

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JANUARY 31, 1948



Art Mooney, MCM Records' topper, Frank Walker, and the diskery's recording chief, Harry Meyerson, plunge happily into a raft of wired orders for the Mooney MCM waxing of "I'm Looking Over a Four-Leaf Clover." Currently sweeping the country, the platter is now over the half-million mark in orders. The hit dinking is backed by "The Big Brass Band From Brazil," with a Calli Sisters' vocal. Mooney, billed as the "Genial Irish Gentleman," just concluded a five-week engagement at the Meadowbrook, Cedar Grove, N. J., which followed a run at Capitol Theater, New York. Henry Okun, veteran flack, is steering orkster's disk exploitation.

10 YEARS AGO . . .  
His "ST. LOUIS BLUES"  
(BLUEBIRD B-5280)

ROCKED THE MUSIC WORLD

(. . . it was picked as one of the top recordings of the past that ops, retailers and disk jockeys would like most to see revived . . . in a poll published in The Billboard, December 20, 1947.)

His Blazing Trumpet has been coining big cash for ops through the years on

**RCA VICTOR**  
RECORDS

NOW . . .

He's doing it again with his red-hot recording of

**JOSEPH AND HIS BRUDDERS**

and

**I WANT A LITTLE GIRL**

(RCA VICTOR 20-2612)



**ARMSTRONG TRIUMPH AT CARNEGIE**  
Audience of Trumpeter Stays Under Spell at 2:30 A. M.

**ARMSTRONG JAZZMEN JAM CARNEGIE HALL**  
In The New York Daily News

**ARMSTRONG A SELLOUT**  
In The New York Journal American And Other Newspapers

**OL' SATCHMO SOCKO, SNARING BOFFO 8G IN CARNEGIE MIDNITER**  
Bernie Woods in Variety

**LOUIS**

**"SATCHMO"**

**ARMSTRONG**

**AND HIS CONCERT GROUP**

featuring **JACK TEAGARDEN, Sidney Catlett, Barney Bigard, Dick Cary, Arvell Shaw and Velma Middleton**

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# BIG "IF" IN DISK PEACE HOPE

## Copyright Act Revamp Move Is Foreseen

### Kearns Bill Paves Way

WASHINGTON, Jan. 24.—Possibility that Rep. Carroll D. Kearns's copyright bill to meet the music crisis may touch off a vigorous movement to overhaul the entire Copyright Act of 1909 developed here today. If such a movement gains impetus, it would be certain to have the effect of delaying and possibly stalemating action on the Kearns bill, since the Copyright Act is among the most controversial laws on the statutes and has not had a major overhauling since its enactment 39 years ago.

The House Judiciary Committee (See *COPYRIGHT ACT* on page 18)

## Club Date Idea Spreads Into All Showbiz

### 3 Find Way To Turn a Buck

NEW YORK, Jan. 24.—What started out as an ordinary club date idea has now developed into a real money maker for showbiz in general and for at least three guys in particular, Abbey Greshler and Stanley Melba and—the most recent addition—Wally Wanger.

The boys don't work together. In fact, all three work differently. But both Greshler and Melba make plenty of extra loot a year from conventions, industrial exhibits and mass confabs. How important this can be is gauged from the fact that *Business Week* recently profiled Greshler in a flattering manner.

### Drugs Are Big Buyers

The biggest talent buyers in the country apparently are the drug people (See *3 GUYS FIND* on page 36)

## They Also Shiver Who Only Quake

NEW YORK, Jan. 24. — To *The Billboard's* news desk this week the postman brought a smoking hot publicity release from an educational flicker outfit called Hygienic Productions. Opening blast:

"While every other film producing and distributing company in the United States quivers and shakes in fear and trepidation at the mere mention of their product being 'condemned' or 'blacklisted,' Hygienic Productions, of Wilmington, O., seems to thrive on it."

The rest of the handout's bold 300 words were devoted mostly to tak- (See *They Also Shiver* on page 35)

## Newscasts Via Juke Boxes To Bow in San Francisco

SAN FRANCISCO, Jan. 24.—Entry of Radio Production Bureau into the juke box field took place here with the incorporation of Wired Newscasts. The firm, headed by Philip G. Brady, has established headquarters at 1141 Market Street, where studios have been set up to provide news broadcasts to patrons of bars, restaurants, cocktail lounges and other public places. Operations are scheduled to begin in mid-February.

Brady says his company has contracted with Merchants' Music Company, Inc., to serve 190 machines in the San Francisco area with five-minute newscasts on the hour, starting at 10 a.m. and continuing until 2 a.m. daily. In Oakland, he says, arrangements have been made with Standard Automatic Sales, Inc., to provide juke box newscasts in the East Bay area. Automatic Sales has 100 juke box locations, according to Brady.

The news service will be provided free to clientele and will be financed by commercials preceding and following each news summary. At present, the company will use International News Service exclusively.

Associated with Brady in the venture is Sandy Spillman, former San

Francisco newscaster, who, meanwhile, will retain his post as head of Radio Productions Bureau. Spillman becomes news chief in the set-up.

## Strawhat Rule Changes Put in Equity Draft

NEW YORK, Jan. 24.—A special report by an Equity committee on summer stock, recommending significant changes in conditions, will be presented to a special meeting of the Equity Council Monday (26). Hot weather legit is mostly an Equity province, the other theatrical unions bowing out because of the difficulty of coverage and small potatoes in the field.

First, the committee asks that the door be closed completely next summer on new admissions of members from the barn theaters. It proposes this be done by making 75 per cent of summer stock actors Equity members. The rest would be non-union, (See *EQUITY SEEKS* on page 40)

## 10 Troupes, Legit and Vaude, Hit Road for Six Months To Cheer Up Hospitalized Vets

### Radio Chips in With Ballyhoo; Line-Ups Announced

NEW YORK, Jan. 24.—Ten entertainment companies moved out of New York and Hollywood over the week-end to open show business's new project in "theatrical therapy" next Monday (26) and Tuesday night in as many widely separated Veterans' Administration hospitals and service-connected hospitals across the country. Under the auspices of Veterans' Hospital Camp Shows, they roll up the curtain in the Bronx; Butler, Pa.; Battle Creek, Mich.; Fayetteville, Ark.; Denver, San Francisco; El Paso, Tex.; Alexandria, La.; Columbia, S. C., and Norfolk.

These 10 companies will be on the road for six months, during which they will cover 28,000 miles and play before 100,000 men in 101 hospitals carefully selected so that men who face long confinement in small towns far away will be assured that they are not forgotten.

### "John Loves Mary"

The units include the legitimate Broadway comedy hit, *John Loves Mary*, and the musical revue, *International Revels*, as well as eight streamlined variety revues, each set up to circulate thru the wards in afternoons, entertaining bedfast men, with evening shows on the hospital auditorium stage.

For the past 10 days rehearsal halls in Broadway's major theaters—the Paramount, Roxy, Strand, Capitol

and Palace, have been busy while their executive producers, with the help of dance directors, took the talent in hand and added such entertainment values in the form of flash introductions and sparkling finales.

On the West Coast, the Hollywood co-ordinating committee set up a pool of stars to make guest appearances whenever their other commitments permit. Ed Lowry and Sergei Malavsky directed the production of two units on the West Coast which open at Livermore, Calif., and Denver.

In Manhattan, Rodgers and Hammerstein, along with Norman Krasna, offered their comedy hit, *John Loves Mary*, royalty-free. *John* opens Tuesday night in Butler, Pa.

Noble Sissle supervised the production of *Jive Jamboree*, which is managed by Thomas Mosely. This all-Negro unit opens in Fayetteville, Ark.

Talent buyers for the country's major theatrical circuits back-stopped Camp Shows' production department in rounding up 55 to 60 acts and then such luminaries in the direction and production fields as Gae Foster and Flo Kelly, of Roxy's; Allen Zee, of Loew's and MGM, and Leo Morgan, Warner's, and Dave Benis, RKO, took over to apply the Main Stem touch to the routines.

During all this activity, William (See *10 TROUPES* on page 4)

## Kearns Bill May Jar With Hartley Law

### Wash. Hopeful; Not Industry

WASHINGTON, Jan. 24.—House Education and Labor Committee which spent 10 days listening to testimony on James C. Petrillo's disk-radio-video music bans, is showing signs of hope for the first time that it is on the track of a legislative peace formula for the music crisis—but top-flight legal authorities on Capitol Hill are definitely not sharing the committee's optimism.

The legislative peace formula which the committee hopes will provide a way for Petrillo to come to terms with the music industry is embodied in a bill being whipped into shape by Rep. (See *Peace With Petrillo* on page 8)

## U. S. Guns for Mex., Cuban Kc. "Pirates"

WASHINGTON, Jan. 24.—With conclusion this week of the two-year-old clear channel hearings, it has become apparent that U. S. delegates will wage open warfare with Cuba and Mexico at the August meeting of the North American Regional Broadcasting Agreement (NARBA) over what is termed the Latins' "infringement" on U. S. radio frequencies.

Threaded all thru the long hearings on clear channels has been the NARBA issue, but the final sessions before the Federal Communications Commission (FCC) en banc found both regional and clear broadcasters joined together in the first bitter denunciation of Cuban and Mexican broadcasting.

The staying on opposite sides of the clear channel controversy, the Clear Channel Broadcasting Service (See *U. S. GUNS* on page 5)

## Convert!

DETROIT, Jan. 24.—Here's the switch of the week. Inspector Charles W. Snyder, for years the Detroit coppers' official nose-wiper for the vaude, nitery and legit stage, is going over to the opposition. Only two weeks ago (*The Billboard*, January 17) the flatfoot floggie of censorship issued a solemn report in which he sized up the state of behind-the-footlights hygiene in town as encouragingly better than it used to be. That should have been the tip-off.

This week Snyder announced his resignation, effective in 30 days, to retire on pension and assume the newly created post of flack for the Allied Theaters of Michigan.

# 10 Troupes, Legit and Vaude, Hit Road for Six Months To Cheer Up Hospitalized Vets

## Radio Chips in With Ballyhoo; Line-Ups Announced

(Continued from page 3)

Chaplin, ace newscaster for the National Broadcasting Company (NBC), visited the Nola Studios at 51st Street and Broadway Thursday evening and broadcast what was described as "our special feature of the evening" on a coast-to-coast "news of the world" hookup. To a background of tap dancing by Church and Hale, fresh from the Capitol's stage, and the music of the Tune Toppers, he told an audience across the country how show business was conducting this operation.

First Veterans' Hospital Camp Shows unit to leave Manhattan was *Festival Jubilee*, which its manager, Carl Abraham, opened in the Beaumont General Hospital, El Paso, Tex., Monday. Members of the company are Joe Termini, comedy musician; the Three Rays, girl tumblers; Whitaker Brothers, mimics; Dodd Sisters, tap dancers; Lucille Angel, singer; Margaret Tavora, accordionist, and Edward Green, pianist.

### Two Dates From Coast

Two dates were filled from the West Coast. Ed Lowry sent his *Footlight Revue* to Denver, where the manager, Harry Wilder, ushered it into Fitzsimmons General Hospital Monday. Members of this variety revue are Sam Hearn, the "Schlepperman" of radio, as emcee; Charlie Ross Trio, instrumentalists; Billy and Idylle Shaw, unicyclists; Ernie and Dolly Burke, rope spinners and hill-billy songsters; Miller and Jean, comedy knockabouts; Bill Zerchers, pianist, and Norma Squires, singer.

Sergei Malavsky took his *International Revels* to Livermore, Calif., for the opening date at the Veterans' Hospital there, to be joined by the unit manager, William Wilson. The company includes Malavsky as emcee and pianist; Marinoff, character dancer; Nick Voljanin, singer-accordionist; Jean Verdugo, accordionist;

Eugene Sablin, singer and folk-dancer; Jane Mueller and Kiki Windsor, interpretive dancers; Tamara Shavrova and Sandra Karina, singers; Vladimir Fedchenko, musician, and Audrey Richardson, violinist.

Thomas W. Mosely manages the *Jive Jamboree* unit which rolled up the curtain Monday at the Veterans' Hospital, Fayetteville, Ark. Members are Herbie Cowen's Trio, instrumentalists; Ebony Tones, vocal quartet, featuring spirituals; Alberta Hunter, singer; Alston and Young, comedians; Three Poms, acrobatic dancers; Holmes and Jean, comedy knockabout, and Jean Prater, pianist.

### "Playtime Frolics"

*Playtime Frolics*, under the management of O. Perry Wolfe, started work Monday by launching a four-day visit at the Percy Jones Hospital center at Battle Creek, Mich. The unit includes Jack Powell and his "educated drumsticks"; Cal and Bonnie West, singers and rope spinners; Jean, Jack and Judy, comedy knockabout; Phyllis Colt, singer; Ogden Trio, instrumental group, and Charles Burgess, pianist. It was readied for its tour by Leo Morgan, of Warners' Strand.

Julius Stone, manager of *Variety Carnival*, opened with it at the Veterans' Hospital, Alexandria, La. Its acts include Jack Waldron, emcee and comedian; Elinor Sherry and Swinghearts, singer and instrumental trio; the Kemmys, comedy knockabouts; Winek and Mae, tap dancers; George Moore, juggler, and Jerry Cassella, accordionist. Allen Zee, of the Capital, supervised its production.

Gae Foster, of Roxy's, supervised the staging of *Merry Makers*, which opened Tuesday at the Veterans' Hospital in Columbia, S. C., under the management of George Arken. In the unit are Joe and Jane McKenna, brother and sister comedy knockabout act; the Balabanows, accordionists and dancers; Paul Le-Paul, card manipulator; Church and Hale, tap dancers; the Tune Toppers, instrumental trio; Fran Bryan, singer, and John Glasper, pianist.

### "All in Fun"

*All in Fun* was produced under the direction of Dave Benis, of RKO. Herbert Minsky manages the unit and took it to Norfolk for its opening Monday at the Veterans' Hospital in Kecoughtan. It includes the Three Swifts, jugglers; Rosita and Deno, dancers; Florence Zamora, violinist (See 10 Troupes Set on page 35)

# HOLLYWOOD ICE REVUE OF 1948

(Opened Thursday, January 22, 1948)

MADISON SQUARE GARDEN, NEW YORK

Ice review. Choreography and staging by Catherine Littlefield. Settings and properties by Becker Bros. Costumes by Billy Livingston and Kathryn Kuhn. Musical director, Jack Pfeiffer. Musical arrangements, Paul Van Loan. General manager, William H. Burke. Stage manager, Ray Gaynor. Produced by Hollywood Ice Productions.

CAST: Sonja Henie, Freddie Trenkler, Michael Kirby, Geary Steffen, John Jolliffe, Gretle and Robert Uksila, Johnny Farris, Tommy Travers, Lucille Cowles, Scottie Robertson, George Flaherty, Tex Mangrum, Jinx Clark, Louise Lovelace, Gloria Sullivan, June Omholt, Gladys Rogers, Suzanne Thompson, Charlotte Cushman, Lillian Page, Alice Rocklin, Betty Lou Vrooman, Mimi Ericson, Jeanne Perkins, Bettelou Ross, Lillian White, Dorothy Jenkins, Kay Phillips, Helen Smith, Helen Willey, Katy Johnson, Patty Price, Susan Strong, Ethel Healy, William Bevan, Kurt Kopren, Peter Peleschak, Daniel Charbonneau, Harper Flaherty, Henry La Vole, Jack Rafflor, Ralph Coppinger, Ralph Gaskins, Frank Lucas, Stan Smith, Gil Dennis, Harry Gehl, Jack Strand, Don Dillingham, Kenneth Hayman, Ed Meiselbach, Rudy Stuart, Steve Ferry, Rick Hollister, Gene Moorhead, Don Viens, Sharon Fitzpatrick, Barbara Johnson, Dorothy Paxon, Glenda Southard, June Statler, Betty Marie Wilken, Audrey Rink, Kay Husser, Alex Lindgren, Geary Berden, George Wagner, Howard Wentworth, Elizabeth Kennedy, Terry Lovelace, Pat Mahony, Dorothy Petersen, Janet Van Sickle.

VOCALS: Dave Marshall, Helen Pfeiffer, Cecile Descant. Hawaiian Quintet: Mel Petersen, Andi Iona, George Ku, Jimmy Haulaul, George Fern.

Under the auspices of some of the most appropriate weather an ice show had had here in years, Sonja Henie and her *Hollywood Ice Revue* (See *Hollywood Ice Revue*, page 43)

# AGVA Rights Error On Old Roumania

NEW YORK, Jan. 24.—The show at the Old Roumania was almost pulled by what is described as an "over-zealous" American Guild of Variety Artists (AGVA) rep, when the club docked its line a half-day's pay.

The incident occurred the night of the big storm, December 26. The talent showed up, but there was no business, so headwaiter Norman Lehman told them to go home and they would be docked a half-day's pay. The kids objected that the \$3 cut would work a hardship. According to the girls, Lehman said that those who wouldn't take the cut would get their notices.

Al Brower, AGVA rep, called on Lehman and told him to pay up; he refused. Lehman then ordered the show closed. Dave Fox, of AGVA, was called into the picture and, according to Jack Silverman, owner of the club, apologized and transferred Brower from the territory.

Fox denied that he apologized or took any disciplinary action against Brower. He said, however, that pulling a show is not in the province of a single man and must be acted on by the office. In any case, Fox said that the notices were rescinded and action by AGVA saved nine girls' jobs.

Old Roumania is listed as a B spot, paying girls \$45 a week. The

# Coast Showbiz Set for "Train"

HOLLYWOOD, Jan. 24.—Los Angeles's Mayor Fletcher Bowron named Lewis Allen Weiss, chairman of Mutual's board of directors and general manager of Don Lee, to head the radio committee in conjunction with the visit of the Freedom Train, February 23-25. David O. Selznick was named city-wide chairman, with Charles P. Skouras and R. H. Poole appointed co-chairmen of the motion picture exhibitors' group.

Top radio execs appointed to Weiss's group include: Sid Strotz, National Broadcasting Company; Don Searle, American Broadcasting Company, and Don Thornburgh, Columbia Broadcasting System. Indie stations will be represented by Bill Beaton. Other radio toppers on the group include Cornwall Jackson, Cecil Jackson, Don Quinn, George Murphy, Robert J. McAndrews, Stanley Richardson, Robert Coleson, Clare Olmstead, Jesse Butcher and Fox Chase.

It is expected that top Hollywood film and radio stars will participate in special radio events slated for airing during the train's Los Angeles stay.

# Doug Gilbert Dies; Ex-N. Y. Aisle Sitter

NEW YORK, Jan. 24.—Douglas Gilbert, 58, *World-Telegram* staff writer and former drama critic, died here Monday. Gilbert's associations with showbiz were numerous. He had written two books entitled *American Vaudeville, Its Life and Times* and *Lost Chords, the Diverting Story of American Popular Songs*. At one time he conducted a radio program, *Fortune Builders*. He was a member of the Players. Funeral services were held in the Little Church Around the Corner Wednesday noon (21), and burial was at Sand Lake, N. Y. Gilbert's wife, the former Marguerite Snyder, a son, George Arthur, and a daughter, Mrs. G. Everett Hill III, survive.

club operates at \$2 to \$3.50 minimum and, according to Silverman, has a 450 capacity.

## In This Issue

American Folk Tunes	117
Broadway Showlog	40
Burlesque	43
Carnival	50-65
Circus	68-70
Classified Ads	74-77
Coin Machines	87-144
Continuing Program Studies	11-13
Fairs and Expositions	46-49
Final Curtain, Births, Marriages	44
General Outdoor	45
Honor Roll of Hits	22
Legitimate	40-42
Letter List	78
Magic	43
Merchandise	74-82
Music	17-35
Music as Written	21
Music Machines	101-108
Music Popularity Charts	22-32
Night Clubs	36-39
Parks and Pools	66-67
Pipes for Pitchmen	80-82
Radio	5-16
Repertoires	71
Reviews: Legit	41-42
Night Club	38
Television	14
Vaudeville	37
Rinks and Skaters	72-73
Roadshow Films	71
Routes: Carnival	60
Circus	60
Legitimate	40
Miscellaneous	60
Salesboards	83-86
Television	14-15
Vaudeville	36-39
Vending Machines	92-100

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# NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**BALLERINA**
- No. 1 Sheet Music Seller  
**BALLERINA**
- No. 1 Most Played on Disk Jockey Shows  
**BALLERINA** by Vaughn Monroe, Victor 20-2433
- No. 1 Disk Via Dealer Sales  
**BALLERINA** by Vaughn Monroe, Victor 20-2433
- No. 1 Disk in the Nation's Juke Boxes  
**BALLERINA** by Vaughn Monroe, Victor 20-2433
- No. 1 Folk Disk in the Nation's Juke Boxes  
**I'LL HOLD YOU IN MY HEART** (Till I Can Hold You in My Arms) by Eddy Arnold and His Tennessee Plowboys, Victor 20-2332
- No. 1 Race Disk in the Nation's Juke Boxes  
**SNATCH AND GRAB IT** by Julia Lee and Her Boy Friends, Capitol Americana 40028

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 32 in Music Section.

# The Billboard

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# U. S. GUNS FOR KC. PIRATES

## That Fifth Web To Preem By May 15, the Man Says

DENVER, Jan. 24.—A national two-way pitch—big-name daytime shows for the gal at the dishpan and bigger profits for the man in the radio station counting room—is being made here by spokesmen for Radio America, Inc. (RAI). RAI has set up shop in the Newhouse Hotel and its principal spokesman, Paul M. Titus, says it'll hit the air with 200 to 250 affiliates about May 15. Titus said the new "fifth network" is negotiating for a building in New York and for a lot on which to build in Hollywood. He said most programs would originate in those two cities.

### GHQ in Denver

Denver is to be national administrative headquarters, apparently in line with Titus's expressed determination that "New York and Hollywood thinking" shall not dominate RAI.

Here's the picture, as outlined by Titus and Howard L. Pearl, Denver mining engineer who is secretary-treasurer of the Nevada Corporation:

There's an operating backlog of \$4,300,000, plus substantial commitments from "big" advertisers. More cash is to be raised by sale of stock. Executives—principally hired away from existing networks—are to be announced shortly.

Names of stations which are affiliating—or promising to affiliate—are being withheld for the time being "for obvious reasons." But they're said to be mostly 250-watters, with a sprinkling of 5,000 and 10,000-watters and four 50,000-watters. No Denver station has been signed.

### In Black From Start

Titus and his associates are certain, they say, that they've figured incomes and costs to the point where they'll start off making money, and they expect more than 500 stations by late summer.

The pitch for listeners will include these points: (1) Emphasis on programming of big-budget shows during the 8 a.m. to 5 p.m. hours, by local time zones; programs "on a par with the big nighttime shows; (2) at least a half hour to separate daytime serials and/or crime dramas; (3) shorter and better spaced commercials; (4) full control of programs to stay with the net instead of agencies; (See 5th Web to Preem on page 10)

## Arthur Moore Hawks New Music Package

NEW YORK, Jan. 24.—Arthur Moore, the former Kenyon & Eckhardt official whose show, *Arthur's Place*, was tried out by the Borden Company last year, is peddling another package. This is a musical half hour, featuring Igor Gorin, baritone; Victor Young and a 47-piece orchestra, the King's Men quartet and J. Carroll Naish as emcee. Naish, known as a film heavy, does a five-minute poetry reading spot against a musical background.

The reported price is \$10,000.

## NBC, Agencies Pay for Negro Column Space

NEW YORK, Jan. 24.—A weekly radio column being offered free to the Negro press has acquired the support of the National Broadcasting Company (NBC), which is contributing close to \$50 weekly to its support, in return for which the pillar will publicize NBC shows and clients. Titled *On the Beam With John Milton*, the column is being penned by Major Robinson, veteran writer for the Negro press, and is being syndicated by Carter-Johnson, publicity outfit. Output is offered on an exclusive basis to one paper in each of 74 cities with Negro press. Twenty-five are carrying it, starting this week.

Altho the publicity firm would like the entire cost to be subsidized by the four webs alone, only American Broadcasting Company (ABC) of the other three major webs has exhibited interest. Meanwhile, space is being sold to publicity offices and agencies at \$35 for 10 double-column lines per issue. Among signatories is Kenyon & Eckhardt, which is plugging *Ford Theater* in the column.

## Louis Fight Deal Mulled by Ford

DETROIT, Jan. 24.—Ford Motor Company is moving to set up a joint radio and television deal for the next Joe Louis fight—provided Louis's opponent is Joe Walcott. Auto concern is reported to have had conversations with John Roxborough, Louis's representative.

What sort of deal the heavyweight champ wants to make is not yet clear. Previous championship fights have been televised by the National Broadcasting Company (NBC), but the web's contract with the Twentieth Century Sporting Club expires in May, and it is said that a renewal will not include heavyweight scraps.

The recent Louis-Walcott waltz was sponsored by Gillette Razors.

## WM Setting Up New Vallee Seg

HOLLYWOOD, Jan. 24.—William Morris Agency is packaging a new Rudy Vallee air show, built along lines of Vallee's first big-time airtel for Fleischmann's Yeast. Stanza will be an hour-long show, with Vallee as emcee and introducing currently hot professional talent in a showcasing format.

Cost and details are being worked out by Vallee and a Morris agent, Charlie Wick.

## Crystal Ball Dept.

NEW YORK, Jan. 26.—Frank Stanton, Columbia Broadcasting System (CBS) president, in a talk yesterday (25) on the *Family Hour* program, looked into his crystal ball and predicted that pocket receiving sets powered by sunlight would be in use within 25 years. Forecasting that developments in radio and television program would lift to "even greater heights the cultural levels of the nation," Stanton predicted within this period the development of facsimile newspapers with pictures in full color, and globe-girdling color television.

The web president added "television may well become the most eloquent of all textbooks in the schoolroom itself."

## Kaiser-Frazer May Add Segs

CHICAGO, Jan. 24.—Spurred on by the trade on its jump into video last week when its *Amateur Hour* show debuted, the Kaiser-Frazer Corporation this week was considering an expansion of its radio schedule. The auto firm's agency, Swaney, Drake & Bement, of Chicago, was reported making a quick study of network time and talent availabilities for early inking. The only web show now sponsored by Kaiser-Frazer is Wendell Noble's four quarter-hour newscasts over the Mutual Broadcasting System.

Kaiser-Frazer is developing a reputation for whirlwind action. It decided upon the sponsorship of its first video show, the one-shot *Christmas Carol* aired over DuMont, as the result of a single telephone call. The *Amateur Hour* deal was set in a couple of days, only four days before the initial show preemed.

## "Music" Wooing Johnny Mercer

HOLLYWOOD, Jan. 24.—Johnny Mercer appears set to return to the air waves as a third member of the Dinah Shore-Harry James team which tees off Philip Morris's new *Call for Music* stanza February 13.

Mercer has been offered a key spot on the show, to be featured script-wise and given a song spot. He is expected to pact paper early next week.

## KYW Offers 10-Week Course In Radio to Vets in Philly

PHILADELPHIA, Jan. 24.—Starting February 14, KYW, local outlet of the National Broadcasting Company, will conduct a 10-week course in radio for the G.I. students at Martin College, established here by the State to keep vets in study until they can be admitted to regular colleges. The course will feature lectures by staff department heads of KYW.

Classes, to be held in the KYW auditorium, will be co-ordinated by Arthur C. Schofield, KYW promotion manager, and Elliot Lester, director of student activities at Martin College.

## Yankees Set To Fight Latin 'Infringement'

### Clear Channel Battle Over

(Continued from page 3)

(CCBS) and the Regional Broadcasters' Committee (RBC) agreed Cuba and Mexico were not living up to NARBA obligations. Louis Caldwell of CCBS declared:

"Cuba and Mexico have stations giving objectionable interference to U. S. operations. There is only one way to stop inroads being made by Latin American countries and that is higher power for our own stations."

Speaking for the regionals who oppose CCBS's plan for 20 super-watts as a solution for poor reception, Paul Spearman agreed that the two Latin countries are injuring U. S. radio. "The only way to handle the situation is to allocate more stations on clear frequencies to pump our signals out on Mexico and Cuba," Spearman contended. "If we put more stations in the East and South, we will make Christians out of the Mexicans and Cubans. We protest giving foreign countries our radio facilities which they have actually usurped."

With the commissioners having given sympathetic attention to these statements, it is considered certain that the FCC will back any attempts by the U. S. NARBA delegation to curb the Latin countries. The State Department, which has joint NARBA responsibility with FCC, is also seen willing to back U. S. broadcasters. The department has received several protests over Mexico's use of U. S. "radio refugees" who are unable to obtain air time in this country. This matter may also be taken up at NARBA.

On the clear channel battle, the line-up remained the same at the final hearing. CCBS plugged its plan for an increase of power to clears, regionals urged breaking up the clear frequencies, and the National Broadcasting Company (NBC) and Columbia Broadcasting System (CBS) maintained that the present set-up is the best.

The FCC's decision is expected in the next few weeks, with the commission putting accent on speed in order that any changes may be ironed out before the May 1 deadline for NARBA proposals.

Marcus Cohen, counsel for the National Association of Education Broadcasters, (NAEB), told the commission that limiting education stations to daytime operation placed a terrific handicap on their serving the greatest number of listeners. He pointed out that with their being limited to sundown sign-offs such stations would be off the air during the school semesters and on the air at vacation time—when students are away from school. He also said that since 18-hour operation costs virtually the same as daytime operation, the taxpayers were getting the dirty end of the stick.

Cohen urged the commission to break down the clear channel privilege. He argued that many claims of interference were purely theoretical and that where there was interference there were ample network and independent facilities to provide the same programs.



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OF  
DIMES**

**JANUARY 15-30**

# Petrillo and Webs Seen Nearing Peace This Week; Opening Confab Fruitless

## AFM Expects Accord Before January 31 Deadline

WASHINGTON, Jan. 24. — Possibility that differences between James C. Petrillo and radio broadcasters may come a long step closer to solution at a huddle scheduled for Monday (26) in New York is generally seen despite an uneventful confab here Tuesday (20) by industry bigwigs with the American Federation of Musicians' (AFM) president and his executive board.

Petrillo himself is sparking hope for settlement of the issues not only with AM webs whose contracts end January 31 but also with FM on music duplication and with television. Petrillo strongly predicted a "solution to the problem" in the course of testimony before the House Education and Labor Committee here Wednesday (21) and later in news conferences. At the same time, the AFM president is not going all-out in his talk of settlement, and his aids are intimating that he intends to bargain close to the line on use of musicians for FM and for television, with Petrillo showing no inclination to end an arrangement for banning use of Hollywood film on television unless television broadcasters meet Petrillo's terms on use of musicians on video.

### Waxing Not at Issue Now

According to spokesmen from both AFM and industry, discussions are centering solely on the radio issues, with no talks having yet developed on the record-making ban.

Industry representatives who attend the closed-door session here Tuesday with Petrillo and his executive board are more than ever convinced that Petrillo is going to bargain hard on the web contracts and the AM-FM music duplication and television issues and that he is going to be even stiffer in his talks—should they finally develop—with record makers. FM'ers came away from the session here greatly heartened by Petrillo's willingness to talk about the AM-FM music duplication ban and, it was learned, this took up most of the day's discussions.

On the witness stand at the House Education and Labor Committee hearing a day after the closed-door meeting with industry reps, Petrillo three times in answer to questions delivered strong statements of hope for an end of the impasse on the radio situation, and once he went so far as to express confidence that "this problem may be settled before the January 31 expiration date of the networks' contracts."

### "Very Tense"

Petrillo and his board sat down with reps from networks, individual AM stations and FM broadcasting. The meeting was anything but serene. One industry rep who was present later described the atmosphere as "very tense." "Mr. Petrillo talked frankly and vigorously," said the spokesman, who preferred not to be identified, "and we got just about nowhere. The AM-FM music duplication ban was about the only thing we talked about at that session."

Petrillo, in his testimony for the record of the hearing, emphasized that the AFM would not come to terms on any basis that would deprive musicians of a "livelihood." He declared that agreements to be made with the industry must take that into consideration. Questioned whether he was willing to be a party to blocking FM development thru his AM-FM music duplication ban, he declared that he was "strongly in favor

of" seeing FM go ahead and that he was convinced it was "going places," but he complained that FM'ers had been "coming to me and begging" to have musicians supplied "for free" and "I don't go along with that."

On the subject of television, Petrillo was equally adamant in his determination to negotiate for terms that would keep musicians employed. "I'm just afraid," he said at one juncture, "that this Mr. Television is going to try to do to musicians what the record makers have done and I'm not going to allow that to happen."

### Collusion Denied

As anticipated, Petrillo denied vigorously charges made by at least two members of the House Education and Labor Committee that the AFM's negotiations with AM networks had been to the disadvantage of FM. Rep. Thomas L. Owens (R., Ill.), who represents Petrillo's Chicago constituency, reiterated charges of "collusion" not only in cross-examining Petrillo but also in examining executives of the four major networks who were chief witnesses at the committee's opening of the second week's hearings last Monday (19). The network witnesses hotly denied the charges. Petrillo, in answering the charges, declared: "If there is anything in the mind of any congressman that there has been any conspiracy between AFM and the networks, I say here and now please drop that notion, because there has been nothing of the sort." Petrillo explained that he had told broadcasters they could not duplicate AM music on FM because "such duplication (Petrillo, Web Peace Near, page 10)

# NAB-AFM Feud Flares Anew, Miller and Petrillo Swinging

WASHINGTON, Jan. 24.—A new era of hostile relations between the National Association of Broadcasters (NAB) and the American Federation of Musicians (AFM) appears to have been introduced here this week by blasts and counter-blasts from NAB Prexy Justin Miller and the AFM chief, James C. Petrillo.

Petrillo, taking advantage of the House Labor Committee hearings to get his opinion of the NAB on the record several times, denounced it, as operating "the biggest propaganda machine in Washington." In the most tempestuous moment of his entire testimony before the committee, Petrillo declared: "I dare say the National Association of Manufacturers, which is pretty good at vilifying, runs second to the vilification and propaganda that NAB has been spreading around the country."

### Czar? Not Petrillo!

The opening for the AFM boss's explosive remarks was supplied unwittingly by Rep. Augustine Kelley (D., Pa.), who had inquired: "Mr. Petrillo, why have you earned the reputation of being a czar?"

Petrillo replied scorchingly that the NAB had provided the build-up for that reputation thru propaganda. He went on to point out that the NAB always took a cordial attitude toward him in AFM-NAB meetings and then "they turn around and vilify me." He charged the broadcasters with



Joins KLZ Writing Staff

## ELLIOT WAGER

Wager, recent addition to KLZ production staff, scripted the much-discussed KLZ "Divorce" series tackling this national problem on the local level.

KLZ, DENVER

# Tony Martin On Way Out?

NEW YORK, Jan. 24.—Ratings pulled by the Tony Martin show since it switched from the Columbia Broadcasting System (CBS) to the slot behind Bing Crosby on the American Broadcasting Company (ABC) are reported considered unsatisfactory by the sponsor, the Texas Company. Myron Kirk, radio director for the producing Kudner Agency, is said to be planning to replace Martin with Gordon MacRae after March 21, when the Texas CBS time runs out.

Kirk is known to be seeking some move to assuage the sponsor, who moved MacRae into its eight weeks of unfulfilled CBS time after the Martin switch. MacRae is not only tabbed as a comer, but can be had for a considerably lower tab than Martin. Kirk is due in New York Monday (2) from Hollywood.

# 'What Package Today?' Stock CBS Question

## Feverish Programing Is On

NEW YORK, Jan. 24.—The feverish programing activity at the Columbia Broadcasting System (CBS) has reached the point where the current daily gag is "What's the package for today?" According to top execs, there's going to be no let-up in the production of house-built shows and pacting of names, and already a new batch of programs is in the works. One of them is titled *The Little Immigrant*, a half-hour situation comedy by Cy Howard, who did *My Friend Irma*. The web has also taken a 60-day option on *The Fighting Senator*, a Lou Cowan package, and is angling to get a big film name for the lead. *Senator*, incidentally, was aired as a Lever Bros. summer replacement over CBS in 1946.

In the chain's department of public affairs, Vice-President Dave Taylor has a couple of new ones in the works. One will be a show on personalities in the news—Taylor being of the belief that networks have underestimated the importance of this type of news show. Larry Leseuer, CBS newsman, is working on the personalities show.

### Elmo Roper Program

Taylor's department is also working on a program on American public opinion with Elmo Roper.

Likewise in the works, but as yet uncrystallized, are a number of programs, which, tho of a public affairs nature, are expected to be of sufficient stature entertainment-wise to pass as good network programing. Top example of this type of programing is *CBS Is There*, which, together with *Doorway to Life*, Taylor regards as a new and competitive departure in educational broadcasting.

In the sports department a new format for the half-hour Red Barber show is being sought, and it is known that the program will have one ingredient new to network sports shows—feminine appeal. Barber's angle is that sports shows in the air have generally failed because they haven't drawn fem listeners—who make up so large a part of the radio audience. The web figures that Barber, who is credited with having done so much to make Brooklyn fraus conscious of baseball, may be able to work a similar angle in other phases of radio.

### Rooney Ready Soon

As for other CBS packages announced previously, Mickey Rooney in *Shorty Bell* is expected to be ready for airing in mid-February; the Shirley Booth situation comedy show also is slated for mid-February, and Goodman Ace's *Mr. Ace and Jane* is scheduled definitely for February 14. These shows, together with the new Elaine Carrington afternoon strip and the Dinah Shore and Bill Goodwin shows, will mean considerable face-lifting in the web's schedule within the next couple of months.

Apropos of the name and package activity, web execs have again come to the opinion that vehicles are perhaps more important than name performers—and that given a proper vehicle, a name performer is easy to find to fill the spot.

Archibald MacLeish's *The Son of Man* will again be broadcast Easter Sunday by CBS and is likely to become an annual programing event, according to Dave Taylor.

## Sun. B. R.'s Ask New NBC Time

NEW YORK, Jan. 24.—A second Sunday afternoon sponsor on the National Broadcasting Company (NBC), the International Harvester Corporation, this week began pressing the web to find it a suitable evening

period instead of its current slot. The Ford Motor Company has been making an issue of its Sunday *Ford Theater* period, 5 to 6 p.m., and may move to another web if nothing better is forthcoming from NBC.

International Harvester, which airs *Harvest of Stars* at 2:30 p.m., has also begun conversations with other networks and may switch when its current period runs out should NBC not come thru with other time.

## Exams for Spieler Jobs at WNYC Due

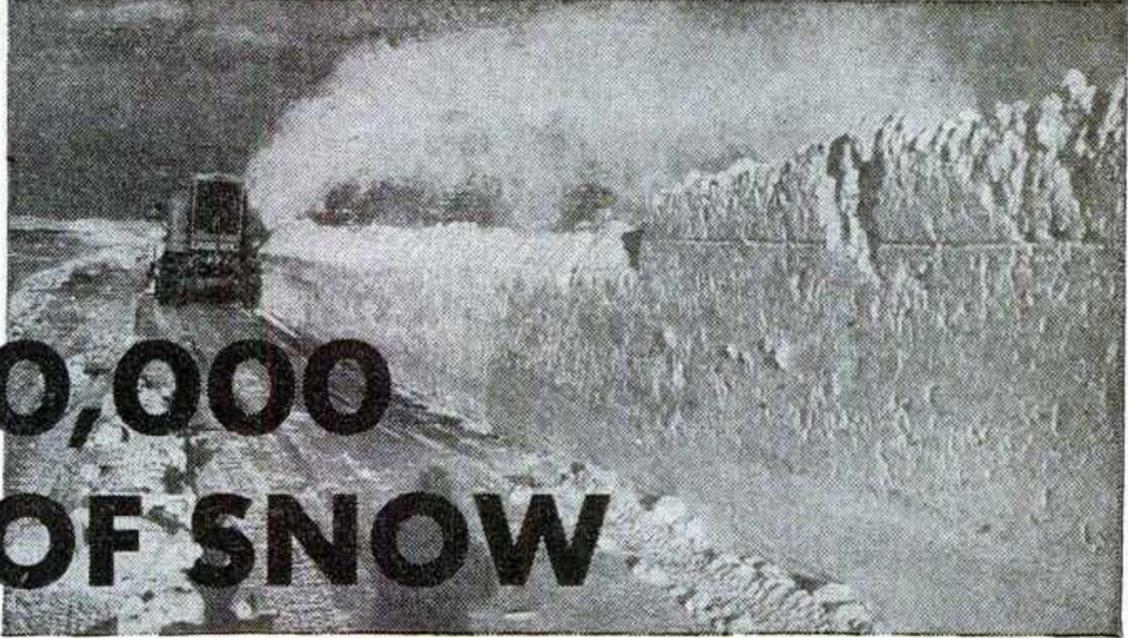
NEW YORK, Jan. 24.—For the first time in 10 years, the municipal Civil Service Commission is accepting applications for announcers for WNYC and WNYC-FM, the city-owned stations. There are 12 openings for such

berths, which start at \$2,400 to \$3,000 annually and go to \$4,200.

Tests will be held by the commission shortly, with applications now being received. Requirements are, in addition to citizenship and New York State residence, a high school education and two years' radio experience, or a college degree and six months' radio experience.

The last previous exams for the spieler posts were in 1938.

Clearing a runway at La Guardia Field following the Big Snow of 1947.



# 99,000,000 TONS OF SNOW

## A DISCUSSION OF RADIO RESEARCH... by Edgar Kobak

*President, Mutual Broadcasting System*

THE snow began falling before dawn the day after Christmas. At noon it was a driving storm and by sundown it had topped the fabulous "Blizzard of '88." Saturday, the city was digging itself out and talking about nothing else.

On Sunday, Mayor O'Dwyer of New York, who had flown back from sunny California, went on the air to report on the emergency facing the city. With just one statistic (Research by the Weather Bureau) the Mayor succeeded in giving a trip-hammer wallop to his picture of the magnitude of the shoveling job. He said, "Just think—99,000,000 tons of snow fell in greater New York in twenty-four hours."

We can think of no more dramatic instance of Research and Statistics being so simple, so authoritative, so final, so completely convincing.

What about Research and Statistics in Radio? Let's take an example.

A network takes full pages and double spreads to say that "99,000,000 people gather every week at (our network)"...and what happens? Right away, questions about method, interpretation, validity and age of the statistics. Right away, an argument.

Why should this be? How has it come about that broadcasting research and radio statistics need only to be published to be suspect...to be fair game for attack? Doesn't the answer lie in this fact: that there have always been so many individual and different yardsticks in radio statistics that confusion was bound to arise...and that today we have a flood tide of that same confusion?

All we have to do is look with a business-like eye at the picture today—with a quick glimpse into the past—to realize that something CONSTRUCTIVE must be done about the situation. Let's try a review.

Let's take RATINGS. First we had CAB, then a little later Hooper entered the picture. Two methods, two different sets of results, two sets of costs to achieve one purpose. Then confusion, misapplication of statistics, and a tangle. Finally, CAB bowed out.

But look, Nielsen hove in sight. So again, two methods, two sets of results which don't coincide, double cost. There is but little relationship between Nielsen's top 20 and Hooper's top 15. Of course there are reasons and explanations—but the ultimate customer of all this research (the Advertiser who wants to know what audience he is reaching) finds it very bewildering.

And we have no right to perplex and bewilder and badger our customers. We owe it to them to develop one method which will

be easy to understand and to follow...one rating source which will have the authority of "99,000,000 tons of snow"...one measurement which will help them run their advertising with factual assurance and lowest possible cost for research.

Now let's look at COVERAGE. Ratings are fine as a measurement of programs. But we also need a measurement of facilities. By that I mean physical coverage of a station or a network: how many radio families can listen to a station or a network well enough and clearly enough to encourage regular listening. (How many actually tune in is a function of programming.)

The coverage picture has, if anything, been more confused than the rating picture. Without going into detail, we have had "a ring around the transmitter" and half-millivolt and mail-count and post-card surveys. Each station and each network had its own method and time buyers went nuts trying to make valid comparisons.

After considerable effort, the industry developed BMB. But many in the industry agree that BMB doesn't yet have the answer. We hope for better results from the next survey...results which will be up-to-date. Meantime, we were forced (because BMB only partially measured Mutual) to make public our Listenability method. And what that started!

Do I have any recommendations? I do and here they are.

1. We should have only one RATING SERVICE. I think Nielsen and Hooper should be merged.
2. We should have one industry-wide COVERAGE AUTHORITY. I think the various methods—including "Listenability"—should be used, each in its proper place, under the direction of a single organization responsible to the industry.
3. Research COSTS need to be cut all along the line; WASTE should be eliminated.

Advertisers and broadcasters should be asked to pay only once for RATINGS and broadcasters should have to pay only once for COVERAGE DATA.

Let's have less research for promotion—let's have better and more integrated research which business can use—quickly, accurately and with confidence that they are on the right track. We owe it to our advertisers and to ourselves to do this—and so help reduce the cost of advertising and distribution. And let's not lose any more time.

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## Extra Royalties on Disks? Indies Cold to Kearns Idea

NEW YORK, Jan. 24.—Independent broadcasters in New York are unanimously opposed to the proposal for extra radio royalties on the use of recordings. The suggestion, made by Rep. Carroll Kearns (R., Pa.), via revision of the copyright bill, is deemed unworkable and impractical. Station operators also claim the proposal has discriminatory aspects, since it tends to work hardship on smaller stations and favor non-record using networks.

HOLLYWOOD, Jan. 24.—Coast indie broadcasters said here yesterday (23) they would fight hard against passage of the "record royalty" bill proposed by Rep. Kearns (see story in Music Department), which the congressman will introduce in the House next week. The bill, providing for royalty payments to all sidemen producing records and forcing radio outlets to use specially labeled disks, met with hostile reaction from the area's smaller broadcasters. Indie air ops said the bill was one-sided, raising their cost of operation while leaving the major networks virtually unaffected.

A spokesman for the Southern California Broadcasters Association (SCBA) said the org would seek support from the National Association of Broadcasters (NAB), with the demand that the legislation be killed or reworked to ease the burden on (See RADIO INDIES on page 18)

### \$\$ for "Voice" Up to Congress

WASHINGTON, Jan. 24.—With congressional authorization for the State Department's Voice of America out of the way, legislators are now tackling the question of how much money to allow for the activity.

President Truman's budget message asked for \$38,000,000 for all of the State Department's overseas information program, but this figure is seen certain to come in for some shaving. At the same time, the amount of the appropriation is certain to be well above the approximately \$13,000,000 reluctantly granted for the current fiscal year.

Final congressional action on the Voice authorization was taken by the House this week and the measure went to the White House for the President's signature.

## FCC Inquiry Sought Again

WASHINGTON, Jan. 24.—A demand that Congress investigate the Federal Communications Commission (FCC) for "possible signs" of "favoritism" to networks was made here this week by Rep. John Lesinski (D., Mich.) during the House Education and Labor Committee's hearing on American Federation of Musicians (AFM) activities.

Lesinski made the demand on the final afternoon of the hearing, but got no encouragement from the majority members of the committee.

## Peace With Petrillo Coming? Wash., Not Industry, Hopeful

(Continued from page 3)

Carroll D. Kearns (R., Pa.), who proposes to change the Copyright Act so that royalties can be paid to performing musicians on commercially used records (see separate story on Kearns bill details in Music Department).

One of the foremost congressional legal authorities on the Taft-Hartley Act, however, informed *The Billboard* that the Kearns bill would be inadequate without a corollary amendment to the Taft-Hartley Act if the purpose of the Kearns legislation was to solve Petrillo's welfare fund dilemma—and the Republican leader-

## NBC Spots Swamp Gadget Sellers

NEW YORK, Jan. 24.—Pulling power of radio was dramatically demonstrated recently when a client, Gadget of the Month Club, was all but snowed under by tremendous response to plugs bought thru the spot sales department of the National Broadcasting Company (NBC). Gadget of the Month, via blurbs on the web's managed, owned and represented stations, was getting around 15,000 responses daily on its offer of gadgets for a small sum of money. Lacking a national distribution set-up, the firm fell far behind on deliveries—which resulted in stations getting plenty of squawks from listeners.

For a time some stations were afraid they'd have to take a loss and refund moola to listeners, but it's claimed that the company is now caught up on deliveries.

According to Don Davis, of the agency of Davis, Harrison & Simonds, Gadgets of the Month has now bought time on 350 outlets.

For a time, however, stations were plenty jittery. Tex McCrary, for instance, on WNBC, NBC's New York key, asked listeners to let him know if they had failed to receive their gadgets.

## No. of Stations Triple in Use of NBC Facilities

NEW YORK, Jan. 24.—Since 1936 clients of the National Broadcasting Company (NBC) have approximately tripled their use of web facilities, according to a study completed last week by Hugh M. Beville Jr., NBC director of research. Evening programs now on the web are carried by networks averaging 134 stations, as compared to an average of 42 NBC outlets per program in 1936. The consistent upward trend is also revealed in a study of daytime programs.

A study of evening programming on NBC indicates that in December, 1937, when the nighttime web numbered 92 stations, the average number of stations per program was 47, or 51 per cent of the total number of stations. By 1942, with the network numbering 136 outlets, the average stations per program was 99, or 73 per cent of the total. In 1947, with a web of 165 stations, the average number per program had jumped to 134, or 81 per cent of the total.

### Daytime Picture

The daytime picture is as follows: In December of 1937, when the daytime web numbered 94 outlets, the average number of stations per program was 30, or 32 per cent of the total. By 1942, when the web numbered 139 stations, the average had jumped to 64, or 46 per cent, and by 1947, with a web of 166 outlets, the average jumped to 119, or 72 per cent.

It is to be noted that there is a substantial gain in 1942. It was in this year that NBC announced a 10 per cent discount for users of the full network plan.

The Beville study points out that the gradual expansion in advertisers' use of facilities in some degree stems from the growth of the network itself, but clients, he indicates, have more than kept pace in adding stations.

Currently, 29 of 41 daytime programs qualify for the full-network discount, while in the evening 45 of 51 use enough stations to qualify as full-network users.

## AFRA Org In Salt Lake Set; 3 Outlets Sign

SALT LAKE CITY, Jan. 24.—In the process of organization for some time, the Salt Lake chapter of the American Federation of Radio Artists (AFRA) became a local entity this week with the signing of contracts with three of the city's five radio stations—KDYL, KUTA and KALL, of the National, American and Mutual Broadcasting networks, respectively.

Contract negotiations, completed after eight months of dickering, included flat increases for announcers, improvement in payment of talent fees to announcers, double time for working five holidays a year, a 40-hour week and the continuation of annual vacations with pay.

The local AFRA chapter is affiliated with city and State American Federation of Labor (AFL) unions and is currently attempting to organize Salt Lake's two remaining stations, KSL and KNAK, and other stations throughout the State.

Charley Barrington, of KDYL, is president of the new local; Bob Crawford, KUTA, vice-president; Mal Wyman, KALL, treasurer, and Bill Tankersley, KALL, recording secretary. Wally Sandack, former announcer and now a local barrister, is executive secretary.

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**ALBERT K. PORTER**  
Asst. General Manager

ship is opposed to modifying the T-H Act this year before the presidential election.

Despite a wave of early optimistic reports in the daily press that Kearns's measure will be found acceptable to Congress, Petrillo and the industry, careful analysis of opinion on Capitol Hill and elsewhere is indicative directly the contrary. At the same time, it is recognized that the House committee headed by Rep. Fred A. Hartley Jr. has made wholesome progress in at least trying desperately to reach common ground on a solution to the labor-industry stalemate. An example of this is the change in the attitude of Petrillo himself, who a month ago had issued his famous proclamation: "No more records will be made—never, never, never." This week in testifying before the Hartley committee he voiced willingness to pitch his union into record making again if a legal stratagem could be found for the American Federation of Musicians (AFM) to take care of unemployed musicians. Even the committee itself has reversed its attitude from that of a month ago, when Hartley and Kearns were talking in terms of applying punitive measures against Petrillo by stiffening the T-H Act by means of a labor anti-monopoly provision. As foretold in these columns, the idea of incorporating an anti-monopoly provision in the act is now virtually scrapped. Meanwhile, on the industry side, the committee drew testimony from witnesses for record manufacturers and others that their chief object is to arrive at peaceful negotiations with Petrillo—another step toward common ground.

Just how legislation can bring about effective negotiations without an amendment to the Taft-Hartley Act to lift the ban on use of welfare funds for unemployed musicians who do not contribute to the fund is the chief problem before the Hartley committee. Kearns, worrying over details of the mechanics of his copyright amendment proposal, continues to voice confidence that his bill might (See Congress Mulls Disk on page 18)

# PLATTER GIMMICKS PAY OFF

## BBC Offers 'Treasure House' Of E. T.'s Free to U. S. Stations

NEW YORK, Jan. 24.—What is described by program directors as a "treasure house" of transcribed program material is being made available to American Broadcasters by the British Broadcasting Corporation (BBC) on a virtually free basis. Radio men who have auditioned sample programs are highly enthusiastic about them and claim they will be a boon to stations hard pressed for quality dramatic and musical offerings.

BBC appears to be engaged in a drive to get its shows on the U. S. air. One reason offered is that some of the programs will plug British film stars and, by boosting box office for British pix, aid the British dollar position. Transcriptions involved are available, in most cases, simply by paying the duty. Others have small fees in addition. In keeping with British policy, they may not be commercially sponsored.

Included in the programs are a complete version of the legit musical, *Chu Chin Chow*; Somerset Maugham reading extracts from his autobiography; and 11-episode version of *Jane Eyre*; an hour recording of *The Last Days of Hitler*; Dickens' *Great Expectations*; the BBC's comedy show, *Itma*; *Just William*, described as a British *Henry Aldrich*; *Brain Trust*, the BBC *Information, Please*; *Love From a Stranger*, a series featuring English film stars in picture adaptations, and a host of others, including straight musicals, dramas, kids' programs, folk music and quiz shows.

One of the first U. S. stations—if not

the first—to avail themselves of these programs is WNEW, New York indie, which next month is starting a half-hour Tuesday evening series called *BBC Showcase*. Top pressings from the different series will be aired. In Nashville, WSM is inaugurating a Sunday series February 1 featuring Gilbert Vinter and the International Light Orchestra. The show was specially cut for the Nashville outlet.

## Chesties To Do Giants' Games

NEW YORK, Jan. 24.—Chesterfield has contracted to sponsor the New York baseball Giants over video on WNBT, the National Broadcasting Company (NBC) outlet in New York, and on WMCA, local indie, with Frankie Frisch one of the sportscasters set to call the games. The deal, which was forecast months ago in *The Billboard*, marks Chesterfield's first commercial venture into video—the company having taken a brief experimental fling in television in 1941.

The pact calls for televising and broadcasting of all home games which are available, starting with the first game April 21. It is believed that WNBT's commitments to air a number of boxing bouts will cancel televising of a few games.

Newell Emmett Company is the agency.

## "Irma" Held No Steal On "Sister Eileen"

LOS ANGELES, Jan. 24.—Columbia Broadcasting System (CBS) and Cy Howard, producer-writer of *My Friend Irma*, were cleared of plagiarism charges in connection with that program in a ruling in Superior Court delivered Thursday (22) by Judge Allen W. Ashburn. Suit was brought by Arthur Kurlan, who alleged *Irma* was a plagiarism of the stage play, *My Sister Eileen*. Kurlan stated he had submitted to CBS an audition platter on this show, to which he owned radio rights.

Judge Allen, after listening to the audition platter and 30-odd recordings, found no basis for the plagiarism charge.

CBS was represented by the law firm of O'Melveny and Myers, and Kurlan by Harold Fendler.

## Cottingham to Handle Coast Wasey Agency

NEW YORK, Jan. 24.—C. H. Cottingham, vice-president in charge of radio for Erwin Wasey & Company, leaves New York to take up permanent headquarters at the agency's new Los Angeles offices. On March 1 the *Carnation Contented Hour* will originate in Los Angeles instead of New York.

Cottingham will also supervise the National Broadcasting Company (NBC) West Coast hook-up for *Aunt Mary*, the five-a-week afternoon soap opera bankrolled by the Albers Milling Company, of Seattle, set to debut February 16.

Ted Dale, previously billed as guest conductor on the *Carnation* program, is being retained as the permanent conductor.

## Chains' Take Hits 17-Mil. Oct. Peak

WASHINGTON, Jan. 24.—Chain radio income hit a high of \$17,365,000 in October, the Commerce Department revealed this week in a belated report on gross sales of the four major networks. Biggest contributors to the kitty were food and confection firms which bought time worth about \$5,000,000. Toilet goods manufacturers chipped in with some \$4,777,000.

October income was nearly \$1,000,000 more than the previous high of \$16,728,000, reached in March. Low month was July, when the take was only \$14,227,000.

Network income has been averaging about double the average for 1935-'39, according to Commerce Department statisticians.

## NEW PHILLY AGENCY

PHILADELPHIA, Jan. 24.—Newly formed J. Cunningham Cox advertising agency, specializing in television and radio, has opened shop here. Joseph C. Cox Jr., former Philadelphia newspaperman, will head the office, and will be joined shortly by his brother, Franklin T. Cox, now in Hollywood. The brothers have been associated with various agencies since discharge from the armed forces.

## WNEW Wax Shows Tops In Quality

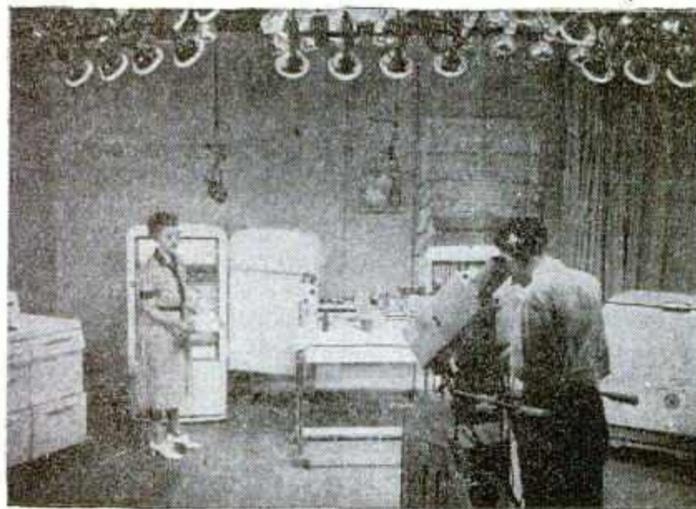
### Live Music on Disk Shows

NEW YORK, Jan. 24.—Production gimmicks which give phonograph record shows a quality equal to and, in some cases, exceeding that of live shows have been developed by WNEW, New York indie. Pay-offs have come via the development of salable programs and a level of production which is constantly inviting inquiries from out-of-town stations that want to learn some of the production procedures involved. Here, for the record, are brief descriptions of the gimmicks used:

1. The use of specially cut announcements to handle spiels on disk jockey shows, such as Martin Block's *Make Believe Ballroom*.

2. The use of live music on disk shows. The music used is both orchestral and organ.

3. Three to four turntables on one show, enabling announcers, doubling as producers, to spot records at a particular point, and also simplifying the use of two records of the same song, to be used first as a program theme (See *Platter Gimmicks* on page 10)



## WOOING THE WOMEN...

WWJ-TV, Detroit's first and only television station, is busy these days wooing and winning the women's audience. Pictured above is Jean McBride, Home Institute Director of The Detroit News, in her popular, Philco-sponsored household economics program. Other current, diversified WWJ-TV shows aimed specifically at women include a fashion program sponsored by the J. L. Hudson Company, Detroit's largest department store; the John Powers Charm School, featuring hints on etiquette, make-up, etc.; and the WWJ-TV Television Party, a mirthful audience participation show emanating from WWJ-TV's large studio auditorium. Each of these sponsored programs is proof of the selling effectiveness of television, and of the programming accomplishments of WWJ-TV in its first year of operation.

First in Detroit . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

**WWJ-TV**

Associate FM Station WWJ-FM...  
Associate AM Station WWJ

# Voluntary "Censorship" Idea Alarms N. Y. News Execs

NEW YORK, Jan. 24.—News execs in New York expressed both alarm and confusion this week over the voluntary "censorship" program being mulled in Washington by Defense Secretary James Forrestal. Cogitation centered along the line of whether censorship, with its implied evils, was necessary in peacetime. Tho no ready answer to this question was forthcoming, one network exec stated he would fight any encroachment on what he considered the prerogative of free radio and the press.

A news topper at another web, apropos the proposed censorship program, stated, "No one knows what it's all about." He indicated that until the proposed program took more definite shape, there could be no cogent reaction to it.

WASHINGTON, Jan. 24.—Radio and the press have nothing to worry about in the voluntary "censorship" program now under consideration by Defense Secretary James Forrestal, Comdr. John E. Long, of the secretary's office, told *The Billboard* this week.

"Radio," Long said, "would be affected under the plan as little or as much as individual stations wish." He explained that Forrestal's idea is to set up a 15-man security board to advise a station or paper whether a news story it has would be dangerous to national security if publicized.

## Strictly Voluntary

He emphasized that in no case would a station be ordered to refrain from broadcasting a particular item whether considered injurious by the security board or not. "It's strictly voluntary," the Forrestal aide declared. "No station is compelled to submit items to the board for checking. It's merely a system whereby a station or paper can get a quick answer on whether the item would

hurt national security. Even if the answer is 'yes' the item may still be used at the discretion of the news editor."

If and when the security board is set up, the chief is expected to be Jack Lockhart, present assistant to publisher Roy Howard. Lockhart has conferred with Forrestal on several occasions concerning the position.

## NAB-AFM FEUD

(Continued from page 5)

sounding off about the NAB, Justin Miller blasted Petrillo. Miller issued a statement claiming the union leader's acquittal in Chicago of violating the Lea-Vandenberg Act "does not exempt Petrillo from prosecution again in any of several hundred cities, if he continues to harass broadcasters and the American public as he has done in the past."

A statement attributed to AFM lawyers that the Lea Act is dead, said Miller, "is childish, wishful thinking. The Lea Act was not on trial. Mr. Petrillo was." The NAB president went on to say that "when an experienced prosecutor goes to work on another case, whose facts bring it under the Lea Act, we will hear the singing of a different tune."

Incidental to Miller's implied criticism of the way the federal prosecutor handled the Chicago case, the attorney general's office came in for a scolding from several congressmen at the Petrillo hearing. One suggested that if the case had been prosecuted "more severely," the decision would have been different.

# Solid Promotion and Smart Programing Hyps KWIK Biz

HOLLYWOOD, Jan. 24.—At the end of two months of operation the indie station, KWIK, Burbank, Calif., has not only met its operating nut but is increasing profits at a healthy clip. Coming at a time when established indies in the area are reporting drops in revenue, KWIK's success story is looked upon as an example of solid promotion and smart programing. Owned by prominent Hollywood show people (Sam Kerner, former talent agent; Billy Gray, nitery owner-entertainer, and Dave Street, film and radio crooner), the station is currently grossing \$18,500 monthly as against operating costs of \$16,000.

## Public Service

With 31 employees and 21 broadcasting hours daily, KWIK reports that 66 2/3 of allotted commercial time is sold. Heavy emphasis has been placed on public service. Civic and social leaders are offered full station facilities on a regular sked. Promotion budget for the first year will total more than \$35,000, considered a heavy outlay for the 250-watter. Coverage of local special events, heretofore ignored by area stations, has given KWIK an inside track on community affairs plus solid co-operation from local officials. An example of its special events set-up was the recent scoop by KWIK in snagging the winner of the "Miss Hush" contest as she alighted from the airliner bringing her to Hollywood. Event took place in the early morning, and KWIK's on-the-spot wire recording took even Ralph Ed-

wards and National Broadcasting Company by surprise since neither covered the event.

## Rate Revamp

Station's rate structure was recently revamped to offer time buyers the same rates from 7 a.m. until 10:30 p.m. Night rates were dropped 20 per cent, with a corresponding hike in daytime charges.

Something new in the way of public service gimmicks was pulled during the Christmas shopping season by Sam Kerner, station prexy. Knowing that shoppers might be negligent in obeying parking regulations, Kerner hired a woman to look for motorists who had overstayed the allotted time provided by parking meters. For the violators, KWIK placed another penny in the meter, giving them an extra 12 minutes of parking time and the following printed rhyme on the windshields of more than 5,800 cars:

The parking meter went red;  
KWIK knew you'd be blue.  
So we KWIKly put in a penny—  
Twelve more minutes for you.

# Help Wanted: KSTP Loses Staff Men

MINNEAPOLIS, Jan. 24.—Help trouble—especially in the upper brackets—has hit KSTP, 50-kw. National Broadcasting Company outlet here. In the course of about 90 days, thru a series of unrelated incidents, the station has lost three top men, two pieces of talent and a news writer.

The latest to leave the KSTP fold is Leonard Leigh, station music chief, who quit last week. Apparently Leigh's part-time salary was not enough, and he had to take outside jobs to get along. Stanley Hubbard, KSTP president, felt that Leigh's pay, in excess of \$6,000 annually, should keep him strictly at the station. They differed and parted.

Prior to that, KSTP lost its ace flack, Sam Levitan, who went to WMIN, local indie, as director of operations, and John Verstrete, news editor. In addition, Sev Widman, top diskier in this field, quit and moved over to WMIN, while several weeks ago Mark Gregory, gabber, and Jerry Cohen, writer, left KSTP and hooked on with WLOL, the Mutual outlet here.

## PETRILLO, WEB PEACE

(Continued from page 6)

tion would have deprived a lot of musicians of work." Petrillo pointed out that "the men who came speaking to me for FM," were "people I didn't know" and who frankly said they had no money to spend as in AM broadcasting.

Asked specifically whether he felt that the new agreements with AM would include FM and television, Petrillo answered, "I am very confident of it." However, when Rep. Carroll D. Kearns (R., Pa.) commented, "that will certainly suit the best purpose of all," Petrillo shot back with, "Don't grab so fast, Mr. Congressman."

Kearns, who heads a subcommittee on Petrillo activities, had acted as a go-between last summer in trying to bring about a settlement of the differences between Petrillo and the radio industry, and he is known to be taking similar steps toward ending the current impasse.

nice Judis and Ted Cott, station manager and program director, respectively, is that the day when an announcer could side up to a mike and turntable and do a record show is gone forever.

# Platter Gimmicks Pay Off; WNEW Wax Shows Are Tops

(Continued from page 9)

and then as the opening number of the show.

4. Specially written continuity timed and metered to a specific program.

5. Special openings, live or recorded, for use on transcription shows and eliminating the standard openings on the latter.

6. Showing time on every record in the library, since an inflexible station rule is never to cut off a record before its completion. This allows a spot second timing of programs.

7. Stopping a record in play to accent an announcement.

To illustrate how these methods work, here are some further examples:

## Martin Block Show

The Martin Block show aired locally, altho Block is on the Coast, has a slew of special e.t.s, with the continuity written to cover virtually every contingency—from storms and blizzards to cracked records and special news bulletins. This maintains the program's New York flavor, despite its hothouse origination.

Live music on recorded shows provides a smoothness which cannot be achieved otherwise. Thus, on the station's new Canada Lee program, the rhythm section of the house band working behind Lee gives additional mood and emphasis to the continuity. Another procedure along the same lines was illustrated by Jack Grogan's production of a Christmas show using Cardinal Spellman's selections of religious music. All the records used organ music and choirs, and Grogan used Kay Reed, studio organist, to play the background behind all announcements. To help segues from one record to another, Grogan used

the live organ to play short introductions to the choral work. Then, by spotting the record, he was able to cut the record's organ intro and pick up the voices as he needed them.

## Several Turntables

The use of several turntables, each of which has loud speakers built in so announcers can spot a record in the studio while another is on the air, also simplifies establishing a mood. Thus, on a Spanish music show, announcer Bert Wayne uses one record to start the theme, stopping it whenever he wants to for his opening spiels. Rapidly switching from one pot (turntable) to another, he can play, respectively, eight bars of a samba, rumba and conga. Then, using one of these three records as the opening number, he uses the second pressing, on another turntable, playing it from the beginning.

A similar effect is achieved by cutting special opening music with the house band (before January 1, that is), with blank spaces on the e.t. between each eight bars of music. The continuity is written to be read in precisely the number of seconds of dead air provided.

## Avoid Standard Openings

WNEW also has a policy of avoiding standard openings on e.t.s bought on the open market. It substitutes either specially recorded openings or other material, fanfares, etc., which it has in its platter library. Special copy is written for a staff announcer, the standard recorded opening is cut and the platter is picked up at whatever point is desired. Another gimmick along the same line is to fade out transition music on transcriptions, which the station claims is frequently inferior, and substitute its own library transitions.

What it means, according to Ber-

## 5TH WEB TO PREEM

(Continued from page 5)

(5) no block programing; (6) five hours of unsponsored "culture" programs daily optional to affiliates.

In the pitch to prospective affiliates, RAI is offering lines without charge; an annual divvy of profits, with the web keeping half and the affiliates sharing the other half pro rata; time-clearing agreements more favorable to the stations (four hours daily); "clock-hour income" triple that assured by other nets; many network programs that will sell easily as co-ops.

In this connection Titus said that some two-thirds of the stations committed to join RAI were now affiliated with nets; the balance are indies.

Titus, 49, is a former ad agency executive (New York and San Francisco) and has been counselor in reorganization of numerous stations. He said he's been working on RAI since 1941 except for time out during the war.

## Free Shows

PHILADELPHIA, Jan. 24.—Effective immediately, Edward C. Obrist, WPEN general manager, has made all sustaining programs available for free sponsorship by public service organizations. The station has notified the 40 most prominent pubserv outfits in the community of its free air time offer. Orgs taking advantage of it will get the same attention as a commercial sponsor, with opening, middle and closing announcements.

# White Stands Pat on FCC Revision Bill

WASHINGTON, Jan. 24.—Sen. Wallace White (R., Me.) is reported to be standing pat on his revision of the Federal Communications Commission (FCC) bill despite a letter he received from Justin Miller, prexy of the National Association of Broadcasters (NAB), criticizing certain sections of the bill. Miller's letter was made public yesterday.

Miller was especially critical of the provision which he claimed gives the FCC power to exercise over-all control of the programing policy of a licensee. While this provision has the apparent theory that the FCC would act only "after the fact," Miller wrote, "we know that the commission has acted, and will continue to act, before the fact."

The NAB president expressed his approval of most of the rest of the White Bill, but suggested that the chairman continue to be appointed by the President instead of chosen by rotation as specified in the White Bill. Miller also renewed a plug for higher commissioner pay, recommending that "properly qualified" commissioners should get \$15,000 yearly.

# Sen. OK on Sterling, Coy for FCC Due; Both Friendly to FM

WASHINGTON, Jan. 24. — Approval of the nominations of Wayne Coy and George Sterling to the Federal Communications Commission (FCC) is generally expected from the Senate in the next few weeks, in the wake of a brief hearing this week before the Senate Interstate Commerce Committee.

The fireworks which went off in the hearing were caused not over the choice of the two men, but rather over the kicking of FM to the upstairs band. Chairman Charles Tobey claimed that the FCC move was based on "insufficient information."

Coy pointed out that he had nothing to do with the upstairs move, but that in the future he would see that all such matters get "a full public airing." Sterling told the committee that he thought the present FM band will bring the "best possible radio reception to the American people." Both insisted that they are friendly to FM.

Later in the week, Coy made his first public speech as FCC chairman in a paean of praise for FM. Speaking at the inauguration of full power over local station WWDC-FM, Coy said, "We want the American people to have this superior service as quickly as possible. The FCC is highly enthusiastic over FM as a new system of broadcasting."

# Taylor Scans CBS Pub. Affairs Needs

NEW YORK, Jan. 24.—Dave Taylor, Columbia Broadcasting System (CBS) vice-president in charge of public affairs, is blueprinting plans which will enable him to get a better picture of programing needs in that particular field. An important item on his agenda is a trip abroad to contact the web's newsmen in European capitals, including London, Paris, Rome, Berlin and perhaps Athens and Jerusalem. The trip, probably starting in April, will last four to six weeks.

During 1948 Taylor expects to spend most of his time in planning, working on news programs and conferring with outside people who have ideas. More of the detail of the

# Sell Insurance? Radio Can Do It

NEW YORK, Jan. 24.—Effectiveness of radio in selling insurance, something long considered virtually impossible by conservatives in the insurance field, has been demonstrated clearly by Equitable Society. The firm, which sponsors *This Is Your FBI* over the American Broadcasting Company (ABC), credits its radio show for 10 per cent of the "ordinary" business it does, and it has not yet determined results in group business, currently being plugged. Equitable also estimates that nine sales campaigns tied to its broadcasts over 63 weeks have brought in close to \$200,000,000 of ordinary business.

The use of radio by insurance companies, led by Equitable, was detailed in a full-page editorial in *Best's Insurance News*, monthly journal of the insurance biz. The editorial declared: "1947 saw many changes in the life insurance business. Time may prove, however, that the successful pioneering by Equitable Society in selling life insurance by radio was the most far-reaching change." The article noted that Equitable takes advantage of its advertising by plugging various types of coverage for extended periods and gearing its sales apparatus to its radio plugs. Reaction is measured effectively to give a clear indication of broadcasting's potency.

Advance Hooperatings on *This Is Your FBI* for the latest period surveyed shows that the show has just hit the highest mark in its history, with a 17.1 rating, three full points above the last report. The share of audience is reported at 42.0, or 7.7 above the preceding figure.

# AT&T To Improve Inter-City FM

WASHINGTON, Jan. 24.—The American Telephone & Telegraph Company (AT&T) is preparing to step up facilities for higher quality inter-city FM in the wake of posting charges with the Federal Communications Commission (FCC) this week for 15,000-cycle transmission.

For broad-beam transmission, AT&T is asking the commission to approve a rate of \$10 per mile per month as compared with the \$6 price in effect for the 5,000-cycle line used by most AM broadcasters. Charges to FM for station connections and local lines will be extra.

Despite the posting of charges, AT&T admits that facilities for 15,000-cycle FM broadcasting are scanty, with full use of the broad beam still awaiting the availability of technical equipment necessary for boosting cycle capacity of present inter-city lines.

# Mud-Sling Protection Sought

RICHMOND, Va., Jan. 24.—A bill introduced into the Virginia House of Delegates this week would protect radio stations and networks from suits rising out of defamatory remarks uttered in broadcasts by candidates for public office, or by other persons on behalf of candidates. Rep. G. Edmond Massie, of Richmond, author of the bill, said he proposed it because regulations of the Federal Communications Commission (FCC) force stations to sell time to all candidates if they sell to any and also forbid editing of scripts of political candidates or their representatives.

public affairs department will be shifted to Lyman Bryson, counsellor in the department, and Gerald Maulsby, who now shapes up as the top man in the day-to-day operation of the department.

# Part I



# TOP PROGRAM URBAN AUDIENCES

Figures are for commercial programs only. Based on December 30, 1947, Hooperatings. Data furnished by G. E. Hooper, Inc.

Lists below show estimated urban audiences listening to the top 15 programs in the December 30, 1947, Hooperatings, based on the Hooper organization's data as to audience composition for each program. Estimates for each program's total audience is based on an urban circulation figure of 14,644,878.

The chart immediately below shows the combined audience of all sexes and ages—men, women and children—while the second chart shows the women's audience only. Figures for men and children will be published in *The Billboard* next week.

## FIRST FIFTEEN OVER-ALL AUDIENCE

Rank	Program	Hooperating	Over-All Listeners Per Listening Set	Hooperating Multiplied by Listeners Per Set	Number of Urban Listeners**
1	JACK BENNY*	28.2	2.86	80.7	11,811,887
2	EDGAR BERGEN	24.9	2.79	69.5	10,173,844
3	FIBBER MCGEE and MOLLY	28.3	2.44	69.1	10,112,580
4	FRED ALLEN	25.7	2.67	68.6	10,049,169
4	WALTER WINCHEL*	21.9	2.58	56.5	8,274,649
6	RED SKELTON (CH)	23.7	2.34	55.5	8,121,756
7	AMOS 'N' ANDY	23.0	2.40	55.2	8,083,973
8	BOB HOPE	22.4	2.46	55.1	8,069,914
9	RADIO THEATER	24.0	2.24	53.8	7,879,086
10	BANDWAGON	19.2	2.76	53.0	7,780,814
11	TRUTH OR CONSEQUENCES	17.5	2.71	47.4	6,945,384
12	MR. DISTRICT ATTORNEY	20.1	2.31	46.4	6,799,783
13	MUSIC HALL	18.5	2.47	45.7	6,691,977
14	TALENT SQUADS	17.9	2.51	44.9	6,579,797
15	TAKE IT OR LEAVE IT	16.0	2.59	41.4	6,068,837

## FIRST FIFTEEN WOMEN AUDIENCE

Rank in Program	Over-All Audience***	Hooperating	Women Listeners Per Listening Set	Hooperating Multiplied by Listeners Per Set	Number of Urban Listeners**
1	JACK BENNY*	28.2	1.81	36.9	5,410,111
2	FIBBER MCGEE and MOLLY	28.3	1.21	34.2	5,014,845
2	EDGAR BERGEN	24.9	1.30	32.4	4,740,547
4	FRED ALLEN	25.7	1.25	32.1	4,704,667
9	RADIO THEATER	24.0	1.23	29.5	4,323,168
5	WALTER WINCHELL*	21.9	1.32	28.9	4,233,541
6	RED SKELTON (CH)	23.7	1.15	27.3	3,991,462
8	BOB HOPE	22.4	1.20	26.9	3,936,543
10	BANDWAGON	19.2	1.36	26.1	3,824,071
7	AMOS 'N' ANDY	23.0	1.18	26.0	3,806,204
12	MR. DISTRICT ATTORNEY	20.1	1.15	23.1	3,385,164
11	TRUTH OR CONSEQUENCES	17.5	1.81	22.9	3,357,336
13	MUSIC HALL	18.5	1.21	22.4	3,278,256
14	TALENT SQUADS	17.9	1.24	22.2	3,250,577
15	TAKE IT OR LEAVE IT	16.0	1.30	20.8	3,046,195

\* Includes first and second broadcasts on Pacific Coast.  
 \*\* Based on figure of 14,644,878.  
 \*\*\* Figure indicates rank in combined audience.  
 CH—Computed Hooperating.

# WMIN, St. Paul, Sets Full-Time FM, Feb. 1

ST. PAUL, Jan. 24.—WMIN, local indie, kicks off here with full-time FM Sunday, February 1, according to Edward Hoffman, station prexy and general manager.

Hoffman says the station will duplicate AM and FM programs, feeding the same segs into two transmitters. FM will go on air at 7 a.m. daily and continuing thru midnight to give this area its first full-time FM operation.

Sam Levitan, station operations director, has set up tie-ins with all radio retailers in the area, with major dealers using window display and newspaper space to mark the occasion. WMIN's FM operation will enable dealers to pay more attention to FM set sales. KSTP, the National Broadcasting Company outlet here, and WTCN, the American Broadcasting Company affiliate, do FM segs, but only on a part-time basis.

# Shepherd to WCCO

MINNEAPOLIS, Jan. 24.—W. S. Shepherd, McCann-Erickson Agency radio chief for the past four years, has quit to become assistant program director for WCCO, 50-kw. Columbia Broadcasting System outlet here. Shepherd moves over to his new job February 9.

The book that tells you  
**HOW TO SELL NEW SPONSORS**  
**BUILD NEW AUDIENCES**

Free to  
**Radio Stations...**

CAPITOL TRANSCRIPTION SERVICE  
 SUNSET & VINE • HOLLYWOOD 28

Part II

The Billboard



NETWORK PROGRAM Reviews & Analyses



Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.

**The Veterans' Journal**

Reviewed January 17

Sustaining Via NBC

Saturdays, 2:30-3 p.m.

Producer, Fred Schweikher; writers, Ty Krum, Fred Schweikher; announcer, Stewart Finley; commentator, Ty Krum (Lt. Comdr., USN); music, this program, U. S. Army Band; guest, this program, Lt. Gen. Willard S. Paul, deputy chief of staff, U. S. Army.

Current Hooperating of the program (Sustaining) .....None

Current Hooperating of shows preceding and following (Sustaining) .....None

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**

ABC: "Metropolitan Opera" .....3.3  
CBS & MBS: Sustaining .....None

Lt. Comdr. Ty Krum is doing a new series over National Broadcasting Company (NBC) devoted to veterans and their families. One gets the impression that there is a continuing and pressing need for this type of program despite the fact that the publicity attendant on the needs of veterans has decreased since the end of the war. That the need for such programing exists is borne out by the apathy of so many veterans with regard to the benefits of G.I. insurance, rehabilitation, education opportunities under the G.I. Bill of Rights, etc. Krum's show points up these benefits. He advises vets on many problems, and it's quite likely that his urging has motivated many an ex-G.I. to take advantage of what is rightfully his under the law.

This is most laudable and the series should certainly be continued, but it is this reviewer's opinion that Krum could do the job in a quarter hour rather than 30 minutes. Much time, for instance, is taken over by the U. S. Army Band, which on the program caught delivered four musical numbers. The question and answer session between Krum and a guest, Lt. Gen. Willard S. Paul, deputy chief of staff, U. S. Army, could also have been tightened up.

**For the Fems, Too**

Apart from the fact that some time could be saved by some judicious pruning. Krum's show impressed as being a good example of public service programing. His information was of interest not only to vets of the last war, but also to those of World War I. The latter, for instance, were given advice on how to reinstate their insurance, and an application form and explanatory booklet were offered. Krum also slanted some of his material for the feminine audience, dispensing information on hospitalization. He also introduced what seemed to be a noteworthy production idea, namely, a salute to a specific veteran who has solved his problems. The account of how this particular vet, seriously wounded, was able to rebuild his career with the aid of the Veterans Administration, dramatized how important such aid can be to an ex-service man.

The program also included info of interest to those contemplating careers in the service—pointing up the high caliber of enlistees and the good outlook for the enlisted man.

In general, it is a good pubserv program which could be tightened up and perhaps pruned.

Paul Ackerman.

**Behind the Front Page**

Reviewed January 18, 1948

Mutual Benefit Health and Accident Association of Omaha

Hub C. Carden, Adv. Mgr.

Thru Ruthrauff & Ryan, Inc.

Ralph Rosenthal, Acct. Exec.

Via MBS

Sundays, 7:30-8 p.m.; over WOR 10-10:30 p.m.

Estimated talent cost: \$1,750. Producer-director, Robert Steel; writer, Hector Chevigny; music director, Charles Paul; announcer, Durwood Kirby. Cast: Gabriel Heatter, Joan Thompkins, Paul Dubov, Bradford Hatton, Ethel Everett, Maurice Tarplin, Maurice Welles, Maureen Keating, Ray Walston.

Current Hooperating of the program.... 3.0

Average Hooperating of shows of this type (Dramatic).....10.7

Current Hooperating of show preceding ("Sherlock Holmes")..... 5.9

Current Hooperating of show following (Sustaining) .....None

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**

ABC: Sustaining.....None  
CBS: "Blondie".....12.8  
NBC: "Bandwagon".....22.3

This is a tawdry little mess, inferior in every respect, and a reflection on those associated with it. It's poor dramatically; it's poor story-wise; it's slovenly in production. Let's face it—it's the sort of stuff that sets radio back a decade or so. It is a source of surprise to find that such a writer as Hector Chevigny is involved in it; it's depressing that Gabriel Heatter is associated with it.

The idea is that Heatter is a newspaper editor relating stories "behind the front page," whatever that means. There is an attempt to sprinkle some alleged newspaper atmosphere in the opening scene, but it, with all that follows, is as realistic as wearing a bathing suit at the North Pole, come December.

You won't believe the story either. A boy and girl get married, and his preoccupation with his business, which has led to their estrangement, is badly jolted when he is told by a doctor that his wife is suffering from a form of leukemia and has five years to live. He sets up a reconciliation, tells wifey she's going to cork off come 1953 and sets about world-traveling with her so as to make her last days oh so lovely.

Think that's all, hey? Wait and get the pay-off. Wifey decides she doesn't want to die away from home, so the tragic twain returns so all the friends and neighbors can tsk-tsk over the tough rap. All of sudden, straight smack dab out of right field comes the medic. Terrible thing happened. Mr. Morgan (that was our hero's name and it wasn't Henry). Seems as to wifey's records were crossed in the handling. She ain't gonna die. She's going to live, live I tell you. Ad infinitum, ad nauseum.

How about that? Add to Heatter's histrionics and a morbid, fetid production, and you get the idea. Worst of all was a midway commercial for the health insurance sponsor—delivered by Heatter just abaft the part of the script reporting our heroine's doom.

There's no good news in this one. Jerry Franken.

**Official Detective**

Reviewed January 20, 1948

PHARMACO, INC.

Gifford R. Hart, V.-P. in Charge Adv.

Thru Ruthrauff & Ryan, Inc.

R. Del Dunning, Acct. Exec.

Via MBS

Tuesdays, 8:30-8:55 p.m.

Estimated Talent Cost: \$1,750. Producer-director, Wynn Wright; writer, William K. Welles Jr.; announcer, Tom Hudson; musical director, Chet Kingsbury. Cast: Craig McDonnell, Kani Evans, Grant Richards, Bob Lieb, Linda Watkins, Eric Dressler.

Current Hooperating of the program (started January 20).....None

Average Hooperating for shows of this type (Mystery Drama).....10.5

Current Hooperating of show preceding (Sustaining) .....None

Current Hooperating of show following (Billy Rose)..... 4.0

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**

ABC: "America's Town Meeting" (LN-Co-Op) ..... 4.0  
CBS: "Mr. and Mrs. North".....11.9  
NBC: "Date With Judy".....14.7

**ABOUT THE ADVERTISER**

Pharmaco, Inc., which by nature of its products (laxatives and headache remedies) is restricted to use of Mutual Broadcasting System alone among the networks, has rounded out its web time expansion with the onset of "Official Detective." The sponsor dropped its audience participation seg, "Double or Nothing," last year in favor of a group of lower-budgeted shows which, besides the latest opus, now includes "Charlie Chan," Jim Backus and "Song of the Stranger," the latter a daytime seg.

Pharmaco's 1946 radio expenditures were just over the \$600,000 mark. The previous year they hit about \$650,000, while in 1944 the appropriation was close to \$675,000. Magazine advertising is negligible.

Official Detective is the fourth Pharmaco-sponsored program over Mutual. Evidently gunning for the commercialization record, the show managed to cram nine types of plugs into the 25-minute period. After the introductory plug leading into the show came two grown-up commercials, one for Feen-a-Mint and the other for Chooz. Two more Chooz commercials broke in during the mystery, and at the end four more pitches came in rapid succession: A full commercial for Chooz, a pitch for the current issue of Official Detective magazine which supplies the material for the programs, a sign-off boost for Chooz and a cross-plug for Pharmaco's Song of the Stranger show. This sounds like a lot of sales talk when listed on paper; it sounded even more top-heavy on the air.

The program itself had little to recommend it. The murderer was revealed openly at the halfway mark, and there was no suspense connected with the inevitable capture of the culprit by Detective Lieutenant Dan Britt. The yarn dealt with a temperamental flicker

**Stop Me if You've Heard This One**

Reviewed January 17

Sustaining Via MBS

Saturdays, 9-9:30 p.m.

Estimated Talent Cost: \$3,000, as commercial; producer-director, Mitchell Benson; announcer (this program, substituting for Ted Brown), Bob Emerick; emcee (this program, substituting for Roger Bower), Ted Brown. Cast: Cal Tinney, Morey Amsterdam and Lew Lehr.

Current Hooperating of the program (Sustaining) .....None  
Current Hooperating of shows preceding and following (Sustaining) .....None

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**

ABC: "Gangbusters" ..... 14.1  
CBS: "Joan Davis" (LN-CO-OP).....7.2  
NBC: "Your Hit Parade" .....16.5

"Stop Me if You've Heard This One should get a good-sized audience. . . It's a good comedy show. . ."

That's what The Billboard said in October, 1939, in reviewing Stop Me, and in its revived form on Mutual, that still goes. Caught on several occasions in the past few weeks, the show impresses as salable comedy material. Originally Milton Berle was emcee, with Harry Hershfield and Jay C. Flippen and a different guest serving each week as the "stoppers." A band was also used. Now, the program has Lew Lehr, Cal Tinney (the show's owner) and Morey Amsterdam as the stoppers and Roger Bower as the emcee.

**Variety of Jokes**

Except for the personnel changes and the elimination of the band, the format's the same. Bower starts to tell a story and the panel tries to finish the gag before Bower. Since among the three of them the panel members probably know a few thousand gags, it results in a wide variety of jokes and a surprising number of which aren't.

The three gagsters have a propensity toward wandering away from the joke being pursued, and this frequently slows or detours matters annoyingly. It's especially true, unfortunately, when Tinney lets loose with his Southwestern drawl and starts talking about some of the human curios with whom he's acquainted. Lehr, all too well known for his Dutch comedy, exhibits a hitherto unknown side as a flip and fast story teller, while Amsterdam is undoubtedly one of the brashest, funniest guys around. Some day he'll marshal his ability into a well-rounded network package and kill the people.

Jerry Franken.

queen who was on the skids and got herself well hated by her leading man, writer and director, all of whom became suspects when the prima donna was done in. While the audience was let in on the killer's identity early, the real motivation and clues were kept hidden until the denouement, which hardly seems fair to the listener.

A good touch was the scene depicting shooting of a film sequence, which amounted to a monolog by the director in instructing actors and cameramen, and lent a touch of authenticity to the program. The accompanying organ music was over-melodramatic and tended to weaken rather than sustain the moods. Thesping was satisfactory, but hardly enough to pull the show together. Direction by Wynn Wright could not surmount the double obstacles of poor scripting and intruding commercials.

Sam Chase.

# DISK DISTRIB DRAWBRIDGE UP

## Diskeries Take Quiet Role In Coin Machine Convention

CHICAGO, Jan. 24.—The same quiet note which dominated the Coin Machine Industries, Inc., annual trade show and convention over-all was sharply reflected in the music-record phases of the four-day affair. All the major platteries and more than a score of independents were represented with exhibit booths, special rooms or suites or both. Another handful of companies that had neither booths nor rooms simply had representatives floating around the exhibit floor and visiting rooms.

As in the past, most indie booths were rather small and didn't have the customer lure of the bigger displays of machine exhibitors or major diskeries. At least one smaller disker (Lee Egalnick, of Miracle), realizing this, set about lining up a group of smaller manufacturers to discuss the idea of buying a large block of exhibit space to be shared jointly by as many smaller platteries as would care to participate. The feeling of indies was that this would create a central record exhibit which buyers could visit and would enable the indies to compete at conventions more successfully with the majors' more elaborate displays. Nothing definite came out of the discussions, however, and there was no assurance that the idea would be pursued for the National Association of Music Merchants' show next year's coin convention.

### Distrib Deals

Disk distributors from all parts of the country were in and the major record activity at the show seemed to be the large number of new deals plotted and set between distributors and manufacturers (see separate story on distributor switches in Music Department this issue).

Developments in the juke box box manufacturing and operating phase of the business, which may easily have an ultimate bearing on disk sales to operators, also took place at the show. Officers of 14 city and State juke box operator associa-

## Gabbe Sues TD Corp. for 15G

NEW YORK, Jan. 24.—Dick Gabbe, of the Gabbe, Lutz & Heller personal management firm, this week filed a \$15,000 damage plus accounting of the profits suit against State Amusement Corporation, corporate set-up owned and topped by orkster Tommy Dorsey. Suit was filed against the TD corporation for an alleged breach of contract made in January, 1946, for Gabbe to take over the managerial duties of Dorsey's Santa Monica, Calif., terpery, Casino Gardens.

Gabbe asserts that the January, 1946, agreement was oral, but it was put in writing May 23, 1946. It is alleged that the defendant thereafter refused to abide by the contract. In June, 1946, another written agreement was entered into for Gabbe to retain managership of the Gardens. On August 6, it is alleged, the defendant again violated the pact and discharged Gabbe.

Gabbe claims that under the one-year contract he was to be paid \$175 per week plus \$75 per week expenses plus a percentage of the admissions (See GABBE SUES T. D., page 35)

tions held a series of meetings to discuss problems facing the juke box operator today. Last of these meetings resulted in formation of a 14-man committee (one exec from each association) to work jointly on operator headaches. (See separate story in Music Machines Section, this issue.)

### Price Break Foreseen

Some operators expressed the opinion that three new music machines introduced at the show may break the high-price bugaboo which has had operators bothered ever since the first high-price post-war jukes were introduced. Packard Manufacturing showed a box to sell for \$695, Aireon a machine for \$495, and Filben a juke for \$595. Purely from a price standpoint, these figures looked good to operators who have been wondering how they could keep buying the close-to-a-thousand-dollar boxes previously offered. (Details on new jukes in separate story in Music Machines Section, this issue.)

Aside from private get-togethers, diskeries did little mass entertaining. Notable exception was RCA Victor, which held open house (where the stuff flowed freely) in the Penthouse on the roof at the Sherman, where the trade show was held.

## Lewis Bill Would End ASCAP Licensing of Exhibs and Tab Producers for Music-Use Fees

WASHINGTON, Jan. 24.—The House Judiciary Committee is expected to schedule an early hearing on a bill introduced this week by Rep. E. R. Lewis (R., O.) proposing to "simplify" the payments of copyright fees on recorded music and dialog in motion pictures. Lewis, head of a subcommittee on copyright legislation, said his bill calls for "consolidated" payments on all copyrighted music and dialog—a system which, he said, would greatly simplify existing procedure under which many "piecemeal" payments are made on various pieces of music and dialog to several persons. The bill, Lewis said, is an outcome of hearings staged by Lewis's subcommittee last summer on three copyright bills (see story in this issue for status of those bills). The latest bill, H. R. 5014, Lewis explained, aims to touch only on payment procedures without going into controversial issues of copyright payments involved in the other bills. No expressions of sentiment have yet been registered by the American Society of Composers, Authors and Publishers on the latest Lewis bill, but favor has been voiced by some flicker exhibs.

The Lewis bill would amend the Copyright Act to add a provision specifying that "any assignment, license or other disposition by the maker or distributor of a copyright motion picture film of the right to exhibit such film for profit shall include the right to reproduce and publicly perform any and all copyright materials contained in the film, including copyrighted music recorded thereon or on disks, wire or other devices accompanying and synchronized with such film; and that no owner or distributor or any copyrighted film shall license the public exhibition thereof for profit unless at the time of such license he also possesses authority to license and does so license the reproduction of all copyrighted dialog, sound effects and music recorded on or synchronized

## Mus-Art Maps Expansion to Cocktail Field

CHICAGO, Jan. 24.—In the Mus-Art Agency's first executive meeting since its formation a year ago, major execs gathered here this week with plans for expansion into the smaller bands and cocktail field the major item of business. Howard Christian, Jack Whitemore, Russ Facchine and Lyle Thayer discussed the possibility of picking up more six to nine-piece bands because of growing demand for smaller orks and also made plans for lining up a larger group of cocktail units.

Talk centered on building co-ordination between the six offices which Mus-Art now operates. The execs reasoned that the office has established many of its bands regionally and that the time has come for orks to move from territory to territory.

Jimmy Joy, who joined Mus-Art after leaving Music Corporation of America (MCA) several months ago, will join Chic Scoggin in the Dallas office as part-time booker and band leader. Joy, who has a Dallas card in the American Federation of Musicians, will front a local band for club date and college business in addition to booking club dates in the area.

## Belt Pull-In Forces Move On Waxeries

### Man, a Revamp Is On

NEW YORK, Jan. 24.—The general trend in the record industry toward re-shuffling or revamping of distribution set-ups reached an all-time high this week with many major and independent labels announcing important sales changes. Many of these came to light during the Coin Machine Industries convention in Chicago.

Economy measures appear to be the major reason for heightened distrib jockeying. With both manufacturers and distributors anticipating a toughening market this year, most first are busily making plans to balance the volume of sales best against rising operating cost according to individual needs.

First major to undergo some distrib conversion is Capitol Records, with recent appointment of three independent distributors in territories heretofore serviced exclusively by the firm's resident branch offices. Capitol execs explain the move as motivated by desire to cut down operating costs for a comparatively minor sales outlet (small population) while rendering better service for far-flung retail groups. (Territories cover Arizona, Utah and part of New Mexico.)

### Apollo's Maneuver

In a differently pegged maneuver Apollo Records recently disbanded its Atlanta branch office, altho Atlanta would normally be considered one of the biggest race markets. (See Record, Distrib on page 35)

## Coast Record Retailer Org Receives Nod

### As Waxer-Distrib Liaison

HOLLYWOOD, Jan. 24.—At a meeting of disk dealers last week approval was voiced for organization of a Southern California record retailers' association. Meeting was called by E. Jay Bullock, who had organized the Southern California Automatic Music Operators' Association (SCAMOA), but was resigning as prexy of that org to devote full attention to the formation of the dealer association.

Bullock had mailed out letters to 380 dealers, pointing up the need for a Coast retailers' association and inviting them to the meeting. According to Bullock, 205 attended and agreed to meet next week to map the org's policy, select a name and choose officers.

Bullock told *The Billboard* that the prime purpose for such an association is to establish a liaison between record manufacturers and distributors and retailers. He stated that many of the smaller retailers are pinched by distrib's demands that dealers take complete stocks. In addition, Bullock (See Coast Disk Retailer, page 35)

## ASCAP Meets

NEW YORK, Jan. 24.—With almost all members of the American Society of Composers, Authors and Publishers (ASCAP) board of directors expected to be in town early next week, the Society has called its next board meeting for Tuesday (27). Pubbers have been taking mid-winter vacations and will continue to do so for another month or so, but the day of the meet is figured to catch most major pub members in town. Louis Bernstein is back from Florida and will take off for another stay next week, Abe Olman is back and will leave February 6 for two more weeks, while Herman Starr is expected in the early part of the week in time for the meet.

It is believed that the board will discuss (1) reaction to the proposed Lewis bill (see adjoining story), and (2) television problems, among other business.

with such film."

Enforcement is vested in the U. S. attorney general's offices in the various federal districts, with civil action required.

# CONGRESS MULLS DISK PEACE

## See Some Common Ground Reached, But Kearns Bill May Jar With T-H Law

**GOP Against Amending It in Election Year**

(Continued from page 8)

provide such a solution without requiring a T-H Act amendment. Hartley is wistfully hoping that this will be possible, altho he frankly confided in an interview that he was "not at all certain of it."

Sharing Hartley's restrained hopefulness is Rep. Gerald W. Landis (R., Ind.), but Landis frankly told *The Billboard* he believed "the surest way to end the dilemma" confronting the music industry was to amend the Taft-Hartley Act outrightly so that the AFM could be permitted to restore its practice of applying welfare funds (derived from royalties) to use in make-work projects by the AFM for unemployed musicians. Landis's willingness to support such an amendment is considered significant, since Landis is outranked on the Hartley committee only by the chairman himself and is in line to succeed Hartley as chairman next year if the GOP retains control of the House and Hartley sticks to his decision against seeking re-election. Hartley himself is opposed to amending the T-H Act.

Landis will be bulwarked by seven other members of the 25-member

Hartley committee in recommending committee agreement on a Taft-Hartley Act amendment to authorize the AFM to restore its use of welfare funds, either in conjunction with or independently of Kearns's copyright act amendment proposal. The minority bloc in the committee, tho strong, faces overwhelming opposition at present, not only within the committee but also from the GOP policy makers in Congress. As one high Republican spokesman put it, the Republican Congress will not go along with class legislation favoring a single labor federation or union chief and this spokesman put the Kearns bill in the same category with the suggested Taft-Hartley Act amendment.

GOP strategists believe it would be poor politics to amend the act before the national election, particularly since the welfare fund ban was placed in the act largely as a cudgel against John L. Lewis, head of the United Mine Workers (UMW), as well as Petrillo. Complicating the picture is the fact that Lewis is likely to be called before the Hartley committee (See *Some Common*, page 34)

## "Be-Bops" a Mirthful Lingo To Hartley and to Petrillo

WASHINGTON, Jan. 24.—A news dispatch from *The Billboard* reporting a probable flow of British records into the U. S. as a result of James C. Petrillo's disk-making ban provided a mirthful interlude for the House Education and Labor Committee's hearing on American Federation of Musicians' (AFM) activities Wednesday (21) when Chairman Fred A. Hartley read the dispatch into the record and smilingly stumbled over such trade lingoisms as "diskery," "be-bops" and "waxings." Reading the dispatch from the January 17 issue of *The Billboard*, Hartley puts emphasis on a paragraph citing the possibility of London label's taking over the American hillbilly market. Hartley asked Petrillo, who was on the witness stand: "Mr. Petrillo, isn't there something you can do to protect American musicians from the English hillbillies?"

**What, No Glossary?**

Hartley joined with Petrillo and the spectators in good-natured laughter, and reps of the daily press registered particularly high amusement over the trade terminology. One of them leaned over to *The Billboard* correspondent and asked whether glossaries were supplied with the magazine. Hartley also read into the record a similar item from *Variety*.

In serious vein Hartley then asked Petrillo if he did not think the situation was a disturbing one. Petrillo declared that in the AFM's previous disk-making ban "there was no black market," and he repeated testimony he had given earlier that he hoped there would be no "black market" in the current ban. He said that, altho musicians in Britain and other countries had not yet taken action to avoid making records for U. S. distribution, he "sincerely hopes and expects" that such action will develop. He pointed out that "in any event I have no fear," explaining that he was confident that American musicians would

## Philly Symp Orch Has 2-Yr. Backlog

PHILADELPHIA, Jan. 24.—The Philadelphia Symphony Orch has a two-year backlog of recordings and will not be affected immediately by the Petrillo ban, declared Carl B. McDonald, manager of the Columbia recording symphony. In Washington last week James W. Murray, Victor waxing chief, told a congressional hearing that the disk ban might mean the end of major symphony orchestras in this country. McDonald added, however, that the local symphony may suffer a substantial loss of income if restrictions continue beyond the two-year period. He said that recordings and broadcasts account for about one-fourth of the orchestra's revenues, and if the Petrillo ban continues indefinitely, "we shall certainly have to look for other sources of income or donations."

Last fall the local symphony stepped up its waxing schedule in anticipation of the Petrillo edict. Between 10 and 12 releases of the Philadelphia orchestra records have been made each year, and McDonald believes that this release schedule will not be interrupted by Columbia this year or next.

## Webs Seeking Emergency Out Of Use of ET

NEW YORK, Jan. 24.—Radio network lawyers have approached music publishers here, it is understood, with proposals that emergency leeway be granted for the use of transcriptions if Petrillo should call musicians off the nets after February 1.

Harry Fox, who collects transcription fees for most of the major pubs, confirmed that network reps had asked for some special dispensation. Tho Fox would not give details, it is understood that NBC Thesaurus and other e.t. radio branches were anxious to get emergency grants of about 30 days or longer duration if necessary covering the use of old e.t.'s in their files. Reportedly the e.t. radio branches want the publishers to accept payment for transcriptions to be used on the air (in the event of a Petrillo walkout) at the sustaining rate rather than the commercial rate.

Publisher fees for e.t.'s run \$10 a year for every song used in the manufacture of sustaining e.t.'s, while the commercial rate is 25 cents for every copy of a given transcription manufactured.

The radio pitch, it is understood, was developed on the basis that to protect the volume of music to be heard on the air, should musicians stop performing, the pubs should allow the sustaining e.t. rate to apply to commercial platters. Publishers reportedly have been mulling the proposal all thru this past week and while most look kindly on the proposal, no definite decision has been reached.

not suffer loss of prestige or popularity and that, in fact, a greater appreciation of American musical artistry would develop by contrast with music from the British and other lands.

"The musicians of London or any other foreign city," Petrillo testified, (See "Be-Bops" Mirthful on page 35)

## Copyright Act May Be Due For Overhaul

**Kearns Bill Paves Way**

(Continued from page 3)

will not have the Kearns copyright bill when the committee meets Tuesday (27), but one influential member of the committee told *The Billboard* that he will suggest at that time that it might be advisable to consider a general overhauling of the Copyright Act "rather than continue to haggle over piecemeal legislation." Representative Kearns has already discussed his bill with Rep. Earl R. Lewis (R., O.), chairman of a House Judiciary Subcommittee on Copyright and Patent Legislation. Lewis told *The Billboard* that he had "not yet been advised as to precisely what the Kearns bill will seek to do and how it seeks to do it." But he added: "The problem is a big one and will call for a lot of deliberation."

Adding to the complications is the question of final committee jurisdiction on the Kearns copyright bill, for if Kearns finally incorporates into his measure a proposed scheme for distributing the music royalties to the American Federation of Musicians (AFM), Speaker Joe Martin, of the House, would be required to rule on whether the bill rightfully should go to the House Judiciary Committee alone. Also, any provision opening the way for labor union general distribution of welfare funds in the Kearns bill would at once open the way for a tumultuous political clash in Congress, since the provision would run counter to the existing "general welfare use" ban in the Taft-Hartley Act, and there is a strong tradition on Capitol Hill (See *COPYRIGHT ACT* on page 34)

## Radio Indies Oppose Extra Wax Royalties

(Continued from page 8)

the small broadcasters. As it stands, the proposal leaves nets in an enviable position, since they use few records in comparison to indies and would have few headaches in complying with proposed law, according to the local group. Moreover, it was charged that the bill gave an edge to both the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS), since both webs own record subsidiaries. The bill brought further resentment from indie ops who suggested the legislation was fostered by CBS and NBC working with Kearns.

A not too surprising sidelight was the lack of enthusiasm the bill aroused in the record trade. Coast diskers' indifference was attributed to the terrific disk backlogs accumulated before the recording ban went into effect. Any quick settlement, it was pointed out, would find waxers stuck with expensive and perhaps unmarketable masters. Return of competition, especially in the indie record field, would upset releasing and promotion machinery currently geared to meet the strike and cost diskers thousands of dollars.

## Money and Art!

WASHINGTON, Jan. 24.—While Jimmy Petrillo was shrugging off imported London records as competition for American musicians (see adjoining story) one major plattery exec, seated in the hearing room, raised a significant point.

"Not only Petrillo's ban makes London disks a possible thorn," he said, "but when there will be no ban the problem of recording costs brought on by the scales set by the American Federation of Musicians may give the Brits continued advantage."

The British Musicians' Union, this platter exec claimed, only asks scales of \$13 per man per session. The AFM in this country gets \$41 per man per session.

"With their two-thirds lower recording 'nut' and generally cheaper labor costs in their plants," snorted the disk spokesman, "the London people may have an artistic inferiority (which I doubt) but they sure have a financial edge."

# VIA COPYRIGHT LAW --- BUT!

## Kearns Proposals

WASHINGTON, Jan. 24.—Here are details of a bill which will be introduced by Rep. Carroll D. Kearns (R., Pa.) within 10 days as a possible legislative solution to the problem besetting the music-record-radio industry and the American Federation of Musicians (AFM).

The bill, as outlined by Representative Kearns, chairman of a House subcommittee on AFM activities, would "make it mandatory that records used by radio stations, juke boxes and revenue receiving services must bear the label 'For commercial use only.' Records for individual and home use be labeled 'For home use only.'"

The bill will propose that "it shall be unlawful for any radio station, juke box, or others using records for commercial purposes to use recordings or transcriptions made for individual or home consumption." It will also propose "that concerns using records for commercial use shall not be permitted to use records for this purpose unless they carry the label 'For commercial use only.'"

### Additional Money

Kearns's bill will stipulate further "that purchasers of these records labeled 'For commercial use only' shall pay regulated amounts, so that additional money can be paid to the leader (of a band), instrumentalists and all such artists engaged in the making of recordings."

The congressman announced that the bill "will serve to clarify the greatly confused recording industry and will serve further to protect the public and the performer and assure recordings for commercial use and individual and home use.

Kearns said he has not yet worked out "the mechanics" of the legislation, but that he will do so within a week. He will propose the measure as an amendment to the Copyright Act of 1909. This will remove the bill from the jurisdiction of the House Education and Labor Committee, of which Kearns is a member and which staged the hearings ended Thursday (22) on AFM President James C. Petrillo's activities. The bill, when introduced, will undoubtedly be committed to the House Judiciary Committee, which already has three other proposed amendments to the Copyright Act to provide for royalties on juke box playings and on other record uses. None of the members of the House Education and Labor Committee is on the House Judiciary Committee.

## Diamond Tough But in the Rough as AFM Plays Down British Disk Competish

### Kearns Says American Decca Not Co-Operative

WASHINGTON, Jan. 24.—Despite a report read into the record of the House Education and Labor Committee hearing on American Federation of Musicians' (AFM) activities that 12 tons of British records have been flown into the U. S. since the start of the AFM disk-making ban and that others are on the way, AFM's top chiefs turned a bold face to Congress and the public late this week with a flat warning that the disk-making ban will not be halted until the disk makers yield to AFM President James C. Petrillo's terms. In news conferences and on the witness stand at the hearing, Petrillo and his chief counsel, Milton Diamond, went even further to voice confidence that there will be no "serious" influx of foreign records. Both Petrillo and Diamond strongly implied that they expect not only the AFM membership in U. S. to stick with Petrillo but also fellow-musicians in England "and elsewhere" to take a "sympathetic" stand.

At the same time, the testimony which went into the House committee's record stirred anew a rumor that had been rife at the start of the hearing 10 days ago that Decca Records was in a mood to repeat the role it had taken in Petrillo's first disk-making ban—a role of being the first to move toward a reconciliation with Petrillo. However, there was nothing to indicate that Decca would take such a move immediately in defiance of or independent of the Industry Music Committee (IMC) which has been the fusing force behind the industry's stand at the hearings ended here late Thursday (22). Decca's independent position is attributed to its status as a major record manufacturer not affiliated with the broadcast industry, in contrast with Columbia and Victor with network ties.

Regarded as significant in connection with the reputed Decca attitude was a statement made late Thursday for the committee record by Rep. Carroll D. Kearns (R., Pa.), chairman of a subcommittee on AFM activities (See AFM PLAYS on page 33)

### Decca's Position

NEW YORK, Jan. 24.—Decca spokesmen here took issue with Rep. Carroll D. Kearns's statement that he had "no co-operation from Decca." The plattery execs believed that Kearns was referring to his own subcommittee's hearings in June when Decca reps were unable to attend. Jack Kapp, prexy of Decca, had departed for Europe at the time of the hearings, it was pointed out, and Milton Rackmil, executive veepee of the company, was traveling to Spokane with his family. Offers to send attorney Henry Cohen down to the hearings were ignored, it was claimed.

Meanwhile a responsible Decca official blasted the rumor that Decca would pursue a separate peace with Petrillo. This executive pointed out that "there's no chance of making a separate deal with Petrillo. To begin with, Petrillo obviously wants an 'unemployment fund' for his whole membership and such concession could only come about thru a change in the law. Decca is not in a position to make or change laws by itself."

## Tootlers' Poll On Ban Still Up in the Air

NEW YORK, Jan. 24.—Question of whether a secret poll of American Federation of Musicians (AFM) tootlers—asking their reaction to the recording ban—will extend to the entire 225,000 members or will be confined to only 5,000 recording musicians is still hanging fire here. A scheduled post-hearing conference between AFM counsel Milton Diamond and Rep. Fred A. Hartley Jr. has yet to come off, with neither having been able thus far to arrange a meeting.

Hartley earlier in the week had told *The Billboard* that "if the AFM does not submit to a polling of just the 5,000 recording musicians, I will be compelled to resume hearings and invite name band leaders such as Tommy Dorsey, Guy Lombardo, etc., to testify." Hartley had adjourned the House Education and Labor hearings in Washington on Friday (23) subject to the recall of the chairman (Hartley).

Attorney Milton Diamond in New York meanwhile reiterated the union's position that "we want all the musicians polled."

### Dell Ork Signs Union Pact

PHILADELPHIA, Jan. 24.—Music lovers are assured an el fresco summer series again by the Robin Hood Dell Orchestra with the signing this week, five months before the season's starting, of a "trade agreement" between the local musicians' union and the ork management. The minimum wage will remain the same as last summer, giving a \$90 week for a series of 28 concerts starting June 21 for some 90 musicians. Dimitri Mitropoulos will come here from Minneapolis for a fourth season as house conductor and artistic director for the Dell's 19th year.

# Diskeries Skirt the Ban Okay

## Northern Music Puts Claim on Lois Music Rights to 'I Love You'

NEW YORK, Jan. 24.—Northern Music, a publisher affiliate of Decca Records, this week sent a letter of claim to Lois Music, a Cincinnati pub affiliate of King Records which holds the copyright to the hot race ditty, *I Love You, Yes I Do*—King's Bull Moose Jackson platter of the ditty has been entrenched in the best seller ranks—informing the Cincy house that an alleged infringement involving the hit tune has been discovered. At the same time Northern notified other diskeries which have recorded the tune of the alleged infringement.

The Decca pubbery claims that the *I Love You* song roots from a Northern copyright called *Tonight He Said Again*. Northern spokesman refused to disclose if any further action would be taken on the alleged infringement.

### Fields Ork Set For New Yorker

NEW YORK, Jan. 24. — Shep Fields's new rippling rhythm ork this week was set to follow Larry Clinton's band into the Ice Terrace Room of the Hotel New Yorker beginning February 25. Fields will play a six-week engagement with an additional four-week option. Clinton's engagement, due to finish around February 18, will be extended an extra week, making nine weeks, to fill in until Fields plays out his skedded dates prior to the New Yorker. Clinton's ork, also a new group, will then take off on its initial road trip.

Fields switched to General Artist Corporation from Mus-Art Agency recently, reportedly because he wanted—and now has acquired—a New York hotel location date.

## Col. & Kranz Use Non-AFM Wax Cutters

### Southwest Also in Sprint

NEW YORK, Jan. 24.—Confirming *The Billboard's* earlier reports (January 24 issue), both a capella and non-union-musician recording by diskeries thruout the country has mounted to a respectable level only three weeks after James C. Petrillo's ban was laid down. Taking advantage of Petrillo's own public concessions that the Taft-Hartley Act and the work-stoppage nature of his ban left diskeries with the right to (See *Diskeries Skirt* on page 21)

### Aren't We Ale?

PHILADELPHIA, Jan. 24.—It was either by accident or design. At any rate, disk jockey Doug Arthur on WIBG startled his listeners when he read a commercial: "Gretz beer is made slowly, naturally," and then announced his next record—*Aren't We Ale?*

# Spinner Concerts Spread to Stix

## Rural Jocks Follow Suit On Big-Timers

### New Revenue Cheers Bookers

CHICAGO, Jan. 24.—Small-town disk jockeys, following in the trail blazed by their big-city spinner brethren, are beginning to blossom out into the live one-nighter presentation field, according to a survey of concert bookers and band managers. Spinners like Hollywood's Gene Norman, Chi's Dave Garroway and New York's Fred Robbins have been involved in concert promotions for some time, with Robbins now branching out even further into theater personal appearances. It was learned last week that Robbins was hired by New York's Roxy Theater to emcee the Louis Armstrong stage show which is skedded to open January 28.

Bookers, eyeing the jocks as a fresh source of one-nighter revenue relief, report that in almost every instance of small-town, as well as big-town, spinner sponsored promotions, the whirler has come out on top financially, with most of them having a good piece of take-home dough at the end of the night. It is pointed out that the spinners, by making use of their air shows, are able to by-pass the high costs usually piled up in newspaper and billboard ads.

### Mailing Lists

The jocks, too, have the benefit of a ready-made list culled from their mail requests. Such mailing lists usually take regular concert promoters at least six months of continual operation to garner. Combined mailings and air shows' flackery—for free—form a solid promotion wedge for the spinners.

An example of the non-big-town spinner jumping into the promotion field is Jim Lounsbury of WHAS, Louisville, who did a couple of concerts with local jazz talent. Leigh Kamman, a freelance jockey in the Twin Cities area, did four promotions in December using local tootlers and featuring visiting talent. Three of Kamman's affairs were SRO at 95 cents per ducat. He currently is trying to round up a major name cast to work his next bash in February.

### McKenzie in Plunge

Ed (Jack the Bellboy) McKenzie, who works on WJBK, Detroit, tried some local talent concerts during the fall season and he takes his first step into the big-time with a Stan Kenton promotion in February. Spinner Allen Freed, of WAKR, Akron, O., was so successful with a local jazz cast, headlining Charlie Ventura, in his first date in November that he is moving his next effort to Canton, O., where he will work a "battle of music" deal on January 19 with Ventura pitted against a local all-star group. Larry Stewart and John Manson, of WDWS, Champaign, Ill., drew a capacity crowd from the Champaign-Urbana collegiate set for Stan Kenton in October and expect to use the King Cole Trio sometime in February for a repeat. Gil New-some of KWK, St. Louis, is reported to have been seeking talent for a spring promotion, with a number of other spinners thruout the country

## Mag's Poll Throws Light On Disk Market Potential

NEW YORK, Jan. 24.—Some new light has been thrown on the disk market potential by a recent survey, designed to determine the platter-buying habits of the public, conducted by Lyle Engel's *Song Hits* lyric mag. Polling its readers, the mag sought to uncover mathematically the favorite music types, over-all disk purchasing volume per buyer and potential percentage of future purchasing of record players and musical instruments. Dealing most extensively with the disk biz, the mag drew 4,688 answered questionnaires which showed 3,508 readers owning record players and 3,780 buying platters. Disk buyers are broken down to show 2,300 weekly shoppers, with the remainder falling into the monthly buyer category. The survey shows that 2,160 of weekly buyers pick up one to five disks a week, while 2,624 of the monthly purchasers acquire one to 10 platters a month.

### Half Are Under 100 Mark

Disk collections, as culled from the platter buyer answers, run, for better than half of the consumers, under 100 disks, with 2,176 persons owning collections of this size. There are 761 readers who own 101 to 200 disks, 324 who have 201 to 300, and 311 who have libraries that go over 300 to a maximum of 7,000 cookies.

Two-thirds of all family purchases reportedly were made by the reader answering the poll (the questionnaire failed to ask for sex of reader, but 80 per cent of lyric mag subscribers are females in the teen-age group). Music stores, 2 to 1 top all other retail outlets as disk-buying outlets.

Breakdown of platter buying budgets showed that 1,406 buy only single disks, 413 only albums and 2,192 both singles and albums. There are 1,314 who pay up to 70 cents per single platter, 1,599 between 71 and 79 cents per single and 415 from 90 cents to \$1.49.

### Tues Vs. Artists

As to the tune-vs.-artist influence in purchase of disks, the survey shows that about half say the song-artist combination governs their choices. Of the remaining answers, 1,580 look for the song when they buy, while 871 look first for the artist. Sweet music waxings are the type that goes best with the readers with jazz second most popular and classical third (hillbilly, folk, race, etc., were not listed in the poll).

In the favorite artists section of the poll, Bing Crosby emerged top male singer, with Jo Stafford grabbing the fem honors. Top band leader and top soloist honors were both copped by Harry James.

Of the 4,688 replies, 3,105 were non-professional musickers, with 2,478 playing instruments (1,647 the piano). There were 2,163 who plan to study music, 1,391 the piano.

also thinking seriously of taking the promotion plunge.

Reports at press time indicate that a forthcoming series of concerts featuring Dizzy Gillespie's ork and chirp Sarah Vaughan, booked by the Gale Agency, but due to hit the road under the aegis of promoter Ernie Anderson, will be cloaked in local disk jockey sponsorship wherever the package plays. It is reported that local spinners in the 17 towns so far skedded for the package will be paid an undisclosed percentage of the gate for their emcee chore and the use of their name in connection with the promotion. The series will start soon after Gillespie returns from his European concert tour, which was set by Gale Agency Veepee Billy Shaw.

## PRMA Mulls Small Waxery Disk Seg Idea

### May Expand Tests

NEW YORK, Jan. 24.—The Phonograph Record Manufacturers' Association (PRMA) will meet Monday (26) to complete negotiations for a co-operative broadcasting promotion experiment. To be tried initially on an undisclosed station here, PRMA members whose product will appear on the show, will foot the sponsorship bill as a unit. If the experimental program (a disk jockey show) works out, there is a possibility that the org may spread out for further co-operative radio promotion.

Jack Pearl, temporary PRMA chairman, explained that the org will spark the experiment, but that the tab will be picked up by the diskers represented on the show. Pearl points out that some of the org's membership (about 35 small diskeries) specialize in waxings with limited appeal in only certain specific territories. Some of these firms couldn't benefit from promotion in this territory and these wouldn't be included in the local airing plan. However, if the local effort works out, it is likely that the specialized diskers would merge for co-operative broadcasts in the territory which best suits promotion of their product.

This experiment will mark the initial efforts by smaller diskeries to make use of the sponsored disk jockey medium in a co-operatively paid and promoted program. Individual waxeries—majors and smaller firms—have bought shows for promotion in the past, but this marks the entry of the small-volume disk biz into the air exploitation field.

## Musicraft Close To Refinancing

NEW YORK, Jan. 24.—Musicraft Records this week came another step closer to polishing off the second phase of its refinancing plan (*The Billboard*, January 17 and 24) when the firm settled the final contractual obligation held on its inactive West Coast plant. Blue Russell, from whom Musicraft bought the Coast Olympic pressing factory and whose services were retained at 15G annually on a three-year contract as part of the deal, was paid \$13,500 for his contract which still had a little more than two years to go.

The diskery now will try to either lease or rent the Olympic plant, or may take on contract pressings and reopen the factory itself. Diskery's prexy, Jack Meyerson, will go to the Coast in a month or so to attempt to clear up Olympic problems. The plant is an exact duplicate of Musicraft's Ossining, N. Y., factory, which houses 25 presses and a milling room. Should Meyerson succeed in selling or leasing the plant, he will make arrangements for Musicraft to acquire pressings on the Coast in order to cut down on east-to-west shipping costs.

Also in connection with the firm's refinancing program, diskery's Secretary Frank Baron will go to Philadelphia Monday (26) for a conference with the Securities and Exchange Commission regarding the filing of a new registration prospectus which will include the firm's new \$475,000 bond issue and increase in its capital stock from 700,000 to 825,000 shares.

## Majestic Puts All Ops in One (N. Y.) Basket

NEW YORK, Jan. 24.—It's understood here that Majestic diskery has notified all its distribs that henceforth the complete record operation will be directed from Gotham, the home office in Elgin, Ill., having completed transfer of equipment and files to jurisdiction of the New York office. The latter within 30 days is supposed to go thru administrative juggling to accommodate the new set-up, with spokesmen for the label expressing confidence that various creditors of the company would go along with proposals to defer debts in order to stave off possible collapse.

Meanwhile no confirmation of the reports could be obtained from the prexy of Majestic Radio & Television Corporation since Gene Tracy was heading for his home in Algonquin, Ill., Friday (23) when *The Billboard* attempted to reach him in New York.

Music publisher talk here had it that extension of time on royalty payments probably would be granted if other creditors fell into line, altho there were some grumbles that the leeway was uncalled for. One publisher claimed that Eddy Howard's pre-Petrillo-ban backlog of masters (which would be biggest single concern of publishers for Majestic's future) were actually financed by the maestro, allowing him to exert a prior claim on the sides in the event Majestic was forced into bankruptcy. The publisher's argument was that if Majestic couldn't get up the dough and pay off the royalties, its songs represented on Howard's disks would still be protected since the maestro would be welcome on probably any of the major labels.

Notwithstanding minority pub griping, the word seemed to be that the diskery would get some additional postponement on royalties—at least for a short period.

## Frankie & Sammy

NEW YORK, Jan. 24.—Sammy Kaye pulled a switcheroo on an old adage, "never look a gift horse in the mouth" during his Click date in Philly last week when he gave fabulous gift-giver Frank Palumbo "something he'd always wanted." Kaye's gift: A solid gold toothpick from Tiffany's.

Palumbo, operator of the Click and eight other niteries, is famed for bestowing expensive trinkets on his entertainers, but this marks the rare occasion when the situation was reversed. During past seasons the op has gifted the swing and sway leader with a television set and a diamond wrist watch.

## Music—As Written

### New York:

Sammy Kaye "wuz robbed" in last week's *Billboard* with his one-nighter take for Toronto (12) erroneously reported as \$2,580. Band leader says it was 2,580 people, not dollars, at \$1.75 a head. Kaye and his swing and sway boys are skedded for an extensive tour thru Southern and Midwest territory at conclusion of the current Capitol Theater date.

Herb Jeffries received *Metronome* mag's "singer of the year" award Monday (26) on Paul Whiteman's air show. . . . Warner's MPHC literally got the bird this week when they acquired publishing rights to *Tweet Tweet* tune from Republic pic's *Bill and Co* featuring real warblers. . . . Lorraine Lyons, of Blue Note diskery, now managing Thelonious Monk and his sextette.

Johnny Long ork opens a week's stand at the Click, Philly, March 15. . . . Shorty Sherock into Arcadia Ballroom February 12. . . . Harry Salter is musical director of the new Coast Guard American Broadcasting Company ainer, *This Is Adventure*, launched last week.

Joe Martin new music and radio columnist for *Radio Mirror* mag. . . . Warner-MPHC sales staff off on semi-annual tour of the country this week for standard and educational series push. . . . Tenor man Chubby Silver back with Sammy Kaye after fling in music store business in California.

Willida Records observed its first birthday this month by acquiring four new distributors in St. Louis, Baltimore and San Francisco and in Iowa. . . . Current polka fad resulted in Frank Wajjnaarowski's ork being packed for regular Wednesday night stints at Ritz Ballroom in Bridgeport, Conn.

WNYC's annual musical festival skedded for February 12-22, with station execs rounding up top names in pop, jazz, folk and longhair fields. Artists include Thelonious Monk, be-bop; Bob Wilber, dixieland; Susan Reed and the Philly Symphony Ork.

Signature Records set a couple of new distribs—Lou Sowa Distributing Company, Pittsburgh, to cover Western Pennsylvania and West Virginia, and W. E. Harvey Company, Detroit, to cover Michigan. . . . Willard Alexander to the Coast Sunday (25) for a couple of weeks. . . . MGM promotion topper Charlie Roberts the papa of a daughter, Wendy. . . . Noro Morales and Buddy Moreno will share Frank Dailey's Meadowbrook bandstand for four weeks beginning February 8.

Reports that a spine ailment would force tenorman-leader Arnett Cobb into retirement were denied by Gale Agency Veepee Billy Shaw. Shaw pointed out that Cobb recently had a back brace removed after wearing it for eight years and that it had left an infection which would require four to six months of treatment and rest, following which Cobb would return to activity. . . . Apollo diskery waxed some sides by Morey Amsterdam just under the Petrillo deadline wire and also got sides in by the Jesters, Bob Hannon, Johnny Stone and Roy Ross's ork, all doing first Apollo wax.

Elliot Lawrence's ork booked into Philadelphia's Click nitery for week beginning March 8. . . . Portem distribs moved to 520 West 50th Street here this week. . . . Gale Agency will book a series of concerts featuring singer Ethel Waters and the Hall Johnson Singers. . . . Bennie Martini, former accompanist of the Harrington and Hyers comedy team, opened as piano-playing single at Raffaele's Beanery last week.

Larry Clinton's band manager, Al Dale, married former Carmen Cavallaro chirp Gloria Stewart Sunday, January 11. . . . Kicking off with some Bob Crosby diskings, Bullet diskery will experiment in the art of coupling waxings by taking acetates out to disk jockeys, retailers and juke operators to poll these outlets for their opinions on how the diskery's waxings should be paired. . . . Dizzy Gillespie and Leonard Feather teamed up before the orkster took off for Europe to scribe a book on be-bop. . . . Billy Eckstine set for a date at the Red Feather in Hollywood beginning February 9 for four weeks.

