

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JANUARY 8, 1949



After a visit back home Gracie Fields is with us in the U. S. again, and the timing, disk-wise, seems particularly appropriate. Going for Gracie right now on the London label are two tunes which the platter is counting on to come close to the hit proportions of Gracie's "Now Is the Hour" smash of last year. Tunes are "Forever and Ever" (Robbins Music) and "Susy" (Mills Music). The publishers are driving on these, and Gracie will undoubtedly manage a fairish amount of in-person plugging on her own. Recently she appeared on the Milton Berle Texaco TV Theater and some time between January 12 and 15 she opens at the Brook Club, Miami.



# SOUND OFF!!!

Sound off **BIG** and **LOUD** in the January 22 issue of **The Billboard** to make your greatest impression on the Operators of America's 300,000 Juke Boxes. That's the issue that will carry the Big 1949 Juke Box operator Supplement . . . the one supplement planned, written and edited for the juke box operator to tie in with his national convention (Coin Machine Institute Convention) in Chicago beginning January 17.

And with this Special Juke Box Operator Supplement goes all those extras which have paid off so well for **Billboard** advertisers in the past:

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- Extra* Distribution to a selected list of Foreign Buyers of American Disks
- Extra* Feature Articles keyed to the needs of the Operator
- Extra* Reference Lists Essential to Operators

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# LOW DOWN ON NEW RCA DISK

## Govt. To Mull Taxes, Radio & Copyrights

### T-H Watered Down?

WASHINGTON, Jan. 1.—Taxes, copyrights and radio will be the chief show business issues due for consideration in the first session of the 81st Congress which gets under way January 3.

It appears certain that the tax bill of the average entertainment enterprise will be little changed in the immediate months ahead, altho there is a definite possibility that the federal government will be moving out of the show business excise field sometime later (*The Billboard*, December 25). Such a major change in the tax structure is so time-consuming that it is doubtful that it would be accomplished by the time the new Congress recesses in late June or July.

New bills are going to be introduced in the first couple weeks of the session for reductions in the tax on admissions, radio sets and possibly phonograph records, but chances that any will pass in the current term are not too good. The record peacetime budget that President Truman will submit early in January is more apt to induce Congress to look around for more money rather than cut present taxes.

### Tab Excess Profits

The revenue source most likely to be tapped is the excess profits field. It is expected that Congress will approve a reimposition of the wartime (See *Govt. To Mull* on page 30)

## ASCAP Grabs 45 Mil Via Radio

## Woes Relieved By 9-Yr. Pact; 6½ Mil. for '48

### TV Negotiations Speeded

NEW YORK, Jan. 1.—The American Society of Composers, Authors and Publishers (ASCAP) is virtually assured of an income from broadcasting amounting to between \$45,000,000 and \$50,000,000 in the next nine years, with the renewal today of the Society's standard radio pact. The term, which has been in effect since 1941, was automatically renewed for nine years beginning January 1, 1950, inasmuch as the Society had failed to give notice to the broadcasters prior to December 31, 1948, of a desire to renegotiate. The Society, it was learned, was anxious and happy to renew on the basis of existing contracts. The new pact, however, differs from the old on one point; name-

## BILLBOARD BACKSTAGE

### We Can Do Anything Better Than Limies? Guess Again!

By Joe Csida

One slightly repulsive characteristic of us Yankee Doodle kids is a tendency to believe and say that we do almost anything better than anybody else. We, personally, feel that way most of the time, but a month or so ago Eric Maschwitz, the British tunesmith, was in town and we had some gin and it—and conversation—with him. And we got to wondering. Television and the music interests here are having considerable difficulty getting together. In England, Eric told us, pretty much the same situation exists, but . . .

Eric did a musical you may recall, entitled *Balaleika*, which played to capacity and near-capacity houses from '36 thru '38. Last September the British Broadcasting Corporation (BBC) asked Eric could they buy the TV rights to it? He said sure, got \$1,000 for two television performances, and that was almost all of that. The BBC did *Balaleika* with a full cast, fully costumed and with elaborate sets, plus full orchestra, two nights in a row. And before—quite a while before—they put it on the air they sent out letters to between 200 and 300 amateur theatrical groups who do musicals, telling them it was being done. The idea was that many of these groups in the outlying provinces, who hadn't been able to catch the show live, could see it via video and get a solid idea as to how it should be done. There may be lots of things we do better than the English, but we can't think of a finer example of all-round showbiz

teamwork than this *Balaleika* incident.

THE FAMILY WASH: Ed (Advertising) Grasslck, a stalwart of our Chi staff for many years, is now working out of our Hollywood office, to give Hollywood Manager Sam Abbott what we know will be a (See *Billboard Backstage* on page 30)

## O. & J. To Tour Show on Coast

HOLLYWOOD, Jan. 1.—For the first time in many years, Olsen and Johnson will tour their *Hellzapoppin* legit show in a series of one nighters on the Pacific Coast. *Trek* will be tied in with show's 10-day stand at the National Orange Show in San Bernardino which begins March 10.

In lining up the one nighters, William Morris office is offering packaged deal to promoters in Arizona, Utah, as well as in California. Show carries 90 performers and calls for a minimum guarantee of approximately \$4,000 nightly against percentage slices.

Tour begins February 20, and will stretch out several weeks after Orange Show run to enable unit to work its way back East. Heretofore, West Coast appearances of the O. and J. show have been limited to major cities and lengthy stands, according to Morris office.

## Changer Is Heart of New Player Unit

### Will Spring It This Spring

By Joe Csida

NEW YORK, Jan. 1.—The full facts concerning the new and much-speculated-upon RCA Victor record and player, as they have been developed to date, are these:

(1) RCA is bringing out not only a new type, new speed record, but is introducing a completely new phonograph system. Contrary to general trade rumors, in other words, the company is springing a record and player which constitutes a combination of evolutionary steps in the industry.

### The New Player

(2) The player, the heart of which is a new automatic changer mechanism, will be made available in an adapter unit, which may be hooked up to any present radio or phonograph, as well as in the form of a complete player unit, which merely needs to be plugged into any socket and in various combinations. The adapter unit, with automatic changer mechanism, measures some seven inches in width, nine inches in length and 3½ inches in depth. The spindle is actually the most revolutionary aspect of the mechanism. Unlike the present-day thin spindles, the RCA spindle measures about 15/8 inches (See *RCA's New Phono* on page 13)

## Showbiz Taxes For 1948 Drop 66 Millions

WASHINGTON, Jan. 1.—Federal excise collections from entertainment and allied enterprises during 1948 sagged \$66,333,188 from 1947, a survey of Internal Revenue Bureau statistics disclosed this week. Total collections in five categories amounted to \$2,801,356,850 compared with \$2,867,690,038 in 1947. Omitting the heavy liquor tax, which comprised some 85 per cent of the total, the decline was \$29,711,643. The decrease in liquor taxes was \$36,621,545.

The only increase in amusement excise collections over 1947 was registered by coin machines, which rose \$773,719 over the 1947 figures of \$19,546,368. Slumping sales of radio sets caused the levy on the sale of radios, phonos and parts to fall to \$53,711,415—a decline of \$17,376,163 from 1947. Disk receipts fell from \$8,667,700 in 1947 to \$6,988,478 in 1948.

### Admish Taxes Off

The 20 per cent tax on admissions to theaters, cabarets, ballrooms and concerts accounted for \$11,372,057 less than in 1947. The 1948 total from this source was \$437,469,967 compared with \$448,842,024 the year before. Collections from admissions tax, however, started picking up late in the year after running some (See *Showbiz Taxes* on page 30)

## Younger Hunger

NEW YORK, Jan. 1.—Henny Youngman is going into the drive-in restaurant business in Miami. The comic, who has some land at 79th Street and the Causeway, will put up a shack, hire a bunch of girls, put his name up front, have somebody in charge and start doing what he hopes will be business.

"What will happen when people ask for you and you're out working?" he was asked.

"Simple," he cracked. "They'll ask for a Youngman, and my brother will come out."

ly, that during the renewal period broadcasters may not switch from one basis of payment to another. Payments are to be made on the basis of either 2½ per cent royalty on income, or a royalty of 8 per cent on only those programs which use ASCAP music.

### Critical Time

The significance of the renewal is that it comes at a time when the (See *45 Mil to ASCAP* on page 14)

## Bail Out Legit In the Sticks, U. S. Is Urged

WASHINGTON, Jan. 1.—The question of a federal subsidy for legit community theaters and renewed demands for opening of the local Belasco Theater highlighted the 13th convention of the American Educational Theater Association (AETA) at the Statler Hotel here this week.

The suggestion for a government grant was made hopefully but not confidently by Producer Gilbert Miller, who added that "it is unlikely that this will ever come about." Miller declared that the American stage is "infected with a dangerous sickness," with only 500 of the 6,000 members of Actors' Equity now employed in legit.

Small community theaters which could offer year-round employment would be the best hope of saving the legitimate stage from extinction, Miller asserted.

A. Garrett Leverton, editor of Samuel French, Inc., complained that (See *Bail Out Legit* on page 30)

# '48 SHOWBIZ STOCK REVIEW

## Follow Gen'l Market Trend; TV Big Hope

### Pix Have Problems

So many segments of the amusement business are not represented in stock-market listings that the over-all gross intake and net profits of the industry are not fully reflected by the financial reports of the showbiz corporations with listed shares. In 1948, while substantial declines in earnings were reported by motion picture companies and some other industry firms that have listed stock and make their profits known to the public, equally substantial gains were chalked up by the majority of fairs, carnivals, baseball parks, race tracks, taverns and other branches of entertainment that are privately operated and do not divulge their earnings.

Total admission tax collections for the first 11 months of 1948 were only about 2 per cent under the same period of 1947, while beer and liquor taxes (reflecting largely tavern patronage) were well above last year. This indicates a continued heavy volume of public spending for recreation, even tho the movies are not getting as big a slice as they did in wartime when they had less competition because baseball was handicapped by many star players being in service, fairs and race tracks were curtailed and fewer autos were available. The return of normal competition, on top of losses in the foreign markets, is a principal reason why movie shares began their post-war decline slightly ahead of the general market.

The real factor in sharply lower amusement profits, altho gross intake remains well above pre-war levels, is the higher operating cost. The movies in particular have been suffering because of large inventories of high-budget productions carried over into a period of declining attendance. A striking example is Loew's, whose profits dropped 59 per cent despite (See '48 Showbiz on page 10)

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## BEGINNING IN THIS ISSUE

A Great New Feature of . . .



## The Honor Roll of Popular Songwriters

Including . . .

- . . . BRIEF BIOGRAPHS
- . . . CHRONOLOGICAL LISTS OF THEIR OUTSTANDING SONGS
- . . . ANECDOTES ON SELECTED SONGS
- . . . PUBLISHERS
- . . . RECORDS AND ALBUMS AVAILABLE
- . . . FILM AND LEGIT MUSICAL CREDITS

No. 1 in the Series . . . STEPHEN FOSTER

### Tax Planning . . . No. 3 in a Series:

## Get Hip, Brother, on What You Can Deduct on Your Tax

By Lewis C. Lebish

New York CPA and Attorney

This is the third in a series of articles dealing with the interpretation of the federal income tax law. The first two articles covered income splitting devices to effect tax savings. This one is a review of the most pertinent deductible and non-deductible items for entertainers.

The average entertainer comes right down to the wire at the end of the year without doing anything in connection with his income tax problems. Most entertainers are interested only in earning money and spending it. They do not keep systematic records of any kind, nor do they file estimated returns or make estimated payments of income tax during the year.

As a result, they have the problem of computing their tax at the end of the year and trying to make payments of whatever is due in one lump sum.

This is difficult, as in most cases the tax money has been spent. As an example, let us quote the case of an entertainer who is in the top bracket. It is possible for him to pay as high as 77 cents of each dollar to the government. This means that out of every dollar he earns, only 23 cents belongs to him; the remaining 77 cents he is holding for Uncle Sam.

### No Miracle Men

Some entertainers try to prepare their own income tax returns. Generally they give up in disgust and go over to see their attorney, accountant, or some other person who does tax work, and dump all their papers on the desk and say, "Okay, brother, I'm glad I got rid of this. Now it's your headache."

By doing this, they expect their tax consultant to be a miracle man and

## Eight More Tax Pacts Are Ready For Senate Action

WASHINGTON, Jan. 1. — Pacts providing for the avoidance of double taxation on the incomes of U. S. citizens working abroad are being negotiated with eight more countries, the Commerce Department disclosed this week. Already in effect are treaties with Canada, Britain, France and Sweden.

New treaties to be submitted to the Senate for ratification during 1949 deal with Mexico, Netherlands, New Zealand, Belgium, South Africa, Denmark, Luxembourg and the Philippines. They would provide that U. S. citizens working in one of the treaty countries for the greater part of the taxable year be subject only to the taxes of the host nation. If the time worked in one of the countries affected by a treaty is less than half a year, then the income tax is levied by the U. S. Government. Similar provisions would apply for foreign citizens working in this country.

work out their problems in such a manner that they will have a minimum of tax to pay. This is not the solution, since most of their tax deductions are based on estimates.

I want to call attention to the fact that Uncle Sam has been very liberal. The Treasury Department has allowed estimated expenses for entertainers (the leading case on this subject is the George M. Cohan case), providing it considers the amount claimed to be reasonable. It should be born in mind, however, that this is a very dangerous way of filing a return, because you are taking a chance that a substantial portion of your estimated expenses might be disallowed on examination by a government agent. In addition, altho the entertainer who itemizes his expenses will undoubtedly over-estimate them to give himself a break, there is a strong possibility that he may forget some legitimate expense items that were incurred during the year.

### Systematic Record Needed

From my own experience, I have found that the best procedure is to keep some systematic form of record for keeping expenses during the year. There are various forms which have been printed for this purpose. My clients in the entertainment field use a special form which I prepared for the listing of their type of expenses. However, no particular form is necessary for maintaining records. The important thing is to know which items

(See Tax Planning on page 42)

## NUMBER ONE

### ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**BUTTONS AND BOWS**
- No. 1 Sheet Music Seller  
**BUTTONS AND BOWS**
- No. 1 Most Played on Disk Jockey Shows  
**ALL I WANT FOR CHRISTMAS, S. Jones and His City Slickers, Victor 20-3177**
- No. 1 Disk via Dealer Sales  
**ALL I WANT FOR CHRISTMAS, S. Jones and His City Slickers, Victor 20-3177**
- No. 1 Disk in the Nation's Juke Boxes  
**BUTTONS AND BOWS, Dinah Shore, Columbia 38284**
- No. 1 Most Played Juke Box Folk Record  
**JUST A LITTLE LOVIN', Eddy Arnold, the Tennessee Plowboy and His Guitar, Victor 20-3013**
- No. 1 Best Selling Retail Folk Record  
**ONE HAS MY NAME, Jimmy Wakely, Capitol 15162**
- No. 1 Most Played Juke Box Race Record  
**CHICKEN SHACK BOOGIE, A. Milburn, Aladdin 3014**
- No. 1 Best Selling Retail Race Record  
**BEWILDERED, A. Milburn, Aladdin 3018**
- No. 1 Sheet Music Seller in England  
**BUTTONS AND BOWS**

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 18 to 34 in Music Section.

## Deadline

January 15 is the final date for the filing of your revised estimated return for 1948.

This is the last opportunity for revising your estimated return or final one if you have not already done so. This final estimated return must be at least 80 per cent accurate. If you fail to estimate correctly or if you fail to file an estimate at all, you are subject to a penalty, measured by the amount of the under-estimation.

You can avoid a penalty for under-estimation by estimating at least as much tax as paid in the year 1947 on your final return.

Any entertainer who so desires can file his final income tax return before January 15 and thereby avoid filing an estimate.

# BENNY'S NET IS ONLY 204G

## Ware, Bailey in Clash Over Latter's Lam

"Fired" Insists FMA

WASHINGTON, Jan. 1.—The FM Association (FMA) is moving into 1949 with new vows to intensify its FM promotional drive after FMA President William E. Ware at a hastily summoned press conference here Thursday (30) announced that J. N. (Bill) Bailey has been "fired from his position as director of FMA effective immediately" and that a new executive director will be engaged next week at a salary below Bailey's \$12,000-a-year.

Ware and Bailey issued conflicting statements on the background of events behind the Bailey's departure. Bailey insisted he had informed the FMA board in Chicago last December 11 of his intention to resign, effective January 31, in order to enter the radio consulting business in Washington. Ware's FMA exec committee statement, however, declared in strong language that Bailey was "fired" and that "this action was taken in the main because of Mr. Bailey's breach of faith with the board on an agreement which was recently taken at an FMA meeting in Chicago December 10, whereby Mr. Bailey was granted the courtesy of being able to resign at the end of January and an official statement to that effect was to be released jointly at that time."

In a brief acrimonious exchange with Bailey, Ware indicated his belief that Bailey had prematurely leaked the "resignation" to the press. Ware insisted that FMA was entering the new year with a surplus in its budget, pointing out that two members, both set manufacturers, had made "substantial" donations which brought the association "into the black." It was revealed that 59 had dropped membership in FMA since the organization started two years ago, 24 of the withdrawals having taken place in 1948, but both Ware and Bailey insisted that this was a "normal" loss, particularly since several replacements were made.

Ware and the exec committee emphasized anew that FMA is not planning to merge with the National Association of Broadcasters (NAB).

FMA also had a beef on its hands from Graeme Zimmer, radio head of Syndicate Theaters, Inc., operators of WCSI, Columbus, Ind., and WWNI, Wabash, Ind. Zimmer, in an open letter to the FMA, claimed the association has been so bedeviled by bickering and jealousy that it has "become extinct" as a progressive organization. He and his company, said Zimmer, were "disgusted" with the manner in which FMA has operated.

The Indiana broadcaster lambasted the FMA for cutting expenses so that FM could not be properly promoted; charged that FMA board members themselves were pessimistic on the medium; said that budget cuts have prohibited proper operation by the association, and claimed that Bailey, because of these budget cuts, had been hamstrung.

### NICK KEESELY UPPED

NEW YORK, Jan. 1.—Nick Keesely has been upped to veepee in charge of radio and television at Lennen and Mitchell. Keesely formerly headed radio and tele activity at the agency, and previously was with N. W. Ayer, Columbia and Mutual.

## Bloop! That Bubble Bursts

By Lewis C. Lebish, New York CPA and Attorney

Another tax-saving bubble has burst.

Several years ago the craze was for motion picture stars to form "one-shot" picture corporations. After the picture was made the corporation would be dissolved and the star who was principal stockholder would claim that the gain received on his stock on the liquidation of the corporation was a capital gain. Uncle Sam then came along and said these corporations were shams, set up merely as smoke screens to create capital gains in that the income that was received as the result of the one deal was compensation for personal services. This should have been enough to put the industry wise to the fact that the tax boys in Washington are not asleep. There is no question but that in every tax law there are certain loopholes. However, those loopholes are closed up mighty fast.

The recent Amos 'n' Andy deal touched off the latest tax-saving craze, namely, capital gains. The facts of the sale were presented to the Treasury Department and request was made for a ruling as to whether the sale would be considered to result in a capital gain. The department not only gave a favorable ruling, but also gave a closing agreement to the effect that it was the sale of a business and that the entire transaction would be considered the sale of a capital asset and therefore a capital gain.

### Enter Jack Benny

This set off the fireworks. The next to try was Jack Benny. It was also reported that there were many other deals cooking, all on the same angle. I don't want to say, "I told you so," I did mention in last week's *Billboard* that in any of these transactions the facts of each case would be considered individually and that no two sets of facts were alike. I also said that the government would be loath to issue any further favorable ruling in a situation of this sort. The (See *Bloop! That Bubble* on page 6)

## 2 Mil Gross Shrinks Under Tax Pressure

Cap Gains Dodge Nixed

NEW YORK, Jan. 1.—At 9:30 a.m. Thursday, December 30, the Columbia Broadcasting System (CBS) assumed complete ownership and control of Amusement Enterprises, Inc. (AEI), the Jack Benny production-management operation. Shortly afterward, Washington sources disclosed that Internal Revenue officials had decided that the sale to CBS, accompanied by the transfer of the program to CBS from the National Broadcasting Company (NBC), was to be taxable as personal income, not as a capital gains transaction.

Daily paper reports that CBS was anteing \$4,000,000 for AEI are pure, unadulterated poppycock. The actual price, according to CBS, was \$2,260,000. Of this, \$260,000 is reported paying for AEI's assets; remainder for the corporation itself. Benny owned 60 per cent of the AEI stock.

### California Tax, Too

The 77 per cent personal levy probably will be made against the \$2,000,000. In addition, it is believed that California will follow the precedent set by the government, and likewise judge the transaction as taxable on the personal income basis. Benny is in the top bracket in California and the tax in this bracket is 6 per cent.

And even were California to grant the sale as a capital gains affair, the \$2,000,000 or the greater part of it (depending on the length of time involved in the transaction), would (See *Benny's Net* on page 6)

## Senator Claghorn Ain't No Pirate

NEW YORK, Jan. 1.—Kenny Delmar, announcer on the Fred Allen show, who also plays the Senator Claghorn character, was absolved of piracy of the Claghorn routines this week by New York Supreme Court Justice Felix Benvenga. The court upheld Delmar's motion for confirmation of a previously made arbitration award. Delmar had been accused by Dayton Allen (no relation to Fred) of taking Claghorn out of an unproduced play, *It's a Gift*, co-authored in 1943 by the plaintiff and defendant.

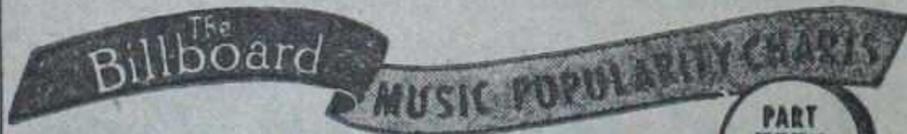
Another character involved in the litigation was the "average radio listener," now in use by Danny Kaye. Allen had sued for an accounting on money received via the use of both characters.

## NAB's About Face

WASHINGTON, Jan. 1.—The National Association of Broadcasters (NAB), which has often been critical of the Federal Communications Commission (FCC), emerged this week in favor of a thumping salary boost for Federal Communications commissioners. NAB exec veepee, A. D. (Jess) Willard, sent a letter to Sen. Ralph E. Flanders (R., Vt.) urging that Flanders recast his projected federal salary-boost bill to allot a \$22,500 a year salary for FCC commissioners. Flanders's bill, which will be introduced the first day of the 81st Congress, proposes \$17,500 for the commissioners who now get \$12,000.

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A Great New Feature of . . .



## The Honor Roll of Popular Songwriters

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- FILM AND LEGIT MUSICAL CREDITS

No. 1 in the Series . . . STEPHEN FOSTER

## Levers Near On Roosevelt Deal

NEW YORK, Jan. 1.—Lever Brothers Company this week was reported close to a deal with the American Broadcasting Company (ABC) for the Eleanor and Anna Roosevelt program. The show now airs at 10:45 a.m., Mondays, Wednesdays and Fridays.

J. Walter Thompson's Chicago office is the agency involved.

## AFRA Plans WATL Walk; WGY Mediated

NEW YORK, Jan. 1.—The American Federation of Radio Artists (AFRA) is having its organizational difficulties. A strike is set to take place almost immediately at WATL, Atlanta, because of the difficulty in getting J. W. Woodruff, the owner, to sign a contract. Management has refused mediation.

AFRA is also having its hands full with WGY, the Schenectady (N. Y.) General Electric (GE) station, with a session scheduled for Thursday (6) in Albany, called by the State Mediation Board.

The union is also considering striking WKAT, Miami. Agreement was reached with the management to negotiate, but an employee's dismissal subsequently upturned relations.

# AM BIDS STILL SWAMP FCC

## 530 Pending; 100 Above '46 "Saturation"

### Feverish Rush for Outlets

WASHINGTON, Jan. 1.—Despite the growth of television and FM, the demand for AM stations is still surging at a feverish pace. Pending with the Federal Communications Commission (FCC) are 530 AM bids, 100 more than were on hand in 1946, when FCC members told a House Appropriations Subcommittee that the commission's work-load in AM processing would soon be tapering off and that saturation in the AM commercial spectrum had just about been reached.

The activity in AM license-seeking has been so heavy that FCC-ers are now preparing to re-examine the whole spectrum, with many FCC-ers outspokenly convinced that AM will continue to be the dominant medium of broadcasting for many years unless somebody turns up unexpectedly with a bright new electronic development that surpasses anything in use now. Since January, 1946, FCC has authorized almost a thousand new stations in the AM range, and the Commission now figures that there will be no appreciable let-up in the rush of new AM applications in the next six months, even tho it is getting woefully difficult to find a place to squeeze in new stations.

### AM Bids Two-Thirds of Total

Applications for new standard stations at present outnumber the combined totals for FM and TV by 138. Of FCC's total backlog of bids for new and modified stations, AM applications represent approximately two-thirds.

An analysis of recent AM grants indicates that the saturation point has been reached in the large metropolitan areas. About 98 per cent of all grants in recent months have gone to communities of less than 50,000 population. Altho complete saturation of the AM band is evidently still to come, tightening up of space in the AM portion of the spectrum is apparent in the number of bids for new stations that have been designated for hearings. Out of the 530 applications on hand, 283 have already been designated for hearing, with more slated to go into a hearing stage as soon as the bids are processed. According to this ratio, the odds are less than even that a new applicant can receive a grant without going to the expense of defending his bid in a competitive hearing.

### 540-Kc. Band Possibility

The only possibility for increased spectrum space for AM radio is in the dropping of the broadcast band to include the 540-ke. band. Space below 540 kc. and above 1600 kc. is already assigned to other services. Use of the 540-ke. range for standard broadcasting is to be authorized at the next session of the North American Regional Broadcasting Agreement (NARBA).

Because of the high conductivity of this band and its prior use by a clear channel Canadian station, the probable number of U. S. stations that could be accommodated on 540 kc. is figured by engineers to be no more than 100 low-powered outlets if the band is used as a local channel, 20 if designated as a regional channel, or a half dozen if used as a clear channel.



KLZ Promotion Manager

### JOHN CONNORS

With a background of Army PRO, agency and radio production writing to his credit, Connors keeps KLZ's busy promotion activities moving on all fours.  
KLZ, DENVER

## MBS Ups Schmidt To Top Show Sales

NEW YORK, Jan. 1.—Bob Schmidt, who has been the Mutual Broadcasting System (MBS) veepee in charge of station relations, this week was named to a new post by web Prexy Ed Kobak. Schmidt is moving over to assume a newly created post, that of veepee in charge of program sales. The shift, while not mitigating Mutual's search for a No. 2 exec to head programing and sales, is in line with Mutual's recently enunciated emphasis on a program hypo.

Earl (Peté) Johnson, now MBS engineering head, will assume the additional station relations chore. It is reported he may be tabbed as a veepee when the network board meets next February. Schmidt has been with Mutual 13 years, having started in the sales promotion department. Johnson joined Mutual in 1946.

Jess Barnes, MBS sales veepee, and Phil Carlin, the program veepee, as well as Schmidt, will all report to Kobak.

## Agency Faces Another Year Of Overwork

### 1,250 AM-FM-TV Backlog

WASHINGTON, Jan. 1.—With the Federal Communications Commission (FCC) unlikely to receive any substantial increase in funds from Congress to hire additional personnel, the agency is looking forward to 1949 as another year of overwork and badly bogged down schedules. A year-end survey disclosed this week that FCC's backlog is about 1,250 applications for new and changed stations of all types. This figure is still about the same as in July.

Added to the 1,250 mark are enough common carrier, and non-broadcast radio bids to make the total Commission backlog hit the 2,500 level.

### Streamlining

Various streamlining procedures put into effect during 1948 have done nothing to reduce the backlog. Early in the year, the FCC overhauled its hearing division set-up; later the agency secretary was empowered to handle certain routine actions, but the work still remained piled up.

Major issues which have bounced around the Commission for months and even years, remain to be resolved. Most ancient of these is the clear channel docket, which has been under FCC study for three years. Still to be announced is the FCC's decision on whether stations are to be allowed to editorialize. Hearings on such a revamp of the 1941 Mayflower verdict were concluded last March. Knotty network problems remain to be worked out, including web policy in the spot ad field and possible revamp of chain broadcast rules to take in maximum AM holdings as well as minority interests in AM, TV and FM. The giveaway controversy has yet to be settled.

### Individual Cases

Individual station cases with wide ramifications are still confronting the FCC. The fight of WBAL, Baltimore, to retain its license in the face of a determined bid for the frequency by Drew Pearson, has been kicking around for three years. The case of the three G. A. Richards stations, KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit, still pends.

FM activity in the FCC has approached a standstill, and the Commission is expecting no bothersome backlog in that medium for 1949. Present pending bids number only 86, compared with 85 in July and with the staggering total of over 700 in 1946.

The FCC anticipates a renewed surge of activity in TV once the freeze is lifted. Already pending are 304 bids for new outlets and 23 requests for station modifications.

FCC economists predict a continuation in 1949 of the current high rate of transfer bids. Submitted bids for transfers during the year were over 400, of which 159 are still pending.

### RADIO ART EXPANDS

NEW YORK, Jan. 1.—Radio Art Club, mail order outfit which has recently been using WOR, New York, has expanded, buying 63 Mutual stations for a Sunday afternoon spot, starting January 16. It's a musical show. The account is handled by Al Klinger.

## Benny's Net Is Only 204G After Tax Bites That 2 Mil

(Continued from page 5)

be taxable at the same 6 per cent, assuming all stockholders are California residents in the top bracket, which is over \$30,000. (Tax figures used in this story were provided by Lewis C. Lebish, CPA and attorney, of New York.)

Thus the Benny deal works out something like this:

U. S. tax - - -	\$1,540,000
State tax - - - -	120,000

### Net of 340G

This leaves an estimated net of \$340,000. Commissions to Music Corporation of America (MCA), Benny's agents in the deal, are being paid by CBS.

Thus, the stockholders' net out of the \$2,000,000 package may be only \$340,000, of which Benny's 60 per cent end is \$204,000.

There have been reports that CBS had agreed to either compensate Benny for his tax payments or pay for AEI over a period of years, to reduce the personal tax requirements. Both these reports this week were categorically denied by Frank Stanton, the network's president.

To illustrate how fantastic the pyramid arrangement could become, Lebish provides us these figures:

The stockholder's tax, were the tax

based on the 25 per cent capital gains rate, would have been \$500,000 on the \$2,000,000, assuming that all were in the top (77 per cent) bracket. The personal income tax on the \$2,000,000 will be \$1,540,000. That means that CBS would have had to provide the difference of \$1,040,000.

### 4½ Mil Ante?

In order to do this—and get this—CBS would have had to get up the staggering sum of \$4,521,739.13, which, taxed at the 77 per cent rate, would have left the necessary \$1,040,000. Which spikes that rumor, completely.

Benny apparently gambled and lost, which raises anew the question, "Why did he shift from NBC?" It also, quite obviously, emerges as a severe handicap to CBS in its pitch to get other performers to join its ranks under capital gains deals. It may also react unfavorably on other Hollywood stars who have incorporated themselves. There is considerable opinion in radio that had Benny not asked for a ruling, but filed in normal procedure, the heat would not have been on the government, and the results not so disastrous.

Meanwhile, NBC officials would not comment on Benny's situation, altho one spokesman did go so far as to say, "My, my."

## Bloop! That Bubble Bursts

(Continued from page 5)

Benny transcription was different in this important respect. Benny had incorporated his show under the name of Amusement Enterprises, Inc. Altho the actual ruling of the department will not be issued until some time this week, it seems to be very clear that only a few of the deals contemplated may qualify as capital gains transactions. The government undoubtedly was in a spot, because if a favorable ruling had been issued on the Benny deal, there is no question but that the field would have been wide open for everyone else to take advantage of this ruling. The decision of the department probably will be fought by Benny's attorneys and carried into the tax court, perhaps higher. The results of this case may be far-reaching, as the government will undoubtedly delve deeply into the question of corporate set-ups for individual artists. In the meantime, certainly all of the other similar capital gains transactions that are on the fire will either be held up or will be hedged somehow by protective clauses so that the artists will be protected if the government does not rule them to be capital gains transactions. Thus, they will be able to call deals off or be guaranteed that they will not lose on the deal, by some form of extra compensation, regardless of how the government may rule.

## "Juvenile" Suit Ends In 8-5 Hung Jury

NEW YORK, Jan. 1.—A jury which held out by an 8-5 vote for dismissal of a \$600,000 damage action involving the alleged piracy of the title, *Juvenile Jury*, was discharged this week by New York Federal Judge Edward A. Conger.

By the jury's disagreement the action instituted by William Evans, Chicago writer, against Jack Barry and Dan Ehrenreich, writers of the WOR *Juvenile Jury* and against the Bamberger Broadcasting Service, WOR Program, Inc., and General Foods, Inc., sponsor of the program, was marked off the court trial calendar. The suit is subject to a retrial.

Evans had charged that he had submitted the idea and title *Juvenile Jury* to WGN, Chicago, and it was later returned. He charged that some months later the WOR writers and the others used the title and similar program on its station.

Another suit is still pending against the same defendants in N. Y. Supreme Court. The suit was instituted by Carol Marshall for alleged infringement of her idea, *Junior Judges*, by *Juvenile Jury*.

## RTDG To Negotiate WPIX Staffer Pact

NEW YORK, Jan. 1.—The Radio and Television Directors Guild (RTDG) will start negotiations Wednesday (5) with WPIX to get a pact covering the 16 directors, associate meggers and floor managers employed at the station. The union wants minimums of \$200 for directors and \$150 for associates.

Meanwhile, the RTDG is also making steady progress in its contract huddles with the American Broadcasting Company (ABC) over its directors, associates and floor managers. ABC had insisted that directors were part of management until a strike nearly was called, but at its last two sessions has given ground. The union is asking for the same wages as at WPIX. The next confab is Thursday (6).

Preliminary discussions have been finished, with networks and agencies to conclude a code of fair practice covering free-lance meggers. RTDG wants recognition, Guild shop, basic minimums, audition fees, vacations with pay and air credits.

## Westinghouse Plans Audience Survey Hyp

NEW YORK, Jan. 1.—As a partial answer to tele's growing competitive threats during the next year, Westinghouse Radio Stations, Inc., will use intensified research in all phases of audience reactions and preferences and revise its programs accordingly if needed. J. B. Conley, general manager of the eight-station network, declared in a year-end statement. Conley doesn't think 1949 will be a bad year for broadcasting, but he foresees a return to prewar competition for business in AM radio.

Westinghouse tele operations will center about the development of WBZ-TV, Boston, which first went on the air in May, and is planning for stations in Pittsburgh; Portland, Ore., and Fort Wayne, Ind.

Among the several recent developments at Westinghouse are the assignment of Free & Peters as the station representatives for all stations except WBZ-TV, now handled by the National Broadcasting Company spot sales; the centering of AM, FM and TV operations at WBZ in one building, the increase of KEX, Portland, Ore., to 50,000 watts and the first public demonstration of stratovision.

## Chi Airing Skedded For MBS Playhouse

CHICAGO, Jan. 1.—Network radio will have an addition to its short list of Chicago-originated programs starting January 12 when the Mutual Broadcasting System (MBS) inaugurates a new sustaining program, *Comedy Playhouse*. Show will be aired Wednesdays from 9:30 to 10 p.m. (CST).

Program, aired from WGN, MBS station, will use some talent heard on the station, but will be a Mutual package, underwriting costs.

*Comedy Playhouse* will feature some top acting talent and will pre-

## MAC CRACKEN DCS V.-P.

NEW YORK, Jan. 1.—Chester MacCracken, who's been head of radio since Doherty, Clifford & Schenfield was organized in 1944, this week was elected a veepee of the outfit. MacCracken was one of four so designated, others being Edwards M. Raynolds, research head; James Egan, copy head, and Aldis Butler.

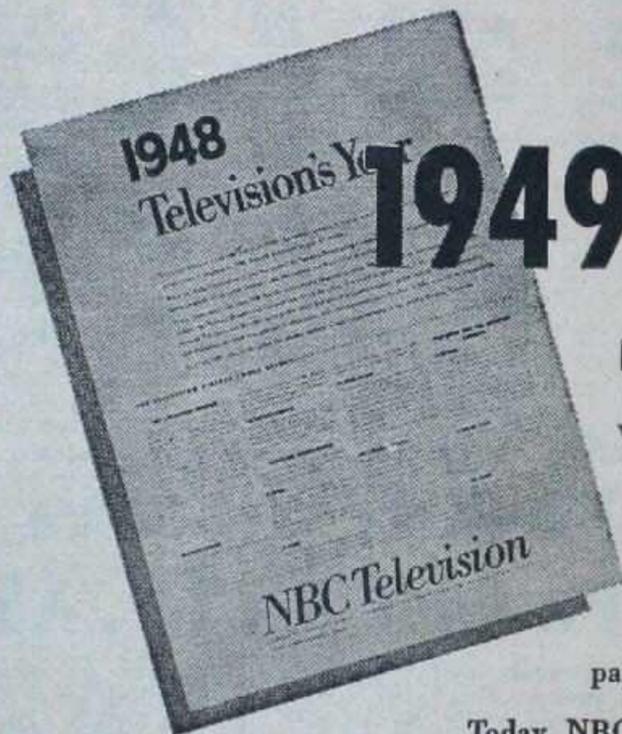
sent shows based on well-known stage and movie productions. First will be *Three Men on a Horse*. Jack La Frandre, WGN producer, will produce the series and set the scene for each production a la Cecil B. DeMille. Robert Trendler, another key WGN figure, will conduct the orchestra and write original music for the series.

## 56% of British Prefer Pickles

LONDON, Jan. 1.—Wilfred Pickles topped the British Broadcasting Corporation (BBC) listening poll for 1948 with an all-time record of 56 per cent. This figure represents an audience of approximately 17,500,000 per initial broadcast and does not take into consideration the millions of listeners to the repeat broadcasts.

The figures break every known record for BBC programs and tops the 9 o'clock news broadcasts, which are rated as peak listening periods.

The highest figure ever recorded was 68 per cent when the Queen spoke to British women during the war.



# 1949 • KNBH

## makes it the West's Year in Television

A year ago this month, NBC announced the opening of Network Television with a report to the nation, published in newspapers from coast to coast.

Today, NBC announces the most significant development since then in its television expansion — the opening of its key West Coast station... KNBH, Hollywood.

KNBH will be the *exclusive* outlet in Southern California for NBC programs. The resources of the entire Network, the creative talent of all Hollywood, will be at the disposal of its experienced production and technical staff.

At the beginning, KNBH will serve the swiftly-growing audience in America's third-largest television area, its third-largest market area. It will also originate programs for viewers elsewhere — first through Kinescope recording facilities, later (as connecting links are completed) for a Western Regional Network, and ultimately for a Transcontinental Network.

In announcing the opening of the NBC Television Network a year ago, we invited advertisers and agencies to join with us in the development of the world's greatest means of mass communication — and the most effective sales medium yet devised. Today, in announcing the opening of KNBH, we repeat that invitation to all who recognize the importance of Southern California as a production center — and as a market.

OPENING JANUARY 16

# KNBH

## CHANNEL 4

Studios:  
Hollywood's Radio City, Sunset and Vine

Transmitter:  
Mt. Wilson, Altitude 5,780 feet



The National Broadcasting Company  
A Service of Radio Corporation of America

# TV RISE FOR NEW AGENCIES

## 1949 May See Dawn of New Tele Dynasties

### History Repeating?

NEW YORK, Jan. 1.—Television, during the coming year, may create a new balance on the advertising agency scene, with new dynasties arising as a result of video billings. This is a view held widely in the trade based on the increasingly prominent role being played by agencies which had little or no billings in network radio. Particularly is this true for local programing, not only in New York, but in Chicago and other metropolitan centers as well. The situation closely parallels that which accompanied the rise of radio as an advertising medium about two decades ago.

These upcoming agencies, some of which came into existence because of video, will be gambling for the blue chips in 1949. Their feeling is that, staffed with experienced tele personnel and airing some commercially successful shows, they may now begin to pitch for major accounts which formerly did business only thru the topmost agencies. On a pure service basis, some of these agencies believe they now can offer as much or more in the way of production talent and know-how than their more illustrious contemporaries.

In network television, already the influx of the small and medium agencies is felt. S. B. Fisher handles Whelan's *Charade Quiz*, Morse has Vicks' *Picture This*, Grey has the Disney newsreel; Sawyer has Bates Fabrics' *Girl About Town*, Cayton airs Walco Lens' *Greatest Fights*, Grant has Unique Toys' *Howdy Doody* seg, Gourfain-Cobb handles Motorola's *Nature of Things*, Hoyt has A. C. Gilbert's *Roar of the Rails*, Reiss bills Lionel's *Tales of the Red Caboose* and Blaine-Thompson handles Emerson's *Toast of the Town*.

### Scheck's Case History

A striking case history is that of the Scheck Advertising Agency of New York, which bills for Jay Jay Junior Dress Company on DuMont's *Birth-day Party*. George Scheck, who with George Dahlman owns the package, reportedly could not find an ad agency which would take over the account, and finally, virtually as a last

(See *Tele Rise* on opposite page)

## QUALITY GLOSSY PHOTOS

6¢

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100—8 x 10's for ... \$ 7.50

500—8 x 10's for ... 32.50

1000—8 x 10's for ... 60.00

Negative charge of \$2.00

Post cards in quantity, 2½¢ each. Write for price list and samples on other sizes.

50% deposit, balance C. O. D.  
**QUALITY PHOTO SERVICE**  
Perkins St., Box 42 Bristol, Conn.

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To Sell Co-Sponsored Radio Programs

**MUTUAL RADIO FEATURES**

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## Midwest Cable Allocations

NEW YORK, Jan. 1.—The four television networks this week-end were holding sessions in attempts to horse trade with one another for time periods they covet on the coaxial cable link opening to the Midwest January 12. The maneuvering followed assignment of time periods, as shown below, by American Telephone & Telegraph Company (AT&T). One deal under way was between DuMont and the National Broadcasting Company (NBC), whereby the latter would get the 8 to 9 p.m. time Friday nights to accommodate the new Admiral Radio revue, to start next month.

NBC, meanwhile, is expecting Texaco, Camel, Philco, Kraft, Bigelow-Sanford and Gillette to extend the networks they are now using. Each of the time periods in use by these accounts was assigned NBC by AT&T, permitting expansion. No firm orders had been received, however, at press time. Meanwhile, Swift, Bates, Chevrolet and Gulf, which had wanted to expand on NBC, won't be able to do so without shifting networks, since NBC didn't get the time slots involved.

The cable allocations follow:

Time	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
8:00-8:30	WPIX	NBC	CBS	ABC	DuM	CBS	7:30-9:00
8:30-9:00	WPIX	NBC	CBS	ABC	DuM	DuM	ABC-DuM alternating
9:00-9:30	CBS	DuM	NBC	DuM	ABC	ABC	9:00-10:00
9:30-10:00	CBS	ABC	NBC	NBC	ABC	NBC	CBS-NBC
10:00-10:30	DuM	WPIX	CBS	ABC	NBC	(9:45 DuM) WPIX	10:00-11:00
10:30-11:00	DuM	NBC	CBS	ABC	NBC	WPIX	rotated in 30-min. segs among wbn
Mon.-Fri. 10 a.m.-1:30	DuM		Mon.-Sat. 5:00-5:15	WPIX		Sunday 5:00-5:00	NBC
1:30-2:30	CBS		5:15-5:30	ABC		5:00-5:30	WPIX
2:30-3:30	DuM		5:30-6:00	NBC		5:30-6:00	NBC
3:30-4:30	NBC		6:00-6:30	DuM		6:00-6:30	Open
4:30-5:00	ABC		6:30-6:45	CBS		6:30-7:00	ABC
			6:45-7:00	DuM		7:00-7:30	CBS
			7:00-7:15	ABC			
			7:15-7:30	WPIX			
			7:30-7:45	CBS			
			7:45-8:00	NBC			

## Skouras Predicts New Era Of Pix Fused With TV, AM

NEW YORK, Jan. 1.—A revolution in the programing and broadcasting structure was envisioned this week by Spyros Skouras, head of 20th Century-Fox Film Corporation, in an address to the Radio Executives Club (REC). Skouras envisioned a new entertainment form created from a fusing of the current radio, flicker and video industries, with the basic tele exhibition method ultimately nationwide (and eventually international) via a link-up of movie houses, with viewers paying admission fees to watch the shows. Programs, Skouras indicated, would be fewer in number and enlarged in length, comparing roughly with the size of today's movie features.

Skouras pictured the possibilities inherent in televising live events such as plays and concerts and having video versions shown in theaters scattered thruout the country. Grosses, he reckoned, might be four and five times the current take. If gadgets currently being developed for collecting fees from home viewers ever mature, Skouras said the result might be dangerous to film outfits which already are tied in with chains of movie houses and which expect to make use of these houses for video. One such development, Zenith's Phonevision, recently was called "practicable" by Wayne Coy, chairman of the Federal Communications Commission (FCC). Skouras noted that while it is too early to state definitely that theater video is a certainty, the quality of entertainment via that method is likely to be far superior to that of "free" video.

He scoffed at the idea that video would destroy the film industry. On the contrary, he predicted it would lend pictures the greatest impetus since the advent of sound.

Also heard at the luncheon were Richard W. Hubbell, who heads the management advisory firm; Ewell K. Jett, former FCC commissioner, now

vice-president and director of tele and radio for the Baltimore Sun papers, and Carleton Smith, director of television operations for the National Broadcasting Company (NBC). Hubbell outlined the growth of tele in terms of stations and sponsors during the past year, and pointed out the great amount of power needed if video stations use ultra-high frequencies. Jett said the reason his firm decided to drop its AM station's CP was that with TV and FM stations operating, they felt they would like to concentrate efforts, and also the place of a new AM station in that crowded market is a dubious one. Smith, altho tagging himself "Deficit" Smith, noted the influx of new money and sponsors into NBC video.

## NBC Central Snags Meier for TV Post

CHICAGO, Jan. 1.—Don Meier, former sales manager of WBKB, B&K video station here, this week joined the television staff of National Broadcasting Company's (NBC) central division as sales-program coordinator, a new post for a tele org here.

In his new post Meier will coordinate activities on sponsored shows and call on potential clients. Before being sales manager of WBKB, Meier worked in practically all departments at the B&K outlet.

PHILADELPHIA, Jan. 1.—A new situation comedy, *Help Wanted*, was set this week by video station WPTZ. The show, a Lee Stewart-Gil Babbitt package, calls for pantomime acting out of skit based on married life, with comic narration behind and guests offering reactions. No time has been set yet, but probable starting date is Saturday (8).

## Telepak Pacts Moore, Caulfield

HOLLYWOOD, Jan. 1.—Telepak Video Productions has tied up Victor Moore and film actress Joan Caulfield for a series of tele shorts to be produced early this year. Moore will star in a comedy series tagged *Uncle Gilbert*, while Miss Caulfield will be featured along with her sister, Betty Caulfield, in *Girl From Iowa*. Both film shows will be produced and distributed thru Telepak's releasing org, headed by firm topper Gifford Phillips.

Robert Longenecker, Telepak production veepee, treks to New York this month to canvass agencies with complete plans for tele flickers. No sample films will be made for trade showing on either series until a definite sponsor has been snagged. Longenecker produced several tele shorts last summer as samples of the firm's quality standards, which are to be used as a showcase in selling new ideas.

## Geo. Abbott's Video Firm

NEW YORK, Jan. 1.—George Abbott has formed a separate corporation—George Abbott Telefeature, Inc.—to produce video packages. The top Broadway producer-director has several dramatic packages and several musical ideas, but is concentrating on building presentations around some of the talent he has signed exclusively.

West Hooker is in charge of his tele operation.

## Mayehoff Returns to TV in "Like To See"

NEW YORK, Jan. 1.—Eddie Mayehoff, one of video's first comics, making a comeback on *I'd Like To See*, the Procter & Gamble show of National Broadcasting Company (NBC). Mayehoff made his initial appearance on the ailer this week, his stint constituting the only live material in the show, which utilizes film. Mayehoff appeared midway in the show, and based on favorable reaction, Compton agency execs have decided to retain him as a regular. Strong possibility exists that the show ultimately may be eased into an all live stanza, with Mayehoff starred.

Mayehoff formerly was featured in *Standard Brands' Hour Glass*, which was on NBC a few years back.

## Murray's 'Blackouts' Prepped for Video

HOLLYWOOD, Jan. 1.—A video film version of Ken Murray's marathon revue, *Blackouts*, is in preparation, with William Morris agenting. The series will be half-hour variety programs using *Blackouts* talent, with Murray as emcee.

The Morris office this week also signed Phil Baker and radio-film producer Bill Bacher for video. Bacher hopes to produce a TV series.



**Burrelle's**  
ESTABLISHED 1888  
PRESS CLIPPING BUREAU  
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BR 4-7-5371

# KTTV (CBS) Ownership Sets Swap Deal With KNBH (NBC)

HOLLYWOOD, Jan. 1. — National Broadcasting Company's (NBC) Coast video station, KNBH, this week-end announced a reciprocal pact with the newly founded Los Angeles Mirror, metro daily paper. Deal will give the web exclusive access to paper's news coverage and facilities.

Odd sidelight to NBC-Mirror deal is fact that The Mirror is owned by the Times-Mirror Publishing Company, which also publishes the powerful L. A. Times. T-M firm controls 51 per cent of tele station KTTV, having sold minority interest to Columbia Broadcasting System (CBS). Hence both T-M papers will now be in direct competition tele-wise, with The Mirror plugging NBC and The Times committed to KTTV. Move, however, is in keeping with publisher Norman Chandler's statement that the two T-M owned papers would be operated independently in all respects. Mirror will herald its NBC tie-up with special exploitation features and photo layout prior to station's kick-off.

With the NBC-Mirror deal set, no less than six local video stations now boast reciprocal newspaper tie-ups. Breakdown includes KTSL-Don Lee, Examiner; KTLA, News; KECA-ABC, Herald-Express; KTTV-CBS, Times, and KFI-Downtown Shopping News. KLAC-TV remains alone without paper tie-up.

KNBH kickoff, January 16, will feature special dedication programming. Pre-broadcast flack campaign includes a \$10,000 ad expenditure in trade and local metro papers, beginning January 2. Local radio plugs

for KNBH are out, inasmuch as net's Los Angeles affiliate is KFI, with a tele station of its own.

Web's exec veepee, Charles Denny, will trek to Hollywood to represent top NBC-RCA brass as the opening. Station will begin operations on a 14-hour weekly basis, Sundays thru Thursdays. Cost of getting airborne was pegged at \$1,200,000 including studio facilities, equipment, and transmitter construction. Pay roll now totals 68 employees, headed by Hal Bock, Western network tele manager.

## Tele Rise for New Agencies

(Continued from opposite page) resort, set up his own agency to handle the billings.

A like agency situation exists in Chicago, with such agencies currently in video as Malcolm - Howard, Guenther Bradford & Company, Harry Lazarus Agency; Presba, Fellers & Presba; W. B. Doner, McDonald-Cook Agency, Robert Kahn & Associates, Kaufman & Associates, and Reincke, Meyer & Finn. These agencies dominate the local programing picture in Chicago, with similar situations existing elsewhere. Another significant symptom is the large number of advertisers placing business direct, with no agency at all.

Reasons for the comparatively slow build-up for tele among many large agencies include a wait-and-see attitude, and concrete budgetary considerations. On the first point, there is a strong tendency to let the other fellow do the experimenting, while it is also quite true that agencies can make more money from other media and thus are reluctant to set up a new department and staff.

Network and station salesmen have griped privately for some time about the cool receptions they get in many big agencies, and particularly complain that a large percentage of account execs don't even have video receivers and almost never see the medium. They wonder if and when the trend will change in 1949, and recall that many big agencies got their first real growth when they began handling radio years ago while others ignored broadcasting. They recall, too, that some of the big agencies in pre-radio days lost clients, prestige and stature because they allowed others to grab the medium in its infancy. Established big-time agencies, too, may gain or lose by their video successes or failures. Kudner, which scored with the Texaco Milton Berle show, now is reaping new billings in the form of the full-hour Admiral show as a result, with many other similar agency switches anticipated.

## NBC Near Set for Int'l Theater Video

NEW YORK, Jan. 1. — The deal whereby the National Broadcasting Company (NBC) will lease the International Theater for television was virtually set for inking this week, with the web due to take over the house January 10. The pact, a sub-lease from International Ballet, which currently holds occupancy, runs for four and two-thirds months, with a renewal option for three years.

NBC plans to use the theater for the Milton Berle Texaco Star Theater program, and for the new Admiral full-hour variety show, which will tee off February 4, featuring Sid Caesar.

## WJZ-TV & UP Plan News Test Pattern

NEW YORK, Jan. 1.—An experimental deal between WJZ-TV and the United Press (UP) for use of news on the station's test pattern was shaping up this week. The station already has installed a special printer, and if the pact is set, will probably start using UP material within the next two weeks.

The printer, it is understood, will not have the news matter moving on a horizontal line, as in the International News Service set-up. The UP plan is to move one solid line at a time in an upward direction.

## CBS Adds Affiliate Nos. 25, 26, 27 and 28

NEW YORK, Jan. 1.—Four new stations this week affiliated with the Columbia Broadcasting System (CBS) video network bringing the web's total affiliates to 28. At the start of 1948, only WCBS-TV was a certain affiliate.

The latest affiliates are WHIO-TV, Dayton, O., which becomes a full primary affiliate February 15; WHEN-TV, Syracuse, which affiliates beginning today (1); KOB-TV, Albuquerque, N. M., which also joins immediately, and WICU-TV, Erie, Pa., which begins affiliation February 1.

## DUNCAN LEAVES WLWT

CINCINNATI, Jan. 1.—Differences of opinion over engineering problems were given by J. R. Duncan, director of engineering for WLWT, for his resignation, effective today, from the Crosley television outlet here. Engaged in TV engineering since 1931, Duncan joined Crosley in 1938 to direct experimental work. He holds patents on the blocking tube oscillator. Previously, he had been with RCA, Philco and Midland Television Company.

**The Billboard**

Noontime Neighbors  
 Second Place—WSM, Nashville  
 Producer: Tom Stewart  
 Director: John McDonald  
 Cast: John McDonald  
 Emcee: Milton Estes  
 Music: Owen Bradley's Orchestra

The ringing of a dinner bell opens and closes Noontime Neighbors, half-hour WSM across-the-board stanza. Less literally, the show rings a bell for entertainment, managing to wrap up the usual farm ingredients in a highly listenable musical package, paced by an emcee who seems to remember that each show mustn't sound routine even tho it may be a daily stint. Using a studio audience to add life to the party solely thru its applause effects, the show features the Owen Bradley ork, equally at home on folk ballads, hillbilly numbers and barn dance phrases, cleverly used to punctuate and bridge news with the accent on musical management.

**Thanks to the Judges**  
 news, music, weathercasts and an conservation specialist. more than induction, something not programs that get by with ham, cheese

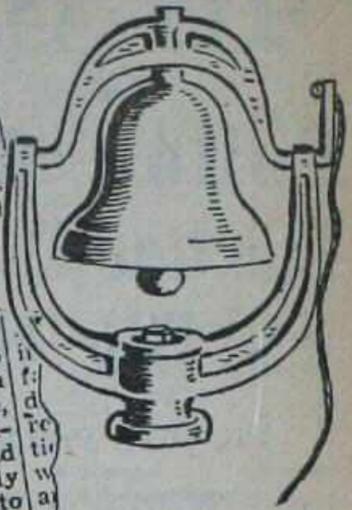
**for recognizing that we ring the Bell with our programming!**

As a matter of fact our programming has been ringing the Bell for 23 Years

Yes Sirs . . . programming gets top billing in our book . . . and always will!

**WSM NASHVILLE**

HARRY STONE, Gen. Mgr. • IRVING WAUGH, Com. Mgr.  
 EDWARD PETRY & CO., National Rep.  
 50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE



# '48 SHOWBIZ STOCK REVIEW

## Follow Gen'l Market Trend; TV Big Hope

### Pix Have Problems

(Continued from page 4)  
a decline of only about 1 per cent in gross receipts.

### Financial Background

Entertainment, tho sometimes regarded as a luxury item, has become so much a part of the American way of life (there are still more radios than bathtubs in American homes) that investments in soundly established amusement companies now are rated by financial counselors as being on a par with investments in other essential industries. In the past 10 years the shares of show business enterprises have won a considerable following among long-term investors as well as short-term speculators, and the corporate records of amusement companies now show an aggregate of around 400,000 stockholders. The majority of companies have shown an increase in shareholders in each of these years.

### Follow General Market

The action of amusement stocks, from the time they took their place in Wall Street just about 30 years ago, has always more or less paralleled the general market. Exceptions occur from time to time, such as when a bullish factor applying exclusively to the entertainment field enters the situation like the introduction of talking pictures and radio, with accompanying bearish influences on vaude and legit.

An odd thing about show business is that, despite its far-flung activities and generally lucrative returns, the rank and file investor was afforded little chance to participate in the industry until the movies came along. Except for the old Keith-Albee, Orpheum, Shubert and a few other enterprises that have bowed to the march of progress, theatrical ventures were mostly private or limited to small groups.

The arrival of motion pictures, with their need for vast amounts of capital, brought about a change, and by the time radio came on the scene a fairly large and receptive following had been created for amusement stocks. Now television is here with new promise of profits for investors, many of whom are convinced that another rosy era of opportunity is provided by the visual entertainment medium.

### Investment Scope Limited

Aside from tele, radio, movies and a couple of record companies, no branch of entertainment is open to the general investing public except thru a scattering of small companies. Outdoor amusements—circuses, carnivals, parks—are nearly all private

### Comparative Earnings

From Latest Financial Reports of Representative Amusement Companies

Company	Period Covered	1948		1947		Change
		Gross	Net	Gross	Net	
<b>MOTION PICTURES</b>						
Bell & Howell	9 mos. to 9/30		\$ 864,000		\$ 1,031,000	-16%
Cinecolor	38 wks. to 6/75	\$ 4,157,170	78,030	\$ 1,653,408	319,788	-75%
Columbia Pict.	12 mos. to 6/30	46,898,785	565,221	48,832,201	5,450,490	-90%
Electric & Mus. Indus.	12 mos. to 6/30		2,480,000		840,000	+195%
Gen. Precision Instrument	9 mos. to 9/30		730,631		848,661	-14%
Loew's	40 wks. to 6/3	140,443,000	4,729,063	141,488,000	10,904,821	-59%
Monogram	13 wks. to 10/2		117,808 (d)		86,414	-240%
Paramount	6 mos. to 6/30	85,825,000	13,570,000	90,146,000	17,407,000	-22%
Pathe	24 wks. to 6/12	13,564,035	627,857	8,359,504	114,971	+450%
RKO	6 mos. to June		1,901,863		5,107,347	-62%
Republic	9 mos. to 7/24		62,577		889,319	-93%
Technicolor	9 mos. to 9/30		1,276,906		1,146,384	+10%
20th-Fox	9 mos. to 9/25	121,432,769	9,119,613	130,767,695	10,608,098	-14%
Universal	9 mos. to 7/31		1,709,807 (d)		2,470,167	-168%
Warner Bros.	9 mos. to 5/29	117,592,222	10,321,083	130,151,116	19,134,659	-46%
<b>RADIO-TELEVISION</b>						
Admiral	8 mos. to 9/30	\$ 42,514,509	\$ 2,037,786	\$ 32,669,223	\$ 1,185,449	+72%
ABC	9 mos. to 9/30	39,080,912	440,000	38,138,847	1,050,000	-53%
CBS	9 mos. to 10/10	50,535,189	3,010,446	53,298,798	3,569,339	-16%
DuMont	9 mos. to 9/30		1,217,418		296,971	+310%
Emerson	9 mos. to 7/31		1,326,290		1,585,197	-16%
Farnsworth	6 mos. to 10/31		724,719 (d)		538,956 (d)	-34%
Hazeltine	6 mos. to 6/30	2,450,000		4,478,000		-45%
Magnavox	3 mos. to 5/21	4,003,266	125,411	7,074,824	627,523	-80%
Motorsola	9 mos. to 8/28	38,801,926	2,207,765	32,060,236	1,827,119	+17%
National Union Radio	9 mos. to 9/30	3,769,000		5,453,000		-31%
Philco	9 mos. to 9/30	194,156,000	6,631,000	157,209,000	6,632,005	+18%
RCA	9 mos. to 9/30	256,328,464	15,128,783	223,924,662	12,233,758	+23%
Raytheon	6 mos. to 11/30	25,823,426	67,154 (d)	31,801,264	1,149,440	-106%
Scott Radio	12 mos. to 5/31	1,071,348	418,915 (d)	3,222,868	178,603	-334%
Zenith	6 mos. to 10/31		84,535		1,221,017	-92%
<b>RECORD COMPANIES</b>						
Capitol	9 mos. to 9/30	\$ 13,117,010	\$ 1,211,109	\$ 10,475,412	\$ 253,151	+379%
Decca	6 mos. to 6/30	12,527,000	427,212	17,577,000	889,145	-52%
<b>MISCELLANEOUS</b>						
ABC Vending	9 mos. to 9/26	\$ 20,970,000	\$ 961,485	\$ 18,276,000	\$ 790,840	+23%
Avco	9 mos. to 8/31	98,957,139	8,471,315	76,395,205	7,647,887	+11%
Mfg. Corp.	6 mos. to 8/14	192,480,338	28,017,724	153,581,750	20,299,661	+28%
Eastman Kodak	6 mos. to 6/30	772,761,792	54,602,339	601,342,810	42,802,075	+28%
Gen. Elec.	12 mos. to 5/31	7,493,556	1,030,269	7,750,870	1,246,026	-17%
Mad. Sq. Garden	9 mos. to 9/30	48,210,076	2,111,302	47,756,365	1,538,977	+38%
Sylvania	9 mos. to 9/30	711,275,535	33,516,345	583,342,409	34,514,888	-3%
Westinghouse Elec.	3 mos. to 6/30		575,843		373,528	-165%
Wurlitzer						

(d)—Deficit.

enterprises, syndicates or closed corporations. Legit producers, when they go after capital to finance a show, do it chiefly by invitation to known and prospective "angels." There is no Broadway producing firm or legit theater operator with stock listed on any exchange.

Music publishing firms are either privately owned or affiliated with movie companies, while the only record firms with stock that is publicly listed are Decca and Capitol. Columbia Records is a CBS subsidiary and Victor is part of RCA. The mortality rate among new music and record companies is so high—like the percentage of stage flops—that it is difficult to interest anyone but courageous gamblers in these enterprises.

In the sports field the best that the investing public can do is to buy stock in Madison Square Garden and a few race tracks. Baseball teams are privately owned. So are the professional football and hockey teams.

Even in radio networks, until the stock of American Broadcasting Company (ABC) was placed on the board recently, the Columbia Broadcasting System (CBS) was the only direct investment in this field. National Broadcasting Company (NBC) is owned by Radio Corporation of America (RCA), while the Mutual Broadcasting System (MBS) is purely an operating set-up with no listed stock.

Expansion in the movie field hav-

ing been brought to a halt, at least temporarily, by a combination of factors, including an apparent saturation point in domestic attendance, losses in the foreign markets and continual harassment by the Department of Justice for alleged monopoly or unfair practices, film stocks at present are in the doldrums.

Producer-exhibitor companies, as a result of the government divorce suit that is still in litigation, no longer are permitted to add to their theater holdings and thereby improve their general position by integration of production, distribution and exhibition. On the contrary, in anticipation of a final divorce edict, some firms already are divesting themselves of theater properties where they deem it advisable, thus reducing their operations and earning capacity.

All this is being discounted in the currently deflated prices of film stocks, altho even under the pressure of the unfavorable influences applying to the movies alone these shares have not lost much more grounds, percentage-wise, than the general market.

### Tele Brings Hope

One hope of the film industry—also one of its main fears—is television. A tie-up, or at least some sort of working co-operation, between the two mediums could prove mutually advantageous, since the movie companies own vast treasuries of story

material that is badly needed for tele programs, and are adding new properties all the time. In realization of this, movie-tele mergers now are being talked by many leaders in both fields.

Paramount already has a foothold in video thru its part ownership of DuMont and some tele stations of its own. Twentieth Century-Fox has five TV station permits and recently was negotiating to buy ABC or an interest in it, but the deal did not materialize. Warner Bros., owners of KFWE, Los Angeles, some time ago bought a West Coast site that is suitable for a TV transmitter and have been engaged in tele planning for several years. Loew's, owner of WMGM, New York, likewise has its eye on video activity.

The radio industry, like the movies, has reached a resistance level so far as expansion is concerned, due primarily to the increasing emphasis on video and its possible effect on AM broadcasting. But radio has the advantage of being directly related to tele—even fathering it to a large extent—and so it is in a good position to move ahead with the visual development.

### Spotlight on Video

Thus tele, in combination with either radio or movies, now takes the spotlight among investment opportunities in the amusement field. How these stocks will make out in the years ahead is not easy to foretell because of the many unknown or still unresolved factors in the situation.

The biggest question is: Can tele gain a mass audience comparable to radio and movies? Another: Can video surmount its remaining economic and technical problems—especially the cost of producing programs of sufficient quality to hold the masses?

Opinions of most tele leaders on these points are optimistic, but investors in stocks still have to accept a good deal on faith and on their own judgment, just as the sponsors of radio and talkies did. No promise is held forth, however, that the profit scope in TV investments will equal the early days of radio and talkies when RCA shares were shot up to 549 and Warner Bros. to 134. For one thing, in those days—the boiling '20s—there was practically wide-open speculation on 10 per cent margin and imagination was ignited very easily. Today investors are better informed and more cautious, while margin trading, as a result of Securities and Exchange Commission rules, is almost extinct.

