date, and as a result music machines, vendes and games on location in the area have not been getting excellent play.

The Billboard January 22, 1949
ARCADES—STOP AND LOOK
FLOOR MACHINES
2 EXHIBIT MERCHANDISE
"SHAMBALA" (as supplied), 30%...$75.00
Single-5C, 30%...$65.00
VENDORS TOPS ON BASES, each 30%...$15.00
H. WELLS, 30%...$20.00
LIGHT-UP, 30%...$40.00
GRANNY SPRING HOPPER ON BASES, all...$10.00
REFILLS, each...$1.00
"SHAMBALA" HOPPER w/ LOTS of REFILLS, all...$25.00
GRANNY SPRING HOPPER, all...$20.00
POP BOXES w/ POP SPOUTS, each...$1.00
1500 VEST POCKETS, each...$1.00
SLEEVES, Printed, each...$0.01
SLEEVES, Printed, each...$0.01
All machines in A-1 condition. One-half deposit, balance C. O. D. Prices include freighting.

PLAYLAND AMUSEMENT CO.
360 North Ave, N. W., Grand Rapids 2, Michigan.

COUNTY GAMES
FLICKER & CARD MACHINE
H. WELLS, 30%...$22.00
CATTLE CALLER, 30%...$9.00
LAB. BLUE & WHITE, each...$1.00
SPINNING PEAKS, each...$0.01
JUG MACHINES, each...$0.01
POOL & CLASSIC POOL, each...$0.01
SPOUT, each...$0.01
1500 VEST POCKETS, each...$1.00
SLEEVES, Printed, each...$0.01
SLEEVES, Printed, each...$0.01

ANNOUNCEMENT
We are conveting your Humphry Dumpy into Crown Jewels with a new 18-color backboard glass — the latest action bumper — ten each on color, cabinet repainted with a new beautiful glass job.

Write or wire for prices by the manufacturers of the conversion.

Glick-Wain Co.
2618 Frankford Ave.
Philadelphia 15, Pa.

COIN MACHINES
15 Years Ago This Week
CHICAGO, Jan. 13, 1934 — C. S. Darling, manager of the National Automatic-Coin Operated Machine Manufacturers, in a talk prepared for the annual banquet of the Alamgaz Independent Machine Owners' Association (ANYVMOA), congratulated the trade for the past year's excellent showing, and concluded the speech by entreating the coin machine manufacturers' Code of Fair Competition which had staunchly maintained the color that was being used in many of the conferences in the past year, and was awaiting General Johnson's approval. Darling said it was hoped that operators throughout the country would join in a common stand so that they too could cooperate, submit and have approved a code of fair competition for their industry.

In another talk on co-operation in the coin machine industry, Louis Goldfarb, secretary of the Bronx office of the ANYVMOA, said, "The operators' immediate customers, the location owners, are known to all other operators engaged in the same business. If open competition should prevail the operators would find themselves in the position of the proverbial Kilkenny cats... they would eat each other up."

An increase in the wholesale price of cigarettes was announced by four tobacco companies, and a retail price increase was expected to be 13 cents per pack, which would increase their margin for sales. Operators, it was stated, would welcome a standing price of 15 cents a pack, for the sake of their customers. The advance in price by the big four cigarette producers was regarded as a threat to the fight against 10 cents brands which developed during the past year.

Date of the first annual Pacific Coast Salesmen's Trade Show was announced. Scheduled for March 12-14 in Los Angeles, show would be attended by Coast and Eastern jobbers and held in the grand ballroom of the Alexandria Hotel. The exhibitors were set for the Hotel.

The Chicago Coin Machine Company was moved to new headquarters at 1731 Divisadero Boulevard by the management of the firm's Sweet Sally counter game, promoting the decision to obtain larger quarters, of official said.

Blenow-Meyers Adds New Lines
NEW YORK, Jan. 15 — Blenow-Meyers, Inc., local distributing firm, has taken on the American Lollies, a small coin operated company line, it was announced this week by Hymie Blenow, representative for the manufacturer. At the same time, the outlet disclosed that it was now the Mercury Athletic Scale, product of the Mercury Steel Company, Detroit, Territory assigned Blenow-Meyers for American Shoppers, New York City and Westchester County. The outlet also handles the Mercury Strength Tester in this city, Long Island, Westchester and Northern New Jersey.

Hankin Takes Over
ATLANTA, Jan. 15 — Merrie Hankin announced that he and Jack Lovey will take over the business of the late Harry D. Distributors. Hankin is retaining his position as H. L. Distributors, Hankin had been active in the Spring Street and keeping his interests intact in the service of his business. He follows a lengthy illness. He will be off for a short vacation in Florida.

10 Years Ago This Week
CHICAGO, Jan. 14, 1929 — Roy Hocker, J. H. Keeney Company sales manager, was enthusiastic over the high interest shown at the firm's factory exposition. On display was the Pastime unit, a nine-cent coin game featuring a match-pointed principle, peeler-Winner and a single-column action-counter game, was also shown, along with the standard torn-out table, Pot Shot, tagged the "fastest playing pin game ever introduced."

Forth Worth operators were very "dissatisfied" with the quality of their games, reporting that operation of peanut machines and "expensive consoles" went "dandy," as did jukebox games and the new beverage venders.

Pin game operators in the area were cheered with the ruling by Judge William Hear that pinball machines, trade为啥做的事 didn't meet the standard of "dice games." Judge Hear based his decision on a previous ruling by Superior Court Judge D. G. Vincent.

Barn Wolfberg, Chicago Coin Machine Manufacturing Company official, announced the release of a new miniature pin game, Little Dandy, featuring full-size pinball, and a light-up scoring rack... H. L. Baker, president of the New York City company, was enthusiastic over a new console racing machine called "Pacer." Game organization automatic, had seven horses which advanced to a finishing horse paid odds automatically from 2 to 100 to 1.

D. Gottlieb & Company prepared to introduce three new games at the CMMA show. Dave Gottlieb described the games as a new type of single-ball automaticay pin game, called Track Record; Fire Alarm, a 3-ball game, and Match-It, a counter game... Interest in vending machines using refrigeration was revived during the opening weeks of 1939. Bottled and bulk refrigeration promised more of becoming a leading type of automatic merchandising equipment... indication of the high interest in vending circles toward refrigerated equipment... the fact that admission badges for the CMMA show also permitted their owners to visit the All-Industry Refrigeration and Air-Conditioning exhibits.