### Chicago:

Lawrence Welk has Cathy O'Mara, ex-Milt Herth chirp, to replace Joan Mowery, while Pete Nelson is in for Bobby Beers, who is currently working as a single at the Seven Seas, Omaha nitery, with several more important bookings pending. . . . Universal platters has purchased approximately 30 masters by Gene Austin, backed by the Les Paul Trio, from the *My Blue Heaven* singer. . . . Mercury will release an album of Gay '90s tunes done by Benay Venuta, backed by her hubby, Armand Deutsch, in March.

The Three Suns follow the Mary Kaaihus Trio into the Orchid Lounge, Springfield, Ill., January 30, with the Kaaihus group into the Rio Inig Manor Hotel, San Diego, Calif., February 10. . . . Wingy Manone's group was cut by Rego, Detroit label, shortly before the ban. . . . Chord, the Milwaukee label, will concentrate activity behind its polka and old-time artists, Sammy Madden, Peter Ochs and Johnny Check, with its pop catalog supplementary. Mike Cudahy, prexy of Chord, last week severed connections with Dick Stern, ex-v-p., who is taking leave from the business.

### Hollywood:

Leo Forbstein got the nod to conduct music for forthcoming Academy Awards presentation March 20. . . . Bob Crosby and Lionel Hampton added to George Evans flack stable. . . . First sides cut by Masked Spooner with Horace Heidt's ork to hit the stalls next week. . . . On strength of her disking with Benny Goodman, thrush Emma Lou Welch will earn co-billing with Benny Carter in a new series of releases to be issued next month by Reina label, new indie financed by cleffers Lou Herscher and Harry Atwood. . . . Art Schwartz's pubbery bought rights to Jimmy Franklin's *They All Recorded To Beat the Ban*.

Beverly Sands will do the chirping in the new Bob Keen ork being organized by Stillman Pond. . . . Stan Kenton won his tiff with Capitol, getting his pet disking of *Monotony* included in his forthcoming album. Diskery at first turned it down, stating it was too radical. . . . Bullets label has made deal to handle distribution of six sides cleffed by tunesmith team, Louis Herscher and Harry Atwood. Disks, released under the Reina label, feature the new Benny Goodman thrush, Emma Lou Welch. Tunes will be published thru Herscher's firm, Bell Song Publishing Corporation.

## Diskeries Skirt Ban Okay; Two Use Non-Union Cutters

(Continued from page 19)

record if they did not use performers who were members of the American Federation of Musicians (AFM), the platter firms have picked up the gantlet.

This week one of the major labels, Columbia Records, cut two of the newest pub tunes, BMI's *Passing Fancy* and Peter Maurice's *Now Is the Hour*, with singer Buddy Clark and an unnamed vocal group. Done with all-choral arrangement, the session was considered necessary by the jumbo waxery to cover songs which might be essential demand items.

### Kranz Waxing, Too

Meanwhile, in Philadelphia, Dave Kranz confirmed to *The Billboard* that his Kranz label in the Quaker City was busily going ahead and recording with various "string bands" whose component members have no affiliation with AFM. Kranz said he had no fear of complications with the union, since he was using strictly non-union tootlers. "I'm an old union organizer myself," said Kranz. In addition to his Kranz label, the independent diskery said he was setting up another recording company (Applause, Inc.) with other business men and would turn out four separate labels—Applause, Premier, Encore and Pals—all of which would be devoted to harmonica, all-voclist, specialty and non-union musical disks.

### Southwest Sprints Ahead

CHICAGO, Jan. 24.—Despite the Petrillo ban, the recording of retail disks as well as the cutting of e.t.'s has been racing right on thruout the Southwest, according to reports from that territory received this week. The Texas, New Mexico and Arizona area poses a difficult problem to the AFM, since the locals in the territory have never had enough organizers to police the huge sector properly. Hundreds of musickers, especially Western and hillbilly tootlers, have operated thru the territory with non-union combos.

Legally, the non-AFM members fear no retaliation from AFM locals, since secondary action by the union would seem to be prohibited by the Taft-Hartley Act as well as by the expressions of Petrillo. But the non-unionists are taking no chances of "unofficial" AFM reaction and as a result the wire-recorder has been proving a boon in the transcription field. Widespread use of the wire-recorder, even in private homes thruout the Southwest, has made it possible for non-union musickers to stay away from recording studios where unionists may be putting up "unofficial" barriers. In addition the non-union combos thus avoid detection when they resort to the services of some folkster sidemen who actually are AFM members but don't mind cutting wax under nom de plumes.

### Wire Recorder Gimmick

In most instances for e.t. purposes the folk artist cuts the wire in his own home and makes the deal direct with the sponsor, who normally utilizes the e.t. to boost one of his products on a show over one of Texas's many 250-watters. The Lone Star State has approximately 115 radio stations, of which approximately half are 250-watters. Smaller folk artist groups, usually non-AFM, now are welcoming more offers for e.t.'s since the bigger folk names, who are wholly made up of AFM members, cannot take the e.t. work which was once offered them.

Recorded wire e.t.'s are simply placed in a strong envelope and mailed directly to radio station users. If heat goes on from the union, stations have said that they will erase wire on their own wire facilities and deny utilizing e.t., with AFM forced

to assume the burden of proving that (1) the e.t. was a post-work stop-page product and (2) that the e.t. was ever utilized by the station. Station execs point out that this job would mean a huge monitoring job by the AFM and only real proof would mean cutting the shows while on the air, which would mean an outlay of thousands of dollars to some recording studios in each part of the State.

Post-ban platter making got an early start in Texas because of the large number of small independents who cut only folk and race artists in their immediate territories. These small waxeries operate sans distributors, peddling their products only within the small section where their artists are known. Majority of such masters are paid off on the basis of individual sales which result, and not with any guarantee or scale pay for musickers on the date. With the Southwest territory full of small combos trying to get a name, diskeries have had no trouble in working out such deals, and their only nut is actual cutting cost of the masters. These small record manufacturers have operated successfully in the past by watching rising hits by the larger companies and then cutting their own version of the tune by a group that is hot within the scope of their operation.

## NADJ Holds Met Star Parade Show

NEW YORK, Jan. 24.—The New York chapter of the National Association of Disk Jockeys (NADJ) runs off its long-planned Metropolitan Opera House Star Parade recording Sunday (25). NADJ claims that the org has sold out the house for the affair with the exception of a few box seats at press time.

Skedded for appearance at the show are Herb Jeffries, Mel Torme, Andy Russell, Perry Como, Robert Merrill, Helen Forrest, Page Cavanaugh Trio, Lionel Hampton and his ork, Sammy Kaye and his ork, the Beatrice Kraft Dancers, John Garfield, Rose Murphy, the Violins Over Broadway section of the Diamond Horseshoe's current show, Myron Cohen, Jan Murray, Milton Berle, Sid Caesar, Henny Youngman, the Charioteers, the Ink Spots and others, including the group of New York spinners.

NADJ has put together a journal for the affair and will pool the box-office and journal returns. The dough will be split several ways, according to the group's ads, with 10 per cent to the Damon Runyon Memorial Fund and most of the remainder going into a talent scholarship fund. Agents Beckman and Piansky, who staged the affair and solicited for the journal, will receive 15 per cent of the gross as their end.

## Exclusive Starts Dealer-Aid Bally

NEW YORK, Jan. 24.—Exclusive Records began a big push on a 1948 dealer-aid program this week with a complete new promotional plan mapped out for the firm's salesmen and distributors.

The scheme includes a personal delivery of all releases to disk jockeys, a substantial increase in advertising budget (with a reported 300 per cent increase for the Eastern division), concentrated promotional work on window displays, advice to dealers on stock control and quick turn-over tips based on special sales survey charts.

**Feist "HIT PARADE" Check List**

Unanimously selected as "Song of the Month" at Chicago by Phonograph Merchants Convention

# Thoughtless

Lyric by Buddy Kaye • Music by Carl Lampi

- BUDDY KAYE .....M-G-M Records
- VIC DAMONE .....Mercury Records
- DORIS DAY & Modernaires..Columbia Records
- LARRY GREEN.....Victor Records
- GUY LOMBARDO .....Decca Records
- GORDON MacRAE .....Capitol Records
- CURT MASSEY .....Coast Records
- GEORGE OLSEN .....Majestic Records

**THE NEWEST NOVELTY SMASH!**

# the Secretary Song

(Bidibi Bot Bot)

Words and Music by Sammy Fain and Jack Barnett

- TONY PASTOR .....Columbia Records
- THE SATISFIERS .....Victor Records
- TED WEEMS .....Mercury Records
- YVETTE .....Vitacoustic Records

**AND COMING UP...**

Theme of the Jesse Lasky Picture "The Miracle Of The Bells"

# the Miracle of the Bells

Lyric by Russell Janney • Music by Pierre Norman

- TOMMY DORSEY .....Victor Records
- KATE SMITH .....M-G-M Records

Leo Feist inc. • 1619 Broadway, N. Y. 19  
HARRY LINK, Gen. Prof. Mgr.—GEORGE DALIN, Prof. Mgr.

The Billboard MUSIC POPULARITY CHARTS

PART I

## The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending January 23



# HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week Last Week

- 1. BALLERINA** *By Bob Russell and Carl Sigman Published by Jefferson (ASCAP)* **1**

Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2433; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicraft 15116; Buddy Clark, Columbia 38040; Eric Madriguera, Decca 24265; Bing Crosby, Decca 24278; B. Clement Ork, Orpheus 255; Glenn Davis, Skating Rhythms SR-273. Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBC Thesaurus; Jan Gerber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.
- 2. HOW SOON** *By Jack Owens and Carroll Lucas Published by Supreme (ASCAP)* **2**

Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurens, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37952; D. Farney, Majestic 1179; B. Andrew-E. Bieck, Hollywood Rhythms 1651; Jimmy Atkins, Continental C-11004; Guy Cherney-Dick Foy Ork, Trilon 195; Glenn Davis, Skating Rhythms SR-276. Electrical transcription libraries: Eddy Howard, World; Lenny Herman, Lang-Worth.
- 3. SERENADE OF THE BELLS** *By Kay Twomey, Al Goodhart and Al Urbane Published by Melrose (ASCAP)* **3**

Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007; Vic Damone, Mercury 5090; Dick Haymes, Decca 24305; Glenn Davis, Skating Rhythms SR-277; Gene Autry, Columbia 38076. Electrical transcription libraries: Nat Brandwynne, World; George Towne, Associated.
- 4. GOLDEN EARRINGS** *By Jay Livingston, Ray Evans and Victor Young Published by Paramount (ASCAP)* **5**

From the Paramount Film "Golden Earrings."  
Records available: Anita Ellis, Mercury 3072; Jack Pina Ork, MGM 10085; Peggy Lee, Capitol 15009; Dinah Shore, Columbia 37932; Charlie Spivak, Victor 20-2585; Guy Lombardo, Decca 24270; Bing Crosby, Decca 24278; Victor Young Ork, Decca 24277; Glenn Davis, Skating Rhythms SR-276. Electrical transcription libraries: Sweetwood Serenaders, NBC Thesaurus; Nat Brandwynne, World; Lenny Herman, Lang-Worth; Jack Pina, Standard; Leighton Noble, Standard.
- 5. I'LL DANCE AT YOUR WEDDING** *By Herb Magidson and Ben Oakland Published by George Simon (ASCAP)* **4**

Records available: Vic Damone, Mercury 5090; Helen Forrest, MGM 10095; Peggy Lee, Capitol 15009; Jeanie Leitt, Decca 24266; Tony Martin, Victor 20-2512; Ray Noble-Buddy Clark, Columbia 37967; B. Clement Ork, Orpheus 256; Guy Lombardo, Decca 24318. Electrical transcription libraries: Nat Brandwynne, World; Guy Lombardo, Ziv; Mindy Carson, Associated; Sunset Trio, Capitol; Lenny Herman, Lang-Worth.
- 6. TOO FAT POLKA** *By Rose MacLean and Arthur Richardson Published by Shapiro-Bernstein (ASCAP)* **6**

Records available: Blue Barron, MGM 10106; Arthur Godfrey, Columbia 37921; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Slim Bryant and His Wildcats, Majestic 6022; Accordion Masters, Standard T-135; Andrews Sisters, Decca 24268; Jerry Butler, Harmonia H-1127; Louis Prima, Victor 20-2609; The Starlighters, Capitol 480; Seva All Stars Ork, Seva 2004; J. Dale and His Prides of the Prairie, Continental C-1220; Glenn Davis, Skating Rhythms SR-283. Electrical transcription libraries: Dick Jurgens, Standard; The Song Spinners, World.
- 7. I'M LOOKING OVER A FOUR LEAF CLOVER** *By Mort Dixon and Harry Wood Published by Remick (ASCAP)* **9**

Records available: Ray Bloch Ork, Signature 15177; Frankie Laine, Mercury 5105; Art Mooney, MGM 10119; Russ Morgan-Milt Herth, Decca 24319; Alvino Rey, Capitol 491; Three Suns, Victor 20-2668; Uptown String Band, Mercury 5100; Ferko String Band, Palda 110; Bert Henry String Band, Dot; Arthur Godfrey, Columbia 38081; King Odom Quartet-The Polka Dots, Musicraft 543; C. Fox and His Yellow Jackets, Columbia 38082. (No information on electrical transcription libraries available as The Billboard goes to press).
- 8. NOW IS THE HOUR** *By Maewa Kaihau, Clement Scott and Dorothy Stewart Published by Leeds (ASCAP)* **7**

Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heldt, Columbia 38061; Eddie Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704. Electrical transcription libraries: Nat Brandwynne, World.
- 9. NEAR YOU** *By Kermit Goell and Francis Craig Published by Supreme (ASCAP)* **7**

Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; Four Bars and a Melody, Savoy 657; Glenn Davis, Midwest Recorded Specialties 263; Dick (Two-Ton) Baker, Mercury 5066; Flash and Whistler, Universal U-6; Glenn Davis, Skating Rhythms SR 261. Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World; Skinny Ennis, Standard; Dick Jurgens, Standard; Anita Boyer-Bob Dukoff Ork, MacGregor.
- 10. BEG YOUR PARDON** *By Francis Craig and Beasley Smith Published by Robbins (ASCAP)* **10**

Records available: Frankie Carle, Columbia 38036; Francis Craig, Bullet 1012; Dinning Sisters, Capitol 490; Larry Green Ork, Victor 20-2647; Art Mooney, MGM 10140. Electrical transcription libraries: Vincent Lopez, NBC Thesaurus; Art Mooney, Associated.

# RCA VICTOR STARS

On The **Billboard**

## "HONOR ROLL OF HITS"

(see opposite page)

- 1. BALLERINA *Vaughn Monroe*  
RCA Victor 20-2433
- 2. HOW SOON *Vaughn Monroe*  
RCA Victor 20-2523
- 3. SERENADE OF THE BELLS *Sammy Kaye*  
RCA Victor 20-2372
- 4. GOLDEN EARRINGS *Charlie Spivak*  
RCA Victor 20-2585
- 5. I'LL DANCE AT YOUR WEDDING *Tony Martin*  
RCA Victor 20-2512
- 6. TOO FAT POLKA *Louis Prima*  
RCA Victor 20-2609
- 7. I'M LOOKING OVER FOUR LEAF CLOVER *The Three Suns*  
RCA Victor 20-2668
- 8. NOW IS THE HOUR *Charlie Spivak*  
RCA Victor 20-2704
- 9. NEAR YOU *Larry Green*  
RCA Victor 20-2421
- 10. BEG YOUR PARDON *Larry Green*  
RCA Victor 20-2647

# THIS WEEK'S **RCA VICTOR** RELEASE

**PERRY COMO**  
with Russ Case and his Orchestra  
**Because**  
and  
**If You Had All the World and Its Gold**  
A pair of Como revivals headed for heavy play. Sing Magazine's pick for "Record of the Month"!  
RCA Victor 20-2653



**SAMMY KAYE**  
**The Last Polka**  
Brightest new toe-tapper in months. The Kaydets and Chorus.  
**I Love You, Yes I Do**  
Don Cornell and The Kaydets blend mellow voices on a fast-climbing hit.  
RCA Victor 20-2674



**WAYNE KING**  
and his Orchestra  
**Sleep, My Love**  
and  
**When the Organ Played at Twilight**  
Smooth new tune from the United Artists pic of the same name. A famous oldie on the flip. Vocals by Ken Stevens.  
RCA Victor 20-2654



**RUSS CASE**  
his Orchestra, and Chorus  
**Saturday Night In Central Park**  
and  
**I Fell In Love With You**  
That original Case swing-symphonic style... both from the new musical "Make Mine Manhattan."  
RCA Victor 20-2655

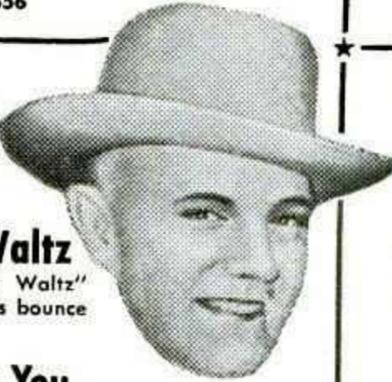


**JOHNNY TYLER**  
and the Riders of the Rio Grande  
**Tell A Woman**  
Tricky number with a ringing phone!  
**Can't Get My Foot Off the Rail**  
Boys-in-the-back-room story that'll really jingle the nickels.  
RCA Victor 20-2656



**"GIRLS IN JAZZ"**—Musical Smart Set HJ-11  
**VIVIEN GARRY QUINTET**  
A Woman's Place is in the Groove and Body and Soul  
RCA Victor 40-0144  
**MARY LOU WILLIAMS**  
Boogie Misterioso (Girl Stars) and Hesitation Boogie (Trio)  
RCA Victor 40-0145  
**THE SWEETHEARTS OF RHYTHM**  
Vi Vigor and Don't Get It Twisted  
RCA Victor 40-0146  
**BERYL BOOKER TRIO**  
Low Ceiling and Don't Blame Me  
RCA Victor 40-0147

**CHARLIE MONROE**  
and his Kentucky Partners  
**Shenandoah Waltz**  
Has that old "Missouri Waltz" flavor, with a backwoods bounce and  
**Walking With You In My Dreams**  
Country-style fiddles and rural sentiment.  
RCA Victor 20-2657



**ROOSEVELT SYKES**  
and his Original Honey Drippers  
I'm Her Honey Dripper and BVD Blues  
RCA Victor 20-2658  
**ARTHUR "BIG BOY" CRUDUP**  
Mean Old Frisco Blues and I'm in the Mood  
RCA Victor 20-2659  
**HENRI RENÉ** and his Musette Orchestra  
Helen—Polka and Barbara—Polka  
RCA Victor 25-1109  
**EDO LUBICH** with Mirko's Tamburitza Orch.  
Jos Nijedan Zagorec—Kaj—Naj Baba Brunde and Sarajevka—Kolo (Yugoslav Folk Dance)  
RCA Victor 25-3059  
**JOHN PARIS** with the "3 Beas and a Peep"  
It's Easy When You Know How and See If I Care  
RCA Victor 26-9027  
**IRVING FIELDS** at the Piano, with Campos Trio  
Far Into the Night and La Ola Marina  
RCA Victor 26-9026

...and watch these **CLIMBERS**:

- The Dickey-Bird Song**  
**FREDDY MARTIN**  
RCA Victor 20-2617
- There I Go**  
**VAUGHN MONROE**  
RCA Victor 20-2644

## BIG NEW ONES... BIG OLD ONES:

- One More Time** **PHIL HARRIS** RCA Victor 20-2614
- If I Only Had a Match** **LOUIS PRIMA** RCA Victor 20-2609
- I'm My Own Grandpa** **LONZO & OSCAR** RCA Victor 20-2563
- Boogie Woogie\*** **TOMMY DORSEY** RCA Victor 20-2005
- Body and Soul\*** **COLEMAN HAWKINS** RCA Victor 20-2539
- Gloomy Sunday\*** **ARTIE SHAW** RCA Victor 26563

\*All-time hits re-issued by request

**STILL AT LOW PRICES!**

In the hope that we're not forced to follow the upward trend, RCA Victor is doing everything possible to maintain its current prices.

THE STARS WHO MAKE THE HITS ARE ON



THE JOCKEYS • THE RETAILERS • THE OPERATORS  
PICK AS THE 1<sup>ST</sup> HIT OF 1948!

# ART MOONEY'S

M-G-M RECORD

"I'M LOOKING OVER A

# 4

# LEAF

# CLOVER

also

**THE BIG BRASS BAND FROM BRAZIL**

(From "Angel in The Wings") Vocal by The Galli Sisters & Ensemble  
M-G-M 10119

**OTHER POPULAR M-G-M HITS**

**MACKLIN MARROW**

Conducting the M-G-M Orchestra

**SABRE DANCE** (From Khachaturian's Gayne — Ballet Suite)

**Bohemian Polka**

(From "Schwanda, The Bagpipe Player")  
M-G-M 30048

**BOB WILLS**

and his Texas Play Boys

**SPANISH FANDANGO**  
**BUBBLES IN MY BEER**

Both Vocals by Tommy Duncan  
M-G-M 10116

# M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART II

## Sheet Music

Week Ending  
January 23

### BEST-SELLING SHEET MUSIC

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

Weeks to date	Position Last Week	Position This Week	Song	Publisher
12	1	1	BALLERINA (R)	Jefferson
11	2	2	SERENADE OF THE BELLS (R)	Melrose
14	3	3	HOW SOON? (R)	Supreme
8	4	4	GOLDEN EARRINGS (F) (R)	Paramount
7	5	5	I'LL DANCE AT YOUR WEDDING (R)	George Simon
2	9	6	NOW IS THE HOUR (R)	Leeds
22	6	7	NEAR YOU (R)	Supreme
10	7	7	TOO FAT POLKA (R)	Shapiro-Bernstein
2	11	7	THE BEST THINGS IN LIFE ARE FREE (F) (R)	Crawford
2	12	8	I'M LOOKING OVER A FOUR LEAF CLOVER (R)	Remick
13	8	9	CIVILIZATION (M) (R)	E. H. Morris
2	15	10	BEG YOUR PARDON (R)	Robbins
12	10	11	—AND MIMI (R)	Shapiro-Bernstein
1	—	12	HOW LUCKY YOU ARE (R)	Peter Maurice
6	14	13	PASS THAT PEACE PIPE (F) (R)	Crawford
7	13	14	THE STARS WILL REMEMBER (R)	Harms, Inc.
18	—	15	YOU DO (F) (R)	Bregman-Vocco-Conn
11	—	15	SO FAR (M) (R)	Williamson

### ENGLAND'S TOP TWENTY

Weeks to date	Position Last Week	Position This Week	Song	English	American
13	1	1	AN APPLE BLOSSOM	Campbell-Connelly	Shapiro-Bernstein
11	4	2	WEDDING	Ascherberg	Robbins
15	3	3	PEG O' MY HEART	Peter Maurice	Peter Maurice
24	2	3	I'LL MAKE UP FOR EVERYTHING	Irwin Dash	Mood
2	12	4	THE LITTLE OLD MILL	Bradbury Wood	Supreme
4	11	5	NEAR YOU	Campbell-Connelly	Shapiro-Bernstein
6	5	6	A TREE IN THE MEADOW	Southern	Valiant
6	5	6	THE COFFEE SONG	Keith Prowse	Leeds
25	6	7	NOW IS THE HOUR	Feldman	E. B. Marks
4	8	8	I WONDER WHO'S KISSING HER NOW	Box and Cox	*
6	15	9	MY OWN DARBY AND JOAN	Campbell-Connelly	Shapiro-Bernstein
6	13	10	—AND MIMI	Ricordi	Public Domain
33	7	11	COME BACK TO SORRENTO	Feldman	Witmark
6	9	12	SOUTH AMERICA, TAKE IT AWAY	Irish Dash	Mills
3	16	13	HAPPY-GO-LUCKY YOU AND BROKEN HEARTED ME	Irish Dash	Mills
16	14	14	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
7	10	15	THE GIRL THAT I MARRY	Berlin	Berlin
7	18	16	HOW ARE THINGS IN GLOCCA MORRA?	Chappell	Crawford
9	17	17	BOW BELLS	Kassner	*
1	—	18	I AM HAPPY RIGHT HERE	Unit Pub. Co.	*
20	19	19	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose

\* Publisher not available as The Billboard goes to press.

### CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order According to CMS	Rank Order According to GVT	SONG	Rank Order According to CMS	Rank Order According to GVT
SERENADE OF THE BELLS	1	11	SO FAR	11	11
BALLERINA	2	12	CIVILIZATION	12	12
THE STARS WILL REMEMBER	3	13	I STILL GET JEALOUS	13	13
TOO FAT POLKA	4	14	I'LL DANCE AT YOUR WEDDING	14	14
GOLDEN EARRINGS	5	15	PAPA, WON'T YOU DANCE WITH ME?	15	15
I WISH I DIDN'T LOVE YOU SO	6	16	HOW LUCKY YOU ARE	16	16
—AND MIMI	7	17	THE BEST THINGS IN LIFE ARE FREE	17	17
AN APPLE BLOSSOM WEDDING	8	18	THEY'RE MINE, THEY'RE MINE	18	18
HOW SOON?	9	19	IF I ONLY HAD A MATCH	19	19
WHEN YOU WERE SWEET SIXTEEN	10	20	THE LITTLE OLD MILL	20	20

NOTE: Report from Gordon V. Thompson was not received this week due to delay in transmission and is therefore omitted.

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending January 23



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, January 16, 8 a.m., and ending Friday, January 23, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

Title	Publisher	License
A Fellow Needs a Girl (M) (R)	Williamson	ASCAP
A Few More Kisses (and a Few Less Heartaches)	Patmar	BMI
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Ballerina (R)	Jefferson	ASCAP
Civilization (M) (R)	W. H. Morris	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
How Lucky You Are (R)	Peter Maurice	ASCAP
How Soon? (R)	Supreme	ASCAP
I Still Get Jealous (M) (R)	E. H. Morris	ASCAP
I'll Dance at Your Wedding (R)	George Simon	ASCAP
I'm A-Comin' A-Courtin', Corabelle (R)	Dreyer	ASCAP
I'm Looking Over a Four-Leaf Clover (R)	Remick	ASCAP
Near You (R)	Supreme	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Papa, Won't You Dance With Me? (M) (R)	E. H. Morris	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
Shauny O'Shay (M) (R)	Chappell	ASCAP
So Far (M) (R)	Williamson	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
Teresa (R)	Duchess	BMI
The Best Things in Life Are Free (F) (R)	Crawford	ASCAP
The Gentleman Is a Dope (M) (R)	Williamson	ASCAP
The Little Old Mill (R)	Shapiro-Bernstein	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
The Treasure of Sierra Madre (F) (R)	Remick	ASCAP
There'll Be Some Changes Made (R)	E. B. Marks	BMI
Two Loves Have I (R)	Miller	ASCAP
What'll I Do? (R)	Berlin	ASCAP
With a Hey and a Hi and a Ho Ho Ho (R)	Bourne	ASCAP

The Remaining 22 Songs of the Week

Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
An Old Sombbrero (R)	Shapiro-Bernstein	ASCAP
At the Candlelight Cafe (F) (R)	Witmark	ASCAP
Beg Your Pardon (R)	Robbins	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Cumana (R)	Martin	ASCAP
Don't Call It Love (R)	Famous	ASCAP
I'm My Own Grandpaw (R)	General	ASCAP
It's Kind of Lonesome Out Tonight (R)	Jewel	ASCAP
I've Got a Feeling I'm Falling (R)	Santly-Joy	ASCAP
Let's Be Sweethearts Again (R)	Campbell-Porgie	BMI
Lone Star Moon (R)	Advanced	ASCAP
Made for Each Other (R)	Peer	BMI
Mickey (R)	T. B. Harms	ASCAP
Pass That Peace Pipe (F) (R)	Crawford	ASCAP
Passing Fancy (R)	BMI	BMI
Saturday Night in Central Park (M) (R)	Chappell	ASCAP
They're Mine, They're Mine, They're Mine (R)	Sinatra Songs	ASCAP
Too Fat Polka (R)	Shapiro-Bernstein	ASCAP
True (R)	Santly-Joy	ASCAP
Who Put That Dream in Your Eyes? (R)	Stuart	BMI
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throuth the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last	This	Title	Artist	Label	License
13	1	1	1. BALLERINA	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2433	ASCAP
14	2	2	2. TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey (Archie Bleyer Ork)	Columbia 37921	ASCAP
9	4	3	3. I'LL DANCE AT YOUR WEDDING	Ray Noble-Buddy Clark	Columbia 37967	ASCAP
2	6	4	4. I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney	MGM 10119	ASCAP
2	11	5	5. MANANA	Peggy Lee	Capitol 15022	ASCAP
4	5	6	6. BALLERINA	Buddy Clark	Columbia 38040	ASCAP
12	3	7	7. GOLDEN EARRINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009	ASCAP
16	7	8	8. HOW SOON (Will I Be Seeing You?)	Jack Owens (Eddie Ballantine Ork)	Tower 1258	ASCAP
7	9	9	9. SERENADE OF THE BELLS	Jo Stafford (Paul Weston Ork)	Capitol 15007	ASCAP
6	8	10	10. HOW SOON (Will I Be Seeing You?)	Dinah Shore (Sonny Burke Ork)	Columbia 37952	ASCAP
1	—	11	11. NOW IS THE HOUR	Gracie Fields	London 110	ASCAP
3	13	12	12. BEG YOUR PARDON	Francis Craig	Bullet 1012	ASCAP
8	14	13	13. HOW SOON (Will I Be Seeing You?)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2523	ASCAP
3	12	14	14. I'LL DANCE AT YOUR WEDDING	Peggy Lee (Dave Barbour Ork)	Capitol 15009	ASCAP
2	—	15	15. HOW SOON (Will I Be Seeing You?)	Bing Crosby-Carmen Cavallaro	Decca 24101	ASCAP

EYE OPENER — VIRGINIA STYLE

ALDEN AAROE

Alden Aaroe gently arouses the good folk of Richmond, Va. with his "Wake Up Time" over WRVA. Later in the day he has "Juke Box Show" features the best wax available.



The new LOOK for your Juke Box

RAY BLOCH

and his Orchestra

I'M LOOKING OVER A FOUR LEAF CLOVER

Vocal by The Ensemble

BUT BEAUTIFUL

Vocal by ALAN DALE

On Sig 15177



CONNIE HAINES

with Ray Bloch's Orch.

YOU MADE ME LOVE YOU WILL YOU STILL BE MINE

On Sig 15168



ALAN DALE

with Ray Bloch's Orch.

AT THE CANDLELIGHT CAFE

THOUGHTLESS

Vocal by the Three Blocks

On Sig 15176



ANITA O'DAY

with Will Bradley's Orch.

HI HO TRAILUS BOOT WHIP WHAT IS THIS THING CALLED LOVE

On Sig 15162



Signature records

Signature Records, 601 W. 26th St., New York

**ANNE SHELTON**  
Vocal  
**"YOU'VE CHANGED"**  
"MY SILENT LOVE"  
With Camarata and His Orchestra  
NO. 118  
List Price 75c plus tax

**SAM BROWNE**  
Vocal  
**"PIANISSIMO"**  
"MY COUSIN LOUELLA"  
With Bert Thompson and His Orchestra  
NO. 141  
List Price 75c plus tax

**DENNY DENNIS**  
Vocal  
**"BUT BEAUTIFUL"**  
"BED OF ROSES"  
With Stanley Black and His Orchestra  
NO. 142  
List Price 75c plus tax

**LONDON**  
IMPORTED  
**LONDON RECORDS**  
THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IV**  
**Retail Record Sales**  
Week Ending January 23

**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
13	1	1	BALLERINA	Vaughn Monroe	Victor 20-2433
			<i>The Stars Will Remember</i>		
10	3	2	GOLDEN EARRINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009
			<i>I'll Dance at Your Wedding</i>		
2	14	3	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney	MGM 10119
			<i>The Big Brass Band From Brazil (M)</i>		
13	2	4	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey (Archie Bleyer Ork)	Columbia 37921
			<i>For Me and My Gal</i>		
11	4	5	SERENADE OF THE BELLS	Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
			<i>That's What Every Girl Should Know</i>		
7	5	6	I'LL DANCE AT YOUR WEDDING	Ray Noble-Buddy Clark	Columbia 37967
			<i>Those Things Money Can't Buy</i>		
7	6	7	SERENADE OF THE BELLS	Jo Stafford (Paul Weston Ork)	Capitol 15007
			<i>The Gentleman Is a Dope</i>		
9	9	8	HOW SOON (Will I Be Seeing You?)	Bing Crosby-Carmen Cavallaro	Decca 24101
			<i>You Do (F)</i>		
1	—	8	MANANA	Peggy Lee	Capitol 15022
			<i>All Dressed Up With a Broken Heart</i>		
1	—	10	I'M MY OWN GRANDPAW	Guy Lombardo	Decca 24288
			<i>Frankie and Johnny</i>		
2	12	11	BEG YOUR PARDON	Francis Craig	Bullet 1012
			<i>I'm Looking for a Sweet-heart</i>		
3	10	12	BALLERINA	Bing Crosby	Decca 24278
			<i>Golden Earrings (F)</i>		
11	7	13	HOW SOON (Will I Be Seeing You?)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2523
			<i>True</i>		
1	—	13	NOW IS THE HOUR	Gracie Fields	London 110
			<i>Come Back to Sorrento</i>		
13	15	15	HOW SOON (Will I Be Seeing You?)	Jack Owens (Eddie Ballantine Ork)	Tower 1258
			<i>Begin the Beguine</i>		
1	—	15	NOW IS THE HOUR	Bing Crosby	Decca 24279
			<i>Silver Threads Among the Gold</i>		

**BEST-SELLING POPULAR RECORD ALBUMS**

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
12	2	1	Glenn Miller Masterpieces (Volume 2)	Glenn Miller	Victor P-189
23	3	2	Al Jolson Souvenir Album	Al Jolson	Decca 575
12	1	3	Dorothy Shay (The Park Avenue Hillbilly) Goes to Town	Dorothy Shay	Columbia C-155
1	—	4	Good News Album	June Allyson, Peter Lawford, Joan McCracken, Patricia Marshall	MGM 17
2	4	5	King Cole Trio, Volume III	King Cole Trio	Capitol CC-59

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
121	1	1	Clair De Lune	Jose Iturbi	Victor 11-8851
135	2	2	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
94	3	3	Jalousie	Boston Pops, Arthur Fiedler, conductor	Victor 12160
109	4	4	Warsaw Concerto	Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
9	5	5	Ave Maria	Marian Anderson	Victor 14210

**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
11	—	1	Khachaturian; Gayne-Ballet Suite	New York Symphony Ork; Eifren Kurtz, conductor	Columbia MM-664
52	2	2	Tchaikowsky Nutcracker Suite	Eugene Ormandy, conductor Philadelphia Ork	Victor DM-1020
127	1	2	Rhapsody in Blue	Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor	Columbia X-251
7	3	4	Rachmaninoff Concerto No. 2 in C Minor	Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann, conductor	Victor 1075
8	4	5	Strauss Waltzes	Andre Kostelanetz and His Ork	Columbia 481

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Juke Box Record Plays**  
 PART V  
 Week Ending January 23

**MOST-PLAYED JUKE BOX RECORDS**

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
13	1	1	BALLERINA	Vaughn Monroe (Vaughn Monroe)	Victor 20-2433
13	2	2	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey (Archie Bleyer Ork)	Columbia 37921
10	3	3	HOW SOON (Will I Be Seeing You?)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2523
5	7	4	GOLDEN EARRINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009
1	—	5	I'M LOOKING OVER A FOUR LEAF CLOVER	Art Mooney	MGM 10119
6	4	5	I'LL DANCE AT YOUR WEDDING	Ray Noble-Buddy Clark	Columbia 37967
11	5	7	HOW SOON (Will I Be Seeing You?)	Bing Crosby-Carmen Cavallaro	Decca 24101
13	8	8	HOW SOON (Will I Be Seeing You?)	Jack Owens (Eddie Ballantine Ork)	Tower 1258
10	5	9	CIVILIZATION (M)	Andrews Sisters-Danny Kaye	Decca 23940
6	11	10	SERENADE OF THE BELLS	Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
3	12	11	SERENADE OF THE BELLS	Jo Stafford (Paul Weston Ork)	Capitol 15007
3	9	12	BEG YOUR PARDON	Francis Craig	Bullet 1012
2	15	13	BALLERINA	Bing Crosby	Decca 24278
22	10	14	NEAR YOU	Francis Craig	Bullet 1001
2	14	15	I'M MY OWN GRANDPAW	Guy Lombardo	Decca 24288

(Glenn Davis, Skating Rhythms SR-262; Woody Herman, Columbia 37885; The HyLo Trio, Crystal-Tone MK-1004; Ray McKinley, Majestic 7274; The Murphy Sisters (Jerry Jerome Ork), Apollo 1059; Sy Oliver Ork (Sy Oliver), MGM 10083; Louis Prima (Louis Prima Ork), Victor 20-2400; Jack Smith (The Clark Sisters-Frank DeVol Ork), Capitol B-465)

**MOST-PLAYED JUKE BOX FOLK RECORDS**

Records listed are hillbilly records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
24	1	1	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)	Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
8	2	2	NEVER TRUST A WOMAN	Tex Williams and the Western Caravan (Tex Williams)	Capitol Americana 40054
2	—	3	SIGNED, SEALED AND DELIVERED	Cowboy Copas	King 658
10	3	4	NEVER TRUST A WOMAN	Red Foley (The Cumberland Valley Boys)	Decca 46074
12	5	5	TO MY SORROW	Eddy Arnold and His Tennessee Plowboys	Victor 20-2481
1	—	6	I'M MY OWN GRANDPA	Lonzo and Oscar (Winston County Pea Pickers)	Victor 20-2563
1	—	7	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
36	4	8	IT'S A SIN	Eddy Arnold and His Tennessee Plowboys	Victor 20-2241
1	—	9	BUBBLES IN MY BEER	Bob Wills and His Texas Playboys	MGM 10116
1	—	10	SIGNED, SEALED AND DELIVERED	Bob Atcher	Columbia 37991

**MOST-PLAYED JUKE BOX RACE RECORDS**

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
17	1	1	SNATCH AND GRAB IT	Julia Lee and Her Boy Friends (Julia Lee)	Capitol Americana 40028
7	2	2	I LOVE YOU, YES I DO	Bull Moose Jackson	King 4181
17	3	3	HE'S A REAL GONE GUY	Nellie Lutcher	Capitol Americana 40017
21	—	4	BOOGIE WOOGIE BLUE PLATE	Louis Jordan	Decca 24104
1	—	5	I CAN'T GIVE YOU ANY BUT LOVE	Rose Murphy	Majestic 1204
9	—	6	EARLY IN THE MORNING	Louis Jordan	Decca 24155
14	4	6	HURRY ON DOWN	Nellie Lutcher and Her Rhythm	Capitol Americana 40002
2	—	6	WRITE ME A LETTER	The Ravens	National 9038
1	—	9	DO YOU OR DON'T YOU LOVE ME?	Nellie Lutcher	Capitol Americana 40063
1	—	10	THE SONG IS ENDED	Nellie Lutcher	Capitol Americana 40063
1	—	10	THOSE THINGS MONEY CAN'T BUY	King Cole Trio	Capitol 15011



GOING LIKE A PRAIRIE FIRE!

GENE AUTRY SINGING

"Serenade of the Bells"

with Vocal Group

"Loaded Pistol and Loaded Dice"

with Instrumental Acc.

Columbia 38076



**COLUMBIA'S TUNE TIPSTER**

**BEST BETS**

Spade Cooley

and his Orchestra playing

SURE FIRE!

"Steel Guitar Rag"  
 "I Guess I've Been Dreaming Again"

Vocal by "Tex" Williams  
 Columbia 38054

Paul Howard

and his Cotton Pickers playing

COMING UP FAST!

"The Fiddler With The Patch On His Pants"

Vocal by Paul Howard

"Rootie Tootie"  
 Columbia 38069

Roy Acuff

and his Smoky Mountain Boys playing

WATCH THIS ONE!

"The Waltz Of The Wind"  
 "The Songbirds Are Singing In Heaven"

Vocals by Roy Acuff  
 Columbia 38042

HEAR THE GREAT ARTISTS AT THEIR BEST ON

**Columbia Records**

Trade-marks "Columbia," and Reg. U. S. Pat. Off.





**NOW AVAILABLE!**

**HONEY  
HONEY  
HONEY  
HONEY**

MODERN 157

**Sensational Recording by**

**Hadda Brooks**

QUEEN OF THE BOOGIE

**Modern RECORDS**  
686 NORTH ROBERTSON BOULEVARD  
hollywood

**The Billboard MUSIC POPULARITY CHARTS**

**PART VI**



**Record Possibilities**

Week Ending January 23

**THE BILLBOARD PICKS:**

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

**THE THOUSAND ISLANDS SONG**.....Arthur Godfrey with Too Fat Trio and Archie Bleyer Ork.....Columbia 38081  
Louis Prima Ork.....Victor 20-2619

Travel ditty from "Angel in the Wings" legitter gets two happy diskings that should make the nickels flow. Godfrey tonsils have a wonderful time with gay lyrics, while Prima and the ork sing, shout and play their way thru a bright, brashy rendition.

**I REMEMBER MAMA**.....Claude Thornhill Ork with Fran Warren .....Columbia 38075

Beautiful Thornhill piano fill-ins and solos with superb Warren vocal on familiar "La Cinquaine" melody dressed up in new sentimental lyric.

**BARNYARD BOOGIE**.....Louis Jordan Ork.....Decca 24300

Typical shuffle-boogied Jordan effort which moves at mad pace with Jordan vocal, animal sound effects and jazz solos. Should rip it up at race locations first and may penetrate elsewhere a bit later.

**I'VE ONLY MYSELF TO BLAME**.....Doris Day with George Siravo Ork.... Columbia 38079

Doris Day really emerges as a single chtrp on wax with this slowly paced, beautiful rendition of a beautiful melody. George Siravo's sensitive arrangement and conducting join Doris for a perfect waxed mating. Tops the Laine version of this ditty by far.

**THE DISK JOCKEYS PICK:**

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

1. SHINE .....Frankie Laine .....Mercury 5091
2. I'M MY OWN GRANDMAW.....Jo Stafford .....Capitol 15023
3. NOW IS THE HOUR.....Bing Crosby .....Decca 24279
4. BUT BEAUTIFUL .....Frank Sinatra.....Columbia 38053
5. WHAT'LL I DO?.....Frank Sinatra .....Columbia 38045
6. MATINEE .....Vaughn Monroe.....Victor 20-2671
7. WHAT DID HE SAY?.....The Charioteers .....Columbia 38065
8. NOW IS THE HOUR.....Margaret Whiting.....Capitol 15024
9. MY COUSIN LOUELLA .....Frank Sinatra.....Columbia 38045
10. THE THOUSAND ISLANDS SONG...Louis Prima.....Victor 20-2619

**THE RETAILERS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. I'M LOOKING OVER A FOUR LEAF CLOVER .....Uptown Swing Band....Mercury 5100
2. PASS THAT PEACE PIPE.....Bing Crosby.....Decca 24269
3. PIANISSIMO .....Perry Como .....Victor 20-2593
4. NOW IS THE HOUR.....Eddy Howard.....Majestic 1191
5. BUT BEAUTIFUL .....Frank Sinatra .....Columbia 38053
6. SHINE .....Frankie Laine .....Mercury 5091
7. THE TREASURE OF SIERRA Buddy Clark-Ray Noble .....Columbia 38026
8. MADRE .....Freddie Martin.....Victor 20-2590
9. SLAP 'ER DOWN AGAIN, PAW.....Arthur Godfrey.....Columbia 38066
10. TERESA .....Vic Damone .....Mercury 5092
11. DON'T TELEPHONE, DON'T TELEGRAPH, TELL A WOMAN.....Tex Williams.Capitol Americana 40081
12. LOVE IS SO TERRIFIC.....Art Lund .....MGM 10126

**THE OPERATORS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. MANANA .....Peggy Lee.....Capitol 15022
2. SHINE .....Frankie Laine.....Mercury 5091
3. NOW IS THE HOUR.....Gracie Fields .....London 110
4. ALL DRESSED UP WITH A BROKEN HEART .....Peggy Lee .....Capitol 15022
5. NOW IS THE HOUR.....Bing Crosby .....Decca 24279
6. PIANISSIMO .....Perry Como .....Victor 20-2593
7. YOUR RED WAGON.....Tony Pastor .....Columbia 37973
8. SONG OF NEW ORLEANS.....Larry Green Ork (Vocal Trio).....Victor 20-2560
9. YOU DON'T HAVE TO KNOW THE LANGUAGE .....Bing Crosby-Andrews Sisters.....Decca 24282



**NEW National RELEASES**

*Yes Sir,  
That's my baby  
Blooming Apple  
Tree Nat. 7020*

**TEDDY PHILLIPS AND HIS ORCHESTRA**

JUST OUT

*Coming out Soon*

**BILLY ECKSTINE**

"ALL OF ME"  
"SHE'S GOT BLUES FOR SALE"

NAT. 9041

**RAY SMITH**

"REMEMBER ME"  
"WHEN MY DAY ROLLS AROUND"

NAT. 5016

*Current Releases*

**THE RAVENS**

"FOOL THAT I AM"  
"BE I BUMBLE BEE OR NOT"

NAT. 9040

**ALAN GERARD**

"ALL DRESSED UP WITH A BROKEN HEART"  
"IF I DIDN'T HAVE YOU"

NAT. 7019

**ALAN LOGIN**

"JUNGLE RHUMBA"  
"LOVE ME"

NAT. 7018



ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR  
NATIONAL DISC SALES, 4111 BWAY, N. Y. 22, N. Y.



# Beautiful! BUT BEAUTIFUL!!

ALL THE RAVES—ALL THE RECORDS  
ALL THE SONGS

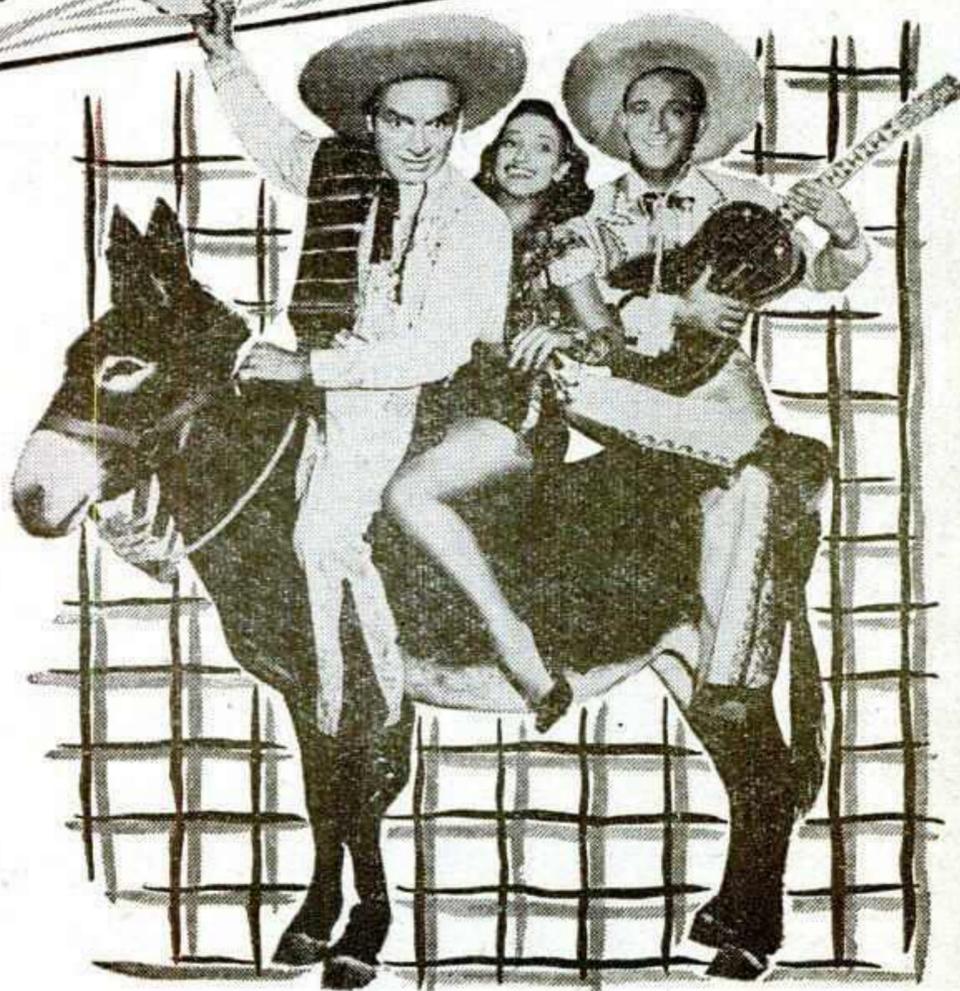
IN . . .

# ROAD TO RIO

WITH  
BING CROSBY, BOB HOPE, DOROTHY LAMOUR and the ANDREWS SISTERS



Score by  
JOHNNY BURKE  
and  
JAMES VAN HEUSEN



## BUT BEAUTIFUL

Recordings

MARGARET WHITING CAPITOL	FRANKIE LAINE MERCURY
FRANK SINATRA COLUMBIA	ART LUND MGM
BING CROSBY DECCA	MEL TORMÉ MUSICRAFT
DENNY DENNIS LONDON	ALAN DALE SIGNATURE
EDDY HOWARD MAJESTIC	TEX BENEKE RCA VICTOR

## EXPERIENCE

Recordings

BING CROSBY AND NAN WYNN DECCA	BERYL DAVIS VICTOR
---	-----------------------

## YOU DON'T HAVE TO KNOW THE LANGUAGE

Recordings

JOHNNY MERCER AND THE PIED PIPERS CAPITOL	SQUADRONAIRES LONDON
BUDDY CLARK AND XAVIER CUGAT COLUMBIA	RAY MCKINLEY MAJESTIC
BING CROSBY AND THE ANDREWS SISTERS DECCA	TED WEEMS MERCURY
	TEX BENEKE RCA VICTOR
	JACK OLSEN CHORD

## APALACHICOLA, FLA.

Recordings

BING CROSBY AND THE ANDREWS SISTERS  
DECCA

### Burke & Van Heusen, Inc.

MUSIC PUBLISHERS

Sidney Kornheiser, General Manager

1619 BROADWAY

NEW YORK 19, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART VII



Record Reviews

With Ratings for Disk Jockeys, Dealers and Juke Box Operators

Week Ending January 23

How Ratings Are Determined

Records are reviewed three times (1) for retailers (2) for operators (3) for disk jockeys, each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N.S. indicates a record is not suitable for appraisal within the market.

THE CATEGORIES

Table with 9 categories and their point values: 1. Song Calibre (15), 2. Interpretation (15), 3. Arrangement (15), 4. "Name" Value (15), 5. Record Quality (15), 6. Music Publisher's Air Performance Potential (10), 7. Exploitation (10), 8. Manufacturer's Distribution Power (10), 9. Manufacturer's Production Efficiency (5)

THE RATINGS

Rating scale: 90-100 (top), 80-89 (excellent), 70-79 (good), 60-69 (satisfactory), 0-59 (poor)

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

ARTIST TUNES LABEL AND NO. COMMENT RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

Table of record reviews for artists: LOUIS PRIMA, FREDDY MARTIN, KAY KYSER, ARTHUR GODFREY, CLAUDE THORNHILL, TONY PIZARRO

Table of record reviews for artists: MONICA LEWIS-GUY LOMBARDO, HOAGY CARMICHAEL, LOUIS JORDAN, ALAN DALE (The Bill Clifton Quintet), ALAN DALE (Ray Bloch's Swing Seven), CAPTAIN STUBBY AND THE BUCCANEERS

Table of record reviews for artists: BATT MASIAN ORK, JON AND SONDR STEELE, GUY LOMBARDO, THE SQUADRONAIRES, LAWRENCE WELK, BERYL DAVIS (Russ Case Ork)

Table of record reviews for artists: FREDDY NAGEL ORK, THE HONEY-DREAMERS (Bill McCrae Ork), JACK CARROLL (Bill MacCrae Ork), HELEN CARROLL-THE SATISFIERS (Russ Case Ork), DICK HAYMES (Earle Hagen Ork), BENNY GOODMAN

(See Record Reviews on page 32)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART VIII**  
**Advance Information**  
 Week Ending January 23

**ADVANCE RECORD RELEASES**

Records listed are generally approximately two weeks in advance of actual release date. List is based on information

supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

**POPULAR**

- At the End of an Irish Lane  
R. Pascoe (The Little) Arcadia AP-2032
- Baby Face  
B. Strong Ork (Sweet Georgia) Tower 1255
- Back Home on Sunday Night  
A. Godfrey (I'd Love) Decca 25348
- Beg Your Pardon  
A. Mooney (You Were) MGM 10140
- Beyond the Sea  
B. Goodman (For Every) Capitol 15030
- Beyond the Sea  
T. Beneke (Strange and) Victor 20-2691
- Bing Sings With Judy Garland, Mary Martin, Johnny Mercer Album  
B. Crosby . . . Decca A-831
- Connecticut . . . J. Garland . . . Decca 23804
- Lilly of Laguna . . . M. Martin . . . Decca 25091
- Mine . . . J. Garland . . . Decca 23804
- Mr. Meadowlark . . . J. Mercer . . . Decca 25148
- (Mr. Gallagher and Mr. Shean as sung by Mr. Crosby and Mr. Mercer . . . J. Mercer . . . Decca 24293
- On Behalf of the Visiting Firemen . . . J. Mercer . . . Decca 25148
- Small Fry . . . J. Mercer . . . Decca 24293
- Wait Till the Sun Shines, Nellie . . . M. Martin . . . Decca 25091
- Yah-Ta-Ta, Yah-Ta-Ta (Talk, Talk, Talk) . . . J. Garland . . . Decca 23410
- You've Got Me Where You Want Me . . . J. Garland . . . Decca 23410
- Bing Sings With Lionel Hampton, Eddie Heywood, Louis Jordan Album  
B. Crosby . . . Decca A-834
- Baby Won't You Please Come Home . . . E. Heywood . . . Decca 23636
- I've Found a New Baby . . . E. Heywood . . . Decca 23530
- (Yip Yip De Hootie) My Baby Said . . . Yes . . . L. Jordan . . . Decca 23417
- On the Sunny Side of the Street . . . L. Hampton . . . Decca 23843
- Pinetop's Boogie Woogie . . . L. Hampton . . . Decca 23843
- That Little Dream Got Nowhere . . . E. Heywood . . . Decca 23636
- Who's Sorry Now . . . E. Heywood . . . Decca 23530
- Your Socks Don't Match . . . L. Jordan . . . Decca 23417
- Blakstone's Admission of Being a Good Girl  
N. Blakstone (Catherine, Madcap) Gala 1023
- Blind Love  
Kaye Brothers Ork (Ma Curly-Headed) Stinson 703
- Blues in the Dark  
M. Colbert (Heart and) Atlantic 853
- Button Up Your Overcoat  
B. Howard & His Rhythm (Mo'Lasses) Atlantic 852
- Carnival in Venice  
B. Kaye Quintet (Thoughtless) MGM 10137
- Catherine, Madcap Empress of Russia  
N. Blakstone (Blakstone's Admission) Gala 1023
- Don't Believe Nobody But Me  
B. Carter Trio (Petrillo Blues) Universal U-82
- Dreamy Lullaby  
F. Carle (Lost April) Columbia 38090
- Favorite Irish Songs Album  
F. Regan . . . Decca A-204
- Harrigan . . . Decca 3597
- Ireland Must Be Heaven for My Mother  
Came From There . . . Decca 3596
- Peg o' My Heart . . . Decca 3597
- Sweet Rosie o'Grady . . . Decca 3596
- That Old Irish Mother of Mine . . . Decca 3594
- That Tumble Down Shack in Athlone . . . Decca 3595
- The Daughter of Peggy O'Neil . . . Decca 3594
- The Daughter of Rosie o'Grady . . . Decca 3595
- Emmoine Looks Back at His Army Days  
N. Blakstone (Isabella, the) Gala 1022
- Encore, Cherie  
The Dell Trio-J. Wayne (The Dickey-Bird) Columbia 38085
- For Every Man There's a Woman  
B. Goodman-P. Lee (Beyond the) Capitol 15030
- For Every Man There's a Woman  
T. Martin (What's Good) Victor 20-2689
- For Every Man There's a Woman  
F. Sinatra (I'll Make) Columbia 38089
- Goodnight Ladies  
F. Warren Choristers (Happy Birthday) Superior
- Gypsy Blues  
R. Bari Quintete (Inez) Rego 1026
- Happy Birthday  
F. Warren Choristers (Goodnight Ladies) Superior
- Haunted Heart  
B. Clark (Matinee) Columbia 38083
- Heart and Soul  
M. Colbert (Blues in) Atlantic 853
- Helen Polka  
The Melody Riders (Morning Star) De-Luxe 1142

- Hooray For Love  
J. Mercer-The Pied Pipers (The Thousand) Capitol 15028
- Hooray for Love  
T. Martin (It Was) Victor 20-2690
- I Hear Music  
D. Orlando Symphony Five (Walkin' My) Universal U-86
- I Never Loved Anyone  
F. Wayne (You're Just) Exclusive EX-28X
- I Wish I Knew the Name (of the Girl in My Dreams)  
R. Noble-B. Clark (Serenade) Columbia 38091
- I Woke Up With a Teardrop in My Eye  
Ink Spots (The Best) Decca 24327
- I Wonder If the Same Moon Shines in Ireland Tonight  
R. Pascoe (She's the) Arcadia AP-2033
- I'd Love to Live in Loveland (With a Girl Like You)  
A. Godfrey (Back Home) Decca 25348
- Ida May From Uruguay  
R. Bari Quintet (It Just) Rego 1027
- If I Only Had a Match  
J. Dorsey (Three O'Clock) MGM 10143
- If I Only Had a Match  
The Sunset Trio (One Raindrop) Capitol 492
- If You Had All the World and Its Gold  
Ames Brothers (Tell Me) Decca 24329
- I'll Always Be in Love With You  
A. Lund (What'll I) MGM 10142
- I'll Make Up for Everything  
F. Sinatra (For Every) Columbia 38089
- I'll Never See the Sun Again  
R. Paige (I'll See) Sullivan 503
- I'll See You Again, Little Darling  
R. Paige (I'll Never) Sullivan 503
- I'll See You in My Dreams Album  
C. Cavallaro . . . Decca A-624
- A Dream . . . Decca 18851
- Dream Lover . . . Decca 18853
- Girl of My Dreams . . . Decca 18852
- Goodnight, Sweetheart . . . Decca 18854
- I Dream Too Much . . . Decca 18852
- I'll See You in My Dreams . . . Decca 18851
- Liebestraum (Dream of Love) Decca 18854
- The Sweetheart of Sigma Chi . . . Decca 18833
- I'm Looking Over a Four Leaf Clover  
A. Godfrey (The Thousand) Columbia 38081
- I'm Looking Over a Four Leaf Clover  
King Odum Quartete-The Polka Dots (Mary Lou) Musicraft 543
- Inez  
R. Bari Quintet (Gypsy Blues) Rego 1026
- Irish Favorites Album  
The Jesters . . . Decca A-636
- It's a Great Day for the Irish . . . Decca 4456
- It's the Same Old Shillelagh . . . Decca 4459
- Maguire's Musketeers . . . Decca 4456
- McNamara's Band . . . Decca 4457
- Sure an' It's the Luck of the Irish . . . Decca 4459
- When Molly O'Neil Does an Irish Reel . . . Decca 4458
- When Paddy McGinty Plays the Harp . . . Decca 4457
- Who Threw the Overalls in Mrs. Murphy's Chowder . . . Decca 4458
- Irish Melodies and Ballads Album  
F. Luther-L. Murphy Quartet . . . Decca A-36
- 1. A Handful of Earth From My Dear Mother's Grave; 2. The Cruisken Lawn . . . Decca 2296
- Believe Me If All Those Endearing Young Charms . . . Decca 2299
- 1. Harp That Once Thro' Tara's Halls; 2. The Meeting of the Waters . . . Decca 2300
- I'll Take You Home Again, Kathleen . . . Decca 2297
- Kathleen Mavourneen . . . Decca 2296
- Killarney . . . Decca 2300
- Little Town in the Ould County Down . . . Decca 2297
- Where the River Shannon Flows . . . Decca 2299
- Isabella, the Queen  
N. Blakstone (Emmoine Looks) Gala 1022
- It Just Can't Be  
R. Bari Quintet (Ida May) Rego 1027
- It Was Written in the Stars  
D. Haymes-G. Jenkins Ork (What's Good) Decca 24326
- It Was Written in the Stars  
T. Martin (Hooray For) Victor 20-2690
- Just Imagine  
M. Lewis-B. Eberly-R. Morgan (Lucky in) Decca 24328
- Kiss-Kiss-Kissin' in the Corn  
Captain Stubby-The Buccaneers (Laff It) Majestic 1217
- Laff It Off  
Captain Stubby-The Buccaneers (Kiss-Kiss-Kissin' in) Majestic 1217
- Little Town in the Ould County Down  
R. Pascoe (When a) Arcadia AP-2031
- Lone Star Moon  
M. Herth Trio-L. Douglas (My Cousin) Decca 24324
- Lost April  
F. Carle (Dreamy Lullaby) Columbia 38090

(Continued on page 120)

**"MY HAPPINESS"**  
 and  
**"THEY ALL RECORDED TO BEAT THE BAN"**

**NOW RELEASED**  
**DAMON RECORD D-11133**

BY THE FAMOUS TEAM

**JON AND SONDRRA STEELE**

4 TO 1 FAVORITE ON JUKE BOXES, MIDWEST AREA  
 WITHIN 3 DAYS

DISCS JOCKEYS SPINNING BOTH SIDES, COAST TO COAST

A FEW DISTRIBUTORSHIPS STILL OPEN



**Damon**  
*Recording*  
**Studios**  
 Inc.



VICTOR 2585  
 1221 BALTIMORE AVENUE  
 KANSAS CITY 6, MISSOURI

**FIRST 2 BIG HITS IN '48**

BOTH ON ONE RECORD

**SABRE DANCE**  
 and  
**TURNPIKE (SUNDAY PICNIC) POLKA**

By the Don Henry Harmonica Trio  
 On Regent Record No. 111

A million thanks to operators, dealers and disk jockeys for your wonderful response!

Order now from your nearest distributor

**REGENT RECORDS**

1184 ELIZABETH AVE.

ELIZABETH, N. J.

**NEED!**

**Executive Sales Promotion Men To Sell Children's Plastic Unbreakable Records**

(One) 1 man to cover Midwest territory and live in Chicago.  
 (One) 1 man to cover the Pacific Coast and reside in either San Francisco or Los Angeles.

Men must be of executive caliber and experienced in record industry—furnish own car. Must possess ability to follow up on our distributors and contact additional ones. Must have entry to large buying offices.

WRITE

**HENRY C. LAPIDUS**

**SYNTHETIC PLASTICS SALES CO.**

461 EIGHTH AVE., NEW YORK 1, N. Y.

PHONE: LA 4-0604

**VIOLA WATKINS**



**Sensational SUPER DISC**

Recording Star Really Shines on Her Latest Release.

**HEY! STOP KISSIN' MY SISTER**  
Super Disc #1052

**ROYAL MUSIC CORP.**  
1587 BROADWAY NEW YORK, N. Y.

*Current Releases*  
by **KING**

**KING 685**  
**Going Down The Country**  
backed by  
**NEW PINS AND NEEDLES**  
by **GRANDPA JONES**

**KING**  
1540 BREWSTER AVE., CINCINNATI 7, OHIO

**Never Make Eyes**



**AT THE GALS WITH THE GUYS BIGGER THAN YOU**  
Yellen & Fain  
131 W. 52 St., N. Y. C.

★ **MIRACLE** ★  
**PARADE OF HITS**

**"CERTAIN OTHER SOMEONE"**  
by **BROWLEY GUY**  
M-119

**MIRACLE** RECORD COMPANY  
500 EAST 63rd ST. CHICAGO 19, ILL.

**RECORD PRESSINGS**

High quality Shellac Pressings available. Save freight cost, expedite delivery for Midwest distribution by using our plant in St. Louis, Mo. Any quantity accepted. Reasonable.

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The **Billboard** MUSIC POPULARITY CHARTS  
**PART IX**  
**Album Reviews**  
Week Ending January 9

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

**THE RATINGS**  
(100 points—the maximum)

90-100	.....	tops
80-89	.....	excellent
70-79	.....	good
40-69	.....	satisfactory
0-39	.....	poor

- THE CATEGORIES**
- |  |    |           |
|--|----|-----------|
| 1. Production Idea.....  | 15 | Max. Pts. |
| (grouping of selections continuity)                                      |    |           |
| 2. "Name" Value.....   | 15 |           |
| 3. Caliber of Material.....  | 15 |           |
| 4. Manufacturer's Distribution Power.....                                | 10 |           |
| 5. Exploitation Aids.....  | 10 |           |
| (Record company and other adv'tg-promotion, film, legit and other plugs) |    |           |
| 6. Interpretation.....   | 15 |           |
| 7. Record Quality.....   | 5  |           |
| 8. Manufacturers' Production Efficiency.....                             | 5  |           |
| 9. Packaging.....  | 10 |           |
| (art-work, binding, wrapping)  |    |           |

**BLUE VELVET WALTZES 68**  
(Mark Warnow Ork)  
Coast C-4

Danube Waves, Blue Velvet, The Blue Danube, Falling in Love With Love, Gold and Silver, The Merry Widow.

Mark Warnow has gathered together five well-known waltzes and added his brother, Raymond Scott's pretty three-quarter time piece "Blue Velvet" and has turned out an album of easy listening melodies. Ork arranging leans heavily on fiddles and styling is varied from disk to disk, which aids sustained listening. Cover design is attractive and inside flap is message from Warnow to album buyer on choice of selections.

**JUKES**  
Might go in the soft, dreamy spots where they like waltzes.

**JOCKS**  
Okay for the stay-up-late jocks who use "relaxing" disks.

**WNEW SATURDAY NIGHT SWING SESSION ALBUM—76**  
VOLUME 2  
(Charlie Ventura-Allen Eager-Bill Harris-Chubby Jackson-Buddy Rich-Fats Navarro-Ralph Burns-Al Valente.)  
(Vox VSP 310)

High on the Open Mike—Parts 1, 2 and 3. Sweet Georgia Brown—Parts 1, 2 and 3. Jam session, produced by Bob Bach and taken off the air by Vox, turns out to be one of the best of its type disk presentations. Lesser names like Eager, Navarro and Burns steal the solo honors from the better known Harris, Ventura, Jackson and Rich. "Mike" is a head riff leading into a string of tasty, mainly modern jazz solos, while "Sweet," at a brighter tempo, is the oldie footled occasionally excitingly by the sideman aggregation. Neat album cover, good recording.

**JUKES**  
Not suitable.

**JOCKS**  
Hip jocks will like.

**COLLECTORS' ITEMS 73**  
(Capitol Americana AD 62)

(Red Nichols and His Pennies; Stan Kenton-Anita O'Day; Sonny Greer and the Duke's Men; the Hollywood Hicksters; Peggy Lee; Rex Stewart's Big Eight; Benny Carter Ork; Eddie Miller Ork.)

You're My Everything; Travellin' Man; Bug in a Rug; I Apologize; Baby; Tain't Like That; I Can't Get Started; Just One More Chance.

Eight Capitol jazz masters plucked out of the files form an over-all weak collection with an occasional bit of gloss piping thru—note a B. Goodman-Red Norvo "I Apologize"—Eddie Miller's tenoring of "Just One More Chance"—Rex Stewart group polishing off a bit of fluff neatly that reminds of some Ellingtonia vintage 1938. Cover design featuring autographs of featured stars is neat.

**JUKES**  
Kenton-O'Day, Lee-Barbour, "I Apologize" sides may click off some coin.

**JOCKS**  
All sides worth a whirl.

**LOIS BUTLER SINGS THE SONGS OF SIGMUND ROMBERG WITH LEE SWEETLAND 58**  
(Lois Butler-Lee Sweetland)  
(Paul Weston Ork)  
Capitol CD 61

Will You Remember, Romance, Wanting You, The Desert Song; Lover, Come Back to Me; Deep in My Heart, Dear; One Kiss, Riff Song.

The familiar Romberg standards have been put between Capitol album covers with thrush Lois Butler, warbler Lee Sweetland and orkster Paul Weston. Treatment is in operetta fashion with duets and single vocal efforts not very impressive on the whole. Ork backing by Weston weak, seeming strongest on "The Desert Song," which also shows the Sweetland tonsils to best advantage. The Butler gal piping could be stronger. Pretty album cover.

**JUKES**  
Not suitable.

**JOCKS**  
For the semi-classical jocks, the sides are not outstanding.

**RECORD REVIEWS**  
(Continued from page 30)

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<b>JACK SMITH</b> (The Clark Sisters-Earl Sheldon Ork) (Capitol 15029)	<b>Big Brass Band From Brazil</b>		Clark sisters and chorus aid Smith in happy comedy rendition of legit novelty.	83	84	78	86
	<b>I Wish I Knew the Name (of the Girl in My Dreams)</b>		Typical smiling Smith vocal selling of new rhythmic ballad.	80	82	79	79
<b>LES BROWN</b> (Columbia 38060)	<b>Love Is So Terrific (Ouch! Terrific Thing!)</b> (Eileen Wilson)		Sprightly bounce tune with nicely undersung vocal.	81	83	79	81
	<b>Dream Girl</b> (Ray Kellogg)		Conventional treatment of ordinary pic ballad.	70	70	67	72

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<b>HARRY JAMES</b> (Columbia 38059)	<b>I Understand</b> (Buddy De Vito)		Sweet and sticky, but oh, so commercial. Oldie has juke appeal.	76	75	70	81
	<b>East Coast Blues</b>		James on a swing kick with dated material but solid beat, good Ziggy Elman tram.	75	78	76	72
<b>TONY PASTOR</b> (Tony Pastor-The Clooney Sisters) (Columbia 38068)	<b>The Secretary Song (Bidibi Bot Bot)</b>		First class job on current hot novelty. Pastor vocal sells.	82	85	80	85
	<b>I'm My Own Grandpaw</b>		Straight version of the novelty with complicated lyrics. Happy piping.	74	75	73	75

(Continued on page 118)

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# AFM Plays Down Competish Of British Disk Industry

(Continued from page 19)

and a leader in a drive to find a "satisfactory" end to the industry-labor impasse. In his statement, which Kearns said had no relevancy to the particular lines of questioning then being put to Diamond on the witness stand, the Pennsylvania congressman declared: "I want to say for the record right now that this committee in preparing for this hearing had fine co-operation from the Radio Corporation of America (Victor Records) and Columbia Records but that it had no co-operation from Decca."

There was a surprised hush in the hearing chamber after Kearns made the statement, which he declined to amplify further for the record. Kearns then smilingly turned to Diamond and asked if he wanted to comment on that statement. Diamond smiled back, saying, "I have no comment except to say that if that were the case, Decca must have been lacking in grace." "Well," said Kearns, "I thought you might want to comment, inasmuch as it concerns a former client of yours." Kearns's reference was to Diamond's own statement in direct testimony earlier in the day that Diamond in 1934 "participated as a principal and counsel in organizing Decca Records, Inc., and for a period of 12 years served as associated chairman of the board, secretary and general counsel of that company."

### Cross-Questioning

Diamond's relations with Decca Records was a subject which consumed a large volume of cross-questioning from some of the members of the House committee headed by Rep. Fred A. Hartley (R., N.J.). The thorniest of Diamond's questioners was Rep. Thomas L. Owens (R., Ill.), who demanded to know if Diamond has been associated in any way with Decca or any of its affiliates while serving as counsel for AFM. Diamond heatedly denied that he had any connections with Decca since taking the AFM legal assignment.

Owens cited a report which had been read into the record by a House member on preceding day when Petrillo was on the stand that the London Gramophone Corporation had flown 12 tons of British records to the U. S. Owens asked Diamond if he had any connection with the London Gramophone Corporation. Diamond referred Owens to a statement made by Diamond at the outset of his direct testimony in which the AFM legalist had declared, "In 1946 my law office assisted in the legal organization of the London Gramophone Corporation, a New York corporation, which was and still is a wholly owned subsidiary of the Decca Record Company, Ltd., an English corporation. I served on the board of directors of London Gramophone until October 31, 1947, when I resigned. I am informed that my office continues to do miscellaneous work for that company. I do not represent the English company."

Owens then asked Diamond if his

son, Sidney, was employed by London Gramophone Records. Diamond testified that his son has been affiliated with the British corporation which, Diamond emphasized, is owned by Decca Records of England and not by Decca of U. S. Owens labored the point of Diamond's relation with London Gramophone at the same time that he acted as American Federation of Musicians' general counsel. The congressman even raised the question of whether this might constitute a violation of the "canon of ethics" of the American Bar Association. Diamond, later in his testimony, won a ruling from Chairman Hartley giving the AFM counsel an opportunity to clarify for the record the distinction between these various companies and the fact that Diamond is personally not associated with Decca. Rep. Arthur G. Klein (D., N.Y.), at a later juncture during questioning, angrily voiced "resentment" against Owens's questioning, declaring that Diamond is among the "most reputable" lawyers in New York State and that his law firm enjoys an "enviable" reputation in the legal profession. Diamond is a member of the firm of Poletti, Diamond, Freidin & Mackay.

The AFM general counsel consumed nearly an hour and a half in reading his direct testimony, and he was on the stand for nearly four additional hours parrying questions, many of which were "repeats" from the previous day when Petrillo had been the center of attraction.

Petrillo, in his characteristically mirthful and rough-and-tumble manner, had "taken on" the whole committee without a prepared statement and without notes, even fending off recurrent attempts by his legal battery to aid him with answers—once even waving off his legalists and complaining whimsically to the committee, "Everybody wants to get into the act."

Diamond stuck to a sober accounting of facts and figures on the "problems with the phonograph record manufacturing industry," emphasizing that record manufacturers were responsible, along with juke box operators and radio networks, in bringing about a "displacement" of professional musicians by discouraging their employment and "reaping high profits" on their talents without a "fair return" to the musicians.

Diamond declared that the phonograph industry's total volume of records had risen from 105,000,000 units in 1929 to 275,000,000 in 1946, and he estimated that the unit sales in 1947 reached 375,000,000 with retail volume grossing \$180,000,000. A figure of \$200,000,000 had been estimated the previous week by James W. Murray, vice-president of the Radio Corporation of America in charge of Victor Records (*The Billboard*, January 24). Diamond described as "meager" the returns derived by musicians from the record manufacturers. "The meager opportunities offered to musicians during the entire year 1946" by the three major recording companies (RCA Victor, Decca and Columbia), Diamond testified, are "illustrated" by the following tables:

Company	Musicians Excluding Leaders	Total Average Scale Earnings for the Year	Total Average Scale Earnings Per Month
RCA	2,844	\$177	\$14.75
Decca	1,652	103	8.58
Columbia	1,942	213	17.75

### One-Half Cent Per Record Sold

Declaring that the musicians received less than a cent for every dollar of retail sales in 1946, Diamond said the "aggregate expenditure in basic pay to all musicians other than leaders was a little over a half cent per record sold." He complained that disk jockeys and juke box operators

## Kranz Klings To Dat Clover

NEW YORK, Jan. 24. — Dave Kranz, whose Kranz diskery made the original *Four Leaf Clover* with the Uptown string band, this week denied reports that he had sold his master to Mercury Records. Kranz stated he had only handed over the distribution rights with an approval for Mercury to press the Kranz waxing on the Mercury label.

Kranz asserted that there were a couple of exceptions to this deal, with Philadelphia distrib Dave Rosen holding exclusive rights in the Philly area to the original Kranz platter. In Baltimore both the Kranz pressings can be distributed.

who use the records for commercial purposes "do not pay one penny to musicians whose talents and labors they exploit for millions of dollars annually."

The AFM general counsel was challenged by several committee members to show whether all of AFM's membership was comprised of "musicians" and how their musical abilities were determined. Diamond insisted that the committee should have pressed Petrillo for such information, since he as general counsel did not have the information. He promised to meet a request to supply figures showing the number of musicians employed yearly since 1929.

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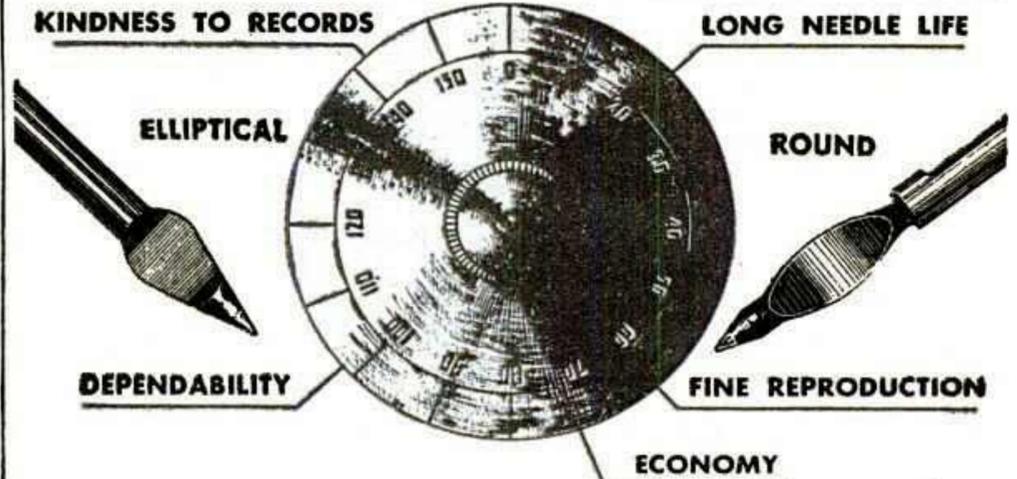
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# See Some Common Ground Reached, But Kearns Bill May Jar With T-H Law

## GOP Against Amending It in Election Year

(Continued from page 18)

at an early hearing on his UMW activities.

Landis told *The Billboard* he was convinced an amendment to the Taft-Hartley Act would be "a wise thing if it could be restricted to meet the situation in AFM" without lowering the bars on the UMW. He said, however, he would not press a fight for such an amendment in the face of continued contrary policy by the GOP leadership.

The situation is further beclouded by the fact that Kearns's Copyright Act amendment would transfer the Petrillo legislation from Hartley's committee to the House Judiciary Committee, which has supervision over any copyright law changes. The House Judiciary Committee has not yet been consulted by Kearns on the proposed revision, it is learned, and a hard fight appears to be in store for the measure within that committee. Kearns, in insisting that his bill would not require a corollary amendment to the T-H Act, explains that his copyright law revisions would authorize higher sale prices on commercial-use records and that the additional monies, presumably to be paid at the source to manufacturers, could be turned over to the performing musicians who could transfer any part of them, as required by the AFM, to the union which would be free to distribute the money as it saw fit. On this latter point, congressional legalists explain, Kearns is assuming that the distribution would be arranged by negotiation, but the Taft-Hartley Act bans use of such welfare funds unless the fund is jointly administered by employers and the union and unless use of the fund is confined to such specific purposes as pensions, medical care, etc., for the musicians who contributed to the funds.

Indicative of the perplexity of Hartley committee members over a course of action was a growth at the week-end of sharply conflicting views. Altho the anti labor-monopoly clause proposal for the Taft-Hartley Act is seen as "dead," at least three members of the committee are still

unwilling to discard the idea. These are Reps. Clare E. Hoffman (R., Mich.), Ralph W. Gwinn (R., N. Y.), and Graham A. Barden (D., N. C.)

### Another Front

On another front, countering Landis's suggestion for modifying the Taft-Hartley Act to meet Petrillo's recommendations, was Rep. Kearns's insistence that the music impasse could be settled by his bill plus industry-labor negotiations and that the matter was to be one for the House Judiciary Committee to tackle.

"I am coming to the conclusion more and more," he told *The Billboard*, "that this whole problem is one to be solved by an amendment such as I propose to the Copyright Act and one which the House Judiciary Committee will thereby cope with." Kearns's bill would specify that records be labeled separately either for "commercial use only" or for "home use only" and that purchasers of the commercial-use records be required to pay "regulated amounts" which, in effect, would serve as contributions toward a royalty fund to be used by the AFM. Asked how such a royalty fund could be developed for general AFM membership use without an amendment to the Taft-Hartley Act authorizing such use, Kearns expressed belief that "that part of the problem might be one which could be taken care of properly thru collective bargaining between the industry and the AFM." He acknowledged that he was not yet certain whether that could be done.

### Petrillo Heartens Kearns

The Copyright Act amendment is one which Kearns had been weighing for some days prior to the latest Petrillo hearing, but his decision to draft the legislation was spurred by Petrillo's testimony this week that the AFM president would be glad to go along with legislation that would restrict royalty payments solely to records used commercially, with home-use records requiring no such royalties. Petrillo had said this in pointing out that his federation "was anxious to encourage an uninter-

## Clover Square

NEW YORK, Jan. 24.—In a heroic effort to "finish off a tune" in one sweep, Al (Jazzbo) Collins, Salt Lake City disk jockey, staged radio's first filibuster last week, but the wake boomeranged into a clambake for the hapless Collins and chaos resulted.

It all started when Collins received a letter asking him to play Art Mooney's commercial-type hit waxing of *I'm Looking Over a Four-Leaf Clover*. With tongue in cheek, Jazzbo, whose nickname is a clear indication of his musical tastes, decided to devote his entire two-hour show to the MGM platter in gleeful anticipation that his hip fans would howl in protest.

However, Jazzbo completely overlooked the luck of the Irish, and for 120 minutes Mooney played on while phone calls poured in from pleased listeners who added insult to Collins's injury by praising him "for playing something good for a change."

Events finally reached a frantic climax when a desperate Jazzbo began to pipe his callers' delighted screams over the air and the local police joined in the fun.

The next day happy music stores reported that record sales on *Clover* had skyrocketed over night. Jazzbo's only comment was a glum: "I never knew they were so square!"

ed distribution of records to the public for "home use" during the disk-making ban. He pointed out that 80 per cent of the records in distribution were bought for "home use" and the remaining 20 per cent were used commercially at "extravagant profits" to record manufacturers, juke box operators, disk jockeys and radio networks, without "a cent of compensation" to the musicians whose talent was "so exploited."

Petrillo warned the committee that under existing laws, as interpreted by the courts, the initial purchaser of a record is free to do as he pleases with it—he can use it commercially or in his home. He also warned that a bill requiring labels for "home use" and "commercial use" would be a meaningless gesture unless provision were made also for payment of the royalties of the commercial-use records "in such a way that the federation would be allowed to distribute the royalties in the same way as prior to the Taft-Hartley Act." This method was described as similar to the old make-work system of the old Works Projects Administration (WPA), with the AFM using the money as payment to unemployed musicians at the regular professional scales on "make-work" jobs organized by the AFM.

Representative Klein is working on a bill which he says he hopes will meet these requirements. In questioning AFM Chief Counsel Milton Diamond, he sought suggestions on whether he would be satisfied with a bill specifying that royalties be paid directly to the manufacturers who, in turn, would agree thru collective bargaining with AFM, to turn the funds over to AFM for equitable distribution to the musicians who performed in producing the various records and to unemployed musicians in any way AFM sees fit. Diamond said he was uncertain as to "precisely what would be the best method" but he promised that Petrillo and the AFM board would "take up this matter and make recommendations."

# Copyright Act Overhaul Move Seen in Offing

(Continued from page 18)

against amending one law to neutralize the effects of another. Congress traditionally has preferred to amend the particular law, and there is no disposition at present in the GOP leadership to modify the T-H Act for James C. Petrillo.

Introduction of the Kearns royalties bill is seen certain to revive interest of House Judiciary Committee members in three other disk copyright bills which have been lying dormant for six months.

The Kearns measure is similar to the others in that all are designed to provide payments to special categories of persons interested in the wax business. Two of the bills would give royalties on disks used in juke boxes to holders of copyright music. These bills are sponsored by Reps. Hugh Scott (R., Pa.) and Frank Fellows (R., Me.) and are identical in wording. The other bill, also by Scott, would give disk royalties to performers who cut a disk.

### "Interpretation" Bill

This latter measure, called the "interpretation" bill, is quite like the proposed Kearns bill. Kearns's legislation, however, goes further in that it contemplates that performers—after receiving extra payment—would probably pass it along to the American Federation of Musicians (AFM). Under the other measure, performers would keep the royalty. It is significant that the "interpretation" bill was treated rudely by the judiciary group during last year's hearings. It was then generally agreed that collection of such royalties would be an impossible administrative task.

It is certain that supporters of the Scott-Fellows juke bills, like the American Society of Composers, Authors and Publishers (ASCAP), will demand that they get a further cut of disk profits if the AFM is favored by passing of the Kearns bill. In fact, renewed ASCAP pressure is already being reported on Capitol Hill.

Oddly enough, several judiciary committee members commented last year that they wanted to be sure that the AFM would not get hold of any money due ASCAP and others should the juke bill pass.

If the committee decides to approve the Kearns bill, it will have to do a complete about-face on its earlier expressed opinion. Such action, however, is seen as within the realm of possibility, since the latest disk ban came along after conclusion of hearings on the three bills of Scott and Fellows.

# Rhythmtone Set For Coast Bow

HOLLYWOOD, Jan. 24.—Group of 10 top film studio musicians have banded together to form Rhythmtone Records, local co-op indie, with first sides slated for release early in February. Plattery topper is Neely Plumb, RKO studio orkster, with radio musicker Al Burton named veepee. Diskery cut a total of 46 platters before the Petrillo ban became effective, including sides by singers Carol Brent and Bob Graham, radio thesp Mel Blanc and Sara Berner and the nitery team of Patti Moore and Ben Lessy.

Orksters were paid regular recording fees for sessions waxed, with future profits to be split between 10 principal stockholders, all members of Local 47, American Federation of Musicians.

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# Record Distrib Drawbridge Up

(Continued from page 17)

Claiming that its own office operation expenses were too formidable, Apollo turned territory over to an independent distributor, and the label expects soon to follow a similar plan with other branches.

Meanwhile the majority of independent platteries are becoming increasingly wary of full dependence on outside distributors, citing credit dangers which may see some distributors either folding up or narrowing down their merchandize to one or two lines, in imitation of major label distributors who have exclusive franchises.

The small disk, recognizing that during last six months retail credit payments have slowed up considerably and are reflected in lethargic payments, is shopping for outlets where the capital risk is slimmest.

Altho few of the indies are able to set up complete self-distribution organizations (as Decca has successfully operated for years), many of them are establishing their own headquarters in New York, Chicago and Hollywood and supervising their independent distributors in other territories by employing a field sales representative system to aid in merchandizing product and general promotion schemes.

Exclusive, Modern and Musicraft are among indies that have successfully adopted this method, with Musicraft dropping all its distributors but eight (after its June refinancing plan announcement) and starting to rebuild its distrib section completely along these lines.

Other hectic reshuffling activities this month include Savoy's report that it dropped five distributors in the last 60 days and appointed new ones, and DeLuxe's recent addition of three new distributors.

Among the majors only Victor and Decca appear to be status quo distributor-wise, with Columbia reportedly making changes in two or three key distributing spots during the last six months. The effect of the foreign invasion on local distributing outlets (spearheaded here by English-Decca owned London Gramophone Company) is yet to be determined, but the fact that foreign firms are still recording may make them important competition.

Whatever their individual problems, all manufacturers, big or little, are in agreement that prime requisite for a good distributor is a thorough knowledge of record biz. Lack of know-how in the platter field might swamp even a nationally known distributor, as was proved by Signature's fiasco with General Electric. In this case sales results were so disappointing that the diskery has hopes that its new efforts to build indie distributors under a field sales representatives system will improve its entire financial picture.

MGM Records, it is common knowledge, has been unhappy with several of its Zenith outlets for the same reason.

Meanwhile the distributors are eager to set forth their side of the story, claiming that high promotion costs, slowed-up retail biz and payments and increased op expenses all make it risky business to handle too many indies today.

To champion the distributors' cause, Milt Salstone, of M-S Distributors in Chicago, says that he and several other distributors already have contacted Jack Pearl, temporary chairman of the Phonograph Record Manufacturers' Association (indies), about the possibility of organizing distributors on a national basis.

According to Salstone, most distributors feel they need more legal protection in their dealings with diskeries, claiming that many record firms are selling direct to juke box

# "Be-Bops" Mirthful Lingo to H. and P.

(Continued from page 18)

"can't give us American music. A band like Jimmy Hilton's just couldn't last as an American band and nobody can give us hillbilly music except American musicians."

### Too American for 'Em

Petrillo added that American jazz cannot be faithfully duplicated by foreign musicians, and he declared that the average American's native love and appreciation of jazz and American music assures that. He pointed out that he had "complete faith in the ability of the AFM executive board to cope with the situation to the best possible extent in protecting the American musician."

Pressed further by Hartley on how the "best possible service for American musicians" could be performed when British music "is coming in and taking over," Petrillo replied: "When the radio and juke box industries and record makers realize that the disk-making ban is depriving the people of music they want to hear, they will be compelled to yield and the American people will get the music they want."

"That's a gamble we're taking," Petrillo added, "but it's a worth-while gamble, for when that day comes, American musicians will have jobs and American music will be encouraged and stimulated."

Hartley then reminded Petrillo of his original declaration some weeks ago that the disk-making ban would be "forever."

"Apparently," said Hartley, "you didn't mean forever?"

"At the moment," Petrillo said smiling, "we meant forever."

### THEY ALSO SHIVER

(Continued from page 3)

ing apart the Legion of Decency and the "Roman Catholic hierarchy"—a dismemberment as thoro as an autopsy. The non-quiver, non-shake press agent ridiculed the Catholic Legion's about-face in removing *Forever Amber* and *The Outlaw* from its blacklist, and hinted darkly of undercover shenanigans.

One hour later the postman rang again. Seemed somewhat out of breath as he handed over his second dispatch of the day from Hygienic Productions.

"Note to editors," this one read, "please kill news release issued by this office." Across the top of the shrill bulletin, six times in capital letters, was the admonition: "Kill!" Across the bottom, two more "kill's" and one "must kill." The only explanation for what military lingo would call this "withdrawal to a previously prepared position" was that within a few days there would be a new release, which, the p.a. promised, would be "more interesting and newsworthy."

### GABBE SUES T. D.

(Continued from page 17)

after taxes. The complaint states that the net admission moneys from January 1, 1946, to December 31, 1946, were \$750,000, from which Gabbe claims to be entitled to 5 per cent of the net up to \$350,000 and \$10 per cent of the net over that amount. Gabbe, formerly a top-notch booker and now sharing in the managership of Frankie Laine, Lawrence Welk, Joe Mooney and others, claims that the net profit was at least \$25,000, for which he seeks an accounting

operators and retailers in field where they have regular distributors. To combat this, distributors propose that standard industry contracts be drawn up, outlining specific obligations which a record maker owes to the distributor.

# 10 Troupes Set To Cheer Vets

(Continued from page 4)

and Spanish dancer; Bob Shapley, accordionist; Tommy Trent, puppeteer; Leslie and Carroll, singing act, and Sy Nathan, pianist.

Laughtime, also an Allen Zee production which Dave Rogers will manage, opened Monday at the Veterans' Hospital in the Bronx. Its emcee is Harry Martin, who, with Harry Hines, takes care of the comedy; David Powell, drummer; Dorothy and Helen Blossom, comedy singers; McFarland and Brown, knockabout comedians; the Pitchons, singers of semi-classical and musical numbers; Esther Bilek, accordionist, and Caroline Hutchinson, pianist.

In Robert H. Gordon's cast for *John Loves Mary* are Sara Anderson, Lou McGuire, Howard Morris, David Davis, William Crane, Patricia Quinn O'Hara, William A. Forester, Irving Mitchell, Mary Lou Taylor, Hugh Williamson, Mitchell Agruss and Alice Middleton. They open at Butler under the management of Samuel Spachner. Nellie Jay, accordionist, Lou Fennard, juggler, and Marietta Reynolds, contralto, will perform in the wards for the bedfast men.

# Coast Disk Retailer Org Receives Nod

(Continued from page 17)

lock said, retailers are permitted only a 5 per cent return on stock by some of the majors, which means dealers are burdened with records they cannot sell. Some independents (Modern, Metro, etc.) have given retailers 100 per cent return deals, which means they can buy disks more freely without worrying about overstocking on unsalable items. Bullock pointed to this as one of the matters the association will strive for, among others.

Retailers surveyed by *The Billboard* agreed generally that it is time the Coast had its association. Typical comment of the majority was made by Alfred Leonard, owner-operator of the Gateway to Music Shop, who pointed out that such an org could serve as a sounding board for mutual problems and aid dealers thru exchange of ideas.

Distrib said the association would be welcomed by them and the record manufacturers, but saw the value of the association not as a means to air beefs but a place where the distributors could meet with all the chief retailers to discuss matters of mutual interest. Distrib reps would be able to present new ideas in merchandising, platter promotion, etc. One distributor, who asked that his name not be mentioned, branded as "ridiculous" charges that certain standard requirements are breaking the backs of smaller retailers.

# Theaters To Use Disk Giveaways

HARTFORD, Conn., Jan. 24.—Berkshire Enterprises, Inc., of Pittsfield, Mass., as part of its theaters' disk premium plan, has completed a deal for distribution of RCA Victor platters as the premium wax. This was revealed at the same time that Curtis Mitchell, resigning director of Paramount Pictures' advertising and publicity in this area, was reported to have joined the recently organized Berkshire group as treasurer.

Berkshire Enterprises was formed for the exclusive purpose of promotion of giveaway records in theaters, employing this area as a testing ground for the validity of the scheme.

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**JANUARY 15-30**

# SHELVEY FIRES 3 KEY REPS

## Throws New Fuel on Fire Under 4-A's

### 14G Charge Against Irving

NEW YORK, Jan. 24.—Additional shots were fired this week in the feud raging between Matt Shelvey, former head of the American Guild of Variety Artists (AGVA), and the parent org, the Associated Actors and Artistes of America (Four A's), when Shelvey, thru his lawyer, Arthur Cowan, discharged three key AGVA reps, charging one with "failing to account for \$14,000 in organization expenses."

The discharges, to take effect Monday (26), affected Florine Bale, Blackie London and Jack Irving. The first two were charged with maladministration, betrayal of AGVA membership and connivance with the Four A's in attempting to revoke AGVA's charter. Irving, head of the Chicago area, in addition to the above charges, was also accused by Shelvey of spending \$14,000 of AGVA funds for which he failed to supply supporting vouchers. Shelvey furthermore said that Irving had raised his own salary to \$150 without authority, several months ago.

### Faine Disdainful

Hyman Faine, chairman of the five-man committee running AGVA affairs, considered the Shelvey firings unworthy of comment. Of the charge that Irving had "failed to account for a \$14,000 expenditure," Faine said it was news to him.

"We know nothing about it," he said. "If it's a matter of record, then it is one of the records that are 'missing' from our files and perhaps Shelvey knows something about it. We shall check it and thank Shelvey for his information. Inasmuch as the non-reporting of the shortage and the incident occurred during Shelvey's administration, why is it he has kept still all this time? Also Irving's raise, if there was any raise, was also apparently done while Shelvey was running the union. Why did he allow it?"

### Irving Unavailable

Irving is now in Miami, representing AGVA there with Jerry Hirsch. He couldn't be reached for comment.

So far as Miss Bale and London are concerned, they have moved over to the Four A's side, so their discharge is meaningless except that, according to Cowan, they are being paid out of AGVA funds and "they have no right to receive AGVA salaries."

Cowan charged London with disloyalty and read a wire from London to Shelvey delivered December 26, 1946, which said: "Congratulations on your victory winning local autonomy for AGVA. You're a sweetheart, Boss. Regards."

On the legal front various lawyers are meeting and outside of the legal fencing nothing has happened. Cowan has presented the Four A's with a six-point memo which encompasses such points as a trial of the whole AGVA case before Judge McDevitt, of Philadelphia, arbitration and a standstill agreement. Cowan also said that papers are being drawn to bring suit in New York.

## New Market for Yank Acts? Argentina Mulls Helpful Law

WASHINGTON, Jan. 24.—Fresh demand for American acts will be created if a bill before Argentina's Chamber of Deputies forcing the country's 1,700 movie houses to present stageshows with their flickers becomes law. According to the U. S. Chamber of Commerce, the bill would permit only 25 per cent of the en-

tertainers to be imported into the country, but at that, it would mean a new market for American acts.

Previous attempts by first-run theaters down there to introduce stageshows on the same program with pix failed because the audiences apparently preferred all flesh or all flicker. However, if the bill is passed the vaude-pic mixture may catch on.

The question of division of receipts between film distributor and theater owner, which the deputies consider a big stumbling block, would have to be resolved before the law could be operative.

## 3 Top Agencies Scramble for Kay And Williams Bros.

NEW YORK, Jan. 24.—That Kay Thompson and the Williams Brothers are a hot property was evidenced this week by the fact that the three major agencies, Music Corporation of America (MCA), William Morris and General Artists Corporation (GAC) were romancing them and their manager, Baron Polen.

The rumors as to who will get the property are many and varied. Insiders say they believe MCA has the inside track, having offered \$50,000 to Polen. Whoever winds up with the act, the fact is right now that Tommy Rockwell, GAC topper; Morris reps, and others are in there making a strong pitch.

The team has a verbal agreement to open here for Herbert Jacoby in his new room, set to relight in about eight weeks. It is known that the Plaza also wanted them, offering \$5,000.

The ironic fact is that Lou Irwin was offered the act last summer. He thought he'd take them after the World's Series. But what with one thing and another, he stretched his stay in New York and by the time he got back to the Coast, he was out of the running.

## 3 Guys Find a Way To Turn A Buck; Mere Club Dates Grow Into Something Fat

### Greshler, Melba and Wanger New Vaude Pioneers

(Continued from page 3)

ple, who have spent as much as \$70,000 for a show. Inasmuch as the drug industry sponsors the biggest radio shows, they have a call on top talent and pay top money. These conventions make their dough out of a registration fee which sometimes amounts to \$40 a head. The proceeds go for the show, the production, staging, direction and the hiring of a hall.

Greshler, as a franchised agent, not only puts shows on for industrial and manufacturing organizations, but also buys and sells talent. Melba acts strictly as a producer, buying his talent from whatever sources he can. He handles probably the biggest drug shows in the country, attending to all details of production and staging.

Wally Wanger's entrance into the field is comparatively new. His first

big job was producing a four-day (19-22) show for lingerie manufacturers at the 71st Regiment Armory for a group that never had a show before. The set-up cost \$25,000, out of which Wanger said he made \$5,000. This was a fashion gimmick, admission by invitation only, with 80 exhibitors hiring booths for display purposes. The show itself had the cast dressed in lingerie samples, with the line doing some flashy routines to good hands.

### Repeat Already Signed

According to Dave Schwarz, who sponsored the show, the stunt was so successful that he has already contracted for next year, has 120 exhibitors signed so far and will spend \$75,000 to put it on. Wanger has been inked to do the show.

The major advantage to industry

## Newport, Ky., Dads Mull G-a-Month Night Club Tax

NEWPORT, Ky., Jan. 24.—Newport city commissioners are mulling a new tax plan for night clubs and cafes that would levy as much as \$1,000 per month against local night-life emporiums. Conceived by Mayor James E. Deckert and Commissioner Raymond Chambers, the increased taxes would help meet an anticipated \$195,000 city deficit for 1948.

Under the plan discussed at a budget session Thursday night (22), the city's niteries would be put in six classifications, rated according to number of employees, open hours, whether an orchestra or other entertainment is offered and other factors. The "A" group, Mayor Deckert said, would pay the \$1,000 per month, with the smaller spots and those closing earlier paying less. At least four local niteries, Glenn Rendezvous, the Merchants' Club, Flamingo Club and Yorkshire Grill, would fall within the "A" classification.

Under the present city ordinance an annual license fee of \$400 is charged for places which sell beer and whisky and which close at midnight. Niteries, open until 2 a.m., pay an additional \$500 annually. Twenty-one places in Newport now hold night club licenses.

## Ohio Liquor Board Warns Niteries Ops On Obscene Shows

COLUMBUS, O., Jan. 24.—In a follow-up to instructions issued early this week by Gov. Thomas J. Herbert for the State Liquor Department to "go the limit" in cleaning up Ohio night clubs, Dale Dunifon, State liquor chief, Thursday (22) warned Ohio night club operators that any spot permitting obscene or lewd entertainment will draw fire from the State Liquor Department within 24 hours of a complaint.

Don T. Geyer, chief of the State liquor board's enforcement division, this week closed one club on a permit technicality after a surprise inspection of Cleveland clubs disclosed what Geyer and his assistants termed "lewd and suggestive performances." Cleveland niteries are the worst offenders in the State, Geyer said, and unless they drop the obscene entertainment fare they will lose their licenses.

Governor Herbert this week also praised Dunifon and Geyer for recent orders prohibiting bar runways and strip dancers in 10 downtown Cleveland niteries.

in these shows is a central meeting place for competitors and buyers, mostly the latter, who can see products displayed in a showmanlike manner, or get a show that relieves the tedium of trade meetings.

But whatever the reason, it means that big business is turning more and more to showbiz, and showbiz in turn has a place where it can make an extra buck.

## Loew Egg

NEW YORK, Jan. 24.—Loew's State, on a straight film policy, continued to lay an egg after the first month's receipts were tallied, showing a 50 per cent drop in gross from a corresponding period last year. The four 1947 sessions of January totaled \$146,000 with a flesh-flicker policy, while the recent four weeks grossed \$73,000.

**Paramount, New York**

(Wednesday, January 21)

Capacity, 3,654. Prices, 55 cents-\$1.50. Number of shows, five daily. House booker, Harry Levine. Show played by band on bill.

This show should do plenty of business once word gets around and the notices hit the street. As a package it's wrapped up with a top flicker around a stagemore that packs many a yock a minute. The singing chores are handled skillfully by Helen Forrest and later by Andy Russell.

Since last caught, Russell has added bits that make him a top stage performer. He's already an attraction. The tall, round-faced, curly headed singer opened with *Best Things in Life are Free* and went into a *Besame Mucho* medley, all delivered with skill. However, it wasn't until he went into his act with Dick Wesson that the house began to rock. Russell has become a real actor. The way he fed and caught Wesson's lines took acting ability of a high order. Russell delivered so well that the rehearsed stuff took on an ad lib quality that rang the laugh-meter time and again.

Dick Wesson went into his act of take-offs smoothly. His fall into the pit, however, wasn't handled well. It was too sudden. The bit needs a build-up or a follow-thru. As caught it meant nothing. Wesson's clarinet bit with ork leader Jerry Wald was a switcheroo on an old gimmick, but old or not it got results.

Helen Forrest, looking thinner than when last caught, opened with *Them There Eyes*, followed with a ballad, then another bouncer and closed with the best of them. The audience paid off with good hands.

The show teed off with Connie Mack and Benny Desmond doing their novelty terps. Probably to facilitate quick change, the gal wears one costume on top of another. The effect is a bulkiness around the chest and shoulders that belies her slim chassis. Desmond's double takes and stork-like cavortings show a keen comedy timing and a sense of humor. His boogie piano bit, a quickie, added heft to his act. The kids were in a tough spot opening the show, but after a few minutes, got some rollicking yocks and kept getting them whenever Desmond threw his deadpan double takes out front.

The Jerry Wald ork (six fiddles, three rhythm, three trumpets and two trombones) did nicely in its own spot and very well in backing the show. Wald's new string section needs better amplification. On *Carioca* the fiddles sawed away but couldn't be heard. The band's biggest was the *Sabre Dance*, an exciting number no matter who does it.

Flicker, *I Walk Alone*.

Bill Smith.

**State-Lake, Chicago**

(Thursday, January 22)

Capacity: 2,800. Price, 95 cents straight. Five shows weekdays; six shows week-ends. House booker, Nate Platt. Show played by Lou Breese's house ork.

Unlike most of her Hollywood contemporaries who appear here, curvaceous Esther Williams did herself plenty of good with the fans. She clicked immediately with a homey routine and delivery, skipping the usual flicker talk in favor of questions and answers from the audience. A plant was used to put across a smart and well-received bit in which she coaches the supposed collegiate lad in the art of romance. Closed to a huge mitt with a walk-on in a gold

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**VAUDEVILLE REVIEWS**

**Capitol, New York**

(Thursday, January 22)

Capacity, 4,627. Prices, 70 cents-\$1.50. Number of shows, five daily. House booker, Sidney Piermont. Show played by name band.

There's a lot of commercial meat in the new show here, with Sammy Kaye's outfit doing a sock stage job. The band doesn't waste any time getting started. It opens with a listenable arrangement of *I'll Dance at Your Wedding*, then pulls eight sidemen (Kaydets) down front for an amusing choral bit that gets laughs right away.

The ork's biggest is still its "so you want to lead a band" gimmick which is apparently just as salable today as when it started. It invariably draws some queer people on stage whose straight answers can be very funny. The fact that Kaye isn't a sharp-tongued emcee is probably all for the best. Participants are scared enough without being heckled.

This time around the ork made with *Serenade of the Bells*, with Kaye in a pin-spot reading what he announced as something "inspirational." Kaye is a good frontier; he's a showman. But he's no actor.

Florence Desmond, in her first presentation theater date in years, registered nicely with her satirical take-offs of flicker names. Girl's impressions are uncanny. Characterizations are subtle rather than exaggerated. A Claudette Colbert and a Marlene Dietrich bit pulled some big hands. Her Hildegard take-off was deft but didn't register too well. Theater audiences aren't entirely hep to Hildegard. They can understand and appreciate flicker take-offs better.

The Fountains (two boys, one girl) did their standard acro act with their usual skill to a receptive audience. They wound up with a shoulder stand by the girl, with a topple and catch by one of the boys. The Fountains are still one of the best sight acts around.

Laura Leslie did well with her mountaineer version of *I'm My Own Grandmaw* while the band made with hillbilly arrangement and bits behind her. The canary's eye rolls and head tosses were cute at the beginning but not when they were continued in the same pattern for two choruses and a verse. Her *What Every Girl Should Know*, introed by a chatter bit by Kaye, got titters.

Johnny Ryan, Irish tenor (doubles on piano), sang *Golden Earrings* in competent fashion. The *Too Fat Polka* was a breeze for Chubby Silvers, the fat tenor, who got giggles. Don Cornell, bary, did a pleasant *Serenade of the Bells* in which Kaye did his reading bit. The Ink Spots take-off based on *That's My Desire* pulled some yocks.

Pic: *If Winter Comes*. Bill Smith.

bathing suit that was too short.

Wally Brown could use about four strong gags for starters because the hep stuff he used forced him to work an extra 10 minutes before he got pew-sitters on his side. He warmed them up with a Harry Savoyish bit on his travels, finishing with a strong piece, *Do All Your Lovin' While You're Young*, which was swell for night adult shows but bad for matinees. Encored with a parody on his life in showbiz, which needs stronger lines to hit the laugh meter.

Bobby Lane and Claire, novelty dance team, and Fred Lowery and Dorothy Rae bowed off to juicy palming. Lowery did more straight whistling of standards, with his *Rhapsody in Blue* and *Stardust* reaping strong hands. Lou Breese trotted out his fiddle threesome for a short but smart *Perpetual Motion* that netted a neat return.

Johnny Sippel.

**Strand, New York**

(Friday, January 23)

Capacity, 2,700 seats. Price policy, 75 cents-\$1.50. Four shows daily, five Saturdays. House booker, Harry Mayer. Show played by band on bill.

This is one of those mad shows that generates almost as much excitement in the audience as it does on stage. It starts off with the Lionel Hampton mob (19) giving out with *New Look* to flickering spots with sidemen winding in and out and ends with everybody beating and blowing like crazy. In between, the whole band, with exception of the rhythm section, struts down the aisles to the back of the house and up another aisle to get back on stage. The audience reaction was confused but receptive once the people caught on. The stunt was staged well and delivered with consummate effect.

But if Hamp did a great job the rest of the show was strictly also-ran. The girl singer, Winni Brown, warbled *He's Gone Again*, and the boy singer, Roland Burton, did a fairish *So Far*. Neither one meant anything. Burton sings slower than Como, and Hamp's vibe solo of the same number delivered in equally slow fashion brought the show down to a walk.

Red and Curly, two hoofers who played dual drums, sang and did a short chatter. They did okay, tho the chatter was difficult to understand.

But all of it paled into insignificance against Hamp's terrific job. His black-light gloved number was excellent. The boys worked as tho they knew their business, and the comedy bits by Milt Buckner, Roly-poly pianist, got lots of chuckles.

Pic, *Treasure of Sierra Madre*.  
Bill Smith.

**Adams, Newark, N. J.**

(Thursday, January 22)

Capacity, 2,000. Prices, 50 cents-\$1. Five shows daily. House booker, Eddie Sherman office. Show played by Andy Kirk's band from the stage.

The brassy Andy Kirk ork (five sax, three trumpets, three trombones, drums, bass and piano) teed off the all-Negro, all-male show with a Lester Scott vocal, with Scott getting screams for his timid entrance. The squeals may have been plants in one corner of the house but two numbers in a quality voice with a baritone-tenor range, delivered in non-forced manner, earned an honest response. Kirk's *Teabone Boogie*, with solo features by ork members, was the best of the fill-in specialties between acts.

Eddie Vinson headed a seedy-looking musical group (three saxes, trumpet, bass, drums and piano) in several novelty arrangements to close the show. What was lacking in appearance was more than made up for in adequate, rhythmic, listenable music and a sterling *Mister Clean-head* vocalization by the leader.

**The Ravens**

The Ravens (four and pianist) split into two groups, three around one mike and one (Jimmy Ricks, the deep-toned bass) at the other. The lads sang *Bumblebee*, *Fool That I Am*, *Summertime* and *Old Man River* in excellent harmony. Their synchronization and blending of tones (See ADAMS, NEWARK on page 39)

**Oriental, Chicago**

(Thursday, January 22)

Capacity, 3,200. Price, 95 cents straight. Five shows weekdays—six shows week-ends. House booker, Charlie Hogan. Show played by Carl Sands house band.

Frankie (Sugar Chile) Robinson sparks a top-notch cast of variety acts which should keep the ticket machines busy for the next two weeks.

The moppet piano pounder and vocalist works in closing spot, getting attention immediately with his boogie work. Youngster has improved his stage presence plenty, going into high gear with his vocalizing of *Milton's Boogie*. After an exchange with comic Lee Davis, in which he did several good impressions of celebs, he bowed off to terrific mitt with a spirited rendition of *Save the Bones for Henry Jones*. Act could be strengthened by starting out with a vocal instead of straight piano number.

Two acts, Marita and Manuel Viera, and Lee Davis, have done plenty of refurbishing since seen here last. The Vieras have switched their comedy monkey turn to straight music, with the new arrangement having better continuity than the former. Act features the two monkeys in workouts with toy instruments, all hokey, except the smash closer in which Marita leads one of the monkeys in playing *People Will Say We're in Love* on a set of bells. The work was flawless and won a salvo. Davis has better material and has gained confidence in his delivery. His *Cover Boy* parody and satire on a political speech were new here and well received, but the routine on an opening night for an act was too much on a showbiz theme and didn't register.

Allen and Kent, in the opening spot, did okay with their precision tap routine and the first part of their soft-shoe routine, but the act caught fire with the arrival of gray-haired Emma Frances. Miss Frances surprised with her agility, especially in the acro department, and her j-bug closer with the duo sent them off to a good hand.

Carl Sands did his best emcee job yet and he put his stage crew thru a medley of pops that won a fine mitt.  
Johnny Sippel.

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**SLAPSY MAXIE'S**

HOLLYWOOD  
DIRECTION—KEN LATER, WM. MORRIS.

**Slapsy Maxie's, Hollywood**  
(Monday, January 19)

Capacity, 550. Price policy, \$3-4 minimums. Shows at 9 and 12. Owners, Sy and Charles Devore. Manager, Jerry Brooks. Booking policy, non-exclusive. Publicity, Erman Pessis. Estimated budget this show, \$9,000. Estimated budget last show, \$3,000.

The Danny Thomas show, upon which Slapsy's owners have banked heavily to lick the biz slump, is a solid hit. For the first time since the spot changed hands, payers were waiting in the overflow room for tables. For his present date Thomas introed new material to augment his standards. New routines proved well up to the Thomas level in humor, appeal and sophistication. Included was a smart satire on motion pic production in which he neatly ridiculed corny movie cliches and the Hollywood film clan. His standard Las Vegas routine has been expanded to include a rib-tickling take-off on the West and its scenery. Between numbers, his rapid-fire patter kept the laughs coming steadily. Thruout his hour-long stint Thomas's work reflected superb timing and delivery, plus a warm sense of humility.

Supporting bill was fast and full of variety. Opening slot went to the Three Rockets, fast-stepping lads whose precision footwork scored solidly. Especially effective was a precision tap routine while trio was aligned one behind the other.

The hair-raising spins and lifts of ballroom team Cabot and Dresden earned them a solid reward. Duo offered four routines, all climaxed with a series of thrilling lifts and twirls.

Rounding out the show, thrush Kay Starr registered well. Lass, who recently returned to showbiz from retirement, showed a smart, ear-catching style and plenty of eye appeal.

Dick Stabile's ork cut the show and handled terp tunes, with Bill

**NIGHT CLUB REVIEWS**

**No. 1 Fifth Avenue Bar, New York**  
(Thursday, January 22)

Capacity, 115. Price policy, no cover, no minimum. Continuous shows starting at 10. Operator, No. 1 Fifth Avenue Hotel; Bob Downey, manager. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget last show, \$900.

You could have shot a cannon outdoors and done no more damage than splinter a few snow piles but inside there wasn't a vacant seat. The reason was Jean Castro, who will not win a beauty contest or warble at the Met but whose half-sung, half-spoken spicy specialties fractured the sophisticated mob. Semi-chirped with excellent grace and perfect timing, the material written by Norman Zeno and June Havoc fits the address of the room to a T. Backed by an occasional keyboard note from Bob Downey, the mikeless Miss Castro scored with every line and had them going overboard at the punch-ending of each short number.

Terry Allen, a newcomer to this room, sang four pop ballads to a favorable impression. The lad's low baritone, occasionally moving up into a sweet tenor range, got respectful attention from the otherwise boisterous crowd.

Bob Downey warmed up the room with a keyboard interlude of standard pops, then worked a duo with Harry Fonville in a two-piano spot. The pair's swing version of Chopin's *Minute Waltz* was a keyboard classic. Russell Rhodes, magician, works the tables between shows. *Jack Tell.*

Millner's crew alternating. Walter Popp was Thomas's piano accompanist. *Alan Fischler.*

**Village Barn, New York**  
(Tuesday, January 20)

Capacity, 350. Price policy, \$2.50 minimum Saturdays. Shows at 8, 11 and 2. Owner, Meyer Horowitz. Manager, Larry Horowitz. Publicity, Richard Gilbert. Booking policy, non-exclusive. Estimated budget this show \$1,500. Estimated budget last show, \$1,600.

Flaired in a country-style setting, the winter package measured up to the rustic pattern maintained here for the past 18 years.

The present alignment of Captain Stubby and the Buccaneers (5) filled the wind-up spot with special numbers like *Yokerina*, *Buffalo Gal*, *Terrible Terry the Termite* and a baby-talk bit using fantastic prop gadgets. The beer and rye drinkers went overboard for every routine after Stubby palmed them with a slick intro in which the band played reminiscent tunes of the patrons' home towns.

The Populaires (sax, bass, guitar, piano-accordion) opened the show with a more subdued but no less enticing trio of specialty arrangements. The lads were relieved between shows to provide continuous dance music except for Piute Pete's interim of square dances, a perennial favorite here.

Two femme acts rounded out the bill. Rosanne, a nimbly jointed, shapely gammed acro-contortionist with a seemingly indifferent attitude, did no-hand turnovers with remarkable ease. The rest of her act consisted of unusual spins and twirls done gracefully.

Kay Carole showed a dummy routine with hardly any lip giveaway and clear, strong voice power. This perfect set-up for a good act was wasted on attempting to get patrons into conversation with the dummy. On the night caught the dialog didn't jell. A pre-knit line of chatter to fill in with ad-lib circumstances as they arise would be beneficial and minimize the risk of running into a dead audience. However, the right-at-home table occupants sent both girls off with enthusiastic mittings. *Jack Tell.*

**Sert Room, Waldorf Astoria, New York**  
(Monday, January 19)

Capacity, 263. Price policy, \$2 cover after 10:30. Shows at 12:30. Operator, Waldorf-Astoria Hotel. Booking policy, Music Corporation of America. Publicity, Ted Saucier. Estimated budget this show, \$2,250. Estimated budget last show, \$2,750.

The return of Victor Borge jammed the room with the carriage trade, and from the way it responded it was obvious that Borge is quite a draw here.

As a performer, Borge has improved tremendously. His assurance, poise and delivery are strictly big-time. His basic routine is still dependent on the whimsical, tho the pattern has been sharpened for better laugh values. His suspended sentences and dangling climaxes as he explained either a book, a piece of long-hair music or just a personal adventure had the crowd holding its sides. That Borge is a top-flight concert pianist has long been recognized. He commercializes it, however, by adding bits of biz and derogatory chatter while he does excerpts from Mozart, Liszt, Rachmaninoff and Chopin. All in all, Borge does a delightful show wrapped up in about a 50-minute package.

Room lighting was unusually effective. Supervised by Henry Gine (MCA), these included new overheads, floods on murals and lavish use of blues which gave room a warm appearance it didn't have before. Incidentally, it also brought out Borge's blue eyes and gave him a Florida tan that aided his appearance tremendously.

Emil Coleman played behind Borge with skill. Mischa Borr's rumbas were satisfactory. *Bill Smith.*

**Billy Gray's Band Box, Hollywood**  
(Sunday, January 18)

Capacity, 225. Price policy, \$2-2:50 minimum. Shows at 9:15 and 12:30. Operators, Billy Gray and Max Gold. Booking policy, non-exclusive. Estimated talent cost this show, \$2,000; estimated talent cost last show, \$2,000.

Current show marks spot's first complete talent change in nearly a year and one of the few times that topper Billy Gray hasn't worked. But if payers missed Gray (a top local fave) at the start, they took to the new offering quickly. Gray's Eastern importation compares favorably with any previous show and should keep the cash registers busy.

Gagster-mimic Don Corey kicked off with a satirical, laugh-provoking series of clever showbiz personalities take-offs. Best was his tongue-in-cheek carbon copies of top crooners, including Russell, Sinatra and Der Bingle. Vocal resemblance was good and burlesqued material flavorsome.

Vocal slots went to sultry-voiced Ronna Lord and Hal Winters. Blues thrush registered mildly, for gal was suffering from both a cold and poor choice of tunes. Lass has the looks, talent and salesmanship needed to sell and should click with more variety in choice of material. The Winters lad proved to be sock seller. His pipes are polished and highly listenable, and lad's relaxed, assured style and boyish appeal made selling a cinch.

In the laugh department Gray has two dependable yock pullers in Joe E. Ross and Rex Weber. Ross, doubling as emcee, turned out to be a droll yarn spinner with an infectious personality, fitting the room to perfection. Material was fresh and timely and delivery easy. A relatively unknown here, he clicked early and earned several callbacks.

Weber combines two talents into one show-stopping act. First off, he is a capable singer, as shown by his standard, *Brother, Can You Spare a Dime?* More amazing was his ventriloquism, which he used for broad comedy. Without lip or teeth movement, he warbled from deep within his frame, while distorting facial muscles for sock comedy effect. Weber did *Moon Over Miami* in trick style, switching to straight style on *Russian Lullaby*.

Cliff Whitcomb cut the show on the keyboard, with Lew Marcus filling in as intermission 88-er. *Alan Fischler.*

HARTFORD, Conn., Jan. 24.—Fire caused damage estimated at \$10,000 early Saturday morning (17) at Tassilo's Supper Club, suburban night spot in Farmington, Conn. The blaze, starting in the cellar about 1 a.m., shot thru the floor and partitions near the bar and cocktail lounge.

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**New York:**

# Stem Hits 373G Despite Cold; Roxy 90G, MH 130, Para 65

NEW YORK, Jan. 24.—The five Stem vaude-pic theaters held on with an all-over gross of \$373,500 this week, despite zero temperatures Sunday (18) and the following day. A snow flurry Saturday night (17) wasn't half as detrimental to box-office receipts as the weatherman's predictions which discouraged many from making the trek to midtown. The Strand, Capitol and Paramount wound up the runs of their Christmas-New Year's Eve shows, while the Roxy premed for a big \$90,000 and Radio City Music Hall did a good \$130,000 in the second week of its bill.

Roxy (6,000 seats; average \$89,000) took in its 90G with Ilona Massey, Rosario and Antonio, Rolly Rolls, Vasso Argyris and *An Ideal Husband*. Music Hall (6,200 seats; average \$115,000) registered \$130,000 after

**Rochester:**

# Monroe's 37G As Pinch-Hitter Breaks Record

NEW YORK, Jan. 24.—Vaughn Monroe broke the house record at the Palace, Rochester, N. Y., when he brought in \$37,462 for the week ended Wednesday (21). The ironical part was the fact that Monroe was originally set to open for the Paramount at its Buffalo house for the same date, but the deal fell thru when the Buffalo musicians' local insisted on a stand-by band. Willard Alexander rushed around and finally got a week out of RKO's booker, Danny Friendly. The result was the big 37G. The flicker was *Roses Are Red*.

Playing a split week at the Palace, Youngstown, O., January 12-14, Monroe broke the house record with \$14,400. The old record, set by Glenn Miller, was \$11,600.

**Boston:**

# Snow Throws Boston B. O. for Weak 26G

BOSTON, Jan. 24.—Another sneak punch in the form of a week-end snow storm threw box-office receipts off generally in the Hub. The RKO-Boston ended the week Wednesday (21) with \$26,000.

The bill was headed by Marie MacDonald and Lanny Ross. *Pirates of Monterey* was the pic.

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opening to a sock \$142,000 for a total so far of \$272,000 for Ernie and Marquita, Ronalde, Fredarrys Trio, Margaret Sande and George Tater. Pic, *The Paradine Case*.

**Paramount Off to 65G**

Paramount (3,654 seats; average \$76,000) wound up a four-weeker with \$65,000 after hitting \$105,000, \$110,000 and \$70,000 on successive sessions. Total for the run was \$350,000 with Stan Kenton's ork, Vic Damone, June Christy and *Where There's Life*. New show (reviewed this issue) has Andy Russell, Helen Forrest, Jerry Wald's ork, Dick Wesson, Mack and Desmond and *I Walk Alone*.

Capitol (4,627 seats; average \$66,000) ended a month's run at \$49,500 after opening at \$73,000, then hitting \$65,000 and \$55,000 in the middle periods for a total of \$241,500 with Tommy Dorsey's ork, Professor Backwards, George Church, Marilyn Hale and *High Wall*. New show (reviewed this issue) has Sammy Kaye, Florence Desmond and *If Winter Comes*.

**Strand Dips to 39G**

Strand (2,700 seats; average \$40,000) slipped to \$39,000 in its final week after grossing \$48,000, \$56,000 and \$41,000 for a total of \$184,000 with the Ink Spots, Herbie Fields' ork and *My Wild Irish Rose*. New show (reviewed this issue) has the Lionel Hampton ork, Red and Curly and *Treasure of Sierra Madre*.

**Minneapolis:**

# Below Zero; Heidt 24G Above at RKO

MINNEAPOLIS, Jan. 24.—Despite sub-zero weather, the Horace Heidt ork grossed \$24,000 at the RKO-Orpheum Theater (2,800 seats) for the week ended January 21. Bob Whelan, house manager, said the Heidt show, the first fletcher here in several months, drew sellouts Saturday and Sunday in the face of wintry blasts.

The house's top was 85 cents except for the ork's Sunday night broadcast, when \$1.50 reserved price was in effect. *Crime Doctor's Gamble* was pic.

**ADAMS, NEWARK**

(Continued from page 37)

almost stopped the show, calling for a beg-off.

Brookins and Van, low-comedy act, got more than its share of yocks with 88-ing and a tap routine.

Count Le Roy's tap dance on roller skates provided novelty in the deuce slot. He got a good hand for a speedy-running-but-going-no-place wind-up on a three-foot-square table top.

A fem chirp would have boosted the all-over presentation considerably, altho the individual acts each paid off in their spots. Jack Tell.

# Hampton Boffo

NEW YORK, Jan. 24.—By 10:30 p.m. Friday (23) the Lionel Hampton ork had equaled the Strand's opening-day gross of \$11,200 chalked up a year and half ago with a show headed by Bob Crosby's band. With full stagershow and two runnings of the feature film, *Treasure of Sierra Madre*, yet to go, unofficial estimates put the preem day's take in the vicinity of \$13,000.

## Follow-Up Review

CAFE SOCIETY, DOWNTOWN, NEW YORK: Helen Humes, a blues stylist with a comfortably rounded chassis may be okay on records, but as a personality working to a live audience she lacks the oomph to get them off their hands. The gal's voice is pleasant in a homey fashion but lacks the flexibility to make it commercial. Practically all her numbers were in a high register, and, even tho she had no trouble hitting the high notes, the key itself gave an effect of straining that made listeners uncomfortable.

What bounce there was in her work she got from Ed Hall's jazz (5) outfit behind her. In fact, the way those boys play they can make any fair singer sound good and any good singer sound terrific.

Rose Murphy is a top showman today. Her infectious, bubbling personality, aided by her tongue-in-cheek bits of biz, make her a stand-out. The piano-singer has been caught many times and gets better each time. *Bill Smith.*

# Casino, Buffalo, In About-Face To Names Again

NEW YORK, Jan. 24.—Harry Altman's Town Casino, Buffalo, which a short time ago decided it was thru with names, has done a quick change and is now back in the talent market looking for name attractions.

The major reason for the reversal was the lack of business. With the big room closed, the club put small acts and cocktail combos into its smaller room and dropped the admission charge. The cafe soon found that its new policy brought major trade from youngsters, and after a week it called a halt.

The club will keep the units it recently bought until the expiration of contracts or make some sort of settlement. In addition, it will have Shep Fields's band, Arthur Lee Simpkins and Phyllis Claire.

# S. I. Log Cabin Ups Its Budget to 1G

NEW YORK, Jan. 24.—The Log Cabin, Staten Island, has upped its budget to \$1,000 from \$400 weekly for entertainment. New policy goes into effect Monday (26), according to Spotlight Attractions, which handles the exclusive bookings at the spot. Billy Williams heads the first bill. Jerry Cooper comes in February 3, followed by Lilly Ann Carroll February 24 and Bob Eberly in early March.

Negotiations are going on for a wire from the room.