Another opportunity for fabulous profits that existed in the first years of radio—the erection of stations for \$25,000 to \$50,000 and their subsequent sale for \$250,000 to \$500,000 or more—likewise has been eliminated as a possibility in tele.

### Obsolescence a Factor

Lessons also have been learned by investors from watching the decline and even total disappearance of many forms of entertainment that once were considered stable—such as vaude, chautauqua, tent drama, minstrelsy, dramatic stock, burlesque, tabloid, repertoire and to a large extent the legitimate stage and roadshows. Dur-

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ing the late '20s legit was flourishing to such an extent that Broadway had more than 80 legit theaters and Shubert Theater Corporation stock was selling above 85. A few years later Shubert stock dropped all the way down to one-eighth and finally was wiped off the board entirely.

Because obsolescence can come about rapidly in any form of entertainment, unless a company has alert and progressive management, sensitive to constant changes and flexible enough to get in step with new developments, experienced investors regard that company as a dangerous risk. The Shuberts probably could have averted the disaster to their old stockholders by getting aboard the talkie train when it came along, just as Keith-Albee-Orpheum thru the efforts of Joseph P. Kennedy tied up with the movies, and later merged into Radio-Keith-Orpheum (RKO) after almost missing the boat because E. F. Albee did not believe vaude could be supplanted by movies.

**Favored Stocks**

For ultimate safety the best rated amusement stocks are those of well-integrated firms having an interest in more than one phase of entertainment. A company whose activities embrace film production, distribution, exhibition, music publishing and broadcasting, for example, is apt to have much more stability than a firm engaged solely in making and selling pictures.

Many big industrial corporations not primarily in the amusement field, such as General Electric, Westinghouse Electric, American Telephone & Telegraph and Avco Manufacturing Corporation, have important stakes in the entertainment business that enable them to share in the fortunes of show business. This carries diversification of a company's activities beyond a single industry and adds to the general stability of the organization.

Significantly, stocks of corporations like AT&T, General Electric, Westinghouse and Eastman Kodak, all of which are heavily interested in providing recreation for the public, enjoy top rating as shares for permanent investment portfolios.

**Leaders in Field**

In any designation of stocks that shape up as leaders of the amusement group, investors take into account not only past performance and current prospects but also the possibility of new inventions, mergers or other developments that may change the outlook overnight.

Among radio shares, RCA always has enjoyed the biggest following because of the company's scope of operations and the potentialities of its constant research work. It is the glamour stock of its group and as such has sold on its promising prospects more than its actual return to investors. From a dividend standpoint, holders of CBS stock have fared much better.

The switching of Jack Benny from RCA subsidiary NBC to CBS in January, following the recent similar shift by *Amos 'n' Andy*, and the reports that another important NBC program, Fred Allen, may quit broadcasting, give further strength to CBS and correspondingly detract from NBC. But this shuffling of talent goes on all the time, and a few defections from NBC are not likely to make much of a dent in RCA operations as a whole. The company's strong position in tele continues to

give the stock a strong speculative appeal.

DuMont, one of the major contenders in the video field, has not attracted exceptional market attention because the stock is traded over the counter and therefore does not enjoy the conveniences of shares listed on the big board or the curb.

**Best Movie Shares**

The best integrated and strongest movie firms are Paramount, Warner Bros., Loew's and 20th Century-Fox. Practically all film corporations today are in the best financial condition they ever enjoyed, most of them having little or no funded debt and therefore no burden in the way of carrying charges and refunding payments. So they are in a fairly good position to cope with their current problems. This industry has come thru other upheavals, including abolition of block booking, with flying colors and may be expected to do so again.

In general with all groups of stocks, amusement shares did not fare well in 1948. The market as a whole was continually beset with fears arising from the Russian situation, the prospect that current high profits cannot be maintained indefinitely, and post-election apprehension that Truman and his Democratic Congress will be tougher on business in the next four years.

Like the movie industry, record manufacturers had special problems of their own, due chiefly to the recently ended Petrillo ban on recording. The entire music business suffered a slump. Radio set manufacturers who could not quickly adapt operations to get in on the television boom also were adversely affected, some of them suffering losses during the period of conversion.

**List of Stocks**

A classified alphabetical summary of amusement stocks listed on the various New York exchanges, with brief comment, is given below. The reference marks indicate where the stocks are listed, namely:

- (a) New York Stock Exchange
- (b) New York Curb Exchange
- (c) Over the counter

**Motion Pictures**

**Bell & Howell (a):** Motion picture cameras, projectors, sound equipment, for both professional and amateur fields. Steady business has shown consistent earning power, with dividends paid regularly since 1914.

**Cinacolor (c):** Color-film process, in same field as Technicolor, but not as strong competitively and earnings not similarly stabilized, but new executive management and expansion capital recently came into company.

**Columbia Pictures (a):** Exclusively a producer and distributor, with earnings likely to be erratic, tho fairly liberal cash and stock dividend policy has been followed.

**Walt Disney Productions (c):** Producer of cartoon shorts and features. Operations hampered by high production costs, making film profits difficult. Royalties from licensed accessories (Mickey Mouse toys, watches, etc.), however, provide Disney with substantial revenue.

**District Theaters Corporation (c):** Incorporated in 1946 to acquire and operate 26 theaters in Washington exchange area (nine houses in Washington, others in Virginia). Predecessor companies had good earnings record and new firm paying satisfactory dividends.

**General Precision Equipment (a):** Holding company, owns 185,000 shares of 20th Century-Fox common stock and controls diversified group of firms in theater equipment field. Has shown consistent earning power since formation in 1936.

**Loew's, Inc. (a):** Producer-distributor of Metro-Goldwyn-Mayer films, theater operator with circuit confined to key spots. Subsidiaries also include newsreel, music publishing (Robbins-Feist-Miller), records and (MGM) radio station (WMGM). Has outstanding record of earnings and dividends, but fairly large funded debt and big roster of high-salaried executives. Impressive results for nearly 30 years, however,

has given stock semi-investment rating.

**Monogram Pictures (b):** Producer, distributor. Small independent company with limited operations, low profits and paying no dividends.

**Paramount Pictures (a):** Producer, distributor, theater operator, with affiliates including newsreel, music publishing and two television stations operating in Chicago and Los Angeles, and applications for additional permits. Owns 30 per cent of DuMont tele firm. Theater circuit, mostly partnerships, is country's largest, but may be broken up by government's divestiture proceedings. Company has been on sound basis since reorganization in 1935 and could still operate as an important unit without theaters.

**Pathe Industries (c):** Holding company, with subsidiaries including PRC Pictures (production, distribution), Eagle-Lion Films, Pathe Laboratories, Pictorial Films, Official Films, Television Center, 95 per cent interest in Van Sweringen Company, with real estate and other investments in Cleveland. Also produces and distributes 16mm. films, and makes the Pathe Film Recorder and Film Reader, microphotography devices. Company has had erratic and unimpressive record, tho past year's earnings were sharply higher due to added operations.

**Polaroid Corporation (c):** Products include processes for film printing, three-dimensional pictures and color photography, but poor results since formation in 1937 indicate this is a radical speculation.

**Radio-Keith-Orpheum (a):** Producer, distributor and theater operator. Separate theater company being set up under consent decree permitting same stockholders (except Howard Hughes) to own stock in both the theater unit and the producing-distributing company. Profits record has been irregular, but recent acquisition of control by Howard Hughes may prove a stimulant.

**Republic Pictures (a):** Independent producer, distributor, film laboratory. Consolidated Film Industries was merged with Republic in 1945. Poor record, having shown losses in most of last 12 years.

**Technicolor (b):** Holding Company, owns cameras and patents used in shooting color films, also develops negatives and supplies prints. Has had all the orders it could handle for some years, and has paid dividends regularly since 1936, but stock lately has been holding in narrow range as result of general stagnation in film stocks and also possibly discounting stronger future competition.

**Trans-Lux (b):** Projection apparatus and newsreel theater operation. Small earnings and negligible, irregular dividends.

**Twentieth Century-Fox (a):** Producer, distributor, theater operator, with subsidiaries including newsreel, film laboratory and New York's Roxy Theater. Has television permits for five cities and recently tried to acquire ABC. With second largest theater circuit, has excellent earnings capacity in good times, also in position to trim sails when box office is in slump. Aggressive management. Generous dividends paid regularly since 1942, also paid in four other years following reorganization of old Fox Film and merger with 20th Century in 1935.

**United Artists Theater Circuit (c):** Financially interested in about 300 theaters, mostly thru part ownership. Poor earnings and dividend record.

**Universal Pictures (a):** Producer, distributor, with subsidiaries including newsreel and Universal-International. Erratic record of earnings and dividends.

**Warner Bros. (a):** Producer, distributor, theater operator, with subsidiaries including newsreel (Warner-Pathe News), music publishing (Harms, Witmark, Remick, etc.), film laboratories, lithograph firm, radio station. Position has been consistently improved over past dozen years and company's financial position now is among the strongest in its field. Began regular dividends on common in 1946 after retiring all preferred stock. Only small amount of funded debt remaining.

**Musical Instruments**

**C. G. Conn, Ltd. (c):** World's largest manufacturer of band instruments, also is wholesaler of other musical goods not made by Conn. Spotty record of earnings and dividends.

**R. Wurlitzer Company (c):** Largest and one of oldest music firms in the country, with everything from organs and pianos to piccolos, harmonicas and juke boxes. Good earnings and dividends except in few war years.

**Racetracks**

**Eastern Racing Association (c):** Operates Suffolk Downs, East Boston, with other activities including horse shows, fairs and cattle. Good earnings and dividends, but, like other stocks in this group, shares have little public following and are relatively dormant.

**Hialeah Race Course (c):** Operates race track at Hialeah Park, Fla. Good earnings and dividends except in war years.

**Hollywood Turf Club (c):** Operates Hollywood Park race track, which has shown good earnings and dividends. Closed during war.

**Narragansett Racing Association (c):** Operates one of leading tracks in East, located in Rhode Island. Variable but steady earnings and dividends.

**Revere Racing Association (c):** Dog racing track in Revere, Mass., with bulk of revenue from pari-mutuels. Small operation, limited earnings and dividends.

**Radio-Television**

**Admiral Corporation (a):** Manufacturer of radios, tele sets, radio-phonograph combinations, household appliances. Fair earnings record and dividend payments.

**American Broadcasting Company (a):** Successor to NBC's one-time Blue Network, aggressively managed and placing much emphasis on tele. Stock was placed on big board just recently and was very active for short while because of the deal then pending with 20th Century-Fox, but stock dropped sharply on collapse of these negotiations. Network has heavy investments in tele, and while operations have favorable indications the long-range outlook will depend somewhat on returns from video investment.

**Canadian Marconi (b):** In addition to operating ship-to-shore radio communications, owns Canadian broadcasting station CFCF and shortwave CFCX, which are associated with CBC and ABC. Makes radio equipment of all kinds in own Montreal factory. Negligible earnings since 1931.

**Columbia Broadcasting System (a):** Among the most active in development of tele. Columbia Records is a subsidiary. Good earnings and liberal dividends paid regularly since 1931. Exceptionally capable management, plus strongly entrenched position, points to stability and further growth. Recently arranged to buy Raytheon's tele station, also has bought 25 per cent interest in Tournament of Champions, Inc. (Music Corporation of America is among others in syndicate), organized to promote boxing matches and other sporting events; also owns stock in Madison Square Garden.

**Allen B. DuMont Laboratories (c):** Makes tele sets and broadcasting equipment, also operates video network. Stocks recently placed on divi- (See 1948 Showbiz Stock on page 12)

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# 1948 Showbiz Stock Review; Follow General Market Trend; Television Is Major Hope

## Motion Pictures Have Problems

(Continued from page 11)  
dend basis. Paramount Pictures owns 30 per cent of company.

Emerson Radio & Phonograph (a): Maker of radios, tele sets, loud speakers and a variety of electrical and plastic items. Also installs and services TV sets. Has creditable record of earnings, with dividends paid regularly since 1943.

Farnsworth Television & Radio (a): Manufacturer of radios, tele sets, radio-phonograph combinations, and owner-operator of WGL, Fort Wayne, Ind., for which it plans TV. Poor record of earnings, and no dividends paid.

Finch Telecommunications (c): Engaged chiefly in making facsimile equipment under own patents for transmission over radio, telephone or wire circuits. Its licensees include International Telephone & Telegraph, Hazeltine and Crosley. Also holds license under Armstrong patents to make FM radio equipment for mobile use. Operations have shown deficits in most of past 10 years.

Hazeltine Corporation (b): Primarily a patent-holding company engaged in electrical, radio and tele research and engineering. Major income from royalties and fairly steady.

Hoffman Radio (c): Makes radio and tele sets, communications and electronics equipment. Unimpressive 10-year record.

International Detrola (c): As small part of its varied activities (steel, aircraft, machinery, refrigeration, etc.) makes radio sets, phonographs and automatic record changers for sale mainly thru mail order houses and chain stores. Fairly good earnings and dividends.

Magnavox Company (a): Makes high quality radio-phonograph consoles, tele receivers, and the Illustravox, slide-film projector, also loud-speakers and radio parts. Good record of earnings and dividends.

Motorola (a): Makes radio and tele receivers, also radios for autos. Introduced new line of lower-priced radio and tele sets several months ago, also obtained additional capital to expand tele production, and stock has been showing individual strength even during general market weakness. Dividends paid since 1942.

National Union Radio (b): Makes all types of radio receiving and transmitting sets, cathode ray and other tubes and electronic items, but earnings have not been impressive and no dividends are being paid.

Philco (a): Old-established company, maker of radio and tele sets, refrigerators and other household items. Operates tele station in Philadelphia, also has relay station near Princeton and a deal with NBC for two-way tele between New York and Philadelphia. Holds important patents in electronics field. Real estate holdings include 15,600 acres of standing timber in Carolinas. Good earnings record and liberal dividends being paid.

Radio Corporation of America (a): Best integrated company in radio, tele and general communications field. Makes radio and tele sets, also motion picture sound equipment (recording and reproducing). Subsidiaries include NBC, RCA Victor (phonographs, records), RCA Communications, RCA Institute, RCA Service Corporation, Radiomarine Corporation. RCA Victor recently announced plans to sponsor tele shows in 15 cities. Stock sells high in relation to earnings and dividends, a reflection of its strong following.

Raytheon Manufacturing (c): Makes electronics and communications equipment, radio and tele sets,

AM and FM transmitters, radio-phonograph combinations, and holds license from RCA to make radio receiving tubes. Poor earnings record since 1931, except in war years, and no cash dividends paid on common.

Scott Radio Laboratories (c): Makes higher-priced AM and FM radio sets, TV sets and phonograph products. Small earnings and no dividends since 1932.

Sentinel Radio (b): Makes complete line of radio and tele sets, radio-phonographs, FM receivers, and has received conditional grant from FCC to erect its own FM station in Evans-ton, Ill.

Stromberg-Carlson (c): Makes radio and tele sets, also has large volume of telephone switchboard and equipment business for earnings stability and dividend assurance. Plans to boost TV set output from current 3,000 monthly to 5,000 by mid-1949. Owns and operates WHAM and WHFM, Rochester, and expects to have tele station, WHTM, operating in several months.

Telecoin Corporation (c): The chief in coin-machine field, operating home laundry, Telejuice and other vendors, recently formed television unit, Tele-Video Corporation, to put coin-operated tele in hotel rooms. Company incorporated only about five years ago and earnings to date have been small, with no dividends.

Television Fund, Inc. (c): Investment trust formed in 1948 to specialize in securities of television, radio and electronics. Holdings include stocks of Admiral, American Telephone & Telegraph, Bell & Howell, Eastman Kodak, General Electric, Magnavox, Motorola, Paramount Pictures, Philco, RCA, Sylvania and Westinghouse. A good medium—provided management shows capability—for sharing in general development of TV, radio and related fields at minimum risk.

United States Television (c): Maker of tele sets, organized in 1939.

WCAO, Baltimore, incorporated as Monumental Radio Company (c): One of very few radio stations with stock available to public. Steady earnings and dividends, tho a limited operation. Station is CBS outlet.

WJR, The Goodwill Station (c): Operates CBS affiliate in Detroit, with consistent record of earnings and dividends in its limited scope.

Zenith Radio (a): Licensed by RCA, Westinghouse, AT&T, Hazeltine and LaTour to make and sell radio sets under their patents. Operates FM and tele stations in Chicago, mainly for experimental purposes, and holds permit for Chicago tele station for broadcasting in color. Also does large business in hearing aids. Recently started mass production on nine new tele set models in price range of \$389.95 - \$1,500. Fairly consistent profit-maker and has paid dividends regularly since 1937.

## Records

Capitol Records (c): Incorporated in 1942 as record manufacturer, also has strong national distribution set-up and music publishing subsidiary. Steady improvement has been shown in sales, but common stock earnings still limited tho 1948 operations showed big improvement. Johnny Mercer is a director of the firm.

Decca Records (a): Aggressive management, heavy volume of sales, fairly good earnings, and dividends paid since 1937.

## Miscellaneous

ABC Vending (c): Organized in 1947 to take over and operate various units in vending machine field, with (See 1948 Showbiz on page 22)

# RCA'S NEW PHONO SYSTEM

## Columbia's New 7-Incher, To Expand Its 33 $\frac{1}{3}$ Line Across Board, Is Due Soon

Official Announcement Next Week, But Line Is Ready

NEW YORK, Jan. 1.—Columbia Records next week will make official announcement of its seven-inch 33 $\frac{1}{3}$  microgrooved record. The new platter which has been in the works for a number of months, ever since, as a matter of fact, the original long-playing microgrooved record was introduced, actually represents an expansion of the Columbia 33 $\frac{1}{3}$  microgroove idea into all the rest of the line of the Columbia label. In other words, while the original 33 $\frac{1}{3}$  microgroove record, capable of play-

ing 22 $\frac{1}{2}$  minutes of music per side, or 45 minutes per disk, was primarily intended for masterworks and show tunes, the new seven-inch platter will encompass the complete Columbia line.

Popular, hillbilly, race, children's and masterworks singles will be handled with the new seven-inch platter. Columbia officials refused to comment on the introduction of the new platter this week, but it is presumed in trade circles that the new record will sell for something less than present records, of a comparable nature, on the market.

### Date Unannounced

Columbia toppers also refused to comment on the date on which they would actually introduce their new seven-inch platter to the commercial market, but the best guess is that the introduction of the RCA Victor 45 r.p.m. record would have some bearing on any decisions on timing.

More details on the Columbia seven-incher will be forthcoming next week.

## Indie Confusion Clears on AFM Disk Procedure

NEW YORK, Jan. 1.—As of Monday (27), some 34 recording and transcription companies had signed recording contracts with the American Federation of Musicians (AFM). Many more have applied, and the mailing of contracts has been somewhat slow owing to details of clerical work involved. Companies who were signed with the AFM before the ban are getting priority.

Confusion of some indies concerning contract procedure seems to be clearing now, with publicity shedding illumination on requirements. AFM had not notified indie companies what was expected of them, and many were in the dark as to what they had to do to record "legally." (All they have to do is notify the Federation that they want to sign; contracts will be forwarded to them in their turn.)

One indie wax man, on applying for his contract, was asked a very interesting question. "Have you recorded during the ban?" a young lady clerk at the Federation wanted to know. He was able to say "no" with a straight face and a good conscience, but he might very well have been among those who cut like crazy from January thru December. What the Federation intended in putting the question is a mystery. Perhaps they know who has recorded and plan to do something about it. If so, the question is redundant. If they don't have the information, the question is, to put it charitably, futile.

Signed companies are Muzak, Azteca Records, Black & White, Blue Note, Capitol, Caravan, Cleff, Columbia, Dana, Decca, Dial, Discovery, Empire Broadcasting, Etna, Gala, Magnolia, King, Lang-Worth, Loew's, Mercury, Music You Enjoy, National Sound, Nightingale, Victor, Seva, Spiro, Supreme, Technicord, Towers of London, World Broadcasting, WOR, Ziv and National Broadcasting Company.

### ARCHER LOCAL 47 REP

HOLLYWOOD, Jan. 1.—Local 47, American Federation of Musicians (AFM), this week appointed Ward Archer to newly created post of assistant radio and recording rep, working under supervision of Phil Fischer. Archer will take over recording activities of Local 47, leaving Fischer free to concentrate on radio and video.

## Lush Tune Touts

HOLLYWOOD, Jan. 1.—Whisky salesmen will turn song pluggers to help push Cliffie Stone's platter, *She's the Cream of My Kentucky*. Capitol Records arranged a tie-in with Schenley Distilleries whereby latter firm's 3,000-man sales force will get behind the ditty. In a letter to Schenley sales corps, Jack Kaduson, distilleries' brand advertising manager, informed salesmen of the tie-in and told them to become tune touts. Salesmen were asked to call on disk jockeys and ask them to spin the platter, see that juke boxes have the disk, and even check on record shops to make sure that they have the sheet music and the records.

## Disk, Player Combo Set for Spring Debut

Wide Catalog Ready

(Continued from page 3)

in diameter, and into this spindle is built the complete changer mechanism. About an inch below the head of the spindle two tiny prongs extend from each side of the spindle. The new platters actually rest on these prongs and drop onto the turntable in order, once the changer is activated.

This same spindle, with changer mechanism built in, will actually be the feature of all new RCA Victor phonographs and combinations (excepting, of course, television combos, where the TV will naturally get the play). The least expensive, completely contained unit in the new RCA Victor player line will be an item measuring roughly 9 $\frac{1}{2}$  inches square and 4 $\frac{3}{4}$  inches deep. The casing is a black plastic with the spindle in gold with a red plastic cap, and tone arm in gold to match. This player has a three-tube amplifier and a small four or six-inch speaker. Every RCA Victor phonograph in the future will be either the new 45 revolutions per minute, 1 $\frac{5}{8}$  inches diameter spindle automatic changer machine, or this machine in combination with the standard 78 r.p.m. All RCA Victor combinations, phono-radio or phono-radio-TV, as a matter of fact, will contain both the new 45 r.p.m. players as well as the standard 78 r.p.m. player, both with automatic changers. This will apply to the least expensive sets in the line, clear up to the Berkshire, the company's ultra-de luxe combination job. The new 45 r.p.m. phonograph mechanism, in any model, will utilize the special permanent sapphire needle, which has been in use in RCA Victor sets for some time.

### The New Record

(3) The new phonograph as stated and as has been correctly guessed in some quarters, will play at a speed of 45 revolutions per minute. The new RCA Victor record, of course, is a 45 r.p.m. disk. It measures 6 $\frac{3}{4}$  inches in diameter and has a hole (obviously, to fit the spindle described) of about 1 $\frac{5}{8}$  inches in diameter. Only about an inch of the outside rim of the disk is utilized for grooving. The record was developed by RCA engineers with the express objective of achieving 100 per cent undistortion, or put another way, creating a record which is completely free of surface noises or distortion of any kind. It is generally known that the closer to the hole the grooves are cut, the greater elements of distortion are likely to creep in, all other factors being equal. Persons who have heard the new RCA Victor disk have told *The Billboard* that as far as they have been able to determine, the RCA engineers have successfully accomplished their total undistortion goal.

### Not a LP Platter

An important factor about the new RCA record, which must be borne in mind, is that it has no long-playing feature, as such, at all. Popular, hillbilly and such recorded items, for example, will play at their established length of approximately three minutes. Classical and other normal 12-inch items will play at the same length as usual, roughly five minutes. Whatever long-playing factor may be (See *Lowdown on New* on page 83)

## WM Agency Hits "Curtailment" Skids Again

NEW YORK, Jan. 1.—The gradual "curtailment" of the William Morris Agency band department, after a couple of weeks' breather, resumed this week with the transfer of three WM properties to General Artists Corporation (GAC). The three GAC signees include Henry Busse, Del Courtney and Bobby Byrne, who, prior to his short WM stint, spent most of his orking career with GAC.

It is believed in the trade that the WM "curtailment" policy will move along at a more rapid clip with the New Year. It is believed that Count Basie next week will shift his ork into the GAC fold. It also has been learned that the Duke Ellington deal to go with GAC is still at a standstill and that the maestro has been talking with other agencies, including that of Willard Alexander.

To date, GAC has obtained Buddy Rich, Hal McIntyre and Red Ingle. In addition, the agency is handling Midwestern booking for the WM firm since WM closed its Chicago band branch by serving notice on agents Jack Archer and Bob O'Connor.

## B.G. Plans Short Tour To Finish in H'wood

NEW YORK, Jan. 1.—Benny Goodman, now at the Paramount Theater, will continue on the come-back road by working his ork's way westward in a short tour which will end at the Palladium Ballroom in Hollywood somewhere around March 1. B.G. completes his Paramount engagement in mid-January, will follow that with some recording dates for Capitol Records here, then vacation for a week or 10 days.

He will then head for one-nighters which will take him into the Flamingo Club in Las Vegas, Nev. From Las Vegas Goodman will move into the Palladium.

## BEGINNING IN THIS ISSUE

A Great New Feature of . . .



## The Honor Roll of Popular Songwriters

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No. 1 in the Series . . . STEPHEN FOSTER

# 45 MIL TO ASCAP VIA RADIO

## 9-Year Pact Eases Current Woes; 6½ Mil Take in '48; Speed Up TV Negotiations

(Continued from page 3)

Society needs it most; inasmuch as the Society is beset by internal problems and attacks from without. The renewal, in other words, guarantees the Society a fundamental stability and continued existence. The estimate of a nine-year income amounting to \$45,000,000 or \$50,000,000 cropped up in talks between ASCAP and radio toppers, and was presumably based on ASCAP's radio take for 1948. The latter figure is reliably estimated at \$6,500,000. Radio income accruing to ASCAP during 1949, it was figured, would equal or exceed this figure—owing to the increased number of stations—according to a top exec on the National Association of Broadcasters (NAB) negotiating committee.

In this connection it must be pointed out that ASCAP's income from radio over a long-range period will probably be affected by whatever inroads television makes on standard broadcasting. Current thinking is that such inroads in the long run may be considerable, but that the Society stands to recoup in television whatever it loses in AM broadcasting.

### Two Problems

Renewal deal which was ironed out by Society execs in conference with the radio execs led by Ted Streibert, music advisory chairman of NAB and president of Station WOR, is complete except for two relatively minor points which remain to be worked out. One of these is the matter of co-op broadcasts. ASCAP has been unable to pin down either the webs or the stations on this type of program. Webs claim stations are responsible for payment, and stations put the onus on the webs.

The second point to be settled concerns joint ownership of tunes. The problem applies only to stations licensed on per-program basis and performing tunes co-cleaved by ASCAP and BMI songsmiths. Such stations,

which usually have blanket BMI licenses, consider that such licenses cover performance of jointly-owned tunes. ASCAP maintains that under terms of its contract, stations must pay the Society for performance. A test case is under way to clarify the problem, with ASCAP suing a Hartford wattery on the joint ownership issue.

Another point of interest in the renewal pact—alho this was in the old also—concerns a rate hike. ASCAP can ask for a hike, in which case the matter would go to arbitration. Current impression is that the Society will make no such demand, as most members feel the Society is doing nicely at prevailing rates.

### Speed-Up TV

The NAB music committee and ASCAP expect TV negotiations to be speeded up considerably. This week ASCAP had as yet given the NAB no official word that the requisite 80 per cent of the membership had allocated TV rights to the Society, but this was expected "within a day or two" by a top-ranking member of the TV negotiating committee. It was just a matter of the Society's making a few phone calls, he stated.

## Modern Woos Race Artists

HOLLYWOOD, Jan. 1. — Modern Records this week signed a group of race artists to long-term exclusive pacts, disclosing that plattery would henceforth concentrate solely on race records. Inked were Jimmy Grisson, Floyd Dickson, Buddy Floyd and Jimmy Witherspoon. Line-up is in addition to plattery's featured race disker, Hadda Brooks, and Pee Wee Crayton whose current *Blues After Hours* is high on the present list of race hits.

Plattery heretofore attempted to cover both pop and race waxings on Modern label. Because of increased buying interest in race sides, plattery topper Jules Bihari decided to shift all pop material to newly formed Colonial label, a Modern subsid, and place stronger emphasis on Modern's race waxings.

## Royal Roost Lines Talent Up for 1949

NEW YORK, Jan. 1.—The Royal Roost, be-bop bistro which has been doing boom business for six months, this week began lining up talent for the coming year by setting dates for the King Cole Trio, Nellie Lutcher and return engagements for the orks of Woody Herman and Count Basie. Meanwhile the spot, which has been doing record biz with its current combine of singer Billy Eckstine, Charlie Ventura's ork and Charlie Parker's unit, will spot an all-music bill beginning January 5.

Ventura and Parker will remain at the club and be joined by a unit topped by tenor Flip Phillips for two weeks. On January 19 the spot will have a four-act bill which will include the Ravens, singer Dinah Washington, Tadd Dameron's bop group and Parker's unit.

## Evelyn Knight Decca Sensash

NEW YORK, Jan. 1.—Delivering a solid one-two on Decca wax, Evelyn Knight, from virtually out of the blue, appears to be headed for the heights. Miss Knight's star zoomed with her etching of *A Little Bird Told Me*, followed several weeks later by a slicing of *Powder Your Face With Sunshine*. *Bird* has sold over 750,000, is in production up to 1,000,000, and Decca execs expect it to hit close to 1,500,000 sales, while *Sunshine* in its first two weeks has already gone over the 200,000.

The diskery also reports that Miss Knight's earlier waxings (including *Buttons and Bows*, which had done little despite the hit of the song until Miss Knight hit with *Bird*) have started to move. She is due to play a four-week (with four-week options) engagement at the Palmer House in Chicago beginning January 6.

## Shaw-Hudkins Round No. 2

NEW YORK, Jan. 1.—Artie Shaw, whose complaint about Ace Hudkins's unauthorized use of Shaw's name in connection with a West Coast band has been formally registered with the American Federation of Musicians (AFM), this week took additional steps to restrain Hudkins. In letters to the Music Corporation of America (MCA), the William Morris Agency, and General Artists Corporation (GAC), Shaw, thru his attorney, Andrew D. Weinberger, advised these agencies that "any booking agency, theater, cafe or other place of employment which participates in this misuse of Artie Shaw's name will be held liable."

In his complaint to the AFM, Shaw dropped his objection to Hudkins's use of the Shaw library, stating that most of these arrangements were copyrighted, have been published, and are in use by a number of bands. Shaw, who plans a number of long-hair concert appearances running thru next summer, signed a one-year booking pact with Arthur Judson Thursday (30).

## Jack Peretz Relights Old LQ as Music Bowl

CHICAGO, Jan. 1.—Jack Peretz, former op of the Rag Doll lounge here, sold the spot last week and took over the old Latin Quarter Randolph Street holdings, which he opened December 24 as the Music Bowl.

Peretz and partners Burt Miller and Al Rizzo, have Art Van Damme's Capitol recording quintet, plus Dorothy Donegan and Mildred Bailey on the opening show, tentatively set for one week with options. Only other commitment is Lionel Hampton, who comes in January 24.

Spot is dickering with local disk jockeys to handle the emcee duties, with Linn Burton and Eddie Hubbard tentatively set for the opening jobs. Peretz intends to keep name music outfits and single as a steady policy.

Spot will operate as competition for the Blue Note, Madison Street jazz nitery, which is further expanding its hot music policy. In addition to Woody Herman and the King Cole Trio, both of whom play two-week stints at the spot, the line-up now includes Sara Vaughan and Lester Young's combo, February 14; Duke Ellington, March 14 for two

## Cry of 'Crooks!' Echoes From Music Huddle

NEW YORK, Jan. 1.—The meeting of publisher and writer members of the American Society of Composers, Authors and Publishers (ASCAP), originally scheduled for Thursday (30), was postponed this week by Herman Starr because many important music men are away for the holidays. But news continued to trickle out anent the first meeting last week, at which time the Society's problems and the need for unity and reform were discussed (*The Billboard*, January 1). Some rough charges were bandied about. In connection with talk on the possibility of having the pubs and writers withdraw their intervenor suits, one top semi-classical composer informed those pubs present that, alho he trusted them, they constituted only 40 per cent of the ASCAP publishers. The remaining pubs he characterized as "crooks and thieves."

Another present, representing songwriter interests, stated that it would surprise those at the meeting very much if he told them how many publishers had not paid songwriter royalties over an extended period.

Another articulate member of the industry, this one a leading publisher, protested that too much news of the music business was leaking out into the trade papers. Other members present pointed out that, after all, there did exist a lot of dissention in the Society, and they asked why the industry had to wait for a Leibell decision in order to square itself away.

The date of the next meeting has not been set, but it will be soon.

## Concert Hall 1st Indie With LP

NEW YORK, Jan. 1.—Concert Hall Records this week became the first indie diskery to issue long-playing (LP) records. The first issue, described by a diskery spokesman as "experimental," was a 12-inch red vinylite platter, cut to play at 33 r.p.m. and embodying the entire Khatchaturian violin concerto, which has been available for some time in a regular Concert Hall album set.

Since no special patented process was required to produce the disk, the diskery is not paying special royalties for the 33 r.p.m. microgroove pressings. Several more sets from the Concert Hall catalog will be issued on LP in the near future.

## Major To Handle Modern NY Distrib

NEW YORK, Jan. 1. — Modern Records has turned over its New York distribution to Major Distributors, and will utilize its office here to service Major and other Eastern distributors. Cy House will be in charge of the office, coming over from Exclusive. Salesmen Hy and Sam Weiss left Modern in the shake-up.

The firm's pressing will continue to be done at their Hollywood plant, one in New York and Philadelphia, and two in New Jersey. Topper Joe Bihari will return to the diskery's Coast headquarters January 27, stopping in Miami en route for a vacation.

weeks; Mel Torme, plus a band, April 1; Ella Fitzgerald, April 11, and Dizzy Gillespie's ork, May 2.

Always in demand—Year In—Year Out...

# FRED WARING



# on DECCA of course

### ALBUMS

**HAROLD ARLEN SONGS** Selections Include: OVER THE RAINBOW — MY SHINING HOUR — STORMY WEATHER — I GOTTA RIGHT TO SING THE BLUES — HIT THE ROAD TO DREAMLAND — LET'S FALL IN LOVE. A-552 Six 10-in. sides. \$3.00

**COLUMBIA, THE GEM OF THE OCEAN** — Patriotic and Service Songs. Selections Include: COLUMBIA, THE GEM OF THE OCEAN — THE FLYING MARINES — WE'RE ON OUR WAY (Infantry Song) — ARMY HYMN (A Prayer for Soldiers) — THE NAVY HYMN (Eternal Father, Strong to Save) — WAVES IN NAVY BLUE — HYMN TO A HERO — MAN TO MAN. A-452 Eight 10-in. sides. \$3.75

**GRANDMA'S THANKSGIVING**—From the poem by Lydia Maria Child. Music by Harry Simeone. UNBREAKABLE. DU-14 Two 12-in. sides. \$2.00

**JEROME KERN SONGS**—Selections Include: ALL THE THINGS YOU ARE — THE SONG IS YOU — SMOKE GETS IN YOUR EYES — YESTERDAYS — LONG AGO (And Far Away) — CAN'T HELP LOVIN' DAT MAN — LOOK FOR THE SILVER LINING — POOR PIERROT. A-500 Eight 10-in. sides. \$3.75

**LISTENING TIME** Selections Include: THAT OLD BLACK MAGIC — BLUES IN THE NIGHT (My Mama Done Tol' Me) — FALLING IN LOVE WITH LOVE — IMAGINATION — CHLOE (Song of the Swamp) — I LOVE YOU MUCH TOO MUCH — SCHEHERAZADE—WE'LL ALWAYS BE APART. A-530 Eight 12-in. sides. \$4.85

**LITTLE ORLEY**—Stories written and narrated by "Uncle Lumpy" Brannum. Selections Include: LITTLE ORLEY AND THE BUBBLE GUM — LITTLE ORLEY AND THE HAUNTED HOUSE—LITTLE ORLEY AND THE BULL FIDDLE — LITTLE ORLEY AND THE CRICKET. UNBREAKABLE. CUS-7 Four 10-in. sides. \$2.25

**NUTCRACKER SUITE**—Tchaikovsky (Vocal Arrangement) Selections Include: OVERTURE — DANCE OF THE SUGAR PLUMS — TREPAK — DANCE OF THE TOY FLUTES — WALTZ OF THE FLOWERS. UNBREAKABLE. DU-9 Two 12-in. sides. \$2.00

**COLE PORTER SONGS** Selections Include: NIGHT AND DAY — A LITTLE RUMBA NUNBA — WHAT IS THIS THING CALLED LOVE? — EV'RY TIME WE SAY GOODBYE — I'VE GOT YOU UNDER MY SKIN — EV'RYTHING I LOVE — YOU'D BE SO NICE TO COME HOME TO — I LOVE YOU. A-499 Eight 10-in. sides. \$3.75

**PROGRAM TIME** Selections Include: BEGIN THE BEGUINE — IN THE STILL OF THE NIGHT — OL' MAN RIVER — AND RUSIA IS HER NAME — EILI EILI (My Lord, My Lord) — THE LOST CHORD — JUNGLE DRUMS (Canto Karabali) — THE BARRENDERO. A-580 Eight 12-in. sides. \$4.85

**THE SONG OF CHRISTMAS**—The Story of the Nativity told in Christmas Songs, Carols and Biblical Verses (Roy Ringwald). DA-497 Six 10-in. sides. \$3.00

**THE SONG OF CHRISTMAS UNBREAKABLE** DAU-13 Four 12-in. sides. \$5.00

**SONGS OF DEVOTION Vol. 1**—Selections Include: AVE MARIA (Bach-Gounod) — NOW THE DAY IS OVER — HOLY, HOLY, HOLY — THIS IS MY FATHER'S WORLD — NOBODY KNOWS THE TROUBLE I'VE SEEN — SOMETIMES I FEEL LIKE A MOTHERLESS CHILD — ONWARD, CHRISTIAN SOLDIERS — BATTLE HYMN OF THE REPUBLIC. A-489 Eight 10-in. sides. \$3.75

**SONGS OF DEVOTION Vol. 2** Selections Include: THE ROSARY — AVE MARIA (Schubert) — THE BELLS OF ST. MARY'S — IN A MONASTERY GARDEN — WERE YOU THERE WHEN THEY CRUCIFIED MY LORD? — THE LORD'S PRAYER — FAITH OF OUR FATHERS — BLEST BE THE TIE THAT BINDS. A-493 Eight 10-in. sides. \$3.75

**STARS AND STRIPES FOREVER** — Patriotic and Service Songs. Selections Include: STARS AND STRIPES FOREVER — AMERICA CALLING — ANCHORS AWEIGH (The Song of the Navy) — SONG FOR THE UNSUNG (The Men of the Merchant Marine) — ROLL TANKS, ROLL (Song of the Armored Forces) — LOOK OUT BELOW! (Geronimo!) — THE FIGHTING QUARTERMASTER CORPS — WE'VE GOT A JOB TO DO. A-345 Eight 10-in. sides. \$3.75

**THIS IS MY COUNTRY** — Patriotic and Service Songs. Selections Include: THE STAR SPANGLED BANNER — AMERICA THE BEAUTIFUL — THE MARINES' HYMN — COAST GUARD FOREVER — THE CAISSONS GO ROLLING ALONG — THE ARMY AIR CORPS — THIS IS MY COUNTRY — SKY ANCHORS. A-310 Eight 10-in. sides. \$3.75

**TWAS THE NIGHT BEFORE CHRISTMAS** — Christmas Songs. Selections Include: TWAS THE NIGHT BEFORE CHRISTMAS, Parts 1 & 2 — SILENT NIGHT, HOLY NIGHT — OH GATHERING CLOUDS — OESTE FIDELLES (Oh, Come, All Ye Faithful) — CANTIQUE DE NOEL (O Holy Night) — THE FIRST NOWELL — O, LITTLE TOWN OF BETHLEHEM — CAROL OF THE BELLS — BEAUTIFUL SAVIOUR. A-480 Eight 10-in. sides. \$3.75

**YANKEE DOODLE DANDY** — Songs Hits of George M. Cohan. Selections Include: MARY'S A GRAND OLD NAME — HARRIGAN — THE YANKEE DOODLE BOY — YOU REMIND ME OF MY MOTHER — SO LONG, MARY! — YOU'RE A GRAND OLD FLAG — OVER THERE. A-330 Six 10-in. sides. \$3.00

### HAROLD ARLEN SONGS

- \*23937 Over The Rainbow Stuart Churchill, Soloist
- My Shining Hour Jane Wilson, Soloist
- \*23938 Stormy Weather Gordon Goodman, Soloist
- I Got A Right To Sing The Blues Morley and Gearhart, duo pianists
- Vochestra, Joan Wheatley, Soloist
- \*23939 Hit The Road To Dreamland Rhythmantics
- Let's Fall in Love Vochestra
- \*Included in Album A-552 • Harold Arlen Songs, 29218 That Old Black Magic
- 12" 51 Blues In The Night Paul Owen, Soloist

### RECORDS FOR CHILDREN (UNBREAKABLE RECORDS)

- CUS-7 Little Orley His adventures with The Bubble Gum, The Haunted House, The Bull Fiddle and The Cricket. Stories written and narrated by "Uncle Lumpy" Brannum with Fred Waring and His Pennsylvanians. Four sides. 10-inch.
- DU-9 Nutcracker Suite, Op. 71a (Tchaikovsky) Vocal arrangement. Overture — Dance of the Sugar Plums — Trepak — Dance of the Toy Flutes — Waltz of the Flowers.
- DU-14 Grandma's Thanksgiving (From the poem by Lydia Maria Child) Glee Club and Orchestra

### GEORGE M. COHAN SONGS

- \*18454 Mary's A Grand Old Name Gordon Goodman, tenor; Ferné, violin soloist
- Harrigan — The Yankee Doodle Boy Gordon Goodman and the Swingarettes
- \*18455 You Remind Me Of My Mother Clark Dennis, soloist
- So Long, Mary! The Swingarettes
- \*18456 You're A Grand Old Flag Over There
- \*Included in Album A-330 • Yankee Doodle Dandy • Song Hits of Geo. M. Cohan.

### CHRISTMAS

- \*23642 'Twas The Night Before Christmas Two Parts Swingarettes and Jack Best
- \*23643 Silent Night Stuart Churchill, soloist
- Oh Gathering Clouds Paul Owen, soloist
- \*23644 Adeste Fideles Cantique de Noel (O Holy Night) Jane Wilson, soloist
- \*23645 First Nowell—O, Little Town of Bethlehem—Carol of the Bells Twin Trios, Gordon Goodman
- Beautiful Saviour Walter Scheff and Jane Wilson, soloists
- \*Included in Album A-480 • 'Twas The Night Before Christmas.
- 24500 White Christmas Twelve Days of Christmas (Arr: Eric Siday)
- 24501 Winter Wonderland (All of a Sudden) My Heart Sings Joan Wheatley, soloist

### JEROME KERN SONGS

- \*23727 All The Things You Are Song Is You Jane Wilson, soloist
- \*23728 Smoke Gets In Your Eyes Yesterdays Jane Wilson, soloist
- \*23729 Long Ago (And Far Away) Gordon Goodman, soloist
- Can't Help Lovin' Dat Man Joan Wheatley, soloist
- \*23730 Look For The Silver Lining Stuart Churchill, soloist
- Poor Pierrot Jane Wilson, soloist
- \*Included in Album A-500 Jerome Kern Songs.
- 29191 Ol' Man River Walter Scheff, soloist
- 12" 51 And Russia Is Her Name

### SINGLES

#### PATRIOTIC AND SERVICE SONGS

- \*18485 Stars and Stripes Forever America Calling Walter Scheff, soloist
- \*18486 Anchors Aweigh Song for the Unsung (The Men of the Merchant Marine)
- \*18487 Roll Tanks, Roll (Song of the Armored Forces) Look Out Below! (Geronimo!) (Song of the Paratroops)
- 18488 Fighting Quartermaster Corps We've Got A Job To Do
- \*Included in Album A-345—Stars and Stripes Forever.
- †18267 Star Spangled Banner America The Beautiful Jane Wilson and Stuart Churchill, soloists
- †18268 Marines' Hymn Coast Guard Forever Ernie Lawrence, soloist
- †18269 Caissons Go Rolling Along Army Air Corps Leon Gray, soloist
- †18270 This Is My Country Sky Anchors
- †Included in Album A-310 — This Is My Country.
- \*23890 Columbia, The Gem Of The Ocean Flying Marines
- \*23891 Navy Hymn (Eternal Father, Strong to Save) Waves in Navy Blue
- \*23892 Hymn To A Hero Man To Man
- \*23345 We're On Our Way (Infantry Song) with Alired Drake
- Army Hymn (A Prayer For Soldiers) (A Prayer For Soldiers)
- \*Included in Album A-452 — Columbia, The Gem of the Ocean.
- 23717 Anchors Aweigh Buckle Down, Winsocki
- 18280 Angels Of Mercy (American Red Cross) It's Raining Memories Gordon Goodman, soloist
- †18456 You're A Grand Old Flag Over There
- †Included in Album A-330 Yankee Doodle Dandy—Song Hits of Geo. M. Cohan.)

#### COLE PORTER SONGS

- \*23698 Night and Day Little Rumba Numba Instrumental
- \*23699 What Is This Thing Called Love? Instrumental
- Ev'ry Time We Say Goodbye
- \*23700 I've Got You Under My Skin Joan Wheatley, soloist
- Ev'rything I Love Gordon Goodman, soloist
- \*23701 You'd Be So Nice To Come Home To I Love You
- \*Included in Album A-499 — Cole Porter Songs.
- 29196 Begin The Beguine With Twin Trios, Donna Dae, soloist
- 12" 51 In The Still Of The Night John Neher and Jane Wilson, soloists

#### SACRED

- \*18301 Rosary, The Stuart Churchill, soloist
- Ave Maria (Schubert) Stuart Churchill, soloist
- \*18303 Were You There When They Crucified My Lord? Stuart Churchill, soloist
- The Lord's Prayer (Malotte) Stuart Churchill, soloist
- \*18681 Faith Of Our Fathers Blest Be The Tie That Binds
- \*Included in Album A-493 — Songs of Devotion Vol. 2.

- †23708 Ave Maria (Bach-Gounod) Jane Wilson, soloist
- Now The Day Is Over Jane Wilson, soloist
- †23709 Holy, Holy, Holy Jane Wilson, soloist
- This Is My Father's World Jane Wilson, soloist
- †23710 Nobody Knows The Trouble I've Seen Gordon Goodman, soloist
- Sometimes I Feel Like A Motherless Child Walter Scheff, soloist
- †23711 Onward, Christian Soldiers Battle Hymn Of The Republic Gordon Berger, soloist
- †Included in Album A-489 — Songs of Devotion — Vol. 1.
- 23948 Dry Bones Ole Moses Put Pharaoh In His Place Gordon Berger, soloist
- 24337 The Holy City (Adams-Weatherly) Two Parts Stuart Churchill, soloist
- 29120 Eili, Eili Stuart Churchill, soloist
- The Lost Chord Stuart Churchill, soloist

#### POPULAR AND STANDARD RECORDS

- 23990 Whiffenpoof Song with Bing Crosby
- 12" 51 Kentucky Babe with Bing Crosby
- 29227 Jungle Drums Gordon Goodman, soloist
- 12" 51 The Barrendero
- 24386 Pennsylvania My Blue Heaven Joe Marine, soloist
- 18632 Sweet And Lovely Ferné, violin soloist, and Vochestra
- Our Waltz Vochestra
- 18667 Sweetheart Of All My Dreams Gordon Goodman, soloist
- Let Us All Sing Auld Lang Syne
- 29252 Trees (Rasbach-Kilmer) Gordon Goodman, soloist
- 12" 51 Hymn To Music (Based on Chopin's Etude in E Major) Jane Wilson, soloist
- Morley and Gearhart at the two pianos
- 23461 Hora Staccato Meadowland
- 23311 Holiday For Strings Jalousie
- 29220 Chloé Walter Scheff & Gordon Goodman, soloists
- 12" 51 I Love You Much Too Much Orchestra
- 29219 Falling In Love With Love Jane Wilson, soloist
- 12" 51 Imagination Orchestra
- 18302 The Bells Of St. Mary's Stuart Churchill, soloist
- In A Monastery Garden Stuart Churchill, soloist
- (Included in Album A-493 — Songs of Devotion — Vol. 2.)
- 18412 Anitra's Dance (From Peer Gynt Suite No. 1) (Grieg) Instrumental
- Brazil Instrumental
- 18392 Fountain, The Sleepy Lagoon Instrumental
- Glee Club—Gordon Goodman, soloist
- 23377 Waltz in C Sharp Minor, Op. 64, No. 2 (Chopin) Harry Simeone at the Piano—Instrumental
- Strange Music (from "Song Of Norway") (Grieg) Gordon Goodman, Jane Wilson, soloists
- 29221 Scheherazade (Rimsky-Korsakov) Instrumental
- 12" 51 We'll Always Be Apart Instrumental
- 24501 Winter Wonderland (All Of A Sudden) My Heart Sings Joan Wheatley, soloist

ALL 10-INCH RECORDS 75¢ EACH (plus tax)



LOOK TO DECCA FOR THE GREATEST COLLECTION OF THE GREATEST RECORDS!



# '48 Disk Taxes Off 1½ Mil.

## Nov.-Dec. Rise May Be Check Of Drop - Off

2 Months Top '47

WASHINGTON, Jan. 1. — Collections from the disk tax by the Bureau of Internal Revenue in 1948 slumped \$1,679,222 or about 22 per cent, from 1947, a survey of agency records disclosed this week. Total receipts from the levy during the 1948 calendar year were \$6,988,478 as compared with \$8,667,700 in 1947. The disk tax amounts to 10 per cent of the manufacturer's price or 5 per cent of the retailer's price.

Month-by-month comparisons show only two months of 1948 topping the corresponding 1947 months. Preliminary December figures indicate that that month may also have exceeded its 1947 counterpart by a small margin. The \$957,105 collected from the record levy in April, 1949, was some \$80,000 ahead of April, 1947; while November brought in about \$24,000 more than November of the previous year.

The other months were all off from 1947 figures, several by more than \$200,000. Most hopeful sign for the industry is the actual November increase and the expected December rise. These statistics may be the first signs that the downward trend in the record business is at an end.

The following table lists Internal Revenue Bureau collections from the disk tax for the past two years. The December, 1948, figure is an estimate since final tabulations have not yet been made.

	1948	1947
January .....	\$ 540,177	\$ 967,257
February .....	750,148	801,276
March .....	460,665	707,304
April .....	957,105	822,336
May .....	683,540	838,317
June .....	478,899	869,755
July .....	395,829	587,996
August .....	272,931	476,800
September .....	495,652	629,172
October .....	493,056	563,541
November .....	675,476	651,957
December .....	785,000*	751,889

TOTALS ... \$6,988,478 \$8,667,700  
\* Estimate.

## MPCE Pact Okay During Huddles

NEW YORK, Jan. 1.—Provisions of the Music Publishers' Contact Employees (MPCE) contract, which expired Friday (31), will remain in force while the union negotiates for a new contract, it was agreed this week at a meeting of publishers and union officials.

Negotiations, which began some weeks ago, have been sporadic owing to concentration of publishers on problems connected with the American Society of Composers, Authors and Publishers (video rights, Leibell decision, etc.) and the seasonal exodus to Florida and California.

Bob Miller, MPCE prexy, foresees a big curtailment in pluggers unemployment, and has set up meetings with some dozen publishers to discuss hiring of pluggers. According to Miller, there are only 28 contact men on the MPCE unemployed list.

## Capitol Preps All-Out Be-Bop Blitz; Sets Up Strong Roster

HOLLYWOOD, Jan. 1. — Capitol Records will soon launch an all-out drive for be-bop. This was learned following *The Billboard's* exclusive report (see January 1 issue) that Capitol had signed both Charley Barnett and Woody Herman to recording contracts. Cap's bop blitz is split into four divisions: (1) Bands, (2) instrumental soloists, (3) vocalists and (4) music publishing. Cap's bop invasion thru these channels will be backed up by an intensive promotional campaign designed to sell it to the record buying public.

From standpoint of bands, Cap feels itself particularly strong now that it has added Herman and Barnett to Goodman and Kenton. Cap looks upon bop as another facet of "progressive music," a jazz form which it feels it pioneered via Kenton. Barnett, Goodman and Herman — yesterday's swingmasters — have joined the bop ranks, thereby giving Capitol a strong bop band roster. Status of Kenton still remains an unknown quantity at the diskery. Items carried by gossip columnists that he will forsake the batoner ranks in favor of a medical career were seriously questioned.

General feeling at Cap is that Kenton will return to the podium following his present self-imposed retirement. Cap still has unreleased Kenton masters to tide over the hiatus. Steinway-squatting maestro was credited by Cap as being instrumental in its decision to go all out on bop. Altho Kenton's brand of music making is not strict bop, he succeeded in selling the diskery on the idea that bop is a phase of his own "progressive" music. Cap hastened to point out that not all of its band releases will be bop nor will the majority of the platters be devoted to the wild and frantic form of pure bop. Cap intends to issue a commercialized brand of bop which could be sold readily on wax to a mass market and not material aimed strictly at the diskophiles. Cap is building its bop instrumental ranks and has already signed Tad Dameron and Bill Harris. Others are currently in the negotiation stage. These will be waxed as featured soloists. Vocal bopists already inked include Dave Lambert and Babs Gonzales. Still under separate contract and available for bop flavored chirping is Kenton songstress, June Christy. Lambert and Gonzales and possibly Christy, plus other bop vocalists to be acquired later, will be featured with studio

## Shaw Preps Own Agency Set-Up

NEW YORK, Jan. 1.—After 25 years in the music biz as a tootler and an agent, Billy Shaw will open his own booking agency in a couple of weeks. After a couple of months of haggling, Shaw finally was able to negotiate a split with the freres Gale, with whom he was a one-third partner in the Gale Agency. This split originally was reported in *The Billboard* several months ago. The new Shaw enterprise will be known as Shaw Artists Corporation. He will be joined in his new biz by Billie Miller, long-time associate of the booker.

Shaw has been negotiating management contracts with several artists but had not completed any at press time.

orks and with the bop instrumentalists. Cap's music pub subsids, headed by Mickey Goldsen, are currently building up a vast library of bop arrangements. Altho Goldsen chose to remain mum on this subject *The Billboard* learned he had acquired numerous Dizzie Gillespie and Charley Parker scorings for the pubbery, among other bop books.

It was also learned that Kenton cleffer, Pete Rugolo, had been hired to assist Cap's New York a. and r. head, Walter Rivers. He will help in bop talent scouting, scoring and supervising recording sessions.

### Kenton's Psychiatry Kick

NEW YORK, Jan. 1.—Stan Kenton is said to be preparing to enter a West Coast college, either Santa Clara or the medical school of the University of California of Los Angeles (UCLA), to study psychiatry.

The orkster, who disbanded after his recent Paramount Theater stint, originally had planned to spearhead a tootler effort to uncover and develop a chain of jazz music concert locations. It is now understood that he is pondering giving up his library to his arranger Pete Rugolo.

## Robin Hood Dell Sets AFM Pact For 18 Concerts

PHILADELPHIA, Jan. 1.—Robin Hood Dell Orchestra, which stages the outdoor summer concerts in Fairmount Park, this week reached an agreement with Local 77, American Federation of Musicians, to insure a full six-week program of 18 concerts next season. The concert series folded midseason last year because of poor attendance and a bumper crop of rain. However, Frederic R. Mann, new prexy of the new board of directors of the Dell, announced that patrons holding unused tickets from the ill-starred '48 season, will be able to get full credit toward the 1949 summer performances by presenting their unused coupon books.

In new contract arrangements, the musicians waived the financial loss they incurred last season when the series ended three weeks early. Mann, a music patron on his own, has taken on Emma Feldman, who stages the All-Star Concert Series at the Academy of Music here, as the associate manager of the Dell. However, the summer season will continue along highbrow levels in spite of complaints from Philadelphians who made it known in letters to newspapers that dearth of pop fare kept them away from the outdoor Dell. Instead of Benny Goodman, Dinah Shore, Frank Sinatra and the like who jammed the Dell in earlier years, the 1949 season is going to offer Artur Schnabel, Jascha Heifetz, Gregor Piatigorsky and Oscar Levant.

Among the conductors, instead of a Paul Whiteman, there will be Eugene Ormandy to start the season, composer-pianist-conductor Leonard Bernstein for later and even Igor Stravinsky will conduct the premiere of his revised *Petrouchka* ballet, and his son, Soulima, pianist, will perform the Stravinsky *Capriccio* at the same concert.

## Unity Requests Petrillo Void 802 Election

NEW YORK, Jan. 1.—Officials of the Unity party of Local 802, American Federation of Musicians (AFM), this week sent an appeal to Federation Prexy James C. Petrillo asking that the recent local election be invalidated and officers be stayed from taking office. The protest follows a decision handed down Monday (27) by the Honest Ballot Association (HBA) denying Unity's request for a new election. HBA held that while there were defects in some of the voting machines (Unity's protest was based on these machine bugs), an analysis of the vote totals showed that results could not have been affected.

The Unity protest to Petrillo also asked permission to take the matter to court, failing Federation recognition of the appeal. (Federation by-laws require that union grievance procedures be exhausted and a waiver granted before a complaint may be submitted to the courts.)

### Manuti Attacks HBA

Al Manuti, Unity official who lost the local's presidency to Dick McCann by some 80 votes, denounced the HBA decision in a statement to *The Billboard*. "It was a crude hoax. Evidence that at least 40 per cent of the machines were defective was admitted by the Blue ticket and the association, but they saw fit to brush the evidence aside. They also saw fit to ignore the rules under which our election was conducted and decisions of the courts in similar cases. In doing this, HBA rendered a manifestly unfair decision. Sooner or later we expect to have an opportunity to prove this in a court of law."

## Heidt & MCA Split On Verge Again?

NEW YORK, Jan. 1.—Horace Heidt, who only several months ago kissed and made up with Music Corporation of America (MCA) to the tune of a reported five-year contract, this week is said to be on the verge of another separation with the agency. Johnny Dugan, MCA band chief, stated that "it is not beyond the realm of possibility" that Heidt may be allowed to walk out of his MCA deal.

The Heidt move is particularly significant at this point, since the orkster's amateur airer, beginning next week, becomes the National Broadcasting Company (NBC) opposition to the Jack Benny show, which vacated the NBC slot to move to the Columbia Broadcasting System.

Heidt's amateur show winner theater tours will continue to be booked by Associated Booking Corporation as a separate entity.

## B&W Diskery Now Its Own Distribber

NEW YORK, Jan. 1.—The Black & White (B&W) diskery's Eastern division, managed by Veepee Larry Newton, last week moved to new quarters and took over its own local distribution, heretofore handled by Portem Distributors. B&W, via a series of deals, has undertaken the national production and distribution of 10 minor indie labels, including the new Solo and Price wax. Besides servicing the New York area with its own salesmen, the local office will service the 19 Eastern B&W distributors, while the rest will continue to be supplied by the main office in California.

Dushka Howarth, formerly associated with Sterling and Bandwagon diskeries, will handle disk jockey and general promotion for the Eastern office.

## Philly To Plug 78-R.P.M. Player To Sell at Cost

PHILADELPHIA, Jan. 1.—Altho Columbia Records is hammering away with long playing (LP) platters, and Victor is preparing to beat the tub in favor of a 45-r.p.m., the 105 platter merchants comprising the Retail Record Dealers' Association will be blowing their promotional horn in favor of the standard 78-r.p.m. records.

Failure of the Motor Parts Company, local Columbia distributors, to help the dealers lighten their 78-speed record inventory, plus the fact that approximately 95 per cent of dealer inventory at the present time is in 78's, resulted in the proposed 78 promotional campaign, it was explained by David Krantz, dealer, who heads the association.

Backing with heavy newspaper and radio advertising, as well as in store promotion, the local association, shortly after the beginning of the year, will offer to the public a special record player built only for 78-speed. The player, Krantz revealed, will be sold by the association dealers at almost the cost of production. Krantz said that on the basis of present bids submitted by manufacturers, the special record player could be sold for as low as \$5.30 and no higher than \$6.20, with extra nickels or dimes added to take care of handling costs and shipping.

Krantz said that a survey by the association revealed that the 78-record market has far from reached its peak here. It is estimated that with the proper promotion and merchandising, the record industry here can add from 10,000 to 15,000 new 78-speed record buyers each month. Since almost all inventory of dealers is in 78, with the dealers enjoying greater return privileges for 78's, as well as sharing greater profits in 78 sales, Krantz said that it was the best advantage of the dealer to promote 78's. The special record players, he added, will be purchased in lots of 500 a week and distributed thru the 105 members of the association.

The dealer association campaign will come on the heels of the local campaign that will be staged next week by the Motor Parts Company in behalf of Columbia's LP platters. And while Columbia has scheduled its first newspaper ad for January 9, the 105 dealers, thru their association, rejected the new Columbia plan in toto as one that would show either no profit or even a loss. The Columbia campaign here will offer a Columbia record player at the 33-speed for LP playing entirely free to every purchaser of at least eight long-playing records. However, Krantz explained that the cost of the eight records was \$38.80 to the purchaser (rating a free player), and with the dealer cost at \$33, leaves a meager enough profit to the dealer of \$5.80. However, he pointed out, Columbia is demanding that the dealer split all the advertising costs on a co-operative basis, which wipes away the \$5.80 profit and maybe more. At the rate of 15 per cent profit offered by Columbia on the long-playing deal, Krantz said, the association members find it more profitable to keep on merchandising the 78's.

As far as Victor's proposed 45-r.p.m. is concerned, Krantz said that he and a committee of the association are meeting with RCA-Victor officials at the company plant in Camden, N. J., Monday (3).

In regard to the heavy record inventory facing the dealers, Krantz revealed that the association was going to establish its own clearing house. Each dealer member will submit a monthly listing of all excess classicals and pops, singles and albums. The lists will be circulated among the association members only, with members then being in position to barter and trade for another's excess stock.

## "Don't Gamble" Rights Snared By Jewel Music

HOLLYWOOD, Jan. 1.—Jewel Music snagged publishing rights to Peter Tinturin's *Don't Gamble With Romance* this week-end, ending one of the hottest bidding races for publishing control of a ditty seen here in months. Tune was sought by more than a dozen pubbers before Jewel got the nod. Tinturin claimed he received a \$5,000 advance from Jewel topper Herb Levin, plus okay to keep the royalties from the first etching of the tune which he waxed on his own label, Fine Arts Records.

Behind the sale to Jewel is one of the most unorthodox approaches attempted by a cleffer to promote his own tune. Tinturin first aroused talk by the usual device of personally canvassing the town's leading disk jockeys and getting air plugs. With the first reaction encouraging, he hired Paul Winans Ad Agency to promote the platter. Winans bought air time on the Al Jarvis, Dick Haymes and Carl Bailey disk shows, spending about \$600 on carefully worded commercial plugs for the song. Disk sales rights were thereupon turned over to Black & White Distributors, which claims to have sold 60,000 platters in Southern California area as result of exploitation drive.

Major platteries also climbed on the tune this week, and at press time song had been recorded by Nick Lucas on Capitol and Doris Day on Columbia. Song is skedded for dinking by Wayne King for RCA Victor, and Art Lund on MGM. Coral will also cover tune with vocalist yet to be assigned.

## Sheet Music, Disk Combo Gimmick, 39c

NEW YORK, Jan. 1.—A combination sheet music and record gimmick which will sell for 39 cents has been patented by Lyle K. Engel, publisher of *Song Hits* magazine. Item is a sheet of plastic, 6½ inches wide, superimposed on a sheet of cardboard containing the sheet music. Counting both sides, there are two disks and two music sheets. The plan is to have the item on sale in chain stores in two months and then go on to newsstand sales. The idea of the gimmick, according to Engel, is to demonstrate, in record form, all those notes appearing in the sheet music. In other words, the purchaser can listen to the recorded version before attempting to play the music.

Engel is currently setting deals with publishers on a sliding scale royalty basis. Among first releases will be hillbilly and folk tunes published by Sylvester Cross' American Music Company. These have been obtained on a three-year deal and include *Cool Water*, *Deck of Cards*, *Slap 'er Down Agin, Paw*, *Divorce Me, C.O.D.* and others.

The service, incidentally, is available to pubs who want to get up limited editions of tunes for ad agencies, music libraries, etc.

## Cap Inks Laurence

HOLLYWOOD, Jan. 1.—Marcel Laurence, French organist who was signed by Capitol, is en route to the U. S. on his first trip to this country. He is accompanied by Alan Livingston, Cap a. and r. rep in charge of albums, and Lee Gillette, diskery's folk music head. Laurence was inked by James Conkling, Cap a. and r. veepee, during his European jaunt last spring, and was recorded a few weeks ago by Livingston. It is understood Cap will urge Laurence to concertize or engage in radio work in an effort to build a following this side of the pond.

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brings you 5 more hits to start the

NEW YEAR RIGHT!

### • MORE BEER

Let a Smile Be Your Umbrella (On a Rainy Day)

Featured in 20th Century-Fox Picture  
"Give My Regards to Broadway"  
Both Vocal with Orchestra

ANDREWS SISTERS

with Vic Schoen and His Orchestra DECCA 24548

### • RED ROSES FOR A BLUE LADY

Fox Trot with Vocal Chorus by Don Rodney

Everywhere You Go

Fox Trot with Vocal Chorus by Don Rodney  
and the Lombardo Trio

GUY LOMBARDO

and His Royal Canadians DECCA 24549

### • I'VE GOT MY LOVE TO KEEP ME WARM

Vocal with Rhythm Accompaniment

I Love You So Much It Hurts

Vocal with Guitar

MILLS BROTHERS DECCA 24550

### • LAVENDER BLUE (Dilly Dilly)

From Walt Disney's "So Dear To My Heart"

Billy Boy Featured in Walt Disney's "So Dear To My Heart"

Vocal with Male Trio and Instrumental Accompaniment

BURL IVES with Captain Stubby

and The Buccaneers DECCA 24547

### • GIRLS WERE MADE TO TAKE CARE OF BOYS

From Warner Bros. Picture "One Sunday Afternoon"

Weep No More

From Musical Revue "Along Fifth Avenue"

Vocal with Chorus and Rhythm Accompaniment

BILLIE HOLIDAY

and The Stardusters DECCA 24551

Single Records  
75c each (plus tax)

ORDER  
TODAY!