The newly organized Automatic Music Association of New Jersey, Inc., held a meeting and named the first slate of officers, including Everett Master- son, president; Jerome McFayden, vice-president; Archie Rass, secretary, and Edward Marks, treasurer. The board of directors included Baker McFayden, 81 S. Barclay and Emmanuel Ehren- field. The association maintained headquarters in New York, and LeRoy Stein was listed as manager.

Alco-Deree Co.
Names Distribirs
CHICAGO, Jan. 15 — Theodore Isaac, vice-president of Alco-Deree Co., announced the appointment of two new distributors this week for firm's U.S. air-conditioned model.

New salesmen are Sicking, Inc., Cincinnati, Ohio, who are taking care of the Cincinnati and Louisville areas, and J. C. Andrews, 4060 North Burchard, Chicago, for the West Coast territory. The sale of its large coin operated models of the firm is expected to name a number of sub-distributors to represent the firm throughout the over-all Coast territory, Isaac declared.

The company recently announced a production schedule of 400 venders per month for December. January production was 330, and a possible 50% output increase during the summer months.
Bell-o-Matic To Show Five New Machines at Chi Meeting

CHICAGO, Jan. 15.—Five new model coin machines the Bell-o-Matic Corporation will introduce in Suite 440 of the Morrison Hotel, Jan. 17-18, Vince Shay, Bell-o-Matic president, announced Wednesday (12). The firm will also occupy Booth 111 on the CMF convention floor of the Hotel Sherman. New machines are the Duplex, a twin console; Token Bell, Black Beauty Bell, a hand-load machine; Blue Bell, and Bonus Bell. The Duplex is a combination mechanical console using the Bell mechanism as a means of operation. It is available in any two denominations from a nickel to a quarter, features black reel strips, colored fruit symbols outlined in white and a black reward card to match reels. Beauty, designed for club locations, is a hand-load model with jackpot display, having same reels as the Token Bell and the reward card to match black reels. The Blue Bell is made for general operation and has silver reels and a bright metal reward card with large numerals. Hammered-finished cabinet is colored in ultramarine, cobalt blue and Chinese red. Front decorative line and cabinet door are of heavy metal. Bonus is a hand-load bell which gives a special reward if the player spells out the letters B-O-N-U-S in the first reel. Cabinet in hammer-finished finish comes in gold, green and burgundy with polished silver ornamentation its front.

At its daily 4 to 11 p.m. showing in the Morrison, Bell-o-Matic will present Don Fairchild and his electrifying, animated Coleman Clark and world champion British comic O'Brien, humorist and harmonium player; Ralph Scatmore and his Singing Bartenders; Ollie Parks, night club vocalist; Marie Renaldo, accordionist, and the Mike and the Mills, who won the world barbershop quartet championship. Food and refreshments will be served between the 11 and 12 p.m. and the 4:40 p.m. shows at the Morrison from 4 to 6 p.m.

Grant Shay, Bell-o-Matic vice-president, disclosed that in addition to the above, the firm will hold open house at the fullerton Avenue plant from 9:30 a.m. to 5 p.m.

Chi Coin Bows 3 New Games

CHICAGO, Jan. 15.—Chicago Coin Machine Company will debut a new five-ball game, a pistol game and a double shoe game on the National Amusements Association show 46 in the exhibition hall of the Hotel Sherman during the 1949 Coin Machine Convention (CMC) show Jan. 17-18.

The new five-ball, called Grand Award, features the lighting of letters in the game's name golden-yellow at a time. Game also stresses progressive kick-out pockets which kick balls from the bottom of the playfield toward the top and the back and forth kick-out action in the center of the playfield, first used on Chicago Coin's Kicko.

At the time it is designed, objects are to spot all the letters in the name Grand Award. Letters are spotted by dropping a ball in a kick-out pocket near midplayfield or by going thru a roll-over switch just above the pocket. If player gets a ball in this hole, he spots the next letter, previously not lighted in G-A-N-D-A.

Thus going thru the roll-over switch above this pocket, player also gets one letter spotted. Thus player can get two letters by first going thru the switch and then going to second pocket on the same roll-over.

Players win replays by spotting all 10 letters in the name Grand Award, the number of which may vary from 3 to 12, depending on which side of the playfield the player is located. Thus a player stepping up to the game for the first time may be playing for 20 replays on his game.

Chicago Coin's game is called Pistol, gives players 15 shots from a trigger controlling a small pistol. If player has made all 15 shots hit one of the game's half-clover targets, he keeps shooting until he misses or he make only 3 hits. Game has a hardwood cabinet with a metal name plate, designed, according to Mr. John G. Hirth, the machine's designer, for one or two players.

The double shoe game, called Caucasian, features the shooting of balls to hit miniature targets on a hard-wood cabinet with a leathery texture. The game features a built-in outdoor target.

Firm's other arcade piece, known as Midget Size Ball, measures 25 ft. high, 13 ft. long, gives players 15 shots (a nickel). After inserting coin, player waits for automatic machine to make new ball in his hands from ball-thrower. When the manikin has ball and turns 90 degrees and is facing the miniature skee ball alley, player squeezes handle on game and ball appears into one of the scoring areas which range from 1,000 to 10,000 points.

In addition to showing these three new games for the first time, Chicago Coin will show its complete line of machines, including its large exhibit space on the Sherman CMF convention floor. One of the key features of the booth is the Super-King and the rebound features the precision made playfields known as Dura-Life.
Detroit Ops Taxed On All Music Units

Jennings Sets Exhibit Plans; Distrib Meet

CHICAGO, Jan. 15—O. D. Jennings & Company will hold a local banquet and dealers' meeting at its plant here tomorrow (16) at which time the firm's Colo Machine and Telecard (CMI) show model, the 1949 Sun Chief, will be unveiled, Ed H. Jennings, advertising manager, announced this week. Approximately 20 of the firm's distributor organizations are expected to be represented at the session. It is intended to meet the biggest advertising campaign in the company's history.

DETROIT, Jan. 15—Juke boxes are considered personal property and are liable to tax assessments as such, according to a report issued this week. The city treasurer picked up boxes belonging to the Western Sound Combines, Inc., by Fred Roux, and the Dot Music Company, owned by Harry Telecard.