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**JANUARY 15-30**

# Equity Seeks Rule Changes For Strawhats

(Continued from page 3)

with only a chance of membership if they play the following season or work in two different companies in one season. The prevailing rule is that three speaking parts in a summer season constitute eligibility for union membership. While 518 new thespians joined in 1947, and 538 in 1946, few of these new members remain in the trade.

## Just an "A" Company

Second, the committee asks that the differentiation between A companies and B companies be removed, as serving no purpose, and one A classification for barn theaters be established.

Third, it asks that the minimum weekly wage for actors be increased from \$46 to \$50.

Fourth, it wants all summer stock contracts, including rotary stock, to allow only eight performances a week, instead of the prevailing 10.

Fifth, it asks that actors at the strawhats be paid for rehearsals at the rate of \$20 per week.

Sixth, it wants package shows and partial units given a new status, by allowing managers who play a full season to operate without any sort of resident company. The present union rule is that at least six members must be attached to a resident troupe.

Seventh, the committee asks that because of difficulties with tax statements and Social Security forms, Equity shall hold all stock company bonds until strawhats give their actors the necessary forms and statements.

The committee report was presented to a meeting of summer stock managers who received it favorably. The committee will recommend that it be kept together thru next summer to check on the workability of the new conditions and to make further suggestions.

## Josh Logan Memo: Buy a Money Belt

NEW YORK, Jan. 24.—Joshua Logan's combined scripting, directing and producing chore for *Mister Roberts* is guaranteed to turn him into a miniature version of Fort Knox if the show hits pay dirt. Logan is receiving about 5G and 3 per cent of the gross as the director of the show; half of the 5, 7½ and 10 per cent of gross which the scripters get, and in addition one-half of the producer's cut, usually 50 per cent. In addition, when the play is sold to the flickers he'll get half of the 60 per cent that the playwrights get and another 10 per cent of his producer's cut. Advance word is that the show shapes up to be a click.

*Mister Roberts* has cost 114G to produce. The unusual angle is that, altho Leland Hayward, the co-producer, advised angels not to invest because of the high weekly nut, \$500,000 was pledged for the show. The production will cost 25G to run each week and can only gross 30G, which means investors will be a long time in getting their money back unless it is a smash hit.

This chore, combined with Elia Kazan's money-garnering effort for *Streetcar Named Desire* makes directors the key men in legit today. They seem to get all the lettuce. Kazan gets 20 per cent of the profits in addition to a 3 per cent share of the gross.



## BROADWAY SHOWLOG

Performances Thru January 24, 1948

### Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	61
A Young Man's Fancy (Cort Theater)	4-29, '47	311
Antony and Cleopatra (Martin Beck)	11-26, '47	69
Born Yesterday (Lyceum)	2-4, '46	832
Command Decision (Fulton)	10-1, '47	133
Crime and Punishment (National)	12-23, '47	40
For Love or Money (Henry Miller)	11-4, '47	95
Happy Birthday (Plymouth)	10-31, '46	512
Harvest of Years (Hudson)	1-12, '48	16
Harvey (48th Street)	11-1, '44	1,366
Heiress, The (Biltmore)	9-29, '47	137
John Loves Mary (Music Box)	2-4, '47	407
Man and Superman (Alvin)	10-8, '47	125
Medea (Royale)	10-20, '47	112
Power Without Glory (Booth)	1-13, '48	15
Strange Bedfellows (Morosco)	1-14, '48	13
Winslow Boy, The (Empire)	10-29, '47	101

### Musicals

Allegro (Majestic)	10-10, '47	123
Angel in the Wings (Coronet)	12-11, '47	52
Annie, Get Your Gun (Imperial)	5-16, '46	708
Brigadoon (Ziegfeld)	3-13, '47	364
D'Oyly Carte Opera Company (Century Theater)	12-29, '47	32
Finian's Rainbow (46th Street Theater)	1-10, '47	453
High Button Shoes (Century)	10-9, '47	124
Make Mine Manhattan (Broadhurst)	1-15, '48	12
Oklahoma (St. James)	3-13, '43	2,180

### ICE SHOWS

Icetime of 1948 (Center)	5-23, '47	275
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### OPENED

Survivors, The (Playhouse)	1-19, '48	8
Angel Street (City Center)	1-22, '48	4

### CLOSED

Music in My Heart (Adelphi)	10-3, '47	118
Saturday (24)		
Men We Marry, The (Mansfield)	1-16, '48	3
Survivors, The (Saturday 17)		
Survivors, The (Playhouse)	1-19, '48	8
Saturday (24)		

### COMING UP

Last Dance, The (Belasco)	1-27, '48	
Cradle Will Rock, The (Broadway)	1-28, '48	

### CONTINUING ENGAGEMENTS

Look, Ma, I'm Dancing (Adelphi)	1-29, '48	
Skipper Next to God (Playhouse)	1-30, '48	

## Change in Scripters' Pact To Spur Revivals Is Sought

NEW YORK, Jan. 24.—Reports are that an attempt will be made to revise the Dramatist Guild contract so as to give producers more of a break when they do revivals.

Under the present pact, producers who put on original scripts which have flicker rights, foreign rights and subsidiary rights pay the scripters the same sum and work under the same agreement as those doing revivals. This naturally restricts doing old plays or plays whose other rights have been sold. Should some concession be made, trade sources point out, more revivals would be done.

## ATAM Doubles Welfare Fund

NEW YORK, Jan. 24.—At a special meeting Thursday (22) the membership of the Association of Theatrical Agents and Managers (ATAM) voted almost unanimously to tax itself an additional 2 per cent of its weekly salaries to bolster its welfare fund. Flacks are now paying 1 per cent weekly to support the union.

The sum raised will be used to give unemployed members a weekly salary for a stated number of weeks so that they can at least have a breathing spell until they find work. Unemployment this year is 20 per cent higher than last season, according to union figures.

ATAM is running a welfare fund benefit February 21 at the Alvin Theater, where *Mister Roberts* will be playing.

## Reis Loses His Suit Vs. Dorothy Claire

NEW YORK, Jan. 24.—New York Supreme Court Justice Carroll G. Walter this week dismissed a suit for \$75,000 damages brought by Lester Reis, personal representative, against Dorothy Claire, actress, after a trial without jury. Reis sought damages for alleged breach of a five-year managerial contract which had three years to run. The actress fired Reis as of February, 1947.

Aaron Lipper, attorney for Miss Claire, contended that (1) the contract was illegal; (2) Reis had no license to act as agent and (3), the 25 per cent commission demanded was above the agency fee. Justice Walter dismissed the complaint on the facts and stated that Reis's discharge by the actress was justified.

## Markova Ballet Sued

MOBILE, Ala., Jan. 24.—The Markova-Dolin Ballet, which gave a performance here Monday (19), was sued next day in Mobile Circuit Court for \$1,500 damages by Mrs. W. F. Woods, of Shreveport, La., for breach of contract. The suit claimed that the troupe canceled a performance skedded for Shreveport Wednesday (21). The company left Mobile Tuesday for Athens, Ga., but not before it posted a \$3,000 bond with the court.

## ROUTES

### Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.  
 Anna Lucasta (Iowa) Cedar Rapids, Ia., 28;  
 (Palace) Rockford, Ill., 29; (Parkway) Madison, Wis., 30-31.  
 Blossom Time (Boston O. H.) Boston.  
 Burlesque (Ford) Baltimore.  
 Chocolate Soldier (Shubert) Boston.  
 Chevalier, Maurice (Forrest) Philadelphia.  
 Carousel (Shubert) Philadelphia.  
 Dunham, Katherine (Metropolitan) Seattle.  
 Dr. Social (Plymouth) Boston.  
 Gate Theater (Royal Alexandra) Toronto.  
 Glass Menagerie (Shubert) New Haven, Conn., 26-28.  
 Harvey (American) St. Louis.  
 Hedda Gabler, with Eva LeGallienne (Shubert-Lafayette) Detroit.  
 I Remember Mama (Hanna) Cleveland.  
 Inspector Calls (Erlanger) Buffalo, N. Y., 26-29; (Auditorium) Rochester 30-31.  
 Kathleen (Locust St.) Philadelphia.  
 Lady Windemere's Fan (Erlanger) Chicago.  
 Mr. Roberts (Walnut) Philadelphia.  
 Master's Chair (Geary) San Francisco.  
 Mary Had a Little (Curran) San Francisco.  
 O Mistress Mine, with the Lunts (Selwyn) Chicago.  
 Oklahoma (Memorial Auditorium) Louisville.  
 Private Lives, with Tallulah Bankhead (Harris) Chicago.  
 Red Mill (Blackstone) Chicago.  
 State of the Union (Auditorium) Newark, O., 28; (Virginia) Wheeling, W. Va., 29-30; (Weller) Zanesville, O., 31.  
 Sweethearts, with Bobby Clark (English) Indianapolis.  
 Song of Norway (Nixon) Pittsburgh.  
 Student Prince (National) Washington.  
 Showboat (Cass) Detroit.  
 Telephone and the Medium (Studebaker) Chicago.  
 Tonight at 8:30, with Gertrude Lawrence (Biltmore) Los Angeles.

## Book Review

With *Rough Sketch* (Dial Press, New York, \$3.00), which goes on the book stands Thursday (28), Robert Sylvester has scripted a second novel with a Broadway background.

This time his focal point is a somewhat fabulous Broadway agent surrounded by lesser composite Stem figures which a 12-year stint as amusement reporter and feature writer for *The Daily News* has brought under the Sylvester magnifying glass. The approach is obliquely clever, since Sylvester holds his central figure more or less in the background and lets the subordinate characters tell the story. The device is a series of biographical interviews attempted by a reporter for a plush mag with the great man's associates. The irony, of course, lies in what the newshound gets as against the underlying truth.

The yarn is cleverly constructed and over-all well-written. There are sequences which will tickle an insider, since the author knows his showbiz and is not inclined to pull a punch. There are some shrewd potshots taken at the music, radio and drama segments of the trade.

*Sketch* deserves a companion slot on the library shelf with Sylvester's previous *Dream Street*. It will pack interest for trade and consumer public alike. *Bob Francis.*

## Le Rouge Buys Road Show of "Heart"

NEW YORK, Jan. 24.—Lawrence Le Rouge has taken over the production of *The Hasty Heart*, which is now on the road, from James C. Kling and David Jones. Le Rouge bought out the latter producers and several other investors who wished to drop their interest.

The show is following the route taken by *Life With Father* last season—the first production of Jones and Kling—but so far the business has been off about 30 per cent. However, *Heart* is just about clearing expenses.

Le Rouge intends booking the show in the South and Southwest. He also is dropping the sponsor system under which the play has gotten dates up to now and instead will concentrate on flacking to get customers.

## Fried Skeds "Premiere"

NEW YORK, Jan. 24.—*Gala Premiere*, a script about the ballet by Gerald Goode, is on the production schedule of Walter Fried for this season or early next. The producer is negotiating for the services of Joseph Buloff and Luba Malina for the leads.

## Crix Pix

SAN FRANCISCO, Jan. 24.—After viewing all legitimate shows which played here last year, the San Francisco Drama Critics' Council has come up with the following awards:

Best legitimate production: *I Remember Mama*.  
 Runner-up: Maurice Evans's *Hamlet*.

Worst legitimate production: *Come on Up*, with Mae West.

Best male performance: Wilfred Lawson in *The Barretts of Wimpole Street*.

Best female performance: Charlotte Greenwood in *I Remember Mama*.

**KATHLEEN**

(Opened Monday Evening, Jan. 12, 1948)

**PLYMOUTH THEATER, BOSTON**

Romantic comedy by Michael Sayers. Directed by Coby Ruskin. Setting, Charles Elson. Costumes, Rose Bogdanoff. General manager, Jesse Long. Press representative, Karl Bernstein. Stage manager, Bernard Gerstein. Presented by Bea Lawrence.

The Housekeeper: Lily.....Anita Bolster  
The Priest: Father Keogh.....Whitford Kane  
The Poor Man's Son: Christy Hanafey.....James McCallion  
The Doctor: Dr. Horatio Houhlihan.....Frank Merlin  
The Father: Professor Jasper Fogarty.....Jack Sheehan  
The Daughter: Kathleen Fogarty.....Andree Wallace  
The Rich Man's Son: Seamus MacGonigal.....Henry Jones  
The Soldier: Lieutenant Aengus MacOgue.....Whitford Connor  
The Rich Boy's Father: Jaimey MacGonigal.....Morton L. Stevens

*Kathleen* is a merry entertainment of romance in modern Eire, by Michael Sayers, young Irish author of prize-winning short stories. The Irish have a way with words and ideas. Their wit is often wise, their wisdom witty and their romance paradoxical. Such is the case with *Kathleen*, which is sprightly fun, good for many a well placed laugh.

But it is such a bad play, its form and minor situations offer some of the prime examples from the manual on how not to write a play. Some of it looks awfully corny. It is saved from complete innocence and obviousness only by virtue of some wry comical dialogue and the occasionally oblique views of its author. If the worst moments of *Kathleen* are properly fixed it may get by on its antic humors. Otherwise its thinness and bare bones will give it away.

**Miss Ireland**

The Kathleen of the title is a mercurial miss, like Ireland herself; sparkling with temperament, affectionate, seeking romance and willing to give much, but demanding and often difficult. Kathleen gives a big worry to her father, a retired professor; to her uncles, Dr. Horatio Houhlihan and Father Keogh. She suddenly reveals that she is pregnant. And it takes the whole play for her to confess that it was a ruse to try the patience and devotion of her several suitors. Seamus MacGonigal, for instance, was a spineless lad who never made a move without consulting his overbearing father. And the father wanted the match because there was a sizable dowry involved. Christy Hanify made a deal with the professor to marry Kathleen with a thousand pounds thrown in. But it was Lieut. Aengus MacOgue she wanted. In a game of forfeit at Mulligan's Christmas party, she had kissed the handsome lieutenant and had she not heard his name by chance, she never would have known who he was. But she was thrilled and she remembered. He, of course, didn't know Kathleen. He didn't even recognize her when he came to the professor's house on army business; that is, until Kathleen kissed him again. Finally, he owns up to being the father of the child, because he really is in love with Kathleen. But when she reveals her fakery, he walks out. Of course, he returns in the nick of time to resolve the play.

**Andree Wallace**

Andree Wallace is a sprite of a girl with jet black hair and flashing eyes. She is not quite at ease in her first stage role as Kathleen, but she's promising for she has a gay way about her. The best comic touches are furnished by Frank Merlin as the family doctor, for he has a sly manner with a good line; and by Henry Jones as the addled Seamus. James McCallion is sure and forward as the scheming Christy. The remaining roles are played with varying degrees of competency, with Irish brogues ranging from South Boston to South Dublin.

The staging, setting and costumes are serviceable. **Bill Riley.**

**OUT-OF-TOWN OPENINGS**

**MISTER ROBERTS**

(Opened Thursday January 22, 1948)

**SHUBERT THEATER, NEW HAVEN, CONN.**

A new play by Thomas Heggen and Joshua Logan, based on Heggen's novel. Staged by Joshua Logan. Settings and lighting, Jo Mielziner. General manager, Herman Bernstein. Press representatives, Leo Freedman and June Greenwall. Stage manager, Elbert Gruver. Produced by Leland Hayward.

Chief Johnson .....Rusty Lane  
Lieutenant (jg) Roberts .....Henry Fonda  
Doc .....Robert Keith  
Dowdy .....Joe Marr  
The Captain .....William Harrigan  
Schlemmer .....Lee Krieger  
Insigna .....Harvey Lembek  
Mannion .....Ralph Meeker  
Lindstrom .....Karl Lukas  
Stefanowski .....Steven Hill  
Wiley .....Robert Baines  
Eber .....John Campbell  
Ensign Pulver .....David Wayne  
Dolan .....Casey Walters  
Gerhart .....Fred Barton  
Ensign Carney .....Len Smith Jr.  
Ensign Billings .....John Hordon  
Payne .....James Sherwood  
Lieutenant Ann Girard .....Jocelyn Brando  
Shore Patrolman .....John Jordan  
Military Policeman .....Marshall Jamison  
Shore Patrol Lieutenant .....Murray Hamilton  
Seamen, Firemen and others: Tiger Andrews, Joe Bernard, Ellis Erlinger, Mikel Kane, Bob Keith Jr., Walter Mullen, John (Red) Kullers, Jack Pierce and Sander Turner.

Thomas Heggen and Joshua Logan have contributed still another entry in *Mister Roberts* that is definitely labeled for the Stem smash class. This comedy drama showing life aboard a cargo vessel in the back areas of the Pacific during the close of the last war has just about everything. There is comedy galore, there is farce to a fare-thee-well, suspense, struggle, sex, pathos, tragedy and skulduggery, and a great combination of staging, acting and production. There is no question but that Lieutenant (j.g.) Roberts will keep the good ship AK 601 sailing under forced drafts for many months to come.

The plot concerns the crew of a navy cargo vessel under the command of a self-seeking captain who is determined to win favor with the admiral by dumping more cargo than any vessel in the navy, even tho it means depriving his crew of liberties and rest. Mister Roberts, his exec officer (played superbly by Henry Fonda), is in constant conflict with the captain, and the scheming and the sacrifices made for the benefit of the crew make an absorbing plot that Heggen and Logan have milked for every last drop of theater.

**Rough-and-Ready Lingo**

The dialog isn't for adolescent ears, as the characters follow Kipling's famous lines about "single men in barracks ain't exactly plaster saints" with more realism than delicacy. There isn't much question about the fact that a blue pencil will have to be used generously before even a blase Stem audience can be depended upon not to gasp audibly at the frank language used by the crew of AK 601.

Fonda does a masterful job in his characterization of the much-harassed exec and lives the part every moment he is on stage. He brings Mister Roberts to life completely. Altho this is quite a departure from Fonda's customary flicker roles, he plays it right to the hilt.

**David Wayne Scores**

David Wayne, who stepped out of the leprechaun role in *Finian* to play the role of Ensign Pulver, made a very happy choice. He brings a decided freshness and verve to the part of the timid, happy-go-lucky, pseudo-wolf second officer that wins hearts among the customers. His curtain line at the play's end can only be compared to classic last words of *Front Page* and sent the audience to the street in virtual hysterics.

Robert Keith as the doc, and William Harrigan as the captain, both

**HEDDA GABLER**

(Opened Thursday, January 15)

**ERLANGER, BUFFALO**

A tragedy by Henrik Ibsen. Translated and directed by Eva Le Gallienne. Production supervised by Margaret Webster. Setting, Watson Barratt. Company manager, Edward O'Keefe. Press representative, Maurice Turet. Stage manager, Thelma Chandler. Presented by Louis J. Singer and American Repertory Theater.

Miss Juliana Tesman.....Marion G. Evensen  
Berta.....Merle Maddern  
George Tesman.....Robert Emhardt  
Hedda Gabler Tesman.....Eva Le Gallienne  
Mrs. Elvstead.....Emily McNair  
Judge Brack.....Herbert Berghof  
Ellert Lovborg.....Efrem Zimbalist Jr.

Ibsen's *Hedda Gabler* may be heavy drama off the top shelf, but as for attracting enough biz to keep it going it is doubtful, judging from the reactions of a not-too-well-filled house for the opening stand. Tho a decided trend toward successful revivals of classic drama makes this a propitious time to launch a good Ibsen series (the promoters plan to add *Ghosts* and *Rosmersholm* to the repertory), the morbidly twisted nature of this particular play doesn't spell success entertainment-wise to this reviewer.

Nonetheless, Eva Le Gallienne does a thoroly competent job of bringing to life her own good translation, having dusted most of the cobwebs off the work, and giving it fine direction well-paced and sustaining fair interest thruout. Her Hedda Gabler is a mature woman, who is cynical, bored, vicious and cowardly but good theater. Herbert Berghof's amorous Judge Brack is excellently suave. As the tragic young lover, Efrem Zimbalist Jr. shows depth and understanding, while Robert Emhardt gives the husband the right degree of naivete. Emily McNair as simple, trusting Mrs. Elvstead is very adequate, as are Marion G. Evensen's Aunt Juliana and Merle Maddern's maid.

The single living room set is appropriate.

Perhaps this play is classic drama at its best, but for the average theater goer it impresses as too sordid and somewhat outdated.

*Eva Warner.*

do excellent jobs and their portrayal of the widely separated characters leaves nothing to be desired. Every member of the large (31) cast deserves a separate bow for doing a grand job. Jocelyn Brando, the only fem, does her short bit in best tradition, and her performance goes over and beyond the "adequate" description.

**Mielziner Sets Tops**

Jo Mielziner has contributed a remarkable job of designing the settings, and his reproduction of the deck of the cargo ship, as well as officers and crew's quarters, is truly sensational. Joshua Logan's direction follows in his best tradition, and both mood and movement are excellent, particularly in the scenes requiring the services of large crowds on stage. Only in the pacing does the show fall down, but it is a fault that can be corrected easily as soon as the show is shaved down to proper time.

*Mister Roberts* is a great play, superbly presented. Whether or not its robustness and extreme masculinity will appeal to the matinee crowd is a question. Broadway will love it, and there is no doubt it is ready to take its place even now in the Stem hit parade. *Sidney Golly.*

**ANGEL FACE**

(Opened Wednesday, January 14, 1948)

**LAS PALMAS, HOLLYWOOD**

A new play by Steve Fisher and Sloan Nibley. Directed by Felix Feist. Setting and lighting by Adrian Awan. Production manager, Robert S. Finkel. Stage manager, John Desilva. Press representative, Hank Levy. Presented by Gene Schwartz.

Evelyn Frazee.....George Chandler  
MacIntosh.....Tom Daly  
Ruth.....Linda Stirling  
Peggy.....Lola Austin  
St. Page.....John Howard  
Blinken.....Charles Wolf  
Morton.....John Dorman  
Maxine.....Lisa Howard  
A Drunk.....Cyril Smith  
Lou.....Charlie Williams  
Young Man.....Jim Aurness  
Joe.....Marvin Miller

Whenever an enterprising playwright attempts to "out Saroyan" Saroyan, the results are usually negative, and *Angel Face* is no exception. Aside from a few amusing moments, the Fisher-Nibley offering is short on clarity, punch or originality. Burdened with heavy-handed characterizations, and unreal situations, the cast of otherwise competent thespis did little but offer mechanically uninspiring performances.

The setting is a beer joint adjoining a California race track, where an assorted group of unhappy gentry hang out, fighting amongst themselves for three acts. The Saroyanish pattern, established in *The Time of Your Life*, is apparent from the start, with such central characters as the bartender, idealist-hero, woman of the world, and assorted human oddities expounding social and philosophical theories.

St. Page, the central figure (played by John Howard), is the authors' mouthpiece. A formerly successful commercial artist, he chucked it all to "do as I please," which apparently is to loaf. Between sketching, he takes petty bets on the horses, existing from day to day, as a matter of choice. Into his life comes Maxine (Lisa Howard), ex-mistress of gambler Joe (Marvin Miller), who gets the gate from her boy friend and totters on the brink of self destruction. St. Page, being an idealistic gent, convinces Maxine that life is worth living—together—and they decide to forget the past and live in wedded bliss. There is a lot of incoherent talk about "brave new worlds," etc. The only action is in the highly melodramatic third act when the hero faces quick extinction for having welched on a bet with the big-shot gambler. In the end, of course, the gambler is slain and the way is paved with sunshine for the boy and girl.

When he isn't burdened with preachments, John Howard is a presentable hero. Of the principals, Lisa Howard is most convincing, showing much promise. Marvin Miller's gambler is true to type, altho lacking in clear-cut definition. It's the minor characters who steal the spotlight, especially Charlie Williams, whose race track character is played to perfection. Cyril Smith, the ex-Rudy Vallee protege, plays a drunk with superb skill. Charles Woolf as the young jockey and George Chandler as the bartender do as well as can be hoped for with the material on hand.

Direction by Felix Feist far outshines the play. Pace and movement is swift, except when burdened by the script itself. He shows a bright flare for comedy and understands his characters well. Adrian Awan's one setting is helpful in creating authentic atmosphere.

*Alan Fischler.*

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## BROADWAY OPENINGS

### THE SURVIVORS

(Opened Monday, January 19, 1948)

#### THE PLAYHOUSE

A drama by Peter Viertel and Irwin Shaw. Staged by Martin Gabel. Settings and lighting, Boris Aronson. Costumes, Rose Bogdanoff. Company manager, Albert A. Cohen. Stage manager, Robert Payson. Press representatives, Michael Mok and Robert Hector. Presented by Bernard Hart and Martin Gabel.

Rutson Hedge.....Marc Lawrence  
Roy Clemens.....Russell Collins  
Alcott.....Neil Fitzgerald  
Vincent Decker.....E. G. Marshall  
Tom Cameron.....Anthony Ross  
Steve Decker.....Richard Basehart  
Morgan Decker.....Kevin McCarthy  
Jane Decker.....Jane Seymour  
Lucy Dunne.....Marianne Stewart  
Jodie Decker.....Hume Cronyn  
Marcus Hedge.....Edwin M. Bruce  
Leonard Hawkes.....Kenneth Tobey  
Reverend Hoyt.....Guy Arbury  
Sheriff Bagley.....Tom Hoier

**TOWNSPEOPLE:** Edith Rand, Ray Walston, Edgar Small, Eugene Steiner.

In *The Survivors*, Peter Viertel and Irwin Shaw have set themselves something of a task—a melodrama with a message. Perhaps it might have been better to stick to melo and let the message take care of itself, because while *Survivors* opens promisingly to portend a real Western thriller with feuding gunplay in the offing, it soon bogs down to a talk-fest of social comment. When violence and vengeance finally do take their toll, the pros and cons have been too long in the rehashing for a pewsitter to care whether the authors have made a point or not.

Viertel and Shaw are concerned with the premise that no problem can be solved with a bullet. Their background is a frontier town in Missouri immediately after the Civil War. Presumably, they intend to highlight the aftermath of hatreds and violence engendered by war and in some degree to signpost their implications to the present state of the world—a laudable notion, if accomplished with vigor and suspense. But in this case it is a promise far from fulfilled.

#### The Plot

Home from four years in Libby Prison come the Decker brothers intent on avenging themselves on a neighbor and ex-Union Army officer, who they believe has deliberately let them be captured. The elder dies of prison injuries almost on arrival, but before the first act is over a duel is arranged for sunrise between the younger, a decent lad, and the surly neighbor. From there on in, it is a tug-of-war of influence—between a scheming, stay-at-home eldest brother and a garrulous gun-fighting grandfather versus a high-minded country lawyer, a mother who is fed up with her feuding brood and a gal who would like to love the lad if he'd let her—to abet or prevent the gunplay. All get their innings from the authors at greater or lesser lengths, the lawyer finally bringing the boy around to the grudging view that all such bitterness can be smoothed out peaceably by mutual understanding and that the gun is a futile answer. But before the meeting can be arranged, the antagonists come face to face and each kills the other. The authors make their point, but somehow after all the philosophizing, it seems curiously insignificant.

Castwise and productionwise, producers Bernard Hart and Martin Gabel have made *Survivors* downright impressive. Louis Calhern as the mouthpiece for the authors' post-war views is enormously effective—particularly so in his last-act diatribe against the stupidity of violence. Richard Basehart registers frequent brilliance as the lad torn by doubt, and Hume Cronyn gives a volatile portrait of a die-hard old gun-fighter. In support are such fine players as Anthony Ross, E. G. Marshall, Russell Collins, Jane Seymour, Marianne Stewart and Marc Lawrence, all adding excellent personal contributions.

### H. M. S. PINAFORE

AND

#### COX AND BOX

(Opened Monday, January 19, 1948)

#### CENTURY THEATER

Operettas. "Pinafore" written by W. S. Gilbert. Music by Arthur Sullivan. "Cox and Box" written by Madison Morton and F. C. Burnand. Music by Arthur Sullivan. Director, Anna Bethel. Musical director, Isadore Godfrey. Stage manager, Robert A. Gibson. Press representatives, Leo Freedman and June Greewall. Presented by the D'Oyly Carte Opera Company.

#### PINAFORE

The Rt. Hon. Sir Joseph Porter, K.C.B....Martyn Green  
Captain Corcoran.....Charles Dorning  
Ralph Rackstraw.....Thomas Round  
Dick Deadeye.....Darrell Fancourt  
Bill Bobstay.....Richard Walker  
Bob Beckett.....L. R. Roberts  
Josephine.....Helena Hughes  
Hebe.....Joan Sutherland  
Little Buttercup.....El Halman  
First Lord's Sisters, His Cousins, 's Aunts, Sailors, Marines, etc.

#### COX AND BOX

Cox (A Journeyman Hatter).....Richard Dunn  
Box (A Journeyman Printer).....Leonard Osborn  
Bouncer (Their Landlord).....Richard Walker

The D'Oyly Carters continue their rep this week with probably their most popular bill. Over the last 70 years Gilbert and Sullivan's classic jibe at the British Royal Navy has been legitimately revived, pirated, streamlined, whistled and sung, but never does *Pinafore* have the kick as when the Savoyards give it in the original tradition. The current revival does the London troupe proud. Joseph and Phil Harker's new set is spic and span as the gun deck of a British man-o'-war ought to be, George Sheringham's costumes for the lasses are a credit to navy taste, and the company under the expert batoning of Isidore Godfrey goes at the nonsensical matters with particular zest.

Of course, Martyn Green's Sir Joseph Porter is again the principal item of interest. It is likely by now that he could play the first lord of the admiralty in his sleep, but somehow or other he has the capacity for making the popinjay Sir Joseph always fresh and new. Darrell Fancourt is not quite so successful with Dick Deadeye, whose satire runs a bit heavy-handed. Thomas Round gives a fine account of himself as the lad who loves above his station and Helen Roberts is a decorative if somewhat metallically voiced captain's daughter. Charles Dorning does well by the stuffy captain and Ella Halman makes a Buttercup sound in the G. and S. tradition.

Since *Pinafore* needs a curtain-raiser, a reporter supposes that *Cox and Box* has to be its perennial companion piece. But to this ear C. and B. is as trivial and dull as of yore. Some day it may get lost from the Savoyard menu. Richard Dunn, Leonard Osborn and Richard Walker combo competently in this latest edition. **Bob Francis.**

There is an outstanding character stint from Kevin McCarthy and a lesser good bit from Kenneth Tobey. There is enough talent among them to be spread over half-a-dozen Stem hits and Gabel has given them canny direction. Boris Aronson's settings of a frontier saloon and ranch house are splendidly executed and Rose Bogdanoff's costumes are ditto.

If *Survivors* kept pace with acting and production, Messrs. Hart and Gabel would have a hit. However, it doesn't. **Bob Francis.**

### Cancer Benefit Feb. 29

NEW YORK, Jan. 24.—Lee and J. J. Shubert have donated the Shubert Theater for a benefit show February 29 on behalf of the National Cancer Foundation. The Leap Year Jubilee Committee, headed by Joe Louis and Noble Sissle, sponsors the show.

### ANGEL STREET

(Opened Thursday, January 22)

#### CITY CENTER

A melodrama by Patrick Hamilton. Staged by Richard Barr. Scenery and lighting, Herbert Brodtkin. Costumes, Emeline Roche. Company manager, Ben Ketcham. Stage manager, Jess Kimmel. Press representatives, Jean Dalrymple and Marian Graham. Presented by the New York City Theater Company.

Mrs. Manningham.....Uta Hagen  
Mr. Manningham.....Jose Ferrer  
Nancy.....Phyllis Hill  
Elizabeth.....Nan McFarland  
Rough.....Richard Whorf  
Two Policemen:.....

.....Victor Thorley, Ralph Roberts

The New York City Theater Company is presenting a superior production of Patrick Hamilton's thriller, *Angel Street*, which probably will continue the troupe's winning ways at the b.-o. As tightly knit a piece of melodrama as ever graced the boards and chilled the customers, the script will prove engrossing drama for theatergoers viewing it for the first time. However, the play does suffer by comparison with the original production.

Jose Ferrer, while competent enough as the villainous Manningham, does not give the role the depth of characterization needed. His surface interpretation lends little enhancement to the melo. This is compensated somewhat by a first-rate portrait of a retired English detective by Richard Whorf, who manages to give the part the accent and the values needed. Uta Hagen is another distinct asset as the distraught spouse of the fellow with blood on his hands and diamonds on the brain. While shying away from the possible be-draggled interpretation that the part lends itself to, she starts higher and builds her big scenes magnificently. Altho indicating a tendency to forget her English accent at moments, Phyllis Hill does well by the pert and saucy maid. Nan McFarland is effective in a smaller part.

Richard Barr's staging is adequate but his pacing could be better in the slower moments. Herbert Brodtkin's set and Emeline Roche's costumes set the period correctly. **Leon Morse.**

## Foreign Opening

### JOHN BULL'S OTHER ISLAND

(January 15, 1948)

GRAND THEATER, LONDON, ONT.  
Comedy by George Bernard Shaw. Directed by Hilton Edwards. Sets, Molly MacEwen. General manager, Raymond Percy. Stage manager, Norman Barrs. Presented by Brian Doherty.

Hodson.....Norman Barrs  
Tom Broadbent.....Hilton Edwards  
Tim Haffigan.....Reginald Jarman  
Larry Doyle.....Michael MacLiammoir  
Father Keegan.....Edward Golden  
Patsy Farrell.....Roy Irving  
Norah Reilly.....Meriel Moore  
Cornelius Doyle.....Denis Brennan  
Father Dempsey.....Bryan Herbert  
Aunt Judy.....Norah O'Mahony  
Mathew Haffigan.....Liam Gannon  
Barney Doran.....Pat Nolan

Also Patricia Kennedy, Lillian Boit, Helena Hughes, Betsy Bogue, William Deizell and Edna O'Rourke.

Shaw's biting wit and theater sense have been neatly exploited by the Dublin Gate Theater in its revival of *John Bull's Other Island*. Production surgery on the longer Shaw sermons has kept the play well enough paced to provide a chuckling if not a rollicking evening.

The Gate players enter into this, their first play in a four-part festival of Irish comedy, with enthusiasm backed up by considerable talent. Hilton Edwards's robust interpretation of the over-written Tom Broadbent role is the most memorable segment of the evening's entertainment, but it is likely that the lyrical quality of Michael MacLiammoir's Larry Doyle will captivate many playgoers

## Off-Broadway

### ALL THE KING'S MEN

(Opened Saturday, January 17, 1948)

#### DRAMATIC WORKSHOP

A drama by Robert Penn Warren. Directed by Erwin Piscator. Stage manager, Martin Spohn. Settings and projections, Willis Knighton. Lighting, Hans Sondheimer. Presented by the New School.

Professor.....Claude Traverso  
Jack Burden.....Dan Matthews  
Tom Stark.....Paul Curtis  
Adam Stanton.....Paul Ransom  
Anne Stanton.....Andrea Johnson  
Tina Duffy.....Thom Carney  
Sadie Kovak.....Margrit Wyler  
Lucy Stark.....Helen Clarke  
Judge Irwin.....S. Woodrow Parfrey  
Larson.....Scott Landers  
Sugar Boy.....Bob Lindsay  
Willie Stark.....Robert Osterloh  
Man.....Howard Jessor  
Slade.....Louis Pasternack  
Mr. Sandeen.....Paul Brown  
Policeman.....Louis Pasternack  
Frey.....Jack Sorian  
Mrs. Burden.....Elaine Eldridge  
Nurse.....Sylvia Baraz  
Doris.....Janet Shannon  
Politician.....Richard Kraft  
People at the Barbecue and in the Capitol  
.....Cast and Crew

Robert Penn Warren's *All the King's Men* has all the ingredients for a good play, but somehow the mixture hasn't jelled and what comes out is a hash both good and bad. Possibly the fault lies in the fact that this script was first a novel and in the dramatization much material was carried over from the original form.

Warren loosely tells the story of a Southern politician whose career roughly parallels that of the late Huey P. Long. But he is not content to let the story speak for itself; he has two observers on the scene who interpret the action and the significance of the story to the audience. Their verbal bouts contribute no drama and succeed only in retarding the progress of the play and the few effective scenes.

Erwin Piscator's staging is of little help to the scripter. Piscator uses a revolving stage for the 23 scenes, with a set from a former production which is obviously not designed for this play. The projections are small and on the side of the stage, and too many of the thespians read their lines without acting them.

Robert Osterloh as the politico—Willie Stark—is the production's strongest asset, registering thruout in a vivid bit of characterization. Dan Matthews is adequate as a weak newshound aid to Stark. In the role of a female brain-truster for the politician, Margrit Wyler never really comes to grips with her part. Thom Carney handles himself well as a ward heeler. Both Andrea Johnson and Elaine Eldridge are effective as the women in the lives of the reporter and his boss—Stark.

Lighting by Hans Sondheimer is unusually good. Projections and settings by Willis Knighton were hampered by the setting left over from the previous production. **Leon Morse.**

before the company's Canadian-American season is concluded.

Shaw's story of the pompous English liberal who journeys to Ireland to establish a garden city and winds up by winning in typically stage-English style the hand of his assistant's boyhood girl is pretty thin stuff, worthy of second-rate comic opera. The sermons are outdated and the wit requires intelligent interpretation. This it gets.

This means that there isn't too much here except a large hatful of chuckles and a fair quantity of forthright belly-laughs. The surprise is that the Gate people have been able to make so much of such an antique.

Despite some minor technical hitches, the staging and decor are a delight to eye and ear. Edwards's lighting is impressive but not distracting. The sets are nicely conceived and well painted.

It would not be surprising if American audiences took this refreshing and lyrical presentation to their hearts. **J. L. Wild.**

# Magic

By Bill Sachs

**HARRY BLACKSTONE**, now in Los Angeles recuperating from his recent illness and scouting for new illusions for his 1948 production, is slated to go from there to Tucson, Ariz., to visit his son, Harry Jr., who is attending school there. While in Tucson he will stay with friends at the Wild Horse Ranch. . . . Rochelle Forest, recently returned from a USO Camp Shows tour with her magic-mental turn, is playing niteries in the New York area. . . . King and Zorita, mentalists, are in the midst of a two-weeker at the Chateau, Chicago. . . . Jaxon, ventriloquist, is in Cincinnati after three months around Detroit for the Pete Iodice office and a string of holiday shows in the same area for Leuder's United Booking Office. . . . Al Zink is the new president of the Society of Detroit Magicians, succeeding Al Munroe. Other new officers are Roy Hall, vice-president; James Harrison, secretary; Herbert German, treasurer; Al Munroe, sergeant at arms. . . . Lady Frances has opened at the Bowery, Detroit, in her first trip east after a long stretch with her magic in theaters and niteries up and down the West Coast. . . . Roy Wallace, after a swing thru Northern Indiana on kids' shows and private club dates, has returned to Indianapolis headquarters to prep a 10-in-1 illusion show for the outdoor season, using his new escape act as the blow-off feature. . . . A comer in the magic game is 14-year-old Arnold Bucove, of Cincinnati, who has been attracting a great deal of attention recently with his clever conjuring before both children and adult audiences in and around his hometown. . . . LePaul will soon join up with one of the hospital units that are replacing the former USO shows. . . . Milbourne Christopher posts of running into John Booth at the Brooklyn Academy of Music January 17. Christopher presented his rope magic for George Karger's camera in the big town last Thursday (22). Other magi visiting in New York at the moment include Gray Terrall, Mohamed Bey, Ade Duval, Fabian, and Jack Randall.

**VIRGIL THE MAGICIAN**, currently touring Texas, tells of a pleasant visit he had with Willard the Wizard and family in that State recently. "One who has never caught Willard's performance can't conceive the magnitude of the show," typewrites Virgil. "Willard has most all of the big illusions that have been done by other magicians plus a few of his own creation. The numerous trucks and trailers he uses gives his show the appearance of a circus." . . . L. E. (Roba) Collins, after five months of school dates with his Magic Circus, is resting on his farm near Patterson, Mo., until the opening of the outdoor season. . . . Howard DeCoursey, English magus who features his pet canary, Garbo, has just concluded a fortnight's stand at Club Continental in Hotel Jefferson, St. Louis. . . . U. F. Grant, Columbus, O., magic maker, hopped into St. Louis recently for a lecture session at the Town House Magic Shop there. . . . Jack Kaplan, manager for John Calvert, on a recent visit to New York enjoyed jackpot sessions with Ed Dart and Walter Gibson, of *Conjuror's Magazine*; Hardeen Jr., Ward Graves and Noel Lester. Kaplan announces that Calvert's new picture, *Devil's Cargo*, is slated for release in February. . . . St. Louis magicians have

# HOLLYWOOD ICE REVUE

(Continued from page 4)

of 1948 bowed in for a 17-day stand at Madison Square Garden. However, despite a teeth-chattering drop in temperature the faithful turned out in droves to welcome la Henie and the 11th annual edition of her blade extravaganza.

The new edition runs true to the pattern of all previous, with a splendid ensemble, fine specialties and a sprinkling of the best comedy to be found on skates. This time, however, the blonde star is more prominently spotted than ever, being featured in seven out of 17 numbers. This is all to the good since it is the Golden Gal that the customers really come to see. It is likely that there are up-and-coming young bladers today who can equal practically anything she can do on skates, but there is nobody in the business who can touch la Henie when it comes to personal salesmanship. She demonstrates it year after year. Whether it's in pair skating or solo.

## Hula Stops Show

Preem night she stopped the show in its tracks, as usual, with her perennial hula number and scored terrifically to a calypso rhythm and again in a classical ballet sequence. Working with her new partner, Michael Kirby, she seemed better than ever. And incidentally, this new partner has plenty on the personality ball in his own right. He handles himself on blades like the Canadian champion he is—and looks like a movie hero—which he is also. The pair make a sock combination.

The comedy department is practically exclusively in the hands of this pewsitter's favorite ice clown, Freddie Trenkler. Trenkler is something of a show-stopper on his own account and repeats this time in two out of three of his comedy sequences. His material has become pretty standard, but he makes it seem continuously fresh and new thru sheer exuberance. His third spot, a monkey act, doesn't amount to much, but will doubtless tickle the juvenile element. In support on the comedy side, the "old timers," Gretle and Robert Uksila, are back again with their tumbling antics.

## Steffin-Jolliffe Specialty

Special mention should go also to Geary Steffen and John Jolliffe for a superb precision specialty number. Harrison Thomson also rates a bow for excellent Henie support in the ballet sequence.

The ensemble is typical of all Henie productions and that, of course, is high praise. Catherine Littlefield has some fine new glide-and-twirl patterns for the boys and girls, while holding on to a few tried-and-true routines which are always sock with the customers. Background sets are simple and very few props are used, out with magnificent costumes by Billy Livingston and Kathryn Kuhn the over-all is eye-filling.

In sum, a Henie show never seems to stale. The lady is back again to sell a top-shelf brand of ice entertainment. *Ice Revue* plays thru February 10, skipping performances January 30-31 and February 1.

Bob Francis.

inaugurated a round-table idea, with local and visiting magi meeting each Saturday from 1 to 5 p.m. at the Happy Hollow Grill and Bar at Sixth and Pine streets. The idea is said to be clicking handsomely. . . . Beckman, Montreal mystifier, has just finished a two-week stand at the Latin Quarter in his home town. . . . Marquis the Magician and Kroger Babb, of Hygienic Productions, who recently took over the Marquis reins, have already called it quits, with Marquis embarking on a booking venture of his own, the nature of which he wants to keep quiet for the moment. He's currently in Oklahoma.

# Burlesque

By UNO

**PAUL WEINTRAUB**, attorney, for a long time active in behalf of burly and devoted to the cause of its return to Greater New York theaters, was feted January 15 on his 50th birthday at a dinner in the Waldorf-Astoria Hotel, Manhattan, and later with a theater party at the Century, tenancing *Iolanthe*. . . . Harry Levine, comic, returned to the circuit in St. Louis after six weeks in a Norfolk hospital with a stroke and brain hemorrhage. Same cast features Lana Barri, Harry Connelly and Ted Blair. . . . Lee Murray, comic, rumored to have died recently, is very much alive and in the cast of a Midwest circuit unit. . . . Billy Henriques, producer, held over for an extra week at the Hudson, Union City, N. J., opens February 1 at the Troc, Philadelphia. . . . Ollie Wiener, former concessionaire for Oscar Markovich, is manager of Mickey's cocktail lounge next to the Roxy, Cleveland. . . . Billy (Zoot) Reed and wife, Grace Reed, wound up three weeks at the Grand, St. Louis, and are now vacationing in Chicago.

**GEORGIA SOTHERN** has been booked for 30 weeks starting in April for the James E. Strates Shows thru Miles Ingalls. . . . Syra, billed as the Little Swiss Miss, opened January 16 at the Follies, Los Angeles, where Charlie White and George Clark are assisting Louise Miller out front. Clark is a former character comic. . . . Current line-up at Beretania Follies Burlesque, in Honolulu, includes Herman Rose and Bob Greer, comics; Gene Heck, straight; Vonnie Leon, Vivian Lee, Jenne Starr and Dorothy Shannon, strips, and Shirley McCauley, Gloria Hughes, Florence Halstead, Pat Dorsey, Rosemarie Lee and Darrell Dee, chorines. William Ferreira is house manager. . . . Linda Leslie, after her first circuit tour, will vacation for the summer at the home of her brother, Orville Williams, in Green Bay, Wis. . . . Harry Levine Jr., and wife, Dulsey, formerly of the dance team of Dulsey and Garcia, are the parents of a boy born recently at their home in Willard, O., where Harry, ex-burly and nitery dancer, operates a restaurant. . . . Jessie Sullivan, after an engagement in Andy's Place, Minneapolis, is dancing at the Club 26, Milwaukee, where Charlyne Baker is being held over.

## Equity Gives "Heart" Angina

**NEW YORK, Jan. 24.** — With the closing of *Music in My Heart* tonight, the musical ends its career. Show was originally scheduled to open on the road February 2, but a request made to Equity Council to close and reopen, not normally allowed, added to conditions which made the continuance of *Music* impossible.

Equity wanted thespians to get one week's rehearsal salary, rehearsal expenses and be guaranteed two weeks' work. In addition, the cast would have been engaged at original salary, not the co-operative plan which was in effect the last few weeks. Actors wishing to leave the company would have received one week's salary. Trade claims the producers evidently felt that they would have had to pour more dough into a risky proposition.

## Quits Aussie Union Post

**SYDNEY, Jan. 24.**—Albert Huckerby has resigned as Victorian State secretary of the Theatrical Employees' Union after 40 years. At the age of 82 he remains federal secretary. Huckerby was entertained by 100 showbiz people at a farewell dinner. Huckerby organized and formed TEA and earned the respect of both employers and employees in the industry. Bill Lambert has replaced him.

# Knoxville Admish Tax Ruled Legal

**NASHVILLE, Jan. 24.**—State Supreme Court has upheld the 1947 Legislature's amusement tax for Knoxville and Knox County.

Knoxville theaters challenged the constitutionality of the tax (1 cent on each 20 cents of admission) soon after it went into effect last April. It has been estimated the tax will provide approximately \$150,000 annually in revenue, \$120,000 for Knoxville and \$30,000 for Knox County.

Affirming a decision of Knox County Chancery Court, Associate Justice Pride Tomlinson said: "The power of the Legislature to declare and tax privileges is unlimited and its discretion in this regard cannot be controlled by the courts." Theaters had charged that the tax violated due process and equal protection clauses of the State and federal constitutions.

Justice Tomlinson, noting that the law primarily affects Knox County and its municipalities, said: "The fact, therefore, that the act confers special benefits upon those governmental units not enjoyed by such units in the rest of the State does not render it invalid."

Pending settlement of the suit, Knoxville's collections of \$77,000, from May thru December of last year, had been impounded.

# Video Planned for Det. Airport Thea.

**DETROIT, Jan. 24.**—Detroit's first air terminal theater is slated for opening Thursday (29) in the Willow Run Airport here by Airlines Terminal Theaters, Inc., who plan to establish a string of such units across the country. Heading the company are Paul Broder, of the Broder Theater circuit, and David Newman, general counsel of Co-Operative Theaters of Michigan, with Charles E. Skinner, of Florez, Inc., as general manager.

The first unit here is being equipped with 16mm. and 35mm. projection equipment and will use short newsreel and entertainment programs. Plans call for tying in with a video set-up, but details have not been disclosed.



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## THE FINAL CURTAIN

**BLITZ**—William St. Clair, 88, veteran horse show manager, January 22 in New York. He had been associated with the Mineola (L. I.) Fair for many years.

**BLOSSOM** — Betty (Mrs. Fred Pizzirulli), dancer in the early 1930's, January 21 in San Francisco.

**CHANDLER**—William D., 69, associate editor of *The San Francisco Chronicle*, in San Francisco January 20 of a heart attack. Chandler inaugurated and directed *The Chronicle's* news conference radio broadcasts.

**CLAYTON**—Frederic, 73, veteran legit and vaude actor for 50 years, January 2 in New York. He appeared in vaude with the Fashion Plates and in dramatic sketches. In legit Clayton was the leading man for Al Woods and Sam Harris, playing opposite Nora Bayes, Grace George, Marjorie Rambeau and others. He also handled many road shows as company manager. In the early 1920's he co-produced *My Son*. His widow, Lillian, and daughter, Ruth, singer, survive. Burial in Kensico Cemetery, Westchester, N. Y.

**COFFMAN**—Maurice (Art), for the past three years concession foreman on Folk's Celebration Shows, January 7 in Tucson, Ariz., of a heart attack. Burial in Tucson January 11.

**CROWELL**—James R., 54, newsman, author and recently account executive for the N. W. Ayer & Son, Inc., advertising agency. He was the author of several books and numerous magazine articles. He was the son of the late Lillian B. Crowell, actress.

**CULLEY**—Henry Teck, 84, former president of the Canadian musician's union, January 13 in Toronto. His four sons, Fred, music director for Fred Waring's orchestra; George, a Fred Waring trumpeter; Harry, musical director of the Royal Alexandra, in Toronto and Edward, sax player in Toronto, survive.

**DE ROSAS**—Enrique, 60, stage and screen actor and producer, January 20 in Buenos Aires. Rosas appeared on Broadway in 1937 as leading man in several of Pauline Singerman's Argentine Company productions and in *La Sirena Varada*.

**DOBBERT**—Ben, 68, former manager of the No. 2 unit of Crafts 20 Big Shows, in Carpinteria, Calif., January 8 after a long illness. He had been associated with show business for many years and a member of the Pacific Coast Showmen's Association. His widow and two brothers survive. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, January 12.

**EDWARDS** — Carlo, 57, former manager and assistant conductor at the Metropolitan Opera, January 16 in New York. After leaving the Metropolitan, he became production manager for the National Broadcasting Company for two years.

**FAYE**—Doc, 74, vet med show worker and magician, January 14 in St. Louis of injuries sustained in a fall.

**GROBB**—Charles E., 87, former president of the Western Canada Fairs Association, at Portage la Prairie, Man., January 16. He was a member of the Portage la Prairie Industrial Exhibition Association 45 years, 25 of which he served as president.

**HEATON**—Frederick M., 69, former advance man for the Ringling circus, January 13 in Memphis. He joined General Outdoor Advertising in 1934 and retired in 1939. His son, stepdaughter and two sisters survive.

**HORRIGAN**—Barney, 71, former vaude magician, January 10 in Tulsa, Okla.

**JANES**—Luther C., 55, assistant stage manager of Ellis Auditorium, Memphis, January 13 in that city.

**JELIN**—Max, 40, theatrical producer and former lessee of the International Theater, January 22 in New York. He produced *Lower North* and *Lysistrata* on Broadway. In 1945 he was the lessee of the Belasco Theater, New York. His widow and mother survive.

**KAPLAN**—Ben, 53, concessionaire with the Royal Crown Shows, in Wesley Memorial Hospital, Chicago, January 17. With a brother, Sam, he formerly operated an amusement enterprise in Miami. Survived by several other brothers and sisters. Burial in Showmen's Rest, Chicago.

**LAMONT**—Jack (James Mastin), 51, night club comedian and member of the trio billed as the Two and One-Half Wits, January 21 in Philadelphia of a heart attack while appearing at a night club in that city.

**LAZEAR** — Edith Canter, Pittsburgh radio and concert singer, recently in that city. At one time she appeared in radio programs over Pittsburgh stations.

**MAIRE**—Edward J., stage and screen actor, recently in the United States Naval Hospital, Long Beach, Calif. Survivors include a sister, Bertha M. Faulkner.

**MILLER**—Adelbert L., veteran musician and show operator and longtime member of the Showmen's League of America, at the home of his daughter, Mrs. Cleora Helmer, Chicago, January 18. Survived by his widow, a daughter, a sister and two brothers. Burial in Showmen's Rest, Chicago.

**MUNRO**—Wallace, 84, legit press agent for over 55 years, January 22 in New York. He formerly represented some of the greatest American theatrical stars, as well as a Japanese theater troupe, a French company and the D'Oyly Carte Opera Company.

**NOVARRO**—Juan Montevideo, carnival talker and night club entertainer, in Houston January 17 of a throat ailment.

**PANGBORN** — Mrs. Harriet, 77, mother of Franklin Pangborn, screen and stage actor, at St. John's Hospital, Santa Monica, Calif., January 16. Burial in Glendale, Calif., January 19.

**PECK**—George K., associated with Standard Shows, January 11 in Denver. Burial in Crown Hill Cemetery, Denver.

**PHILLIPS**—William A. (Curly), 56, veteran dog trainer and clown, at Birmingham General Hospital, Van Nuys, Calif., January 9 of heart disease. Well known in the circus field, he appeared with Al G. Barnes, Howe's Great London, Cole Bros.' and Russell Bros.' circuses. A veteran of World War I, he was buried at the Sawtelle, Calif., military cemetery.

**PICARO**—Luigi, 60, December 3 in Brooklyn Hospital of cancer. Burial December 8 in Holy Cross Cemetery, Brooklyn. Survived by widow, daughter and three sons. He originally was an acrobat with Buffalo Bill's Wild West and in vaude on Pantages, Loew and Gus Sun circuits with a troupe of his own, the Romas. He retired from the stage 10 years ago but during the summer worked at Steeplechase, Coney Island, N. Y., managing the Derby Race ride.

**PINXY**—Mme. (Mrs. Grace M. Larsen), 61, puppeteer and secretary of the International Brotherhood of Ventriloquists, in Babson Park, Fla., January 15 of a heart ailment. Sur-

vived by her husband, George, and a brother, H. S. Murdock, Lake View, Ia. Burial in Lake Wales (Fla.) Cemetery.

**SALLEE**—H. Louie, 68, park man and arcade operator for 45 years in Long Beach, Calif., January 13. He was a member of the Pacific Coast Showmen's Association. Burial in Long Beach January 15.

**SELBINI**—Leo, former member of a well-known English bicycle act, the Selbini Family, January 12 in Ganges, B. C. Survived by a sister, Mizpah (Mrs. Archie Roger), Bangor, Mich.

**SHERWOOD**—Mrs. Rosina Emmet, 93, well-known artist and mother of Robert E. Sherwood, playwright, January 19 in New York. Two other sons, Arthur M. Jr., and Phillip, and a daughter, Rosamond, survive.

**SPERLING**—Elias, 57, carnival trouper for 35 years, recently in San Diego, Calif. He had been with Foley & Burk, Casey Smith and Yellowstone shows. Survived by his widow. Burial in Mt. Hope Cemetery, San Diego.

**SULLIVAN**—Dan J., 72, composer, January 16 in Boston. His song hits included *You're As Welcome As The Flowers in May*, *Stealing Sweet Girl of My Dreams* and numerous songs for John McCormack. Sullivan also wrote the book for one of the *Ziegfeld Follies*. His widow and son survive.

**VOEGTLIN**—Arthur, 90, stage director and producer, in La Canada, Calif., January 19 after a long illness. He was producing director of the New York Hippodrome from its founding in 1904 until 1918. Following World War I he was associated with theatrical productions in London and New York. In 1937 he migrated to Los Angeles. A son survives. Burial in Hollywood January 22.

**WILLIAMS**—Jean Evans, 52, concert singer and circus prima donna, January 14. She was with the G. W. Christy Circus and her last engagement was with Dailey Bros. Her husband, Arky Williams, survives. Burial in Eylom Cemetery, Texarkana, Tex.

**WILLIAMS**—Kathryn, 47, wife of Charles L. Williams, former carnival concessionaire and motion picture operator, January 8 in Mercy Hospital, Janesville, Wis. Besides her husband, she leaves two sons, Donald and Charles Jr., and a daughter, Betty. Burial in Calvary Cemetery, Beloit, Wis.

**WILSON**—Harry, Louisiana Commissioner of Agriculture and Immigration, for the last 35 years, in Lady of the Lake Hospital, Baton Rouge, La., January 7. Services January 8 in Baton Rouge with burial at Amite, La. (See Fair Department for details.)

**WOLF-FERRARI** — Ermanno, 72, Italian opera composer, January 21 in Venice.

**WORK**—Robert H., 62, ride operator and one-time owner of a carnival company bearing his name, in Wailuku, Maui, Hawaii, January 11 of a heart attack. Work to the Islands recently with the Imperial Exposition Shows. He entered the amusement business in 1901 with rides belonging to his father, the late Thad (Pop) Work. He joined the Dan R. Robinson Amusement Company and remained with that org until 1904. Later he was with Seeman-Millican Mardi Gras Company; in 1909-1917, with K. G. Barkoot Shows; 1918-1925, with the Harry Copping Shows, and in the fall of 1925 took out his own shows. In 1937 he operated rides in a park at White Lake, N. C. Survivors include his widow, Hazel; two sons, Thad, of Elizabethtown, N. C.; Robert Jr.; two daughters, Mrs. Clair Shank, Meadville, Pa.; Mrs. Ivan Kinter, Indiana, Pa., and a sister, Mrs. John Lemmon, Rochester Mills, Pa.

**ZILCHER**—Hermann, 66, German pianist and composer, recently in Wurzburg, Germany. Besides many other compositions, he composed theater music for Shakespeare's *As You Like It* and *A Winter's Tale*.

## Marriages

**BECK-GALLAGHER** — Thomas Beck, of Wilton, Conn., chairman of the board of Crowell-Collier Publishing Company, and Martha Margaret Gallagher, former radio and stage actress, January 16 in New Milford, Conn.

**DALE-STEWART**—Al Dale, band manager for Larry Clinton, and Gloria Stewart, former singer with Carmen Cavallaro's ork, January 11 in New York.

**FLECK-SCHMIDT**—Marvin Fleck, of the Six Ervings, teeterboard act, and Elda Schmidt, in Sheboygan, Wis., recently.

**FREGONESE-DOMERGUE**—Hugo Fregonese, film director, to Faith Domergue, screen actress, in Juarez, Mexico, recently.

**HALSTEAD-McHOSE**—H. P. Halstead, concessionaire, and Neva McHose, January 17 at Detroit Lakes, Minn.

**OSTRANDER-MARKS**—Montgomery Ostrander and Alma Marks, former radio writer's representative with the William Morris Agency, New York, recently in Los Angeles.

**PARKER-STARR** — Lew Parker, comedian and musical comedy actor, to Cherril Starr, model, in Tijuana, Mexico, January 10.

**RAMAGOSI - SULLIVAN** — Gil Ramagosa, associated with his father, S. B. Ramagosi, in the operation of amusement interests in Wildwood, N. J., and Sue Sullivan, of the service staff of Station WFIL, Philadelphia January 24 in Philadelphia.

**STRONG-FELL**—John Strong, actor and novelty concessionaire, to Ruth Fell, nonpro, in Yuma, Ariz., January 5.

## Births

A daughter, Kathryn Ann, to Mr. and Mrs. Morris Vivona January 9 in Newark, N. J. Father is general manager of the Vivona Bros.' Shows.

A daughter, Wendy, to Mr. and Mrs. Charles Robert January 15 in New York. Father is publicity director at MGM Records, New York.

A son to Mr. and Mrs. Art Hellyers January 12 in Chicago. Father is a staff member of WMAW, Milwaukee.

A daughter to Mr. and Mrs. Fred Zellner January 10 in Pittsburgh. Father is staffer on KQV.

A son, Dale, to Mr. and Mrs. Henry Schelb at Queen of the Angels Hospital, Los Angeles, January 4. Father is with Crystal Record Company, Hollywood.

A son, Frederick Edward III, to Mr. and Mrs. Freddie Freeman Jr., in London, Ont., January 17. Parents formerly were with Cole Bros.' Circus.

A daughter to Mr. and Mrs. Paul Giroux, January 11 in Phoenix, Ariz. Father is continuity writer of KTAR.

A daughter, Lauren Alyson, to Mr. and Mrs. Bob Clark, December 31 in San Antonio. Father is with Station KTSA.

A daughter to Mr. and Mrs. Coleman Barber, January 6 in San Antonio. Father is with the KTSA engineering department.

A daughter, Toni Lolita, to Mr. and Mrs. Tony Lamb in Tampa December 19. Mother is the former Lola Morales, of the Morales family.

A daughter, Linda, to John and LaVerne Fleck in Sheboygan, Wis., recently. Parents are members of the Six Ervings, teeterboard act.

A daughter, Adele Rita, to Mr. and Mrs. Harold Russell in Cambridge, Mass., recently. Father is a film player.

A son, John Arthur, to Mr. and Mrs. Arthur A. Shedd in Jacksonville, Fla. Mother is the daughter of Dr. Harold A. Strickland, music editor of the American Broadcasting Company's publicity department.

### IN MEMORY

of My Late Husband

## JOE GALLER

Who Passed Away Jan. 27, 1943.  
Gone But Not Forgotten.  
JOSEPHINE and FAMILY

**HAZEL**—Frank T., 57, singer and voice instructor in St. John, N. S., January 13. Survived by his widow, son, daughter, three brothers and one sister.

## Adolph Kies Is Named Mo. Prez

**Members heartily endorse two-day plan, banquet and ball—over 300 attend**

JEFFERSON CITY, Mo., Jan. 24.—Adolph Kies, Jackson, was elected president of the Missouri Association of Fairs and Agricultural Exhibitions (MAFAE) at the annual convention here Friday and Saturday (16-17) in the Hotel Governor. Kies, who succeeds Arthur D. Bond, Mexico, was vice-president for several years. Howard Rolston, Kirksville, was elected a vice-president and the following were re-elected: Rollo E. Singleton, Jefferson City, secretary-treasurer; Fred P. Schell, Liberty; Henry Baker, St. Joseph, and Orel E. John, Huntsville, vice-presidents.

Secretary Singleton reported that over 300 delegates, guests and commercial representatives attended the sessions.

For the first time in the history of the Missouri association, the convention was a two-day affair and also for the first time in history, the organization staged a banquet and ball.

Consensus was highly in favor of repeating for future meetings.

Acts at the banquet included the Buckeye Four, novelty music; Tillman and Helene, comedy dancers; Dwight Allwyn, record pantomime; Reynolds and Collette, balancing; Mlle. Dede Dawn, contortionist; the Brock Brothers, hand balance, and cycling Lou Morgan. Music for dancing following the banquet was furnished by Jack Field and his orchestra.

Representatives of carnivals, booking offices and suppliers noted included:

Joe Smith, Joe J. Smith Amusement Service, St. Louis; J. H. Sharp, American Beauty Shows, Perryville, Mo.; Russell Green, E. G. Staats & Company, Lincoln, Neb.; James L. Henson, J. L. Henson Shows, Kansas City, Mo.; Vic Allen, Boyle Woolfolk Agency, Kansas City, Mo.; F. M. Shortridge, Boyle Woolfolk Agency, Des Moines; G. W. Flanagan, and A. C. Lang, Peerless Fireworks Company, Tulsa, Okla.; Frank Sharp, Regalia Manufacturing Company, Eldon, Ia.; V. R. Flora, Sunset Amusement Company, Excelsior Springs, Mo.; George Rixner, Frank Wirth Enterprises, Inc., St. Louis; John Francis, St. Louis; Tex Beeson, Tex Beeson Amusements, Webb City, Mo.; Edna Deal and Ray C. Shute, Edna Deal-Ray Shute Theatrical Exchange, St. Louis; W. R. Lashbrook, Mount Vernon, Ill.

Billy Senior, Barnes-Carruthers, Chicago; Ted Tillman, Midwest Radio Attractions, St. Louis; James B. O'Neill, Midwest Radio Attractions, St. Louis; W. E. (Red) Mahaffey, Memphis; Ed Mahaffey, Mahaffey Bros. Tent & Awning Company, Memphis; Jack Collins, Jack Collins Productions, Kansas City, Mo.; S. O. Crase and W. M. Pike, Pike Shows, Fort Smith, Ark.; H. E. Allen, Gem City Shows, Eldorado, Ark.; E. A. Campbell, E. A. Campbell Tent & Awning Company, Alton, Ill.; Ray Enochs, Beeson Shows, Webb City, Mo.; W. E. Snyder, Gem City Shows, El Dorado, Ark.; Charles S. Noell, Victory Exposition Shows, Hot Springs, Ark.; L. C. Reynolds, World of Today Shows, Muskogee, Okla.

Gene Cummings, John Fabick Tractor Company, St. Louis; Paul Weiss and Hazel Randall, Truex & Drake Agency, Kansas City, Mo.; Henry Crim, Mount Vernon Tent & Awning Company, Mt. Vernon, Ill.; Orla Lashbrook & Son, Mount Vernon, Ill.; J. O. Green, Snapp Greater Shows, Joplin, Mo.; Jay Gould, Ottawa, Ill.; Alma LaRose, Grover LaRose Attractions, St. Louis; W. D. Ganote Greater Shows, Kansas City, Mo.; G. Vincent Clark, Bethel Concessions, St. Louis; W. S. Albright, Albright Concessions, Warrenton, Mo.

## Imperial Renewal Set

IMPERIAL, Calif., Jan. 24.—Plans have been completed for the staging of the 1948 California Mid-Winter Fair here February 28-March 7 following a six-year lapse because of the war. Annual draws exhibits from all parts of the Imperial Valley.

## Wirth To Open St. Louis Office

NEW YORK, Jan. 24.—Frank Wirth announces he is opening an office in St. Louis soon to handle Midwestern fair bookings. The office will be in charge of George Rixner. Wirth is lining up acts for the annual St. Louis Police Circus (May 9-23), which he will produce at the Arena again this year.

## James M. Cole Set To Repeat At Mineola Fair

MINEOLA, N. Y., Jan. 24.—President J. Alfred Valentine announced last week the signing of the James M. Cole Circus for a return engagement at the 106th Mineola Fair, scheduled for September 14 thru 18. The circus will again be presented in a three-ring half-tent big top, with the open side facing the grandstand, as devised by the fair management.

The return was prompted by the fact that, despite extra performances last year, many were turned away from the grandstand. Also, because last year, for the first time, there were almost as many paid admissions at the grandstand as the main entrances.

Cole, in conjunction with the fair, will book a large animal act to augment the circus for this engagement.

The I. T. Shows were again awarded the midway contract. The org's owners are Phil Isser and I. Trebish.

## Fort Worth Rodeo Heads Face Problem Regarding Talent

FORT WORTH, Jan. 24.—Since the Rodeo Cowboys of America have banned this year's rodeo of the Southwestern Exposition and Fat Stock Show, the officials are faced with the problem of "where will we get the talent?"

Amon G. Carter, chairman of the show's executive committee, led the fight against meeting the RCA demands. Show dates are January 30 to February 8.

The RCA objected to the prize list. It wanted \$350 per event, basing the plea partially on the fact that the show's rodeo probably leads the nation as a money-maker in proportion to the number of performances.

Announcement has come from the show that amateurs will be welcome to complete. Old-timers of the rodeo maintain this will result in cheapening of the show, known for years as one of the world's outstanding rodeos.

"We will have a good rodeo," insists Edgar Deen, manager. "We will have plenty of cowboys and good ones."

Most of those who won championship money here the past few years are members of the RCA. They will be absent.

Verne Elliott, veteran rodeo producer, who signed before the action by RCA, will still carry on.

The turning of the rodeo over to amateurs may not materially hurt the exposition financially due to the heavy advance sale of rodeo tickets, none selling less than \$3. However, no heavy matinee sales have been noted.

## Mich. Club Host At Fair Meeting In Motor City

DETROIT, Jan. 24.—Annual open house, staged by Michigan Showmen's Association for those attending the Michigan Association of Fairs meeting here, drew a full house. Everything was on the house and it was a lively affair until early morning.

Beacon lights, furnished by W. G. Wade Shows, spotlighted the showmen's building.

A host of outdoor show notables was on hand and were introduced by Jack Dickstein, retiring MSA vice-president, as emcee, assisted by Nate Golden.

Continuous entertainment and music for dancing was furnished by Homer Babbs and His Orange Blossom Orchestra. Entertainment included Karrel Fox, magician; Reggie Saxe, musical novelties, and Irving Spector, violin.

MSA Ladies' Auxiliary held a bazaar, under direction of Mrs. Jack Dickstein, and netted \$306 for the welfare fund.

Among those present and introduced were:

Paul Richter Jr., Hartford Fair secretary; John Gallagher, Playland United Shows; W. G. Wade, of the shows bearing his name; John Quinn, World of Pleasure Shows; Max Cohen, American Carnivals' Association; Sam J. Levy, Barnes-Carruthers Theatrical Booking Office, Chicago; Gordon Schlubatis, secretary, Branch County Fair; Arnel Engstrom, secretary, Northwestern Michigan Fair; Harry Hungerford, secretary, Lenawee County Fair; John Ellis, Onekama Fair; Thomas P. Rau, secretary, Ogemaw County Fair; Wilbur Bantien, secretary, Armada Fair. Sam (Pork Chops) Ginsburg, concessionaire; Charles J. Figy, State director of agriculture; Hazen Funk, director, Michigan State Fair; Mrs. Funk; Clarence Harnden, former president of the International Association of Fairs and Expositions; Clarence Puffenberger, member of the State fair board; Eaton Roberts and Sherman Read, fair executives; Hans Kardel, president, Michigan Fairs' Association; Mrs. Rose Sarlow, secretary, Ionia Free Fair.

Harry Kelly, secretary, Michigan Fairs' Association; William Kell, Upper Peninsula State Fair executive; Cecil Staubs, Leamington, Ont., Fair; Harry Whitaker, Midland County Fair; John Snow, Allegany Fair; Floyd E. Gooding, P. E. Gooding Amusement Company; Jack Ellison, Cetlin & Wilson Shows; Joe Bennett, Playland United Shows; Charles Lee, Lee's United Shows; Roscoe T. Wade, Joyland Midway Attractions; John McKee, McKee Shows; Val Campbell, Gus Sun Booking Office, and Harry Elkins, Regent Shows.

## Delray Beach Preps Gladioli Festival

DELRAY BEACH, Fla., Jan. 24.—Arrangements for the South Florida Gladiola Festival and Fair, to be held here February 2-7 are nearing completion, it was announced by A. E. Sullivan, who was named to assist Paul E. Gringle with publicity and advertising chores at a recent meeting of association members. Sullivan, for the last two years, has been beating the drums for Harrison Greater Shows.

Officials said that for the first time since the event's inception it will have an organized midway. Last year the affair attracted in excess of 40,000 patrons.

## Jack Miller To Promote Rock Island Thrill Circus

ROCK ISLAND, Ill., Jan. 24.—Members of fire fighters' unions of Rock Island and Davenport, Ia., will sponsor a thrill circus in Rock Island Armory January 30-February 2, Jack Miller, promoter of the project, announces.

Miller, formerly associated with Polack Bros.' Circus in a promotional capacity, arranged the deal with the aid of baseball and air circus promoter Ray Doan, of Davenport.

## Calif. Solon Urges Year Around Use Of 77 Fairgrounds

SACRAMENTO, Calif., Jan. 24.—Year around use of the State's 77 fairgrounds was urged by Congressman A. J. Elliot, of the 10th California District, at the Western Fairs' Association Seminar of Fairs here Tuesday (13).

Elliot, manager of Tulare County Fair, demanded State legislation to intensify more widespread use of these public tracts. He said present laws are obsolete and hamper proper year-round use of fairgrounds. "The law," he said, "should be liberalized to permit practically every activity which would not involve the fair itself in a business enterprise. This would give greater public service from properties built in all parts of the State with horse racing revenues."

He suggested use of fairgrounds for livestock auctions, trade shows, home garden demonstrations, emergency warehouses, radar stations, horse-stall rentals, national guard armories, etc.

## Aquatennial at Minneapolis Set for July 23-August 1

MINNEAPOLIS, Jan. 24.—MINNEAPOLIS Aquatennial, summer festival, will run July 23 thru August 1 in 1948. These dates were established by the board of directors at a meeting in the Nicollet Hotel. Start of the fete will coincide with the finish of the Paul Bunyan Canoe Derby which will start in Bemidji, Minn., July 14.

"Efforts are being made to stage the biggest summer festival since its inception," said George Jensen, new Aqua president.

## Cheesman Re-Elected Prez Of Cardston Rodeo Assn.

CARDSTON, Alta., Jan. 24.—C. B. Cheesman has been re-elected president of the Cardston Rodeo Association. E. Bevans and Herman Linder are vice-presidents and Evan Malmberg, secretary-treasurer.

Financial report showed that last year's two-day rodeo was the best in its history with more than 10,000 seats sold and a profit of \$2,000.

## Stadium Stock Offered

NEW YORK, Jan. 24.—A local investment firm Tuesday (20) offered 75,000 shares of Islip Stadium Corporation (\$1 par) at \$2 per share. Prior to the current offering, the Islip group had 17,797 shares of stock outstanding. The corporation operates the Islip (L. I.) Sports Stadium and Midget Auto Speedway, which began operations last August. Proceeds of the sale will be used to complete payment of construction costs of the stadium and track and provide for purchase of the 26½-acre site occupied, on lease, by the layout.

## Miami Alliance Elects

MIAMI, Jan. 24.—International Alliance of Billposters, Billers and Distributors, Local No. 89, elected the following officers at their annual meeting here January 18: Lee S. Conarroe, president; Charles L. Cohen, vice-president; Fred L. Kessler, secretary-treasurer; C. W. Goehman, business agent; J. B. Schlieffer, recording secretary, and W. H. Brownell, delegate to Central Labor Union.

# Aid for Sulky Horse Races Top Topic at Mich. Confab

By H. F. Reves

DETROIT, Jan. 24.—The 63d annual convention of the Michigan Association of Fairs (MAF), held Sunday thru Tuesday (18-20) at the Hotel Fort Shelby here, saw attention centered on harness racing problems and the disposition of funds from the pari-mutuels at the Wayne County Fairgrounds at Northville Downs. This spot is the only one in the State to have legalized betting on harness races—as distinguished from the pari-mutuels at the Michigan State Fairgrounds running track in Detroit. Charles F. Figy, State director of agriculture pointed out at the opening session that nothing could be done to change the basic appropriation formula that up to one-half the proceeds from the Northville track must be used to increase purses paid by local fairs in harness races to double the existing amount—without further action by the Legislature.

Figy faced a barrage of questions, largely centering around the question of funds. He parried the matter of re-allocation of funds because the law is sketchily drawn and requires an opinion from the attorney-general as to whether 1946 or 1947 premiums paid by fairs will be selected as the base period, and other problems, such as change in type of races, including institution of over-night events and dashes, and establishment of races by fairs that held none in the base period.

He warned fairmen that the money, when they did get it, could be used only for purses for races, and only to increase them—that fairs must continue to match the State money, putting up at least as much as in the base period.

Objective of this involved legislation was to enable local fairs to put bigger harness purses, tho not so big as at the Northville track, Figy said, and disclosed that he is collecting data from all fairs to figure out the allocation due each unit. Average figures will be used as a basis for fairs adding races, or establishing new race policies.

## Stand Reversed

Stand of the MAF a year ago in general opposition to pari-mutuels at Northville was openly reversed by President Kardel in the opening session, when he said that "experience has shown that no fairs were hurt by holding the races at Northville while their own races were on." MAF last year unsuccessfully sought to ban racing at Northville during the weeks the local fairs had races.

Indicative of the still surviving division between fairmen over horse racing was the point made by Clarence Harnden, former International Association of Fairs and Expositions president. He said that while \$108,000 (the sum reserved for distribution to local fairs from the Northville proceeds this past season) was available to improve harness horses, only \$130,000 was available from State general funds for improvement of draft horses, swine, cat- (See *SULKY RACING* on page 67)

# Mrs. Simonds Resigns Okla. Free Fair Post

MUSKOGEE, Okla., Jan. 24.—Mrs. Ethel Murray Simonds has resigned as secretary-manager of the Oklahoma Free State Fair, which position she had held since helping open the fair in 1917.

Mrs. Simonds left Muskogee for a brief period in 1926 to organize the Tulsa, Okla., State Fair. That and a few months in 1931 were the only times during which she was not in charge of plans for the Oklahoma Free State Fair.

Tom Conrady, president of the fair board, said no successor to Mrs. Simonds had been chosen.

# Short Course To Resume At Minn. Assn.

## Convention Told of Plans

MINNEAPOLIS, Jan. 24.—Pleased with the success of its first course on fair management, held in 1947, the Minnesota Federation of County Fairs this year will repeat the course with a revised program designed to be more practical, it was disclosed at the federation's annual three-day convention which opened here Thursday (22) in the Radisson Hotel. The short course will be held April 5-6 in a downtown hotel, as yet undetermined, in the Twin Cities.

Robert Freeman, St. Paul, past president of the federation, gave a detailed report to the convention Friday (23) on the first short course. His report included a brief resume of the highlights of each talk.

## Plan Practical Course

The first short course was described by Allen J. Doran, Grand Rapids, federation secretary, as "too pedagogical." The plan for the second course calls for treatment of practical subjects by practicing men in the fair business, he said.

All federation officers were re-elected for a second term Friday. Officers, besides Doran, are Benjamin Campbell, Utica, president; George W. Larson, North Branch, vice-president, and Earl E. Huber, Wheaton, treasurer.

One new director was elected, Hubert Branson, St. James, being elected for a two-year term. He replaces C. A. Moore, Hutchinson, who declined re-election as he is a candidate for election to the managerial board of the Minnesota State Agricultural Society in the voting today.

## Directors Re-Elected

Renamed for two-year terms as federation directors were George Gleixner, North St. Paul; Clyde E. Kelsey, Wadena, and C. A. Anderson, Littlefork. Directors, with one year of their term to run, are Fred S. Lammers, Stillwater; Col. William H. Donahue, Minneapolis; Jens Belleson, Tyler, and George W. Peoples, Detroit Lakes.

At a meeting of the State Agricultural Society Friday (23), Raymond A. Lee, secretary-manager of the Minnesota State Fair, reported on the excellent financial success which the Minnesota fairs enjoyed in 1947.

He also discussed Minnesota's 1949 centennial observation. Pointing out that the State fair now has a large collection of pictures of territory pioneers which it displays each year in a building described as "now being in a ramshackle condition," he suggested the possibility of erecting a building befitting such an exhibit.

He dwelt on the half-million dollar agriculture-horticulture building erected at the State fair in 1947 and the public response it received during the fair. Lee, in off-the-floor comment, said that the fair is de- (See *Short Course Set* on page 85)



# Meetings of Fairs Assns.

Arkansas Fair Association, Marion Hotel, Little Rock, February 2-3. L. H. Autrey, Blytheville, president.

Western New York Fair Managers' Association, Hotel Lafayette, Buffalo, February 4. G. W. Grinnell, Batavia, secretary.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 9-10. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 12. J. M. Dean, Jackson, secretary.

INQUIRIES are being made and secretaries of associations of fairs should send in the dates of their annual meetings to *The Billboard*, 155 North Clark Street, Chicago 1, Ill.

# N. H. Association Picks Carl Fogg

Names him prexy, hears  
GOP gubernatorial candidate ask for better midway

CONCORD, N. H., Jan. 24.—A higher grade of midway entertainment was urged by ex-Congressman Sherman Adams in addressing the New Hampshire Fairs' Association Monday (19) following election of officers which put Carl M. Fogg, of Deerfield, in the president's chair.

"While fairs do not claim to be sanctimonious organizations," Adams told the 230 officials and guests, "cheapening of their shows will not work out to their own good. Public confidence and public esteem are assets on which the future life of the country fairs hinge. Without their full return, the fairs will die and become a memory."

## Lists Suggestions

Coupled with his warning about cleaning up midway features, the Republican candidate for governor of New Hampshire offered suggestions for improving the 10 orgs which belong to the State association. He advised his listeners to be alert to (See *CARL FOGG HEADS*, page 67)

# Harry Wilson, Louisiana Fair Executive, Succumbs

BATON ROUGE, La., Jan. 24.—Harry Wilson, for the last 35 years commissioner of agriculture and immigration for Louisiana, died in Lady of the Lake Hospital here January 7. Funeral services were held here (8), with burial in Amite, La.

As commissioner of agriculture and immigration, Wilson also was president for 35 years of the Louisiana Association of Fairs. It was thru his efforts that State aid was increased from time to time thruout his tenure of office.

# James S. McDonald Resigns Melfort, Sask., Position

MELFORT, Sask., Jan. 24.—W. E. Hornby was re-elected president of the Melfort Agricultural Society at the society's annual meeting. James S. McDonald resigned as secretary-treasurer. No successor has been named.

Hornby told the meeting that the building obtained for junior work when completed will be equal to any on the Canadian B circuit.

# Oregon Group Fails To Pass Date Change

## Recommends Further Study

PORTLAND, Ore., Jan. 24.—Oregon Fairs' Association, despite promptings from some county fair managements, refused to take action on a proposal for a starting date later than Labor Day for the annual Oregon State Fair at Salem. At the closing session in the Imperial Hotel here Saturday (17) the 20th annual meeting of the association adopted a recommendation brought in by the resolutions committee urging further study of this issue.

The action followed protests from State fair officials against proposals to set the opening over to the fourth Monday in September. In Salem, Leo Spitzbart, State fair manager, declared such a change might necessitate restoring a large State appropriation to cover fair expenses owing to a substantial decrease in attendance. This view was indorsed by E. L. Peterson, State Agricultural director. The Labor Day opening date had been protested by some county fair managements on the ground that it allowed insufficient time for getting livestock and exhibits to Salem after closing of their fairs.

In explaining the committee's stand, Walter A. Holt, resolutions (See *ORE. GROUP FAILS*, page 67)

# Western Canada A Circuit Show To Ernie Young

WINNIPEG, Jan. 24.—The much-sought grandstand attraction contract of the Western Canada Class "A" Fair Circuit was awarded here this week to Ernie Young, of the Chicago booking office of that name.

The contract calls for the return of the circuit to a revue-with-acts policy, from which it diverted last year in favor of an all-act bill booked thru another agency.

Terms of the 1948 contract call for the five member fairs—Calgary, Edmonton, Regina, Saskatoon and Brandon—to make their largest outlay for attractions in the history of the circuit.

The action in hiking the attraction budget was made in the face of opinion among delegates that income of member fairs this year would fall below 1947 but still remain good. Factors entering into the higher attraction budget included the increased cost of railroading a show over the route.

Other bidders for the contract were Fred H. Kressmann, of the Barnes-Carruthers Theatrical Enterprises, Chicago; Edgar I. Schooley, of the American Theatrical Enterprises, Chicago; George Flint, of the Boyle Woolfolk Agency, Chicago, and George Hamilton, of the agency bearing his name in this city.

The grandstand contract for the "B" circuit was awarded prior to the meetings here this week to Irving Grossman, of the Gus Sun Agency. The actual contract was signed during the meeting here.

## Midwest Confab Set

KANSAS CITY, Mo., Jan. 24.—Annual meeting of the Midwest Fair Circuit will be held here March 22-23 in the Hotel Muehlebach. Joe Mon-sour is president of the Midwest Fair Circuit.

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• FOLLOW THE BEACON •

# Economy Issues Highlighted At Maine Meet; Shows Stay

PORTLAND, Me., Jan. 24.—While the 36th annual meeting of the Maine Agricultural Association of Fairs, held here January 14, stressed the necessity of fair associations' reducing expenditures and increasing revenues, the economies suggested were confined almost entirely to the handling of race programs and the fair set-up and indicated no trend toward cutting down on grandstand or other amusements. As usual, a large number of reps from booking agencies and carnivals attended, and numerous contracts were negotiated.

The meeting at which economies was discussed was behind closed doors. Fair committees were advised to cut expenses wherever possible. It was reported that the salary of Frank Witman, pari-mutuel director for Maine, has been reduced. Horsemen expressed the hope that a reduction of purse money would be made only as a last resort, lest such a move drive horses out of the State.

## Gibbons Recommends

Ted Gibbons, chairman of the racing commission, urged other fairs to follow Presque Isle's lead in promoting colt races. Gibbons announced a schedule of seven weeks of early summer racing and three meetings for fall to augment the usual fair schedule.

Among those present representing grandstand attractions of all types were: Joseph E. Hughes, of the George A. Hamid office; Al Martin,

of Boston; Jay C. McCabe, Portland; the Eleanor R. Leonard Entertainment Exchange, Boston; Jimmie Lynch's Death Dodgers, Lee Crosby's Hell Divers; Joseph J. Godin, Interstate Fireworks Company, Springfield, Mass.; John Cairo, Rhode Island Fireworks Company, Inc., Providence, and Turf Craft Sulky Company, Norway, Me. Carnival showmen attending were Bucky Allen, World of Mirth Shows; Henry Finnerl Sr., Henry Finnerl Jr. and Gerald Finneran, Merit Shows, and Ross Manning, Ross Manning Shows. Also present was Mathew J. Cady, Gill Fire Service Company, Portland.

## Hamid Bookings

Joe Hughes reported he had signed up Hamid attractions for fairs at Skowhegan, Bangor, Presque Isle and Lewiston. Joe Godin closed contracts for fireworks display with Bangor, Skowhegan, Farmington, Union and Windsor fairs.

In attendance were Arthur Lawson, president, and Elmer Leighton, race secretary, of Cumberland Fair; C. Fred Grant, vice-president, Albert C. Brewer, secretary, George W. Black and Fred L. Urqhart, Northern Maine Fair, Presque Isle; Gordon Drew, president, Windsor Fair; J. Howard Woodward, president, Myron Kimball, secretary, Fred M. Walker, treasurer, Fryeburg Fair; Joseph Cianchette, operator, and Francis Croteau, publicity director, Bangor Fair; Roy Sinclair, manager, and Harold O. Pelley, secretary, Bangor Fair.

## Buzzell on Hand

Also Hodgdon C. Buzzell, owner of Belfast Fairgrounds; Robert Henry, operator of Cornish Fair; Lee Randall, race secretary, and Lawrence Haddock, assistant director, New Gloucester Fair; Dr. E. E. Russell, race secretary, Percy Gould, Clyde Wheeler, Jarvis Tyler and Ralph (See Economy Highlight on page 82)

# W. Va. Ass'n Sets '48 Date

CHARLESTON, W. Va., Jan. 24.—Annual meeting of the West Virginia Association of Fairs was held at the Ruffner Hotel Tuesday and Wednesday (20-21).

State Senator Fred Allen, of Marlinton, was re-elected president of the group, which is made up of directors of all annual fairs held in State. Also renamed were Vice-President Earl Morrison, of Sutton, and Secretary-Treasurer J. O. Knapp, of Morgantown.

August 16-21 was the date set for this year's State fair on the fairgrounds at Lewisburg.

# Gilbody To Direct Middleboro Event

BOSTON, Jan. 24. — John F. Gilbody, veteran fair operator and manager, will again direct the Middleboro (Mass.) Fair next fall. Gilbody expects this year to put in night harness racing instead of the thoroughbreds. Last year the Middleboro Fair was hit by bad weather and lost several thousands of dollars when the handle on the pari-mutuels averaged only about \$40,000 daily.

Gilbody is now organizing a corporation to conduct the fair. A publicity campaign is being mapped out to cover the New Bedford, Brockton and Cape Cod territory in the fall, this area having more than 500,000 summer visitors at that period of the year.

# 25 Exhibitors Sign To Display At WFA Meeting

SACRAMENTO, Jan. 24.—Twenty five exhibitors have signed to put in displays, animations and motivations at the Western Fairs' Association's Fairman's Fair, here February 11-14, Louis S. Merrill, general manager, announces.

In releasing the list of names, Merrill said he anticipates that others will come in later for the sessions for 300 representatives of 90 fairs in five far Western States and Canada.

Purpose of the unique Fairman's Fair, involving actual exhibits of what goes into better management, is to prepare the industry for vast expansion programs to meet western migration. It is estimated that new construction will total nearly \$50,000,000, most of which will be in California where it will be financed from horse racing funds.

Exhibitors already signed include Acme Displays, BBB Puppeteers, Monte Brooks, Joe Bren Attractions, Eddie Burke Attractions, Fanchon & Marco; Floats, Inc.; E. M. Kemp Company, Larry Klump, Knight & Parker, Bert Levy Company, Lodi Tent & Awning Company, Los Angeles Stamp & Stationery Company, Music Corporation of America, Pacific Decorating Company, Paramount Flag Company, Paramount Manufacturing Jewelers, Perey Turnstiles, R. J. Reuter, Steel Engineering Company, Sport Shop, J. L. Stuart Company, West Coast Poultry Equipment Company, Western Badge & Trophy Company and Western Fairs' Association.

# One State Fair Sought for N. D.

GRAND FORKS, N. D., Jan. 24.—Discussion on the subject of one State fair for North Dakota, instead of the present three or four or more State fairs, featured the annual two-day meeting of fair officials of North Dakota and Northwestern Minnesota here Thursday and Friday (15-16).

The one State fair idea, on which no definite action was taken, was introduced by Bert Scott, of Fargo, as the proxy of J. E. Pyle, president of the Fargo Fair. It was announced that Pyle had stated he would support one State fair regardless of where it was located.

Secretary G. A. Ottinger, Jamestown, said the fair should be centrally located and would call for good-sized appropriations by the Legislature. H. L. Finke, Minot, secretary of the North Dakota Association, along with Scott, argued for a central fair.

The following fair dates were announced: Fargo, August 30-September 6; Minot, July 26-31; Jamestown, July 5-7; Fessenden, July 13-15; Hamilton, July 22-24; Bottineau, July 28-30; Cando, August 1-3; Rugby, July 5-7; Forman, September 9-11; Crosby, June 24-26; Rolla, July 1-3; Jamestown, July 5-7; Flaxton, July 8-10; Langdon, July 19-21. Grand Forks and Ashley dates were not set.

Grafton was represented by Bert Stary and Oscar Lauterbach, who announced that the recently formed Dairy Research Foundation at that city would put on an annual fair, probably beginning in 1949.

Grandstand programs of Langdon and Hamilton fairs were awarded to Williams & Lee, of Minneapolis, while Barnes-Carruthers, Chicago, announced the signing of grandstand attractions for Crosby, Bottineau, Cando, Minot and Jamestown. The B-C office also will provide for the Minnesota Firemen's Convention in

# Pari-Mutuels Bring Mass. Fairs 500G

## Meeting Well Attended

WORCESTER, Mass., Jan. 24.—Pari-mutuel racing was an important factor in operation of Massachusetts fairs in 1947, according to a report made by Harry Allen, chairman of the State racing commission, at the 26th annual meeting of the Massachusetts Agricultural Fairs' Association at the Hotel Sheraton Monday thru Wednesday (19-21). Seven licensed fairs, with total attendance of 352,341, received \$513,918 as their share of a total handle of \$3,583,968. Still to be distributed is \$77,449 which the State allotted from its share to a fund for agricultural purposes.

Attendance was good despite an average accumulated covering of snow in excess of 50 inches thruout the State. The heavy snows resulted in collapse of buildings at both the Brockton and Weymouth fairs. The attendance of carnival and attractions reps was light because all major contracts were secured in advance of the meeting.

## Borggaard Speaks

C. S. Borggaard, owner of Rides, Inc., one of the speakers at a midway clinic, warned fairmen that overlapping of fairs placed an undue hardship on show and ride operators. He favored long-term contracts when they are justified by past experience. Other speakers were E. W. Burr, carnival operator, and Robert Colbert, cookhouse operator.

W. J. Neal, secretary of Plymouth (N. H.) Fair, said that manufacturers of farm equipment and appliances had failed to set up suitable advertising programs to take advantage of their exhibits. He said he found radio the most expensive and least satisfactory advertising medium until direct broadcasts from the grounds were inaugurated and said fairs are doing a better job of regulating midways and there was less reason last year to criticize. Plymouth conducted a public opinion survey which was termed a good guide for future operations.

Arthur B. Porter, manager of Rutland (Vt.) Fair, announced that plans for expansion would be carried thru as soon as costs were deemed reasonable. The track has been regraded and surfaced. John W. Leahy, general manager of Danbury (Conn.) Fair, presented a motion picture of his fair in color.

## Brochure Outlined

Gale Emerson, recreational development secretary for the New England Council, outlined tentative plans for an eight-page brochure in color to be used to publicize New England fairs.

Roy K. Beaudry, Massachusetts Department of Public Safety, advised secretaries to check regulations in advance of opening in order to avoid possible conflict with State laws.

Henry H. Snyder, Worthington, was elected president, succeeding Leon J. (See MASS. NETS 500G, page 67)

## East Grand Forks June 15.

Jimmie Lynch's Death Dodgers were signed for the Cando, Jamestown and Bottineau fairs. Finke announced he had signed, in addition to the B-C revue, the Siebrand Bros.' Shows, Frank Winkley's Thrill Show for July 26 and the International Auto Racers, featuring Emory Collins, for July 31.

The Badger State Shows were booked by the Rolla, Rugby and Flaxton fairs.

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# Mich. Assn. Plans Second Short Course

## Rose Sarlow Elected Prexy

DETROIT, Jan. 24.—Michigan Association of Fairs will sponsor a second short course on management, it was announced by Hans E. Kardel, retiring president, at the annual meeting of the association here this week.

The short course will be held in March, earlier than last year, "in order to enable farmer members of fair boards to attend before the busy season sets in," Kardel said.

Summarizing the success of the first school, Kardel told convention delegates that one of the big reasons for its success was due to the fact that the topics were discussed "not by high-powered speakers but by plain people like yourselves who had years of experience in operation of fairs." Other reasons cited were its low price, its program of practical subjects and the use of the discussion plan.

## Kelly Re-Elected

Rose Sarlow, secretary of the Ionia Fair, was elected association president. Harry B. Kelley, Hillsdale, was re-elected secretary-treasurer without opposition for the 11th consecutive year.

Elected as vice-presidents were, in order, Gordon Schlubatis, Coldwater; William Kell, Wilson; James O. Peet, Ithaca; Paul F. Richter Jr., Hartford, and Harold G. Sellers, Alansson.

One new annual, Montgomery County Fair, Atlanta, was added to the membership.

## 163 Listed

Clarence Bolander, State director of fairs, gave a summary of fair activities in the State for the past year and reported that 163 State-aided events were listed—12 of them by new or revived organizations.

Marshall Wells, farm director of WJR, described the station's new mobile studio and offered its use for all Michigan fairs to originate programs, to aid in promotion and to put on local shows, including movies, at fairs.

## Legislative Group Named

A new move was the adoption of a legislative committee to handle lobbying for the MAF at the State capital.

At the banquet which closed the convention, *A Moonlight Fantasy* by Mary Sarlow, sister of the new president, was presented by Betty Daniels and the Ladies of Swing, with Violet Hall as vocalist. Program for the evening, including Billy De Arno, juggler; Al Swarez, vocalist; Billy Frazier, mimic; the Martinis, singers; Doc Witherspoon, pitchman, and Joe Baisley, xylophonist, was presented thru the joint courtesy of Thearle-Duffield, Barnes-Carruthers, Klein Attractions, Gus Sun, Civic Opera, United Booking Associated and Gooding Greater Shows.

On the dais were Harry B. Kelley, secretary of MAF; Bernhard Robbins, secretary, Michigan Showmen's Association; Clarence Bolander, State director of fairs; Clare Cook, president, Michigan Harness Racing Association; William Dowling, assistant State racing commissioner; Charles J. Figy, State director of agriculture; Charles Ziegler, State highway commissioner; Senators Elmer Porter, Blissfield; Otto H. Bishop, Alpena; Elwood Bonine, Vandalia; Don Vander Werp, Fremont; George Girbach, Sault Ste. Marie; Frank Heath, Bay City, and Harold Tripp, Allegan; Hub (See MICH. ASSN. PLANS, page 67)

# Ga. Convention Floor Show on Air; Hulme New Prexy

ATLANTA, Jan. 24.—Something new for State fair conventions was introduced at the convention of the Georgia Association of Agricultural Fairs here at the Georgian Hotel Monday (19) night, when the floor-show which followed the convention banquet was broadcast. It was aired over WBGE, this city.

There were 116 reservations for the banquet, which was preceded by a cocktail party. Twenty-two fairs were represented.

L. V. Hulme, Elberton, was elected president, succeeding Mike Benton, of the Southeastern World's Fair, this city, who was selected as chairman of the board of directors. Other officers elected were E. C. Mertins, Augusta, vice-president, and Helen Talley, Atlanta, secretary-treasurer.

Directors elected, besides Benton, were Gordon S. Chapman, Sandersville; Art Ragan, Eastman; Herbert Atterholdt, Gainesville; Otis Hughes, Macon; J. Comer, Cordele; J. M. Cobb, Cedartown, and Ben Wenslow, Manchester.

It was voted to hold the 1949 convention at Augusta.

# W. Canada Circuits Mull Short Course; Elect 1948 Officers

WINNIPEG, Man., Jan. 24.—A short course in fair management, crammed into the day immediately prior to the regular winter meeting of the Western Canada Class A and B fair circuits, may be held in 1949.

The proposal was advanced here this week at a general meeting of the Class A Circuit, when the suggestion was passed on to the Class B Circuit. No action was taken, but a decision is expected to be made at the fall meeting.

Lee S. Williams, Edmonton, was elected president of the Class A Circuit for '48. He moved up from vice-president to succeed W. A. Crawford-Frost, of Calgary. Dr. F. G. Salisbury, of Saskatoon, was elected vice-president, and Mrs. Letta Walsh, also of Saskatoon, was re-elected secretary.

A. J. Bater, of North Battleford, Sask., was elected president of the Class B Circuit to replace A. M. Browridge, of Vegreville, Alta. Other officers elected were N. McLellan, Vermillion, Alta., first vice-president; W. H. Wilkinson, second vice-president, Yorkton, Sask., and G. E. Wilkinson, Moose Jaw, Sask., third vice-president. Keith Stewart, Portage, La Prairie, Man., was re-elected secretary. Dr. Grant MacEwan, of the University of Manitoba, was named honorary president.

Besides the officers, other delegates present were:

Class A Circuit: Edmonton, William Muir, Jim Paul, F. W. Kemp, Charles E. Wilson, F. M. Kemp, J. D. Patterson and J. M. Douglas; Calgary, J. Charles Yule, J. B. Cross, M. L. Brown, N. J. Christie, Gordon Love and E. D. Adams; Regina, L. A. Doan, F. G. England, T. H. McLeod, D. A. R. McCannel, J. F. Lunney and Fred Robinson; Saskatoon, C. T. Gooding, W. J. Bradley, S. N. MacEachern, J. H. Warren, A. C. McIntyre, J. A. East and C. S. Palmer; Brandon, A. G. Buckingham, J. L. MacArthur, S. C. McLennan and William Davidson, and Fort William and Port Arthur, George Wardrope and W. Walker, respectively.

Class B Circuit: Carman, Man., Gordon Peck, John Wilson and E. L. McGill; Portage La Prairie, F. A. Brydon, J. W. Brydon and J. C. Hyde; Estevan, Sask., Joseph Hill, Mrs. J. A. Dean and E. P. Rae; Lloydminster, Alta., Matt Alsager and George K. Ross; Moose Jaw, W. H. Johnstone, F. G. Gilmour and W. A. Munns; Melfort, Sask., W. E. Hornby and H. G. Dobson; North Battleford, F. Wright; Prince Albert, Sask., S. L. Small, G. M. Cook and E. L. Sherwood; Red Deer, Alta., D. W. Robertson and F. A. Stewart; Vegreville, Alta., T. Casson and B. McClure; Vermillion, Alta., S. C. Heckert; Weyburn, Sask., Roy Schultz and F. C. Zabel, and Yorkton, P. Tinker, E. E. Lamson and N. Roebuck.

# Record Throng At Ill. Confab

## Registration of fair delegates largest in history — Dillinger renamed prez

SPRINGFIELD, Ill., Jan. 24.—The 38th annual meeting of the Illinois Association of Agricultural Fairs, held in the St. Nicholas Hotel here Monday and Tuesday (19-20) was a record breaker from the standpoint of attendance.

Clifford C. Hunter, secretary-treasurer, reported the largest number of fair delegates ever registered and said that 55 associate members were present for a new record. Likewise, attendance at the banquet, held in the Knights of Columbus Auditorium, hit a new high.

Speakers at Monday's opening session, in addition to President Ray A. Dillinger, who gave the address of welcome, were Rev. James H. Fresh, whose topic was *Religious Services at a Country Fair*, and Arnold P. Benson, director of Agriculture.

Speakers at the banquet included Gov. Dwight H. Green, Dillinger and Benson.

Tuesday's program was highlighted by talks by William V. (Jake) Ward, promotion manager of the Illinois State Fair, who gave a summary of 1947 Illinois county fairs; Clarence Ems, who spoke on *The Value of a Poultry Show to a Fair*, and Jack Stumpe, who talked on horse-pulling contests.

The entire slate of officers and directors was re-elected. Officers are Dillinger, president; Stumpe, vice-president, and Hunter, secretary-treasurer. Directors include Paul Powell, Vienna; Burch Lee, Hartsburg; Dewey Wheeler, Kansas; J. Fred Raker, Princeton; Robert W. Hancock, Salem, and Hilding L. Johnson, Galesburg.

## Woolfolk Reports Brisk Bookings at Wis. Confab

CHICAGO, Jan. 24.—Boyle Woolfolk Agency did a brisk booking business at the annual Wisconsin Association of Fairs convention, Milwaukee, January 7-8, Boyle Woolfolk reported upon his return to the agency's local office. George Flint and Raynor Lehr also represented the Woolfolk office at Milwaukee.

Wisconsin annuals booked include Walworth County Fair, Elkhorn; Rock River Valley Fair, Janesville; Pierce County Fair, Ellsworth; Dunn County Fair, Menomonie; Southwestern Wisconsin Fair, Mineral Point; Sheboygan County Fair, Plymouth; Ozaukee County Fair, Cedarburg; Columbia County Fair, Portage; Kewaunee County Fair, Luxemburg; Jackson County Fair, Black River; Langlade County Fair, Antigo; Rusk County Fair, Ladysmith; Lincoln County Fair, Merrill; Clark County Fair, Neilsville; Buffalo County Fair, Mondovi; Sauk County Fair, Baraboo; Marinette County Fair, Wausaukee, and Shawano County Fair, Shawano.

# Champlain Valley Annual Extended

BURLINGTON, Vt., Jan. 24.—Plans for a two-day extension of the 1948 Champlain Valley Fair, by the addition of several new attractions, have been completed.

This year's fair will run nine days, including the Sunday before Labor Day. Most of the new features will come on that day and Labor Day, September 6. One of these will be the first annual Champlain Valley art exhibit, open to Vermont artists. Second new feature will be a Sportsmen's Show.

Another new attraction will be the Shelburne Craft school exhibit, and another will be the Shelburne Museum, displaying rare American antiques. On Sunday, September 5, a fifth new feature will be the return of the horse show, with classes established for both children and adults, and competition to be held in jumping, walking, trotting and cantering.

# S. C. Group Elects '48 Execs; Governor, Hamid & Wilson Talk

COLUMBIA, S. C., Jan. 24.—Nineteenth annual meeting of the South Carolina Association of Fairs was held here at the Wade Hampton Hotel Wednesday (21).

Following officers were elected for 1948: Paul V. Moore, of Columbia, chairman of the board; J. Cliff Brown, Sumter, president; E. B. Henderson, Greenwood, vice-president; Tom Moore Craig, Spartanburg, secretary-treasurer; W. B. Douglas, Florence, director, and G. J. Alverson, director.

Highlights of the one-day meeting were the address by Governor Thurmond and informative speeches by showmen George A. Hamid and Jack Wilson. Hamid spoke on *Grandstand Attractions—a Fair Necessity*, while Wilson, of the Cetlin & Wilson Shows, expounded *A Carnival View—Fore and Aft*.

Meeting terminated with a banquet in the ballroom of the Wade Hampton.

Another year and already the requests are pouring in for '48. I wish I could play them all.

AH! OH-OH

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# RAS BACK TO WESTERN CANADA

## Wallace Bros. Gets B Route

Three shows make pitch for "A" circuit—Sedlmayr to have all-steel train

By Herb Dotten

WINNIPEG, Jan. 24. — There were no surprises in the carnival contract awards by the Western Canada "A" and "B" fair circuits here this week. Again the Class "A" loop went to the Royal American Shows and the Class "B" route to Wallace Bros.' Shows.

What was surprising, however, was the spirited contention for the Class "A" contract. The Royal American, represented by Carl Sedlmayr Sr., owner, and Bob Lohmar, general agent, received opposition from Hennies Bros.' Shows, which had Owner Harry Hennies, General Agent J. C. McCaffery and Noble Fairly on deck, and from the Cetlin & Wilson Shows, a surprise bidder, represented by General Agent R. C. McCarter and George Golden.

Two other U. S. railroad shows also were represented but their representation was not a pitch for the 1948 contract. Bill Fleming, general agent for the James E. Strates Shows, was on the scene, renewing friendships and acquaintances and spreading the word about the Strates org with an eye to a possible future bid, and Bobby Kline, John R. Ward Shows agent, was present, voicing the opinion that the Ward org, come another year, might make a bid.

### Model Makes Pitch

In the Class "B" circuit, Wallace Bros., represented by Jimmy Sullivan, had opposition from only one other show, the Model Shows of Canada. Co-owners Joe Harris and Frank Rome tendered the latter's bid for the loop. Other carnival owners who appeared before the "B" circuit were E. J. Casey, owner of the Canadian show bearing his name, and William T. (Billy) Collins, of the U. S. show of that name. However, neither Casey nor Collins were bidders.

J. W. (Patty) Conklin, of the Conklin Shows, was much in evidence at the sessions. He was active in re- (See RAS BACK on page 58)

## Ore. Fair Meeting Draws Numerous Attractions Men

PORTLAND, Ore., Jan. 24.—Representatives of carnivals, attractions and supply houses were prominent at the 20th annual meeting of the Oregon Fairs' Association, which closed at the Imperial Hotel here Saturday (17). Among those registered were:

Louis Leos, West Coast Shows, San Francisco; E. Pickels, Pacific Coast Shows, Oakland, Calif.; James Barber, Pacific Coast Shows, Oakland; A. Sussman, novelties, Portland; Mike and Joseph Marson, Browning Bros., Salem, Ore.; Anthony Masseth, Redwood Empire Shows, San Leandro, Calif.; John and Clara Beck, Pacific Northwest Shows, Oregon City, Ore.

O. H. Allen and Charles R. Mason, American United Shows; Eddie Burke, Eddie Burke Attractions, San Francisco; Larry and Jim George, D. Winant, Tony Toynydfro and John Restock and Paul All, concessions, Portland; Les Mugg, Rose City Sound, Portland, and Gene Rosencrantz and George French, Meeker Shows, Tacoma, Wash.

H. F. Dillon, North Coast Amusement Company, Portland; Mike Krekos, West Coast Shows, San Francisco; N. Ernest Gresham and E. O. Douglas, Douglas Greater Shows,



LONGEST SAILFISH entered to date in the Charter Boatmen's Association Tournament at Riviera Beach, Fla., is the one caught by Mrs. Paul Oleksy, Hennies Bros.' Shows. Fish at left, the one caught by Mrs. Oleksy, measures 8 feet, 6 inches, while the one at the right, caught by Harold Gordon, digger operator, measures "only" 6 feet, 1 inch. Pictured here are, top row, left to right: Paul Oleksy, Mrs. Oleksy, and Gordon, and kneeling, first row, are friends of the Oleksys, Don L. Haber, left, and Edward F. Haber.

## Glenn Wade Jr. To Launch New Show This Year

DETROIT, Jan. 24.—A new carnival company to be launched this season by Glenn Wade Jr., new owner, the third generation of his family in the business here, will give the Michigan territory a total of four units in the Wade family, including Roscoe T. Wade's Joyland Midway Attractions.

Glenn Wade Jr., who practically grew up in the carnival business, took over the No. 2 Unit of the W. G. Wade Shows, operated by his father, when that unit was organized, in 1938, but gave it up in 1941 when he went into the navy. He was replaced by Cameron Murray, who will continue as its head.

Since leaving the navy, Glenn Jr., has been associated with both of his father's shows in various capacities, and has now decided to strike out on his own. The shows will play chiefly in the near-by Michigan, Indiana and Ohio territory. A name for the new org has not been selected.

## Wolfe Gets Pelzer Celebration Pact

ROYSTON, Ga., Jan. 24.—Wolfe Amusement Company, quartered here, has been contracted to provide the midway attractions at the 37th annual Pelzer, S. C., July 4th Celebration, show secretary Ernest Sylvester announced this week. Sylvester said that Owner Ben Wolfe represented the shows in the negotiations.

This year's org, Sylvester said, will carry 7 rides, 3 shows and about 35 concessions. All equipment is being reconditioned and renovated under Sylvester's supervision, with Johnny Lytle, ride superintendent, assisting. A crew of six is currently employed.

Kent, Wash.: Frank D. Nelson, Edwin Brown- ing, Martin Norbeck and Bill Sullivan, Brown- ing Bros.' Amusements, Salem, Ore.; Ted Le For, Pacific United Shows, San Francisco, and Monte Brooks, Monte Brooks Attractions, Portland.

## Parker Honored by Miami Show Club

MIAMI, Jan. 24.—R. K. (Bob) Parker, retiring president of the Miami Showmen's Association, was presented with a diamond bill clip by club members in recognition of his services as president of the org.

Charles Schwacha was presented with a pocket watch for his work in decorating the clubrooms for the holidays. Plaques were presented the following members and shows for work done for the club during the last four years: Johnny J. Jones Exposition, Harrison Greater, J. J. Kirkwood and Gerard shows; Al Rossman, John R. Ward, Hennies Bros. and Endy Bros.' shows; Harry Modele; Prell's Broadway and W. C. Kaus shows; Rip Weinkle; Majestic Greater, Royal American, James E. Strates, Cetlin & Wilson Shows, Mighty Van Dyke and O. C. Buck shows; Col. Howard Stahler and B & V Shows.

## Intl. Showmen's Banquet and Ball Draws 350 Persons

ST. LOUIS, Jan. 24.—About 350 persons attended the 11th annual banquet and ball of the International Association of Showmen in the grand ballroom of the Hotel Statler here. Happy Raye Ware was chairman.

At the speakers' table were President Earl Bunting; Leo Lang, treasurer; Cy Horwitz, representing Euby Cobb, vice-president and secretary, who was on the sick list; Mayor A. P. Kaufmann, Rev. James Johnston; Vernon Huff, secretary, St. Louis County Fair; A. P. Greensfelder, St. Louis World's Fair Committee; Rev. Bernard Dempsey, St. Louis University; Bernard Dickmann, postmaster; Tom Sharkey, Showmen's League of America; Happy Raye Ware, chairman of the banquet and ball committee and toastmaster, and Marty Silvers, emcee.

Speakers' table was decorated by the Missouri Show Women's Club, with flowers, evergreens and ferns. Music for the show and dancing was

## Ferris Greater First of Coast Orgs on Road

LOS ANGELES, Jan. 24.—Ferris Greater Shows, headed by Rose and Larry Ferris, is among the first West Coast orgs to hit the road this season. Enlarged by the addition of four rides and eight concessions, shows opened its 1948 tour in Calexico, Calif., Tuesday (20), leaving its Whittier, Calif., winter quarters Friday (16).

Now comprised of 11 rides, 33 concessions, 3 shows and an arcade, org travels on 12 semi-trailers, two four-wheeled trucks and a service car. A new 22-foot transformer trailer and a 22-foot flat-bed semi-trailer to carry two 60-inch searchlights, obtained from the War Assets Administration, five new tractors and a new service car have been added to the rolling stock. All trucks are painted red with white lettering.

### Plenty of Neon

All winter quarters work was completed Wednesday (14). Seventy-five per cent of the fluorescent lighting fixtures now have been replaced with neon. Ferris declares he has found this type of lighting the most efficient and flexible. Org now has 2,000 feet of neon on the midway, with 502 feet of it at the entrance. Ferris said his show is "100 per cent independent of service stations" and revealed that the shows have their own gas truck, compressors and lubricating equipment.

Dates booked this season include the San Diego County Fair at Del Mar, Calif.; Hemet Valley Fair, Antelope Valley Fair, Riverside County Fair, Chula Vista Fair and the Fisherman's Celebration at San Pedro, Calif. Ferris also has signed two movie contracts. His show will appear in a 20th Century-Fox film and a Warner Bros. picture which will go before the cameras in March.

Staff is headed by Ferris and his wife, Rose. Tom Henry, formerly with Crafts 20 Big Shows, has charge of the side shows. Lonny Grieves is general agent.

### Personnel Listed

Personnel includes Babe Coblentz and son, cookhouse; Mr. and Mrs. J. Smith, photo gallery; Clyde Bankhead, long range; Joe Blash Sr., short range; Joe Blash Jr., ham and bacon wheel; Emma Blash, hoop-la; Mr. and Mrs. Don Barker, chip store and dart game; Peggy Blondon, candy floss; Eddie Stevens, snow cones and striker; Humdinger, two ball games and pan store; Tommy Bailey, grocery store; Cora Grieves, dime pitch; Rex Boyd, diggers; Johnny Swartwood, duck wheel; Mr. and Mrs. William Gasaway, cork guns and hoop-la; Mr. and Mrs. G. Metzger, ball game and glass pitch; Mrs. Joe Blash Jr., balloon store; George Wiler, derby; Joe Steinberg, derby; Mr. and Mrs. Wally O'Connor, jewelry store and novelties and Tommy Bailey, arcade.

provided by Barney Ross and his ork. Playing during dinner were Carol Kramer and Her Rythmettes.

Ushers were Meyer Katz, Walter Payne, George Reagan, Sid Sidenberg and Eddie Campbell. Mr. and Mrs. Dave Prevost handled the tickets.

Among those present who had parties of 12 or more were: Mr. and Mrs. (See INTL. BALL DRAWS, page 58)

**AMERICA'S BEST ADVERTISED KIRKWOOD SHOWS MIDWAY**

1941 PLANNING  
1942 ORGANIZING  
1943 BUILDING  
1944 BORN  
1945 GROWING  
1946 GROWING  
1947 STILL GROWING  
1948 BIGGER AND BETTER

**AND NOW**

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10 Rides 10 — 30 Trucks 30 — 8 Shows 8 — 5 Light Plants 5  
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Best Still Dates and Fairs in the East  
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**MARCH 1, NEAR SAVANNAH, GA.**

**RIDES:** Will book one new or modern ride. Guarantee you more people than any truck show you have ever been with.

**RIDE MEN:** Can place Foremen for following rides: Merry-Go-Round, Flying Scooter, Octopus, Rollo-Plane. Second Men on all rides, Semi-Drivers, Canvas Men, useful Show People. Everyone contracted report Hunter Field, Savannah, Ga., Feb. 20. Frenchy, let me hear from you, come in any time.

**HELP:** Want Electrician that can handle Caterpillar, Diesel plants; Roy Johnson, write. Truck Mechanic for most modern and newest fleet of trucks in show business; Jim Doran and Colie Deese, write. Man for marquee and light towers, Show Painter and Builder; Jim Cunningham, write.

**SHOWS:** Good opening for Motor Drome. Can place Snake Show with or without equipment. Man to operate Monkey Show, have complete outfit. Can place A-1 Girl Revue, have panel front for same. Place Posing Show—must furnish at least two girls. Have complete Minstrel Show including bus to transport people. Will place any new or novel show, at a live and let-live percentage.

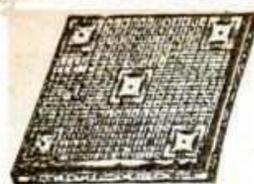
**CONCESSIONS:** Good opening for Arcade. Our Saturday matinees are like fair dates. Place Candy Floss, French Fries, Snow Cones, Photos, Age, Scales, Novelties, Palmistry, Balloon Pitch, Pitch-Til-Win, Long and Short Range Gallery, Penny Pitch, Hoop-La, Cork Gallery, Fish Pond, Ball Games, any and all kinds of stock concessions. No wheels or coupon stores.

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Man for head of Clothes Pin Store, Agents for Roll Down, Razzle Dazzle, Slum Skillo, Spindle Wheels. We will carry eight stores only. Can use Working Men for above stores, Semi Drivers useful—Concession People inside and outside. Address care of Show.

OUR DIESEL PLANTS run twenty-four hours a day, you get lights Sunday night

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Size 48x48",  
With 1 Jack  
Pot, \$45.00.  
Size 48x48", with 5 Jack  
Pots, \$50.00.

### PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price .....\$22.50

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120 Pages, 2 Sets Numbers, Clearing and Policy.  
120C Dreams. Bound in Heavy Gold Paper  
Covers, Good Quality Paper. Sample ..... 20¢

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Answers All Questions, Lucky Numbers, etc. 50¢

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ey Circus, our  
New Super  
Model #111  
is extreme-  
ly easy to  
operate.

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prepare them. Whitenative and  
others. Female heads with  
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Wolf Boy, Fish Girl, Ape Boy,  
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WANT

For early opening in South Georgia.  
All Shows and Concessions open. Want Ride  
Help. This is a new show, everything open.  
All mail to

**A. P. (Art) Hinnant W. H. (Bill) Myers**

Can. Del., Valdosta, Ga.

For Sale—Double Loop and Truck.

## MIDWAY CONFAB

A. P. Hill has booked his popcorn  
trailer on Page Bros.' Shows for 1948.

Mrs. Helen James underwent an  
operation in San Antonio January 14.

Showmen envy their customers who can  
walk off lots in downpour of rain.

Ed Sweeney is spending the winter  
in Clermont, Fla., he reports.

C. H. (Pop) Sornsen reports he has  
opened one of his bargain counters  
in Calexico, Calif.

Tommie and Etta had as recent  
guests in Chicago Eddie and Imogene  
Lynch.

Mr. and Mrs. Arthur Campfield  
are back in New York after a brief  
Florida vacation.

Delton Yeakle has returned to  
Phoenix, Ariz., for the winter after  
a visit with his folks.

Gal show operators aren't worried over  
what towners think of their gals—they  
hope so.



TIM WATERS, left, and Lloyd  
Burge, concessionaires, proudly dis-  
play the 50-pound drum fish caught  
recently by Burge at Ocean Springs,  
Miss. Other show folks wintering in  
Ocean Springs, in addition to Waters  
and Burge and their wives, are Mr.  
and Mrs. Walter Fellis, Mr. and  
Mrs. Mike Dressen, Mr. and Mrs. Jim Smith,  
Mr. and Mrs. Sam Spanglo, Mr. and  
Mrs. Shorty Smith and Mr. and Mrs.  
Jack Thomas.

Paul Sprague reports the purchase  
of a pair of new beacon type spot-  
lights for the Happyland Shows.

Mrs. Silver Thomas is in Metho-  
dist Hospital, Hot Springs, where she  
successfully underwent an operation.

Walter K. Sibley, executive se-  
cretary of the National Showmen's As-  
sociation, and Mrs. Sibley, heading  
for Florida for an extended vacation.

Rod Crail, former side show op-  
erator, is recovering from a heart at-  
tack at his home, 303 W. Washington  
Street, Washington, Ia.

Harry Parker represented the  
James E. Strates Shows at the an-  
nual meeting of the Massachusetts  
Association of Agricultural Fairs.

One of the mysteries of winter trouping  
to some side show magicians is how to  
get their salaries out of a hat.

Robert (Gypsy) Myers is seriously  
ill with flu and is under a doctor's  
care at his New Orleans residence,  
820 South Claiborne Street.

Joseph E. Karr, owner-operator of  
Wonder City Shows, Mobile, Ala.,  
opens at Waynesboro, Miss., Feb-  
ruary 14.

Mr. and Mrs. Donald Laughlin and  
son, with Cote's Amusements and L.  
J. Heth Shows last season, are win-  
tering in West Palm Beach, Fla.

Denny Burns, former auditor for  
Cavalcade of Amusement, is in Ward  
2-B, Crile Veterans' Hospital, Cleve-  
land, according to Al Burns.

Former side show manager for  
Pepper's All-States Shows, Robert  
Sanders is presenting his magic and  
vent acts in St. Louis night clubs.

Rustic said that his sons were of the  
wordly type who could look at pictures on  
gal show fronts without blushing.

Jean Renee (Jo An) has joined  
Gene Darling's Revue at Club Lido,  
Youngstown, O., after closing at the  
My O' My Club, New Orleans.

Lois Ebberson, daughter of Bert  
Ebberson, concessionaire, is wintering  
in Camden, N. J., but will join her  
father for this year's tour.

Pinky Pepper has been signed as  
the annex attraction on Dick Best's  
Side Show on the Cavalcade of  
Amusements for the 1948 season.

J. Raymond Morris, who has billed  
the World of Mirth Shows and the  
Ringling circus, has been working in  
Boston during the winter.

Vincent Chouinard, of Advance  
Novelty Company, Detroit, is framing  
a show to play church-sponsored  
dates in the Motor City.

We learn that *What the Iceman Saw*  
and *A Night in a Turkish Harem* are still  
the favorite penny-a-gander machines in  
arcades.

Morris Vivona, manager of Vivona  
Bros.' Shows, is passing out cigars in  
celebration of the birth of a daughter,  
Kathryn Ann, January 9 at Presby-  
terian Hospital, Newark, N. J.

Bill and Ginger Harry, currently  
wintering in Coalgate, Okla., plan to  
return to the road March 1 with Carl  
Bohn & Son Shows where they have  
booked their concessions.

George J. Hill, concessionaire, has  
recovered from a three-month ill-  
ness and left Kansas City, Mo., last  
week for New Orleans, where he  
plans to take in the Mardi Gras.

Mr. and Mrs. Joseph Mikloiche,  
concessionaires on Penn. Premier  
Shows, took delivery on a new car  
while spending the holidays with  
relatives in Carbondale, Pa.

Mrs. Boots Womack, last season  
with C. A. Stephens Shows, has been  
released from a St. Louis hospital,  
where she successfully underwent an  
operation recently.

Now that we read, "Human voice can  
be transmitted over a beam of light,"  
most shows will junk their loud-speakers  
and add more light plants.

L. E. (Roba) Collins, who con-  
cluded a successful tour of Missouri  
schools recently with his Roba's

## Cheats the Boss

Jim Stephenson, well-known  
former carnival and circus  
staffer, has recovered from his  
illness and is back on the job  
as night man at the Christian  
Funeral Home, Richmond, Va.

## LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE  
COMING SEASON, PLACE YOUR  
ORDER NOW FOR THESE TIME-  
TESTED, SURE-FIRE

### MONEY MAKERS by EVANS!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
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- EVANS' AUTO BUMP GAME
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- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
- PONY TRACKS

Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT,  
GAMES, ETC.

### H. C. EVANS & CO.

1928 W. Adams St., Chicago 7, Illinois

## 1948 IMPROVED SUNSHINE CHOO CHOO TRAIN

Biggest money maker on any Midway for  
labor required, space needed and money in-  
vested. Prices—Three Cars, 18 passenger,  
\$1800.00; Four Cars, 24 passenger, \$1955.00;  
Five Cars, 30 passenger, \$2100.00; all  
F. O. B. Tampa, Fla. Fast truck delivery and  
set up for 15 cents mile one way. Send dol-  
lar for large photo and complete description.



SUNSHINE MFG. CO.

2105 E. CHELSEA ST.

TAMPA, FLA.

Member Tampa Chamber  
of Commerce

## AT LIBERTY

Will book, sell Hall of Science Unborn  
Show or manage Office Side Show in-  
cluding baby born with three heads and  
two bodies. Annex attraction—life show.

**DOC R. GARFIELD**

316 N. E. 167 St., Uleta, Fla.

## OHIO SUPER YELLOW

and  
DWARF WHITE HULLESS

### POPCORN

In 50 and 100-lb. moisture-proof bags. Also

Cartons and Supplies. Write for catalog.

**BETTY ZANE CORN PRODUCTS, INC.**

638 Bellefontaine Ave. MARION, OHIO

Wooden Milk Bottles, pints, \$1.25 each; quarts,  
\$1.75 each; Hoop-La Blocks, \$1.00 each; Pitch-  
Till-You-Win Blocks, \$2.00 each, all sizes.  
Concession Frames, also Complete Concessions  
framed to your specifications.

For Sale—Complete used Popcorn Stand, 8x8  
pin-hinged frame, double Popping Units and  
Stock.

**Leonard's Concession Co.**

164 Rockland St. New Bedford, Mass.

## WANT TO BUY

NICELY FRAMED CUSTARD MACHINE

On Truck or Trailer. Send Photo and Lowest

Cash Price. Address

BOX 115, c/o BILLBOARD

390 Arcade Bldg. St. Louis 1, Mo.

**Omar's Greater Amusements**

Opening March 1st.

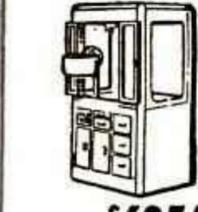
Want Show People of all kinds. Concessions: Dig-  
gers, Photos, other Stock Shows. Want Pony and  
Train Ride, Octopus, Tilt-a-Whirl, Ride Help. Agents

**BOX 321**

Haynesville, La.

**FREE!!**  
**\$100.00 WORTH OF**  
**POPCORN SUPPLIES**  
 FOR A LIMITED TIME ONLY!

With the purchase of a NEW 1948 VIKING DE LUXE POPCORN MACHINE You receive ABSOLUTELY FREE:  
 4 100-lb. bags Hybrid Corn  
 12 gals. Popcorn Seasoning  
 48 lbs. Popcorn Salt  
**THIS IS OVER \$400.00 AT RETAIL! WHAT A SAVINGS!!**



The New VIKING has:  
 • All stainless steel  
 • Overhead Feed and Storage  
 • Thermostatic Control  
 • Easy to Clean  
 • Direct Drive on Kettle

**\$695.00** F. O. B. Factory  
 Hundreds of Satisfied Customers!

**POPPERS**  
**SUPPLY COMPANY**  
 1315 Vine St. Philadelphia 7, Pa.

**1/0 SEARCHLIGHT**  
**POWER CABLE**  
 New G-E cable in 200 ft. lengths on reel, 2 lengths to reel. Complete with cable connectors. We have 40 reels at a special price of \$120.00 per reel complete. Prepaid if cash with order.  
**MINEWELD COMPANY OF IND.**  
 Indianapolis 22, Indiana

**Frozen Custard Machines**  
**CONCESSION TRAILERS**  
 Order now for sure spring delivery. Write for latest free catalogue.  
**Frank Thomas**  
**GENERAL EQUIPMENT SALES, INC.**  
 814-824 South West Street  
 Indianapolis 2, Indiana



**New Sarafoga Kettle Popper**  
 ALL ALUMINUM Meets all State health requirements. 12-qt. capacity of 3/8" aluminum. \$20.00 Each. Terms: 25% with order, balance on delivery. F. O. B. Toledo.  
**Concession Supply Co.**  
 3916 Secor Road  
 Toledo 6, Ohio

**DEL-MAR SHOWS**  
**Now Booking for 1948**  
 Rides, Shows and Concessions. People with me last year, contact if interested. Address 1955 Shaw Ave., Youngstown, Ohio

**HAVE FOR SALE**  
 Complete Punk Rack, 14' front—new cats—fireproof canvas. Also 14' Bottle Game—new canvas, new pictorial background. Complete with bottles and stands. One 10x12 Top and Frame used for Addem-Up Dart Game. All for \$650.00, come and get it!  
**Ray Oakes and Sons**  
 BOX 106 BROOKFIELD, ILL.  
 Phone: Brookfield 7624

**L. J. HETH SHOWS**  
**NOW BOOKING FOR 1948**  
 Shows, Rides, Concessions, Acts.  
**WINTER QUARTERS**  
 North Birmingham, Ala.