DECCA  
RECORDS

America's  
Fastest  
Selling Records!



IMPORTED  
**LONDON RECORDS**  
FULL RANGE RECORDING

Presents an  
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on  
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**RECORDS**

London's P-18000 series includes authentic  
**GERMAN  
FRENCH  
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✓ No. P-18008—

**FLIEGE MIT MIR IN DIE HEIMAT  
O LAND AM BODENSEE**

Geschwister Winkler Quartet—Sung in German

✓ No. P-18056—

**MONTAGNES  
CLOPIN-CLOPANT**

Billy Toffel—Sung in French with Tony Bell and his Orchestra

10" Black Label Records \$1.00 plus tax

\* London full range recording reproduces EVERY sound audible to the normal ear

Check with your London Distributor for



**Beltona**

AUTHENTIC SCOTTISH RECORDS

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The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.

The  
**Billboard**

**MUSIC POPULARITY CHARTS**

PART  
**I**

**The Nation's Top Tunes**

Based on reports received last three days of Week Ending December 31

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.

**HONOR ROLL OF HITS**

(Trade Mark Reg.)

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

This Week

Last Week

**1. BUTTONS AND BOWS**

By Livingston and Evans  
Published by Famous (ASCAP)

1

Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 18284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Gracie Fields, London 355; H. O'Connell, Coast 8032.  
Electrical transcription libraries: Sterling Young Ork, MacGregor; The Swingtones-The Jumpin' Jacks, NBC Thesaurus.

**2. ON A SLOW BOAT TO CHINA**

By Frank Loesser  
Published by E. H. Morris (ASCAP)

2

Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Kay Kyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; P. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210; J. Frank, Varsity 117; Our Brothers, 20th Century TC-20-78.  
Electrical transcription libraries: Kay Armen, Associated; Louise Carlyle-Music of Manhattan Ork, NBC Thesaurus; Freddy Martin, Standard; Shep Fields, Lang-Worth; Freddy Martin, Standard.

**3. A LITTLE BIRD TOLD ME**

By Harvey O'Brooks  
Published by Bourns (ASCAP)

4

Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Stardusters, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326; Varsity 121; J. Wayne-J. Davis, Columbia 38386; Rose Murphy, Victor 20-3320.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**4. MY DARLING, MY DARLING**

By Frank Loesser  
Published by E. H. Morris (ASCAP)

3

From the Broadway musical production "Where's Charley?"  
Records available: E. Young & J. Lathrop, Victor 20-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes, Decca 24519; Varsity 121.  
Electrical transcription libraries: Phil Brito, Associated; Stanley Black Ork, London.

**5. ALL I WANT FOR CHRISTMAS  
(Is My Two Front Teeth)**

By Don Gardner  
Published by Witmark (ASCAP)

5

Records available: Spike Jones & His City Slickers, Victor 20-3177.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**6. LAVENDER BLUE (Dilly, Dilly)**

By Elliot Daniel and Larry Morey  
Published by Santly-Joy (ASCAP)

9

From the Walt Disney Film "So Dear to My Heart."  
Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225; Varsity 124; B. Ives-Capt. Stubby & the Buccaneers, Decca 24547.  
Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; Curt Maasey, Standard; Cyril Stapleton Ork, London.

**7. FAR AWAY PLACES**

By Whitney and Kramer  
Published by Laurel (ASCAP)

8

Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 5198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H. Rene Ork, Victor 20-3316; Ames Brothers, Coral 60016.  
Electrical transcription libraries: Stanley Black Ork, London.

**8. UNTIL**

By Jack Fulton, Bob Crosby and Hunter Kahler  
Published by Dorsey Bros. (ASCAP)

7

Records available: T. Dorsey Ork, Victor 20-3061; The Charlotiers, Columbia, 38329; Varsity 125.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**9. YOU WERE ONLY FOOLIN'**

By Larry Fortine-Billy Faber-Fred Meadows  
Published by Shapiro-Bernstein (ASCAP)

6

Records available: Blue Barron, MGM 10185, Ink Spots, Decca 34507; K. Starr, Capitol 15226; E. Whitley-Green Sisters, Columbia 38323; Varsity 122.  
Electrical transcription libraries: Kay Armen, Associated; Blue Barron, Lang-Worth.

**10. CUANTO LE GUSTA**

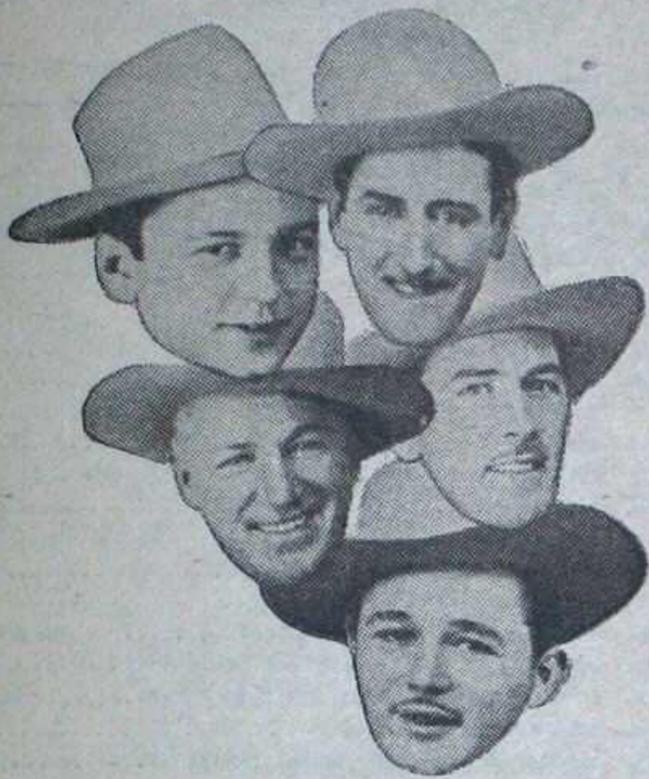
By Gabriel Ruiz and Ray Gilbert  
Published by Peer (BMI)

10

From the MGM Film, "A Date With Judy."  
Records available: E. Brown-Varsity Rumba Band, Varsity 116; Carmen Miranda-The Andrews Sisters, Decca 24479; Xavier Cugat, Columbia 38239; Jack Smith-The Clark Sisters, Capitol 15280; Eve Young, Victor 20-3077.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

Note: Due to the early holiday deadline, the Honor Roll of Hits has been compiled without the inclusion of "Songs With Greatest Radio Audiences."

First big "sleeper" of the year!



# THE GEORGIA CRACKERS

<sup>66</sup>*A Broken Doll*<sup>99</sup>

RCA VICTOR 20-3175

Reminds you of "Paper Doll" . . .  
Watch for it on the Pop charts, too!

An overnight sensation!

# PERRY COMO

with The Fontaine Sisters



The smash novelty hit . . .

<sup>66</sup>*N'yt N'yow*<sup>99</sup>

(The Pussycat Song)

and Roses of Picardy,  
with Russ Case  
and his Orchestra

RCA VICTOR 20-3288

## This Week's Release

**THE CERTAIN SEVEN**  
 20-3061 "Until" Tommy Dorsey  
 20-3123 "On a Slow Boat to China" Freddy Martin  
 20-3100 "Lavender Blue" Sammy Kaye  
 20-3174 "Then I Turned and Walked Slowly Away" Eddy Arnold  
 20-2806 "Bouquet of Roses" Eddy Arnold  
 11-8851 "Clair de Lune" Jose Iturbi  
 P-231 "Perfume Set to Music" Orchestra and Theremin

POPULAR	
A Little Bird Told Me Baby, Baby	ROSE MURPHY 20-3320
Powder Your Face With Sunshine Careless Hands	SAMMY KAYE 20-3321
Tenement Symphony Parts 1 & 2 (from the film "Big Store")	TONY MARTIN 20-3274
POP SPECIALTY	
Pilgrim Polka Zephyr Waltz	LAWRENCE DUCHOW & HIS RED RAVEN ORCH. 20-3305
FOLK	
Roses of Yesterday Don't Bring Your Blues To Me	ELTON BRITT 20-3306

The Cross on The Hill Behind These Prison Walls of Love	THE BLUE SKY BOYS 20-3307
--	---------------------------

SPIRITUAL	
Behold The Bridegroom Cometh Bedside Of A Neighbor	GOLDEN GATE QUARTET 20-3308*

BLUES	
Sugar Baby Poor Stranger Blues	TAMPA RED 20-3309

Far Away Places	PERRY COMO 20-3316
-----------------	--------------------

. . . it's really shooting up there!

The stars who  
make the hits  
are on



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

The Billboard  
MUSIC POPULARITY CHARTS  
PART II  
Sheet Music

Based on reports received last three days of Week Ending December 31



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.

POSITION			Publishers	
Weeks to date	Last Week	This Week		
15	1	1.	BUTTONS AND BOWS (F) (R)	Famous
11	2	2.	ON A SLOW BOAT TO CHINA (R)	Melrose
6	4	3.	A LITTLE BIRD TOLD ME (R)	Bourne
8	3	4.	MY DARLING, MY DARLING (M) (R)	E. H. Morris
5	5	5.	LAVENDER BLUE (DILLY, DILLY) (F) (R)	Santly-Joy
12	8	6.	UNTIL (R)	Dorsey Bros.
3	7	7.	FAR AWAY PLACES (R)	Laurel
5	14	8.	CUANTO LE GUSTA (F) (R)	Peer
4	10	9.	GALWAY BAY (R)	Leeds
13	9	10.	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein
1	—	11.	BRUSH THOSE TEARS FROM YOUR EYES (R)	Leeds
1	—	12.	I LOVE YOU SO MUCH IT HURTS (R)	Melody Lane
1	—	13.	SO TIRED (R)	Glenmore
27	—	14.	MAYBE YOU'LL BE THERE (R)	Triangle
7	17	15.	SAY SOMETHING SWEET TO YOUR SWEETHEART (R)	Mills

ENGLAND'S TOP TWENTY

POSITION			English		American	
Weeks to date	Last Week	This Week				
13	1	1.	BUTTONS AND BOWS	Victoria	Famous	Famous
14	2	2.	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell	Chappell
17	3	3.	MY HAPPINESS	Chappell	Blasco	Blasco
17	4	4.	SO TIRED	Campbell-Connolly	Glenmore	Glenmore
36	5	5.	GALWAY BAY	Box and Cox	Leeds	Leeds
3	9	6.	CUANTO LE GUSTA	Southern	Peer	Peer
21	19	7.	YOU CAN'T BE TRUE, DEAR	Chappell	Biltmore	Biltmore
34	6	8.	DREAM OF OLWEN	Lawrence Wright	Mills	Mills
22	7	9.	RAMBLING ROSE	Irwin Dash	Laurel Music	Laurel Music
5	8	10.	MAYBE YOU'LL BE THERE	Victoria	Triangle	Triangle
9	11	11.	ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music	Laurel Music
14	10	12.	LA VIE EN ROSE	Noel Gay	Harms, Inc.	Harms, Inc.
3	12	13.	CUCKOO WALTZ	Keith Prowse	Criterion	Criterion
15	13	14.	ALL DRESSED UP WITH A BROKEN HEART	Cinephonic	E. B. Marks	E. B. Marks
10	16	15.	UNDERNEATH THE ARCHES	Campbell-Connolly	Robbins	Robbins
7	15	16.	BALLIN' THE JACK	Francis Day	E. B. Marks	E. B. Marks
6	17	17.	SABRE DANCE	Leeds	Leeds	Leeds
14	14	18.	YOU CALL EVERYBODY DARLIN'	E. H. Morris	Mayfair	Mayfair
5	18	19.	I'D LOVE TO LIVE IN LOVELAND	Sun	Bregman-Vocco-Conn	Bregman-Vocco-Conn
3	20	20.	HEART OF LOCH LOMOND	Unit	*	*

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

CANADA'S TOP TUNES

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

POSITION			Songs	
Weeks to date	Last Week	This Week		
11	1	1.	BUTTONS AND BOWS	
9	2	2.	ON A SLOW BOAT TO CHINA	
4	3	3.	LAVENDER BLUE (DILLY, DILLY)	
3	5	4.	A LITTLE BIRD TOLD ME	
25	3	5.	A TREE IN THE MEADOW	
30	6	5.	MY HAPPINESS	
4	9	7.	MY DARLING, MY DARLING	
7	7	8.	GALWAY BAY	
21	—	9.	YOU CALL EVERYBODY DARLIN'	
18	14	10.	UNDERNEATH THE ARCHES	
6	15	11.	UNTIL	
7	8	11.	YOU WERE ONLY FOOLIN'	
1	—	13.	BOUQUET OF ROSES	
1	—	13.	FAR AWAY PLACES	
13	—	15.	BLUEBIRD OF HAPPINESS	
17	13	15.	TWELFTH STREET RAG	
13	—	15.	MAYBE YOU'LL BE THERE	

**Breaking for a HIT!**

**CORAL RECORDS**  
(A subsidiary of DECCA RECORDS, INC.)

**DOO-DE-DOO ON AN OLD KAZOO**  
Vocal with Kazoo Band  
and  
**CALM SEAS AND PALM TREES**  
Vocal with Instrumental Accompaniment

The Blue Jays

**CORAL 60003**

**SPECIAL RELEASE!**

- **WABASH BLUES** FREDDIE "SCHNICKELFRITZ" FISHER
  - **OH! DEM GOLDEN SLIPPERS** CORAL 60025
  - **JIVIN' THE MISSOURI WALTZ** ERSKINE BUTTERFIELD and HIS BLUE BOYS
  - **CHOCOLATE** CORAL 60026
- Single Records 75c each (plus tax)

CORAL DISTRIBUTORS

Auto Equipment Co. Denver, Colorado	Millner Record Sales Co. Kansas City, Missouri	Plesco Distributing Co. Hartford, Connecticut
Associated Record Dist., Inc. Seattle, Washington	Millner Record Sales Co. St. Louis, Missouri	Remco, Inc. Chicago, Illinois
Blue Bonnet Music Co. Dallas, Texas	Modern Records Hollywood Hollywood, California	S. R. Ross, Inc. Salt Lake City 4, Utah
Brilliant Music Co. Detroit, Michigan	Mountain Electronics Co., Inc. Charleston 21, W. Virginia	Standard Distributing Corp. Pittsburgh, Pennsylvania
Cosnat Distributing Corp. New York, N. Y.	Music Sales Co. New Orleans, La.	South Coast Amusement Co. Houston, Texas
Hit Record Distributing Co. Cincinnati, Ohio	Music Sales Co. Memphis, Tennessee	Winthrop Co. Philadelphia, Pa.
Kaemper, Barrett Inc. San Francisco, Calif.	Music Suppliers of New Eng., Inc. Boston, Massachusetts	

ORDER FROM YOUR CORAL DISTRIBUTOR

OR WRITE TO:

**CORAL RECORDS**  
(A subsidiary of DECCA RECORDS, INC.)

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Based on reports received last three days of Week Ending December 31



RECORDS MOST PLAYED BY DISK JOCKEYS

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 throughout the country. Unless shown to 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 Week	This Week	Record	Artist	Label
6	1	1	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor 20-3177-ASCAP
9	3	2	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters	Capitol 15270-ASCAP
17	2	3	BUTTONS AND BOWS	Dinah Shore	Columbia 38284-ASCAP
7	8	4	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514-ASCAP
11	4	5	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301-ASCAP
3	14	6	WHITE CHRISTMAS	B. Crosby	Decca 23778-ASCAP
7	8	7	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 5210-ASCAP
4	19	8	A LITTLE BIRD TOLD ME	Blue Lu Barker Ork	Capitol 15308-ASCAP
6	13	9	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
9	12	10	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123-ASCAP
18	10	11	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061-ASCAP
13	11	12	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185-ASCAP
10	7	12	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184-ASCAP

(Continued on page 90)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of December 24-30

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Sur.	Tot.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV		
A Little Bird Told Me	Bourne	0	7	0	10	0	5	3	10	2	10	0	8	8	180
All I Want for Christmas (Is My Two Front Teeth)	Witmark	0	1	0	8	0	5	0	8	0	8	0	8	4	114
Bella, Bella Marie	Leeds	5	9	0	3	2	4	1	2	0	5	0	2		74
Buttons and Bows (Pale Face)	Famous	1	9	0	7	5	5	6	7	1	11	0	8		155
By the Way (When My Baby Smiles At Me)	B.V.O.	2	5	0	2	0	5	0	3	8	4	0	1		57
Quanto Le Gusta (Date With Judy)	Peer	0	2	0	5	0	5	5	5	0	4	0	5		88

(Continued on page 90)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, December 17, 8 a.m., and ending Friday, December 24, 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 ACD 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 10 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)

A Little Bird Told Me (F) (R)	Bourne-ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein-ASCAP
All I Want for Christmas (R)	Witmark-ASCAP
Bella, Bella Marie (F) (R)	Leeds-ASCAP
Buttons and Bows (F) (R)	Famous-ASCAP
Quanto Le Gusta (R)	Peer-BMI
Far Away Places (R)	Laurel-ASCAP
For You (R)	Witmark-ASCAP
Galway Bay (R)	Leeds-ASCAP
Green-Up Time (M) (R)	Chappell-ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin-BMI, ASCAP
Here I'll Stay (M) (R)	Chappell-ASCAP
Hold Me (R)	Robbins-ASCAP
I Got Lucky in the Rain (R) (M)	Sam Fox-ASCAP
In the Market Place of Old Monterey (R)	Shapiro-Bernstein-ASCAP
It's a Most Unusual Day (R)	Robbins-ASCAP
It's Magic (R) (F)	Witmark-ASCAP
Lavender Blue (F) (R)	Santly-Joy-ASCAP
Little Jack Frost Get Lost (R)	Henry Spitzer-ASCAP
Maybe You'll Be There (R)	Triangle-ASCAP
My Darling My Darling (M) (R)	E. H. Morris-ASCAP
My Own True Love (R)	Paramount-ASCAP
On a Slow Boat to China (R)	Melrose-ASCAP
Powder Your Face With Sunshine (R)	Lombardo-ASCAP
Pretty Baby (R)	Remick-ASCAP
So in Love (R) (M)	T. B. Harms-ASCAP
Tara Talara Talara (R)	Oxford-ASCAP

(Continued on page 25)

'49 WILL BE FINE WITH THESE TOP Mercury 'POPS'



**FRANKIE LAINE**  
"ROSETTA"  
"It Only Happens Once"  
No. 5227  
**TARA TALARA TALA**  
"Old Fashioned Love"  
No. 5177

**EDDY HOWARD AND HIS ORCHESTRA**  
"BEST YEARS OF OUR LIVES"  
"Don't Tell Her What Happened"  
No. 5209M  
**"DAINTY BRENDA LEE"**  
"Bella Bella Marie"  
No. 5208M

"I'D LOVE TO LIVE IN LOVELAND"  
"On a Slow Boat to China"  
No. 5210M  
**"I'LL HOLD YOU IN MY HEART"**  
"My Best To You"  
No. 5217M

"SENORITA"  
"Blue Tail Fly"  
No. 5211M  
**"TO EACH HIS OWN"**  
"Missouri Waltz"  
No. 5219M

"CARELESS"  
"I've Lived A Lifetime For You"  
No. 5233M  
**"JUST BECAUSE"**  
"When The Red Red Robin"  
No. 5212M

**VIC DAMONE**  
"SUSY"  
"An Old Magnolia Tree"  
No. 5228  
**"FAR AWAY PLACES"**  
"I Offer You The Moon"  
No. 5198



**JOHN LAURENZ**  
"ONCE IN LOVE WITH AMY"  
"Sweet And Lovely"  
No. 5226  
**"RED ROSES FOR A BLUE LADY"**  
"Somebody's Lyin'"  
No. 5201

"MOUNTAINEER & THE JABBERWOCK"  
"Morning Glory Road"  
No. 5202

**PATTI PAGE**  
"SO IN LOVE"  
"Where's The Man"  
No. 5230  
**"GOODY GOODBYE"**  
"What's Wrong With Me"  
No. 5199



**RONNIE DEAUVILLE**  
"HERE I'LL STAY"  
"Portrait Of Jennie"  
No. 5229  
**"BRUSH THOSE TEARS FROM YOUR EYES"**  
"I Only Have Eyes For You"  
No. 5203

**MERCURY RECORDS**  
THE COMPANY THAT STARS THE ARTIST

# 1948 Showbiz Stock Review; Follow General Market Trend

(Continued from page 12)

locations chiefly in theaters and big industrial plants. About 57 per cent of stock owned by officers and their wives and directors of firm. Business has shown stability and indicates further growth, with satisfactory earnings and dividends.

**American Telephone & Telegraph (a):** Foremost holding company in communications field, with important patent holdings applying to all branches of electronics and large research staff (Bell Laboratories) constantly bringing out new developments. Long regarded as the number one stock for permanent investment. Steady dividend payer.

**Atlas Corporation (a):** Investment trust with particular interest in amusement field. Formerly held controlling block of stock in RKO. Present holdings include 50,000 shares of Paramount, also smaller blocks of General Electric and Madison Square Garden. Dividends paid since 1935.

**Avco Manufacturing Corporation (a):** Widely diversified operations, with subsidiaries and associated companies or investments including airlines, shipbuilding, motors, home appliances, farm equipment, boilers, aircraft and industrial engines, Crosley radio and television sets. Broadcasting interests include WINS, New York; WLW and WLW-T, Cincinnati, and two tele stations that are expected to begin operating early in 1949—WLWD, Dayton, and WLWC, Columbus. Progressive management

augurs well for company. Dividends paid since 1941.

**Eastman Kodak (a):** Chiefly in the photographic supply and motion picture film raw stock business, with branch activities in various other fields of the chemical family. Principal supplier of raw stock for movies, while amateur camera activities have expanded greatly in recent years. Company is one of highest-rated profit-makers and dividend-payers.

**Electric & Musical Industries (a):** British holding company widely known as EMI, with stock actively traded on New York Stock Exchange. Controls group of companies making television, radio and sound equipment, phonographs, records, accessories and many electrical household appliances. Has working agreement with Decca, and trade names handled include His Master's Voice, Columbia, Marconiphone, Odeon and Pathe. Owns plants in England, Australia, Eire, India, Italy, Spain and Turkey. Earnings fairly consistent and steady, with improvement since war.

**General Aniline & Film (c):** Motion picture raw stock and photographic supplies, chemicals, dyes and allied products. Company is successor to Agfa and Ansco firms. Good earnings and dividends.

**General Electric (a):** The home-appliance and heavy-industry electrical products are its main activity, GE also operates standard broadcasting stations at Schenectady, Oakland and Denver, with short-wave stations in the first two cities and a tele station in Schenectady. GE's vast line of products includes radio, tele sets and phonographs. Its research laboratories periodically bring out new inventions that have a bearing on the communications and entertainment fields. Company is one of the largest, highest-rated and most stable industrial giants, with an unbroken dividend record of nearly 50 years and frequent bonuses for stockholders.

**Madison Square Garden (a):** Operator of sports arenas, with the Garden in New York as its flagship. Steady volume of bookings has maintained satisfactory earnings, with dividends paid regularly since 1935.

**Stewart-Warner (a):** Makes tele receiving sets, radios and radio-phonograph combinations, in addition to automotive and household products. Auto accessories comprise bulk of output. Fairly good record of earnings and dividends.

**Sylvania Electric Products (a):** Maker of radio and tele tubes (receiving and transmitting), radio sets, light bulbs and fixtures. Steady business. Dividends paid since 1929.

**Westinghouse Electric (a):** In relatively the same field as General Electric. Owns and operates six major radio stations and one tele station. Has been pushing stratovision, technique for relaying tele programs via airplane. Bulk of operations, however, are in heavy industry and household appliance lines, with a record that is only slightly less impressive than GE, earnings have varied more widely. Regular dividends paid since 1935.

## Mary McCall Etches Discovery Platters

HOLLYWOOD, Jan. 1. — Woody Herman thrush, Mary McCall, was inked to a term deal by Discovery Records, new Hollywood indie. Pact, set for six months with options, calls for eight sides and gives the lass featured billing. The fem chirp will continue to record with the Herman herd. First sides for Discovery, cut this week, were backed by Phil Moore's ork. The eight masters will be etched before the Herman crew leaves for the East.

Discovery, headed by the former Musicraft exec, Albert Marx, released its first album this week, a Phil Moore original, *Fantasy for Girl and Orchestra*. Album featured Annette Warren as narrator, backed by a 52-man ork with Moore conducting.

Firm's initial venture into the long playing (LP) disk field will be Moore's *Piano Concerto*, featuring 88-er Calvin Jackson. With the LP retail price pegged at about \$4, the platter hopes to compete with Columbia's LP on a basis of price.

Marx will set up his own local distribution organization to handle both his own label and those of Eastern indies. He will handle local sales of Blue Note and Dial platters with other indies expected to be added.

## 100G Stravinsky Suit Stays Put

HOLLYWOOD, Jan. 1. — A pre-trial attempt to dismiss the \$100,000 law suit brought by Igor Stravinsky against Leeds Music was denied this week by Los Angeles Superior Court Judge Stanley Barnes. Suit, in which the composer charges Leeds Music topper Lou Levy with unauthorized use of his name, has been set for trial in February.

Beef arose as result of publicity released in connection with Leeds exploitation of Stravinsky's works, notably his *Firebird Suite*. Pubbery denies allegations, insisting a written contract was executed with composer giving Leeds okay to publish and exploit Stravinsky's music.

## Cameron Setting Up Coast Pubbery

HOLLYWOOD, Jan. 1. — Danny Cameron, Coast contact man for Beacon Music, resigned his berth this week to enter publishing biz for himself. Firm will be called Dan Cameron Music, with headquarters in Hollywood. First tunes set for plugging include novelty ditty *I Wanna Marry Mary*, written by disk jockey Bill Anson and Irwin Wagner, and *Old Timer*, a Western tune clefled by Jeff Alexander and Marve Fisher.



# MUSIC POPULARITY CHARTS

PART IV

## Retail Record Sales

Based on reports received last three days of Week Ending December 31

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 Italic.		
POSITION	Weeks Last Week	This Week
7	2	1. ALL I WANT FOR CHRISTMAS MAS .....S. Jones and His City Slickers <i>Happy New Year</i> .....Victor 20-3177—ASCAP
16	1	2. BUTTONS AND BOWS ....Dinah Shore .....Columbia 36284—ASCAP <i>Daddy-O</i> .....
12	4	3. ON A SLOW BOAT TO CHINA <i>In the Market Place of Old Monterey</i> .....Kay Kyser Ork-H. Babbitt-G. Woods.....Columbia 38301—ASCAP
8	3	4. A LITTLE BIRD TOLD ME...E. Knight-The Stardusters..... <i>Brush Those Tears From Your Eyes</i> .....Decca 24514—ASCAP
9	5	5. MY DARLING, MY DARLING .....J. Stafford-G. MacRae and the Girls Were Made to Take Starlighters .....Capitol 15270—ASCAP <i>Care of Boys</i> .....
5	7	6. WHITE CHRISTMAS .....B. Crosby...Decca 23778—ASCAP <i>God Rest You Merry Gentlemen</i> (The Ravens, National 9036; F. Sinatra, Columbia 38257; B. Doyle-R. Bloch's Ork, Signature 15058; G. Fields, London 300; E. Howard Ork, Mercury 5216; G. Jenkins Ork-B. Carroll, Capitol 15202; V. Damone, Mercury 5178; J. Stafford & Lyn Murray Singers-P. Weston Ork, Capitol 15200; W. Tuttle, Capitol 15206; Mel-Tones, Jewel G-4000; F. Waring & His Pennsylvanians Decca 24500; Phil Brito, Musicraft 517)
11	20	7. BUTTONS AND BOWS ....The Dinning Sisters and Art Van Damme Quintet .....Capitol 15184—ASCAP <i>San Antonio</i> .....
10	6	8. ON A SLOW BOAT TO CHINA .....F. Martin Ork-G. Hughes..... <i>Czardis</i> .....Victor 20-3123—ASCAP
5	8	9. HERE COMES SANTA CLAUS .....G. Aultry..Columbia 20377—ASCAP <i>An Old-Fashioned Tree</i> (J. Rogers & His '49-ers, Victor 20-3243; C. Stone & Ork, Capitol 15205)
5	20	10. LAVENDER BLUE .....S. Kaye Ork ..... <i>Down Among the Sheltering Palms</i> .....Victor 20-3100—ASCAP
<b>WARNING!</b> In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This data is shown in the left hand column under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.		
8	9	11. MY DARLING, MY DARLING .....D. Day-B. Clark..... <i>That Certain Party</i> .....Columbia 38353—ASCAP
8	10	12. ON A SLOW BOAT TO CHINA .....B. Goodman Ork-A. Hendrickson <i>I Hate To Lose You</i> .....Capitol 15208—ASCAP
6	22	13. SO TIRED .....R. Morgan...Decca 24521—ASCAP <i>I Hear Music</i> (N. Donovan, DeLuxe 1165; K. Starr Ork, Capitol 15314; W. Scott, Super Disc 1059)
18	18	14. UNTIL .....Tommy Dorsey Ork-H. Prime... <i>After Hour Stuff</i> .....Victor 20-3061—ASCAP
6	22	15. BUTTONS AND BOWS ....Betty Rhodes-H. Zimmerman Ork <i>I Still Get a Thrill</i> .....Victor 20-3078—ASCAP
15	16	16. YOU WERE ONLY FOOLIN' Blue Barron..MGM 10185—ASCAP <i>It's Easy When You Know How</i>
1	—	17. A LITTLE BIRD TOLD ME.. Blue Lu Barker Ork..... <i>What Did I Do?</i> .....Capitol 15308—ASCAP
30	29	18. MAYBE YOU'LL BE THERE.Gordon Jenkins ..... <i>Dark Eyes</i> .....Decca 24403—ASCAP (J. Pina Ork, Mercury 5160; Varsity Ork-Frank & Chorus, Varsity 103; Jack Carroll-David Rhodes Ork, National 9033; E. Howard Ork, Mercury 5214)
2	—	19. POWDER YOUR FACE WITH SUNSHINE .....E. Knight-The Stardusters..... <i>One Sunday Afternoon</i> .....Decca 24530—ASCAP (D. Byron-T. Black Ork, Dana 2031; P. Scala & His Banjo & Accordion Ork-The Keynotes, London 367)
2	29	20. MY DARLING, MY DARLING .....P. L. Hayes and the Stardusters <i>Dainty Brenda Lee</i> .....Decca 24519—ASCAP
3	—	21. I'VE GOT MY LOVE TO KEEP ME WARM.....L. Brown Ork..... <i>I'm A-Tellin' You</i> .....Columbia 38324—ASCAP (R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330)
3	24	22. BUTTONS AND BOWS.....E. Knight...Decca 24489—ASCAP <i>I Know Where I'm Going</i>
1	—	23. FAR AWAY PLACES.....B. Crosby-K. Darby Choir..... <i>Tara Talara Tala</i> .....Decca 24532—ASCAP
6	—	24. ON A SLOW BOAT TO CHINA .....A. Lund.....MGM 10269—ASCAP <i>By the Way</i>
29	13	25. TWELFTH STREET RAG...Pee Wee Hunt..... <i>Sombody Else Not Me</i> .....Capitol 15105—ASCAP (B. Bechet & His New Orleans Feetwarmers, Victor 20-3120; Freddie Fisher, FM 301 & Regent 125; Liberace, Signature 15240; A. Smith & His Cracker-Jacks, MGM 10294; Eddie (Gim) Miller, Rainbow 70033; Jack Fina & Ork, MGM 10251; Varsity 106; B. Bishop Ork, Bullet 1061; N. Simons, Rego 1016; M. Herth Trio, Decca 24450; Varsity Ragtime Band, Varsity 106)
6	24	26. A LITTLE BIRD TOLD ME..P. Watson ..... <i>Pretty Papa</i> .....Supreme S-1507—ASCAP
1	—	27. MISTLETOE KISS .....P. Scala-The Keynotes..London 302 <i>Jingle Bells</i> (Chimes & Organ, Rainbow 70011; Keynotes, London 302; J. Gumin Ork, Chord 619; Hoosier Hot Shots, Columbia 20472; Betty Lou-The Voice of T. Riggs, Regent BR-3; B. Macgregor, Junior J-1001; J. Mercer & the Pied Pipers-P. Weston Ork, Capitol 15004; G. Abner, Bullet 331; F. Sinatra, Columbia 38237; J. Wayne, Columbia 331-PV)
11	21	28. CUANTO LA GUSTA.....C. Miranda-The Andrews Sisters <i>The Matador</i> .....Decca 24478—BMI

(Continued on page 30)

TUNES THAT'LL SHINE IN '49

CASH IN ON THESE

**Capitol** HITS!  
REG. U.S. PAT. OFF.

**"THE PUSSY CAT SONG"**  
(NYOW! NYOT NYOW!)"  
JO STAFFORD and GORDON MacRAE  
and the STARLIGHTERS with Orchestra

**"I'LL STRING ALONG WITH YOU"**  
JO STAFFORD and GORDON MacRAE  
with Orchestra

CAPITOL RECORD 15342

**"POWDER YOUR FACE WITH SUNSHINE"**  
(SMILE! SMILE! SMILE!)"

**"ABSENCE MAKES THE HEART GROW FONDER"**  
(FOR SOMEBODY ELSE)"

DEAN MARTIN with PAUL WESTON  
and His Orchestra

CAPITOL RECORD 15351

**"SO IN LOVE"**  
**"ROSEWOOD SPINET"**

GORDON MacRAE with PAUL WESTON  
and His Orchestra

CAPITOL RECORD 15357

**"FAR AWAY PLACES"**  
MARGARET WHITING  
and THE CREW CHIEFS  
with Orchestral Accompaniment

**"MY OWN TRUE LOVE"**  
MARGARET WHITING  
with FRANK DeVOL  
and His Orchestra

CAPITOL RECORD 15278

**"HOLD ME"**  
**"I WANNA GO WHERE YOU GO"**  
(THEN I'LL BE HAPPY)"

PEGGY LEE with Dave Barbour  
and His Orchestra

CAPITOL RECORD 15298

**"ON A SLOW BOAT TO CHINA"**  
**"I HATE TO LOSE YOU"**  
(I'm So Used To You Now)"

BENNY GOODMAN  
and His Orchestra

CAPITOL RECORD 15208

**"WOULD YA?"**  
(eYah - eYah - eYah)"

**"LET'S FLY"**

JOHNNY MERCER and THE PIED PIPERS  
with PAUL WESTON and His Orchestra

CAPITOL RECORD 15337

**"THAT'S A NATURAL FACT"**  
**"FLO AND JOE"**

THE KING COLE TRIO  
Vocals by KING COLE

CAPITOL RECORD 15320

**"MY DARLING, MY DARLING"**  
JO STAFFORD  
and GORDON MacRAE  
and the STARLIGHTERS  
with Orchestra

**"GIRLS WERE MADE TO TAKE CARE OF BOYS"**  
JO STAFFORD  
and GORDON MacRAE  
with Orchestra

CAPITOL RECORD 15270

**"ONCE IN LOVE WITH AMY"**  
**"TARRA TA-LARRA TA-LAR"**

DEAN MARTIN  
with Orchestra

CAPITOL RECORD 15329

**"IS IT YES?"**  
**"ROSITA AND JOE"**

ANDY and DELLA RUSSELL  
with Orchestra

CAPITOL RECORD 15343

**"A STRAWBERRY MOON"**  
(In A Blueberry Sky)"

**"DAINTY BRENDA LEE"**

JACK SMITH  
and the CLARK SISTERS  
with Orchestra

CAPITOL RECORD 15328

**"THE PRISONER OF LOVE'S SONG"**  
JO STAFFORD  
(Alias Cinderella G. Stump)  
with RED INGLE  
and His Natural Seven

**"THE TRAVELING SALESMAN POLKA"**  
JO STAFFORD  
with TEX WILLIAMS  
and His Western Caravan

CAPITOL RECORD 15312

**"I LOVE YOU SO MUCH IT HURTS"**  
**"I DON'T WANT YOUR SYMPATHY"**

Vocals by JIMMY WAKELY  
with Cowboy Band

CAPITOL RECORD 15243

**PHONE or WIRE  
YOUR NEAREST  
DISTRIBUTOR  
TODAY!!!**

**Capitol**  
REG. U.S. PAT. OFF.  
RECORDS  
HOLLYWOOD

**GREAT TUNES FROM A GREAT NEW MOVIE**

**"So Dear To My Heart"**

<p><b>"SO DEAR TO MY HEART"</b> <b>"LOVE, YOUR MAGIC SPELL IS EVERYWHERE"</b></p> <p>PEGGY LEE with Dave Barbour And His Orchestra</p> <p>CAPITOL RECORD 15232</p>	<p><b>"LAVENDER BLUE (Dilly Dilly)"</b> <b>"THE MATADOR"</b></p> <p>JACK SMITH with the CLARK SISTERS and Earl Sheldon and His Orchestra</p> <p>CAPITOL RECORD 15225</p>
<p><b>"IT'S WHATCHA DO WITH WHATCHA GOT"</b> <b>"YES, WE HAVE NO BANANAS"</b></p> <p>The PIED PIPERS with PAUL WESTON And His Orchestra</p> <p>CAPITOL RECORD 15233</p>	<p><b>"SODEAR TO MY HEART"</b> Album DD-109—Superflex</p> <p>From the Walt Disney Production—narrated by JOHN BEAL. Featuring Members of the Original Cast. Music Arranged and Conducted by BILLY MAY</p> 

**BANK ON CAPITOL IN '49!**



# LATEST HITS for '49

In '49 Look for Your

Best Bets on NATIONAL Records

*Our First Releases for the New Year*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**THE RAVENS** THE OUTSTANDING VOCAL QUARTET IN THE COUNTRY  
9064 ALWAYS • ROOSTER (FOLK NOVELTY)

**BILLY ECKSTINE** VOTED THE #1 MALE VOCALIST OF THE YEAR  
THE GREAT MR. "B"  
9060 IN A SENTIMENTAL MOOD • MY SILENT LOVE

**"DUSTY"** (OPEN THE DOOR, RICHARD) **FLETCHER**  
4018 THE LAST CLEAN SHIRT • SHE SURE MAKES A FOOL OUT OF ME

**TEDDY PHILLIPS** and His Orch.  
7025 SWEET SUE • LOVING YOU



ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR  
or NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.

Choose from **FOUR!**



"905"...

A top performing, break resistant compound for making long-wearing records with minimum surface noises. Moderately priced.

"VINYLITE"...

A tough, flexible, break resistant compound with superb transcription qualities. Resists buckling and warping.

"709"...

A rigid or conventional high strength type compound that can be removed from molds sooner than other compounds. Desirable where reduced record costs are important.

"609"....

A standard shellac compound. A leader in its class for conventional record pressing.



SEND FOR SAMPLE BISCUITS  
A generous supply of any type will be sent at your request on your letterhead. Note: We are not record pressers. We manufacture compound only. Biscuits for test purposes only will be sent.

**BINNEY & SMITH CO., 41 East 42 St., New York City**  
Exclusive Sales Agents for U. S., Canada, Central and South America

## The Billboard MUSIC POPULARITY CHARTS

PART IV

### Retail Record Sales

Based on reports received last three days of Week Ending December 31



#### BEST-SELLING CHILDREN'S RECORDS

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

POSITION	Weeks Last (This to date)	Week / Week	Record Title	Label
30	3	1.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
15	2	1.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork	Capitol DBX-99
19	1	3.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
30	10	4.	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
30	9	5.	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
24	10	6.	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
11	—	7.	TUBBY THE TUBA (Two Records) Danny Kaye	Decca CU-106
9	—	8.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
5	7	8.	TWAS THE NIGHT BEFORE CHRISTMAS (One Record) M. Cross	Victor Y-20—Victor 45-5106
24	—	10.	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast	Capitol CC-40
9	—	11.	LITTLE ENGINE THAT COULD (Two Records) Paul Wing	Victor Y-341
1	—	12.	A CHRISTMAS CAROL (Four Records) L. Barrymore	MGM-16
23	—	13.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBX-84
1	—	13.	OLD MACDONALD HAD A FARM Spike Jones	Victor 20-1836
1	—	13.	CHRISTMAS PARTY Dick "Two-Ton" Baker	Mercury MMP-5

#### 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.

POSITION	Weeks Last (This to date)	Week / Week	Record Title	Label
166	1	1.	Clair De Lune Jose Iturbi	Victor 11-8851
49	2	2.	Bluebird of Happiness Jan Peerce-RCA Victor Ork; S. Levin, director	Victor 11-9007, Victor 10-1454, Victor 18-1074
125	—	3.	Jealousie Boston Pops Ork; Arthur Fiedler, conductor	Victor 12160
1	—	4.	Malaguena Boston Pops	Victor 4330
6	—	4.	Liszt: Second Hungarian Rhapsody First Piano Quartet	Victor 12-0251

#### 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.

POSITION	Weeks Last (This to date)	Week / Week	Album Title	Label
80	—	1.	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor, Philadelphia Ork	Victor 1620
1	—	2.	Nutcracker Suite (Three Records) Philharmonic Symphony Ork of New York; A. Rodzinski, director	Columbia MM-827
1	—	3.	William Tell Overture (Two Records) NBC Symphony Ork; Toscanini, director	Victor DM-805
3	—	4.	Heart of La Boheme in Italian (Five Records) Gigli-L. Albanese-La Scala Ork	Victor DM-980
3	—	5.	Highlights of Madame Butterfly (Three Records) L. Albanese-J. Melton-RCA Victor Ork; Weissman, director	Victor DM-10880

#### 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.

POSITION	Weeks Last (This to date)	Week / Week	Album Title	Label
10	1	1.	MERRY CHRISTMAS ALBUM (Four Records) B. Crosby	Decca A-550
6	2	2.	TWAS THE NIGHT BEFORE CHRISTMAS (Four Records) Fred Waring	Decca 480
5	3	3.	MERRY CHRISTMAS MUSIC (Four Records) Perry Como	RCA P-161
7	7	4.	ROSES IN RHYTHM (Four Records) F. Carle	Columbia C-174
5	5	5.	CHRISTMAS MUSIC (Three Records) Ken Griffin	Broadcast G-500
7	—	5.	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kaye Choir	Victor P-228
18	7	7.	THEME SONGS (Four Records) S. Kaye, T. Dorsey, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns	Victor P-217
1	—	8.	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow	Columbia MM-800
104	—	9.	GLENN MILLER (Four Records) Glenn Miller	Victor P-148
4	4	10.	CHRISTMAS CAROLS (Three Records) P. Spitalny-Hour of Charm and the All Girl Ork	Charm Record No. 3

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays



Based on reports received last three days of Week Ending December 31

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 Last Week	This Week	POSITION	RECORD	ARTIST	Label
15	1	1.	BUTTONS AND BOWS	Dinah Shore	Columbia 38284-ASCAP
7	3	2.	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514-ASCAP
12	2	3.	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301-ASCAP
5	5	4.	ALL I WANT FOR CHRISTMAS	S. Jones and His City Slickers	Victor 20-3177-ASCAP
8	4	5.	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters	Capitol 15270-ASCAP
9	6	6.	ON A SLOW BOAT TO CHINA	F. Martin-G. Hughes	Victor 20-3123-ASCAP
8	19	7.	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol 15208-ASCAP
10	7	8.	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184-ASCAP
6	16	9.	BRUSH THOSE TEARS FROM YOUR EYES	E. Knight-The Stardusters	Decca 24514-ASCAP
4	18	9.	LAVENDER BLUE	S. Kaye Ork	Victor 20-3100-ASCAP
7	9	11.	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 5210-ASCAP
4	23	12.	WHITE CHRISTMAS	B. Crosby	Decca 23778-ASCAP
5	14	13.	SO TIRED	R. Morgan Ork	Decca 24521-ASCAP
6	27	14.	DOWN AMONG THE SHELTERING PALMS	S. Kaye Ork	Victor 20-3100-ASCAP
6	12	15.	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353-ASCAP
8	9	16.	A LITTLE BIRD TOLD ME	P. Watson	Supreme 5-1507-ASCAP
9	12	17.	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185-ASCAP
2	22	18.	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530-ASCAP
2	27	18.	SWEET GEORGIA BROWN	Brother Bones and His Shadows	Tempo 852-ASCAP
8	-	20.	ONE HAS MY NAME	J. Wakely and Cowboy Band	Capitol 15162-BMI
5	21	21.	ON A SLOW BOAT TO CHINA	A. Lund	MGM 10269-ASCAP
5	8	21.	YOU WERE ONLY FOOLIN'	The Ink Spots	Decca 24507-BMI
1	-	23.	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532-ASCAP
6	25	24.	BUTTONS AND BOWS	E. Knight	Decca 24489
1	-	25.	MY DARLING, MY DARLING	P. L. Hayes and the Stardusters	Decca 24519-ASCAP
14	17	26.	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061-ASCAP
1	-	26.	CHRISTMAS ISLAND	Andrews Sisters-G. Lombardo	Decca 23722-B
1	-	28.	BELLA BELLA MARIE	J. Garber and Ork	Capitol 15181-ASCAP
6	-	28.	GLORIA	Mills Brothers	Decca 24509-ASCAP
1	-	30.	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3174-BMI

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

Weeks Last Week	This Week	POSITION	RECORD	ARTIST	Label
6	12	15.	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353-ASCAP
8	9	16.	A LITTLE BIRD TOLD ME	P. Watson	Supreme 5-1507-ASCAP
9	12	17.	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185-ASCAP
2	22	18.	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530-ASCAP
2	27	18.	SWEET GEORGIA BROWN	Brother Bones and His Shadows	Tempo 852-ASCAP
8	-	20.	ONE HAS MY NAME	J. Wakely and Cowboy Band	Capitol 15162-BMI
5	21	21.	ON A SLOW BOAT TO CHINA	A. Lund	MGM 10269-ASCAP
5	8	21.	YOU WERE ONLY FOOLIN'	The Ink Spots	Decca 24507-BMI
1	-	23.	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532-ASCAP
6	25	24.	BUTTONS AND BOWS	E. Knight	Decca 24489
1	-	25.	MY DARLING, MY DARLING	P. L. Hayes and the Stardusters	Decca 24519-ASCAP
14	17	26.	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061-ASCAP
1	-	26.	CHRISTMAS ISLAND	Andrews Sisters-G. Lombardo	Decca 23722-B
1	-	28.	BELLA BELLA MARIE	J. Garber and Ork	Capitol 15181-ASCAP
6	-	28.	GLORIA	Mills Brothers	Decca 24509-ASCAP
1	-	30.	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3174-BMI

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 21)

That Certain Party (R)	Bourne-ASCAP
The Money Song (R)	Crawford-ASCAP
The Night Has a Thousand Eyes (R)	Paramount-ASCAP
Until (R)	Dorsey Bros.-ASCAP
You Were Only Fooling (R)	Shapiro-Bernstein-ASCAP

SMOOTH SLEDDING!



FRANKIE CARLE

LITTLE JACK FROST

GET LOST

I Couldn't Stay Away From You  
COLUMBIA 38354

RIDING HIGH!

BUTTONS and BOWS  
Daddy-O Dinah Shore 38284

ON A SLOW BOAT TO CHINA  
In the Market Place of  
Old Monterey Kay Kyser 38301

MY DARLING MY DARLING  
THAT CERTAIN PARTY Doris Day and  
Buddy Clark 38353

I'VE GOT MY LOVE TO KEEP ME WARM  
I'M A-TELLIN' YOU, SAM Les Brown 38324

LAVENDER BLUE  
So Dear To My Heart Dinah Shore 38299

CUANTO LE GUSTA  
Take It Away Xavier Cugat 38239

SAY IT ISN'T SO  
Ever Since Eve Kay Kyser 38348

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



Two Great

# PFANSTIEHL NEEDLES



Experienced operators depend on PFANSTIEHL Needles for longer record life, longer needle life and better music. They are specially designed to be BEST for light or heavy pickups... Order a supply today.

35c ea. 1000 OR MORE  
37c ea. 100 OR MORE  
39c ea. LESS THAN 100



Get your FLEX-O-LACES as an extra. (See coupon for complete details.)

**PFANSTIEHL**

## EXTRA VALUE OFFER

With each  
20 PFANSTIEHL  
Coin Machine Needles  
A Pair of...



**Flex-O-Laces**

Nylon Elastic Shoe Laces...  
No Knots To Tie—No Knots To Untie!

A completely new idea in shoe laces—they give with the action of your foot. Order a supply of famous PFANSTIEHL Coin Machine Needles TODAY and get your Flex-O-Laces at no extra charge. (Available in black or brown.)

PFANSTIEHL CHEMICAL COMPANY, Metallurgical Div., Waukegan, Ill.

Gentlemen: Send me \_\_\_\_\_ PFANSTIEHL Regular Needles (best for heavy pickups), and \_\_\_\_\_ PFANSTIEHL SPECIAL Needles (best for light pickups). Include at no extra charge \_\_\_\_\_ black and/or \_\_\_\_\_ brown FLEX-O-LACES (One pair to each 20 needles). My Check/Money Order is enclosed \_\_\_\_\_, Send C.O.D.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

MY SUPPLIER IS \_\_\_\_\_ CITY \_\_\_\_\_

(THIS OFFER EXPIRES MARCH 1, 1949)

YOU GET MORE FOR YOUR MONEY WITH

# PERMO POINTS

LONGER LASTING • KINDER TO RECORDS



Longer needle life — greater kindness to records—more dependable—more economical—than any other coin phono needle made!

*the same price since 1938*

1 to 10—35c each 11 to 99—32c each  
100 or more — 30c each



MORE PERMO NEEDLES SOLD THAN ALL OTHER LONGLIFE NEEDLES COMBINED

**PERMO** INCORPORATED

6415 N. RAVENSWOOD

CHICAGO 26

## WATCH DAMON

For the Best Record Again in '49

**DAMON RECORDING STUDIOS, INC.**

1221 Baltimore

Kansas City, Mo.

GIVE TO THE DAMON RUNYON CANCER FUND

The Billboard

MUSIC POPULARITY CHARTS

PART VI

## Folk Record Section

Based on reports received last three days of Week Ending December 31

### MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require folk records.

Weeks Last	Position	Title	Artist	Label
19	6	1. JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
19	1	2. ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
10	3	3. I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
8	5	3. THEN I TURNED AND WALKED SLOWLY AWAY	E. Arnold	Victor 20-3174—BMI
33	2	4. BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI

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

8	4	6. A HEART FULL OF LOVE	Eddy Arnold	Victor 20-3174—BMI
11	—	7. DOG HOUSE BOOGIE	Hawkshaw Hawkins	King 720—BMI
2	9	8. BOOMERANG	A. Smith and His Cracker Jacks	MGM 10293
3	7	8. HAVE YOU EVER BEEN LONELY?	E. Tubb	Decca 46144—ASCAP
3	—	8. LIFE GETS TEE-JUS, DON'T IT?	T. Williams	Capitol 15271—ASCAP
1	—	9. ONE HAS MY NAME	B. Eberle-Sunshine Serenaders	Decca 24492—BMI
25	—	8. SWEETER THAN THE FLOWERS	Moon Mullican	King 673—BMI
3	13	13. GUITAR BOOGIE	A. Smith and His Cracker Jacks	MGM 10293—ASCAP
6	8	13. HERE COMES SANTA CLAUS	G. Aultry	Columbia 20377—ASCAP
1	—	15. TRAMP ON THE STREET	B. Carlisle	King 697

### FOLK TALENT AND TUNES

By Johnny Sippe!

Bill Monroe presented his 12-year-old daughter, Melissa, on her stage debut recently at the Grand Ole Opry. . . . Jimmy Dickens, new WSM, Nashville, singer who recently inked with Columbia platters, has purchased a new home in the Nashville suburbs. . . . Murray Nash, Mercury's folk music chief, reports that the Oklahoma Wranglers, featuring Guy Willis, are now on a Mutual web show from noon to 1 p.m. (CST) Saturdays. The first half-hour of the show features the Mercury recording combo, while the last half hour is labeled *Juke Box From the Drug Store*, featuring hillbilly platters and commentary by Guy Willis. . . . Station WLS, Chicago, is doing a general renovation job with its folk talent under the new direction of George Biggar. Thus far, the DeZurik Sisters, Doc Hopkins, and the Prairie Ramblers have been given their eight-week notices, with the Buccaneers, formerly with WLW, Cincinnati, set to join the station early in February.

Jimmy Wakely has engaged Ray Whitley, the former RKO Western star, as his personal business manager. Whitley will set Wakely's tours in the future. The *One Has My Name* troubadour will work the Grand Ole Opry NBC seg January 8. . . . Carson Robison's new release on MGM is *Seein' Red*. . . . Kenny Roberts, WLW, Cincinnati, is working a daily show on the station's tele seg. He reports that Rome Johnson, MGM Records, has a new program on WLW, and the Swanee River Boys, quartet, are new at the Cincinnati station. . . . Joe Isbell, yodeler from WSB, Atlanta, is working a stint at the new Swiss Chalet of the Bismarck Hotel, Chicago, where he's being billed as a Swiss yodeler.

Bill Ellsworth, Chicago folk talent booker, reports that John Lair, boss of the Renfro Valley, Kentucky folk-music project, will move his activities to Orlando, Fla., early in January. Lair intends to operate during the winter in Florida with a section of his Renfro Valley Gang. Lair will set up a definite Florida radio connection and auditorium for holding his barn dance jamborees. . . . The Duke of Paducah has two new e.t. series coming up after the e.t. firms make their peace with the American Federation of Musicians. . . . Denver Darling, MGM record artist, has moved from the East to the West Coast. . . . The Mulkey Brothers, with Old Joe Clark and Shorty Shehan, are working with the Renfro Valley Gang over WHAS, Louisville. Boys have a five-year pact with John Lair.

Walt Harlan and the Sunrise Rangers are at WHIO, Dayton, O., with Tommy Kerr, guitar; Don Woolery, violin; Mervin Selover, bass and comedy, and Doug Dalton, electric guitar, plus Walt's vocals and guitar. . . . Ted Miller and His Saddle Pals, featuring Rusty Webster, have cut sides for John Bava's Cozy label. They are on WGBG, Greensboro, N. C. . . . Orkster Sherman Hayes has started writing h.b. tunes. His first effort, pubbed by Southern, is *One Sweetheart Too Many*.

Paul Cohen expected in Chicago shortly after the first of the year to cut his first Midwest folk music sides for Decca. . . . Clyde Moody, King platter singer, is leaving WARL, Arlington, Va. . . . Sunshine Sue Workman, who manages the Old Domino Barn Dance, WRVA, Richmond, Va., is the mother of a girl. . . . Salty Holmes, Decca artist, is playing cocktail lounge dates in Chicago.

(Continued on opp. page)

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Based on reports received last three days of Week Ending December 31



BEST-SELLING RETAIL FOLK RECORDS

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

POSITION	Weeks Last	This	Record	Artist	Label
10	1	1	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162—BMI
35	2	2	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
4	3	3	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI
11	5	4	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
3	7	5	HERE COMES SANTA CLAUS	G. Autry	Columbia 20377—ASCAP
20	10	6	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3013—BMI
3	8	7	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-3174—BMI
14	5	8	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
3	—	9	HAVE YOU EVER BEEN LONELY?	E. Tubb	Decca 46144—ASCAP
24	—	10	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol 40065—BMI

**WARNING!** In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This data is shown in the left hand columns under the headings "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

21	3	10	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
5	12	12	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb	Decca 46144—BMI
11	15	13	COOL WATER	Sons of the Pioneers	Victor 20-1724—Decca 46027—BMI
5	9	14	CHIME BELLS	Elton Britt	Victor 20-3090—ASCAP
5	—	15	LIFE GETS TEE-JUS, DON'T IT?	T. Williams	Capitol 15271—ASCAP
4	—	15	LITTLE COMMUNITY CHURCH	B. Monroe and His Blue Grass Quartet	Columbia 20488

ADVANCE FOLK RECORD RELEASES

A Bippity Be Bop Pony M. Scott (Right Around) Exclusive 87X	Leather Britches G. Slim & His Texas Round-Up (Texas Wag'ner) Mercury 6146
Come On Home Where You Belong B. Hess & the Nations Playboys (With You) Mercury 6147	Nobody Cares O. Stockard & His Wanderers (Cow Town) King 634
Cow Town Boogie O. Stockard & His Wanderers (Nobody Cares) King 634	Picnic in the Snow T. Black Ork (The Butter) Dana 2032
Darling Nellie Gray C. Sharpe & the Old Hickory Singers (Sweet Kitty) Columbia 20516	Right Around the Corner From Basin Street M. Scott (A Bippity) Exclusive 67X
Goodbye, Old Boogie Homer & Jethro (I Feel) King 749	Someone Moved the Ladder Hank Penny (I'm Wasting) King 748
Here Comes My Heart Again Tex Achison (If You'd) De Luxe 5057	Sweet Kitty Wells C. Sharpe & the Old Hickory Singers (Darling Nellie) Columbia 20516
Honey Song Tex Grande (I'm Sending) De Luxe 5003	Texas Wag'ner G. Slim & His Texas Round-Up (Leather Britches) Mercury 6146
I Feel That Old Age Creeping On Homer & Jethro (Goodbye Old) King 749	The Butter Song C. Tobias-T. Black (Picnic in) Dana 2032
I Find You Cheatin' On Me H. Thompson & His Brazos Valley Boys (You Broke) Capitol 15345	Wide Rollin' Plains R. Allen & the Black River Riders (You Ain't) Victor 20-3279
I Never See My Baby Alone J. Tyler & the Riders of the Rio Grande (Jealous Blues) Victor 20-3280	With You I'll Be Satisfied B. Hess & the Nations Playboys (Come on) Mercury 6147
I Vow Never To Love Again Gurney Thomas (You Didn't) De Luxe 5056	Won't You Ride in My Little Red Wagon The Frontiersmen (Just for) Victor 20-3281
If You'd Believe Me Tex Achison (Here Comes) De Luxe 5057	You Ain't Where You Come From Now R. Allen & the Black River Riders (Wide Rollin') Victor 20-3279
I'm Sending X's to a Girl in Texas Tex Grande (Honey Song) De Luxe 5003	You Broke My Heart (In Little Bitty Pieces) H. Thompson & His Brazos Valley Boys (I Find) Capitol 15345
I'm Wasting My Time Hank Penny (Someone Moved) King 748	You Didn't Mean It Gurney Thomas (I Vow) De Luxe 5056
Jealous Blues J. Tyler & the Riders of the Rio Grande (I Never) Victor 20-3280	
Just for Me The Frontiersmen (Won't You) Victor 20-3281	

FOLK TALENT AND TUNES

(Continued from opp. page)

Smiling Hank Greene's Riders of the Rainbow Trail, featured on Down Home platters, are working at WCMD, Cambridge, Md. . . . Bob and Marilyn, singing harmony team, and Vern Koenig, are at KDTH, Dubuque, Ia., and making disks for Sylva label, a Dubuque diskery. . . . Whitey Puckett, sax, and Jack Henson, swing guitar, have joined the Alabama Jubilee Boys at WOC, Meridian, Miss.

JUKE BOX OPERATORS 2 HITS ON 1

Betcha a Pound of Butter every kid in the country will love . . .

"THE BUTTER SONG"

DANA 2032

(#1 Plug Tune of Tobias & Lewis Music Co.)

By Ted Black and his orch. & featuring CHARLIE TOBIAS

Backed by wonderful new tune

"PICNIC IN THE SNOW"

(Plug song of J. J. Robbins & Sons, Inc.)

Vocal by

DICK EDWARDS & THE WAYFARERS

DANA Records  
286 5th Avenue  
New York, N. Y.



Another HIT

by

PEE WEE KING

AND HIS

GOLDEN WEST COWBOYS



"CHATTANOOGA BESS"

on VICTOR RECORD No. 20-3232



SHEET MUSIC AVAILABLE THRU

ERNEST TUBB MUSIC, Inc.

407 COMMERCIAL CENTER STREET

BEVERLY HILLS, CALIFORNIA

Great Song  
Great Rendition  
**GREAT HIT!!**



**"I Wish  
Somebody Cared  
Enough to Cry"** DANA 2033

By FRANK GALLAGHER

and the Wayfarers with  
Ted Black's Orch.

backed by

Another Wonderful Ballad

**"FOR ME  
THERE'S YOU"**



**RCA VICTOR**

*offers the perfect blend*

**2 SMASH HITS ON 1 RECORD**

**"MORE BEER"**

by

**LAWRENCE**

**DUCHOW**

AND HIS  
RED RAVEN ORCHESTRA  
WITH JOHNNY OLSEN AND  
CHORUS

AND

**"SPIDER HOP"** WITH **JOE BIVIANOS**

And The RCA VICTOR Accordion Orchestra

ON RCA VICTOR RECORDS

No. 20-3227



**RCA VICTOR RECORDS**

The **Billboard** MUSIC POPULARITY CHARTS  
PART VII  
Race Records

Based on reports received last three days of Week Ending December 31

**BEST-SELLING RETAIL RACE RECORDS**

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

Weeks to date	Last Week	This Week	Record	Artist	Label
5	4	1	BEWILDERED	A. Milburn	Aladdin 3018-ASCAP
7	1	2	BEWILDERED	R. Miller Trio	Bullet 295-ASCAP
9	13	3	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507-ASCAP
7	2	3	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014-ASCAP
4	8	3	TREES	A. Hibbler	Miracle M-501-ASCAP
16	-	6	CORN BREAD	Hal Singer Sextette	Savoy 671-BMI
5	-	7	DADDY-O	L. Jordan Ork-M. Davis	Decca 24502-ASCAP
2	13	7	PETTIN' AND POKIN'	L. Jordan and His Tympany Five	Decca 24257-ASCAP
3	5	7	TEXAS HOP	Pee Wee Crayton	Modern 643
1	-	10	OUT OF THE BLUE	H. Brooks Trio	Modern 20-600
1	-	10	BOOGIE CHILDREN	J. L. Hooker	Modern 627
4	-	12	MERRY CHRISTMAS BABY	J. Moore's Three Blazers	Exclusive 63X-BMI
1	-	12	I'LL ALWAYS BE IN LOVE WITH YOU	The X-Rays	Savoy 681
1	-	14	WHITE CHRISTMAS	The Ravens	National 9063-ASCAP
1	-	14	CHRISTMAS SPIRITS	Julia Lee and Her Boy Friends	Capitol 15203

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

**MOST-PLAYED JUKE BOX RACE RECORDS**

Records listed are race records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require race records

Weeks to date	Last Week	This Week	Record	Artist	Label
7	2	1	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014-ASCAP
8	3	2	BEWILDERED	Red Miller Trio	Bullet 295-ASCAP
4	1	3	BEWILDERED	A. Milburn	Aladdin 3018-ASCAP
1	-	3	I'LL ALWAYS BE IN LOVE WITH YOU	The X-Rays	Savoy 681
6	-	5	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
1	-	6	WALKIN' AROUND	P. Williams "35-30" Sextette	Savoy 680
10	10	7	LONG ABOUT MIDNIGHT	R. Brown Mighty, Mighty Men	De Luxe 3154-BMI
2	5	7	TEXAS HOP	Pee Wee Crayton	Modern 643
19	8	9	CORN BREAD	Hal Singer Sextette	Savoy 671-BMI
7	-	9	MY FAULT	Brownie McGhee	Savoy 5551
1	-	9	SWEET GEORGIA BROWN	B. Bones and His Shadows	Tempo 652-ASCAP
1	-	9	WHITE CHRISTMAS	The Ravens	National 9063-ASCAP
1	-	13	TREES	A. Hibbler	Miracle M-501-ASCAP
1	-	15	YOU'RE ALL I WANT FOR CHRISTMAS	F. Laine-C. Fischer's Ork	Mercury 5177-BMI
9	-	15	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624-BMI

**ADVANCE RACE RECORD RELEASES**

Back-Bitin' Woman C. "Hip-Shakin" Newsom (Bed Room) De Luxe 3204	Leave My Man Alone Blue Lu Barker (Here's a) Capitol 15347
Bed Room Blues C. "Hip-Shakin" Newsom (Back-Bitin' Woman) De Luxe 3204	Only a Look Prof. J. Earl Hines (Everyday Will) De Luxe 3205
Bewildered L. Johnson (I Know) King 4261	Parrot Bar Boogie T. Dixon (Walk That) King 4257
Boogie Me B. Campbell (Used-To-Be Daddy) De Luxe 3203	Relaxing R. Jacquet & His All Stars (Scamparoo) King 4259
Chicken Shack Shuffle D. Burley & His Skiffle Boys (Skiffle Blues) Exclusive 77X	Scamparoo R. Jacquet & His All Stars (Relaxing) King 4259
Everyday Will Be Sunday Prof. J. Earl Hines (Only a) De Luxe 3205	She Sure Makes a Fool Out of Me Dusty Fletcher (The Last) National 4018
Get It While You Can J. Stone Ork (Keep Your) Victor 20-3282	Skiffle Blues D. Burley & His Skiffle Boys (Chicken Shack) Exclusive 77X
Little Girl From Jacksonville Blue Lu Barker (Leave My) Capitol 15347	The Last Clean Shirt Dusty Fletcher (She Sure) National 4018
I Know It's Love L. Johnson (Bewildered) King 4261	Used-To-Be Daddy B. Campbell (Boogie Me) De Luxe 3203
Keep Your Big Mouth Shut J. Stone Ork (Get It) Victor 20-3282	Walk That Walk, Daddy-O T. Dixon (Parrot Bar) King 4257

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Reviews**  
**PART VIII**



Based on reports received last three days of Week Ending December 31

**RATINGS (100 Point Maximum)**  
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
 40-69 SATISFACTORY • 0-39 POOR

**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**

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

**POPULAR**

<b>HANK D'AMICO &amp; HIS SEXTETTE</b> (MGM 10325)				
<b>Anything for You</b>	55	60	55	50
Unexciting job with the oldie save for the fine D'Amico clarinet sound.				
<b>Let's Fall in Love</b>	55	60	55	50
This side's got a big band to do the dirty work but it causes very little stir.				