According to the treasurer, tax assessments had not been paid in both instances, and not one of Roux's machines was taken out of his store.

It was alleged that Roux was in arrears for three years' taxes on machines valued at $25,000. Both operators made their tax payments, and the machines were returned to the locations.

A check of other operators indicated that most of them have paid their taxes assessed on the same general basis as taxes on real estate and other personal or business property.

B. Golub Ship 50 Nylon Units

NEW YORK, Jan. 15—The Berlino Industries and their subsidiary, the Berlino Manufacturing Company, the manufacturers of the Marba nylon ball game, have shipped the first 50 sets of the new machine, which was introduced this week, was announced by company executives.

The new ball game is being sold to Circuit brand, 51-gauge nylon, in a highly styled package. It will be on sale to operators outside of New York City. Each container has a two-sided, frame-type window, which the box may be viewed. Berlino and Fred Meyer have formed the Marba Industries Company to operate the vender in this city.

Golub also acts as sales manager of the stockists, obtained by them under contract with widespread mill representatives to the vending machine industry, also, the nylon are available in two different grades and in a wide range of sizes from 1½ to 11. The Marba vender, which lists at $90.99, is a nine-unit box, with a capacity of 240. The front panel of the machine carries an illustrated display window in front of each column showing a swatch of the nylon vended, back to as to give the true colors.

Golub announced that the vender, a two-tone green or brown, would be sold only direct to operators.

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WE ARE EXTENDING

THE ROLL CALL FOR

5 MORE WEEKS

FIGURE IT THIS WAY:

Reason for this roll call is

1. To find out who is in the Coin Machine Industry TODAY!

2. To give everyone the chance to get the next eight issues of The Billboard for only $1.

To do this we have already mailed 253,472 letters to coin machine names. It takes three minutes to organize, address, collate enclosures, stuff, sort, stamp, seal and mail one letter. That means already it has taken 760,416 minutes, or 12,673 man hours to get 253,472 letters into the mails.

That's equivalent to 30 people working 40 hours a week for 10 weeks!

It's easy to see why this is the biggest drive in the history of any American trade paper.

And it's being done for a twofold purpose—to make sure everyone in the coin machine business is given not one but many chances to answer the Roll Call and to get the next eight issues of The Billboard for only $1.
We've already mailed out 253,472 letters to over 114 lists of operators received from distributors and manufacturers.

There still are an additional 24,500 names of operators waiting to be addressed.

What's more, lists from 28 more coin machine firms are on their way to us, and several more have promised to send in their customer lists just as soon as they can get them ready.

You can see this Roll Call has already proved to be a bigger job than we thought it would.

We're determined to do the job right, but we need more time, so we're postponing the deadline until February 28.

That means you've got five more weeks in which to help make the industry's first census complete. You've got five more weeks to do YOUR PART by sending in the coupon below to help us identify you and at the same time get the next eight issues of The Billboard for only $1.

DON'T DELAY ... DO IT TODAY!
Meet "Hymie Zorinsky"

in Chicago at the Sherman Hotel during the Show and after the Show in Omaha, Nebraska, where we will exhibit all the winners of the show in our beautiful show rooms.

We are authorized Distributors for the State of Nebraska and Iowa for the following leading manufacturers:

- D. Gottlieb & Company
- United Manufacturing Company
- Williams Manufacturing Company
- Chicago Coin Machine Company
- Genco & O. D. Jennings & Company
- Universal Arrow Bell
- Columbia Penny Machines

See Us for New Hoolyecs, Arcadia Machines, New and Used Phonographs and Good Used S Ball Pin Games.

H. Z. Vending & Sales Company
1205-07 Douglas St.
Tel. at 1121-22
OMAHA, NEB.

SOMETHING NEW

COIN OPERATED

BILLIARDS

See at Booth 63, CAM Show
January 17-19

HEATH DISTRIBUTING CO.
MACON, GA.

Directory of Distributors

(Continued from page 109)

VENDELL CO.
2323 Wether St., Chicago

ATLANTA:
W. A. M. Sales Co., 154 Edge St., NE.

BOSTON:
10-Stratton Vending Machine Co., 1273 Washington St.

DOW:
— P. & M. Vending Co., 614 15th St.

HOLLYWOOD:
27—Weissboro Machine Co., 1934 Santa Monica Blvd.

PORTLAND 1:
— D. A. Estey & Co., 1315 S.W. Fifth Ave.

UNIVERSITY CITY 5

Videograph Corp.
601 W. 26th St., New York

DISTRIBUTORS:
— Dan B. Chadwick, 1508 Kentucky Ave., Cleveland—L.S. & N. Music Co., 127 Superior Ave.


LWRENCE, N. Y.,—Danny Baum, Inc., 51 Wright Ave.

MILWAUKEE:
— F. C. Videocraft, Inc., 1148 Fox Ave.

NEW YORK—Videocraft, 718 8th Ave.

ROXBURY, Mass.—Pioneer Music Co., 323 Main St.

SAN FRANCISCO—California Videograph Corp., 1175 Union St.

YORK BEACH, Me.—Emer S. Leighton, Broad St.

WILLIAMS MANUFACTURING CO.
1611 W. Huron St., Chicago

ARCHIE, Calif. — Williams Distributing Co., 52 N. Third Ave.

Baltimore—General Vending Sales Corp., 237 W. Biddle St.

BOSTON—Trimont Coin Machine Co., 1926 Washington St.

CHICAGO—World Wide Distributing Co., 250 W. Congress Pl.

CINCINNATI—Southern Automatic Music Co., 323 W. Seventh St.

COLUMBUS, O.—Ohio Coin Machine Exchange, 2402 N. High St.

DALLAS—General Distributing Co., 3611 Main St.

DETROIT—Southern Automatic Music Co., 602 Lindan Ave.

DURANT—King Pin Distributing Co., 2004 Grand River Ave.


JACKSONVILLE, Fla.—Taran Distributing Co., 2010 Riverside Ave.

KALAMAZOO, Mich.—King Pin Equipment Co., 324 East Michigan St.

KANSAS CITY, Mo.—Consolidated Distributing Co., 1810 Grand Ave.

LEXINGTON, Ky.—Southern Automatic Music Co., 240 South Jefferson St.