Magic Circus, is vacationing at his farm in Patterson, Mo.

King Bailie, veteran side showman, is in Terre Haute, Ind., doing promotional work for the Moose Lodge there. Bailie retired from show business several years ago.

L. M. Nelson cards from Odem, Tex., that he has closed his Blue & White Shows and will winter there until his 1948 opening which is slated for March 1.

Jimmy Fay, Le-Ola, Jean Ladja, Don Dorsey, Charles Hunter, Peggy Ewell and Francis Stone were recent guests of Bobby Kork at Yetter's Court Penthouse, Trenton, N. J.

Howard Eastow, off the road since 1938, when he was with the Sheesley Shows, is joining Specs Groscurth's Blue Grass Shows as assistant manager this season.

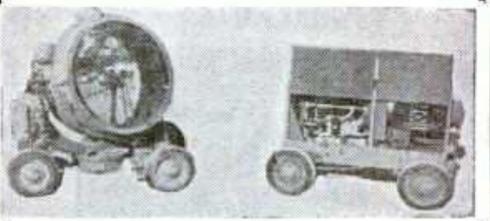
William (Sparkplug) Goodman's *Serenading Revue*, currently on a tour of night clubs, theaters and school halls in Texas, will head for California in February to join Bailey Bros.' Circus.

No trouper belongs to the inner circle of a show until he has spent nights wading knee-deep in mud and water while helping to get it off the lots.

Vernon Hoff cards from Houston that he suffered the loss of considerable cash and some expensive furs, stolen from his hotel room, while playing a night club in Houston. Hoff is now in New Orleans.

Quarters' activities of the Cavalcade of Amusements were the subject of a story which appeared in the Sunday (11) issue of *The Mobile Press Register* under the by-line of George Fremault, staff writer. Photos accompanying the piece depicted Eddie Marconi, Jimmy Allen, Sailor (See *MIDWAY CONFAB* on page 54)

**BALLYHOO?**  
**GENERAL ELECTRIC PORTABLE**  
**GENERATORS WITH PORTABLE**  
**60-IN. SEARCHLIGHTS**



Anti-Aircraft Light shoots revolving beam into the air that can be seen for 10 miles! Each Generator and each Searchlight mounted on a separate 4-wheel Trailer with 600x16 tires. 16 Kw. Generator, 100 volts, 160 amps at 1200 RPM, powered by 6-cylinder Hercules JXD Engine.

**COMPLETE SET OF GENERATOR & SEARCHLIGHT \$860.00**  
**M & S Trading Company**  
 3336 N. W. North River Drive  
 Miami 37, Florida

**NEW IMPROVED**  
**CHAIR PLANE SWINGS**  
 V Belt Drives. Steel Cut Pinions. Disk Clutches. Le Roi Power Units. Steel Tubing Fences. Split Towers.  
**RIDE-HI MFG. CO.**  
 Pinckneyville, Ill.

**World of Pleasure Shows**  
**NOW BOOKING FOR 1948 SEASON**  
 RIDES—CONCESSIONS—SHOWS  
 Opening in APRIL—Vicinity of DETROIT  
**JOHN QUINN** Temple 3550 Cass Ave.  
**MANAGER** 3-6822 Detroit 1, Mich.

**POPCORN HEADQUARTERS**  
**TOP-POP Hybrid Popcorn** is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags.  
 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.  
**Immediate Delivery Star Poppers.** Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.  
**CHUNK-E-NUT PRODUCTS CO.**  
 Serving You From Coast to Coast  
**MATTY MILLER** 231 N. Second St. Philadelphia 6, Pa.  
**HANK THEODORE** 2908-14 Smallman St. Pittsburgh 1, Pa.  
**JOE MOSS** 1261 E. Sixth St. Los Angeles 21, Cal.



**FIRE INSURANCE**

Not all Fire Insurance gives showmen the proper coverage. Don't take a chance on some clause being omitted from your policy.

28 years' experience selling insurance is your guarantee of getting proper coverage. Contact  
**CHAS. A. LENZ** THE SHOWMAN'S INSURANCE MAN  
 1728 First St., N. St. Petersburg, Florida Phone 5914  
 A1338 Insurance Exchange Chicago, Illinois



**JAMES E. STRATES SHOWS**  
**America's Best Midway**  
**NEED AT ONCE**—Capable Diesel Engineer and Foremen, Welder and Blacksmith, experienced Show Painter and Letterer. Wire, don't write.  
**WANT Pony Ride** with real frame-up and must have at least six head of stock; any New or Sensational Ride not conflicting.  
**WANT TO HEAR** from Ride Foremen and Second Men, Truck and Tractor Drivers, Assistant Electricians and Assistant Diesel Mechanics, Tower Men, Boss Canvasman, Ticket Sellers on rides and shows; useful people, write.  
**SHOW OPENS EARLY IN APRIL**  
 Winterquarters: 4300 Brentwood Ave., Jacksonville, Fla.

**CLIP AND MAIL TODAY!**

**Blevins Popcorn Co.**  
 P. O. Box 278  
 Nashville, Tenn.

With every catalog is included a new "Snow-Man" cup, the hottest thing in the ice ball business!

Sirs:  
 Please send me a copy of your new 32-page catalog listing and describing your concession equipment. I am primarily interested in:  
 Popcorn Equipment  Ice Ball Equipment  Candy Floss Equipment  
 Portable or Stationary Trailer  Popcorn Supplies  Ice Ball Supplies  
 I would like to see the Treatum Trailer. Please let me know when it will be on exhibit in my town.

Name: .....  
 Address: .....  
 City: ..... State: .....

**BLEVINS POPCORN CO.**  
 NOW IN AMERICA'S MOST MODERN POPCORN PLANT!  
 31ST AND CHARLOTTE  
 NASHVILLE, TENN.

**FOR SALE**  
**SPITFIRE**  
 In excellent condition, ready to go. Special built Semi-Trailer. Also 1947 K87 International Tractor.  
**KENNETH W. FORSYTHE**  
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**BARLOW'S**  
**BIG CITY SHOWS**  
 Opens in St. Louis early. Want Concessions, Ride Foremen, Useful Carnival People, Family Free Act. Will book one more Ride. This is our 37th year.  
**HAROLD BARLOW, Mgr.**  
 529 N. 52nd St. East St. Louis, Ill.

**AMERICA'S BEST**  
**BANNERS**  
**SNAP WYATT STUDIOS**  
 1608 Franklin St. TAMPA 2, FLA.  
 (Phone: M63562)

**FAMOUS TAYLOR**  
**HI-STRIKERS**  
 All steel base, beautiful electric tower, cables, lights, mauls, complete.  
**G. W. TAYLOR, EL JOBEAN, FLA.**

# MIDWAY CONFAB

(Continued from page 53)

Gardner and Hubert Harlow at work refurbishing rides and shows and renovating other attractions being made ready for the 1948 tour.

Al Kaufman, concessionaire with the Royal American Shows was much in evidence at the coin machine show in Chicago last week. He reported sales of gift merchandise were excellent.

Charles Schimmel, concession operator at the Michigan Showmen's Association, left for Pensacola, Fla., to pick up his show equipment. Mrs. Schimmel is managing the concession in his absence.

W. E. Page, manager of Page Bros. Shows, was called from his Auburn, Ky., winter quarters January 8 to the bedside of his mother, who is seriously ill at her home in Russellville, Ky.

Fred A. Miller, cookhouse operator on the W. G. Wade Shows, has bought a stable of horses in Miami, and Harry Mamas, of the Wade Shows, is going South to act as his trainer.

Concessionaire who is looking for an old-fashioned girl should look over the catrack queens who still holler, "Hupt-tee ditty! Dodge 'em Kitty."

Bennie Johnson, erstwhile popcorn king of Mobile, Ala., and Emory Kelly, concessionaire, are making preparations to operate several novelty stands at Mobile's Mardi Gras February 5.

Sid Cuttler, formerly with the Gottlieb-Cuttler Corporation, is continuing business at the firm's old stand

in New York, with his son, Coleman Cuttler, acting as contact man for the carnival field.

J. George Loos Jr., son of Mr. and Mrs. J. George Loos of the Greater United Shows, made his first solo flight at Laredo, Tex., January 9. Young Loos is a student at the International Flying Service in Laredo.

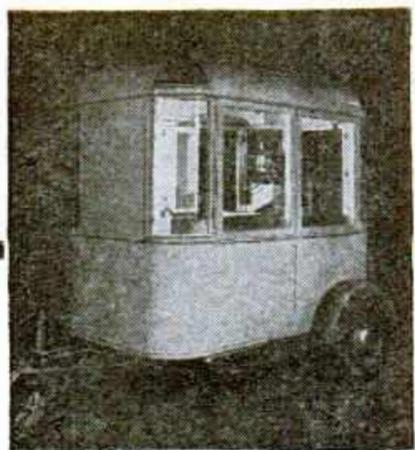
Last season with C. A. Stephens Shows, Mr. and Mrs. Charles T. Womack are playing Ohio and West Virginia theaters and night clubs. They will rejoin the Stephens org in time for opening of the new season.

George L. Patrice reports that the Redwood Empire Shows played the Centennial Celebration at Coloma, Calif., January 23-25. Patrice also reported that Tony Masseth has taken over all rides and trucks, having purchased them from Pickles Pickard.

Mr. and Mrs. Troy Scruggs and daughter, Susan Kay, are spending the winter in Tampa. The Scruggs have two kiddie rides with Bee's Old Reliable Shows. Troy Scruggs also has charge of the Ferris Wheel and shop wagon on the Bee org.

Mrs. D. Whitaker, who with her husband operated the basketball game last season on Fidler's United Shows, is recuperating at Addie L. Myer's Tourist Court, Loxley, Ala., following a major operation in Jordan Hospital, Fairhope, Ala.

F. O. (Tarzan) Banks, who toured with Beckmann & Gerety, Royal American, Max Goodman's and Sol's Liberty shows before the war, is operating an educational Snake Show on the boardwalk at Ocean View Park, Norfolk. Banks came in for



## The Crystal Coach Jr.

1948 MODEL

Fully equipped for popcorn. Includes exhaust fan, dispensing corn bin . . . infra-red heater optional.

Immediately Available Through Our Distributors or Write

**The Calumet Coach Co.**  
11575 S. Wabash Ave., Chicago 28

## STEAM TRAIN



**BURNS COAL**

Hauls a big load of kids or adults on every trip.

Attracts **CROWDS** in any amusement park or recreation center

You can't beat steam for appeal and repeat rides; it will outdraw any other type of train. Walter Foster, Concession Operator, says: "Crossed from \$75.00 to \$300.00 per day with M. A. Sdrer Shows."

**OTTAWAY AMUSEMENT COMPANY**  
Mfrs. Steam Trains and Kiddie Auto Rides  
224 W. Douglas Wichita 2, Kansas

## J. E. MARTIN SHOWS

NOW BOOKING FOR 1948 SEASON

Rides, Shows, Legitimate Concessions. Opening in April, vicinity Washington, D. C. Want Ride Foremen for Merry-Go-Round, Ferris Wheel, Chairplane and Roll-o-Plane. Also Electrician.

**J. F. MARTIN**

3170 S. W. 8th St., Miami, Fla.

## BRIGHT LIGHTS EXPOSITION SHOWS

NOW CONTRACTING for SEASON 1948

SHOWS—RIDES—FREE ACTS AND CONCESSIONS

722 EMPIRE BLDG. PITTSBURGH, PA.



Join the **MARCH OF DIMES**

**JANUARY 15-30**

# HEADQUARTERS

for

**SOUTH AMERICAN HYBRID CORN**

First Year Purdue Hybrid 31-32. From 100 Lb. Bags to Carloads.

**COCOANUT and PEANUT OIL**

5 Gal. Containers, Drums and Tank Cars. From a 5-Gal. Can to a Carload.

**BUY NOW AND SAVE!**

Prices on Request

Carload Buyers, Write for Quotations or Call **HARRISON 0997**

**POPPERS BOY PRODUCTS CO.** 60 E. 13TH ST. CHICAGO 5

## OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

**EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.**



**C. C. C.\***

\*CRETORS Cleaning Compound

An exclusive non-poisonous cleaning agent, guaranteed not to injure the hands. Simple to use. Cleans popping pan in just 10 minutes. Helps corn-popping machines retain their "new" appearance indefinitely.



1 lb. pkg. 70¢ cleanings

**C. CRETORS & CO.** 602 W. CERMAK RD. CHICAGO 16, ILLINOIS

# 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100, **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2. 10¢ each.

# 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

## LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides . . . \$30.00 Replacements, Numbered Balls, Ea. . . .58 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . . . 1.25 M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 . . . . . 2.00 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x6, M . . . . . 1.50 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M . . . . . 1.75 Adv. Display Posters, Size 24x36. Each . . . . .10 Cardboard Strip Markers, 10 M for . . . . .75 Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board, 3 piece layout for . . . . . 15.00 Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00 Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2ths Size . . . . . \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON BLVD., Chicago 4, Illinois

## CUT ELECTRICITY COSTS



with a Universal Light Plant. Generate your own electric current at less than city rates. Have all the power you need—wherever you go—with a portable Universal. Reliable compact—pays for itself in no time. Models for all needs—to handle from 10 to 500 bulbs. Write for FREE Literature!

**Universal LIGHTING PLANTS**

**UNIVERSAL MOTOR COMPANY**  
426 Universal Drive • Oshkosh, Wisconsin

## DAISY CORK GUNS

Pump Action Model 25.

Priced at \$6.00 Each.

Case Lots of 10—\$5.50 Each.

Our new Cats for Cat Rack are ready for delivery Feb. 10. The finest ever built. 4" wool all around.

Lamp Hoop-La. Hottest game yet. Order Wheels, any number. 10-day delivery. 30" size—\$25.00.

Send for Complete Catalogue

**RAY OAKES AND SON**

BOX 106, BROOKFIELD, ILL.

Home of the World's Largest Zoo

## Only the BEST for Showfolk

Westcraft Main-Line Royal Roycraft and Vagabond All-Aluminum Concession Trailers \$1,695.00 and Up We Trade and Handle our own Finance.

**SELLHORN'S**

Sarasota, Fla. E. Lansing, Mich.

## CARBONS FOR 60" SEARCHLIGHTS

Pos. 5/8"x22"; neg. 7/16"x12", packed 27 pairs to metal cylinder; 10 cylinders to a case, 25¢ per pair, F. O. B. New Orleans, in case lots only; 20¢ per pair in orders of 1,000 pairs.

**R. E. LLEWELLYN**

3138 Jeff. Hiway New Orleans 20, La.

## Attention, Mr. Showman

We build and ship to any point in the world, Concession Frames or Show Equipment built to your specifications. Ex Showman and understand your needs.

**W. H. "BILL" SARGENT**

CARNIVAL BUILDER  
18A West St., Newport, N. H. Phone: 177-W

## HARRY CRAIG'S HEART OF TEXAS SHOWS

Now contracting for season of 1948. Shows, Man for Live Pony Ride and Concessions.

**HARRY CRAIG**  
BOX 158 BROWNWOOD, TEXAS

## SURPLUS EQUIPMENT

TOP, 16x30; 2 POLES, 4-ft. WALL, exc. shape .....\$ 75  
 TRANSFORMERS, 10 kva.; 1 new, 1 used. Both ..... 90  
 LIGHT PLANT, 5 kw., A-1 shape.. 300  
 On trailer ..... 400  
 FRUEHAUF FLAT BODY TRAILER. 250  
 SWITCH BOXES, 200 amp., new, Trumbull. Ea. .... 35  
 FUSES, 60 to 400 amp. ....10c to \$2  
 PRIMARY CUTOUPS, new. Ea. ...\$ 3  
 CABLE, rubber cov., stranded, new 1/0 or 2/0. Ft. ....20c  
 8 McGLASNAHAN NICKEL GUNS, with case .....\$100  
 FRENCH FRY OUTFIT, comp., with el. peeler ..... 300  
 PAN GAME PANS and LAY DOWNS, new ..... 50  
 EVANS SPINDLE, like new..... 40  
 ICE SHAVER, Snow King No. 1... 15  
 SLUM, over 5M pieces for Watchla, \$100 val. .... 50  
 2 COMMITTEE OUTFITS, 10x15, frame, top, wall, bally, royal blue, like new. Ea. .... 100  
 ALL ARTICLES F. O. B. HERE OR PHILADELPHIA

## MAC MARCKRES

R. 1, Box 370, West Palm Beach, Fla.

### AGENTS!

Can place sober and reliable Agents for Ball Games, Long and Short Galleries, Watch-La, Grocery Wheel, Penny Pitch, etc. Open latter part April in Virginia. If interested write to me at above address immediately.

## OUR PRE-POPPED FRENCH FRIED POPCORN

(Melt in Your Mouth Quality)  
 Packed in heavy shipping cartons—\$6.00 vend from \$1.75 carton. (One Pound Bag.) Also Cheez Popcorn, \$2.25 carton. Popcorn Malt machine operators, try a carton. Guaranteed.

### TWO SUPER STAR THEATRE POPCORN MACHINES

Brand new. Make us an offer. We distribute Minipop (coin-operated 10¢ Play Popper also). When it's Popcorn, Machines or Popcorn, we have . . . Everything.

THE P. K. SALES COMPANY  
 507-509 Wheeling Ave. Cambridge, Ohio

## COOKHOUSE FOR SALE

WILL SELL AND BOOK ON SHOW. COMPLETE, EQUIPPED WITH ELECTRIC REFRIGERATOR, READY TO OPERATE. INCLUDING TRACTOR AND TRAILER.

Price \$1,750.00

ALL REPLIES:

FONTANA AND HETH CONCESSIONS  
 North Birmingham, Ala.

## BINGO MANAGER

Wishes connection for coming season. Capable, experienced, references. Write

BOX D-213

c/o The Billboard, Cincinnati 22, O.

## FOR SALE GRUNNER CHAIR-O-PLANE

24 Seat. Used 3 Months. Price, \$1,250.00.

S. J. SCHANTZ

4543 ALCOTT ST. LOUIS, MO.  
 (Phone: Colfax 8848)

some valuable publicity in *The Norfolk Virginian-Pilot's* January 21 issue over his purchase of six snakes and a seven-foot alligator from a 16-year-old youth who had been keeping the reptiles in his room as pets.

Joe J. Fontana, general agent for the L. J. Heth Shows, wired *The Billboard* that while attending the Georgia fair meeting in Atlanta he contracted for fairs at Carrollton, Covington, Monroe, Cordele and Hawkinsville, all in Georgia.

Larry (Bud) Carey, former film stuntman and more recently a girl show operator, is wintering in Baltimore, where he's doing his comic emceeing and magic in night clubs. He plans to take a girl revue on the road about March 1.

H. L. (Buck) Newlin, electrician on the John McKee Shows, who was taken ill while in Biloxi, Miss., is in the Park Lane Hospital, St. Louis. Mrs. Newlin is staying with friends in LeMay, Mo., St. Louis suburb, while Buck is in the hospital.

Sonny Eliot, was the clown pictured holding the little crippled girl at the Michigan Showmen's Association Christmas Party for underprivileged children on page 52 of the January 10 issue. The name of Harry Green, his brother-in-law, was inadvertently used in the caption.

And then there was the manager who sent an agent five stamped envelopes with five sheets of stationery, requesting him to book some fairs for him.

J. W. Swisher who had two concessions on Sweeney United Shows last season, is wintering in St. Albans, W. Va., where he's working the midnight shift for a trucking company. He plans to return to the road about April 1.

Elain Kirby's *Cotton Club Revue* has been inked as the colored show attraction on the World of Mirth Shows for 1948. Titled *The World-Famous Cotton Club Girls of 1948*, show will be staged by S. H. Dudley, Joe Johnson, unit's press representative reports.

Following a visit to their home in Kentucky, Dan and Bobbie Stewart went to Hot Springs where they plan to vacation and take the baths for a few months. They report their cookhouse in top shape for the coming season.

Mr. and Mrs. Dick Hilburn have signed with Claude Bentley's Side Show on James E. Strates Shows for 1948. Nora will handle the inside blow-off ticket box, while Dick will present his half-boy act in addition to handling the tattooing activities.

Jimmie Helman, a veteran of 30 years in outdoor show business, is operating a photo studio and small arcade in Philadelphia. He plans to return to the road in June to play New England fairs and celebrations with a new Funhouse, with his son and daughter-in-law, Mr. and Mrs. Van Helman assisting him.

Mrs. Mack McAllister, the former Marie Jones, girl show operator with Capital City Shows last season, was tendered a dinner by showfolk friends recently while in Baton Rouge, La. She and husband, Mack, concessionaire, are planning a brief honeymoon in Tucson, Ariz., before planning next season's tour.

### FOR SALE

10-CAR

## KIDDIE AUTO RIDE

In Excellent Condition.

\$900.00

Wire or write WM. TUCKER  
 Box 2230, Tucson, Ariz.



## CAN PLACE FOR SEASON OF 1948

**SHOWS**—Girl Show, have complete outfit; organized Minstrel Show, Monkey Show, Snake Show, Fun House, Motordrome; will furnish transportation if necessary. Will furnish outfits for any worth-while attractions.

**RIDES**—Kiddie Train, Pretzel or Dark Ride, Live Pony Ride.

**HELP**—Foreman for 1948 Tilt-a-Whirl, must be first class man. Experienced man to take charge of two Kiddie Rides. Ride Help that drive get in touch with us. (Hoyt Prevette, please answer.) Want man to handle front entrance and sell tickets on front gate.

**CONCESSIONS**—Cookhouse, Bingo and all other Hanky Panks open. **WILL BUY FOR CASH—FUN HOUSE—MUST BE FIRST CLASS** We have 12 bona fide Fairs now contracted. Will furnish route to interested parties.

**CAN PLACE FOR 12 WEEKS, STARTING AUGUST 9, HIGH CLASS FREE ACT**

**SHOWS OPEN ITS 1948 SEASON IN BIRMINGHAM IN MARCH**  
 All Replies

WINTER QUARTERS, NORTH BIRMINGHAM, ALA.

# WANT FOR 1948 SEASON WANT J. GEORGE LOOS GREATER UNITED SHOWS

OPENING DATE — FEB. 14 TO 19 LAREDO, TEXAS

## WASHINGTON BIRTHDAY CELEBRATION

16 DAYS AND NIGHTS — 3 SATURDAYS AND SUNDAYS

### WANT CIRCUS SIDE SHOW

Also Illusion Show (have Top, Banners, also Sword Box and Levitation Act), Crime Show, Dog and Monkey Circus and other non-conflicting attractions with own equipment.

**CAN PLACE SPITFIRE & CATERPILLAR CONCESSIONS** (No Rackets.) Phil and Opal Serrano, write. Bingo, Grab, Popcorn, Floss, Ice Cream, Photos, Custard, Candy Apples sold.

Excellent list of fairs and celebrations already booked.

**FOR SALE 24-SEAT MIX-UP, \$1,000, COST \$1,700**

LONG SEASON OF 40 WEEKS

WRITE OR WIRE J. GEORGE LOOS LAREDO, TEXAS

## EDDIE L. WHEELER SHOWS

—NOW BOOKING FOR SEASON 1948—

**CONCESSIONS**—Duck and Fish Ponds, Hoop-La, Photos, Candy Floss and Apples, Popcorn, Shooting Gallery, Hi-Striker, Jewelry, String Game, Darts, Ball Game, any legitimate Concession. Good opening for Cookhouse catering to show people, Bingo, Diggers, two Palmistry. **SHOWS**—Want Shows with own transportation, especially Side Show, Fun House, Mechanical, Wildlife, Snake, any Grind Show of merit. Have new Tops for parties with worth-while attractions. **RIDES**—Roll-o-Plane, Tilt, Spitfire, Octopus and Ride not conflicting. **HELP**—Ferris Wheel Foreman and Second Man. (Blackie Collins, answer.) Foremen for Chair-o-Plane and Kiddie Ride. All must be sober and reliable. Drunks, do not apply. Want Electrician, preferably one with Concessions. Want Agents for office-owned Roll-Down, Swinger, Skillo, Slum Sets, Ball Games, Percentage.

**FOR SALE**—36 Ft. Merry-Go-Round Top, new last season. One practically new Royal Blue 12x12 Concession Top, all around awnings, new white pine frame. Photo Studio, cheap. **SHOW OPENS ABOUT MARCH 22.**

All Replies to EDDIE L. WHEELER, RT. 2, CALHOUN ROAD, ROME, GA.  
 P.S.: Fred Albany, contact immediately. Tom Bass not connected with this show.

## FLORIDA AMUSEMENT COMPANY

Place Legitimate Concessions for following fairs: Okeechobee Veterans' Fair; St. Lucie County Fair, Fort Pierce; Southwest Florida Free Fair, Fort Myers; Elks' Fair, Pahokee; Plant City Strawberry Festival, Plant City; Hardee County Fair and Cucumber Festival, Wauchula.

All address VERO BEACH, Florida, Fair, this week.

HOWARD INGRAM

## WANT FOR FOOD FAIR

FEBRUARY 9 TO 14 — HAGERSTOWN, MARYLAND

Popcorn and Peanuts, Photos, Peeters, Candy Apples, Candy Floss, Scales, Guess Age, Hand Writing and Astrology, Jewelry Workers, Novelties, Low Pitchmen and Demonstrators. Apply

MR. HUBBARD, Manager

210 W. FRANKLIN STREET BALTIMORE, MARYLAND

## FOR SALE RIDES

Little Beauty 2-Abreast Merry-Go-Round; 7-car Tilt-a-Whirl; Flying Scooter; Silver Streak; Dayton Train Ride; Allan Herschell 10-car Kiddie Auto Ride.

## TRANSPORTATION

25 Tractors, 1½ to 3 tons, 1937 to 1941 models; 25 Semi-Trailers, van and open bodies, 20 to 35 feet long.

## LIGHT PLANTS

4 60-kw. General Motor Diesel Light Plants mounted 2 each on 32-ft. trailers with G. M. C. cab-over-engine tractors.

## SEARCHLIGHTS

2 60-inch with generator, mounted on 30-ft. semi-trailer. Also 3 complete single units with generator.

## MISCELLANEOUS SHOW PROPERTY

Rubber-covered Cable and Junction Boxes. Tops and Banner Lines.

Address

## OSCAR BLOOM

Box 32 Columbus, Miss.

## FOR SALE

### ROOT BEER STAND AND SHORT RANGE LEAD GALLERY

Both Mounted in Trailers

Write or Wire

### JACK WALSH

3637 Emerson Avenue  
North Minneapolis, Minn.

## CARLISLE, PENN.

### GREAT CARLISLE FAIR

Is Playing

### PRELL'S

## BROADWAY SHOWS

1948

2nd Year—There Is a Reason.

## HARRY CRAIG

### Heart of Texas Shows

Want Ride Help. Jimmy Lane's Bronze Revue wants Performers and Musicians. Open March 1.

Address:

HARRY CRAIG, Box 158, Brownwood, Texas.

## RIDE FOR SALE, \$2,500.00

Come and get it. \$3,000.00 to ship to you. I'm now painting it. In A-1 condition. Ready to operate.

### JIM FOREST

31 N. Atlantic Daytona Beach, Fla.  
Telephone 9504

## AGENT WANTED

for Long Range Shooting Gallery. Year around work. New gallery mounted on new truck. Contact

### BRUCE J. DUFFY

315 Mission Road SAN ANTONIO, TEX.

## C. A. STEPHENS SHOWS

### BOOKING

Shows, Rides and Concessions for the coming season. All mail answered.

BOX 817, CRYSTAL RIVER, FLA.

## FOR SALE

Two House Trailers, one Two-Wheel Trailer, one Semi Trailer, one set of Diggers on Trailer, Mix-Up and 8-Car Kid Ride, one Show Front, 2 Ball Game Tops and Frames, one 6x8, one 8x12 Top and Side Wall, five Trucks, one 16mm. Projector with 6 shows. All replies:

F. B. DENNIS, Mountain View, Okla.

## SOUTH BOSTON, VA.

### SOUTH BOSTON FAIR

Is Playing

## PRELL'S BROADWAY SHOWS

1948

2nd Year—There Is a Reason

## CLUB ACTIVITIES

### Showmen's League of America

400 So. State St., Chicago

CHICAGO, Jan. 24.—Vice-President Lou Keller presided at the regular meeting Thursday (22). With him at the table were Treasurer Walter F. Driver and Secretary Joe Streibich. Members stood in a minute's silence in respect to Ben Kaplan and A. L. Miller, both of whom passed away during the week. Vice-President Keller and Charles Zemater delivered eulogies.

Membership applications of James H. Lamb and William F. Brown, credited to George A. Hamid and John Lempart, were presented.

Committee working on the Buffalo Bill party February 28, reports things moving along smoothly. Members are Charles Zemater, Dave Malcolm, Al Sweeney and Hubert Schloss. Ben Hyman, co-chairman of the membership committee, reported on his committee.

Members present after absences were Emmett Simms, Arthur Stahlman, George C. Olsen, Sam Menchin and Ainley Lambert.

Pete Kling is still confined to his home in Texas. Walter B. Fox is ill at his home in Mobile, Ala., and Tom Vollmer, W. C. Deneke and H. D. Wilson are still confined. John J. Sweeney is ill at the home of his sister in Needham, Mass.

Jack Hawthorne advises he will stay in Honolulu until about February 15. Letters were received from Walter B. Fox, Nat Green and Harry A. Illions.

Harry J. Taylor was appointed to bring in a report on a television set for the club. George Bischoff spent a day in Chicago. Ben Block and Harry Coin left for their homes in San Antonio. Vice-President Keller advises he will undergo surgery sometime next week.

### Greater Tampa Showmen's Association

#### Ladies' Auxiliary

Ladies' Auxiliary of the new Tampa Showmen's Club will start its membership drive at the Largo Fair, where Eddie Young, of the Royal Crown Shows, donated a booth on the fairgrounds to be used as a clubroom. An officer of the club will be on hand to enroll auxiliary members.

Mr. Hayman, of Hayman's Jewelry, has donated clubrooms at 402 Fortune Street until permanent quarters can be obtained.

The auxiliary will hold meetings every Monday night.

Geraldine Gaughn has been named chairman of the press committee. Mrs. Gaughn's husband, Harry Frish, is concessions manager on the Royal Crown Shows.

### Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Jan. 24.—Regular meeting was held Tuesday (20) with President Lucille Hirsch presiding. Also on the rostrum were Edith Streibich, first vice-president; Billie Lou Foreman, second vice-president; Mae Oakes, third vice-president, and Mariana Pope, financial secretary.

Josephine Glickman, corresponding secretary, read correspondence from Heart of America Showmen's Club, Ruth Martone and Ruth Steinkalner.

Rebecca Daniels thanked members for the gift sent her mother. Mae Oakes represented Caravans at the Missouri Show Women's Club's installation in St. Louis. Agnes Barnes is wintering in California. Past President Edna O'Shea Stenson is entertaining her sister, Elsie Aldrich,

### National

### Showmen's Association

154 Broadway, New York

NEW YORK, Jan. 24.—David Brown and Jack Alfred, left for a Miami vacation. Treasurer D. D. Simmons returned from the South. John McCormick, house committee chairman, is making changes in the clubrooms.

Recent visitors included W. J. Wendell, of North Tonawanda, N. Y.; Harry Illions, Celoron Park, Jamestown, N. Y.; Fred Murray, Joe Trosey, Morris Gurtov, Tom Healey, Morris Brown, Edward and Samuel Cohen, Jack Lichter, Whitey Hodgetts, Sam and Michael Walker, Dave White, Joe Prell, Barney Walker, Ward Graves, Ted Barton, William Miller, Sam A. Shapiro, Joe Goodman, Morris Levi, L. James Quinn, A. J. Merrill, Louis Victor, Sol Wahnish, Harry Rifkin, Edward McKeon, Jack Stern and Louis Light.

Louis Faber is at U. S. Marine Hospital, Staten Island, while Philip Groden has been returned to Kings County Hospital, Brooklyn. Others on the sick list are James Cox, Pawling Sanitarium, Wynantskill, N. Y.; Earl H. Feek, Syracuse, N. Y.; True Perkins, Farm Colony, Staten Island, N. Y.; Jack Carr, Great Neck, L. I.; Irving Udowitz, Brooklyn; Eugene Gutman, Northwood Sanitarium, Saranac Lake, N. Y., and Sam Weisser, Veterans' Camp, Mount McGregor, N. Y.

Membership applications came from Joseph Cultrera, Charles Buchbaum and Martin Gray, proposed by David Brown, and James P. Connors, proposed by Joe Prell.

Letters are being held here for Irving Yerkes, Harry J. Hyman, J. Eldon Wilson, Sam Goldstein, Samuel Solomon, Clayton J. Ely, Willard J. Clarke, Sidney Groner, Dick Davis, David Rosenberg, Benny Beckwith, Anthony Baress, John G. Whitehurst, James Snyder, Frank A. Norton, Adolph Ehrman, Jack Goldie, Perry Cowan, Wilbur Scuderi, Harold Lupien, Frank E. Robinson and Louis Licata.

### Arizona Showmen's Association, Inc.

317 W. Washington, Phoenix

PHOENIX, Ariz., Jan. 24.—President Denny presided at the regular meeting which attracted 45 members. Sick committee reported that Brother Ed Smithson has been discharged from a Los Angeles hospital and is recuperating at the Bristol Hotel. Bill Bishop is reported doing well in a Pueblo, Colo., hospital.

Elected to membership were Mrs. Francis Pesicka, Mrs. Rose Menore, Nellie and Elma Denny, Cora Ritter, Betty Wilson, Marian Prather and Mrs. Harry D. Clark. It was voted to put on a drive for new members.

Bill Hulmer arrived for the winter, and Joe Applegate, boss canvasman, is a daily visitor. Vernon Reaver, general agent of the Clyde Beatty Circus, visited the club en route to the West Coast.

Harry Butler, Lloyd Lee and Joe Goad have returned for the winter. Roy West joined the Midwest Shows. Frank Starbo won the weekly drawing.

of San Antonio, and Blanche Sullivan, Milwaukee.

Mae Oakes won the night's award. Social held today was in charge of Isabell Brantman, Gussie Breger and Violet Watson. Annual spring party will be held in March.

Esther Weinter, 1006½ Virginia Street, Sioux City, Ia., is still hospitalized from a recent operation.

### Pacific Coast

### Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Jan. 24.—President Everett W. Coe conducted the Monday (19) meeting, with Vice-Presidents Candy Moore and Joe Krug, Secretary Ed Mann, Treasurer Al Weber and Chaplain Jack Hughes assisting.

Sam Adelsten was elected to membership. He was initiated by Jack Hughes, E. W. Coe and J. Ed Brown.

Visitors and members present after absences included Harry Meyers, Al and G. G. Keenan, Jack Joyce, Dwight Pepper, Sam Gould, Luke Anderson, Arthur Hughes, Alex Freedman, Joe Ryan, Leo Sax and F. J. Lawrence.

An impromptu campaign to raise funds to purchase new furniture for the new clubrooms was conducted on the floor by Chairman Moe Levine. A total of \$322 was donated. A committee from the Ladies' Auxiliary announced its group would donate \$300 to the furniture fund.

A talk on the progress being made in redecorating the clubhouse was made by Harry Hargrave who urged members to vote in favor of a motion before the group to assess each member \$5 to help finance the work. Motion passed and the executive secretary was instructed to notify all members by letter of the assessment. A total of \$290 in assessments was paid by members present during the meeting.

Drawing was won by Theo Forstall.

#### Ladies' Auxiliary

Regular meeting was held Monday (19) with President Madge Buckley presiding. Guests included Mrs. J. W. (Patty) Conklin and Mrs. Davis. Letters were read from Elsie Miller and June Aldrich.

Maybelle Bennett said that her daughter-in-law, Madge Chipman, fractured her wrist in a fall. Minerva Boyd and Vivian Gorman are improving. Sally Flynn, Toots Epple, Estelle Wampler and Peggy Steinberg are on the sick list.

Nina Rogers announced club's new home will be ready February 9. Donations for the home came from Lucille King, Mary Taylor, Gladys Kennan, Lill Schue, Isabelle Myers, Mrs. Conklin, Charlotte Cohn, Betty G. Coe, Margaret Farmer, Nina Rogers and Marie Taft.

Called on for talks, after absences, were Margaret Farmer, Ruby Kirkendall, Nancy and Isabelle Myers, Elda Denu, Ann Stewart and Maybelle Bennett.

New members are Lil Krug and Esther O'Kelly.

Bank award went to Lucille King and the door prize, donated by Mable Brown, was won by Jenny Perry. Lunch was donated by Madge Buckley.

### International

### Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, Jan. 24.—Earl Bunting, newly elected president, was installed officially at the regular meeting Thursday (15). Past President Morris Lipsky presented Bunting with the gavel and gave the oath of office.

Happy Raye Ware again was appointed chairman of the entertainment committee and announced a Sweetheart Party for February 14.

Charley Chaney Night was celebrated in the clubrooms Saturday (10), with the fish supplied by Chaney.

NOW CONTRACTING FOR 1948 SEASON

RIDES—SHOWS—CONCESSIONS

## W. G. WADE SHOWS

C. P. O. Box 1488 Detroit 31, Mich.

**Heart of America Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 24.—In the absence of President Harold Elliott, Past President George Howk presided, with Treasurer George Carpenter and Secretary Homer Pennington also of the rostrum.

Paul Van Poole, William Albert Stark and Harold Carmichael were elected to membership.

The president's dinner was postponed to a later date.

F. W. (Boxie) Warfield left for a Southern trip. George Elser will enter a local hospital soon for an operation. Lem Harrington, confined to General Hospital, is reported showing improvement.

**Ladies' Auxiliary**

Meeting was called to order by first vice-president, May Hart, with Secretary Loretta Ryan and Treasurer Hattie Howk on the rostrum.

Monta Pruett, Phoebe Stark and Marjorie Michaelson were elected to membership.

Clara Zeiger, past president, represented the auxiliary at the Pacific Coast Showmen's Association banquet. Esther Wiener is in a Sioux City, Ia., hospital. Her address is 1006 Virginia Avenue, Sioux City, Ia.

Cards were read from the PCSA Ladies' Auxiliary, Mrs. Pearl Deem and Nellie Weber.

The door prize donated by Margaret Haney was won by Grace McBain.

Following the meeting, lunch was served by Ruth Martone and her committee.

**Show Folks of America San Francisco**

SAN FRANCISCO, Jan. 24.—Regular meeting was called to order by President Whitey Monnette. Correspondence was read from J. J. McCarron, now at the Hassler Health Home, Redwood City, Calif., and Mrs. Margaret Vaughan and Harry and Helen Dilbeck. A wire was received from Los Angeles announcing the death of Ben Dobbert.

Dan Meggs and President Monnette visited George Dunn in Oakland Hospital. Mrs. Weidmann reported that Mrs. Eueua Mack is ill in her home. Ralph Deering reported on George Dunn and George Blondell. Joe Litchell is ill in a San Francisco hospital.

Elected to membership were Sam D. Jarrett, Victoria and Lucien Bucknum, Edward and Peg Butgler and Orin and Edna Gruver.

Abe Plato, Lakeview, Ore., a guest of the evening, donated \$25 to the cemetery fund. Introduced in addition to Plato were Mr. Dennison, Vancouver, B. C., a guest of Charles Camp; Harry Miller, Mr. and Mrs. Jack Christenson, Norman (Dutch) Schue, Dolores Coronada, Mr. and Mrs. Harry Friedman and Mr. and Mrs. Morris Ginsberg.

Council Raiford was elected co-chairman of the board of directors. Past President Harry Seber is board chairman.

March to the clown's head netted \$16.75 for the Christmas Fund. Paul Kauffman won the \$31 pot of gold.

**BALLYHOO BROS.' CIRCULATING EXPO**

A Century of Profit Show

By Starr De Belle

Long Trail, Ga.  
January 24, 1948.

Dear Editor:

We presume that you will read our ad appearing in the current issue. As we have already declared that we have an ad, we presume that it will be okay for us to make mention of it here, which should not be considered advertising because we declared ourselves. Here is the way our current ad reads: "Can place people in all departments. Positively out all winter. No tickets or money advanced even if we don't know you. Pay your wires and enclose a self-addressed stamped envelope for a reply if you answer by mail." For the benefit of those who need tickets or money, the following instructions, if closely followed, will guarantee one's safe arrival on the show.

First write to a farm journal publisher for sheetwriters' credentials. They will identify you as a member of the press. When picked up by a friendly motorist, introduce yourself and flash your press identification papers to put him at ease. Back up the cards with, "The managing editor of *The So-and-So Daily* and some of the boys joined me in a friendly game last night. Being the heaviest loser, I had to leave my bags for the rent and am on my way to Atlanta to pick up my pay check. They're shipping my bags. Wouldn't let the firm hear of this for anything."

A man with a family finds hitchhiking more pleasant than does a guy who is heeling it single-o, provided the family man chases trucks instead of cars. Most truck drivers are family men and will stop to give a brother population-increaser a lift. Furthermore, his vehicle has capacity. Let him know that you are going to a job and flash our letterhead, printed for such occasions, that reads, "Ballyhoo Bros' Construction Company." Your share of the printing bill of the special letterhead will be deducted from your first week's salary. Never jackpot with a motorist. Keep him believing that you are down at the heel. If played up strong enough he'll throw you a bone at lunch hour. Be hep. The highways and byways owe a living to the people who travel for a living.

War vets should wear their uniforms. Motorists feel honor-bound to pick up a former serviceman. Uniformed hitch-hikers may jackpot with, "At the club last night I made a friendly wager of \$100 that I could hitch-hike to Macon and back again without having a dime in my pocket." That puts the bite on him without asking for dough. Should you be

**Rodgers Sets Four War Shows for '48**

TAMPA, Jan. 24.—Nat D. Rodgers Enterprises has contracted its four War Shows for 1948 with the No. 1 Unit booked on Royal American Shows, its third season there, Nat D. Rodgers said here last week. George Marshall again will manage the No. 2 Unit, which has been set on World of Mirth Shows for its second season.

No. 3 Unit, which has been booked with Hennies Bros.' Shows, will be managed by Max and Doris Kimmer, with Max returning to the road after a year's lay-off. He toured with Royal American in 1946. No. 4 Unit, with James Jacoby as manager, will tour with James E. Strates Shows. Jacoby last season was with Royal American, and in 1946 was with Hennies Bros.

Rodgers said that special features on all four units show Hitler's henchmen in death. He added that the No. 1 Unit chalked up a successful season with Royal American in 1947, having been one of the top attractions there.

picked up by a brother midwayite, don't crack that you're with it. If you do, he'll know that he has a first coupon on his hands and blow you off at the first filling station. By all means Hoosier up on him by stating that money has been wired to you at some town 200 miles south. Even tho he hadn't planned on going that far he'll drive out of his way to make the spot.

When stranded on a lonely road after dark, beat it to the closest farmhouse. Ask the farmer's permission to flop in his barn. The chances are 100 to 1 that you'll be invited into his house for supper and a bed. When he asks, "What kind of work do you follow?" don't crack "I'm also a farmer." He might offer you a job. Having heard him use the word "follow" might lead you to believe that he knows you're a carnivalite. If inclined to tell him that you are—then first look around the house. If you see a plaster doll on his mantel or a rolldown Indian blanket on his bed, then either run away from there faster than hell or tell him your a plumber, which he won't have any need for. MAJOR PRIVILEGE.

**Lone Star Women Unveil Monument**

DALLAS, Jan. 24.—The memorial monument for Showmen's Rest, Grove Hill Memorial Park here, was unveiled recently by the Lone Star Show Women's Club. Dr. W. W. Phares, pastor of the South Dallas Christian Church, gave the main address. Others on the program were Riley Hickman, emcee; Suggs Funeral Home Quartet; Honey Vaughan, club chaplain; Mrs. Phil Little, chairman of the committee; Mrs. Mabel Welchman and Mrs. Louise Hickman. President of the club is Mary Ellen Liberman.

Attending the unveiling were Mr. and Mrs. Riley Hickman, Mr. and Mrs. Phil Little, Mr. and Mrs. Eddie Vaughan, Mr. and Mrs. Jack Lindsey, Rev. W. W. Phares, Mary Ellen Liberman, Bert and Mabel Welshman, Mr. and Mrs. Denny Pugh, Mr. and Mrs. Herb Crangle, Mr. and Mrs. J. S. Panther, Milly Hudspeth, Josephine Powell, Daisey Stanley Parr, Mrs. Mary Reynolds, Jewell Crudup, Charlene Kearns, Ketta Kearns, Mr. and Mrs. L. J. Stanley, Mr. and Mrs. J. L. Chambers, Mr. and Mrs. Robert Harris, Mr. and Mrs. Chuck Moss, Mr. and Mrs. Mac Farmer, Mr. and Mrs. Frank Stone.

Mr. and Mrs. C. C. Ayers, Mr. and Mrs. Thomas Melody, Mr. and Mrs. F. M. Eagan, V. C. McIntyre, Addie Jo Lott, Beth Anderson, Mrs. Frank Harnes, Maxine Clivenger, Frances Palmer, Mr. and Mrs. W. H. Mulvoy, Dr. E. H. Longmire, D. C. Allen, Dannie Ray Morgan, O. C. Beville Jr., B. L. Suggs, E. Lesure, Sidney Spain, Raymond, Charles and John Landers, Mr. and Mrs. L. A. Howell, Mr. and Mrs. Charles Liebert, Mr. and Mrs. Walter Wyatt, Mr. and Mrs. Fred C. Clark, Max Friedman, A. Hirst, W. E. Gaylord, Jack E. Sebastian and Margaret Sandell.

**Kirkwood Shows Awarded Mt. Airy, N. C., Contract**

CHICAGO, Jan. 24.—Ralph Decker, manager of the Joseph J. Kirkwood Shows, wired *The Billboard* that his org had been awarded the midway contract for the 1948 Mount Airy, N. C. Fair, at a meeting of the fair board. William Breese, Kirkwood's general agent, negotiated the contract, Decker said. The Mount Airy Fair has a \$2,000 premium list, grandstand show, fireworks and thrill show, Decker reported.

**Strates Names NSA Committees**

NEW YORK, Jan. 17.—President James E. Strates, of the National Showmen's Association, announces the following committees for 1948.

Bingo: H. William Jones, chairman; Benny Weiss, vice-chairman; Bucky Allen, Leonard Ross, Art Ludwig, Harry Agne, Al Boxall, Charles Werthheimer, Morris Batalsky, Vincent Anderson, Harry Prince, Gene O'Donnell, Solly Nuger, Jack Greenspoon, Phil Isser, Louis Light, Eddie Davis, Bill Cowan, Jack Gilbert.

New home: George A. Hamid, chairman; Clem Schmitz, vice-chairman; Joe McKee, Ralph Decker, Ross Manning, Oscar Buck, Frank Bergen, Dave Endy, Ralph Endy, Jack Wilson, Issy Oetlin, Jack Rosenthal, Irving Rosenthal, Art Lewis, Jack Greenspoon, Dr. Dudley Cooper, Jack Perry, Ben Weiss, Sam Prell, Jerry Gottlieb, Eli Lagasse, D. D. Simmons, Joseph Weissman, Justin Van Vilet, Phil Isser, Sam Spitz, Charles Rubenstein, Frank C. Miller, Roger S. Littleford Jr., Eli Guralsky, Sidney Goodwalt, Max Goodman, William Gilck, Richard Gilsdorf, A. Joseph Geist, James J. Corcoran, George Berman, Vincent Anderson, Bucky Allen, Harry Agne.

Eligibility: Jack Lichter, chairman; Arthur Campfield, Fred Murray, Ralph Endy and Leonard Traube.

Entertainment: Dave Brown, chairman; Fred Murray, vice-chairman.

Grievance: Max Hoffmann, chairman; Joseph Hughes, Jack McCormick, Orest Devany, Jack Lichter, Jerry Gottlieb.

House: Jack McCormick, chairman; Fred Murray, vice-chairman; Harry Kaplan, George Rector, Frank Rappaport.

Sick: Dr. Jacob Cohen, chairman; Joe McKee, Sam Rothstein, Al Janpol, Charles Rubenstein, Nate Weinberg, Dr. Mor Lewinski, Jim McHugh.

Finance: Ralph Endy, chairman; Jack McCormick, D. D. Simmons, Clem Schmitz, Sam Prell.

Membership: Bucky Allen, chairman; Tommy Carson and Jack Perry, vice-chairman; Jack Gilbert, Joseph Kirkwood Decker, William O. Fleming, Roland Champagne, William Muldoon, Harry Prince, Joe Weissman, Henry Guenther, Charles Werthheimer, Vincent Anderson, Calvin Berry, James M. Cole, Max Miller, Myron Colegrove, Rox Gatto, John Gecoma, Harry Sturgis, Lon Ramsdell, James Quinn, Morris Levi, Morris Lipsky, Benny Herman, Max Tubis, Max Gruber.

Cemetery: Fred Murray, chairman; Ralph Decker, Johnny J. Kline, Nate Weinberg, Jack Lichter, Joe McKee, Sam Rothstein, Ted Wolfram.

Publicity: Leonard Traube, chairman; Jim McHugh, Johnny J. Kline, Ted Wolfram, Lon Ramsdell.

Veterans: Jack Lichter, chairman; Ralph Decker, Al Janpol, Joseph Kirkwood Decker, Sam Rothstein, Barney Walker.

Banquet: William C. Fleming, chairman; Dick O'Brien and Ralph Endy, vice-chairmen.

Jamboree: George A. Hamid, chairman; Dick O'Brien, Jack Wilson, I. Oetlin, Morris Lipsky, Oscar Buck, Ross Manning, James M. Cole, Jack Perry, Leo Bistany, Sam Prell, Joe Prell, Carl Barlow, I. Trebish, Phil Isser, Al Wagner, John Ward, Bill Cowan, Phil Muldoon, George Golden, Justin Van Vilet, Ralph Decker, Sam Levy, Tommy Carson, Jack Greenspoon, Morris Vivona, Ben Weiss, Floyd Gooding, Roland Champagne.

By-laws: Max Hoffmann, chairman; Max Cohen, vice-chairman; Leonard Traube, Arthur Campfield, Joe Hughes, Fred Murray, Ralph Decker.

Executive: All officers, Ralph Endy and Clem Schmitz.

**FOR SALE**

2 FERRIS WHEELS  
1 MERRY-GO-ROUND  
1 AERIAL JOYRIDE  
TRANSFORMER WAGON WITH  
2 100-K. W.s  
OCTOPUS  
1 OFFICE TRAILER  
TRUCKS AND TRAILER TO HAUL  
ABOVE RIDES,  
ALL IN GOOD CONDITION  
**ELLMAN UNITED SHOW**  
2239 N. 56TH STREET  
MILWAUKEE 8, WISCONSIN

**OHIO VALLEY SHOWS**

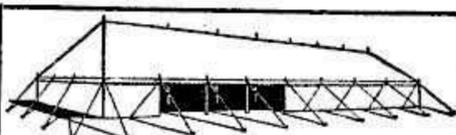
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**ROXIE HARRIS**  
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"Comfort and Protection"

# RAS Back to Western Canada; Wallace Bros. Gets B Route

(Continued from page 50)

newing friendships. He appeared before the Class "A" circuit and, among other things, discussed Canadian legislation affecting carnivals and fairs. He also unreel a color film taken in 1947 at the Canadian National Exhibition, Toronto, where he and his brother, Frank, hold a long-term midway contract. From here Patty left for Los Angeles to rejoin his wife for a brief vacation, after which they will go to Oregon, where he will inspect new rides before returning to Toronto.

## Ready Rand Unit

The Charles Teichner Studios, Chicago, have been signed to prepare special stage sets, drapes, etc., for the Girl Show which Sally Rand will head on the Royal American Shows. Sedlmayr disclosed during the sessions here. La Rand, last year with Hennies Bros., where she ran up record-breaking grosses, is to open with the RAS at the org's first spring date under the terms of a recently signed contract, Sedlmayr said. The Teichner Studios also will frame the stage, drapes, etc., for Leon Caxton's *Harlem in Havana* unit, Sedlmayr announced.

This year for the first time the RAS will travel on an all-steel train, Sedlmayr revealed. The combination wood-and-steel sleepers are to be replaced by 15 all-steel standard Pullmans. Delivery of the latter will begin January 29, he said.

The RAS also will go out with all-steel wagons, Sedlmayr said. Now under construction in the show's Tampa winter quarters, the wagons are being built in two-foot sections, with interchangeable parts. This, Sedlmayr pointed out, will enable speedy replacements, facilitate new construction and permit easy building of wagons of various lengths.

Most of the dies from which the parts will be stamped already have been made, according to Sedlmayr, who maintained that when all of the parts have been stamped it will be possible to assemble a wagon with almost the same ease as a tinker toy. The wagons, he said, will be mounted on pneumatic tires. His son, Carl Jr., is directing the work at quarters.

Wallace Bros.' Shows will have eight major rides, six kiddie rides and eight shows in their run over the Class "B" route, according to the presentation Sullivan made at the meeting here. Included among the new features will be a Motordrome, to be handled by Johnny Branson, who last year had the Iron Lung on the show.

Other new features will include a Swimcade, with an 80-foot front; a Canadian Wild Life Show, to be handled by Jack Ray; a Monkey Show with an 84-foot front; a new Snake Show, to be handled by Branson; a Crystal Maze as a replacement for a Funhouse, and two new rides, a Looper and a kiddie Merry-Go-Round.

Also new this year will be 10 ticket

## Rochester, N. H., Midway to Coleman

MIDDLETOWN, Conn., Jan. 24.—Midway contract for the Rochester (N. H.) Fair has been awarded to Coleman Bros.' Shows, Richard J. Coleman announced from local quarters this week.

Coleman also said that Walter McCracken, formerly with James E. Strates Shows, has signed his Monkey Circus and Girl Show with the Coleman org for 1948.

boxes, built of stainless steel and chromium, indirectly lighted, and topped by a plywood design intended to snare the eye.

## J. J. Jones Contracted By Pensacola Annual

PENSACOLA, Fla., Jan. 24.—The Johnny J. Jones Exposition has been contracted to furnish the midway attractions at the 1948 Florida Interstate Fair here. The annual is a new addition to the Jones's fair dates.

Morris Lipsky and Harold (Buddy) Paddock, co-owners of the show, represented the org in negotiations with John Frenkel, fair manager.

## Reichert Heads Wisconsin Concessioners' Association

MILWAUKEE, Jan. 24.—Wisconsin Concessioners' Association, meeting in conjunction with the annual Wisconsin State Fair Association confab in Pfister Hotel here, elected R. George Reichert, Marshfield, president for 1948, Robert J. Chase, secretary, said this week.

Robert J. Barclay was named first vice-president; Chase secretary, and C. O. Swanson, treasurer.

## Omaha City Council Nixes Club's Plan for Carnival

OMAHA, Jan. 24.—City Council apparently has closed the door to carnival showings on city-owned property.

The council turned down a request from the Vinton Commercial Club to sponsor a carnival on city-owned property on Deer Park Boulevard between 10th and 13th streets.

## INTL. BALL DRAWS 350

(Continued from page 50)

William McCoy, Mr. and Mrs. Ralph Hoffman, Mr. and Mrs. Frank Grimm, Mr. and Mrs. Albert Hoppe, Mr. and Mrs. Al Prospero, John Fabick Tractor Company, Rozier-Ryan & Company, Mr. and Mrs. John Maher, Mrs. Iris Kamen, Mr. and Mrs. George Reagan; Mr. and Mrs. Jack Downs, Gem City Shows; Mr. and Mrs. Sidney Belmont, Mr. and Mrs. Leo and Deé Lang, Mr. and Mrs. Gus Forster, Mr. and Mrs. Billy (Zoot) Reid, Mr. and Mrs. John Francis, Red Kelley and W. E. (Bill) Snyder.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Jan. 24.—Plans have been completed for our attendance at the Virginia fair meeting January 26-27, the Pennsylvania meeting, January 28 and 29, and the New York State meeting February 9-10.

The War Assets Administration advises of additional changes in its regulations and indicates its war surplus of machine tools has now been practically liquidated and it is expected no further offerings will be made.

We have on file considerable information with reference to the requirements for filing tax returns and estimates, which information is available to the membership upon request.

Rent controls for trailer camps and ground space for trailer rentals has been eliminated under a recent change in housing regulations.

Experts feel business conditions will continue good thruout 1948 and well into 1949. It is figured incomes will continue to rise and consumer demand of manufactured goods will continue largely as at present.

Current shortages of gasoline in some areas are in part the result of the export of this product and it seems likely that a revision in export quotas will be made so as to prevent shortages during the year.

The United States Commerce Department has released considerable information on the subjects of plastics, electrical appliances, hardware, radios, jewelry, lumber, motor vehicles, metals and minerals of various types, and transportation. Digests of these items are on file in the association's offices.

## New American Midway Shows Sign Eagle Pass, Tex., Cele

EAGLE PASS, Tex., Jan. 24.—Dean Locke, general agent for Don Brashear's New American Midway Shows, signed contracts with Woody Garrett, president of the Eagle Pass, Tex., Junior Chamber of Commerce, to furnish all of the midway shows and attractions for the International Fiesta and Washington's Birthday Celebration at the American end of the International Bridge in downtown Eagle Pass February 14-22.

Parades are scheduled February 21 and 22 and several name attractions are booked for the event.

## Prell Contracts Carlisle Annual

PHILADELPHIA, Jan. 24.—Signing of the Carlisle (Pa.) Fair midway contract was announced this week by Allan A. Travers, general agent of Prell's Broadway Shows. Other fairs already contracted are Ebensburg, Pa.; Rocky Mount and Henderson, N. C.; Greenwood and Greenville, S. C., and South Boston, Va.

Work on show equipment at Gibsonton, Fla., is expected to be finished by February 15, at which time all equipment will be moved to the Charleston, S. C., winter quarters.

Shows contracted to date include Big Bertha's Fat Show and Snake Show, Jake Ottman's Side Show, Cash Miller's Monkey Show and Wild Life. The Bardo brothers will again have the Motordrome. The Girl Show will be produced and managed by Irving Lewis, while Jimmy Judge will handle the Posing Show and Prof. Vadalia the Minstrel Show.

Contracted again are Whitey Hewitt, lot superintendent and chief builder; Mack Klein, chief electrician; Joe Hollander, chief mechanic, and Patty Finnerty, business manager.

## Sensational Apollos Signed by Potter For Buffalo Shows

BUFFALO, Jan. 24.—Howard Potter, general manager of the Buffalo Shows Mighty Midway, announces that he has signed the Sensational Apollos, high swaying-pole act, for the season. The Apollos will join the shows in Pennsylvania May 24, at the close of Frank Wirth's Police Circus.

The Buffalo Shows will hit the road May 1, marking their 11th season. The org, heretofore known as the Buffalo Shows, this year will be known as the Buffalo Shows Mighty Midway.

Kermit Erskin, who joined last year as electrician, has been engaged again for 1948 and will report to winter quarters in April. Raymond Petrie, also due in quarters in April, will be superintendent of kiddie rides, all office owned. Carroll H. Bush, concession operator, who, with his family, is wintering in North Carolina, will be back on the midway this season with his stores, including candy apples and waffles. The Bushes also will take over the popcorn stand, the office deciding to store its popcorn concession. Bush reports he is building a new store, mounted on a truck, to handle the candy apples, and framing a new skill game.

The wood-working shop in quarters is in charge of Morris Tinkler, show carpenter and builder. Much equipment is under construction.

Org has received letters recently from Lee Roy De Vore, Walter Schafter, Mr. and Mrs. J. Howard Scott, Mrs. Ruth Ferris, Mr. and Mrs. Bill Morley, Mrs. Tom Moore, Mr. and Mrs. Jim Nolan, Mrs. Ida Sylvia and family, Robert Sanford, Mr. and Mrs. Eddie Dumke, E. G. Campbell, L. W. Lang, George Handy, Mr. and Mrs. Mickey Percell, John B. Schwartz, Samuel Miles, F. A. Roberts Jr., Mr. and Mrs. George Wilson, Kermit Erskin, Graves H. Perry, the W. C. Kaus Shows, and Ray H. Campbell, recently discharged from the U. S. Marines.

## Loos Laredo Pact Extended

LAREDO, Tex., Jan. 24.—George Loss's Greater United Shows are being readied in quarters here for their 25th consecutive appearance as the midway attraction at the 51st annual Washington Birthday Celebration here February 14-29. Shows recently had their midway contract extended until 1952 which will make an aggregate of 29 years in that capacity at the celebration.



AT THE ANNUAL NEW YEAR'S PARTY of the Regular Associated Troupers, officers for 1948 were elected. Top picture shows part of the crowd attending the party. Bottom, left to right, are the new officers: Marie Bailey, president; Norman Schue, Babe Herman, Harry Golub and Inez Alton, vice-presidents; Helen Smith, secretary, and Clarence Alton, treasurer pro tem.

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**EVERY where!!**  
**EVERY day!!!**

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# North Carolina Makes Move For State Aid; Better Fairs Promised as Initial Step

## Carnival Operators Defended at Raleigh Meet

RALEIGH, N. C., Jan. 24.—Promises of better fairs as the first step toward securing State aid were voiced by nearly all members attending the 15th annual meeting of the North Carolina Association of Agricultural Fairs at the Sir Walter Hotel here yesterday (23). Sparked by Dr. J. S. Dorton, president, managers indicated that they would continue their efforts to eliminate the competition of promotional events advertised as fairs. As a result of action taken at last year's meeting, Governor Cherry appointed a commission to study agricultural fairs as directed by the last general assembly.

Meanwhile, to promote public approval and confidence, members pledged work in their own counties to further the interest of educational leaders. Efforts will be made to secure full holidays for school children, with the provision that midway attractions will not be open until 1 o'clock. This action was also approved by attending carnival operators.

Harry Caldwell, head of the seven-

man commission, said the group would investigate the status of fairs for the purpose of eliminating abuses and attempt to define an agricultural fair for the purpose of supplying proper terminology for possible legislation. The association has been in the doldrums for a number of years, with only 14 of its 80 members contributing dues.

This year's program was presented in the form of a forum with excellent results. Both the morning and afternoon sessions were well attended, and most members, as well as several showmen, took advantage of the open sessions to voice their thoughts.

Arthur F. Corey, of the Greenville Fair, rose to the defense of showfolk when it was intimated that all midway units were not high caliber. He said there was no problem in guarding against dealing with unscrupulous operators. The putting of fairs on the auction block, with the result that the privilege paid in some instances approximated the known gross, prompted him to warn fair-

men that they ought to realize that showmen can't overpay for a fair and then expect to come out on top on a miracle basis.

George A. Hamid warned that the next five years would determine the future of fairs. The farmer is no longer isolated, and bona fide fairs will have to be presented to attract young folks who are used to better things, he said.

The Henderson County Colored Fair became the first Negro group admitted to the association.

R. J. Pearse, fair planning expert, told the group that low-priced building materials suitable for most fair buildings and grandstands were available in quantity.

The banquet was eliminated this year because the necessary facilities were unavailable.

Dr. J. S. Dorton was re-elected president. He heads the State Fair, Charlotte and Shelby.

Other officers are J. Hicks Corey, Greenville, first vice-president; W. C. York, second vice-president. Directors are Curtis A. Leonard, Lexington; W. B. Burchett, Enfield; H. B. Kelly, Hendersonville; W. M. Oliver, Reidsville; C. M. Hight, Henderson, and Arthur B. Corey, Greenville.

Show representatives attending included James E. Strates, James E. Strates Shows; Tony Vitale, fireworks; Henry Roeller, sound systems; Jack Wilson and Issy Cetlin, Cetlin & Wilson Shows; F. A. Conway, United Fireworks; Howard De Freitas, United States Trotting Association; Frank Bergen and Bucky Allen, World of Mirth Shows; H. B. Shive, Lawrence Greater Shows; Dave Endy and Curtis Bockus, Endy Bros. Shows; Jack Perry, Perry Shows; A. Dize, Dize Tent & Awning; Sam Nunis, auto races; Jack Kochman, thrill shows; Robert S. Buffington, bingos; Jimmie Rafferty, R & S Shows; Sam E. Prell, Prell's Broadway Shows; Stanley Reed, Harrison Greater Shows; Lucky Lott, thrill shows.

## Collins Retitles Org As State Fair Shows

MINNEAPOLIS, Jan. 24.—Billy Collins announced here that his show, the William T. Collins Shows, will go out this year under a new title, the State Fair Shows.

He also announced that for the fifth straight year his org has been contracted to play seven North Dakota annuals. These are at Crosby, Bottineau, Cando, Jamestown, Fessenden, Langdon and Hamilton. Contracts for these were signed at the recent North Dakota fair convention.

## Am. Theatrical Agency In on Sothern Inking

MINNEAPOLIS, Jan. 24.—Ward (Flash) Williams, of the American Theatrical Agency, Chicago, pointed out here this week that his office figured in the signing of Georgia Sothern, burlesque headliner, to a 30-week contract by the James E. Strates Shows. Williams said his office consummated the deal, with Miles Ingalls, New York booker, representing the burlesque performer.

Attending the convention of the Minnesota Federation of County Fairs here this week with Edgar I. Schooley, also of the American Theatrical Agency, Williams was busy introducing the Unger twins, Swedish importation, currently featured at the Nicollet Hotel here, to fair men.

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## Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Midway: North Pleasanton, Tex.  
Big State Am. Co.: Harlingen, Tex.  
Bohn & Sons United: Zwolle, La.  
Brady's Rides: (27th Ave. & 36th St., N. W.) Miami, Fla.  
Cable & Sons Am. Co.: Buras, La.  
Florida Am. Co.: Sarasota, Fla.  
Frierson & Garrison: Abingdon, Va.  
Hames, Bill: (Stock Show) Fort Worth, Tex., 30-Feb. 8.  
Magic Valley Am. Co.: Pleasanton, Tex.; Kenedy Feb. 2-15.  
Palmetto Expo.: Cross Hill, S. C.; Greenville Feb. 2-7.  
Royal Amusement Shows: Oclilla, Ga.  
Royal Crown: (Fair) Largo, Fla.  
Royal Expo.: Delray Beach, Fla., Feb. 2-7.  
Tassell, Barney: Auburndale, Fla.; Clermont Feb. 2-7.  
Victory Expo.: Brownsville, Tex., 31-Feb. 8.

## Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Davenport, Orrin: Detroit, Mich., 26-Feb. 8.  
Gran Circo Americano: Managua, Nicaragua, thru Feb. 1.  
Martin Bros.: Franklin, Ky., 27; Scottsville 28; Litchfield 29; Bowling Green 30; Glasgow 31; Somerset Feb. 2; Williamsburg 3; Corbin 4; Middlesboro 5-8; Pineville 7.  
Polack Bros. (Eastern) (Armory) Wilmington, Del., 27-31.  
Polack Bros. (Western): (Civic Auditorium) Hammond, Ind., 26-Feb. 1.

## Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bradley & Benson Hillbilly Jamboree: Sidney, Mont., 30; Culbertson 31.  
Holiday on Ice (Auditorium) Memphis, Tenn., 26-Feb. 4; (Auditorium) Atlanta, Ga., 6-15.  
Ice Capades: New Haven, Conn., 29-Feb. 8.  
Miller's, Irvin C., Brown-Skin Models (Temple) Baton Rouge, La., 29; (McKinley) Baton Rouge 30; (Ritz) New Orleans 31.  
Skating Vanities (Auditorium) Oakland, Calif., 26-Feb. 1; (Auditorium) Sacramento 2-10.

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ENGINE: 4 cylinder 4 cycle L-head, water-cooled 35-Horsepower Oiling System: Pressure type to main, rods, and camshaft. Fuel System: 10.5 gas tank diaphragm type fuel Pumps. Ignition System: Battery breakerpoint coil type. Full automatic starter. GENERATOR: 120-240 single phase 60 cycle AC; rated power 12.5 KVA at 80% power factor. Voltage change is accomplished by changing jumper connections or terminal strip.

Made by D. W. Onan & Sons. Controls: Speed fully automatic, starting full automatic, automatic cut-off if oil or water is low. Overall size: Length, 67½ in.; Width, 28½ in.; Height, 28½ in.; Weight, 1556 lbs. Complete set of tools and extra parts packed with each plant. These plants cost the government several times our price. Packed in original overseas boxes and ready to operate, brand new. **\$795.00**

Our price F. O. B. Jackson, Miss.; San Antonio, or Florida.

## SMALL NEW GENERATORS

120 V.A.C. 1½ K.V.A. Immediate Delivery

ENGINE: 4-cylinder gasoline, valve-in-head, radiator cooled. Complete with 10-gallon fuel tank. Set of tools and necessary spare parts, worth \$50.00.

GENERATORS: 1½ KVA, generates 110 volts, AC, 60 cycle, 1500 watts. Complete plant made by Kohler. Overall size: Length, 45½ in.; Width, 18½ in.; Height, 36½ in.; Weight, 497 pounds.

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## Coming Events

### ARIZONA

Flagstaff—Ski Carnival. Feb. 20-22.  
Tucson—Rodeo. Feb. 20-23. C. Edgar Goyette, Chamber of Commerce.  
Tucson—Livestock Show. Feb. 10-15. C. Edgar Goyette, Chamber of Commerce.  
Yuma—Silver Spur Rodeo. Feb. 14-15. Bill Linder.

### CALIFORNIA

Bakersfield—Dog Show. Feb. 22. Mrs. J. H. Davis, 2405 Niles St.  
Cloverdale—Citrus Fair. Feb. 20-23. E. J. Groom, Box 334.  
San Francisco—Western Gift & Toy Show. Feb. 4-8. Kay Leber, 1355 Market St.

### CONNECTICUT

Hartford—Shrine Circus. Week of Feb. 22.  
Hartford—Dog Show. Feb. 14. Foley, 2909 Ranstead St., Philadelphia.  
New Haven—Dog Show. Feb. 15. Wm. J. Ives, Hamden, Conn.

### FLORIDA

Cocoa—Indian River Orange Jubilee. Feb. 18-22. Fred Ogden, Chamber of Commerce.  
Fort Myers—Edison Pageant of Light Festival. Feb. 9-15. Jack Shearer, Box 1826.

### ILLINOIS

Chicago—World Hobby Expo. at Coliseum. Feb. 21-28.  
Chicago—National Boat Show. Jan. 31-Feb. 8. Hubbard H. Erickson, Navy Pier, Chicago.  
Chicago—Int'l. Sports & Travel Show. Feb. 27-March 7. F. W. Kahler, 127 N. Dearborn St.  
Chicago—Gift Show. Feb. 2-13. George F. Little, 220 Fifth Ave., New York.

### INDIANA

Marion—Dog Show. Feb. 22. Mrs. Wm. McHenry.  
Muncie—Dog Show. Feb. 15. Harry Retz, 1801 S. High St.

### KANSAS

Topeka—Farm & Home Week. Feb. 3-6. L. C. Williams, Manhattan, Kan.

### LOUISIANA

New Orleans—Mardi Gras. Feb. 6-10. H. R. Chase, Box 1460.

### MARYLAND

Baltimore—Dog Show. Jan. 31-Feb. 1. Foley, 2009 Ranstead St., Philadelphia.

### MASSACHUSETTS

Boston—N. E. Sportsmen's & Boat Show. Jan. 31-Feb. 8. Campbell-Fairbanks, 929 Park Sq. Bldg.  
Boston—Dog Show. Feb. 1. Mrs. Mary J. Rourke, 718 Huntington Ave.  
Boston—Dog Show. Feb. 22-23. Foley, 2909 Ranstead St., Philadelphia.

### MICHIGAN

Detroit—Shrine Circus. Jan. 26-Feb. 8.  
Detroit—Sports Show. Feb. 14-22.  
Detroit—Dog Show. Feb. 28-29. Glenn S. Staines, 4161 Woodward Ave.  
East Lansing—Farmers' Week & Livestock Show. Jan. 26-30. V. A. Freeman.  
Marquette—Winter Carnival. Feb. 8-16. Norman E. Kukuk.

### MINNESOTA

Crookston—Red River Valley Winter Shows. Feb. 23-27. E. W. Spring.  
Minneapolis—Dog Show. Feb. 29. Mrs. Laura Montank, 1516 E. River Terrace.  
St. Paul—Winter Carnival. Jan. 31-Feb. 8. Walter A. Van Camp, 89 E. Fifth St.

### MISSOURI

St. Louis—Sports, Travel & Boat Show. Feb. 7-15. F. W. Kahler, 1645 Hennepin Ave., Minneapolis.  
St. Louis—Dog Show. Feb. 1. Harvey S. Winans, 4185 Manchester St.

### NEW JERSEY

Trenton—New Jersey Farmers Week. Week of Jan. 26. F. W. Jackson.

### NEW YORK

Buffalo—Gift & Art Show. Feb. 1-4. E. Richardson.  
New York—Nat'l. Aviation Show. Jan. 28-Feb. 1. G. A. Parsons, 145 E. 53rd St.  
New York—Nat'l. Sportsmen's Show. Feb. 14-22. Campbell-Fairbanks, 929 Park Sq. Bldg., Boston.  
New York—Nat'l. Notion & Novelty Exhibit. Feb. 9-13. George English, Pennsylvania Hotel.  
New York—Gift Show. Feb. 23-27. Wm. E. Little, 220 Fifth Ave.  
New York—Dog Show. Feb. 8-12. Foley, 2909 Ranstead St., Philadelphia.

### NORTH DAKOTA

Minot—Farm & Home Week. Feb. 9-13. C. C. Smith.

### OHIO

Cleveland—Grotto Circus. Feb. 8-23.

### OREGON

Portland—Gift & Art Show. Feb. 15-18. Kay Leber, 1355 Market St., San Francisco.

### PENNSYLVANIA

DuBois—Tri-Co. Fair & Expo., in Arena. Feb. 5-11.  
Philadelphia—Sportsmen's & Boat Show. Feb. 27-March 6. C. W. Smullen, Harrison Bldg.

### RHODE ISLAND

Providence—Farm & Home Show. Feb. 25-28. F. S. Leaver, State House.  
Providence—Dog Show. Feb. 29. Louis G. Najac, 64 Pinehurst Ave.

### TEXAS

Brownsville—Charro Days Fiesta. Feb. 5-8. Joe Wheeler.

## Changes Slight In Safety Code

ROCHESTER, N. Y., Jan. 24.—Receipt of the latest changes in the Outdoor Safety Code, promulgated by the American Standards Association, is announced by Max Cohen, general counsel of the American Carnivals Association and a member of the committee in charge of preparing the code.

Cohen said that altho many technical revisions were made in the language of the code, the effect on the carnival industry would be slight.

Most of the changes relate to grandstands, and the code has been relaxed slightly to permit a unit of 500 persons as a means of determining exit space, as against a former unit of 400 persons.

The principal item included in the changes affecting the carnival industry relates to the provision of fire extinguishing equipment. Under the previous working of the code provision was made for the furnishing of fire extinguishing equipment, and the code has now been changed to provide that this equipment shall be "of approved types."

Altho the date has not yet been determined, it is expected that the committee will again meet in April of this year to consider further changes, and the membership of the association is urged to submit its suggestions in connection with these matters.

### Appoint Haykin Sales Rep

NEW YORK, Jan. 24. — Walter Martens, sales manager of the International Diesel Electric Company, Long Island, this week announced appointment of Harry Haykin as exclusive representative of the company in the outdoor show world. Haykin will specialize in sale and service of generating equipment.

Dallas—Gift Show. Feb. 22-27. Fred Sands, 1610 Dierks Bldg., Kansas City, Mo.  
El Paso—Livestock Show. Feb. 24-29. W. W. Wilson, Chamber of Commerce.  
Houston—Stock Show & Livestock Expo. Feb. 4-15. W. O. Cox, Box 2371.  
Laredo—Washington Birthday Celebration. Opens Feb. 16.

### VERMONT

Barre—Farm Products Show. Feb. 10-13. H. A. Dwinell, Dept. of Agri., Montpelier.

### VIRGINIA

Fort Meyer—Dog Show. Jan. 30. Foley, 2009 Ranstead St., Philadelphia.

### WASHINGTON

Seattle—Pacific Northwest Gift & Art Show. Feb. 29-March 3. Kay Leber, 1355 Market St., San Francisco.  
Seattle—Dog Show. Feb. 22. Patricia Kelley, 667 Dexter Horton Bldg.

## Winter Fairs

### ARIZONA

Tucson—Pima Co. Fair. Feb. 12-15. Charles Fowler Jr.

### CALIFORNIA

Imperial—Calif. Mid-Winter Fair. Feb. 28-March 7. D. V. Stewart.  
Indio—Riverside Co. Fair & Date Festival. Feb. 11-15. R. M. C. Fullenwider.

### FLORIDA

Cleawater—Pinellas Co. Fair. Jan. 27-31.  
Eustis—Fla. Sportsmen's Expo. & Lake Co. Fair. March 15-20. Karl Lehmann.  
Port Myers—Southwest Fla. Fair. Feb. 16-21. J. Fred Huber.  
Homestead—Redland Dist. Fruit & Vegetable Festival. Feb. 22-March 1. Mont J. Baker, Box 396.  
Largo—Pinellas Co. Fair. Jan. 27-31. J. H. Logan, Box 267.  
Miami—Dade Co. Fair & Expo. March 5-14. Ross Jordan.  
Orlando—Central Fla. Expo. Feb. 23-28. C. T. Bickford.  
San Bernardino—National Orange Show. March 11-21. Russell Z. Smith, Box 29.  
Sarasota—Sarasota Fair. Opens Feb. 16.  
Tampa—Fla. State Fair & Gasparilla Assn. Feb. 3-14. P. T. Strieder.  
Vero Beach—Indian River Co. Fair & Fruit Festival. Jan. 26-31. B. H. Phillips.  
Winter Haven—Fla. Citrus Expo. Feb. 16-21. Philip E. Lucey.

### TEXAS

Fort Worth—Southwestern Expo. & Stock Show. Jan. 30-Feb. 8. Edgar Deen.  
Houston—Houston Stock Show & Livestock Expo. Feb. 4-15. W. O. Cox.

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

### Legion To Sponsor Revival Of Plant City, Fla., Fete

PLANT CITY, Fla., Jan. 24.—The Plant City Strawberry Festival, a traditional annual event before the war, will be revived next spring under the sponsorship of the Norman McLeod Post of the American Legion, it was announced here. Definite dates have not been set.

Legion members voted to undertake the project at a recent meeting, at which it was reported Plant City business men and other citizens had shown interest in reviving the festival which glorifies this community's chief product.

G. H. Bates, realtor, was appointed chairman of a festival board. Directors are Henry S. Moody, Charles A. Spann, A. R. Boring, James Moody, Harold S. Truehart, Denton L. Cook, C. G. Green Sr., Edgar Hall, Reece Smith, E. N. Dickinson, Peter Winter and County Commissioner E. W. Simmons.

### Burbank Cele Set May 14

BURBANK, Calif., Jan. 24.—The local Junior Chamber of Commerce announces the annual Burbank on Parade celebration will be held May 14-16 at the Olive Avenue Recreation Center. Founded several years ago, the local event has increased in size every year.

### Middletown, Conn., Midway To Coleman for 15th Year

MIDDLETOWN, Conn., Jan. 24.—Coleman Bros.' Shows have been awarded the contract to provide the midway at the Orange County Fair, Middletown, N. Y., marking their 15th consecutive year in that role, Richard J. Coleman, manager, announced from local quarters this week.

Coleman said shows plan to feature several new attractions this season, in addition to two new rides and a new Diesel power plant.

### Medina Post Frames 1948 Carnival Plans

MEDINA, O., Jan. 24.—Medina Memorial Hospital Carnival, sponsored by the Courtney Lawrence American Legion Post, has completed arrangements for the event to be held here June 23-26, F. E. Judkins, committee chairman, announced.

Among attractions, Judkins said, will be an animal show, Ferris Wheel, kiddie and aerial rides and a Merry-Go-Round. Free acts also are to be a feature of the four-day event.

### Cele To Be Indoor Fair

GRASS VALLEY, Calif., Jan. 24.—Earl Covey, general chairman of the local centennials committee, announces the annual Grass Valley Celebration and '49-er Ball will be in the nature of an indoor fair this year. Event will be held in Veterans' Memorial Building here and will feature concessions and exhibits. Proceeds will be devoted to Nevada County Historical Society museums.

**WANT CARNIVAL**  
For Week of June 20, 1948  
**RIDGEVILLE LIONS' CLUB**  
Ridgeville, Indiana

**WANT TO CONTRACT**  
Four or five Rides for July 4th and 5th. Must be clean and modern. Prefer Merry-Go-Round, Ferris Wheel, Mix-Up and Caterpillar. No Kiddie Rides needed. Location, Corning, Arkansas. Annual picnic. Rides should gross \$800.00 each for two days.  
**CORNING YOUNG MEN'S CIVIC CLUB**  
Picnic Committee

**WANTED**  
Carnival for a week in May, June, July or August. Ausp. V. F. W. Post, Herminie, Pa. Pop.: Within 5-mile radius is 20,000. Contact  
**P. A. LAVELLA**  
Box 495, Herminie, Pa.

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Above price: for any wording desired. For each change of wording and color add \$3.75. For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

**STOCK TICKETS** **ROLL TICKETS**  
1 ROLL.....\$1.00  
5 ROLLS.....@.....75c  
10 ROLLS.....@.....60c

**WELDON, WILLIAMS & LICK**  
• FORT SMITH, ARKANSAS •

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

**WANTED FOR INTERNATIONAL FIESTA**  
EAGLE PASS, TEXAS, FEBRUARY 14-22  
Hanky Panks of all kinds, \$35. No Wheels or Skillos. Wire or write.  
**AMERICAN MIDWAY SHOWS**  
North Pleasanton, Texas, this week.

**GIGANTIC FIELD DAYS**  
13 BIG DAYS, MAY 19 THROUGH 31, AT  
**THIRD WARD MEN'S CLUB OF SALINA, INC.**  
EIGHT ACRES PARK  
Concessioners, Show Owners, write 316 Brookfield Rd., Syracuse 8. N. Y. Opening for Carnival for later date.

**WANT CARNIVAL**  
FOR ANNUAL 4TH OF JULY CELEBRATION  
To run 2nd, 3d, 4th. Must have at least 6 major Rides, 3 Kiddie Rides and 4 Shows; remainder to fill 3 sides public square. If you can't fill the bill and come in clean, don't correspond.  
Write or wire  
**C. S. McCALMERT, Chairman Celebration Committee** MEMPHIS, MO.

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### CAN PLACE FOR THE FOLLOWING FAIRS:

Week February 2d, Lake County Fair, Clermont, Florida, a real spot.

Get your bank roll here. Week February 9th, Lakeland, Florida, right in town and you know what this is.

Rides, Shows and Concessions.

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Wire-write this week Auburndale, Florida.

## Harry Lottridge Shows

AMERICA'S BEST AMUSEMENT EQUIPMENT

### RIDE HELP

Foremen and Helpers. Top wages, mileage and bonus to sober, reliable men. Must drive and have license. March 1st opening. If married, can use wife as Concession Agent or Ticket Seller. Boozers, Chasers, Drifters, Agitators, don't answer this ad.

### CONCESSIONS

Will have only a limited number. If you can furnish from 6 to 8 will offer very favorable proposition. Canvas must be Royal Blue and in good condition. Especially interested in the following: Knife Rack, Cane Rack, Bowling Alley, Blower, Pitch-Till-U-Win, String Game, Photos, Bumper, Fish Pond, Duck Pond, Cigarette Pitch, Clothes Pin Pitch, Huckle Buck, Coke Bottles, Add-'Em-Up Darts, Basket Ball, or any other kind operated for Merchandise and are legitimate and do not conflict with what we already have booked. Apply to

**HARRY LOTTRIDGE, Manager**

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## TWO ABREAST, 36 FT. MERRY-GO-ROUND

This ride in beautiful condition, never lost any time in operation. We are getting a new Three Abreast, that is the reason why we are selling. Canvas in very good condition, power unit exceptionally fine condition. You will not find a better sounding organ in the country; refer you to Frank's organ shop in Chicago concerning this. We have plenty of organ rolls. This ride is ready to set up and go with no expense. All working parts in good order, everything very well painted by professionals. Price, \$4500; terms to responsible people.

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SHAWANO, WISCONSIN

## WANT HAWAIIAN SHOW

Will furnish Top, also Sixty-Foot Front for Four Double Deck Banners and Door Piece. Other non-conflicting shows wire

## J. GEORGE LOOS, GREATER UNITED SHOWS

Laredo, Texas.

## WONDER CITY SHOWS

Opening Waynesboro, Miss., Feb. 14th. This show playing Coal Fields, Eastern Kentucky. Have 10 Fairs and the best 4th July Celebration in Kentucky.

Want Concessions of all kinds, cheap. Exclusive on two Mitt Camps, Diggers, Candy Floss, Arcade, Snow Cone, Candy Apples, Scales, Age. Have sold exclusive on Photos, Popcorn. Bob Evans, advise as to Diggers. Can place Agents for Slum Skillo, Roll Down, Pin Store, Wheel. Only four Stores on Midway. Junior Allen, advise as to Roll Down. Place Tilt or Spitfire; have transportation for same. Have five Rides now. Place any and all Shows with own equipment. Can place operators with people for 10-in-1, Girl Show, Half and Half, Snake Show; have all new equipment. Want man to handle Front Arch. Address **JOE KARR**, Box 238, Eight Mills, Ala., or call 7-8114. No collect calls or wires. All mail above address, all wires Mobile, Ala.

## BEAM'S ATTRACTIONS

CONCESSIONS open for 1948—Candy Floss, Frozen Custard, American Palmistry, Age and Scales, Photos, SHOWS—10-in-1, Monkey, Girl Revue. Will book 2 major Rides and will consider Spitfire, Octopus, Roll-o-Plane or any of the new announced rides. "Red" Hicks, Dick Keller, please contact me.

Write or Wire **M. A. BEAM, WINDBER, PA.**

Will be at Pennsylvania State Fair Meeting.

## WINTER QUARTERS

### Blue Grass

OWENSBORO, Ky., Jan. 24. — C. C. Groscurth, owner-general manager; Mrs. Groscurth, and Harvey (Doc) Arlington, secretary-treasurer, attended the Indiana fair meeting at Indianapolis and then motored to Springfield, Ill., for the fair meeting there and to arrange for dates. Good results were attained at the Indiana meet, Groscurth reports.

Work in quarters will get under way the first week in February, when the crew will begin overhauling and painting activities. Two new show fronts are to be constructed and all equipment will be put in shape for an early opening in Georgia. After the initial stands, show will head north to cover the regular route. This year marks the org's third on the road.

While attending the Chicago meetings in December, Mrs. Groscurth purchased new searchlight equipment and added a number of other large lights. A new sound truck and office is under construction and will be ready for the official opening.

### Twin City

AURORA, Mo., Jan. 24. — Work has started in quarters here and Merry-Go-Round already has been repainted. Trixie and Curly Clark have rebuilt three bingo stands and delivery on a new Octopus has been promised for late February.

Freddie Wells is rebuilding and painting his diggers. Owners Mr. and Mrs. George Crabse and sons, Jimmy and Leonard; Mr. and Mrs. Sam Wells and son, Freddie; Mr. and Mrs. Ben Ander, Trixie and Curly Clark, Jack and Virginia Barnes and Walter Crabse are in quarters.

Owner Crabse and General Agent Barnes have been making the various fair meetings. A full ride crew is expected here March 1.—VIRGINIA BARNES.

### B & H

SUMTER, S. C., Jan. 24.—Mr. and Mrs. James Anderson have returned to quarters after a two-week fishing trip. Mrs. Anderson will have charge of the cookhouse this year. James Anderson is in charge of work here in quarters.

The new Ferris Wheel seats are completed and recently were sent thru the paint shop.

Owner W. E. Hobbs and daughters, Gene Carol and Eleanor Rose, have returned from a visit with friends and relatives in Kentucky.

The Minstrel Show will be under new management this year and will have a cast of 18, including an eight-piece band.—FRED OWENS.

## EBENSBURG, PENN. GREAT CAMBRIA COUNTY FAIR

is Playing

## PRELL'S BROADWAY SHOWS

1948

3rd Year—One of Pennsylvania's Best

### FOR SALE

## Parker Merry-Go-Round

2 Abreast. Center pole mounted on trailer. Completely overhauled, painted. Ready to go. First \$3,250.00 takes it. Also Super Roll-o-Plane, Spitfire, Tilt-a-Whirl. Wire, write

BOX 97, GALVESTON, TEX.

## GREENVILLE, S. C. GREENVILLE COUNTY FAIR

is Playing

## PRELL'S BROADWAY SHOWS

1948

### Ohio Valley

FINDLAY, O., Jan. 24.—Rebuilding and repainting started here Monday (19) and the crew is busy getting everything in readiness for org's April opening.

Owner-Manager Roxie Harris is expected back in quarters shortly after a visit in the South.

Ride personnel here includes Don and Pink Simon, Cappy Rensch, Bob Harris, Jack Harris, Roy Wehrle and Bill Leepers.

A recent visitor was Bill Wolcott, who stopped while en route South.—PAT BRADY.

## FOR SALE

IMMEDIATE DELIVERY

## 18 SKOOTER RIDE CARS

Completely overhauled. Newly painted by auto paint shop. Cars can be inspected at winter quarters. Royal American Shows, Fairgrounds, Tampa, Florida.

**Carl J. Sedlmayr**

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## MUSICIANS WANTED

All instruments for 12-Piece Band. Floyd King's Circus, 29th year. Season opens April 12, Central City Park, Macon, Ga. First to open, last to close. 36 weeks in 1946, also 1947. State age, experience and full details first letter. All meals and sleeper accommodations furnished. Union scale. Address:

**JACK BELL, Bandleader**  
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## SOUTHWEST FLORIDA FREE FAIR

Fort Myers, Feb. 16th thru 21st

Want Pitchmen, Jewelry, Candy Floss, Eating Stands, Apples, Popcorn, Novelties. All address:

**FRED HUBER**  
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NOW BOOKING

Shows, Rides and Concessions for season 1948. Want Tilt Foreman, also capable Foreman for new 1948 Parker Merry-Go-Round. All address:

**Magic Empire Shows**  
Rt. #3, Light House Cafe Hattiesburg, Miss.

## D. & H. SHOWS

Opening in February near Waycross, Georgia. Place one more Ride, Merry-Go-Round. Account of disappointment, will place small Bingo, few more Stock Concessions. Those who answered before, please answer again. Fair Secretaries and Committeemen, we have some open dates in East and Southeast. All Address: **FRANK E. DICKERSON**  
General Delivery Waycross, Ga.

### FOR SALE

1 42-foot Philadelphia Toboggan Merry-Go-Round, all in perfect condition and painted, ready for set-up. Must be sold by March 1, 1948. Can be seen at any time at the below address. Price, \$4,000.00; all cash.

**DAVID KLEIN**  
203-B 101 St. Rockaway Beach, N. Y.

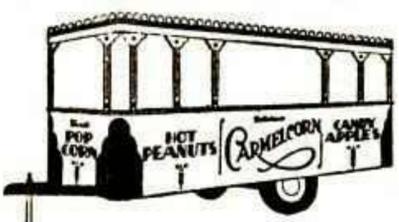
## FOR SALE—BINGO

20x40, 72 stools, P.A. set, \$400.00 worth of stock, 1940 Chev. 1 1/2-T. Tractor and Van Trailer, perfect condition. Will sacrifice for quick sale, \$2,650.00.

**CARL M. MILLER**  
607 Shukert Bldg.  
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**FOR SALE**  
**BEAUTIFUL 10 PASSENGER**  
**KIDDIE MERRY-GO-ROUND**  
 Parker metal horses, fluorescent lights, electric music, crest and drop covers.  
 Operated 3 months.  
**\$2,950.00 F. O. B.**  
 Cost \$4000.00  
 Send \$1.00 for large photo  
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**PENNY ARCADE**  
 Complete with Transportation. Consists of about 100 Machines, all in good condition; 40x70 Top, fair condition. 1940 GMC Tractor and Fruehauf Van. All loads in truck, including Neon Front. Original cost, \$12,000.00. Will sacrifice for \$5,000.00.  
 All replies answer to:  
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**PARK AIRPLANE RIDE**  
 65 feet high, Rocket Cars. Guaranteed in good condition. Can be seen at Chillumee Park. HAVE OPENING FOR COUNTRY STORE AGENT.  
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**SPITFIRE**  
**FOR SALE**  
 Late 1946 Model, almost new; operated one season in permanent location. \$3,000 cash, balance on easy terms, with contract if desired—all-year-round action in active park.  
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**RAILROAD CAR**  
 70 ft. Observation, 6-wheel truck, Car in El Paso Southern Pacific yards. \$2,750.00.  
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 Used 50x120 Push Pole type Tent, first \$500.00 takes it; 370 feet of 7'3" Sidewall to go with Tent, \$150.00 extra. Write  
**A. WASIK**  
 15714 Halsted St., Harvey, Ill.  
**NOW BOOKING**  
 Rides and Shows for 1948. Ride Help wanted.  
**WM. T. COLLINS SHOWS**  
 406 ERIE ST. ST. PAUL, MINN.  
**CONCESSIONS WANTED**  
 Fish or Duck Ponds, String Game, Bowling Alley, Photo. Want to buy or book small Bingo.  
**MIKE ZIEGLER**  
 Hotel Milner, 33rd & Chestnut Sts., Philadelphia, Pa.

**Capell Bros.**  
 HASKELL, Okla., Jan. 24.—Everyone has been busy here and everything is set for the opening. The Capells have added an Octopus, Flying Scooter and Roll-o-Plane, giving the org eight major and two kiddie rides.  
 Jack, Bob and Bill Capell have completed the new Funhouse, built on a 30-foot semi, with a 60-foot front. Al Hill, painter, is in charge of decoration and has all fronts in good shape. All shows have wagon-style fronts except the side show, which will have a circus-style front with double-deck banners.  
 A few changes have been made in the staff. Jack Capell will be superintendent; Bob Capell will be in charge of concessions; Bill Capell will have bingo and be in charge of transportation; Mayme Capell is secretary-treasurer; Buck Capell is chief mechanic and electrician, and H. N. (Doc) Capell will be manager.  
 Recent visitors have included Mr. and Mrs. L. C. (Curley) Reynolds and Mr. and Mrs. Art Signor, World of Today Shows; Mr. and Mrs. Noble Fairly, Hennies Bros.; John Mullins, Crystal City Park, Tulsa, Okla.; Brownie Atkins, Brownie's Amusements; Scobie and Malcolm Moser, Central States Shows; Mr. and Mrs. R. S. (Bob) Bunch, formerly with Casey Smith's Shows; Mr. and Mrs. Earl Pounds, owners of a Wild Animal Show; C. T. (Chock) Preskitt and Bozo Bennett.

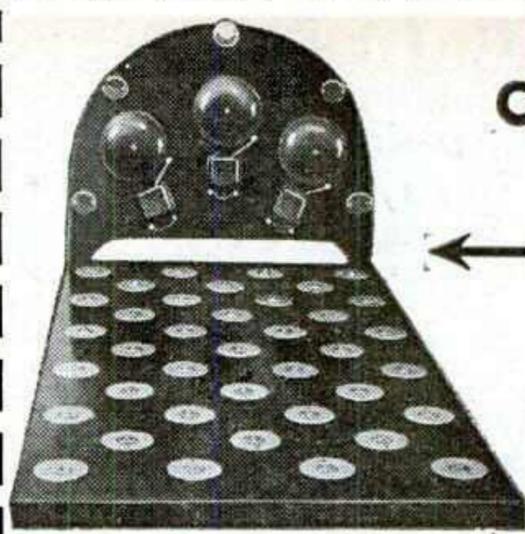
**John McKee**  
 YAZOO CITY, Miss., Jan. 24.—Crew of 10 is busy getting rides, shows, trucks and concessions ready for an early opening. Merry-Go-Round is being completely rebuilt and repainted, and the other rides are getting their share of paint and repair. A new trailer for the light plants is being built. The Teska's Working Village is being refurbished and a new ticket box has been completed for this attraction.  
 Mr. and Mrs. John Kermeen, who again will manage the cookhouse, are making improvements on their trailer. Mr. and Mrs. Stanley Warwick, here for the winter, are readying their concessions.  
 John McKee, owner and manager, is on a booking trip after spending several weeks with Mrs. McKee in Biloxi, Miss., where they enjoyed the fishing in company with Mr. and Mrs. C. E. Hood.

**Francis Kelly**  
 NORTH HAVEN, Conn., Jan. 24.—Two new buildings were completed and all equipment stored just before the big snowstorm. Kelly plans to purchase a new Octopus, kiddie ride and light plant.  
 Shows will open their season the latter part of April. Org will play the annual Knights of Columbus Indoor Bazaar a few weeks before the outdoor season opens.  
 The writer is replacing all wiring on rides and concessions.—TOM WILSON.

**BEVER THOMAS**  
**WANTS FOR SEASON'S WORK**  
 Cookhouse Help, Agents for Glass Pitch, Coke Bottle, Dealer for Itar Game. Booked on old established show playing the Middle West. Opening March 1st.  
**ATTENTION, LOUIS J. FREDRICKS, CONTACT ME.**  
 Write in full to  
**BEVER THOMAS**  
 Cameron, Texas, or Bill Starling, Kennard, Texas

**CARBONS**  
 National Carbons for 60" Search Lights — packed in metal containers of 25 pairs each. List price, \$23.75. OUR PRICE, \$10.00 while they last.  
**C. R. SKINNER MFG. CO.**  
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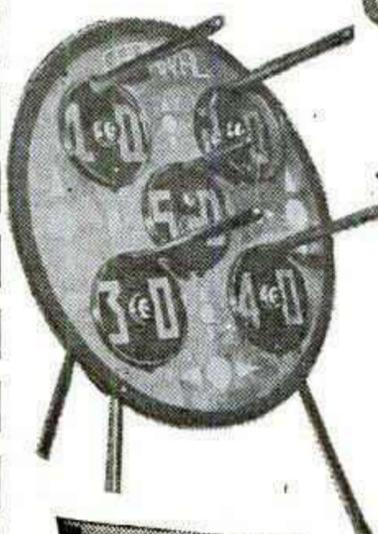
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**ELECTRIC RING TOSS GAME**  
 FAIRS • PARKS • ARCADES • CARNIVALS  
 • The first amusement device of its kind.  
 • Has flashing colored lights and miniature bell.  
 • Transformer or battery operated.  
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 • Sets up and ready for operation in three minutes.  
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	Price Change	1.80
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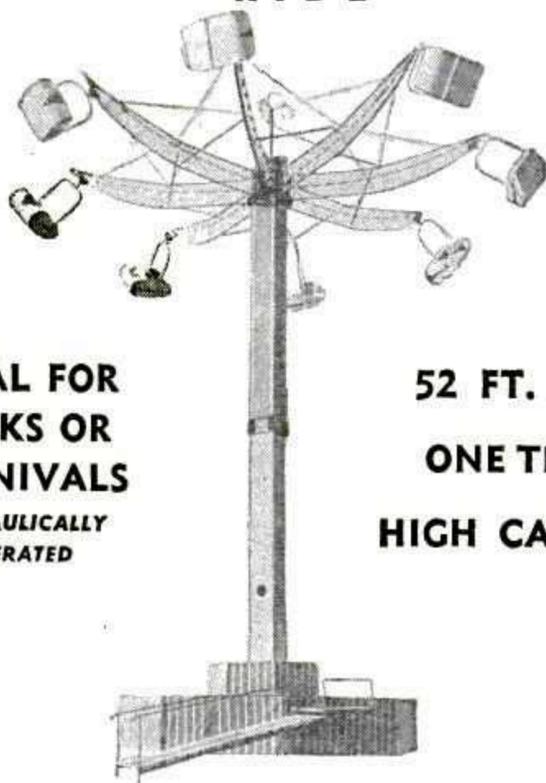
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## BANNERS

## RED'S UNITED SHOWS

Fairs—Showing Two Spots a Week. Open May 14, Close Late September—Celebration

Now booking for 1948. Will book any worth-while clean Shows with own transportation. Will hire Truck Mechanic year around. Need Wheel, Merry-Go-Round Foremen; can use other Ride Help. Must drive truck. No drunks or chasers. Opening for a few more Concessions. Will hire Agents (no grift or gypsies). Have a 20x35 Top, what do you have to put in it? For Sale—Big Tom Mummy. Will book one Flat Ride that won't conflict. Fair and Celebration Committees, write.

**H. M. (RED) SALAWAY, Manager & Owner**  
ROSALIE, NEBR.

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## COMPLETE CARNIVAL

Consisting of Late Model #5 Eli Wheel, 2-Abreast Merry-Go-Round, 16-Seat Chairplane and Kiddie Ride all painted and ready to open. 3 Tractors and Trailers, 2 Straight Trucks, Office Trailer, Transformers, Cable, Light Pole, etc. 12 Concessions and Stock. \$7500.00 cash will handle. Will lease to reliable party that can put up \$2000.00 deposit. Shown by appointment only. Will sell or lease as a unit only, will not separate. Write

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390 ARCADE BLDG.

ST. LOUIS 1, MO.

## Winter Quarters

### Bright Lights

PITTSBURGH, Pa., Jan. 24.—Upon his return from a trip to Portsmouth, Va., and points south, General Manager John Gecoma announced some news regarding projects for the 1948 midway and the signing of two additional fair contracts giving the shows 10 weeks of fairs signed up. Still date bookings also are completed with a few exceptions. Shows will again play the major cities and will invade new territory with the acquisition of fairs not before played in Kentucky.

Gecoma is settled here until his departure for the shows' winter quarters in Lynchburg, Va. Assistant Manager Lew Heck ends his Florida vacation the end of this month to supervise details at quarters.

General Manager Gecoma infos that the shows' midway will be operated on different lines than in past seasons, with stress on a revamping of concessions operations and the addition of several modern rides and shows. Line-up of rides will consist of eight major and three kiddie rides while there will be eight or more shows and about 40 concessions.

Shows will be given new fronts and plans also call for an elaborate new main-entrance front and arch. Master Electrician F. C. Norton is working on new lighting features for the entrance and show fronts.

Shows will carry a new type of free act, replacing the Gangler Bros.' Circus, originally booked as a repeat free attraction. Name of the new act will be announced upon the act's arrival from Europe, where it is currently working.

John and Mike Lucas report they will be at quarters by mid-February to begin improvements on their dining room and French fry concessions. Clark Queer's Crazy House will also undergo improvements. Hattie Dolan, who is vacationing in Portsmouth, Va., will again have her ball games on the midway.

Employees on the shows' rides will wear coveralls bearing name of the ride and title of the shows, while entire midway personnel will carry identification cards for display to merchants as a medium of personal contact advertising and a builder of good will toward the shows from local business concerns.—CARL RANKIN.

### Eddie's Exposition

BUTLER, Pa., Jan. 24.—With quarters officially opened, Charles Lovell, Eddie Roudybush, Pap Culberson and Red Shick were the first ones on hand and work is under way on readying shows for the coming season. All rides will be overhauled and the Merry-Go-Round scenery remodeled and painted.

Recent visitors were Charlie Hayes, Chet Howard and Mr. and Mrs. Tommy Shriber. Slim Harris returned to Florida after a long visit.

Eddie Dietz and agent Jack Biel scouting around for the season's spots. It is reported that Betty Biel, who has the checkroom at the Coliseum Skating Rink, will be back as mail and *The Billboard* sales agent.—JACK BIEL.

## TENTS FOR SALE

80x200, 1 year old. Priced right, \$4,900.00.  
Other sizes available.

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Made in any length at the above rate per running foot.

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Will place Penny Arcade.  
SHOWS with own transportation, Snake Show, Five-in-One, Monkey or Animal Show. Must be clean and high class.  
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SHOWS that do not conflict.

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Can place Slum Concessions of all kinds—Jewelry, Fish Pond, Pitch-To-Win, Milk Bottle Ball Games, Custard, Scales, Grab, Dart, Lead Gallery, String, Bumper, Bowling Alley. Shows with own outfit, except Jig, Monkey and Fun House. Bill Collier and J. B. Kirby, Mrs. Olan Silver, write. Address: BOX 244, SPRINGFIELD, TENN.

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Committees, Fair Secretaries, Legions and Fire Companies, we can furnish Rides, Shows and Concessions for your Celebration. Contact for open dates.  
**I. K. WALLACE, 1316 Spruce St., Philadelphia, Pa.**

# Adult Rides Being Sought For Bir'ham

## Free Acts Also Planned

BIRMINGHAM, Jan. 24.—Alabama State Fair Authority now is negotiating for leases, on a concession basis, on rides for the new amusement park which is to be opened here this season.

Originally it was planned to limit operations for this season to a miniature amusement park for kiddies, but an expansion to include adult devices was decided upon after a conference here with John Coleman, president of Riverside Park, Indianapolis. Coleman conferred with the fair board and with R. H. (Dick) McIntosh, veteran amusement park and State fair manager, and Walling Keith, new general manager of the fairgrounds properties.

The fair board seeks five adult rides and an unspecified number of children's rides. An effort also will be made to have at least five games in operation.

Free acts also will be booked in from time to time, according to Keith. Tentative plans have been made to lease the fairgrounds swimming pool, one of the largest in the Southeast, which has not been in operation for a number of years.

"In addition to the State fair, October 4-9; the rodeo and stock show, May 3-8, motorcycle and auto races and other events are being booked thru July 4," Keith said.

Members of the board of directors of the State Fair Authority are Bedford Beale, chairman; Vincent Townsend, vice-chairman; O. L. Ford, Ervin Jackson, William M. Spencer Jr., H. S. Whisler, and Don Biewell, ex-officio member.

# Sitting 'Round the Table

(Editor's Note: The discussions continue on the current subject, "Are you in favor of giving industrial plants the exclusive on your park for a day in the event they stage a picnic, thereby excluding regular patrons?" If you are among those who haven't sent in your views on this subject, do so at once. Just write down your ideas and mail them to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.)

## Done It for Years

In my case I can safely say that such an arrangement has been my practice for years and I think it is good business for several reasons. First, a large part of our business is from people who work in industrial plants in our locality; second, experience has shown these industrial picnics to be a good paying business for that day; third, picnics make better personal relations with these people and provide an outing for many who would not visit parks on other occasions, and fourth, it provides one of the best sources of indirect advertising. There are other advantages too numerous to mention here.

There are also many small disadvantages to exclusive industrial picnics, such as the disappointment to regular park patrons. However, I think everything considered, I am very much in favor.

The above simply applies to my particular case. There are many large parks where the same circumstances and conditions wouldn't apply. My idea is that each park and locality would be wise to be governed by its own particular circumstances.—G. W. FRANCISCO, Hammondsport, N. Y.

## Not Fair

I don't see how it can be done in fairness to the general everyday patrons. The day some industrial plant had the "exclusive" on our park might be the only day that many of our regular patrons would be able to be at the park that week. Operation of a public park, such as we have operated for the last 25 years, means that we are selling the general public a necessary commodity. You might just as well consider the practicability of giving an

"exclusive" to an industrial group at your neighborhood movie house.

One can readily imagine the embarrassment involved in explaining to one of your regular patrons who drives up to the park gate some afternoon with his family, only to be told, "Sorry, but the Acme Steel Company has reserved the park for the day."

What we find is practical is to convince the group picnic committee that we will see that its group will be taken care of in the way of picnic table reservations. In addition, we will convince them that sufficient space will be available for weiner roasts, games, etc. In other words, we see that the picnic group does get a break after it is in the park. We have found this practical.—S. C. REYNOLDS, Riverside Park, Maidsville, W. Va.

# Huedepohl Returns From Coast Visit

CHICAGO, Jan. 24.—Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches, is back from a combined business and pleasure trip to Oregon and California.

After a visit to his Portland home, Huedepohl visited George Whitney at Playland-at-the-Beach in San Francisco, then moved to Los Angeles where he visited Newcomb's Santa Monica Pier, Venice Beach and Ocean Pier Park. He also stopped in Salt Lake City for a visit with Bob Freed at Lagoon Resort. Huedepohl reported Freed is doing "a grand refurbishing job and spending plenty of money, especially on his swimming pool."

# Beach Amusement Co. Pays 7G in Damage Suit

HARTFORD, Conn., Jan. 24.—Mrs. Evangeline Giagus, Hartford, was awarded \$7,500 in settlement of her claims against the Beach Amusement Company, of Savin Rock.

Mrs. Giagus alleged that on July 2, 1944, she was riding on the so-called Virginia Reel at the amusement park. The tub in which she was riding thru a dark tunnel at the time of the accident was suddenly loosened when a restraining strap gave way. She allegedly was tossed from her seat and received a back injury.

# Dickson Is Again Given Birmingham Concessions

BIRMINGHAM, Jan. 24.—J. H. Dickson, owner-operator of Cascade Plunge here, recently was granted another three-year contract covering concession privileges at Legion Field Stadium. For the last 20 years Dickson has operated the concessions in Municipal Auditorium and will continue his activities there.

# Seal Beach Request Tabled

SEAL BEACH, Calif., Jan. 24.—Request by the Chamber of Commerce that zoning of the beach frontage here as an amusement area and construction of an auditorium near the pier at the foot of Main Street, be included on the ballot in next April's municipal election, has been tabled for "further consideration and study" by the city council.

# Rhinoceroses Being Hunted For Chicago Zoo

## Assam Govt. Makes Offer

CHICAGO, Jan. 24.—If native hunters in the India-Tibet border area have luck, Brookfield Zoo here will have two Indian rhinoceroses, Robert Bean, zoo director, announces.

The government of Assam, a province of India, has notified the Chicago Zoological Society, operator of Brookfield Zoo, that it would permit shipment of two rhinos and would undertake to capture them if desired. Brookfield immediately accepted the offer.

## Four Have Singles

In the event the rhinos are captured, Brookfield will be the second zoo in the world to have a pair. The other is at Calcutta. Four U. S. zoos have single specimens, three of them having been captured by Frank Buck.

The Assam government's offer came in response to a long-standing request, initiated before the war when George B. Dryden, Chicago rubber manufacturer and zoo trustee, offered to pay for the animals.

Ralph Graham, assistant zoo director, is prepared to leave for Assam to chaperon the animals here.

## Few Captured Alive

The 3,000-pound one-horned rhino, whose hide resembles plate armor, lives along the upper valley of the Brahmaputra River. Few have been captured alive. The accepted method of capturing them, Bean said, is to build camouflaged pitfalls on a watering route followed by the animals.

When one falls in, a ramp is made, heavy logs are driven into the ground to form a chute leading into a steel cage, and the animal is urged into the cage with bait, sharp poles or whatever means works.

# Pleasure Beach Funspot Asks 401G Appropriation

BRIDGEPORT, Conn., Jan. 24.—John C. Malloy, managing director of Pleasure Beach Park, municipally operated amusement park here, submitted his budget request for the 1948-'49 fiscal year to City Comptroller Adolph D'Alisa. He requested \$385,300 for operating and capital expenses during the coming year as against an appropriation of \$401,250 for the current year.

The \$3,500 requested for capital expenses is \$8,000 less than the current year; the \$135,000 requested for concessionaires percentage payments is \$30,000 less than the current appropriation, while both the salaries and wages account and the food account increased approximately \$10,000 each. Other large items in the request are \$30,000 for licenses, taxes and performance fees and \$70,000 for general supplies.

# Death Takes Louis Faber

NEW YORK, Jan. 24. — Louis (Red) Faber, 57, for many years a concessionaire at Palisades Park, Cliffside, N. J., died Friday (23) at U. S. Marine Hospital, Staten Island, after a long illness.

# FOR SALE MINIATURE TRAIN

32 Passengers, Gasoline Driven. Complete with 300 feet of Oval Track. EXCELLENT CONDITION, NEWLY PAINTED. Replacing with larger train, sole reason for selling. SACRIFICE AT \$850.00 MULTIPRISES P. O. Box 1125 WATERBURY, CONN.

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CONCESSIONS OPEN: Dance Hall, Ball Games, French Fries, Miniature Gallery, Dart Cork Gallery. Or what have you?

# Last Ride Structure At Venice Pier Hit By Wrecking Crew

VENICE, Calif., Jan. 24.—Last of the permanent rides on the old Venice Pier here hit the dust as wrecking crews conducted mopping up operations to make way for construction of a modern amusement park.

Demise of the pier, noted landmark which has been under demolition proceedings for several years, came when workmen demolished the 122-foot Dragon Slide, tallest and only remaining structure on the pier.

Wrecking of the slide brings to 80 the number of rides and concessions that have been obliterated in the beach modernization program.

# New Restaurant Building Okayed for Ocean City

NEW LONDON, Conn., Jan. 24.—Ocean City Park Board has approved construction of a new restaurant building on the beach front. A five-year contract has been signed with Harry Picazio, allowing him to construct the building, and operate it as the concessionaire at a rental of 10 per cent of his gross up to \$60,000 and 15 per cent above that figure.

Picazio told the board it would cost approximately \$25,000 to construct and equip the place, which is to be a one-story building, seating 45 persons about a large horseshoe counter.

# FOR SALE COMPLETE TOOLING, DIESEL ELECTRIC STREAMLINE ADULT TRAIN

Plus machinery and equipment to manufacture same at a fraction of the original cost. Also a train in the process of being manufactured. Info and photos on request.

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## Johnson To Handle Celoron's Picnics

JAMESTOWN, N. Y., Jan. 24.—Hal Johnson, former manager of Conneaut Lake Park, Conneaut Lake Park, Pa., has been signed to handle picnic promotions at Celoron Park here, owner Harry Illions announced last week. Johnson assumed his duties Monday (19).

Illions also has consummated a deal with the Erie Railroad which will enable the park to arrange excursions. A siding to handle train-borne patrons is also under construction.

## Mich. Assn. Plans 2d Short Course

(Continued from page 49)

M. George, *Detroit Free Press*; Don Runnells, Booth newspapers, and H. F. Reves, *The Billboard*.

Also introduced were Past MAF Presidents Robert P. Buckley, Arnell Engstrom, Carl Mantey, Lester Schrader and Clarence Harnden.

Hazen L. Funk, manager of the Michigan State Fair, delivered an official address of welcome, with a response by incoming President Rose Sarlow. William Otto, secretary of the Lansing Chamber of Commerce, was toastmaster. J. G. Hayes, superintendent of dairy cattle at the State fair, delivered a graphic humorous talk on the ideal cow of the future. Bert Thomas, Detroit Sound Engineering Company, furnished sound equipment for this, as well as for all other sessions of the convention. George B. Convis, of the Hillsdale Fair, handled the details of all arrangements.

## Mass. Nets 500G From Pari-Mutuels

(Continued from page 48)

Kelso. Vice-presidents are A. W. Lombard, James R. Reynolds and Horace Stanton. Robert B. Trask was re-elected secretary-treasurer.

Members of the executive committee are William H. Dickinson, Hatfield; Horace C. Keene, Marshfield; Willard A. Pease, Chester; Warren V. Bodurtha, Blanford; Frank H. Kingman, Brockton; Fred B. Dole, Shelburne, Charles K. Nash, Springfield; Edward J. Carroll, Great Barrington, and Leon Kelso Chester.

Frederick E. Cole, commissioner of agriculture, was the principal speaker at the banquet. A. W. Lombard was toastmaster. Talent for the show, furnished by the Al Martin and George A. Hamid agencies, included Chet Dixon, marionettes; Jean Dawn, acrobatics; Cort and Sanders, singers; Eve Matthews, dancer; Scotty Burbank, marimba, and Potash and Postum, comedians. About 150 attended.

## While Strolling Thru the Park

Joe Basile announces that his band has been contracted for the 34th year by Olympic Park, Irvington, N. J. Basile has been playing indoor dates since close of the fair season.

Ed Carroll, operator of Riverside Park, Agawam, Mass., and his superintendent of construction, Vernon A. Trigger, plan to fly in the latter's plane to the Tampa fair.

Jimmy Johnson, owner of Playland Park, San Antonio, opened the funspot for a four-day New Year's party, the first time in the park's history that it was thrown open over the year's end. Park's Coaster, Rocket and all other rides, Funhouse and concession stands were in operation.

## Ore. Group Fails To Change Dates

(Continued from page 46)

committee chairman, noted that a legislative act would be required to change the State fair opening date. Accordingly, Association President Herman H. Chindgren announced that dates for the 1949 meeting had been set for January 6-8 to allow time for any action before opening of the 1949 session of the Legislature.

### No More Beneficiaries

Another resolution adopted by the association recommended that no more beneficiaries be added to the list of those receiving money from State racing funds. This referred to the revenue fairs in Oregon derive from a State tax on wagers at horse and dog racing meets. This action followed admittance to association membership—and a share in racing revenue—four new institutions: Mid-Columbia Livestock Show, State Corn Show, Pacific Coast Turkey Exhibit and Spring Lamb and Dairy Show.

Election of officers featured the return of Chindgren, of Molalla, the association's original president, to his 21st term of office, and retirement of L. H. Pearce, Myrtle Point, after 20 years in the vice-presidency. The association voted Pearce an honorary vice-presidency "as long as he shall be in these parts" in recognition of his devoted service. Le Roy Wright, Moro, was elected vice-president.

### Rename Chadwick

Mabel H. Chadwick, Eugene, was re-elected to her 21st term as secretary-treasurer, and R. G. Fowler, Medford, was re-elected a director for a three-year term. Holdover directors are C. H. Bergstrom, Tillamook; Charles A. Trowbridge, John Day; Tony Smith, Union, and A. A. Geer, Salem.

The association set the following dates for 1948 fairs:

Crook County, August 20-22; Jefferson County, August 19-21; Tillamook County, August 18-21; Coos County, August 20-22; Umatilla County, August 27-29; Deschutes County, August 27-29; Multnomah County, August 23-29; Marion County, August 25-27; Hood River County, August 25-26; Benton County, August 23-24; Washington County, September 1-4; Wasco County, September 3-5; Clackamas County, September 1-4; Morrow County, September 2-4; Oregon State, September 6-12; Sherman County, September 17-19; Pendleton Round-Up, September 15-18; Harney County, September 17-19; Jackson County, September 15-18; Gilliam County, September 24-26; Grant County, September 23-25; Union County, September 23-25, and Pacific International Livestock Exposition, October 1-9.

## Sulky Racing Major Topic at Michigan Meet

(Continued from page 46)

tle, and other animals.

Harnden suggested that a percentage of the State sales tax of 3 per cent on meat might be allocated to county fairs for this purpose, but admitted that Northville track operators had a strong point in feeling that, since they had contributed to this fund, they should have some voice in its disposition—resulting in the present ruling that this fund was to be used solely for harness racing purses.

President Hans Kardel gave a warning that the present rigid legislative provisions for funds might result in difficulties in a depression, when fairs might be unable to maintain purses that would meet present provisions, based on either the 1946 or 1947 base period.

Heated discussion over the disposition of State aid to fairs took place on the second day, when an omnibus resolution was tossed back to the resolution committee, and an unprecedented extra session of the MAF was required following the night's banquet to adopt an amended pair of resolutions. They are:

1. The MAF should recommend to the Legislature that a sufficient appropriation be passed to allow the State to pay 50 per cent of all premiums in county fairs—with control of the selection of premiums and purses in the hands of the individual fairs.

2. The problem of an amendment to present legislation on the Northville harness racing proceeds be left to the newly established MAF legislative committee, with the directive that they should work for a plan that would allow each fair to determine its own premiums on harness racing—without establishing an obligatory minimum—and that the total funds available would be distributed pro rata to all fairs on the basis of the amounts each was willing to pay.

Robert J. Laser, assistant agricultural agent for Lenawee County, gave a talk on 4-H co-operation in fair work, stressing four points:

1. A safe place to stay for 4-H exhibitors. The catastrophe that might occur in a makeshift dormitory could destroy years of good will.

2. Good food at a restaurant for exhibitors, even if it were not available to adults.

3. Favorite exhibit space.

4. Adequate awards for winners.

Mrs. Glenn Geisler, superintendent of school exhibits at Van Buren County Fair, Hartford, talked on the theme that the future of fairs depends on today's children, and criticized the average fair for giving inadequate attention to school exhibits.

Setting the keynote for 1948 in his presidential report, Kardel estimated a prospect of five good years ahead for fairs and summarized fair policy:

"We must keep our grounds and buildings in shape. People judge a fair by the way you dress it up.

"You can not spend money to any better advantage than to make the public comfortable and safe at the fair. Eliminate every possible hazard, in grandstands, bleachers and buildings. We could have no worse publicity than a bad accident on a fairgrounds."

R. J. Pearce, Raleigh, N. C., fair and exposition designer, was another convention speaker.

## Carl Fogg Heads N. H. Association

(Continued from page 46)

public reaction, particularly in regard to wastefulness.

The annual subsidy which the fairs receive from racetrack operations, amounting to about \$120,000 this year, should be spent with the realization that it is taxpayers' money, Adams said. "Fair officials should be doubly careful to keep cash prizes divorced from themselves," he declared. "You should not be personally connected with these awards."

Other points put forward by the former congressman were the necessity for better sanitary and drinking water facilities, greater courtesy toward patrons, and larger parking areas.

### Dr. Smith Renamed

Elected to serve with Fogg, head of the Deerfield Fair Association, was F. O. Chick, Pittsfield, as vice-president, while Dr. Robinson W. Smith, Laconia, State veterinarian, was re-elected secretary for the 19th time. Chosen as new members of the board of directors were Martin Golden, of Derry, and G. E. Gamsby, Sunapee.

Agricultural Commissioner Perley O. Fitts was appointed chairman of a special committee to probe complaints that poultry shows at fairs have brought infectious diseases back to the farms. Resolutions were passed on the deaths of three fair officials, Daniel Truland, Lancaster; Hiram O. Bolton, Winchester, and Lester Gordon, Franklin.

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# KING-RUMBAUGH FEUD IN OPEN

## 2 Suits To Get Court Airing

**Rumbaugh charges show suffered losses—King says he'll tour in '48**

MACON, Ga., Jan. 24.—A long-standing feud between Floyd King and Harold Rumbaugh, co-owners of King Bros.' Circus, broke into the open here this week when Rumbaugh filed a petition in Superior Court asking for the appointment of a receiver and a court sale of the circus properties.

Rumbaugh's suit was immediately countered by a \$100,000 slander suit brought by King against Rumbaugh and the latter's wife, Dorothy.

In his counter suit against the Rumbaughs, King contended there was a conspiracy to deprive him of his interests and position, and alleged that in Framingham, Mass., July 23, 1947, while he was talking with the director of public safety of Massachusetts, Rumbaugh approached him in the big top, cursing loudly and made an "atrocious, fiendish and diabolic attack" upon him, inflicting severe and painful bodily injuries.

Notwithstanding the successful operation of King Bros.' Circus in 1946 and 1947, King stated that his partner, Rumbaugh, thruout the 1947 season attempted to purchase King's one-half interest in the show.

Rumbaugh alleged that the show suffered losses totaling \$29,000 in 1946 and 1947 thru improper management; that King refused "to buy or sell"; that King failed to heed his partner's advice on matters of policy, and, lastly, that "King puts himself forward as the owner" and Rumbaugh declared he wanted an equal share of the publicity.

### Cites Many Names

Then lengthy petition cited many well-known circus names as basis of complaint. Rumbaugh alleged that King "permits certain employees to get drunk," and he accused one circus family of depriving the show of considerable revenue thru illegal ticket resale practices, and the petition harshly criticized a large number of the King show troupers. King, who immediately filed a complete denial of Rumbaugh's charges, had this comment:

"The allegations are not based on facts capable of being proved. I feel that when the case comes up for trial, I will be able to successfully defend my conduct as being above reproach.

"My paramount concern," he said, "always has been the best interests of the show. In my 35 years of circus experience I always have endeavored to produce a show that is clean and worth while and will merit the confidence of the public.

### Asks Public To Judge

"My department store owner partner, who has been in show business less than two years, has drawn heavily upon his imagination. I only ask the public to judge from the facts presented at the actual trial."

The King circus is in winter quarters at Central City Park here.

Judge A. M. Anderson signed a temporary injunction enjoining King Bros.' Circus, Inc., from making any contract pending a preliminary hearing February 6.

### Opening Is Set

Meanwhile, from winter quarters it was announced that the show will

## Terrell Sounds Out Autry About Tour With Cole Bros.

LOUISVILLE, Jan. 24. — Gene Autry and his horse, Champion, may play a series of circus engagements between picture commitments this summer.

Zack Terrell, owner of Cole Bros., talked with Autry during the latter's one-day stand here Tuesday (13) at the Armory. Terrell broached the subject of the cowboy touring with the Cole org but they never reached talk of terms, Autry preferring to await his picture-making schedule.

Autry said several other circus owners discussed similar set-ups.

Presently, Autry and his Melody Ranch troupe and Champion are making 21 one-nighters in 22 days.

Gene reported terrific business in every appearance — with half-price children's matinees hitting high spots.

The Louisville Times dramatic critic, A. A. Daugherty, and H. Bruce Price, music critic of The Courier-Journal, gave the Autry show as warm a welcome as did Louisvillians.

Armory Resident Manager Irving Wayne set the attendance at 15,000 on the two performances, even tho the show had only a five-day press campaign.

At Cincinnati, Wednesday (14), Autry played to a total attendance of 5,000 at a matinee and night performance in Music Hall, according to Don Boutyette, Columbia Picture's flack, who is making the tour with Autry. Autry is set to play the Houston Fat Stock Show, February 4-15, before returning to Hollywood.

## Wallenda, Leontini File Bankruptcy Petition in Tampa

TAMPA, Jan. 24.—Bankruptcy petition was filed in Federal Court here for the Wallenda Circus by Karl Wallenda, general manager, and Jack Leontini, secretary-treasurer of the Independent Circus Corporation, under which the Wallenda Circus was organized at Sarasota.

The petition listed assets of \$5,008, with liabilities of \$58,827.91, including several thousand dollars in salaries owed to 25 performers.

Debts listed admission tax and withholding tax due the government; \$15,000 secured by a mortgage, owed on equipment, and \$35,739.02 in unsecured claims including the performers' salaries.

Assets listed are composed of only two items, \$5,000 in "stock in trade," listed as the equipment on which the mortgage is held by Ted R. Davis, Greenville, S. C., and \$8 in a bank account at Sarasota.

open the season here April 12 with two performances.