<b>JOHNNY GREEN &amp; HIS QUINTET</b> (Decca 24528)				
<b>Serenade for a New Baby</b>	75	80	70	ns
Provocative sort of original by the talented Green who also plays the piano solo on the side. Jockeys will dig this big ork side.				
<b>Hello, My Lover, Goodbye</b>	75	80	70	ns
More of the same with the Green piano doing most of the work with haunting Green original.				

<b>GUY LOMBARDO &amp; HIS ROYAL CANADIANS</b> (Decca 24531)				
<b>The Birth of the Blues</b>	74	75	75	72
Oldie is revived in "When My Baby Smiles at Me" pic and is done here in the usual danceable Lombardo way with Johnny Brown on the vocals.				
<b>Stormy Weather</b>	74	74	75	73
Sister Rosemarie handles the vocal chore on the Lombardo treatment of the old torcher.				

<b>VIC DAMONE</b> (Glenn Osser, Dir.) (Mercury 5228)				
<b>An Old Magnolia Tree</b>	78	78	78	78
Damone sings effectively with the aid of Osser's good clefting. Tune's just one of those things.				
<b>Susy</b>	85	87	85	83
Damone's best side in a long time. He sings this British hit song in English and Italian sincerely and clearly with the aid of unbilled ork.				

<b>RON HARRY-DAVE BALLENTINE</b> (Harvard 1003)				
<b>If I Live To Be a Hundred</b>	61	62	60	61
Barroom waltz with some quality draws straight tenor piping with organ aiding.				
<b>Coast of Maine</b>	40	40	40	40
Very little happens here.				

<b>HERB KERN</b> (Tempo TR-1080)				
<b>All by Myself</b>	55	54	55	55
The Irving Berlin oldie is played by Kern on all kinds of organs and a piano.				
<b>Great Day</b>	49	48	50	49
Lifeless performance of the exuberant Youmans song.				

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

**POPULAR**

<b>FRANKIE LAINE</b> (Carl Fischer Ork.) (Mercury 5227)				
<b>Rosetta</b>	85	86	85	84
Laine takes another bite of the jazz hambone a la "Shine" here and should come up a winner with the Earl Hines' oldie. Buck Clayton's trumpet helps.				
<b>It Only Happens Once</b>	76	76	75	77
Laine is surprisingly off form for this waxing of his own very attractive song.				

<b>BRET MORRISON</b> (Mero M-7474)				
<b>Merry-Go-Round</b>	51	52	52	50
Pretty inconsequential stuff.				
<b>I'm Putting My Dreams All Behind Me</b>	62	60	63	63
Old-fashioned waltz tune gets chesty chanting, but that's all.				

<b>PAUL MARTIN ORK</b> (Exclusive 76X)				
<b>On Miami Shore</b>	61	62	60	61
A mickey instrumental featuring an Alvino Rey-like electric guitar solo which neither pains nor excites.				
<b>Down Among the Sheltering Palms</b>	66	67	65	66
Add another to the long list of diskings which mark the revival of this ditty. It's a good reading but suffers when compared to the earlier etchings marketed.				

<b>THE TROUBADOURS</b> (Fine Arts 1001)				
<b>Don't Gamble With Romance</b>	64	64	64	64
Old-fashioned waltz presentation in the "You Can't Be True" format. Organ plus romantic hazy vocal. Good job, but the organ fad is about over.				
<b>Love Is a Waltz</b>	62	62	62	62
Organ solo on an original waltz, competently and feelingly played.				

<b>PRIMO SCALA &amp; HIS BANJO AND ACCORDION ORK WITH THE KEYNOTES</b> (London 387)				
<b>Powder Your Face With Sunshine</b>	82	82	80	85
Scala's modified string-band sound and chugging beat make for a catchy job with the new but old-fashioned Carmen Lombardo ditty.				
<b>More Beer</b>	69	68	67	73
Satisfyingly corny and convivial treatment of the drinking song, but release is somewhat tardy.				

(Continued on page 86)



**HIT!**  
 AFTER  
**HIT!**

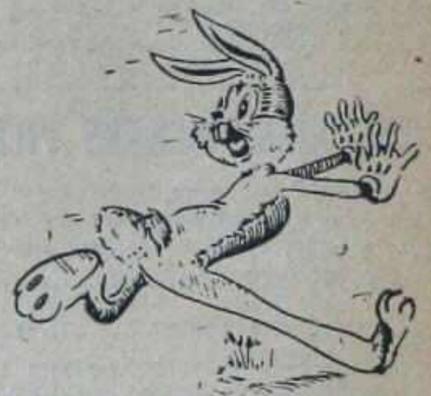
And Now the  
 Biggest Hit of All

**"RUN RABBIT RUN"**

Backed by

**"AM I ALL OF YOUR FUTURE"**

- IT'S NEW!
- IT'S DIFFERENT!
- IT'S SENSATIONAL!



Vocal by **ALLAN FOSTER**  
 and the **MACK TRIPLETS** ON REGENT #138

**REGENT RECORDS**

INCORPORATED

58 MARKET STREET

NEWARK, NEW JERSEY

**IT'S MAD**



**IT'S CRAZY**

Juke Boxes and  
 Cash Registers  
 are jumping

With  
**AMERICA'S**  
 #1  
 Jump Sensation

**THE DEACON'S HOP**

ON SAVOY  
 #685

backed by  
**ARTIE'S JUMP**

Featuring the new tenor sensation  
**BIG JAY McNEELEY**  
 Some Distributorship available

**Savoy RECORD CO., INC.**  
 58 Market St., Newark 1, N. J.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Possibilities**  
**PART IX**  
Billboard TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending December 31

**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.

- MORE BEER!**  
**LET A SMILE BE YOUR UMBRELLA**.....Andrews Sisters with Vic Schoen Ork.....Decca 24548  
 For their first post-ban recording the Andrews have turned out a really meaty version of the "More Beer!" item which has been threatening but to date has not quite succeeded in breaking thru as potential "Roll Out the Barrel." This etching has the stuff to shove the polka into the winner class. For their backing the sisters harmonize smartly with the aid of some extra good orking on a rhythmic, melodic and highly rententive oldie.
- CRUISING DOWN THE RIVER**....Blue Barron Ork.....MGM 10346  
 Barron who has established some sales foothold via his "You Were Only Fooling" disk, has come up with another corn-fed sentimental type item which could readily become his follow-up to "Pooling." It's an old-fashioned waltz with sugary lyrics chanted by the band ensemble with a tuba blaring out the rhythm.

**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. PUSSY CAT SONG .....Bob Crosby-Andrews Sisters.....Decca 24533
2. PUSSY CAT SONG .....Perry Como.....Victor 20-3288
3. SO TIRED .....Kay Starr.....Capitol 15314
4. FAR AWAY PLACES .....Bing Crosby.....Decca 24532
5. CONGRATULATIONS .....Jo Stafford.....Capitol 15319
6. HERE I'LL STAY .....Jo Stafford.....Capitol 15319
7. HOLD ME .....Peggy Lee.....Capitol 15298
8. TARA TALARA TALA .....Frankie Laine.....Mercury 5177
9. SO IN LOVE .....Patti Page.....Mercury 5230
10. ROSETTA .....Frankie Laine.....Mercury 5227

**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. PUSSY CAT SONG .....Bob Crosby-Andrews Sisters.....Decca 24533
2. RED ROSES FOR A BLUE LADY.....Vaughn Monroe.....Victor 20-3319
3. FAR AWAY PLACES .....Perry Como.....Victor 20-3316
4. GOOD NIGHT, SWEETHEART .....Alan Dale-Ray Bloch..Signature 18234

**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. PUSSY CAT SONG .....Bob Crosby-Andrews Sisters.....Decca 24533
2. IF I STEAL A KISS .....Vaughn Monroe.....Victor 20-3204
3. PUSSY CAT SONG.....Perry Como.....Victor 20-3288
4. BEAUTIFUL EYES .....The Rangers.....Regent 136

**BEST-SELLING POPULAR RETAIL RECORDS**

(Continued from page 22)

- |   |    |     |  |
|---|----|-----|--|
| 3 | 29 | 28. | LAVENDER BLUE .....D. Shore-H. Zimmerman Ork....   |
|   |    |     | So Dear to My Heart .....Columbia 38299—ASCAP  |
| 2 | —  | 28. | LIFE GETS TEE-JUS, DON'T IT? .....T. Williams .....  |
|   |    |     | Big Hat Polka .....Capitol 15271—ASCAP   |
|   |    |     | (B. Buchanan & the Rhythm Rogues, World 1507; C. Robison, MGM 10224; P. L. Hayes & the Stardusters, Decca 24520; Texas Jim Robertson & His Red Raven Ork, Victor 20-3228; C. Tinney, King 735) |

**BILLBOARD BACKSTAGE**

(Continued from page 3)

hefty hand. . . . Sam (Radio) Chase is strutting because Mrs. C will be a mother soon. Odds 6 to 5, take your choice, on twins. . . . Bernie (Circulation) Bruns, Chi office Manager Mayn Reuter, Dick (Coin Machine Ed) Schreiber, Norm Weiser and all the coin machine guys up to

their ears in the Industry Roll Call. . . . Daniel Starch researchers just did a Readership Study on our new record dealer monthly, Turnover. And wait'll you music-record guys see the results. Associate ed June Bundy and all contributors may take deep curtseys (and bows). . . . Jerry (Radio-TV ed) Franken is doing nips-ups about the TV C-Day special coming up next week.

**Govt. To Mull Taxes, Radio & Copyrights**

**T-H Watered Down?**

(Continued from page 3)

levy on those profits that are way above 1939 levels. Such a tax is unlikely to affect many show enterprises, since a business would have to be making considerably more than twice its 1939 profits before being hit.

The first move in what may develop into quite a copyright fracas will be made by the Senate Foreign Relations Committee when it starts studying the Inter-American Copyright Convention, a treaty which would force certain changes in domestic copyright procedure (The Billboard, December 11).

Proposals to overhaul the Copyright Act of 1909 are likely to be made in a concrete form before the coming session. Members of both House and Senate judiciary groups have been making studies of the act for many months (The Billboard, December 25). To be resubmitted as a separate bill is legislation to end the juke box exemption under the Copyright Act. Such legislation will be introduced by at least two legislators, including Rep. Hugh Scott (R., Pa.), author of a similar bill last year.

**Communication Probe**

Most of the congressional action in the radio field will be initiated by the Senate Interstate Commerce Committee, which will be headed by Sen. Edwin Johnson (D., Colo.). Preliminary studies for the group's broad probe of the communications field—announced last session—have been about completed by staff officials, and hearings are expected to begin in late February or March.

The probe is to cover not only the Federal Communications Commission (FCC), but also trade groups in the radio field, certain industry giants, military communications and possibly sales of broadcast stations.

Johnson is ready to introduce the modified version of the White Bill, which died on the Senate calendar at the end of the 80th Congress. This measure contains many of the FCC's own recommendations. With Johnson backing the measure, its chances in the Senate, at least, are considered good. The measure would put into law the FCC's right to examine programming in deciding on license renewals, make legitimate the agency's contention that stations are not responsible for political libel and put a power ceiling of 50,000 watts on stations.

**Study Station Sales**

Among legislative odds and ends that may be introduced but would have little chance of passing, is a proposal by Rep. Emanuel Celler (D., N. Y.) to let the FCC set a ceiling on the price of stations sales and one by Rep. Harry Sheppard (D., Calif.) to ban ownership of stations or networks by makers of any sort of radio equipment. Considerable study will nevertheless be given to the whole subject of station sales.

Altho President Truman is ready to ask for repeal of the Taft-Hartley Act, Congress is expected to reject the request in favor of watering down some of the act's more stringent terms. It is still uncertain whether the provision banning union-controlled welfare funds will be touched, but this has become almost an academic question in view of the federal okay given the trustee set-up now in force between disk makers and the American Federation of Musicians (AFM).

**Showbiz Taxes For 1948 Drop 66 Millions**

(Continued from page 3)

\$15,000,000 behind 1947 for the first six months. The whopping \$40,447,289 chalked up in November topped November, 1947, by about \$6,000,000. Month-by-month comparisons of the admissions tax figures show no clear trend. Four months of 1948 topped the same months in 1947, while seven months of the latter year were high. December figures were about equal for both years.

High admissions month for the two-year period was October, 1947, when collections amounted to \$43,058,427. The low was reached in February, 1948, when only \$29,662,665 came in from that source.

The decline in receipts from the radio-phono tax was general throughout the entire year, with 11 out of the 12 months running more than \$1,000,000 behind the respective 1947 month. September, 1948, topped the previous September by about \$500,000, but was the only 1948 month to show a gain.

Disk tax statistics displayed a similar situation (see separate story). The decline was general during most of the year, with only the last two months indicating a business pick-up over 1947 for the record industry.

Liquor tax collections were spotty, altho the general trend was downward. Both the high and low months in the past two years occurred in 1947. October of that year brought in a postwar high of \$278,851,916, while March accounted for only \$150,265,000. Top 1948 drinking month was also October, when figures were some \$200,000 below the same month in 1947.

Over the past few years figures compiled by the Revenue Bureau's alcohol unit indicate that the last three months of the year are the tops as far as drinking is concerned. Quaffing then apparently starts tapering off until May and June, when the low is usually reached. July and August are a little better, but still low, with the real increase starting some time in September.

**Raleigh, Two Waynes Form Cambridge Pub**

NEW YORK, Jan. 1.—Jerry Wayne, Columbia Records warbler, and tunesmiths Bernie Wayne and Ben Raleigh, have set up a music publishing company, tabbed Cambridge Music.

Firm's first plug tune, waxed by Wayne for Columbia Records, is *If That Isn't Love What Is?*, clefted by Wayne and Raleigh.

**Col'bia Adds Trace, Renews Pastor Pact**

NEW YORK, Jan. 1.—Al Trace, whose etching of *You Call Everybody Darlin'* on the Regent label was one of the big hits of 1948, this week inked a waxing pact with Columbia Records.

The same diskery is also reported to have renewed the Tony Pastor ork for an additional three years beginning March, 1949, at which time the leader's current paper with the firm runs out.

**BAIL OUT LEGIT**

(Continued from page 3)

producers are not bringing before the public the great names in the American theater. He pointed out that only Maurice Evans, Judith Anderson and Tallulah Bankhead can now be seen in a play. "Where," he asked, "are the plays for the Lunts, Miss Cornell, Helen Hayes, Ina Claire, Blanche Yurka, Jane Cowl, Eva Le Gallienne, Mady Christians, Ruth Chatterton and Florence Reed?"

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| WJW  | Cleveland    | WALTER KAY   | WPEN | Philadelphia  | GRADY & HURST  |
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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Part X**  
**Advance Information**

Based on reports received last three days of Week Ending December 31



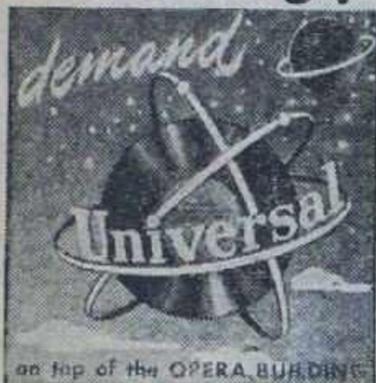
**ADVANCE RECORD RELEASES**

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**

- A Jacquet for Jack the Bellboy  
Illinois Jacquet Ork. (Embryo) Victor 20-3278
- A Man With One Million Dollars  
J. Mooney Quartet (Nancy) Decca 24546
- Always  
The Ravens (Rooster) National 9084
- Any Time at All  
J. Gold & the Gold Tones (I'm In) Gold Medal GM-945
- April May  
D. Cassella Ork (Heart of) Collegiate J-2956
- Anticipation Without Realization  
L. Prima Ork (Everybody's Friend) Victor 20-3276
- Baby, I'm Tired  
B. Merrill Ork (I'll Always) Apollo 404
- Between You and Me  
Hey Jackson (Button Up) De Luxe 1138
- Bewildered  
James Quintet (Pleasing You) Coral 65002
- Bewildered  
B. Eckstine (No Orchids) MGM 10340
- Big, Wide, Wonderful World  
N. Coulon (Old Fashioned) Gold Medal GM-946
- Billy Boy  
B. Ives-Capt. Stubby & the Buccaneers (Lavender Blue) Decca 24547
- Blues in the Clouds  
The Three Clouds (Out of) King 4260
- Button Up Your Overcoat  
Hey Jackson (Between You) De Luxe 1185
- Calling Doctor Gillespie  
G. Krupa Ork (Up an) Columbia 38382
- Danny Boy  
B. Crosby (Dear Little) Decca 25415
- Dear Little Boy of Mine  
B. Crosby (Danny Boy) Decca 25415
- Destiny  
H. Rene Ork (Drigo's Serenade) Victor 20-3284
- Down Among the Sheltering Palms  
D. Kuhn (Put Your) Coral 60013
- Drigo's Serenade  
H. Rene Ork (Destiny) Victor 20-3284
- Embryo  
Illinois Jacquet Ork (A Jacquet) Victor 20-3278
- Everybody Goes to Town on Saturday Night  
B. Hayes (Rum-Ty-Ry) De Luxe 1186
- Everybody's Friend But Nobody's Sweetheart  
L. Prima Ork (Anticipation Without) Victor 20-3276
- Far Away Places  
Ames Brothers (Lorelei) Coral 60016
- For Me There's You  
P. Gallagher-T. Black (I Wish) Dana 2033
- From the Land of the Sky-Blue Waters  
C. Spivak Ork (These Will) Victor 20-3277
- Funny Little Money Man  
S. Kaye (Pretty Baby) Victor 20-3275
- Judy Garland Souvenir Album—J. Garland (4-10")  
Decca A-691
- Changing My Tune . . . Decca 23688
- Fascinating Rhythm . . . Decca 18543
- I Never Knew (I Could Love Anybody Like I'm Loving You) . . . Decca 18524
- Love . . . Decca 23688
- On the Sunny Side of the Street . . . Decca 18524
- Poor Little Rich Girl . . . Decca 18540
- That Old Black Magic . . . Decca 18540
- Zing, Went the Strings of My Heart . . . Decca 18544
- Good Fellow Medley  
Ames Brothers (I'm Just) Coral 60017
- Grieving for You  
B. Clooney (Saturday Night) Columbia 38383
- Heart of My Heart  
D. Cassella Ork (April May) Collegiate J-2956
- Hey, Andrew  
P. & F. Palmouth (I'm Waiting) Capitol 15348
- \*I Don't Care Who Knows  
B. Johnson Ork (You Had) Decca 24543
- I Got Lucky in the Rain  
J. Wayne & J. Davis (You Say) Columbia 38387
- I Wish Somebody Cared Enough to Cry  
P. Gallagher-T. Black (For Me) Dana 2033
- I Wouldn't Trade One of Your Kisses for the Whole Wide World  
Four Hits and a Miss (Lonely) Exclusive 74X
- I'll Always Be in Love With You  
B. Merrill Ork (Baby, I'm) Apollo 404
- I'll String Along With You  
J. Stafford-G. McRae-P. Weston Ork (The Pussy) Capitol 15342
- I'm in Love With a Character  
J. Gold & the P. Sandiford Ork (Any time) Gold Medal GM-945
- I'm Just Wild About Harry  
Ames Brothers (Good Fellow) Coral 60017
- I'm Waiting for Ships That Never Come In  
P. & F. Palmouth (Hey, Andrew) Capitol 15348
- Is It Yes?  
A. & D. Russell (Rosita and) Capitol 15343
- It's Love Time  
B. Samuels (That Someone) Mercury 8116
- Juba Dance  
J. Mellors (Why Should) Mercury 8204
- June in January  
G. Lombardo Ork (Swinging on) Decca 24544
- Just One of Those Things  
L. Brown Ork (Oh, How) Columbia 38381
- Lady of Spain  
The Philharmonica Trio (The Love) Capitol 15346
- Lavender Blue (Dilly Dilly)  
B. Ives-Capt. Stubby & the Buccaneers (Billy Boy) Decca 24547
- Let's Be Sure  
J. O'Neill & the Prom Quintette (You're Too) Coral 60006
- Loo Loo Lullaby  
J. Curtis (You Can't) Strand 1008
- Lonely  
Four Hits and a Miss (I Wouldn't) Exclusive 74X
- Lorelei  
Ames Brothers (Far Away) Coral 60016
- Love (Your Spell is Everywhere)  
H. James (Redigal Jump) Columbia 38380
- Loving You  
T. Phillips (Sweet Sue) National 7025
- Mighty Night  
A. Rey Ork (The Continental) Capitol 15344
- Mister Roberts' Roost  
Count Basie Ork (Sophisticated Swing) Victor 20-3255
- More Than Anything in the World  
N. Coulon (Wind in) Gold Medal GM-947
- Nancy (With the Laughing Face)  
J. Mooney (A Man) Decca 24546
- New Wabash Cannon Ball  
Mil. Estes & His Music Millers (The Almighty) Decca 46148
- No Orchids for My Lady  
B. Eckstine (Bewildered) MGM 10340
- Oh, How I Miss You Tonight  
L. Brown Ork (Just One) Columbia 38381
- Old Fashioned Song  
N. Coulon (Big Wide) Gold Medal GM-946
- Once in Love With Amy  
F. Sinatra (Sunflower) Columbia 38301
- Out of a Dream  
The Ravens (Blues in) King 4260
- Piano Sketches by Skitch Henderson Album  
S. Henderson (3-10")  
Capitol CC-110
- Autumn in New York . . . Capitol 10176
- Jenious . . . Capitol 10175
- Moonglow . . . Capitol 10177
- Soft Lights and Sweet Music . . . Capitol 10177
- Two Cigarettes in the Dark . . . Capitol 10175
- Two Sleepy People . . . Capitol 10176
- Pleasing You  
James Quintet (Bewildered) Coral 65002
- Pretty Baby  
S. Kaye (Funny Little) Victor 20-3275
- Put Your Arms Around Me, Honey  
D. Kuhn (Down Among) Coral 60013
- Ravin' With Ramon  
T. Jackson Ork (Sweet and) Phenix 1100
- Redigal Jump  
H. James (Love) Columbia 38380
- Rockefeller Center  
L. Elgart-G. Blue (Sleepy Town) Collegiate J-2958
- Rooster  
The Ravens (Always) National 9064
- Rosita and Joe  
A. & D. Russell (Is It) Capitol 15343
- Rum-Ty-Ry  
B. Hayes (Everybody Goes) De Luxe 1186
- Running Off the Rails  
The Columbia Ork (Stringopation) Columbia 38384
- Saturday Night Mood  
T. Pastor & the Clooney Sisters (Grieving for) Columbia 38383
- Sleepy Town  
L. Elgart Ork-G. Blue (Rockefeller Center) Collegiate J-2958
- Songs To Remember Album—P. Yorke Ork (4-10")  
Columbia C-178
- Somewhere a Voice is Calling . . . 38376
- Love, Here is My Heart  
Just A-Wearyin' for You . . . 38377
- Songs My Mother Taught Me  
By the Sleepy Lagoon . . . 38378
- Intermezzo (A Love Story)  
Moonlight and Roses . . . 38378
- Evening
- Sophisticated Swing  
Count Basie Ork (Mister Roberts') Victor 20-3255

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**Bach Aria Singers  
In Documentary Pic**

NEW YORK, Jan. 1.—The Bach Aria group, nine-performer long-hair unit devoted exclusively to the presentation of vocal works by Bach, has just completed a 20-minute film, produced and directed by Paul Falkenberg. The pic, scheduled for theatrical and non-theatrical release next spring, is in the form of a documentary, and includes shots of the group in rehearsal.

The outfit, which is sponsored by William H. Scheide, has recorded three albums for Vox Records, and has scheduled a three-concert Town Hall series for early '49. Herbert Barrett is managing.

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The Billboard

MUSIC POPULARITY CHARTS

PART XI

Album Reviews

Based on reports received last three days of Week Ending December 24



The large boldface number in each review is the stall 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.

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 (grouping of selection continuity) ..... 15
2. "Name Value" ..... 15
3. Caliber of Material ..... 15
4. Manufacturer's Distribution Power ..... 10
5. Exploitation Aids (Record company and other advertising-promotion, film, legit and other plugs) ..... 10
6. Interpretation ..... 15
7. Record Quality ..... 5
8. Manufacturer's Production Efficiency ..... 5
9. Packaging (art work, binding, wrapping) ..... 10

NELSON EDDY IN SONGS OF STEPHEN FOSTER VOL. II—NELSON EDDY-ROBERT ARM-BRUSTER, director (4-12") (Columbia M31-795) (7617 to 7620)
A sure-fire package, this second album Stephen Foster songs sung by Nelson Eddy. There are 18 songs here, ranging from the most familiar like "Old Folks at Home" and "Beautiful Dreamer" to little-known pieces like "Some Folks Say," "O Lemuel!" and "If You've Only Got a Mustache." While Eddy's delivery might be more unbending, warmer and sympathetic, there is no quibbling that he has a tremendous following of movie and radio fans. So popular an American singer rendering the songs of so popular an American composer makes a commercially foolproof combination.

85

JUKES Not suitable. JOCKS Most useful to semi and light vendors.

RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI OP. 43 ALBUM—ARTUR RUBINSTEIN-PHILHARMONIC ORK-WALTER SUSSKIND (3-12") (Victor DM-1269) (12-0638 to 12-0640)

73

Based on a theme from a Paganini violin caprice, this brilliant Rachmaninoff concerto for piano (alho not so designated, that is what it actually is) exploits the theme thru 24 variations. Rubinstein performs with great sympathy and virtuosity, giving full measure to the swiftly changing moods. The orchestra displays like sensibility, eliciting the romantic richness and color in the work. The recording is somewhat uneven, being very clear and accurate in most passages, and a shade murky in a few, with the orchestra dominating the piano in two or three of the variations. The Rhapsody has been recorded twice previously by Victor, by Rachmaninoff himself and by Meisevitch, with the former still available, but perhaps dated.

JUKES Not suitable. JOCKS Good longhair program material, having broad appeal.

JOSEPH SCHMIDT IN SONGS AROUND THE WORLD—JOSEPH SCHMIDT-BERLIN CIVIC OPERA ORK (3-10") (Elite A-207) (1636 to 1638)

67

Canzonetta; Das Zauberlied; Du Sollst Der Kaiser Melner Seele Sein; Das Alte Wort; Ich Liebe Dich; O Sole Mio; La Paloma. Schmidt's tenor voice is one of the finest on records. His Italian folk songs, even when sung in German, employ some real bel canto style enhanced by Viennese warmth and sophistication. The more typically Viennese tunes are done with appropriate lilt and nostalgic flavor, but thruout it is the clear, ringing tenor voice that makes this an outstanding release. The liner notes, like the cover are plain and straightforward.

JUKES Not suitable. JOCKS Interesting for semi-classical or vocal shows.

DVORAK: SYMPHONY NO. 5 IN E MINOR OP. 95 ALBUM—LEOPOLD STOKOWSKI AND HIS SYMPHONY ORK (5-12") (Victor DV-25) (18-0194 to 18-0198)

79

Better known as the "New World" symphony, this best known of Dvorak's works is one of the true warhorses of the American concert scene. It represents the Czech composer's impression of America as he saw it on his stay here and encompasses themes in the spirit of American folk music. The opus here is given a fiery reading by Stokowski, conducting his own group, who extracts a fine performance from the orchestra. The set is in pure vinylite and should prove a solid stock item. Recording is good while the album cover is in conservative maroon bearing Stokowski's autograph engraved in gold stamping.

JUKES Not suitable. JOCKS Vinyl surfaces make this interpretation of the Dvorak piece a good library addition.

MENDELSSOHN: INCIDENTAL MUSIC TO SHAKESPEARE'S PLAY: A MIDSUMMER NIGHT'S DREAM ALBUM—NBC SYMPHONY ORK-ARTURO TOSCANINI, director (4-12") (Victor DM-1280) (12-0707 to 12-0709)

78

Until this package was made available, there had been only one other sliced of the complete incidental music to the Shakespearean opus. The old Rodzinski-Cleveland Symphony reading on Columbia will have to make way for this Toscanini with the NBC Symphony, which is sure to assume acceptance as the most definitive etching of the feathery, melodic and charming Mendelssohn music. From within the incidental music come the famed Mendelssohn Scherzo and Wedding March. Toscanini extracts the full beauty of the music without at any time detracting from its delicacy and airiness. Good cover and notes.

JUKES Not suitable. JOCKS This probably will be considered the definitive reading; can be used in whole or parts.

SCHUMANN: ETUDES SYMPHONIQUES OP. 13 ALBUM—ALEXANDER BRAILOWSKY (3-12") (Victor DM-1272) (12-0654 to 12-0656)

66

This work is a series of variations on a theme, and in character they range from dreamy to stormy, but are always thoroly romantic. While Brailowsky's own romantic conception is effective in bringing out the more poetic parts of the work, his noted elegance seems to disappear on the more fiery portions, and the sound resolves into a lot of pounding. The music is easy-to-take, but in this disappointing performance it fails to catch fire.

JUKES Not suitable. JOCKS For the occasional use of FM and longhair spinners.

STRAUSS—ALSO SPRACH ZARATHUSTRA (5-12") Chicago Symphony Orchestra under Artur Rodzinski (Victor DM-1258)

75

Richard Strauss' radical musicianship is combined with a philosophical theme in this programmatic tone poem. The music is derived or inspired by the philosophy of Frederic Nietzsche as he stated it in his work, "Thus Spake Zarathustra." It is for Strauss a statement in music on the development of the human race thru to the philosopher's conception of the superman. The work is effectively conducted by Rodzinski, who draws a sonorous performance from the Chicago Orchestra. The tenth side of the album, which bears a colorful cover and full liner notes, is a good reading of the Wagner Prelude to Act II of "Tristan and Isolde."

JUKES Not suitable. JOCKS Modern recording techniques would make this the preferred waxing of the Strauss epic.

DAVID OISTRAKH (2-12") David Oistrakh, violin, with Abram Makarov at the piano (Mercury Classics-DM-27)

73

Chopin-Nocturne in E Flat; Proffelf-Melodie; Tartini-Variations on a Theme of Corelli; Scriabin-Nocturne in F Sharp Minor. Mr. Oistrakh had a most rousing introduction to America on wax via his eminently (and commercially) successful solo work on the Mercury release of Khatchaturian's Violin Concerto. Mercury again brings forth more of the Russian violinist's virtuoso styling in this package of four core pieces. Within the scope of these four short works, Oistrakh again demonstrates that he certainly is one of the world's finest fiddlers. He is particularly effective in handling the delicacy and airiness of the Tartini variations. This is another in the Mercury leather-type series while the disks are sliced from imported masters.

JUKES Not suitable. JOCKS Good stuff for longhair and FM spinners.

Mercury To Hype Folk Disks With Regional Studios

NEW YORK, Jan. 1.—With the ban over, Mercury Records is embarking on an expanded folk disk program, with procedure aimed at maximum coverage and economy.

Under the direction of a. and r. chief Murray Nash, operating out of Knoxville in the heart of the hill country, the plan includes: (1) A national recording network. This involves setting up studios in every region, so that the artist can record near his workplace and not have to come to New York or Chicago. Nash will travel to the recording locale to supervise the date. (2) An a. and r. index system. Nash is keeping a card system on tunes he receives, with a notation as to the artist tune is best fitted for. He then sends the performer a lead sheet of acetate of the number. The performer cuts an audition side and returns it to Nash, who then decides whether a commercial waxing is warranted. (Scheme is not unique; a variation is being used at Victor.) (3) Promotion. Nash plans an interchange of live plugs by all Mercury folk artists, regardless of who originally recorded the tune. Thus Westerns will get played in hill territory and vice versa. Also a series of loose-leaf biographical sketches, along with available platter names and numbers, is being sent to folk jockeys.

New performers signed by Nash include Tex Watson and the Melody Rangers, Eddie Dean, Pete Cassell and the Sons of the Soil. The diskery has also worked out an agreement whereby they get first crack at unsigned talent playing Charlie (Old Brother) Arnett's Radio Ranch in Tampa, Fla.

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The Billboard MUSIC POPULARITY CHARTS

PART XII

Honor Roll of Popular Songwriters

No. 1—STEPHEN FOSTER

by Jack Burton

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THE fates that weave the fabric of human life were both kind and cruel to Stephen Collins Foster...

Born in Lawrenceville, Pa., now a part of Pittsburgh, on July 4, 1826, the 50th anniversary of American independence...

His family, which regarded music as anything but a life pursuit, was not in sympathy with such an ambition...

grocery store. There was only one place where Foster found encouragement. That was the tavern where the Knights of the Square Table met...

The letters Foster received in reply were tactfully written, and ran something like this:

"Your songs show some promise. We enclose \$30 for the three sent us."

Only \$10 for a song like Oh! Susanna, Uncle Ned or Nelly Was a Lady, which were published respectively by W. C. Peters, W. E. Millet and Firth, Pond & Cox...

- Brief biographies of the great writers of popular music, complete with... CHRONOLOGICAL LIST OF THEIR GREATEST SONGS... PUBLISHERS... BACKGROUND DATA ON SELECTED SONGS... MAJOR LABEL RECORDINGS AVAILABLE ON SONGS

This anthology of American popular music, which covers mainly a 60-year period from 1890 to the present day, is based on 20 years of research by the author...

This anthology does not attempt to list the complete output of these writers. Instead, the song listing is restricted to those titles that have gained either top ranking or appreciable popularity.

In the musical comedy and film musical fields, however, the complete scores will be listed in order to provide something new and vitally needed in an anthology of this kind...

Songs are listed according to the date of their original copyright, the stage musical songs according to the year such musicals were produced, and the film songs according to the year of their public release.

All songs that have attained a sheet music sale of a million or more copies, according to the most authentic and unbiased records available, are marked with an asterisk (\*).

In the publisher listing, the name of the present publisher and not the original publisher is given, and songs now in the public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In the listing of song recordings, no so-called collector's items are given, and while such a list is representative, it makes no pretensions of being complete.

were musical wildfire, and swept across the country. The minstrels, who could make any song a best-seller, featured them. Adelina Patti, the Italian prima donna, and Christine Nilsson, the Swedish soprano, included them in their American repertoire...

royalty basis in order to get more of his songs and, in turn, pocket more of the handsome profits that accrued from their popularity.

With such a promise of financial security, Stephen Foster decided in 1850 he could safely devote all his time to writing. He returned to Pennsylvania, making his home in Allegheny, where his parents then resided, and there he married his childhood

STEPHEN FOSTER'S GREATEST SONGS AND RECORDINGS AVAILABLE

1844—OPEN THY LATTICE, LOVE Foster dedicated this, his first published song, to Susan Pentland, a 12-year-old girl...

1847—LOUISIANA BELLE

1848—OH! SUSANNA This song either was given or sold outright for a few dollars to the publisher, W. C. Peters...

1849—NELLIE WAS A LADY All rights to this song were given to the publisher, Firth, Pond & Company, in return for 50 printed copies.

1850—NELLY BLY DE CAMPTOWN RACES E. P. Christie, the minstrel, claimed authorship of this song...

1851—THE OLD FOLKS AT HOME (SWANEE RIVER) Foster never saw the river he immortalized in this song...

1852—MASSA'S IN THE COLD, COLD GROUND For Foster, this was one of his most profitable songs, the royalties for four and a half years totaling \$906.76.

1853—MY OLD KENTUCKY HOME This song was inspired by the Rowan mansion, now a State memorial, at Bardstown, Ky...

1854—WILLIE, WE HAVE MISSED YOU HARD TIMES COME AGAIN NO MO' This was Foster's favorite tiptling song when "hard times" really were on him...

1855—COME WHERE MY LOVE LIES DREAMING This, one of Foster's most ambitious compositions, was played at his funeral by the Allegheny Citizens Brass Band.

1856—GENTLE ANNIE (Available on the following records: RCA Victor No. 10-1623, with John Charles Thomas, Carroll Hollister at the piano; Decca No. 24124, with London String Quartet.)

(Available on the following records: Decca No. 25128, with Bing Crosby and orchestra; RCA Victor No. 1700, with John McCormack, Edward Schneider at the piano.)

1857—LAURA LEE MY HOPES HAVE DEPARTED FOREVER WILLIE, MY BRAVE ONCE I LOVED THEE, MARY, DEAR WILT THOU BE GONE, LOVE?

1858—THE MERRY, MERRY MONTH OF MAY WE'RE A MILLION IN THE FIELD LITTLE JENNY DOW THAT'S WHAT'S THE MATTER WILLIE HAS GONE TO WAR

1859—DEARER THAN LIFE George Cooper, who wrote the lyrics for several of Foster's songs, resurrected an old Foster melody seven years after the composer's death...

1860—FAIRY BELLE OH, BOYS, CARRY ME ALONG SWEETLY SHE SLEEPS, MY ALICE FAIR

1861—WE ARE COMING, FATHER ABRAHAM Inspired by Lincoln's call for 300,000 volunteers, this was the "Over There" of the Union army in the early days of the Civil War...

1862—THE MERRY, MERRY MONTH OF MAY WE'RE A MILLION IN THE FIELD LITTLE JENNY DOW THAT'S WHAT'S THE MATTER WILLIE HAS GONE TO WAR

1863—BEAUTIFUL DREAMER While this ballad was widely publicized as "Foster's last song" after his death, it bears a 1862 copyright but was not published for some reason until two years later.

1864—THE MERRY, MERRY MONTH OF MAY WE'RE A MILLION IN THE FIELD LITTLE JENNY DOW THAT'S WHAT'S THE MATTER WILLIE HAS GONE TO WAR

1865—DEARER THAN LIFE George Cooper, who wrote the lyrics for several of Foster's songs, resurrected an old Foster melody seven years after the composer's death...

1866—FAIRY BELLE OH, BOYS, CARRY ME ALONG SWEETLY SHE SLEEPS, MY ALICE FAIR

1867—LAURA LEE MY HOPES HAVE DEPARTED FOREVER WILLIE, MY BRAVE ONCE I LOVED THEE, MARY, DEAR WILT THOU BE GONE, LOVE?

1868—THE MERRY, MERRY MONTH OF MAY WE'RE A MILLION IN THE FIELD LITTLE JENNY DOW THAT'S WHAT'S THE MATTER WILLIE HAS GONE TO WAR

1869—DEARER THAN LIFE George Cooper, who wrote the lyrics for several of Foster's songs, resurrected an old Foster melody seven years after the composer's death...

promise Foster made to the McDowell's coachman-butler that he would put the old Negro in a song some day.

(Available on the following records: RCA Victor No. 26145, by Tommy Dorsey and his orchestra; RCA Victor No. 1265, by Lawrence Tibbett, male quartet and orchestra; Decca No. 2415, with London String Quartet; Columbia No. 7371-M, in Set M-442, with Andre Kostelanetz and his orchestra.)

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1870—LAURA LEE MY HOPES HAVE DEPARTED FOREVER WILLIE, MY BRAVE ONCE I LOVED THEE, MARY, DEAR WILT THOU BE GONE, LOVE?

1871—THE MERRY, MERRY MONTH OF MAY WE'RE A MILLION IN THE FIELD LITTLE JENNY DOW THAT'S WHAT'S THE MATTER WILLIE HAS GONE TO WAR

1872—DEARER THAN LIFE George Cooper, who wrote the lyrics for several of Foster's songs, resurrected an old Foster melody seven years after the composer's death...

Love Lies Dreaming; Hard Times Come Again No Mo'; Angelina Baker; Gentle Annie; Old Dog Tray; Some Folks Like To Sigh; Old Black Joe; My Old Kentucky Home; Massa's in the Cold, Cold Ground; Old Folks at Home.

RCA VICTOR STEPHEN C. FOSTER SONGS, No. F-54. Three 10-inch records P(27299-27301). Lew White, organist, with Veronica Wiggins, soprano, and Henry Stockwell, tenor.

Jeanie With the Light Brown Hair; Uncle Ned; Come Where My Love Lies Dreaming; Old Folks at Home; Beautiful Dreamer.

RCA VICTOR STEPHEN FOSTER ALBUM, No. M-354. Five 10-inch records M (1825-1829). Richard Crooks, tenor; Balladeers, male quartet, and Ralph Colicchio, banjo and guitar soloist, with Frank La Forge at the piano.

Old Folks at Home; Beautiful Dreamer; My Old Kentucky Home; Come Where My Love Lies Dreaming; Oh! Susanna; Old Black Joe; Jeanie With the Light Brown Hair; Massa's in the Cold, Cold Ground; Ah, May the Red Rose Live; Always; De Camptown Races.

RCA VICTOR STEPHEN FOSTER FAVORITES, No. F-148. Five 10-inch records P(20-1688-20-1692). Sammy Kaye and his orchestra, Billy Williams, Arthur Wright and the Five Kaydets, vocalists, with the Kaye Choir.

My Old Kentucky Home; Swanee River; Beautiful Dreamer; Old Black Joe; Jeanie With the Light Brown Hair; Massa's in the Cold, Cold Ground; Come Where My Love Lies Dreaming; Oh! Susanna; De Camptown Races; Foster Medley.

DECCA STEPHEN FOSTER-BING CROSBY ALBUM, A-482. Bing Crosby with the King's Men and the Crinoline Choir, accompaniment by Scott Trotter, Victor Young and Georgie Stoll's orchestra.

Jeanie With the Light Brown Hair; Nell and I; Beautiful Dreamer; Sweetly She Sleeps, My Alice Fair; My Old Kentucky Home; De Camptown Races; Swanee River; Old Black Joe.

DECCA STEPHEN FOSTER-LONDON STRING QUARTET ALBUM, A-582. Oh! Susanna; De Camptown Races; Old Folks at Home; Sweet Laura Lee; Beautiful Dreamer; Gentle Annie; Jeanie With the Light Brown Hair; Old Black Joe.

COLUMBIA SONGS OF STEPHEN FOSTER, LP MICROGROOVE RECORD ML 4099. Nelson Eddy with chorus and orchestra, conducted by Robert Armstrong.

sweetheart, Jane McDowell, whom he later immortalized as *Jeanie With the Light Brown Hair*.

The next five or six years were the happiest and most fruitful of Foster's life, for during this period, his daughter, Marion, was born and seven of his best-known and most beloved songs were written: *De Camptown Races*, *Old Folks at Home*, *Massa's in the Cold, Cold Grown*, *My Old Kentucky Home*, *Old Dog Tray*, *Hard Times Come Again No Mo'* and *Jeanie With the Light Brown Hair*.

But like many another genius, Foster was improvident. He just couldn't make ends meet. The royalty checks, which averaged around \$2,000 a year, weren't as big as he had expected. He got deeper and deeper in debt to his landlord, his tailor and his brothers from whom he borrowed. He became dissatisfied and restless. He hungered for greater recognition and applause. So, finally, he set out with his wife and daughter for New York. The red carpet was unrolled for him in Gotham. Headwaiters showed him to their best tables. Barmen addressed him by name. And when he was temporarily short of cash, publishers gladly advanced him \$100 or so in return, of course, for certain concessions, like the signing over of a copyright. For then, as now, it cost money to be a public idol in New York. His wife, left alone night after night, grew resentful and left him. And soon the inevitable mornings-after took on the same monotonous pattern: Foster woke up with a fire burning in his stomach, but without a dime in his pockets to buy the fire-water with which to quench it.

So this man, whose *Oh! Susanna* had lifted the flagging spirits of the California-bound pioneers and whose *We Are Coming, Father Abraham* served as the rallying song of 300,000 raw recruits in Union blue, became a musical hack-writer, trading a bal-lad for a bottle in which to drown his frustration and remorse. And neither the ballad nor the bottle contained 100 proof stuff. From time to time Foster received letters from his wife begging him to come home, but he was too far down the road of despair ever to turn back. There was but one thing left for him—the ardent potions that brought temporary forgetfulness, and to get them he even hocked the new clothes his brother bought him.

On the morning of January 10, 1864, the police were called to take a nameless man with a long, jagged cut at the back of his neck from a cheap Bowery lodging house to Bellevue Hospital. According to the station house blotter he was just another drunken bum, whose only possessions were the ragged clothes he wore, a purse containing 38 cents and a dirty scrap of paper on which was scrawled: "Dear friends and gentle hearts." This was the title for a song Stephen Foster never lived to write. He died in a coma three days later.

There's a granite monument for Foster at the University of Pittsburgh, but far more indestructible are the songs he left the world as a priceless heritage.

## ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

### Machito

(Reviewed at the Palladium Ballroom, New York, December 1. Personal manager, Jack Lear.)

TRUMPETS: Mario Bauza, Paquito Davila, Bobby Woodlin.  
REEDS: Joseph Madera, Eugene Johnson, Freddie Skeritt, Leslie Jenkins.  
RHYTHM: Rene Hernandez, piano; Bobby Rodriguez, bass; Jose Mangual, bongo; Louis Miranda, conga drums; Ubaldo Nieto, timbales.  
VOCALS: Graciela.  
ARRANGERS: Rene Hernandez, Joseph Madera, Ben Pickering, Mario Bauza.  
LEADER & VOCALS: Machito.

With the emergence of be-bop from its hidden, out-of-the-way incubators uptown into the heady air of Broadway, it's become the thing to talk learnedly of the Afro-Cuban origins of bop rhythm. A trip to the Palladium to dig the remarkable Machito band can soon put the matter into its true perspective. (Dizzy Gillespie and Stan Kenton are frequent visitors.)

The subtle interplay of Machito's five-man rhythm section, with Machito or Graciela making a sixth on the claves, is wondrous to hear. With each percussionist doing something of his own, the sounds fuse into an irresistible beat. Emphasis shifts from man to man, in a continuously varying pattern, but the beat is always there, strong, true and exciting. There lies the essential Cubano contribution to be-bop—the shifting among rhythm instruments while attempting to produce a steady discernible pulse. But the bopsters are a long way from mastery of this technique, which is second nature with the Machito band.

In addition to the rhythm, the strong aspect of the band is its tone colors, a product of imaginative and uninhibited cleffing and disciplined, precision section work. Led by ex-Chick Webb tooter Mario Bauza, trumpets blend and attack like the brass of the top progressive jazz outfits. Pianist Rene Hernandez's fill-ins and solos contribute a rare sensuousness, and are a model of what a good pianist can mean to orchestra color—a department that is rare even in advanced jazz outfits.

Material consists largely of standard and original L-A numbers of every rhythm category—rumba variations, boleros, guaguanacos, guarachas, guarachas. The current craze is the mambo, a fast rumba, with which the hip terpers are now compulsively occupied. One of the hall's features is the Wednesday night mambo contests, which regularly draw not only the hip steppers but instructors and pros like Arthur Murray and the de Marcos.

Because of its specialization and unswerving integrity, the band has its limits, commercially speaking. It wouldn't do for hotel locations, but with the growing demand for rumba, it should have a solid ballroom future, and would make a fine stage show band. *Jerry Wexler.*

### Lawrence Welk

(Reviewed at the Hollywood Palladium, Hollywood. Personal manager, Sam Lutz. Booked by Music Corporation of America.)

TRUMPETS: Leo Fortin, Clarence Willard and Dick Hill.  
TROMBONE: Barney Liddell.  
SAXES (CLARY): Arnold Stanley, Orest Amodco, George Aubrey and Angelus Delabada.  
RHYTHM: Jerry Burke, organ and celeste; Larry Hooper, piano; Bob Cromer, bass, and Nicky Aden, drums.  
VOCALISTS: Helen Ramsay and Brad Gordon. Vocal trio: Arnold Stanley, George Aubrey and Dick Hill.  
WHISTLER: Roy Woldum.  
ARRANGER: Paul Summey.  
LEADER AND ACCORDION: Lawrence Welk.

Altho Lawrence Welk is far from his Midwestern stomping grounds, the reception he received at the Palladium must make him feel this is Chicago. This was his initial step to the Palladium podium, but not his first time to taste coast acclaim. Welk had a successful engagement at Ocean Park's Aragon a few years ago and last year returned to the seaside dancery for another money-making run. Welk had the Palladium management scratching its head, for it's the first time the terpers' patrons have so warmly received an ork. Selections are greeted with solid mitting.

There's no secret to Welk's popularity—he gives 'em what they want. Arrangements accentuate danceability, but Welk makes sure his product is musicianly and pleasant to the ear. His library shows strength in oldies and current faves. Ork dishes out a well-balanced diet of standards, pops, hillbillies and novelties that keeps couples on the floor. Instrumentalists are competent and well-disciplined.

Welk sparks the aggregation with his accordion, using the stomach Steinway to good advantage in winning mitts. Jerry Burke's electric organ—a rather unorthodox instrument for ballroom bands—adds considerably to the dance product. Its bass helps underline the beat, while the Hammond's manual lends a fullness to the over-all blend. Its solo use in such selections as *Claire de Lune* brings a sound that refreshes.

Welk offers patrons an all-purpose vocal department. In Brad Gordon, a newcomer, Welk has a lad whose sugar-coated pipes are suited to the ork's style. Helen Ramsay is equally capable in handling lyrics, while a vocal threesome of sidemen come in handy on novelty items. *Lee Zhito.*

### Harry James

(Reviewed at Hollywood Palladium, Hollywood. Booked by Music Corporation of America. Manager, Frank (Pee Wee) Monte.)

TRUMPETS: Nick Buono, Eugene Komer, Ralph Osborne and Pinky Savitt.  
TROMBONES: Ziggy Elmen, Charles Preble, Dave Robbins and Juan Tizol.  
SAXES: Corky Corcoran, Bob Poland, Sam Sachelie, Willie Smith and Bob Walters.  
RHYTHM: Bruce MacDonald, piano; Edward Mihelich, bass; Tiny Timbrell, guitar, and Bud Combine, drums.  
VOCALISTS: Marlon Morgan and Vinni De Campo.  
ARRANGERS: Neal Hefti and Frank Davendort.  
LEADER AND TRUMPET: Harry James.

With the Harry James name on the marquee, it looks like horn o' plenty days at the Palladium. In these pre-yule days when the showbiz take normally dips, brisk biz at the Sunset Boulevard dancery serves to underscore the terrific drawing power of the James tag. Customers remember the powerhouse aggregation, its high instrumental polish and the leader's mighty horn which held forth on this stand less than a year ago. They are coming back this time for more of the same.

Since the last hearing, James has dropped his four fiddles, but loss of the string quartet has detracted nothing from the over-all effect of the crew's instrumentation. Without the

### Bobby Byrne

(Reviewed at the Avalon Ballroom, New York. Band contractor, Don Byrne. Personal manager, Frank Hanshaw.)

TRUMPET: Fred Dale.  
FRENCH HORN: John Shultz.  
TROMBONES: Danny Repole, Jack Hitchcock and Bob Hoffman.  
REEDS: Sante Russo, Roger Hartman, Marvin Lowe and Don Byrne.  
RHYTHM: Ray Alexander, drums; Milt Fishkin, piano; Al Belmonte, bass.  
VOCALISTS: Karen Rich and Bob Hayden.  
ARRANGERS: Marty Manning and Walter Walnowski.  
HARP, TROMBONE AND LEADER: Bobby Byrne.

The new Bobby Byrne band is tailored for the hotel trade and has the ingredients for success via the more intimate presentation media of records and radio. While Byrne can get a big brass sound out of his four-way trombone scorings, the band's distinction lies in its variety of color combinations, tasty effects made possible by the versatility of the reed men (most of whom double with legit proficiency on either clarinet, bass clarinet, oboe and flue) and Byrne himself, who alternates between trombone and harp. Despite special amplification of the flute and French horn, the cleffing is pretty subtle for locations like the Avalon, where fragile voicings merely become part of the din.

The high standard of musicianship of the group is emphasized by the outstanding solo work of Byrne on trombone, and his brother, Don, on flute. Bobby's tone, technique and jazz style rate him with the toppers on the horn. And his embellishments of slow standards such as *Sophisticated Lady*, are breathtaking. Byrne's amplified harp, when mixed with the various reed combinations, is especially effective behind ballad vocals, or in solo spots set off by soft trombone section transitions. Don Byrne's flute provides sparkling virtuoso touches in the Latin-American department, flashing brilliant technique and a beautiful tone on sambas and the usual rumbas and boleros.

In the vocal department Bob Hayden shows up as a vastly improved singer since his Benny Goodman days. With a big, full voice and a fine sense of phrasing, he can prove a strong factor in the band's rise. Less can be said for the fem department, however. Chirp Karen Rich shows some promise with rhythm tunes, but her musical equipment otherwise fails to measure up to the organization's caliber.

With the photogenic Byrne himself set as music director of an American Broadcasting Company (ABC) TV show, and with a Mercury recording pact coming up, the band should soon be set with adequate showcasing for its fresh musical ideas and commercial danceability. *Bill Simon.*

string wing, James's crew sounds brighter, sharper. Arrangements were designed with foresight so that instrumental combination would not be disrupted once Strads were dropped. Saxes and trams weld to give body and color to the over-all blends and are particularly effective in the ballad paced selections. There's the same old unison drive, solid riding and full brass blowing that's kept the James tag in the top name band class. The batoner's lip is in top form and delivers a full bodied trumpet tone in true James tradition.

Book is chock full of current faves well-balanced by a healthy diet of hits from the past. Vocal department shows its strength with Marlon Morgan delivering the lyrics in tasty fashion capably balanced by Vinni de Campo's ballading. *Lee Zhito.*

### VICTOR INKS MILSTEIN

NEW YORK, Jan. 1.—Nathan Milstein, leading longhair violinist, this week signed a long-term recording pact with RCA Victor. The artist, for many years a Columbia mainstay, became the second name fiddler inked by the diskery since the ban lift. Jascha Heifetz's signing was announced in *The Billboard* December 18.

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# Philly Clubs Turn to Hillbillies

## Ops Aroused By Successes In Other Fields

### Rumba Loses Grip?

PHILADELPHIA, Jan. 1.—Local nitery ops are beginning to look with favor for the first time upon hillbilly and Western talent.

In recent weeks, more than a dozen nitery ops have queried *The Billboard* here to confirm whether the stories appearing each week about the box-office success of the Westerners, both on records and in parks and theaters, is on the up-and-up. Even for metropolitan Philadelphia alone, any record distributor will tell you that the hillbilly records out-sell bebop. Every radio station in town has one or more successful hillbilly programs and most of them commercially sponsored; even television has taken to the outdoor entertainer with Jesse Rogers just taken on by Philco's WPTZ for a Friday night video show of his own. And not forgetting that it's a sellout at the 6,500-seat Arena for a week or more everytime Gene Autry, Tex Ritter and Roy Rogers comes to town; or that for four years of Saturday nights, WFIL has been filling Town Hall for a *Hayloft Hoedown*, a paid-admission show that is also carried by the ABC radio and video networks.

### Rumba Slips?

With the rumba losing its magic as a lure (where the rumba addicts still come in they spend all their time on the dance floor rather than spending), the nitery ops are more than serious this time in looking to the hillbilly as the new gimmick to get 'em in. Already, more than a half-dozen nabe spots in town are featuring the Western form of entertainment with success.

So successful have been Sid Weintraub and Harry Pinsky in featuring Tommy Mason and His Rangers at their newly acquired Del Rio Club that they've decided to bring in Western names for an added hypo. Teasing off the Western name policy for the room is Dick Thomas, writer of *Sioux City Sue*, letting him off on Wednesday nights to make the Village Barn video show out of New York.

Jolly Joyce Agency, local theatrical agency which handles most of the Western talent in the East and is booking the Del Rio Club, reports there has been an increasing interest in the hillbilly on the part of nitery owners. The agency is at present negotiating to bring in a troupe of square dancers to the New Latin Casino, town's top supper club where the big variety names are featured. The hillbilly replacing the rumba has (See *Ops Aroused* on page 38)

## Lexington's Ben Ali Adopts Flesh Policy

LEXINGTON, Ky., Jan. 1.—Vaudeville returns to the Ben Ali Theater here for the first time in 20 years, January 6-8, when house manager George W. Pugh brings in a variety show booked thru the Al and B. Dow office, New York. The vaude-pic policy will continue thru winter and spring if grosses hold.

Inaugural bill offers Joe Allen, Berk and Hallow, Morris and Ryan, Mario and Francisco, and George Nicholas.

## Tighter Liquor Rule Demand

PHILADELPHIA, Jan. 1.—A letter to the local State Liquor Board demanding that violators of the liquor laws have their licenses revoked or suspended, instead of getting compromise fines of \$10, has started Philly cafe ops worrying.

The demand was made by Lawrence H. Eldredge, president of the Pennsylvania Alcoholic Beverage Study, Inc., to the State Liquor Control Board who criticized the board's practice of taking a fine instead of closing the spot.

In the first eight months of 1948, Eldredge said, the State Liquor Board refused cash offers to compromise in only 8 per cent of the cases in which suspensions of license were imposed. He cited 33 cases, all but four involving at least second offenses, in which, instead of revoking the license or at least insisting on the full execution of the suspension term, the board followed its practice of accepting, as a compromise a fine of \$10 a day in lieu of (See *Tighter Liquor Control*, page 38)

## Ritz House Sets Week-End Dates

NEW YORK, Jan. 1.—Warner Bros. will reopen its Ritz Theater, Elizabeth, N. J., for week-end shows starting January 31. This is the first time this house put in more than one-night stands in many years.

The opening show will have Tony Pastor and a few acts, yet to be set. The show will open January 31 and run until February 2. Warners will also open its Pittsburgh Stanley Theater for a week with Jack Carson. It was hoped that the chain would be able to open not only Pittsburgh but Philadelphia as well, for regular week stands. But inability to make a deal with the musicians' unions in both cities has so far stymied such plans. The reopening of the Stanley was based on a special undisclosed deal with the union and calls for just one week.

## Miami Ops Eye Ink Spots' Click In J. Crow State

MIAMI, Jan. 1.—The early success of the Ink Spots at Tony Lopez's recently opened Monte Carlo has started the competition to wondering if it also can take a chance on Negro talent in a Jim Crow State.

Jack Goldman, of the Clover Club, has already bought Cab Calloway to open for him January 19, tho he protected the booking by putting Buddy Lester and Gracie Barrie on the same bill. Goldman also has deals pending for the King Cole Trio, Nellie Lutther and Louis Jordan.

The Monte Carlo has Bill Robinson set to follow the Ink Spots and Ella Fitzgerald due to come in after Robinson.

With the Monte Carlo already in business and the Clover set to follow with Negro talent, at least three other clubs have queried New York percenters for acts they might make a buck with. Most Negro acts, however, are cautious about taking jobs until they see how things develop. The big fear is what will happen if the acts socialize. So far none of the cross burners or sheet wearers have started anything. Cops assigned to the Ink Spots opening had nothing to do. The hope is that things will remain quiet. But everybody concerned is keeping his fingers crossed.

## Joe Paxton Dies In Auto Crash

HUNTINGTON, W. Va., Jan. 1.—Joe Paxton, who with his brother, Paul, formed the acrobatic team known as the Paxton Brothers, was instantly killed near here early Tuesday morning, December 21, when the car he was driving was struck by a truck.

Paxton had been visiting Barney Glatt, manager of the Continental Club at Chesapeake, O., and was en route to Huntington to pick up Tony Sennes, brother of Frank Sennes, Cleveland booker, when the accident occurred. The Paxton Brothers were well known in vaude and nitery circles.

## BBC Pic-TV Pact Worries Vauders

LONDON, Jan. 1.—British vaudeville performers are becoming worried over the recently announced movie-television agreement that provides for an interchange of features, giving the British Broadcasting Corporation (BBC) video rights over feature films, with movie houses showing BBC's live television programs, according to Frederick B. Opper, manager of the American Broadcasting Company's London bureau.

They are afraid variety audiences will stay away in droves from the vaudeville houses—such as London's Palladium, now packed nightly—in preference for an assorted movie-television program at the neighborhood theater.

The song-and-dance men have asked for joint talks with other stage and music workers' organizations to study possible repercussions when the experimental television-movie agreement comes into force early in 1949, Opper reports.

Present plans call for the BBC (See *BBC Pic-TV opp. page*)

## Is It To Be Minsky Harem?

NEW YORK, Jan. 1.—The shuttered Harem may reopen as a semi-strip and small-act spot tagged as Minsky's Harem, according to sources who are now in on the talking stages of a pending deal.

The idea is to bring the *Minsky Follies*, now playing at Harold Minsky's Colonial Inn, Hallendale, Fla., to New York after the Miami season ends and, with the possible addition of a couple of more acts, use it at the Harem.

If the deal jells it will bring together Abe Ellis, who holds the mortgage on the spot, Harold Minsky and Arthur Jarwood. Jarwood holds the rights to the name Minsky. It is possible that Nat Harris, present op of the Harem, now running the Brook Club, Miami, will also be in on the deal. However, up to this date, he hasn't decided.

## Raided Philly Spot May Sue

PHILADELPHIA, Jan. 1.—The Spiegel brothers, operators of the Little Rathskeller, have served notice they are going to fire back at the city as a result of the recent raid of their room by the police bureau's crime prevention squad.

There were more than 500 patrons in the place for the big Saturday night show, and the raiders, charging that minors were in the room, ordered everybody out at once. The Spiegels say their loss that evening was \$2,500, for which they are planning to sue the city. The spot took in only \$500 and the \$2,500 was lost thru non-payment of checks.

The night before, the crime prevention detectives, on similar charges of liquor being sold to minors, chased about two dozen customers out of the midtown Down Beat without giving the owners an opportunity to collect the checks.

## Hal Braudis at New Post

LAS VEGAS, Nev., Jan. 1.—Harold Braudis, for the last several years in charge of entertainment at the Hotel Last Frontier here, has moved over to the Thunderbi Hotel, this city, where he will handle entertainment, advertising and publicity. His Kathryn Duffy Dancers continue in their third season at the Last Frontier and another Duffy group is being prepped for a Vancouver, B. C., nitery.

## BEGINNING IN THIS ISSUE

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(Thursday, December 30)

Capacity, 3,200 seats. Prices, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly. Shows played by Deke Moffitt's house ork.

It's a tight package, good for big yocks thruout, that film comic Jack Carson and his entourage of radio-Hollywood talent tosses around here this week. The big, likable Carson, working a trick laugh to the hilt and buttressed by Marion Hutton and Robert Alda, of the films, and George Mann, Dave Willock and Bob Sweeney, from his air show, with an assist from the Emerald Sisters, dishes up variegated comedy that reeks with conviviality and has pew sitters in his corner from the start.

Not a little of it is pure corn, buttered and salted to sate the tastes of young and old alike. Slapstickery dominates the show even when the serious is attempted. Burlesque situations have their innings, as in the case of Carson's tonsiling of *He'll Love Texas Until the Day He Dies* and *Melancholy Baby*, with Mann, Sweeney and Willock backing him in a phony hand-balancing turn that brings screams of delight.

Standout is the old burly turn, *The Stand-In*, portraying a film studio's sound stage and replete with the usual pie-tossing, water dousing and knockabout falls, with Carson the poor unknowing lunk on the receiving end. His aides give the set-up effective treatment.

Carson, in the emcee role; operates in easy, informal style and is all over the place for the major portion of the show, setting up humorous situations and spicing them with deft ad-libs. His little-girl-big-brother turn with the elongated Mann and running comedy chatter with Willock and Sweeney are potent stints that bring big chuckles.

Emerald Sisters send the show off to a speedy start with a number of amusing acro turns. They went away a solid winner. Robert Alda, film name, sports a snazzy bary voice in his *Pretty Baby* and *Oh! Marie*, clicking handsomely on the latter.

Blond and shapely Miss Hutton packs an abundance of charm and knows how to hold and please listeners. She offered a zingy *Good Day, Brooklyn Love Song*, done in Brooklynese, and *Who Stole the Jam?*, chalking up extended palm whacking for each effort.

Deke Moffitt's house ork did its usual fine show cutting job.

Pic, *Blondie's Secret*.

Bob Doepker.

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**VAUDEVILLE REVIEWS**

**Oriental, Chicago**

(Thursday, December 23)

Capacity: 3,200. Prices: 50 to 98 cents. Four shows week-days, five shows week-ends. House booker, Charley Hogan. Show played by Carl Sands's house band.

Charley Hogan saved a blue-ribbon winner for his two-week holiday edition here, with the four acts blending into a jet-propelled production. Producer Will Harris did his best job in two years in creating a Christmas setting to help put the show across and the Carl Sands crew went thru a carefully selected medley that sewed up a big opening mitt.

The Winter Sisters have renovated their fast tumbling turn to advantage, working in some slower and classic acrobatic work that is smart contrast to their fiery running full flips and somersaults. A number of new specialties, a prolonged hand-walking bit and a slow bend from a two-man stand, also spice the act.

Vivian Blaine has changed the color of her hair from titian to blond. The screen star sticks to straight warbling all the way to excellent results. Her encore bit, a parody on the best friend stealing the boy friend, is a good piece of material and well-delivered.

Behemoth Jack Leonard was called back twice and knocked off the biggest hand of the show. Working faster than ever, Leonard came up with routines and songs that pulled yocks consistently. His second encore bit, in which he kidded with orkster Sands, was a classic.

The Three Suns received a heavy mitting. Working on the elevated pit platform, decorated with Victor tele sets with their pictures on the screen, the threesome went thru their record hits and several pops to top hands. They are working more comedy into their stint, making them better sight attractions.

Pic, *The Three Musketeers*.