LONDON, Ont.—Southern Automatic Music Inc., 624 Third St.

MEMPHIS—S. & M. Sales Co., 197 Union St.

MINNEAPOLIS—Taran Distributing Co., 323 S. W. Seventh Ave.

MONTREAL—London Music Co., 3130 Dorchester Blvd.

W. L. NEW YORK—Titan Distributing Co., 1 Union St.

NEW ORLEANS—Music Sales Co., 703 Houston St.

OMAHA, Neb. — K. V. Vending & Sales Co., 1205 W. Dodge St.

PHILADELPHIA—Scott-Cross Co., 1423 Spring Garden St.

PHOENIX, Ariz.—Garrison Sales Co., 612 N. Washington St.

PITTSBURGH—R. D. Lazer Co., 1625 Forbes St.

ST. LOUIS—P. V. Distributing Co., 2336 Olive St.

SAN FRANCISCO—Advance Automatic Sales Co., 1330 Howard St.

The Rudolph Wurlitzer Co.
North Tonawanda, N. Y.

ALBANY—The Arthur Herman Co., Inc., 283 Central Ave.

ATLANTA—W. A. D. Distributing Co., Inc., 204 Troup St., N.E.

BAUTISTA 13—Winders Distributing Co., 711-15 18 Harford Ave.

BUFFALO 8—Alfred Sales, Inc., 816 Main St.

CHARLOTTE, N. C.—Brady Distributing Company, 820 W. Morehead St.

CHARLESTON, W. Va.—Grumley Distributing Co., 900 King St.

CHICAGO 3—Illinois Simplex Distributors, 811 H. Webster Ave.

DALLAS 1—Commercial Music Co., Inc., 720 N. Ervay St.

DENVER 2—Wild Sales Co., 1307-54 Broadway

DORS MOWES 14—Roulan Distributing Co., Inc., 1326-53 Main St.

DETOIT—Porter Distributing Co., 197 E. Jefferson St.

EL PASO—Wolf Sales Co., 2404 E. Alameda.

HONOLULU—Sheila Distributing Co., 5301 Louisiana St.

INDIANAPOLIS—Indiana Simplex Distributing Co., 243 W. Meridian St.

JACKSONVILLE—Bush Distributing Co., 219 Church St.


LANSING—Calkin-Callison Co., 3510 W. Plaza Blvd. (Temporary)

LAWRENCEVILLE—Cruze Distributing Company.

MEMPHIS—Williams Distributing Co., Inc., 600 Union Ave.

MIAMI—Bush Distributing Co., 208 W. 8th St.

MILWAUKEE 6—Paster Distributing Co., 2008 W. Fond du Lac Ave.

MINNEAPOLIS—Liebman Music Co., 1134 Hannover Ave.

MONTREAL—600 Union Ave.

PHILADELPHIA 6—Smith & Fields Distributing Co., 1350 W. Howard St.

PHOENIX, Ariz.—Wolf Sales Co., 620 W. 10th St.

PITTSBURGH 13—Smith & Fields Distributing Co., 1503-57 Blvd.

PORTSMOUTH, Va.—O'Connor Vending Machine Co., 1101 Bland Blvd.

RICHBURG, Va.—O-Occo Vending Machine Co., 3220 W. Main St.

SOUTH BURLINGTON—Western Av Distributing Co., Inc., 1609-11 Olive St.

SOUTH BURLINGTON—izing Co., 290 W. Seventh St. P. O. Box 1900.

SOUTH SAN FRANCISCO—Commercial Music Co., Inc., 901 E. Houston St.

SEATTLE 8—Hart Distributing Co., 900 E. 7th Ave.

DESIGN DEVELOPMENT

(Continued from page 82)
duced the Bally kicker bumper which injects in playfields an action similar to that of flipper type bumpers. With the success of Carnival, Bally also demonstrated that when players were constantly seeking new ideas and scoring ideas, that Bally also would go for a complete change of pace in play from time to time. In addition to keeping pace with the field with such original ideas as cross-ball and the electrical chute for running off replays instead of using this same purpose, United Manufacturing placed considerable stress on improving the mechanical and assembly job on its 1948 games. Notable improvements were the use of bearing surfaces approximately 1 1/2 to 2 inches apart on its plunger which gave the player better control in shooting the ball, and the concentrated use of smaller, more compact parts on the playfields. While the latter accomplishment would not please the player, the use of smaller parts has made the servicing of United games a lot easier for the assembly line by the added accessibility to all parts.

After 1948 was a designer's year in the pinball field, distributors and operators as well as the same groups of people themselves know well that all the progress made in the engineering of modern pinball machines during that year will just become a part of the progress that is coming in the remainder of 1949. For regardless of how much pinball games of the modern pinball play with the older type, players must still be constantly catered to in an effective way, keeping the business at its present high level.

It's the player that counts and "Ssaco" Tools can serve him.
CMI Program-Officers-Exhibitors
(Continued from page 75)

Pantages Maestro Co., Booth 97
1603 McCadden Blvd., Hollywood
Wire music system, tele-music coinale

Perma-Top Corp., Booths 92-94
417 E. 9th St., Chicago 16
Shuffleboard

Perno, Inc., Booths 128-131
641 Ravenswood Ave., Chicago 26
Phonograph needle

Philadelphia Telegovian Co., Booth 69
190 E. Devon St., Philadelphia 44
Skee ball alleys

4 POST WAR
PHOTOMATICS, $595.00 EA.,
10 REBUILT PHOTOMATICS
With stainless steel doors and trim...$295.00 EA.

3 VOICE-O-GRAPHS
Wooden Cabinet...$450.00 EA.
14 With Order, Balance C. D. O.

Ray R. Powers, Booth 70
2239 W. Pico Blvd., Los Angeles
Radio Music Corp., Motion picture soundboard, Scouto Music Master mir¬
ror collasches

Radio Music Corp., U. S. of America (RCA Victor Di¬
vision), Booth 162
Cabinet phonographs

Relay Service Co. Booth 63-B
3100 Pulaski Rd., Chicago 31
Relays, coil, solenoids, switches (pil¬
upas)

Scientific Machine Corp., Booths 155, 157
75 Clifton Pl., Brooklyn 5
Coin-operated machines