Some 20 persons are employed in quarters, with an augmented force to start February 1. Jack Bell will be the new bandmaster and will have 12 musicians. Chester Gregory, side show manager, is assembling his attractions and recently spent a few days in quarters. James M. Beach, general agent, is scheduled to report here around February 1. Frank L. Anders, legal adjuster, is convalescing in Dr. Martin's Hospital, Sebring, Fla., following a recent illness. Steve Kumciez, advertising car manager, (See KING-RUMBAUGH on page 70)

## Polack Western Unit Gets Away Fast at Flint, Mich.

FLINT, Mich., Jan. 24.—Western unit of Polack Bros.' Circus came to full bloom here this week, IMA Auditorium permitting display of acts to maximum advantage. Building is one of the finest on the show's itinerary. Attendance at the first two performances Sunday (18) was estimated by the local press at 11,000. Sam Ward completed his fourth season here on advance promotion. Running a full week with 14 performances, as compared to 5 days and 10 performances in 1947, engagement stands a good chance of topping previous marks. Show moved here in zero weather after closing Saturday night in Saginaw.

The date there was termed by Manager Louis Stern as about 25 per cent ahead of last year. He considers the gain significant in view of a dip in economic conditions noticeable in these industrial towns.

U. P. C. tickets and school tie-ups accounted for packed matinees thruout the week in Saginaw. Night attendance reached its climax with a big turnaway Friday. Press and radio co-operation in both Saginaw and nearby Bay City was excellent. Promotional director A. E. (Buck) Waltrip moved to Dayton, O.

### Hammond Next

Show's next stand is Hammond, Ind., opening Monday (26) for a run of 13 performances. Joe O'Donnell will direct the promotion.

Under augmented set-up effective here, first half of the program closes with the Berosinis and the second with the Ward-Bell Flyers. Latter has the same personnel as was on Ringling-Barnum last season, with Harold Ward catching and with Gus and Betty Bell and Millie Keithley on the leapers' pedestal.

The Bells and Ward also do a nifty trampoline number, combined with teeterboard. This routine was devised to give variation from the trampoline and hand-balancing of Adriana and Charley, formerly featured on this unit.

The program gained another thrill act here with the addition of the sway pole of the Great Francisco (Franz Heinzman). This is spotted about midway in the second half.

Aerial ballet now consists of Helaine Buecher, Para Sombiasi, (See POLACK UNITS on page 70)

## Indiana Dates Good For Martin Bros.

IRONTON, O., Jan. 24.—Martin Bros.' Indoor Circus chalked up satisfactory business the first week of its winter tour, J. C. Admire said here following the local stand. Org opened January 12 at Dale, Ind., with a population of 800. Show drew 700 at night and 500 for the matinee.

Night ducats were tabbed at 60 cents and \$1.20. Tell City, Ind., Tuesday was sold outright with org drawing 3,000 at one performance. Bicknell, Ind., proved a larry, but the stand at Owensville, Ind., Thursday (15) under Lions Club auspices put the show back in the gravy with a full night house and a fair matinee.

Admire said that Roscoe Dougan has been signed as general press agent.

### CPA Warns Cowboys

REGINA, Sask., Jan. 24.—Riders who enter Saskatchewan rodeos and fail to appear will be blacklisted by the Cowboys' Protective Association, Charles Powley, secretary of the Saskatchewan Rodeo Association, warns.

## Chas. Sparks New Addition To Cole Org

### Accepts Terrell's Offer

CHICAGO, Jan. 24.—Zack Terrell, owner of Cole Bros., this week announced that Charles Sparks, veteran outdoor showman, has been named executive director of the advance for the Cole org.

"I have just engaged Charlie Sparks. His title with Cole Bros. will be executive director of the advance," Terrell wrote The Billboard. "I have been negotiating with Charlie for some time, but he delayed giving me an answer until a few days ago because of his health. His doctors now have given him a clean bill of health."

Sparks's return to active outdoor circus business comes after several years in retirement spent mainly in Macon, Ga. He sold the Downie Bros.' Circus in 1939 shortly after the death of his wife, Mrs. Addie Sparks, and his only circus activity since has been as manager of the Spangles Indoor Circus under appointment by Robert Ringling, then head of the Big Show, in the summer of 1944.

Sparks's career is like something out of fiction. Born in Park City, Utah, a silver mining town, he was orphaned when a small boy and was adopted by John H. Wiseman in the '80s. Wiseman subsequently adopted the name of Sparks in show business and returned to his old home in East Brady, Pa., where he framed a wagon circus, titled John H. Sparks's Old Reliable Virginia Shows. The show went out in the mid-'90s, and it was under the tutelage of John H. Sparks that his adopted son, Charles, learned about the circus business, in which (See CHARLES SPARKS on page 70)

## Kelly-Miller Adds Montgomery Animals

HUGO, Okla., Jan. 24.—A group of animals, purchased from the bankrupt C. R. Montgomery Circus, has arrived from El Dorado, Kan., to join the menagerie of the Al G. Kelly-Miller Bros.' Circus.

Cages and equipment also were purchased from Montgomery. Barns at the Kelly-Miller quarters here are being enlarged to house the animals which include six lions, three tigers, a puma, two bears and several monkeys.

D. R. Miller is expected here soon from Sarasota, Fla., with four elephants from the Ringling circus, which will give the Kelly-Miller outfit a herd of 10 bulls.

# Big Winner At Worcester

**Harlacker-promoted Shrine show gets 50G advance sale —talent costs \$9,500**

WORCESTER, Mass., Jan. 24.—With an advance sale estimated at \$50,000 and near-capacity business at most performances since its Sunday (18) opening, the 11th annual Shrine Charity Circus, which closes at the Auditorium tonight, seems destined to be a heavy winner. The doings, framed by J. C. Harlacker, Boston promoter, are on a big-time scale with emphasis on a top-bracket array of circus and variety talent.

The show's gross was reported ahead of its nut following the Wednesday (21) matinee. Expenses were considerable, since talent costs were about \$9,500 and prizes, including a new automobile and other merchandise, added several thousand more.

### Three Shows a Day

One matinee and two night performances were given daily on the huge stage. That part of the Auditorium not used for seating, harbored numerous concessions, as did the lower floor. Wild and domestic animals were exhibited by the Chase Wild Animal Farm, Egypt, Mass.

Altho there was a succession of heavy snows which made traveling from outlying areas hazardous and midweek temperatures ranged below zero, attendance, as in the past, continued to build from opening day. An estimated 10,000 attended the Monday night (19) show.

Performances were set up to run 90 minutes, but adjustments in the time allotted acts had to be made frequently to keep night shows from overlapping, since the time between shows was used for the awarding of prizes. Talent was booked thru Al Martin, Boston.

### Russeau Handles Advance

The advance was handled by Emile L. Russeau, with Harlacker on hand for actual performances.

### The Program

- Display 1.—Joe Basile and His Madison Square Garden Band.
  - Display 2.—James M. Cole's Elephants.
  - Display 3.—Clowns.
  - Display 4.—Six Ervinos, teeterboard.
  - Display 5.—Capt. William Heyer and His Horse, Starless Night.
  - Display 6.—The Herzogs, aerialists.
  - Display 7.—Dak Chung Troupe, jugglers.
  - Display 8.—Gaudsmith Brothers, dog act.
  - Display 9.—Reg Kehoe and His Girl Marimba Band.
  - Display 10.—The Shryettos, bicyclists.
  - Display 11.—Eddie Peabody, banjoist.
  - Display 12.—Willie, West and McGinty, comedians.
- Arthur Spalding, emcee.

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Tap Dancer, one Cowboy Rope Spinner, also Advance Man. Show will open April 15th. Address all mail to

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# UNDER THE MARQUEE

Jimmy Armstrong advises that he is with Clyde Bros.' Indoor Circus.

Floyd (Musical Rube) Arnold, last season with Dailey Bros.' Circus, is playing Texas theaters.

Yesteryear's idea to keep workmen working was to keep 'em too busy and too broke.

Lee S. Conarroe, manager of the No. 3 Ringling-Barnum car, is wintering in Miami.

Strength of character is what enables a showman to give up driving stakes and eating cotton candy.

Howard Suesz, owner of Clyde Bros., announces that Walter E. Ullman has taken over an executive post with his org.

Al Assemany is establishing eastern headquarters for the Tri-State Rodeo Company of Mangum, Okla., at 6009 East Davison Avenue, Detroit.

High class cookhouse is one in which a waiter knows how to pronounce hamburger as Salisbury steak.

Buck Leahy, clown contortionist, last week concluded a two-week engagement at the Dog Patch Night Club, Newport, Ky.

Jack Raum reports that he has a full calendar of dates for the 1948 season for the Daredevil Drivers, Chero-

## Hugo Club Retains Old Officer Set-Up

HUGO, Okla., Jan. 24.—Officers who have served the Hugo Showmen's Club since its organization last year have been re-elected unanimously.

The officials are D. R. Miller, of the Al G. Kelly-Miller Bros.' Circus, president; O. A. Brewer, secretary, and Smith Luton, treasurer. Art Miller, p. a. for Kelly-Miller, is vice-president.

Trustees are Casey Smith, Vernon Pratt, Bob Stevens, Gus Kanerva, Dan Sherwin, Clarence Snodgrass and W. J. Beal.

## Wire Walker Tumbles Into Lion Cage, Escapes Unhurt

MANCHESTER, Eng., Jan. 24.—During the Tuesday (20) matinee of Thompson & Leonard's Holiday Circus at City Hall Arena, Blondini (Harry Reco), while doing a tight-wire routine over a lion cage, lost his footing and fell into the cage occupied by four lions.

Clem Merk, lion trainer, calmed the animals and dragged the stunned wire walker out of the cage. Blondini suffered only minor injuries and was able to play the evening performance.

Blondini is co-owner of Reco Bros.' Circus, owner of the lions and other animal acts appearing here.

## Snow, Cold Hurt Polack Early in Week at Richmond

RICHMOND, Va., Jan. 24.—Polack Bros.' (Eastern Unit) Circus winds up a week's run at the Mosque tomorrow night (25), under Shrine auspices. Snow and cold cut attendance to some extent, but week-end business was expected to hypo the gate. Bill Green handled the publicity.

Acts featured here included Harold Voise, with the Four Flying Harolds; Emil Pallenberg's bears; Erickson brothers, gymnasts; Cycling Sidneys; Lopez Trio, casting act; Ray Wilbert, hoops; Polack's elephants, Hamiter's Liberty horses and Marie's dogs.

kee Rodeo Company and the Raum Circus.

Ballet gal who marries a good wagon builder knows she's getting a husband who will always have a job.

Dailey Bros.' winter quarters received a full page of pictures in the Wednesday (14) edition of *The San Antonio Evening News*. Among those (See *Under the Marquee* on page 85)

## Davies Fall Trek Okay; Indiana Dates Lined Up

HOBART, Ind., Jan. 24.—Ayers and Kathryn Davies Circus is playing Indiana spots following a successful fall tour which ended in Tama, Ia., the second week in December. Current tour got under way January 15 and business has been holding up well despite inclement weather.

Engagement at Crown Point, Ind., Saturday (17) drew a full house at the matinee performance, while a half house prevailed that night despite near-freezing weather. Home-wood, Ind., came up with a winner, according to Ayers Davies, who said that the org will start a two-week tour of one-night stands this week. Route has been laid out so that jumps will range from 25 to 100 miles, Davies said.

# Mills' Opening Set for April 17

CIRCLEVILLE, O., Jan. 24.—Jack Mills, owner of Mills Bros.' Circus, announces that the show will bow for the season here April 17, with the Circleville Chamber of Commerce the sponsoring org. Mills recently left for a vacation in Florida.

With construction under supervision of Charles Brady, most of the work on the new grandstand and blues will be completed far in advance of opening day.

Animal departments keep the single ring in the ring barn active 12 hours a day, with Bert Wallace, equestrian director; Jeannette Wallace, dogs and ponies, and Burt Pettus, elephant and menagerie, sharing time in working old stock and breaking and training some of the new arrivals.

Ted Edlin, contracting agent, returned from a booking tour in Florida where he contracted for a number of weeks for late fall. He is operating out of Circleville while booking Ohio spots for the early part of the season.

Charles B. Schuler, general press representative, says that in addition to increased newspaper advertising this year, radio stations will be utilized to a great extent.

NEW YORK, Jan. 24.—Deglin-Wood, Inc., of New York, will handle Ringling circus advertising this year.

**WANTED FOR DAILEY BROS.' CIRCUS**

**25 Girls for Elephants and Horses, experience not necessary; man to break and work 12 Black Bears, A-1 Electrician, Boss Canvasman for Menagerie, man for Shop Wagon, Blacksmith, man for Pony Ride; in fact, can use good people in all lines. All kinds of Acts, write. Boss for Trucks and Tractors, Animal Men.**

**If you don't want to work, don't answer as you won't last here.**

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Box 54, Gonzales, Texas

**GANGLER BROTHERS' CIRCUS**

Gangler Bros.' Circus will not be with the Bright Light Exposition Shows this year. We will be

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and have two Shows—Circus Side Show and Mickey Mouse Show. Also Motor Drome. The Circus is strictly a Free Act and can give you as much time as you want. Also can give you two Legitimate Concessions. Write or wire or phone.

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Good three people Comedy Bar Act that can do one or two more acts, also a few more Ground Acts. Need one or two more Clowns. For Side Show: Manager and Boss Canvasman, Dancing Girls, must have good wardrobe; Fire Eater, Sword Swallower, Inside Lecturer that does Magic and Punch. Happy Loder, contact us. Working Men in all departments, get in touch with David McIntosh. This show will have long season. Wire or write

**DALES BROS.' CIRCUS, Union, S. C.**

**WANT FOR THE SEASON OF 1948**

Candy Butchers and Concession Help for Dailey Bros.' Circus.

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### FIREMEN'S INDOOR CIRCUS

Finish here, you can go on advance Circus  
40 weeks.

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Huntington Hotel Basement, Huntington,  
West Va. Phone 9053.

## FOR SALE

Either one of these acts: the late Joe Greer 12-Horse Liberty Act (I've replaced the old horses in this act with new, young horses), or my 8-Horse Liberty Act of three-year-old red sorrels; all new plastic harness. Come see them work.

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Radio Station WSM, Nashville, Tenn.

## Davenport Draw At Grand Rapids Said Over 40G

GRAND RAPIDS, Mich., Jan. 24.—Despite weather which hovered around the 10-above mark, Orrin Davenport's Shrine Circus, which opened here Monday (19) and closed tonight (24), did okay business.

According to Davenport, about 45,000 had seen the eight shows thru Thursday. Gross was figured to hit around the \$40,000 mark, with heavy children's matinee sales at 40 cents and adult ducats at \$1 and \$1.50. Show was housed in the Civic Auditorium which seats 6,000.

The Davenport show opens Monday (26) in Detroit. Advance sale is reported 25 per cent ahead of a year ago. It also was announced that the show will be televised over WWJ, Detroit.

Davenport's stand in Toledo a week ago proved successful. A turnaway Saturday afternoon and a near-capacity crowd Saturday night (17) spelled success for the second annual Grotto Circus in the new million-dollar Sports Arena.

The Davenport unit played to approximately 57,000 during the week despite near-zero temperature. Grotto officials said they will stage another show in 1949 but expect to book it at a later date.

Vern Orton, high pole, was unable to play the Toledo date because the area lacked sufficient height. He rejoined at Grand Rapids, however, as did the Kays, high wire, out since October after a fall in Houston.

Lola Montez Deoca fractured a finger on her left hand at the Sunday night (11) performance but continued working. Lucio Cristiani suffered a sprained wrist the same night but also continued working.

## Martin Bros. Doing Fair Biz in Kentucky

MAYFIELD, Ky., Jan. 24.—Martin Bros. has been playing to fair business since entering Kentucky despite the coldest weather in that State in several years. The show travels on nine units back and two ahead.

Program includes Rose Steel's dogs; clowns; Jack Frazier, high chair and table balance; Lucille and Corky Frazier, jugglers; Buck Steele, menage; Hubler-Clark, bar; Johnny Frazier, wire; Buck Steele, ropes; the Great Maxes, high perch; the Red Devils, fire; Colonel Gatchell's dogs; the Martin Troupe, trampoline; Gladys Gillem, lions. Clowns are Johnny and Corky Frazier, Eddie Clark and Willie Rawls.

Staff includes J. C. Admire, general agent; Roscoe Dougan, press and radio; Bill Johnson and Chester Drake, billers; George Hubler, manager; Mary Rawls, treasurer; Jack Frazier, equestrian director and superintendent of transportation; Earl Marshman, electrical superintendent; Pete Shear, superintendent of properties; Buck Steele, superintendent of menagerie; Willie Rawls, superintendent of reserved seats, and Leonard Higgs and Carl Balmer, concession managers.

Concessionaires are Fred Bates Jr., popcorn; Bill Shelford, candy floss; Eddie Mulie, novelties; Gary Steele, cold drinks, and Harry Rawls, banners.

Recent visitors were Doc Pyle, Billy Griffin, Roscoe Dugan, Mr. and Mrs. Dick Heerdink and Dickie, the Fussners, Mr. and Mrs. E. R. Gray, Carl Williams, Happy Kellems, Van Wells and Bozo Harrell.

Buddy Geiss, air calliope player, wintering in Umatilla, Fla., reports he will be with the white tops again this season.

## Charles Sparks Joins Cole Org

(Continued from page 68)

he was later to become a widely recognized leader.

### Becomes R. R. Show

At the turn of the century the wagon show was converted into a one-car railroad show. Gradually this was increased to a four-car show, and when John H. Sparks died Charles Sparks became manager of the Sparks Circus in 1904. When the show was sold in 1929 to the American Circus Corporation (Mugivan-Bowers-Ballard interests), the Sparks show was a 20-car organization and was termed the most valuable circus property of its kind in America.

Sparks found idleness boring and in 1930 he bought the Downie motorized show from the late Andrew Downie, but always longed for a return to the railroad show field. In the depression-stricken '30s, he saw many railroad shows fail and decided against re-entering the railroad show business at that time.

### Operated Family Show

A stickler for clean operations, Sparks has consistently produced what is known as "a family-type show." He played the States east of the Mississippi principally, and for many years toured the Eastern Canadian provinces.

Sparks has what is believed to be an unmatched record in that he never had a losing season thruout the long period of time he operated the Sparks Circus.

## King-Rumbaugh Slug Each Other Via Court Suits

(Continued from page 68)

is lining up his billing crew which will have 10 men and four cars.

Pete Pierce is handling the carpentry work in quarters and again will be with the side show. Napoleon Reed is in charge of the cookhouse.

### New Color Designs

The Enquirer Printing Company, Cincinnati, is making new color designs for pictorial printing.

Among visitors to quarters have been Gus Sun, of the booking office bearing his name; Clint Shuford and Chester Mays, Hennies Bros.; C. R. (Youngstown) Smith and O. C. Cox, formerly of Wallace Bros.; Franco Richards, Pensacola, Fla.; Bill Porter and Fred MacKinney, James M. Raftery Shows; Thomas Gribble and Ira Gross, CFA'ers from McMinnville, Tenn.

MACON, Ga., Jan. 24.—Floyd King, veteran circus owner, announced today that he will have his own circus on the road in 1948, opening at Central City Park, Macon, April 12.

"While I am sure that I can show the court successfully that our show is a thoroly solvent institution and properly managed, there is a possibility that it may be a long, drawn-out court affair. Consequently, I have completed arrangements to take out my own circus. A great part of our 1948 program and staff has been engaged and all contracts will be honored. Many elephants, animals, trucks and other equipment used by King Bros.' Circus are individually owned by me. I will use this equipment as a nucleus and by additions I have arranged to acquire from other circuses will be able to produce an outstanding three-ring circus.

Charles Hilderra, magician-clown, reports he has signed with Bailey Bros.' Circus for the '48 season.

## Polack Units Click 'Em Off

(Continued from page 68)

Josephine Madison, Betty Bell and Reggie Reppart (nee Bogart), webs, and Millie Keithley, cloud swing. Management expects to add more girls and has ordered new wardrobe for this number

### Gets Plenty Laughs

Bobo Barnett has produced a clown fire house that is getting plenty of laughs. Lawrence (Dukie) Anderson joined clown alley here. Wally Newbury was added to the show's roster as Hammond organist.

Running order of the program in Flint was as follows:

1—Clowns working the come-in, with the following featured in the arena: Ed Raymond, Paul Jerome, Rudy Docks, and Bobo Barnett with his cornet and dogs.

2—Overture by the band.

3—Aerial ballet, with vocal by Jack Klein.

4—Don Dorsey on the high trapeze.

5—Chai and Somay, hand balancing and contortion.

6—Harold Barnes on the tight wire.

7—Clown fire house.

8—Ivanov Trio, horizontal bars and casting.

9—Dwight Moore's dogs.

10—Asevera and Dorita (Konyots), high school horses.

11—Clown walkaround.

12—Berosini troupe on the high wire.

### Second Part

13—Ward-Bell Trio, trampoline and teeterboard. Nino and Para Sombiasi, foot-balancing ladder.

14—MGM elephants, presented by James (Slivers) and Josephine Madison.

15—Clown balloon chase.

16—Massamilliano Truzzi, juggler.

17—Clown walkaround.

18—The Great Francisco, sway pole.

19—Ernie Wiswell, funny Ford.

20—Roland Tiebor's seal lions.

21—Clown band.

22—Ward-Bell Flyers.

## Eastern Expects 60G Gross

RICHMOND, Va., Jan. 24.—A \$60,000 gross is expected for Polack Bros.' Eastern Unit when the seven-day 13-performance premier engagement ends here Sunday night (25).

Sponsored by ACCA Temple Shrine, the Polack org opened to light business Monday (19). The Tuesday matinee attendance was light, with Tuesday night's gross around \$2,800. Business started picking up from that point, with the Wednesday matinee grossing \$3,200 and the night show getting \$3,500. Thursday's grosses were about the same. Indications were sellout houses would be on hand tonight and Sunday.

The Mosque Auditorium, where the show is being held, seats approximately 5,000. The house is scaled from \$1.20 to \$2.40.

I. J. Polack, owner, arrived from Saginaw, Mich., to catch the show here and announced he had signed with Shrine officials to show here again next year.

The show used newspaper, radio and billboard advertising, with the outdoor advertising up three weeks in advance of the opening. Newspapers were especially free with editorial matter.

Featured performers included Pepi and Anita, acrobats; the Lopez Trio, bar act; Pallenberg's bears; Polack's elephants; Miss Malihova, high wire; the Flying Harolds; the Erickson Brothers, tumblers; Hamier's Liberty horses; Adriana and Charley, trampoline; Madam Conchita, iron jaw; Erma and Ray, ladders; the Wilberts, and the Cycling Sidneys.

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# Quinlan, Wall Boasted Top Talent Array

## A Topnotcher, Says Duble

JEFFERSONVILLE, Ind., Jan. 24.—Charlie Duble, who is wintering at his home here, last week dug up some heralds and programs on the Quinlan and Wall Imperial Minstrels, which Duble says was one of the top-notch minstrel shows of 45 years ago. Duble's paper concerns the show's seasons of 1902-'03 and he acquired it after witnessing a performance at the old Opera House in New Albany, Ind., in 1903.

According to Duble the line-up included comedians Bobby Carroll, Gov Bowen, Frank Miller, Emile Subers, Bob Miller, Jimmie Castle, Jimmy Wall, George Mullen, Tommy Collins and Louis Tracy.

Singers were Joe Brockel, Walter S. Brower, Charles Ralfason, Master Newcomb, Steve Pridreau, Jack Sample, Ed Yager, Master Sodaro, Joe Birnes, Jack Leonard, Ira Clifford and Master Frey.

Dancers included the Miller brothers, Castle and Collins, Baby Brothers, Land and Field, Frey and Newcomb, Gov Bowen and Louis Tracy. Professor Freed was director of the concert orchestra and Ned Brill directed the concert band.

Musicians were Fred Benedict, Archie McCann, Ben Taylor, Kirby Dickerson, Carl Dittmar, Ed Collins, Bert Calkins, W. T. Grooms, Harry Howard, Robert Fink, Charles Lewis, Ed Ackley, W. H. Freed, C. H. Cooper, Morrill Terrell, James Starlin, Bud Alexander, Billy McGowen, Warner Jones, Jack Ellis and Carl Koerner.

Duble says he knew a few of the musicians during his trouping days and adds that Ned Brill was bandmaster of the Barnum & Bailey Greatest Show on Earth from 1911 thru 1916. Duble trouped with the band for two years.

## Down's Pic Layout Clicks

BATTLE CREEK, Mich., Jan. 24.—Arthur A. Down this week concluded a successful run with his 16mm. pic presentations here. Present plans call for him to continue to play near-by spots with the layout.

## Adler To Tour New England

TAMPA, Jan. 24. — D. H. Adler, wintering here, announced this week that he is framing a colored minstrel show which he will put out under canvas this summer for a tour of New England stands.

## Wells' Unit Okay in Enid

ENID, Okla., Jan. 24. — D. R. Wells has been chalking up successful business with his flesh bills and religious pic presentations in this territory.

## Plunkett Stage Show WANTS

Piano Player who can read, fake and play Vaudeville; also Juvenile Man and Accordion, prefer one who doubles. State all, first letter. Show opens early in February. Forty-five week season. This is a three-night stand Show under canvas. Address all mail to PLUNKETT SHOW, Aransas Pass, Texas

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## Sadler To Run for Texas Senate Seat

SWEETWATER, Tex., Jan. 24. — State Representative Harley Sadler, for more than 25 years a tent show producer and actor, will run for State senator in the Democratic primary July 24.

He is currently serving his third two-year term as Representative in the Texas House.

## Brit Troupe Click Wins Proposal for Rotary Stock Deal

HALIFAX, N. S., Jan. 24.—Unexpected heavy business at \$1.30 to \$3.25 scale being done by the Donald Wolfitt-Rosalind Iden rep troupe from England at the Capitol here (1,850 seats) and the Capitol (1,650 seats), St. John, N. B., has led to a revival movement that would cover not only the classical but more popular plays and players.

The Garrick, renamed from the Strand, after an old English play, and lately showing straight pic, has been closed to undergo a remodeling job which is expected to last several months. Theater had been used for years for rep and stock. Latest development is the proposal that rotary stock be established for Halifax, Moncton and St. John, N. B.

## McClung Exhibit for Schools

PORT ALLEN, La., Jan. 24.—C. C. McClung said here this week that he has set his Python Exhibit into 30 schools in Baton Rouge, La., with the tour slated to get under way January 28.

# Dunn Says Rep To Continue As Small-Town Attraction

SANTA MONICA, Calif., Jan. 24.—George K. Dunn, owner of the Presto Magic Shop here and a veteran rep and tent show troupier, said this week that he agrees with Everett Lawson that the tab show era in show business will never return, but added that he doesn't think it's due to anything the managers or performers have or have not done. He says the lack of facilities necessary to produce a tab show are more to blame than any other single reason.

"What I'm trying to say," continued Dunn, "is that the movie monopolies have corraled all the good, available theaters and either let them remain dark or operated them at a loss.

"A shining example of that took place here in the Ocean Front amusement section where two theaters are operating. A number of years ago, at the time Jack Russell was a tab star on the Pike at Long Beach, I looked into the feasibility of putting a tab in our Ocean Front Theater. It had about 1,800 seats, a large stage, pit and fly loft. It was perfect and the only competition was a movie house, which had been dark for a year. Upon making inquiries, I discovered that a certain studio-owned chain of theaters owned the house and, believing that the amount of business was sufficient for only one theater, operated the other one only.

## Rep Won't Die

"The very fact that the present generation goes so wild over the old song hits of 25 or more years ago, convinces me that those same numbers done before a line of chorus girls would received the same enthusiastic reception. I don't think

rep will ever die, but will continue to be strictly a small-town show.

"In Lawson's article I followed his list of theaters in towns with nostalgic memories welling up in my heart, but was sorry to note that several were missing. For instance, Tol Teeter's house in Dallas, the Hippodrome; the Gem in Little Rock; the Gillis, Wonderland and Gayoso, Kansas City, Mo.; the Palm in Omaha. Added to Lawson's long list of Joys should be the one in Denver many years ago. That town was my old stomping ground. To go back before the time of the Joy Theater there, who can forget the old Baker or the Hippodrome? At the Plaza at the same time, the featured comic was Will Wagg.

Clever performers like Runaway Harry Hart, Nick White, Ben Lambert and Frank Carberry were always to be found in one house or the other. Hoyt Smythe, who had the theatergoers of Denver in the palm of his hand many years later (as Lawson has pointed out), was just an aspiring young comic working at the Fun. Later, at the Jazz and ZaZa, I had the pleasure of being his straight man. I was a producing straight for Jack Conley at the Bijou. I can remember when Denver supported as many as six tab shows and could and would do it again if movie making and exhibiting were not so closely tied in.

"The explanation is simple. A tab show must not run over an hour at the most, is in order to fill in the time pictures must be interspersed. Consequently the monopoly—if you succeed in obtaining a theater—will simply refuse to rent you the films. So you're sunk. A tab show's popularity is demonstrated in the manner people on a carnival midway patronize shows that border on the principle of tabs.

"As well as you know Denver, Everett, we should know each other!"

# Tale of the Littlehale

By Chet Wright

MY FIRST job in show business was at South Sutton, N. H., where Scott Littlehale occupied what is now the home of Buster West, vaude and legit dancing star. Littlehale operated what was known as Littlehale's Museum and I worked for him at times as a boy of 10 or 12.

His museum contained mice, doves, porcupines, rabbits, foxes and an alligator. He also possessed some oddities, including a white crow, white squirrel, white porcupine and white woodchuck. He dubbed his collection Littlehale's Happy Family and would take his small cages, with a door at each end, and put them end to end to make one long cage. His dog, Judy, had to keep order.

Littlehale played his museum at fairs in the fall and in the winter hired a spot in a large city and exhibited there for two or three weeks, then moved on to another city. A large man, Littlehale had a white horse and used to travel in a buckboard which nearly dragged on the ground when he got in. One item in the museum was a parrot whose talk was not always of the Sunday School type. Littlehale had a little perch for the parrot on the corner of his ticket box and when anyone came along and didn't buy a ticket or walk right the parrot would say, "Cheap cuss."

One day while I was working around the barn Littlehale returned from the village store, went into the house for a brief stay and then drove away. Before long I heard Mrs. Littlehale scream and I ran into the house. She told me to look upstairs in the bedroom and when I did there lay two big adders. If there were more than three steps to those stairs I never touched them. Soon Littlehale returned and put the snakes in

a box. He had caught them beside the road that morning.

On another occasion we heard a commotion in the hen house and discovered that the monkey had escaped his cage and gone for the hen house where feathers were flying. Littlehale and I started after the monkey, with the former using his favorite expression, "Yes, I swear, damn my soul." The more we chased the monk, the more the feathers flew. We finally caught him and when we came out of the hen house we looked more like two featherbeds than anything else.

I believe the last time he showed his museum was about 1901 at the Bradford and Newbury, N. H., Fair at Bradford. I well remember it because a big rain and wind storm blew up, lifting off the top of the tent. The rain came down in buckets. In the center of the tent was a small hollow where the alligator was kept and he kept thrashing around until he broke his box and out he came. The more the alligator splashed, the deeper the puddle became. This gave Littlehale a chance to use his "Yes, I swear, damn my soul" as he yelled at the animal to get back in his box. The parrot also was getting a good wetting and was also using some of his pet expressions.

Littlehale died in 1904 and left full instructions for his burial. He wanted no flowers nor songs. The town carpenter was to make his coffin out of two-inch oak planks and the blacksmith was to make the iron handles. He wished to be buried on the hill back of the house between two rocks under a big pine tree. A pipe was to be put into the ground so the snakes could come and see him. I understand everything was carried out as he wished.

## Horan Minstrels Score

PITTSBURGH, Jan. 24. — Nat Horan is directing and promoting amateur minstrels in and around this city to reported good business.

TALLAHASSEE, Fla., Jan. 24. — Verdor's Show, colored attraction, has been presenting flesh bills in this sector under auspices to satisfactory business.

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# 1947 Lab-Built Challengers Set Stage for B.-O. Drive

By Perry B. Rawson

**T**HE MOVEMENT to sell skating to the masses is progressing. Last August, in *The Billboard* columns, I extended an invitation to rink operators (who are the sellers) to bring their skates to the lab and find out for themselves how different real skating is from imitation skating. Also, they were to be helped to conquer the prevailing mistaken idea that skating is hard to master and still harder to sell.

An ancient potentate once said: "I came. I saw. I conquered." So came the operators. Some came who were not operators. They came. They saw. They conquered. They saw the Rawson system. This is the technical base. They saw the Rawson gadgets. These are the mechanical devices that can mass-produce customers in safety with great speed and at very low cost. Everyone of them conquered those prevalent mistaken ideas mentioned above.

They were taught the Rawson system from scratch. They were given the one balance. They were taken off flats and introduced to edges. They got lean and edge. They got sidepush. They got plenty!

Within a matter of minutes the electrically-operated rollygig machine gave them the feel (and the view, too, for there is a mirror) of the side sway action which produces the roll which is the prime element of beautiful effortless gliding on skates. They were taken off the anatomical walking which produces pitching instead of rolling.

## It Can Be Done

They played on the gadgets. They met their friend, "Mr. Wobble," and discovered that Mr. Wobble was not an enemy. Everybody had a good time. Nobody fell. There were no accidents—no first aid room. There was no powder on the floor. The flexible skate took care of gripping the maple. The flexible skate was used thruout, as it always is at the lab. It put them on safe edges, away from unsafe flats. Those who were scooters were turned into skaters within the hour. They found out it could be done. Back home they will need a bit of practice to perfect their stuff, but they got the principles.

Astonishment and pleasure were their main emotions. Their finding out that it could be done, and done quickly and done safely, has provided us with many more challengers to meet the challenge featured in a recent issue of *The Billboard*. We have more challengers than we had last August. Shortly we will have more. Before too long we will have an army of challengers. When we get enough challengers the challenge will be met. When the challenge is met the adults will be back with us. When the adults start to come back the movement may start to snowball. The challenge posted by *The Billboard* can be licked. We have the know-how now. The licking of the challenge will have to be spear-headed by the rink operators, for it is their money which is being risked.

All the visitors to the lab were adults. Put that item where you can

refer to it, because this exclusive juvenile stuff you have been hearing about is way off the beam and is just another piece of skating bunk. The moment we debunk the skating racket the juvenile conception dies a natural death.

It is too early to assess the ultimate results from the autumn season at the lab. Give it time; let it grow. You will be hearing from some of the visitors as time goes on. They may tell you things that I am too modest to detail—stories you might not believe if I told them, for I am supposed to be prejudiced in favor of skating for the whole nation. The testimonials have been plenty hot. One remark of interest to operators was: "Years on these things and I had to come here to learn to roller skate." It might require an adding machine to compute how many millions of customers in the nation—not so persistent as this student—have been lost to skating in 11 years. Where are the adults? Why can't we get them? Do you want the answer? Ask the visitors to the lab. They have the answers. There's no mystery about it. Everyone will have the answers when scooting is supplanted by skating.

## Box Office to the Fore

Since last August a number of important box office words have gotten out into the open. Besides the words "challenge, juvenile" and "adult," we have had good doses of "flexible skate, dangerous skate, lock spot" and "binding spot," the last two words meaning the same. The skate and its proper adjustment is our starting point. We can't launch the movement on anything but a foolproof flexible skate and we can't hold the drive on anything else. We can not trust the mass public with a skate that can have a lock spot put into it by wrenches and screwdrivers, and we haven't time to train the millions to become skate mechanics. Most of the present-day skates—except those having too rigid a nose-piece—can have their binding spot removed to a safe distance in the background. But it is still there. It can be brought to life. We have got to remove it entirely for this drive, if it is to be successful.

Just getting the word "danger" up for discussion is progress. It's another answer to the adult argument. If the tight skate is dangerous (everyone can test for the truth), why seek further for an answer as to why the adults are not with us in huge numbers? The public is not so dumb that it will flock to rinks in droves for a chance to break some bones. And it brings us right back to the same thesis: Safe skating on a safe mechanism against dangerous scooting on a dangerous mechanism. This goes for juveniles, too, but juveniles will stand for the punishment longer, that is all.

## Evidence Mounts

Concerning the selling of real skating to the masses, evidence is piling up that the public really wants (See 1947-Lab-Built, opposite page)

## Label Promotion

ELIZABETH, N. J., Jan. 24.—Jack Edwards, director of speed for the America on Wheels chain of rinks, is getting out a racing sticker for skate bags by which he hopes to promote the sport nationally. Free to skaters and carrying no advertising, the brilliantly colored modernistic sticker shows a streamlined figure of a racer rounding a pylon. Edwards said requests must be accompanied by a stamped, self-addressed envelope.

## New Rollery First Unit of Michigan Teen-Age Center

DETROIT, Jan. 24.—Opening of a roller rink as the first unit of the projected Clintdale Recreation Center, Utica, Mich., 20 miles from Detroit, gives the town its only teenage recreation spot. Project includes a development of eight and a half acres south of the town, and future construction will add a baseball diamond and a picnic park.

Owners of the project are Ernie and Fern Krafft, formerly of Saint Clair Shores. Staff includes Nancy Crissman and Dorothy Krafft, tickets; Bob Krafft, doorman; Barbara Brownfield and Marian Maeder, checkroom; Ted Roth, skateroom; Elmer Blank and Royal Garlinghouse, floormen; Betty Geierman, Roy Stort, Art Marquadt, Don Crane, Violet Hudgens, Ruth Meyerhuber, Mary Witt and Mary Weber, refreshments, and William Kitamura, publicity and promotion.

The rink measures 9,000 square feet and is equipped with Chicago skates. A Wurlitzer organ with six amplifiers has been installed.

Policy includes roller hockey on Mondays, with skating sessions the other six nights plus Saturday and Sunday matinees. A number of parties has already been booked. Mr. and Mrs. John Shook, Pontiac, Mich., are instructors. They are now forming classes.

## Bookers Garner Plaudits In Philly Accident Case

PHILADELPHIA, Jan. 24.—Proving that a roller rink can conduct a program of public relations, Charles and Lou Booker, operators of Booker Roller Rink, grabbed a full measure of good will for their establishment by joining a campaign to raise a fund with which to buy artificial limbs every two years for six-year-old Marietta Jordan, who lost her legs in a trolley accident.

The Bookers advertised that all receipts for two nights were being set aside for the Marietta Jordan fund. The move, hailed by rink patrons, brought much good will to the rink and public recognition in an announcement over Station WHAT.

## Mineola Events Draw Well

MINEOLA, L. I., N. Y., Jan. 24.—Earl Van Horn's Mineola Rink started the year well with an excellent crowd at the annual New Year's Eve party and followed with a Saturday (3) trio voodoo number, each member of the winning trio receiving a pair of shoe skates. Another event that drew well was the recent oldtimers party. This was followed by a club dance contest Sunday (11) and a couples voodoo number Wednesday (21) in which prizes totaled \$60. A club figure skating contest has been scheduled for tomorrow night.

About 100 skaters are rehearsing for an anniversary show to be held at Bay Ridge Roller Rink, Brooklyn, February 8 and 9.

## Racing Remains Top Attraction For AOW Chain

ELIZABETH, N. J., Jan. 24.—Inter-rink racing continues to be the No. 1 attraction for the America on Wheels chain, according to Jack Edwards, AOW director of speed, who reports that the William Schmitz-managed chain continues to set box-office marks with the program that would have been unbelievable two years ago. Much of the success of the promotion, Edwards believes, is due to proper organization and strict control.

Latest competitions, held Saturday (17) at Twin City Arena here, drew another good crowd. The next inter-rink competitions will be held at Boulevard Arena, Bayonne, N. J., January 31. On February 7 speedsters of Perth Amboy (N. J.) Arena goes to Reading, Pa., to participate in races against the Reading Roller Racing Club of Carsonia Park Rollerdrome. AOW's speed championships have been set for March 30-April 3 at Twin City Arena.

Latest AOW standings show Mount Vernon (N. Y.) Arena still leading the field with 185 points. It is followed by Hackensack (N. J.) Arena with 160; Passaic (N. J.) Skating Rink, 75; Twin City, 70; Perth Amboy, 45; Boulevard, 15; Capitol Arena, Trenton, N. J., 10, and National Arena, Washington, 0.

Winners in the Twin City contests were: Half-mile novice (no points), Henry Wantuch, Perth Amboy (1:48); half-mile novice (no points), Ed Maleszeski, Perth Amboy (1:41); half-mile men's open (5-3-2 points), Herb Plump, Hackensack (1:35); half-mile men's open, Dan Manning, Boulevard (1:35); quarter-mile ladies' open, Jennie Viola, Hackensack (1:54); quarter-mile men's open, Ed Dalton, Perth Amboy (:49); quarter-mile ladies' open, Ceal Dobilowski, Perth Amboy (:55); half-mile men's open, Marvin Schwartz, Passaic (1:35); quarter-mile ladies' open, Jerry Abbatello, Mount Vernon (:50.5); quarter-mile men's open, Ed McIntyre, Twin City (:48.5); quarter-mile men's handicap, D. Meerdink, Hackensack; one-mile ladies' open, Doris Dahl, Twin City (3:29), and four-mile men's open, Herb Plump, Hackensack (13:1).

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## Expansion of Centralia Chests Following Test-Passing Spree

CENTRALIA, Wash., Jan. 24.—Walter Anderson's Centralia Roller-drome is pointing with pride to the passing of 19 tests by 14 skaters Sunday (11) at the drome, a feat which was lauded highly by the three judges, according to Mrs. Anderson. The judges pointed out that they have seldom had the experience of judging a group in which every entrant turned in such a creditable performance, Mrs. Anderson said.

The examinations, sanctioned by the Roller Skating Rink Operators' Association of the United States, were the bronze medal tests in figures and

dancing and the junior bar figure test, taken by members of the Walter Anderson Dance and Figure Skating Club.

The bronze figure medal will go to Mitchel Kershaw, club president and only member now holding dance and figure medals. Those passing the junior bar test were Wayne McDonald, Lola Blue, Donna Benedict, William Freeman, Vern Dickey, Lorraine Desmarais and Darwin John. Bronze dance medals were won by Lola Blue, William Freeman, Vern Dickey, Joyce Buck, Lorraine Desmarais, Adele Pierce, Beulah Mason, Jerry Begley, Leora Diesberg, Janice Manring and Darwin Johnson.

The skaters were members of classes conducted by Bob Viafora, Centralia pro. It was necessary that each skater receive a passing score in six tests from each member of the judging panel, made up of Don Fredericks and Will Whitcome, of Portland, Ore., and Viafora.

Mrs. Anderson said successes such as the recent tests and earlier honors won by local skaters have brought roller skating to the status of a major sport in Centralia. This is evidenced by the huge following of youngsters and adults now skating here, she said. Last year an outstanding fall festival with a large cast was presented. Overshadowing this, however, was the winning of the national championship in novice dancing by two Centralians, Donna Benedict and Wayne McDonald.

## Remodeled Eastw'd In Detroit Expands Activities Program

DETROIT, Jan. 24. — Eastwood Park Roller Rink here, operating the year-round, has affiliated with the United States Amateur Roller Skating Association and has started an expanded program of skating instruction under the direction of Manager James D. Mangan.

Fred and Jean Lettau, who have turned professional, have been signed as dance skating instructors and are now readying Eastwood students for bronze tests in addition to giving free style and figure instruction at nightly sessions.

The rink has been resurfaced and remodeled inside and outside. An addition is a cold cathode lighting system using an array of stars and half moons at ends of the floor. A vibrato unit has been added to the electric organ.

Eastwood Rink, which is operated by the park management headed by Henry Wagner and Max B. Kerner, continues to charge 60 cents. According to Mangan, the rink is tying in with civic interests in a program to provide recreation spots as an aid in curbing juvenile delinquency.

### New One for St. John

ST. JOHN, N. B., Jan. 24.—What had been a large drill shed during the war is being converted into a rink here for ice and rollers in season under sponsorship of city and school board authorities. Instruction will be given and exhibitions arranged for children and adults. Frank McPeake has been named supervisor.

### Martin to Bay City, Tex.

BAY CITY, Tex., Jan. 24.—W. P. Martin closed his portable rink at El Campo, Tex., January 13 and moved here, according to Landrus, the magician, who reported that the tenter had an excellent run of business at the former spot.

## 1947 Lab-Built Challengers Set Stage for Drive

(Continued from opposite page)

to skate. Here is a recent case. On January 2, Bill Love, New York Journal-American skating columnist, devoted his column to the Rawson system. He featured edges versus flats, the tell-tale signal of the wobble, true balance, the flexible skate and the textbook, *The Art of Plain Skating*. Four days later he wrote: "Folks do so want to learn to ice and roller skate correctly. After our column on the subject last week, several hundred wrote in to ask where *The Art of Plain Skating* could be purchased."

This supports my contention that the public will go for the real thing by the hundreds. One may well ask why these hundred wrote in for a skating book unless they were interested in skating.

If the masses, then, are really interested in learning to skate, we are fortunate in having the system for them—a foolproof system. Also we have the gadgets worked out if you are interested in saving money in mass teaching. The "real thing" also means that the public, in demanding reality, will not accept a double runner ice blade or a child's sidewalk-type scooter skate for roller work.

### Why Not Raise the Goal?

If we sell ourselves the above prospectus of millions coming into skating, why should we be content with the modest 10,000,000 goal set in my original mass-production plan of 1943? Why not 20,000,000? Why not 40,000,000 new customers? I am raising my sights on goal figures as more challengers are developed.

The changeover will have to be gradual, as was pointed out by Victor J. Brown. In the long run a gradual revolution may be best for the industry. There are many other interesting problems, and lots of work to be done. Many more workers are needed in the field. The spring session at the lab (April 1 to June 1) promises to be unusually heavy. We are far ahead of last August and *The Billboard* shares in the credit. It is a cinch to meet this challenge if we get enough challengers.

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### SKATE CASES AT A NEW LOW

- ★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample \$2.47.
- ★ ALL ALUMINUM CASE—"The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.

L & L PRODUCTS  
7019 Glenwood St. Chicago 26, Ill.  
Distributors of Haiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Skaters' Jewelry, Stickers, Laces, etc. Write for price list.

### RIEDEL ★

The Accepted Leader in SKATING SHOES

Riedell Sportshoe Co. Berkeley 3, Calif.

Hit the Profit BULLS-EYE with

## ARROW SKATES

ARROW PRODUCTS MFG. CO. HOLLAND, BUCKS COUNTY, PA.

WRITE FOR ILLUSTRATED FOLDER

### SKATING RECORDS

with STANDARD DANCE TEMPOS

Write for Complete List

### SKATING RHYTHMS RECORDING CO.

P. O. Box 1838 Santa Ana, Calif.

For information about

### CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Mich. Originator and Sole Distributor.

### SKATING RINK FOR SALE

One of the South's Largest, Finest, Best Established and Most Profitable. The only Roller Rink in a fine living city of 300,000. Specific reasons for selling. Write for details.

**SAN ANTONIO, TEXAS**  
1616 N. St. Mary's St.

### FOR SALE

Permanent Rink Frame Building, 44x116 feet, equipped with rest rooms, 3 air-flow gas heaters, finest music system complete, 150 Chicago skates, numerous parts, sanding machine, skate grinder, National cash register, pop box. Nothing needed to operate and all new. Town 12,000, county 90,000, largest oil field in world, only competition picture shows, 3 blocks from town. Ground lease \$40.00 per month, lease long as wanted. Price \$5,000. Terms can be arranged with reasonable down payment. No strings attached as I own it all. Reason for selling, going into clothing business.

**HUGH COOPER**  
Box 282, Henderson, Texas. Phone 1132-J.

### WANTED RINK MAN

Who is sober and dependable. Good pay, year 'round job. Address: BOX D-211, c/o The Billboard, Cincinnati 22, O.

### GUARANTEED GRADE "A" BALL BEARINGS

Precisely ground to proper size. .1785—High Lustre Finish—Demanded by all skate manufacturers. \$2.00 per 1,000 by 5,000 lots. Cash with order.

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### HIT PARADE in SKATING RHYTHMS

PRICE 75¢, PLUS TAX

Write for List.

**MARS RECORD CO.**  
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### DELUXE PORTABLE RINK FOR SALE

42x100, good maple floor, flameproof tent, 150 pr. Chicago clamp skates, 30 pr. almost new shoe skates, A. system, records, pop box, counters, benches, etc. Everything complete and A-1. Must sell. Price, \$4,500.00.

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### PORTABLE ROLLER RINK

40x90 Flameproof Tent, Maple Floor, 140 pr. Chicago Skates, Sound System, etc. Fully equipped and less than 7 months old. It's a beauty.

Price, \$6,000.00. Write, wire or call

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### PORTABLE ROLLER RINK FOR SALE

134x50; tent with chains, excellent floor, about 200 prs. new 45° Chicago skates, counter, skate boy boxes, benches, lighting, etc. All complete—\$4,000. Write or see

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### FOR SALE ESTABLISHED ROLLER RINK

Near Cincinnati. Floor, 40'x100'; ample aisle space, etc. Frame bldg., insulated; gas automatic heat. 110 pr. Chicago Rink Skates, 40 pr. Shoe Skates. Opportunity at only \$14,500.00 complete.

BOX D-212, c/o The Billboard, Cincinnati 22, O.

Write Johnny — for everything in rink skates

Guaranteed Same-Day Delivery

MOUNTED OUTFITS—CHASSES ONLY  
PRECISION FIGURE & DANCE SKATES  
PARTS & BEARINGS—Regular & Precision  
SKATE CASES—LACES—ACCESSORIES  
"CHICAGO" New and Used Clamp Skates—available at all times.

FACTORY DISTRIBUTORS Write for New Lowered Prices.

## JOHNNY JONES JR.

51 CHATHAM ST. PITTSBURGH 19, PA.

The Most Famous RINK SKATES in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROLO-WAY Precision Dance Skates with the Patented Cushioning.

**ROLLER DERBY SKATE CO.** 4533 Payne Ave. Cleveland 3, Ohio

### COMPLETE PORTABLE RINKS SECTIONAL FLOORS

The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors. Roll Skating Mats a Specialty.

### BILT-RITE FLOORS AND RINKS

Dealers in Hard Maple Flooring

Mailing address: 1413 Crescent Drive, Tyler, Texas  
Phone: 2968

Factory: 1016 East Locust St., Tyler, Texas  
Night Phone: 719-W

VALENTINES



Comics 8x11 inches 16 ass't subjects Gross... 80c

1c AND 2 FOR 1c VALENTINES Comico or Animal Cutouts. Gross... \$ .45

LARGE VALENTINES Assorted Outouts w/Envelopes. Gross \$1.50

VALENTINE GREETING CARDS Double your money with these cards!

Per Cabinet \$2.50 5c Assorted, 100 in Cabinet. 5c Juvenile Relation, 100 in Cab.

RED HEARTS 3-Inch Hearts, Per 1000 \$3.25 4-Inch Hearts, Per 1000 5.25

GIANT TISSUE HEART Excellent Display Piece. Honeycomb Tissue Heart, Die-Cut Arrow With Valentine Greeting, 13x15 inches.

Write for Complete Valentine Price List 25% Deposit With All C. O. D. Orders.

KIPP BROTHERS 117-19 South Meridian Street Indianapolis 4, Indiana

Runs, Wiggles, Opens His Mouth! AMBROSE, THE AMBLING ALLIGATOR



looks like a \$1 item \$22 gross samples, \$2 doz.

BIG... 9 inches long Attracts crowds! Brightly colored plastic with legs, head and 4-inch tail that wiggle realistically.

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CANVASSERS—STOREWORKERS—STREETMEN PEARL NECKLACES

Indestructible, sparkling, graduated Pearl Necklaces with sterling silver safety clasps. Real big money maker.

WALLETS Alligator Grain, 3-way Zipper, all colors. Per doz. \$6.25

BENJO NOVELTY CO. 148 PARK ROW NEW YORK CITY

WESTERN BRONZE HORSES Jobbers—Salesboard Operators—Dealers.

Our first ad appeared here 8 months ago—still going strong! Our Bronze Horses are fast sellers, not plastic, wood or chalk, all bronze finish.

C. GAMEISER 250 West 88th St. New York City 24

WESTERN NOVELTIES and SOUVENIRS Write on Business letterhead for your copy of 1948 catalog — off the press soon.

SUNLAND NOVELTY CO. Box 719, El Paso, Texas

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A Display-Classified Section of Business, Sales and Employment Opportunities

RATES: Display 70c an agate line... Minimum 10 lines Classified 12c a word... Minimum \$2.00

IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full

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THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A GREAT SONG (SURE HIT)—“GEE, I WISH I Had a Man.” Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9, N.Y. ja31

A-1 MUSIC PRINTING—\$7 PER 100. Professional copies, orchestrations, arrangements, etc. Samples. Auto Litho, Jensen, Fla.

FRANKEL'S ENTERTAINERS' BULLETINS—Containing parodies, monologues, band novelties. Five different issues, \$1; add 25c for your copy of the "Emcee," dynamic new comedian's magazine.

MASTERS-RECORDS—MADE FOR JUKE boxes, transcriptions; any quantity. Catalog. (Stamp) Reasonable. Urab, BB, 245 West 34 St., New York 1, N. Y. fe7

MUSIC JOBBERS AND DEALERS WANTED to distribute sheet music copies of "It Just Shows To Go Ya" and "Ain't I a Lucky Fella, Luella?"

PARODIES, SPECIAL SONGS, BITS, MATERIAL for any act. 1948 catalogue free. Kleinman, #1735 N. Bronson, Hollywood 28, Calif. fe21

RECORDS EXCHANGED—SEND TEN RECORDS and one dollar. Receive ten new records. Address: The Record Man, 314 Spring St., Del Rio, Texas. ja31

SENSATIONAL SONG PARODIES—DIFFERENT situations, original material, socko endings. 1948 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. mrd

ZEB CIRKOT—SENSATIONAL HILLBILLY Accordionist is currently featuring "It Just Shows To Go Ya." A sensational novelty love song, published by L. Granato & Son, 330 Pierce St., Dayton 10, Ohio.

12 PIECE ORCHESTRATIONS (WITH WORDS)—"How Often Must I Tell You" (Foxtrot). \$1. John Popoff, 603 Holden Bldg., Vancouver, B. C. ja31

AGENTS & DISTRIBUTORS

AGENTS, BOOKMEN, MAIL DEALERS!—INcrease your income. Sell new Lawn Book to home owners. Price, \$1, dealers, fifty cents.

AGENTS—CALL ON GARAGES, FILLING STATIONS with \$24.50 quality Wheel Balancer. Competing models to \$2,000. Virgin market. Five minute demonstration means sales.

AGENTS—OUR COMIC THEATER TICKETS sell like hot cakes. Generous samples and details, 25c. Walter B. Fox, Mobile 2, Ala.

ALARM CLOCKS—\$1.79, \$2.38, \$2.48, \$2.98, \$3.57, Electric, \$3.69. Wrist Watches, \$3.48, \$5.49. Rhinestone Bracelets, 95c. Sample C.O.D. Send \$1. United Wholesale Watch Company, Saint Cloud 2, Minnesota.

AMAZING OFFER—\$25 IS YOURS FOR SELLING fifty \$1 boxes of entirely different, new DeLuxe All-occasion Cards. Each box sells for \$1, your profit, 50c. It costs nothing to try.

ANIMATED BOXERS AND BARKING DOGS direct from manufacturer. The hottest toy of the year. Famous Kibitz line of push button Toys now only \$3.60 per gross.

ATTENTION, DISTRIBUTORS—HAVE 42 DOZ. \$1.50 and 50c Quality Smoking Pipes in attractive display trays at a real bargain price.

BALLOONS DIRECT FROM MANUFACTURER—Giant size No. 1030, \$7.50 gross; free delivery. Dipcraft Manufacturing Company, 2303 Sherbrook St., Pittsburgh 17, Pa.

BIG CASH PROFITS DAILY TAKING orders. Uniforms, Shirts, Ties, Personal Initialed Individualized Buckles, Belts, Cap Badges, Tie Holders, 2,000 emblems. Repeats. Write today.

DENTAL STERILIZER—THE NEW TOOTHBRUSH holder and sterilizer, now ready for money-making salesmen. Great repeater. Used in every home! Big profits. Write Dental-Stero Co., 3902 Secor Rd., Toledo 6, O. fe7

EXPERIENCED RUG WORKERS—TO DEMONstrate nationally-known all-purpose Cleaner in leading department stores thruout the country.

FAST MONEY SELLING HAND-MADE JEWELRY. Samples, \$5. Catalog free. N. Mitchell, Box 521, Raleigh, N. C.

FREE SAMPLE! Big PROFIT OPPORTUNITY with amazing Glow-in-the-Dark House Numbers, Switch Plates, Pictures, Decals, Religious Articles.

GET 300 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Exposés, Secrets. Folio free. Formico-KA, Box 572, Dayton, O. fe7

JOBBER, DEALERS, SALESMEN—NEW Terrific line, Brass Table Lamps, now available. Also close-outs. Write for circular and prices.

LARGE VARIETY GENERAL AND ESSENTIAL Merchandise. 50c to \$3 sellers. Manufacturers, 264 5th Ave., N. Y. City. fe21

MAKE MONEY FAST SHOWING EXQUISITE Greeting Cards: Birthday, Valentine, Easter, Wrappings, Notes, Stationery. Full, spare time. Amazing profits, bonus. Special offers.

MEXICAN BEST CLAY TURTLES, SPIDERS, wire dangling Monk-ys; per 100, assorted or separate, \$10; cash with order. Shipments prepaid. Sample, postpaid, one dollar. I. Stern, Box 3492, Miami 22, Fla. fe7

MEXICAN DESERT CACTUS PLANTS—Blooming size, 30 beautiful assorted in Mexican Picnic Basket, \$3.00 prepaid. General Mercantile Co., Laredo, Tex.

PENNY THAT NAILS TO FLOOR—140% profit! Dozen, \$1.25, on cards. Sample, 25c. Scheetz's, Sellersville, Pa.

PIC-TEASE—BAROMETER PHOTO GAMES. 20 beauties to box, with Magic Developing Tissues. Also Photo Finish Races. All packed 20 to box; \$1 retail. Big profit, repeat.

POCKET PAL—REPLACES POCKET KNIVES—New, safe, beautiful. Always razor sharp. 50c seller, 231% profit. \$15 or more daily.

QUICK, SURE MONEY SELLING ANNIE BLAIN Flavors. Sure fire tested selling system. G. S. Parker, 10 New Brunswick, N. J. fe7

RUN MENDERS—BIG YEAR 'ROUND PROFITS. Full particulars; 5 samples, one of each, \$1. Run Mender Works, Waukesha, Wis. ja31

SACHETS GETS QUICK DOUGH FOR HUSTLERS. Beautiful six color package; jobbers prices. Free sample. Mission, 2328A West Pico, Los Angeles 6, Calif. ja31

SALESMEN, JOBBERS—SELL \$1.00 GUARANTEED Ball Pens on cards to stores. Earn \$25 daily. Details free. Opal Pen, Box 295-1 Plymouth, Mich. ja31

SELL TAVERN RECORDS TO JUKE BOX OPERATORS. "Meet Us At the Corner Bar." "Just a Barmaid" cost you 35c. Retail 79c. 10 samples, \$3.50 postpaid. Territories available. Spotlight Music Company, Box 942, Baltimore, Md.

SELLS FAST! MARBLEIZED TREASURE Chest, retails \$2-\$3.50, holds cigarettes, jewelry, etc. Fine gift, perfect bridge prize. Sample, \$1, money-back guarantee, \$9.60 dozen. Circular free. Arkay, Box 37-BB, Westfield, N. J. fe7

TEXAS STEER FOX-HUNTING BLOWING Horns, high tone, 12", \$2.00; 14", \$2.50; 16", \$3.18; \$4. Powder Horn, 10", \$2. Goat Blowing Horn, 12", \$4. General Mercantile Co., Laredo, Tex.

TURN \$1 INTO \$50! SELL NEW OFFICE AID for typists. Details free. Platen Renew Co., 4024-B Central Ave., Indianapolis 6, Ind. ja31

TWELVE ONLY PUNCHBOARDS CONTAINING genuine Evans hand-carved brooches and necklaces. Board takes \$100, costs \$24.50 each, one or all. Very flashy, real merchandise. First come, first served. Evans Enterprises, Inc., Box 892, Port Orchard, Wash. ja31

WAGON JOBBERS FOR 5c AND 10c NUT Meats and Candies; also 5c Boneless Herring. Call to call on stores, taverns and roadstands. Every stop handles them. Write Royal Nut and Candy Co., 1015R Grand Street, Hoboken, N. J. fe14

WAGON JOBBERS, ADVERTISING SPECIALTY Salesmen and Coin Machine Operators to sell favors, night clubs our newest Full Head Pull-On Rubber Masks. Outstanding characters, big money maker.

NEW! VALENTINE! NOVELTY!

Attractive Gift Boxes. Unique and Original Ideas to retail for 39c or more. Assorted clever designs, first new boxed Valentine in years for GREETING CARD and GIFT SHOPS.

Sample doz. postpaid U. S. A., \$2.50

Kant Novelty Company 323 Third Ave., Pittsburgh 22, Pa.



198

NON-TIPPING HARD WOOD FOLDING CHAIRS

Ideal for groups from 10 to 10,000 May be used singly or fastened in sections! Easy to store—folds flat!

Many other types of chairs for all purposes

Quick delivery on STEEL or HARD-WOOD BLEACHERS and GRANDSTAND STANDS.

U. S. SEATING CO. 450 7th Ave. (34th St.) New York 1 LO 4-3524

When you think of chairs, think of U. S.



NIGHTINGALE COMB. RADIO AND BED LAMP

Read your favorite magazine—listen to your favorite radio program while in bed. Genuine AC-DC Sonora

Radio, tunes 535-1620 KC with built-in loop, automatic volume control, dynamic speaker. Case in white plastic, 9 3/4 x 7 x 5 1/2 inches.

PRICE EACH IN LOTS \$22.70 OF SIX OR MORE... SAMPLE, EACH \$25.20

D. A. PACHTER CO. 705 W. Washington Blvd. Chicago 6, Ill.

ATTENTION! GOLD WIRE ARTISTS

Square and round rolled gold plate wire, all gauges and qualities. Stone-set and plain bangles as follows: hearts, stars, clovers, crescents, beaded hearts, wagon wheels, crosses, etc.

EMROW JEWELRY CO. Box 93, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

5,000 ITEMS AT FACTORY PRICES

Largest Variety Stock in U.S.A. LONG PROFIT MERCHANDISE Your complete needs at one source—

H. L. BLAKE Broker-Factory Distributor Little Rock, Ark.

BINGO

Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets. Write for bulletin. AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

ANIMALS, BIRDS, PETS

FOR SALE—TWO SMALL MALE BACK Somersault Dogs. Capt. Ferguson, 1912 Daulton Ave., Huntington, W. Va. Phone 28515. MOTHER AND BABY RHESUS MONKEYS. Bonnet Monkeys, Young Ringtails, Javas, African Greens, Baboons, Eagles, Vultures, Civets, Puma Cubs, deodorized Skunks, Ringtail Cats, Agoutis. Chase Wild Animal Farm, Egypt, Mass. ORDER NOW!—10% WILL HOLD UNTIL March 31. Going into the jungle; bringing back rare animals, birds and snakes. Boas over 10 feet. All stock 100% feeders. We buy, sell and exchange all over the world. Animal Importers Exchange, P.O. Box 1403, Miami, Fla. fe7 TWO BEAUTIFUL FEMALE DIANA MONKEYS, \$140 each; one female Baboon, \$150. All three animals young, gentle and broken to handle. Ross Allen, Silver Springs, Fla. fe14

BUSINESS OPPORTUNITIES

BE YOUR OWN OPERATOR OF PUSH CARDS —Make \$200 a week. Buy premiums at rock bottom prices; details free. American Distributors, 5421 Nelson Ave., Baltimore 15, Md. fe21 \$\$\$\$ IN PERSONALIZED BABY RECORD Books; sell by mail; use same literature we have for five years. Can use few more dealers. No-Co-Ro, Oakland 6-B, Calif. fe14 FOR JOBBERS ONLY—IMPORTED TYROLIAN Belts, new styles, assorted colors. Prompt delivery. E. Hollinger, 349 West End Ave., New York 23, N. Y. FOR SALE—ESTABLISHED PHONOGRAPH and Pen-Ball Business—now operating successfully—priced to sell. Orangeburg Realty Co., Orangeburg, S. C. GET 400 MONEY MAKING DEALS, PLANS, Formulas, Tips, Ideas, Success Secrets, Schemes. Folio free. Formico Mil, Box 572, Dayton, O. fe14 MONEY MAKING OPPORTUNITIES BY THE hundreds! Send for free literature today. Hurry! Sanchez, Box 66-B, Old Chelsea Station, New York 11, N. Y. fe7 NEW PORTABLE ROLLER RINK—BUILT IN 1947, 40 by 90; 150 pair Chicago Skates, P. A. system, skate house and tent. Operated one season. \$5,500 cash. Jimmy Lawton, Central City, Ky. Phone 277. NEW—150 SOLOPHONE WALL BOXES, 21 Location Amplifiers, 20 Leveling Preampifiers, 2 Demonstration Units; 1 Studio Unit for connecting telephone lines. Make us an offer on all or any part of this inventory! This is a closeout! Glenn Earl, Inc., 157 W. 2nd South St., Salt Lake City 1, Utah. OPERATE PROFITABLE HOME MAIL ORDER Business on \$5 capital. Free details. Margaret Hantzis, 315 N. Walcott, Indianapolis, Ind. fe21 RELIABLE INFORMATION — BUSINESS Plans, Tips, Ideas, Offers for Agents, Mail-order Dealers, Homeworkers in each issue of "Profitable Opportunities." Dime brings latest copy. Profitable Opportunities, Box 791, Chicago 90, Ill. RUMMAGE SALES MAKE BIG PROFITS—Run one a week in your town. \$25 brings enough merchandise for one big sale. Large variety of Dresses, Skirts, Blouses, Children's Clothes, etc. Write, wire: Townsend Rummage Stores, 1325 S. Washington, Minneapolis, Minn. fe7 START HOME MANUFACTURING BUSINESS making Cleaning Compounds, Soaps, Insecticides, Cosmetics, Polishes, Food Flavors. No machinery. Literature free. Kemik, Park Ridge, Ill. TRADE \$100 WORTH ATLAS GOLD WINDOW Letters and Sign Material, Neptune Outboard Motor for good concession or sell reasonable. Leo Werner, 1055 E. 47th, Chicago, Ill. WELL-ESTABLISHED SCALE BUSINESS IN S. Florida. Excellent income. Owner Ill. Box C-421, c/o Billboard, Cincinnati 22, O. fe7

COIN-OPERATED MACHINES, SECONDHAND A Large List of Second-Hand Coin Machine Bargains will be found on page 86 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts with Leis, \$7.50. Net Panties and Bras, \$1.75 set. Elastic Net Opera Hose, \$4.95. Tights, \$7.50. Rhinestone Patches, \$4.50. Rhinestones, \$1.85 gross. Spangles, etc. Folder? Yes! C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137. BUNDLES OF CHORUS COSTUMES AND Gowns, \$5. Also other Costumes and Gowns, \$2.50 up. State wants. No catalog. C. Conley, 308 W. 47th St., New York. MINSTREL MEN—FULL LINE OF MINSTREL needs and accessories for sale, new goods. The Costumer, 238 State St., Schenectady, N. Y. mh20 SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. ma27

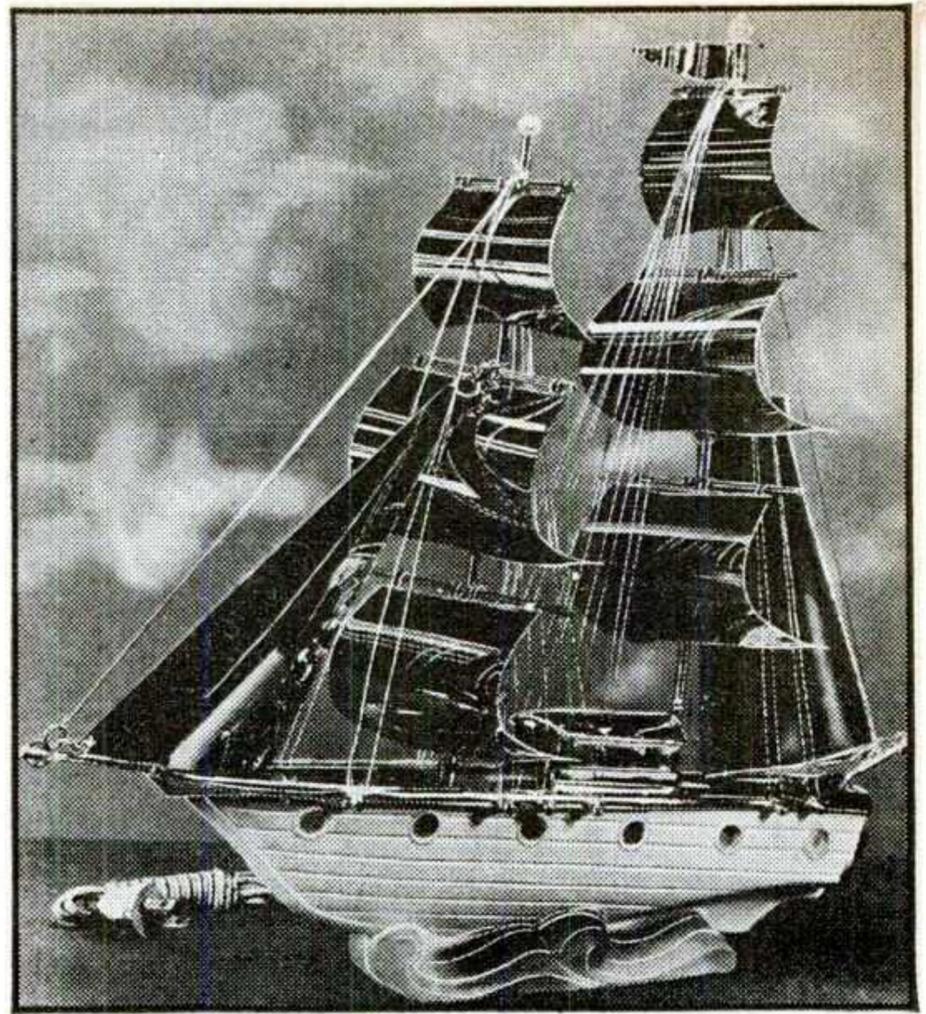
FOR SALE SECONDHAND GOODS

ADVANCE FLOOR MODEL POPCORN MACHINE, electric model, good condition, \$95. Also 1c Grippers, \$5 each. Beebe, Bpx 260, Pontiac 13, Mich. ALUMINUM GEARED POPPING KETTLES—All electric Popping Units, Peanut Roasters, Copper Carmel, Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. ma20 COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianola, Iowa. fe14 COTTON CANDY MACHINES—DOUBLE heads. Latest models. One Nashville porcelain pan. One circus type aluminum pan. Selling account of sickness. Prostka, 115-58 209th St., St. Albans 11, N. Y. 15 POP CORN SEZ VENDERS, GOOD AS new, used less than year, \$190 ea.; \$2700 for all. Several good used Poppers, \$75 up. 2 Buick Sedans, ideal trailer pullers, 1939 Series 40, \$1150; 1936, Series 80, both perfect, radios and heaters. 1 brand new lugrage type Trailer, \$60. Albright Concessions, Warrenton, Mo.

FOR SALE—250 VULCANIZED FIBRE SAMPLE or Theater Trunks. 36x26x19 at 1/4 of original cost. Will sell any amount while they last. Uncle Max, 675 N. Clark, Del. 2578, at Huron St., opposite Wacker Hotel, Chicago. fe21

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set. 50 All-Electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh6 BARGAIN—VICTOR 16MM. SOUND PROJECTOR, Screen, Features, Shorts and Accessories, all like new; complete show, \$450. Beebe, Box 260, Pontiac 13, Mich. BINGO BLOWER—COMPLETE WITH 75 numbered Ping Pong Balls, good flash, price, \$125. Express paid anywhere. Warwick Press, Conimicut, R. I. COMPLETE EQUIPMENT FOR 400 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. fe21 DOUBLE-HEAD FLOSS MACHINE—COM-ready for use. \$350. George M. Humphries, Newport with 5x5 joint. Excellent condition; town, Ohio. DRIVE-IN THEATER EQUIPMENT—NEW, complete, \$2974. Ace Camera, Florence, S. C. ap3 FIRST \$50 GETS 5 NICKEL SHOOTING Pistola. Cost \$175. Perfect shape. N. Y. Otelie, El Dorado, Mo., R.R. 4. FOR SALE—FUN HOUSE EQUIPMENT: Magic Carpet outfit; 42 ft. endless belt, 48 in. wide; 12 ft. metal slide rollers, bearing clutch, etc. Ready to install, excellent condition. Kirkpatrick Bros., 7315 Montrell, Kansas City, Mo. FOR SALE—LATE MODEL CRETOR POPCORN Wagon on rubber. Steam engine and equipment in good condition. F. W. Parmelee, 974 Parkside Ave., Alliance, Ohio. FOR SALE—D. P. PHOTO MACHINE, TAKES 1 1/2 x 2 and 3x4. 4 x 9 booth, factory made, Walensack lens. Concession tent, 8x10; 8 ft. wall; white pine frame. Green fire proof canvas. Spidora and Doll House illusion; some small magic. Guy Forrest, Box 16, Albany, La. FOR SALE—30 FT. FACTORY BUILT CON-cession Trailer. '47 model, spun glass insulated. Bed in kitchen in rear. Tandem wheels, electric brakes, suitable for popcorn, grab, diggers, pitahow or any concession. Cost, \$2,550; for quick sale, \$1,850. Can be financed. Doc Pyle, Elem Grove Park, North Terre Haute, Ind. FOR SALE—1 TITHILL FREEZETTE, 1 Taylor Freezer. 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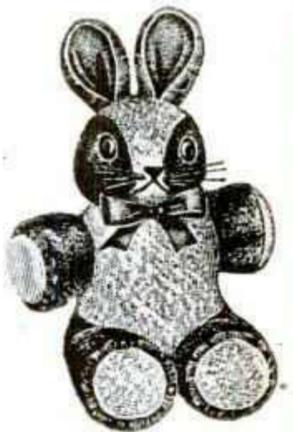
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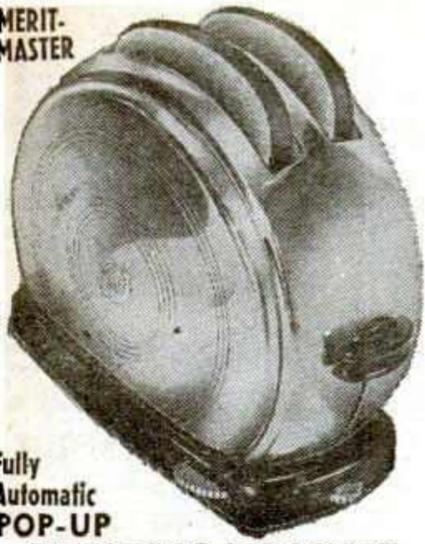
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Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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Allen, Frank  
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Anderson, Carl B.  
Anderson, Dock  
Anderson, Earl  
Anderson, Harold  
H.  
Andreano, Frank  
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Annin, Ralph J.  
Annis, Leroy  
Aracich, Geo.  
Archer, L. D.  
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Bishop, Raleigh  
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Blasingame, Joe  
Blausner, Jack Lee  
Bloom, Robt.  
Blough, Vance M.  
Blouner, J.  
Bluestine, Morris  
Body, Jerry  
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H.  
Borrenpohl, Ervin  
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Boswell, Wm. T.  
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Bower, Roy W.  
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Davis, Frank  
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Davis, Herman  
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Dixon, Mary  
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Donathin, Robt.  
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Dorner, Art C.  
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Dunn, Booker T.  
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Leroy  
Emmerling, Martin  
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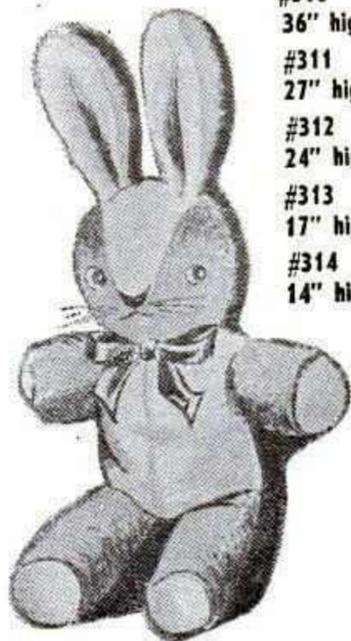
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McBride, Gerald W.  
McCain, Johnny  
McClain, Wm. Mack  
McClain, Matt  
McClaine, Richard  
McClanahan, Buck  
McClure, Harry  
(Bones)  
McCoy, Irish  
McCoy, James  
McCrary, Blanton &  
Hazel  
McDaniels, Elmer  
McDaniels, Gracie  
McDaniels, H. L.  
McDonald, Ray  
McElwain, Chas.  
McFarland, Jack  
McGary, K. C.  
McGee, Roy L.  
McGinley, Mrs.  
Pauline  
McGonigol, Fern  
McGraw, John  
McIntyre, Anne &  
Cliff  
McIntyre, Riley  
McKinstry, Curtis  
McMinn, Pat &  
Mac  
McRae, James  
Ralph  
McRae, Malcolm  
McRorie, A. L.  
Sykes  
McSpadden, J. H.  
McSpadden, Mrs.  
Myrtle  
McWilliams, Eugene  
Mackie, Walter R.  
Madison, Harry  
Maddock, Jane &  
Earl  
Maddox, Allan C.  
Macs, Lee C.  
Maggiano, Sally  
Mallory, Charles  
Malone, Bluch  
Manhardt, Wm.  
Manning, Elmer  
Mansion, Francis  
J. Mickey  
Marino, Joseph  
Markham, Andy  
March, Carly  
Marks, Joseph  
Marks, Kenneth  
Marks, Wm. Wilson  
Marroletti, Rocco J.  
Marsh, Curley  
Marsh, Jesse B. &  
Etta  
Marshall, Douglas  
Marshman, Harold  
Martency, Hensley  
R.  
Martin, Mrs. Alice  
Sullivan  
Martin, Geo. Wm.  
Martin, Mrs. W. B.  
Martine, Frank  
Martinkers, John  
Masser, Jack  
Massingill, Daniel  
W.  
Mathis, Belton  
Mathias, Jerry D.  
Matthews, Sport &  
Alice  
Maury, Edgar V.  
May, Russell  
Mayman, Gilbert &  
Amanda  
Mead, D. W.  
Mecker, Geo.  
Meisa, Raymond  
Melton, Wm.  
Metzer, Norman  
Meyers, Earl  
Meyers, Wm. S.  
Mickles, Bill &  
Della  
Miller, Chas.  
Miller, Claude Jack  
Miller, Earl W.  
Miller, Gertrude  
Miller, Harry  
Miller, Wallace  
Miller, Lelroy  
Miller, Louis S. &  
Margaret  
Milan, Bill  
Miller, Ely  
Miller, Roy R.  
Mindon, Geo. V.  
Minier, Jerry E.  
Minnix, Wm.  
Mitchell, Cocoa  
Green  
Mitchell, John  
Mitchell, Mack  
Mitchell, Miller F.  
Mitchell, Tennis  
Steve  
Mitze, Prof.  
Moare, Ray C.  
Mont, Shirley  
Mooney, Tom  
Moore, Irene & Bob  
Moore, Louis  
Moore, James  
Morford, Wm.  
Morgan, Patricia  
Morrell, Robt. E.  
Morris, Marvin  
Morrocco, James  
Mort, Joseph  
Mosley, Jesse  
Moyer, Ed.  
Moyer, W. W.  
Muldoon, Albert C.  
Mundy, Marvin  
(Red)  
Murphy, Warren M.  
Murray, Jack  
Murrey, Richard  
Myers, Patricia  
Naanes, Porter J.  
Nakes, John  
Nation, Lonnie  
Nellums, N. S.  
Nelson, Madison  
Franklin  
Nelson, Ray  
Nelson, Tommy C.  
Nelson, Zele &  
Mandy  
Nemo, Mrs. Delores  
Neville, Jack  
Newman, Fred  
Newman, Mrs. Zella  
Newton, Glen  
Nielsen, August  
Noe, Leo Chas.  
Nogle, Clinton &  
Lorene  
Nuvins, Jack E.  
O'Connor, John  
O'Connor, Michael  
J.  
O'Day, Mary S.  
O'Dell, Dixie  
O'Dell, Jess  
Oddi, Joseph

Ogle, Chester  
Oichowy, Geo.  
Oliver, Donald  
Oliver, J. C.  
Oliver, Jack  
Oliver, Mrs. Jamie  
Graves  
Omer, Leroy Jr.  
Ortiz, Joe M.  
Osborn, Russell  
Owens, Bert Geo.  
Pack, Jeffie  
Paddock, Mrs.  
Harold  
Padgelek, Betty  
Painter, Jack  
Painter, Thomasino  
Palmer, Buck  
Parker, Raymond  
Parkinson, Raymond  
Parris & McIntyre  
Shows  
Parrish, Dale  
Parsons, Josiah &  
Mamie C.  
Payne, Jack  
Pelky, Burt  
Penny, A. B.  
Perrot, Wm. D.  
Perry, Mickey &  
Curley  
Peterson, Howard  
Ray.  
Peterson, Ruth  
Pettiford, Clifford  
Petty, John J.  
Peyton, W. A.  
Phillipson, G.  
Phillips, Howard  
Pierson, B. W.  
Pike, Bill  
Pleasureland Shows  
Poling, Chas. H.  
Pond, Ed. Sutton  
Poole, Forrest J.  
Poole, Paul Junior  
Powell, Chas. M.  
Powell, Gypsy, Jack  
Powell, J. D.  
Power, Coletta  
Preston, Thomas  
Henry  
Prewitt, Carl  
Fredrick  
Price, Ray  
Price, T. J.  
Pringle, Prescott  
Pruitt, Vestal  
Quendon, Adrian  
Radka, Arthur  
Randall, Dorothy S.  
Randall, Frank  
Rankins, C. H.  
Rankin, Roy  
Ray, Ginger  
Ray, J. W.  
Ray, Mrs. Madeline  
Raye, Sonia  
Raynolds, Ray.  
Reagen, Clara  
Tobey  
Reid, Albert J.  
Reid, Dave  
Reid, Mel  
Renton, Al  
Renton, Mrs. Jean  
Revista, Gerente  
Reynolds, A. J.  
Ricardi, Joseph  
Richards, John W.  
Richardson, Elmo F.  
Richardson, Jazz Lip  
Rickman, Speedy  
Riffe, Mrs. Francis  
Riggs, Sailor Doc  
Riley, Dan  
Ristine, Louise  
Roach, Richard C.  
Robbing, Emery J.  
Robert, A. J. Jack  
Roberts, Craig  
Roberts, E. L.  
Robinson, Emmett  
Robling, E. J.  
Rogers, Dillard  
Rogers, Lonny  
Roland, M. P.  
Romness, B. J.  
Rosenbaum, James  
Rosenberger, Bert  
Ross, Erna  
Royark, Alonzo  
Rubin, Harry  
Ruggaber, Arthur J.  
Ruggles, Buck &  
Betty  
Rush, Desmer  
Rudolph  
Russel, Robt.  
Russell, T. A.  
Rutter, Mrs. Butch  
Ryan, Danny  
Ryan, Mrs. Danny  
Ryan, Geo.  
Ryan, R. J.  
Safford, S.  
Sakorie, Jas. &  
Myrtle  
Salzer, Ray C. &  
Stella  
Samples, Dewey  
Samples, Frank  
Samples, Robt.  
Sanders, Geo.  
Sanford, Lee  
Sarka, Geo.  
Sawyer, Fred  
Sayre, Clarence  
Curly  
Scanlon, Bill  
Schaff, Donald  
Schaffer, Roy  
Schell, Frank  
Schmidt, Stanley &  
Helen  
Schutzer, Wm.  
Schweitzer,  
Benjamin  
Schweitzer, Frank  
G.  
Scott, Paul  
Scott, Richard Leroy  
Seago, Truman  
Seely, Mrs. Kitty  
Seiple, Arthur  
Sellers, Clyde  
Sells, Virgil K.  
Selzer, Louie  
Sems, Frank  
Seng, V.  
Shadel, Dick  
Shannon, W.  
Shaanich, Peter  
Joseph  
Sharkleton, Robt.  
Shavers, H.  
Shaw, Leslie  
Shaw, Paul M.  
Shepard, Harla  
Sheppard, Thomas  
Inky  
Sherwood, C. G.  
Sherwood, Red  
Shirahoma, Takeo  
Shrock, Ray Daniel  
Shropshire, Ray, D.  
Shroy, Chas. Ed.  
Shroy, Roy L.  
Shroy, Chas.  
Shroy, Bill

Silow, Hank  
Sima, Joe  
Simmons, Fred L.  
Simmons, Lillian R.  
Simmons, M. M.  
Simon, Leon Shorty  
Simpson, Oliver  
Simpson, Chas.  
Mitchell  
Simpson, Linda  
Sirous, Bill  
Sisk, Hugh J.  
Sisler, Louis  
Slaughter, James  
Slayton, Wm.  
Slauzke, Stanley  
Small, Childs  
Andrew  
Small, Douglas  
Smallwood, Ernest  
Smith, Mrs. Annie  
Smith, Bill (Pats  
Martine)  
Smith, Chas.  
Thomas  
Smith, Ed.  
Smith, Floyd  
Smith, Frank C.  
Smith, John Henry  
Smith, John J.  
Smith, Joseph  
Smith, Karl  
Smith, Richard B.  
Smith, Ruth  
Snyder, Carl D.  
Solomon, Henry  
Sowden, J. H.  
Sowles, Lloyd  
Sparks, J. C.  
Sparks, Stanley  
Speight, Cynthia  
Spiker, Leroy C.  
Spradley, Miss  
Francis  
Springs, Jullous  
Sprinkle, Don  
Sprovieri, Ralph  
St. Clair, Opal  
Stacy, Bill  
Stallworth, Evelyn  
Stanley, Day  
Stanley, Geo.  
Starbuck, Winton  
W.  
Starkell, David  
Starkey, Albert M.  
Starling, Wm. G.  
Starr, Hedy Jo  
Stell, Eddie  
Stephens, Mrs. June  
Flossie  
Stephan, Margaret  
Stapp, Okey L.  
Stevens, Harry L.  
Stewart, Floyd E.  
Stewart, Jim  
Stinnett, Mary Jo  
Stokes, Floyd  
(Pug)  
Stokes, Peg  
Stombaugh, Harold  
Stoppel, W. R.  
Stover, James M.  
Strader, Wm.  
Stratton, Tony  
Streeter, Earl  
Stuart, Clyde J.  
Stump, Winfield  
Stutte, Jerry  
Suiter, Wallace  
Summers, Aubrey  
Summers, Daniel  
Summers, Joseph  
Sundstrom, John E.  
Sutherland, W. M.  
Sutton, W. B.  
Sweet, Arthur A.  
Swiger, Geo.  
Sylvan, Henry C.  
Tamm, Gus  
Tarbes, Henry  
Taylor, Archie L.  
Taylor, Ernest  
Taylor, Mrs. Nova  
Teague, H. L.  
Thogmartin, Elgin  
Thomas, Demetro  
Thomas, Glenn  
Thomas, Jack &  
Kitty  
Thomas, Lucky  
Thomas, Ted  
Thomas, W. A.  
Thompson, Ralph  
Edwin  
Thunderbolt, Chas.  
J.  
Tierney, Ed. P.  
Tilchman, Earl  
Tilner, Harry  
Tobe, R. T.  
Tolletson, Bernard  
H.  
Tolley, Virgil  
Tolley, Tex.  
Tollman, Chas. R.  
Tomlin, W. F.  
Tompkins, Ed.  
Townson, Robt.  
Travis, Richard C.  
Traywick, Floyd  
Odell  
Traywick, Odis Wm.  
Trent, Betty  
Trevina, Amador R.  
Trueblood, Marvin  
K.  
Truitt, Pete  
Tucker, Harry E. B.  
Tuer, Bill  
Turner, Benny  
Turner, Francis L.  
Turner, Frank  
Turner, Fred  
Turner, Joseph  
Turner, T. W.  
Underwood, Harry  
C.  
Vandiver, Howell C.  
Vasulka, Frank P.  
Verdier, Louise W.  
Verdier, W. A.  
Vincent, Albert  
Voegli, Joe  
Waits, John A.  
Wallace, Bert  
Walters, Walter  
Waite, Kenneth  
Walch, Joe  
Walker, Wm.  
Wall, Albert Lee  
Wall, Harry  
Walk, Elsworth  
Walsh, Jack  
Walters, Guy  
Ward, Chas. W.  
Ward, David  
Ward, Maurice A.  
Watts, Mrs. Helen  
Weatherman, Jack  
B.  
Webb, Loran  
Webb, Mrs. Robt. L.  
Webb, Thomas O.  
Webb, W. Q.  
Weiner, Sam &  
Anna  
Weiss, Harry  
Welsh, Mrs. Jean  
West, Julian

Whelen, Ed.  
Whiehean, Kenneth  
H. J.  
White, Fox S.  
White, James M.  
White, Tommy  
Whitting, Turner  
Whitting, Delbert  
Wiens, Beverly  
Wilborn, Roy G.  
Williams, Anthony  
Williams, Clarence  
Williams, Eugene  
Francis  
Williams, Francis  
Williams, Geo.  
Williams, Robt. Tex.  
Williamson, James  
Willis, Wm. L.  
Wilmer, Houston  
Wilson, Mrs.  
Elizabeth  
Wilson, John Lee  
Winslow, Jimmie  
Winters, James W.  
Wise, Merle  
Wolberton, Irving  
Woodard, Rufus  
Woodard, Robt. L.  
Woolley, R. W.  
Worthington, C.  
Wright, Richard  
Eugene  
Wriston, Clay  
Young, Joseph  
Francis  
Yount, Rose Anne  
Zaccini, Elsa  
Zaccini, Mario  
Zeidman, Wm.  
Zella, Madam  
Ziegler, David  
Zien, David  
Zolin, Rosemary  
Zubryk, Fred

Merrill, George  
Muller, Geo. &  
Mildred  
Nevins, Sherry  
O'Rourke, Tex  
Paroff, Patricia  
Patterson, Slim  
Pearl, W. J.  
Randall, W.  
Randow, Eugene  
Rezellah, Mr.  
Richards, Jackie  
Rieck, Johnny  
Rizz, Charles  
Fenwick  
Robbins, A.  
Roberts, Stanley  
Robertson, Wallis  
B.  
Robie, Edna  
Rohland, Mrs.  
N. P.  
Sargent, Edna  
Scott, Bill  
Scott, Gene  
Silks, William F.  
Simon, George  
Smith, Percy  
(Clown)  
Spiegel, Sam  
Stewart, James  
Stryker, Andy  
Sullo, Nick  
Symons, Bert  
Thomas, Eugenia  
Thomas, Lottie  
Thomas, Gerry  
Tuten, Daniel  
Waite, Billie  
Walls, William  
Walter, Kenneth  
Walton, Gypsy  
Wiser, Al  
Wilcox, Ramsey  
Willis, Marilyn  
Williams, Walter F.  
Winclair, Donald  
Wright, Helen  
Young, R. B.

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Balzer, Blanch  
Brown, Chic  
Brown, Edward  
(Walk-a-thon)  
Bushe, Joseph  
Champion, Eve  
Chandler, Grant  
Chase, Frank  
Cohen, Joe  
Conway, Rose  
Coward, Curley  
Diavolo, Dare Devil  
Douglas, Mr. & Mrs.  
J.L.  
Dupuy, A.  
Francine, Midze  
Gardiner, Harold A.  
Gross, Abe  
Haller, J. C.  
Haried, Arthur  
Harris, Kittie  
Hayes, Frank  
(Check)  
Herman, Prof.  
Black  
Higgenbathem, Evert  
Horner, Harrie  
Joucs, W. H.  
(Bill)  
Johnson, Judith  
Jinestone, Anne  
Kane, Sol S.  
Kaltman, Joe  
Keating, Geo. or  
Jack  
Kork, Bobby  
Kroll, Herman  
La France, Pat  
Littlejohns, The  
Livermore, Norman  
Lucerne, John Jay  
Maake, Mae  
Malek, Herman  
McNeal or McNeil,  
John  
Mercy, Mr. & Mrs.  
A.  
Moore, Mr. & Mrs.  
Dick

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Chicago 1, Ill.

Adaire, Arlette  
Adams, John R.  
Alix, Alfred A. (2)  
Anderson, Eloise  
Anderson, Mary  
(2)  
Arthur, Martin E  
Baker, Bill  
Banclay, Lily  
Barnet, Carl  
Barnett, Roy  
Barrow, Bobbie  
Barton, Charles  
Benner, Larry (3)  
Benson, B. W.  
Bergen, Harry  
(Slim)  
Birkla, Jesse L.  
Blais, Fannie  
Blanton, Boydia  
Brady, Paul  
Brenner, Audrey  
Caloian, Carl A.  
Chandler, Roscoe B.  
Chilson Roy A. (2)  
Clawson, Ralph J.  
Clayton, Betty  
N. P.  
Cluders, Freshy  
Coleman, Alton  
Collins, Margaret E.  
Combs, Earl  
Crosby, Bill  
Crowder, Geo.  
Daly, Smiley  
Danlcs, Richard  
Dearo, Bert  
Demius, Prince  
Desco, Gloria  
Doherty, Kathleen  
V.  
Dowse, William  
Harris  
Doyle, Frank  
Ewan, Walter  
Flanigan, Patrick  
Gorman, Tom  
Greene, Mr. and  
Mrs.  
Grimes, Lewis D.  
(Lucky)  
Hack, Ed  
Haley, George W.  
Hamlin, Evelyn  
Hartnett, Jim  
Heinemann, Harriet  
Hickey, Bob  
Hurtle, Bill  
Jackson, Dorothy  
& Harry  
Jackson, Gerold  
Jannette, Jean  
Janusch, Mabel  
Jiram  
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Jones, Irvin T.

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# Pipes for Pitchmen

By Bill Baker

**JACK (BOTTLES) STOVER...** who collected his Christmas bankroll in the Harrisonburg, Va., sector, cards that he plans to remain there until the spring and cut up some jackies with Ed Shifflett.

**CHIC DENTON...** and partner, Pasha, still have their rocking chair herb store going great guns in Dallas.

**THE GEORGE LUCASES...** are still corralling the lucre around Tulsa, Okla., according to reports hitting the pipes desk from that neck of the woods.

**HALE AND ANN KJORLEIN...** spent the holidays in Rochester, Minn.

**JACK MURPHY...** is chalking up some good counts in Tucson, Ariz.

**STILL PURVEYING...** their jewelry in Kansas City, Mo., to sock grabs are George and Fred Dean.

**THEY TELL US...** that Sam Delaney is working up a new pitch item which he plans to spring soon around Mobile, Ala.

**ABE MENDICANT...** has just concluded a successful stand at Tarpon Springs, Fla., where he sold Greek religious souvenirs to good results. He says he'd like to read pipes here from Morris Kahntroff, Tom Kennedy and other old-timers.

**PITCHDOM...** is mourning the loss of Murray Hines, one of the oldest wire jewelry workers in the business, who died of a heart attack January 7 at his home in Cleveland. Hines was well known in the Middle West and had a great many friends in Canada, where he was active for many years in the wire jewelry line. In recent years he had located in the Cleveland McCrory stores.

**VAL RENNE...** and Peg Rohrer card from St. Petersburg that they recently made that Florida metropolis on a pitchmen's

prayer in their 1936 Ford, hopping in from Chicago from service station to service station. Val has been set into the Kress chain there until April, while Peg opened in Webb's January 11.

**MR. AND MRS. FAITH...** Canadian pitcheroos, are in Tulsa, Okla., framing a jewelry layout which they plan to book at State fairs.

**GEORGE WARD...** vet med pitchman, is pushing his products to successful scores in Tulsa, Okla., with Chris Faith, Canadian pitchman, accompanying George on his runs.

**ABIE D. GILLY...** is working Tampa with horn nuts to good business while awaiting the opening of the Florida State Fair there.

**THE GEORGE COHENS...** are celebrating the recent birth of a son in St. Petersburg, Fla.

**J. GOLDSTEIN...** Dutch Whistler from Court Street, Brooklyn, is doing a neat demonstrating job in Amsterdam department stores where business has been good.

**M. E. SPARKS...** hosiery pitcher of note, and Slim Rhodes, former jam man, left Little Rock recently with a good supply of socks which they plan to purvey in South Georgia and Alabama.

**MRS. ADELAIDE CLARK...** wife of A. L. Clark, ace sock purveyor and top pitchwoman in her own right, is at her Little Rock ranch recovering from a recent goiter operation, which she underwent in a Searcy, Ark., hospital.

**"JUST RECEIVED..."** the news here of the sudden passing of Doc Mel Hathaway at the home of his daughter in Houston," letters Frank C. Keith from Ft. Smith, Ark. "He will be greatly missed by his circle of friends here, where he has worked so often. He was among the cherished friends who spent Christ-

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14 Comic Sheets ..... .80 Gr.

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V951E Novelty Folder ..... \$ .88 Gr.  
V96E Teacher Cutout ..... .91 Gr.  
V97E Mechanical ..... 1.00 Gr.  
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**200 PC. CABINETS, Ea. .... \$2.40**

V501 Humorous V502 General  
**100 PC. CABINETS, Ea. .... \$2.40**

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V1003 Humorous V1004 Relative  
**50 PC. CABINETS, Ea. .... \$2.40**

V2501 General V2502 Humorous  
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25% Deposit With C. O. D. Orders.

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**CHEWING GUM WHOLESALE ONLY**

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**\$1.95 No. C. O. D.'s**  
Compact—Wired.  
Ready to Operate—Uses 35Z5-50L8.

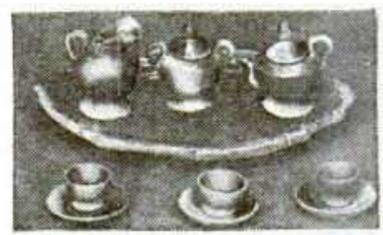
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**#5033K 12 Piece Miniature Pottery Teaset**  
IN ASSORTED COLORS

Tray, 3x4½ inches; creamer and sugar, 1 inch high; cups, ¾ inch high; saucers, ¾ inch in diameter.

**\$6.00 per doz. SETS**



**AGENTS WANTED**

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VERY IMPRESSIVE REPLICAS OF A HIGH PRICED DIAMOND WATCH SO SMART AND SO EASY TO SELL!  
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Reconditioned like new

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25% with order, balance C. O. D.  
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737 Walnut St., Dept. C  
PHILADELPHIA 6, PA.

**JUST ARRIVED!**

Gov't Surplus

A large quantity of  
**ELGIN WALTHAM BULOVA**

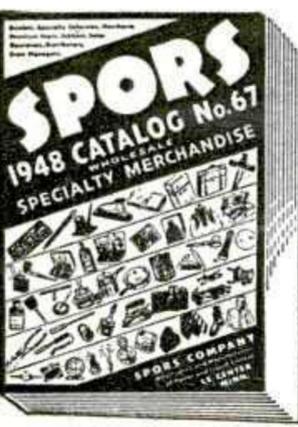


16 jewel sweep-second wrist watch with stop-watch feature. Stainless steel-back case and stainless steel expansion band.

Watch and Band **16<sup>75</sup>**  
Complete

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WHOLESALE JEWELERS  
JEWELRY TRADES BUILDING  
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Fancy Assorted **CHOCOLATES**  
Attractive Cellophaned Two-Layer 1-Lb. Boxes, \$6.40 Doz. Two Doz. to Case, Freight Pd. on 10 Cases. Sample, \$1. 25% Cash on C. O. D.  
**Barbara Fritchle Chocolates, Frederick, Md.**

mas day at our home here. Others included Doc George Ward, Doc Tom Smith, Doc Bob Ward and family, Lecta Ward, Bennie Price, Capt. and Mrs. Leo A. Thompson, Billy Vansant and family, Claude and Annie Holloway, and Ted Haseny and his mother."

**HARRY TAM . . .**  
and Doc Roberts, old-time paper workers, are in Chicago making sport and other shows to good moola counts.

**GEORGE PUDDENHEAD . . .**  
exponent of the toy pitch, is en route to the Fat Stock shows at Houston and Fort Worth where he plans to work his perpetual drinking birds. He says he'd like to read pipes here from Joe Marks, Peanut Cramer, Barney Kaplan and George Brooks.

**BLAINE YOUNG . . .**  
who has been out of pitch circulation for some time, pens from Ft. Madison, Ia., that he's tending bar in his nephew's Hot Shot Club there. Blaine, who spent last season as a talker on the Clyde Beatty Circus, says that he's mulling plans to frame a whitestone layout for an early launching. "Altho I haven't been very active from a pitch standpoint," writes Young, "I recently enjoyed a visit with my old pitch friend, E. R. Capperume in Greeley, Colo., where he has been making six farm sales per week to good results. I was grieved to learn of the death of Salem Bedonie. His father, George, was the greatest jam man of all time in my book. I can recall some of the boys like Kansas City Mose, Whitey Southern, Blacky Lloyd, the Wilson brothers and many more with whom I broke into the pitch game under the viaduct at 8th and Main streets in Kansas City, Mo. The good old days might be gone, but they never will be forgotten."

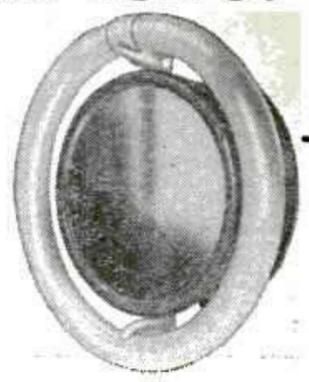
**I. W. (HI) HIGHTOWER . . .**  
has broken down the pitch fraternity into two types: No. 1, he says, is the fellow who works for a dime and sneaks his spots and has the ever-present hole in his pants. No. 2, according to Hi, is the master pitchman who goes into a town, acquires a good spot, pays for his reader, works for \$1 to \$10 a touch and spends his winters fishing along Florida's East Coast. However, he adds, that the only type he's seen recently comes under the No. 1 category.

**KID CARRIGAN . . .**  
is on a walking trip to New York from the West Coast for a health food firm in Hollywood. During a stopover in Tucson, Ariz., the Kid said he hopes to complete the jaunt by July 4. He left Los Angeles New York's Day and the current toe and heel derby marks his second coast-to-coast walk.

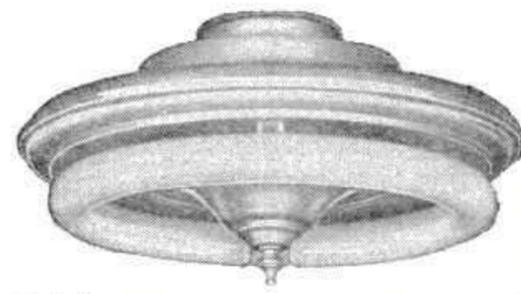
"HAVE BEEN . . .  
reading with interest the pros and cons on organization of pitchmen," letters James E. Miller from Kansas City, Mo., "and it certainly has made a number of the old-timers go for their ink sticks and pipe in. I'd like to read another from the character who started it all. In my book he's okay. I enjoyed seeing Paul Houck's name in the column again. As far as organization goes, this is all a sweet pipe dream. They say there is no such word as can't, but I say that pitchmen can't be, nor will they ever be organized. I believe I know what I'm talking about and, for the benefit of the JCL's, I have been pitching since 1918 and was a charter member of the NP&SPA, which was, I believe, the biggest and best organization pitchmen ever had. And, altho I was with it and for it at the time, I can't see where it benefited anybody but the home guards on the West Coast. Like Paul Houck says, 'Those who are for it should go ahead and organize and cut out all the talking.' As for me, I have been in this business for some time without the aid of an organization and intend to stay in it as long as I can navigate. I like it and think it is a swell business."  
(See PIPES on page 82)

**Sensational New Fluorescents with "Miracle" CIRCULAR TUBES!**

**22 Big Money-Makers in Single, Fast-Selling Line!**



**AGENTS!** Just like having "exclusive" when you sell sensational new CIRCLINE Fluorescents. First to utilize circular tubes in fixtures for kitchens, dinettes, halls, bedrooms, and play rooms. Also in beautiful Floor Lamps, Table Lamps for living rooms and Pin-ups, for Shaving and Vanity Tables. New Streamline Designs never before offered in Fluorescents. A walk-away for quick, big-money sales. Enormous demand in homes, stores, offices, public buildings—everywhere. Be first in your territory to cash in on latest Fluorescent "Gold Mine".



**FREE! Send Name for FREE SALES OUTFIT**

Don't send a penny. Sample Outfit is FREE. Rush name on penny post card for money-making facts about most sensational line of Fluorescents ever offered to agents. Also immediate delivery on all sizes and types of standard Fluorescents All Fixtures complete with Tubes! Don't miss these big, quick profits. Rush name on post card this very minute for Free Sales Outfit.

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#16 Paddle . . . . .	\$ 6.50 Gr.	Chinese Snakes . . . . .	\$ 8.00 Gr.
#14 Cat Balloons . . . . .	8.00 Gr.	Metal Running Mice . . . . .	12.00 Gr.
Spiral Twisted Balloons . . . . .	3.75 Gr.	Rabbit Feet, With Keychains.	
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Dart Balloons . . . . .	.90 Gr.	Baby Shoes, With Roller Skates . . . . .	2.00 Dz.
Balloon Sticks . . . . .	.65 Gr.	Dancing Clowns . . . . .	6.00 Gr.
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Targets J-35—Blows Up 4 Feet.		Water Squirt Rings . . . . .	21.00 Gr.
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		Cop Callers for Autos . . \$2.00 Dz.;	21.00 Gr.
		Electric Bow Ties, Complete With	
		Batteries . . . . .	7.50 Dz.
		Long Lash Whips . . . . .	11.00 Gr.
		Dolls With Feather Backs and Sticks	24.00 Gr.
		<b>AIRSHIPS—All Silver</b>	
		With beautiful three-colored waxed envelope	
		package.	
		Sells on Sight . . . . .	\$10.00 Gr.
		Workers . . . . .	.40

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Also have Gold-Filled Bands at \$2.50. Same price on quantities of 1 or 100. Our stock consists of 75% SS, 25% Gold Filled.

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ARTISTIC AND SERVICE POTTERY, SARAPES, FEATHER CARDS, LARGE SKELETONS, DEVILS, TARANTULA SPIDERS, TURTLES, SNAKE BOXES, MONKEYS, HAND-CARVED WOODEN POWDER BOWLS, VASES, WALKING CANES, LIQUOR SETS, PICTURES FRAMES, FUR DOGS, HORN BONE NOVELTIES, ETC. REQUEST NEW PRICE LIST.  
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# SALESBOARD SHOW A SUCCESS

## Thousands See Hotel Exhibit

Chicago exposition so successful that board firms plan larger show for 1949

CHICAGO, Jan. 24.—Salesboard manufacturers who participated in the four-day salesboard show in the Sheraton Hotel here this week reported Thursday (22) that the event proved to be one of the most successful presentations in this field to date, judging from attendance figures and results.

While exact figures had not been compiled as yet, it was estimated that several thousand visitors thronged the main exhibit rooms. Altho a gay carnival air marked the showings in the Gothic and Tally-Ho rooms of the Sheraton, and genial crowds flocked into the private showings in this and two other Loop hotels, the basic theme underlying the entire display was one of business. Board firms reported that response during the first two days was decidedly over that received during the same period at the 1947 Sherman Hotel exhibits.

### Ready '49 Plans

Before the final day of this week's show, plans were already being made to hold the 1949 salesboard display as a single unit in the Sheraton Ballroom, with from 16 to 20 firms participating.

Board design, as revealed by the type of new numbers introduced this week, is not shifting to any radically different style or method of presentation. Newest idea, six tickets to a hole, now in general use thruout the industry, was brought to popularity during 1947, and while not new now constitutes the only real trade-wide trend. However, it was new as a trade show feature, having been brought to popularity between shows.

Two other board ideas, which were put into production shortly before the show, may be said to be really new. However, they are not, at this time, general to the industry. What popularity they will attain in the months to come remains to be seen, but both ideas appear to contain the essentials of good board business.

### Triangle Seals New

Newest and most startling is the use of triangle seals. One firm now makes this type of seal on five of its numbers. Second innovation is the use of "wheel" punching areas which expose only a small portion of their total punches thru a triangular opening in the board face. Patron is thus presented with a very small punching area which, by his turning the circular punching section, continues to present new sections which invite increased play. Extent of total punched used up on board are not seen at a glance, and it is thought that this type of board will draw continued high play for a longer period than the conventional fully exposed punching area boards.

Visitors at the showing were advised that board availability is now on practically a "no-wait" basis. With the easing up of materials, paper, chip board, etc., production lines in all plants have been hyped so that board output has in many cases been doubled or even tripled in recent months.

## SALESBOARD SIDELIGHTS

### Chicago:

Salesboard spotlight this week was on the board showings at three Chicago hotels and two plant open houses. Personnel of exhibiting firms flocked about the display booths, while visitors in turn flocked about firm officials and ran up a satisfactory attendance figure. Buffet dinners served each night at 6 p.m. to the Sheraton visitors were something to comment on. The salesboard boys believe in seeing to it that their people are well fed, even at today's peak food prices. Those who missed selecting a plate at the buffet have a cause for regret—the food and drinks were royally prepared and abundant.

M. V. Reeves, of Consolidated Manufacturing Company, was sporting a hand-painted tie during the board meet—a salesboard in full colors and detail made up the design on the tie. Consolidated's general sales manager, Irving Sax, was much in evidence thruout the four-day conclave, greeting many old friends who dropped in and numerous new ones.

Charles B. Leedy, Garner & Company sales manager, after a full four days of crowded hours at the board showing, is leaving Monday or Tuesday (26-27) on a five-city plane trip. After stopping off at Denver, San Francisco, Salt Lake City; Portland, Ore., and Seattle, Charles expects to be back in Chicago within a week. Miss S. Zinder is expected to be back at the Gardner office shortly, after winning a bout with a sore throat.

Harlich Manufacturing Company debuted two new triangle seal boards at the show. Named Fancy Figures and A Good Skate, they bring to five the number of triangle seal jobs now being offered. Boards are quarter play, six tickets to a hole type. Two of the firm's sales representatives were on hand to give Sam Feldman, sales manager, and Manny Gutterman, sales director, a hand at the booth. They were Mel Sayller, covering Midwest and Southern territory, and Sam Tumpson, covering Indiana, Illinois and Wisconsin. Sam says Harlich displayed about 160 of its boards at the booth, but still received calls for some of the back numbers not shown and which are 10 or so years old.

Salesboard visitor who traveled the longest distance was undoubtedly Herman Shapiro, who operates in the Philippines. Herman was in the board business before the war, but was interrupted for three years when he was a prisoner of the Japanese. Now that the shooting is over, he is back providing "punches" for his Philippine locations again, and was an enthusiastic visitor at the Sheraton presentation.

Bob Kolinsky, Superior Products sales manager, was mentioned last week as the Superior boy who was made a flying colonel by the Chicago & Southern Airlines for traveling 100,000 air miles. T'aint so, for recipient of this honor was Jack Morley. Check. Jack was on hand at the Superior booth with other officials to point up the new releases. In addition to the line of Whirl-a-Win boards, new numbers are Barmid, Exclusive, Breezy, Picturesque and Click, all quarter play, while the new Tavern Maid is a nickel board and Centsation a quarter coin presentation.

Gam Sales Company, Peoria, Ill., displayed a line of new pad deals at the show. Sewed seals were replaced by die-cut seals in five new items, while there are 10 more new numbers of this type to come, Phil A. Sax stated. Gam, started back in 1919, is now operating a new plant in Peoria, and with the new equipment (one new machine doing the work of 12 old units) has upped production over 150 per cent. Firm's Bud Bronson, director of sales, returned just before the board show from a 48-State tour. Bud says the trip took four months; he was setting up a national sales organization. Job is done now, he reports, and Gam is ready to put forth every effort to please the ticket buyers.

Pyramid Products, Inc., Cleveland, headed by Joseph Berkowitz, is the newest addition to the salesboard manufacturing group. It was debuted at the Sheraton board show this week in the Tally-Ho Room along with old-line firms; Universal Manufacturing Company, Inc., Kansas City; Triangle Manufacturing Company, Inc., Minneapolis, and Bee-Jay Products, Inc., Chicago. Pyramid Products, not yet in production, centered its display about an unusual theme. Joseph Berkowitz rigged up a tent, inside which stood a baby crib with a large doll which "wailed." Crying baby sound effects were produced by means of a recording. A large sign accompanying the display announced that while Pyramid was in diapers this year, in 1949 it would be back in "long pants" at the board show and will have grown up.

Joseph Berkowitz, as major domo of the four-firm group, was about the busiest person in the Tally-Ho Room. He doffed suit coat and was seen energetically moving about the room greeting visitors and adding animation to the bustle at the various displays.

Lenn Redman, famous sketch artist who drew caricatures of visitors to the Tally-Ho displays, was a center of attraction. He swiftly created humorous drawings which were depicted on a large wall screen in back of his stand as he drew them.

The Bismarck Hotel suite in which Pioneer Manufacturing Company held its board showing hosted a crowd of visitors. Harold Boex, vice-president, was kept busy greeting board men and dishing out refreshments. . . . Empire Press, showing at the Morrison Hotel, put out the welcome mat for a parade of board boys who dropped in to see the latest. Dave Rice, vice-president in charge of sales, was a tired host by the time the fourth evening rolled around.

Showing in private suites in the Sheraton, Secore & Secore, with Irwin and Mort Secore on hand to help all visitors, and Tri-State Corporation, represented by Al Decker, rounded out the Chicago board hotel displays during the four-day period (19-22). . . . Over at Peerless Products, Inc., headquarters, Irv Padorr and Bernard Kite offered top treats in both refreshments and boards. Bernard states that the number of visitors who came to peer, pause and purchase Peerless' products totaled comfortably large figures.

Si Willmert, assistant manager of DeLuxe Manufacturing Company, Blue Earth, Minn., says that sales for

his organization reached an all-time high the latter part of December. H. C. Hayes recently took delivery on a new car, which he drove to the Chicago convention.



1200 Holes, 5¢—Avr. Profit . . .	\$33.05
"TEN SPOTS"	
1200 Holes, 5¢—Avr. Profit . . .	\$31.16
"WIN 'N' GRIN"	
1200 Holes, 5¢—Avr. Profit . . .	\$32.84
"E Z CARTONS"	
1200 Holes, 5¢—Avr. Profit . . .	\$33.96
"PICK A TEN"	
1200 Holes, 10¢—Avr. Profit . . .	\$59.40
"\$25¢ SPECIAL"	
1200 Holes, 25¢—Avr. Profit . . .	\$137.07
"SUPER CHARLEY"	
1200 Holes, 25¢—Avr. Profit . . .	\$84.50

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SOUTH BEND 24, INDIAN

**SALESBOARDS**

**LARGEST SELECTION IN THE NATION**

**LOWEST PRICES**

FREE: 64-Page Illustrated Catalog.

**PROFIT MFG. CO.**  
4 West 23rd St.,  
New York 10, N. Y.

**SALESBOARD SPECIALS**

Hole Description	Our Price	Profit	Cost To You
500 5¢ Charley Board . . . Def.	\$7.00	\$7.25	\$5.88
800 10¢ Ninety Percenter (thin) . . . . . Def.	10.00	1.00	.50
800 Assorted Girl Picture with Jackpot . . . . . Avg.	22.00	2.57	1.35
1000 5¢ Bingo (Jumbo Hole) . . . . . Def.	12.00	1.14	.75
1000 25¢ Big Shot Char. Def.	63.00	3.80	2.60
1000 25¢ 178 Charley . . . Def.	55.88	2.48	2.00
1200 25¢ All American Charley . . . . . Def.	70.00	2.60	1.78

25% Deposit Bal. C. O. D.  
ALL ORDERS SUBJECT TO PRIOR SALE

WRITE FOR OUR PRICE LIST  
**TIC TOC MANUFACTURING COMPANY**  
BOX 504 OMAHA, NEBRASKA

**BIG PROFITS "HOT" NEW TICKET DEAL**

Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

**WORTHMORE SALES**  
1825 S. Michigan Ave., Dept. B-1, Chicago, Ill.



L. to r.: M. Sax, Bud Bronson, and Phil A. Sax, of Gam Sales, discuss new Gam ticket presentations in their exhibit booth in Hotel Sheraton Gothic Room.



L. to r.: Ernest Goldblatt and Hy Goldman, Triangle Manufacturing Company sales representatives; firm's Jay Zelle, general manager, and Joseph Berkowitz, president.



L. to r.: Bob Kolinsky, Superior Products sales manager; operator Ernie Prince; Jack Morley, president.

# CLOSE-UPS AT THE SALESBOARD SHOW

Board men's first industry show in Chicago draws many visitors.



L. to r.: Irv and Mort Secore, Secore & Secore, exchange "punch" talk with salesman Lou Rotfeld.



Bert V. Teeters, Universal Manufacturing Company (left), writes it down for Kenneth Cade, Jacksonville, Ind.



L. to r.: M. V. Reeves, Consolidated; N. Rake, Philadelphia; Jack Janis, Lewistown, Pa.; Irv Sax.



Morris Landau, Container Manufacturing Company sales representative (left), and M. Shirley, Lewis-town, Pa.



L. to r.: Ohio board men P. Joseph, M. Polacek, David Hirsch with Harold Boex, Pioneer Manufacturing Company.



Tri-State Corporation's Al Decker learns trade terms from the firm hostess, Lorryne Paton.



L. to r.: H. Shoemaker; Martha Kistler, hostess; Dave Rice, Empire Press; O. Scott, Gary, Ind.



L. to r.: Bob Rath, Bee-Jay sales staff; E. Horewitz, Pyramid Products; Herman Horn and Edward Gill, Bee-Jay sales representatives, at the Bee-Jay booth.



L. to r.: Sam Feldman, sales manager, Harlich Manufacturing Company; A. Goldhammer, Denver operator; Manny Gutterman, Harlich sales director; A. Greenberg, Portland, Ore.

# Short Course Set By Minn. Assn.

(Continued from page 46)

ferring any further major constructions until building conditions improve.

Gov. Luther W. Youndahl complimented the fairs of the State for the graciousness with which they accepted new regulations on games in 1947 and paid high tribute to the importance of fairs in the culture of the State. Included among other convention speakers of the first two days of the sessions was U. S. Sen. Joseph H. Ball.

## Attendance Holds Up

Sub-zero weather failed to hold down attendance at the meetings or at the banquet Friday night.

Representatives of carnivals, attraction agencies and suppliers noted included:

Carl Sedlmayr Sr. and Bob Lohmar, Royal American Shows; Bobby Kline, John R. Ward Shows; Charles Carroll, John D. McDonald and Paul Ebersole, Veterans' United Shows; Jack Vonberg Sr. and Jr., Badger State Shows; Billy Collins and Harold Sommerfield, State Fair Shows; Jack Eckerson, Royal United Shows; Mr. and Mrs. K. H. Garman, Sunset Amusement Company, and Mr. and Mrs. Roy Raney, Raney's United Shows.

John Francis, John Francis Shows; Earl Rogers, D. C. Rogers, Bernard Rogers and Lloyd Rogers, Rogers' Bros. Shows; Mr. and Mrs. Alva Merriam and Mr. and Mrs. Bob Robinson, Merriam & Robinson Shows; Coleman Lee and Hi-Pockets Lindsay, International Shows; Mr. and Mrs. Bernard Thomas, Mr. and Mrs. William Morton and Don Kuck, Art B. Thomas Bombshell Shows; John Murphy, Tri-State Shows; Mr. and Mrs. Bob Heth, Heth Exposition Shows; Mr. and Mrs. Rocco Schivone and Mr. and Mrs. Carlos Schivone, Rocco's Midway Shows, and Don Trueblood and Marvin Henderson, Home State Shows.

W. E. Dodson, R. E. Patterson, Walter Woodward, Curley Walters, Lance Stipe and Bill Stipe, Dodson's United Shows; Paul Zirbes, Wolf's Greater Shows; Ned Torti, Wisconsin De Luxe Company; Kelly Abbott, Charles Lenz Insurance Agency, and Pete Leslie, Sure-way Junction Boxes.

Sam Levy, Fred H. Kressmann, Rube Liebman and Duane Simons, Barnes-Carruthers Theatrical Enterprises; Boyle Woolfolk and George Flint, Boyle Woolfolk Agency; Ernie Young, Ernie Young Agency; Mr. and Mrs. Irving Grossman, Gus Sun Agency; Ty Tyson, Al Ackerman and Don Deamer, Northwest Amusement Company; Charles Zemater Jr., Charles Zemater Theatrical Agency; Gladys Lee and Billie Williams, Williams & Lee; L. N. Fleckles and Reginald Voorhees, Voorhees-Fleckles Fair Booking Association; Al Sheehan, Fred Smith and John Williams, Al Sheehan Artists' Bureau; De Waldo, De Waldo Attractions; Ward (Flash) Williams and Edgar I. Schooley, American Theatrical Agency; Mr. and Mrs. Earl C. Peterson, Petey's Amusement Enterprises, and Sunny Bernet.

Frank Duffield, Jack Duffield and Art Biese, Thearle-Duffield Fireworks Company; P. D. Busta and J. J. Atol, Arrowhead Fireworks Company; Al Sweeney, National Speedways; John Sloan, Racing Corporation of America; Leo Overland, Jimmie Lynch's Death Dodgers; Frank Winkley, auto races and thrill show promoter; Earl F. Hammond, mule racing, husky dogs, Eskimo exhibits, and Leo Cibor, W. & C. Show Print.

C. B. McGowan, E. B. Anderson, Cy Willer and Peter Honken, Speed Unlimited; George Carno, R. B. Powers Company; Mr. and Mrs. Ben Brune, Black Hills Rodeo; Al Merritt, Merritt's Ranch; William A. Lindermann, E. T. Eichelsdoerfer and T. P. Eichelsdoerfer, Regalia Manufacturing Company, and Ken Lee and Wayne Carleton, Fair Publishing House, and John Lempart.

# UNDER THE MARQUEE

(Continued from page 69)

pictured were Hazel King, Larry Garden and Rosemary Stock, Pearl Ferris, Paty Sahy, William O'Day, Romona Grubbs, Martin and Norma Plunkett and Joe Horwatch.

The Aerial Snyders are wintering in St. Petersburg, Fla., where they are presenting their high act twice daily from the roof of Doc Webb's drug-store.

One of the problems of the old-timer is how to advise beginners without stepping on the toes of managers.

The Ray Brisons have returned to their old home in Reading, Pa., after an absence of 15 years. Town also was the home of the Four Bards, the Lukens, Four Readings and DeHoman Troupe.

Four Bridgeport, Conn., men with Ringling-Barnum were the subject of an article in *The Bridgeport Sunday Herald*, January 18. They were Lou Hicks, Frank Burgett, Charles Pitney and Harold Johnson.

Advice given to a beginner by an old-timer shouldn't be ignored because the chances are it was never used by the old-timer.

M. H. (Pretty Boy) McLain cards from Atlanta that he has been at his home there since ending his promotional work on the Macon (Ga.) Shrine Circus. He attended the Georgia fairs meeting in Atlanta January 19 and met many old-time friends.

Mr. and Mrs. Lee Kinkley, last season with King Bros., recently visited John Foss and Bob Stevens at Stevens Bros.' winter quarters at Hugo, Okla. Other visitors at Stevens Bros. were Al, Pete and Bill Linderman. Art Miller and Bob Stevens plan to visit the Police Circus at Shreveport and Clyde Beatty's winter quarters.

Grosses and hardships of today will be a lot bigger and harder 25 years from now when we old-timers lie about them to the newcomers.

Cal Hicks writes that he is promoting an indoor circus, February 20-21, for the Junior Chamber of Commerce in Hot Springs. Among acts booked, he reports, are Tex Orton and family, and Jack and Media Banta. On the promotional crew are Orton, Bruce Sietz, Cecil Stanton, Red Kelly and Grady Hawks.

Old-timer owes his success to a boss canvasman who put a sledge hammer in his hand and said, "This is a croquet mallet. Enjoy yourself."

Jim Stutz reports he left Kansas City, Mo., Wednesday (19) for a tour of the Ozarks in behalf of the Alcott Circus revue. Stutz will do contracting, press and promotion. Show carries seven persons, one semi-truck and trailer, two cars and a private trailer. Org will show in Missouri, Arkansas, Mississippi and Louisiana, Stutz wrote.

Frank R. Murphy, ticket superintendent with the James M. Cole Circus the past season, reports from Providence that the following circus hands are there: John Keegan, John Hicks, James Murphy, Floto Smith, Herbie Taylor, Arthur Sullivan, Sam Frank and son. Last two named worked toys on Main Street before Christmas. Murphy and Roger Williams have been in hospital.

Jake Disch (Corrigan the Cop), who played industrial holiday parties in and around Milwaukee, reports that Bink's circus acts and Harry Haag's units also played events in

that vicinity; that Leo Demers, of the former Devertal Brothers' acrobatic act, is at Cudahy, Wis., for the winter; that Al Sigsbee, former circus agent, is recovering from an operation at his home in Milwaukee; that the Aerial Christensens are at their home in Sheboygan, Wis., and that the Davies Circus has returned to Illinois after playing Wisconsin dates.

Willard J. Oakley writes that the circus was well represented at the Miami Air Races January 9-11. "I saw Lou Jacobs, Charlie Bell and Freddie Canestrelli doing grandstand

clowning," Oakley wrote. He also reported that Hilda Davis, Ringling-Barnum performer who, with her father and brother, was seriously injured in a fall, has been discharged from the Sarasota hospital and is resting at the home of her brother. Her father has returned to England for a vacation. Oakley reports he will be in Sarasota February 15 to visit Ringling-Barnum quarters.

## PUSH CARD OPERATORS

Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.

ECONOMY DISTRIBUTING CO.

(Moved to larger quarters)  
601 Wilshire Bldg., 328 W. Superior Ave., Cleveland 13, O.

# TRI-ONE!

**3 for 10c Play!**

**Three Tickets in Each Hole!**  
**TWO \$5.00 WINNERS**  
**IN THE BOARD**  
**27 Winners From 25c to \$5.00**

**"TRI-ONE"**  
**360 GL Holes**  
**No. 13134**

**Takes In . . . . . \$36.00**  
**Definite P. O. . . . . \$18.00**  
**PROFIT . . . . . \$18.00**



**HARLICH**  
**MFG. CO.**  
1200 N. Homan Ave.  
Chicago 51, Illinois

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	8.00

**WRITE FOR OUR LATEST PRICE LIST**

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

### MULTI-GIANT, 6 Individual Punches in Each Hole

Name	No Holes	Per Play	Ticket	Profit	List Price
BIG CASH	200	25¢	Num.	\$23.12	\$6.50
BIG CHANCE	240	25¢	Slot	\$1.70	\$5.53
HAT BOX	200	25¢	Num.	25.15	6.80
ZIP	200	25¢	Num.	23.48	6.84
THEY ALL GO—DEF.	200	25¢	Slot	25.00	4.83
TRIAL TREAT—DEF.	200	25¢	Num.	27.00	4.40
POKER WIN—DEF.	260	25¢	Poker	35.60	7.47
FORTUNE FINDER	200	25¢	Poker	28.00	7.08
LINDA	250	25¢	Slot	34.36	7.87
THREE RINGER	600	3 FOR 10¢	Slot	29.94	8.80
MYSTERY FINS	250	25¢	Num.	24.41	7.88
PULL A FIN	200	25¢	Num.	24.17	5.62
WORM'S EYE VIEW	200	25¢	(5 Nos. Ea. Ticket) Num.	23.25	4.40

SEND FOR LIST—REGULAR DISCOUNTS GIVEN TO THE TRADE.