Johnny Sippel.

**Chicago, Chicago**

(Wednesday, December 29)

Capacity: 4,200. Prices: 50 to 98 cents daily. Five shows daily, six week-ends. House booker, Harry Levine. Show played by Louis Basil's house band.

Holiday package here is sock 55-minute stanza. Louis Basil's crew, working against smart Christmas church window backdrop, contributes a medley of standard yule tunes to pull juicy mitts.

Three D's, two men and a fem, score with their fast horizontal bar turns, with the tall comic's delayed plunges and near-misses getting gasps all the way. Gal mixes in well with some hand-walking and fast tumbling between bar swings.

Ethel Smith in her first local appearance impresses with her sincerity in dress, make-up and talk between numbers. Strictly homespun, the Decca Hammond organist hit paydirt with her animated fingering and exceptional technical ability. Utilized strobe shoes to highlight her foot-pedal work. Her arrangement of *Fiddle Faddle* makes excellent listening and deserves to be recorded.

Mel Torme has expanded more deeply into comedy to sell himself as a stage personality as well as a singer. While his delivery is fine, he needs something more sturdy than the worn-out *Orphan Annie* routine to build on. Torme got consistent response for a couple of holiday ditties and an up tempo *Almost Like Being in Love*, but he should include something more romantic to fit the character he's built via Musicraft wax. Finished to hefty hand on his standard tubing closer.

Billy DeWolfe received tremendous attention but needs newer material to encourage patrons to see him again. DeWolfe is doing approximately the same act he did 10 years ago and which he presented only eight months ago at this house.

Pic: *Paleface*. Johnny Sippel.

**New York:**

**Stem Gets 518G for Xmas; MH, 157; Roxy, 100; Cap, 96**

NEW YORK, Jan. 1.—Stem vaude managers were feeling happy after a \$518,000 Christmas week at the flesh-pic houses as compared to a depressing \$304,000 the week before. The gross might have been even larger, but storm warnings posted in this area last week-end kept the crowds away from Broadway. It was also a substantial improvement over last year's 306G Christmas week, tho not nearly as good as the lush \$686,350 collected during the same week in 1946.

Radio City Music Hall (6,200 seats; average \$115,000) collected a lush \$157,000 in comparison to a strong \$130,000 registered the week before. The holiday bill is the Nativity Pageant, the Cristiani's, Pallenberg's Bears and *Words and Music*.

Roxy (6,000 seats; average \$89,000) clicked the first week with its new show to the tune of \$100,000. However, the take is for eight days, since the previous stanza was only for six days. The new presentation is headed by Barbara Ann Scott and the Ice Show, Bob Evans, Gautier's Steeplechase and *That Wonderful Urge*.

Paramount (3,654 seats; average \$76,000) was even stronger than the week before, grossing \$90,000 as compared to an \$80,000 preem. The bill is Benny Goodman's ork, Buddy Lester and *Paleface*.

Capitol (4,627 seats; average \$66,000) had one of its best weeks in months, grossing \$96,000. The new show has Burt Lancaster, Gene Sheldon, Skitch Henderson's ork and *Every Girl Should Marry*.

Strand (2,700 seats; average

\$40,000) was up to \$75,000 its first stanza, with the new bill consisting of Tommy Dorsey's ork, Bobby Van and *Adventures of Don Juan*.

**BBC PIC-TV**

(Continued from opp. page)

television department to show England's 340,000 viewers up-to-the-minute features and shorts as soon as they have finished the initial circuit of first-run houses. In turn, six theaters in London's fashionable West End will give audiences live TV shows emanating from BBC's Alexandra Palace, along with on-the-spot telecast coverage. The agreement is a trial one, ending a 30-month deadlock, and if proved successful will be extended to cover the entire country.

Variety artists, however, are afraid they may be hurting their cause, and negotiations and compromises undoubtedly will result before the trial agreement becomes permanent on a national basis.

**Gims Flood Washington P. A.**

WASHINGTON, Jan. 1.—Promotion in behalf of this week's appearance of Dinah Washington and the Ravens at the Howard Theater was loaded with gimmicks. All patrons named Washington were given a string of simulated pearls. In the lobby was a fish bowl loaded with sticks of gum. The four customers coming closest to guessing the number of sticks were given bottles of perfume.

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## Copa City, Miami Beach

(Thursday, December 23)

Capacity, 700. Price policy, \$3-\$5 minimum. Shows at 8 and 12. Operator, Murray Weinger. Booking policy, Beckman-Pransky, exclusive. Estimated budget this show, \$20,000.

Designed by Norman Bel Geddes, Copa City is unlike any night club with the possible exception of the fantastic ones dreamed up by Hollywood's movie set designers, and none of them has ever equaled the magnitude of Copa City.

In the shape of a huge apple, there is hardly a straight line or a door in the entire club. In the main room the high ceiling is invisible above group of pink cement "clouds," suspended on wires. Pinpoints of light shine down thru these clouds like stars on a summer night. When the room becomes smoky, these lights form rays like tiny searchlights from the sky.

## Shops in Foyer

With a stage built to handle legit productions, if desired, Copa City incorporates several other features new to night club operations. Among these is the group of shops in the foyer. Enclosed by glass walls, these are actually mere display set-ups for exclusive merchandise, among them a Maida Heatter shop.

Copa Lounge, to be headquarters for Copa City's commentator, Barry Gray, also has some new ideas, chief of which is a low-slung wooden chair with curved seat and back which is the most comfortable chair anyone ever dared put in a club.

Built at a cost estimated from \$300,000 to \$1,000,000, Copa City is not only the most fantastically futuristic night club in America, but is also one which just might fool everybody and make money.

## Milton Berle

The opening show of Milton Berle and a Benny Davis-Don Arden production teed off with a bang to nearly 2,000 patrons, who paid a \$15 opening-night minimum for the privilege of seeing the unveiling of the new club.

Berle hardly needs reviewing, but as a part of this show he is perhaps as great as any night club performer in the history of show business.

Getting into every act, Berle was knocked about with the Moroccans, he worked with Betty Bradley, a pleasing singer, and made a terrific hit as Cousin Elmer in a skit with the Mountaineers, a hillbilly quartet with girl singer attached.

Berle had to force the Mountaineers off after a tumultuous protest from the audience, then slowed down things a bit with Sid Gary, a good baritone but a bit slow for the fast pace of this production.

Don Arden produced some exceptional dance numbers which were well suited to the vast Copa City stage.

Dick Lowe.

## OPS AROUSED

(Continued from page 36)

also just taken place at near-by Atlantic City. For years, the Round the World Room of the resort's Hotel President has been the citadel of the rumba enthusiasts. But instead of

the make-a-box appeal, the Round the World this week brought in Tex Lightning, the Square Dealer, to stage square dances and country games in the class hotel room.

## NIGHT CLUB REVIEWS

## Earl Carroll's Theater Restaurant, Hollywood

(Tuesday, December 28)

Capacity, 1,160. Price policy, \$2 admission, dinner a la carte. Owner, Hollywood Restaurant Corporation. Manager, Virginia Lear. Shows at 9-15 and 12. Booking policy, non-exclusive. Publicity, Ruth Winn. Estimated budget this show, \$7,000. Estimated budget last show, \$7,000.

Save for the addition of two acts, the 11th annual edition of Earl Carroll's Vanities is almost identical to last year's offering. The creative hand of the late producer is much in evidence in staging, costuming and routines, all of which faithfully follow patterns established by Carroll. Aimed at tourist trade, the accent is on corn and bare legs. Using lighting and staging tricks calculated to catch the eye, Carroll's colleagues have sustained the illusion of glamour and beauty.

What the show lacks in talent and inventiveness is compensated for by frequent parading of undraped, leggy gals, plus hokum and colorful costuming. Customers greeted each new routine with hefty hands.

Headlining is Professor Lamberti, who scored tremendously. Spotted near the end, he lifted the sagging revue with swift and certain force. While his routines are familiar and corny, Lamberti peddles with a brand of showmanship and timing rarely seen in vaude houses today. His act earned a beg-off after several callbacks.

Robert Lamouret, French importation, clicked with his novelty ventro act. Working with a Donald Duck doll manipulated by means of a sleeved-hand control, the lad created a convincing illusion. Patter, flavored with Continental accent, was smooth and original, while puppet movements showed skill. For a wind-up, the lad had a wooden stooge lather his beard with shaving brush, getting a face full of goo and building to a solid pay-off.

Newcomer Virginia Dew took over leading lady's chores handled in the past by the late Beryl Wallace. Miss Dew works hard, is eye-filling and talented, but lacks in sales ability. However, she shows promise.

Comedy chores fall to pint-sized Bobby Morris and newcomer Bob Gentry. Routines have a burly flavor and suffer from too many old gags. Morris is a natural clown. Lovely Jean Richey is a standout in everything she does. She can dance, sing and handle herself ably on roller skates or bikes. Principal chirp chores fall to the Carrolliers (five boys), with A Lyons ork handling music.

The chorus does little more than parade. Ladies of the ensemble could show more enthusiasm for their chores.

Alan Fischler.

## Swiss Chalet, Bismarck Hotel,

(Tuesday, December 21)

Capacity, 250. Price policy, \$2.50 minimum, no cover. Publicity, Bill Harsh Agency. Producer, Lucille Ballantine. Estimated budget this show, \$1,100.

This ultra-smartly decorated hostelry room is depending on the Alpine cuisine and motif for patronage, with its first show a low-budgeted affair that stacks up just so-so.

Dorothy Johnsen and the Commanders, four good looking young males, worked in the conventional harmony team dress a la the Vikings, but lack the necessary polish to sell a number. Group ran thru a series of lusterless conventional show tunes, with fair over-all harmony and routine but showed a need for original material. Their gestures and animation were equally dull. Maybe when they're relaxed they'll do better. But they still need better material.

Joe Isbell, hillbilly yodeler from WSB, Atlanta, merited his heavy applause. He's just right for the room. Costumed in Tyrolean outfit, Isbell did Chime Bells and the Alpine Milkman. Room needs more of these Swiss-type acts and he proved it by winning two call backs.

Joe DeSalvo's foursome did a good job of show backing. DeSalvo needs some instruction in emceeing, for his remarks between numbers were strictly on the forced and corny side.

Johnny Sippel.

Philly Latin Casino  
Hyps Star Policy

PHILADELPHIA, Jan. 1.—To meet the competition from the reopening of the Mocambo as a private club (2-4 Club), Harry Steinman continued to line up the top names for his Latin Casino floor. To follow Harvey Stone, current, Steinman brings in Carmen Miranda for the January 24 week for her first local nitery date. Danny Thomas follows January 31 in his first local appearance. Starting February 7 Ted Lewis comes back for a fortnight.

The big boost to midtown mid-nighting is the relighting of the Mocambo—for members only at \$10 a year for an admission card handled by Eddie Callahan. Chartered as the 2-4 Club, it has all the cabaret trimming on tap with a full floor-show, a line of girls and the continuous dance music provided by Mickey Familant and Vincent Rizzo. In the managerial post is Ike Beifel, one-time boss of the 1523 Club of yesteryear. George Sampson, who used to hold the same post at the late Jack Lynch's Walton Roof, is the maitre d', assisted by Johnny Bazzani, former maitre d' at Palumbo's, and Jimmy Coyne.

## TIGHTER LIQUOR RULE

(Continued from page 36)

closing for the suspension period.

By accepting cash compromises from repeat violators, the board in effect carries out a policy of "permitting the licensee to break the law at a price," Eldredge charged. The violations for which the license holders escape shutdowns by paying \$10 a day for periods of 30 to 60 days included permitting gambling on the premises, adulterating liquor, serving to minors and to intoxicated persons and sale by private membership clubs to non-members.

Eldredge, who has been a critic of the board's punitive methods before and has clashed with the board chairman on the subject, sent copies of his letter to Gov. James H. Duff and to each member of the State Liquor Board.

Cafe Society Downtown,  
New York

(Tuesday, December 28)

Capacity, 210. Price policy, \$2.50 minimum. Shows at 9, 12 and 2. Owner-operator, Barney Josephson. Booking, non-exclusive; publicity, Kohn-Nard. Estimated budget this show, \$1,200.

The new show is different in that it has a couple of Frenchmen in a room long known for its jazz delinquents. Two Frenchmen, Roche and Aznavour, said to be song and special material writers of note in their country, are probably a hit with a parlez-vous audience, and the hope is they'll draw that kind of audience here. Given enough time and exploitation they probably will, but as performers working to a typical Cafe Society crowd, they failed to register. Roche at the piano and Aznavour at the stand-up mike have the typical Gallic intensity tho not the sales ability of their better known compatriots working around town. Aznavour introduced each song with a heavily accented English explanation which seemed to be routines in themselves. In fact, the intros were so involved and labored that the songs themselves fell flat. They need more experience and more polish to appeal to American audiences.

## Page Talks Back

Patti Page, a Mercury waxer, has the potentials but not the material. In only one number, Tomorrow Night, did she show a styling and a delivery that indicated future growth. A record talk-back thing on Confess, in which her voice was dubbed in for duet and talk-back effects, showed possibilities. It could be used for comic effects to be taken advantage of in case the record breaks down. The gal's appearance also needs some changing. She's a very pretty light brunette but hurts herself with a black off-the-shoulders gown that highlights physical attributes that might well be toned down.

Jack Gilford, a holdover, pulled the customary yocks for his comedy act.

The show teed off with Dave Martin's ork doing a deliberate corn ball version of Jazz Me Blues. The hipsters laughed. The squares applauded. So all in all it made for a good commercial kick.

Bill Smith.

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# Private Clubs Replace Niteries To Beat Philly's Early Closing

PHILADELPHIA, Jan. 1.—At the rate the night club industry is turning into a private club business here, ringsiding will soon become an art "for members only." The grab for private club charters is steadily increasing, and at the present rate a night club where anybody with a buck can walk in may soon become an oddity. The fact that the public spots must shutter at midnight Saturdays and remain closed Sunday is the prime factor that makes the private club set-up, with its after-hours and Sunday privileges, so desirable to the nitery owners. Privately chartered clubs, apart from paying smaller fees for their liquor licenses, are permitted to keep the bars going until 3 a.m. every morning.

While the private clubs have been primarily "eating" clubs, last week found the Mocambo, once a lush and class cabaret, relighting as a private club presided over by Ralph Marlowe. As with all such clubs, admission is by membership only. And the clubs get an added source of income in setting up annual dues usually ranging from \$5 to \$10.

Added impetus to the private club set-up has been given by the success of the C. R. Club and the Dagmar Club, both class boites away from the main stem with club members getting all the comforts of floorshow and dancing on top of expanded time schedule for night-living.

On heels of the Mocambo reopening will be the conversion of Tom Sciolla's Swan Club into the private Blue Ribbon Club. For years, the

Swan Club has been a key neighborhood nitery. In reviving the defunct Blue Ribbon Club charter, Sciolla is joined by Larry Frisch, former steward at the Moose Hall here, and others. Sciolla also operates Sciolla's Theater-Restaurant.

The band booking team of Tom Cavanaugh and Jimmy Martin, already operating the Brookline-on-the-Boulevard Ballroom, will debut as nitery ops in reviving the private club charter of the 43d Ward Republican Club. They've taken over a North Philly spot once serving as a ballroom and later as a musical bar. The state Liquor Control Board is very strict on private club operation, frowning on any one-man set-ups and requiring the issuance of paid membership cards and the keeping of books and filing of financial statements. There is no limit to the number of such private clubs a person may join.

## Talent Budget Cuts Planned In New Haven

NEW HAVEN, Jan. 1.—A survey of the nitery ops in this region as to 1949 prospects indicates that talent budgets will be shaved to the bone.

With most of the houses using three act imports and padding the rest of the bill with local talent, cafes are certain that the next season will find them forced to depend on amateur nights, talent contests, etc., to stay out of bankruptcy.

Owners report that the policy of booking professional emsees, a dance team and stripper is paying off over the week-ends just so long as they can keep the minimum up to \$2. But they have noticed a tendency for most customers to stick close to the minimum. After the band and the acts have been paid, the net isn't anything to brag about.

The first step in the economy move is to cut down on the bands from seven pieces to five, and to drop the dance teams, using the emsee and stripper (the "exotic" gals are still hot stuff in the stix), and filling in with "Miss Main Street" and the local accordion wiz.

Despite this pessimistic attitude on the part of the local owners, a syndicate of amateur angels is seriously planning on building a "gilded palace," where white tie and tails would be obligatory and where name bands and personalities would be brought in for entertainment. The patronage would be on a strict membership basis and the tariff would be strictly a cover charge—\$10 per.

## Rumba Room Quits; New Ops—No Shows

PHILADELPHIA, Jan. 1.—The first nitery casualty of the new year is reported to be the Rumba Room of the Chateau Crillon. After failing to make a go of it with floor shows added this season to overshadow the Latin appeal of the room, the spot had been put on the selling block by operator Marty Goldberg some weeks ago. The asking price was \$30,000 without any takers.

In giving up the ghost New Year's Eve, the room reportedly goes to Irv Perper and Stanley Schwartz, pending Liquor Board approval. Schwartz formerly operated the class Coronet Club, since shuttered.

The reported price is about \$17,000 for the room; the decor alone is said to be worth much more. New owners do not contemplate operating the room as a nitery. They plan to keep the room open for diners only.

## Pfeiffer Plans Cut-Rate '90s Style Nitery

CHICAGO, Jan. 1.—Based on the assumption that the public is tired of high night club prices, Jules Pfeiffer, lawyer and erstwhile legit show producer, last week announced the January 24 opening of a Gay '90s type spot which will feature "all drinks, except champagne and special brands, at 49 cents, and an admission charge of 49 cents, including tax." The Pfeiffer nitery, to be called the Bow-Wowery, is being built at 427 North Clark Street, at an estimated cost of \$75,000. Spot will hold between 350 and 450 patrons.

Pfeiffer intends to invest \$2,500 weekly in shows, with Lou Goldberg, New York producer, handling the skedding and routing. The Bow-Wowery will feature gas lighting, an oleo curtain and other old-time vaude props. Pfeiffer plans to run with six to eight moderately priced acts, with singing waiters worked in.

Promotion will be heavily gimmicked, with contests for ugliest and skinniest woman in Chicago first on the docket. Early in March, a sports night will be started, featuring gal wrestlers and sports celebs, with Roger Treat, local sports columnist, as emsee.

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THE HOLLYWOOD REPORTER says: "Dorothy Shay is back at the Coconut Grove where four months ago she set new records!"

DAILY VARIETY says: "Packed with sock material!"

HARRISON CARROLL, King Features Syndicate columnist, says: "Wowed them again... she's 100 per cent class!"

CHOLLY ANGELENO, society editor, Los Angeles Examiner, says: "The shapely and handsome songstress had a jam-packed house eating out of her hand!"

J. E. BENTON, Los Angeles Ambassador, says: "Your highly acceptable performance, coupled with a pleasing personality, has endeared you to the patrons of the Coconut Grove."

C. N. HILTON, Hilton Hotels, says: "In your appearance in the famous Empire Room of the great Palmer House, you made a tremendous success, and we are frequently asked when you will return for another engagement."

GEORGE D. SMITH, Hotel Mark Hopkins, says: "Congratulations on the splendid job you are doing in the Coconut Grove! We knew your engagement would be a sensation there, because you have done such a wonderful business for us when appearing in Peacock Court."

HAROLD KOPLAR, Chase Hotel, says: "Your three previous engagements in our Park Plaza Hotel were outstanding... this one tops them all."

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"DOROTHY SHAY (The Park Avenue Hillbillie) GOES TO TOWN"  
Columbia Album C-155

"DOROTHY SHAY (The Park Avenue Hillbillie) COMING 'ROUND THE MOUNTAIN"  
Columbia Album C-171

**RAPE OF LUCRETIA**

(Opened Wednesday, December 29)

**ZIEGFELD THEATER**

A music drama with book of Ronald Duncan and score by Benjamin Britten. Staged by Agnes DeMille. Sets and costumes by John Piper. Lighting by Peggy Clark. Vocal direction, John Howell. Conductor, Paul Breisch. General manager, Warren Munsell Jr. Stage manager, Arthur Marlowe. Press representatives, Leo Freedman and June Greenwald. Presented by Marjorie and Sherman Ewing and Giovanni Cardelli.

- The Male Chorus.....Edward Kane
- The Female Chorus.....Brenda Lewis
- Collatinus.....Holger Sorensen
- Junius.....Emile Renan
- Tarquinius.....George Tozzi
- Lucretia.....Kitty Carlisle
- Bianca.....Vivian Bauer
- Lucia.....Marguerite Piazza
- Roman Woman.....Lidija Franklin
- Two Etruscan Soldiers.....Kazimir Kokie, Lucas Hoving
- Roman Man.....Robert Pagent
- Roman Youth.....Stanley Simmons
- A Prostitute.....Bunty Kelley

A reporter is advised that *The Rape of Lucretia*, "music drama," with book by Ronald Duncan and score by Benjamin Britten, comes here after "pre-eminently successful engagements in Europe and throught the Continent." A reporter wouldn't know about that, but he does know that *Lucretia*, as imported by Marjorie and Sherman Ewing and Giovanni Cardelli, adds up to pretentious, operatic fiddle-faddle, torpid, sluggish and tedious. If it is making a bid at the Ziegfeld as commercial stem entertainment, its shrift will be short. If it is aimed at the long-haired cognoscenti, it belongs in the Met where, incidentally, one believes its hours would be numbered. It seems as tho the Ewings and Cardelli might better have forgotten the whole thing.

Perhaps the legend of Lucretia's raping by Sextus is too short on dramatic content to make full-length operatic fare; certainly the Duncan version makes it so appear. The author has elected to present it via a one-man, one-woman sort of Greek chorus that melodically explains what is going on. They sing in English, but the Britten score calls for such vocal pyrotechnics that a pewsitter doesn't get more than 50 per cent of what they are chanting about. The device merely serves to emphasize a padded, static story which Duncan practically never succeeds in bringing dramatically to life. Thus it takes half of Act I to prove that Sextus is a bad boy and another half to show that Lucretia is a good girl.

**A Lay of Succinct Rome**

Act II composes the rape scene (which certainly must have come off in a sound-proof room or the whole household would have been in an uproar), and the finale in which Lucretia confesses her shame and kills herself. There are occasional parades of Etruscan soldiers across the background and Roman citizens suffering variously from tyranny. These may be presumed to cover the book's political implications.

Scorewise, Britten's script is modernly unmelodic. It may have a rhapsodic appeal for trained musical ears, but how many such will be lured to the Ziegfeld is problematic.

On the asset side of the ledger, Lucretia obviously abounds in good voices. It has to. John Piper's sets and costumes enhance a barbaric period mood, and Agnes De Mille's stylized staging is in the same category. Kitty Carlisle sings and acts the title role eloquently and without too great a strain, and Holger Sorensen, Emile Renan and George Tozzi give her ample support. Outstanding, however, is a terrific chorus chore from Edward Kane. Latter has a rugged sequence describing Sextus's mad ride to Rome which packs real vocal fireworks and is a top spot in the proceedings.

But over-all, as musical drama, opera or whatnot, let Europe keep *Lucretia*. This reporter will stick with such home-grown products as *The Medium*.  
Bob Francis.

**BROADWAY OPENINGS**

**DON'T LISTEN, LADIES**

(Opened Tuesday, December 28, 1948)

**BOOTH THEATER**

A comedy by Sacha Guitry, translated by Stephen Powys. Staged by Willard Stoker. Set by Leon Davey. Company manager, Ben Boyar. Stage manager, Martin Beckwith. Press representative, Max Gendel. Presented by Lee Ephraim and Jack Buchanan.

Without superior playing, the latest British import, *Don't Listen, Ladies*, would add up to nothing more than a highly contrived, somewhat witty, little Gallic farce. Tracing its origin from the nimble pen of Sacha Guitry and translated with calculated raciness by Stephen Powys, it is of old-fashioned, powder-puff buoyancy. However, with exceedingly superior playing by Jack Buchanan and amiable support from an all-West End cast, *Ladies* takes on an extra superficial sheen which hides much of its triviality. The first of its two stanzas boasts a considerable crackling of acrid humor. If the second is a let-down of silly contretemps in the silliest French tradition, it still has enough amusing twists to please a not-too-critical customer in search of frothy entertainment.

*Ladies* is no clinical survey of the battle of the sexes, but merely an unashamed bid for commercial laughs at fem skulduggery and the happy conceit that the misguided male always leads with his chin. It concerns the not too serious dilemma of a middle-aged Parisian vender of antiques, who is not getting on with his young wife. It seems she claims to have spent the night in a broken down Ferris Wheel, and he doesn't believe it. There is also a matter of a love letter which the gal finds in an old desk. This premise brings on small complications which alternately engage the attentions of a previously divorced wife, a still more previous ex-mistress who is anxious to sell her portrait by Toulouse-Lautrec for two or three million francs, and divers others who are around and about to fill in on Guitry's blatantly concocted situations. The finale apparently has the antiquer on the verge of getting together with his spouse, but a reporter could wish that he'd picked the gal with the picture. She made more

(See *Don't Listen* on opp. Page)

**MADWOMAN OF CHAILLOT**

(Opened Monday, December 27)

**BELASCO THEATER**

A fantasy by Jean Giraudoux, adapted by Maurice Vaency. Staged by Alfred De Liagre Jr. Sets and costumes by Christian Berard. Lighting by Samuel Leve. General manager, Samuel Schwartz. Stage manager, Will Gould. Press representatives, Bernard Simon and Robert Ganshaw. Presented by Alfred De Liagre Jr.

- The Walter.....Ralph Smiley
- The Little Man.....Harold Grau
- The Prospector.....Vladimir Sokoloff
- The President.....Clarence Derwent
- The Baron.....Le Roi Opertl
- Therese.....Patricia Courtley
- The Street Singer.....Eugene Cibelli
- The Flower Girl.....Millicent Brower
- The Ragpicker.....John Carradine
- Paulette.....Barbara Pond
- The Deaf Mute.....Martin Kosleck
- Irma.....Leora Dana
- The Shoe-Lace Peddler.....Maurice Brenner
- The Broker.....Jonathan Harris
- The Street Juggler.....John Behan
- Dr. Jadin.....Sandro Giglio
- Countess Aurelia.....Martita Hunt
- The Doorman.....William Chambers
- The Policeman.....Ralph Roberts
- Pierre.....Alan Shayne
- The Sergeant.....Richard Sanders
- The Sewer-Man.....James Westerfield
- Mme. Constance.....Estelle Winwood
- Mlle. Gabrielle.....Nydia Westman
- Mme. Josephine.....Doris Rich
- The Presidents: Clarence Derwent, Jonathan Harris, Le Roi Opertl
- The Prospectors: Vladimir Sokoloff, William Chambers, Maurice Brenner
- The Press Agents: Archie Smith, Sandro Giglio, James Westerfield
- The Ladies: Patricia Courtley, Barbara Pond, Sonia Sorel
- The Adolphe Bertauts: Paul Byron, Harold Grau, William Chambers, Gilbert Smith

After the critical Parisian hat-tossings which preceded the importation of the late Jean Giraudoux's fantasy-comedy, one can only believe that something radical must have happened to it via translation. If it really lived up to its encomiums in the original text, a lot went out of it in transit. The *Madwoman of Chailot*, in spite of flashes of satiric wit and moments of sharp playing, sums up to slow starting, flat finish, philosophic whimsey. It is a great disappointment in the light of its pre-advent fanfare, and the average customer will likely find it so.

Giraudoux's premise is that the little generous people who hate greed are tabbed a little mad. It is explained in terms of fantasy, satire, parable or what you like, since its outcome is madder than a March hare and its characters as bizarre as any dreamed up by Saroyan. His chief protagonist is a fabulous crackpot countess who lives in a cellar and is pals with all the flotsam and

(See *Madwoman* on opp. page)

**OH, MR. MEADOWBROOK**

(Sunday, December 26)

**GOLDEN THEATER**

A comedy by Ronald Telfer and Pauline Jamerson. Staged by Harry Ellerbe. Set by Wolfgang Roth. Costumes supervised by Lucille Little. Business manager, William Blair. Stage manager, Morry Halpern. Press representatives, Willard Keeffe and David Tebet. Presented by John Yorke.

- Constance Vye.....Grace McTarnahan
- Harland Vye.....Harry Ellerbe
- Sophie MacDonald.....Sylvia Field
- Japhet Meadowbrook.....Ernest Truex
- Nesta Madrigale.....Vicki Cummings
- James Howells.....Morton L. Stevens

The comedy which started its road trek as *Japhet*, was temporarily re-baptized *Maiden Voyage*, and finally title-switched to *Oh, Mr. Meadowbrook*, arrives at the Golden for a questionable stay. Why the titles for the Ronald Telfer-Pauline Jamerson opus were bandied about is quite a question. *Mr. Meadowbrook* is a comedy rose that would smell similarly under any tag.

It seems extraordinary that a pleasant comedian of the caliber of Ernest Truex could have become mixed up with such a futilely idiotic dish of tea as has been brewed by the Telfer-Jamerson combo. However, the same goes for the five other competent players who, for one reason or another, decided to aid and abet this fatuous frolic. So it can only be judged that *Japhet* or *Maiden Voyage* or *Oh, Mr. Meadowbrook* was previewed with a jaundiced eye by all concerned, including Producer John Yorke. Since there is no mote in the eye of the average cash customer, *Oh, Mr. M.* is going to look very bad indeed.

**Sexy Week-End**

For purposes of a doubtful interest to posterity let it be recorded that *Meadowbrook* concerns an unbelievably sexy Connecticut week-end of an equally unbelievably guileless Englishman in search of relief from a repressed romantic urge. One way or another he becomes involved with a playwright's wife, not to mention the scripter's ex-mistress and the ditto's Scottish housekeeper. After the three gals have given Mr. Meadowbrook a shellacking akin to a bird in a badminton volley, the housekeeper saves the proprieties with an honest offer of marriage. Since every customer expects this from tea-and-crumpet time in Act I, it hardly comes as a surprise.

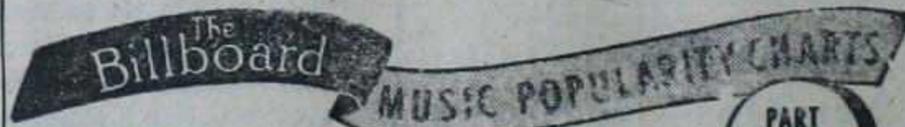
These proceedings put the star in the spot of dragging out the whole bag of Truex tricks, and even to repeating a few. He gets laughs, true enough, but it is a laborious chore thinking up enough comic business to tide over the deficiencies of the script. *Meadowbrook* calls for comedy laid on with a kalsomine brush, and Truex wields it lustily. The script likewise puts Vicki Cummings in something of a similar slot in another and more awkwardly written of her predatory fem specialties. A reporter has a hunch that she doesn't like her current assignment any more than he does. Harry Ellerbe and Grace McTarnahan play the playwright and his wife as if they find their jobs equally distasteful, and Sylvia Field is innocuously forthright as the winner in the Meadowbrook sweepstakes. Morton Stevens makes much more than is warranted of the material which comes his way as an ebullient producer—a better foil for the Truex comicalities than all the rest of them.

Productionwise, Ellerbe's staging is likely as apt as the script permits and Wolfgang Roth has devised an intriguing country house interior—even if he has quaintly conceived a kitchen buzzer sunk in the masonry of a fieldstone chimney. But in sum, if *Meadowbrook* is the best the Golden Theater can do, let's give it back to the movies.

Bob Francis.

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# Off-Broadway

## THE VICTORS

(Opened Sunday December 26)

### NEW STAGES THEATER

A drama by Jean-Paul Sartre. Adapted by Thornton Wilder. Directed by Mary Hunter. Scenery by Robert Gundlach. Stage manager, Lamar Caspili. Press representative, Reginald Dennenholz. Produced by New Stages, Inc.

Francis	.....	Larry Robinson
Sorbier	.....	Ernest Stone
Canaris	.....	Boris Tumarkin
Lucie	.....	Florida Friebus
Guard	.....	Sid Walter
Henri	.....	Alexander Scourby
Dubois	.....	Joseph Silver
Jean	.....	John Larkin
Cloche	.....	Leon Janney
Landrieu	.....	Jim Boles
Pellerin	.....	Arnold Robertson
Guard	.....	Robert Davis

New Stages is not as likely to be as fortunate in its second venture with Jean-Paul Sartre as it was with its first—*The Respectful Prostitute*. *The Victors* is a sadistic brew that must have proved a purging medicine for the French, concerned as it is with their war experiences. However, the Broadway taste calls for a milder laxative, as New Stages may find out.

The play covers the ordeal faced by five French partisans via questioning by the Vichy police. To get information, their captors torture their victims. Three are equal to it, one commits suicide for fear of talking and another is killed by his pals for the same reason. The premise avers that such an experience binds men together, canceling out their personal loves and hates, that man can face up to any experience and that the life-force remains potent even in people who have given themselves up for dead.

Sartre's torture scenes are unusually distressing to the audience. If you believe them your whole evening will likely be spoiled by the horrible proceedings on stage. It is a pity that the playwright and the production don't rely more on the customers' imagination without laying grand Guignol on the line.

### Slips in Casting

New Stages did not give the play as strong a production as it merited. Many of the actors were not up to their parts and the inward tension prevalent all thru the writing in the first act did not come across. Only with the second-act entrance of Florida Friebus did the play start to catch fire. Miss Friebus, incidentally, turned in the best stint of the evening. Other helpful contributors were Leon Janney, Jim Boles, Alexander Scourby and Boris Tumarkin.

Mary Hunter's direction was competent. The starkly simple sets by Robert Gundlach catch the mood of the script immediately.

Leon Morse.

## DON'T LISTEN

(Continued from opp. page)

sense than any of them.

Jack Buchanan as the art dealer pulls this conversational nonsense together with a happily ingratiating performance. His use of the vintage aside device in which he warns fem customers not to listen to what is happening on stage is vastly amusing. Right with him in getting across the most chucklesome segments of the material is Ivy St. Helier as a slightly faded belle of the Left Bank. Able assistance comes, too, from Moira Lister and Adele Dixon, the ladies who are the other two sides of the triangle, and Hugh Miller and Austin Trevor contribute excellently in more-or-less stock farce roles.

Co-producers Buchanan and Lee Ephraim have given *Ladies* a handsome framing. Leon Davey's interior shop set is admirable as is Willard Stoker's staging. In sum, Guity's formula is tired and old, but all concerned give it a glitter which is more than pleasant hearing and seeing.

Bob Francis.



## BROADWAY SHOWLOG

Performances Thru January 1, 1949

### Dramas

Name of a Thousand Days	Opened	Perfs.
(Shubert)	12-8-'48	30
Streetcar Named Desire	12-3-'47	453
(Barrymore)		
Born Yesterday	2-4-'46	1,224
(Henry Miller)		
Edward, My Son	9-29-'48	108
(Martin Beck)		
Goodbye, My Fancy	11-17-'48	53
(Morosco)		
Harvey	11-1-'44	1,758
(48th Street)		
Jenny Kissed Me	12-23-'48	12
(Hudson)		
Life With Mother	10-23-'48	85
(Empire)		
Light Up the Sky	11-18-'48	32
(Royale)		
Make Way for Lucia	12-22-'48	14
(Cort)		
Mister Roberts	2-13-'48	308
(Alvin)		
Oh! Mr. Meadowbrook	12-26-'48	9
(Golden)		
Private Lives	10-4-'48	104
(Plymouth)		
Silver Whistle, The	11-25-'48	45
(Biltmore)		
Young and Fair	11-25-'48	22
(International)		

### Musicals

Annie, Get Your Gun	5-16-'48	1,005
(Imperial)		
As the Girls Go	11-15-'48	57
(Winter Garden)		
High Button Shoes	10-9-'47	516
(Broadway)		
Inside U.S.A.	4-30-'48	383
(Majestic)		
Lend an Ear	12-16-'48	20
(National)		
Love Life	10-7-'48	100
(46th Street)		
Make Mine Manhattan	1-15-'48	406
(Broadhurst)		
My Romance	10-19-'48	87
(Adelphi)		
Small Wonder	9-15-'48	125
(Coronet)		
Where's Charley	10-11-'48	98
(St. James)		

### ICE SHOWS

Howdy, Mr. Ice	6-22-'48	198
(Center)		

### OPENED

Madwoman of Chaillot	12-27-'48	3
(Belasco)		
Don't Listen, Ladies	12-28-'48	7
(Booth)		
Rape of Lucretia	12-29-'48	5
(Ziegfeld)		
Kiss Me, Kate	12-30-'48	4
(Century)		

### CLOSED

Summer and Smoke	10-6-'48	101
(Music Box)		

## MADWOMAN

(Continued from opp. page)

jetsam of the district. Being a kindly old beldame who has never progressed mentally beyond circa 1904, she conceives Utopia is the simplest and sanest way—merely by consigning rapacious big business (in the persons of various scheming tycoons) to a bottomless pit somewhat below sewer level. The cream of the Giraudoux jest, of course, is that the lads believe that there is oil at the bottom.

All of which is stated, as has been said, with occasional brilliance and some exceedingly fine performances. Martita Hunt, imported for the title role, enjoys a small triumph and is pressed for honors in one deliciously amusing scene by Estelle Winwood, Nydia Westman and Doris Rich, as a gently demented trio who share her views. Clarence Derwent, Le Roi Operti and Vladimir Sokoloff ably represent the rogues who are agreeable to blowing up Paris for the sake of finding a bit of oil. There are other outstanding contributions from John Carradine, Martin Kosleck and James Westerfield, and a particular bow goes to Leora Dana.

But while Alfred De Liagre has given *Chaillot* a highly atmospheric production with imported original sets by Christian Berard, and while his direction is admirably imaginative, it is a play that grows progressively diffuse and talky. Its appeal will be distinctly limited.

Bob Francis.

## Out-of-Town Opening

### SHOP AT SLY CORNER

(Opened Saturday December 25)

#### WILBUR THEATER, BOSTON

Play by Edward Percy. Staged by Margaret Perry. Setting and costumes by Willis Knighton. Company manager, Irving Becker. Press representatives, David Lipsky, Philip Bloom, Marty Schwarz. Stage manager, James Jolley. Presented by Gant Gaither, Desclius Heiss, Boris Karloff, Archie Follows, Jay Robinson, Margaret Heiss, Mary MacLeod, Joan Deal, Jane Lloyd-Jones, Mathilde Heiss, Ethel Griffies, Mrs. Catt, Una O'Connor, Robert Graham, Philip Saville, Corder Morris, Emmett Rogers, Steve Hubbard, Alfred Hyslop, John Elliot, Reginald Mason.

Edward Percy's *Shop at Sly Corner* is a typical English melo which requires special indulgence from the audience. Almost from the start you know the murderer and his victim. And about the only interest left is in the mechanics of the playwright. Percy fulfills the promise with varying degrees of success. His character developments are consistent. The suspense mounts, albeit with predictable movements, and the end is a surprise. The fault lies in the fact that the whole thing is too pat, sticks too close to formula, without having much spark in it.

### Synopsis

Mr. Percy fastens upon Desclius Heiss, an amiable Alsatian fence, masquerading as an antique dealer in London. For nearly 20 years Heiss has been plying his trade in gold and jewels, supporting a handsome daughter and hiding from all but his sister both his past and his sly trade. But his prissy assistant listens in one night as Heiss tells a second-story man about his implication in a murder and escape from Devil's Island. Blackmail ensues; the assistant nearly bleeds him white.

Hatred grows apace with a determination to kill the assistant and Heiss finally strangles the nasty louse. The suspense mounts as a dense Scotland Yard man investigates until Heiss commits suicide in fear that he finally is going to be pinned for the rap.

### Karloff Stars

The finest parts of *Shop* are to be found in the acting of Boris Karloff, who is a good man to have on the stage. He succeeds masterfully in portraying the kindly exterior of old Desclius, at the same time indicating his inward steel, his love for his daughter and determination to protect her at any cost. Ethel Griffies, as the aged sister, is equally fine. Una O'Connor adds a touch of distinction as a tipsy cockney maid, and Jay Robinson is thoroly detestable as the sissy assistant who meets a just end. Other good bits are contributed by Mary MacLeod, Jane Lloyd-Jones, Philip Saville, Emmett Rogers and Reginald Mason.

The settings of Willis Knighton add to the atmosphere. Margaret Perry's direction is well planned, but does not move the play along swiftly enough. When the performance is slicker and some of the words have been trimmed, *Shop* probably will be good for a bit of a run.

Bill Riley.

## ROUTES

### Dramatic and Musical

Allegro (American)	St. Louis.
Annie, Get Your Gun (Bushnell Auditorium)	Hartford, Conn.
Along Fifth Avenue (Shubert)	Boston.
Blackstone (Colonial)	Boston.
Brigadoon (Shubert)	Chicago.
Born Yesterday (KRNT Radio Theater)	Des Moines, Ia. 5; (Music Hall) Kansas City, Mo. 8-8.
Carousel (Temple)	Birmingham, Ala. 4-8; (Lentier Auditorium) Montgomery 7-8.
Command Decision (Cass)	Detroit.
Dante (Geary)	San Francisco.
Diamond Lil, with Mae West (Forrest)	Philadelphia.
Desert Song (Boston O.H.)	Boston.
Emperor of China (Shubert)	New Haven, Conn. 6-8.
Favorite Stranger, with Kay Francis (Royal)	Alexandra, Toronto.

## Philly Legit, at Half-Way, Spotty

PHILADELPHIA, Jan. 1.—Path of the 1948-'49 legit season at the half-way mark is marked with a zig-zagging box-office curve that shows first class turkeys at the bottom of the scale and some top-notch drawings at the other end. And with very little substantial in the mid-roads to give the gate any real sense of financial stability as it faces a bleaker 1949 stretch. But even if not distinctive from the dollars-and-cents value, the past four months saw Philadelphia becoming disproportionately a try-out town.

Not counting the current attractions at the four Shubert houses which returned to full-scale operation for the holiday season, there have been 23 shows on the boards as compared to 21 for the same period last year. However, while only seven of last year's starting shows were pre-Broadway packages, this season saw 11 out of the 23 stopping off here before hitting the Main Stem. And with more try-outs, it has meant a larger number of turkey trots. Of the newer items, the last impression—at the box office or otherwise—was made by *That's the Ticket* and *For Heaven's Sake*, with the top taking by *Anne of the Thousand Days*, *Life With Mother* and *Kiss Me, Kate*.

### Philly and NY Agree

For the most part, both critics and customers in New York and in Philadelphia have been in total evaluating agreement, and in one instance—*That's the Ticket*—the producers decided not to take the show any further than this town. Also on the flop side were *Set My People Free*, which closed after 29 performances on Broadway, and *For Heaven's Sake*, *Mother*, which called it quits after seven times. Shows which fared well here and are also going strong on Broadway are *Anne*, *Private Lives*, *Light Up the Sky* and *Where's Charley?* *Make Way for Lucia*, which fared poorly here, just opened in New York, and of the three shows to meet the Broadway test—*Kiss Me, Kate*, *Along Fifth Avenue* and *Oh! Mr. Meadowbrook*—only *Kiss Me* pleased customers and critics here.

As in former seasons, the pre-tested musicals copped the box-office cream. The season's topper was the return of *Finian's Rainbow*, with tickets at a premium for its fortnight stop. *Rainbow* originally had its preem here. Next in the bucks was *Allegro*, with a sock four weeks for its first time around.

### Holiday Week

Prospects for the new year, apart from the current attractions, are none too bright. The holiday week returned *High Button Shoes* at the Shubert with the touring company; a pre-Broadway stint at the Walnut for Garson Kanin's new play, *The Smile of the World*; and two revivals in *The Play's the Thing* at the Locust and *Mae West in Diamond Lil* at the Forrest. Beyond that, the call board is very light. Only two new attractions are definitely set, with both Rouban Mamoulian's new production, *Leaf and Bough*, for a week at the Forrest, and Blackstone, the magician, returning with his show to the Walnut, both starting January 10. On the promised list for early 1949 is *Figure of a Girl*, the new tag for Philip Barry's adaptation of Jean Pierre Aumont's *The Emperor of China*, a revival of *Desert Song* at the Shubert and try out of *Death of a Salesman* at the Locust.

Finian's Rainbow (Nixon)	Pittsburgh.
High Button Shoes (Shubert)	Philadelphia.
Heiress, The (Biltmore)	Los Angeles.
Harvey (Ford)	Baltimore.
Leaf and Bough (Plymouth)	Boston.
Medea, with Judith Anderson (Blackstone)	Chicago.
Man & Superman, with Maurice Evans (Great Northern)	Chicago.
Mr. Roberts (Erlanger)	Chicago.
Oklahoma (Auditorium)	Denver.
Oklahoma (Hartman)	Columbus, O.
Oh Mistress Mine (His Majesty's)	Montreal.
Play's the Thing (Locust St.)	Philadelphia.
Raise the Roof (Shubert Lafayette)	Detroit.
Shop at Sly Corner (Wilbur)	Boston.

## Magic

By Bill Sachs

DON MOORE, who sustained cuts, bruises and internal injuries of the chest in an accident at Jacksonville, Fla., recently, has just been released from Memorial Hospital, New York, where he underwent a complete check-up. He plans on departing this week for Mexico City. . . . Preston, magician-hypnotist, is currently baffling 'em in Sarasota, Fla. . . . Vantine and Cazan, recently returned from London, report that the William Morris Office has signed them for a crack at major niteries. . . . Tom Osborne is doing a tele stint each Friday night over Philco's WPTZ in Philadelphia, with the segment sponsored by M. Jennings & Son thru the Dale Kitzmiller Jr. ad agency. Weekly show is called *Black Magic*. . . . Joe Flota, veteran showman who bills himself as "America's Silliest Citizen," typewrites from St. Louis to tell of catching Dr. Lamar (Mala) at the Circle Bar there in a bang-up performance with a single mental turn. He brands Dr. Lamar as a youngster who bears watching. . . . Sir Edwards, currently in the Ohio and Indiana territory for International Harvester, is set with that org until early March, with more dates for the same firm to follow. . . . John Calvert has moth-balled his magic paraphernalia in favor of turning motion picture producer and is presently writing and starring in his own production of a flicker called *The Charlatan*. He may also be seen as the Falcon, *saive* detective, in the current *Appointment for Murder*. . . . For the first winter in three years, Robert Mason (Stenner), of Dayton, O., won't be touring with a magic unit for George Hubler Productions. Mason is playing club dates in Hollywood and will soon be seen in the new Abbott and Costello film, *Africa Screams*. He has a number of other small film parts coming up. Mason recently closed a 32-week trek with the Cole Bros.' Circus in clown alley.

## Tax Planning . . . No. 3 in a Series:

# Get Hip, Brother, on What You Can Deduct on Your Tax

(Continued from page 4)

are deductible and to record them either daily, weekly or monthly. The record should be kept in such a form that a tally can be made at the end of the year and kept as a permanent record. This record should be kept to substantiate the amounts

drake, as the Great Jahala; Frederick Eugene Davis, chief assistant; Jacques Croix, sound engineer; Frances Moore, principal fem assistant, and Bonnie Blue, Peggy Rose and the Goddard Twins, dancers and girl assistants. Marquis will handle the advance. . . . George Nicholas presents his magic at the Ben Ali Theater, Lexington, Ky., January 6-8, on the first vaude bill the house has sported in 20 years. . . . Virgil and his two-hour magic revue plays Municipal Auditorium, San Antonio, February 1, sponsored by the Junior Chamber of Commerce. Mahendra arranged the auspices. . . . C. Roswell Glover, veteran magus, is wintering in Syracuse with his sister after closing the season with the Imperial Exposition Shows. . . . Wilbur C. Weber, known professionally as Professor Magi, has turned vaude producer and is putting on shows at the Klein Memorial, Bridgeport, Conn., in co-operation with the Lions Club of Stratford, Conn. Shows are straight vaude at a \$3.60 top. . . . Marko the Magician recently made his first appearance in his home town of Decatur, Ill., attracting a full house to the 1,500-seat Masonic Temple Auditorium with a 12-people, two-hour show. Ducats went at \$1.20 and 60 cents, with no reserves. The date was under the auspices of the Demolays. Marko's bally included a blindfold drive with a Kaiser-Frazer and police department tie-up. Lee Henneberry presented his *Phantasy in Smoke* on the Marko program. The Marko show, relatively new to the entertainment world, is set for other theater dates in the Illinois territory.

claimed on the return. It is very important that these records be kept until your return is examined. To be on the safe side, you should keep records of this nature for six years. After this discussion of the necessity for keeping records, the next question is to differentiate between the expenses that are deductible and those that are not deductible on your return.

As stated in the previous article, I don't intend to give anyone a tax course. I would like to acquaint the reader with the items of deduction which are most pertinent to the entertainment field.

### Allowable Items

Accounting and legal fees (business)  
Advertising  
Agents' commissions  
Arrangements  
Business gifts  
Charitable contributions  
Clipping services  
Cuts  
Costumes  
Dues in professional societies  
Depreciation of property used for production of income  
Entertainment for business purposes, meals, etc., while away from home conducting business, and miscellaneous expenses incurred in earning taxable income  
Management fees  
Photographs and reproductions  
Postage and stationery used for business purposes (for example, answering of fan mail)  
Professional cosmetics and make-up  
Professional trade papers and periodicals  
Professional laundry and valet service  
Professional maid service  
Publicity  
Rehearsal expenses  
Rental of equipment  
Rent of office used in conducting business  
Repair of musical instruments and replacements (reeds, etc.)  
Stand-bys  
Secretarial service  
Salaries paid in conducting business  
Transportation for business trips  
Union dues  
Uniforms

The general rule to be applied to business expense is as follows:

1. It must be incurred in the trade of business carried on by the taxpayer.
2. The expenditure must not be for permanent items (such as capital expenditures).
3. The expenditure must be "ordinary and necessary" (in the trade or business carried on by the taxpayer).

As previously stated there are many other deductible items. The following that are now mentioned can be claimed by anyone and do not pertain to trade of business.

### Alimony Payments

The husband who pays alimony pursuant to a legal decree of divorce or separate maintenance can take a deduction of the payments. The wife who receives the alimony must report it as income and file a tax return. In order for the above to apply, the payments must qualify as "periodic payments" and must be received after the divorce or separate maintenance decree. Lump sum payments on a divorce settlement are not deductible.

### Medical Expenses

The new tax law raises the limit on the amount that can be deducted for medical expenses. This subject was covered in the first article appearing (*The Billboard*, December 25). A short resume is as follows: On a joint return filed by married couples you can deduct as much as \$5,000. On a separate return \$2,500 is now the limit. The amount allowable varies (See *Tax Planning* on page 70)

## Burlesque

By UNO

SAMMY PRICE and Betty Jo Morgan shifted last week from the Jungle Club, Danville, Ill., to the Show Bar Club, Evansville, Ind. . . . Selly Kann, long-time circus and carnies advance man and press book compiler, plans to open an advertising exploitation studio of his own in New York. . . . Rudy Kahn, manager of the Casino, Pittsburgh, is in a local hospital for an operation. . . . Yvonne (Toussaint), a burlesque first-timer from South American niteries, is stripping and talking woman for Binder and Rosen on the Hirst wheel. . . . Danny Jacobs, straight man, is recovering in Indianapolis from a vocal chord operation and expects to be able to rejoin the Beverly Kane-Maxie Fernman unit on the Midwest Circuit in a few weeks. . . . Abe Gore returned to the Midwest Circuit December 17 in Milwaukee with the Johnny D'Arco and Parker Gee unit. . . . Cass Mayo's poem, *The American Way*, got top recognition in the Southernaires' radio program over WJZ December 26. . . . Winnie Garrett closed New Year's Eve at Amigo May's, Jacksonville, Fla. . . . Wally Vernon and Sidney Pink moved their show from the Mayan to the Belasco in Los Angeles. Newly featured are Joe DeRita and Shirley Stanley.

EVELYN TAYLOR opened at the 19th Hole, New York, Christmas Day, for three weeks thru Mickey Owens. . . . Judy Londyn, former parade girl at the Hudson, Union City, is now a cashier in a Walgreen store in Manhattan. . . . Julian Drob, stagehand at the Casino, Pittsburgh, and Jeannette Loeffler, strip, on the Hirst wheel, are skedded for a trip to Niagara Falls when the season terminates. . . . Harry Kane, vocalist, after 10 weeks at the Maryland, Baltimore, returned to complete a previous engagement at the Fairmount Lodge, Lakewood, N. J. His closing at the Maryland featured a farewell party tendered him by the chorus. . . . Virginia Valentine joined the stock, December 17, at the Burbank, Los Angeles, where producer George Pronath picked chorine Betty Briggs for a special Christmas dance specialty with Terry Towne as partner. . . . Eddie Schaeffer, long in Chicago in an executive capacity for N. S. Barger, Rialto theater operator, is now assisting Johnny Kane in the management of the Roxy, Cleveland.

THE ROSTER of the Great Jahala Show, a magic super-duper which George Marquis says will open in Ohio January 13, includes Theo Clafflin, who has just closed with Man-



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## REP RIPPLES

**JACK R. HOLLIS** is playing schools and halls in the Plains, Mont., sector to okay returns. He's using his illusions and magic for teen-age dates, while he and wife offer sketches and after-dances in halls. Hollis plans to add short-cast bills later. He met Fred Johnston, old-time 10-20-30 and road show operator, in Billings, Mont., where Johnston is associated with a wholesale candy company. Hollis says that Johnston wondered if anyone who was with Nickerson Comedy Company is still active. . . . Carter's Minstrels (colored) has been operating around Columbus, Ga., lately under auspices and using E. F. Hannan's *Show Boat Minstrels*. Unit carries six people. . . . Eddie and Miron Dodge are doing okay with religious pix in the Albany, N. Y., sector. They recently played a number of dates in the Cherry Valley, N. Y., area. . . . Hooker, billed as the Boy Wonder, and doing escapes, has been busy in the Waterbury, Conn., section. . . . Sid Helman has been showing schools and halls around Raton, N. M., with a small trick composed of himself and wife and son to good returns. He's been giving dances after the show when playing halls and his son also has shown some religious pix on Sundays in surrounding towns. Helman says that for the school show he has found that patrons like sketches so they've been doing a sketch or two and some vaude. He says that small tricks can do okay in the sector if they can perform. . . . Ross E. Fennell, who has promoted amateur shows of the religious type for many years, will step into the road show phase as a solo performer and present E. F. Hannan's *The Sole Survivor* as a feature. Fennell has lined up 40 single-day sponsors, for whom he worked in other years. He planned to open the season near Susquehanna, Pa., December 29 and the majority of his dates fall between that sector and Alabama points. Fennell, who has had a lengthy experience in the road show field, was one of the first to show religious pix and for many years used the play, *The King Still Reigns*, in connection with amateur promotions. Fennell also was a leading man with various early rep and 10-20-30 shows.

## Dog Stars in Okay Bow at LeCompte

WINNSBORO, La., Jan. 1.—Thompson and Lytell's Dog Stars of Tomorrow moved in here last week following a successful inaugural stand in LeCompte, La.

Owned and operated by A. L. (Tommy) Thompson, agent of the Georgia Minstrels, and wife, Sylvia, main street lithographer, new winter unit bowed in the high school auditorium at LeCompte, La., to good business.

With the show are Buddy, talking dog; Sad Sack, U. S. Coast Guard dog of World War II; Bodo, clown; Skipper, parrot, and Sandy, flag saluting raccoon. Hi-Star, a registered collie, is a recent addition.

Show is booked thru Louisiana, Arkansas, and Mississippi and will jump to Brownsville, Tex., February 1 to play schools and clubs in that sector.

Florian Players are booking engagements around Buffalo, while Gitt's show is playing a three-cast *Jiggs Bill* in Central Texas to reported good business.

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Must be in theatre or business section of city not less than 300,000 drawing population. Will buy, lease, sub-lease or buy half interest. State full particulars.  
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**K NIGHT AND DOWNEY** are showing 16mm. pix in the Hudson, Mich., area. . . . A. N. (Chip) Capper writes from Mexia, Tex., that he's been playing to fair business with a small trick that includes magic and museum material. Last week he added pix to give him a better-balanced show. Capper also plans to add two performers, after which he will present short-cast bills. At San Bonito, Tex., Capper says he met Everett Noxie and his smart little show. Noxie is working illusions and had other members of his family doing everything from acrobatic work to ballad singing, according to Capper. . . . Ralley's show, which has been playing Michigan territory, has wrapped together pix, vaude and museum features and will head for the Texas Panhandle for the remainder of the winter in their two new cars and trailers. . . . F. D. Whetten, well known among repsters and outdoor show folk, is still at the Alfram Nursing Home, Princeton, Ind., where he has been bedfast for the past year and a half. He'd like to read letters from friends.

## Renfro Valley Site to Florida For the Winter

RENFRO VALLEY, Ky., Jan. 1.—Renfro Valley Barn Dance, produced and directed by John Lair and which was presented under canvas in the Midwest and South for many years prior to its emanation from the Renfro Valley Settlement here, will be transplanted in Orlando, Fla., for a three-month stay, it was announced this week. Under present plans the Saturday night barn dance will be broadcast from the Coliseum in Miami over Station WDBO and will continue to be aired thru the facilities of WHAS, Louisville.

Lair said the reason for the switch in locations is that the current Renfro Settlement site is located on U. S. Highway 25, about 60 miles south of Lexington. The highway is being reconstructed and travel over it is hazardous. In addition members of the show expressed a desire to get out of the spot for the winter.

Lair said that if this year's venture proves a success, it is planned to duplicate the Renfro Valley Settlement on a 3,000-acre ranch outside of Orlando and make it the future winter home of Renfro Valley.

## Scotty's Broadcasters Set Up Theater Dates

GREENVILLE, N. C., Jan. 1.—Drumming Scotty's Harlem Broadcasters' stand at the new Roxy Theater here proved successful, Leon Long said last week. Scotty, who had been keeping his show open the year-round in the Carolinas, this fall moved into theaters with an eight-piece band and Frank (Dusty) Tansell, Harry Brock, Billiken Grimes and a chorus.

Long joined the unit as agent December 22, he said.

## Flye Purchases Heinz Pic

EUGENE, Ore., Jan. 1.—Flye's Show, a family unit, is playing this sector to reported fair business. Unit, which features pix and vaude, recently purchased the traveling pic show of Otto Heinz, who had operated it around Portland, Ore., for a number of years.

## Goff Trio in Rutland Area

RUTLAND, Vt., Jan. 1.—Goff Trio, a family unit, is playing sponsored dates in this sector. Featuring three-people flesh bills, unit appeared in Canada most of the 1948 season.

# Orchids From Rotary Scribe For "Sadler, the Showman"

CINCINNATI, Jan. 1.—Harley Sadler, whose connection with repertoire, tab and tent shows dates back over 40 years, and a political nabob, too, in his native Texas, was the subject of a highly complimentary article devoted to "Sadler, the Showman," in the December issue of *The Rotarian*.

Following are excerpts culled from the piece which was penned by L. A. Wilke: "The Rotary Ann on the hill (Littlefield, Tex.) won't have to saletalk me into attending Harley Sadler's shows any more—for in addition to the entertainment Harley and his entertainers relaxed me into a lot of Rotary. . . . That's what Harley and wife, Billie, have been doing for Texas townfolk for nearly 40 years. . . . The origin of the old-time tent show's superiority in the Lone Star State over that of the rest of the country lies in a country boy in East Texas who got star-and-sawdust in his eyes. He was Harley Sadler.

"His father dreamed of the lad becoming a lawyer. But Harley had other ideas. Every time a tent show came within miles of his home, he followed it as far as he could. Then he went home to work to get money to repeat the adventure. Finally in 1909 he trailed a company so long that its manager gave him a job. For two years Harley stuck to it, then on the trouper's proverbial shoestring organized a company of his own. He specialized in old-fashioned melodrama and all West Texas liked it. . . . His fellow troupers liked it too, for while he would be Tobe or some simple character, they got top billings. So year upon year his show pitched its tent in some small towns or played in pavilions in the larger ones, always to crowds that took delight in modest, clever, always humorous Harley and his clean fun.

"During the war, 48 of the 65 members of Harley's troupe were in the service so he had to close his show and retire, for the duration, to his home town of Sweetwater. But his talents were not idle. . . . His townsmen elected him to the State legis-

## Penn Players Resume

BINGHAMTON, N. Y., Jan. 1.—Penn Players, who vacationed for two weeks, resume their dates in this area January 4.

lature where he served two terms. "Now he's back on the circuit—with a troupe made up mostly of men and women who were in uniforms a year or two or three ago. And Harley is going stronger than ever, Rotarians say. They should know for they turn out en masse every time he comes to town.

"It's simple reciprocity, for ever since he himself became a Rotarian 20 years ago, it has been a part of his routine to provide Rotary Clubs with a noon-day program. Perhaps there's a special application in this of Rotary's motto: He Profits Most, Who Serves Best."

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Juvenile Man with Specialties; preference if you double orchestra. People in all lines. Electrician Chorus Producer, and man who doubles; Accordion Player, Novelty Acts, Billiards who double canvas Write, stating all and lowest salary. 45-week season under canvas opens Feb. 3 here. Carl Lewis, write Write PLUNKETT'S STAGE SHOW, Aransas Pass, Texas.

## THE FINAL CURTAIN

**ANDERSON**—Merritt, 56, Side Show and Geek Show operator known as Doc Anders, December 23 of injuries sustained in an auto accident in Danvers, Mass. Survived by his widow, Nellie; daughter, Jennie, and a son, William.

**ASTEY**—Sam, former vaude agent and husband of singer Dixie Hamilton, December 27 in Forest Hills, N. Y.

**COLE**—Edward R., the past season with W. C. Kaus, Jack Perry and Johnny J. Denton shows, December 22 in John D. Archbold Memorial Hospital, Thomasville, Ga. Survived by his widow, Grace; a brother, Harold, Grafton, W. Va., and a sister, Mrs. A. C. Stewart, Fairmont, W. Va. Burial in Laurel Hill Cemetery, Thomasville.

**COLLINS**—Elmer, 68, former professional bicycling champ who had been in charge of the press gate at Madison Square Garden since 1921, December 28 in New York. His widow and daughter survive.

**DAYTON**—Joey, of the comedy team of Joe and Eddie Dayton, December 26 in Burbank, Calif., when struck by a car. He leaves his wife and a brother.

**DRAKE**—Steve, 25, cowboy film actor, December 19 at Los Angeles of injuries sustained in an auto accident. Burial at Forest Lawn, Los Angeles.

**DUFFY**—Mrs. Arline, 44, cook-house operator and frozen custard concessionaire, December 13 in Minneapolis of cancer. Survived by her husband, Walter, and three children. Burial in Sunset Memorial Park Cemetery, Minneapolis.

**FAHL**—T. I. (Tom), 72, former showman, December 23 in Arlington, O. Survived by a brother, J. C. Fahl, Kalamazoo, Mich. Burial in Arlington.

**FROHMAN**—Etta, 83, last survivor of her generation of the theatrical family made famous by her brothers, the late Charles and Daniel Frohman, producers, December 23 in New York.

**GECOMA**—John, 51, general manager of the Bright Lights Exposition Shows, in Montefiore Hospital, Pittsburgh, December 25. (Details in Carnival Section.)

**GIROUD**—William J., 52, owner of the Victory Shows, at his home in Stewart Manor, L. I., N. Y., December 30. (Details in Carnival Section.)

**HANSEN**—Arthur D., 54, concessionaire at Folly Beach, N. D., for the last seven years, suddenly December 21. Interment December 27 in Showmen's Rest, Woodlawn Cemetery, Chicago.

**HARRIS**—Samuel D., 68, manager of the Chicago branch of Carl Fischer, Inc., music publishers, December 21 in Chicago. He headed the Chi office for 24 years and had formerly been with the Willis Music and the Gamble

### Isadore Hirst

Isadore (Issy) Hirst, 50, head of I. Hirst Theatrical Enterprises, Inc., New York, for many years one of the largest producers and bookers of burlesque productions, died in Alton Road Hospital, Miami Beach, Fla., December 28 after a two-year illness.

Maintaining offices in New York and Philadelphia, Hirst had been associated with his brother, Jack, Jay Hornick, Phil Rosenberg and Jack Beck in the operation of the Hirst circuit of burly houses the last 15 years. Hirst, who started in show business when 14 years old, had also owned and operated the Bijou and Forepaugh (movies) and the Walnut (legit) theaters in Philadelphia, and the Globe, a summer burlesque stock spot in Atlantic City.

Besides his brother he leaves his wife, Betty, a former burly principal, and three sisters.

Remains were flown to Philadelphia for burial in Montefiore Cemetery December 31.

Hinged Music companies. His wife, two sons and daughter survive.

**HAUSCHKA**—Mrs. Carol Spaeth, 65, pianist, painter and sister of Sigmund Spaeth, writer, and expert on pop music, December 23 in Langhorne, Pa. She became Dr. Albert Einstein's favorite accompanist. Her son, two daughters, brothers, and half-brother survive.

**HOPE**—Francis X., 77, former theatrical business manager, December 27 in Philadelphia. He was once business manager for George M. Cohan and Florenz Ziegfeld and more recently served in the same post for Mer Rice.

**JADASSOHN**—Alexander, 76, head of Harmonica Music Publishing Company, December 22 in New York. The company was founded 50 years ago in Leipzig, Germany, and brought to New York in 1938. His wife, son and sister survive.

### IN MEMORY Of Our Good Friend and Pal

## BEN KAPLAN

"May he be at rest at  
journey's end."

BOB BLOOM  
DOLLY YOUNG  
HARRY "IRISH" GAUGHN

**KERNER**—Max B., 50, partner in Eastwood Amusement Park, Detroit, December 18 in that city of a cerebral hemorrhage. He started in the park business in the early 1920's as a partner with Henry Wagner in various attractions at the former Riverview (Belle Isle Bridge) Park in Detroit, where they operated until the site was taken over by the city. He and Wagner opened Eastwood Park about 1927, developing it into one of the largest park operations in the country. About three years ago they also took over Jefferson Beach Park near Detroit. Survived by his widow, Flora, formerly associated with him in the business, and three daughters. Interment in Beth El Memorial Park Cemetery, Detroit.