Siros Manufacturing Co., Booth 32
1001 Louisiana St., Houston
Shake machines

Shipman Manufacturing Co., Booth 27
1329 S. Norma St., Los Angeles
Popcorn, candy nut & postage stamp
vending machines, picture machines

Shuffletawk, Inc., Booth 181
2032 W. Pico Blvd., Los Angeles
Coin-operated amusement equipment

Speedway Amusement Company, Booth 201
6441 N. Broadway, Chicago 40
Bowle-Ray Gun

Standard Coin Machine Co., Booths 25, 26
6111 W. Wildwood Ave., Chicago 39

Spin Coin parts and supplies

Start-Tite Strip Co., Inc., Booth 88
8 W. North Ave., Pittsburgh 12
Brookfield, Ill., engraved the strips for phono¬
graphs

Teleco, Inc., Booths 20, 21
452 N. Pulaski Rd., Chicago 41
Telecamera machine

Triumph, Inc., Booths 45, 46
782 David Stodd Blvd., Detroit 26
Quarters snack machine

Trusty Trading Co., Inc., Booth 193
11805 Vose St., North Hollywood

Vending machine

Tyler Products, Inc., Booth 192
11905 Vose St., North Hollywood

Victor-Bell, Chicago 8

Unifit Manufacturing Co., Booths 144-147
3401 N. California Ave., Chicago 18
Five-ball novelty game

Universal Coin Co., Inc., Booths 115-117
3901 N. Broadway, Chicago 40
Games and other amusement equip¬
ment

Universal System, Booth 180
Box 8502, Chicago

Walden & Company, Inc., Booth 206
2337 Montana St., Seattle 7, Wash.

Wishing Well Co., Inc., Booth 60-A
601 W. 23rd St., New York

Combinations television and automatic

Mobile, automatic television set

Wallit Mfg. Co., Booths 12-14
450 S. Chicago St., Chicago 44
Snack and vending machines

Wax-o-Matic, Inc., Booth 456
Bomar, Inc., Chicago 19

Shoeshine machines

Wisco Corp., Booths 51-63
452 N. Pulaski Rd., Chicago 41

Parts and supplies

Williams Manufacturing Co., Booths 17-19
169 W. Main St., St. Louis 10

Shuffleboard

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Round-Up One-Two-Three

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Report From Washington
(Continued from page 79)

according to OIT. Several manufac¬
tured items on which import duties
were hiked, along with the duties on
machines, are being considered for
a rate cut, OIT says. The whole list
might be dropped back to 1947 levels
The rehabilitation process being
made ineffective by the hope among
trade officials that at least such coun¬
tries as Switzerland, Denmark, Norway and Sweden will be in the market
for small shipments of coin machines.
The chances of England's readiness
to do any buying of such items in 1949, however, are slight. An
announcement from the Japanese market appears probable. That country
anymore recently appeared on the list of na¬
tions buying machines.
No new restrictions are in sight for the Latin-American bloc of countries,
many of which have been steady, if minor, customers for U. S. machines
for years.

Freight Rate Increase

The Interstate Commerce Com¬
mssion is about to announce a new
domestic freight rate increase, which is
held certain to be well below the 18
per cent rate sought by the railroads
but a lot higher than most freight-
shippers want to pay. Talk is already
of another hike which is likely to be
ought by the railroads next fall.

Federal Trade Commission (FTC)
expects to have its drawn-up orders
granted against the International Council of America on the verge of being
considered by the National Advertising
Bureau. The FTC is charged with grant¬
ding discrimination prices to favored
dealers, with Carteen named in most courts as one of the preferred
buyers. FTC's prosecution on this case is
not likely to be dampened by discus¬
sions now emanating from Capitol
Hill on possible legislation to over¬
haul the FTC set and restrict some of
the commission's powers. It is consid¬
ered certain that a proposal for
restrictive FTC legislation will evolve from debate on the basting-point
price issue.

New Locations

Rural Electrification Administration (REA) and Civil Aeronautics
Administration (CASA) are expected
to continue taking steps which indirectly aid coin operators by es¬
tablishing new locations for machines.
CASA will make loans exceeding $500,000 to cities to construct
improved airports. With airports now
widely using many types of vending machines, the anticipated high rate
of construction should provide many

probable locations in the new year.
Meanwhile, REA will be well on
this way toward completing electric¬
tality of all the nation's rural
areas. REA has accomplished a
great deal so far but still has quite
a way to go. Some 2,000,000 homes
and over 100,000 businesses remain
without electricity. The latter in¬
clude lobbies, filling stations and rural
stores. REA hopes that its loans
in earlier stages will help to establish
ments without electricity this year.

More VT.V Permits

Activities in the television field by Federal Communications Commission (FCC) will be of special interest to
the coin machine industry this year. FCC
is cropping out at a faster rate, it is anticipated, that during 1949
will witness faster development of the
coin machine industry. FCC will lift
its freeze on the granting of new TV
construction permits, and new sets
will thereby be given to station-build¬

This is the newly orga
An objective of the new
commercial activity, which will be
coming from Washington for the first time in the industry's history. Develop¬
ment of CMOCO is ready to get under way with selection of an executive
director. The Commission of the Holy Grail is the vice president of the
group, estimates that the or¬
ganization has made a step toward
the foundation of over 5,000. CMOCO is
now looking around for suitable
locations in the nation's capital.
CMI 1949 Show Set To Roll: Late Interest Seen Booming

(Continued from page 74) show by bringing out "the shining new" that conventioners always look for. Virtually all coin machine producers have been working overtime to see that they will have new and different products to show visiting coinmen, with some old-time manufacturers introducing as many as five new products during the show. Also in the works is an ambitious crop of new manufacturers who hope to win their first major following as a consequence of both displays at the Sherman.

Heavy operator attendance is also anticipated. Shuffleboards, a new industry as far as typical coin machine locations are concerned, will be shown by more than 19 manufacturers, marking the first time that this amusement game has been exhibited at the CMI show. In viewing the wares of the shuffleboard makers and comparing notes with other coinmen already handling boards, those operators not yet affiliated with shuffleboard operation hope to find out more about the game and just where they would fit into the picture. Without question, shuffleboards will definitely beviewed by the most concentrated audience since their appearance debut on coin locations early in the "49. As a general impression the boards make on operators at the show as to whether or not the new shuffleboard business will make during the next year, when shuffleboards are certain to attract major operator interest, other game manufacturers are also sure to get much attention from visitors. The shuffleboard market has never been, at this time when manufacturers, their engineers and designers have not gone out to study up on the same equipment, during the past year more progress has been made in game, arcade and bell design than any other year. One look at the underside of the games as well as their high acoustical treatments and the work of the bell makers will impress even the most discriminating operator as a service of the improvements made in 1949. While the game and bell makers have pressed for player appeal features in their products with the help of designers and players as well as operators, they also have endeavored to reduce the repair of games and bells an easier task.