**RAKE COIN MACHINE EXCHANGE**  
809 SPRING GARDEN ST., DEPT. B. Phone: Lombard 3-2678 PHILADELPHIA 23, PA.

## SALESBOARDS AND TICKETS

ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	\$ 9.00	\$.60
1000	25¢	J.P. Charlie, Thick	51.95	1.20
1000	25¢	J. P. Charlie, Thin	51.95	1.00
1000	25¢	Charlie, Thick	50.00	1.00
1000	1¢	Cigarette Boards, 30 P.O.	4.60	.65
1200	25¢	Texas Charlie, Thick	102.98	1.85
600	3¢	Cigarette Bd., 15 Nos. to Ticket	8.00	.65
2400	5¢	E. Z. Picking	48.60	2.50
2170	5¢	R. W. B. Tickets	36.50	1.10
1000 5 for 25¢		PAD Ticket Deals	23.50	1.25

1,000-1,300 Girlie Boards, Jack-Pot & Def. from \$27 to \$35 \$2.20  
25% WITH ORDER; BALANCE C. O. D.

### GIANT-HOLES

15 Ass't. Nos.  
6 for 25¢  
and  
3 for 10¢

**SPECIAL**  
**\$2.50**  
each

**U. S. MERCHANDISE CO.** 10216 Superior Ave., Cleveland, Ohio

# PUSH CARDS

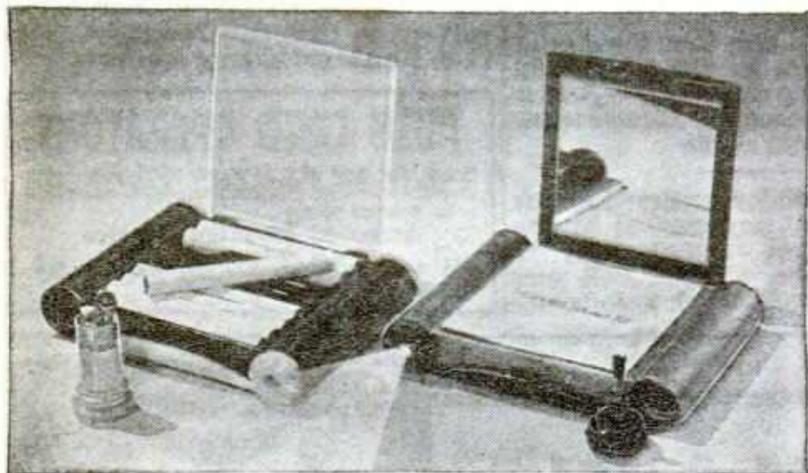
Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99¢ in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write  
**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

# TICKETS

BASEBALL — TIP — TAKES  
JACKPOT OR JAR DEALS  
**WHEELING NOVELTY Co., Inc.**  
57 14th Street Wheeling, W. Va.

# Operators, Note!!! A SURE FIRE MONEY MAKER FOR '48



- COMPACT
  - LIPBRUSH
  - LIGHTER
  - FLASHLITE
  - CIGARETTE CASE
- ALL IN ONE
- \$3.00**  
each
- \$2.75**  
each  
in doz. lots
- F. O. B.  
Kansas City  
25% Dep.,  
Balance  
C. O. D.

## REVELLS 5-IN-1 GLAMOR KIT!!!

A hit wherever shown. Appeals to all women, young and old. Lightweight. Size: 4 1/4 x 3 1/4. Two-tone yellow and black. Self-contained ensemble for all 'round utility. Distinctly different.

Furnished with a 42-hole pushcard at 1 to 39c that takes in \$15.04. Sell outright or leave on consignment using 1 for seller and 1 for winner. Card sells out in a few hours.

**THE STEINBERG-WILLS CO.** 105 W. 9th St. KANSAS CITY 6, MO.

## COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

A-1 BUYS—CANDY, GUM, PEANUT, POPCORN, Sanitary, Scales, Cent-a-Mint, Stamp Machines, Folders, U.S.P., 100 Grand, Waterbury 5, Conn. fe7

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago ma13

BARGAINS—INVENTORY CLOSE-OUTS! 16 Northwestern No. 39 Vendors, \$8 each; 5 Columbus Ball Gum, \$8 each; 14 A.B.T. "Challenger" Target Machines (like new), \$40 each; 10 Triplex Stamp Vendors, white front, late models, \$30 each; 1 Watling Jr. Springless Scale, \$80; 4 Kirk Horoscope Scales with Tickets, \$75 each; 1 Mills LoBoy Scale, \$60; 4 Gottlieb Grippers, \$18 each. 1/3 deposit with order. Adair Co., 6926 Roosevelt, Oak Park, Ill. ja31

BARGAINS! PIN GAMES—A-1 CONDITION, ready for location, used very little. Fiesta, \$75; Sea Breeze, \$57.50; Suspense, \$49.50; Fast Ball, \$54.50; Superliner, \$49.50; Special Oklahoma, \$22.50; Trade Winds, \$22.50. A.B.T. Challengers and Target Skill, \$18 each; Split Fire, 1c Counter Game, like new, good money maker, \$15; Gottlieb Gripper, \$5. W. Grazick, 7 Hayes, Greenfield, Mass. ja31

CASHTRAYS (90) — ADAMS-FAIRFAX, slightly used, ready for location. Bargain price, \$3.75. 1/2 cash with order. Immediate shipment. Veedeo Sales Co., 2113 Market St., Philadelphia, Pa.

DIGGERS—10 JUNIORS, \$49; 8 PANAMAS, \$45 each, all hand operated. 12 Microscopes, 10 Exhibit Iron Claw Diggers, 4 Exhibit Rotary Merchandisers. National, 4243 Sanson, Philadelphia, Pa.

FACTORY PERFECT ADVANCE, COLUMBUS, Northwestern, Silver King Peanut Machines with 5 lbs. peanuts, \$7. 1,000 Balls Gum, \$9. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. ma27

FOR SALE—COIN-OPERATED MACHINE Route consisting 34 pieces, late model music machines, pin games, consoles; also records, shop equipment. Located Northwest Florida. Box C-414, c/o Billboard, Cincinnati 22, O. fe7

FOR SALE—ROUTE OF 1000 PEANUT AND Ball Gum Machines located within radius of 75 miles of Davenport, Iowa. Will sell in separate routes if wanted. Hennen, 2647 Middle Rd., Davenport, Iowa.

FOR SALE—7 PRACTICALLY NEW MINUTEPOP Fully Automatic Popcorn Machines, 1 Brushup Shoe Shine Machine, 1 Used Toothbrush Machine, Sunset Distributing Co., 617 South St., Utica, N. Y.

FREE BOOKLET—"DOLLARS FROM PENNIES" gives the "know how" of bulk vending. State whether you now operate bulk vendors or are interested in beginning. Becker Vendors, 105-5 Dewey, Brillion, Wis. fe14

LOST OUR LEASE—MUST DISPOSE OF equipment at once. No reasonable offer turned down. Have Muto, Skyfighter, Drivemobiles, Goalies, Western Giants, Grippers, 1c Counter Games. Other arcade equipment too numerous to mention. Phone, wire for first choice. Outdoor Neon Sign, 84"x30" with Machine Gun with Flasher on-and-off. Photo of sign on request. Playland Arcade & Rifle Range, 150 S. Genesee St., Waukegan, Ill. fe7

MILLS—GOLD CHROMES, BLUE FRONTS, Brown Fronts, late serials, good condition. Write for description and exceptional price. Harold Horn, 137 East Market, Akron, Ohio. ja31

POSTCARD VENDERS (6)—LIKE NEW, \$7.95 each, with 500 cards free. Veedeo Sales Co., 2113 Market St., Philadelphia, Pa.

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. fe28

BEVERAGE MACHINES—5 BALLY CUP Vendors, 350 cup capacity. Guaranteed condition. \$1,495 the lot. McGuire, 15607 Lakewood, Hynes, Calif.

ROCK-OLA LOW BOY SCALE, \$50—PENNY Victors (porcelain), \$8; DeLuxe Northwesterns, \$25; Hanson 1 and 5c Scale and Case, \$17.50. Al Hoff, 1918 Rose, Baltimore 13, Md.

SHOCKER ACME, \$5; CAIL-O-SCOPES, \$12; Watling Double JP Bell, 5c play, \$19.50; Mills Punching Bag or Lift Strength Test, also Keeney Anti-Aircrafts, at \$45; Evans Tommy Gun, Bally Rapid Fire and Seeburg Ray Guns, at \$79.50; Pollard Golf, Bally Alley, \$49.50; Caille Combination Electric Grip Test, \$19.50; Grip Test, \$9.50. Condition and mechanism guaranteed. Deposit. McLennan, 335 W. Nevada, Detroit, Mich.

SIX SEVEN-FOOT POKERINOS, THREE WISE Owls, Shoot the Chutes, Scientific Batting Practice. No reasonable offer refused. Chester Nowak, 78 Littlefield, Buffalo, N. Y. fe7

SLIGHTLY OFF COLOR 1/2" BALL GUM—25 lb. carton, \$6.25. Remit in full. Specialty Sales, 3285 Overland, Memphis, Tenn.

SUN BULK MERCHANDISE VENDERS (4) Display Machines; can be sold for new; \$4.95 each. Also many other bargains in machines and merchandise. Veedeo Sales Co., 2113 Market St., Philadelphia, Pa.

WANT TO BUY—500 USED MACHINES, Scales, Gottlieb Grips, A.B.T. Challengers, Gum Machines, Peanut Machines, Stamp Machines and Mills Slot Machines. State price wanted and condition of machines in first letter. Taylor Vending Service, Spencer Heights, Mounds, Ill.

WANTED—USED SLOT MACHINES, STYLE immaterial as long as it works! State what you have and quantity and price. Must be cheap! Will buy cheap Vest Pockets. E. Smerda, 1181 Donald Rd., Bedford, O.

5 CIGAROLAS—4 5c PLAY AND 1 5c AND 10c play, at \$25 each; 5 Batting Practice, in perfect condition, at \$50 each; 19 A.B.T. Challengers, 1947 models, used 2 weeks, at \$25 each; 2 Pipe Organ Remote Control Speakers (Seeburg), at \$20 each; 2 Contest 5 Ball Multiple Tables, can be operated one or five ball free play, at \$50 each. Lee's Novelty Co., 1004 Spring St., Shreveport 69, La. fe7

5 A.B.T.—MODEL Pa, \$15; 12 SHIPMAN Stamp Machines, \$15; 1 Gottlieb Gripper, \$10; 2 Pikes Pens, \$12.50. Crawford, 2008 Ninth, Bremerton, Wash.

12 SHIPMAN STAMP MACHINES—2 Columbia, chrome front, perfect condition, \$15 each or \$150 for lot. Morris Weiner, 4923 B St., Philadelphia 20, Pa.

30-150 BAR SUPER-SELECTIVE "VENDIT" Candy Machines, 5 months old, new appearance, cost \$135. Sacrifice, cash, \$80 each, 1/3 with order, balance C. O. D.; or time payments, \$100 each, 1/3 down, balance 12 monthly payments. No carrying charges. Pay direct to us each month. Crated, F. O. B. here. Reliable Vending & Amusement Co., Box 401, North Platte, Neb.



## LUCKY Seven Jars

Red, White and Blue  
Tickets  
Salesboards

Write for  
Circular and Prices

## GALENTINE NOVELTY CO.

520 E. Sample St.  
South Bend 18, Ind.

# Solid Profits!



NO. 400  
SOLID SENDER  
10c  
PER HOLE  
3 TICKETS  
IN EACH HOLE

AVERAGE PROFIT  
**\$25.00**

MAXIMUM PROFIT  
**\$27.10**

**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 41 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS . . .

GET YOURS NOW . . . IT'S REALLY HOT!!

Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 1 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES

1 Watch to the seller and 1 Watch to the winning seal.

Push Card Takes in \$27.

Your Cost . . . . . \$10.

EXTRA PUSH CARDS 10c EA.

Your Profit  
**\$17.00**

Write J & M SALES CO.—708 S. STATE ST.—CHICAGO 5, ILL.

## FLASH—TERRIFIC—FLASH

FULLY GUARANTEED  
HOTTEST BOARDS AND PRICES ON  
THE MARKET

DOLLAR GAME	.....	\$ .60
BUCK GAME	.....	.60
JACK. P.C. THK. 25¢, 50¢, \$1.00	....	1.35
TEXAS CHAR. THK. 25¢, 50¢, \$1.00	..	1.75
JAR-A-JACK, 10¢, 25¢	.....	2.50
BARREL-A-JACK, THK. PRO. 10¢, 25¢	..	2.50
KWIK-FIN, THK.	.....	2.35
E-Z PICK, 2400 HOLE, PRO. 5¢, 10¢	..	2.75
247 Numbers, all in line with the above prices.		
10% deposit required with order, bal. C.O.D.		

## GRAND NOVELTY CO.

(Display Room at)  
1304 E. Indianola Ave., Youngstown, Ohio

Communications to 155 No. Clark St., Chicago 1, Ill.

# Trade Problems Aired at Show

## Show Brings Out Few New Arcade Machs.

### Review Booth Exhibits

CHICAGO, Jan. 24.—Following the general pattern of the Coin Machine Industries (CMI) exhibits this week, manufacturers of arcade machines displayed a number of tested units and introduced to the trade a relatively small number of new machines. These drew heavy interest and in some cases brisk trading. Arcade owners were especially interested in those machines offering long-term player appeal, rather than the equipment which would have to be replaced midway in their season.

ArCADE equipment exhibited at the CMI show included the following:

American Gripmeter Company, Inc. Gripmeter features a three-color steel cabinet, multi-color dial indicating strength levels, bells to indicate medium and high levels, steel chassis, shatter-proof glass on dial and ABT coin unit accepting pennies, nickels and dimes. List price, \$167.50.

Bally Manufacturing Company. Big Inning, a baseball machine with an automatic pitching device, players' movements in flash action on the back glass and the field, and continuous play until three outs are registered. List price, \$549.50. Bally also showed its Heavy Hitter, another baseball game designed to operate as a counter game or with a floor stand. List price, \$196.50 with floor stand; \$184.50 without stand.

Central Manufacturing Company. Hi-Fly, a vertical baseball machine featuring anti-tilt mechanism. Compact and easily moved within a location. List price, \$79.50.

Dale Engineering Company. P-51 Pilot Wheel features a pilot wheel and a plane which can be flown by remote control by the player. List price, \$395.

H. C. Evans & Company. Bat-a-Score, a baseball machine featuring a partially electrical operation. Pitcher throws ball mechanically. (See FEW ARCADE on page 113)

### Over the Top

CHICAGO, Jan. 24.—Coin Machine Industries (CMI) over-subscribed its goal of a quarter of a million dollars for the Damon Runyon Memorial Fund for Cancer Research at the association's annual banquet Thursday (22) which climaxed the four-day convention and show held here this week. At the banquet, radio actor Jim Ameche, with Les Lear and Jim Mangan, CMI public relations director, called for contributions to boost the fund over the top, came up with an additional \$47,000. CMI's total contribution: \$257,000, more than any other industry has given.

## George Miller Wins Top Award In CMI's Annual P-R Contest

CHICAGO, Jan. 24.—As the highlight of the public relations banquet Tuesday (20) at the annual coin machine show here, George Miller, Oakland, Calif., president of the California Music Operators' Association (CMOA), was presented with a check for \$1,000 as first prize winner in the second annual Coin Machine Industries, Inc (CMI), public relations contest.

Miller was the top man of four contest winners. Others were Joseph Hanna, Hanna Distributing Company, Utica, N. Y., second prize, \$750; Bill Rabkin, International Mutoscope Corporation, Long Island City, N. Y., third prize, \$500, and R. L. Budde, ABT Manufacturing Corporation, Chicago, fourth prize, \$250.

### Builds Good Will

Miller, a leader of CMOA for the past 13 years, was selected by a board of judges consisting of CMI officers and directors, because of his constant effort to build public good will between the people of California and the juke box operators of the State.

Hanna, who was named "man of the year" in Utica this year, also has been in the coin machine business for the past 13 years. Accepting the second prize, he pointed out to those attending the luncheon that "good public relations begin with what you are." He said that "being right and letting people know it" is the key to success in public relations.

Rabkin, who is one of the old-timers in the coin machine business, having been connected with it for the past 30 years, read a short talk summarizing "what each one of us can do in our own home town to promote

good public relations for the industry."

He pointed out that becoming actively engaged in civic affairs is one of the best ways to conduct a public relations campaign at home. He also suggested that coinmen get acquainted with local newspaper and radio leaders and public officials and not only seek their support but offer them information concerning the industry.

Budde, once a prisoner of war in Germany, was cited for his achievements in promoting the coin machine industry thru work with allied industries during the one and a half years he has been associated with the trade. Budde has recently been working with the frozen foods industry, aiding it with the know-how of the coin machine industry.

### Mangan Reports Activities

Awards were announced by James T. Mangan, director of the CMI public relations bureau. Mangan also delivered a report on the activities of the CMI public relations bureau during the past year. He stressed the favorable publicity work the bureau has accomplished, called attention to the success attained in the drive to aid the Damon Runyon Memorial Fund for Cancer Research, which was engineered thru the bureau.

Featured speaker at the luncheon was Dr. Preston Bradley, who spoke on the economic problems facing America today. Toastmaster for the luncheon was Vincent Gottschalk.

Approximately 300 convention-going coinmen attended the event. Dave Gottlieb, retiring CMI president, introduced the CMI staff and distinguished visitors.

## Player Control Features, Rolldown Pin Adaptations Leading Coin Game Trends

### Flippers Featured in New Pin Games, Magnet in One

CHICAGO, Jan. 24.—Player controlled features and adaptation of rolldowns to closely resemble pinball games were the outstanding amusement game trend advanced by the more than 20 firms exhibiting either pinball or rolldown games at the Coin Machine Industries convention this week at the Sherman Hotel here.

Of the manufacturing firms exhibiting new five-ball pin games all but two included one, two or three pairs of flipper-type bumpers in their latest products, while the remaining firms indicated that the request of operators for games that use the flipper principle, as relayed by their distributors, might result in their development of games with a similar feature.

Just how much of a hold on game

designers the flipper action has was pointed out by the various placement of flippers. Some games have the flippers toward the upper part of the new games' play surfaces while others have them placed toward the lower portions and even toward the bottom of the game. Further variations in this design include size of the flippers and the fact that some games' flippers can be controlled by either a left hand or right player control buttons or while others have a left hand control for flippers on the left side of the play surface and the right hand button actuating only flippers on the right side of the game.

Another player control feature recently introduced concerns the energizing of a magnet by a player de-

(See CONTROLS on page 113)

## Coin Machine Trends Given Top Billing

### 6,217 Attend Exposition

CHICAGO, Jan. 24.—Less than 24 hours after the second post-war Coin Machine Industries' (CMI) exhibition opened its doors at the Hotel Sherman here this week, it was apparent that coinmen had come for more than a look at new equipment. From Monday (19) thru Thursday (22) 6,217 who paid a \$2 registration fee spent their share of time on the exhibition floor and then gathered in groups—formally and informally—to talk about business conditions. For the manufacturer and distributor the chief topic was sales and for the operator it was equipment. For all three, this year's convention served to point up problems and trends within the industry.

Juke box equipment and juke box operating problems were the most-talked-about subjects both on and off the floor despite the fact that more juke manufacturers showed at their plant or in other hotels than in the (See Machine Trends on page 113)

## Dave Gottlieb Is Re-Elected CMI President

### Ponser Replaces Hood

CHICAGO, Jan. 24.—Regular members of Coin Machine Industries, Inc. (CMI), meeting here this week during their annual exhibition, drafted Dave Gottlieb to serve as president for another term despite his protests that he felt he should be permitted to retire. The move to draft Gottlieb for another term began in earnest last week when leading coinmen from all parts of the country gathered at a testimonial dinner in his honor.

Gottlieb consented to serve another term on condition that the CMI drive to aid the Damon Runyon Cancer Fund reach its \$250,000 goal before the convention's end. Thursday (22) night, at the closing banquet, the fund was over-subscribed by \$7,000 and Gottlieb officially began another term.

At his own request, R. W. (Dick) Hood was retired from the board of directors to be succeeded by George Ponsler, of George Ponsler Company, Inc., Chicago. Walter Tratsch and John Chrest were re-elected directors upon expiration of their terms.

Officers for the year are Dave Gottlieb, president; Som Wolberg, vice-president; John Chrest, treasurer, and James A. Gilmore, secretary-manager.

## CMI PUBLIC RELATIONS AWARD WINNERS NAMED



**FIRST PRIZE, \$1,000**—to George Miller, president of California Music Operators' Association. Miller was judged outstanding in creating good will for music operator.



**SECOND PRIZE, \$750**—to Joseph Hanna, Hanna Distributing Company, of Utica, N. Y. Hanna was chosen Utica's "Man of the Year" for 1947, is active Statewide civic leader.

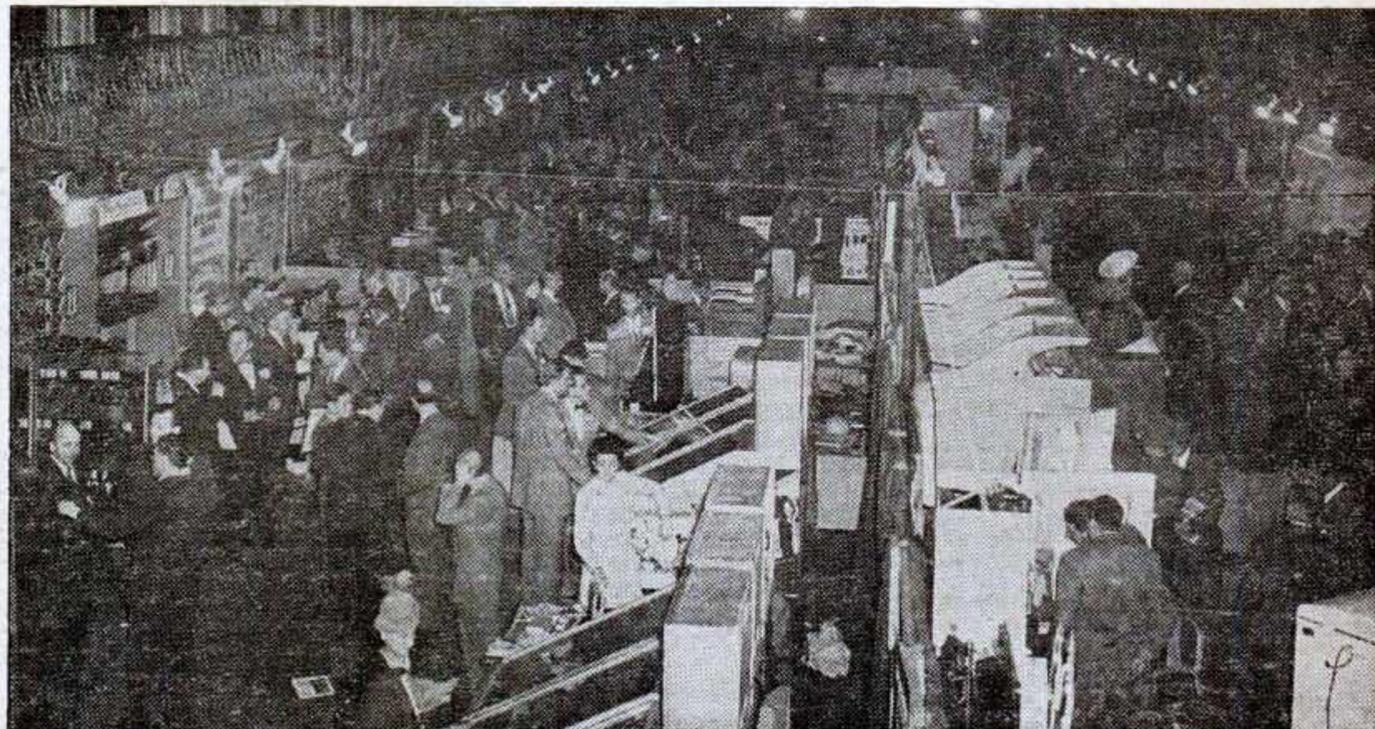


**THIRD PRIZE, \$500**—to William Rabkin, International Mutoscope Corporation, who rated as an outstanding "old-timer" of trade, with 30-year record of faithful service.

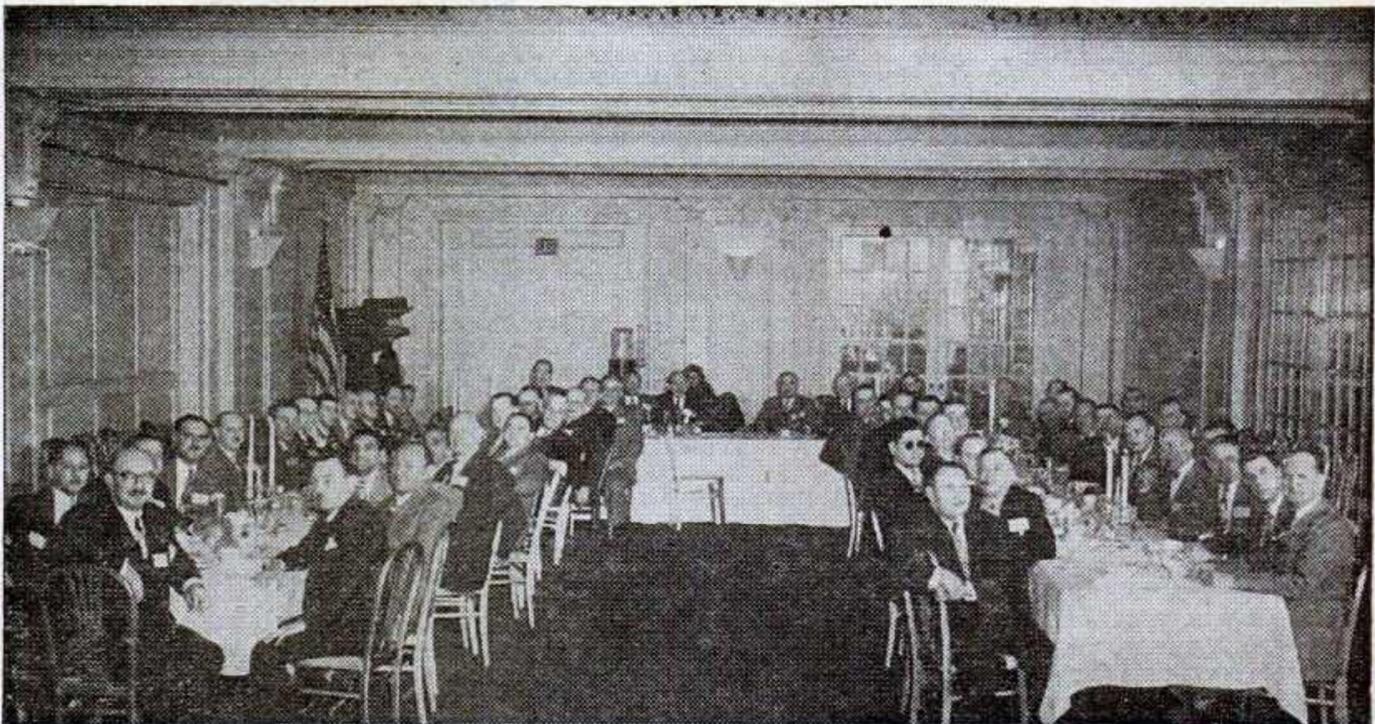


**FOURTH PRIZE, \$250**—to Rollo L. Budde, ABT Manufacturing Corp., who was cited for his achievements in working with other industries for benefit of coin machine trade.

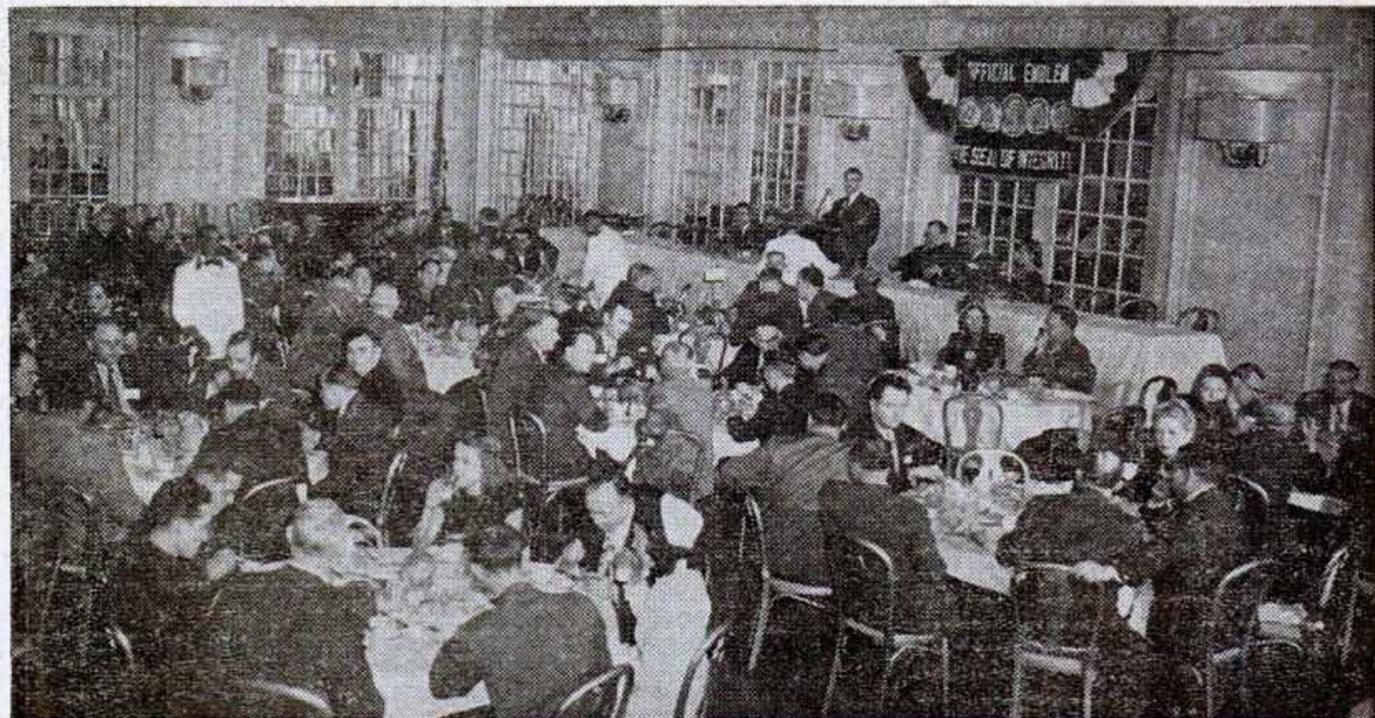
# CMI CONVENTION--1948



This is part of the crowd included in registration which totaled 6,217, according to official count, for four days of show at Sherman Hotel, Chicago. More than 200 booths in Grand Ballroom (above) and other rooms accommodated all types of equipment and supplies used by coin machine operators.



CMI directors' dinner for local association leaders offered opportunity for discussion of interplay of national and local trade groups. President Dave Gottlieb and Secretary-Manager James Gilmore (at the head of table) were official hosts. Most local association men present represented music operators.



Service school program of National Association of Automatic Machine Operators was presented at Wednesday luncheon in Louis XVI Room. Public school men from several cities which are planning coin machine mechanics' training programs were guests. Homer E. Capehart was featured speaker at the luncheon.

# CIRCLING THE SHOW EXHIBITS AS GAMES OPERATORS MEET WITH THEIR SUPPLIERS



Open house with food and entertainment, together with new machine exhibits, welcomed operators visiting the J. H. Keeney plant in Chicago.



Indiana delegation, l. to r.: Fort Wayne's F. E. Lee, son A. A. Lee and Mrs. F. E. Lee, with Atlas' Barney Greenberg (Detroit) and Eddie Ginsberg (Chicago).



Jack Kauffman (left), from Philadelphia, with Genco reps George Hurwich (center) and Paul D. Federman.



L. to r.: Dave Simon, Simon Sales, New York; Sam Stern, Scott-Crosse, Philadelphia; Harry Williams, president of Williams Manufacturing Co., Chicago.



Max Levine (left), head of Scientific Machines, has chat with Barney Poss and son, of Aurora, Ill.



George Ponser (center) and his firm's Ed Lavander huddle with O. J. Mullinix, Savannah, Ga., distrib.



Mutoscope's Bill Rabkin (left) with John Burke, from Lincoln, Neb., and Mutoscope sales chief H. Klein.



L. to r.: Fred Pernice, Utica, N. Y.; Harry Block, Block Marble Co.; Chester Rey, partner of Pernice.



M. Colbert, Ross Gerber, operators in Nebraska City, Neb., with H. C. Evans' Fred Morris (right).



C. A. Camp, Southern Amusement, Memphis, between Harry and Max Hurvich, of Birmingham Vending Co.



Texas operators enjoy hospitality of Bell-o-Matic Corp. L. to r.: Ben McDonald, Ft. Worth; H. Brown, Wichita Falls; Jesse Trevino, San Antonio; A. Flake, Dallas.



United Manufacturing's Henry Ross does pencil trick for booth visitors. L. to r.: Ross with G. M. Reinertson, Michael Seitz, James Rowland, of Alco Deree, Chicago.



Leo Weinberger (left), Southern Automatic of Louisville, and Ben Axelrod (center), Olive Novelty, St. Louis, get together with Nate Gottlieb, D. Gottlieb & Co.

Johnny Watling (right) rolls out the welcome mat for C. I. Prillaman, Roxboro, N. C., operator. In between is M. E. Maddox, Watling rep in Washington.



Bernard and Charles Schutz, Coin Amusement Games, Chicago, closes in on Chicago Coin's Phil Robinson.



John Tuska (left), Clarence Olman, Milwaukee operators, with World Wide's Al Stern (center).



I. Edelman and Rose Greifner, Edelman Amusement Devices, with A. D. Fuller, Hampton Beach, N. Y.



Gil Kitt, Empire Coin Machine Exchange (left), with Harry Jacobs Jr. and Sr., United Coin, Milwaukee.



D. A. Wallach (right), Marvel Mfg. sales manager, meets Indianapolis ops Richard Gunn, G. Scanlon.



Herman Paster, Mayflower Distributing, St. Paul, between Bally's Ray Maloney (right), Tom Callahan



Amusematic Corporation's Ted Kruse and Vince Connor with C. S. Stevens (right), Perry Amusement Co.



Buckley Music's Pat Buckley, between H. R. Maser, San Francisco; Edward George (right), Akron.



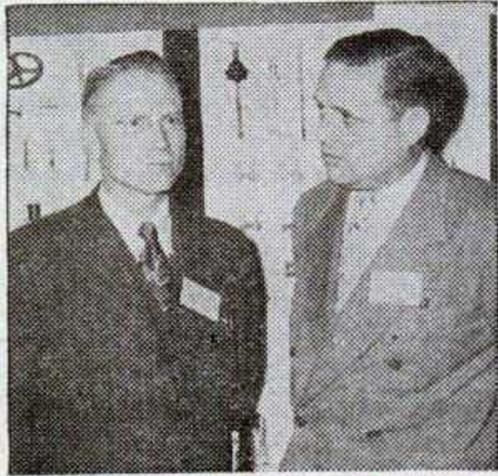
O. D. Jennings' C. C. Pickert (second from r.), with C. Cerreta, Dan Manetta, T. Luchak, Berwich, Pa.



Exhibit Supply's Perk Smith (left) with New Orleans distrib E. Centa.



John Sbarboro (left) with Ed Gorney, headman for Mercury Athletic Scale.



Ed Heath, Heath Distributing, Macon, Ga., with C. Moon (left), of Atlanta.



E. C. Hanson (left), Groetchen Tool's v.-p., with Mike Munves, Munves Corp.

# Rolldown Future Mulled by Ops; Ogle Displays

CHICAGO, Jan. 24.—Operators, faced with the debut of a number of new rolldown machines on one hand and a questionable future for those machines on the other, this week reviewed the new equipment at the Coin Machine Industries (CMI) exhibit with interest, but the consensus was that prices were high and that interest was not backed with orders to any great extent. Some manufacturers, however, expressed the opinion that the interest was heavy enough to promise sales in substantial quantities.

Generally, visiting operators studied each of the rolldown exhibits from the standpoint of player appeal, a factor that has been, according to (See OPS QUESTION on page 112)

# Smith Re-Elected NAAMO Prexy

CHICAGO, Jan. 24.—Members of the National Association of Automatic Machine Owners (NAAMO) met here this week during the annual Coin Machine Industries' exhibition, re-elected F. McKim Smith, Atlantic City, as president and made plans to extend NAAMO-sponsored service schools to a total of 13 cities before the end of the year.

To serve with Smith during the coming year, the following vice-presidents were elected: Max Schaffer, New York; F. M. Eagan; Ted Kruse, Chicago; Ben Rodings, Washington, and Warren Taylor, Los Angeles. Herb Weaver, Forset Hills, L. I., was elected secretary to succeed Al Meyers, of Rockaway Park, N. Y. Meyer Wolf, of Atlantic City, succeeds Bernard Katz, Coney Island, as treasurer.

Nominating committee consisted of Al Blendow, chairman; Bernard Katz and Mike Munves. Slate of officers voted in was the identical slate proposed by the nominating committee.

### Lower Dues

At the same time NAAMO members dropped association dues from \$25 for each arcade to \$25 for each member, regardless of the number of establishments he operates.

Wednesday afternoon (21) NAAMO was host to over 200 operators, distributors and manufacturers. Principal speaker at the luncheon-meeting was Homer E. Capehart complimenting the association on its serviceman training program, said, "One of the most discouraging parts of this industry to me has been the lack of experienced servicemen. Too many of the machines that are placed are out of order too often."

Smith outlined the association's objectives in the training school program and traced the success of the first such school, conducted at the Manhattan Trades Center in New York. Two additional schools are now slated, one in Chicago and another in Dallas.

The following day (22) Smith, three manufacturers' representatives and heads of vocational schools from New York, Dallas and Chicago met again to outline a systematic program for training. Vocational school officials present were James Crowe, assistant director of Chicago vocational schools; A. P. Henry, Manhattan Trades Center, and James Goode, Dallas vocational school director. L. D. Stewart, Packard Manufacturing Corporation; Leo Galinski, Bally, and John Hooper, Genco, were on hand as representatives of their companies.

Smith told the group that NAAMO expects to have 13 schools—one for each of the 13 Veterans' Administration districts—in operation by the end of the year.

# Hold Dinner for 15 Operator Assn. Heads During CMI Show

CHICAGO, Jan. 24.—Representatives of 15 State and city operator associations were guests of Coin Machine Industries (CMI) at a dinner-meeting held in the Hotel Sherman here Monday (19). The dinner, part of CMI's four-day convention program, was designed to give operator associations an opportunity to report on their public relations activities during 1947 and exchange ideas for the future.

All but one of the associations represented at the meeting were phonograph groups. Single exception was the Philadelphia Amusement Games Association, represented by Joe Silverman.

The local association executives brought up their current pressing music operating problem—What's wrong with the automatic phonograph operating business and what can be done about it?

### Music Manufacturers Absent

At one point in the meeting, Jim Gilmore, secretary-manager of CMI, rose to tell the association leaders that they had been called to report on public relations activities and that it was not the purpose of the meeting to discuss juke box prices. Despite the fact that music operators made up the greatest number, no music manufacturer was represented.

Dave Gottlieb, CMI president, opened the meeting and then turned it over to Herb Jones. In his remarks, Jones urged every association

represented to "be a missionary for the CMI public relations program."

Dudley Ruttenberg, CMI counsel, told the trade association executives that his newly formed legal department needs the co-operation of local groups if it is to accomplish its purpose. Ruttenberg said the legal department is working toward two general aims: To compile legal information for the trade and to furnish legal assistance when needed.

### No Policy Conflict

Jim Mangan, briefly outlining the work of CMI's public relations bureau, which he directs, pointed out to the association leaders that there are no conflicts between local association policies and the policies of CMI. Jim Gilmore then urged association executives to bring their State and local groups into CMI as a group by becoming association members in support of the public relations program.

State and local association leaders present included C. S. Pierce, Wisconsin; Teddy Blatt, New York; Mike Imig, South Dakota; Morris Goldman, Michigan; Max Hurvich, Alabama; Sol Hoffman, Pennsylvania; Jack Cohen and James Ross, Ohio; R. H. Schneider, Southern Illinois; Ray Cunliffe, Chicago; George Miller, California; Joe Silverman, Philadelphia; Bob Bever, Utah; Harold Copeland, Youngstown, O.; Thomas Cady, North Dakota, and Sidney Levine, New York.

# CONVENTION NOTES

Coin machine row moved from New York, Philadelphia and Washington to Chicago last week for the show, with the visitors occupied thru Thursday renewing acquaintances. Jake Breidt, president of U-Need-A; Murray Weiner, sales manager, and his brother, Bill, New York distributor, were kept busy showing their electric cigarette vender.

Dave Rosen, Philadelphia and Baltimore distributor, had a difficult time staying at his display because of the many friends from all over the country who wanted to say hello. . . . Tony Rex, general manager of the New York offices of Manhattan Phono, was in a huddle with Ben Palastrant, New England sales manager for Aireon; while Nat Cohn, who takes over Aireon in New York, was hustling around showing the firm's new low-priced juke box, one of the hits of the show.

Al Denver, president of the Automatic Music Operators Association (AMOA), and Sidney Levine, AMOA general counsel, huddling with ops from all over the country. . . . Ben Rodin, Marlin Sales, Washington, was telling everyone about the 400 fish he caught in Florida.

Al Schwarz, newly-appointed executive secretary of the National Association of Automatic Machine Owners (NAAMO), in attendance at Booth 90-B with F. McKim Smith, president, and Miss E. Vaughn. . . . Nat Goros and Mac Pollay, Dynamic Devices, happy over the interest displayed in their new roll-down, 21. . . . Harry Berger, West Side Distributing, was an early Chicago arrival.

Ben Smith, De Perri executive, on the exhibit floor each day thru the 9 p.m. closing, then rushing out for a late dinner with one of his firm's many clients. . . . Dick and Al Cole, Drink-o-Mat executives, sun-tanned after spending the holidays at their Florida home, joining Sam Kressberg at the firm's display. . . . Dave Simon,

Simon Sales, spending most of his time in the lobby of the Sherman.

Ed Leeson, sales manager of Viking Tool, Belleville, N. J. (Mint Pop), was looking instead of exhibiting this time. . . . H. F. Dennison, president of Videograph, suffering from laryngitis as a result of the display of interest in his equipment. . . . Jack Semel and Jack Rubin, Esso Manufacturing, Hoboken, N. J., happy over the interest displayed in their new game, called Clipper.

Earl Winters, sales manager of Signature Records, and Bob Thiel, Signature's prexy, meeting juke box operators and offering some inside info on their forthcoming releases. . . . Marcus Klein, New York distributor, left for home Wednesday on the Pennsylvania's Admiral. Al Meyer, of Rockaway, beat him to it, however, returning east Tuesday night after a quick look-see at the exhibits.

Herb Weaver busy between his display and the NAAMO booth. . . . Max Levine, whose new scientific baseball machine was one of the high spots of the show, in a huddle with Joe Ash, Philadelphia distributor, just before the NAAMO annual luncheon and meeting Wednesday. . . . Mike and Joe Munves welcoming visitors to booths 163, 164 and 165, where their complete line was shown.

Lew Jaffa, Eastern Electric sales manager, worried about the snow as he was scheduled to fly back Friday morning. . . . Al Rodstein, Philadelphia arcade owner and operator, visiting the various displays and huddling with NAAMO directors prior to the annual meet.

Al Blendow, former sales manager of International Mutoscope, visiting with his successor, Herb Klein, and Bill Rabkin at the firm's display. . . . Ed Barnett, Cameo Vending and Al Cohn, Esco Vending, joining with Sid (See Convention Notes on page 109)

# Largest Bell Displays Off Exhibit Floor

## Few New Models Shown

CHICAGO, Jan. 24.—Almost all of the nine bell equipment firms exhibiting at the Coin Machine Industries (CMI) show at the Sherman Hotel concentrated their main demonstrations either in private hotel suites in the Loop area or in the firm plant headquarters backed up with open-house festivities.

With few firms introducing new models during show time, one of the more noticeable trends in bell-type equipment is that no new model console or multiple-play-type machines made their appearance, altho several firms are in steady production on this type of equipment and have been for some time.

### Steady Trade

Operators contracted at some of the plants were virtually unanimous in their reports that altho play in general has been favorable there has been a definite shift from the more than a nickel play to nickel play. They point out that the current high cost of living has cut into the savings of many people who have in turn reduced their expenditures for amusement and entertainment in order to take up some of the cost of living slack. This, the operators claim, has resulted in the trend toward 5-cent play.

### Review Exhibits

A review of bell exhibits at the show follows:

Bally Manufacturing Company: Play Bell (console); Wild Lemon, a changing odds console; Double Up, a hold and draw console; Triple Bell, a triple play console; Hi Boy, a deluxe bell, and Roll-Ette, a multiple play machine.

Bell-o-Matic Corporation: Introduced three new bells at a suite in the Morrison Hotel. They were the Melon Bell, which is identified by metal reproduction of a watermelon on the front of its cabinet; the Black and Gold, which has its cabinet finished in black and gold colors, and a new edition of the Bonus Bell, which features the spelling out the word "bonus" during its operation. Automatic Coin Machine & Supply Company, Chicago distributor for Bell-o-Matic, had a showing of these bells in its booth exhibit on the convention floor.

Buckley Manufacturing Company: Criss Cross Bells, Parlay Long Shot and Daily Double Track Odds. Firm also showed a wide line of equipment at the plant showrooms.

H. C. Evans & Company: Casino Bell, Winter Book, Bangtails and Galloping Domino. For the most part this firm showed a variety of multiple play consoles.

Groetchen Tool & Manufacturing Company: Introduced a new model bell in the Columbia series known as the Columbia Royal; also showed two others in the Columbia line.

O. D. Jennings showed its new Tic-Tac-Toe Bell, which has a feature that resembles making the figure "X" or criss-cross action when a certain series of bonus combinations show in the machine's score window. Also showed the Jennings Challenger, which permits triple simultaneous play, and the Jennings Chief.

J. H. Keeney & Company: Showed its Gold Nugget, a multiple play console, at special open-house festivities at the firm's plant.

Watling Manufacturing Company: Featured a display of its Rol-a-Top line in nickel, dime and quarter play models.

# CUP VENDER OPERATIONS LAG

## Lay Blame to High Prices

Beverage locations remain untapped as operators put money in cheaper venders

By Norman Weiser

NEW YORK, Jan. 24.—Because cup vending machines are in the high-price bracket, operators here who had planned to enter the cup drink dispensing field are putting their money to work in other types of vending equipment. Pointing out that cup venders range from a low of \$875 (a single flavor, 400 drink machine manufactured by Mills Industries) to as much as \$2,200, experienced operators here say a minimum of \$10,000 would be needed to start a modest route of 10 machines.

Despite the many untapped locations in a city the size of New York, new as well as experienced operators here tell *The Billboard* that until such time as the cost of cup vending units can be cut considerably, they are either financially unable, or not interested in entering this phase of the business. Manufacturers report a similar reaction thruout the country.

### Price Cut Unlikely

From the manufacturers' viewpoint, the possibilities of an early cut in the list prices of equipment is slim. Pointing out that costs of everything—cups, sirup, labor and materials—are on the upgrade, manufacturers cannot foresee early decreases in list prices and, according to some, it will be years before the present price level is halved.

"We, too, have heard that prices are too high," said John Pero, advertising and sales manager of Spacarb, "but that's in line with the general economic trend, where everything on the market is constantly going up. We work with franchised operators only, and because ours is a long-range program (our franchises are for a 10-year period with options) we screen our prospective operators carefully before entering such an agreement. They know the cost of our equipment, and we feel they are financially responsible to handle it."

Prior to the war, there were 12 manufacturers of cup machines. At this time there are 13 firms in the field, yet only two of the original 12 are still in business, Spacarb and Automatic Canteen.

### What It Costs

Some of the problems, financial-wise, facing the 11 comparatively new firms can be seen from the following: To complete designs and drawings and build one working model of a cup vender requires an outlay of from \$250,000 to \$300,000, according to actual accounts. To engineer and tool for production boosts this figure to anywhere from \$400,000 to \$500,000.

The above figures represent initial costs. Following these come outlays for design and engineering of special cabinets to house the elaborate equipment. Refrigeration, carbonators, intricate wiring systems and stainless steel tanks (at a minimum of \$35 each) are all factors involved in producing the completed unit—factors responsible for the high price level of cup vending machines.

Operators and manufacturers alike (See HIGH PRICES on page 99)

## Show Ball-a-Matic New Lotion Vender

CHICAGO, Jan. 24.—New liquid dispenser was introduced at the CMI exhibit here this week by Universal Enterprises, Youngstown, O. Unit, called Ball-a-Matic, is designed to vend Jergens' hand lotion, comes mounted on a 13 by 18-inch enameled tile panelboard which is available in various colors to match location color scheme.

Vender itself is 5 inches wide, 10 inches long, and 3 inches deep. It is "filled" by insertion of a regular six-ounce bottle of lotion into the machine. Label portion of bottle forms "window" in cut-out portion of vender face. This displays merchandise vended. Vender is finished in black, has penny coin entrance at top center, with dispensing spout at bottom and actuating plunger at lower right side.

## Two New Shoe Shiners Bow At Coin Show

### Show Serv-a-Shine, Ace

CHICAGO, Jan. 24.—Two automatic shoe-shine machines were introduced at CMI exhibit this week by Ace Shoe Shine Company and Serv-a-Shine, Inc. Ace Shoe Shine Company, Sacramento, debuted its Ace Shine automatic shoe shiner. New machine, available for either nickel or dime operation, shines both shoes in two minutes. Patron applies shoe to separate polish wheel which places black, tan or neutral polish (as the machine is equipped) on the shoe, which is then held under the buffing wheel which gives the polishing action. Where a single machine is on location, firm recommends that a neutral polish be used so that both black and tan shoes can be accommodated.

Polish comes in special one-pound cakes. Machine is 37 inches high, 26 inches wide and 24 inches deep. Both applicator and polishing brushes are exposed at base of machine, one at each end. Three illuminated plastic signs on face of unit draw attention.

Ace Shoe Shine, owned by Gene Thieler, inventor of the machine, and George Rudolf, will sell its equipment only to operators. Current production varies from 15 to 20 units per day.

Serv-a-Shine, Inc., Waukesha, Wis., headed by Armin F. Furch, also introduced its Serv-a-Shine shoe shiner. Machine, which features a reciprocating cloth to simulate the hand application of a cloth to a shoe toe, also incorporates two brushes which polish the sides of a shoe. Shining time per shoe is 17 seconds.

Unit stands 42 inches high, 24 wide and 42 deep. Weighs approximately 300 pounds. Uses liquid polish. May accommodate two people at the same time, as there are separate polishers for black and tan shoes.

Shoe shiner is built for Serv-a-Shine by two firms, Korrekt Kutting Manufacturing Company, Inc., Glen Ellyn, Ill., and E. D. Coddington Manufacturing Company, Milwaukee. Officials of Serv-a-Shine say that eight units have been on test locations for eight months.

## Interstate Cup Vender Exhibited

### Monthly Output 300

CHICAGO, Jan. 24.—New Revelation soft drink cup vender was shown at the CMI convention this week by Interstate Associates, Los Angeles, national distributor. Vender is manufactured by Interstate Engineering Corporation, El Segundo, Calif.

F. Fedder, president and manager of Interstate Engineering, says that current production will enable orders to be filled within a short period. With full production, plant's 104,000 square feet of floor space will enable 300 units to be assembled per month.

Revelation, which features a comparatively low purchase price (\$995 f.o.b.) and easy front-and-top servicing, comes in standard finish of white with red trim. Other color combinations are optional. Coin changer is also optional. Vender is 69 inches high, 31 wide and 23 deep. It comes mounted on casters so as to facilitate change of location.

### Removable Mechanism

Furthering the "easy to service" idea, vender mechanism is removable without disturbing other parts. Wiring utilizes "knife" connections so that soldered connections will not be disturbed should it become necessary to remove certain parts.

Machine is able to deliver from eight to 10 drinks a minute, contains its own water supply when piped-in water is not available. In former instance, capacity is 400 drinks; when piped-in water is used, capacity is 600 drinks. It weighs approximately 550 pounds when empty. A sterile lamp in the cup serving compartment complies with health laws in various localities.

Oblong chromium frame on upper face of vender contains coin chute on right side, name and price of drink in center, and an empty light. Unit shuts off automatically when out of cups, carbonation tank is empty, or overflow tank is full.

Interstate Associates, headed by L. H. Kahn, president; George Klor, vice-president, and J. J. Greenfield, secretary-treasurer, is currently appointing franchise territories to regional distributors.

## New Lightweight Scale Introduced By Marion Machine

CHICAGO, Jan. 24.—Marion Machine Tool Company, Marion, O., introduced a new scale at the CMI convention this week. Marking this firm's first venture into the coin-operated scale field, machine features lightweight, simple construction and a quantity price of \$79.50.

Scale has 64 mechanical parts, of which only six are moving parts. It is 40½ inches high and takes up floor space of 12 by 22½ inches and weighs 61 pounds. Scale has an aluminum head, 16 gauge sheet steel pillar and a cast iron base with aluminum platform plate. Coin box holds \$65 in pennies.

Marion scale is being sold by International Sales Corporation, Columbus, O., national factory distributor.

## Hot Peanut Vender Draws Attention at Coin Machine Show

CHICAGO, Jan. 24.—Displayed for the first time at the coin machine show at Hotel Sherman here this week was Hawkeye Novelty Company's new hot salted-in-the-shell peanut vender.

New peanut vender is designed as a companion item to go along with Hawkeye's recently announced hot popcorn vender. (*The Billboard*, January 3.)

Actually the new peanut vender is similar in all respects to the popcorn vender except for a front baffle spring cut-off load adjustment and lettering which advertises peanuts instead of popcorn.

### Aluminum Cabinets

Both the Hawkeye Popt-Corn Vender and the new peanut vender have an aluminum cabinet with baked enamel finish. Cabinet is 61 by 15 by 16 inches and weighs 67 pounds. Altho the machines are electrically heated and illuminated, operation is manual.

Hawkeye also exhibited a new bulk vender which comes in two models. Featured model gives a free portion every 10th time. A gong in the machine rings after every ninth portion is vended and the operation lever is freed to deliver a second portion without the insertion of another coin.

New bulk vender has a special slug ejector. Merchandise compartment holds five and one-half pounds of bulk peanuts or other bulk merchandise. Coin chutes are set for penny operation.

Another model of the same machine is available without the free portion feature. Both machines have been location tested. Hawkeye plant is in Des Moines.

## VendingMach. Suppliers at Chicago Show

### Display New Bulk Items

CHICAGO, Jan. 24.—Candy, gum and nut suppliers present at the Coin Machine Industries (CMI) convention and exhibit here this week were setting production sights on present and future requirements of the automatic merchandising field. All agreed to the value of aiming their product at the vender market, which in some instances meant putting up special packages, counts and bar sizes for the operator. In addition to paying off in higher over-all sales, vender-sold items also served to further promote popularity of their product, officials of supplier firms at the show stated.

Chase Candy Company, St. Louis, which exhibited a selection of its bar and bulk candy, is one of the "vender conscious" confection manufacturers currently engaged in building up a wider selection of bar and bulk items for vending machine, W. A. Yantis, president, announced, meanwhile keeping a level of \$3 per 100 count on its top bar lines. Yantis said a new whipped cream bar was released (See VENDING MACHINE, page 99)

# VENDING MEN TALK NEW AUTOMATIC SELLING EQUIPMENT AT CMI SHOW



L. to r.: Maury Auerbach, partner in American Drink-o-Mat Corporation, Pittsburgh; B. Evans, Portland; M. B. Rapp, of Drink-o-Mat Industries, New York.



L. to r.: Pete Chris, Eastern Electric engineering chief; B. Pope and Jimmy Fioramonti, Akron, operators; G. K. Crandall, operator in Fayetteville, Ark.



Booth neighbors Jack Nelson (left), of Jack Nelson & Company, and J. B. Williams, of Leaf Gum, size up show. Nelson showed line of popcorn and bulk vending units.



Walter Tratsch (left), ABT Manufacturing Corporation, gets reaction on experimental scale he showed from Carl Hoelzel, of United Amusements Company, Kansas City, Mo.



Topic's popcorn here (l. to r.): Roy F. Cresswell, T & C Mfg., Co.; Dave Greenberg, Commodity Vendors, Inc., Chicago; G. Ohlendorf, Freeport, Ill., operator.



Alvin Kornfeld (left), A & A Sales, describes his firm's ice cream bar vender to two visiting bankers, Jordan Turk and Herb Beck, Main-State Bank of Chicago.



Model Lois Quigley blinked here, but made shoeshine machine exhibit of Ace Shoe Shine's E. S. Nichols (left), sales manager Bob Fletcher a popular spot.



Carl Huppert (left), new Monarch Coin staffer, showed firm's line to Ruth Dunlop and Bob Herzog. Herzog is new automatic merchandiser in Oak Park, Ill.



George Rosselli (left), up from McClure Distributing Company, St. Louis, views data on Bert Mills coffee vender with firm's H. W. Chadwick. McClure distributes vender.



A. A. Cox (center), Deutsch Lock Co., explains intricacies of one of firm's products to operators Emil Joseph (left), Youngstown, O., George Zollas, Cleveland.

# Hike in N. Y. Cig Tax Hits Store Sales

## Vender Sales Boosted

NEW YORK, Jan. 24.—The additional 1-cent-per-pack tax on cigarettes which became effective January 1 and raised the price of cigarettes in most retail outlets here to 20 cents has caused a sharp drop in sales in those stores, it was reported here this week, but vending machine operators, who have been getting the 20-cent-a-pack fee right along, report a slight increase in their operations.

Store owners attribute the loss in sales to several factors. First, they believe many smokers now use more conveniently located vending machines, rather than walk to a store where they had previously been regular customers. Secondly, a large mail-order business from New Jersey has quietly been developing during the past year, and this trend figures to slice into vending machine income if it continues its rapid growth.

The basic factor behind the growth of the New Jersey mail-order biz is the fact that the State has no cigarette tax. While the average retail price per carton of popular brand cigarettes has now risen to \$1.85 here, the price is still \$1.40 across the river. The shipment cost runs from 5 to 15 cents per carton, which still offers a saving to the customer. Too, the many commuters who live in nearby New Jersey localities and

## 1720 Vender

WILLIAMSBURG, Va., Jan. 24.—One of the earliest vending machines in this country is on display at the Raleigh Tavern, a part of the Williamsburg restoration project here. The machine, circa 1720, was placed on bars in colonial times. A customer would insert a copper coin, pull a lever causing a door in the 8-by-4-inch machine to open. Inside was tobacco, from which the customer filled his pipe. If more than a copper's worth of tobacco was taken, the customer would put an additional penny in a plate on the bar. Visitors here can still work the machine, which is made of brass.

## Charter for Majestic Vendo

DOVER, Del., Jan. 24.—Majestic Vendo Company has filed a charter with the corporation department of the secretary of state's office. New company will deal in vending machines and lists capital at \$150,000. Principal office is at the United States Corporation Company, Dover.

work in New York are reported to be bringing in cartons of cigarettes for their co-workers and friends.

Vending machine operators say the mail-order business still hasn't affected their operations to any great extent. Most vending machines cater to a transient trade and the machines are considered a service. Operators say a man who runs out of cigarettes in a restaurant will continue to use a vending machine, even though he may have a full carton of cigarettes at home which he purchased via the mail-order route.

# Shiners Top Service Mach. Display Item

CHICAGO, Jan. 24.—Coin-operated service machines, mainly shoeshiners, scales and coin changers, were on hand at the CMI convention this week to draw a prominent part of visiting coinmen's interest. Of the three lines, shoeshiners showed the most activity, with three new manufacturers presenting equipment. Scales and coin changer manufacturers debuted a single new model.

Shoeshining machines, the subject of much debate for some time, apparently have made much progress in the past year as evidenced by the fact that four firms exhibited shine machines at the show. Makers of this equipment now stress the handy service available thru shine machines and there is no attempt to claim that the machines give a high polish to the customer's footwear.

Instead, firm officials state that the shoeshiners are designed to give a low price quick service and if used with any degree of regularity by the patron, to give a satisfactory shine to not-too-badly scuffed shoes. There is no pretense of competing, shine for shine, with the manual job. Polishing time ranges from 17 seconds to one minute per shoe by the various machines. Price ranges from a nickel to a dime for both shoes.

## Ops' Reactions

Operators' reactions to the shoeshiners ranged from skepticism to enthusiasm, mainly as the result of the shoeshining job the units performed on their own shoes. However, the fact that the machines are now on the market in increased numbers and that they are meeting with approval in various public locations, tends to at least give the automatic shoeshining idea a chance to prove or disprove its value to the operator within the next year or so.

Firms producing shoeshiners are: Douglass Automatic Shoeshining Company, Inc., Oakland, Calif.; Serv-A-Shine, Inc., Waukesha, Wis. (new); Siros Manufacturing Company, Houston (new), and Ace Shoe Shine Company, Sacramento (new).

Coin-operated weighing scales, as indicated by models shown by five firms at the CMI exhibit, stressed simplicity of construction. Several models were plugged as having up to 200 fewer mechanical parts. Also, straight weighing machines were in the minority; guesser, fortune and question-and-answer combinations were predominant. Larger coin boxes also were being featured, some holding up to \$85 in pennies.

## Scales Shown

Scales shown were made by Watling Manufacturing Company, Chicago, which re-introduced its pre-war guesser scale in a 1948 re-issue; ABT Manufacturing Company, Chicago; Marion Machine Tool Company, Marion, O. (new machine); American Scale Manufacturing Company, Washington, and the J. F. Frantz Manufacturing Company, Chicago.

Coin changers, displayed by two companies, covered the service and built-in type. National Rejectors, Inc., St. Louis, presented its built-in dime-quarter electric changer, now being used on several soft drink and coffee venders, while Bell Products Company, Chicago, displayed its electric stand changer and debuted a redesigned manual stand changer, Beacon Junior. Latter, which has an escalator showing the last four dimes and quarters deposited, is the production model of the recently announced Beacon mechanical coin changer.

# Ice Vending: Hot Detroit Business

DETROIT, Jan. 24.—Expansion of its operation of ice vending machines is being undertaken by the Detroit City Ice & Fuel Company, with the present six-unit installation in Detroit to be increased by seven new machines, according to Harry Oderman, president of the company.

Operation was started a year ago, and has gone way beyond the experimental stage, so that this company, one of the largest in Michigan in both ice and coal operations, with a dozen large plants scattered over the metropolitan area, is "sold" on vending as evidenced by this expansion program.

Some of the machines are also being operated by the company at present in Pontiac and Owosso, Mich. The S & S Vending Company, on the West Coast, manufactures the machine used here. Vender delivers a 25-pound standard cake of ice for 15 cents. Machines are located at the company's plants, to allow efficient and speedy delivery of individual ice sales to casual customers.

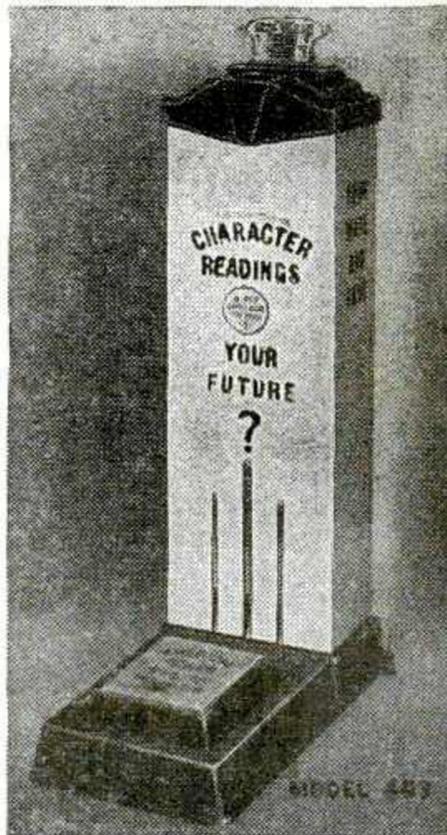
# New Boston Bottling Plant in Operation

BOSTON, Jan. 24.—New operation in the soft drink vending field in this territory is revealed with the opening of a new \$250,000 modern bottling plant by the Vernor's Ginger Ale Bottling Corporation, of Boston, at 224 Needham Street, Newton Upper Falls. The plant will turn out 6,000 cases of ginger ale a week.

Vernor's occupies one of the country's biggest bottling plants in Detroit, where the home office is located. The Boston corporation came about when a group of executives sampled the product in the Midwest and decided to introduce it in this territory.

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Awaiting Your  
Order**

**THE GREATEST MONEY  
MAKING SCALE ON  
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100 PER CENT  
AUTOMATIC  
NO KNOBS OR HANDLES  
TO TURN—THE COIN  
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**Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.**

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**AMERICAN SCALE MFG. CO.**

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Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

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**THE NORTHWESTERN CORPORATION**  
85 EAST ARMSTRONG ST., MORRIS, ILLINOIS

**ORDER TODAY!  
NEW GROETCHEN  
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**A PENNY  
WINNER**  
On insertion of penny child sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

**\$19.95**

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Immediate Shipment.  
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**MARVEL'S POP-UP** Only \$14.50 Ea.  
Brand New in Original Cartons. Originally listed at \$49.50.

**NEW MILLS**

- 5¢ Q. T. \$115.00
- Jewel or Black Cherry 5¢ \$248.00
- 10¢ \$253.00
- 25¢ \$258.00
- Golden Falls 5¢ \$258.00
- 10¢ \$263.00
- 35¢ \$268.00



**BRAND NEW IMPS**

EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels \$12.95 ea. Lots of 12 or more \$13.75 Sample 14.50



**MILLS VEST BELL**

SIZE 8"x8"x8", 5¢ OPERATOR'S PRICE \$65.00 Rebuilt, \$49.50. A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.



**SLIGHTLY USED ADAMS GUM MACHINES**

LATEST MODEL—8 COLUMN \$20.00 EACH

**SPECIAL—RECONDITIONED VENDING MACHINES**

1¢ Master, Porcelain	\$ 8.00
5¢ Master, Porcelain	8.00
Northwestern DeLux, late model	20.00
1¢ or 5¢ Northwestern Model 40	7.50
Northwestern Model 33 Ball Gum, late model	8.50
Victor Model V, Cab. type	9.50
Northwestern Model 39	8.50
Cash Trays, new	6.95
A.B.T. Challengers	\$49.50
A.B.T. Stands	7.50
32-Lb. Pipe Stands	4.50
Double Cross Bars	1.00
Triple Cross Bars	1.50

WRITE FOR COMPLETE LIST! 1/3 deposit must accompany all orders.

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN ST., PHILA. 23, PA. Lombard 3-2676

**NEW BULK VENDORS**

- Victor Model V Globe Type 1 to 23, Ea. \$12.50
- Victor Model V Globe Type 24 or More 11.75
- Silver King, 1¢ or 5¢ 12.50
- Silver King, 1¢ or 5¢, 25 or more 10.55
- Silver King Ball Gum Vendors, price same as above.
- Silver King Hot Nut Machine 29.95
- Columbus 462B, 5¢ all purpose, 2-11 12.75
- Columbus 462B, 5¢ all purpose, 12-47 12.25
- Advance Model D Ball Gum, 2 to 11, Ea. 11.80
- Advance Model D Ball Gum, 12 to 49, Ea. 11.40
- CASH TRAYS, Brand New, 6 to Carton, Ea. 6.95

IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS Send for Free Catalog and Quantity Prices on All Machines. 1/3 Deposit Required With Orders.

**FRANK DISTRIBUTING CO.**  
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**Pa. Bottler Official Blames State Tax as Biz Drops 50%**

HARRISBURG, Pa., Jan. 24.—During the last three months of 1947 Pennsylvania's soft drink business collapsed to approximately one-half of its volume for the same period in 1946, it is reported by Clarence G. Stoner, of Harrisburg, vice-president of Pennsylvania's Bottlers' Association.

Stoner blames axing of the pop industry on a new State tax which takes 1 cent on each 12 ounces of bottled soft drink and one-half cent on each ounce of sirup used in the fountain mixing of drinks.

While the measure is a manufacturers' tax, it is reflected by at least an additional cent, and in some cases

more, in the retail sale of soft drinks. The bottlers' executive said if the current fight of his association failed to have the tax declared unconstitutional, the group will seek to have the tax law repealed at the next session of the State Legislature. The soft drink industry is tagged for \$17,500,000 a year in tax revenue by the new law, which has been in effect since June 1, 1947.

**Name Frosti-Serve West Coast Distrib**

SAN FRANCISCO, Jan. 24.—Frosti-Serve, ice cream box vender, will be distributed in this area by J. W. Scutt, Inc., a Nevada corporation. Sales in California above Inyo and Kern counties, Alaska and the Pacific possessions will be handled from this office.

Scutt will serve as president of the company with Allen White, vice-president and sales manager, and William McNabb, secretary-treasurer. McNabb is well known in importing and exporting fields and will act as adviser in those departments.

**Peter Paul Grants Wage Increase of 10 Per Cent**

NAUGATUCK, Conn., Jan. 24.—Peter Paul, Inc., has granted its 2,030 employees in its five plants a 10 per cent wage increase.

Employees receiving bonuses, which were based on length of service and a week's earnings, benefited in the raises respect also.

**more facts on... Alkuno's unique Candy Merchandisers**



**HY-BILL VENDORS**

OPERATORS & DISTRIBUTORS OF 1¢ & 5¢ GUM, MINT & BULK MERCHANDISE VENDING MACHINES

Alkuno & Company, Inc.  
408 Concord Avenue  
New York 54, N. Y.

Attention: Mr. Hamann, President

Congratulations on your entirely new 5¢ Gum, Lifesavers and Charms machine. It gives us the opportunity of expanding our operations and getting new locations as there is nothing like it on the market today. It's modern in design, attractive in appearance and after two months of operating it, we can testify that it has money making features no other vending machine can offer.

We began testing your modern machine this past November. We stocked it with Frigley's chewing gum and like your tremendous capacity of 328 packages. The location chosen was a small restaurant which was closed evenings and Sundays.

The sales have been terrific. Over 200 packages of gum have been sold each week. This is double the normal volume of sales in this location.

As far as we are concerned, the test proves that gum and hard candies are big sellers when vended through their own machines and not mixed with other items in regular bar vendors. We find that your machine has a smooth, dependable delivery, accurate rate slug rejection and coin return, and is easily operated by the public.

We highly recommend the Alkuno vendor to operators and believe you have taken a step forward in the manufacturing of modern vending machines.

January 15, 1948

HYMAN BERMAN  
WILLIAM MIGDEN

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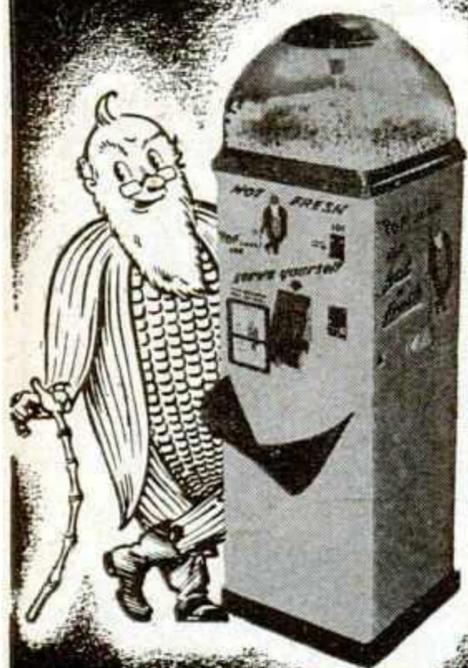


Very truly yours,  
*William Migden*  
William Migden  
*Hyman Berman*  
Hyman Berman

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'POP' CORN SEZ:

Here's one of the slickest, easiest ways to big profits you've ever seen!

My popcorn vending machines are fully automatic... easy to operate... no levers... no attendant standing by.

Modern design attracts the customers... hot 'n fresh popcorn at the peak of flavor keeps them coming back.

Drop the coupon in the mail and you get the whole story.

Auto-Vend, inc.

FORMERLY T. & C. CO.  
P. O. BOX 5998  
DALLAS, TEXAS

SEND  
THIS  
COUPON

Auto-Vend, inc. Dept. C  
Box 5998  
Dallas, Texas

Gentlemen: Rush me profit-proof on 'POP' CORN SEZ AUTOMATIC VENDING MACHINES. Who is my nearest distributor? No obligation.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## New Ice Cream Bar Vender by Berco at Show

### Borden To Supply Bars

CHICAGO, Jan. 24.—A new ice cream bar vender was introduced at the CMI show this week by Berco, 4711 W. Lake Street, Chicago. Berco has appointed Universal Distributing Company, St. Louis, as national distributor. An agreement has also been completed with Borden Company, Chicago, to supply chocolate covered ice cream bars for operators of the vender.

Berco, headed by Henry Hildebrand, expects to make initial deliveries on the new unit, called Hilco Vends, by March 15. Firm is 90 per cent tooled up for production and will shoot initial output of 20 per day.

### Manual Delivery

Machine was designed by Joseph Haumann, who holds patents on the machine. The Hilco uses regular size ice cream bars and popsicles with sticks, vending both in paper wrappers. Because of the method of delivery, bars do not require packaging in boxes to prevent freezing to vender conveyor. Manual vending of bars, as patron pulls vending lever at right side of machine, moves three metal "fingers" up to the bar, and pushes it free of the conveyor pocket into delivery chute.

Machine is set for dime operation and uses ABT coin mechanism. Vender displayed at the show was a hand-built model. It stands 59½ inches high, 21 inches deep and 30 inches wide, and weighs 415 pounds without merchandise. Capacity is 100 ice cream bars. Cabinet, which may be had in various colors, is made of 18 gauge sheet steel, insulated at the sides and top with four inches of fiber glass; bottom is insulated with five inches of cork.

### Side Servicing

Vender is loaded thru the top and has side doors for servicing. A hinged service tray, built into rear of the side service door, facilitates loading of machine. Vender features a patented reloading process which insures that merchandise remaining in conveyor will be used first. Entire conveyor may be raised free thru the top of the vender without use of tools for easy servicing, cleaning.

Bars are vended from the top of the conveyor and delivered thru a tray set three-quarters of the way up in the face of the machine. Operator may use any brand of bar he chooses. Arrangement with Borden was made to facilitate merchandise delivery to operators.

## 7-Up Bottlers Join Pa. Drink Tax Fight

HARRISBURG, Pa., Jan. 24.—Twenty-one bottlers of 7-Up in Pennsylvania have joined other soft drink bottlers in a court fight against the commonwealth's new soft drink tax.

The levy—1 cent on each 12 ounces of bottled soft drink and one-half cent on each ounce of sirup used in the manufacture of drinks at soda fountains—is also under court attack by Coca-Cola and Pepsi-Cola bottlers, independent bottlers, and manufacturers.

It is claimed by the soft drink industry that the measure, which became effective last June 1, is unconstitutional because of the wide variance in value of the different types of sirup on which it levies the same quantity tax.

## Block Venders

MINNEAPOLIS, Jan. 24.—Proposed installation of vitamin vending machines in Minneapolis has been blocked by the city council health and hospitals committee.

An application by H. J. Kragtorp and D. J. Bazinet for permit to install 50 Vitamin-B-Complex vending machines at 326 Cedar Avenue was turned down by a committee headed by Alderman Harold Kauth who declared vitamins are drugs and "can be dispensed only by licensed pharmacists."

## Six Sales Reps Named by Rowe To Contact Ops

WHIPPANY, N. J., Jan. 24.—Six sales representatives have been appointed to cover territories to acquaint operators with the new Rowe electric cigarette vender, according to an announcement by John S. Mill, vice-president in charge of sales for Rowe Manufacturing Company, Inc.

Representatives and their territories are: Jack Gordon, Pacific Coast and Southwest; Dick Hall, Illinois, Wisconsin, Kansas, Missouri and Michigan; Dick Gluck, New England; John Moran, New York State; Pete Singer, Indiana, Ohio, West Virginia and Kentucky, and Charles Brinkman, suburban metropolitan areas.

Mill said that these six sales representatives will give operators, who did not have an opportunity to attend the December National Automatic Merchandising Association convention, the opportunity to talk with Rowe factory representatives about the new electric machine.

Operators will have an opportunity to examine the new equipment when the recently announced service schools (*The Billboard*, January 17) get rolling.

Meantime, George Seedman, of the Rowe Corporation, will visit operators in the Southeast during January.

## Alexander Heads Chi Telecoin Sales Crew

CHICAGO, Jan. 24.—Robert G. Alexander, formerly Telecoin Corporation sales representative in the Southern States, has been appointed regional sales manager for 14 Midwestern States serviced by Telecoin's Chicago office.

Alexander has been with Telecoin since being discharged from the army air forces after service in Europe as a pilot. He is graduate of the University of North Carolina.

Other personnel at the Chicago Telecoin office include Elmer C. Hill, Telecoin vice-president in charge of the Midwestern region; Floyd A. Swink, Chicago office manager, and Robert R. Bailey, Chicago area sales manager.

Telecoin products, including Laundrette equipment and Red Ball coin-operated amusement games, were on display at the Chicago office, located at 1601 South Michigan Avenue, during the coin machine show.

## Kwik-Kafe Coffee Venders Now Operated by 46 Firms

CHICAGO, Jan. 24.—Officials of Rudd-Melikian, Inc., manufacturers of Kwik-Kafe hot coffee vender, report that there are now 46 operators who have these venders on location. They add that these locations range from hospitals to transportation depots, and that a number of operators are offering cake and sandwiches thru companion venders.

K-80  
**ASTROLOGY SCALE**  
Expertly rebuilt  
**\$169.50**  
Includes 18,000 (6 sets)  
Astrology Tickets  
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CAPRICORN  
DECEMBER 22 to JAN. 19  
I. TEMPERAMENT No. 1.  
While you are generally accurate and poised mentally, this period will find you influenced by flighty ideas. The best antidote for this negative condition, which may show itself as gloom, is to focus your mind on optimistic thoughts, control your nerves and avoid excitability. You must, (continued on next Card No. 2 about YOUR SUBCONSCIOUS MIND). 19

Tickets for  
**ASTROLOGY SCALE \$5.00**  
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1/3 Deposit with Order

The **VENDING**  
MACHINE CO.  
FAYETTEVILLE, NORTH CAROLINA  
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NEW & REBUILT VENDING MACHINES

Selective Candy Bar Vendors  
Bulk Merchandisers Scales  
Drink Vendors Gum Machines  
Special Vending Equipment

Tell us just what you need. We will be glad to quote you promptly.

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"profit that increases"  
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## NEW KAYEM ASPIRIN VENDING MACHINE

Now available for immediate delivery. Territories now open for distributors. Distributors, contact us for prices and territories available. Operators, contact us for your local distributors' addresses.

McCLURE DISTRIBUTING CORP.

703 N. Vandeventer St. Louis, Mo. 3423 Main St. Kansas City, Mo.

Charter Ky. Vender Makers

FRANKFORT, Ky., Jan. 24.—Secretary of state has issued a charter to Automatic Specialty Company, Newport, vending machine manufacturers. Firm issued 2,000 shares of no-par stock. Firm principals are Frank A. and Marie Gastright, Morris and Justine Weintraub.

Cig Sales Drop Again

WASHINGTON, Jan. 24.—Cigarette consumption in November dropped off sharply to 27,333,000,000 units as compared with October figures of a little more than 33,000,000,000, Commerce Department announced this week.

Cigar sales also declined with 495,401,000 units sold during November. Previous month's sales were 587,880,000.

November cigarette consumption was the lowest since cigarettes sales dipped to some 25,000,000,000 in May.

N. Y. Board of Health Sets Code for Coin Laundries

NEW YORK, Jan. 24.—Stipulating an annual license fee of \$2 per automatic washer installed in apartment houses, the board of health here approved an amendment to the sanitary code establishing a set of standards for operation of coin-operated washing machines.

With the new regulations scheduled to go into effect March 1, a board of health spokesman told The Billboard that the provisions of the amendment, to be known as Section 336A of the Sanitary Code, were approved only in broad outline and are subject to change before being written into the city record.

Revenue expected to accrue to the city from the licensing arrangement may total \$50,000 a year, according to estimates which place 25,000 coin-operated washing machines on location in apartment houses within city limits. Ninety-nine per cent of such machines are believed operator-owned, the board of health spokesman said.

Regulations

In addition to the annual license fee of \$2 per unit, the new section of the sanitary code, in its present form, requires that locations have adequate equipment to provide water at a temperature no lower than 140 degrees. The number of machines in one location should be no greater than the water pressure in the loca-

tion can adequately supply, the section continues. When garments requiring cool water are washed at temperatures lower than 140 degrees, a germicide must be used in the rinse. The germicide, to meet standards to be announced by the health department, must be made available by the operator, who must also display a sign near each machine explaining its use.

Altho an operator will not be penalized if a location's water temperature fall below the required minimum, his license for operating in such a location can be revoked by the department. Board of health inspectors will enforce the regulations.

Commenting on the regulations, Albert I. Gorner, public relations director of the Coin-Metered Washing Machine Operators' Association (CMWMOA), claimed the license fee would work extra hardships on operators already beset by rising maintenance costs. To meet these costs, many operators have converted their machines recently to quarter play, instead of the 10-cent operation generally prevailing a year ago. Gorner suggested that a more equitable licensing arrangement would be lump sum payments by operators based on several machine-quantity categories.

Hard To Enforce

While not objecting to the sanitary standards set by the health department, Gorner stated they would be extremely difficult to enforce. He said that, after Section 336A is published, the association may ask the health department for a public hearing aimed at adopting "more realistic regulations." There are about 100 operators in CMWMOA, Gorner said, with members owning routes varying in size from 25 to 1,000 units.

In a complementary action the board of health also brought up to date sections of the 30-year-old sanitary code affecting public laundries. Those pertinent to self-service automatic laundry stores will require that machines launder clothes in water at 140 degrees, rather than the 200 now obtaining. Clothes must be washed in soapy water for at least 10 minutes, and a germicide rinse is to be used for those garments requiring moderate water temperatures.

A Telecoin Corporation official, whose firm has supplied the bulk of coin-operated washers used in this area, declared the new regulations should have no appreciable effect on automatic laundry operation. The firm, which first put automatic washers on public location nine years ago, has always recommended to its operators sanitary standards substantially higher than those required by the board of health, he added. Other coin washer suppliers are known to follow the same policy.

February Production Scheduled for New Alkuno Candy Vend

NEW YORK, Jan. 24.—With quantity production of its coin-operated hard candy vander scheduled to begin in February, Alkuno & Company is completing this week extensive alterations to newly acquired plant facilities situated directly opposite its large Bronx factory. Aiming at a production quota of 15,000 units in 1948, Kuno E. Hamann, president, said initial output during February will total 1,000 with the monthly rate upped to 2,000 by late spring.

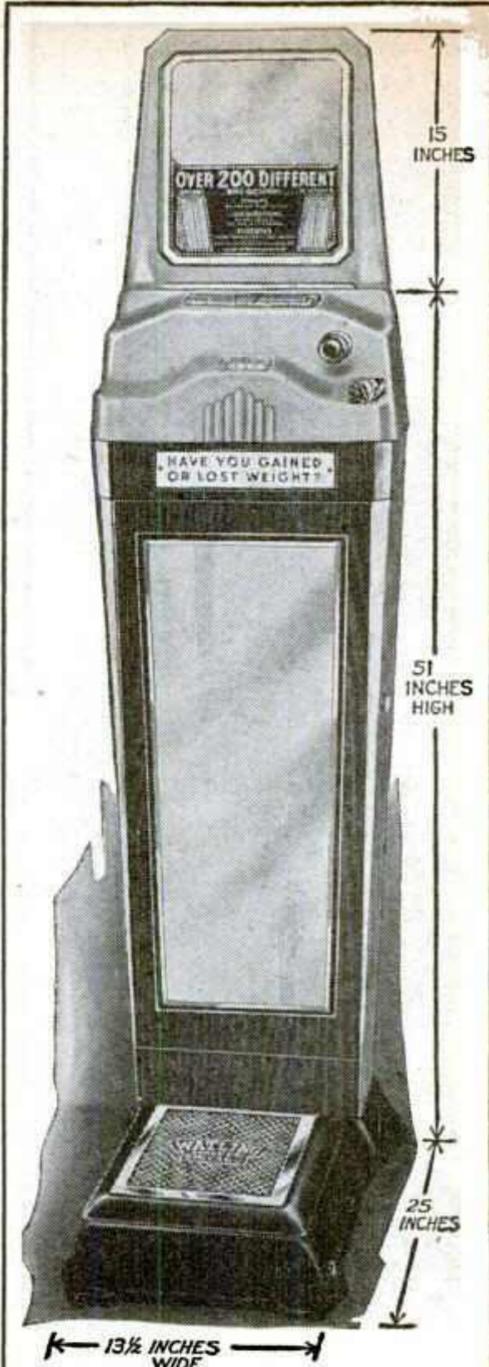
Additional plant space will be used primarily for assembly, Hamann said. Occupying 7,000 square feet of floor space, it will house offices and a tool and parts room, in addition to the main assembly area. A 50 per cent increase in plant personnel is anticipated by Hamann once full-scale production gets under way.

Alkuno's hard candy vander, which houses four dual, automatically shifting columns with a capacity of 208 candy packages or 328 packs of chewing gum, is supplied with a face design featuring Charms, Life Savers or chewing gum, or a combo of all three. The machine is produced in wood or steel cabinets.

A-1 SALESMEN WANTED

For one of the best propositions in the vending machine field. Unusually large earnings. Territories available in all States now.

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199% PROFIT

Not a Novelty But an Investment

200 FORTUNE TELLING NO SPRINGS SCALE

The only coin-controlled Fortune Telling No Spring Scale in the World.

Invented and Made Only by

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4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 2770. Cable Address: WATLINGITE, Chicago.

THE "CHALLENGER"

THREE MACHINES IN ONE The Most Attractive Three Unit Hot Nut Machine Produced.

TROPICAL TRADING CO. 716 W. Madison St. Chicago 8, Illinois

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

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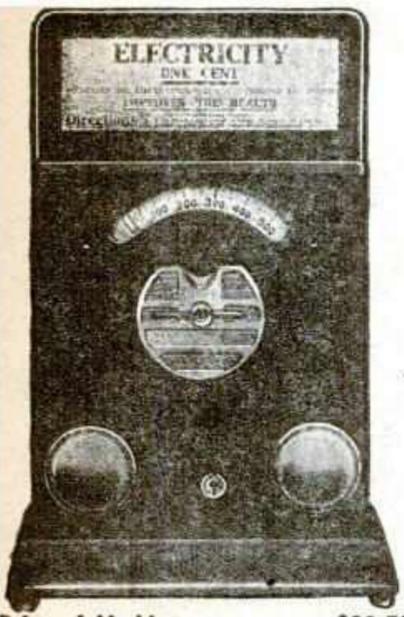
FOR SALE

60 New Victory Postage Stamp Venders. Ready for shipping. Price, \$1,490.00.

M. E. PRICE

Box 12 Wade, N. C.

THE ACME ELECTRIC SHOCK



Price of Machine.....\$22.50 2 to 11 Machines..... 18.75 Bracket (if desired)..... .50 Floorstand (if desired)..... 4.00

ORDER TODAY

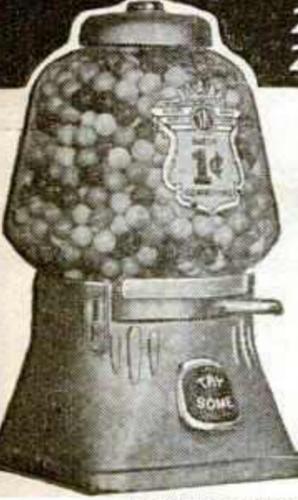
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributor of Advance Vending Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR



2 for 5c 2 for 1c

Sensational new 2 for 1c and 2 for 5c ball gum vendor. Puts ball gum vending in 5c field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed.

\$13.95 Ea. Write for Quantity Price.

Immediate Delivery!

Send 1/3 Deposit, Balance C. O. D.

Cameo Vending Service

492 W. 42nd St. New York 18, N. Y.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

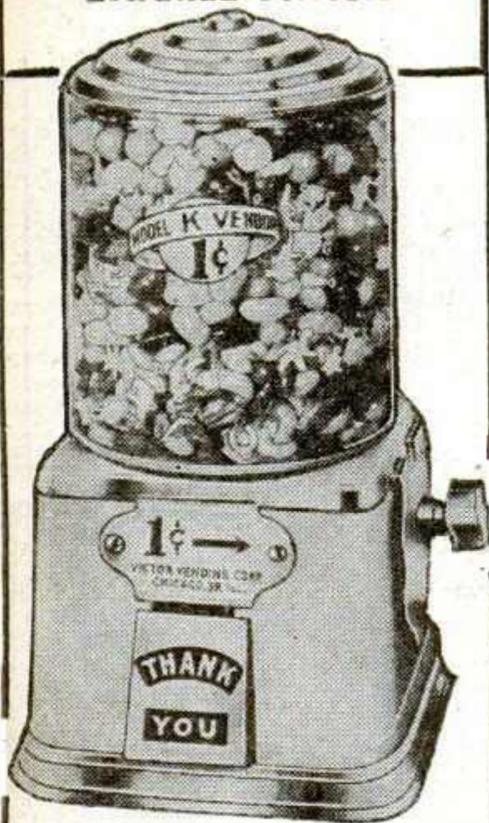
Mdse. Stands, Solid Steel—Weight 35 Lbs. .... \$4.50 Double Plates for Two Machines ..... 1.15 BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb. .... .35

1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

**VICTOR'S**  
New MODEL K  
With PORCELAIN  
ENAMEL FINISH

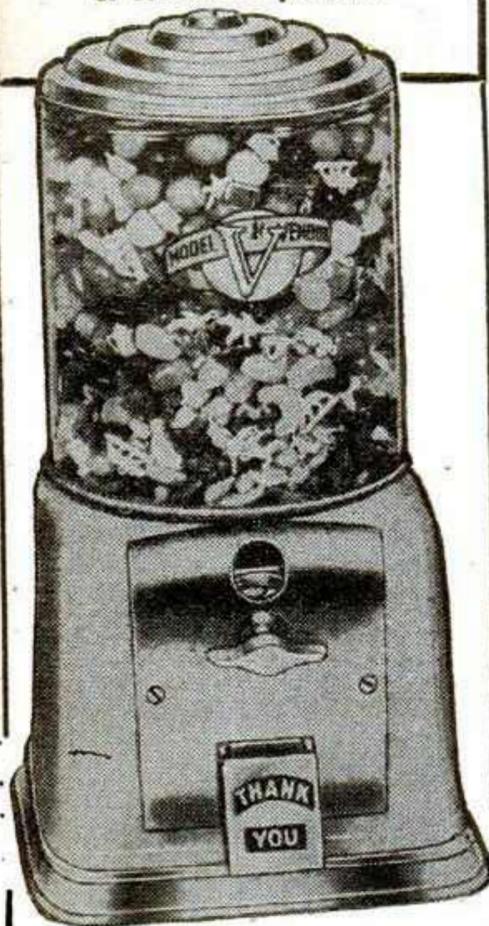


Featuring . . .  
**PLASTIC MERCHANDISE  
WHEEL**

- Guaranteed Non-Corrosive Regardless of Climate or Merchandise Vended.
- Porcelain Enamel Body
  - Porcelain Enamel Delivery Chute
  - Porcelain Enamel Merchandise Hopper
  - Porcelain Enamel Coin Mechanism
  - Quick, Easy Servicing
  - Capacity: 5 to 6 Lbs. Bulk Merchandise or 1000-1200 Balls of Gum, 1/2", 5/8" and 3/4"

**VICTOR'S  
MODEL V**

The Choice of Thousands  
of Successful Operators



Globe Type or DeLuxe Cabinet Type for Vending All Types of Bulk Merchandise. Capacity: 5 to 6 Lbs. or 1000-1200 Balls of Gum. Cabinet Type 25% Greater.

WRITE FOR COMPLETE DETAILS  
AND PRICES

**VICTOR VENDING CORP.**  
5711 Grand Avenue Chicago 39, Illinois  
Tel.: NATIONAL 0220

# Knapway Releases Details On Hot Coffee-Soup Unit

CHICAGO, Jan. 24.—Additional details have been released on the hot coffee machine made by Knapway Devices, Inc., Kansas City, Mo. Firm showed the vender at the Coin Machine Industries (CMI) convention and show at the Sherman Hotel here, this week.

One of the unusual features of the Knapway vender is that it can also be set up to handle concentrated soups. On either coffee or soup operation the foods used are made up in pellet form, which after being pulverized in an ingredient chamber, is made into a palatable liquid by adding hot water at a specified controlled temperature.

**Variable Capacity**

New vender measures 48 by 20 by 75 inches and weighs about 400 pounds. When on coffee operation the machine has a capacity of 462 five-ounce cups, while on soup operation the capacity is 1,400 eight-ounce cups of soup. Reason for the difference in capacities is that pellets are used for cream and sugar when vending coffee.

As a coffee machine, the customer

has a choice of black coffee with sugar or cream or both sugar and cream. The pellets are stacked vertically in the machine in long cylindrical drums. After the customer inserts a coin in the vender's coin chute he presses the button that indicates how he wants his coffee. If he presses the button for black coffee, a coffee pellet slides into the vender's ingredient chamber where it is finely ground and mixed with hot water. If the coffee with cream button is pressed the same process takes place, but after the coffee pellet is pulverized, the cream pellet entering the ingredient chamber is also pulverized. Sugar pellets are treated in similar fashion.

**Soup or Coffee**

The vender cannot handle soup and coffee at the same time. Therefore, when on soup operation the coffee and sugar pellets are removed and replaced with soup pellets. Cream pellets may or may not be removed, depending on whether the operator wants to vend plain or creamed soups. According to firm officials, the machine will be able to handle three soups from six alternate choices, namely beef, chicken, onion, pea, tomato and vegetable.

One of the sanitary features of the new vender is that just before a cup of soup or coffee is made, following insertion of a coin, one and one-half ounces of boiling water is forced thru the ingredient chamber under pressure, clearing it completely. This action removes all residue particles and odor left by the previous pellets mixed in the ingredient chamber, and prevents any taste from the last drink being absorbed by the following drink.

**Output in April**

Knapway vender was developed over a period of three years and was shown for the first time at the National Automatic Merchandising Association (NAMA) convention in December. Firm at that time announced that the machine will be marketed thru distributors. Production line manufacture is expected to begin in April.

Firm officials are Joe Knap, president, who developed the machine; George Stoves, vice-president; Irving Fane, secretary, an attorney who is widely known in Kansas City legal circles; Frank Clark, treasurer, and Frank Doyle, general sales manager, who was at one time with Rock-Ola Manufacturing Company.

## Two Eastern Firms Appointed to Handle Landis Vender Sales

LOS ANGELES, Jan. 24.—J. R. Giesler & Associates, national distributors of the Landis Aristocrat hot popcorn vender, announced here this week the appointment of two Eastern firms to handle distribution of the Landis vender in New York and Pennsylvania.

Y & Y Popcorn Company, 1226 Vine Street, Philadelphia, will serve as distributors of the Aristocrat vender for Pennsylvania. Firm, which distributes other types of venders as well, is headed by David W. Yaffe. Other officers include Ned Yaffe, secretary-treasurer, and Erwin Kahn, general sales manager.

The State of New York will be served by an exporting firm, making its entry into the coin machine business. Firm is Bechhofer Bros., of 121 Broad Street, New York. Firm is managed by two brothers, Jerry and Walter Bechhofer. It will operate popcorn venders as well as distribute them, Jerry Bechhofer announced.

## Williams To Handle Hawkeye Venders in Illinois, Wisconsin

CHICAGO, Jan. 24.—The William A. Williams Company, 139 N. Clark Street here, has been appointed distributor for the Hawkeye Novelty Company's popcorn vender. Hawkeye, located in Des Moines, franchised the Williams company in the States of Illinois and Wisconsin.

William A. Williams Company was organized here in November by Williams, who had been a salesman for the "Pop" Corn Sez Distributing Company, Chicago. In addition to handling the Hawkeye machine, Williams says his firm is distributing Mercury scales, Kayem products and Reed's aspirin vender. McClure Distributing Company, St. Louis, is the national distributor for the aspirin machine which dispenses six tablets for a dime.

After serving 22 months in the navy, Williams joined Coin Machine Acceptance Corporation, Chicago, where he worked until he joined the Pop Corn Sez firm. Currently, the Williams company has three salesmen on the road.

Write today for  
**ROCK BOTTOM PRICES**

on the following:

- BALL BUBBLE GUM
- RAIN-BLO BUBBLE GUM
- PRIZE BALL GUM

Priced as low as

**31¢** per lb.

Freight paid to your door on gum orders. "Does your jobber do this?"

- SMALL BOSTON BAKED BEANS
- SMALL RAINBOW PEANUTS
- LICORICE LOZENGES

- SALTED SPANISH PEANUTS
- SALTED VIRGINIA PEANUTS

Can now supply Candy-Coated chewing gum—Chicklet Style. Assorted Colors and Flavors.

960 count to pound.

Packed 30 lb. to carton

180 pounds — **\$68.40**  
LESS THAN 180 LBS. 40c PER LB.

Full Cash With Order.  
F. O. B. Factory.

**VICTOR VENDING CORP.  
MACHINES**

Can be bought on  
Time Payment.

16 weeks to pay for same.

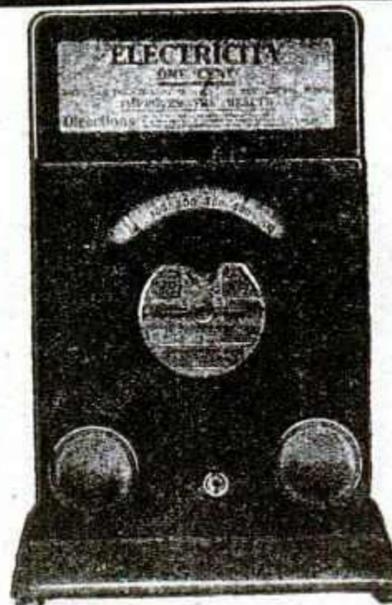
**ROY TORR** LANSDOWN  
PENNA.

**NO MONEY TRADE**

WE OFFER IN TRADE:

TWO BRAND NEW 5c  
NUT VENDORS FOR  
ANY (ONE) NEW OR  
USED COUNTER GAME  
OR PIN BALL GAME.  
STATE NAME OF GAME,  
MODEL AND YEAR.

CAMEO VENDING SERVICE  
432 W. 42nd St., New York 18, N. Y.  
Phone: Medallion 3-1344



BIG PROFITS BY A "TWIST OF THE WRIST"

← **ACME SHOCKER**

Sample \$22.50; 2 thru 11, \$18.75.

Bracket (If Desired), 50c.

Floorstand (If Desired), \$4.00.

Terms: 1/3 Deposit, Bal. C. O. D.

We have an ADVANCE machine to fill the bill  
whether it's to vend—

- Stamps • Sanitary Napkins
- Hershey • Stick or Package Gum
- Aspirin • Razor Blades • Ball Gum
- Bulk Nuts or Candy

WRITE TODAY!!

NOW—The "VENDIT" Super-Selective Candy Vender! 50 bars in clear view at all times! 150 bar capacity! Vends any size! Write for literature and prices!

**T. O. THOMAS CO.**

1572 JEFFERSON

PHONE: 2131

PADUCAH, KY.

## Lymo To Handle Lyon Vender Distribution

CHICAGO, Jan. 24.—Lymo Industries, Inc., headed by Stewart G. Lyons, is the national distributing firm set up recently to handle the Lion Beverage Vender, manufactured by Lion Manufacturing Corporation here. Lymo is currently channeling all production to Pepsi-Cola.

In addition to facilitating distribution, Lymo also functions as a central service company which coordinates repair and parts supply for in-the-field venders. Jerry LeBeda has been made service manager of the company.

New models of Lion venders include built-in National coin changers.

## Production Up in New C-8 Laboratories' Mass. Plant

CHICAGO, Jan. 24. — C-Eight Laboratories' new plant in New Bedford, Mass., after its formal opening January 14, is turning out double the number of Electro cigafette venders produced when it first opened January 1, Lew Jaffe, sales manager of Eastern Electric Vending Machine Corporation, national Electro distributor, stated this week at the CMI show here.

Floor space in the new three-story plant is over three times that available in the former Newark, N. J., factory. Present facilities offer 125,000 square feet of floor space, compared to 40,000 square feet in the old plant.

**Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR**

**2 for 5c  
2 for 1c**



Sensational new 2 for 1c and 2 for 5c ball gum vendor. Puts ball gum vending in 5c field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

**AT ALL BEST DEALERS OR WRITE SILVER-KING CORP. 622 DIVERSEY PARKWAY, CHICAGO 14, ILL.**

**NEW GROETCHEN PENNY WINNER! CAMERA CHIEF**

Child inserts penny and sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8" wide, 12" deep, 9" high, and will take the pennies quickly.

**\$19.95** Ea.

Including 3 sets of 9 pictures each.

**ORDER TODAY!**

Write for Quantity Prices. Factory Distributor.

**ASCO VENDING MACHINE EXCHANGE**

55-57-59 BRANFORD STREET, NEWARK 5, N. J. BIGELOW 3-7744-5

**ALL SILVER KINGS**

Can be bought on TORR TIME PAYMENT PLAN 16 weekly payments. Write for details.

**ROY TORR**

Lansdowne, Pa.

## Vending Machine Suppliers Display New Bulk Items

(Continued from page 92) last week, while a new two-piece mint bar would be offered within a week. Both items maintain the \$3 price for 100-count packs.

In addition to Chase Candy's expanded bar line, a program for reviving pre-war bulk item favorites has been undertaken. For the next several months the firm's Pan Confections division will reintroduce these lines at the rate of one every 30 days. First of these items to be released was the Peewee peanut line. Yantis states that a multiple line of both bar and bulk goods is essential if a firm is to supply the vender operator and, in doing so, receive the valuable sales pick-up resulting from cross-country vender merchandising.

Ferrara Candy Company, Chicago, showing its package and bulk candy lines, stressed increased production and hardshell bulk lines as two items important to its vending customers. A. Pagano, vice-president, said the 25 per cent increase in production over the last three months, effected thru installation of new machinery and a 10 per cent increase in production employees, made possible the addition of new items in both bulk and packaged form for venders.

Two new bulk items were recently introduced by Ferrara, as was the new nickel packaging of licorice lozenges formerly available as a bulk item. As an aid to vender sales, the firm has redesigned its nickel package of baked beans. Cellophane window now placed on this package gives the vender patron a view of the product before he drops his coin.

Another supplier exhibitor, Leaf Gum Company, Chicago, featured ball gum as a vender item. Firm's Rain-Blo bubble gum output was stated by E. N. Haag, field representative, to have been upped by 15 to 20 per cent during the last month. Another ball gum line, Chicle Chews, is now in quantity production and is slanted toward the adult. Prices on both lines remain stable. Rain-Blo sells at 34 cents per pound and chicle base balls at 46 cents per pound when purchased in quantities of from 100 to 999 pounds. Officials stress vender sales of the company's three ball gum lines, two aimed at the juvenile

## High Prices Slow Vender Operations

(Continued from page 92) appear to differ at the "maximum of high" figure—the point where a 5-cent drink can be dispensed at a profit. Operators feel the price should be a maximum of \$600, and even lower if possible. The manufacturers on the other hand, feel, in most cases, that the "maximum of high" figure would be somewhere between \$1,200 and \$1,300 per machine. To maintain a successful operation with equipment listing above that figure it becomes necessary to raise the price of the serving from 5 to 6 cents, and in some cases, to go as high as 10 cents. Operators, however, are reluctant to take this step.

**P. Schmidt Appoints New Distrib for Mint Vender**  
SAN FRANCISCO, Jan. 24.—Paul Schmidt, head of Manufacturers Sales Agent, maker of the Selector candy mint vender, returned here recently from Chicago and immediately launched plans to expand the distribution of his machine. Appointments to handle Selector were announced as the Nor-Les Sales Company, Detroit; Empire Coin Machine Exchange, Chicago, and Boyce Sales Company, Salt Lake City.

market with the third designed to increase adult purchases.

Fourth supplier exhibiting, John H. Germack, New York, caters to the bulk vender. Firm, an importer of pistachio nuts, reports an adequate supply of merchandise. While the major portion of its merchandise is going to over-the-counter retailers, the present 10 per cent going to venders is looked upon as a valuable asset to Germack's over-all business. Possible expansion of the vender market for its merchandise, Germack says, will be determined during coming months when increased numbers of new type bulk venders are placed on locations.

## Kettlewell Succeeds Cady in NCA Council

CHICAGO, Jan. 24.—John K. Kettlewell succeeds Smith H. Cady Jr., as director of the National Confectioners Association (NCA) council on candy, Philip Gott, NCA president announced this week. Cady resigned the post to move to California.

Prior to joining NCA, Kettlewell was associated with Buchanan & Company, Chicago and New York ad agency, as vice-president of the Chicago office. Earlier he was active in food advertising and promotion, affiliated with Russell M. Seeds Company, Chicago, and Arthur Kuder, Inc., New York.

In service, Kettlewell was a commander in the office of Procurement and Public Relations of the navy. He was educated at the University of Chicago and at Kenyon College in Ohio.

### CIGARETTE MACHINES

NEW UNEEDA, 8 COLS. \$159.50	NATIONAL 930 SPEC. \$ 82.50
NEW UNEEDA, 6 COLS. 149.50	NATIONAL 930 ..... 75.00
NEW DU GRENIER CHALLENGER, 7 COLS. .... 125.00	NATIONAL 630, 150 PACK CAP. .... 32.50
UNEEDA MODEL 500, 9 COLS., 350 PACK CAP. \$115.00	ROWE ROYALS, 10 COLS. 105.00
UNEEDA MODEL 500, 400 PACK CAP. .... 115.00	ROWE, 6 COLS., 150 PK. 32.50
UNEEDA MODEL E, 15 COLS. .... 72.50	DU GRENIER "W" 9 COLS., 300 PACK CAP. 62.50
UNEEDA MODEL E, 12 COLS. .... 62.50	DU GRENIER "S" 7 COLS., 210 PACK CAP. 50.00
UNEEDA MODEL E, 8 COLS. .... 57.50	DU GRENIER, 6 COLS., 150 PACK CAP. .... 32.50
NATIONAL 950, K.S. .. 110.00	DU GRENIER, 4 COLS., 100 PACK CAP. .... 25.00
NATIONAL 750, K.S. .. 87.50	STEWART-McGUIRE, 8 COLS. .... 35.00

### CANDY MACHINES

NATIONAL 9-18, 9 COLS. .... \$110.00	UNEEDA, 5 COLS., 102 BAR CAP. .... \$ 75.00
ROWE DELUXE, 120 BAR CAP. .... 100.00	

5c GUM AND MINT MACHINES

9 Col., Cap. 250 ..... \$22.50 | 7 Col., Cap. 150 ..... \$15.00

10c CIGAR MACHINES

7 Col., Cap. 175 ..... \$32.50  
Single Col., Cap. 50 ..... 22.50

SPECIAL!

Du Grenier Champion, 11 Cols., 485 Pack Cap. \$80.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
One-Third Deposit With Orders—Balance C. O. D.  
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

### UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

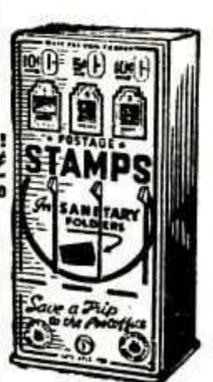


1948 IMPS

1¢ or 5¢ Cigarette or Fruit \$12.95 Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE



Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps. Sluggproof, compact, foolproof. Immediate Delivery. Operator's Price \$39.50

STAMP FOLDERS For Shipman, Schermack, Victory. 10,000 ... \$ 5.75 25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

## ATTENTION, OPERATORS

Opportunity to secure several hundred display gum venders of proven quality for operation in the following cities on a liberal lease arrangement:

SCRANTON, BUFFALO, ALBANY, BALTIMORE; WASHINGTON, D. C.; CINCINNATI, LOUISVILLE, INDIANAPOLIS, ST. LOUIS, HOUSTON AND MILWAUKEE

Lease includes franchise agreement covering both equipment and nationally advertised brands of gum. Address all inquiries to:

BOX D-209, % THE BILLBOARD CINCINNATI 22, O.



**New! 1948**  
**POSTMASTER**  
**STAMP VENDER**

Vends direct from THREE Government rolls... no folder expense! Efficient! Guaranteed! Outstanding!

Write for Circular

**DAVAL PRODUCTS CORP.**  
1512 N. FREMONT ST., CHICAGO 22, ILL.

**Start Shipping Snively Vender First of March**

WINTER HAVEN, Fla., Jan. 24.—John Snively Jr., head of Snively Vending & Sales Company here, said this week that his juice vending machine will be ready for initial deliveries March 1. The juice vender was shown at the December National Automatic Merchandising Association convention in Chicago.

The vender will be sold thru distributors to operators. It dispenses juice from a 46-ounce can, giving five ounces of cold grapefruit or orange, or a blend juice drink, for a nickel. Juice will be supplied thru warehouses from which operators may draw what they need, paying as they go.

Since the organization began work on the vender, Snively, who also is a prominent citrus fruit grower, said that approximately \$100,000 had been spent on engineering and development. The machine will be manufactured on contract by the American Machinery Company, Orlando (*The Billboard*, October 11, 1947).

Snively said this week that he believes "this machine will go a long way to stabilize the citrus market and provide a reasonable profit to growers. It should help to take care of the estimated 6,000,000 box increase each year of our citrus crop and give the grower a little better hope for the future."

**Leon Silver Plans New San Francisco Quarters for Firm**

SAN FRANCISCO, Jan. 24.—Leon (Hi-Ho) Silver, vending machine supplier, is shopping around for larger quarters and expects to open in a downtown location within the next few weeks. Silver, who operated vending machines for a number of years, is distributor for the California Almond Orchards, Inc., and handles vacuum packed nuts in five-pound tins in California, Nevada, Hawaii, Philippines and Alaska for this firm.

In addition to the CAO line, Silver is also handling Vend-All, Popcorn Maid, Watling scales, machines of the Advance Machine Company, Acme Electric, Atlas Manufacturing Company, Baker's Kicker and Catcher, Mercury Athletic Scales and other lines.

When the new location is opened, Silver said that an open house will be held. At present he is considering a trip to the Pacific islands to contact outlets for merchandise.

**Distrib Set-Up for Pioneer Gum Vender**

NEW YORK, Jan. 24.—Altho full-scale production of its midget gum vender will not be attempted for several weeks, Pioneer Vending Machine Company, Inc., here has on hand enough of the units, designed for use in busses, to get its current distributorship program under way, Theodore Jelenk, president, announced this week.

Aiming at an eventual distributorship set-up comprising 30 outlets thruout the nation, Pioneer will soon supply enough miniature venders to 15 distributors to allow establishment of test route operations, Jelenk said. Each of the 15 distributors is to be given an initial allotment of about 100 machines, enough to outfit eight or nine busses.

In a survey covering 15 States, which Jelenk said was conducted by Pioneer during the war, bus companies indicated they would accept an annual fee of about \$2 per machine, regardless of the operation's gross. This flat-rate arrangement would eliminate periodic commission payments to location owners.

**Makers of Nestle's Bars Fete Veteran Employees**

FULTON, N. Y., Jan. 24.—In the first such function sponsored by the company, diamond-studded service pins and engraved watches were presented to 443 employees of the Peter Cailler Kohler Swiss Chocolate Company, Inc., at a dinner held recently in near-by Syracuse.

The 53 men and 9 women present at the dinner who have been with the firm 25 or more years received both the watches and the pins, others in the 15 to 20 years service group were presented with the diamond pins. Some people at the dinner had been with the firm as much as 40 years.

Guests at the event included William K. Wallbridge, chairman of the board of directors, and Clive C. Day, firm president. They, together with Charles W. Hill, vice-president, made employee presentations and addressed the group.

In explaining the relationship between the candy firm and Lamont Corliss, sales agents for Nestle's, Wallbridge explained: "We make the goods up here in Fulton, but the selling is done by Lamont Corliss."

**Linco Bows New Popcorn Vender**

NEW YORK, Jan. 24.—Entry of an established manufacturing firm into the vending machine industry was announced here by Peter J. Linstrom, treasurer and major stockholder of Linco Tool & Machine Company, with the completion of its first unit, the Ever Fresh coin-operated popcorn vender. The new automatic merchandiser was unveiled to the trade during the Coin Machine Industries show at the Sherman Hotel, Chicago.

Designed for attractiveness and ease of operation, according to Linstrom, Ever Fresh features an animated bubble effect in its cabinet, and a worm drive mechanism which agitates the pre-popped corn and prevents empty servings due to "bridging." A specially designed bag is provided for use with the vender. The bag is cone shaped to limit spillage and retain all the popcorn vended.

Fitted with thermostatic heat control and a slug rejector, the new vender has a capacity of six pounds of popcorn, representing \$6 in gross take before refilling. The unit, topped by a plexiglas dome, is 18 inches wide, 18 inches deep, and 5 feet high. Basic construction of the vender is of steel, finished in baked enamel. Edge lighting along the top of the unit highlights the phrase "Ever Fresh Popcorn."

On hand at the Chicago trade showing were Nat Jones, Linco general sales manager, and his assistant, Jerry Brickman. With deliveries of the new vender scheduled for March, Jones announces the firm is now beginning to set up franchise distributors.

The manufacturing firm, which has specialized in metal pressings and has done contract work for the Westinghouse Corporation, is located in Watertown, Mass. Linstrom, in business for 20 years, is associated with three other companies which have manufactured display material for the United Drug Company and the Gillette Razor Company, among others.

**Popping Plants**

Ever Fresh division of Linco, which produces the popcorn vender, plans to set up a number of popping plants about the country. These plants will supply corn to Ever Fresh operators and also market a packaged Ever Fresh popcorn brand to retailers. Distributors will handle the popcorn in addition to the vender.

Biltmore Distributing Company, Chicago, has been appointed to handle Ever Fresh venders for Illinois and parts of Wisconsin, according to Nat Jones. He added that plans are being made to conduct a national advertising campaign to acquaint the general public with the Ever Fresh vender and popcorn.

**Warns Nashville Coin Laundry Ops Not To Give Extra Services**

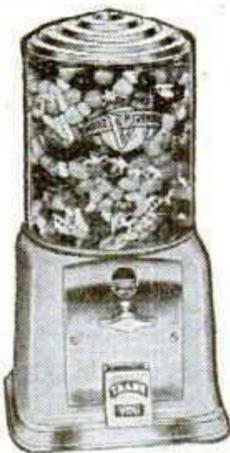
NASHVILLE, Jan. 24.—Operators of self-service laundries have been warned by Charles Hawkins, city planning director, that they must not give complete service to patrons.

Laundries which offer complete finishing services are legal in commercial districts, but Hawkins, in a mimeographed letter to all self-service laundries, said he had received information that some of them were departing from the original operation by giving service similar to that of regular laundries.

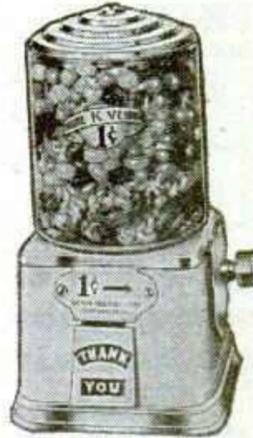
Proprietors were warned by Hawkins that if they undertake to finish laundry for customers themselves, they cannot be allowed to operate in non-commercial zones.

**PIONEER SPECIALS!**

ANYONE WHO CLIPS THIS AD AND MAILS IT TO US ON OR BEFORE MARCH 1ST WILL BE ENTITLED TO THE PRICES QUOTED ON THE DEALS LISTED BELOW



**WE PREPAY FREIGHT**  
on the following:  
Orders for 3 or more cartons of Rainbow Peanuts or Boston Baked Beans or 100 lbs. of 5/8" Bubble Ball Gum.



**CORRECTION!**  
In last week's issue of *The Billboard* prices on the 3 Deals on VICTOR MODEL V were listed incorrectly. Correct Prices are shown below in this ad

**VICTOR MODEL V**

DEAL #1  
5 Globe-Type Victor Model V, \$62.50, plus 50 lbs. Bubble Ball Gum, all for **\$76.25**

DEAL #2  
5 Globe-Type Victor Model V, \$62.50, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, all for **\$70.90**

DEAL #3  
5 Globe-Type Victor Model V, \$62.50, plus 60 lbs. Spanish Peanuts, all for **\$74.50**

**VICTOR MODEL K**

DEAL #4  
5 Victor Model K, \$64.75, plus 50 lbs. Bubble Ball Gum, all for **\$78.50**

DEAL #5  
5 Victor Model K, \$64.75, plus 40 lbs. of Boston Baked Beans or Rainbow Peanuts, all for **\$73.15**

DEAL #6  
5 Victor Model K, \$64.75, plus 60 lbs. Spanish Peanuts, all for **\$76.75**

Prices quoted on above merchandise are subject to change without notice and hold only for complete deals.

Write for quantity prices on Rainbow Peanuts, 5/8" Bubble Ball Gum, Boston Baked Beans and Burnt Peanuts.

**FOR BIG PENNY PLAY, ORDER TODAY!**

**Groetchen's New CAMERA CHIEF**

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# Show Spotlights Juke Changes

## Operators Eye Latest in Coin Radios; Spotlight On Special Booth Models

### Four Firms Feature Coin Radios at Coin Machine Show

CHICAGO, Jan. 24.—Altho the coin radio business expanded greatly during the past year, with much interest being shown in coin radios by operators of other coin-operated machines, only four manufacturing firms featured coin radios at the coin machine show here this week.

Drawing special attention of operators at the booths of coin radio makers at the show were several new models designed especially for use in booths. Altho the idea of coin-operated booth radios got location tests many years ago and was set aside at the time in favor of other types of coin-operated entertainment devices, several firms have developed new sets adaptable to booth use and interest in them was high.

#### Opens New Locations

This type of equipment has opened the location possibility field wide and operators suggested that booth radios might easily prove an answer to profitable coin-operated entertainment in locations which have not been successful spots during the past few years.

To date the majority of coin radios have been placed in hotels, tourist camps, motels and similar types of locations which serve tourists, and in hospitals.

Two different kinds of coin-operated radio equipment were shown for booth use. The first was regular coin-operated radios and the second was a selective wall box to be used with master radio units in a location or group of locations.

#### Use Master Radios

With the latter type two or more master radios would be kept in constant operation, each tuned to a separate station. A customer wishing music or other programing would deposit his coin and then select the program desired. Each wall box would have its own speaker which could be heard in the immediate vicinity of the booth only. With this set-up it is also possible to connect one line with a constant source of music and/or with television sound.

Manufacturers hasten to point out that by connecting television sound it was possible to have a master screen in a central location which would show the television program without sound. If a customer wanted to hear what was going on he would deposit coins in the speaker in his booth or near his location at a bar. Many operators said that they believed this to be the best solution advanced thus far to making profit from television.

#### Trend to Key Operation

Some manufacturers reported an increasing trend towards the use of key-operated radios in some locations, particularly large hotels and hospitals. In such a case the radios are turned on with a key at the customer's request and the operation fee is added to his bill.

Four firms featuring coin radios at the show were Coin Radio of America, Los Angeles; Columbian Products Company, Chicago; Coradio, Inc., New York, and Tradio, Inc., Asbury Park, N. J. A fifth firm, Videograph Corporation, New York,

exhibited a special wall box for radio, television sound and wired music along with its display of a coin-operated television-juke box combination.

Coin Radio of America featured two floor model radios—one coin-operated and the other key-operated. The console type sets have an assimilated embossed leather cabinet of a composition material. Cabinet has a formica top which withstands flame (See *FOUR FIRMS* on page 104)

## Mich. Music Firm Wins Block Prize

CHICAGO, Jan. 24.—Walter's Music Store, Lapeer, Mich., was the first prize winner in a special drawing conducted at the coin machine show here this week by the Block Marble Company, Philadelphia. Prize was a Do-Johnson coin-counting machine complete with carrying case.

Nine other prizes were given, going to Edward F. Couch, L. V. Aleshire Music Company, Roanoke, Va.; Mike Imig, Yankton, S. D.; Robert Greenfield, I. Greenfield & Sons, Burlington, Vt.; L. E. Waggover and Lloyd Oberlin, Butler Music Company, Butler, Ind.; M. E. Reinhard, Waterloo, Ia.; D. Solomon, Joy Automatics, Elmira, N. Y.; Sidney Kern, Menomone, Wis.; George Foisy, Prosser, Wash., and B. C. Dickson, Dickson (See *Mich. Firm Wins* on page 104)

## Music Ops Name Committee Of 14 To Represent Trade

CHICAGO, Jan. 24.—A committee of 14 has been elected by 68 leaders and representatives of music operators' associations to oppose legislation unfavorable to the automatic phonograph industry. The committee, whose members represent 14 phonograph trade associations, grew out of a meeting held here Wednesday (21) at the Hotel Sherman. Following the meeting, George A. Miller, of the California Music Operators' Association, Oakland, and Albert S. Denver, of the Automatic Music Operators' Association, New York, issued a formal statement outlining the purpose of the 14-man committee.

Statement said that, "A committee of 14 representatives was elected by the nation's automatic music leaders present at this meeting. This committee was authorized by the body to take whatever steps it deemed necessary to oppose such legislation as is now pending in Congress, which in the opinion of the nation's music operators is detrimental to the automatic music industry of America."

An executive board of five members was named by the committee to act as official spokesmen for the group. Elected to this board were George A. Miller, as national executive chairman; Al Denver, as national vice-chairman; Jack Sheppard, Eastern Pennsylvania Phonograph Owners' Association, Philadelphia; C. S. Pierce, Wisconsin Phonograph Operators' Association, Brodhead, Wis., and C. L. Bever, business manager of the Utah Operators' Association, Salt Lake City, all executive mem-

bers. Two alternate members were chosen: Ray Cunliffe, president of Illinois Phonograph Owners' Association, Chicago, and Jack Cohen, president of the Ohio State Phonograph Owners' Association and the Cleveland Phonograph Owners' Association, Cleveland.

The executive committee appointed Sidney H. Levine, attorney for the Automatic Music Operators' Association of New York, as their national counsellor and representative. Clem Stetson, executive secretary of the California Music Operators' Association, acted as sergeant at arms over all meetings held by the automatic music operators of America.

In its official statement, the group said, "The committee discussed a great many matters of national importance during the meeting which may be released in the near future."

Following the meeting the executive committee pointed out that the group does not at this time have plans for any permanency other than to accomplish the aims outlined in their official statement.

Committee of 14 is composed of George A. Miller, Oakland; Hirsch De LaViez, Washington; Ray Cunliffe, Chicago; Albert S. Denver, New York; Morris Goldman, Detroit; C. L. Bever, Salt Lake City; Sol Huffman, Harrisburg, Pa.; Jack Sheppard, Philadelphia; Sol Kesselman, Newark, N. J.; Jack Cohen, Cleveland; Samuel Orenstein, Providence; Thomas Cady, Grand Ford, N. D.; C. S. Pierce, Brodhead, Wis., and Tom Crosby, Fairbault, Minn.

## See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are:

**LATEST PETRILLO-RECORD BAN INFO.** AFM prexy appears in Washington and indicates formula for ending strike may evolve. Rep. Carroll D. Kearns's proposal for Petrillo to collect a special royalty on "commercial phonograph records" may affect juke boxes.

**RECORD COMPANIES JOCKEYING DISTRIBUTORS.** Tone of diskeries at CMI convention indicates a need to pare expenses and shake up distributors. Latter, in some cases, are changing tune about the lines in a given territory.

Honor Roll of Hits, pop charts and record reviews will appear in their regular spot in *The Billboard* this week.

## Developments Coming Fast

Ops see two new phonos for first time — prices, sales plans undergo revisions

By Dick Hodgson

CHICAGO, Jan. 24.—Altho most of the activity in the music end of the coin machine field took place away from the Hotel Sherman headquarters of the coin machine show, there were more show time developments in this field than any other.

Operators coming to Chicago for the show this week found that several ideas were being offered as possible solutions to the problems which have faced the industry the past several months. Price cutting was the top item of interest, but there were many other indications that the juke box industry is on the verge of a revolution.

#### Juke Tele Firms

Two combination juke box-television sets drew much operator interest. Exhibitors of telephone music equipment said that more active interest was shown in their lines than ever before. Two firms gave complete details of distributorless sales plans. Hideaway models and mechanismless cabinets received the nod of many operators. All down the line of music exhibits there was a (See *JUKE CHANGES* on page 106)

## First Aireon Showings in Chicago, N. Y.

### Appoint New Distribs

CHICAGO, Jan. 24.—New York and Chicago will get the first distributor showings of the new Aireon Coronet, designed to sell at \$495. Nat Cohn, president of Modern Music Sales, has been appointed to handle Aireon sales in New York, and the newly organized Biltmore Distributing Company, headed by Lou Koren, will handle the line in Chicago. Both firms will hold first showings of the new box February 5-6.

When Aireon announced its new sales set-up (see complete details elsewhere in this issue) arrangements for Cohn's distributing company to handle the complete line were concluded. Heretofore the Aireon line has been distributed in the New York area by the Manhattan Phonograph Company.

#### Veteran Music Man

Cohn, who has been associated with the phonograph industry for the past 15 years, said this week that he will devote a substantial part of his resources and time to the new machine. With a long history of juke box distributing behind him, Cohn previously has served as New York metropolitan area outlet for Wurlitzer, Seeburg and Mills.

He first entered the coin machine business in 1930, founding the Modern Vending Company, with its base of operations a small store in Brook- (See *1st Aireon Showings*, page 104)

## New Refinements in Phono Needles Featured at Show

CHICAGO, Jan. 24. — Recently developed refinements in needles for juke boxes and introduction of new needles designed primarily for use with light-weight pick-ups drew operator attention at the exhibits of four needle manufacturers displaying their wares at the coin machine show here this week.