**LEWIS**—Olive (Swap), 74, former circus horsewoman, December 19 in National City (Calif.) Hospital. At the turn of the century she appeared with the Buffalo Bill Wild West Show and the Miller Bros.' 101 Ranch Wild West Show, and later toured Europe as a bareback rider.

**LOEBKER**—Joseph, 84, trumpeter and one of the original members of the Cincinnati Symphony Orchestra, December 23 at his home in that city. Until 1920 he was second trumpeter and also played viola and violin in the Cincinnati orchestra, and for 30 years was soloist with John C. Weber's band, playing with it when the band won first prize at the St. Louis World's Fair. Before his retirement in 1928, Loebker was with the St. Louis Symphony Orchestra for eight years. Survived by his widow, Rose, and two sons, Joseph and Albert, all of Cincinnati. Services and burial in Cincinnati December 27.

**MACKAY**—Edward J., 74, legit actor and early film director and player, December 26 in Elizabeth, N. J. The son of the late stage star F. F. Mackaye, he played many leads on the stage opposite such stars as Grace George, Henrietta Crossman, Olga Nethersole, Bertha Galland, Margaret Illington and Mrs. Fiske, and appeared in movies with Blanche Sweet, Jane Gray and Arnold Daly. Among his Broadway appearances were roles in *The Shepherd King*, *The Light Eternal*, *As You Like It*, *Every Woman*, *The Five Frankforters* and *Beck Sharp*. He leaves his wife, Alice, and two sons by a previous marriage.

**MADDEN**—Thomas J., 87, retired

circus clown, dancer and entertainer, December 26 in Olean (N. Y.) General Hospital. Madden, whose first circus job was as a waiter in a dining tent of the Ringling Wagon Show in 1880, was also associated at one time with "Big Foot" Wallace in a med show. Services in Olean December 28, with burial in Pleasant Valley Cemetery there. (Further details in Circus Department.)

**MERCHANT**—Benjamin F., 80, former president of the Hillsdale (Mich.) Fair Association, December 27 on his farm near Jonesville, Mich., of a heart attack. He was also a director of the fair for many years. Survived by his widow and two children.

**MINNICH**—Merrill W., 54, musician at WIND, December 22 in Chicago of injuries sustained in an auto accident.

**NOWICKI**—Max, organ repair man, well known in carnival and park circles, recently at his home in Bridgeport, Conn. Survived by his widow, Eleanor; three sons, Walter, Max and Robert; a daughter, Mrs. Dorothy Bean, and a sister, Mrs. Harriet Radziewski, Detroit. Burial in St. Joseph's Cemetery, Stratford, Conn.

**PANN**—Peter, 76, character actor, December 29 in New York. Once a member of the Dearborn Theater Stock Company, Chicago, he was seen later in vaude sketches as Crane Wilbur. His legit experience included road shows of *Peg o' My Heart* and *A Bit of Diplomacy*, and his Broadway appearances included *Signature* and *The Dark Hours*. In recent years he had been identified with film productions. His daughter, Jane Chapin Pann, survives.

**PARKINS**—Thomas, 64, for years with the Red Hildrebrand Shows and more recently a concessionaire at Venice, Calif., of a heart ailment in that city December 15. Survived by a brother. Services in Santa Monica, Calif., December 20.

**ROGERS**—Lora, 74, former New York and stock actress, December 23 at a convalescent home in Providence. Her first stage appearance, when 16 years old, was in Kansas City, and in the half-century thereafter she appeared for 10 years as a member of the old Providence Albee Stock Company, five seasons in Portland, Me., and five years in Pacific Coast stock. On Broadway she appeared in *Brother Rat*, *Battleship Gertie*, *Indiscretion*, *Ladies' Money*, *Personal Appearance*, *Handy Man*, *Too Many Girls* and *What a Life*. She had also done some radio and silent movie work but retired in 1941. Services in Providence December 27. Survived by her brother and sister.

**RUFF**—Albert E., 94, violinist and singer, once associated with Brahms, Liszt and Grieg, December 9 in Los Angeles. His widow and three sons survive.

**SHEPARD**—John Jr., 91, financier and founder of the Yankee Radio Network, December 21 in Palm Beach, Fla. His widow and two sons by a previous marriage, John Shepard III and Robert Shepard, who is now head of the Yankee Radio Network, survive.

**SPENCER**—Mrs. Helen, 75, concert singer for over 30 years and the wife of F. G. Spencer, founder and president of the F. G. Spencer Company, operator of a chain of theaters in the maritime provinces, December 14 at her home in St. John, N. B. Besides her husband she leaves two sons.

**SPERO**—Robert, 86, pioneer entertainer on children's radio shows, known as Uncle Robert, December 13 in Long Branch, N. J. His sister and brother survive.

**STYLES**—Patricia, 25, radio and film actress and daughter of Hal Styles, radio entertainer, December 13 in Los Angeles of self-inflicted bullet wounds.

**TARBES**—Henry, 55, concessionaire and arcade operator with Endy Bros.' Shows the past season, December 12 in Miami Beach, Fla., of a

heart attack. He was a member of the New York, Miami and Detroit showmen associations. Survived by his widow, Beatrice; daughter, Estelle, and brother Max, all of Miami, and four sisters in Yonkers, N. Y. Burial in Long Island, N. Y.

**TILLY**—Herbert J., 83, retired department store executive and former violinist, composer and conductor of the Philadelphia Orchestra, December 28 at his home in Cynwyd, Pa. He was chairman of the music committee for the Philadelphia Sesqui-Centennial Celebration in 1926 and conducted the exposition's chorus. He also conducted musical programs on Philadelphia radio stations for many years. Two sons and two daughters survive.

**TIMOTHY**—Thomas J., 50, for many years a concessionaire with the Ringling circus, December 19 in Bridgeport, Conn. Survived by six brothers and two sisters. Burial in St. Michael's Cemetery, Stratford, Conn., December 22.

**TUCKER**—James I., 73, theater stagehand and billposter and advertising agent with various circuses, December 11 at his home in Bloomington, Ill., of a heart ailment. From 1900 to 1915 Tucker was with the 101 Ranch Wild West Show and Sells-Floto, Ringling and Hagenbeck-Wallace circuses as billposter. In 1918 he joined the stage crew at the Chatterton Opera House, Bloomington, (later the Illini Theater), and was stage manager there when the house went dark in 1930. Subsequently he worked at the Majestic and Irving theaters in Bloomington as stage manager and maintenance man until he retired last March. Survived by two sons, Arthur, of Bloomington, and James Jr., Peoria, Ill., both of whom are projectionists, and a daughter, Mrs. Dorothy Norwood, of Bloomington.

**ULLMAN**—Frederic Jr., 45, motion picture producer and former president of Pathe News, at his Beverly Hills, Calif., home December 26 of a heart attack. He went to the Coast last year as an RKO producer and recently completed his first full-length film, *The Window*. Survived by his widow, son and daughter.

**WESTLEY**—John, 70, former Broadway leading man, December 27 in Hollywood of a stroke. Prominent during the early '20's, he appeared with the Dolly Sisters and was leading man to Lynn Fontaine in *Dulcy*. Other plays in which he appeared included *Twin Beds*, *Three of Us* and *Forty-Five Minutes From Broadway*. One of the founders of Actors' Equity Association, Westley retired from the stage in 1935. In recent years he had small roles in the movies, *Welcome Stranger*, *My Favorite Brunette* and *My Girl Tisa*. Survived by his widow, Dorothy, and a sister, Mrs. DeWitt C. Jennings.

**WILEY**—Harold, 66, singer and a member of the original Roxy Quartet in New York, December 27 in Norwalk, Conn. Survived by his widow, Lillian, and a brother, Wilson, of Klamath Falls, Ore. Burial in Norwalk December 29.

**YOUNG**—Roly, film and drama critic of *The Toronto Globe and Mail*, December 24 in Toronto. He produced shows at one time, including *Chins Up* and *Funny Side Up*. Young went to Toronto 20 years ago with a Gilbert & Sullivan company and entered the newspaper field at that time. His mother survives.

## Marriages

**BRADEN-THOMPSON**—James E. Braden and Edith Thompson, daughter of James Thompson, Side Show operator, December 4 in West Haven, Conn.

**COLE-HILLARY**—Gordon E. Cole Jr. and Lucy Hillary, legit and radio actress, recently in St. Marys City, Md.

**DANIELS-FARR**—Grover P. (Tex) Daniels, independent concessionaire, and Madlyn Farr, formerly with the Hennies Bros.' Shows, December 20 in Dallas.

Communications to 155 No. Clark St., Chicago 1, Ill.

## Two Stunt Stars Die in Air Crash

Paul Bjork, Everett Cook of Winkley thrill show, victims in Minn. plane mishap

MINNEAPOLIS, Jan. 1. — Paul Bjork and Everett (Speed) Cook, stunt stars of Frank Winkley's All-American Thrill Drivers, were killed this week when their airplane crashed at Jennings Bay, Lake Minnetonka. Bjork was killed instantly. Cook succumbed later.

Bjork, who had been with the Winkley show for several years as an automobile stunt man and parachute jumper, was a competent pilot, having served at the controls of a B26 in 66 missions over Germany during the war. He held the distinguished flying cross and the air medal with 12 clusters.

Last year Bjork gained national prominence at the Wisconsin Centennial Exposition, Milwaukee, when he won the 100-mile standard stock car race. Prior to joining Winkley, he had stunted one season with B. Ward Beam's International Congress of Daredevils. Bjork, who was 29, was married recently to La Vonne Schwartz, Fairfax, Minn. He also leaves his mother and three sisters.

Cook was a motorcycle stunt rider for several years before joining the Winkley unit in '48. He is survived by a son, Richard, and a sister.

## June 25 Opens 100-Day Run Set For Chi R.R. Fair

CHICAGO, Jan. 1.—The 1949 edition of the Chicago Railroad Fair will run 100 days, opening June 25 and closing October 2, Major Lenox R. Lohr, exposition president, announced Friday (31).

Plans have been made for increasing the seating capacity of the grandstand. Last year turnaways at the grandstand for *Wheels A-Rollin'* were frequent. The spec played to more than 1,200,000 persons.

Improved eating facilities will be available, Lohr announced. At least four additional dining cars will be placed in operation at the fair, he disclosed.

The Deadwood Central Railroad, narrow gauge railroad, will be expanded to accommodate more riders and a second train will be added, it was also announced.

In announcing the dates, Lohr said that no efforts will be made to increase the size of the fair site but that improvements of the quality of exhibits and attractions will be stressed.

## WOM, Hamid, Nunis Contract Allentown

ALLENTOWN, Pa., Jan. 1.—Midway contract for the Great Allentown Fair was again awarded to the World of Mirth Shows Tuesday (28) at the annual meeting of the board of directors which was presided over by President E. H. Scholl.

Representing the World of Mirth were Bernard (Bucky) Allen, concession manager, and Gerald Snellens, general representative. Frank Bergen, general manager, is still confined to his Richmond, Va., home, where he is convalescing from a recent illness.

The signing of Allentown completed the show's 1949 fair route.

George A. Hamid, Inc., was again

## Cincy Arena Preps For 1949 Tee-Off

CINCINNATI, Jan. 1.—Four productions are assured for spring and early summer at the new Cincinnati Gardens, Seymour Avenue at Langdon Farm Road, now approaching completion, according to Frank J. Selke, general manager. While the auditorium and arena is designed largely for sports events, particularly ice hockey, there will be many attractions of wide public interest, Selke stated.

The opening feature, tentatively set for February 22, will be an ice hockey exhibition game between the Montreal Canadiens, National Hockey League entry, and the Cleveland Barons, last year's champions in the American League.

The 13th annual *Ice Follies*, produced by the Shipstad brothers and Oscar Johnson, has been booked for a week starting March 16. An aquatic show, Buster Crabbe and his *Aqua Parade*, is scheduled for March 31-April 5. For one week, starting April 26, the Gardens will present a roller skating show, *Skating Vanities*. Booked also is the *Iccapades*, with "Snow White and the Seven Dwarfs" for the first time on ice. The latter is offered in co-operation with Walt Disney.

awarded the contract for the grandstand with a reported increased budget. The agency was represented by George Sr. and Jr.

Sam Nunis Speedways were again awarded the contract to stage big car auto races.

## Pop Prices Draw Masses To Gotham Holiday Show

By Ted Wolfram

NEW YORK, Jan. 1.—This year's indoor holiday carnival-circus, promoted by the National Children's Corporation, has been definitely aimed at mass rather than class appeal, and the shift in policy, judging by attendance first part of the week, has been all to the good, with matinees drawing heaviest biz.

Last year's Merry Christmasland exposition, put on at the Grand Central Palace by the same organization, went in for classy exhibits, a fairly elaborate show and high admission. While last year's super-duper Christmas snowstorm probably slashed attendances in the first half of the expo's run, it never did get going even when weather conditions improved.

This year's holiday carnival, which opened at the 71st Regiment Armory, Park Avenue and 34th Street Christmas Day, probably can blame Mayor O'Dwyer for the show's drawing only fair attendance on its opening day, as the mayor's direful warning that a record-busting snowstorm, which actually fizzled out as a practically invisible snow flurry, was due to blanket the town on Santa Claus Day, undoubtedly deterred parents from venturing out with the kiddies.

### Popular Prices

On Sunday (26), however, attendance perked up, with the big armory pretty well filled thruout the afternoon and evening despite the tem-

peratures dropping to a low for the season. Moderate admission price of 50 cents, plus tax, apparently was good bait for the moppet trade, since the kids formed the biggest segment of the attendance. Prices on rides, games and refreshments were also reasonable and business was good.

The 71st Regiment Armory is a large, square structure with the street floor practically unobstructed. This permitted an attractive layout of rides, stands and temporary stage. The Vivona brothers have six rides on the floor, all brilliantly illuminated, which give the spot a definite carnival atmosphere. Tickets, in units of 5 cents, plus 1-cent tax, must be purchased for rides. The two kiddie rides of the Vivona set-up are scaled at two ducats, or 12 cents, while the bigger rides call for three tickets, or 18 cents, and four tickets, or 24 cents, for the Rolloplane and Octopus.

### Circus-Vaude Acts

A large, elevated platform in center of the floor serves as stage for the circus-vaude show and background for an Ottoway miniature train, which is operated at this spot by compressed air. Space underneath the balcony, which overhangs all four sides of the floor, is occupied by attractions, games, refreshment stands and concessions. A. Hymes has the novelty and souvenir concessions.

Attractions include four baby elephants of Hunt Bros.' Circus, an Iron Lung and a well-stocked pony ride. There are also a rifle range, arcade machines and various forms of skill games.

Half-hour shows are presented several times each day, with spectators provided with close to 2,500 good seats in the balcony, from all of which an unobstructed view of the stage is offered. The line-up of acts has Carlell and Rose, trick roping and whip cracking; Maxima, with Skipper, trained seal; Romano, balloon novelty, and the St. Leons, teeterboard tumblers. Clown alley of 10 joeys is headed by the Georgetty Brothers, who present three of their gags, and Joe La Plante, in a novel stilt dance.

### Close-Up:

## Blend of Circus, Machinist Background Lifted Selden Up

By Herb Dotten

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

SELDEN, self-styled Stratosphere Man, is what he is today—one of, if not the foremost sway-pole performers—as a result of an early conflict, his own keen delight at circus life and his aunt's firm desire that he become a skilled machinist, settle down and live in one community. The lure of the circus spurred him to become a brilliant performer and his skill as a machinist, developed at the prodding of a persistent aunt, enabled him to devise a succession of swaying poles which are recognized as outstanding for their height, swaying qualities, and the remarkable ease with which they are erected and struck.

That early conflict merely suggests the story of Selden. It does not indicate the dogged determination, relentless striving or boundless energy which has enabled him to increase the slender pole on which he works to a height of 138 feet. Nor does it indicate the development of his own thrilling performance, his showmanship nor his ever-increasing ability to gain publicity.

### Tragedy in Selden Story

Similarly, the Selden story would be incomplete without detailing the tragic loss of his wife, killed when she fell during a trap act in which she was holding on by her teeth; his own narrow escapes, the most serious from the roof of his mother's house which he was trying to repair, and his success as a circus operator, enabling him to amass a comfortable fortune, only to have it washed away by the depression of the '30s.

There was nothing about Selden's parents that pointed to him as a future circus performer. Born September 22, 1900, in Lansing, Mich., he was named Arzeno Eugene Selden. His father was a farmer. At the age of 5, Selden was taken to a circus and that spelled the beginning of his affection for circus life and he found farm chores uninteresting.

Living on a farm, without any other youngsters to play with, he reflected his interest in the circus by trying all manner of back bending, hand stands, etc. This continued daily and, altho untutored, he developed.

(See *Blend of Circus* on page 46)



ARZENO EUGENE SELDEN

## Stebbins Quits Post At Mad. Sq. Garden

NEW YORK, Jan. 1.—Walter C. Stebbins announced this week that he had resigned his post as house manager of Madison Square Garden to devote his time exclusively to auto racing and other promotions.

About a month ago Stebbins combined his Stebbins Speedways with Small Car Enterprises, headed by Alexis Thompson, New York and Philadelphia sportsman. First move of the new combo was to lease the Kingsbridge Armory in the Bronx for the presentation of indoor midget races this winter. They will also operate Hinchliffe Stadium, Paterson, N. J., as a midget speedway again next season, as well as stage big car events at a number of eastern fairs.

The combo is negotiating for the control of several other major racing properties in the East.

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# Blend of Circus, Machinist Background Lifted Selden Up

(Continued from page 45)

## Joins Show

When only 10 years old, he joined the Jack Kelly Shows, of Lansing, where he did a contortion act, table act and also worked in a trap act. At the outset his father figured his son would get "a stomach full of circus life" and then come home. However, he didn't assay fully the hold circus life had for his son and the latter remained on the show thru the season.

That fall, Selden, instead of returning to his father's farm, went to the home of an aunt, who lived not on a farm, but in Lansing. Urged by his aunt, he became an apprentice in the Oldsmobile factory there. Thus began his training as a machinist, and the development of knowledge which later enabled him to invent sway poles of great height which would withstand the rigorous strain of his stunts.

He didn't remain with the factory when spring came around, but at the season's end, he would return to the Olds factory, becoming more proficient as a machinist. In 1911, when he was but 11, he joined the Bulgar & Chenny Shows, of Sparta, Wis. There he did contortionist and trap acts. The following year saw him with the Crawford Southern Floating Show which plied the Ohio River and on which he did the same acts. This time, tho, he had his first taste of rough going.

"Everything went well until the manager forgot to pay us," Selden recalls. "Then the band attached the show, tied it up at Maysville, Ky., and it looked like that was the end of the org. But the show owner, despite the sheriff's orders, contrived to pull the boat away from shore, and the sheriff and his assistant chased us down the river, shooting at us, but was unable to stop us. We landed flat-broke a day or two later in Cincinnati."

## Returns to Factory Job

This caused Selden to return to his aunt's home, face a stern lecture and re-enter the Olds factory. By this time, Selden was anxious to own his own show. Imbued with the idea, he joined the Bartino Circus, where he served in many capacities and learned more about the biz. In addition to his act, his assignments ranged from being boss canvasman to equestrian director. At season's end, he returned to the Olds factory, where he completed a course in toolmaking.

In the spring of 1915, he was out again, this time with Dave Preerin's Circus, once more in an effort to broaden his circus operation knowledge. Tho only 15, he not only did his acts but was general manager on the lot, no small job, even with a small show for a lad his age. It was on this show that Selden met Lee Parmalee, who did trap and comedy table acts. Lee then was about 19 and Selden was going on 16, but, undeterred by their youth, they decided to take out a show of their own.

## Bows in Own Show

And, in the spring of 1918, they bowed with a dramatic show, titled the Selden & Parmalee Players, which played three-day stands. Each did parts, some specialties, in the actual performance, and together they handled all the business arrangements. At the close of the season they found they had broken even financially and, after a whirl of winter vaude dates, they brought the unit out again in 1917, once more with the same financial results.

World War I interrupted Selden's career. First, he returned to the Oldsmobile plant, where despite his youth, he was placed in charge of the machine-repair section, a big responsibility. Early in 1918, he joined the navy, going in as second class machinist and emerging as a mechanical engineer. It was while he was in the

service that he studied mechanical engineering and it was then, too, that he married. His wife was the former Inez Anthony, a farm girl from his home town. And, during the war, while stationed at the Norfolk Navy Yard, he taught her to do trap acts, carrying perch and hand-balancing. Meanwhile, his desire to have his own circus welled stronger than ever.

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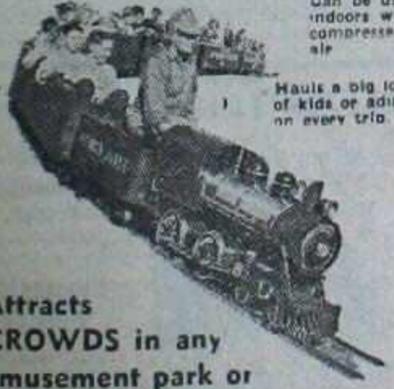
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When discharged from the navy, he borrowed all the money he could, and in 1920 he launched Selden's Big City Show, a motorized unit, which was set up to play fair midways, as well as still dates. And, it clicked. In that season he wiped out all his debts, paid for all his equipment and had a few thousand dollars to spare.

Thus, before he was 21, good fortune greeted him. For six years thereafter, he took the show out in the summer and it won money. In the winter he and wife, billed as the Seldens, played vaude with a hand-balancing act.

**Piles Up Fortune**

He piled up about \$100,000 with the show and then decided to quit the road. Much of his money was placed in Lansing property, but the depression whacked him for about \$70,000 and he decided to return to show business.

He made his re-entry at fairs with Jack Champion's grandstand unit, for which he and his wife supplied five acts. It was with this unit that his wife was killed in 1930 at the Winston-Salem, N. C., Fair. She fell 35 feet during the trap act and died three days later.

Stunned, Selden took some time to reorganize himself. During an enforced idleness resulting from fractures of both feet sustained in a fall from the roof of his mother's home he remapped his future.

He decided to come out with a single high act and began to work on plans for it. In 1932, while working in trap and slack wire acts at fairs and parks, he busied himself with plans for a high pole act. In 1933 he spent about \$5,000 on various metals and different types of construction in experiments to develop a rigging which would suit his needs.

It was during this period that his training as a machinist, his schooling as a mechanical engineer and his knowledge of metals stood him in good stead. He succeeded in develop-

(See Blend of Circus on page 71)

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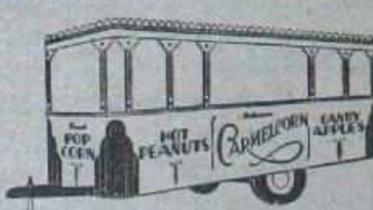
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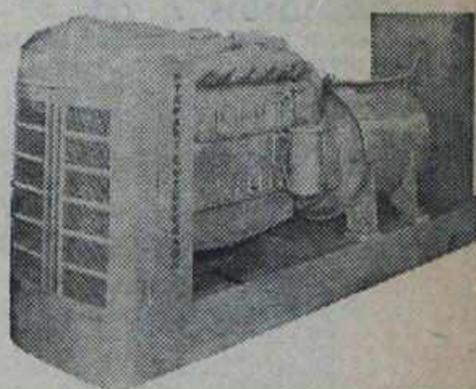
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 Crystal Balls; Imported  
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 Single Sheets, 2 1/2 x 14, Typewritten, Per M. \$5.00  
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 Very Well Written, \$5.00 per 100; Sample 10c  
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This is the **SUPER WIZARD** you hear so  
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 Be your own boss - send  
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Any Supplies for Eastern and Western Type Galleries  
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## CONSULT US

For your 1949 Vagabond, Spartan, Anderson or Kit  
 Harcains in good trade-ins and '48 models.  
 6% Terms to suit.  
 Grand Rapids and East Lansing, Mich.  
 St. Petersburg, Tampa and Sarasota, Fla.

## SELLHORN'S

# Out in the Open

Louie Stern, co-owner with I. J. Polack of Polack Bros.' Circus, recently spent a week in New York and while there was a visitor backstage at Radio City Music Hall, the guest of Leon Leonidoff, producing director. Stern also stopped briefly in Chicago en route to San Francisco for the East-West football game. Following his San Fran visit he will go to Los Angeles to meet Polack. . . . Sam Dock, 85, who for 67 years has toured the United States, Canada and the West Indies both as a performer and show owner, was the subject of a feature story recently in *The Reading* (Pa.) *Eagle*. His grandsons, Raymond and Lee Bryson, operate a small

truck circus, and Sam is the org's animal trainer.  
 Joe Hughes, field representative of the George A. Hamid office and an observant gent, proffer a creditable suggestion of interest to fairs as the result of a recently concluded sales trip thru New England and Canada. Joe reports that nearly every city and town was elaborately decorated with a string of colored lights for Christmas. These, he said, were in use for only a couple of weeks each year after which, he assumed, they collected dust in storage. This being so, why wouldn't  
 (See **OUT IN OPEN** on page 55)

# Talent Topics

After closing with L. B. Lamb Shows, Linda Lopez opened at the Wonder Bar Cafe in New Orleans for an indefinite engagement. . . . George and Donna Lanning, aerialists with the Sensational Royals, high act, are in Glendale, Calif., celebrating the birth of a son, David Courtney, there recently. . . . Louis Fecleau, a member of the Sky-High Alcides, and wife, Edna, are wintering in St. Andrew, Fla. . . . Wyatt Darries, clown, is

wintering in New Orleans after closing with Tom Packs's indoor show in the Mardi Gras city. He spent the holidays in Pensacola, Fla. . . . Cliff Monet's horses and ponies, with Bill, Don and Jerry Monet in charge, are with the Nesbitt Products Company, as are some of John D. Wixom's wild animals, including a cage of lions and some reindeer.

The Great Unus, whose specialty is balancing on one finger, has been inked for winter dates by the Music Corporation of America. Unus, featured last season by the Big Show, recently purchased a home in Sarasota, Fla., where he will reside with his wife, Valentina, and their two  
 (See **TALENT TOPICS** on page 72)

## POPCORN

\$6.00 per 100 lb. South American Yellow.  
 Direct from grower to you.  
**MILLER BROS.**  
 Utica, Neb.

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## Park and Carnival Amusement Devices

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## The TILT-A-WHIRL Ride

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 Public Appeal \* Stability  
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## L. C. McHenry Takes Title to Harris's Org

HENDERSON, Tex., Jan. 1.—In a deal consummated here last week, L. C. McHenry purchased Harris United Shows from A. C. Harris and will take the org out in 1949 under McHenry's old Crescent Amusement Company title, which operated in the East for the past 10 years.

Under the terms of the pact, McHenry receives all the shows and rides owned by Harris. McHenry said that he will have 10 modern rides in operation thru the season. Among them will be a new Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl.

E. C. (Doc) Anderson, who had the Colored Revue with the John H. Marks Shows and who has been with McHenry for the past six years, will operate the colored show on the new outfit. Shows, said McHenry, will be transported on 25 tractor-trailers.

A new Diesel light plant is on order and all equipment that McHenry did not sell in the East is being moved into local quarters. Harry Benson, who had his own shows in Texas, has been engaged as general agent, while George L. Smith, who has been associated with McHenry for the past five years, will be lot superintendent. Joe Black will have the new Diesel plant.

McHenry, who plans to attend the fair meetings in Dallas and Little Rock, said that a number of annuals in Texas and Arkansas have been contracted. Current plans call for the shows to tour Texas, Oklahoma, Arkansas, Missouri and Iowa, with 6 shows and about 30 concessions in addition to the 10 rides. A sound car also will be used.

## Schipper, Williams Buy Happy Holiday From Herb Simpkins

DETROIT, Jan. 1.—Anthony Schipper and Raymond A. Williams, both of this city, have purchased the Happy Holiday Shows from Herb Simpkins, who plans to retire from the business due to illness. Announcement of the deal was made here this week.

Schipper is a veteran bingo operator, while Williams has been a concessionaire on various shows for at least 15 years.

Eight rides and three shows are involved in the sale. According to Schipper, the org will carry about 30 concessions. Territory to be played embraces Michigan, Ohio and Indiana.

Glenn Hockett and Jack Raterink, formerly of the D. S. Advertising Agency, have been named general manager and advance agent, respectively, under the new ownership. Hockett and Raterink in 1948 leased rides and operated a show under the title of the Pleasureland Show thru Southern States.

## San Fran Showfolks Entertain 400 at Christmas Event

SAN FRANCISCO, Jan. 1.—Show Folks of America staged one of their finest social functions Christmas Day, an elaborate Christmas dinner for all showfolks and their friends.

More than 400 dinners were served and there was continuous entertainment. Hit of the show was 2½-year-old Billy Coles, who played the harmonica.

Fred Weidmann was chairman of the party, and Harry G. Seber was chef. Between them they supervised the cooking of 20 20-pound turkeys. Margaret McClosky came

## Yule Festivities Dominate Gibsonton Showfolk Colony

By Hampton Dunn

GIBSONTON, Fla., Jan. 1.—Showfolk colony here was saddened by the passing of John Weber, who was found dead in bed December 16. His body was shipped to relatives in Indianapolis for burial. Glenn Porter, Side Show operator, is entertaining his daughter, Glenda. Little Joe Hilton is out of the local hospital and doing well. Mr. and Mrs. Slim Kelly visited again. Mr. and Mrs. Al Tomani are doing well, as are their two children.

Mickey Mansion and Stanley Barbee are expanding their layout for 1949. The Erdmans are doing much fishing and Lee has recovered from his neuritis attack. Cash Miller's Rare Animal Farm opened big December, with *The Tampa Times* co-operating.

Mrs. and Mrs. Charlie Phillips and the Harringtons enjoyed their stay at Eddie's Hut. Charley Leroy helped entertain children at Greater Tampa Showmen's Club party December 19. Tommy and Maude Allen purchased a new car. Harry E. Wilson gave Cash Miller a hand with publicity. Gertie Miller made a three-column picture in *The Tampa Times* December 18.

Eddie LeMay, retiring president of Greater Tampa Showmen's Association, was presented with a desk set by members. Mr. and Mrs. Charlie Guttermuth and baby visited. Mr. and Mrs. Mickey Goldberg, formerly with Mighty Sheesley Midway, visited.

Mae Phillips celebrated her birthday December 24. Whitey Hewitt celebrated his Christmas Day. Christmas morning gifts were exchanged at the Hut. Cathy and Wilma Sutton came home from school for the holidays. Wilma DeVos is on the sick list.

Mac Maxwell is helping in the kitchen at the Hut. Mr. and Mrs. Herman S. List, concessionaires, moved in last week, as did LeRoy

## Krekos To Introduce Second Unit; Levitt Gen. Rep. for Both

SAN FRANCISCO, Jan. 1.—Appointment of Ted Levitt as general representative of West Coast Shows was made recently by General Manager Mike Krekos. Move is in line with plans to launch a No. 2 Unit early this year, Krekos said. George Coe is being advanced to post of business manager for the org.

For the past five years Levitt has been general agent for Rob Schoonover's California Shows. He is the son of the late Victor D. Levitt, of Levitt, Brown and Huggins.

Levitt was previously associated with West Coast Shows, first joining in 1933 with a Side Show.

Expansion plans for the shows were announced by Krekos, who said the No. 1 show will carry 12 rides, 8 shows and 35 concessions. The new unit will have 5 rides, 20 concessions and 4 shows. Krekos is also buying a new Allan Herschell Merry-Go-Round.

Season for the No. 1 Unit will be March 1, Krekos said, with the No. 2 Unit slated to hit the road in May if it can be readied in time.

in for a special bow for her cleaning of the clubrooms.

Those who entertained, waited on table and did the heavy work were Eddie Burke, Whitey Monnette, Ethel Weidmann, Loyde Crow, Ralph Deering, Mr. and Mrs. J. Boehn, Jimmy Lynch, Fred Cockrell, Mrs. Helen Artz, Mickey Hogan, Mrs. Estelle Rosenthal, Mrs. Anita Jeffers, Mr. and Mrs. P. Lewis, Lee Peterson, K. O. Van, Val Strocchio and W. N. Deering.

Hunter. Harry E. Wilson enjoyed a short visit with his two sons, Harry Jr. and Robert. The Wilsons are sporting a new trailer. Joe Sciortino returned home for the winter. Mr. and Mrs. Brownie Smith are wintering at the Hitching Post. Sailor Katzy is building a trailer park. Kitty Sutton and Grace LeMay are active in Greater Tampa Showmen's Association Ladies' Auxiliary. Bobby Barrow came in for the holidays. Sammy Smith visited.

## Allen & Smith Float New Org

FITCHBURG, Mass., Jan. 1.—Irving L. Smith this week announced that he and Frank Allen would take a new org or the road this spring under the title of the Allen-Smith Shows. A Massachusetts corporation has been formed with Allen listed as president and business manager, and Smith as treasurer and general representative. Philip C. Cunningham has been appointed secretary and office manager, and Joseph E. Perry, former sports writer and radio announcer, has been inked to handle publicity and advertising.

Allen and Smith are both well known in show circles. Allen is a former business manager of the J. P. M. Shows and has been an independent concessionaire for about 12 years. Smith was the general representative of the Granite State Shows for the past three years, a post now held by A. W. (Pat) Hanlon, who was lost with the Ross Manning Shows in a similar capacity.

Smith said the new org would open in New York and be routed thru all New England. He will attend the various fair meetings in this area to bid for contracts.

The partners recently purchased a Ferris Wheel, Merry-Go-Round and Chairplane and plan to supplement these with the booking of several flat rides. Plans call for 3 shows and 24 concessions. An Al Martin free act will be used, Smith said.

A winter quarters has been established in Providence, R. I., where Allen resides. Smith will operate from his residence here.

## Canadian Association Sports New Clubrooms

MONTREAL, Jan. 1.—Canadian Showmen's Association, Inc., formally opened its new clubrooms here December 11, with most of the club's members spending the winter in the city on hand for the ceremonies attendant to the inaugural.

New rooms will be the scene of the club's annual election of officers to be held January 9. C. Rivard, secretary, reports.

## Gardes Join Gold Bond

MOUNT STERLING, Ill., Jan. 1.—Gary W. (Al) Gardé, Upper Wisconsin tavern-resort owner who has been out of showbiz 15 years, will handle the public relations job for the Gold Bond Shows this season. He also will have charge of the show-owned Penny Arcade and grind shows. His wife will assist Mary Stark with the office duties. The Gardés have purchased a new trailer home in which they are residing at the show's quarters here.

## Hoopeston Pacts Rogers

HOOPESTON, Ill., Jan. 1.—Rogers Greater Shows have been signed to provide the midway attractions at this year's annual July 4th Celebration, marking the second consecutive year the contract has been awarded the shows. Representing the shows

## L. Carr Takes Over Boston

To use new equipment for second unit—No. 1 show set to open April 1

WILMINGTON, Mass., Jan. 1.—Lawrence Carr, owner-manager of the Lawrence Carr Shows, which headquarters here, has purchased the equipment of the Boston Shows. A Ferris Wheel, Merry-Go-Round, Chairplane, four trucks, three 26-foot trailers, light plant and 20 concessions, complete with tops and wiring, were included in the transaction.

Carr will take the newly acquired equipment out as a unit to play in and around Boston. The No. 1 show, the larger of the two, as usual will play New England, with some changes in its route of the past season.

Carr announced that the No. 1 unit will open April 1, with the No. 2 unit to go out a month later. He also said that he will leave here soon for State fair conventions in the South. Meanwhile make-ready work on equipment will be started in winter quarters here.

## J. Gecoma, Operator Bright Lights Expo, Dies of Brain Tumor

PITTSBURGH, Jan. 1.—John Gecoma, 51, general manager of the Bright Lights Exposition Shows and prominent theatrical agent, died in Montefiore Hospital here Christmas morning from the effects of a brain tumor. He died intestate, and his survivors are a sister and two brothers, all nonpros.

Gecoma had been in the carnival business for the past 20 years, about the last five of which were in partnership with L. C. Heck. During the winter he was associated with the late Frank Cervone in the booking agency business.

Gecoma had a wide acquaintance among miners as a result of close association with them and the coal industry prior to entering showbiz. His annual trek was always the same, covering parts of Pennsylvania, West Virginia, Virginia and North Carolina, and included many repeat spots arranged for by miner acquaintances.

The 1948 tour was cut short when the org was faced with the usual operational curtailments resulting from an infantile paralysis epidemic in North Carolina.

## William J. Giroud, Victory Shows Op, Dies in Sleep at 52

NEW YORK, Jan. 1.—William J. Giroud, 52, owner of the Victory Shows, died in his sleep at his home on Salisbury Avenue, Stewart Manor, L. I., early Thursday (30) after a long illness. Survived by his widow, Elsie.

Giroud, whose showbiz career spanned about 35 years, outlived his partners, Jack Carr and John B. Daverin, by only a few years.

The Victory org never ventured from Long Island, where it became well known by virtue of playing many annual repeat dates.

Before organizing the Victory Shows Giroud was a partner with Philip S. McLaughlin in the operation of the New England Motorized Carnival. Ross Manning, now a show owner, was general representative.

He was an early member of the National Showmen's Association, having joined February 17, 1948, a few months after it was organized.

in the negotiations for the two-day event was General Agent W. H. (Bill) Lambert.

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**NEW**

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**Carnival Wheels**



Complete Bingo  
Supplies, also  
Amplifiers.  
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Open all year round  
Want Freaks and Novelty Acts.  
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Equipment & Supplies

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NASHVILLE TENN.

**CALIOPE RECORDS**

Ideal for Midway and Merry-Go-Rounds.  
All records on non-breakable plastic. Will  
fit and work on all changers.

Write for Free Listings.

**CALIO RECORDS**  
ELMHURST, ILL.

**WANT TO BUY**

Kiddie Rides, two Kiddie Auto Rides, factory  
made. Three Kiddie Ferris Wheels, factory  
or home made. Two Kiddie Merry-Go-  
Rounds, jumping horses, factory made only.  
Also interested in any other new make  
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**WORLD OF PLEASURE  
SHOWS**

Now contracting for 1949 season  
Rides—Shows—Concessions  
Open in April—vicinity of Detroit

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**CARBONS** FOR 60"

SEARCHLIGHTS

Type 1, manufactured by National Carbon Co.  
Excellent condition. 25 sets to metal container;  
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F. O. B. Ogden, Utah, case lots, per  
container  
Special prices for larger quantities.

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**WANTED**

FOR 1949 SEASON

Ferris Wheel, Merry-Go-Round, Tilt or any other  
Novel Ride. Long season of Celebrations and Fairs.  
Good route, good crowds.

**JAY GOULD CIRCUS**

Ottawa, Illinois

**CARNIVAL WANTED**

For Street Fair, Sept. 1, 2 and 3, 1949.

Must have Ferris Wheel, Carousel, Octopus, Whip  
and three Kiddie Rides, including live Ponies and  
Toy Train. Also room for legitimate Side Shows  
and Concessions. Strictly no gambling devices.

Contact **ANDY R. PELUSO**

Abingdon, Ill.

**SECRETARY AVAILABLE**

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insurance and bookkeeping systems. References  
Available

**BOX D-113**

676 The Billboard Cincinnati 22, O.

**MIDWAY CONFAB**

A. W. (Pat) Hanlon, general agent of the Granite State Shows, reports that William E. Muldoon, general manager, has booked a cannon act thru the Al Martin Agency for next season.

Now is the time when Southern trouping is pleasant—between 11 a.m. and 4 p.m.

Frank Ingram pens that he is playing lots around New Orleans with the Harry Lottridge Shows after closing with Central Amusement Shows. . . . Jackie Lynn, who was with the W. C. Kaus Shows the past season, has been contracted as a white face clown with Biller Bros.' Circus for 1949. . . . Rita Raye spent New Year's in Washington with friends.

An optimist is an agent who believes that a certain number of known bad dates might pan out good.

John and Jo Quinn, owners of the World of Pleasure Shows, who in '47 sent their friends a unique carnival tent as a Christmas card last year, followed up with a jolly animated Santa Claus, on a Merry-Go-Round hobby horse this time. . . . Jack, Jim and Bessie Gallagher, owners of the Playland Shows, sent their friends a three-color Christmas greeting with a lively scene of their red wagons out in the snow at winter quarters.

Little midway girls are considered grown up when they're big enough to stamp rhinestones on G-strings.

Edna Kaai, who works the hoop-la at Riverview Park, Chicago, during the summer and with Royal American Shows at Tampa, plans to leave Chicago soon for the Florida city's fair. She recently recovered from a bout with pneumonia. . . . Charles S. Noell, general agent of Tivoli Exposition Shows, spent Christmas in Hot Springs following an extended booking trip in five States on which he booked 10 spring dates. . . . Bill Pyle has booked his Georgia Mountaineers with the James H. Drew Shows for 1949.

A manager covers for booking a bad date with: "It was intellectual booking to break a jump."

Victor Palmer, billposter with Harrison Greater Shows last season, has been signed in a similar capacity

with Lawrence Greater Shows for 1949, he reports from his Gettysburg, Pa., headquarters. . . . Joseph Lehr pens from Philadelphia that Mrs. Imogene Riley, widow of Matthew J. Riley, will leave the Quaker City January 10 for her winter home in Miami for a two-month vacation, after which she will return to Philadelphia to ready the shows for their engagements in that sector. . . . After closing the season in Sumter, S. C., Fred Owens has returned to B. & H. Amusement Company's quarters, where he's employed as a painter, marking his third consecutive winter in that capacity.

One never realizes how much cruelty there is in the world until he hears a 40-miler cry on privilege day.

Ralph Arnold Miller, formerly with a number of carnivals, is managing a shoe store in Toledo. . . . Mrs. Robert Paul, who with her husband formerly was a member of the World of Mirth Shows, last week was named New Orleans's Driver of the Week by the city's traffic safety bureau, with The New Orleans States hailing her as Santa Claus in its December 25 issue. And she proved to be just that to two vets in Veterans' Hospital in the Mardi Gras city when she turned over to them two ducats, part of her awards in winning the title, to the Sugar Bowl football game. Other awards included a check for \$10 from the local paper, a certificate signed by Mayor Chep Morrison and an orchid. In refusing the tickets, she explained: "I had a son in the war."

Broken ride boy predicted a tough winter, thus acquiring a reputation as a prophet among the broken white-collar siffs.

Showfolk wintering in Fort Worth include Mr. and Mrs. Fred Miller, Mr. and Mrs. Herman Helton and Mary Jane, Bill Stone, Otis and Jewell Cannon, Jimmy and Grace Beyers, Jack and Virginia Barnes, Casey Jones, Mr. and Mrs. Ed Faulkner and Butch and Billy Goff. . . . Keith Sutton, well known in outdoor show circles, is in Miami managing the Acme Hotel for the winter. . . . Starr and Adele DeBelle, after a busy pre-Christmas period during which time they mailed out some 800 greeting cards, report from the James E. Strates Shows winter quarters in Largo, Fla., that things are shaping

**POPCORN • PEANUTS • SUPPLIES**

TOP-POP Hybrid Popcorn Is Backed by a Money Back Guarantee!  
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.

SERVING YOU FROM COAST TO COAST

**CHUNK-E-NUT PRODUCTS CO.**

**MATTY MILLER**  
231 N. Second  
St.  
Philadelphia 6,  
Pa.

**HANK THEODOR**  
2908-14 Small-  
man St.  
Pittsburgh 1,  
Pa.

**ED BERG**  
1261-63 E.  
Sixth St.  
Los Angeles 21,  
Calif.

**MODEL SHOWS, INC.**

WANTS FOR 1949 SEASON

8 NORTHERN FAIRS; 4 SOUTHERN FAIRS SIGNED AT PRESENT.  
OUR STRONGEST SPRING ROUTE BOOKED.

CONCESSIONS: Long Range, Short Range, Candy Floss, Pop Corn, Photo, Custard, Fish Pond, Bowling Alley, Jewelry, Novelties, Ball Games, String Game, Cork Shooting Gallery, or any Concessions that work for stock. Concessionaires that contacted before please do so again.  
SHOWS: Ten-in-One, well flashed Girl Show, Animal, Snake, Illusion, Fun House, Glass House. Have 20'x50' Top for worth while Attraction with own equipment.  
RIDES: Kiddie Airplane, Boat, Train, Little Dipper.  
HELP: Foreman for Dodgem, Help on all Rides. Must be capable Semi Drivers.  
MAN AND WIFE to take full charge of well framed and flashy Cook House, 50-50 deal. Must be clean, sober and reliable. Living quarters in truck. We cater to our Show People.  
OPEN ABOUT MARCH 25th. We have no gate, grift or gypsies. All address:

**JOHN L. ROBINSON**

1302 BUCHANAN, TEXARKANA, TEXAS

**GARDEN STATE SHOWS**

NOW BOOKING FOR THE 1949 SEASON. EVERYTHING OPEN. WHAT HAVE YOU? Can use Shows, Flat Rides, Hanky Panks. Will sell X on two Wheels, also P.C. if you have Hanky Panks to go with them. Want to hear from all friends and those who have been with us the past seasons.

We will open the 1949 season in the latter part of April in Pennsylvania.

WISHING YOU ALL A VERY HAPPY NEW YEAR AND A BIG 1949 SEASON.

Address all to

**R. H. MINER JR.**, Box 1737, Cumberland Camp, Miami, Fla., or  
**R. H. MINER SR.**, 161 Chamber St., Phillipsburg, N. J.

**W. G. WADE SHOWS**

Now Contracting for 1949 Season

RIDES—SHOWS—CONCESSIONS

EXCELLENT TERRITORY

for Well-Lighted

**SPITFIRE RIDE**

Long Season Available, Starting in March

C. P. O. Box 1488  
Detroit 31, Michigan

**FOR SALE**

One Long Range Shooting Gallery, built on 2-ton Dodge cab-over-engine truck. Gallery has 16' front and 35' depth; truck guaranteed just like new, heavy duty dual wheels and tires also new. Original cost of this unit, \$6,500.00 18 months ago; will sell same for \$3,000.00 cash. Reason for selling, am quitting Show business. This is the best bargain anyone ever offered. Seven Remington automatic rifles go with it, flood lights and all wiring complete. One man can put up same in 2 hours; nothing weighs over 8 pounds. This Gallery guaranteed just as this ad reads. Also have 11 1/2 cases of ammunition that will sell wholesale price. If interested, wire \$500.00 deposit; will hold—and if not satisfactory, deposit will be refunded. Wire, don't write.

**EDDIE DAVIS**

c/o JACKSONVILLE FIXTURE & SALES CO.  
702 W. Boy St., Jacksonville, Fla.

**RIDES . . . RIDES**

At Liberty

FOR FAIRS and SPONSORED EVENTS  
For Sale—#12 Eli Wheel in first class condition, good as new \$6,500.00.

Write

**THOMPSON BROS.**

2906 4th AVE. ALTOONA, PA.

**Now Booking for 1949**

Rides, Shows and Concessions

**HAPPYLAND SHOWS**

3633 Seyburn Detroit 14, Mich.  
Phone: WALnut 1-7924

**FOR SALE**

One Kiddie Airplane, Smith & Smith, 1947 model, in A-1 condition, price \$1,800.00; one Loop-the-Loop Ride, 2 Cages, make an offer; one new 12-14 Kibaki Top, Hollywood style, for Ball Game, \$75.00.

**CHARLES ROY**

Box 983 Salisbury, N. C.

**FOR SALE**

32' Spillman Merry-Go-Round in perfect condition, ready to operate, Jess The organ. Priced for quick sale, \$6,000.00.

**ART B. THOMAS SHOWS**

LENNOX, S. D.

**NOW BOOKING FOR 1949**

Shows — Concessions — Ride Help

**WM. T. COLLINS SHOWS**

406 Erie St. St. Paul, Minn.

**BLUE GRASS SHOWS**

Now Booking

SHOWS — RIDES  
CONCESSIONS

For 1949 Season

ADDRESS: BOX 621, OWENSBORO, KY.

**LESLIE'S TRAILER PARTS AND ACCESSORIES**

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

**BARLOW'S  
BIG CITY  
SHOWS**

Opens April 6, St. Louis, Mo. Will sell on Palmistry, Pop Corn, Diggers, Candy Floss, High Striker, Grab, Corn Game, Custard, Penny Pitch, Novelties, Photo Gallery, Short Range, Scales, Candy Apple, Long Range, Kite Ride. Address: HAROLD BARLOW, 529 N. 52, E. St. Louis, Ill.

AMERICA'S BEST  
CARNIVAL & CIRCUS SIDE SHOW

**BANNERS**

SNAP WYATT STUDIOS

661 Franklin St. TAMPA, FLA.  
Phone: M-63562

**WANT CARNIVAL**  
for  
**FIREMEN'S FAIR**  
OIL CITY, PA.  
July 4 to 9, Inclusive. Contact  
**HARRY MARCHINKE**  
No. 1 Hose House

**SACRIFICE—LOST OUR LOCATION LEASE**  
Original Cost, \$1,000; Will Sell  
for \$275, or Will Consider Trade  
**8 PRE-FLIGHT TRAINERS**  
Complete with Maps, Projectors and Coin Boxes  
Practically new. Used only 3 months.  
**MILROSE AMUSEMENT CO., INC.**  
4924 Ave. H, Brooklyn, N. Y. Navarre 8-6000  
Corner Utica Avenue

**INSURANCE**

**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**Lawrence Greater Shows**  
Suite 7-J, 333 West 57th Street  
New York City  
Now booking Fairs, Celebrations and other  
Events for 1949 Season. Can place worth-  
while Attractions, Concessions and Help—  
all departments.

**FOR SALE**  
**STREAMLINED CATERPILLAR**  
With or Without Transportation.  
Good Condition. A Real Buy.  
**L. I. THOMAS**  
c/o Thomas Joyland Shows  
Box 1593, Riverside Station, MIAMI, FLA.

**AERIAL JOY RIDE—\$4,000**  
First \$4,000.00 takes 8-car gas-driven ride,  
perfect condition. Also Spitfire for sale.  
**BAKERMAN**  
24 Candee Ave. West Haven, Conn.

**WANT TO BUY**  
Good proven money-making Grind Show  
Attractions. Describe fully. Also large  
Laughing Figures and Distorting Mirrors.  
Address:  
**JOE KARA**  
1544 St. Antoine St., Montreal, Quebec, Can.

**BAKER UNITED SHOWS**  
Inquiries solicited from Show and Concession  
Operators interested in a profitable connection for  
1949. CAN PLACE MAJOR RIDE NOT CON-  
FIRMING. Address all inquiries to  
2257 Madison Ave. Ph.: GARfield 4554  
Indianapolis 2, Indiana

**FOR SALE**  
Miller Custom Traller with Electro Freeze Machine,  
14 ft. long with tandem wheels; cost over \$6,000.00.  
Will sacrifice for \$2,500.00. All inquiries answered.  
Also have 10-Kw. Light Plant with Int. W-4 engine,  
cheap.  
**GEORGE M. RUDY**  
General Delivery Punta Gorda, Fla.

**WANT TO BOOK**  
The following Concessions: Ball Games, Duck or  
Fish Pond, Bowling Alley, String Game, Photo,  
Palmistry, Hoop-La, McClain of N. C.—write.  
**MIKE ZIEGLER**  
Rodman Hotel Philadelphia, Pa.  
Now Booking Season 1949  
Shows—Concessions—Ride Help  
Want Side Show  
**L. J. HETH SHOWS**  
P. O. Box 5415 Phone 54-7912  
North Birmingham, Ala.

up nicely on the new season's re-  
building program. Shows will open  
in about two weeks; close for two,  
and then reopen for more Florida  
fairs. The DeBelles, who spent re-  
cent winters in Cincinnati, are ac-  
companied on their Largo sojourn by  
their pooch and educated monkey.

Summer is far away, but already the  
driver of the shaving truck is planning to  
drop his loads where it will take the most  
carrying.

**Miami Club Treats**  
**125 Show Children;**  
**Elects '49 Officers**

MIAMI, Jan. 1. — Miami Show-  
men's Association hosted 125 show  
children at the annual Christmas  
party here Wednesday, December  
22. Features of the event were the  
appearance of Santa Claus, the dis-  
tribution of presents and the serving  
of refreshments.

At the regular meeting, the elec-  
tion of 1949 officers was held, with  
Carl J. Sedlmayr being chosen  
president. Other officers named  
were George A. Golden, first vice-  
president; Leo Bistany, second vice-  
president; William Cowan, third  
vice-president; Ralph N. Endy, treas-  
urer, and Carl Hanson, treasurer.

Named to the board of directors  
were Tommy Allen, Frank Bergen,  
Irving Biscow, Tommy Carson, Val  
Cleary, Phil Cook, Mel Dodson, Ed-  
die Edwards, Pat J. Finnerty, W. D.  
Singer, Sam Solomon, J. C. (Tommy)  
Thomas, Max Kimerer, Harry Weiss,  
Cortez Lorow, J. C. McCaffery,  
Harry Ross, Andy Markham, Harry  
Modelé, Jack Perry, Buddy Paddock,  
Alton Pierson, Sam Prell, Louis A.  
Rice, Al Rossman, Harry Schrieber,  
Jack Gilbert, William Tara, Carl J.  
Sedlmayr Jr., Benny Weiss, Morris  
Lipsky, Clif Wilson, Harry Hennies,  
Mike Roman, Ben Braunstein, Bill  
Tucker, Jack F. Martin, Bernard  
(Bucky) Allen, Ray Marsh Brydon,  
Frank Miller, Ben Glass, Ralph  
Decker, Art Frazier, George Good-  
man, Sam Gordon, Rip Weinkle, Don  
Lanning, Nat Lorow, Jack Wilson  
and John A. Young.

**American Carnivals**  
**Association, Inc.**

By Max Cohen

ROCHESTER, N. Y., Jan. 1.—  
New type of fund raising was ap-  
proved by the membership at the  
15th annual meeting in Chicago. Dur-  
ing 1949, each of the member shows  
will be asked to stage a jamboree for  
the benefit of the public relations  
fund. Contributions for the 1949 sea-  
son have been received from Sunset  
Amusement Company, \$30; Island  
Manor Shows, \$10; Curtis Bockus,  
\$25, and John Francis, \$40.

The membership roll now num-  
bers 234. Since the close of the Chi-  
cago meeting applications have been  
received from Blue Grass Shows  
and George W. Nelson Shows.

The 1949 personnel membership  
race already has started. Cards have  
been issued to some of the personnel  
of J. J. Kirkwood Shows, World of  
Mirth, Endy Bros., B & C Exposition  
and Gooding Greater Shows.

**Sunshine Facts Dade City**

DADE CITY, Fla., Jan. 1.—Pasco  
County Fair here has contracted  
Sunshine Shows to provide the mid-  
way attractions for its second annual  
fair, January 19-22. Representing the  
fair at the contract negotiations were  
County Agent J. F. Higgins, H. A.  
Greetzmacher and D. E. Cannon.

**JOHNNY T. TINSLEY SHOWS**

"America's Most Modern Midway"

Want for season 1949: High Class Entertaining Shows, Circus  
Side Show, Organized Minstrel, Monkey Circus, Mechanical  
City, Midget Revue, Wild West or Anything New.

Concessions: Now booking Hanky Panks of all kinds, Ball  
Games, Bowling Alleys, High Striker, Long and Short Range  
Galleries, Photos, Fishponds, Balloon Dart, Bingo, Novelties,  
Frozen Custard, Popcorn, Floss, Candy Apples, Legitimate  
Merchandise Wheels.

Ride Help: Can place Foreman, Second Men and Useful Ride  
Help of all kinds for Twin Wheels, Octopus, Rolloplane, Fly-O-  
Plane, Caterpillar, Tilt-A-Whirl, Merry-Go-Round, Spitfire and  
Four Kiddie Rides. For Competent, Sober Ride Men we have  
a nice proposition.

We have several complete Show Outfits that we will turn over to capable Managers  
that have something to put in them.

FREE ACTS: We offer a season's work for a high class Aerial Act, at least three  
people, and it must be high. Platform Acts need not apply. Address:

**JOHNNY T. TINSLEY SHOWS**

22-A E. COURT ST.

GREENVILLE, S. C.

**Imperial Exposition Shows, Inc.**

*Monarch of the West*

OPENING NEAR LOS ANGELES, FEBRUARY 21, 1949  
NOW CONTRACTING FOR SEASON OF 1949

CONCESSIONS—Will book legitimate Concessions of all kinds ex-  
cept Bingo and all Eating Concessions which are already con-  
tracted.

SHOWS—We have Art Converse's Side Show and Eddie Lloyd's  
girl revues booked. Will book anything not conflicting. Must  
be in keeping with the standard set by this show. Particularly  
want Midget Show, Monkey Motordrome or other shows of  
high caliber.

RIDES—Will book C-Cruise, Hi Ball or Rocko Plane, Kiddie Boat  
Ride, well flashed Pony Track.

Address all communications to

**M. E. ARTHUR, General Manager**

1393 Rose Avenue

Venice, California

Phone: Santa Monica 62108



WANT

WANT

Now Booking For The 1949 Season

CARRYING 6 RIDES—4 SHOWS—30 CONCESSIONS—DIESEL LIGHTS

Opening the middle of April and touring Tennessee, Kentucky, Georgia, Alabama and Virginia.  
FAIR SECRETARIES AND COMMITTEEMEN: Contact our representatives at the Fair Meetings in  
Louisville, Nashville and Augusta, Ga., before you sign your Midway Attractions.  
CONCESSIONS—Want Merchandise Concessions of all kinds; everything open. Especially want  
Bingo, Diggers, Photo, Long or Short Range Shooting Gallery, Novelties, Jewelry, Bowling Alley,  
Dart Store, Penny Pitch, Cigarette Pitch, Fish Pond, Bumper, String Game, Cat Hacks, Milk Bottles,  
Hoop-La, Pitch-Till-U-Win, Country Store, Cotton Candy, Snow Balls, French Fries. Have already  
booked Cookhouse, Popcorn, Guess Your Age, Palmistry and all P. C.  
RIDES—Will book Kiddie Auto, Kiddie Boat and Kiddie Train on small percentage.  
SHOWS—Will book any Show of Merit with own outfit not conflicting with our Wild Animal Circus,  
Snake Show, Crime Show and Fun House. Especially want Mechanical City, Penny Arcade, Fat Show,  
Illusion or Glass House.  
HELP—Want sober and capable Foremen and Second Men that can drive semi trucks for #12 El  
Wheel, Merry-Go-Round, Chairplane and Kiddie Airplane. Want a sober and capable man to  
Manage four office-owned P. C. outfits. Want Griddle Man for office-owned Cookhouse. Want A 1  
Truck Mechanic with own tools to keep up 15 trucks. Also want Clown for Fun House.  
Want to hear from Carl Metlow, Arthur Carroll, Johnny Saunders, Zoro Blaire, Rufus Robbins

All replies and wires to:

**WILLIAM O. HAMMONTREE, General Manager**

1313 E. 30th St.

CHATTANOOGA, TENN.

**HAPPY HOLIDAY SHOWS**

NOW BOOKING FOR 1949—OHIO, MICHIGAN, INDIANA

SHOWS—Monkey, Girl, Posing, Snake or any other Grind Shows. CONCESSIONS—Hanky Pank  
and Stock Stores. HELP—Agents for Hanky Pank. Ride Help that drive semis and can stay sober  
Committees—Have week open in July and one week in August. Write, don't call.

**HAPPY HOLIDAY SHOWS**

G. P. O. BOX 1664

RAY WILLIAMS, Owner; H. G. HOCKETT, Genl. Mgr.; JACK RATERINK, Secy. DETROIT 31, MICH

**WANT OLD MERRY-GO-ROUND**

Prefer real old one. To be used as display. What have you?

**H. J. GOLDEN**

Norwalk, Conn.

**Floyd Woolsey—Bill Hames Show**

WANTS FOR CREAM OF TEXAS SPOTS—OPENING JAN. 28, 1949

FT. WORTH STOCK SHOW, HOUSTON TEXAS STOCK SHOW, SAN ANTONIO  
Freaks, Strange People, Curiosities, Musical Novelties, Mentalist, Working Acts, Talkers,  
Gene and Carl Stone, answer. Good opening for Magician that pitches.

Address: 206 SOUTH LAKE ARTHUR AVE., JENNINGS, LA.

# SPECIAL ANNOUNCEMENT

OPENING OF THE ONLY AMUSEMENT PARK IN THE LARGEST INDUSTRIAL AND MILITARY BOOM AREA IN THE U. S.  
BOOKING NOW FOR THE ENTIRE SEASON OF 1949

Opening St. Patrick's Day, March 17—Closing Labor Day.  
We also have eight weeks of Fairs and Celebrations after park closing until Armistice Day.  
All Park Concessionaires given preference at those dates.

**WANTED—WANTED—WANTED—WANTED**  
**ATTENTION, RIDE OWNERS—WHAT HAVE YOU?**

WANT following Rides: Will book, buy or lease #5 Wheel to dual. Can place 2 Flat Rides; Spitfire, Tilt, Octopus, etc. Have space in kiddies' section for 3 more Rides not conflicting with what we have. Can use Pony Ride, Train, Merry-Go-Round, etc. Want Foremen for Loop and Scooter. Can use Second Men on all Rides.  
WANT large Penny Arcade with own outfit. High-class entertaining Shows with own equipment. Have choice spaces for 5-in-1 or 10-in-1 and Monkey Shows; 20% to office. Want experienced Manager for Fun House; good grinder preferred.  
WANT ALL KINDS OF HANKY PANKS AND LEGITIMATE STOCK STORES. Can place large Bingo that knows how to work jackpots. Will sell X on Ball Games, Photos, Popcorn, Candy Apples, Snow, Floss, Diggers, Scales and Age and 2 Mitt Camps. SOME P.C. TABLES AND PAN GAME OPEN FOR THOSE WITH SLUM STORES. Will book 2 Grind Stores and 2 Wheels that will follow instructions. Eating and Drinking Concessions open. Can place Cookhouse or large Grab. ALL CONCESSION CANVAS MUST BE IN PRESENTABLE CONDITION. Space provided for House Trailers. Can place Agents, both men and women, for Stock Stores and P.C.  
WANT BANNER MAN THAT CAN SELL IT CLEAN. Want Electrician. Also want Show Builder and Painter.

## TRI-CITY AMUSEMENT PARK

In the Heart of the Inland Empire

The only Amusement Park located in the heart of; on the main 4-lane U. S. Highway #410 serving and connecting the largest INDUSTRIAL and MILITARY BOOM AREA in the United States.

Located halfway between four booming cities—Pasco, Kennewick, Richland, and the largest nameless city in the United States. Together they compose the Inland Empire area. They are the fastest growing cities in the country, where the population is rising day by day because of the Hanford ATOMIC ENERGY WORKS, which will be completed by 1952; present construction of McNary Dam on the Columbia River, which will be completed by 1954; construction of the Ice Harbor Dam on the Snake River, which will start by spring; present construction of the \$20,000,000 Army Jet-Plane Air Base at Richland; present construction of General Electric Experimental Plants, and other causes. The four cities are in a seven-mile area.

The Hanford Atomic Works is the largest in the U. S. At the present time it is employing 20,000 people, with a weekly pay roll of \$7,000,000. By spring they intend to add 15,000 more to the pay roll. Everyone here is employed at the highest wages in our history. We have a drawing population of 80,000 at present, with a predicted increase to over 200,000 by opening date.

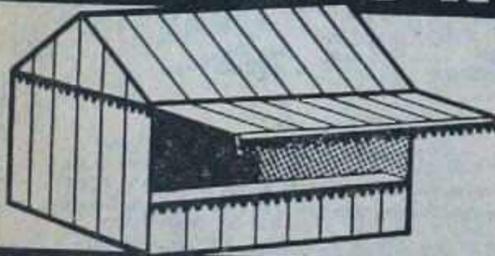
The activity is terrific. You have never seen anything like it. Our park is located directly in the center of all this activity, with 20,000 to 30,000 cars passing our entrance every day. If you don't get well here, you might as well quit trying. Contact us at once for space, as space is very limited.

ALL REPLIES TO

**RALPH ROBINSON, Owner-Manager**

GENERAL OFFICES: ROUTE #1, PROSSER, WASHINGTON

## ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN  
**5 DAYS**

AFTER ORDER RECEIVED:  
SLIGHTLY MORE TIME  
REQUIRED  
FOR SHOW TENTS  
WIDE SELECTION OF MATERIALS  
AND TRIM

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

FOR SALE

**MANGELS WHIP**

FOR SALE

Beautiful 8-Car, Streamlined, Portable. Well lighted fence and sign, ticket box and gasoline motor, complete. Good as a new ride. SMITH & SMITH 24-Seat Chairplane, complete with fence, ticket box, dome stringers and Wisconsin air-cooled motor. The above equipment may be seen at our Winter Quarters here in Waverly, N. Y.

WANT TO BUY FOR CASH—OCTOPUS AND ROLLOPLANE. Write:

**MICKEY PERCELL**

BOX 106, WAVERLY, N. Y.

## T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK.

Beautiful Colors—Individually Designed.

**JIMMY MORRISSEY**

**ALL-STATE TENT & AWNING CO.**

300 E. 9TH ST.

(Phone: Harrison 6867)

KANSAS CITY 6, MO.

Now Booking for 1949

## RED'S UNITED SHOWS

ROSALIE, NEBR.

Want First and Second Men for Rides, top wages; must drive truck. Clean, worth-while Shows not conflicting. Will book #5 Ell Wheel, or will buy for cash. Concessions open—Photos, Glass Pitch, Strings, Novelties, Jewelry, Short or Long Range Gallery, Corks or any Concessions not conflicting. No Grift or Mitt Camps. Open late May, close late September. Lucky Darnell, get in touch with me; Red Salaway.