Every move of the shuffleboard displays will be held at the Sherman, several firms have arranged exhibitions at other local hotels, chiefly at the Morris and Sheraton, and also at plants in the Chicago area. (See separate story.) Plant showings will not only feature duplication of both exhibits and open house festivities but in some cases, where limited shuffleboard space has been a factor, firms have augmented assembly points.

Among the statistical evidence of the heavy attendance expected to the lower attendance of other trade shows in Chicago and elsewhere in the past, is the large advance hotel reservation lists reported by Loop hotels, and at the Sheraton in particular. Instead of this a letter sent by Grant Shaw, vice-president of Bell-co-Matic, national distributor of Mills bells, to the firm's customers. In this Shaw sought to learn details of regular customers would be on hand during the CMI show. He disclosed that the total responses was above expectations. Other firms have reported similar experiences.

CMI Additions

CHICAGO, Jan. 15—As conventionised, four last-minute additions to the exhibition feature were reported by the Machine Institute (CMI) headquarters. These were:

- Popcorn Company, 3441 West North Avenue, Chicago. Will show ales, will show a new exhibit of popcorn machine in Booth 264.
- Darmon Recording Studios, 1041 W. 47th, Chicago. Will show their latest recordings on display in the back of the booth.
- Jack Nelson Company, 3320 Milwaukee Avenue, Chicago. Will show a new line of coin-operated Novely, now known as Sylvin, Magic Music and Universal bar box brackets.

- American Coin Company, Chicago, 5441 Broadway, Chicago, will show their new 2000B distributor in the front of their booth.

With the above additions to the exhibitor list, the prominence of firms will exhibit at Chicago will be greater than ever before with companies with display space at the Hotel Sherman is 120.

Bonanza, Inc., Intros Nugget Popcorn Vender

LOS ANGELES, Jan. 15—Bonanza, Inc., headed by Elwood Lomm and Clarence Wurdig, has announced the production on its Nugget popcorn vender and a shoeshine machine, this operator, the former owned by the late Alton Sherman, chairman of the company, to the firm's customers. This show is expected to attract many regular customers to the show. Many of the regular customers will be on hand during the CMI show. He disclosed that the total response was above expectations. The company has reported similar experiences.

Coin Changer Corp. Names New Managers

BOSTON, Jan. 15—W. G. Fieneman has been appointed to the American Coin Changer Corporation, announced the appointment of thou head of the district managers this week.

The company, to supervise sales and service activities in their respective territories, is one of the largest manufacturers covering the Middle Atlantic States and metropolitan New York; George T. McGuire, covering all of New York and upper New York, and Howard D. Fenn, the East North Central States.

MONARCH ENTERS

(Continued from page 74) machines in out-of-town spots. He thinks that the future of the game lines is in setting up of small setups, such as pinball machines, in bars, places, such as parlor, by operators. Reasoning behind Bazelon's prediction is that the fact that many persons now in the market for a young age of an old, young and old, will not frequent the amusement center, such as the shuffleboard machine, and that they are obliged to buy beverages in that type of a location. In addition, Bazelon said, locations could serve soft drinks and food, like a service rather than as the main trade.

Wiggins Sets Up New Firm; Will Build Consoles

(Continued from page 74) machine has two coin chutes, quarters and nickels. The change maker is selling this machine direct to the nickel manufacturer. The nickel manufacturer will deliver the nickel to the slot machine, directly from the nickel-operated parts of the machine, so that any brand of nickel, in addition to the change maker's machine has been designed by Wiggins for use in vending machines, although most large operators are now using the change machine will all be used to convert name brand products on its front glass. The operator will market its products thru distributors, many of whom will be appointed during the CMI show. A minute to have its complete line on the convention floor, Wiggins will exhibit duplicate machines at the Hotel Sherman suite. He also pointed out that his firm is concerned with the machine in trade as part payment on his equipment.

As part of Standard Coin's promotion on the convention floor, Wiggins will cooperate in operation of the Illinois Lock Company, will give away a bell machine to any visitor who can overlook an offer to be given away. If the key holder can have the bell free of charge, Wiggins figures that at least the machine will be won this way during each of the three conventions this year. Those working in the Standard Coin booth will wear large buttons and overspread the "Black Cat's 49, the Standard line."

Dick Wiggins show. In addition to having his complete line on the convention floor, Wiggins will exhibit duplicate machines at the Hotel Sherman suite.
(Continued from page 33) loss sustained in a legitimate business enterprise. If this enterprise is conducted as a regular business and is productive of income, the losses sustained in the current fiscal year may be deducted. Otherwise, you may just as well forget about trying to claim a loss sustained in this manner.

Let me give an example. If you own an acre of land which you have farmed and you decide to plant a farm as a hobby, you may be making a profit of several thousand dollars a year, but this farm would not be deductible. On the other hand, if you purchased a farm which was productive, and on this farm you raised certain produce and sold produced on the market, but nevertheless your expenses in operating this farm exceed the income, the loss would be a deductible loss. The only thing that the product must be sold at a profit or there would be no deduction which you could expect. You cannot expect to have an expense of $50 for an egg or $1,000 for 500 ears of corn and yet expect to claim this loss as deductible.

Net Operating Losses

There is another type of loss that will not be recognized and that is the so-called personal or individual loss. A person makes a loss that sustains a loss of over $50,000 each year for five consecutive years. If each is the case, only $50,000 losses will be allowed each year and the remaining loss deduction will not be allowed.

There is a very important provision in the law with respect to net operating losses. Nearly all taxpayers are allowed to carry net operating losses from one year to another and in the previous taxable years to apply to the other losses carried forward the remainder of the net operating loss that is not allowable in the following two years.

Among the taxpayers who are entitled to the net operating loss carry—back and carry—over are:

(a) Corporations (with a few exceptions).