Operator interest in the new needles

## Name Thompson As New Head of SCAMOA's Ops

LOS ANGELES, Jan. 24.—Duane A. (Tommy) Thompson has been named president of the Southern California Automatic Music Operators' Association (SCAMOA), succeeding E. Jay Bullock, who resigned to start a record retailers' association. Thompson, who was co-ordinator between the union and the association, is expected to call an early meeting for the election of SCAMOA officers.

Bullock, who organized the music operators' association, had served as the head of SCAMOA for more than a year, during which the organization had its ups and downs, especially during the days when there was a charter fight with Music Operators' Association of Southern California. MOASC finally disorganized rather than go into a legal battle.

Bullock told *The Billboard* that a meeting of record retailers had been held and that they had voiced approval of an association to better relations between the manufacturer-distributor and the retail group. A meeting will soon be called to draft by-laws. An election of officers will also be held.

Bullock's transition into the record retailer association field is probably the outgrowth of his record distribution deal for juke box operators. As an association (SCAMOA) service, Bullock made available records on a one-stop basis for all labels, especially independents, that he could obtain. The system was reported successful and was said to have been copied by other associations.

SCAMOA is expected to announce the new location of its offices within a few days.

## Bessler Sells Coin Machine Interest to Minneapolis Partner

MINNEAPOLIS, Jan. 24. — Jonas Bessler, secretary of Hy-G Music Company, Seeburg distributor in this territory, has disposed of his interest in the business to Hy Greenstein, firm president, Bessler announced here.

The sale breaks up a seven-year partnership between the two men and enables Bessler, who hasn't been well, to take a vacation.

Bessler said he plans to take things easy for several months. On February 1 he leaves for Florida, and later will go to California with his wife and son.

A former practicing attorney, Bessler entered the coin machine business 12 years ago when he organized Amusement Games, Inc., St. Paul. He and Greenstein, who owned Hy-G Games in Minneapolis, merged in January, 1941, as Hy-G Amusement Company. Firm name was changed last year to Hy-G Music Company.

Altho Greenstein is vacationing in Florida with his wife, it was reported that he intends to keep sole control of the business.

for use with light-weight pick-ups indicated a trend toward replacement of heavier pick-ups in old machines.

Permo, Inc., Chicago, featured their new permometal alloy tip on the Permo Point Round, which has been one of the Permo Point pair—round and elliptical—used in juke boxes for several years. Also displayed was the elliptical needle.

New tip on the Permo Point Round is an osmium alloy developed and produced in Permo's metallurgical laboratory. Designed to give longer record life, last longer, and at the same time give better reproduction, the needle will be available at the same price which has been offered for both Permo needles since 1938.

Permo's display also featured an illuminated photo panel which showed step by step the process in making needles in their plant. Illustrations showed all of the steps from weighing of the metals to carding the finished needles.

### Miller Alloy

Another new alloy for needle tips has been developed by the M. A. Miller Manufacturing Company, Chicago. Miller's new tip has been named CDX-3, and is claimed to give three times more needle life than former Miller needles without additional wear.

Miller showed three needles using the new tip—rigid, semi-flexible and flexible—and a sapphire needle designed for use with light-weight pick-ups.

To illustrate the principal features of its needles, Miller displayed four special models enlarged to 50 times the size of a regular needle.

### Duotone Nylon

Duotone Company, Inc., New York, featured their newest product, a shockproof nylon needle designed for use in pick-ups with less than three ounces of pressure.

The needle has a nylon elbow and a spring-steel shaft. Altho it hadn't been introduced to the trade as a juke box needle, operators attending the show reported that they had made purchases for trial from regular dealers. The new nylon needle costs more (85 cents) than special ruby and sapphire needles also introduced for use in light-weight pick-ups.

### Price Reduction

Aero Needle Company, Chicago, stressed recent price reductions at their show booth. Altho they offered no new needles, Aero pointed out that their Aeropoint Red Devil and Original needles have been reduced approximately 30 per cent in price recently.

W. F. (Bill) Hemminger, president of Aero, said that operators using light-weight pick-ups expressed interest in the Aeropoint Original curved shank needle.

Current prices of standard needles for juke box use of all four firms average about 30 cents each in quantities of 100 or more.

## Hartford Videograph Firm Moves Quarters

HARTFORD, Conn., Jan. 24. — Commercial Videograph Company, New England and upper New York distributor for coin-operated television and phonograph combination machines, has moved into new quarters at 63 Allyn Street in Hartford. John B. Grande, of Hartford, is head of the firm.

Grande will place machines in grills, bars and restaurants. Grande employs eight salesmen. Five people work in the sales and office room.

## Tradio Shows New 8 by 7-Foot Video Screen in N. J.

ASBURY PARK, N. J., Jan. 24.—Premier showing for a new theater-size television screen manufactured by Tradio, Inc., was held here last week at the Paddock Bar and Grill.

Tradio's new screen is 8 by 7 feet and is adaptable to coin operation, firm officials said. It is planned to have the new product in production within 30 to 60 days. The showing was heavily advertised in the local press and drew a large crowd.

At present Tradio is recommending adaptation of their Tradio-ette coin-operated booth radios for use with television. Method suggested is to have a central screen in a location show the television program without sound. Patrons wishing to listen to the broadcast, as well as watch it, deposit a dime in the Tradio-ette in their booth and tune it to the television program being broadcast.

## New Juke Tone Arm Displayed By Harmon Co.

CHICAGO, Jan. 24.—New type of tone arm assembly for use in juke boxes has been developed by the Harmon Company, Inc., here.

Displayed publicly for the first time at the coin machine show here this week, the new tone arm drew operators' attention to its unusual features.

Tone arm features a pivoted pick-up which is spring mounted so that there is no vertical movement of the tone arm itself—just the pick-up moves vertically with record movement.

Pressure is adjustable from half an ounce to any higher weight, but one ounce is recommended for most juke boxes. Pick-up cartridge is of special quartz, designed to withstand high temperatures. A special low-cost needle is used with the cartridge.

Harmon also displayed a special compensator network and volume control and an electric trip to be used with the tone arm when necessary.

## Sutton To Stay At Ill. Simplex

CHICAGO, Jan. 24.—Gordon Sutton, head of Illinois Simplex Distributing Company here, announced this week that it has become necessary for him to remain in Chicago, contrary to former plans under which he would have relinquished the leadership of the local firm to Arthur Freed (*The Billboard*, December 27).

In making the announcement this week, Sutton said: "Due to illness in Mr. Freed's family, it will be impossible for him to come to Chicago. It is, therefore, my good fortune in being able to report that I am remaining as president of Illinois Simplex Distributing Company."

As yet, Sutton reported, no definite plans have been made as to Wurlitzer distributing activities in New York, where he was to have gone to form Sutton Distributing, Inc., along with Daniel Kipnis, Chicago attorney, to handle the Wurlitzer line.

Sutton will retain leadership, along with Illinois Simplex, of Indiana Simplex Distributing Company in Indianapolis, and Sutton Distributing Company in Louisville, also Wurlitzer distributors.

## Murray Warns Ban May Hurt Juke Industry

WASHINGTON, Jan. 24.—Warning that the juke box industry may be wiped out if the Petrillo disk ban continues was delivered in testimony before the House Labor Committee last week (16) by James A. Murray, vice-president of Radio Corporation of America in charge of Victor Records. Murray also spoke in behalf of Capitol Records, Inc.; Columbia Record Company, Inc.; Decca Record Company, Inc.; Mercury Record Corporation, and MGM Records.

Murray declared that regardless of current disk backlogs, recording companies cannot run indefinitely on old masters.

At the same time, Murray paid high tribute to what he described as the "major role" juke boxes have played in helping to restore the record industry. "Juke boxes," he said, "have contributed substantially toward bringing the record industry from the low level of the early '30s to the high peak of modern times."

Murray pointed out that jukes stimulate purchase of records, thereby creating more employment for musicians. In this statement Murray directly contradicted remarks attributed to the head of the American Federation of Musicians that the juke box destroys the jobs of union members.

### Cites Stand

The record industry spokesman pointed to Petrillo's declarations that if records are not made then there is more work for musicians. "Let us consider," Murray said, "why records are used in many instances to the exclusion of live performers. There are two reasons. The first is economic. Despite Petrillo's claims—and he has never offered any figures or statistics—the overwhelming number of locations using juke boxes could not afford to employ a live orchestra even if juke boxes did not exist."

Murray went on to say that the second reason is quality. "The undeniable fact is that recorded music, in all but the largest communities, is superior in quality and has greater commercial acceptance than the available competing live performers. The fact is that the vast reservoir of local talent throughout the country flows toward the large metropolitan center where employment opportunities exist."

Murray said that if it is true that young folks like to dance to the music of Harry James, the Dorsey brothers, and Guy Lombardo, while their elders prefer symphony—"that choice of recorded music is the people's, not of record companies or Mr. Petrillo."

Murray's testimony was given in connection with the resumption of the probe into activities of Petrillo and his union being conducted by the House Labor Committee in an effort to find a method of ending the strife between musicians on one hand and disk-makers and broadcasters on the other.

## Review of Columbus, Ga., Coin Radio Tax

COLUMBUS, Ga., Jan. 24. — The city commission has advised the city manager and city attorney to review taxes for coin-operated radios.

The action was taken after Walter C. Troutman, of the National Hotel Radio Company, Atlanta, said his firm found the license fee of \$5 annually for each machine "prohibitive."

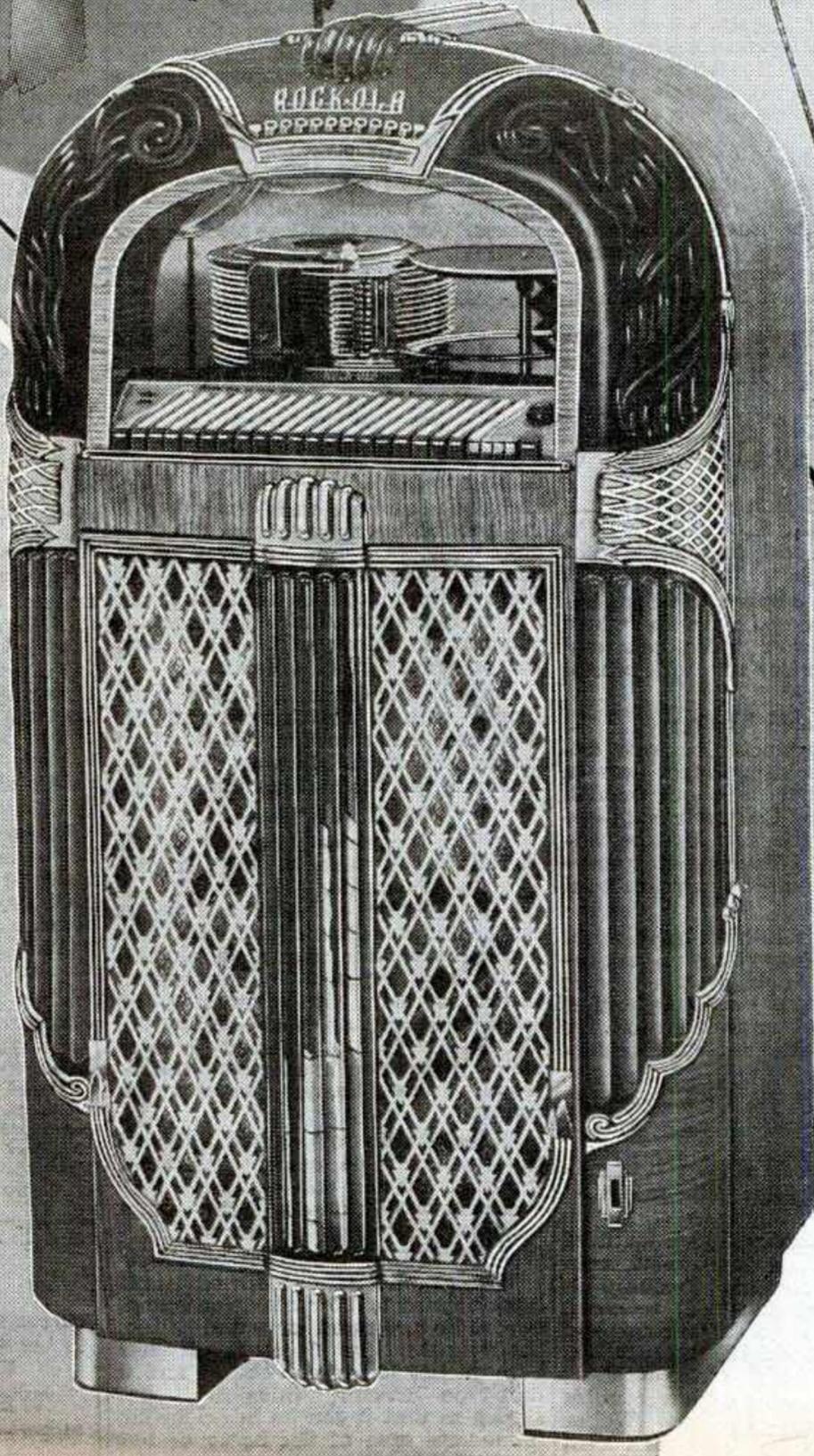
The radio firm's representative said that several hundred of the sets would be installed in the Ralston and Waverly hotels if the license fee is reduced.

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# Alabama Phono Operators Hit Hard by Indecision Of State Control Board

## Refuse To Give Definite Information on Juke Permits

MONTGOMERY, Ala., Jan. 24.—Alabama juke box operators are still sitting on pins and needles waiting for the Alcoholic Beverage Control Board to make up its mind whether or not it is going to allow juques in Alabama taverns.

Meanwhile many operators are losing money as newly purchased equipment stands idle. Col. R. E. L. Choate, executive secretary of the Alabama Music Operators' Association (AMOA), told members of the ABC board last week that State operators had been "hard hit" by the board's constantly changing attitude on juke boxes in taverns.

### Ops Bewildered

Actually operators have no way of knowing just where they stand today. Lamar Kelly, chairman of the board, says he doesn't know "when, or if, we'll ever issue licenses for music."

Operators were officially notified November 21 that a five-year ban on use of juke boxes in Alabama taverns was to be lifted December 15. However, December 10 the board changed its mind and decided to suspend consideration of permits which it requires for each location until it was assured that there would be "proper compliance" with regulations regarding them (*The Billboard*, December 20).

ABC board inspectors in several Alabama counties authorized operators to install equipment in taverns ahead of schedule provided machines were not put into operation until permits had been issued.

Choate explained the situation to

the board: "Many of the music operators bought music equipment to place in establishments and were necessarily compelled to have their purchases financed. Now they are being pressed for money."

### Can't Meet Payments

Choate told of one young Montgomery operator who bought from 10 to 15 machines at the time the order was originally put into effect. "He had to have them financed," he said, "and now that the payments are due, he can't meet them because he hasn't been able to install the equipment he bought."

Lamar Kelly, chairman of the ABC board, replied, "Well, as far as I'm concerned, I don't care whether any of them ever operate or not."

Choate requested some definite information from the board to indicate when operators could install equipment in tavern locations, so that operators could do a little planning of their finances, but the board refused to commit themselves, Kelly retorting, "I'm not in favor of giving any advance notice to anybody."

Regardless of whether the ABC board later decides to permit juke boxes in taverns, operators are due to find tough going in several of the larger cities. Birmingham already has passed a local ordinance prohibiting the machines and several other municipalities have recently adopted ordinances banning them in drinking places. Among them are Dothan and Fairfield.

Local laws take precedence over any ABC board ruling.

# Four Firms Feature Coin Radios at Chi Coin Show

(Continued from page 101)

or alcohol stains. Size is 26 by 17½ by 11½ inches and shipping weight is 25 pounds.

Altho not on display, the firm has a coin-operated cafe radio which plays from master radio sets and special coin and key sets for hospital use.

### Adjustable Timing

Columbian Products Company exhibited two coin-operated sets—a table model and a booth model. Known as Rod's Columbia coin-operated radios, the sets feature adjustable timing. Table model operates on quarters and the booth model on dimes.

Table model is 16 by 9 by 9 inches with an 18-gauge oversize metal cabinet with crackle finish in a choice of colors. Set is available either with or without coin-operation for hospital use with a Telex under-pillow speaker.

Booth radio is 7½ by 5½ by 6¼

inches and also has an 18-gauge metal cabinet with chrome trim. It has an adjustable volume control which can be pre-set by the operator. Complete with a built-in aerial, the set has a four-inch Alnico speaker located at the bottom of the set to keep the program within a booth.

Coradio displayed a single table model with a matching stand for floor use. Set comes in two standard colors with special finishes available. Timer in the set is adjustable.

### New Tradio Models

Tradio, Inc., showed several models including its newest, the Tradio-Ette booth radio. Tradio-Ette is 7½ by 7½ by 5 inches and is set for 15-minute dime operation. It has a pre-set volume control, a built-in aerial, slug rejector and is now in full production. In advertising the set, Tradio has suggested coupling the Tradio-Ette to supply sound for television programs. Tradio recently introduced a new theater-size television screen.

Other Tradio sets shown included the regular table model with three types of hearing aids—under-pillow speakers for hospitals, light-weight headsets for beauty parlors and regular speaker for tourist locations.

Videograph likewise showed a wall box designed to offer television sound, two radio programs or wired music, six minutes for 5 cents. It has both nickel and dime chutes and a dial-type selector. Speaker is designed so that it can be heard in the immediate area of the booth or bar location only.

## MICH. FIRM WINS PRIZE

(Continued from page 101)

Music Company, Shawnee, Okla. At its show display, Block featured the new Accurap low-priced coin counter and wrapper. Accurap is built in three models: (1) to count and wrap 50 pennies, (2) to count and wrap 40 nickels, and (3) to count and wrap both pennies and nickels.

Co-featured with the new counter and wrapper was the new Weller soldering gun with an enclosed light to illuminate the soldering area.

## 1st Aireon Showings Set for N. Y., Chi

(Continued from page 101)

lyn. Modern Music Sales, Inc., was organized in 1936 as a subsidiary of the earlier concern. Both firms have continued in parallel operation to the present time.

During recent months Cohn has expanded his business interests. Already engaged in export trade, as distributor of Signature Records, he has added the Coast and Peerless labels to his record line. Two weeks ago he further enlarged his music interests with the formation of Gem Records, a manufacturing firm.

Lou Koren recently organized the Biltmore Distributing Company as a sister firm to the Distributing Company of Illinois. Koren likewise has been appointed Aireon district manager and will be a distributing agent for the 1948 Aireon line.

Associated with Koren is Vic Comforte, who will be active in the Biltmore concern. Comforte was with Distributing Company of Illinois. Manager of Biltmore is Harry Levine, familiar figure in the phonograph business, formerly with Daval Manufacturing Company and the Southern Amusement Company.

## Rock-Ola Appoints General Music as So. Calif. Distrib

LOS ANGELES, Jan. 24.—General Music Company, headed by Bud Parr, has been appointed Southern California distributor for the Rock-Ola Manufacturing Company music line. Appointment was effective January 1, it is reported by Fred Gaunt, general manager of the firm.

The new distributor held a showing of the company's product at its local showrooms in conjunction with the national showing of Magic-Glo, Rock-Ola's new 1948 model.

Max Theide, well known in the music machine field, has joined the General Music sales staff.

## Haverhill Locations Ask Jukes on Sunday

HAVERHILL, Mass., Jan. 24.—Restaurant owners here have petitioned the Haverhill License Commission to lift the ban which prohibits the playing of juke boxes on Sunday. Petition requested that, "a permit to be granted for Sunday play of coin-operated phonograph machines. Sunday tax and State amusement tax will be paid plus any reasonable tax required by the city."

In response to the petition, the license commission chairman, Joseph S. Regan, said the petition would be considered at an early meeting of the board. He added that a special fee would undoubtedly be imposed should the board take favorable action.

## ROUTE FOR SALE

Route of 50 Phonographs, with over half new machines, in city of 100,000, near permanent army post. All machines located close in. One man can handle route easily. \$30,000, with Ford Pickup included.

BOX D-210, Care The Billboard,  
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## WEST RECORD CO.

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## Expect Big Turnout at Feb. 2 Convention of Mich. Music Ops

DETROIT, Jan. 24.—Biennial convention of the Michigan Automatic Phonograph Owners' Association (MAPOA), which now has local chapters in several up-State cities, as well as in Detroit, will be held at the Latin Quarter here February 2. The event is slated to draw a heavy turnout for the important business session, which will start at 1 p.m. with a luncheon in the Crystal Ballroom of the Book-Cadillac Hotel.

At this time, men prominent in the industry, both nationally and locally, will be on hand for a general discussion of trade problems. Representatives of manufacturers, distributors, and record companies, as well as the trade press, will all attend. According to Roy Clason, public relations director of the association, the discussions here may result in "a new pattern of operation for the entire State," altho the precise line of development is not being indicated as yet.

### Evening Party Planned

Social side of the affair will be concentrated in a banquet in the evening at the Latin Quarter, which was recently reopened. Booked in for the occasion are the Ted Weems orchestra and a show consisting of Elmo Tanner, Billy Blair, Glen West, Glenn Martin, and Shirley Richards. The Weems unit will also play for dancing after the show.

In addition, record distributors in this area are lining up top-flight recording artists for the occasion. Current negotiations are being handled by Capitol for Skitch Henderson, Nellie Lutcher, and the Dinning Sisters; by Wally Smith, of RCA Victor, for Roy Rogers and Perry Como; by Max and Aaron Lipin, for Mercury's

Vic Damone and Frankie Laine; by Charles Hepler and Dutch Embach, of Columbia; David Burke, of MGM; Earl Russell, of Decca, and Jerry Du Charme, of Majestic for their own artists; and by John Kaplan, of Pan American, for Todd Rhodes and Bobbie Stevenson. While not all names are likely to materialize for the banquet, Clason said that "the expected capacity crowd of 1,000 people will be royally entertained."

## Rock-Ola Corp. Plans New Type Juke Wall Box

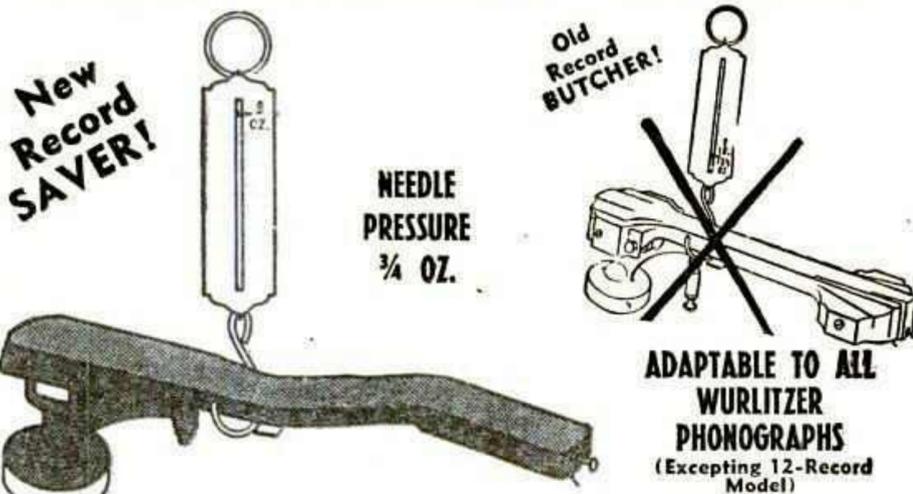
CHICAGO, Jan. 24. — Rock-Ola Manufacturing Corporation this week announced definite production plans for a new wireless wall box to be used with juke boxes.

At present Rock-Ola has pilot models of the wall box on test locations in Chicago. Present models are similar in appearance to the present Rock-Ola wall box. They are equipped with a nickel chute only, but plans for the future call for a nickel, dime and quarter chute.

With the wireless box there is no limit to the number of boxes that can be used with a single juke box. Wall boxes operate as radio transmitters which send out a signal indicating the number selected. Signals are picked up by a special radio receiver installed in the juke box.

As yet no mechanical details have been released and no definite production date has been set.

## IMPROVED FOR SIMPLE CONVERSION — BETTER TONE



THIS PREAMP INPUT UNIT ELIMINATES ANY WIRING CHANGES.

SIMPLY PLUG INTO EXISTING UNITS.

- LIGHT WEIGHT
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- PERFECT TONE

10,000 Plays per Needle

NEW DESIGN ● EXTRA LONG LIFE ● MEDIUM PRICED \$15.00

NEEDLE RECORD WEAR DEPENDS ON WEIGHT OF ARM AS WELL AS NEEDLE PRESSURE

SOLE DISTRIBUTOR FOR ENTIRE U. S. A.

Immediate Delivery Complete With Preamp Unit

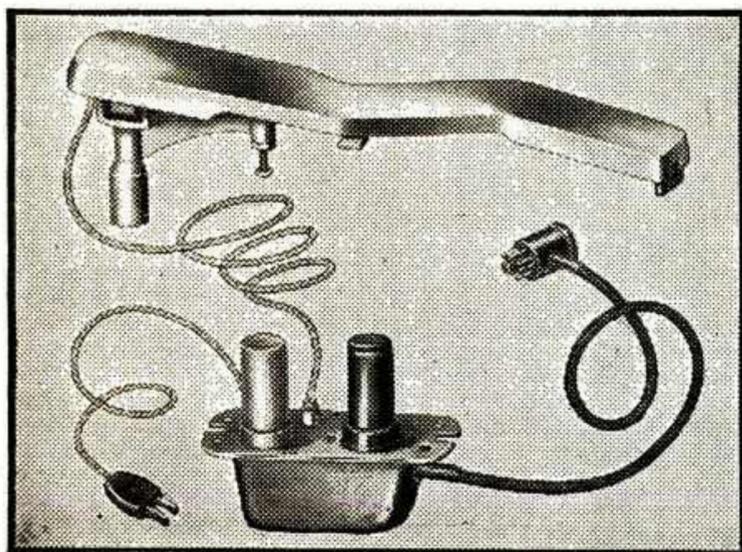
2218 UNIVERSITY AVENUE

ST. PAUL 4, MINN.

Mayflower Distributing Co.

# THOSE AT THE SHOW SAW IT . . .

*and have arranged to use it!*



You need only try it on one phonograph to be convinced of its merits and money-making possibilities.

Write for our liberal trial offer.

**JACOBS MANUFACTURING CO., INC.**  
Stevens Point, Wisconsin

# Juke Changes Spotlighthed At CMI Chicago Conclave

(Continued from page 101)

general feeling that changes are due in the industry and coming fast.

Actually, only two new juke boxes were displayed for the first time—one a combination with a television set. Aireon Manufacturing Corporation, Kansas City, Kan., displayed its new Coronet 400, priced to sell for \$495, and National Filben Corporation, Chicago, displayed its new \$395 juke box.

These displays, along with that of the Rock-Ola Manufacturing Corporation, Chicago, featuring the new Magic-Glo juke box and a wireless wall box, and Speedway Tele-Juke Corporation, New York, were set up in the Morrison Hotel here.

## List Music Displays

However, there were several music equipment displays on the exhibit hall floor, including juke boxes of AMI, Inc., Chicago; Mills Industries, Inc., Chicago, and Packard Manufac-

turing Corporation, Indianapolis. Videograph Corporation, New York, displayed its juke box-television combination and a new wall box to go with it. Pantages Maestro Company, Hollywood, showed complete wired music units. Scotto Music Company, North Sacramento, Calif., displayed mirrored cabinets for juke boxes. Other firms featured accessory items.

Equipment displays, tho, took a back seat as far as the attention of music men went, the majority of whom were concentrating on new methods to raise income or cut down on expenses. New sales plans introduced by Aireon and Packard took the spotlight. Packard's plan, which would change distributors to sales agents, had been announced previously (*The Billboard*, December 27), but operators got their first taste of what it actually means to them at the show. Aireon's new program is similar in nature to the Packard plan and

## Topeka Hits

TOPEKA, Kan., Jan. 24.—A hit tune radio show, aired here every Saturday night over KTOP, has paid dividends in good will and publicity for the Shawnee Vending Company, music operating firm.

Tom Schwartz, of Shawnee, came up with the idea for a local hit tune program last summer. With KTOP staff help, he sold eight of his locations the idea of sponsoring the hour-long show. For his part, Schwartz has his routemen check his phonograph's meters to pick the 10 top tunes of the week, and these tunes are featured on the air show.

was announced for the first time at the show.

Under the new Aireon sales plan, distributors will become distributing agents, with much of the cost previously accounted for by the distributor arrangement being cut from the operator's price on equipment. Both th Aireon and Packard plans include a complete set-up for financing operators' purchases.

Aireon's new Coronet 400 model is listed at \$495, with 5 per cent discount for cash on a single box or 15 per cent for a bona fide purchase of 20 or more units, which brings the price as low as \$423.23 per machine.

Under the Aireon financing program, an operator makes a \$99 down payment and then pays the balance at the rate of \$4 per week with a one-half of one per cent per week finance charge. This will bring the entire time-payment cost of the equipment, including carrying costs, to \$546.48 per machine.

Aireon's Blonde Bombshell model, listed at \$100 more than the Coronet 400, will be sold under the same plan.

## Packard Set-Up

Under the previously announced finance plan, Packard will sell its Manhattan model, reduced in price to \$695, with a 10 per cent discount for cash or \$100 down payment and 26 months payments on the balance. Including all interest, operators will thus pay \$24.43 per month for 25 months and \$24.41 the final month.

Altho the new plans stimulated interest in juke boxes, an increasing amount of interest in telephone music and coin-operated television was noted.

Telephone music units were featured by Pantages Maestro Company, and Automatic Hostess units were included in the AMI, Inc., booth. Newest development in the field, however, was a wall box for use with any telephone music set-up, displayed by Modern Music, Inc., Kansas City.

New wall box is known as Magic Music. It is 5 by 6½ by 7½ inches and has a combination speaker-microphone. It can be used either with or without a master console unit in a location. It is so designed that when one wall box is requesting a number, others continue to deliver music and reject coins until the request has been completed. Coin chute is adaptable to either nickel or dime play.

Magic Music will be sold under a sales agency plan and has recently been reduced in price from \$52.50 to \$45.

Pantages representatives reported that operators indicated a great deal of interest in telephone music units this year, compared to only passive curiosity shown during the 1947 show.

Drawing large crowds on the exhibition hall floor was the Videograph display of coin-operated television. Speedway's tele-juke likewise drew flocks of interested spectators to the Hotel Morrison display.

Filben's new juke box features the same mechanism as their hideaway cabinet and has the same 30-selection

# New Washington Music Op Ass'n To Meet Jan. 27

WASHINGTON, Jan. 24.—First meeting of the Music Operators' Association of Washington and vicinity will be held at the Hamilton Hotel here Tuesday (27) at 8 p.m., Hirsch De La Viez, chairman of the organizing committee, announced this week.

A group of about 60 music operators is expected to attend the initial meeting. Phonograph manufacturers, record distributors, suppliers of parts and needles will be invited to join as associate members.

Association's executive committee consists of Charles Bowles, East Coast Music Company; Simon Davis, Washington Music Company; Harold Klein, Silent Sales System; John Phillips, Phillips Novelty Company, and De La Viez, of the Hirsch Coin Machine Corporation.

# George R. Murdock Displays New Juke In San Francisco

SAN FRANCISCO, Jan. 24.—Music operators in the vicinity were entertained at open house last week when George R. Murdock & Associates held a three-day party to display the new standard and de luxe Rock-Ola phonographs for 1948. This firm is an associate distributor, operating under agreement with George R. Murdock, Rock-Ola distrib in Idaho, Washington, Oregon, Nevada, California and Arizona.

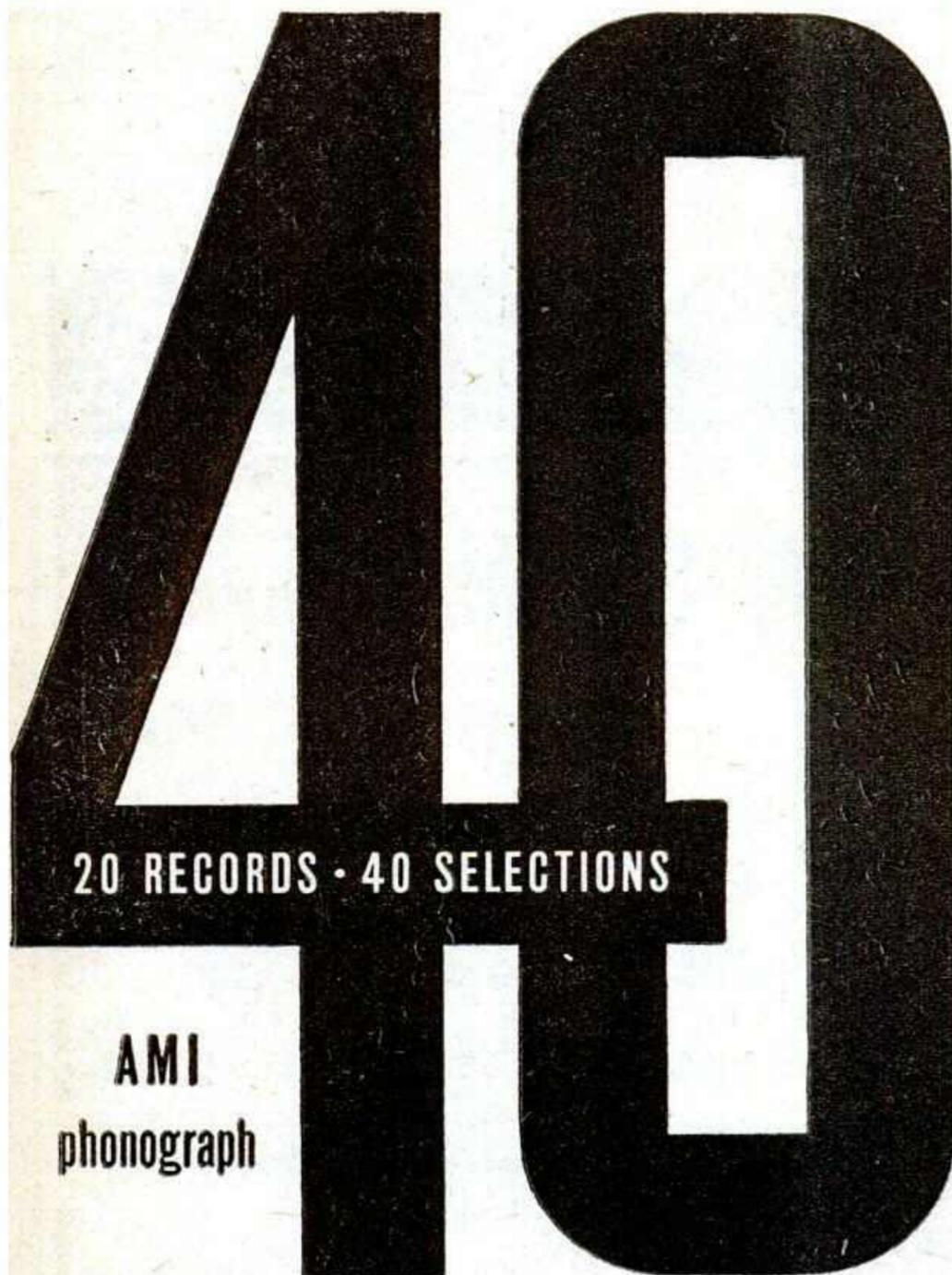
Associate distributors have been appointed by Murdock thruout the territory covered in his pact with Rock-Ola. Other firms that will handle the phonographs on an associate basis include General Music Company, Los Angeles; Schoen Enterprises, Portland, and Puget Sound Novelty in Seattle, and its firm, Inland Novelty in Spokane. Murdock said other distributors will be appointed. Murdock's firm, George R. Murdock & Associates, will handle the line in this area.

mechanism as their Mirrocle Music cabinet. Cabinet on the new juke box is 28 by 31 by 52 inches and is brightly illuminated. A front panel is designed to carry the name of the location.

The Aireon Coronet 400 and Blonde Bombshell have the same mechanism but differ radically in cabinet design. Mechanism is 24-selection. All parts slide out for servicing. A new style coin chute keeps coins in same position from the time they enter the intake until they get to the cash box. A special replaceable accumulator is used. Cabinet on the Coronet 400 is 59 by 30 by 22¼ inches and is furnished with leatherette. Blonde Bombshell has the cabinet introduced last fall. Packard, Mills, AMI and Rock-Ola displayed their current models and auxiliary equipment.

Scotto Music Company introduced its special mirror cabinets for juke boxes and telephone music consoles. Three types of cabinets are available—one for use with a hideaway unit, a second in which an entire juke box mechanism can be installed and a third which is designed for use with telephone music. Cabinets have a leatherette finish with illuminated glass bricks on the corners. Principal feature of the cabinets, however, is a special type of illuminated mirror on the front which can be tailored for any specific location or selected from 30 stock designs.

Several other firms displayed equipment to be used with juke boxes, such as speakers, wall boxes and tone arms.



20 RECORDS • 40 SELECTIONS

AMI  
phonograph

THE FINEST, MOST LUXURIOUS . . . BEST TONED COMMERCIAL PHONOGRAPH MADE



The "Manhattan"

By PACKARD

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, IND.

# IT'S OPERATOR'S MUSIC FAIR WITH MUSIC MACHINE MAKERS AND DISK FIRMS AT CMI SHOW



Taking in the show were Columbia stars—singer Al Dexter (left) and whistler Fred Lowery. That's Fred's six-year-old, Scooter.



L. to r.: B. Skidel (Decca), Indiana op F. Slough, Fred Cassman (Decca); W. Honchell, Pontiac, Mich.



Houston's Sam E. Ayo (left) with New Jersey's lady juke impresario Babe Kaufman and her son, Norman.



L. to r.: J. Snodgrass and Hugh Hood, Pantages, with up-State New York ops L. Gordon, H. Seiden.



H. F. Dennison (Videograph) between C. Winters, Rochester, N. Y., A. Heilicher (left), Twin Cities.



Mercury singer John Laurenz (left) with V. McCabe, Buffalo, and Albert Bassan, Wellsville, N. Y.



Charlie Schlicht (right), Mills Industries v.-p., with his Oklahoma City distributor, Bert Harris.



Platter reps compare notes: Bluebonnet's Herb Rippa (left) and Modern Records' Jules Bihari.



Nat Cohn, now making his own Gem label, talks records with disk jockeyette Rosemary Wayne.



John Haddock, AMI president, gets word from Jack Mitnick, Runyon Sales, firm's N. Y. distributor.



L. to r.: Red Evans, Jefferson Music; Mrs. H. White, Jackson, Mich., op; Steve Sholes, D. Fielding, B. Boggs, all RCA Victor; L. Rose, Acuff-Rose; J. Burgess.



Homer E. Capehart (center), Packard Manufacturing Co., confabs with Arthur Alexander (left) and Martin G. Williams, music operators in Jacksonville Beach.



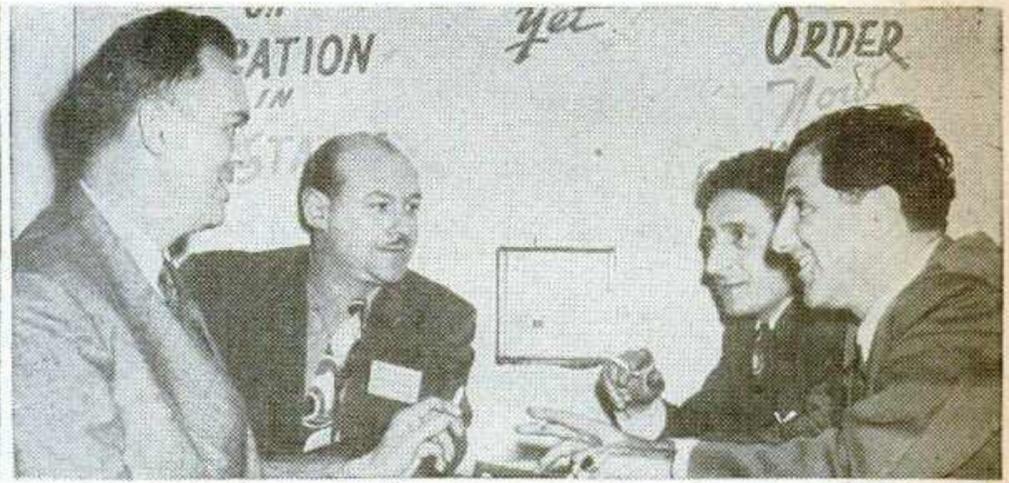
Aireon's Rudy Greenbaum with three new key men in firm's distributing set-up. L. to r.: Ben Palastrant, N. Y.; Harry LaVine, Chicago; Nat Cohn, N. Y., Greenbaum.



Hozey Strother (center), Dallas distributor for Permo, Inc., and Ed Crowley (right) from Permo Chicago office, talk needles with Capitol Records' Floyd Butaker.



Platter powwow (l. to r.): Ike Berman, Apollo Records; Ed Levy, Major Distributing, N. Y.; Irving Katz, of Apollo; B. S. Berman, B & B Novelty, St. Louis.



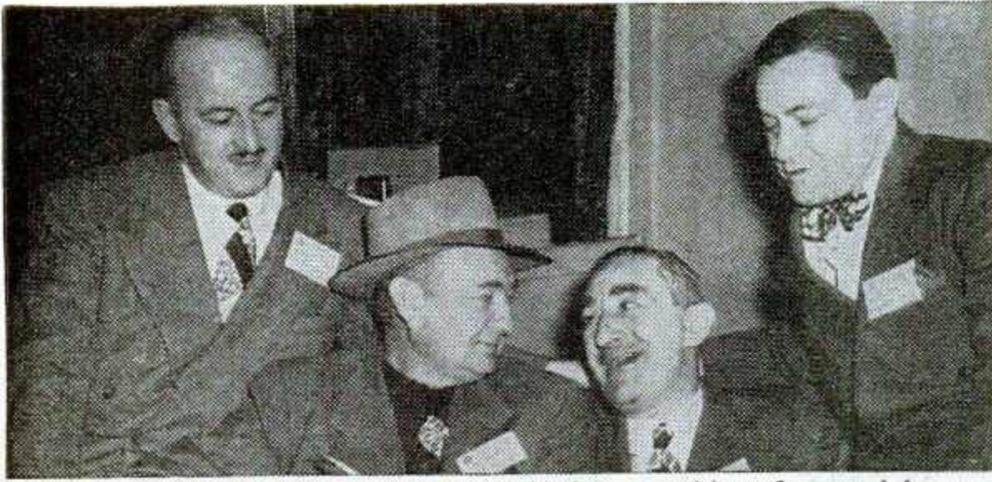
L. to r.: A. W. Haydon, president, Haydon Co.; Morris Nozette, Bradley Distributors, Chicago; Joseph Leone, Tradio, Inc., production chief; George Trad, of Tradio.



Al Bloom (center), head of Speedway Products, N. Y., with Frank J. Murphy (left) St. Louis distributor, and V. A. Barrie, who came down from St. Thomas, Canada.



Filben group (l. to r.): Barney Jacobs, Louisville distributor; William W. Rabin, president; Bert Davidson, sales manager; Leon Rabin, Filben's production manager.



Al Denver (left) and Sid Levine (right), N. Y. Automatic Music Operators' Assn., with Ted Snearly, Marietta, O., and H. de La Viez, Hirsch Coin, in the middle.



Earl Winters (center) and Larry Shelton (left), sales chiefs for Signature disk label, with Monroe Passis, Chord Distributing Company (records), of Chicago.



Four diskeries are represented here (l. to r.): William Golfand, Town and Country; C. Abon, Aristocrat; Lee Egalnick, Miracle, and Jim Bullet, Bullet's man.



Art Weinand (he's opening copy of The Billboard), Rock-Ola sales manager, gathers firm's distributors for strategy meeting at Morrison Hotel exhibit suite.

# CONVENTION NOTES

(Continued from page 91)

Rubenstein, Pioneer Vending, to visit the exhibits. . . . Sam Sachs, Acme Sales, absorbing some of the freezing weather between convention sessions.

George Trad, Harry Rockefeller and George Hakim, Tradio executives, watching as show visitors huddled around the aspirin dispenser. That was one booth that did a rushing business every morning. . . . John O'Neill welcoming visitors to Strike's suite at the Morrison. . . . Al Bloom showing his tele juke at the Morrison, also drawing many visitors.

Ike Gordon, Malkin-Illion Company, Irvington, N. J., came to Chicago for the show from Pittsburgh where he has been contacting vending machine operators for the firm. He will return to Pittsburgh and then head for Ohio to continue his sales efforts. Also at the show from the New Jersey firm were S. M. Malkin and John George.

Busy looking over show exhibits was a three-man party from Kertman Sales Corporation, Rochester, N. Y., including Kertman's new service manager, Fred De Lorenzo. De Lorenzo was formerly associated with Eastern Sales Company in Rochester. Also representing Kertman at the show were Jerry Kertman and Charles Winters.

Jim Giesler, head of J. R. Giesler & Associates, Los Angeles firm which is handling national distribution of the Landis Aristocrat popcorn vender, and John K. Bennett, firm sales manager, were on hand at the show to help display the Landis machine which was included in the Empire Coin Machine Exchange display. Empire is Illinois distributor for the machine. Giesler has been associated indirectly with the coin machine business for the past 25 years, but with the new distributing firm has swung into it full scale. He is a brother of Jerry Giesler, Hollywood attorney.

Bruno Kosek, of Mid-State Distributing Company, Chicago, put his best selling talent forward and helped out Ted Rubenstein at the Marvel Manufacturing Company's booth where their new Gold Mine pin game and rolldown were being shown.

Art Foster, of Scotto Music Company, North Sacramento, Calif., reported that he is busy looking for office space in Chicago from which to handle sales of the Scotto music cabinets and vender mirrors for the eastern half of the U. S.

One of the top-notch pieces of attention-getting at the show was accomplished by Auto-Vend, Inc., of Dallas, who hired Fred Smith, Chicago radio actor and model, to play the part of "Pop Corn," which is the firm's trade mark for "Pop" Corn Sez venders. Smith was dressed up in a "cob-of-corn" suit, white wig and square spectacles, and pitched right in with appropriate advertising plugs. Idea was the brainchild of Jim Murphy, Auto-Vend advertising manager.

Pete and Mrs. Stone, bosses of the Indiana Automatic Sales Company of Indianapolis, showed much interest in new juke boxes on display during the show. Mrs. Stone reports that her work as chairman of the music department of the Indianapolis Recreation Department is keeping her busy. A new teen-age canteen, complete with juke boxes, is to open soon, she said.

Al Bloom, of Speedway Tele-Juke Corporation, was worried the first couple of days of the show. He was all set for a display of his new combination juke box and television set at the Morrison Hotel, but the tele-juke failed to arrive on time. It was to have been shipped from New York to Chicago by air freight, and accord-

ing to the air line had left New York. No record of its arriving in Chicago could be found. After much long-distance checking, Bloom finally located it still at a New York airport and arranged to have it rushed to Chicago by rail in time to be displayed Tuesday and during the remainder of the show.

Cramped quarters handicapped many show exhibitors, but none more than Modern Music, Inc., of Kansas City, which had to set up a full telephone music studio in its room at the Hotel Sherman in order to give an adequate display to their new wall boxes. It took ingenuity, but a full studio installation was made in the small bathroom of their room. Operator Doris Sigley, borrowed for the show from Kenwood Automatic Hostess, Chicago telephone music firm, had to work her way around plumbing fixtures but she managed to answer all requests, playing numbers on a turntable installed in the bathtub.

Open-house parties played a big part in helping out-of-town coinmen feel at home during their visits to Chicago for the big show. Among the firms putting out the welcome mat for open-house festivities were O. D. Jennings, J. H. Keeney & Company, Groetchen Tool & Manufacturing Company, Rock-Ola Manufacturing Company and United Manufacturing Company. . . . Bell-o-Matic Corporation, with Grant Shay as host, held parties every afternoon beginning at 3 p.m. during the length of the convention. These parties were held in a spacious suite in the Morrison Hotel.

Tom Schwartz, an official of the Shawnee Vending Company, Topeka, Kan., had his convention activities cut short by an urgent call from the nation's capital. Schwartz served in naval intelligence during the recent war, holds a law degree from Georgetown University. . . . Dick Thompson and J. C. Armstrong, both of whom represent Business Stimulators, an Indianapolis operating firm, took time out Wednesday (21) to view their first television program, which happened to be the Montreal Canadiens-Chicago Blackhawks hockey game from Chicago Stadium. . . . Neil Diemling, well known in Chicago vending circles and sales manager for the Hawkeye Novelty Company, Des Moines, had a lot of improvising to do to get his firm's new salted peanut in the shell vender over to the La Salle Hotel for a special press showing there Tuesday (20).

O. D. Jennings firm did a sudden about face in its convention plans just before the show opened. The firm had originally announced that it would limit its booth activities to a showing of Jennings milk dispenser and show bell equipment at the plant only, but ended up showing bells at the booth. From all reports the steaks served at the Jennings plant were something to dream about. . . . Bert Riel and A. Garrick Alex, of Vendall, were interested spectators at the CMI meet. . . . Howard Preszel, of Commodity Vendors, was nursing a heavy cold, but with the aid of his partner, Ken Wilson, managed to finish the week in fine style. . . . Bill Bolles proved to be a genial host at the Packard Manufacturing suite in the Sherman. . . . Dick Erickson, of the Bearse Manufacturing Company, was checking on the latest in vending equipment. Prior to the war the Bearse firm made carrying cases for vending operating firms and may re-enter the field soon.

Joe Knap, head of Knapway Devices, had a hard time figuring out whether the various photographers taking shots of his coffee-soup vender. (See Convention Notes on page 110)

# COINMEN YOU KNOW

## New York:

Sal Trella, secretary of the Automatic Music Operators' Association (AMOA) and owner of the Elkay Music Company, has returned to the city after vacationing in Florida.

Bert Lane, Atlantic Corporation of New York executive, absent from his office due to a death in his family. . . . The new 42d Street Arcade and Playland have both added Panorams in the past week. The machines are handled here by the Imperial Distributing Company. . . . Herb Kradin, Modern Music Sales manager, introducing visitors to the new Vendit machine which is now on the display floor.

Kuno Hamann, president of Alkuno, reports his new machines will be on display at the tobacco show to be held here next April. . . . Broadcast Music, Inc. (BMI) professional manager, Julie Stern, and his aid, Harold Wald, say *Passing Fancy*, which has five major recordings, is going strong in juke boxes in this area.

John McNulty, PM columnist, devoted a column last week to how a baby ran up a bigger score on a roll-down game than supposed experts. But, apparently unfamiliar with coin machine terminology, McNulty called the rolldown a pin game.

Members of the Associated Amusement Machine Operators of New York, who elected officers and a board of directors Thursday (15), have retained (See NEW YORK on page 111)

## Twin Cities:

There was little activity, coin-machine wise, in this area the past week, because of the Chicago show and the sub-zero weather which kept those who didn't go to the Windy City in their own bailiwicks, preferring to do their business by telephone instead of braving the wintry blast.

The list of coinmen from this area attending the coin machine show in Chicago is by no means complete, but represents a good cross-section of those who were there. Included were Hy Greenstein, Sol Rose and Al Lieberman of Hy-G Music Company; Ted Bush, Bush Distributing Company; Mel Goldstein and I. Kappel, Twin Ports Sales, all Minneapolis jobbers; Archie LaBeau, LaBeau Novelty Sales Company, St. Paul; Bill Cohen, Dave Ziskin, B. Friedman, Silent Sales, Minneapolis.

Operators included Amos and Dan Heilicher, Archie Pence, of Automatic Piano Company; Martin Kan- (See TWIN CITIES on page 111)

## Cincinnati:

Harry Hester, vice-president of the Cincinnati Automatic Phonograph Owners' Association (CAPOA), has returned from Dillsboro Springs, Dillsboro, Ind., fully recuperated from a severe cold. . . . Charles Kanter, association secretary-treasurer, was called to Miami where his mother is seriously ill.

Ray Bigner, president of Ray Bigner, Inc., is now distributing Scotto Music Masters. He is also one of the Cincinnati distributors for DuMont, Crosley and Farnsworth tele sets and has opened a new store on Central Parkway. . . . At the Coin Machine Industries convention last week were Sam Chester, Ray Bigner, and Messrs. Lieberman, Bartfield, Krebs and Harris. They returned to Cincinnati Saturday (24).

Alfred Salupo, business agent for the CAPOA, was called to Cleveland last week-end due to the death of his brother, Nick.

## Chicago:

Jack Nelson & Company reports that George Young, of George Young Distributing Company, Norfolk, and William R. Happel Jr., of Badger Sales Company, Los Angeles, were visitors at its Milwaukee headquarters. . . . United Manufacturing Company saw work start last week on their new plant. Altho the ground for the new building was leveled some time ago, excavation just began this week.

His plans changed by illness in the family of Arthur Freed, who was to relieve him, Gordon Sutton plans to remain in Chicago and handle Wur-litzer distribution activities of Illinois Simplex Distributing Company.

Salesmen at Empire Coin Machine Exchange have stayed at home during the past month, but report that even so they have been swamped with business. . . . Rock-Ola Manufacturing Corporation has been busy preparing new slides for their visual aid training program to cover their new Magic-Glo juke box. They decided to do the work themselves rather than "farm" it out as they did for their first set.

Eugene R. Farney, Telecoin Corporation official, was a Chicago visitor last week. Robert G. Alexander, new Midwestern sales manager for the firm, has set up shop here.

Al and Fred Schechter, Howard Machine Products Company, are displaying the Coin-n-Type portable coin typewriters, for which they are Midwest distributors, at their headquarters here this week.

## Detroit:

David Matz is establishing the new Automatic Coin Sales Company in the north end at 4215 Webb Avenue. . . . Joseph Brilliant spent the week in Grand Rapids on business. . . . Harold Paige, of the Paige Amusement Company, Flint; Wesley Wills, of Hunt and Wills, Marion; Jake Visser, Visser Music Company, Lansing, and A. H. Giffel, Essexville, were belated visitors to the Rock-Ola showing at Convention Hall.

Betty Bruckman, of Brilliant Music Company, advises that her fiance is an auto accessory salesman, and a photographer in his spare time. . . . Jack Chaskin, route manager for the Brilliant organization the past 12 years, has been named Grand Rapids and Western Michigan representative for the company, and is making introductory calls around his territory.

Edward Roodevitz, of E and B Music, Grand Rapids, is turning over the main portion of his business there to his son, Edward Jr., now out of the army, to manage and operate. They have both games and jukeboxes. . . . Joseph Breaux, who has been operating in Chicago and Milwaukee, recently moved to Grand Rapids, and has purchased an extensive route of race locations from the veteran operator, Pat Yeo. Breaux also will open a retail record store.

## Des Moines:

Martin Stanton, formerly with Sandler Distributing Company, has joined the sales force of the Eaton Distributing Company. . . . Atlas Music Company has completed the remodeling of its offices at Des Moines, with the office and display rooms nearly doubled by addition of adjoining offices. Separate parts department and workshop are provided with a central entrance into the display room. The other office is enclosed with block glass. Phil Moss, manager of Atlas, announced the appointment of Gloria Goldfrey to the secretarial staff.

Yes, Sir! We've sure got that **NEW LOOK!**



YOU'LL GET IT, TOO, WHEN YOU OPERATE

GOTTLIEB'S *Lady* **Robin Hood!**

with the ORIGINAL **FLIPPER BUMPERS!**

- COMPLETE T-A-R-G-E-T SEQUENCE!
- COMBINATION HIGH SCORE AND FREE PLAY POCKET!
- FLASHING STEP-UP TARGET BUMPER—increases High Score and Free Play BONUS!



PLUS the flashiest, most colorful, light-up Back-board you ever saw!

**IMMEDIATE DELIVERY!**

ORDER TODAY!

**GENERAL** *Vending Sales Corp.*  
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

BEN RODINS IS **DELIVERING NOW** →

BASEBALL	.....\$129.50
HONEY	..... 129.50
MAISIE	..... 144.50
MEXICO	..... 149.50

GUARANTEED CHECKED • SCRAPED • CLEANED

CONTACT US FOR PRICES **Latest 5-Ball Games**

- United's Tropicana Exhibit's Treasure Chest
- Chicoin's Bermuda
- Bally's Melody

**MARLIN** AMUSEMENT CORPORATION

District 1625 412 9th Street, N. W. WASHINGTON, D. C.

**WANTED, ARCADE MECHANIC**

That is experienced with modern equipment for Traveling Arcade. Position open about April 15, 1948. Write

**RODGER M. WORK, PLAYLAND AMUSEMENTS**  
GARRETTSVILLE, OHIO

**CONVENTION NOTES**

(Continued from page 109)

were more interested in the vender or the lovely gals he had flanking the machine. . . . Atlas Novelty Company booth at the show seemed to be a gathering place most every evening. Out-of-town Atlas men in for the big dolings included Phil Greenburg and Lou Hoffman, Pittsburgh; Barney Greenburg, Ben Newmark and Glynn Payne, Detroit, and Phil Moss, in from the Des Moines office. . . . Eldon Gale seemed to create a lot of interest with his simulated shooting galleries. One featured a German Mauser gun, the other a facsimile of an aerial gunner picking off a P-51. Both these galleries gave the impression of shooting a long distance.

John Haddock, president of AMI, was in from the Grand Rapids, Mich., plant for the debuting of the firm's wall box at the show. . . . Among the foreign visitors at the exhibit were two Saudi Arabian gentlemen looking at new venders and Miss Vicki Burrows, of London. . . . Strike, Inc., of Jersey City, N. J., had to be content with only exhibiting a part of its new bowling alley machine at the firm's booth space, since there was not enough room for the unusually large arcade piece. However, they did manage to find sufficient quarters in the Palmer House and coinmen interested in this type of equipment managed to beat a trail to the transplanted machine. . . . John Watling, of Watling Manufacturing Company, seemed to be in a jovial mood while posing for photographers. . . . Joe Ash, of Active Amusement Machines, Philadelphia, was a big popcorn eater during four days but found plenty of time to do a little business, too. . . . Chase Candy Company booth, in addition to giving away a lot of confections during the CMI event, attracted a lot of attention with its Sphinx act. Just about the time spectators were convinced that one of the men in the booth was a wax model, he would move and cause much consternation, especially among the women.

Maury Gottlieb, who comes up from Dallas every year to help out at the Gottlieb display, was getting a little apprehensive about the zero weather engulfing Chicago during the last day of the show. Maury, the originally from Milwaukee, says there is no place like Dallas. . . . Harry Jacobs, both Sr. and Jr., were giving the convention floors a steady beating. They have the United Coin Machine Company in Milwaukee. . . . Scientific Machine Corporation, New York, attracted a lot of attention with a whole battery of Pitch 'Em and Bat 'Em baseball games. This was the firm's first ball game since the highly successful Batting Practice hit the market in 1941.

George Ponser, head of the firm bearing his name, spent part of Thursday (22) accepting congratulations on being elected a CMI director the night before. Ponser was one of the first to make Chicago manufacturers rolldown conscious when he introduced Pro-Score soon after moving here at the end of 1947. . . . Carl Trippe, who has the Ideal Novelty Company, St. Louis, made a quick trip to the Windy City to check on the latest in equipment.

At ABT's booth during the show was lovely Shirley Huber, whose name will strike a familiar ring among old-timers. Shirley, who also participated in the closing drive for Damon Runyon cancer fund drives, is the daughter of Joe Huber, who played a prominent part in pre-war CMI exhibitions.

One of the largest city delegations at the convention came from Cleveland. Group included Joe Abraham, Howard Elliot, Roy Monroe, Leo

Green, Coleman Stutz, Joe Lukin, George George, Gordon Boole, Lou Pearlman, Leo Nemesh, Joe Nemesh, Dave Edwards, M. W. McIntyre, Bob Edwards, Harry Budin, Ralph Borden, Maria Sapolie, Sam Telles, Sam Abrams, Jimmy Ross and Leo Dixon.

Douglass Automatic Shoeshining Company, Oakland, Calif., came up with a neat promotion gimmick during the show. Douglass supplied the Hotel Sherman cigar counter with a quantity of match folders which were distributed with every cigarette or cigar purchase.

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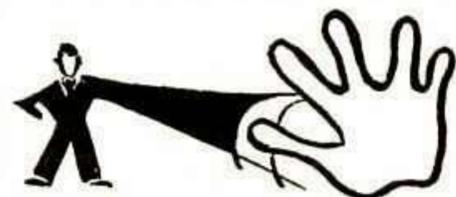


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# COINMEN YOU KNOW

## New York:

(Continued from page 109)

the services of Teddy Blatt, counsel; Bart Hartnett, business manager, and Nash Gordon, office manager.

A. E. Lundquist, manager of the New Haven Coca-Cola bottling plant, attended the Massachusetts Bottlers of Carbonated Beverages meeting last week.

Sympathy to Mrs. James D. Blakeslee who lost her father recently. He was 88 and written up in local papers as the "oldest married man" in the city with 71 years to his credit. The whole Blakeslee coin machine family has been laid up with flu germs. . . . Operator Herbie Ross, who also pilots the Playland Arcade, is set to open his ping-pong and indoor golf layouts officially when he returns from the convention. Ross is again chairman of the night club division of the infantile paralysis fund collection here this year. . . . Herman Glaser is shopping actively for coin routes of all kinds to get back into the business soon. He already has put out 500 Silver King nut machines together with Eddie Joseph, who will be his partner. Joseph also has his own string of music and games all ready. . . . Joe Molién, Niagara Midland, just back from Syracuse, and now off to Pittsburgh to confer on interdepartmental relations with Penn Midland, Pennsylvania affiliate of the Buffalo firm. . . . Music man Harry Siedman was in Cleveland for four-day holiday week-end; his office had a Christmas party for the gang at Town Casino Night Club, while the King Cole Trio was there. Murray is off to New York on business.

## Twin Cities:

(Continued from page 109)

tar, of Harmony Music Company; Jim Karusis, of J. A. K. Sales, and Percy Villa, all of Minneapolis; Jack Karter, of Star Novelty, and Dan Meder of Avon Sales, St. Paul; Stan Woznak, Little Falls, Minn.; Izzy Alpert, of Twin Ports Sales, Duluth, Minn.; Kelly Diedrich, of Chaska, Minn.; Ralph Meyers and Roy Foster, of Sioux Falls, S. D.

Oscar (Ozzie) Truppman, of Bush Distributing Company, who was looking forward to attending the show in Chicago, didn't go because of a sore throat which kept him bedded for nearly a week. . . . Sid, Levin, of Hy-G Music Company, got a telephone call from Stanley Bader, New Rockford, N. D., operator, who reported that his automobile was stuck in a snowbank 15 miles from the operator's home town. Bader abandoned the machine, grabbed a bus back home and will have to wait for more reasonable weather before going out on service calls again.

Threat by Minneapolis police to confiscate pin games not properly licensed resulted in a hurry-up rush of the delinquent operators to get their permits. Almost overnight the number of unlicensed games dropped from 60 per cent of the total to only 5 per cent. Most operators signed affidavits declaring their machines are new or at new locations. . . . An attack on the St. Paul newly-enacted ordinance imposing a \$50 license fee on all food wholesalers doing business in that city has been launched by the Association of Manufacturers' Representatives here. The new law affects candy suppliers in the city.

Sol Sachs, sole operator of the Sachs Nut & Shelling Company and co-owner of Perfection Sales Company, cigarette-candy-tobacco jobbers, has bought out the interests in the latter firm held by Henry L. Lichtig. The two men had been partners since 1941. Lichtig is a veteran in the wholesale tobacco-candy-cigarette field and, following a short vacation, probably will re-enter it. Sachs will operate Perfection alone. . . . Lawrence E. Stoddard, 56 years old, associated with Hessberg Bros. Candy Company, wholesalers, Minneapolis, died suddenly at his home here January 8. Before joining Hessberg two years ago he was for 23 years sales promotion manager of the candy department of Griggs, Cooper & Company, large St. Paul jobbing house.

C. D. Holmes, division manager for Brown & Williamson Tobacco Company, was presented with his fourth child recently by Mrs. Holmes. Baby was named Anna Marie. . . . C. E. Lloyd, sectional sales manager for Philip Morris & Company, is back from a five-day sales meeting held in the company's New York office. While east, Lloyd and other division chiefs visited the company's plants in Richmond, Va., to watch cigarettes being manufactured. . . . Dr. S. Beugen, retail pharmacist in Minneapolis, has acquired the property and holdings of Lydia Darrah Candy Company, a Minneapolis concern.

**Yes, Sir! WE'VE SURE GOT THAT NEW LOOK!**

**Lady Robin Hood!**

with the ORIGINAL FLIPPER BUMPERS!

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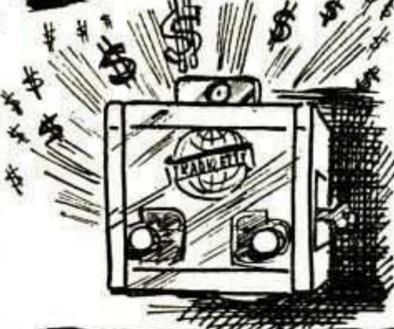
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Body size 12' long by 7½' wide. Ample 6'5" head room. Choice of window height 37" or 42".

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	SPOT POOL	BELLE HOP	SPORTS PARADE
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	SEVEN UP	SCHOOL DAYS	SHORT STOP
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	SNAPPY, '41	ALL AMERICAN	HOROSCOPE
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½ Deposit With Order, Balance C. O. D.

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Mills Brown Front, 10c	94.50
Mills Brown Front, 25c	99.50
Mills Bonus Bell, 5c	119.50
Mills Silver Chrome, 5c	139.50
Mills Silver Chrome, 10c	144.50
Mills Silver Chrome, 25c	149.50

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Mills 4-Bells, late head	\$139.50
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Reconditioned Post-War Pin Games	
Havana	\$139.50
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Exhibit Tally-Ho	\$179.50
Chicago Coin Baseball	159.50

Terms: 1/3 Deposit, Balance C. O. D.

**Operators Question Future of  
Rolldowns; Eye Show Displays**

(Continued from page 91)

operators, neglected in the past. It was in this category that manufacturers had made the greatest strides, according to prospective buyers.

Dollar-wise, operators were of the opinion that equipment costs are high, and for that reason there was a strong tendency on the part of individuals to shop the field before making definite commitments.

On display at the CMI exhibit in the Sherman Hotel were the following rolldowns:

Bally—Hy-Roll, featuring a new basket shot which jumps the ball off the board into a super-scoring pocket, spring-positive contact buttons, glass scoreboard and natural wood cabinet. List price, \$499.50.

Champion Manufacturing Company—ABC Roll, featuring kicker pockets, roll-over buttons, one-way gate, metal archway, illustrated glass scoreboard and wood cabinet. List price, \$499.50.

Chicago Coin Machine Company—Bermuda, featuring super scoring, colorfully illustrated glass scoreboard and natural wood cabinet. List price, \$395.00. Firm also exhibited a roll-down called Flippy, which is not yet in production but which is tentatively listed at \$395. Latter is not expected to go into production until the firm stops working on its present machine, called Rolldown, which also lists at \$395.

Dynamic Devices — Twenty-One, promoted as two games in one. It scores like the card game 21 and also has a super score. Features a new player-control super-score button, glass scoreboard which indicates both scores at the same time, natural birch cabinet and a small size cabinet 4 1/2 feet long and 20 inches wide. List price, \$389.50.

Edelman Amusement Devices—Tin Pan Alley, featuring roll-over buttons, high scoring and natural wood cabinet. List price, \$399.50.

Genco Manufacturing & Sales Company—Bing-a-Roll. Pockets same as those of a bingo game. Player can roll all simultaneously or play individually. Scoring same as bingo, with super score for complete lines. Natural wood cabinet with blue and red glass scoreboard. List price, \$500.

Marvel Manufacturing Company—Gold Mine, featuring flipper action (one of the new production trends which showed up this year to speed up the play on rolldowns as well as five-ball games), bonus high scores, special out-hole scoring device, steel balls, illustrated wood cabinet and colorfully illustrated glass backboard which also scores the game. Equip-

ment is also available as five-ball novelty replay.

George Ponser Company — Pro-Score, featuring floating roll-over buttons, glass scoreboard, super scoring to 899,000 and natural wood cabinet. List price, \$495.00.

Williams Manufacturing Company—Box Score, a baseball rolldown featuring continuous play until three outs are made. Multi-colored glass backboard with moving players to indicate the play. Natural wood cabinet, with a baseball player illustrating the foreground. Distributor price, \$375.

**METAL TYPER DISCS**

FOR GROETCHEN TYPERS

**\$7.00 PER 1,000**

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

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**Special!**

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Completely reconditioned. Fully repainted.

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All Reconditioned and Refinished.

NEW BEST HANDS, Special	\$ 22.50
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50% OFF ON ALL RECONDITIONED SLOTS!

ALL LATEST PIN TABLES AVAILABLE.

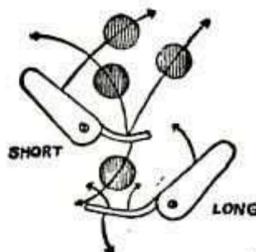
PACKARD PHONOGRAPHS,  
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Pigtails can be adjusted or removed. They are chrome plated and will fit any flipper game. Price 15¢ each, sold only in lots of 10 or more.

For non-flipper games we have a set of six flipper bumpers, bearings, rods, wire, bakelite control buttons, instructions, etc. Price \$9.50. Immediate delivery.

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YOU'LL GET IT TOO—WHEN YOU OPERATE  
**GOTTLIEB'S Lady Robin Hood!**

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# Coin Chutes Displayed at Chicago Show

CHICAGO, Jan. 24. — Three new coin chutes drew operators' attention at the coin machine show here this week.

Displayed for the first time was A. B. T. Manufacturing Corporation's new coin chute. Chute is of the push type but has several new features which the firm claims aids operation. It has a speed lock to prevent jamming, an extended guard for added protection and an extra large thumb rest. It is finished with a special color process and will be personalized to meet the color requirements of any manufacturer or other user.

Heath Distributing Company, of Macon, Ga., displayed the new Feather Touch chute for which they are national distributors. It features a large thumb rest, a red, non-breakable plastic guard and designing for quick servicing.

Valley Specialty Company, Inc., of Rochester, N. Y., displayed their chain drive chute for bell machines. Firm officials pointed out that the chain drive prevents shingling, jamming and over-lapping of coins in the chute. It has a special "magic eye" to reject bent or distorted coins.

# Machine Trends Get Top Billing

(Continued from page 87)

Sherman. The operator of music equipment who came looking for less expensive equipment found Packard, Aireon and Filben offering it. Aireon and Filben showed completely new floor model phonographs—listing at \$495 and \$595 respectively—while Packard displayed the Manhattan which lists at \$695. Aireon and Packard have payment plans which call for approximately \$100 down and two years to pay the balance, and from every indication at the convention operators need such a program.

Pin game exhibits, as they always have, drew heavy attention, although most of the machines shown were already in production, unlike years past when manufacturers rushed thru new models to show. There were no reductions in game prices, but operators in for the show confirmed this fact—that some distributors, whose principal line is music, are selling games to operators at distributor price plus freight to help operators pick up their paper on new phonographs.

### See Penny Play Up

More than one old-timer at this year's show stuck his neck out to predict that penny equipment would come back into its own during 1948. New penny games—like those shown by Daval, Groetchen and ABT—drew heavy attention and, more importantly, orders.

Vending machine exhibits—44 of the firms displaying offered either vendors or parts and supplies for vendors—drew many an experienced operator's attention. Supplier exhibitors, particularly those who offered supplies for penny bulk machines, reported at the convention's close that they had written more orders than they had anticipated.

More so than the 1947 exhibition, this year's show pointed up the necessity for a realistic approach to operating, distributing and manufacturing problems. At every level of the industry, when the convention ended, it was certain that the coming months will see more down-to-earth cratching for business than at any previous time.

# Foreigners at Show

CHICAGO, Jan. 24.—At the Coin Machine Industries (CMI) exhibition here this week were representatives from nine foreign countries. A check of the registration list reveals that Canada sent 53 delegates to the show and Mexico sent four. Two coinmen came from the Philippine Islands and from Puerto Rico, while England, Arabia, Argentina, India and Ireland each had one representative.

# Few Arcade Machs. At Chi Coin Show

(Continued from page 87)

Game offers free plays. List price, \$355.

International Mutoscope Corporation. Silver Gloves, a two-player boxing game featuring knockouts. List price, \$375. Also shown for the first time was a new game called Fishing Well. Player uses peep hole to watch a marine scene, and by pressing an electrical button attempts to catch the fish, with scoring determined by the catches. List price, \$375.

Marlo Distributors. Nickel Golf, featuring a 5-cent play. Customers attempt to guide their own coin over a nine-hole golf course with a chance to get the coin back. Operator's price, \$229.50.

Scientific Machine Corporation. Pitch 'Em and Bat 'Em, a 15-ball game for one or two players. With two playing, the game features slow, medium and fast pitching controls. (This feature proved one of the biggest interest catchers at the show.) List price, \$499.50.

Strike, Inc., A new bowling game, completely automatic, with disks used instead of actual pins. Game includes a strike disk and scores the same as a regular bowling line. Comes in three sizes, 27, 22 and 17 feet. List price for respective alleys: \$1,195, \$1,095 and \$995.

Training Devices, Inc. The Quizzer, a machine carrying a variety of questions on different subjects, including celebrities, baseball, football, racing, geography, etc. Player has multiple choice answers, pressing a button to indicate his choice. Machine registers whether answer is correct or incorrect. List price, complete with multi-colored sign and base, \$395.

# British Coinman's Daughter at Show

CHICAGO, Jan. 24.—Giving American-made coin machines a critical eye during the annual coin machine show here this week was Vicki Burrows, who was born into the coin machine business, as she puts it, as the daughter of Arthur Burrows, well-known London coinman, known in England as "Sir Arthur of the pin tables."

Vicki came to Chicago from Toronto where she had been for the past six weeks. It was her first trip to the States, but she is known to many American coinmen who have visited with her father in London, and renewed several acquaintances at the show.

Coin machines are still in very short supply in England, she reports, with no exporting or importing and little local manufacture to compare with pre-war days. New machines developed since the war are mainly games, she says. New ideas for other types of equipment are expected to be displayed at an exhibition in London next month, however.

Most of the work now being done by British coin machine firms is re-conversion work of the type common in America during, and just after, World War II.

# Controls, Pin Adaptations Leading Coin Game Trends

(Continued from page 87)

pressing a button on the game's side, an action that causes the ball in play to veer sharply in another direction and remain in play longer if the action is correctly timed by the player.

### Similar Rolldowns

Some manufacturers who have been closely identified with the making of pin games recently have started to manufacture a rolldown and a pinball of almost identical models. The two games use the same type and number of balls, all the scoring features are identical and the only difference is that the rolldown has the type of top usually associated with this type of equipment and lacks the pinball plunger mechanism.

Altho in the experimental class at the moment, at least two leading game manufacturers are debating the advisability of adding coin chutes to games that are capable of accepting dimes and quarters as well as nickels. The idea behind this seems to be that amusement game players usually play more than one game after they walk up to the play table and frequently stop playing only because they run out of nickels. This experimental feature would cost about \$30 over current prices and the main point of debate is whether the new feature would add enough business for the operator to warrant the additional expenditure.

Price of pinball games as indicated by the list prices quoted at the CMI show ranges from \$249.50 to \$299.50, with firms manufacturing duplicate models for the rolldown trade listing their rolldowns at approximately \$50 higher. Firms making rolldowns with the more conventional and larger wooden ball have games listed at up to more than \$400.

According to game manufacturers at the show, there was not an unusual amount of equipment buying taking place during the four-day exhibit, but coinmen were more or less getting an idea of the newer game trends and checking with other operators in other sections of the country present at the show to see if the current conditions prevailing in their

own communities were the same nationally.

Manufacturers representatives on the floor pointed out that prices on the newest games are just about the same as they have been for the past few months and that there is no reason at the moment to believe that game prices will change in the near future.

Operators interviewed during the show indicated that they feel the price of games is too high but that the added player control features on new models will prove a considerable help to the trade. This feeling is particularly strong in the rolldown field. Before the introduction of flippers and other player controlled features, rolldowns, operators generally agreed, suffered from a comparison with plunger actuated games but the operators now feel that rolldowns will be able to compete favorably with pins. Operators also report that in general play on rolldowns is slightly less than pins, but the longevity of the machine is slightly longer.

## OPERATORS INSTALL FLIPPER MOTION BUMPERS

**\$15.00**

per kit

Give Your Old Pin Games New  
Earning Power

Kit includes every necessary part  
plus instructions

### ORDER NOW

\$5.00 with order—Balance C. O. D.

**THAMES AMUSEMENT COMPANY**  
RAILROAD SQUARE  
DANIELSON, CONNECTICUT

# Wright Announces Production Plans For Claw-Digger

SAN FRANCISCO, Jan. 24. — Wright Manufacturing Company here has announced a new claw-digger called Marv-o-Vend.

Concern is a partnership of Johnnie Murphy, well-known digger operator, and Fred Wright, former superintendent of West Coast shops of Rex Novelty Company.

Murphy started his career with Mills Sales, and for years was a partner in Rex Novelty. He started the Tacoma Amusement Company in 1939, but sold out to join Wright in producing the Marv-o-Vend. Wright has had an extensive career in design, operation and maintenance of coin machine equipment. With Rex Novelty he handled one of the largest digger operations maintained by a single organization.

Location tests have been conducted with design models of Marv-o-Vend, say Murphy and Wright. Results indicate vastly improved player appeal, they declare. Simplicity of control and larger playing field, the manufacturers report, permit operators to handle up to 50 per cent more machines in a tamper-proof operation, and requires a minimum of previous claw-digger experience.

## NEW LOW PRICE PFANSTIEHL NEEDLES

**35c ea.**    LOTS OF 1000

**37c ea.**    LOTS OF 100

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Yes, Sir! WE'VE SURE GOT THAT **NEW LOOK!**



**YOU'LL GET IT, TOO, WHEN YOU OPERATE GOTTLIEB'S Lady Robin Hood!**  
with the ORIGINAL **FLIPPER BUMPERS!**  
COMPLETE SEQUENCE! COMBINATION POCKET! FLASHING TARGET BUMPER—  
Extra High Score and Free Play Bonuses!  
**IMMEDIATE DELIVERY!**

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1625 Main St. Hartford 5, Conn.  
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ABT Challengers, 5 for	\$100.00
Daval Best Hand, 5 for	100.00
Daval Marvel, 5 for	100.00
Daval American Eagle, 5 for	100.00
Daval Free Play, Each	22.50

5 BALL FREE PLAY

1 Lightning, Each	\$ 99.50
1 Mexico, Each	139.50
2 Honeys, Each	139.50
1 Gold Ball, Each	139.50
2 Havanas, Each	139.50
2 Rangers, Each	129.50
2 Bally Hoo, Each	129.50
2 Play Boy, Each	139.50

**G. F. PERRY**  
JOHNSTON, S. C.

## New Pinball Review

Here is review of new pin games shown at Coin Machine Industries' exhibition in Chicago last week. For stories about rolldown and arcade equipment see separate stories in this section.

**BERMUDA**, by Chicago Coin Machine Company. Price, \$289.50. Features one pair of flipper action bumpers on left and right hand of lower middle of play surface. Scoring features include bonus build-up principle and use of kicker pocket to collect bonus points. Hitting bumpers that each carry one letter of the word Bermuda as spelled out on the game's scoreboard also adds to point score. Player can score from 1,000 points by hitting bumpers, or up to 100,000 points by collecting double bonus points. Top score for the game is 690,000 points.

**GOLD MINE**, by Marvel Manufacturing Company. Price, undetermined. Has two pair of flipper action bumpers, one pair near middle of play surface, other pair at the bottom near the out-hole. All four flippers can be controlled by player touching either left or right hand flipper button controls. Game includes saucer-type kick-out holes that work in combination. Unusual scoring feature is the game's out-hole scoring device that permits player to gain bonus points immediately following final ball's drop in out-hole. High score up to 990,000 points.

**LADY ROBIN HOOD**, by D. Gottlieb & Company. Price, \$294. Player control features include three sets of flipper bumpers, for a total of six flippers, which are placed equidistant on left and right hand sides of play surface. Left and right hand flippers are controlled by separate buttons. Game includes combination high score and free play pocket. Hitting a series of bumpers each bearing one letter of the word "target" player can step up score. Other scoring highlights include bonus point build-up and dropping of ball in bonus point collector hole. Possible high score, 890,000 points.

**MELODY**, by Bally Manufacturing Company. Price, \$289.50. Designed with one pair of flippers, which the firm refers to as kicker-bumpers. Located near the middle of the play surface, these kicker-bumpers are controlled by two player controlled kicker-bumper buttons. Scoring features include five kick-out holes, three saucer holes and kick-back pocket beneath the game's out-hole. Bonus points can be set up in seven different ways. High score, 490,000 points.

**SUNNY**, by Williams Manufacturing Company. Price, \$299.50. Includes two pair of flippers that can be controlled by either left or right hand flipper control button. By hitting a certain series of numbered bumpers player can run up bonus points. Game scoring features include the possibility of adding 1,000,000 points after setting up bonus build-up on reserve scoreboard and the fact that certain 50,000 point bumpers can be changed to 250,000 point bumpers after certain roll-over switches have been passed over by ball. Player can score up to 5,000,000 points during one game.

**TREASURE CHEST**, by Exhibit Supply Company. Price, \$299.50. Player control feature of this game is a magnetic power booster button on side of machine that when depressed by player energizes magnetic pole in center of game's "whirl pool," an action that causes the ball to move faster and change direction. Careful application of the magnetized button control can help a player to hike his score considerably. Scoring highlights of the game include the firm's "fathom build-up" scoring sequence. Game has 1 to 10 replay holes, special bottom side bumpers and embodies an unusual number of roll-over switches. High score, 690,000 points.

**TRIPLE ACTION**, by Genco Manufacturing Company. Price, \$279.50. Includes single pair of flippers, features double use of advance bonus build-up. Thru roll-over switches on either side of game's playing surface and roll-over buttons on upper part of game, player can set up two advance bonuses of 100,000 points each. These are collectable by running ball thru roll-over switches just above the game's out-hole. Advance bonus sequences are set up in red and green colors and roll-over switches of comparable color add to bonus points in 10,000 points units. High score on this game can run to over 1,500,000 points.

**TROPICANA**, manufactured by United Manufacturing Company. Price, \$249.50. Features extensive use of roll-over switches and bonus build-up sequences. Thru use of kicker pockets player can step up his score. Game has two bonus point collector kick-out holes. One at left bottom just above out-hole and bonus scoreboard jumps score 50,000 plus bonus build-up, other at right bottom adds 100,000 plus built-up bonus points. Possible high score of 990,000 points can be attained on this game.

## Limit Number of Pin Games Per Location Aim of Proposed Law

**NEW BRITAIN, Conn., Jan. 24.**—An ordinance being drafted here affecting pin ball games would include a limitation of four machines to a location and restrict permits for machines in gasoline stations and fruit and grocery stores.

The limitation of machines has already been undertaken by Police Chief William C. Hart, and all operators and stores have been notified of the regulation. Regulation also limits machines in use to five balls.

## Groetchen Tool Debuts Camera Chief at Show

**CHICAGO, Jan. 24.**—Groetchen Tool & Manufacturing Company had a first showing of its newly developed penny view machine, Camera Chief, during the Coin Machine Industries (CMI) show at the Sherman Hotel here this week.

Aimed particularly at the juvenile customer, the Camera Chief presents a series of nine three-dimensional colored pictures for a penny, with the subjects of the pictures ranging from top-flight comic strips to travelogs.

New counter amusement machine is electrically illuminated and mechanically operated. After each individual picture is viewed the customer pushes a lever and next picture drops into place, giving a complete sense of story continuity. Camera Chief is 8¾ inches high by 8 inches wide by 13½ inches deep and has a shipping weight of 12 pounds.

## New Idea May Make Regulation Bowling Alley Coin-Operated

**CHICAGO, Jan. 24.**—A pinball game was responsible for the invention of a new pinless automatic bowling alley which had its world premiere here this week at a bowling tournament. The device may make coin-operated regulation bowling alleys possible in the future.

Idea for the new type of bowling alley came to Louis P. Peterson, local bowling alley executive, while he was waiting in the lobby of the Four Flags Hotel in Niles, Mich., about two years ago. During his wait in the hotel, Peterson noticed a group of men playing a pinball game and the idea struck him, "Why not have a bowling alley as automatic as a pinball game?"

A few months later an Ogden, Utah, inventor, Henry W. Leavitt, approached Peterson with an automatic pin-setting machine. Peterson asked Leavitt to attempt a fully automatic bowling alley and gave him a retainer.

### Suspended Target

Leavitt designed a device which has a target suspended over the spot where pins would ordinarily stand on a regulation bowling alley. There is just enough room below the target for a standard bowling ball to pass thru. The target is designed so as to give a bowler the impression that he is looking at a normal set-up of ten-pins.

A ball passing under the target drops the same number of pins from the target as it would drop from a normal ten-pin set-up.

It is believed to be possible to convert a regulation bowling alley using the new target device to fully automatic operation thru the use of a coin-operated ball dispensing device which would vend the bowling ball and put the target into operation at the same time. As yet no such plans have been devised for the device.

## Erie, Pa., Council Ups Pin Game Tax

**ERIE, Pa., Jan. 24.**—City council here has passed an ordinance increasing license fees on pin games from \$25 to \$50 annually. After July 1 the license fee drops back to \$30 for the balance of the year. Fees on games were hiked when local voters showed strong opposition to added sales and amusement admission levies. No other type of coin-operated equipment was affected by the ordinance.

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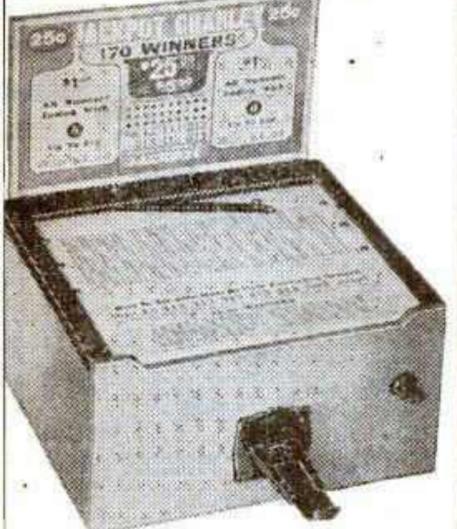
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# \$50 Annual Tax Proposed For Coin Machines in N. Y.

NEW YORK, Jan. 24.—A \$50 annual tax on every coin machine used in the State is proposed in a bill now under consideration by the taxation committee of the New York Senate. The bill, introduced by Sen. Joseph E. Parisi (R., Brooklyn) and referred to committee Monday (19), specifies the return of 50 per cent of all resulting revenue to localities where the tax is collected. The remainder, minus an amount set aside to take care of necessary refunds, would revert to the State's general fund.

Introducing his measure at a time when most industry leaders were out of the State attending the Coin Machine Industries, Inc. (CMI), convention in Chicago, Parisi said he would attempt to bring it out of committee and to a vote within two weeks. A similar bill is scheduled for introduction in the State Assembly Monday (26).

Branded as "unfair" and "discriminatory" by local operators and so excessive that if passed the immediate effect would be to wipe out 75 per cent of coin machine operation in New York, the bill makes no allowance for different types of machines. All units, whether operated at a penny, nickel or more would be

subject to the same levy.

The broad, all-inclusive scope of Parisi's bill, known as Senate No. 471, is detailed in its first section as follows:

"A tax is hereby imposed upon every coin-operated machine which vends for a coin or coins deposited a standard article of merchandise of a recognized retail value approximately equal to the coin or coins deposited, or a coin-operated phonograph-musical instrument or device, coin-operated scale, or other coin-operated machine or device which returns entertainment, or some service or article of value, or a combination of the same uniformly as to quantity and quality upon each insertion of a coin or coins into such machines, which tax shall be levied upon and collected and paid annually by the owner or person possessing such instrument, machine or device at the rate of \$50 for each such instrument, machine or device."

**Phones Exempt**

The measure exempts only two types of equipment, a coin-operated telephone and a coin-operated turnstile.

Primary purpose of the measure is to give municipalities a new source of revenue, according to its sponsor. "Localities have been asking the State for increased funds," Parisi told *The Billboard*, "and this is one of the best ways we can give it to them."

While no organized action to oppose the measure was undertaken this week by local coin machine groups, it was learned that a strong presentation of operator interests would be made in Albany once the bill is printed.

## S. F. Officials Again Postpone Pin Law Action

SAN FRANCISCO, Jan. 24.—This city's pinball ordinance is still being kicked about in the halls of the police committee of the board of supervisors. Aimed at prohibiting one-ball machines, the ordinance has now come before the committee at least three times.

Only positive result at Tuesday's meeting was the assurance of Supervisor Patrick McMurray, chairman of the committee, that no action would be taken for at least another week. Attorney Marshall Leahy, representing the operators, said his clients were agreeable to the main features of the bill.

District Attorney Edmund G. Brown had previously described one-ball pinballs as gaming devices.

## Penn. Town Licenses Pins, Other Games \$25 Per Year

WAYNESBORO, Pa., Jan. 24. — Borough tax of \$25 a year for pinball games and other mechanical amusement devices, except music machines, which will be taxed \$15, has been started thru borough council here, and is scheduled to become effective April 1.

The new tax measure also levied \$15 a year on pool and billiard tables and \$10 on bowling alleys.

In addition, it imposes a 4 per cent amusement tax on all admissions sold within borough limits.

## Total Ind. Liquor Revenue

INDIANAPOLIS, Jan. 24. — Since repeal, Hoosiers have contributed \$119,840,000 in alcoholic beverage taxes and fees, a report of the ABC shows. Administration of the law costs \$6,025,000. Up to July 1 the local units of government received a total of \$21,013,000, the schools \$12,829,000, the State general fund \$58,840,000 and the post-war construction fund, \$14,138,000. Total expense of administering the law last year was \$902,518, or slightly more than 5 per cent of the receipts. Total expense of the division was \$222,000 more than the previous year.

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Bally Heavy Hitter with stand (floor sample)	Write
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4 1/4 Champion Basket Ball	32.50
4 1/4 Kicker & Catcher	31.50
1 5/8 Kicker & Catcher	34.75
4 5/8 Hi-Fly	39.50
4 Daval 1/4 Mexican Baseball	32.50
18 Bat-A-Ball Jr., complete with stand	18.50
5 1/4 Acme Electric Shockers	16.95
2 5/8 Acme Electric Shockers	16.95
1 Spot-Lite Upright F.P. Game	165.00
Bally Eureka	Write
10 Ideal Post Card Venders, each with 1,000 cards	25.75
1 10¢ Olgar Vender	31.50
1 Challenger Hot Nut Vender	59.50
3 Cash Trio (two 1¢ and one 5¢ units)	37.50

## RECONDITIONED MACHINES (FIVE BALLS)

Bally Double Barrel	\$ 69.50
Bally Surf Queens	89.50
Chicago Coin Snappy	39.50
Genco Power House	39.50
Genco Step-Up	109.50
Genco Honey	159.50
Genco Captain Kidd	44.50
Exhibit Knock Out	44.50
Gottlieb Belle Hop	44.50
Gottlieb Stage Door Canteen	109.50
Bally Silver Streak	165.00
Spot-Lite	149.50
United Streamliner	69.50
United Oklahoma	69.50
United Idaho	69.50
United Havana	169.50
United Sea Breeze	149.50
United Mexico	179.50

## MISCELLANEOUS MACHINES

1 Keeney 5¢ Super Bell	\$149.50
1 Chicago Coin Goatee, excellent condition	195.00
4 Chicago Coin Hockey	109.50
32 Post War A.B.T. Challengers. Single Lots of five	29.50
20 Post War Gottlieb 3-Way Grippers. Lots of five	24.50
1 1¢ Pitch-Em	27.50
1 1¢ Grip Vue	22.50
1 1¢ Acme Electric Shocker	24.50
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2 Pre-Flight Trainers	13.75
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# Distributors' Directory

(Last week's issue of The Billboard carried an incorrect list of distributors for the Bally Manufacturing Company, 2640 Belmont Avenue, Chicago. The correct list of Bally distributors is printed below.)

Active Amusement Machines Co., 666 North Broad St., Philadelphia.  
Alcorn & Cate, 1705 Pearl St., Jacksonville, Fla.  
Alfred Sales, Inc., 1006 Main St., Buffalo.  
Ark-Tenn Dist. Co. 507-11 E. Markham St., Little Rock.  
Associated Amusements, Inc., 846 Commonwealth Ave., Boston.  
Atlas Music Co., 221 Ninth St., Des Moines.  
Atlas Novelty Co., 2217 Fifth Ave., Pittsburgh.  
Becker Novelty Co., 97 Dwight St., Springfield, Mass.  
Ben Becker Sales Corp., 444 W. 50th St., New York.  
Chris Novelty Co., 1217 North Charles St., Baltimore.  
Christopher-Luker Co., 763 S. W. Eighth St., Miami.  
Coin Machine Sales Co., 3804 Travis St., Houston.  
Corpus Christi Novelty Co., 1332 Agnes St., Corpus Christi, Tex.  
Coven Distributing Co., 3181 North Elston Ave., Chicago.  
Dixie Coin Machine Co., Inc., 912 Poydras St., New Orleans.  
Eaton Distributing Co., 615 Tenth St., Des Moines.  
Franco Distributing Co., 24 North Perry St., Montgomery, Ala.  
Frankel Distributing Co., 1209 Douglas St., Omaha.  
H. & L. Distributing Co., 1524 Second Ave., North, Birmingham.  
Heath Distributing Co., 217 Third St., Macon, Ga.  
Hermitage Music Co., 423 Broadway, Nashville.

Jones Distributing Co., 127 E. Second South, Salt Lake City; 1454 Welton St., Denver.  
King Pin Distributing Co., 3004 Grand River Ave., Detroit.  
King Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.  
Lake City Amusement Co., 1621-33 Superior Avenue, Cleveland.  
Paul A. Laymon, Inc., 1429-31-1503 West Pico Blvd., Los Angeles.  
B. D. Lazar Co., 1635 Fifth Ave., Pittsburgh.  
Mayflower Distributing Co., 2218 University Ave., St. Paul.  
Minthorne Music Co., 512 W. Washington St., Phoenix, Ariz.; 2916 West Pico Blvd., Los Angeles.  
Jack R. Moore Co., 1615 Southwest 14th Ave., Portland, Ore.; 100 Elliott, West, Seattle; N. 4 Bernard St., Spokane; 348 Sixth St., San Francisco.  
O'Connor Vending Machine Co., 624 Crawford St., Portsmouth, Va.; 2320 W. Main St., Richmond, Va.  
Ohio Specialty Co., 539 South Second St., Louisville.  
Pan American Sales Co., 824 San Pedro St., San Antonio.  
Paster Distributing Co., 1618 West Wells St., Milwaukee.  
Reichel Distributing, 1212 North Copia St., El Paso, Tex.  
Reliable Coin Machine Co., 192 Windsor St., Hartford, Conn.  
Rex Coin Machine Distributing Corp., 821-829 South Salina, Syracuse; 1230 Broadway, Albany, N. Y.  
David Rosen, 855 North St., Philadelphia.  
Jack Rosenfield Company, 3218 Olive St., St. Louis.  
Runyon Sales, 123 West Runyon St., Newark, N. J.  
Rutherford Enterprises, 615 Madison St., Amarillo, Tex.

Sicking, Inc., 1401 Central Parkway Cincinnati.  
Southern Amusement Co., 628 Madison, Memphis.  
Southern Music Dist. Co., 3927 Main St., Jacksonville, Fla.; 503 West Central, Orlando, Fla.  
Sterling Service, Rocky Glen Park and Moosic, Pa.  
Toledo Coin Machine Exchange, 814 16 Summit, Toledo.  
Toronto Trading Post, 736 Yonge St. Toronto.  
United Amusement Co., 3410 Main St., Kansas City, Mo.  
United Dixie Co., Inc., 617 W. Capitol St., Jackson, Miss.  
United Novelty Co., Inc., 111 W. Division St., Biloxi, Miss.  
The Vending Machine Co., 207 Franklin St., Fayetteville, N. C.  
Wallbox Sales Co., 1503 Young St. Dallas.  
Western Distributors, 1226 S. W. 16th, Portland, Ore.  
Cliff Wilson Distributing Co., 1121 South Main St., Tulsa, Okla.

# Iowa Jury Gives Okay on Free-Play Pinball Games

DES MOINES, Jan. 24.—A jury in Des Moines returned a verdict for five-ball pinball machines and acquitted John F. Tucker, Polk County tavern operator, who had been brought into court following confiscation of machines at his establishment last November.

Tucker was arrested by the county sheriff in a drive against pinball machines having free games. Tucker had been charged with illegal possession of gaming devices.

The jury, after deliberating four hours and taking eight ballots, reported they felt the State had failed to prove the machines were actually gaming devices.

Ted D. Dreyer, jury foreman, said that the jurors felt there wasn't proof of "any more than a promise" to pay those who won free games and that actually the State had failed to prove that cash payments had been made to the winner of free games.

Assistant Polk County Attorney Clyde Herring, in prosecuting the case, had planned to give an actual demonstration in the courtroom of the five-ball machine, but failed to do so when defense attorneys pointed out the machine was not in the same condition as when seized and that the State had failed to offer proof that it had not been tampered with. The defense attorneys pointed out that the machine did not have casters on as when in use in the tavern.

## State's Contention

The State had contended in its arguments that games with free-play mechanism are "gaming devices per se" and that no proof is needed that they were used for gambling. Defense attorneys contended the State must prove that they were used for gambling.

A number of other pinball cases are still pending following seizure of pins at other establishments, and these are expected to come up at the March term of court. Some of the games involved are five-ball and others one-ball machines.

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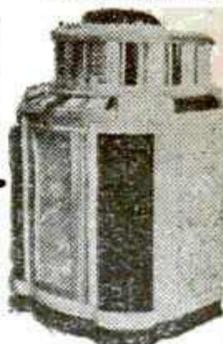
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Tri-Score	99.50
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Genco Play Ball	60.00

### ARCADE

Tumbler	\$150.00
Boomerang	95.00
Heavy Hitter (Used)	95.00
Red Ball (Pool Game)	60.00
Western Deluxe Baseball	75.00
Western Major	100.00
Scientific Batting Practice (Refinished)	50.00
11" 8" Bowl-a-Way (1948 Skes Roll)	60.00
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# AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Billy Caswell, yodeling champ from the maritime provinces, Nova Scotia, is airing over CJCB-CJCX, Cape Breton, together with Willie Odo and the Ridge Runners. Personnel includes: Jack LeDrew, Joe MacDougal, Janie MacNeil, Gordon LeDrew and Mike MacNeil, all of whom double on many instruments. Billy is waxing for Echo-Encore platters.

Fred Edwards is doing a two-hour folk artist platter show on KRLD, Dallas, according to James G. Sivy, the prominent Texas folk entertainer. "Sweet William" and Epod, the hillbilly comics, are doing a disk show on KXOL, Fort Worth. Their shows are spiced with plenty of their own gagging and are building a good mail following.

Tiny Hill takes his *Village Barn Revue*, featuring Tiny's Cactus Cutups, the group he records with on Mercury, and his Illinoisy Seven, plus the Hoosier Hot Shots, Rex Allen and several other rustic acts on a three-month tour of Brenton theaters in Iowa, Illinois and Nebraska, starting February 4. Tiny also is organizing a folk artist booking department in conjunction with Freddie Williamson, of Associated Booking Corporation, the office which has booked his three-month tour.

Spade Cooley got his release from General Artists Corporation and will book thru Continental Artists, Hollywood. . . . All types of American folk music will be featured at the four-day National Folk Festival, skedded at the Opera House of Kiel Auditorium, St. Louis. Festival starts April 7, with 600 expected to participate.

### Jones Jamboree Feature

Grandpa Jones, the King recording artist, will be featured on the WPDJ, Clarksburg, W. Va., Radio Jamboree January 25 with the station's regular cast, Buddy Starcher, Cherokee Sue, Big John, Jackie Osborne, Oscar A. Quiddlemurf, Mel Steele and Patsy Jean and others also on the show. There will be two shows to satisfy the increased desire for tickets.

Chester Bury, cowboy singer on the *Polish Poppies* show on WSEC, Chicago, daily, became a father January 17. Son is named Ronald James. . . . Danny Dedmon, of Bill Nettles' combo, heard over KOGT, Orange, Tex., has had *Too Many Blue Eyes* and *Hula-Hula Woogie* recorded on Imperial label and has assigned the songs to Commodore Publishing Company.

The Kitchen Frolic Gang, heard over WDZ, Tuscola, Ill., daily, consists of Paul Grove, emcee; Fiddlin' Fay Walls; Bob Barry, accordion; Curly Rogers, Hawaiian guitar; Marty Roberts, electric steel guitar, and Little Mary Lou, singer. . . . Mac McGarr is with Zeke and Zeb Turner, who are working on WLAC, Nashville. Big Jeff and His Radio Playboys also are heard over WLAC, as are Jack Henderson and Lou.

Randy Atcher and Roy Starkey, each of whom have separate shows on WHAS, Louisville, have had their program times changed. . . . Hawkshaw Hawkins, the King record artist, has his own band on WWVA, Wheeling, W. Va. Band consists of Budge and Fudge, the Mayse brothers; Jigs, steel guitar; Smokey, comedian, plus Hawkins. Group is called the Corn Huskers.

### Ridge Runners Add Walker

Red Belcher and His Kentucky Ridge Runners have added Jimmie Walker, the Coast record artist who made movies with Jimmy Wakely. . . . Uncle Tom George, addition to WWVA, Wheeling staff, is handling a folk platter show in addition to emceeing the *Jamboree*. . . . Al Rog-

ers, the balladier on WSAZ, Huntington, W. Va., advises that he is running the biggest folk show ever to hit that city, with a cast that will include Bill Monroe and His Blue Grass Boys, Bradley Kinkaid, the Blue Grass Quartet, and Al Rogers and His Rocky Mountain Boys with Betty Pearl. The *Hillbilly Hay Ride* will play the City Auditorium January 25, with a broadcast over WSAZ.

Al Dexter spent four days in Chicago attending the coin machine convention, signing autographs at the Columbia Record exhibit.

### Atcher Switches

Bob Atcher has switched his radio duties from WGN, Chicago, to WBBM, Chicago, and has a long-term pact on latter station. Shortly before the Petrillo ban, Atcher cut an eight-sided album of traditional folk lore, including *Barbara Allen* (two sides), *Devilish Mary*, *Lady's Man* and *Young Roger Miller*. The package will probably be released on the Columbia masterpiece series.

Atcher also cut a number of current ditties, including his own *In My Heart*, *Down With the Feminine Gender* and *Ain't Married, Ain't Gonna Be*. Bob is currently doing the musical portion of an hour show, *The Country Hour*, at 5 a.m. weekdays, and a network show from 9 to 9:30 a.m., Monday, Wednesday and Thursday.

The Downhomers, of WTIC, Hartford, Conn., who recently moved east from WOWO, Fort Wayne, have built up a large New England following, judging from the 9,900 requests they got for pictures during their first month at the new station. Personnel includes Shorty Cook, guitar and tenor voice; Guy Campbell, fiddle, guitar or bass; Rusty Rogers, guitar and yodeler, and Slim (fiddle) and Rocky (guitar) Ford. Since the boys have joined WTIC, they are now heard over the New England Regional network, including WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor, and WRDO, Augusta, Me. They are now cutting for the Down Home Record Corporation, having severed connections with Vogue label.

### Smiley in South

Smiley Burnette and his troupe of folk artists will work Georgia theaters until February 12, when the flicker comic and his gang do a week at the Hippodrome, Baltimore, moving from there to a series of North Carolina dates. Burl Ives does five songs, including his own *Ballad of Thunderhead*, for the forthcoming *Green Grass of Wyoming*.

Tex Grooms, of KFEQ, St. Joseph, Mo., reports that he has been doing considerable free-lance music writing and is dickering with a major agency to handle his trio. The *Circle B Dude Ranch*, an idea of Betty Jean, gal member of the combo, is back on the air 30 minutes weekly, pointed toward shut-ins.

The WLOE *Barndance Jamboree* started airing its Saturday night show from the Grand Theater, Leaksville-Spray, N. C., January 3, using Uncle Joe Johnson and His Original Blue Mountain Boys as feature attraction. Uncle Joe and his combo, heard over WMVA, Martinsville, Va., and WLOE, Leaksville-Spray, will move to the Virginian Theater, Danville, Va., February 7 and the show will be aired over WBTM, Danville.

The Western Pals are being heard regularly over KGON, Oregon City, and KWJJ, Portland, and are starting a new show over a new FM station, KPFFM, Portland, soon. They just cut sides for Yale records. . . . Ted Brown, Southern Music's Chi rep, reports that Lulu Belle and



FREDERICK W. PAPOLUS, president and treasurer of Television Sales and Engineering Company, Inc., Boston, signs contract that makes him New England distributor for Industrial Television, Inc. (ITI), Clifton, N. J., as Horace Atwood Jr., ITI president, looks on. Papolus, erstwhile Boston operator, was among the first in his area to take on a television line. He also is the New England distributor for Tradio and Tradio-Ette coin-operated radios.

## Boxcar Production Shows Gain in 1947

CHICAGO, Jan. 24.—Boxcar situation took a turn for the better during the closing months of 1947, with total deliveries of new cars in November topping retirement figures of old cars for the second time during the year.

Boosted deliveries of new rolling stock was the result of November's peak production of 7,998 cars which was the largest number for any month in the five and a half year period since April, 1942, when 10,478 cars were built.

Retirement of freight cars, which declined from 12,129 cars in October to 5,102 in November, totaled 65,588 units for the first 11 months of 1947. During the same period 54,306 new cars were delivered.

Scotty will work the feature spot on the *Grand Ole Opry* January 31. . . . Gene Aury is currently on his annual tour of 20-odd Southern cities. . . . Art Satherly, Columbia's folk artist chief, was a Chicago visitor this week.

Brother Bill and Shorty, heard on WJBK, Detroit, are giving a preference to requests for numbers which are accompanied by a contribution to the March of Dimes.

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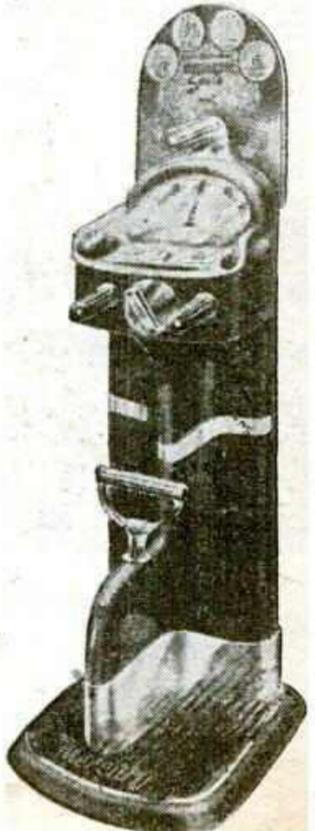
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# RECORD REVIEWS

(Continued from page 32)

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR				
<b>TONY MARTIN</b> (Victor Young Ork) (Decca 25297) <i>My Next Romance</i> Dated, attractive tune with Martin vocalizing in typical torch style of years back.	70	70	71	70
<i>Fools Rush In</i> (Ray Sinatra Ork) Re-issue pairing should cash in on Martin's current popularity. Ork could be stronger. Tune's still beautiful.	74	73	73	76
<b>BENNY GOODMAN-PEGGY LEE</b> (Capitol 15030) <i>For Every Man There's a Woman</i> A talent line-up that sells. Lee does nice job on pic-tune with Goodman backing tops.	89	90	87	89
<i>Beyond the Sea</i> Beautiful "La Mer" melody dressed up with English title, lots of strings, hardly any Goodman—but pretty.	87	90	88	82
<b>FRANCES WAYNE</b> (Neil Hefti Ork) (Exclusive 28X) <i>You're Just an Old Antidistestablishmentarianismist</i> Brief, unimportant Duke Ellington rhythm ditty; doesn't help the talented Wayne-Hefti pair.	55	62	54	49
<i>I Never Loved Anyone</i> Fine, relaxed vocal mood set by Miss Wayne and a good, modern Hefti backing.	81	83	79	81
<b>HORACE HEIDT</b> (Columbia 38061) <i>Now Is the Hour (Maori Farewell Song)</i> (Barbara O'Brien) Fox-trot rendition of the currently moving tune doesn't come off too well.	58	61	59	54
<i>I'll Never Say I Love You (To Anyone But You)</i> (The Masked Spooner) Come on out from behind that mask, Spooner, and take it like a man! Shades of Franklyn McCormack.	59	59	61	56
<b>THE SUNSET TRIO</b> (Capitol 492) <i>One Raindrop Doesn't Make a Shower</i> Organ, guitar and squeeze box combination on unexciting tune.	50	55	45	49
<i>If I Only Had a Match</i> Pleasing vocal on pop tune with possibilities. Tempo drags.	68	69	65	69
<b>JOHNNY MERCER</b> (Paul Weston Ork) (Capitol 15028) <i>The Thousand Island Song</i> Mercer's vocal tricks sell nice, clean version of new Broadway show tune.	85	87	82	85
<i>Hooray for Love</i> (Johnny Mercer-The Pied Pipers, Paul Weston Ork) Slick vocalizing on strictly commercial flicker number. A subdued Mercer.	81	82	79	82
<b>BROOKS BROTHERS</b> (Decca 24287) <i>Who Were You Kissing (When You Kissed Me Last Night)</i> Spotty vocal group with Inkspot-type tenor. Tasty music by Billy Kyle quartet.	56	60	49	58
<i>The Things You Want the Most of All</i> Uneven harmony still heavy on Inkspot style. Kyle backing pleases.	57	62	49	60

POPULAR				
<b>ARTHUR GODFREY</b> (Too Fat Trio-Archie Bleyer Ork) (Columbia 38081) <i>The Thousand Islands Song</i> Here's a happy combination. Godfrey's at his best with this type of tune.	90	90	87	94
<i>I'm Looking Over a Four-Leaf Clover</i> (The Mariners-Archie Bleyer Ork) They tried a switcheroo with this that doesn't quite come off. Vocal pleases, but mild backing misses.	81	83	79	82
<b>DICK HAYMES-ANDREWS SISTERS</b> (Vic Schoen Ork) (Decca 24320) <i>My Sin</i> Straight sweet vocal treatment of De Sylva oldie. Ork backing is unobtrusive but pleasant.	82	84	80	81
<i>Teresa</i> Sisters join Haymes in conventional vocal on current pop.	81	82	79	81
<b>INK SPOTS</b> (Decca 24327) <i>The Best Things in Life Are Free</i> Typical Ink Spot treatment. 'Nuff, said.	76	76	76	76
<i>I Woke Up With a Tear-drop in My Eye</i> Mood music for a crying jag. Ideal Bfly Kenny material.	82	82	80	83
<b>THE MELODY RIDERS</b> (De Luxe 1142) <i>Helen Polka</i> Lively rendition of current fast-rising Polka.	78	73	77	84
<i>Morning Star Polka</i> Sprightly, but not infectious instrumental.	68	68	63	72
<b>LANNY ROSS</b> (Stephen Kisley Ork-The Amory Brothers) (Majestic 1196) <i>Winter Song</i> Ross and Amory Brothers render standard vocal group tune in capable glee club fashion.	70	71	77	62
<i>Moonlight and Roses</i> Tenor's tonils wander romantically through oldie with nostalgic ork backing.	71	74	78	62
<b>RUSS MORGAN-MILT HERTH</b> (Ames Brothers) (Decca 24319) <i>Bye, Bye Blackbird</i> Show tune oldie gets brash '20's styling with Polka flavor added. Should cash in on "Clover."	90	91	89	92
<i>I'm Looking Over a Four Leaf Clover</i> Mo(o)ney, conscious take-off on current hot novelty item.	85	85	83	87
<b>COUNT BASIE</b> (Victor 20-2602) <i>Don't You Want a Man Like Me</i> (Jimmy Rushing) A typical Rushing blues chant, good ork backing, fair lyric, too much vocal.	70	70	68	72
<i>Blue and Sentimental</i> (Bob Bailey) Remake of an old Basie fave with Paul Gonsalves tenor good and Bob Bailey vocal excellent.	83	82	82	85
<b>ROBERT POPE FOUR</b> (3 Minutes T-500) <i>That's All I Ask of You</i> Poor ditty hurts bluesy Pope piping. Steel guitar effective in spots.	64	65	59	68
<i>Amelia Yah Compruna</i> (3 Minutes T-501) Unusual pairing suitable mainly for jukes where Russians congregate.	65	61	64	70

POPULAR				
<b>ETHEL SMITH</b> (Decca 24321) <i>A Pretty Girl Is Like a Melody</i> Organ gal styles Berlin oldie straight and sweet.	72	71	74	70
<i>Easter Parade</i> Flip, another Berlin oldie, gets interesting handling at gay pace.	74	75	77	70
<b>KING ODOM-QUARTET-THE POLKA DOTS</b> (Musicraft 543) <i>Mary Lou</i> Vocal group's wax debut with revived oldie. Boys' soft voice blend good over fairish harmonica backing.	74	74	72	76
<i>I'm Looking Over a Four-Leaf Clover</i> Current rave tune departs from common brash styling depending on above average harmonizing and strong harmonica maneuvers.	78	81	77	77
<b>UPTOWN STRING BAND</b> (Joseph Giardino, Dir.) (Mercury 5100) <i>I'm Looking Over a Four-Leaf Clover</i> The "Clover" fuss (on the Krantz Label) it's second-best to the Mooney pace-setter.	89	85	89	93
<i>My Little Girl</i> The "Clover" spirit marred by lack of vocal. Disk styled in the martial manner.	75	77	74	75

FOLK				
<b>JOHNNY TYLER</b> (The Riders of the Rio Grande) (Victor 20-2620) <i>Peepin' Through the Keyhole (Watching Joe Blon)</i> Hill fiddling leads to Tyler piping of comedy ditty. Pacing fine for the square dancers.	74	73	74	76
<i>That Wild and Wicked Look in Your Eye</i> Plaintive Tyler tonils can't do much with poor material. Some tricky 88-ing helps.	67	68	63	71
<b>ERNEST LEE AND HIS MIDWESTERNERS</b> (Victor 20-2645) <i>Tomorrow's Just Another Day To Cry</i> Romantic Lee warbling with sweet fiddle undertones, and subdued guitar work.	72	76	70	70
<i>Easy To Please</i> Red Foley penned ditty well suited for full Lee piping. Midwesterners instrumental aid capable.	80	79	78	82
<b>TEXAS JIM ROBERTSON</b> (The Panhandle Punchers) (Victor 20-2651) <i>Signed, Sealed and Delivered</i> Weepy Texas Jim chanting on folk lament. Panhandle boys could be stronger in backing.	71	74	71	69
<i>Deep in the Bottom of the Sea</i> Hill blues tune on the dullish side. Soft, easy Robertson vocal a bit too relaxed in spots.	64	69	60	62
<b>SISTER ROSETTA THARPE</b> (Decca 48071) <i>My Lord and I</i> Sister Tharpe thumps her twangy guitar and shouts a spirited spiritual.	75	72	76	78
<i>Everybody's Gonna Have a Wonderful Time Up There</i> The good sister puts some boogie into a better than average spiritual effort.	81	75	83	86

FOLK				
<b>RED FOLEY-THE CUMBERLAND VALLEY BOYS</b> (Decca 46081) <i>Back To Tennessee</i> Big Foley vocal on cowboy lament. Player-piano tinkling dresses up clefting, lending honky-tonk atmosphere.	80	77	79	73
<i>Easy To Please</i> Bright folk ditty with relaxed Foley piping.	81	81	77	84
<b>ERNEST TUBB</b> (Decca 46113) <i>A Woman Has Wrecked Many a Good Man</i> Old vaude, punch-type Tubb warbling, and restrained fiddling here. Material so-so.	79	76	79	81
<i>A Lonely Heart Knows</i> Tubb tries but bluesy hill song below par.	71	68	74	70
<b>SPADE COOLEY ORK</b> (Columbia 38054) <i>I Guess I've Been Dreaming Again</i> ("Tex" Williams) Old Cooley - Williams combo adds up current strong name pull. Tex's smooth tonils show up well here.	85	83	85	86
<i>Steel Guitar Rag</i> Favorite folk instrumental sparkles in showy Cooley dressing.	82	85	80	82
<b>TEX RITTER</b> (Capitol Americana 40084) <i>Rye Whiskey</i> Effective Ritter sob-vocal tricks should mean tavern nibbles.	82	79	81	87
<i>Boll Weevil Song</i> Traditional folk tune, not as well suited for Ritter tonils as flip.	72	73	74	70
<b>HANK THOMPSON AND HIS BRAZOS VALLEY BOYS</b> (Capitol Americana 40085) <i>Don't Flirt With Me</i> Ordinary novelty-lyric, strong Thompson piping and capable ork treatment.	69	72	67	69
<i>Rock in the Ocean</i> Waltz ditty clefted by Thompson may find favor with his fans. Handling on the lifeless side.	65	64	69	61

RACE				
<b>GENE PHILLIPS RHYTHM ACES</b> (Gene Phillips) (Modern 20-559) <i>Punkin Head Woman</i> Phillips shouts the blues a la Eddie Vinson; solid shuffle rhythm backing except for poor guitar.	73	72	68	78
<i>Hey Now</i> A Louis Jordan type novelty delivered in the Jordan style effectively.	79	80	73	83
<b>HADDA BROOKS TRIO</b> (Modern 157) <i>Honey, Honey, Honey</i> (Hadda Brooks) Song recalls "Do I" but is good nonetheless and Hadda ain't badda.	85	88	79	84
<i>Hollywood House Party Boogie</i> Old-fashioned, unaltering boogie with only a title for real identity.	61	61	61	61
<b>JULIA LEE AND HER BOY FRIENDS</b> (Capitol Americana 40082) <i>King Size Papa</i> Lee gal sells good race lyrics strong over solid ork backing.	81	80	78	84
<i>When You're Smiling</i> Disk features above average instrumental solos aplenty with short Lee vocal on vaude-oldie.	79	82	76	84

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- VEND SURVEY OF FORT WAYNE

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ADVANCE RECORD RELEASES

POPULAR

(Continued from page 31)

Lucky in Love M. Lewis-B. Eberly-R. Morgan (Just Imagine) Decca 24328
Ma Curly-Headed Baby Kaye Brothers Ork (Blind Love) Stinson 703
Mary Lou King Odum Quartet-The Polka Dots (I'm Looking) Musicraft 543
Mary Lou B. Strong Ork (Stumblin') Tower 1254
Matinee B. Clark (Haunted Heart) Columbia 38083
Mo'Lasses B. Howard & His Rhythm (Button Up) Atlantic 852
Monday Again F. Laine (I'm Looking) Mercury 5105
Moonlight and Roses L. Ross (Winter Song) Majestic 1196
Morning Star Polka The Melody Riders (Helen Polka) LeLuxe 1142
My Blue Heaven The Squadronaires (You Don't) London 124
My Cousin Louella B. Barron (The Dickey-Bird) MGM 10138
My Cousin Louella J. Carroll (On Green) Vitacoustic 13
My Cousin Louella M. Herth-L. Douglas (Lone Star) Decca 24324
My Heart Won't Let You Go R. Bari Quintet (Travelin' on) Rego 1041
Now Is the Hour (Maori Farewell Song) C. Spivak (Who Are) Victor 20-2704
Chauncey Olcott Songs Album P. Regan-J. Crawford Decca A-292
Has Anybody Here Seen Kelly Decca 2237
I Love the Name of Mary Decca 2237
Irish Serenade Decca 2239
Kate O'Donoghue Decca 2238
Katie Malone Decca 2240
Olcott's Lullaby Decca 2240
The Last Love Song Decca 2239
'Tis an Irish Girl I Love (and She's Just Like You) Decca 2238
On Green Dolphin Street J. Carroll (My Cousin) Vitacoustic 13
One Raindrop Doesn't Make a Shower The Sunset Trio (If I) Capitol 492
On the Record Album P. Harris Victor P-199
Ain't Nobody Here But Us Chickens Victor 20-2683
44 Sycamore Victor 20-2682
Look Out, Stranger, I'm a Texas Ranger Victor 20-2681
Minnie the Mermaid Victor 20-2684
Pappy's Little Jug Victor 20-2684
That's What I Like About the South Victor 20-2681
The Darktown Poker Club Victor 20-2682
Woodman Spare That Tree Victor 20-2683
Peggy O'Neil C. Stone-Musicalaires (Till the) 20th Century 20-43
Petriolo Blues B. Carter Trio (Don't Believe) Universal U-82
Roamin' in the Gloamin' Album The Jesters Decca A-241
A Wee Deoch-an-Dorris Decca 3867
Breakfast in Bed on Sunday Mornin' Decca 3870
I Love a Lassie Decca 3867
It's Nice To Get Up in the Morning (But It's Nicer To Lie in Bed) Decca 4460
Roamin' in the Gloamin' Decca 4460
She Is Ma Daisy Decca 3870
Stop Yer Tickling, Jock Decca 3868
When I Was Twenty-One Decca 3868
Sentimental Rhapsody T. Dorsey (You Can't) Victor 20-2665
Serenade (Music Played on a Heartstring) R. Noble-B. Clark (I Wish) Columbia 38091
Shauny O'Shea E. Lawrence (Sugar Beat) Columbia 38084

Shee's the Wild Irish Rose That God Gave Me R. Pascoe (I Wonder) Arcadia AP-2033
Stumblin' B. Strong Ork (Mary Lou) Tower 1254
Strange and Sweet T. Beneke (Beyond the) Victor 20-2691
Sugar Beat E. Lawrence (Shauny O'Shea) Columbia 38084
Sweet Georgia Brown B. Strong Ork (Baby Face) Tower 1255
Tell My Heart R. Bari Quintet (What a) Rego 1042
Tell Me a Story Ames Brothers (If You) Decca 24329
That Tumble Down Shack in Athlone R. Pascoe (That's My) Arcadia AP-2030
That's My Mother's Song of Ould Ireland R. Pascoe (That Tumble) Arcadia AP-2030
The Best Things in Life Are Free Ink Spots (I Woke) Decca 24327
The Dickey-Bird Song B. Barron (My Cousin) MGM 10138
The Dickey-Bird Song The Dell Trio-J. Wayne (Encore, Cherie) Columbia 38085
The Landlord Song J. Preston Sextette (Whispering) Hollywood Rhythms 1701
(When Moonbeams Kiss) The Little Homes of Ireland R. Pascoe (At the) Arcadia AP-2032
The Thousand Islands Song A. Godfrey (I'm Looking) Columbia 38081
The Thousand Islands Song J. Mercer (Hooray For) Capitol 15028
Thoughtless B. Kaye Quintet (Carnival in) MGM 10137
Three o'Clock in the Morning J. Dorsey (If I) MGM 10143
Till the Journey Ends C. Stone-Musicalaires (Peggy O'Neil) 20th Century 20-43
Travelin' on Home R. Bari Quintet (My Heart) Rego 1041
Walkin' My Baby Back Home D. Orlando Symphony Five (I Hear) Universal U-86
What a Thrill R. Bari Quintet (Tell My) Rego 1042
What'll I Do A. Lund (I'll Always) MGM 10142
What'll I Do? The Park Avenue Jesters (You Gave) 20th Century 20-28
What's Good About Goodbye D. Haymes-G. Jenkins Ork (It Was) Decca 24326
What's Good About Goodbye T. Martin (For Every) Victor 20-2689
When a Colleen From Killarney (Met a Lad From Old Tralee) R. Pascoe (Little Town) Arcadia AP-2031
When Your Hair Has Turned to Silver (I Will Love You Just the Same) M. Lewis-B. Eberly-R. Morgan (While We) Decca 24325
While We Danced at the Mardi Gras M. Lewis-B. Eberly-R. Morgan (When Your) Decca 24325
Whispering J. Preston Sextette (The Landlord) Hollywood Rhythms 1701
Who Are We To Say C. Spivak (Now Is) Victor 20-2704
Winter Song L. Ross (Moonlight and) Majestic 1196
You Can't Make Money Dreamin' (or I'd Be a Millionaire) T. Dorsey (Sentimental Rhapsody) Victor 20-2665
You Don't Have To Know the Language The Squadronaires (My Blue) London 124
You Gave Your Love The Park Avenue Jesters (What'll I) 20th Century 20-28
You Were Meant For Me A. Mooney (Beg Your) MGM 10140
You're Just an Old (Antidiseestablishmentarianist) F. Wayne (I Never) Exclusive EX-28X

RELIGIOUS

A House Built on a Rock The Johnson Family Singers (Lord, Build) Columbia 38087
Didn't It Rain? Camp Meetin' Choir (When the) Diamond 2092
Down in the Valley Camp Meetin' Choir (Little David) Diamond 2091
Everybody's Gonna Have a Wonderful Time Up There (Gospel Boogie) Deacon Utley-Smile a White Quartet (That Will) Columbia 38088
God Shall Wipe All Tears Away Reliable Jubilee Singers (Open Up) Apollo 176
Gospel Boogie Pilgrim Travelers (Stretch Out) Specialty SP-306
I'll Fare Better in That Land Selah Jubilee Singers (Jesus Prayed) Decca 48067
I'll Tell It Pilgrim Travelers (I'm Standing) Specialty SP-305
I'm Standing on the Highway Pilgrim Travelers (I'll Tell) Specialty SP-306
I'm Traveling On and On B. Monroe and His Blue Grass Quartet (Shine Hallelujah) Columbia 38078

Jesus Prayed Just Before He Died Selah Jubilee Singers (I'll Fare) Decca 48067
Little David Play on Your Harp Camp Meetin' Choir (Down in) Diamond 2091
Lord, Build Me a Cabin in Glory The Johnson Family Singers (A House) Columbia 38087
Open Up Those Pearly Gates Reliable Jubilee Singers (God Shall) Apollo 176
Precious Lord Camp Meetin' Choir (Yes He) Diamond 2093
Shine, Hallelujah, Shine B. Monroe and His Blue Grass Quartet (I'm Traveling) Columbia 38078
Stretch Out Pilgrim Travelers (Gospel Boogie) Specialty SP-306
That Will Be a Happy Meeting Deacon Utley-Smile a White Quartet (Everybody's Gonna) Columbia 38088
When the Moon Goes Down Camp Meetin' Choir (Didn't It) Diamond 2092
Yes He Will Camp Meetin' Choir (Precious Lord) Diamond 2093

CHILDREN'S RECORDS

Alphabet Song (6 3/4") The Fairyland Players (Three Blind) Rocking Horse PL-A 112
Lullaby (Brahms) (6 3/4") The Fairyland Players (Mary Had) Rocking Horse PL-A 102

Goldilocks, Parts I & II (6 3/4") J. Arthur Rocking Horse PL-A 119
Three Blind Mice: There Was a Crooked Man; Little Bo-Peep (6 3/4") The Fairyland Players (Alphabet Song) Rocking Horse PL-A 112

RACE

Always A. Harris (Jook) Sterling 3008
Bostic Jump E. Bostic (Hot Sauce-Boss) Gotham 6155
Butch J. McVea Ork (Inflation Blues) Exclusive EX-260
Cadillac Boogie J. Liggins Drops of Joy (Move Out) Specialty SP 521
Crack-Up C. "Boogie Woogie" Davis (Old Time) Imperial 5013
Earl's Rumboogie E. Bostic (845 Stomp) Gotham 6154
845 Stomp E. Bostic (Earl's Rumboogie) Gotham 6154
Everybody's Gonna Have a Wonderful Time Up There (Gospel Boogie) Sister R. Tharpe (My Lord) Decca 48071
Flippity Flop Flop H. Humes (Mad About) Mercury 8074
Google Woogie P. Flowers Rhythm (Save the) Victor 20-2698
Hey, Little Girl P. Gayten Trio (I Love) DeLuxe 1138
Hey, Stop Kissin' My Sister V. Watkins (Tonight You) Super Disc 1047
Hot Sauce-Boss E. Bostic (Bostic Jump) Gotham 6155
I Can't Stop It J. Liggins Drops of Joy (Troubles Good-bye) Specialty SP 520
I Love You, Yes I Do P. Gayten Trio (Hey, Little) DeLuxe 1138
I Love You, Yes I Do Duke Groner Trio (New Blow-Top) 20th Century 20-56
Inflation Blues J. McVea Ork (Butch) Exclusive EX-260
Keep a Dollar in Your Pocket R. Milton Solid Senders (My Blue) Specialty SP 522

Jook A. Harris (Always) Sterling 3008
Mad About You H. Humes (Flippity Flop) Mercury 8074
Move Out, Baby J. Liggins Drops of Joy (Cadillac Boogie) Specialty SP 521
My Blue Heaven R. Milton Solid Senders (Keep a) Specialty SP 522
My Lord and I Sister R. Tharpe (Everybody's Gonna) Decca 48071
New Blow-Top Blues Duke Groner Trio (I Love) 20th Century 20-56
Old Time Blues C. "Boogie Woogie" Davis (Crack-Up) Imperial 5013
Rainin' Blues C. "Boogie Woogie" Davis (San Quentin) Imperial 5011
Roy Rides R. Milton Solid Senders (What's the) Specialty SP 519
San Quentin Bait C. "Boogie Woogie" Davis (Rainin' Blues) Imperial 5011
Save the Bones for Henry Jones ('Cause He Don't Eat No Meat) P. Flowers Rhythm (Google Woogie) Victor 20-2698
Scratch Sheet J. Moore's 3 Blazers (Soothe Me) Exclusive EX-259
Soothe Me J. Moore's 3 Blazers (Scratch Sheet) Exclusive EX-259
Tonight You Belong To Me V. Watkins (Hey, Stop) Super Disc 1052
Troubles Goodbye J. Liggins Drops of Joy (I Can't) Specialty SP 521
What's the Use R. Milton Solid Senders (Roy Rides) Specialty SP 519

FOLK

Bug Dance C. Atkins and His Colorado Mountain Boys (My Guitar) Victor 20-2692
Everybody's Gonna Have a Wonderful Time Up There (Gospel Boogie) R. Foley and His Log Cabin Quartet (Ride On) Decca 46115
Hey Jacomein F. Melton-J. Cappel Ork (Marianne) Savoy 8005
Houston Waltz F. Tillman (Westphalia Waltz) Columbia 38086
Hula Hula Boogie D. Dedmon (Too Many) Imperial 8019
I Only Want a Buddy, Not a Sweetheart C. Fox and His Yellow Jackets (I'm Looking) Columbia 38082
I Suppose H. Hawkins (Pan American) King 689
I'm Looking Over a Four Leaf Clover C. Fox and His Yellow Jackets (I Only) Columbia 38082
I'm on My Way to Paradise With You Roving Ramblers (Sweetheart From) Your 1002
I'm Writing a Letter to Heaven B. Boyd and His Cowboy Ramblers (Vacant Heart) Victor 20-2697
It's the Latest Style Dude Martin and His Round-Up Gang (Murder On) Victor 20-2699
Loaded Pistols, Loaded Dice G. Autry (Serenade of) Columbia 38076
Marianne F. Melton-J. Cappel Ork (Hey Jacomein) Savoy 8005
Murder on the Radio Dude Martin and His Round-Up Gang (It's the) Victor 20-2699

My First Love Letter From You Roving Ramblers (Old Rockin') Your 1001
My Guitar Is My Sweetheart C. Atkins and His Colorado Mountain Boys (Bug Dance) Victor 20-2692
My Memory Picture of You Wiley and Gene (No Parting) Columbia 38076
No Parting Word, No Parting Kiss Wiley and Gene (My Memory) Columbia 38076
Old Rockin' Chair Roving Ramblers (My First) Your 1001
Pan American H. Hawkins (I Suppose) King 689
Remember Me R. Smith and His Pine Toppers (When My) National 5016
Ride On, King Jesus B. Foley and His Log Cabin Quartet (Everybody's Gonna) Decca 46115
Rockin' Alone in an Old Rockin' Chair C. Moody (Waltz of) King 693
Serenade of the Bells G. Autry (Loaded Pistols) Columbia 38076
Sweetheart From Cheyenne Roving Ramblers (I'm on) Your 1002
Too Many Blue Eyes D. Dedmon (Hula, Hula) Imperial 8019
Vacant Heart B. Boyd and His Cowboy Ramblers (I'm Writing) Victor 20-2697
Waltz of the Wind C. Moody (Rockin' Alone) King 693
Westphalia Waltz F. Tillman (Houston Waltz) Columbia 38086
When My Day Rolls Around R. Smith and His Pine Toppers (Remember Me) National 5016

CLASSICAL AND SEMI-CLASSICAL

A Program of Organ Music Album (5-12") Virgil Fox Victor DM 1177
A Treasury of Harpsichord Music Album (6-12") W. Landowska Victor DM 1181
Bach: Magnificat Album (5-10") RCA Victor Choral and Ork, R. Shaw, Dir.-B. Thebom Victor DM 1182
Bach: St. Matthew Passion (Excerpts, Vol. 1) Album (7-12") K. Ferrier-E. Suddaby-E. Greene-B. Joyce-W. Parsons-Dr. T. Lofthouse-D. Peasgood-The Bach Choir-The Jacques Ork-Dr. R. Jacques, Dir. Decca London EDA 43
Berlioz: La Damnation De Faust: Act IV, D'Amour L'Ardenne Flamme (Romance of Marguerite (Part I) (12") R. Bampton-RCA Victor Ork, W. Pelletier, Dir. Victor 12-0015
Bizet: Carmen: Act III, Micaela's Air (12") L. Albanese-RCA Victor Ork, E. Leinsdorf, Dir. (Verdi: La) Victor 12-0014
Brahms: Concerto No. 1 in D Minor, Op. 15 Album (6-12") C. Curzon Decca London EDA 47
Bruch Scottish Fantasy, Op. 46 Album (3-12") J. Heifetz-RCA Victor Ork, W. Steinberg, Dir. Victor DV 11
Chopin: Etudes Album (8-12") A. Brailowsky Victor M/DM-1171
Chopin: Fantaisie-Impromptu in C-Sharp Minor (12") A. Brailowsky (Chopin: Nocturne) Victor 12-0016
Chopin: Nocturne in E-Flat, Op. 9, No. 2 (12") A. Brailowsky (Chopin: Fantaisie Impromptu) Victor 12-0016
Danny Boy T. L. Thomas-J. Hannemann (Flow Gently) Victor 10-1312
Flow Gently, Sweet Afton T. L. Thomas-J. Hannemann (Danny Boy) Victor 10-1312
Ibert: Escales Album (2-12") P. Monteux, Dir.-San Francisco Symphony Ork Victor M/DM-1173 or V/DV-10

Glinka: Kamarinskaya (Fantasie on Two Russian Folk Songs), Parts I & II (12") Pittsburgh Symphony Ork-F. Reiner, Dir. Columbia 12715-D
Gluck: Orfeo Album (7-12") K. Ferrier-A. Ayars-Z. Vlachopoulos-The Glyndebourne Festival Chorus-Southern Philharmonic Ork-F. Steidry, Dir. Decca London EDA 39
II Trovatore: Act II-Recitative: That Ringing!; Aria: The Passion That Inspires Me; Nuns' Chorus: Ah! 'Mid the Shades of Error L. Warren-RCA Victor Choral & Ork-J. Paul Morel, Dir.-R. Shaw, Choral Dir. (II Trovatore) Victor 11-9956
II Trovatore: Act II-Tempest of the Heart (Verdi) L. Warren-RCA Victor Choral & Ork-J. Paul Morel, Dir.-R. Shaw, Choral Dir. (II Trovatore) Victor 11-9956
Love's Message (Schubert) D. Maynor (Serenade) Victor 10-1372
Mozart: Symphony No. 35, in D, K. 385 ("Hoffner") Album (3-12") A. Toscanini-NBC Symphony Ork Victor M/DM-1172
Otello: Act IV-Willow Song; Ave Maria (Verdi) L. Albanese-RCA Ork-F. Weissmann, Dir. Victor 9957
Ravel: Piano Concerto for the Left Hand Album (2-12") R. Casadesu-The Philadelphia Ork-E. Ormandy, Dir. Columbia X-MX-288
Saints-Saens: Third Concerto in B Minor for Violin and Orchestra, Op. 61 Album (3-12") L. Kaufman-Santa Monica Symphony Ork, J. Rachmilovich, Dir. Disc 805
Schumann: Concerto in A Minor, Op. 54 Album (4-12") A. Rubinstein-RCA Victor Symphony Ork-W. Steinberg, Dir. Victor M/DM-1176

### ADVANCE RECORD RELEASES

#### LATIN-AMERICAN

- |   |  |
|---|--|
| <b>A Kill, Kill!</b><br>Conjunto Marciano (Cuando Seremos) Verne V-0005                   | <b>El Barberito (The Little Barber)</b><br>C. Ferrer Conjunto (Se Vende) Verne V-0302      |
| <b>Adoracion</b><br>Cuarteto Borincano (Triste Camino) Verne V-0053                       | <b>El Chino</b><br>Armando Jack's Band (Como Te) Verne V-0147                              |
| <b>Anacobero</b><br>M. Guerra Ork (La Negra) Verne V-0253                                 | <b>El Guardia Con El Tolete</b><br>Machito Afro-Cubans (Que No) Verne V-0145               |
| <b>Anorando a Lola</b><br>J. Rodriguez Trio (Toda Una) Verne V-0009                       | <b>Facundo Protesta</b><br>M. Hernandez (Mentiritas Tuyas) Verne V-0228                    |
| <b>Aniversario</b><br>J. Valle (Inolvidable) Verne V-0260                                 | <b>Gracias</b><br>Sexteto Flores (Yo La) Verne V-0209                                      |
| <b>Aunque Me Llore</b><br>J. Ross (Una Tarde) Verne V-0266                                | <b>Hay O No Hay</b><br>El Boy (Cuando Menos) Verne V-0161                                  |
| <b>Bola Negra</b><br>J. Morand Ork (Tic-Toc Rumba) Victor 26-9025                         | <b>He Vuelto</b><br>M. Guerra (Carida Tu) Verne V-0175                                     |
| <b>Bun Bun</b><br>Canario Grupo (Un Besito) Verne V-0255                                  | <b>Hoy Te Vas</b><br>R. Munoz Ork (Mulata Caprichosa) Verne V-0224                         |
| <b>Camina Como Chenchu</b><br>B. Romero (Suavecito Papito) Verne V-0259                   | <b>Impromptu</b><br>C. Diaz Soler Ork (Laura y) Verne V-0182                               |
| <b>Cantando y Riendo (Singing and Laughing)</b><br>Sacaras Ork (Lo Que) Victor 23-0753    | <b>Inolvidable</b><br>J. Valle (Aniversario) Verne V-0260                                  |
| <b>Carida Tu Come Pellejo</b><br>M. Guerra (He Vuelto) Verne V-0175                       | <b>La Borinquena</b><br>J. Rodriguez Trio (No Quiero) Verne V-0320                         |
| <b>Cero Brinco (Nothing Doing)</b><br>Conjunto Kubavana (Mujer Misterioso) Victor 23-0756 | <b>La Negra Tomasa</b><br>M. Guerra Ork (Anacobero) Verne V-0253                           |
| <b>Como Te Quieren Mis Ojos</b><br>Armando Jack's Band (El Chino) Verne V-0147            | <b>La Rejega</b><br>S. Alvarez (Tuya Es) Victor 23-0759                                    |
| <b>Conoce a Los Dos</b><br>T. Pizarro (Dimelo en) Verne V-0237                            | <b>Lamento Lucumi</b><br>Canelina (Por Poquito) Verne V-0192                               |
| <b>Consejo De Oro (Golden Wisdom)</b><br>El Gaucho (Madre Hay) Verne V-0304               | <b>Laura y Georgia</b><br>C. Diaz Soler Ork (Impromptu) Verne V-0182                       |
| <b>Contigo Me Voy</b><br>J. Sanabria (Havana-Madrid) Ork (Sin Motivo) Verne V-0150        | <b>Llevaras La Marca</b><br>P. Vargas (Ya Nada) Victor 23-0754                             |
| <b>Cuando Menos Lo Piensas</b><br>El Boy (Hay O) Verne V-0161                             | <b>Lo Que Va De Ayer a Hoy (From Yesterday)</b><br>Sacaras Ork (Cantando y) Victor 23-0753 |
| <b>Cuando Seremos Felices?</b><br>Conjunto Marciano (A Kill) Verne V-0005                 | <b>Madre Hay Una Sola (Mother Only One)</b><br>El Gaucho (Consejo De) Verne V-0304         |
| <b>Cubaney</b><br>M. Guerra Ork (Se Acabo) Verne V-0102                                   | <b>Manolete</b><br>M. Hernandez (Mujer Borinquena) Verne V-0227                            |
| <b>De Ti Tan Lejos</b><br>C. Ferrer Conjunto (Tu Castigo) Verne V-0267                    | <b>Maria Teresa</b><br>N. Morales (Opus Es) Majestic 1208                                  |
| <b>Dimelo en Secreto</b><br>T. Pizarro (Conozco a) Verne V-0237                           | <b>Mentiritas Tuyas</b><br>M. Hernandez (Facundo Protesta) Verne V-0228                    |
| <b>Dorothy</b><br>"El Boy" Ork (No Tengo) Verne V-0261                                    | <b>Mi Cancion</b><br>"El Boy" Ork (Vista Hace) Verne V-0201                                |
| <b>Duermete Junior (Spanish Rock-a-By)</b><br>C. Della Dipini (Perdida) Verne V-0317      | <b>Mujer Borinquena</b><br>M. Hernandez (Manolete) Verne V-0227                            |
| <b>Ecos Del Ritmo</b><br>Tropicana Ork (Siempre Mia) Verne V-0174                         | <b>Mulata Caprichosa</b><br>R. Munoz Ork (Hoy Te) Verne V-0224                             |
| <b>El Telefonito</b><br>R. Seljo Ork (Pense No) Verne V-0141                              |  |

### Middletown, Conn., Fees Expected To Bring \$2,500

MIDDLETOWN, Conn., Jan. 24.—Middletown's police department is about half way thru its licensing of pinball games and juke boxes. The licensing of operators was approved late last year and became effective with the new year.