GIVE TO THE DAMON RUNYON CANCER FUND

## Carnival Chronology

Year's Review as Presented From 1948 Billboard Files

January

March

GRAVES H. PERRY inked to general agent the W. C. Kaus Shows by Owner Marie G. Kaus and Manager Russ Owens. He formerly was with Frank W. Pepper's All-State Shows.

TOMMY CARSON, after selling his interest in the Joseph J. Kirkwood Shows, joined the Lawrence Greater Shows as legal adjuster and business manager.

C. FOSTER BELL, formerly with the Ringling circus, joined Hennies Bros.' Shows as press agent.

JAMES E. STRATES, owner of the shows bearing his name, signed the Charleston (S. C.) Fair on a five-year contract.

JOHN L. ROBINSON secured sole ownership of the Model Shows, Inc., when he bought out the interest of William R. Snapp.

CARL RANKIN was signed to press agent the Bright Lights Exposition Shows.

MR. AND MRS. SAM LEVY bought out Ben Herman's interest in the Lawrence Greater Shows.

CETLIN & WILSON SHOWS were awarded the contract for the Indiana State Fair.

OSCAR BLOOM announced that he would not take out his Gold Medal Shows but limit his activities to the operation of a kiddie park in the South.

MICKEY B. MARTIN, owner of the Peach State Shows, died of heart trouble January 4.

WORLD OF MIRTH contracted Allentown (Pa.) Fair to wind up its 1948 route.

CONKLIN SHOWS signed London, Ont., for five years.

CARL SEDLMAYR was elected prexy of Miami Showmen's Association.

HARRY STAHL was elected to head Michigan Showmen's Association.

STRIPPER GEORGIA SOTHERN signed to produce James E. Strates' Girl Show.

EDDIE LEMAY was elected to head the newly organized Tampa Showmen's Association.

ROYAL AMERICAN SHOWS were awarded Western Canada A Circuit with B route to Wallace Bros.

GLENN WADE JR., announced he would take out four units.

FERRIS GREATER opened in Calexico, Calif.

HOWARD POTTER signed the Sensational Apollos for his Buffalo Shows.

February

E. J. CASEY set to show 75 dates with two units as against 121 dates with three units in 1947.

LEE BOSTWICK, former show owner, became general manager of Home State Shows.

LONE STAR SHOW Women's Club unveiled memorial monument in Dallas.

ROYAL CROWN opened at the Largo (Fla.) Fair.

JACK J. PERRY, former partner with Leo Bistany in the Mighty Van Dyke Shows, announced he would tour under his own name.

STANLEY REID signed to general agent Harrison Greater Shows.

ROYAL EXPOSITION preemed at Delray, Fla.

JOHN R. CASTLE, former part owner of Morris & Castle Shows, died February 17.

FRANK W. BABCOCK's United Shows was in a blowdown at its preem California stand.

IMPERIAL EXPOSITION plans were announced by J. C. McCaffery, H. W. Bye and Martin E. Arthur.

ROYAL CROWN played to big biz at Florida Citrus Exposition in Winter Haven.

B & V announces contracting six New York fairs—Owego, Whitney Point, Ithaca, Canandaigua, Greenwich and Fonda.

BALTIMORE gets tough in regulations covering applications for licenses to operate in that city.

AL WALLACE buys out the interest of partner, Jack Murray, in the Wallace & Murray Shows.

LAWRENCE GREATER contracts Kanawha County Fair, Charleston, W. Va.

JAMES E. STRATES adds five railroad cars and 15 dual-wheeled wagons to shows' equipment.

INDIANAPOLIS ups license fee on carnivals, circuses and street fairs, and tightens controls on sanitation and safety measures.

PACIFIC COAST Showmen's Association opens new clubrooms with gala party.

FAITH BACON set to head featured gal show with the John R. Ward Shows.

HARRY CRAIG'S Heart of Texas Shows off to good start at Brownwood, Tex.

WILBURN (BEN) MILLER, concessionaire with the Baker United Shows, died March 3.

BABCOCK UNITED Shows sign for midway at 1948 Pacific National Exposition in Vancouver, B. C.

JOHNNY T. TINSLEY Shows book Capt. Eddie Kuhn's animal act as free attraction.

CRAFT'S 20 BIG Shows chalks up spotty biz at nine-day California Mid-Winter Fair in Imperial.

GOODING AMUSEMENT Company contracts to supply 10 or more rides at Memphis Mid-South Fair and 15 rides at Arkansas State Fair.

C. W. NAIL, formerly operator of C. W. Nail Shows, died March 6.

KEN MURRAY, ride operator, taking out his own org, Murray Amusement Company.

CAVALCADE OF AMUSEMENTS adds five steel railroad cars, for a total of 50 cars, and builds 25 new wagons.

ENDY BROS.' SHOWS previewed at Dade County Fair, Miami, to spotty biz due to rain.

RAY STECK, former owner of Hvalite Midway Shows, died March 11.

COAL SHORTAGE brings ODT ban on rail movements of circuses and carnivals. Allowed to move equipment as regular freight.

JOHNNY J. JONES Exposition signs contract for midway at Cook County Fair in Chicago.

H. B. ROSEN SHOWS hit by storm which wrecks several show fronts and concession stands at Courtland, Ala., winter quarters.

WEST COAST SHOWS play to spotty biz at Visalia and Tulare, Calif., due to cold and rain.

ALAMO EXPOSITION Shows get good weather break in opener at Austin, Tex.

April

JAMES E. STRATES Shows first of the railroad orgs to start 1948 season, opening in Washington, D. C., to record biz.

PRELL'S BROADWAY Shows get into full swing at the Spring Festival in Fayetteville, N. C., after playing season's opener at Charleston, S. C.

ST. PAUL CITY fathers re-enact wartime curb on carnivals—requiring 30 days to elapse between dates at same location.

MATTHEW J. RILEY Shows open season at Philadelphia.  
J. C. McCAFFREY announces that

Amusement Corporation of America has booked its three orgs—Hennies Bros., Cavalcade of Amusements and Imperial Exposition shows—into 23 fairs.

JOHN H. MARKS SHOWS opened their season at Richmond, Va., to good biz.

MIGHTY HOOSIER State Shows opened at Vincennes, Ind., with Hugo Zacchini cannon act as free attraction.

WILLIAM J. MESPILT becomes sole owner of Peerless Celebration Amusements thru purchase of the interests of his partner, Fred Hedrick.

CARAVELLA AMUSEMENTS registers good biz at opening date in Columbia, S. C.

ODT LIFTS BAN on rail movements of carnivals and circuses.

W. C. KAUS SHOWS open season with good take at New Bern, N. C.

RALPH CLAWSON resigns as manager of Al Wagner's Cavalcade of Amusements.

WORLD OF PLEASURE opened at Wyandotte, Mich., with aerialist Selden as free attraction.

CAVALCADE OF AMUSEMENTS started off its road tour at Gadsden, Ala., with flashy back-end getting good play.

VIRGINIA GREATER preemed at Suffolk, Va., to good biz.

COLEMAN BROS.' SHOWS, celebrating their 30th anniversary, opened season at Middletown, Conn.

JOSEPH J. KIRKWOOD Shows predate the James E. Strates Shows at Wilmington, Del.

MORRIS HANNUM, owner of the Morris Hannum Shows, and Garnet Palen, shows' secretary-treasurer, wedded April 25.

May

CONKLIN SHOWS sign five-year contract to furnish the midway at the Valleyfield (Que.) Fair, a wartime casualty since 1939.

JACK PERRY, former general agent, out with his own org, the Jack J. Perry Shows, which opened at Clinton, S. C., to good start.

JOHN H. MARKS, Majestic Greater and Triangle shows all playing Richmond, Va., same week to fair biz.

SUNSET AMUSEMENT off to a good start at Excelsior Springs, Mo.

CAPELL BROS. get first weather breaks at Ada and Duncan, Okla., stands.

CETLIN & WILSON opener at Petersburg, Va., killed by rain and cold.

IMPERIAL EXPOSITION opens with 7,000 gate at St. Louis.

JOHNNY J. JONES unveils several new rides at 11-day stand in Washington, D. C.

ENDY BROS. bow at Savannah, Ga., with Betty and Benny Fox as free attraction.

GOODING AMUSEMENT signs midway contract at the Ohio State Fair for 29th consecutive year.

KING OF THE CARNIVAL, technicolor short of Carl Sedlmayr's Royal American Shows, has premiere at Tampa.

ROYAL AMERICAN SHOWS open their still-date season on the streets of Memphis, as feature attraction of the annual Cotton Carnival.

WORLD OF MIRTH off to healthy start on the fairgrounds at Richmond, Va.

CAVALCADE OF AMUSEMENTS heads for Central States territory after winding up Southern stands at Decatur, Ala.

GOLDEN WEST SHOWS find tough going with only five days of decent weather in four weeks of California trek.

JOHN DANIEL SHEESLEY, show-owner son of the late Capt. John M. Sheesley, owner of the Mighty Sheesley Midway, died May 6.

GREAT SUTTON SHOWS hit by \$3,000 damage thru windstorm at Madison, Ill.

ZIEGLER SHOWS find Spokane weather harder to buck than city's stringent show regulations.

ROSS MANNING SHOWS, first carnival to play Peekskill, N. Y., in eight years, gets good biz.

CETLIN & WILSON get good weather break at Harlan, Ky., with best biz since opening.

JACOB BRIZENDINE, veteran carnival showman, with Cetlin & Wilson this season, died early in May.

K. G. Barkoot leases his rides and equipment to Kenneth L. Moyer and C. N. Crittenden, who have organized new show with Merryland Shows title.

JOHN R. WARD SHOWS added new rides for Peoria, Ill., stand and pepped up several of the back-lot shows.

June

BEAM'S ATTRACTIONS lost its Funhouse in a 4G fire.

RAY MARSH BRYDON inked in five units at the Michigan State Fair.

FOLEY & BURK awarded California State Fair midway contract.

SHOWMEN'S LEAGUE of America mustering out fund topped 38G.

JAMES E. STRATES played to 36,000 in Pawtucket, R. I.

JACK GALLAGHER bought out the interest of his partner, C. Joe Bennett, to become sole owner of Playland United.

DECORATION DAY terrific for most orgs with rain hurting in the East.

LOUIE BERGER resigned as Hennies Bros. special agent after six years.

CRESCENT SHOWS were forced to close in Vancouver, B. C., because of a flood.

SALLY RAND'S unit on the Royal American was back in action six hours after being hit by fire.

CETLIN & WILSON garnered a reported record 32G still date gross at Beckley, W. Va.

ACE TURNER joined Page Bros. as assistant manager.

JAMES E. STRATES reported his gross to date 12G ahead of 1947 despite much rain.

July

JOHN R. WARD took it on the chin at the North Dakota State Fair in a deluge of rain.

CASH MILLER, vet side show operator, closed with Prell's Broadway to represent Associated Independent Midway Operators at Savin Rock, Conn.

DR. MAX THOREK, official physician-surgeon of the SLA, hit the headlines when he brought a woman "back to life."

LOUIE BERGER joined Cavalcade as personal representative for Al Wagner.

WESTERN SHOWOWNERS Association, Inc., formed with headquarters in San Francisco.

ENDY BROS. scored a red one at the Charleston (Mass.) Bunker Hill Day doings.

BILL FLEMING, vet general agent, died at his Buffalo home June 26.

RALPH CLAWSON was inked by Ray Marsh Brydon in a one-year pact as general manager of Associated Independent Midway Operators, Inc.

MEL VAUGHT, vet owner-operator, died in Jacksonville, Tex., June 27 of a cerebral hemorrhage.

CHARLES H. (RED) BELL, vet ride op, died of a heart attack June 29 in Waukegan, Ill.

BOBBY BREEN, flicker star, was inked to appear with Hennies Bros.

N. L. (WHITEY) DIXON, resigned as business manager of Silver States.

HARRY WILSON switched from Majestic Greater to Pepper's All-State to handle publicity-promotion.

JOHNNY J. JONES first to crack Hamilton, O., in 11 years.

JOHN J. SIEBRAND, manager of the shows bearing his name, died July 5.

K. G. BARKOOT SHOWS purchased by C. N. Crittenden and Kenneth L. Moyer.

ROYAL AMERICAN chalked up new records in Western Canada. AMUSEMENT CORPORATION OF

# CRESCENT AMUSEMENT CO. SHOWS

10—RIDES—10

6—SHOWS—6

30—Concessions—30  
Sound Truck



New Diesel Light Plants  
52 Ft. Light Towers  
"Just about the best lighted show in Midwest"  
25 Tractors and Trailers

L. C. McHENRY, Genl. Mgr.

Now Contracting for 1949

- WANT Modern Cookhouse (no grease outfit), French Fries.
- WANT Streamlined BINGO (you can jackpot).
- WANT Diggers, Race Game, Penny Arcade, Rotaries.
- WANT Custard, Popcorn, Apples, Sno Cones, Floss, Photos, Novelties.
- WANT Hanky Pank, Open Midway, No flats, No gypsies.
- WANT Car Tilt, Caterpillar, Hi Ball, Spitfire. Can furnish transportation.
- WANT Kiddy Land, will give exclusive to party with three or four Kid Rides.
- WANT Independent Show with or without outfit. Can furnish transportation.
- WANT Side Show, Illusion, Snake, Midget, Motordrome.
- WANT Colored Performers and Musicians, Dancers, for best colored revue in Midwest; write Doc Anderson. Salaries paid from office. Bus for transportation.
- WANT to hear from Roy with Midget Show with us in Ponia; Mr. Wheeler with Freak Animal Show and help for 10 modern Major Rides. Second Men all Rides. Tex Evans, write. Builders, Painters, Artists; party who painted Fun House in Texarkana last spring, contact.

FAIR AND CELEBRATION COMMITTEES

Texas, Oklahoma, Arkansas, Missouri and Iowa, we have open dates if you want a clean show; contact us.

All address

L. C. McHENRY, Owner and Manager

Box 1110, Henderson, Texas

A Supreme *ACHIEVEMENT* in Clean *AMUSEMENT*

ROSS MANNING, Gen. Mgr.

## ROSS MANNING SHOWS

Now Booking for 1949

8 RIDES—8 SHOWS

CONCESSIONS: Ball Games (will sell X), Long and Short Range Gallery, Basketball, American Palmistry, String Game, Dart Store, Novelties, Guess Weight and Age. Splendid opportunity for two Wheels: Toys, Dolls or Bears, only two on show. Photo.  
SHOWS: Freaks, Working Acts, General Help for Side Show. Need couple to handle Snake Show, newly framed on semi-trailer. Address: EARL MEYER, 2351 N. W. 46 St., c/o Arlington Trailer Park, Miami, Fla. Also couple to handle Unborn Show. Have two 30x40 Tops, complete (new 1949 canvas); Wild Life, Crime, any Grind Show that does not conflict. Will place Penny Arcade. Joe Bottner, write. Will Chas. or G. Bell Snyder get in touch with me? Miss Ellen Knight; Am waiting for photos. All address:

ROSS MANNING

3148 OHIO ST., COCOANUT GROVE, MIAMI, FLA.

PHONE: 48-4708

BOOKING NOW FOR SEASON 1949

OPENING JAN. 6th FOR 9 DAYS, MIAMI, FLA., AT 79th and MIAMI AVE.

Can place Roll-o-Plane, Merry-Go-Round and Rides not conflicting. Shows of merit and strictly Legitimate Concessions of all kinds.

Regardless of rumors, we hold contracts for Mulberry, Lake Worth, Sarasota, Clermont and Auburndale. Wire:

BARNEY TASSELL UNIT SHOWS

115 N. E. 71st ST.

MIAMI, FLA.

# HARDEE COUNTY STRAWBERRY FESTIVAL

BOWLING GREEN, FLA. — JANUARY 17TH TO 22ND, 1949  
FLORIDA'S FIRST WEST COAST FAIR

SHOWMEN, ATTENTION: This is your opportunity to play the earliest and one of the oldest established Fairs in Florida.

**WANT CONCESSIONS OF ALL KINDS** except Bingo. This will be an open midway, and we hold contract from fence to fence, and no locations will be given unless paid on the line. Want large Minstrel Show with Band and own transportation, also one or two other shows to feature, 30 per cent to office. Want Tilt, Octopus, Spiffire, Rocket, Fly-o-Plane, Train, Boats, Ponies, Autos, Airplane, etc.; 30 per cent to office.

Tommy Riddle, Tommy Walls, Bill Lankford, Little Mose, Mr. Berge, Farrell, Mace, Brownell, Groffo and others, please confirm. We will be in Bowling Green from Jan. 10th. Mt. Dora, Fla., Fair follows with seven more weeks of choice Florida dates. Address this week, Orlando, Fla.; then Bowling Green, Fla. Pay your own wires, as we pay ours.

## ROYAL EXPOSITION SHOWS

# ALAMO EXPOSITION SHOWS

**WANT SIDE SHOW MANAGER** who can put in Acts that will get money. (Have Top and Front)

Open at the Battle of Flowers on the Streets of San Antonio, Texas — One of the Best Side Show Dates of the Season.

**WILL BOOK** Motordrome for season, also Snake Show, Mickey Mouse or any other grind Shows that do not conflict. Will book Wild Life without monkeys. Have opening for Frozen Custard and Penny Arcade.

**RIDE HELP**—Can place Foremen on Tilt-a-Whirl and Octopus Rides. Will book Pretzel Ride for season. Can place Truck Mechanic who is not a boozier and who understands Diesel Light Plants. Good pay and good treatment.

We will start work in Winterquarters first week in 1949. Contact

**JACK RUBACK, Mgr.**

Phone: Fannin 1812 2240 E. Houston St., San Antonio, Tex.

NOW BOOKING CONCESSIONS FOR 1949 BATTLE OF FLOWERS

# F. M. SUTTON SR. Presents GULF COAST SHOWS

40th Year as Owner and Manager

Will see you all at the Missouri and Illinois Fair Meetings

**WILL SELL** exclusive on Bingo, Popcorn, Long Range Gallery, Scales, Snow Cones, Candy Floss, Diggers and Photos.

**WILL BOOK** any major Ride that does not conflict.

**WILL BOOK** any Shows with or without equipment.

We know where to go and when! Let me know what you have!

**F. M. SUTTON SR., Mgr.**

Box 304

Osceola, Ark.

# PINE STATE SHOWS

Opening January 8, 1949, Winter Garden, Fla.; next Daytona Beach, Sandford, Opaaha and St. Petersburg, Fla.

Want Cookhouse, Grab, Bingo, Popcorn, Candy Apple, Snow Cone, Novelties. Special winter rates for Stock Stores of all kind, Penny Arcade, Shows—Fun House, Motor Drome, Ten-in-One (will give good proposition), Wildlife, Animal Circus and Rodeo with good stock, Rides—Tilt, Caterpillar, Scooter, a set of Kiddy Rides for Kiddyland. All address:

**J. J. CARUSO, Mgr.**

Kissimmee, Fla., to Jan. 5, 1949; then to Winter Garden, Fla.

## NEW KIDDIE PONY RIDE

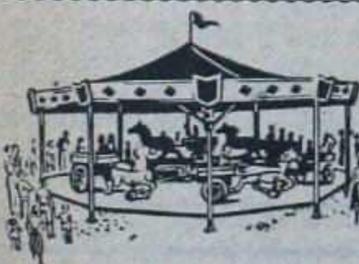
We proudly present

a new ride featuring the ever-popular pony and cart. It is soundly constructed and especially designed for portability. Time payment plan available.

Write for Photos and Complete Information.

**KING AMUSEMENT CO.**

82 Orchard St. MT. CLEMENS, MICH.



# EDDIE'S EXPO. SHOWS

NOW BOOKING FOR '49  
SHOWS • RIDES • CONCESSIONS  
CELEBRATIONS AND FAIRS

**EDDIE DIETZ**

165 N. Monroe St.

Butler, Pa.

America (J. C. McCaffery and Herbert W. Bye) announced plans to exhibit Hitler's personal auto.

JAMES E. STRATES bought a \$200,000 hotel in Binghamton, N. Y.

## August

J. F. McDEVITT joined James E. Strates as secretary.

ALL GAMES at the Kentucky State Fair to be operated by civic luncheon clubs.

IRVIN C. MILLER'S Brown Skin Models signed with Strates.

GEORGE GIVOT, vaude comic, signed with Al Wagner's Cavalcade.

JIM McCALL SHOWS lost \$4,200 when a truck carrying a Chairplane went into a ditch.

ROYAL AMERICAN set still date mark with 74G Winnipeg gross.

WALLACE BROS.' Canadian B Circuit biz reported 13 per cent over 1947 by J. B. (Jimmy) Sullivan.

CASH WILTSIE and Norman Carroll joined with Ray Marsh Brydon to handle special agenting and publicity, respectively.

FLOYD E. GOODING reported okay biz at his first 25 fairs.

CHARLES STANLEY, crime show op, joined Al Wagner's Cavalcade.

## September

HENNIES BROS. racked up 145G at the Illinois State Fair.

JACK J. PERRY SHOWS considerably damaged by wind-rain storm in Newport News, Va.

RALPH LOCKETT, Johnny J. Jones general agent, married Marjorie Laehr, of the Cook County Fair staff.

FRANK BERGEN split the World of Mirth to play the Rutland and Essex Junction, Vt., fairs.

BILL LYNCH SHOWS suffer 25G damage in hurricane.

CETLIN & WILSON grossed \$126,632 at Indianapolis, \$25,226 less than 1947.

CANADIAN NATIONAL midway gross off from the peak \$432,000 garnered in 1947.

BOBBY KLINE resigned as general agent of the John R. Ward Shows.

W. E. (BILL) SNYDER resigned as business manager of Gem City.

ENDY BROS. caught a red one at the York (Pa.) Fair.

GOODING scored 150G at the Michigan State Fair.

## October

MIKE KREKOS nominated to Show Folks of America prexy post.

BRIGHT LIGHTS EXPOSITION folded when it ran into polio epidemic in North Carolina.

ELISHA PICKARD became sole owner of Pacific Coast Shows when he purchased the 50 per cent interest of James Barber.

W. E. (BILL) SNYDER joined E. L. Young's Royal Crown Shows as general agent.

J. S. BULLOCK put his org in the

barn as the result of the North Carolina polio epidemic.

CURTIS L. BOCKUS was named general agent of the James E. Strates Shows.

Carnival Chronology for remainder of 1948 will appear in the next issue.

## JUST OUT!

A Big, New

# BLEVINS' PROFIT GUIDE

and

# CATALOG

for

## POPCORN & CONCESSION OPERATORS

Describing the Equipment and Supplies that won the A. W. Ketchum Trophy at the N.A.A.P.P.B Convention for the 2ND CONSECUTIVE YEAR!

Be sure of your copy by Clipping and mailing us this ad with your name and address. Make your summer plans NOW — Around Time-Tested Blevins' Equipment.

## BLEVINS POPCORN CO.

Popcorn Village, Nashville, Tenn. also

Arcanum, Ohio & Atlanta, Georgia



Shrunken Heads and Shrunken Bodies, Devil's Child, Ape Boy, Wolf Boy, Fish Girl, Gorilla Boy, Missing Link, many others. Write for photos and prices.

Tate's Curiosity Shop  
5240 E. Van Buren St.  
Phoenix, Arizona

## FOR SALE

Six Iron Claw Diggers on Trailer. \$450.00; '42 GMC shop Truck, \$600.00.

**H. B. DENNIS**  
Victoria, Texas

Advertising in the Billboard Since 1905

# ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

Above prices 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 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 on to your Last Number

## FIRST CALL FOR '49

Will open early in the South. Playing fairs in Iowa, Missouri, Arkansas and Texas. Can use the following:

Concessions: Man and Wife for office-owned Grab and Bingo. Will book Floss, Apples, Jewelry, Ball Game, Long and Short Range, Diggers and any stocks not already booked. Johnnie Dickens and Joe Hammond, contact me about outfits. Shows: Will book all Shows not conflicting, very attractive proposition. Professor will frame you first-class Snake Show. Rides: Foremen for #5 Wheel, Merry-Go-Round, Chairplane and Scooter. Can use good Second Men on all Rides. Will book Spiffire, Octopus, Train, Ponies and Fly-o-Plane. Glen Joplin, contact. Secretaries and Committees in Iowa, Kansas, Oklahoma, Arkansas and Texas, contact now for open dates. Can use Banner Man with own car who can put up paper. Also capable Boy for Sound Car. Everyone address:

**HERMAN REYNOLDS, Gen. Mgr.**

ALL AMERICAN MIDWAY ATTRACTIONS, 1502 NO. HACKBERRY ST., SAN ANTONIO, TEX.

# FRANK WIRTH

— OFFERS —

The World's Most Publicized

## Baby Elephants

FOUR FAMED ELEPHANTS FROM BANGKOK, SIAM, BROUGHT TO THIS COUNTRY BY THOS. N. PACKS

on the Victory Ship Swarthmore, assisted in their voyage by the Navy's flying boat Marshall Mars. All newspapers, newsreels and radio networks carried featured stories and pictures upon their arrival into the United States.

They Will Be the Sensation of Your 1949 Fairs and Circuses

For Complete Information CONTACT  
**FRANK WIRTH BOOKING ASSOCIATION**  
 New York City, N. Y.  
 10 Rockefeller Plaza, Radio City  
 St. Louis, Mo. Miami, Fla.  
 4219 Hampton 668 N. E. 72 Terrace

## SHOW FOLKS

You are welcome to a membership in the fast growing Ohio United Showman's Association

If you are a showman or connected with shows or the amusement world, past or present.

Our Members Can't Be Wrong!

Will see you at the Deschler-Wallock Hotel, Jan. 11th thru 13th. Rooms 730-731, Columbus, Ohio.

## FRANK COOK

America's Finest Comedy HIGH WIRE ACT  
 BOOKING FOR WINTER NORTH or SOUTH AMERICA  
 Parks, Fairs and Celebrations in the New England Area. Contact  
**AL MARTIN AGENCY**  
 HOTEL BRADFORD, BOSTON, MASS.  
 For an Outstanding Act in 1949  
 All reply to  
**FRANK COOK**  
 Orange Ave. Trailer Park, Sarasota, Fla.

**THE V. F. W.**  
 of Glasgow, Ky.  
 IS NOW BOOKING ATTRACTIONS for the coming season. No Gilly outfits.  
 Contact:  
**WM. GABBARD JR.**  
 104 S. BROADWAY GLASGOW, KY.

**WANT**  
 Wax Figures of all kinds for museum, also Oddities. Let me know what you have.  
**JAKE MUNCIO**  
 911 Filmore St., New Orleans, La.

**FOR SALE**  
 Chevrolet Tractor, 25-Ft. Miller Trailer, both A-1 shape. 10.00 tires on Trailer, 9.00 on Tractor.  
**GEO. L. TROTTER**  
 Pure Oil Station, Ellisville Blvd., Laurel, Miss.

## Out in the Open

(Continued from page 48)  
 it be a good idea to use the same lights in connection with the staging of annuals with a resultant increase in fair week gaiety?

Ten members of the troupe of cowboys and cowgirls stranded in Naples, Italy, as a result of financial flop of the Larry Sunbrock Rodeo-Thrill Show on its recent tour of Belgium, Switzerland and Italy, arrived in New York last Wednesday (29) on the Italian liner Vulcania. The group included three fern trick riders. Living expenses in Naples and passage home were provided thru the U. S. Consul in Naples.

Harry Storin, tub thumper for Ed Carroll's Riverside Park, Agawam, Mass., has brightened the off-season lives of a number of acquaintances in the funspot field with a lengthy parody on 'Twas the Night Before Christmas which presents a lot of sound advice in a humorous vein. . . . Seasonal colds disrupted the normal routines of Dorothy Packman and Herman Blumenfeld, of the George A. Hamid office, last week. . . . Mr. and Mrs. Arthur E. Campfield were due to leave for Florida by the week's end for a month's vacation. Arthur expects to return in time to attend the meeting of the Pennsylvania State Association of County Fairs.

## TRAILERS—GENERATOR POWER PLANTS

New 25KVA or 25,000 watts, sold on skids or mounted in K34 trailer, 20 Kw., 120 V., 208 amp, 80% P. F., 900 RPM, single phase, 2 wires, Westinghouse Generator frame 8-24-0. Exciter rated 125V., 10.25 amp. Driven by LeRoi 4-cyl. valve-in-head gasoline engine, heavy duty. Trailer is a 6-ton 4-wheel van type 214 1/2" length, 92 1/2" width, 121 1/2" height; 8 tires, 7.50x20 and w/air brakes. Switchboard includes circuit breaker, ammeter, frequency meter, voltmeter, voltage regulator, rheostat, hour meter. Plenty of additional space for aux. equip. or 2 generators mounted in one van. Trailers ideal to be used separately. Has tow hook, heavy duty. Will be sold separately. Photos on request.

Trailer **\$850.00**  
 Generator **\$1,250.00**

**THE EVEREADY SUPPLY CO.**  
 BRIDGEPORT, CONN.  
 303-S HOUSATONIC AVE.

**JAY WARNER**  
 BOX 181, BAY ST. LOUIS, MISS. PHONE 9121

1 Rebuilt Tilt-a-Whirl, practically new, all newly painted, new electric words, new cable, new engine. Everything new except the track. Price is \$6,000.00.

50-ft. Merry-Go-Round, Herschell-Spillman. For park or road. 38 horses all refinished and repainted; looks new. All scenery rebuilt, platforms all new, crescent all rebuilt and newly painted and wired. New tops and sidewalk. Price, \$7,000.00 cash.

30-ft. Merry-Go-Round, brand new, \$5,500.00; 38-ft. Merry-Go-Round, \$8,500.00; 4 Laughing Mirrors, \$300.00. Have trucks and trailers for sale. All above property can be seen in operation here. Our Merry-Go-Rounds are built for grown-ups and children. Bank reference: Hancock Bank.

**NEW ORGANS USED**

ORGANS, NEW—We will have ready for spring delivery several new organs.  
 ORGANS, USED—We will have five good used organs for sale—completely reconditioned.  
 REPLACEMENT PARTS—We can supply new replacement parts for your present organ.  
 Will those men who talked with me at NAAPPB convention about organ repairing, write.

**J. H. GIBBS**  
 2514 ALOMA WICHITA, KAN. PHONE: 41273

**Wanted—SEAT BUTCHERS—Wanted**  
 FOR ENTIRE 1949 SEASON  
 Address: FRED PROPER, c/o POLACK BROS.' CIRCUS (EASTERN UNIT), Olean, N. Y., Jan. 6-8; Elmira, N. Y., Jan. 10-12; Saginaw, Mich., Jan. 16-22; then as per route.

**DON FRANKLIN SHOWS, INC.**  
 OPENING OUR FOURTH SEASON EARLY IN MARCH IN SOUTH TEXAS.  
 Showing a Proven Route of Sponsored Dates, Celebrations and the Best Route of Fairs in South Texas.

Due to expansion, park operation and a #2 Unit after July 4th, CAN PLACE SEVERAL MAJOR RIDES FOR THE ENTIRE SEASON ON OUR #1 UNIT. WILL BOOK LOOPER OR CATERPILLAR (one only). WILL BOOK ANY TWO OF THE FOLLOWING: FLY-O-PLANE, OCTOPUS, ROCK-O-PLANE, FLYING SCOOTER, ROLL-O-PLANE. ALSO WANT PRETZEL OR DARK RIDE. SHOWS: Can place Side Show, Illusion, Monkey, Snake, Wild Life, Glass House. Any Grind Show. Will book for 20%. Want Operator for office Jig Show. (Alex Tolliver, write.) CONCESSIONS: Want BINCO, Arcade, Cook House and Stock Concessions of all kinds. Have early delivery on new 16-Unit Derby Game. Will sell and book same on P. C. No grit. HELP: Diesel Electrician (average earnings \$100.00 weekly). Geo. Zimm, contact. Sober, experienced Merry-Go-Round Foreman. Second Men on all Rides. All Ride Men and Electrician must drive Semis. No exceptions. All Ride Men with us at close of past season write.

WINTERQUARTERS: FAIR GROUNDS, BOERNE, TEX. Please do not wire or phone—write only.  
**DON FRANKLIN, MGR., BOERNE, TEXAS.**

**Carnival Routes**  
 Send to  
 2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)  
 Blue & White: Freer, Tex.  
 Lankford's Overland: Bahira, Ga.  
 Tassel, Barney: Miami, Fla., 6-15.

**Circus Routes**  
 Send to  
 2160 Patterson St., Cincinnati 22, O.

Gran Circo Americano: Aruba, N. W. I., thru Jan. 30.

**Misc. Routes**  
 Send to  
 2160 Patterson St., Cincinnati 22, O.

Henle, Sonja, Hollywood Ice Revue (Stadium) Chicago, Ill., thru Jan. 18.  
 Miller's, Irvin C., Brown-Skin Models (81 Theater) Atlanta, Ga., 5-6; (Pekin) Montgomery, Ala., 7; (Harlem) Auburn 8; (Ritz) Albany, Ga., 9; (Harlem) Moultrie 10; (Douglas) Macon 11; (Lenox) Augusta 12.  
 Skating Vanities of 1949 (Fairgrounds) Salt Lake City, Utah, 4-9; (Auditorium) Sacramento, Calif., 11-17.

**FOR SALE**  
 No. 5 Eli Wheel, in perfect condition, both gas and electric motors, \$5,000.00 cash. Contact:  
**F. C. SHULL**  
 c/o Playland Amusement Center, San Diego, Cal.

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 3916 SECOR ROAD TOLEDO, OHIO

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 Our thanks to our many friends and associates among concession operators for helping us to have a very profitable 1948. We hope that you have prospered through our association, too, and that we will be able to continue to serve you well in the many years to come. Best wishes for a prosperous 1949 season.

**CONCESSION SUPPLY COMPANY**  
 3916 SECOR ROAD TOLEDO, OHIO

**MOUND CITY SHOWS**  
 CAN PLACE IMMEDIATELY capable Man in Winterquarters for Repair Work, etc., on Rides for 1949 season. NOW BOOKING legitimate Concessions of all kinds except Bingo, P. C., Duck and Fish Pond, Novelties, Floss, Snow, Popcorn and Grab. HAVE ATTRACTIVE PROPOSITION FOR A FEW SHOWS OF MERIT, GRIND AND BALLY. RIDE HELP WANTED. Foremen for Looper and Ferris Wheel. Second Men for all Rides. Contact **CHAS. OLIVER, 1417 Grattan St., St. Louis, Mo., or LEE BOSTWICK, Lake Village, Ark.**

**WANT**  
**CARNIVAL ELECTRICIAN & SIGN PAINTER**  
 To join at once at Baker's Aulover Beach Park, Miami Beach, Fla. Only a temporary job, as the kiddie park just being set up. Wire or come direct to park.  
 5424 Pine Tree Drive, Miami Beach, Fla.

**DIESEL LIGHT PLANTS**  
 Rented by the Week. Reasonable.  
**Address BOX 83**  
 c/o The Billboard  
 390 Arcade Bldg. St. Louis 1, Mo.

**DYER'S GREATER SHOWS**  
 Now booking Shows, Show Operators for Athletic Show, Pat O'Day, answer. Have new 40x60 Tent, also 20x40 Tent; need attractions, managers for same. For Sale—55 Kw. Transformer Bank on Dodge Truck, \$900.00; Spitfire with or without Trailer-Tractor, best offer takes. Come see or write **BOX 128, W. Helena, Ark. P.S.: Popcorn, Snow, Apples, Floss and Standing Grab open.**

## Santa Too Tough, Chi Circus Finds; Mull New Dates for '49

CHICAGO, Jan. 1.—Santa and a perverse weather man form an almost unbeatable combination. That, at any rate, is the conclusion drawn from the circus currently running twice daily since Christmas night in the Chicago Coliseum.

The third try to stage a financially successful circus in this city over the year-end holidays, the event thru the first two-thirds of its run had missed its mark, attendance-wise.

As a result, Orrin Davenport, producer, and Leo Seltzer, Coliseum manager, were mulling a shift in dates for next year, either to an opening midway between the two holidays, by which time Santa would have unpacked his bag, or to an opening a week or two before or after the holidays.

### Santa Proves Too Much

Santa this year proved too tough as competition. Christmas night's business didn't amount to much. Nor did the following day, a Sunday, yield the expected turnout, as the small fry, if not their parents, were still in the Christmasy, not circusy, mood.

Business, to be sure, perked up Monday and Tuesday (27-28) for those days, but Wednesday a severe storm set in, making driving treacherous and slashing attendance. Thursday (30), tho, attendance picked up.

Totaled, however, business for the first eight days of the 11-day run, which closes Sunday (2), wasn't winning money altho a strong finish could well put the event into the profitable class.

The unvarnished fact remains that Santa is too strong to day-and-date—or even come near day-and-dating. To be sure, a reshuffle of the dates next year won't eliminate the possibility of bad weather, always present or near with the arrival of the new year in this city, but it will do away with the blighting competition of Kris Kringle.

### Entertainment Good

The entertainment package Davenport is tossing out is quite attractive, offering an ample amount to satisfy.

Assisting Davenport here are Col. Harry Thomas as equestrian director-announcer; Merle Evans as bandmaster, and Ora Parks as press agent.

Clowns working are Earl Shipley, Carl Marx, Otto Griebing, Davis and DeKoe, George La Salle, Irving Romig

## RB '48 Fire Pay-Off In Discussion Stage

HARTFORD, Conn., Jan. 1.—Ringling Bros.' \$100,000 payment in 1948 to the victims of the 1944 Hartford circus fire was discussed in a six-hour meeting here Tuesday (28) between lawyers representing the circus and the Hartford County bar.

The meeting was held in the office of Julius B. Schatz, counsel for the circus receiver. Attending were Robert P. Butler, Joseph P. Cooney and Schatz, of the bar committee; Arthur D. Weinstein, Schatz's partner; Leonard Biscoe and Dan Gordon Judge, of New York, circus counsel.

It was learned following the meeting that some progress had been made on the differences between the circus and the Hartford bar group over the disputed payment. The meeting had been set after the bar group declared 1948's circus earnings warranted a larger payment than was made.

It was reported that Biscoe and Judge, who returned to New York, would relay the local attorney's opinions to circus officials. No definite statement on the outcome of the conference was expected soon.

and Jimmy Davison, with Shipley as producing clown.

The program follows:

Display 1—Entire company. Display 2—Comedy acts, Rings 1, Otto Griebing and Karl Marx; Ring 2, Davison and DeKoe; Ring 3, Earl Shipley Trio. Display 3—Joe Watch, wild animals. Display 4—Aerial Gibsons. Display 5—Francis and Delores, novelty balance, Ring 1; the Martell Duo, Ring 2; the Orantos, high perch, Ring 3. Display 6—Earl Shipley's snake dance. Display 7—Harry Haag's dogs and ponies, Ring 1; Paul Nelson's ponies, Ring 2; Miss Ruby's canines, Ring 3. Display 8—Miss Grace, Cora Davis and Miss Corrine, trapeze. Display 9—Clowns. Display 10—Walter Jenner's seal, Buddy. Display 11—Clowns. Display 12—George and Kay, trampoline, Ring 1; the Tien-Tai-Liu Troupe, Ring 2; Kurts, novelty balance, Ring 3. Display 13—Liberty horses, Mahlom Campbell, Ring 1; Paul Nelson, Ring 2; John Smith, Ring 3. Display 14—Clowns. Display 15—Aerial Ballet, featuring Miss Aerialetta. Display 16—The Shryettes, unicycle. Display 17—Clown band. Display 18—La Lage, one-arm swing. Display 19—George Hanneford Family, featuring Kay Hanneford. Display 20—Cole Bros.' elephants, trained by Eugene Scott. Display 21—The Les Kimris Duo, airplane thrill act. Display 22—Clowns. Display 23—The Flying Harolds.

### WBAP-TV Airs Shrine Show

CHICAGO, Jan. 1.—Moslah Temple Shrine Circus, Fort Worth, was televised by Station WBAP-TV, Fort Worth, and not by KRLD, Dallas, as previously reported in *The Billboard*, H. W. Collier, potentate, advised *The Billboard* this week. E. Morgan Townsen was general circus chair-

## Vet Tom Madden Dies in Olean

OLEAN, N. Y., Jan. 1.—Thomas James Madden, 87, veteran circus clown who was a member of the first Ringling wagon show 68 years ago and who had appeared with many circuses, minstrels, road shows and stock companies during his long career, died here December 26 following a long illness.

Born in West Woods, Pa., near Minersville, December 19, 1861, Madden's first connection with show business came in 1880, when he joined up with the Ringling wagon show as it began its first tour from Baraboo, Wis. He also appeared with the Big-Foot Wallace medicine show in the early days, with the P. T. Barnum Show, Maj. Gordon Lillie's Pawnee Bill's Wild West Show, the "Poggie" O'Brien Railroad Circus, Sells Circus, Sparks Circus and with an Uncle Tom's Cabin troupe.

In 1894 Madden married a Bolivar, N. Y., girl, Nellie LeMay, who was appearing in vaudeville. They celebrated their golden wedding anniversary at their home here in 1944, a few months before Mrs. Madden died. Since his retirement in 1923 Madden had resided in Bolivar and in Olean, where he gave much of his time and his talent to local entertainments.

Reserved seats for the circus went at \$1.80, tax included, and the group tickets sold at \$1.50 per seat.

## Circus Chronology

Year's Review as Presented From 1948 Billboard Files

### January

ART CONCELLO named general manager of Ringling-Barnum.

MEMBERS OF the Zacchini family announced a new act, that of shooting two Zacchini girls from a cannon.

TAINTED MEAT caused death of three lions, three pumas and two polar bears in Dailey winter quarters.

SECOND ANNUAL International Circus in Chicago Coliseum a success financially.

JAMES A. GEPHART, car manager for Cole Bros., named org's general agent.

FEUD BETWEEN Floyd King and Harold Rumbaugh, co-owners of King Bros., broke into open with filing of court suit by Rumbaugh.

BANKRUPTCY PETITION filed in Federal Court in Tampa for Wallenda Circus by Karl Wallenda, general manager, and Jack Leontini, secretary-treasurer of Independent Circus Corporation.

CHARLES SPARKS named executive director of advance for Cole Bros.

FRITZIE BARTONI, trapeze performer, critically injured while performing in Blackpool, England.

DEATHS—WALTER S. Jennison, 71, in Pentwater, Mich. (4); Cecil Dwight LaBelle, 49, in Fort Lauderdale, Fla. (4); Ben Levine, in Los Angeles (6); Earnest (Boone) Roberson, 65, in Kokomo, Ind. (6); Mrs. Dalletta Buck, in Joplin, Mo. (11); Mrs. Margaret Crandall, in Toledo (12); Frederick M. Heaton, 69, in Memphis (13); William A. (Curly) Phillips, 56, in Van Nuys, Calif. (9); Jean Evans Williams, 52, January 14; William R. Canary, in Franklin, Ind.; William F. (Bill) Cody, 57, in Santa Monica, Calif. (24); Bobby Warriner (Mrs. Roberta Mader), 39, in Bradenton, Fla. (25); Arthur Otto Foehl, 47, in New York (18); Able King, in Philadelphia (29); Ralph P. Losey, 59, in Los Angeles (29); Rube (Arch Dickey) Perkins, 66, in Holton, Kan. (20).

JAMES A. HALEY, former president of Ringling-Barnum, qualified as candidate for State Representative from Sarasota (Fla.) County.

### February

LEONARD HIGGS, concession manager of Martin Bros., purchased half interest in the show.

BOB STEVENS and Bud E. Anderson formed partnership to operate enlarged Stevens Bros. Circus.

DAILEY BROS. announced signing of Bev Kelley, Allen J. Lester, Frank Morrissey and Sam Stratton, press agents formerly with Ringling-Barnum.

PAUL EAGLES named general agent of Clyde Beatty Circus.

JOHN RINGLING NORTH arrived from Europe and reported signing 20 new acts.

DEATHS—Robert E. Ray, 53, in Galesburg, Ill.; William F. Kabisch, 81, in Jackson, O.; Klara Knecht, in Chicago (8); Frank J. Loftus, 59 (10); Paul Renard, in New York (12); Gus (Ginger) Gilard, 58, in Chicago (7); Mrs. Corrie T. Hunt, 73, in Trenton, N. J. (13); Elmer C. Meyers, in Hot Springs (7); Thomas Francis Heney, 74, in Los Angeles (23); Henry (Tubby) Grundy, in Detroit (5); Knut Hoffman, in Sweden (8); Rudolph (Doc) Mertz, 72, in Pleasantville, N. J. (28); Frank J. Setterich, in Savannah, Ga. (27); Joseph De Jonghe, in Malines, Belgium (20); Emil Gobbers, 82, in Duesseldorf Germany (17).

### March

EDWARD A. JOHNSON signed as contracting press agent by Ringling-Barnum, and Bill Antes inked for press-radio department.

UMBRETO SCHICHTHOLZ-BEDINI, International Theatrical Agency, Milan, Italy, was named European representative of the Ringling-Barnum Circus by John Ringling North.

DEATHS—Grace De Garro, 60, in Los Angeles (5); William Foster, 67, in Joplin, Mo. (10); Glenn Wright, 61, in Chattahoochee, Fla.; Mrs. Josephine (Josie De Mott) De Mott, in Hollis, L. I., N. Y. (8); Leon Colliat, 49, in St Paul; George B. (Uncle Si)

Stratton, 81, in Falmouth, Mass. (13); Jacob Schworm, 83, in Plainville, O. (16); Joseph Sacastin (Peter Jackson), 76, in Providence, R. I. (27); Marizles M. Wirth, 78, in Flushing, L. I. (30); Morris Ott, 61, in Valdosta, Ga. (23); Lewis (Cash) Rogers; in Salt Lake City (31).

### April

COLE BROS. and Ringling-Barnum open on time after getting ODT permit.

LARRY SUNBROCK fined \$5,000 in New York for failing to pay his employees.

COLE BROS. clicked in debut in Louisville.

CLYDE BEATTY drew more than 150,000 in 12-day Los Angeles stand.

THREE SUITS, totaling \$95,000, filed against Bailey Bros. in Redwood City, Calif., as a result of bleacher collapse.

JOHN RINGLING NORTH re-elected president of Ringling Corporation.

DEATHS—Albert Victor Adams, 48, in New York (6); Clifton Williams in Florence, S. C. (1); H. W. (George) Slocumb, 66, in Brooklyn (9); James Swafford, 80, in Boston (2); Marjorie Brown, 28, in Los Angeles (6); Louis Hicks, 61, in New York (22); Mrs. Elizabeth S. Ringling, in South Orange, N. J. (15); Lewis (Cash) Rogers, 64; Robert Fossett, 74, in London (16); Dot Vernon Bolton, 53, in San Jose, Calif. (30); Barney Tully, 80, in Los Angeles (10); Carrie M. Royal, 62, in Toledo (4).

### May

NICHOLAS COZZOLINO, 29, Chatham, N. Y., aerialist, killed in Cranston, R. I., when he fell from his trapeze.

ESTIMATED GROSS take for Ringling-Barnum's 33-day run in New York placed at \$1,889,500.

DEATHS—Harry Excello, 58, in Redlands, Calif. (1); Jesse (Happy) Grubbs, 83, in Memphis (2); Nicholas Cozzolino, 29, in Cranston, R. I. (4); Raymond E. Elder, 70, in Quenemo, Kan. (8); Joseph Favoreau, 68, in Martinsville, W. Va. (9); John Nash, 29, in Cortland, N.Y. (7); Bruno Rodthe, 63, in Boston (9); George Herman Smyre, 40, in York, Pa. (12); Arley (Flip) Thompson, 55, in Chicago (10); Jack Wirth, in Grand Rapids, Mich. (9); James Patterson, 88, in Paola, Kan. (25); Eugene (Hunky) Gutman, 60, at Saranac Lake, N. Y. (23); Thomas J. Lovitt, in Union, S. C.; James Shropshire, in London, Ky. (17); Gene Randow, in Amarillo, Tex. (28).

### June

RAIL HIKE of 5 per cent pinched mighty and near-mighty of nation's circuses.

RINGLING-BARNUM officials announced Big Show would invade Hollywood September 4.

FLOODS IN Pacific Northwest hit Bailey Bros. and Clyde Beatty.

MRS. A. J. CORNWELL, 26, aerialist, plunged to her death while performing in Madisonville, Ky., June 18.

CLYDE BEATTY inked film contract to make one picture each year for five years.

DEATHS—E. N. Williams, in Greenville, S. C. (5); Mrs. A. J. Cornwell, 26, in Madisonville, Ky. (18); Monte Beehler, 52, Buffalo, N. Y. (11); John W. Gwynn, 54, in Riedsville, N. C. (14); Jess Nolan, in Springfield, O. (27); Ernest Haskell, 71, in Rochester, N. Y. (18).

### July

CONNIE CONROY, trapeze performer with Clyde Beatty, injured in fall during act at Fergus Falls, Minn.

LAWRENCE D. MARSHALL, cook

with Ringling-Barnum, held without bail in Springfield, Mass., after pleading innocent to charge of murdering Lester Johnson, fellow em-ployee.

**RUTH NELSON**, Cole Bros. single trap performer, escaped injury when she fell 50 feet while performing in

**PROMOTERS WANTED**

State-wide deal being set up now for individual district promotion to start in January for six months. Can use four capable promotional directors. Write or wire immediately, stating past experience.

**DAVE MALCOLM**

54 W. Randolph St., Chicago 1, Ill.

**MILLS BROS.' CIRCUS**

CAN PLACE PROMOTIONAL MANAGERS that can handle Phonemen for Banners and U. P. C. Tickets.

Must be reliable. No limbers or drunks. Must be able to finance yourself. If you are broke, please do not waste my time. Write to:

**JACK MILLS**

1726 COVENTRY ROAD, APT. 1 CLEVELAND HEIGHTS, OHIO State phone number.

**WANT**

Wild West Rodeo Performers, Clowns, Thrill Acts, etc., for West Palm Beach, Fla., January 20 through 23. Four other dates to follow. Write, wire, no collecta, to:

**JIM T. GIBBS, Mgr.**

JR. CHAMBER OF COMMERCE RODEO WEST PALM BEACH, FLA.

**WANT PHONE MEN**

BOOK U. P. C. JOIN NOW. 25% on collections. Write, wire, come on. No collecta. Dates here, January 20 through 23; four others to follow. Answer:

**Z. I. GROSS, Adv. Mgr.**

JR. CHAMBER OF COMMERCE RODEO WEST PALM BEACH, FLA.

**FOR SALE**

Complete Zoo, 22 Cages, Animals, Signs and Spot on Hiway 90 if Wanted. Have other businesses. All replies

**T. L. DEDRICK**

W. U. or Gen. Del. Slidell, La.

**CALL**

**Ayres and Kathryn DAVIES CIRCUS**

Show Opens Jan. 15 Johnnie Pringle, acknowledge. Wanted—Animal Acts with or without transportation. Show furnished gas. Eugene Christy, wire. Permanent Address: Dixon, Illinois

**ELASTIC NET OPERA HOSE**  
Black Suntan and White \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings. Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.  
**C. GUYETTE**  
348 W. 45th St., New York 19, N. Y. Phone: Circle 6-4137

**WANT**

Leaper for Flying Act. Long season. Join at once.  
**FLYING LA-VALS**  
947 West 21st St. Houston, Texas

**BAILEY BROS.' CIRCUS WANTS**

Colored musicians, girls, A-1 comedian to double bass drum in band; write A. H. Bass, band master, 108 North Hickory St., Canton, Mississippi. A-1 milt camp that can get money; tattoo man, knife thrower, human pincushion, small bally girl, boss canvasman. Tama Frank, Floyd Sampson, Wingy Saunders, write at once.  
**TED MILLIGAN, Side Show Manager**  
Bailey Bros.' Circus Pine Bluff, Arkansas

Elgin, Ill. Her husband Paul, an animal trainer who broke her fall, suffered a broken nose.

**DEATHS**—Roy V. Hill, in St. Louis; William F. Floto, in Wichita, Kan. (6); Mrs. Ella Mae Anderson, in Los Angeles (18); William E. Thompson, 61, in Wichita, Kan. (18); Harry (Happy) Winters, 42, in Edmonton, Alberta, Canada; Ildebrando Zacchini, 79, in Tampa (17).

**August**

**DON DORSEY**, featured aerialist with Polack Bros., seriously injured in fall from his trapeze while performing at Pacific National Exhibition.

**MRS. JOE ANTALEK**, perch, fell during her performance at the Stratford Theater, Chicago, and was hospitalized.

**SYLVIA GREGORY** and Betty Biller injured when they fell during their tight wire act on King Bros. at Harriman, Tenn. Eddie Hendricks escaped injury.

**GEORGE W. SMITH** named manager of Dailey Bros.

**DEATHS**—J. W. Swain, 74, in Lamar, Colo. (2); Freddie Franklin, in Emporia, Kan.; Bernard (Buddy) Wedin, 41, in Lansing, Mich. (5); Ralph W. Woodward, in Bloomington, Ind. (9); Andrew M. Gardner, 44, in Chicago; Aloysius Hamilton, in Troy, N. Y. (17); Ralph Noble, 61, in Watertown, S. D. (18); Herbert (Duke) Walker, 40, in Wahpeton, N. D. (18); Ace Donovan, in Wytheville, Va. (24); George E. Luce, in Cincinnati, (17); Jacques (Tex) Morris, 54, in Omaha (24); Budette H. (Birt) Wade, 82, in Sheridan, Mich. (7); Abe Reitz, 41, in Allentown, Pa. (27);

**September**

**BARBARA BEALE** suffered a broken leg during Cole Bros. web number in Austin, Tex.\*

**MORE THAN 200** film stars joined with Ringling-Barnum performers in benefit performance in Hollywood.

**CON COLLEANO**, tight-wire performer, signed with Tom Arnold's Christmas Circus at the Harringay Arena, London.

**DEATHS**—Daniel A. Dale, 49, in Jamestown, N. Y. (4); Jim Gallagher, 78, in Los Angeles (19); Tom Payne, 62, in Long Beach, Calif. (13); Eddie Silbon, in Albany, Calif. (22); Sam T. Poppodoro, 42, on train between El Centro, Calif., and Phoenix.

**October**

**BEN ABSLAM**, flute player with Side Show on King Bros. Circus, crushed to death by elephant at Conway, Ark.

**DEATHS**—Gisela Erumbach, 23, in Guben, Germany; Murdock T. Cook, 56, in Dayton, O.; Charles W. Haley, 77, in Cambridge, Mass. (9); John C. Gallagher, 40, in Huntsville, Ala. (16); Edward J. Julius, in Liberal, Kan. (15); William Pagel, 70, in Knysna, South Africa (10); Ben Abslam, in Conway, Ark. (21); Charles De Melo, 66, in Chicago (21); Joe Craston, 80, in Brighton, England (9); George W. Brown, 90 (24); W. (Little Mack) Clive, in Oklahoma City (24).

**November**

**THE STAHLMAN** brothers, Arthur, Hy and Bernie, announced they (See Circus Chronology on page 70)



**FOR SALE**

THIS BEAUTIFUL THREE-YEAR-OLD TRAINED ZEBRA MALE WITH THREE SETS OF HARNESS, PROPS AND RUBBER TIRED SHIPPING STALL.

Does six-minute Act, including Hurdles, Waltz, Ring Curb Walk, Teeter Board, Handkerchief Pick Up and Pedestal Turn. Sensation at Mineola, Evansville, Ind., and Kansas City Shrine Circus.

**GREAT NOVELTY ACT NOTHING LIKE IT**

Perfectly tame, good disposition, easy to handle.

**George J. Keller**

WILD ANIMAL ACT Bloomsburg, Pa.

**WANT ACTS—HELP WANTED**

ENLARGING SHOW FOR EARLY OPENING IN MARCH. CAN USE SEVERAL GOOD NOVELTY ACTS, PUNCH, MAGIC, GLASS BLOWER, ETC.

OPENING NOW for good Show Painter. Also Sail Maker.  
WILL BUY for cash—Cattle Elephant, Yak, large Horse, Zebra, Camel or other good, large hay-eating Animals. Give details and prices.  
WANTED—Several cages of small Animals, such as Casti Mundi, Foxes, Badger, etc. Give details and prices.  
WILL BUY Electric Chair, complete; Headless Illusion, Glass-Blowing Outfit, good Mummy, Super Wizard, Candy Floss Machine. Must be late model, in good condition. Explain all and price.  
OFFER FOR SALE—12.5 K.V.A. Light Plant, A.C., 110 or 220 Volt, Self-Starter, D. F. Onan Generator—powered with Jeep Motor. Army surplus, brand new, never unpacked. Comes with \$150.00 worth of tools and spare parts. A bargain at \$795.00.  
WANTED FOR OPENING—2 Ticket Sellers, good Animal Men, several good Working Men who can stand good treatment. Men who can drive trucks preferred.  
CONCESSIONS OPEN—Candy Floss and Snow Cones on 25% to show. All other Concessions contracted.  
THIS SHOW MAKES THREE STANDS EACH WEEK. No Ding, Games, Joints or Indecent Shows. All people on show must act like ladies and gentlemen and stay sober or move on.  
BANNER MAN to sell medium-priced Banners to merchants without heat. Will sell privilege for \$25.00 per week flat to right man.  
WANT Rube Clown to ride miniature cage wagon, pulled by pair of midget ponies, to work downtown daily.

**PAN-AMERICAN ANIMAL SHOW**

W. F. DUGGAN, Owner, Chipley, Fla.

**WANTED—SEASON OF 1949—WANTED**

Riding Act and other Circus Acts; Girls for Menage and Ladders; Circus Mechanics, Blacksmiths, Painters. Working men in all departments.

Wanted to buy—Sleeping Car and two Flats.

**CLYDE BEATTY CIRCUS**

1063 Chico Avenue

El Monte, California

**WANTED ★ WANTED**

★★★ FOR ★★★

**COLE BROS.' CIRCUS SIDE SHOW**

Outstanding Acts of Highest Calibre  
ONE GOOD FREAK TO FEATURE—NOVELTY AND WORKING ACTS OF ALL KINDS.  
State all, including salary expected, in first letter—SEND RECENT PHOTO, will be returned.

**BOBBY HASSON**

1273 Penn St., N. E.

Washington, D. C.

**FOR SALE**

Tents—one 80x220 ft., one 50x135 ft., one 30x30 Marquee, all white canvas, water proof, with 10-ft. walls, all new last May and in good shape. Several small Tents and ten 8x15 Side Show Banners, one small Calliope with motor and blower; two Light Plants, one 5 Kw. and one 3 Kw.; 3 Chev. Trucks one long Semi and one very small Mule. Want Clowns and Acts for coming season (no Horse Acts). Want Indians for concert.

**AL G. KELLY & MILLER BROS.' CIRCUS**

HUGO, OKLA.

# 100G Blaze Razes Rink at Willow Grove

## Other Units Damaged

PHILADELPHIA, Jan. 1.—Skateland roller skating rink at Willow Grove Amusement Park burned to the ground in a general alarm \$100,000 blaze Monday morning (27), which damaged two other structures at the closed park in suburban Philadelphia. Flames leaped more than 100 feet into the air at the height of the blaze and firemen from seven companies fought it for an hour and a half, using water from the park's artificial lake some 1,000 feet away.

Despite the efforts of firemen, Skateland, a rambling frame structure, the only park facility operating on a year-round basis, was wiped out. The fire occurred several hours after the rink, a landmark since 1911, had been vacated by about 200 skaters.

### Hydrants Dry

The fire-fighters were handicapped by the extreme cold, as spray froze as it hit the ground, and the necessity of stretching hose lines all the way to the lake, nearest water source, as the park's fire plugs which operate on the park's own water system failed to yield any water.

Elmer E. Foehl, park manager, said it would cost about \$100,000 to replace the rink building, which during the summer season was used for dancing. The frame structure, 175 feet long, 75 feet wide and 40 feet high, was located on the park's mid-way. Flames also damaged the upright supports of the Thunderbolt roller coaster, on one side of Skateland, and the roof of the building housing the Lost River dark ride, on the other side.

Cause of the fire was not determined but it apparently started on the outside of the building and was discovered by the park watchman, Fritz Hannon, shortly before 5 a.m. Two fire companies responded to the first alarm but as flames spread rapidly police radioed call for additional help which brought five more companies to the park.

# Bob Lo Island Put Up for Sale

DETROIT, Jan. 1.—Another Detroit area amusement park was put up for sale Wednesday, as the result of the decision of owners of Bob Lo (Bois Blanc) Island to dispose of the park, which has been in operation since 1898. Two excursion steamers operated by the company to carry passengers from Detroit, 20 miles up-stream, as well as the 130-acre site, are involved in the planned sale. The park is unique in that, while it is located in Canada, its patrons come almost exclusively from Detroit, as there is no direct boat service from the Canadian shore, except on special occasions.

Diminishing net income was given as the reason for selling the property. Possibility that the island might be broken up into subdivisions for real estate development was indicated, altho the owners are willing to sell it as a complete park unit.

## Rename Haverstick Prexy Of Miss America Pageant

ATLANTIC CITY, Jan. 1.—Park W. Haverstick was re-elected president of the Miss America Pageant Committee at the group's annual meeting last week. Also re-elected were Joseph Wagenheim, vice-presi-

# Park Chronology

Year's Review as Presented From 1948 Billboard Files

## January

NORTHERN OHIO park owners announced meeting plans to form an organization to foster improved operations and a greater spirit of cooperation.

NATION'S PARKMEN reported they planned no raise in prices for the 1948 season.

SAVIN ROCK'S Wilcox Pier Restaurant and adjacent properties, owned by Frank Terrell, were sold to a group of New Haven businessmen, headed by Vincent S. Anderson, for a reported \$150,000.

CONEY ISLAND, Inc., operators of Coney Island Park, Cincinnati, assessed \$5,000 as its liability for damages, injuries and deaths resulting from the explosion of the company's Steamer Island Queen in Pittsburgh September 9, 1947.

GEORGE CURRIER, director of Playland Park, Rye, N. Y., resigned and was succeeded by Allan MacNicol as acting director.

THE LAST of the permanent rides on the old Venice Pier, Venice, Calif., hit the dust as wrecking crews conducted mopping up operations to make way for construction of a modern amusement park.

MRS. EVANGELINE GIAGUS, Hartford, Conn., was awarded \$7,500 in settlement of her claims against the Beach Amusement Company, Savin Rock. Mrs. Giagus claimed she was injured while riding in the Virginia Reel.

HAL JOHNSON, former manager of Conneaut Lake Park, Conneaut Lake Park, Pa., was signed to handle picnic promotions at Celoron Park, Jamestown, N. Y., Harry Illions, owner, announced.

LOUIS H. SALEE, veteran arcade operator and park man, died in Long Beach, Calif., January 13.

## February

THE SLUSKYS, Abe and Louis, operators of Playland Park, Houston, announced park project for Council Bluffs, Ia., and planned to spend \$250,000 on project.

OCEAN PARK, Calif., park business was reported down 35 per cent. THE ROOF of the pavilion in Warsaw Park, Ansonia, Conn., collapsed under weight of an eight-foot snow.

LUXURY TAXES go for improvements at Atlantic City.

THE ESTATE of Louis H. Salee, veteran arcade operator and park man, Long Beach, Calif., was appraised at \$120,000.

PURCHASE OF the 1,000-foot-long Crystal Pier, Pacific Beach, Calif., by L. M. Jackson, Seattle real estate operator, from Philip M. Light, for a reported \$200,000, was announced.

A FEDERAL JUDGE in New York ruled that a private amusement park is not required by the constitution to admit persons it considers objectionable.

## March

ISLAND PARK, between Sundbury and Northumberland, Pa., was purchased by Mr. and Mrs. Frank Caravella.

HENRY HAND HOYER, 50, superintendent of Celoron Park, James-

dent, and Philip E. M. Thompson, treasurer.

Frank Anstutz, chairman of the Boardwalk parade committee, reported that the 1948 parade showed a deficit of \$502.

town, N. Y., died March 5 in Jamestown following an operation.

CONTINUING GOOD business for '48 was forecast by industry leaders speaking at the 20th annual convention of the New England Association of Amusement Parks and Beaches in Boston. Julian Norton, Lake Compounce, Bristol, Conn., was named president of New England group.

PHILADELPHIA interests, headed by Emanuel Room, attorney, announced plans to establish an amusement park at a site near Pottstown, Pa., to be known as Sanatoga Park.

TWO CHANGES in the executive staff at Rockaway's Playland was announced. Alan Hartman was named head of public relations and Arthur Zraly, recreation director.

COLUMBIA PARK and Schuetzen Park, North Bergen, N. J., were damaged by fires. Parks, adjoining each other, were both hit the same night.

H. A. (POP) LUDWIG, for 11 years manager of Virginia Park on the Long Beach, Calif., Pike, announced his resignation effective April 1.

## April

ROGER E. and Conrad G. Haney announced the purchase of Lake Lansing Park, Haslett, Mich., from Al and R. E. Sprague.

G. D. KINCAID, owner of Joyland Park, Lexington, Ky., announced appointment of John Irvin to handle exploitation and advertising.

R. M. SPANGLER JR. joined his father in the operation of Rolling Green Park, Sunbury, Pa.

SOUTHERN CALIFORNIA parkmen turned out en masse in Long Beach to honor H. A. (Pop) Ludwig, retiring manager of Virginia Park.

AS A RESULT of a Council Bluffs, Ia., council fuss, the Slusky Brothers posted a \$100,000 liability insurance policy on their Roller Coaster.

BUILDING OF a \$5,000,000 ultra-modern amusement park and recreation center, to be known as Ocean View Amusement Park, started at Venice, Calif.

OCEAN VIEW PARK, Norfolk, Va., lopped admissions for rides and shows 25 to 30 per cent in a bid for increased family patronage.