(b) Partnerships or individuals engaged in trade or business.

(c) Partnerships net losses (accounting methods prescribed by the commissioner).

This net operating loss carry—back and carry—over are allowed to corporations, partnerships and individuals. The privilege is not allowed to corporations considered personal carrying companies and in certain other isolated cases. This carries us into another field and that is where a corporation is purchased for the specific purpose of using the net operating loss carry—over.

Hard To Interpret

The sections governing this rule are somewhat involved and would be very difficult to put it in the sort of English that average people could understand. This specific section goes even further and states that if any expenses are paid by an individual or a corporation for a specific purpose of evading or avoiding taxes or in order to avoid any burdens of any kind, then the deduction may be secured. In other words, if a corporation or corporation would not otherwise enjoy, then such deduction, credit or other allowance shall not be allowed. For the purposes of this section, "corporation" means possession of the corporation.

You cannot purchase a business for the specific purpose of applying the carry-over loss provision unless the business is related to your own business and you can prove that the acquisition was for the express or otherwise foster the affairs of your business.

There are some fine railroad corporations operating at a loss. If you have a railroad corporation you cannot carry a railroad in order to use the carry—over loss. However, you may purchase another railroad which will not be in the process of acquiring its assets, even if it has been operating at a loss for the previous years.

Remember, deals of this nature are very dangerous, for the courts are very stringent in order possibly to reap a profit. You must prove to the court that the good you are getting is of such magnitude that the specific purpose of purchasing this railroad was not to use the operating loss carry—over.
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Bally Sue Bell

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USED CONSOLES
4 Bally Draw Bell ....@165.00
3 Bally Deluxe Draw Bell ....@ 200.00
5 Double Up .......@ 325.00
4 Bonus Super Bell ....@ 200.00
3 Wild Lemon .......@ 300.00

IN STOCK NOW READY FOR DELIVERY, BALLY’S
GREATEST CONSOLE AND CHAMPION OF
ALL BALLY MULTI-BELL
WRITE FOR PRICES

USED MUSIC
5 Seeburg Low-Tones ....@ 225.00
4 Rock-Ola 46 ....@ 275.00
5 Seeburg 45 ....@ 400.00
4 Seeburg 47 ....@ 475.00
4 Mills Used Machines
6 Golden Fails ....@ 95.00
10 Black Cherry ....@ 75.00
8 Jewel Bells ....@ 165.00

LIKE NEW

ALL NEW MILLS BELL
MACHINES READY FOR
DELIVERY NOW

WILLIAMSPORT
AMUSEMENT COMPANY
323 Hepburn Street, Williamsport, Pa.
Phone 2-3526

MEMBER

JENNINGS

$1.00 Parrotlets
$1.00 Parrotlets

$2.00
dick Graves

BILLS

MILLS

$5.00
dick Graves

$10.00
dick Graves

$20.00
dick Graves

$50.00
dick Graves

$100.00
dick Graves

$100.00
dick Graves

$500.00
dick Graves
Morris Hankin writes...

I'd like you to put an ad in the Convention issue for something along the following lines:

That the "L" is no longer part of H & L's Novelty Company, as I now operate under my former name, Louis NoVeltY, and that all is going along as usual. Also that due to my recent illness, I will be unable to attend the CMI show this year.

This is the first show I've missed since the beginning of coin machine conventions.

P.S: Don't forget to mention that we are distributors for A. M. L., J. J. Keeney & Co., Inc., leading pinball manufacturers. And we answer...

You don't need the bally-hoo of an "ad" to let the industry know that you're back in action. Everyone has been rooting for you while you were ill these past few months, and it's a pleasure to hear you're back at your desk at...

HANKIN DISTRIBUTORS
Morris Hankin,
708 Spring Street, N. W., Atlanta, Georgia

Louis Boasberg
SAYS:

Don't accept our word, but ask any operator or distributor who has purchased a NEW ORLEANS NOVELTY COMPANY used game, and he will tell you that our games are the finest used games on the market.

Get on our mailing list

NEW ORLEANS NOVELTY COMPANY
115 Magazine Street
New Orleans 12, La.

OLIVE NOVELTY CO.
2425 LOCUS AVE. ST. LOUIS 3, MO.
(Phone: Franklin 3620)

SICKING'S GUARANTEED RECONDITIONED GAMES

January 22, 1949

The Billboard
COIN MACHINES 149

DAMON RUNYON CANCER FUND
HAVE YOU HEARD THE NEWS?

NASCO 5-BALL NOVELTY REPLAY

ARE CREATING A SENSATION IN THE METROPOLITAN PHILADELPHIA AREA

The Current NASCO Conversion Hits Are

HAWAII Converted to ALOHA
NEVADA Converted to LARIAT

10 Point Conversions at A PRICE THAT HAS AMAZED OPERATORS who have already bought and seen what these conversions can do on location.

WE ARE NOW READY TO SUPPLY NASCO CONVERSIONS TO ALL OPERATORS
WRITE—WIRE—PHONE FOR COMPLETE DETAILS

NATE SCHNELLER, Inc.
1427 North Broad Street
STevenson 2-0242
Philadelphia 22, Pa.

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(IT PAYS TO BUY FROM A REPUTABLE DISTRIBUTOR)

This is your opportunity to buy the finest coin-operated equipment available at ridiculously low prices.

1/3 DEPOSIT WITH ORDER

BALLY DOUBLE UPS ........... $325.00
BALLY WILD LEMONS ......... 315.00
BALLY TRIPLE BELLS ........ 395.00
BALLY DELUXE DRAW BELLS .... 215.00
BALLY DRAW BELLS .......... 175.00
BALLY BIG INNING (NEW) ... WRITE
KEENEY BONUS BELLS ........ 210.00

BALLY MULTI BELLS (Immediate Delivery)

—REGIONAL BALLY DISTRIBUTORS FOR
MARYLAND, PENNSYLVANIA
VIRGINIA, DELAWARE AND WASHINGTON, D. C.

CHRIS NOVELTY COMPANY
Mulberry 8722

1217 North Charles Street 
Baltimore 1, Maryland
In LOUISIANA and SOUTHERN MISSISSIPPI
it's
NEW ORLEANS
NOVELTY COMPANY
115 Magazine St.
New Orleans, Louisiana
For Bally and Gottlieb games
Also the best in used equipment, parts and supplies for all pin games.