The department on licenses estimates the licenses will bring in a total of \$2,500. Funds derived from this licensing are being divided between the police and firemen's pension funds.

Licensing costs operators \$15 for every pinball, and locations \$25.

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# Jobbers Plan Co-Op Buying Association

## Aim at Reducing Prices

NEW YORK, Jan. 24.—Plans to organize a co-operative buying group composed of local amusement game jobbers, with the aim of reducing the price they individually pay for new equipment, are being formulated, it was learned this week. Already several game jobbers have given their support to the plan, which, in certain instances, may seek to by-pass established distributor outlets, Raymond Kay, spokesman for the group, revealed.

To be known as the Eastern Coin Machine Jobbers' Co-Operative, Inc. (ECMJC), the group's stated purpose will be to effect economies in the purchase of coin machines by combining their buying power "to attract factory offerings on a basis advantageous to its members," Kay stated. However, he added, the co-operative does intend to deal thru established distributors who are willing to limit their profits to fair margins. "The spread between the distributors' purchase price and the price charged to jobbers is often excessive," he charged.

### \$1,000 a Member

As outlined by Kay, ECMJC members would have to be stockholders in the co-operative, each holding a minimum of 10 shares, purchasable at \$100 a share. The co-operative, to be incorporated under the laws of the State of New York, would be capitalized at \$90,000, with a total stock issue of 900 shares.

The co-operative would make all quantity purchases for its members, in such amounts as the member jobbers collectively request. Jobbers would then buy machines from the co-operative, at standard jobber prices, in the event the merchandise was bought by ECMJC directly from the manufacturers, thereby leaving a profit spread. Such lower prices as are obtained from distributors thru quantity buying would be passed on immediately to the co-operative's members, Kay said.

Profits earned by ECMJC thru factory buying are to be passed on to the member jobbers in the form of annual dividends payable in proportion to the number of shares held, according to Kay. Before profits are divided, however, interest on the shares held would be paid the investors, operating expenses of the organization would be deducted, and 10 per cent of the total profit set aside for a reserve fund, he pointed out.

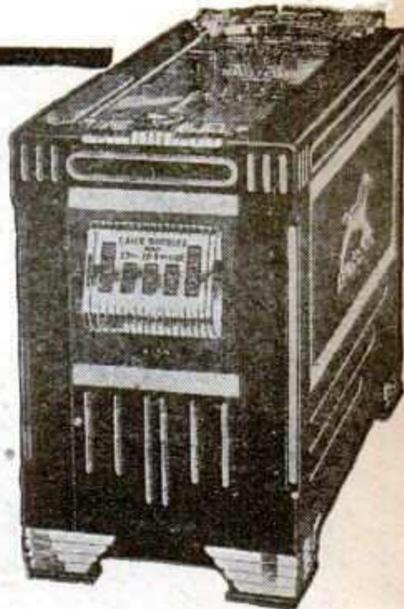
The co-operative, eventually projected to take in all the Eastern States, as yet has elected no officers, nor has it formalized its organization by a set of by-laws.

Kay, a public relations counsel with offices in New York and Washington, has been out of the coin machine field for 10 years.

## Dan Gould Announces New Coin Machine Parts Book

CHICAGO, Jan. 24.—Dan Gould, of Dan Gould Enterprises, Inc., Chicago, announced here this week that a new catalog containing over 2,500 pictures and listing over 4,000 coin machine parts will be released by the firm in two weeks.

In the firm exhibit at the coin machine show here this week Gould displayed many of the parts handled by them and featured the service kit made by the Universal Manufacturing Company, Chicago, which contains special electrical repair parts.



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## Free Play Pin Review Denied

PORTLAND, Ore., Jan. 24.—Gov. John H. Hall has advised the Marion County (Salem) grand jury that he would refuse the jury's request that he direct Attorney General George Neuner to go to court for an interpretation of the laws on free-play pinball games.

To the jury's request that Neuner have the courts decide the legality of games that reward the player with an extra play, Hall replied that the way to determine such legality is for the grand jury to indict a pinball operator and make a test case of it.

To the jury's statement that there is gambling with pinballs in Marion County, Hall answered, "Then it becomes your duty to indict the persons so engaged in such violations. Failure to act is in disregard of your oath of office."

The governor said the only circumstances in which a governor has directed an attorney general to take over a district attorney's functions are in cases where the district attorney requested it.

### MUSIC—ROLL-DOWNS

WURLITZER		SEEBURG	
Wurlitzer 616 Plain	\$ 45.00	Seeburg Rex	\$ 59.50
Wurlitzer 412	39.50	Seeburg Casino	59.50
Wurlitzer 616 Lite Up	59.50	Seeburg Plaza or Regal	79.50
Wurlitzer 24	75.00	Seeburg 8200 Conversion	79.50
Wurlitzer 900	100.00	Seeburg Gem	89.50
Wurlitzer 500	100.00	Seeburg Vogue	85.00
Wurlitzer 700	245.00	Seeburg Classic	89.50
Wurlitzer 750	259.50	Seeburg Cadet, ES	129.50
Wurlitzer 42/24 Victory	79.50	Seeburg Cadet, ESRC	159.50
Wurlitzer 41 Counter Model	79.50	Seeburg Envoy, ESRC	179.50
Wurlitzer 61 Counter Model	69.50	Seeburg Hi-Tone, ES	149.50
Wurlitzer 71 Counter Model	89.50	Seeburg Hi-Tone, ESRC	169.50
WURLITZER MODEL #1015	495.00		
Wurlitzer Twin 12 Celler Job	69.50		
Wurlitzer 24 Celler Job	89.50		

MILLS	
Mills Throne	\$ 69.50
Mills Empress	99.50

ARCADE AND ROLL-DOWNS	
Genco Advance Roll	\$225.00
Square Sportsman	75.00
Genco Total Rolls	75.00
Premier Roll-a-Score	55.00
Roll-a-Score	50.00
Eso Stars	125.00
Pancoast Hi Score	50.00
Sportsman—Gray Cabinet	79.50
Total Roll, With Buttons	185.00
Dynamic Roulette	199.50

ROCK-OLA	
Rock-Ola Windsor-Monarch	\$ 59.50
Rock-Ola Standard	95.00
Rock-Ola DeLuxe	100.00
Rock-Ola Master	110.00
Rock-Ola Spectravox and Playmaster	99.50
Rock-Ola Imperial	48.50
ROCK-OLA 1946, Like New	375.00

ROLL-DOWNS	
Western Baseball	\$ 79.50
Western Baseball, Major League	89.50
Evans Ten Strike	49.50
Total Roll, With Bumpers	185.00
Super Triangle	49.50
One World, Roll Down	125.00
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Buccaneer, Like New	250.00

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  - PRO-SCORE (ROLL DOWN)
  - BANG TAILS, COMBINATION
  - BUCKLEY TRACK ODDS

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WURLITZER 600	195.00
WURLITZER 616	89.50
WURLITZER 24	149.50
SEEBURG ROYAL	225.00
SEEBURG VOGUE	225.00
SEEBURG CLASSIC	175.00
SEEBURG GEM	275.00
SEEBURG HI-TONE, R.C.	295.00
SEEBURG LO-TONE	175.00
SEEBURG CONCERT GRAND	175.00
SEEBURG CROWN	195.00
ROCK-OLA DELUXE	245.00
CONCERT MASTER, '40	145.00
MILLS THRONE	169.50
MILLS EMPRESS	169.50

### NEW BELLS

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	399.00
50¢	599.00
\$1.00	
Jennings Super DeLuxe (Lite-Up)	324.00
Chief, 5¢	334.00
10¢	344.00
25¢	454.00
50¢	369.00
Jenn. Std. Club Console	424.00
Jenn. Super DeLuxe Club Cons.	395.00
\$1.00 Pace DeLuxe Bell	179.50
Columbia DeLuxe Bell	145.00
Columbia Jackpot Bell	25.00
Weighted Slot Stands	175.00
Double Revolve A Round Safes	262.00
Triple Revolve A Round Safes	262.00

**SPECIAL! SHOOTING STARS**

Fast, Flashy, Exciting Action. High Score, Disappearing Skill Hole! A real money maker!

IN ORIGINAL CARTONS  
**\$74.50 EACH**  
**\$69.50** In Lots of 5

**RUSH YOUR ORDERS FOR IMMEDIATE DELIVERY!**

**A NEW BELL IDEA! SEE US FOR JENNINGS TIC-TAC-TOE & MYSTERY-BAR PAYOUTS!**

3 MODELS!  
5c-10c-25c PLAY

TERMS: 1/3 DEPOSIT—BALANCE C.O.D.

**A PROFITABLE BUSINESS OF YOUR OWN**

**the Terrestrialscope**

Coin operated telescopes have developed a tremendous source of profits. A sure and steady income at Scenic Spots, Beaches, Airports, Resorts, Hotel Verandas and everywhere people gather.

New developments perfected in World War II have been embodied in the Terrestrialscope making it an unsurpassed instrument for education and entertainment. It operates three minutes for a dime. Patrons stand in line to use it.

**EARN UP TO \$400.00 A MONTH**

WEIGHT: 250 lbs. • HEIGHT: 5 ft. • Finished in flashing chromium and lustrous black • Rugged design for many years of trouble-free and efficient service • Pays for itself in a few months • Tremendous source of profit for years to come • Entirely self-contained and easy to install • Impervious to weather conditions.

TOTAL COST \$790.00

Convenient terms of one-fourth down and 18 equal monthly payments.

**EICHEL ELECTRONIC CORP.**  
Evansville 8, Indiana

Also makers of Tranquil Tone Coin operated radios and television units — coin operated radio kits — coin operated timers for washing machines, ironers, etc.

# ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARMITAGE 5005 • CHICAGO 47

ASSOC. OFFICES: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8  
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19  
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

FRIENDLY PERSONAL SERVICE



M. S. GISSER, Sales Mgr.

**OUTSTANDING VALUES**

50 Panorams .....	\$195.00	2 Tally Rolls .....	\$ 75.00
125 Exhibit Merchantsmen .....	85.00	5 Advance Rolls .....	240.00
2 Sportsman Roll Downs .....	99.50	2 Slightly Used Microscope 1946 Voiceographs .....	575.00
10 Total Rolls .....	125.00	2 Photomatics, 1947. Write	
6 Pinch Hitters .....	95.00	8 Boomerangs .....	122.50
		Wurlitzer Skee Balls .....	165.00

**BUBBLE BALL GUM**  
Finest Quality — 35¢ per pound. Packed 25 pounds to a carton.

**75 MILLS, 1c**  
5-Column Short Tab Venders .. \$17.50 Ea.

**USED CONSOLES**

3 Mills 4 Nickel	
4 Bells .....	\$150.00
1 Mills 3 Bells .....	195.00
3 Baker's Pacers, D.D. .....	175.00
2 Bally Big Tops, C.P. .....	79.50
2 Bally Club Bells, Comb. ....	95.00
3 Keeney 5¢ Super Bells, Comb. ....	95.00
8 Keeney 5-5-5-25 Super Bells .....	225.00
1 Keeney 5¢ Super Bonus Bell .....	300.00
1 Silver Moon, F.P. ....	89.50
4 Paces Reels, Comb. ....	75.00
2 Bob Talls, F.P. ....	89.50
2 Draw Bells, Bally .....	315.00
3 Keeney 3-Way Super Bonus Bells .....	850.00
3 Keeney 2 Way Super Bonus Bells .....	550.00

**IMMEDIATE DELIVERY FACTORY DISTRIBUTORS**

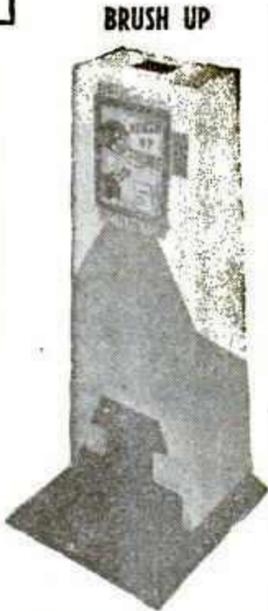
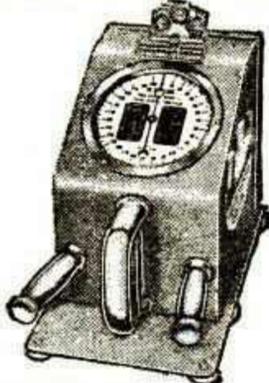
Exhibit's STAR LITE  
Exhibit's TREASURE CHEST  
Chicago Coin's BERMUDA  
United's TROPICANA  
Keeney's HI RIDE  
Keeney's COVER GIRL  
Keeney's GOLD NUGGET  
Genco's TRIPLE PLAY  
Evans' Consoles  
Jennings' CHALLENGERS

WRITE

**NEW COUNTER GAMES**

A.B.T. Challenges .....	\$42.50
A.B.T.'s Newest Challenges, With Electric Lights .....	49.50
A.B.T.'s New Electric Totalizer—Skill Shot Gun .....	54.50
Kicker & Catcher .....	35.00
Gushers, 5¢ .....	25.00

**GOTTLIEB GRIPPERS**  
100 Brand New. Write, Phone or Wire for price.



**SHOE SHINE MACHINES**

The finest, perfect operating machines produced, immediate delivery, collects 10¢ or 5¢ for half-minute operation. Attractively priced, write or call.

**USED COUNTER GAMES**

2 Bombers Gum Venders .....	\$12.00
2 Genco Pee Wees .....	25.00
15 Smileys .....	12.00
2 A.B.T. Red, White & Blues .....	20.00
20 Bat-a-Balls Jr. ....	19.50

**USED CIGARETTE VENDERS**

6 15-Col. U-Need-A-Pak Cigarette Venders .....	\$ 95.00
2 7-Col. S. & M. Cigarette Venders .....	65.00
6 10-Col. Rowe Presidents .....	95.00
30 Du Grenier Champions, Clean Shape, 7, 9 and 11 Col. ....	75.00

**PENNY TARGET**  
Ball Gum Vendors, Brand New, legal everywhere. Returns penny or gives 1 ball gum for each penny. Samples \$49.50. Write for special quantity prices.

**GENCO'S BING-A-ROLLS**  
The Best in Roll Downs—Write or wire for price.

**BRAND NEW SCALES**

Watling Tom Thumb Jr. ....	Write
Watling 500 .....	Write
Ideal Lo Boy .....	\$125.00
Marion Scale .....	97.50

Subject to quantity discount.

**5 Strikes & Spares, \$450.00 ea.**

**ARCADE EQUIPMENT**

2 Lite-o-Leagues .....	\$ 75.00
1 Evans in the Barrel .....	110.00
2 Rapid Fires .....	110.00
1 Pitchem & Katchem .....	85.00
1 Scientific Baseball .....	95.00
2 Exhibit Iron Claws .....	69.50
Jafco 8 Ft. Barrel Roll .....	150.00
3 Ten Strikes .....	89.50
2 Batting Practices .....	95.00
3 Chicken Sams .....	95.00
3 Keeney Air Raiders .....	110.00
3 New Bowl-a-Scores .....	125.00
5 Heavy Hitters .....	110.00
Champion Hockey .....	65.00
Blow Ball .....	135.00
Keeney Submarine .....	95.00
6 Scientific Pokerinos, latest, like new .....	175.00
Evans Super Bomber .....	195.00
Texas Leaguer .....	39.00
1 Scientific Field Goal .....	165.00
1 K.O. Fighter .....	150.00
2 Rotary Claw Type .....	175.00
1 Drive Mobile .....	165.00
2 Sky Fighters .....	145.00
1 Bally Defender .....	145.00
2 Western Baseballs .....	95.00
1 World Series .....	95.00
1 Goalee .....	175.00

**Cleveland Coin Machine Exchange**  
2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phones: PProspect 6316-17

**OPERATORS INFORMATION ON REQUEST**

**ONE BALL BARGAINS VICTORY SPECIAL (Factory Original) \$159.50**

**RECONDITIONED PIN GAMES**

Amber Baseball (Chico) .....	120.00	Marjorie .....	\$140.00
Big Hit .....	32.50	Midget Racer .....	30.00
Baffle Card .....	67.50	Malsie .....	115.00
Carousel .....	30.00	Miss America .....	89.50
Cyclone .....	117.00	Monicker .....	15.00
Dynamo .....	77.00	Rocket .....	82.50
Dynamite .....	44.50	Smarty .....	65.00
Fast Ball .....	145.00	Show Girl .....	62.50
Ginger .....	89.50	Suspense .....	62.50
Havana .....	120.00	Step Up .....	32.50
Hawai .....	18.00	Stage Door .....	16.00
Kismet .....	95.00	Canteen .....	67.50
Lucky Star .....		Sun Valley .....	
		Super Score .....	

**ROY MCGINNIS CO.**  
2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

**Yes, Sir! We've sure got that NEW LOOK!**

**GOTTLIEB'S Lady Robin Hood!**

**with the ORIGINAL FLIPPER BUMPERS!**

**COMPLETE T-A-R-G-E-T SEQUENCE! COMBINATION HIGH SCORE AND FREE PLAY POCKET! FLASHING STEP-UP TARGET BUMPER—Increases High Score and Free Play BONUSES!**

**PLUS the flashiest, most colorful, light-up Back-board you ever saw!**

**IMMEDIATE DELIVERY!**

**T. B. HOLLIDAY COMPANY, INC.**  
1200 W. MOREHEAD ST. CHARLOTTE 1, N. C.

**EXTRA SPECIAL!!!**  
Quality Merchandise! Buy With Confidence at Prices That Can't Be Beat!  
**GORGEOUS LOOKING JUKE BOXES—A-1 MECHANICALLY**

<b>ROCK-OLAS ALL ONE PRICE: \$85.00</b>	<b>WURLITZER</b>	Heavy Duty 12" P.M. Speakers .....	\$5.75
Standards .....	600R .....	Baffle Boards (Cabinets) ..	2.85
Deluxes .....	800 .....	Rubber Male Plugs. Each ..	.06
Masters .....	850 .....	18" Lumalines. Each .....	.80
Commandos .....	71 Counter Model .....		
Supers .....	75.00		

**AND MANY MORE GOOD BUYS**

Wurlitzer (New) Metal Title Strip Holders .....

Seeburg Hi Tone Pick-Up Heads (Used) \$2.50

Wurlitzer Tone Arms, Complete, All Models .....

Motors, Wurlitzer or Seeburg, Used, Overhauled .....

Parts—New and Used for All Makes and Models—At Sensible Prices.

Juke Box Bulbs, 7 1/2 W.—15W.—40W.—60W.—Case of 120, Tax included, \$10.15. Gold Grille Cloth, 22x25", Worth \$2.50. Each 90¢.

**SEEBURG WALL BOXES**  
WS2Z, 20 Sel., 5¢ Wireless, \$17.50  
B2 Crystals .....

**MINIATURE BULBS**  
#44, #46, #47, #63. Box of 10 .....

**TUBES (NEW) GUARANTEED**

2A3 .....	\$1.05	2A4G .....	\$1.50	6A8 .....	\$.45
5Z3 .....	.55	604 .....	.50	30 .....	.50
80 .....	.40	2050 .....	.90	5Y3 .....	.40
6H6 .....	.40	6S7 .....	.60	6J5 .....	.45
6SL7 .....	.60	6SN7 .....	.60	6K7 .....	.55
12SA7 .....	.60	6U4G .....	.50	6L6 .....	.85
12SK7 .....	.60	6C5 .....	.50	45 .....	.50
12SQ7 .....	.60	20B1 .....	.90		

**WE HAVE PRACTICALLY EVERY TUBE MANUFACTURED. SEND FOR FREE CATALOG. DEPOSIT REQUIRED WITH ALL ORDERS.**

**ALBENA SALES CO.**  
587 10th AVE., NEW YORK 18, N. Y. • LOnacre 5-8334

**PALISADES IS NOW DELIVERING!**  
SENSATIONAL NEW **BALLY 5 BALL GAME MELODY**

ALSO READY FOR DELIVERY Keeney—Cover Girl; Chicago Coin—Bermuda; Williams—Sunny; Exhibit—Treasure Chest; United—Tropicano; Gottlieb—Lady Robin Hood.

A complete list of pre-war and post-war used equipment for New York Operators. Service and parts for all Consoles and Bell Machines.

**PALISADE SPECIALTIES COMPANY**  
498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.  
20 MINUTES FROM NEW YORK CITY.

**ROUTE FOR SALE**

ESTABLISHED JUKE BOX BUSINESS OF APPROXIMATELY 100 ASSORTED MACHINES About 50 1946 and 1947 Seeburg, Wurlitzer, Rock-Ola and AMI Victrolas, some earlier juke, plenty of Pin Games and several Slots, well equipped shop, several hundred chairs and many tables, booths, cash registers and other juke box business equipment. One brand new pick-up truck, one old truck, about 25,000 slightly used records, \$1,500.00 worth of test equipment (radio and amplifier), many wall boxes and speakers. Several good leases, all of which make the route safe from competition. All machines located within 10 miles of the shop. Total Invoice cost, \$125,000.00; priced for quick sale at \$62,500.00. Reasonable discount for cash or will accept a reasonable down payment and make terms to suit purchaser. Located in area where never enough snow falls to interfere with business. Owner retiring.

**BOX D-208, c/o The Billboard, Cincinnati 22, O**

**Yes, Sir! WE'VE SURE GOT THAT NEW LOOK!**

**Lady Robin Hood!**

with the ORIGINAL FLIPPER BUMPERS! COMPLETE SEQUENCE! COMBINATION POCKET! FLASHING TARGET BUMPER—Extra High Score and Free Play Bonuses! IMMEDIATE DELIVERY!

YOU'LL GET IT, TOO, WHEN YOU OPERATE GOTTLIEB'S

**W-B MUSIC CO.**

1518 McGEE  
KANSAS CITY 8, MISSOURI

**Greater Than Singapore!**  
UNITED'S 5 BALL

# TROPICANA

WRITE-WIRE-PHONE YOUR ORDERS TODAY!

**SIMON SALES, INC.**

DAVE SIMON  
Note New Address: 627 10th Ave., New York 19, N. Y.  
All Phones: LOnacre 3-0241-0242-0243

**HERE ARE JUST THE MUSIC PARTS YOU NEED!**

616 Amplifiers .....	\$19.50	Tone Arms for Wurlitzer .....	\$15.50
412 Amplifiers .....	14.50	Wurlitzer Motors .....	19.50
24 Amplifiers .....	27.50	Speakers for 24 or 616 .....	15.50
Coin Chutes for 24 .....		\$14.50	

1/3 WITH ORDER — BALANCE C. O. D.  
**PHONE—WIRE—WRITE TODAY**

**RUNYON SALES COMPANY**

123 W. RUNYON ST., NEWARK 8, NEW JERSEY — TEL: BIGELOW 3-8777  
593 TENTH AVE., NEW YORK 18, NEW YORK — TEL: LOnacre 5-1880

**METAL TYPER DISCS**

Plain and Colored  
Priced From \$7.50 Per 1,000  
SAMPLES ON REQUEST

**TYPER MACHINES**

New and Used  
Parts, Supplies,  
Expert Repair Service

Write For Prices

**STANDARD SCALE CO.**  
4333 DUNCAN AVE., ST. LOUIS 10, MO.

# EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

## SHOW TIME AT EMPIRE ALL THE TIME!

**NEW PIN GAMES**

GENC. TRIPLE ACTION  
LADY ROBIN HOOD  
UNITED TROPICANA  
CHICOIN BERMUDA  
EX. TREASURE CHEST  
WMS. SUNNY  
KEEN. COVER GIRL  
BALLY MELODY  
CHICOIN SEA ISLE \$189.50  
EXH. STAR LITE 189.50  
GENCO BRONCHO 165.00  
EX. TALLY-HO 179.50  
KEENEY HI RIDE 190.00

**NEW COUNTER GAMES**

ABT CHALLENGER \$	49.50	MARVELOIG. REELSS	39.50
FOLDING STAND	11.95	MEX. BASEBALL	29.50
BASKET BALL, 1¢	34.50	SKILL THRILL	24.50
GOTT. GRIP SCALE	29.50	FREE PLAY	24.50
GRIP-VUE	49.50	IMP, 1¢ or 5¢	14.50
DAVAL BEST HAND	49.50		

**NEW CONSOLES**

BAL. WILD LEMON \$542.50  
BAL. DOUBLE UP 542.50  
BAL. TRIPLE BELL 895.00  
JENN. CHALLENGER 595.00  
EVANS BANGTAILS 671.50  
EVANS RACES 931.00  
EV. WINTERBOOK 826.00  
EV. CASINO BELL 637.50

**NEW ONE BALLS**

JOCKEY CLUB, P.O. \$645.00  
JOCKEY SPECIAL 645.00  
DAILY RACES, P.O. 495.00

**NEW SLOTS**

JENNINGS LITE-UP CHIEF  
JENNINGS STANDARD CHIEF  
MILLS JEWEL BELL  
MILLS BLACK CHERRY  
COLUMBIA, JP \$109.50  
VEST POCKETS 65.00

DE L. COLUMBIA \$129.50  
MILLS Q.T. 115.00

**NEW VENDORS**

ARISTOCRAT POP  
CORN VENDORS \$225.00  
SILVER KING, 1¢ or 5¢ NUT OR B.G.  
SILVER KING HOT NUT VENDOR 13.95  
VICTOR MODEL K 29.95  
VICTOR MODEL V, 1¢ GLOBE TYPE 12.50  
5¢ 4-WAY MINT 27.50  
FRANTZ SCALE 115.00  
MARION SCALE 97.50

**ROLL DOWN GAMES**

GOLD MINE \$395.00  
BING-A-ROLL 499.50  
CHI. ROLL DOWN 395.00  
BALLY HY-ROLL 499.50  
BUCCANEER 449.50  
ESSO ARROWS 499.50  
PRO-SCORE 499.50

**SLOT SAFES, STANDS**

CHICAGO METAL REVOLVING SAFES—  
UNIVERSAL, Single, \$79.50; Double \$118.75  
BOX STANDS \$27.50 • FOLDING STANDS 12.50

P & S "KICKER" TOM TOM \$309.50

**NEW BAT-A-BALL UPRIGHT MODEL \$84.50**  
JR., WITH STAND 29.50

**RECONDITIONED 5 BALLS**

LUCKY STAR \$189.50	STEP UP \$ 79.50
CROSSFIRE 149.50	HOLLYWOOD 69.50
HONEY 149.50	MID. RACER 44.50
MAISIE 145.00	CANTEEN 44.50
RANGER 139.50	SURF QUEEN 44.50
PLAY BOY 139.50	BIG LEAGUE 44.50
ROCKET 139.50	BIG HIT 44.50
HAVANA 139.50	LITE-O-CARD 39.50
RIO 129.50	YANK DOODLE 39.50
CYCLONE 129.50	FLAT TOP 39.50
CAROUSEL 129.50	LIBERTY 39.50
TORNADO 129.50	SKY CHIEF 39.50
CLICK 129.50	BIG PARADE 39.50
MYSTERY 129.50	AIR CIRCUS 39.50
VANITIES 119.50	KNOCK OUT 39.50
KILROY 119.50	SOUTH SEAS 39.50
SMOKY 119.50	SANTA FE 39.50
BALLYHOO 109.50	BRAZIL 39.50
DYNAMITE 99.50	5-10-20 39.50
SMARTY 99.50	BOSCO 39.50
SHOW GIRL 99.50	HI HAT 39.50
SUPER SCORE 99.50	PRODUCTION 34.50
BAFFLE CARD 99.50	SEA HAWK 34.50
SEA BREEZE 89.50	JUNGLE 34.50
OPPORTUNITY 89.50	BOLAWAY 34.50
SPELLBOUND 89.50	SHOW BOAT 34.50
SUPERLINER 89.50	VENUS 34.50
FAST BALL 79.50	ABC BOWLER 34.50
	SEVEN UP 34.50

**SLOTS**

50¢ WATLING ROLATOP, 3-5 \$145.00  
5¢ MILLS BONUS BELL 119.50  
5¢ MILLS ORIG. CHROME, 2-5 109.50  
5¢ MILLS BLUE FRONT, ORIG. 89.50  
10¢ BROWN FRONTS 109.50  
25¢ MILLS CLUB CONSOLE 149.50  
10¢ JENN. SLIVER CHIEF 99.50  
5¢ JENN. CLUB CONSOLE CHIEF 109.50  
JENN. OIGAROLA XV 99.50  
JENN. LITE-UP CHIEF, 10¢ 225.00

**ONE BALLS**

VICTORY SPECIAL, Auto. Shuf. \$249.50  
CLUB TROPHY, F.P. 74.50  
BLUE GRASS, F.P. 69.50  
PIMLICO, F.P. 79.50  
RECORD TIME, F.P. 69.50  
TURF KING, P.O. 99.50  
JOCKEY CLUB, P.O. 89.50  
LONGSHOT, P.O. 69.50  
KENTUCKY, P.O. 74.50  
SPORT KING, P.O. 64.50  
VICTORY DERBY, Auto. Shuf. 159.50

**ARCADE**

LIBERATOR OR PERISCOPE \$ 79.50  
UNDERSEA RAIDER 139.50  
AIR RAIDER 69.50  
BICYCLE, EXH. 189.50  
DRIVEMOBILE 189.50  
FOOTBALL, IDEAL 189.50  
HOCKEY, CHICOIN 89.50  
HOCKEY, CHAMPION 49.50  
LIFT-O-GRAPH 195.00  
RAPID FIRE 74.50  
WATL. GUESSER SCALE 149.50  
SKY FIGHTER 129.50  
SUPER BOMBER 149.50  
SUPER TORPEDO 109.50  
TEN STRIKE, '46 MOD. 189.50  
TEN STRIKE 69.50  
VITALIZER, EXH. 79.50  
WHIZZ, WITH STAND 59.50  
ABT CHALLENGER, Plastic Top. 32.50

**CONSOLES**

5-25 TWO-WAY BONUS SUPER \$565.00  
BALLY TRIPLE BELL 595.00  
DE LUXE DRAW BELL, New 399.50  
DRAW BELL, Regular 275.00  
25¢ DE LUXE DRAW BELL 375.00  
5¢ KEEN. BONUS SUPER BELL 345.00  
25¢ KEEN. BONUS SUPER BELL 395.00  
BAKER'S PACERS, D.D., J.P. 395.00  
HI HAND, COMB. 99.50  
WATLING BIG GAME, P.O. or F.P. 69.50  
5¢ PACE SARATOGA SR., P.O. 69.50  
JENN. FAST TIME, P.O. 59.50  
BALLY BIG TOP, P.O. or F.P. 69.50  
MILLS JUMBO, LATE HEAD 69.50  
EVANS LUCKY STAR 109.50  
GALLOPING DOMINOS, J.P. 119.50  
MILLS 4-BELLS, 5-5-5-5 99.50  
BALLY CLUB BELL 69.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

# Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone EVERGLADE 2600 • CHICAGO 22, ILL.  
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

**EVERYTHING MUST GO!**

**USED PHONOS**

ALL MACHINES GUARANTEED FOR 90 DAYS

Mills Thrones. \$ 59.50  
Rock-Ola 1940  
Playmaster.  
Adapted for  
30-Wire Boxes 129.50  
Rock-Ola Premier 119.50  
Rock-Ola Standard (Dial) 119.50  
★ Seeburg Hi-Tone, Remote 149.50 ★  
Wurlitzer 500 119.50  
Wurlitzer 616 Plain 49.50  
Wurlitzer 616 Life-Up 59.50  
Wurlitzer 600K Victory 119.50  
Wurlitzer 600R Victory 99.50

**USED PIN GAMES**

State Fair \$75.	Nudgy \$135.
Havana 95.	Midget Racer 40.
Dynamite 60.	Surf Queen 40.
Sky Chief 25.	Cross Fire 135.
Show Girl 60.	Big League 40.
Flamingo 145.	Rio 95.

**RUSH YOUR ORDERS!**  
1/3 Deposit With Order—Bal. C. O. D.

**Scott-Crosse Co.**

1423 Spring Garden Street  
Philadelphia, Pennsylvania  
Rittenhouse 6-7712

**CENTRAL OHIO COIN'S QUALITY BUYS  
NEW LOWER PRICES for QUICK SALE**

**PIN BALLS  
\$29.50 Ea.**

Air Circus, Big Parade, Bolo-way, Bombardier, Bosco, Bubbles, Catalina, Defense, Eagle Squadron, 5-10-20, Four Aces, Jeep, Hollywood, Home Run '42, Idaho, Invasion, Flat Top, Keep 'Em Flying, Knockout, Marvel Baseball, Topic, Streamliner, Sky Chief, Mustang, Venus, Victory, Yankee Doodle, Yanks, American Beauty, Sentry, Klismet, Midway, G.I. Joe, Horoscope, Marines at Play.

**PIN BALLS  
\$19.50 Ea.**

A.B.C. Bowler, All American, Argentine, Bandwagon, Belle Hop, Big Chief, Dixie, Dude Ranch, Polo, Gold Star, Jungle, Legionnaire, Monicker, Play Ball, Slugger, School Days, Sport Parade, Spot Pool, Stratoliner, Sunbeam, Ten Spot, Wildfire, Hi Hat, South Paw, Zig Zag, Star Attraction.

**PIN BALLS**

LATE	
Big Hit	\$ 69.50
Big League	69.50
Surf Queen	69.50
Step Up	79.50
State Fair	89.50
Smarty	115.00
Suspense	79.50
Dynamite	89.50
Stage Door Canteen	59.50
Spellbound	79.50
Super Score	79.50
Widgit Races	89.50
Rio	89.50
Ballyhoo	139.50
Honey	139.50
Havana	119.50
Kilroy	99.50
Lucky Star	129.50
Margie	149.50
Flamingo	179.50
Miss America	139.50
Play Boy	139.50
Carousel	129.50
Gold Ball	139.50
Rocket	119.50
Double Barrel	99.50

**SAFES & STANDS  
REVOLVAROUNDS**

Single	\$ 79.50
Single DeLuxe	119.50
Double	119.50
Double DeLuxe	162.50
Triple DeLuxe	262.50
Heavy Double	265.00
Box Stands	25.00

**MUSIC**

Rock-Ola Standard	\$109.50
Rock-Ola DeLuxe, '39	149.50
Rock-Ola Master, '40	159.50
Rock-Ola Super	179.50
Seeburg Hideaway, RC	249.50
Singing Towers	89.50
Airson, Like New	295.00
AMI Highboy, 40 Selections	295.00
Wurlitzer 600-R	99.50
Wurlitzer 500, Victory Cabinet	145.00
8 Wurl. #125 Wall Boxes, Ea.	15.00
8 Seeburg Bar Boxes, RC	35.00
616 Wurlitzers	89.50

**ARCADE EQUIPMENT**

Batting Practice	\$ 79.50
Sky Fighter	119.50
Air Raider	79.50
Tommy Gun, Late	79.50
Panorams	259.50
Undersea Raiders	149.50
Lite Leagues	149.50
Voice Recorder	79.50
9-Ft. Skee Roll	79.50
Scientific Baseball	69.50
Jack Rabbit, New	300.00
Buckley Diggers	99.50
Rotary Pushers	265.00
Pop Up, New	25.00
Champ Basketball, New	49.50
Pokerino, Scientifico	199.50
Goatee, New	225.00
Wurl. Skee Rolls, 14-Ft.	165.00
10 1/2-Ft. Premier Skee Rolls	WRITE

**NEW SLOTS**

	5¢	10¢	25¢	50¢
Mills Black Cherry	\$248.50	\$253.00	\$258.00	\$338.00
Mills Jewel Bells	248.00	253.00	258.00	350.00
Mills Golden Falls	248.50	253.50	258.50	350.00
Mills Vest Pockets	74.50			
Jennings Std. Chief	269.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia				145.00
Watling Rotatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe				550.00

**USED AND FACTORY REBUILT SLOTS**

	5¢	10¢	25¢	50¢
5¢ Blue Fronts	\$ 79.50			
10¢ Blue Fronts	89.50			
25¢ Blue Fronts	99.50			
5¢ Brown Fronts	99.50			
10¢ Brown Fronts	109.50			
50¢ Chiefs	249.50			
50¢ Blue Fronts	249.50			
\$1.00 Chief	475.00			

**REBUILTS LIKE BRAND NEW**

5¢ COPPER, GOLD AND BLUE, Hammerloid Finish	\$149.50
10¢ COPPER, GOLD AND BLUE, Hammerloid Finish	159.50
25¢ COPPER, GOLD AND BLUE, Hammerloid Finish	179.50

(Drill Proof and Knee Action)

1/3 DEPOSIT WITH ORDERS

**CENTRAL OHIO COIN MACHINE EXCHANGE**

185 E. TOWN ST. PHONES: AD 7949, AD 7993 COLUMBUS 15, OHIO

Yes, Sir! We've sure got that **NEW LOOK!**



YOU'LL GET IT, TOO, WHEN YOU OPERATE

**GOTTLIEB'S Lady Robin Hood!**

with the ORIGINAL FLIPPER BUMPERS!

COMPLETE T-A-R-G-E-T SEQUENCE! COMBINATION HIGH SCORE AND FREE PLAY POCKET! FLASHING STEP-UP TARGET BUMPER—Increases High Score and Free Play BONUS!



PLUS the flashiest, most colorful, light-up Back-board you ever saw!

IMMEDIATE DELIVERY!

**WESTERN DISTRIBUTORS, Inc.**

1226 S. W. 16TH AVENUE  
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**ADVANCE AUTOMATIC SALES CO.**

1350 HOWARD STREET

SAN FRANCISCO 3, CALIF.

**IMMEDIATE DELIVERY**

**De Luxe & Universal REVOLV-A-ROUND**

Safes and Stands

Protected by U. S. Patents

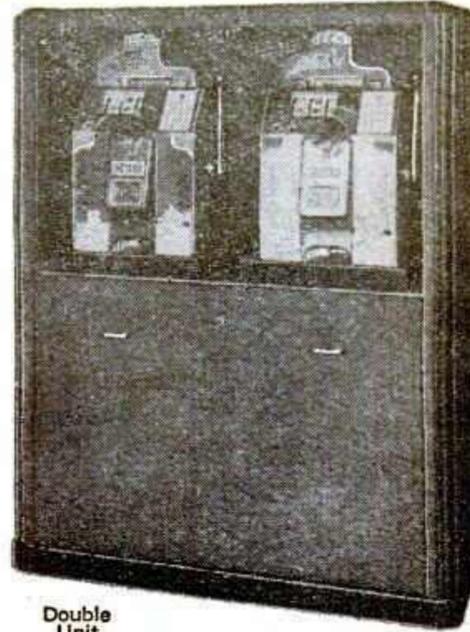
These streamlined units are equipped with the latest and best exclusive safety and convenience features. They hold all machines with a vise-like grip that prevents movement in any direction. De Luxe Safes and Stands and Universal Safes are equipped with Revolv-A-Round feature that permits operator to turn machine on revolving base to empty coin box. Available in single, double and triple units.

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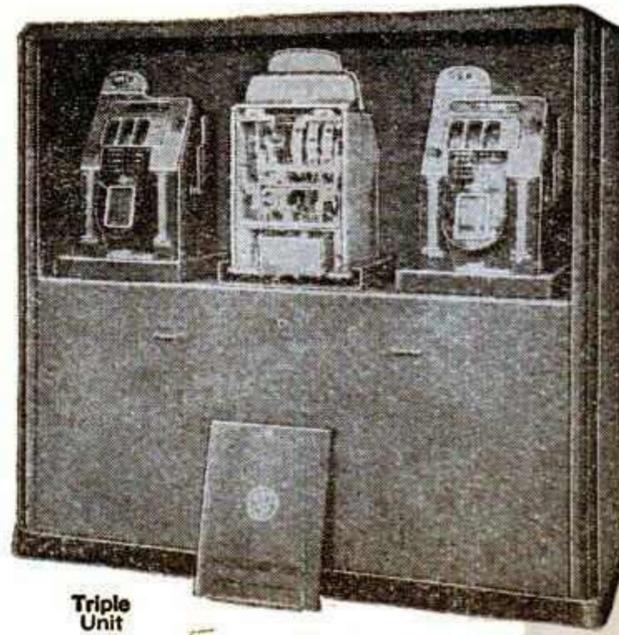
ORDER YOURS TODAY!

**CHICAGO METAL MFG. COMPANY**

3724 SOUTH ROCKWELL  
Chicago 32, Illinois  
Tel.: LaFayette 5754



Double Unit



Triple Unit

You'll have fewer out-of-order calls with a Jennings!

**O. D. Jennings & Co.** 4309 W. Lake St. Chicago 24, Ill.

THE CHICAGO SHOW IS OVER NOW...

Visit us in New York and let us SHOW you the latest in...

ARCADE MACHINES  
COUNTER GAMES  
BOWLING ALLEYS  
ROLL DOWNS



**MIKE MUNYER**

510-514 W. 34th St. N.Y. 1, N.Y. (Bryant 9-6877)

**COIN MACHINE**

**PARTS**

FOR ALL TYPES OF PIN GAMES, SLOTS, ROLL-DOWNS AND PHONOGRAPHS

Write for Our LATEST PRICE LIST

**COIN MACHINE SERVICE CO.**

1547 N. Fairfield Ave., Chicago 22, Ill. Phone: Humboldt 3476

### INCREASE LOCATIONS

BY INSTALLING A  
**BEACON COIN CHANGER**

TESTED AND APPROVED  
BY LEADING OPERATORS

## BEACON

Electrically Operated  
**COIN CHANGER**

IMMEDIATE DELIVERY **\$79.50**

Changes dimes or quarters into nickels with the speed of lightning! Makes change in less than a second! Holds \$40.00 in nickels. The first electrically operated coin changer at the lowest price.



### ★ BEACON JR. ★ MANUALLY OPERATED COIN CHANGER

HOLDS \$22.00  
IN NICKELS **\$49.50**

Efficient, foolproof, for use where it is more practical to use a manually operated coin changer.

FRANCHISED TERRITORIES ARE AVAILABLE FOR RESPONSIBLE DISTRIBUTORS

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2000 N. OAKLEY BLVD. HUMBOLDT 3027 CHICAGO 47, ILL.

You Saw It at the C.M.I. Show . . .  
from Maine to California  
Operators are Asking for more . . .

## CHAIN DRIVE COIN CHUTES

Can be installed right on location in 5 minutes.

### MODEL A

Fits All Escalator Mills  
Machines Up to the Jewel

### MODEL B

Fits the New Jewel Bell

- Won't Take Steel Slugs • Cannot Clog or Jam
- Throws Out Bent Coins • Coins Cannot Shingle
- Won't Take Any Coin Thicker Than a Good Coin
- Eliminates 99% of All Coin Chute Trouble Calls
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- All Wearing Parts Hardened
- Will Outwear 2 Machines
- Can Be Changed From One Machine to Another
- No Cutting—No Drilling—No Filing
- Fits Right in Place of Old Chute
- Self-Adjusting to Mechanism

"ALL SAMPLES" **\$35.00**

Your money back in 10 days if it does not prove to be what we claim. Send \$10.00 deposit, balance C. O. D.

MADE ONLY IN 5c-10c-25c PLAY



10 DAYS' FREE TRIAL — 1 YEAR GUARANTEE

MADE ONLY BY

## VALLEY SPECIALTY CO., INC.

550 N. CLINTON AVE.

ROCHESTER 5, N. Y.

"20 YEARS OF COIN MACHINE MANUFACTURING"

Yes, Sir! We've sure got  
that  
**NEW LOOK!**



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WHEN YOU OPERATE

## GOTTLIEB'S Lady Robin Hood!

with the ORIGINAL  
**FLIPPER BUMPERS!**

- COMPLETE T-A-R-G-E-T SEQUENCE!
- COMBINATION HIGH SCORE AND FREE PLAY POCKET!
- FLASHING STEP-UP TARGET BUMPER—Increases High Score and Free Play BONUS!

PLUS the flashiest, most colorful, light-up Back-board you ever saw!



**IMMEDIATE DELIVERY!**

## B. D. Lazar Co.

1635 FIFTH AVENUE  
Pittsburgh • Phone Grant 7818  
29 Years the Leader in the Field

**ORDER NOW!**

### NEW EQUIPMENT IMMEDIATE DELIVERY

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|--------------------|---------------------|
| Bermuda            | Tin Pan Alley       |
| Tropicana          | Double Up           |
| Treasure Chest     | Wild Lemon          |
| Sunny              | Jockey Special      |
| Keeney Cover Girl  | Jockey Club         |
| Lady Robin Hood    | Jenn. Challenger    |
| Bally Melody       | Buckley Criss       |
| Rio Rita (Flipper) | Gross Slot          |
| Roll Down          | Jenn., Mills, Pace, |
| Bing-a-Roll        | Waiting Slots       |
| Pro-Score          |                     |

### GUARANTEED SLOTS

Reconditioned, Refinished, Repainted

Mills Blue Fronts, 5¢	\$ 89.50
Mills Blue Fronts, 10¢	94.50
Mills Blue Fronts, 25¢	99.50
Mills Brown Fronts, 5¢	89.50
Mills Brown Fronts, 10¢	94.50
Mills Brown Fronts, 25¢	99.50
Mills Silver Chrome, 5¢	135.00
Mills Silver Chrome, 10¢	140.00
Mills Silver Chrome, 25¢	145.00

### EXTRA SPECIAL—ALL BRAND NEW!

Packard Hideaway, Eight Pla-Mor Boxes, 100 Feet of 30-Wire Cable, Complete . . . .

### SPECIALS!

**\$675.00**

In Original Cases  
BRAND NEW

**SHOOTING STARS, \$69.50**

Write for List A-1 New and Reconditioned 5-Balls, 1-Balls, Consoles, etc.

Send in your Mills Blue Fronts and War Eagles and we will rebuild them to resemble late model machines, thoroughly reconditioned and guaranteed like new! Write for Prices.  
**FOREIGN TRADE:** We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. **CABLE: MOCOIN.**  
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

### TOP 14 BUYS OF THE COUNTRY!

<b>ROLL-DOWNS</b>		<b>ARCADES</b>	
Advance Roll . . . . .	\$229.50	Ten Strike, '47 Model . . .	\$179.50
Rollaball . . . . .	159.50	Ten Strike, '46 Model . . .	139.50
Evans Double Up . . . . .	159.50	Amusement Tumbler . . .	139.50
Super Roll . . . . .	159.50	Amusement Boomerang . .	89.50
Sportsman Roll . . . . .	149.50	Heavy Hitter . . . . .	79.50
Total Roll . . . . .	99.50	Supreme Bolascare . . . . .	59.50
Super Triangle . . . . .	89.50	Bowling Games . . . . .	49.50

We Carry Full Line Equipment & Supplies  
Terms: 1/2 Certified Deposit.

### WISCONSIN'S LEADING DISTRIBUTOR

## United Coin Machine Co. Inc.

6304 W. GREENFIELD SPRING 8446 MILWAUKEE 14, WISC.

SEE FOR YOURSELF—LONDON IS TOPS FOR VALUES!

**EXTRA! Pfanstiehl Needles . . .**  
 REGULARS OR SPECIALS: **35c EA.** Lots of 1000 — **37c EA.** Lots of 100  
**SPECIAL #18 ZIP CORD—1½c PER FOOT**

**PIN TABLES**

ALL CLEANED, CHECKED, READY FOR IMMEDIATE LOCATION! SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.

**\$24.50 EACH — 5 FOR \$100.00**

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|------------------------|--------------------------|----------------------|-------------------------|
| Glamour Majors, '41    | White Sails Sport Parade | Lone Star Metro      | Capt. Kidd Hold Over    |
| Vacation Bomb the Axis | Play Mate Barrage        | Line Up Dough Boy    | Super Charger Spot Pool |
| Seven Up Box Score     | Double Feature Play Ball | Big Chief G. I. Joe  | Boom Town Entry         |
| Hi Hat Big League      | Golden Gate Roxy         | School Days Ten Spot | Twin Six Belle Hop      |
| Border Town Jolly      | Stop and Go Big Show     | Limelight            | Tops                    |
| Eagle Squadron Airport | Dixie Gold Star          |                      |                         |

**\$39.50 EACH — 4 FOR \$130.00**

- |         |                    |         |  |
|---------|--------------------|---------|--|
| 5-10-20 | Jungle             | Hi Dive |  |
|         | Exh. Bowling Alley | Kismet  |  |
|         | Four Aces          |         |  |

- |                        |          |
|------------------------|----------|
| Keep 'Em Flying . . .  | \$ 69.50 |
| Western Baseball . . . | 49.50    |
| Nudgy . . . . .        | 139.50   |
| Sky Chief . . . . .    | 59.50    |
| Surf Queen . . . . .   | 59.50    |

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS  
 WITH SOUND DISTRIBUTION

EXCLUSIVE DISTRIBUTOR WISCONSIN AND UPPER MICHIGAN

**PHONOGRAPHS**

Completely Reconditioned and Ready for Immediate Location!

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| <b>WURLITZERS</b>                          | <b>ROCK-OLA</b>                             | <b>SEEBURG</b>                          |
| 412 . . . . . \$ 49.50                     | Imperial 20 . . . . . \$ 49.50              | Gem . . . . . \$ 94.50                  |
| 616 . . . . . 79.50                        | Standard or DeLuxe . 119.50                 | Regals or Crowns . . 139.50             |
| 24 and 24A . . . . . 89.50                 | Masters or Supers . . 139.50                | Plaza or Mayfair . . 124.50             |
| 600-R . . . . . 99.50                      | 1946 Rock-Olas . . . . . Write for Prices   | Classics or Vogues . 194.50             |
| 500K or 600K . . . . 125.00                | AMI Top Flite . . . . 49.50                 | Colonel or Envoy, ES 250.00             |
| Victory Model, Rotary . 79.50              | Playmaster With Spectravox . . . . . 149.50 | Colonel or Envoy, ESRO . . . . . 275.00 |
| Victory Model, Keyboard . . . . . 124.50   | Playmaster . . . . . 124.50                 | 8800 or 9800, ES . . 175.00             |
| 780-M . . . . . 229.50                     |   | 8800 or 9800, ESRO 210.00               |
| 780-E . . . . . 249.50                     |   | 8200, ES . . . . . 200.00               |
| 1015 (like new) . . . . . Write for Prices |   | 8200, ESRO . . . . . 235.00             |

**AIREONS, Used, Like New.. \$250.00**  
 Write for Quantity Prices

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| Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. . . . . \$ 5.00 | Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. . . . . \$ 5.00 |
| WS2Z Seeburg Wireless Wallomatics . . 19.50                      | Wurlitzer Model 125, 5-10-25¢ Wall Boxes, Ea. . . . . 15.00  |
| 3-Wire Seeburg Wired Wallomatic . . . 15.00                      | Buckley 24-Selection Wall Boxes, Ea. . 5.00                  |
| WS10Z Seeburg Wireless 5-10-25 Wallomatic . . . . . 39.50        |  |
| WB1Z Seeburg Wireless 5-10-25 Baromatic . . . . . 44.50          |  |

**MISCELLANEOUS**

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| A.B.T. Challengers, slightly used . . . \$ 24.50               | Atomic Bomber (floor sample) . . . \$149.50                           |
| A.B.T. Challengers (New) . . . . . Write for Price             | Pokerino (like new) . . . . . 49.50                                   |
| Gottlieb 3-Way Grippers . . . . . 12.50                        | Bally Rapid Fire, crating included . . 49.50                          |
| Genco Advance Roll, like new . . . . . Write for Price         | Boomerang (like new) . . . . . 99.50                                  |
| Chicago Coin All Star Hockey, crating included . . . . . 49.50 | Roll-a-Ball (Firestone), like new . . . 99.50                         |
| Scientific Batting Practice, crating included . . . . . 49.50  | Tally Roll (like new) . . . . . 99.50                                 |
| Keeney Air Raider, crating included . . 49.50                  | Pinch Hitter (like new) . . . . . 99.50                               |
| Tall Gunner, crating included . . . . . 49.50                  | Chicken Sam, with Rifle Range Conv., crating included . . . . . 49.50 |
| Bang-a-Deer, crating included . . . . . 74.50                  | Champion Hockey, crating included . . 29.50                           |
| Score-a-Barrel (like new) . . . . . 99.50                      | Goalee, crating included . . . . . 124.50                             |
| Skill Roll (like new) . . . . . 99.50                          | Mills Owl, crating included . . . . . 15.00                           |
|  | Total Rolls (like new), crating included . . . . . 124.50             |

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

PHONE: KILBOURN 7323

FORMERLY MILWAUKEE COIN MACHINE CO.

**S. L. Londen Music Co., Inc.**  
 3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

**GIVE TO THE MARCH OF DIMES**

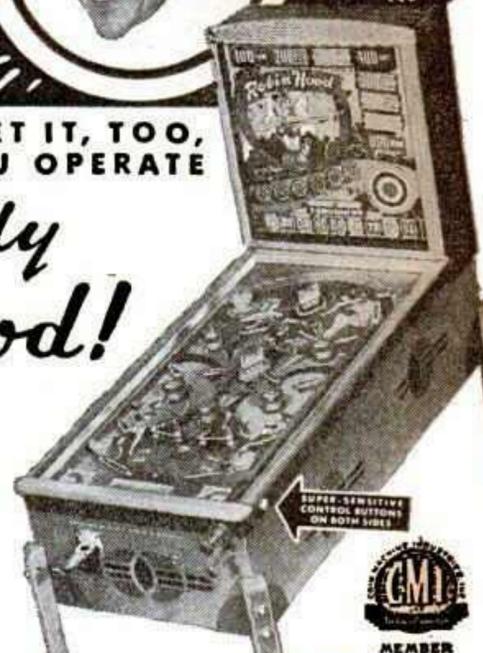
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YOU'LL GET IT, TOO, WHEN YOU OPERATE

GOTTLIEB'S *Lady* **Robin Hood!**

with the ORIGINAL **FLIPPER BUMPERS!**



COMPLETE T-A-R-G-E-T SEQUENCE!

COMBINATION HIGH SCORE AND FREE PLAY POCKET!

FLASHING STEP-UP TARGET BUMPER—Increases High Score and Free Play BONUS!

PLUS the flashiest, most colorful, light-up Back-board you ever saw!

**IMMEDIATE DELIVERY!**

**EMPIRE COIN MACHINE EXCHANGE**

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Associate Office:

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**ROCK BOTTOM PRICES! REBUILT PHONOGRAPHS!**

UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

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|--------------------------------|---|-------------------------------|
| <b>WURLITZER</b>               | <b>SEEBURG</b>  | <b>ROCK-OLA</b>               |
| 850-950-800 . . . . . \$225.00 | Hitone, RC . . . . . \$149.50                                   | Commando . . . . . \$129.50   |
| 500 . . . . . 119.50           | Hitone, ES . . . . . 139.50                                     | Super & Master . . . . 129.50 |
| 600 . . . . . 99.50            | Commander, Cadet, Maestro, Major . . . 149.50                   | DeLuxe . . . . . 119.50       |
| 24 Victory . . . . . 79.50     | Casino . . . . . 89.50  | Standard . . . . . 109.50     |
| 616, IH. . . . . 59.50         | Regal . . . . . 89.50   | Twin Twelve . . . . . 69.50   |
| 616, Plain . . . . . 49.50     | Royal . . . . . 69.50   | 5-Wire Cellar Job . . . 69.50 |
| 50 . . . . . 39.50             | Rex 30-Wire Cellar Job 1941 Factory RC Special . . . . . 159.50 | Monarch . . . . . 59.50       |

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

CHECK THESE POINTS

- ✓ PROFESSIONALLY REFINISHED
- ✓ MECHANISM OVERHAULED
- ✓ WORN PARTS REPLACED
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- ✓ TONE HEAD RENEWED
- ✓ TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

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| <b>POSTWAR PHONOGRAPHS</b> | <b>LIKE NEW</b> | Rock-Ola . . . . . \$375.00                         |
|                            |                 | Wurlitzer . . . . . 550.00                          |
|                            |                 | Aireon (with new accumulator and coin chute) 325.00 |
|                            |                 | Seeburg . . . . . Write                             |

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| <b>WALL BOXES</b>                 | <b>MISC. EQUIPMENT</b>   |
| Seeburg Post War (used) Write     | Needles . . . . . Write  |
| Seeburg 8-24-1Z . . . . . \$ 3.95 | 10,000 Title Strips . . . \$3.75   |
| Seeburg 8-20-1Z . . . . . 3.95    | Talking Gold . . . . . 75¢ per 100 sq. inches                              |
| Seeburg 3-Wire Baromatic 22.50    | Solotons Personalized Music System, Mechanism and 10 boxes . . . . . Write |
| WS-2Z Wireless . . . . . \$19.50  |  |
| DS-20-1Z 3-Wire . . . . . 15.00   |  |
| Wurlitzer 120 . . . . . 5.00      |  |
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Tubes and Miniature Bulbs, 40% Disc. Terms: 1/3 Deposit with order, bal. C. O. D.

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**SEEBURG** FACTORY DISTRIBUTORS

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12 YEARS OF OPERATOR CONFIDENCE

# Look into the **NEW** **CAMERA CHIEF**

## Amazing 3-Dimensional Pictures

The favorite name comic book characters of the children; Flash Gordon, Tarzan, Captain Marvel, cartoons, travelogues—a wide variety of beautiful pictures, fascinating cartoons. And all in 3 dimensions—for the first time.

This **NEW** amazing counter game, **CAMERA CHIEF**, is 100% legal. Can be operated anywhere, anytime—earning consistently 365 days of the year.

Electrically illuminated, mechanically operated. Simply and durably constructed, foolproof, cheatproof . . . designed for years of service. Beautifully styled, streamlined cabinet with the colorful appeal to children. Separate key for the cashbox for operator; location retains key so that he can change film. Packed one to a carton.

Simply push the lever for each picture. See nine colored 3-dimensional pictures for a penny.

*Additional film can be supplied from a variety of subjects at 35c per film.*

Look into the **NEW CAMERA CHIEF** today

# GROETCHEN TOOL & MFG. CORPORATION

126 N. UNION AVE.

Phone: Randolph 2807

OPERATORS PRICE:

# \$19.95

1/2 Certified deposit with order, balance C. O. D.



Height: 8 3/4"  
Width: 8"  
Depth: 13 1/2"  
Shipping weight: 12 lbs.

## NEW . . . at the show

### ALREADY IN LIMITED PRODUCTION! **ABC ROLL**

The Rolldown with the  
New **ABC FEATURE**

which offers  
**action**  
**skill**  
**suspense**  
on every ball played

**FEATURING:** Kicker Pockets, Roll-over Buttons, One-way Gate, Metal Archway, a beautiful, well constructed, sturdy Cabinet and a host of other features.



DISTRIBUTORS: Write for Our Exclusive Territory Plan

## CHAMPION MFG. CO.

101 RANTOUL STREET

BEVERLY, MASS.

Yes, Sir! We've sure got  
that  
**NEW  
LOOK!**



YOU'LL GET IT, TOO,  
WHEN YOU OPERATE

## GOTTLIEB'S *Lady* **Robin Hood!**

with the **ORIGINAL  
FLIPPER BUMPERS!**

**COMPLETE  
T-A-R-G-E-T SEQUENCE!  
COMBINATION HIGH SCORE  
AND FREE PLAY POCKET!**

**FLASHING STEP-UP TARGET  
BUMPER—Increases High Score  
and Free Play BONUS!**

PLUS the flashiest, most  
colorful, light-up Back-  
board you ever saw!



**IMMEDIATE  
DELIVERY!**

## TRIMOUNT

COIN MACHINE COMPANY

40 WALTHAM STREET

BOSTON 18, MASS.



**Rated 5 STARS AT THE SHOW!**

**CHICAGO COIN'S**

# BERMUDA



Get Your **ORDER** in **NOW** to INSURE PROMPT DELIVERY



ALSO NOW DELIVERING **BERMUDA 5-BALL** STRAIGHT NOVELTY **ROLL-DOWN** IN BEAUTIFUL CONSOLE CABINET



**Chicago Coin MACHINE CO.**  
1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS



## COVEN'S COIN CORNER

**USED FIVE BALLS**

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|------------------------|-----------------------|
| BAFFLE CARD ...\$79.50 | LIBERTY .....\$39.50  |
| BIG HIT ..... 39.50    | ROCKET .....100.00    |
| BIG PARADE .... 34.50  | SEA HAWK ..... 24.50  |
| BOLAWAY ..... 19.50    | STAGE DOOR            |
| CAPTAIN KIDD . 19.50   | CANTEEN ..... 49.50   |
| DOUBLE BARREL . 39.50  | SUPER LINER ... 69.50 |
| EAGLE SQUADRON 29.50   | SURF QUEEN .... 39.50 |
| FLAT TOP ..... 29.50   | SUSPENSE ..... 69.50  |
| JEEP ..... 19.50       | TEN SPOT ..... 19.50  |
| KNOCKOUT ..... 39.50   |                       |
| LAND SLIDE .... 19.50  |                       |
| LAURA ..... 39.50      |                       |

**USED SLOTS**

- Mills Black Cherry, 10c (Orig.) ..\$149.50  
 Mills Chrome, 10c, (Rebuilt) .. 129.50  
 Mills Chrome, 25c, (Rebuilt) .. 129.50

**SPECIALS**

- Nudgy (New) .....\$149.50  
 Silver Streak (New)..... 149.50

**PARTS SPECIALS**

- 3 and 5 AMP Glass Cartridge Fuses, \$2.50 per 100  
 Collection Books, \$7.50 per 100

Terms: 1/2 Deposit—Balance C. O. D. or Sight Draft.  
**EXCLUSIVE BALLY DISTRIBUTOR**

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3181 ELSTON AVE. CHICAGO, ILL.  
Phone: INDEPENDENCE 2210

Yes, Sir! **NEW LOOK!** WE'VE SURE GOT THAT



YOU'LL GET IT TOO—WHEN YOU OPERATE **GOTTLIEB'S Lady Robin Hood!**

with the ORIGINAL **FLIPPER BUMPERS!** **IMMEDIATE DELIVERY!**

COMPLETE SEQUENCE!  
 COMBINATION POCKET!  
 FLASHING TARGET BUMPER—  
 Extra High Score and Free Play Bonuses!

SUPER SENSITIVE CONTROL BUTTONS ON BOTH SIDES



**SOUTHERN AMUSEMENT COMPANY**  
628 MADISON AVENUE MEMPHIS 7, TENN.

## ROTATION OR ELECTRIC BINGO

PAT. #2,127,396 PAT. #2,211,617  
 ORDERS NOW BEING TAKEN FOR THESE SUCCESSFUL MONEY EARNING GROUP GAMES OPERATING IN CONEY ISLAND AND ROCKAWAY. ESP. 7-3162  
**FABER'S AMUSE. CORP., 501 AVE. "M", B'KLYN 30, N. Y.**



**FOR SALE!**  
 Bally Undersea Raider ..\$125.00 Amusement Lite League . \$ 79.00  
 Jack Rabbit ..... 89.50 Goals ..... 189.50  
 Roll-A-Score ..... 129.50  
 1/3 Dep.; Bal. C. O. D.  
 Get on our mailing list and receive our monthly newsletter.  
**NATIONAL NOVELTY COMPANY** 183 Merrick Road, Merrick, Long Island  
 Phone: Froeseport 8-8320

# NOW \$150<sup>00</sup>

## 5c-10c-25c ROL-A-TOP BELLS

WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout, Standard  
— Mystery 3-5 Payout, Club — No Lemon on First Reel

**DON'T WRITE—WIRE!**

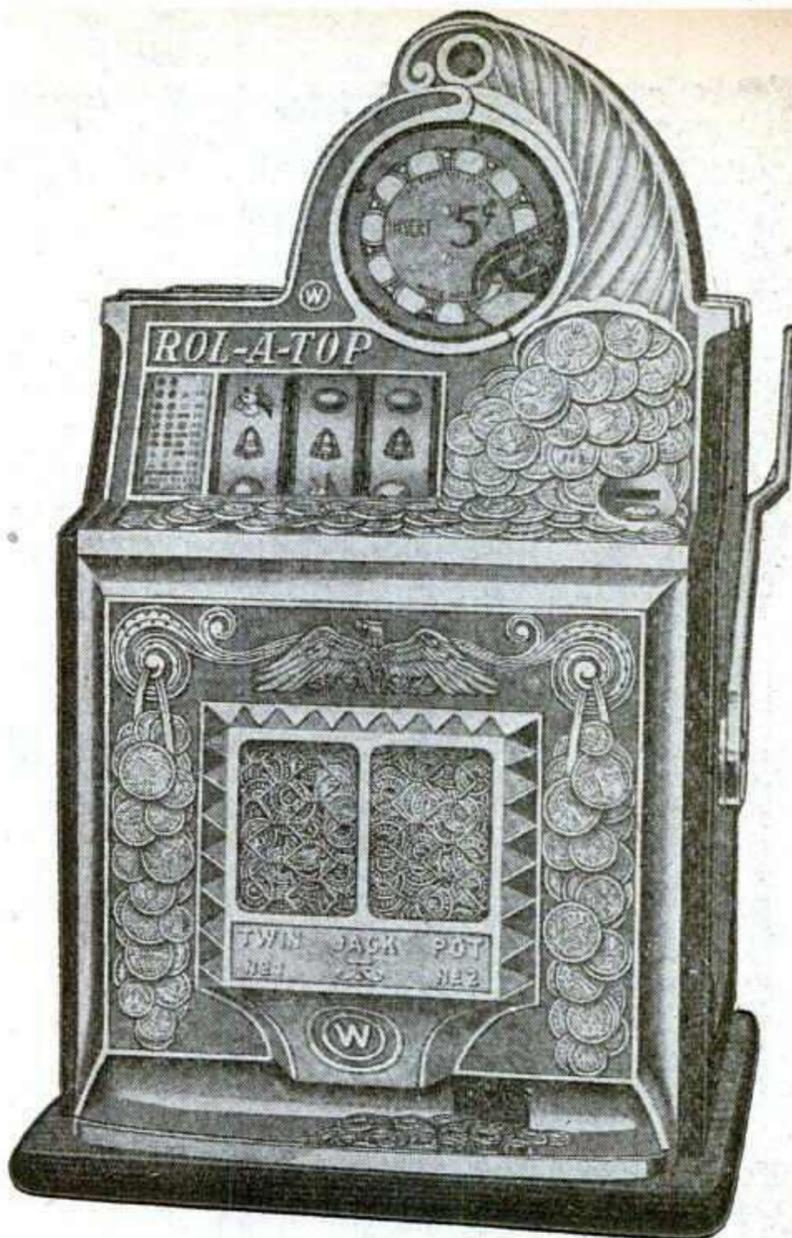
# WATLING MFG. CO.

Est. 1889 — Tel.: COL. 2770

4650 W. FULTON ST.

CHICAGO 44, ILLINOIS

Cable Address: "WATLINGITE," Chicago



## THE NEW KICKER "TOM TOM"

Changes the scoring entirely. NOW up to 1,000,000. Every game GUARANTEED! Price competitive and still LOWER than most anything displayed at the SHOW!

BE SURE TO WRITE FOR PHOTOGRAPH!



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Yes, Sir! We've sure got that **NEW LOOK!**



YOU'LL GET IT, TOO, WHEN YOU OPERATE

## GOTTLIEB'S *Lady Robin Hood!*

with the ORIGINAL **FLIPPER BUMPERS!**

COMPLETE T-A-R-G-E-T SEQUENCE!  
COMBINATION HIGH SCORE AND FREE PLAY POCKET!  
FLASHING STEP-UP TARGET BUMPER—Increases High Score and Free Play BONUS!



PLUS the flashiest, most colorful, light-up Back-board you ever saw!

**IMMEDIATE DELIVERY!**

**RUSH YOUR ORDER TODAY!**

## SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563

# SACRIFICE

**All Late Model Music Equipment. Route of Twenty-Five Music Machines, Located in Northern Alabama-Decatur, Ala. Will Sell Any Part of Route. We Also Have Some Late Model Seeburgs on the Floor at a Close-Out Price. Some of These Machines Are Like New.**

## SEEBURGS

148-M .....	WRITE
148-S .....	WRITE
12—147-M, Less Than Sixty Days Old .....	\$625.00
8—147-S, Less Than 6 Months Old .....	589.50
3—146-M, Clean and Perfect .....	525.00
5—8000, 9800 or 8200, R. C. ....	250.00
3—8800, 9800 or 8200, E. S. ....	235.00
6—HI47M, R. C. Special .....	367.50
4—HI46M, R. C. Special .....	229.50

## Late Model SEEBURG WALL BOXES & SPEAKERS

35—WI-L56; 5, 10, 25 Wallomatic; Same as New .....	\$ 69.50
53—WI-L56; 5 Cent Wallomatic; Same as New .....	45.00
69—3WI-L56; 5 Cent, 3-Wire Wallomatic.	35.00
35—RSI-8, Tear Drop Speaker .....	17.50
10—Dual Remote Volume Control; Same as new .....	17.50
50—Wall Boxes Bracket; Same as New ....	2.65
10—Power Supply .....	13.00

## Miscellaneous Equipment

2—1422 Rock-Ola, Clean and Ready To Go.	\$375.00
8—40 Super Rock-Ola .....	175.00
2—1946 Aireon, Good Condition .....	197.50
5—1015 Wurlitzer .....	550.00
3— 850 Wurlitzer .....	235.00
2—7850 Seeburg .....	165.00
1—1942 Factory Seeburg, R. C. Special ..	150.00
20—Solotone Boxes .....	8.75
2—Solotone Amp.; New .....	49.50

2—Packard Out-of-the-World Speakers; New in Crates .....	125.00
1—Used Out-of-the-World Speaker .....	89.50
1—'46 Chevrolet 1/2-Ton Stake, 8,000 Miles, Clean .....	1,500.00
1—Complete Record Bar Counter, Cash Register, Show Case, 30-Ft. Record Bins, 20,000 New Late Records at Inventory.	

One-Third Deposit With Order, Balance C. O. D., Birmingham, Ala.

# FRANCO NOVELTY CO. of B'HAM, Inc.

1707 THIRD AVE. Birmingham, Ala. Tel. 78280

## JACKPOT BELL

5c — 10c — 25c

FACTORY REBUILT  
LOOK AND OPERATE  
LIKE NEW

GUARANTEED  
\$150.00

AUTOMATIC OR GUARANTEED  
JACKPOT MODELS



TRACK ODDS . . . . . \$650.00

PARLAY LONG SHOT . . . . . 750.00

Thoroughly Factory Rebuilt

### BRAND NEW BUCKLEY MUSIC BOX

24 Selections \$25.00 32 Selections

USED MILLS 4 BELLS .....

NEW FOURWAY COIN CHANGERS .....

REBUILT WATLING J. P. BELL, 5c.....

GET OUR COMPLETE LIST OF SLOT PARTS

*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6538

Yes, Sir! WE'VE SURE GOT THAT  
**NEW LOOK!**

YOU'LL GET IT TOO—WHEN YOU OPERATE

GOTTLIEB'S  
*Lady Robin Hood!*

with the ORIGINAL  
**FLIPPER BUMPERS! IMMEDIATE DELIVERY!**

COMPLETE SEQUENCE!  
COMBINATION POCKET!  
FLASHING TARGET BUMPER—  
Extra High Score and  
Free Play Bonuses!

SUPER-SENSITIVE  
CONTROL BUTTONS  
ON BOTH SIDES



AMERICAN DISTRIBUTING COMPANY  
100 N. E. 24TH ST. MIAMI 37, FLORIDA

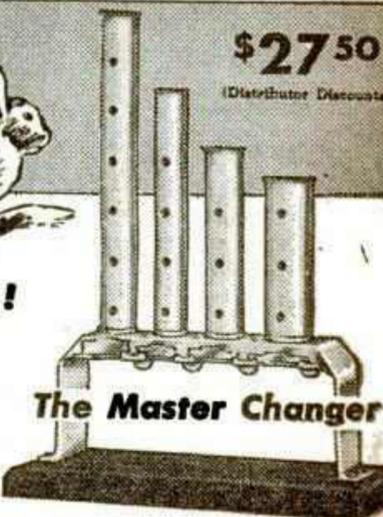
## JACKRABBIT SPEED



It's Accurate!

It's Attractive!

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction... finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.



The Master Changer



Northwest Sales Co.

EXCLUSIVE NATIONAL DISTRIBUTOR  
3146 ELLIOTT AVENUE SEATTLE 1, WASH.

# "AFTER-THE-SHOW" SALE

## OF GOOD USED EQUIPMENT

We're forced to drop prices on these top quality used machines to clear our display room for new equipment ordered at the show last week. Order TODAY while you can get mechanically perfect equipment at these new low prices. Every machine is a beauty winner — ready to install on location.

**ROCKOLA "1422"**  
\$369.50

**SEEBURG 9800-R.C.**  
\$259.50

**BALLY "SURF QUEEN"**  
\$29.50

### PHONOGRAPHS

SEEBURG 8200-R.C. ....	\$289.50	ROCKOLA PLAYMASTER HIDEAWAY \$	89.50
SEEBURG 8800-R.C. ....	279.50	ROCKOLA WALLBOX .....	4.95
SEEBURG 8800-E.S. ....	259.50	ROCKOLA BAR BOX .....	5.95
SEEBURG ENVOY, R.C. ....	249.50	WURLITZER 950 .....	279.50
SEEBURG CADET, R.C. ....	239.50	WURLITZER 750 .....	295.00
SEEBURG HIDEAWAY .....	179.50	WURLITZER 500 .....	144.50
SEEBURG WS-2Z W.O.M. ....	28.50	WURLITZER 600 .....	144.50
ROCKOLA SUPER .....	159.50	WURLITZER 3020 WALLBOX ....	49.50

TERMS: 50% CERTIFIED DEPOSIT  
BALANCE C. O. D.

### PIN GAMES

COED .....	\$159.50	ROCKET .....	\$89.50	SHOW GIRL .....	\$69.50
GOLD BALL .....	149.50	CROSS FIRE ....	89.50	STEP UP .....	64.50
MEXICO .....	149.50	KILROY .....	89.50	SUPERLINER .....	54.50
MAISIE .....	144.50	LIGHTNING .....	84.50	SUSPENSE .....	49.50
HONEY .....	134.50	SMARTY .....	74.50	BIG LEAGUE ....	44.50
CAROUSEL .....	134.50	SPELLBOUND ....	69.50	BIG HIT .....	44.50



## SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563

*Yes, Sir! We've sure got that*  
**NEW LOOK!**



**YOU'LL GET IT, TOO, WHEN YOU OPERATE**

**GOTTLIEB'S Lady Robin Hood!**

with the ORIGINAL **FLIPPER BUMPERS!**

**COMPLETE T-A-R-G-E-T SEQUENCE! COMBINATION HIGH SCORE AND FREE PLAY POCKET! FLASHING STEP-UP TARGET BUMPER—Increases High Score and Free Play BONUSES!**

PLUS the flashiest, most colorful, light-up Back-board you ever saw!

**IMMEDIATE DELIVERY!**

**ORDER TODAY!**

**ACTIVE AMUSEMENT MACHINES CO.**

666 N. Broad St. Philadelphia 30, Pa. Fremont 7-4495

98 Clinton Ave. Newark 5, N. J. Mitchell 2-8527

1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176




"YOU CAN ALWAYS DEPEND ON ACTIVE.. ALL WAYS"

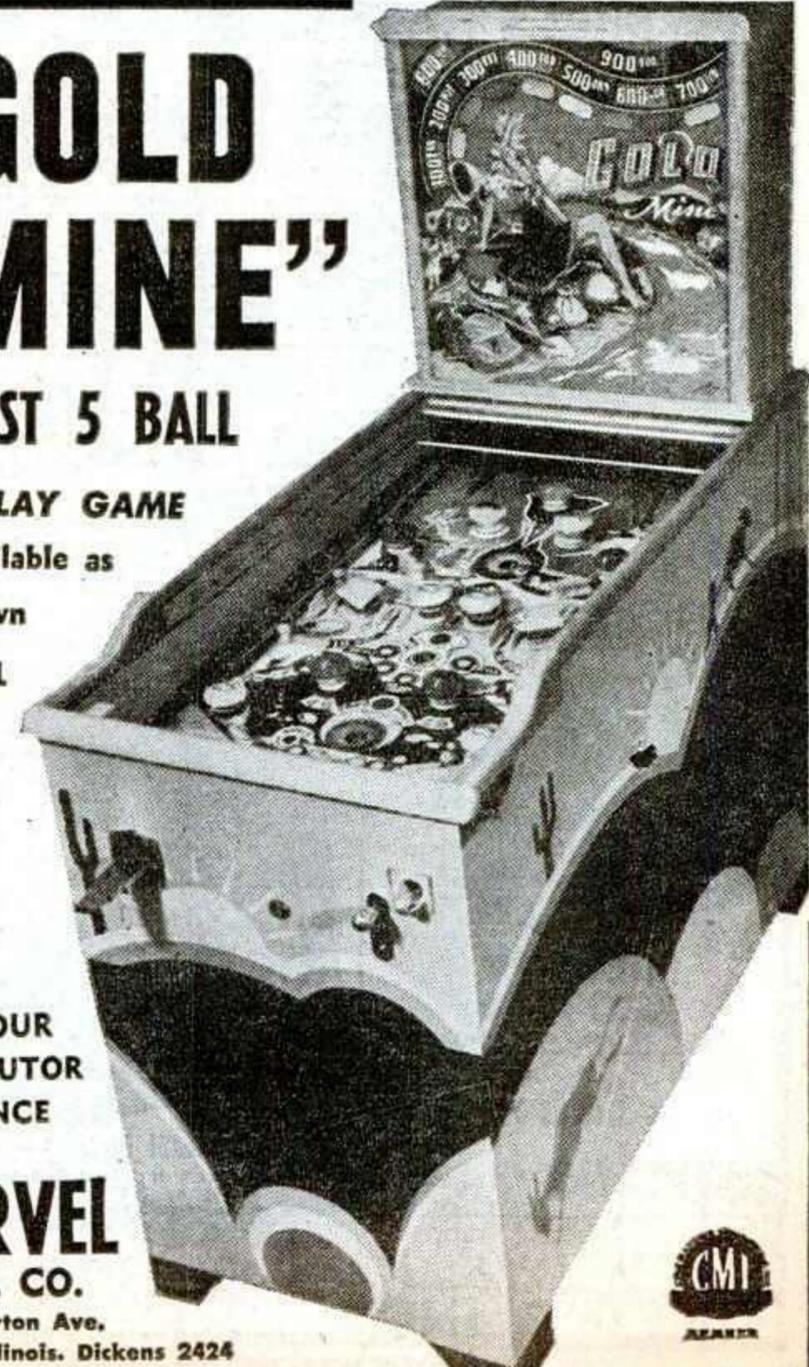
**"GOLD MINE"**

**NEWEST 5 BALL**

**FREE PLAY GAME**  
also available as  
**Roll Down**

**SENSATIONAL FLIPPER ACTION UNLIMITED BONUS SCORING PLUS FEATURES GALORE!**

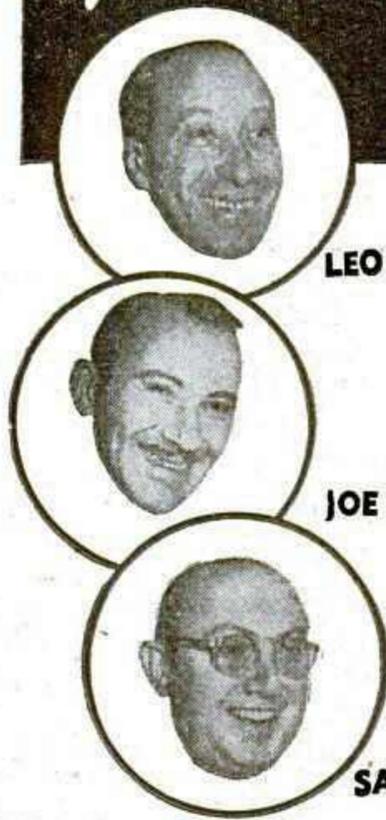
**SEE YOUR DISTRIBUTOR AT ONCE**



**MARVEL MFG. CO.**  
2847 Fullerton Ave. Chicago, Illinois. Dickens 2424



# Yes Sir! You Bet! WE'VE SURE GOT THAT NEW LOOK!



You, Too, Will Be SMILES AHEAD With  
GOTTLIEB'S

## Lady Robin Hood!

with the ORIGINAL  
FLIPPER BUMPERS!

COMPLETE T-A-R-G-E-T SEQUENCE!  
HIGH SCORE AND FREE PLAY POCKET!  
FLASHING STEP-UP TARGET BUMPER—  
Increases High Score and Free Play BONUS!

COME IN FOR YOUR NEW LOOK AT PROFITS!



IMMEDIATE  
DELIVERY AT  
ALL OFFICES!

"The House that Confidence Built"

### SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN  
CINCINNATI • DAYTON • FT. WAYNE  
INDIANAPOLIS • LEXINGTON



624 S. THIRD ST., LOUISVILLE 2, KY.  
242 JEFFERSON ST., LEXINGTON 2, KY.  
1329 S. CALHOUN ST., FT. WAYNE 2, IND.  
228 W. 7TH ST., CINCINNATI 2, OHIO  
603 LINDEN AVE., DAYTON 3, OHIO  
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.  
410 MARKET ST., CHATTANOOGA 2, TENN.  
NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



### MILLS LATEST MACHINES



#### ← GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jacket). It is modern in design and has the "come-on" appeal. Full Jacket-pot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.

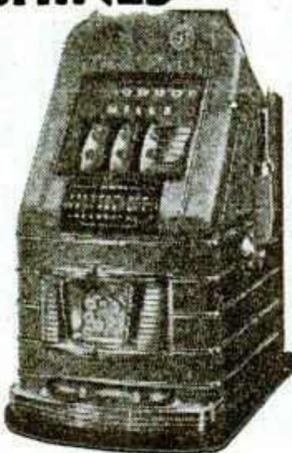
#### WRITE FOR PRICES

#### JEWEL BELL →

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

WRITE FOR PRICES

IMMEDIATE  
DELIVERY



#### MILLS Q T

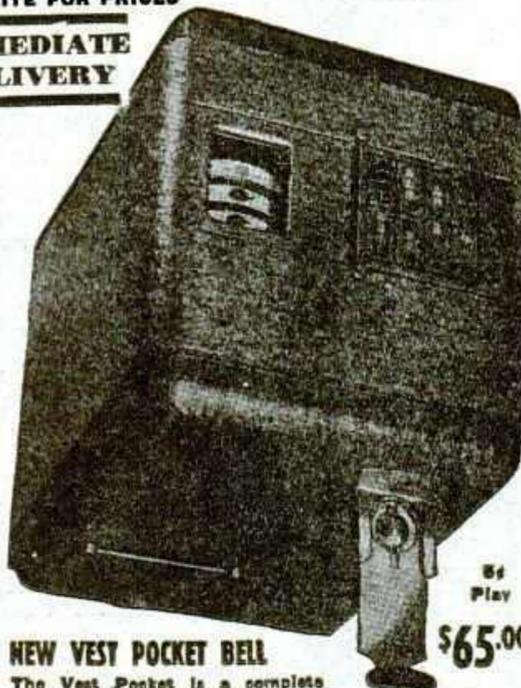
A "Pony-Size" Bell.  
Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.

New Box Stands, Single,  
Double and Triple Safes

**SICKING, INC.**



#### NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Rents can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

**\$65.00**

1/3  
Deposit

Established 1895 1401 CENTRAL PARKWAY  
CINCINNATI 14, OHIO

### BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see  
Bill Happel  
MILWAUKEE see  
Carl Happel

#### NEW CONSOLES

NEW KEENEY GOLD NUGGET . . . . .WRITE  
NEW BALLY TRIPLE BELLS . . . . .WRITE  
NEW BALLY WILD LEMON . . . . .WRITE  
NEW BALLY DOUBLE UP . . . . .WRITE  
NEW BALLY DE L. DRAW BELLS . . . . .WRITE  
NEW EVANS BANGTAILS . . . . .WRITE

#### GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY . . . . .	\$324.50	MILLS JUMBO, LATE P.O. . . . .	\$ 49.50
KEENEY BONUS, 2-WAY . . . . .	545.00	BALLY DRAW BELLS . . . . .	245.00
KEENEY 4-WAY SUPER BELLS, . . . . .		EVANS BANGTAILS, F.P., P.O. . . . .	385.00
5¢-5¢-5¢-25¢ . . . . .	189.50	BALLY CLUB BELLS, F.P., P.O. . . . .	49.50
MILLS 1947 THREE BELLS . . . . .	595.00	BALLY HI HANDS, F.P., P.O. . . . .	49.50
MILLS 1946 THREE BELLS . . . . .	245.00	EVANS LUCKY LUORE, P.O. . . . .	39.50
JENNINGS CHALLENGER, 5¢-25¢ . . . . .	395.00	MILLS JUMBO, F.P. . . . .	49.50
LATE MILLS 4-BELLS, 5¢-5¢-5¢ . . . . .	199.50	PAGE SARATOGA, F.P., P.O. . . . .	49.50
MILLS JUMBO, LATE F.P., P.O. . . . .	59.50	BALLY DELUXE DRAW BELLS . . . . .	WRITE
KEENEY SUPER SINGLE, 5¢, FP, PO . . . . .	59.50	KEENEY TWINS, 5-25¢, F.P., P.O. . . . .	89.50

#### SPECIAL

KEENEY BONUS 3-WAY,  
5¢-10¢-25¢,  
REFINISHED

**\$695.00**

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WURLITZER MODEL 1015 . . . . .	\$585.00	ROCK-OLA MODEL 1422 (1946) . . . . .	\$385.00
SEEBURG MODEL 1-48 . . . . .	495.00	A.M.I. 1946 MODEL . . . . .	WRITE
AIREON 1946 MODELS . . . . .	295.00	PACKARD 1946 MODEL . . . . .	WRITE
WURLITZER MODEL 750E . . . . .	324.50	WURLITZER MODEL 950 . . . . .	\$345.00

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

#### Badger Sales Co., Inc.

2251 WEST PICO BLVD.,  
LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326.

#### Badger Novelty Co.

2546 NORTH 30TH STREET,  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030.

### WEST SIDE WEEKLY SPECIALS!

ROCK-OLA COMMANDO (Perfect) . . . . . \$ 99.50  
SEEBURG WIRELESS CONSOLE (Perfect) 115.00  
WURLITZER 600 ROTARY (Perfect) . . . . . 95.00

WRITE FOR COMPLETE LIST

1/2 Deposit, Balance C. O. D., F. O. B. Warehouse

#### WEST SIDE DISTRIBUTING CORP.

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## Again!

## "SPINNING REELS"

"Spinning Reels," the greatest treatise on the Coin Machine Industry, is coming back again. This book is crammed full of information on coin machines, human interest stories, operator news and doings, beautiful gal photos, interesting sidelights and patter on the men in the business. The first issue is now on the press, and it's FREE! Simply fill in your name and address and mail it to us at once! Hurry so that you may receive the beautiful Inaugural Issue!

*Request Sheet  
for  
"Spinning Reels"*

★  
NO OBLIGATION

BELL-O-MATIC CORPORATION  
4100 FULLERTON AVENUE  
CHICAGO 39, ILLINOIS

Gentlemen, please send me "Spinning Reels." It is my understanding that there is no obligation whatsoever.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

TOWN \_\_\_\_\_ COUNTY \_\_\_\_\_ STATE \_\_\_\_\_

10,000 COIN MEN CHEERED THE SHOW SENSATION!

ANIMATED MANIKIN-ACTION  
HIGH SCORE  
BASEBALL GAME!

EVANS'

# BAT-A-SCORE

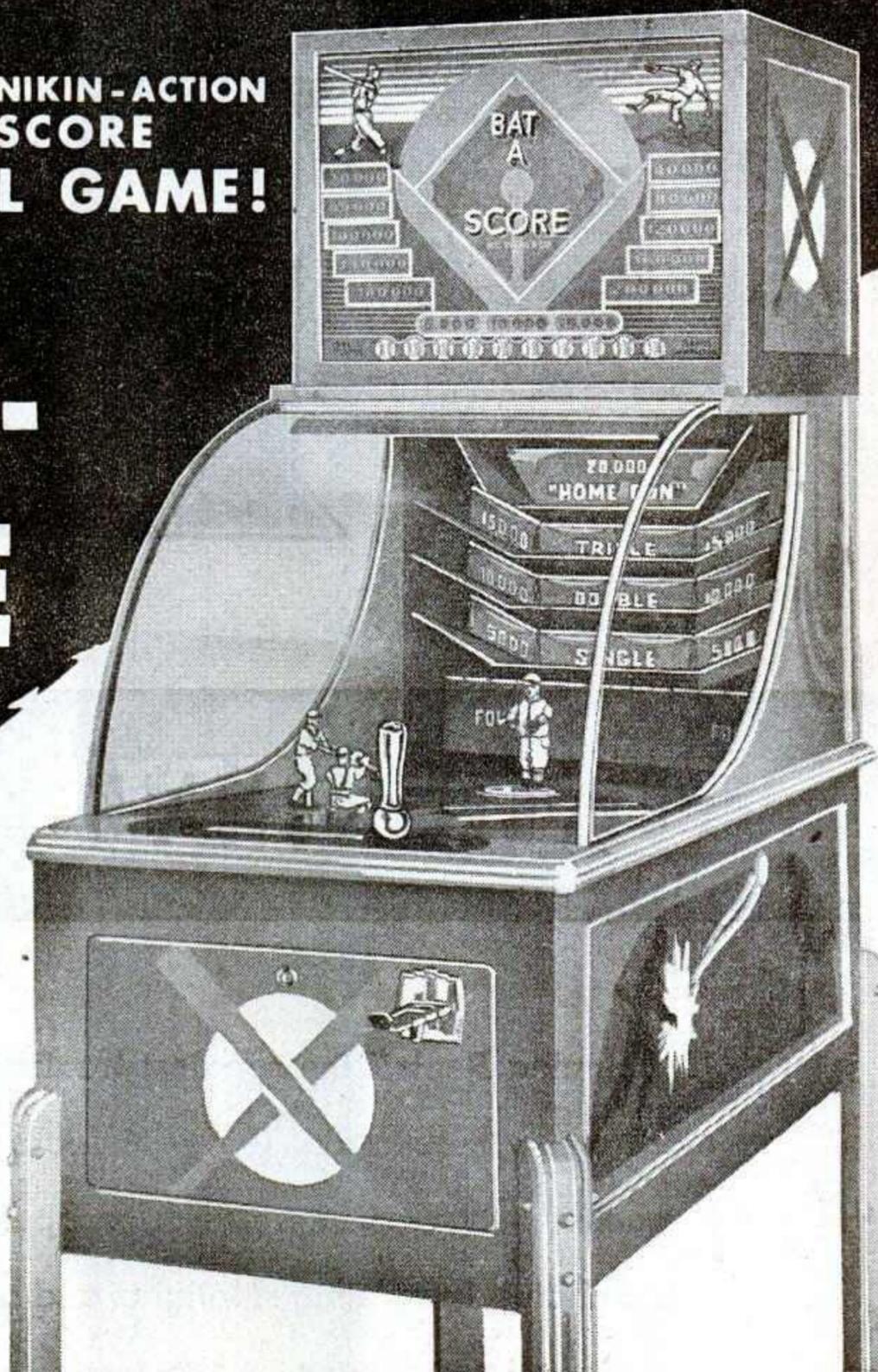
10 BALLS! 5¢!

LIFE-LIKE Player-Controlled  
Baseball Action Revitalizes  
Earning Capacity of Every  
Location!

BALL PITCHED  
AND HIT

Through the Air!

(NOT ROLLED!)



IT'S  
BASEBALL  
UNDER  
LIGHTS!

TERRIFIC  
BACKBOARD  
FLASH!

Big, colorful, brilliantly  
illuminated backboard.  
Players run bases in  
lights! Flashing scores!

HIGH SCORE  
SKILL  
CHALLENGE!

HOME RUN scores 20,000!  
TRIPLE scores 15,000!  
DOUBLE scores 10,000!  
SINGLE scores 5,000!

MODERN  
DESIGN!

Husky, console style  
cabinet with removable  
legs. Gleaming curved  
glass front. Vividly col-  
ored and decorated.

EVANS' QUALITY!

Famous Evans Precision  
Engineering and Quality Con-  
struction insure trouble-free  
operation!

ACCLAIMED PENNANT  
WINNER AT THE SHOW!

BAT-A-SCORE performs like a World's Champion on location!  
Play has that "ninth-inning-bases-loaded" thrill! Watch the  
players step up to the coin chute, insert their nickels, grab that  
big fist-sized control handle and start swinging for Home Runs  
and High Scores! It's right down the middle for a clean location  
hit that pays off in top collections all year 'round!



ANIMATED  
MANIKIN  
PITCHER . . .

Actually picks up and pitches  
ball THROUGH THE AIR!



ANIMATED  
MANIKIN  
BATTER . . .

Swings and hits! Under player  
control at all times.



MANIKIN  
CATCHER . . .

Catches the ball on strikes,  
balls, fouls!

SIGN UP THIS "PENNANT WINNER" FOR  
YOUR ROUTES NOW! ORDER FROM YOUR  
DISTRIBUTOR OR DIRECT

## H. C. EVANS & CO.

1528 WEST ADAMS STREET  
CHICAGO 7, ILLINOIS



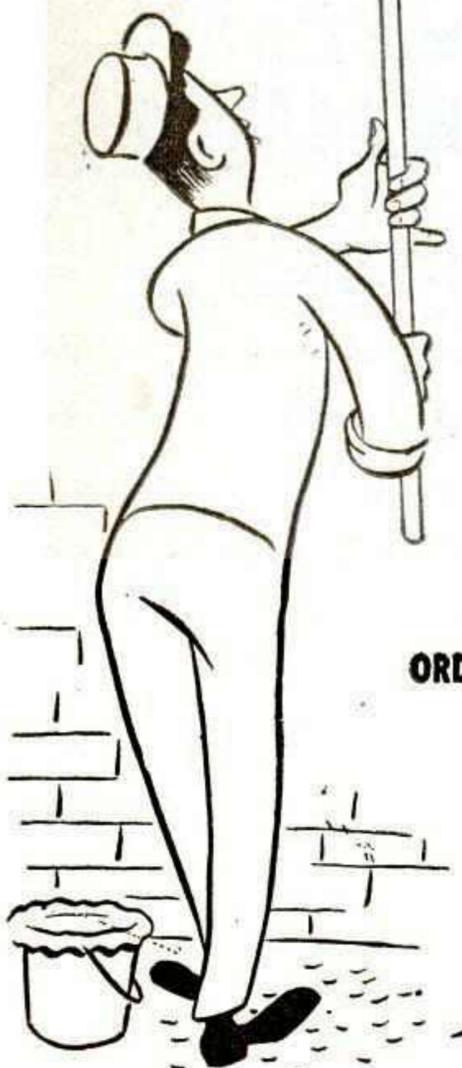
# TRIPLE ACTION *by* GENCO

FLIPPER ACTION  
TO THE TOP OF THE BOARD

ADVANCING BONUS SCORES  
SPECIAL "BONUS FEATURE"  
TRIPLE BONUS FEATURE



*Triple Action!  
Triple Profit!*



ORDER FROM YOUR NEAREST DISTRIBUTOR

**GENCO** BUILDS GREATER GAMES  
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

"TERRIFIC!"

"A SOCKEROO!"

"MONEY IN THE BANK!"

Everything You Said at the Show About

# SUNNY

Goes Double on Locations!

## FLIPPER ACTION

Convenient Feather-Touch Dual Button Controls

★ PREMIUM SCORE

★ RESERVE SCORE

★ HIGH SCORE TO  
5 MILLION



# THE WORD FOR BOX SCORE

IS SUPER DELUXE!

First in **ROLL DOWN**

Action-Earnings-

Quality Performance!

YOUR  
DISTRIBUTOR  
IS MAKING  
DELIVERIES  
NOW!!

*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON ST.  
CHICAGO 10, ILL.



# Yes Sir! You Bet! WE'VE SURE GOT THAT NEW LOOK!

## WE ARE DELIVERING GOTTLIEB'S GREATEST SHOW HIT OF ALL TIME!

# Lady Robin Hood!

### The ORIGINAL FLIPPER BUMPERS!

TARGET BUMPER!  
COMPLETE  
T-A-R-G-E-T SEQUENCE!  
HIGH SCORE AND  
FREE PLAY BONUSES!

COMBINATION HIGH  
SCORE AND FREE  
PLAY POCKET!



"There is no substitute for Quality!"

### SEE YOUR DISTRIBUTOR NOW FOR LADY ROBIN HOOD AND GET THAT **NEW LOOK** AT PROFITS!

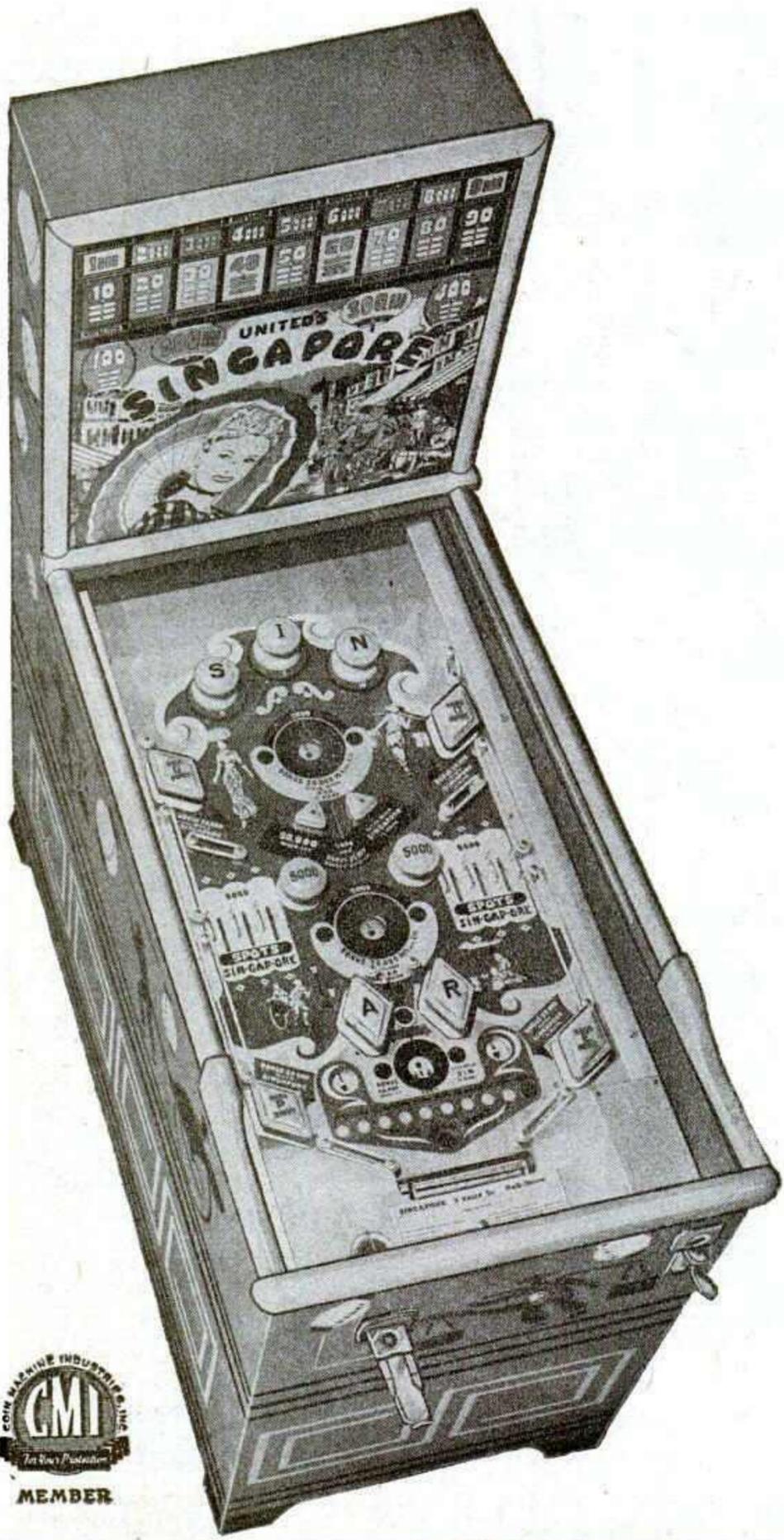
TWENTY-ONE YEARS OF LEADERSHIP

# D. Gottlieb & Co.

1140 N. Kostner Avenue  
Chicago 51, Illinois



# SINGAPORE ROLL-DOWN



**GREATEST  
OF THEM ALL!**

**NEW!**

**Different!**

**FIVE-BALL  
Straight Novelty Game**

**SEE YOUR  
DISTRIBUTOR**



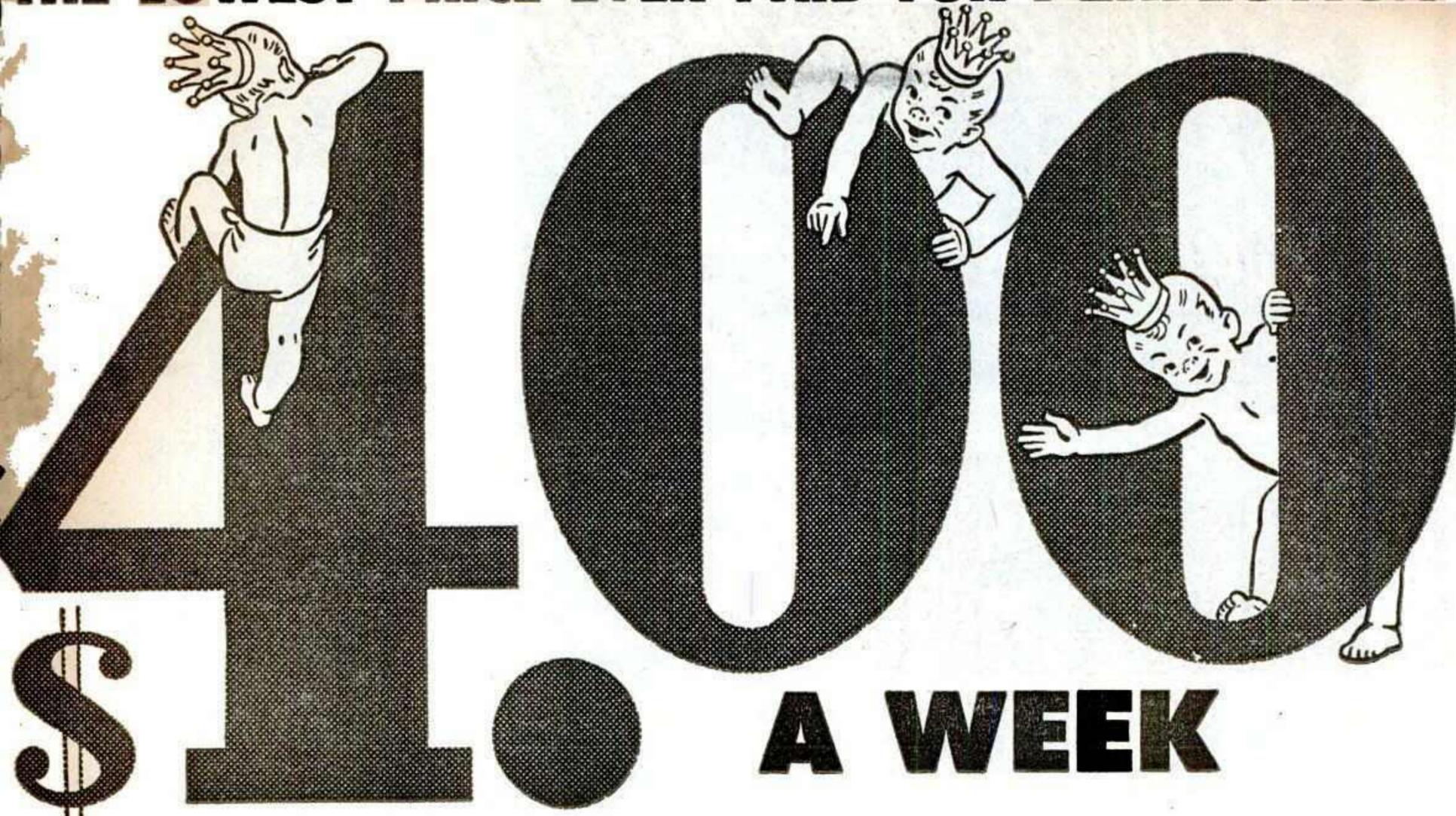
**UNITED MANUFACTURING COMPANY**

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

**THE LOWEST PRICE EVER PAID FOR PERFECTION**



**Aireon's new Coronet "400"**

**FLAWLESS PERFORMANCE . . .**  
**At a price you can afford to pay.**

The beautiful new CORONET Model 400 has been added to Aireon's distinctive line of automatic phonographs. Here, at last, is a machine combining perfect tone, graceful design, and unerring performance . . . with the world's lowest price!

CORONET'S time payment price is \$100 down and only \$4.00 a week for 110 weeks, including all finance charges. The total price is the world's lowest, and weekly payments come out of earnings instead of capital. Operators have waited years for perfect performance combined with a price that makes profitable operation easy . . . and Aireon's CORONET is the ideal combination. CONTACT AN AIREON FACTORY REPRESENTATIVE OR THE FACTORY DIRECT FOR COMPLETE INFORMATION ON THE NEW CORONET.

*Join The* **400 CLUB**

Aireon invites you to membership in the new "400 Club" . . . the organization that enables you to pay for phonographs and accessory equipment out of *actual collections* instead of capital. **20% DOWN PAYMENT . . .** on any Aireon phonograph model, wall boxes, speakers, hideaways, etc. . . For just 1/5 of the total cost you can begin profitable operations immediately.

**\$4.00 WEEKLY PAYMENTS . . .** no extras, no hidden charges . . . You pay only \$4.00 each week, per phonograph. Aireon has developed this plan on the basis of national averages, to enable any operator to pay for equipment *entirely from collections*. **Join NOW . . .** stay on the solvent side with the easiest, most sensible plan ever developed for payments on equipment.

**The World's Finest Phonograph Equipment...at the World's Lowest Prices**

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MULTIPLES  
CONSOLES

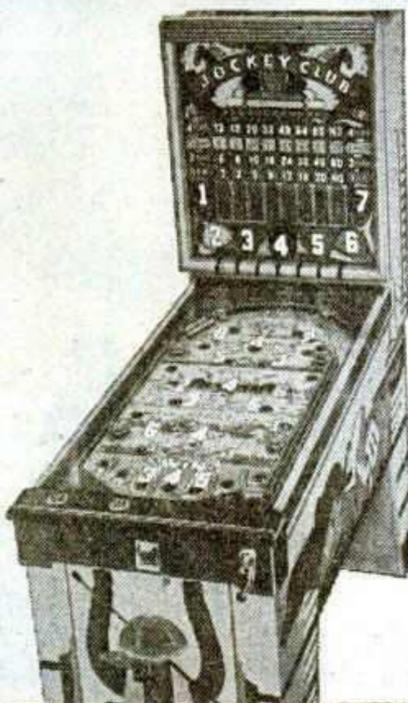
ROLL-DOWNS

NOVELTY GAMES

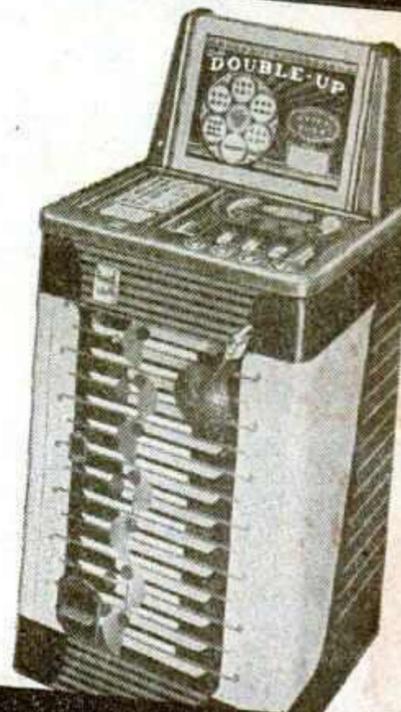
ARCADE GAMES



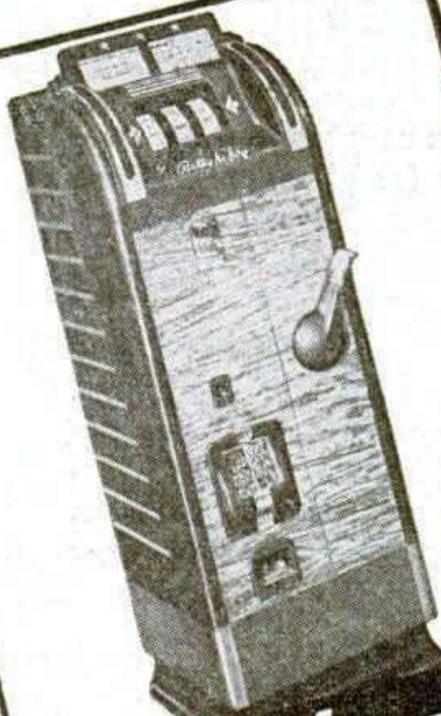
**WILD LEMON**  
CHANGING ODDS CONSOLE



**JOCKEY CLUB**  
ONE-BALL AUTOMATIC  
**JOCKEY SPECIAL**  
ONE-BALL FREE PLAY



**DOUBLE-UP**  
HOLD AND DRAW BELL CONSOLE



**hi-boy**  
LUXURIOUS CLUB-TYPE BELL CONSOLE

If you're tired of "tough times" and want to be in the money again . . . if you have confidence in your own operating ability . . . if you really want prosperity in 1948 . . . then pick out the Bally Games that fit your territory and order from your nearest distributor. You'll be headed for real prosperity in '48.

OTHER *Bally* HITS

**BIG INNING**  
**HEAVY HITTER**  
**BALLY BOWLER**  
**HY-ROLL**  
**EUREKA**



**TRIPLE BELL**  
TRIPLE PLAY! TRIPLE PROFIT!



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TED HEATH

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IMPORTED  
**LONDON**  
**RECORDS**



THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.

**“Brother,  
you’re  
all set!”**



**We’ve got a pile of new hits that’ll dazzle you!  
We’ll be right there with plenty of  
new tunes on new platters  
to keep those nickels jingling!**



**...and look  
at this gold mine!**

You’ve seen the RCA Victor stars riding at the crest of Billboard’s “Honor Roll of Hits” in ‘47. You’ve seen more and more of the big names in juke popularity joining the RCA Victor roster.

This year, RCA Victor is dealing from the top of a tremendous stack of swell new waxings. This year you can count on RCA Victor for a bigger share of your profits than ever before.

More than ever, “the stars who make the hits” will be the stars to bring you the nickels in ‘48!

With the public taking to revivals in a big way, RCA Victor has the golden masters that really mean big money this year... the greatest backlog of super-hits in the industry. More “Heartaches”... More “When You Were Sweet Sixteen’s.”

Here are some of the big stars whose biggest hits are on RCA Victor Records. Ask your distributor for the listing of current re-runs, and watch them pull in the dough for you in ‘48!

LOUIS ARMSTRONG  
EDDY ARNOLD  
CHARLIE BARNET  
COUNT BASIE  
TEX BENEKE  
BUNNY BERIGAN  
DON BESTOR  
ELTON BRITT  
EDDIE CANTOR  
BOB CHESTER  
LARRY CLINTON  
PERRY COMO  
TOMMY DORSEY  
EDDY DUCHIN

DUKE ELLINGTON  
SHEP FIELDS  
JAN GARBER  
DIZZY GILLESPIE  
PHIL HARRIS  
COLEMAN HAWKINS  
ERSKINE HAWKINS  
JOHNNY HODGES  
SPIKE JONES  
SAMMY KAYE  
HAL KEMP  
WAYNE KING  
GUY LOMBARDO  
VINCENT LOPEZ

ABE LYMAN  
FREDDY MARTIN  
TONY MARTIN  
GLENN MILLER  
VAUGHN MONROE  
TONY PASTOR  
LOUIS PRIMA  
COON-SANDERS  
JAN SAVITT  
THREE SUNS  
RUDY VALLEE  
“FATS” WALLER  
FRED WARING



**● THE STARS WHO MAKE THE HITS ARE ON**

**RCA VICTOR RECORDS**