GIVE TO THE DAMON RUNYON CANCER FUND

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in Coin Machines See us at
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We have all Mills latest Bells in stock.

AUTOMATIC COIN MACHINE & SUPPLY CO.
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Mills Distributors
1225 N. Wabash Ave., New Orleans, La.

GENERAL DISTRIBUTING COMPANY
1225 N. WABASH AVE., NEW ORLEANS, LA.

COIN MACHINES
151
IMMEDIATE DELIVERY
ON
BALLY CITATION
EVANS WINTER BOOK
Saratoga, Magic, Saratoga, Speedway, Blue Shores, Scenic, Riviera, Bell Up, Temptation.

All the latest 5 Bell Games.
WILL BUY ALL KINDS OF FLIPPER GAMES.

PALISADES SPECIALTY CO.
404 Anderson Ave., Nutley, N. J.

Only One Mile South of the George Washington Bridge on 9 W. New Jersey.

ROUTE FOR SALE

Fifties of Aces, Bell and Pin Ball Games.

BILLY BEARD FLIPPER GAMES.

BALHARD AMUSEMENT CO.
Dallas, Tex.
GENCO...extends best wishes to

BERT LANE

on the formation of

BERT LANE inc.

250 WEST 57th STREET
NEW YORK 19, N.Y.
phone: LUXemburg 2-0264-5-6

EXCLUSIVE FACTORY REPRESENTATIVE
FOR GENCO
IN THE EAST, SOUTH AND SOUTHWEST

We are proud of our 15 years of close association with Bert...proud of his dynamic leadership...his resourcefulness...his long experience in serving Genco customers so well.

The able assistance of Bert's good friend and associate, Harry Pearl, will enable Bert's new firm to maintain even closer contact with our jobbers and distributors—serving them and their operators with a sincerity and understanding unequalled in this Industry.

Ingenuity can't be stopped! Keep your eye on GENCO—and BERT LANE, Inc.—for the big new ideas, the spectacular new games...the tools with which you will carve a brighter, more profitable tomorrow!

Bert and Harry will see you at the Show—Genco Booths 47, 48, 49 and 50.
MAKE ILLINOIS SIMPLEX YOUR HEADQUARTERS

FOR

SIMPLEX SHUFFLEBOARD
REVCO ICE CREAM VENDERS
NATIONAL ICE CREAM VENDERS
FALCON SHOE SHINE MACHINES

DISTRIBUTORS TERRITORIES AVAILABLE

SEE THE SIMPLEX LINE DURING THE CMI SHOW
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Suite D, 3rd Floor
JANUARY 17-18-19

CHOICE OF PLAYING FIELDS
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- FORMICA
- MAPLE

Introducing the SIMPLEX
SHUFFLEBOARD
WITH ELECTRIC SCOREBOARD AND
CHOICE OF PLAYING FIELDS

The Operator's Shuffleboard, built to the exacting specifications of men who know operator's needs. Beautifully designed cabinet, built to take a real beating. Slick, smooth tops will give a lifetime of trouble free service.

SIMPLEX SHUFFLEBOARDS AVAILABLE WITH OR WITHOUT ELECTRIC SCOREBOARD

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NATIONAL ICE CREAM BAR VENDER

Three flavor National Venders a top money getter on any location, any season. Large capacity, trouble free operation, attractive durable finish cabinet.

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Sturdy, foolproof, dependable, engineered to operate with a minimum of service calls. Already proven a top money maker.

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America's finest ice cream cup dispenser, proven by thousands of successful operating companies in United States and abroad. Immediate delivery on both MONO-MAT and DUO-MAT MODELS.

ILLINOIS SIMPLEX DISTRIBUTING CO., INC.
831 SO. WABASH AVE., CHICAGO 5, ILL.
Phone: WABASH 2-4090

INDIANA SIMPLEX DISTRIBUTING CO., INC.
2451 MERIDIAN, INDIANAPOLIS, IND.
Phone: TALBOTT 3375
Bally MULTI-BELL

OLD FAVORITE BELL APPEAL
PLUS FAMOUS "CITATION" ODDS

FAST MULTIPLE COIN PLAY DOUBLES AVERAGE BELL PROFITS

All the powerful play-appeal and color and flash and suspense of a 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 a 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.

GREATEST ONE-BALLS IN HISTORY!

The new MYSTERY "MULTIPLE" and GUARANTEED ODDS built into CITATION and LEXINGTON keep players pouring in coins by the hour. Odds "multiply" on a mystery basis... AND NEVER DROP BACK TO A LOWER BRACKET... always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. The result is the fastest play in one-ball history. Order from your Bally distributor today.

A Bally GAME FOR EVERY SPOT

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DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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MULTIPLE WAYS TO SCORE REPLAYS

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The Select-O-Matic "100" mechanism. Plays 100 selections. Plays 10-inch and 12-inch records—either side or both sides—without pre-setting. Complete operation visible to the public.

Letter-button, number-button selection. To play any of 100 selections, just push a letter-button and a number-button. One play, nickel—two plays, dime—six individual plays, quarter.

Easily serviced title strip holders. Simplicity itself. Each of the five title strip holders is easily and quickly removed when title strips need to be changed.

The Select-O-Matic mechanism and all electronic equipment is readily accessible. For example, the amplifier may be serviced—while a record is playing—by merely removing the back plate.

One-light illumination. A single 30-watt fluorescent tube provides all the illumination. Stand-by power consumption is only 90 watts. Full operative power consumption is only 240 watts.

The Seeburg Select-O-Matic "100" is not "just another phonograph." Instead, it is a completely new idea that brings greater service to the operator, the location, the public. In operation, in styling, in construction—the Select-O-Matic represents a triumph in modern engineering.

Here is a mechanism that is startlingly new in every concept—yet before its introduction, it was tried, tested, proved and has been the most widely publicized development in the playing of recorded music.

Here is a phonograph that offers more selections—100 of them—than ever before—yet this phonograph actually reduces record cost!

Here is a phonograph with more playing appeal than ever before—yet it is easier to service than any previous types.

Shown on this page are only a few of the features that mark the Select-O-Matic "100" as an engineering triumph. See it now—enroll in your Seeburg Distributor's service school. Nation-wide showings are now being held.