EASTWOOD PARK, Detroit, was granted license to operate for the '48 season, despite plenty of opposish from citizens.

BRADFORD ANGIER purchased Nipmuc Park, Mendon, Mass., for a reported \$60,000.

RICHARD AUER resigned as foreman of Lincoln Park Zoo, Chicago, after serving 38 years.

PAUL S. HANEY was signed to manage rebuilt Rocky Point Park at Warwick Neck, R. I.

EMERGING FROM the flood with little damage, Cincinnati's Coney Park kicked off pre-season dances in Moonlite Gardens.

JACK BECKMAN was signed as manager of Chain of Rocks Park, St. Louis.

## May

JOHN IRVIN, University of Kentucky graduate, joined the staff of Joyland Park, Lexington, Ky., to handle exploitation and advertising.

OPENING WEEK-END biz at State Fair Park, Dallas, was called "most successful in history," by W. H. Hitzelberger, vice-president and general manager.

HARRY BATT, owner of Pontchartrain Beach, New Orleans, announced an estimated 100,000 attended the park's opening festivities over the week-end.

THE MASSACHUSETTS Ballroom

# New Funspot Being Built By Robinson

Opening Set March 17

KENNEWICK, Wash., Jan. 1.—Ralph Robinson, well-known concessionaire, is building an amusement park on an eight-acre site near here, with the opening skedded for March 17.

Because of the proximity of Hanford Atomic Energy Works, and the construction of the McNary Dam on the Columbia River, the Ice Harbor Dam on the Snake River and the army jet plane air base at Richland, this area is considered one of the fastest growing sections in the United States. This area is referred to as the Inland Empire and comprises four cities, Pasco, Kennewick, Richland and one spot as yet unnamed but now known as the Y. Area's population by spring is expected to hit around 200,000.

Robinson's tri-city park will be located on the main four-lane Highway No. 410, which serves and connects the four cities. Robinson plans to install a Merry-Go-Round, two Ferris Wheels, Scooter, Tilt and Loop-a-Plane and five kiddie rides. Also planned are a Funhouse, Monkey Show and 10-in-1 Show, a skating rink and dance floor.

Operators' Association was formed at a meeting in Hotel Statler, Boston.

EAST DETROIT Mayor, Mildred Stark, ordered Eastwood Park, Detroit, closed.

OLYMPIC PARK, Irvington, N. J., opened its 30th season under owner-managership of Henry Guenther.

ROCK CITY PARK, Bradford, Pa., reopened for the first time in 25 years.

IDEAL WEATHER marked the opening of the 45th consecutive season at Riverview Park, Chicago.

CARL L. BRAUN, operator of the Commodore Ballroom, Lowell, Mass., was elected president of the Massachusetts Ballroom Operators' Association.

RIVERSIDE STADIUM, new outdoor enterprise of Edward J. Carroll, owner of Riverside Park, Agawam, Mass., was inaugurated with midget auto racing.

JOE MALEC, owner of Peony Park, Omaha, inked Omaha Symphony Orchestra for weekly concerts during June.

THE SECOND best Saturday in its 45-year history was chalked up by Riverview Park, Chicago, when 31,433 persons went thru the turnstiles May 22.

FUN SAVING time was inaugurated at Pontchartrain Beach, New Orleans, with ride prices reduced to 5 and 10 cents.

EARL HARDING, St. Paul ballroom operator, purchased Wahoo Park, Wahoo, Neb., from Mr. and Mrs. Jack Marfisi.

AMUSEMENT PARKS in the Midwest enjoyed one of biggest holiday week-ends in history May 29-31.

## June

GEORGE SCHMIDT, president-general manager of Riverview Park, Chicago, announced plans for a car giveaway promotion.

KIDDELAND PARK at Birmingham got off to big start, drawing 35,000 for its formal two-day opening.

A TEMPORARY injunction was granted Edgewater Park owners in Detroit, against pickets.

JANTZEN BEACH PARK and Oaks

ark, Portland, were inundated by the flooded Columbia River.  
**VICTOR V. BROWN**, formerly of Fairland Park, Kansas City, Mo., announced he had been named manager of Port Arthur Pleasure Pier, Port Arthur, Tex.  
**A FIRE**, caused by lightning, did \$75,000 worth of damage at Seccatum park, Bucyrus, O.

**July**

**SALE OF** the Surf Avenue frontage of fire-gutted Luna Park, Coney Island, N. Y., to the Bonra Realty Corporation by Mortimer Wolf was announced.  
**THE WHIP** at LeSourdsville Lake Park, Middletown, O., was damaged by fire.  
**WILLIAM B. CROWELL**, 95, clam-lake expert, who received his start in parks, died in Providence.  
**THE THREE-DAY** holiday period, July 3-5, was big for the nation's parks.  
**NEW ENGLAND** Association of Amusement Parks held its annual summer meeting at Paragon Park, Nantasket Beach, Boston.  
**ERIC A. PETRE**, sales manager of Eyerly Aircraft Company, Salem, Ore., announced his firm hoped to begin marketing its new ride, the Rock-o-Plane, about August 1.  
**PEACE W.A.S.** restored at Edgewater Park, Detroit, as pickets finally obey court order.

**MARINE BALLROOM** at Steel Pier, Atlantic City, was damaged by an early morning fire.  
**FRANK (DOC) SHEAN**, 57, veteran outdoor showman, press agent and park manager, died July 16 in De Paul Hospital, Norfolk.  
**EDWARD J. CARROLL**, owner of Riverside Park, Agawam, Mass., announced damage to his park, as the result of an early morning fire, probably would hit \$125,000.

**TOM ARMSTRONG**, sales manager for C-Cruise Corporation, West Salem, Ore., revealed the development of a new kiddie ride to be called the Little Skipper.  
**FEDERAL ADMISSION** tax deals a stiff blow to ballroom biz, ride and show patronage and everything else in amusement parks, Paul H. Huedepohl, executive secretary of NAAPPB, said on return to Chicago, following a four-State swing of amusement centers.

**JOHN C. MULLINS**, owner of Crystal City Park, Tulsa, Okla., was forced to sell his rides and concessions at the park because a super highway would cut "right thru the middle of our midway," Mullins announced.  
**WORK STARTED** on \$400,000 amusement park at Madison, Wis.  
**NEW MIRROR** Maze was installed at Silver Beach Park, St. Joseph, Mich.

**MORE THAN 200** members and guests attended the 19th annual summer meeting of the New England Association of Amusement Parks and Beaches at Paragon Park, Nantasket Beach.  
**RIVERSIDE PARK**, Austin, Tex., city's newest playground, bowed. Spot was leased by George Mitchley and his son-in-law, J. L. O'Bryan.  
**JOHN F. SINGHISER**, vice-president and general manager of Fontaine Ferry Park, Louisville, died.

**CAPT. LEO (Suicide) Simon**, former fire diver, was engaged for the remainder of the season at Coney Island, Cincinnati, with his new turn of "blowing himself up with dynamite."

**August**

**PARKS DETERMINED** to build up picnic business, Paul H. Huedepohl, executive secretary of NAAPPB, reported on his return to Chicago after a tour which took him from Montreal to Louisville.  
**GEORGE WOLPERT**, executive secretary of the Chamber of Commerce of the Rockaways, reported 17,000,000 persons visited the Rockaway beaches in July.  
**MRS. JOHN G. CAMPBELL**, 52, vice-president of the Celoron Realty Corporation, former owner-operators of Celoron Park, Jamestown, N. Y., died.  
**BELMONT PARK**, Montreal, rounded the turn of season with approximate 11 per cent increase for the same period in '47.  
**DETROIT'S EASTWOOD** Park up for sale, Max B. Kerner and Henry Wagner, co-owners, announced.  
**JOYLAND PARK**, Lexington, Ky., enjoyed its biggest day in history when the Kentucky Press Association held a benefit for its Crippled Children's Fund.

**September**

**A \$75,000 FIRE** destroyed the Dodgem, gutted the Cushing Hotel and damaged other units in the heart of the amusement area at Salisbury Beach, Mass.  
**PENNSYLVANIA'S "LOCAL tax"** law drew fire of delegates to Pennsylvania Amusement Parks' Association meeting in Sunbury, Pa. E. E. Freeland, Conneaut Lake Park, Pa., was elected president of the PAPA.  
**UPWARD OF 35,000** persons crowded Flint Park, Flint, Mich., to hear President Truman's speech, Dr. L. H. Firestone, park owner, announced.  
**LABOR DAY** week-end ran hot and cold for park operators thruout the country.  
**CONSTRUCTION STARTED** on a \$300,000 reinforced concrete pavilion at Myrtle Beach, S. C.  
**FIRE DESTROYED \$60,000** worth of Sportland concessions at Idyllwild, Calif.  
**JOSEPH MAZZA**, who had one-half interest in the Penny Arcade and Dodgem concessions at Pleasure Beach Park, Bridgeport, Conn., left an estate of \$14,514.

**October**

**RIVERVIEW PARK**, Chicago, files suit to contest the right of the city to collect a 3 per cent tax on ride tickets at park.  
**ALLAN HERSCHELL** Company, North Tonawanda, N. Y., entered into agreement with Bradley & Kaye Amusement Company, Los Angeles, to manufacture and distribute two of the Coast concern's kiddie rides.  
**A MIDAFTERNOON \$250,000** fire wiped out an entire block of rides, buildings and concession stands Old Orchard Beach, Me.  
**LAKE WORTH** Boardwalk, Fort Worth, with rides and haws, to be rebuilt under plan whereby the city-owned site would be offered for lease.  
**HEAVY RAINS** and the highest tide registered in 12 years caused thousands of dollars of damage to

the seawall, walkway and other shore installations at Virginia Beach, Virginia.  
**A \$100,000 FIRE** destroyed the Colony Surf Club building, two swim pools and a children's playground at Long Branch, N. J., resort.  
**PLANS TO TURN** Long Beach, Calif., Pike into a modern amusement zone at a cost of \$200,000, announced by L. P. (Pat) Murphy, newly appointed manager.  
**FRANK B. KOESTER** was named program director at Coney Island, Cincinnati.

**November**

**PALISADES (N. J.) PARK** closed 48 books with 14 per cent gain over the hefty gross garnered in 1947.  
**THE WILSON LINE**, operators of excursion boats, announced plans to develop Kent County, Md., property into an amusement park.  
**CHARLES SCHIMMEL**, manager of Pensacola, Fla., Beach, had his contract renewed for 1949.  
**HYLA MAYNES**, 66, who invented such rides as Caterpillar, Bozo, The Rapids and Magic Carpet, died in Miami.  
**WORK STARTED** on the new \$100,000 swim pool at Lagoon, Salt Lake City.  
**GEORGE A. HAMID** announced he had relinquished his lease on the (See Park Chronology on page 73)

**Spangler's Daughter Weds**  
**SUNBURY, Pa., Jan. 1.**—Zita Arlen Spangler, daughter of Mr. and Mrs. R. M. Spangler, owners of Rolling Green Park here, was married December 24 to Jay Brant Cortright, son of Mr. and Mrs. Joseph A. Cortright, Berwick, Pa., in St. Paul's Evangelical and Reformed Church. Rev. O. W. Nace, pastor, officiated at the double ring ceremony. Following the ceremony a reception was held in the Spangler home.

**Work on Projected Long Beach Funspot To Get Under Way**

**LONG BEACH, Calif., Jan. 1.**—Improvements on the projected fun zone to be located on property owned by the Long Beach Bathhouse & Amusement Company will be started this week, L. P. (Pat) Murphy, manager of the organization, announced. Permission from the city regarding all phases of the proposed amusement park has been obtained, it was reported. The entire area fronting the bathhouse will be black-topped as the first move.

Plans for a Memorial Day dedication of the new zone are being formulated by Murphy.  
 Some rides have already been contracted, Murphy said, including the double Ferris Wheel, operated by Elmer and Curtis Velaire, former owners of Royal American Shows; a Tilt-a-Whirl, Octopus and Merry-Go-Round.

**Kerner's Death Ends Lengthy Partnership With Henry Wagner**

**DETROIT, Jan. 1.**—The end of a lifelong amusement park partnership came December 18 with the death of Max B. Kerner, co-owner for over 20 years of Eastwood Park and, more recently, Jefferson Beach, with Henry Wagner.  
 Funeral services were held December 20, with burial at Beth El Memorial Park Cemetery. Among the pallbearers was Harry Stahl, superintendent of Eastwood, and president of the Michigan Showmen's Association. Other pallbearers were men with whom Kerner had worked as a newsboy in his youth.

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## PNE '48 Gross Reported 414G

**Polack Bros.' Circus netted 30G profit — poll shows patrons like midway**

VANCOUVER, B. C., Jan. 1.—Gross revenues nudged the half-million mark during the 11-day (1948) Pacific National Exhibition (PNE) despite the "worst weather conditions yet," it was disclosed at the annual meeting of the PNE directors Friday (7) night.

H. M. King, president, reported the PNE had taken in \$414,000. The Polack Bros.' Shrine Circus alone brought in a profit of \$30,621. Jimmy Durante was credited with bringing record crowds to the fair, but his show lost money. Loss on the show was listed at \$5,276.

The arrangements between the PNE and the concession holders along the midway during the '48 event were described as the "toughest in the business." Not one complaint against any of the games or side shows was reported.

In reports of various committees, recommendations included: Institution of a miniature bus or "elephant train" transportation system to allow "more people to see more of the fair"; construction of a permanent dog and cat show building and construction of a number of additional exhibit buildings on what is now the first nine holes of the Hastings Park Golf course.

Results of a public opinion poll conducted during the '48 PNE and reported at the annual meeting showed the following reaction:

More than 80 per cent of those polled did not mind losing their money at the chance games along the midway, and 81.9 per cent of customers believed the games to be "satisfactorily operated."

Just under 98 per cent of the patrons enjoyed the fair, and said they would return next year. Just over 85 per cent were satisfied with the dining accommodations, and 92 per cent of Americans attending the fair believed it to be as good as or better than their own State fairs.

The livestock shows rated highest interest. Nine out of 10 patrons preferred the Shrine Circus (Polack Bros.) to the Jimmy Durante show. Heading the "Why don't you have?" list was an auto show and a grandstand show.

Large number of the 2,000 persons interviewed on the fairgrounds expressed disappointment at the loss of the Giant Dipper, which was torn down to allow an extension to be added to the Hastings Park race track.

In a special children's poll the shoot-the-chutes beat out the Merry-Go-Rounds by a comfortable margin. The airplane ride and the Ferris Wheel were second and third on the youngsters' favorite list. But an even 100 per cent of children interviewed were keen on going to the fair next year.

## Cambridge, Md., To Have Annual

CAMBRIDGE, Md., Jan. 1.—Maryland's Eastern shore will have its first county fair here this year as a result of the recently organized Dorchester County Agricultural Fair Association, Inc. Tentative dates have been set for August 29-September 3.

William H. Robbins is secretary-treasurer of the new org. Other officers include J. J. Perry, president.

Features tentatively planned call for the nightly appearance of 50-piece bands in front of the grandstand before the grandstand show.



## Meetings of Fair Assns.

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

Kentucky Association of Fairs, Brown Hotel, Louisville, January 6-7. L. (Doc) Cassidy, Louisville, acting secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, W. Va., January 19. J. O. Knapp, Morgantown, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 11-12. R. M. Sawhill, Glasco, secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 11-12. Henry W. Beaudoin, Memphis, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 12-13. Mrs. Don A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14, Missouri Hotel, Jefferson City. Rollo E. Singleton, secretary.

Minnesota Federation of Fairs, January 13-15, Lowry Hotel, St. Paul. Allen Dorn, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

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

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

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

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

Oregon Fairs' Association, Imperial Hotel, Portland, January 6-8. H. H. Chungren, Canby, president.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr. A. H. Fleming, Louisburg, secretary.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, January 23-25, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-25. H. C. McClellan, secretary, Arlington, Neb.

Louisiana State Fair Association, Bentley Hotel, Alexandria, January 24-25. W. E. Anderson, Baton Rouge, commissioner of agriculture.

Pennsylvania State Association of County Fairs, January 26-28. Penn Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 27-29.

New Jersey Association of Agricultural Fairs, New Jersey Department of Agriculture offices, Trenton, January 28. William C. Lynn, secretary.

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

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 4-5.

Oklahoma Association of Fair Secretaries, Skirvin Hotel, Oklahoma City, February 4-5. J. B. Hurst, Enid, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

Class B Fairs Association, King Edward Hotel, Toronto, Ont., February 9. J. A. Carroll, superintendent.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 10-11. J. A. Carroll, superintendent.

Secretaries of State associations are urged to send in their convention dates.

## England Elects Regina's Prex

'48 Exhibition netted 63 tripled '47 profit—treasury shows 264G surplus

REGINA, Sask., Jan. 1.—Fred England, Regina pioneer and member of the fair board since 1915, was elected president of the Regina Exhibition Association at the 42d annual directors' meeting here recently. He succeeds Lyall A. Doan, who held the post the past year. Doan was named honorary president, a new position, to be effective for a year. C. B. McKelvey was elected first vice-president, and W. A. Small, second vice-president. T. H. McLeod continues as manager and Miss A. E. Hall as treasurer.

### 1947 Figures Eclipsed

Shareholders learned that the summer fair profit was \$63,472, compared with \$21,302 in 1947, and the year operations yielded a profit of \$66,502 compared with \$18,208 last year.

A saving of approximately \$8,000 on expenditures and an increase in revenue of approximately \$35,000 helped bolster the summer fair figure. Largest increases were in racing, midway and concessions departments.

Funds available for the 1948-'49 operations of the association amount to \$264,721.

### Midway Up 30%

Receipts for Royal American Shows, on the midway for the third successive year, were up 30 per cent over 1947, with the exhibition's end totaling \$24,680. Concessions hit a new high in 1948 with a total revenue of \$28,365 compared with \$16,361 in 1947. Grounds and building revenue jumped to an all-time high of \$37,426.

A total of \$10,000 was transferred from the current account to the exhibition's employees' superannuation fund and \$75,000 went to the capital reserve for future building and improvements.

ture of the event was the expanded showing of electrical appliances.

### March

HOWARD W. ATKIN was named manager of the Eastern Illinois Fair, Danville, Ill.

MAJ. M. H. BEARY, secretary of the Great Allentown (Pa.) Fair for more than two decades, died following a long illness.

A BILL which would have repealed the federal 20 per cent admission tax at the outside gates of fairs passed the House of Representatives but died in the U. S. Senate.

FIRE DESTROYED the grandstand at the Muncie (Ind.) Fair.

COLD, WINTRY weather hit the nine-day California Mid-Winter Fair, Imperial, but the event nevertheless piled up a gate of 53,938, off only 4,662 from '47.

PLANS FOR A REVIVAL of a county fair in populous Chicago were announced by Orville F. Cullerton, travel-sports show promoter, with the event scheduled for 11 days, closing Labor Day, at Soldier Field.

### April

FINAL COUNT put the attendance at the National Orange Show, San Bernardino, Calif., at 272,417. Five days of rain marred the event.

SECOND ANNUAL Fair Managers and Directors' School conducted at Lansing by the Michigan Association of Fairs proved another notable success.

REPORT OF A survey made at the '47 California State Fair showed that 95 per cent of the patrons spent more than two hours at the event, 60 per

## Fair Chronology

Year's Review as Presented from 1948 Billboard Files

### January

YEAR-END FINANCIAL statement of the State Fair of Texas, Dallas, showed a record-breaking net profit of \$360,048.

MINNESOTA STATE Fair, St. Paul, reported a profit of \$253,000 from the '47 event.

CALEB B. DOWD, well-known horseman and long-time official at the Reading (Pa.) Fair, died at the age of 55 in Reading.

TENNESSEE VALLEY Fair, Knoxville, reported a record profit of \$42,706 from its '47 operation.

ALABAMA STATE Fair, Birmingham, reported a profit of \$48,000 for '47, the first year the event operated under city auspices.

MRS. ETHEL MURRAY SIMONDS, secretary of the Oklahoma Free State Fair, Muskogee, since 1917, resigned that post.

### February

L. B. HERRING JR., formerly secretary of the South Texas Fair, Beaumont, and the Tri-State Fair, Amarillo, assumed the secretary's post at the Mid-South Fair, Memphis.

MRS. LETITIA DABNEY, assistant secretary of the Tulsa (Okla.) State Fair, was elevated to the position of secretary.

ATTENDANCE AT THE Southwestern Exposition Fat Stock Show, Fort Worth, was announced at 257,000, about 18,000 under the previous record in '47.

BLIGH A. DODDS, Gouverneur, was re-elected to a fifth term as president of the New York Association of Agricultural Fair Societies.

FLORIDA STATE FAIR, Tampa, proved a big winner, pulling huge crowds in weather which was good except for Gasparilla Day. Big fea-

at from three to six hours, about 50 per cent on one day, 28 per cent on two days and 14 per cent on three days.

**WISCONSIN'S CENTENNIAL** Exposition, absorbing the State Fair program for the year, announced a \$3,000 attraction budget for the night grandstand bill.

**SHORT COURSE** on fair management, sponsored by the Minnesota Federation of Fairs, was rated a success, and delegates voted for a third course in '49.

**P. T. STRIEDER**, veteran manager of the Florida State Fair, Tampa, was engaged as consultant by the Cook County Fair, Chicago, planned for late summer.

**May**

**EASTERN STATES** Exposition, Springfield, Mass., registered a net profit of \$186,000, the financial report disclosed.

**HEART OF ILLINOIS** Exposition, Peoria, planned fair, has a level 160-acre site as the result of a huge earth-leveling project, in which an announced 150 pieces of heavy earth-moving equipment and 500 union operators, all contributed free, moved 250,000 cubic yards of dirt in two-day, twice around-the-clock project.

**CHARLES YEAGER**, for 10 years with *Cosmopolitan* and other Hearst magazines, was named publicity director of the State Fair of Texas, Dallas.

**ATLANTIC RURAL** Exposition, Richmond, announced the scheduling

of 24 special events at its plant for times other than during the fair.

**June**

**CALIFORNIA STATE** Fair, Sacramento, set a 14-cent price ceiling on kiddie rides at the '48 event.

**ALABAMA STATE** Fair, Birmingham, announced the signing of a 15-year lease with a Birmingham theater operator whereby the latter would erect on the fairgrounds a drive-in theater capable of handling 600 cars.

**THE INTERNATIONAL** Association of Fairs and Expositions distributed a promotion service to members. The service was designed to assist fairs in their publicity-promotional campaigns.

**THE DUTCHESS COUNTY** Agricultural Society, Rhinebeck, N. Y., voted to purchase the 100-acre Springbrook Park, fair site which it had leased since 1919.

**July**

**RAIN PELTED** the North Dakota State Fair, Grand Forks, washing out three afternoon track attractions, one night show and pruning midway play, but the fair figured to break even.

**SAN DIEGO** County Fair, Del Mar, Calif., played to a record-breaking 252,306 in 11 days. Total topped '47 figure by 18,009.

**JOHN P. MULLEN**, long-time member of the Iowa State Fair board, Des Moines, died at the age of 83. He was a fair director since 1911 and had served as president for 16 years.

**PHIL C. TRAVIS**, secretary-manager of the Tennessee State Fair, Nashville, since 1937, died at the age of 71.

**CALGARY'S STAMPEDE** and Exhibition rolled up a record gate of 376,983, more than 37,000 higher than the previous peak. Brandon (Man.) Exhibition, first in the Western Canadian A Circuit, also was up.

**THE CHICAGO RAILROAD** Fair opened on Chicago's lake front to crowds which surpassed expectations. *Wheels A-Rollin'*, pageant, proved a sock attraction.

**A. H. DATHE**, 58, former president of the Minnesota State Fair, St. Paul, died.

**August**

**NORTHERN WISCONSIN** Fair, Chippewa Falls, which featured a new conservation building, piled up record gate, grandstand and midway grosses.

**FINAL FIGURES** on the 52d Agricultural Fair, Galt, Calif., put attendance at double that for '47.

**THE CHICAGO RAILROAD** Fair passed the million gate mark at the close of the first 24 days of its run.

**OZARK EMPIRE** District Fair, Springfield, Mo., set an all-time attendance record, topping the previous peak established in '46.

**BANGOR (Me.) STATE** Fair was caught by three days of rain but still did okay.

**AUGLAIZE COUNTY** Fair, Wapakoneta, O., suffered two days of rain and the event's gate dropped by almost 50 per cent from the previous year.

**THE IONIA (Mich.) Free** Fair topped its '47 attendance and barely missed hitting the '48 peak.

**THE ILLINOIS** State Fair, Springfield, hyped by the appearances of the two major vice-presidential candidates, registered record-breaking attendance.

**September**

**FINAL COUNT** on the Central Canadian Exhibition, Ottawa, put attendance at over the previous paid record of 324,192.

**FINAL TABULATION** on the All-Iowa Fair, Cedar Rapids, put the gate at a record-breaking 132,693.

**CHICAGO'S COOK COUNTY** Fair, held in Soldier Field, Chicago, for the

first time, scored a financial success, tho events inside Soldier Field failed to win money. Previously the fair was held in the rural area.

**THE 23-DAY WISCONSIN** Centennial Exposition, Milwaukee, played to 1,786,818 persons and yielded a profit estimated at \$100,000, Manager Ralph Ammon announced.

**SAN JOAQUIN** County Fair, Stockton, Calif., racked up a record-smashing gate of 169,295 and a peak \$882,034 pari-mutuel total.

**IOWA STATE** Fair, Des Moines, hurt by an early opening of public schools, nevertheless pulled 488,033 and was a decided financial success. Gate in '47 was 506,111, second highest in the history of the event.

**A HEAT WAVE** failed to stop the Ohio State Fair, Columbus, from piling up a record attendance of approximately 390,000.

**MINNESOTA** State Fair, St. Paul, drew 855,011, only 47,682 under the previous peak. A polio scare in some sections of the State had its effect upon the gate.

**THE PACIFIC NATIONAL** Exhibition, Vancouver, B. C., lured 642,484 persons in 11 days, as against 586,961 for a seven-day run in '47. Rainy weather curbed attendance.

**THE INDIANA STATE** Fair, Indianapolis, registered a gate of 494,571, as compared to 497,775 in '47.

**THE CANADIAN NATIONAL** Exhibition, Toronto, pulled a record 2,612,000 in its 14-day run. Outstanding feature was the new 22,000-capacity grandstand, where Olsen and Johnson nightly played to capacity or overflow thru practically the entire run.

**THE NEBRASKA STATE** Fair, Lincoln, pulled close to 200,000 despite rain the first two days.

**ATTENDANCE** at the Michigan State Fair, Detroit, was 449,000, as compared to 537,000 in '47. Grandstand business was up. Featured in front of the stand was a rodeo, with Leo Carrillo as an added attraction.

**OREGON STATE FAIR**, Salem, chalked up a 264,181 gate, up about 20 per cent from '47.

**KENTUCKY STATE FAIR**, Louisville, topped '47 in front gate and featured a midway in which all game concessions were operated by service (luncheon) clubs.

**October**

**REVIVAL** of the Western Fair, London, Ont., pulled a record-smashing 260,000 paid turnout.

**BROCKTON (Mass.) FAIR** pulled a gate of 174,726, down from 195,146 in '47.

**JACK REYNOLDS**, assistant manager of the Wisconsin State Fair, Milwaukee, was upped to manager upon the resignation of Ralph Ammon, long-time manager. Ammon subsequently was named general manager of a Madison, Wis., radio station (See Fair Chronology on page 72)

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## No Thanks, Mr. RSROA, Billyboy Won't Accept the Goat's Horns

By Al F. Schneider

CINCINNATI, Jan. 1.—Officials of the Roller Skating Rink Operators' Association of the United States (RSROA), who on frequent occasions in the past have displayed touches of genius in demonstrating how not to maintain friendly relations with the press, gave a further exhibition of their talent last week when they refused to give *The Billboard* a report on the association's board of control meeting held December 13-15 in the Statler Hotel, Washington.

### Gets the Run-Around

Scheduled to be released in Detroit by RSROA Secretary-Treasurer Fred A. Martin soon after his December 19 return from Washington, the report was denied *The Billboard's* Detroit representative December 23 night after he had been made to cool his heels for four days while believing that the story would be forthcoming. Earlier, Martin had given an accumulation of business as the excuse for not holding a press conference. It is believed, however, that Martin's apparent change of mind was a device, planned in advance by the RSROA masterminds, by which they thought *The Billboard* could be placed in an embarrassing position.

Information on what transpired at the meeting was withheld because, this paper's representative quoted Martin as saying, "the board took unanimous and official action refusing to give any information to *Billboard* because they disapprove of recent stories published."

This reason, it is believed, is a dodge by the RSROA designed to keep its red face covered and make *The Billboard* wear the horns of the goat.

Prior to the meeting Martin had predicted that the conclave would be

an "explosive" affair because some RSROA members had leveled criticism at the association's general program and its administration.

Obviously, the withholding of a report on the meeting from roller skating's most influential publication would have made it unnecessary to reveal to the trade the RSROA's decisions on matters which have given it its latest and best suntan. At the same time, the RSROA brass hats reasoned, the withholding of news would be retaliation against *The Billboard* for publication of articles which embarrassed the association by demonstrating its inability to control its members.

Principal RSROA critic has been Carl C. Johnson, owner of Skating and Roller Rink, Denver, who has aired his views in *The Billboard*. Johnson, who has charged that the RSROA's administration is undemocratic and that its membership works for the association rather than vice versa, was asked to attend the Washington gathering for further discussion of his recommendations for a new set-up of the RSROA. However, he declined the invitation, it has been learned, feeling that he would have little chance to receive favorable reaction to his views before a board composed entirely of men he believes to be against any change in the conduct of the association.

### Hot Time in D. C.

That the meetings were explosive and devoted almost entirely to the discussion of critics may be taken for granted. Originally scheduled for three days, it is believed the meetings were extended several days so that routine matters could be handled following the powwows over what action should be taken in regard to the critics, for Martin did not return to Detroit until late December 19.

The meetings were complicated further by receipt of Johnson's resignation from the association.

Johnson, while expressing a belief that a rinkmen's association is tremendously desirable under certain conditions, takes a dim view of the benefits to be derived from an RSROA membership under its present set-up. He also stated that as a non-member he would feel free to continue his series of critical articles in *The Billboard*—articles designed to elevate and better the business generally and improve the service of the two associations to their members.

## Hot Program, Prizes Draw CV Turnaway

### Hudgens, Thorsen Hosts

MARYSVILLE, Calif., Jan. 1.—A bonanza of prize giveaways valued at \$1,000 and a topnotch exhibition skating program were the gimmicks that drew turnaway crowds for the December 15 opening of new College View Roller Rink here, operated by Kess Hudgens and Red Thorsen.

Charles W. Young, operator of Alvarado Roller Rink, Richmond, Calif., a visitor at the gala affair, reported that by 8 p.m., one hour after College View's doors opened, the capacity crowd of nearly 1,000 skaters inside had exhausted the supply of skates. Meanwhile, a line of people nearly two blocks long stood awaiting admission, and at the 11 p.m. closing time there was still a line of hopefuls at the door, Young said.

The list of prizes offered by Hudgens and Thorsen was topped by an Anchor inboard motorboat and trailer. Other giveaways included sets of Zephyr, Nord and Chicago shoe skates, a skate case, and a month's free skating in the rink.

A notable list of California operators also turned out to congratulate the owners and view the program, including Mr. and Mrs. Francis A. Nicholas, Senator Rollerdomo, North Sacramento; Mr. and Mrs. Cloye A. Bryant, Casino Roller Rink, Vallejo; Mr. and Mrs. Charles W. Young, Alvarado Roller Rink, Richmond, the former acting as emcee during the festivities; Phil Pike, who is building a rink in Santa Rosa; Mr. and Mrs. Peece, Roller Skate Supply Company, and Mr. and Mrs. Rod Murray, Rollerland, Oakland.

The skating program included a demonstration by 14-month-old Billy Murray; dance and free style exhibitions by moppets Tommy Bryant and Patty Young; Katherine Thomlinson, Redding, free style; Barbara Parmelee and Dayton Keegan, tangoes; Jim Smeltzer and Roy Lamb, comedy; Robert and Billie Thomas, Chico, pairs skating; Henry Bosecker and Dorothy Bishop, San Francisco, dances to march time, free style routines by Keegan and Bosecker, and the finale by the 17-girl Alvarado drill team, which received a hefty mitting for its 12th performance.

Owners Hudgens and Thorsen, with the aid of their pro, Phil Barnes, plan to set up classes and promote good skating in the area. They recently became members of the Roller Skating Rink Operators' Association of the United States.

### Mineola on Voo-Doo Kick

MINEOLA, N. Y., Jan. 1.—Earl Van Horn's Mineola Roller Rink has slated trio voo-doo numbers for January 19, with \$90 in cash awards to be split by three winning trios. Mineola held a similar number December 18 for children, members of the winning trio each receiving shoe skates and a skate bag. Another children's number is scheduled for January 22. The rink held daily matinees for children during the holidays with a 50-cent admission charge. Bobbie Weeden played the sessions on the electric organ.

HALIFAX, N. S., Jan. 1.—Emmanuel Rusault-Cazier, owner of Renaissance Rink, St. Pierre, St. Pierre Island, is recovering from an operation performed recently in a hospital here. Opening of a theater next to his concrete rink has caused a switch in policy. He now concentrates on roller and ice skating in season. Previously, he presented films several times weekly in the rink.

## Any Red Faces?

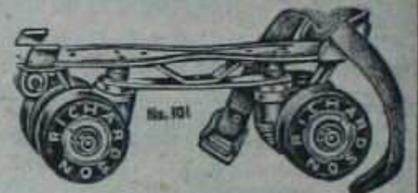
RAVENNA, O., Jan. 1.—Francis J. Baldwin, skate wheel supplier, asks for an explanation by those observers who have been claiming that the people do not have the money to spend on roller skating. In refuting the claims, Baldwin points to the heavy Christmas spending just completed and the reports of excellent business that have been made by amusement parks on 1948 business.

## Demand City Probe Of Halifax Forum

HALIFAX, N. S., Jan. 1.—With a demand made on city council for a public investigation into operations of the city-owned Forum rink, an offer of \$254,000 has been made to the city for the property.

The Canadian Legion has charged that when tenders were called for the refreshment privilege, the highest bidder was a legionnaire. However, it is said, another bidder was allowed to add \$525 to his tender after the tenders were opened, and was awarded the privilege.

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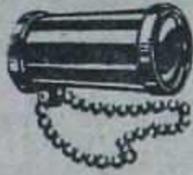
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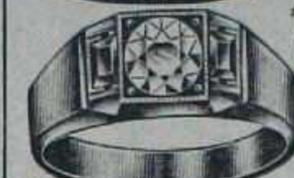
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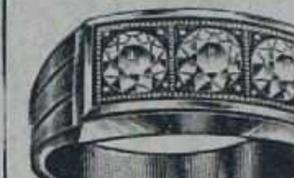
#B404 PER DOZ. \$22.50

1/20 12K Gold Filled. Large whitestone center, two ruby colored or all white side.



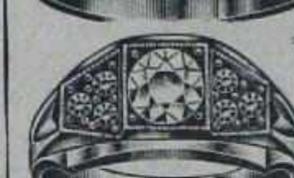
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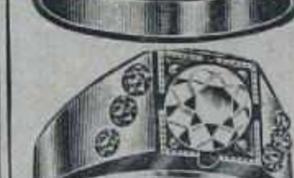
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1/20 12K Gold Filled. Fine tailored mounting, all white stones.



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10 days' money-back guarantee if rings not as represented or unsatisfactory in any way. Just return rings in same condition received for full refund. Merchandise for resale only. SAMPLES—Dozen or Half Dozen Your Choice. —Regular Price. Order the Sizes You Need. All Orders Shipped Same Day.

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Mail \$1.00 Today for Postpaid Sample

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Dept. B-10

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1/20 12K.

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- Red and White or All White Stones.
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25% Deposit on C. O. D.

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## COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 73 of this issue.

## COSTUMES, UNIFORMS, WARDROBES

**CLOWNS' AND BURLESQUE COMICS' PROPS,** Wigs, Accessories. Free Lists. (Assortments, \$5). "Happy" Morgan's Clow Headquaters, 2404-N Fifteenth, Philadelphia. ja8

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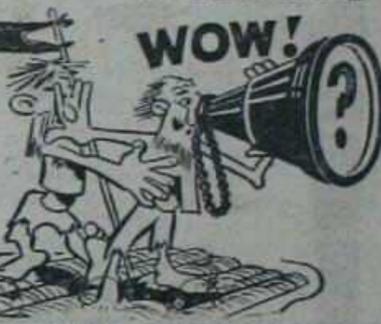
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P-38 BELLY TANKS—NEW, STEEL, 10 ft. or 6 ft. size, \$9.95. Free pictures. Buck's Auto Parts, Box 89E, Merced 15, Calif. ja15

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EASY FOR EVERYONE—FUN FOR ALL

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- Complete set of ventriloquist instructions with each puppet

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**GIRL AERIALIST FOR COMING SEASON**—early opening, top salary, thirty weeks guaranteed with bonus if you stay entire season. State all. Write Aerialist, Gen. Del., Tampa, Fla. ja15

**GIRLS—PIANO, SAXOPHONE, TRUMPET**. Steady night club work; locations; experienced. State all in first. Others write. Musician, Box C-206, Billboard, Cincinnati, Ohio. ja22

**PIANIST FOR SMALL COMBO—READ AND** fake, union, permanent location, job open Jan. 4. Wire Bill Naquin, 1414 Lafayette St., Houma, La.

**MIDWESTERN ORCHESTRA AGENCY WITH** 5,000 contacts wants Organized Traveling Bands for steady bookings. Contact Howard White Orchestra Service, Omaha, Neb. ja22

**NEED FIDDLE MAN FOR WESTERN DANCE** band. Must be sober, reliable and cut hog-sons, sweet and hot fiddle. Rocky Mountain Playboys, KTFI, Twin Falls, Idaho.

**OPENING FOR COMMERCIAL PIANO MAN** and 2nd trumpet. Territory band. Work on salary. Rex Pine Orch., Glencoe, Minn.

**TENOR SAXOPHONE, DOUBLING SECTION** Violin and Clarinet. State age, previous bands, if married, minimum salary. Box CH-119, Billboard, Chicago, Ill. ja22

**MUSICIANS ALL INSTRUMENTS, 12 DANCE** orchestras, work steady give full particulars. VSA, 545 Insurance Bldg Omaha, Neb. us

**TALENTED SONGWRITER NEEDS NEW YORK**—er to contact publishers and record companies. Novelty numbers and straight ballads. Percentage of royalties. Box C-207, Billboard, Cincinnati, Ohio.

**VOCALIST—MALE OR FEMALE TO AC-** company Hammond organ. No boozers. Aragon Tavern, 610 Sycamore St., Waterloo, Iowa. Phone 22485. ja29

**WANTED AT ONCE—TENOR CLARINET,** trumpet; also Actors. Western Singer playing good violin, guitar, bass. Modern old time location. Salary \$50. Union, Call, wire, Dakota Booking Agency, Watertown, S. D.

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### BANDS AND ORCHESTRAS

**ATTENTION, HOTELS, NIGHT CLUBS, COCK-** tail lounges and reliable bookers. I have a seven piece band that will be available around February 15. All arrangements especially styled for this band. Two vocalist singing all requests. This is no bebop band, but strictly a high class unit. Have been on this job in this club for thirty three months and was on the previous job for seventeen months. Anyone interested in a sober, neat appearing commercial band may contact Ted Rodgers for further information. General Delivery, Opelousas, La. Phone 2900. ja15

**LARRY DANZA ORCHESTRA—5 PIECES,** commercial, entertaining, wide variety. Available immediately. Also good agent wanted. Write: 11 Locust Ave., Roanoke, Va. Dial 2-1148. ja15

### MISCELLANEOUS

**AT LIBERTY FOR '49-'50 SEASON—AP-** proved school assembly program. Bookers of Great Lakes States, write. A. Buckman, Crivitz, Wis.

**AVAILABLE—HARVEY THOMAS VAUDE-** ville Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriloquists, Punch-Judy. 162 N. State, Dearborn 2734, Chicago, Ill. np

**EXPERIENCED PIANIST, ARRANGER—DE-** sire commercial or society band. Available on notice. Wire Western Union, Atlanta, Ga.

### MAGICIANS

**FEATURE MAGIC-MENTAL ACT—ORIENTAL** presentation. Salary for act. Percentage on private readings. Yose, care of Kneeland, 75 1/2 W. Chippewa, Buffalo, N. Y.

**TOP NOTCH MUSICAL MANIPULATIVE** sleight of hand act for clubs, hotels, theaters, schools, etc. Positively best of its kind. Consider good offer, proposition or booker. Go anywhere. Age 28, single, 11 years' experience. Write Gordon Bathke, General Delivery, Little Rock, Ark. ja15

### MUSICIANS

**BASSMAN—EXPERIENCED, SINGLE, READ,** fake, vocals, comedy, pantomime, personality, sober. Available January 11. Box C-209, Billboard, Cincinnati, Ohio.

**COMMERCIAL DRUMMER DESIRES CHANGE.** Prefers Western location but will consider other offers. Must give 2 weeks' notice in order to join. Contact Box C-208, Billboard, Cincinnati, Ohio.

**DRUMMER—AGE 23; DRAFT EXEMPT EX-** perience. Member Local #10. Read well, play all rhythms, good appearance, fine equipment, location only. Minimum, \$75. Will answer all offers. State all first communication. Dick Glerum, 704 S. Maple Ave., Oak Park, Ill. Phone Village 2355. ja8

**DRUMMER, NOVELTY MAN—STRAIGHT AND** novelty vocals. 12 years' experience bands and combos. Age 29, weight 395 lbs, sober, dependable. State salary. Musician, 124 North Third St., La Crosse, Wis.

**DRUMMER—FORMERLY TINY HILL, HERBIE** Kaye. Play mickey, Latin, pop. Read, cut shows. Have car. Wire Jack Kilner, 400 A2 St. Victoria, St. Paul, Minn.

**DRUMMER—A-1—AGE 26, SINGLE, FINE** appearance. All essentials. Cut or no notice. Will travel. Norman Cowan, 4517 43rd St., Sunnyside, N. Y. Phone: Ironides 6-2924.

**HAMMOND ORGANIST—ALSO EXPERIENCED** in rink work. Write requirements and salary offered. Organist, Box C-205, Billboard, Cincinnati, O. ja15

**PIANIST-VOCALIST—AVAILABLE AS SINGLE** for locations in Middle West. Bob Williams, 108 W. Burlington St., Iowa City, Iowa.

**PIANIST—READ, FAKE, ARRANGE, SHOW** and semi-novice experience. Available ninth. Al Lloyd, Lafayette Hotel, Tampa, Fla.

### TENOR, ALTO, CLARINET, VOCALS AVAIL-

able Jan. 5. Sober, neat, reliable. Desire commercial location. Harold Nelson, c/o General Delivery, Wichita, Kan.

### PARKS AND FAIRS

**BALLOON ASCENSIONS—PARACHUTE JUMP-** ing. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1941 S. Dennison, Indianapolis 21, Ind. fe5

**FAIR SECRETARIES—GET THESE OUT-** standing attractions for your fair dates: Kemps Educated Goats; the Three Original Musical Nit Wits; Bingo, the Chimpanzee With the Human Brain; Hi Hoops Variety Band. Address Bobby Dease, 535 Court St., Reading, Pa.

**HIGH CLASS TRAPEZE ACT—AVAILABLE** for indoor events. Flashy silvered paraphernalia. Real act. For particulars address: Charles La Cruz, 1304 South Anthony, Fort Wayne 4, Indiana. ja22

**NOW BOOKING 1949 FAIRS—RUBE CLOWN.** Hiram the Juggling Fool, mingles with grandstand and midway crowd creating fun; does sock juggling act in Grandstand Show. Address Eddie Doyle, Worthington, Ind. ja22

**THE HELEN DAY SHOW—ORGAN MUSIC FOR** the grand stand. Before races, during races and after. Organ, sound and Barker. Helen Day Show, P.O. Box 290, Danville, Ill.

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**IMPORTANT** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

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1-day Service

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NOVELTY RUBBER SHIMMIE DANCERS	Doz. \$ .70; Hundred \$5.00
PHOTO HANDLED POCKET KNIVES WITH BEADED KEY CHAIN	Doz. 4.20;
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Genuine Imported Oriental Design

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**\$32.50 EACH**

Be in business for yourself! Glowing Oriental design, heavy 8x12 room size rugs! Perfect quality! Woven through to back! Greatest money-maker today! If not satisfied, money refunded within 3 days. Wire or write today for free price list. Agents wanted. 25% dep. with order, bal. O.O.D.

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### BIG PROFITS

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"Key Chain" NOVELTY • BRAND NEW

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Heavy Cards, Specials, Cages,  
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Nickel Plated. Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold.  
**No. 775BB.....\$1.70 Each**

Same as above, but has luminous hands and numerals.  
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Chinese Firecrackers

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**BALLOONS**

Latex Rubber

NO. K10—PER GROSS..... 1.25

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 DAYTON 7, OHIO

**Direct From Manufacturer At Low Prices**

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Bond, Johnny

Bonk, Tony

Boyd, Chas. D.

Boyd, Lester

Bozman, Paul

Bradley, Wm. C.

Bradshaw, Austin

Brady, Jack Slim

Briggs, Carl

Briggs, Mary Frances

Briggs, Robt.

Britt, Bert H.

Brod, Maurey

Brooks, Chas. Adams

Brown, Benj. Clifton

Brown, Mrs. Jessie

Britton, Robt.

Brown, Mrs. Thelma Hartnett

Bruner, Mrs. W. C.

Burchart, Chas. J.

Burke & Gordon

Burns, Eunice M.

Burns, Kathleen

Burns Twins & Evelyn

Butler, Bill

Butler, L. H.

Bybee, Mattie

Byers, J. W.

Calabria, Virginia

Calder, James

Calvert, Harry

Cameron, Donna

Candill, Mrs. Frances

Center, K. G.

Carl, Geo.

Carlson, Mrs. Chas. Morrow

Caron, Geo.

Carroll, Jimmy

Carroll, Tommy

Carter, Henry

Carter, Mrs. Jack

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Chapman, I. W.

Chilberg, Alfred

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**LETTER LIST**

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

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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 Cincinnati 22, O.

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 Lamb, Ruby 3c  
 Lewis, Dick 20c  
 Burs, Nancy, 30c  
 Lusch, Walter (Dutch) 8c  
 Lewis, Mrs. Gypsy, 85c  
 Nielsen, Henry 6c

Parshall, Robt. J. 6c  
 Stahlman, Arthur 15c  
 Sutton W. B. 20c  
 Gibson, Ben, 8c  
 Louder, Miss Frances, 8c  
 Swain, Robt. 30c

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 Akins, Eddie  
 Albert, E. J. (Red)  
 Allen, Casey P.  
 Allen, Mrs. Chas. (Wanetta)  
 Allen, H. S.  
 Allison, John B.  
 Allison, Tex A.  
 Armit, Ralph J.  
 Auchtman, Jake & Robby  
 Augustino, Louis  
 Appleby, R. F.  
 Arenz, Tommy  
 Asher, Chas.  
 Auskings, Clarence  
 Austin, Wm. H.  
 Baer, Mrs. Ernestine  
 Badger, Christine (Mr.)  
 Baillee, Jack  
 Baker, Mrs. Alma O.  
 Baker, Betty  
 Baker, Rose Mary  
 Ball, Red  
 Balmer, Carl R.  
 Banta, Jack  
 Bard, Harry (Custard)  
 Barr, Glen (Hoale)  
 Barrickman, Jimmie  
 Barton, Geo.  
 Basole, Chas.  
 Basin, Wm.  
 Bass, Clarence  
 Batten, W. H.  
 Baumman, Wm.  
 Basinet, Dwight  
 Beach, Harry  
 Beall, Hiram  
 Bean, Marvin  
 Beard, Bill  
 Beck, Robt.  
 Beiano, Percilla  
 Belen, Evaline  
 Bell, Forrest W.  
 Benjamin, Mrs. Anna

Church, Clarence  
 Church, Jamie A.  
 Chupic, Walter  
 Clark Wm Allen  
 Clark, Mrs. Tricie  
 Clemens, Mrs. Fred G.  
 Cochran, Max  
 Cockran, Perry  
 Cohen, Arthur  
 Cohen, Mill  
 Coby, Lucar Leon  
 Cohn, Major Hobby  
 Coe, Eddie E.  
 Cohee, Rex  
 Coker, Baby  
 Coleman, Dan  
 Collins, Carl  
 Converse, Art  
 Conway, Everett & Agnes  
 Cooper, Thos. J.  
 Corbett, John  
 Corbett, W. W.  
 Corey, Joe  
 Corrian, Chief  
 Cowan Concession Co.  
 Cowan, Doc  
 Cox, Thurman  
 Cox, Walter B.  
 Crafe, Wm.  
 Crane, Sidney S.  
 Crawford, K. E.  
 Crider, Hammel J.  
 Critzer, Paul  
 Critzer, W. P.  
 Crocker, Geo.  
 Crosby, Doc, "Life Show"

Crum, Tom  
 Cunningham, Mrs. Edith  
 Cunningham, B. C.  
 Cunningham, M. Mazie

Cutler, Mrs. Marcelyn  
 Curtiss, Harold  
 Cutler, Richard  
 Danner, Rosemary  
 Data, Danny  
 Data, D. M.  
 Davidson, Clyde O.  
 Davidson, Mrs. Mae  
 Davidson, Robt. P.  
 Davis, Chas. (Bimbo)  
 Davis, Eddie  
 Davis, Harley Thos.  
 Dawson, Melvin  
 Day, Charles E.  
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 DeMay, Lester B.  
 DeSilva, Velma D.  
 DeRidder, John  
 DeWitt, J.  
 Deason, Iome  
 Deens, John Deever  
 DeLaunage, Edw.  
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 Delaney, Samuel A.  
 Dell, Mrs. Ruth  
 DelMar, Jack  
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 Dickson, Harvey  
 Dobbins, Thad  
 Doeen, Kitty  
 Donnelly, Russell  
 Donovan, Virginia  
 Doolin, Rich  
 Doto, Phil  
 Downs, Jack  
 Drake, Mrs. Geo.  
 Drake, Ken W.  
 Drayer, Earl R.  
 Drew, Marion  
 Ducharme, Henry W.  
 Dubois, Henry J.  
 Duffy, James J.  
 Dugan, J. H.  
 Dunbar, Harry E.  
 Dunn, Chester A.  
 Dunn, James R.  
 Dunn, Sonia Ann  
 Durbin, China & Dorothy

Durell, Duke  
 Earle, A. C.  
 Elder, Charlie W.  
 Emerson, Cleon  
 Ephriam, M. J.  
 Evans, A. S.  
 Everhart, Jr., Lawrence  
 Farrington, Leroy  
 Ferrin, Jimmy  
 Ferris, Lester W.  
 Feutz, Eddie  
 Finch, Marton  
 Finnessy, James  
 Fisher, Geo.  
 Fitzpatrick, Fred  
 Fogelman, Sam  
 Ford, Jr., Edw.  
 Forrest, Jewell N.  
 Fowler, Chet  
 Fowler, C. J.  
 Foley, Geo. E.  
 Forbus, Jos. L.  
 Forrester, Tex  
 Francis, D. J.  
 Frank, Tony  
 Franklin, Albert

Franks, Abe  
 Frank, Mike & Joe  
 Frazier, Kid Bruce  
 Frazier, Wm. Lawrence  
 Frederick, Ray  
 Frisbie, Alfred L.  
 Furguson, Pete  
 Fustanio, Anthony  
 Gallas, Ernest M.  
 Garey, Mary & Bill  
 Gallagher, O. L.  
 Galling, Joe Paul  
 Gee, Robt.  
 Gee, Mrs. R. H.  
 Gelb, Joe  
 George, Anthony J.  
 George, Joe  
 Genise, Pete & Peggy  
 Geraghty, Wm. P.  
 Gheen, Wm.  
 Gibson, Ben  
 Gibson, David  
 Gibson, E. M. "Tex"  
 Glass, Mrs. Kay  
 Glenn, Al  
 Gloth, Robt.  
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 Goff, Rowoe  
 Goldbaum, Stash & Louise  
 Goldstein, Nathan  
 Goodman, Joe  
 Gorallek, Samuel  
 Goss, Carl  
 Graham, Margaret  
 Grande, Pat  
 Gravito, Great  
 Gray, Rena  
 Green, John Calvin  
 Grezard, Scott  
 Grey, Don  
 Grimes, Bertha  
 Grimes, Homer  
 Gross, J. P.  
 Gross, Orville  
 Guymon, G. R.  
 Ham, Harry Jr.  
 Hall, Ellis  
 Haller, J. C.  
 Halstead, Roy E.  
 Hamblin, Claude E.  
 Hancock, Mrs. Vera  
 Hand, Johnny (Hell Drivers)  
 Harl, Jack  
 Hanson, John  
 Hanson, Wm.  
 Hansen, Sigurd  
 Harms, Geo. Herman  
 Harrison, Dan  
 Harrison, Roy C.  
 Harris, Joe Edgar  
 Harter, Diamond  
 Ray  
 Hartsell, Lon  
 Harvelle, Pat & Billie  
 Hart, Hugh  
 Haskell, Edgar (Jack)  
 Hasson, Mr. Robby  
 Hastings, Kitty  
 Havens, Chas.  
 Hawks, Miss Pat  
 Haymen, Wm.  
 Hayworth, Joe  
 Heaton, Phil  
 Head, Harry  
 Henley, Bob  
 Henderson, Mrs. Geo.  
 Henderson, Lew  
 Hendrick, Clyde  
 Henry, Wm. R.  
 Herbert, Dorothy  
 Hershey, Raymond W.  
 Hestand, Webb  
 Higgins, Gerald  
 Hillar, Ed  
 Hill, Johnny  
 Hill, Lloyd Russell  
 Hodges, Virgil  
 Hoddie, Mrs. Ferd  
 Hoefelmeier, Paul  
 Hoffman, Margaret  
 Holden, Goody  
 Holt, Wm. (Hawthorn Nights)  
 Hood, Albert  
 Hornfeld, Jackie  
 Hubbard, Paul  
 Huddleston, Stanley  
 Martin  
 Hudson, Ann  
 Hughes, Dewey  
 Richard  
 Hyland, Mrs. Marvin  
 Ice, Geo. V.  
 Ingram, Carl  
 Interi, Peter J.  
 Intouli, Mrs. Ellen  
 Irish, Walter L.  
 Irons, Delbert  
 Irving, Martin  
 Jackson, Bob & Colleen  
 Jennings, Wm.  
 Jensen, Mrs. Harry  
 Jeter, Van L.  
 Jensen, Robt. Frederick  
 Jo-Ann  
 Johnson, Edw. H.  
 Joe, Toney  
 Johnson, R. G.  
 Johnson, Wm.  
 Johnson, Swede  
 Jones, Agnes (Mrs.)  
 Jones, Pete  
 Jones, Carl T.  
 Jones, Ray D.  
 Kason, Andy  
 Kearns, Mrs. Dot  
 Keatns, Red  
 Keeler, John  
 Keffer, Richard  
 Kellman, Bernice  
 Kellems, Martha  
 Keller's Restaurant  
 Keller, Mills  
 Kelly, David E.  
 Jones, Pete  
 Jones, Carl T.  
 Jones, Ray D.  
 Kason, Andy  
 Kearns, Mrs. Dot  
 Keatns, Red  
 Keeler, John  
 Keffer, Richard  
 Kellman, Bernice  
 Kellems, Martha  
 Keller's Restaurant  
 Keller, Mills  
 Kelly, David E.  
 Kelly, Alan Sr.  
 Kelly, Earl (Omar)

Kelly, Kitty  
 Kelly, Toby  
 Kepler, Harry E.  
 Kepler, Jess  
 Kenley, Dixie  
 Kerber, Joseph  
 Kessler, John & Ruth  
 Keup, Corlysa E.  
 Keyes, Mrs. Frankie  
 Kible, Harry  
 Kimball, Dule  
 King, Dennis  
 King, Larry Mitchell  
 King, Hazel  
 King, Raymond  
 King, Red (the painter)  
 Kirby, J. B.  
 Kirk, Homer H.  
 Kish, Lew  
 Kline, Chas. & Peggy  
 Kline, Robt. R.  
 Knapp, Vincent  
 Knight, Mary  
 Knight, Mildred  
 Kohler, M. A.  
 Kufner, Mrs. R. E.  
 Kramer, Louis  
 Kreino, LeL. Luana  
 Kune, Foster  
 Kuhn, Capt. Ed  
 Kuntz, W.  
 Kuropatwa, Vincent  
 Lacadri, Capt.  
 Frity  
 LaChappell, Mrs. Robert  
 LaClede, Ginny Lee & Lon  
 LaMaiz, Mome  
 Lafayette, Ed  
 Lambert, Eunice  
 Lamont, Frank  
 Lamson, Harry  
 Lane, Geo.  
 Lang, Dorothy  
 Lareuch, Old Hank  
 Larsen, Lee  
 Lanch, Walter (Dutch)  
 Laurelio, M.  
 Lawless, Marty  
 Lawton, Howard  
 Layton, Willie  
 LeBlanc, Conrad  
 Leary, A.  
 Leonard, Mrs. Nova  
 Leslie, Bert  
 Lester, Lee  
 Lewis, Eva Mae  
 Lewis, Robt.  
 Lewis, Sam  
 Lieberknecht, Mrs. Tommy  
 Lion, Spencer  
 Little, Arizona  
 Lively, Willie Mae  
 Livermore, Norman  
 Logan, Harry  
 Lovell, Chas. W.  
 Lowery, C. T.  
 Lynn, Sharon  
 McBride, Bob  
 McBride, John  
 Patrick  
 McCallister, Earl  
 McCarthy, Col. J. C. Goldtooth  
 McCabe, Vince  
 McCauler, James C.  
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 McGee, Dale  
 McGill, L. J.  
 McGinley, Geo. (Mac)  
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 McIntire, R.  
 McKeown, Happy  
 Frank  
 McNatt, Vernon A.  
 McNeice, Louis  
 McPherson, James Wm  
 Mace, Geo. S.  
 Mace, Herbert  
 Comet  
 Machetta, Robt.  
 Mack, John  
 Mackie, W. W.  
 Madison, Edna  
 Malers, Harry  
 Maloney, John  
 Mallory, Clyde  
 Mandell, Tom  
 Mannesvitch, Jay Saul  
 Manning, John  
 Manton, Leslie  
 Many, Herman  
 Marlow, Jack  
 Marshfield, Mrs. Ruth  
 Marsh, Jesse B. & Etta  
 Marks, Zarko  
 Marteney, Hensley R.  
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 Mason, Harry  
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 David  
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 Meadow, Mrs. Larry  
 Mendoza, Mike  
 Mercy, Dot  
 Merry, Frank F.  
 Merry, Mrs. Virginia  
 Merritt, B. H.  
 Metaife, Lewis O.  
 Meyer, Wm. X.  
 Miller, E. W.  
 Miller, Carl Arthur  
 Miller, Jahala  
 Mitchell, G. L.  
 Mitchell, Chas. M.  
 Mix, Tim  
 Mixer, Joe  
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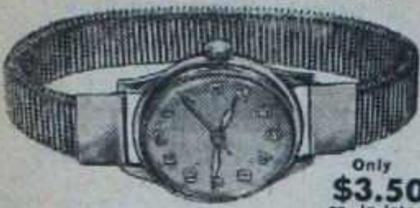
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Smith, Estella  
Sherman  
Smith, Geo. L.  
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Smith, Marvin  
Smith, Major  
Smith, Mike  
Smith, Roland  
Smith, Willie  
Smythe, Fred  
Snack, Guy  
Snapp, Joseph

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Tomazin, Jos. Carl  
Trail, M. V.  
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Vaucht, Mel

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Squirt Choc.	.90	Mystic Pillars	2.40
Miss Lola	.75	Cups & Balls	2.75
Music Horn	.90	Mst. Magic Cn. Bx.	2.25
		Spirit Dice Box	4.50

Ready Jan. 10th. NEW HOLLOWOOD REAL LIFE Studies, 3rd Dimension, with 10 Beauties. Sells like Hot Cakes for \$1.00 up. \$7.50 Dz.

**DAN DEE NOV.**  
614 COLLINS MIAMI BEACH, FLA.

**GIVE TO THE RUNYON CANCER FUND**

Wintelo, Mr. & Mrs. Clair  
Womack, Mr. & Mrs. Douglas  
Woods, F. A. & Mrs. Young, Ralph  
Wray, Mr. & Mrs. A. V.  
Wray, Mr. & Mrs. Rose  
Whitely  
Wiederick, Mr. & Mrs. John  
Zawatzke, Jack A.  
Zimmer, Florence

# Pipes for Pitchmen

By Bill Baker

**R. B. CUNNINGHAM** . . . shoots the following from Beeville, Tex.: "Spent a quiet Christmas here. Everything was closed for the holiday, not even a small grocery store being open. Business is over locally for the sign painters and banner men. They've picked the spot clean and it seems that all have headed for the Rio Grande Valley. I did okay, getting my share of the business, however."

Extra promotions, plus exploitation will make the good things promised for 1949 come true.

**BOB BEAUDROU** . . . is reported to be working the East to good returns.

**STILL STATIONED** . . . at Camp Breckenridge, Ky., is Al Rinehart, who enlisted in the army recently.

He is successful because he can back every claim he makes for his product.

**P. A. MURPHY** . . . is still confined in an Alliance, Neb., hospital where his condition is reported as serious. He would like to read letters from friends.

He's lost most of his friends because he's been successful in running them down.

**BALLOONS** . . . have been proving a big item for Eddie Trust who is reported to be pitching them at the F. W. Grand store, Milwaukee, to good money grabs.

Proving yourself capable is one way of engendering good will among your tips.

**EVART FORD** . . . is still in the Walgreen store, Milwaukee, working gyro tops to good geedus counts.

**WORKING SPOTS** . . . in Mississippi are Harmon Moritz, Norman Lawrence, Hughie Hart, Bill (Curley) Hayes, Slim Patterson, Big City Sneider, Chin Riley, Rube Bluestein, Davey Fine, Paddy (Goldtop) Dougherty and Pistol Pete Phelan.

Who made the tobacco markets in Kentucky this year? They tell us that the growers enjoyed one of the best years in their history with the leaf.

**MIKE MODICA** . . . recently completed a successful three-week engagement in Scott's store, Akron, pitching E. Seibold's plastic mouse.

**LET'S HAVE** . . . some pipes from Frank Robideau, Madaline and Mary Ragan, Harry Mills, Jimmy Beach, Bill Baring, Erskine C. York and Sammy Cook.

Is it true that some showmen consider their debts with more of a sense of humor than of honor?

**JIMMY RYAN** . . . Jack Taylor and Speedy Thomas are reported to have worked the J. J. Newberry store, Los Angeles, to good counts during the holidays.

**CHARLEY KASHER** . . . ace med pitcher, was sighted recently working giant lollipops to good business in mid-town Manhattan's Nickel Arcade.

The pitchman is ever working for his customer. He long since has learned that the buyer is the boss where he's concerned.

**RICHARD ARCAND** . . . letters from Los Angeles that many pitchmen were sighted working

stores in the City of Angels during the holidays on a percentage arrangement which left them with meager bank rolls. Arcand says he worked the W. T. Grant store there for the Freedman Concessions, as did Mr. and Mrs. Velson. Arcand has signed with the Freedman org for 1949 as a maintenance man and agent.

It won't be many more months until the parade begins moving Northward.

**JACK CLEARY** . . . has returned to Nashua, N. H., from Montreal where he made two conventions on the leaf with Ken Rifkin.

**BILL McDONOUGH** . . . is reported to be working Mars Hill, Me., to good takes on the sheet.

**THE STEVENS** . . . Mac and Paul, are passing out farm papers in Eastern territory.

Watch, don't ignore, your brother worker's success. His methods are good, that's why he's successful.

"WHILE PASSING THRU . . . the Turkey Trot town, I found Charles Lyons working a doorway

## All Losers

The following (reprinted by request) are observations culled from a pipe contributed by one of Pitchdom's outstanding exponents of the tripes and keister: If a pitchman remains North in the winter, he's too clipped to go South. If he goes South, he didn't have the bank roll to hole up in the North. If he dies young, he had a great future. If he passes out of old age, he's referred to as a "guy who missed his profession." If he works this town, he should have worked that one. If he's single, he's nuts about the opposite sex. If he's married, his wife is the cause of his failure or success.

If he works his store high, it should be worked low. If he's close-mouthed about his meal ticket, he's a heel. If he gives away professional secrets, he's a chump. If successful, he's envied by all, and if a failure, he's not regular, but if he does imbibe he's a lush hound. Take your pick, boys and girls. You can't win.

**OAK-HYTEX BALLOONS**

**DOCTOR QUACK**



Novelty toss-up balloon whose hat, cane and wings are gummed paper parts. Packed, with cardboard feet, in colorful envelope. See your jobber.

**The OAK RUBBER CO**  
RAVENNA, OHIO.

**MAN O'MAN, THIS IS THE REAL M<sup>c</sup>COV!**



1949 "OSCAR" WINNING BEAUTIES IN COLOR

**2 PIECE FOCUSING TELESCOPE**  
Key Chain With a Genuine Polished and Ground Professional Lens.

SHARP—CLEAR—DETAILED VIEWS.  
Appealing as a Novelty and Practical as a Key Chain.

IMMEDIATE DELIVERY (We Mean It).  
LOW PRICE, \$36.00 PER GROSS.  
Minimum Sample Order, 2 Doz., \$3.25 Per Doz.

Send Cashier's Check or Money Order for Full Amount. No C. O. D.'s.

**B. & N. SALES**  
913-15 PINE ST. ST. LOUIS 1, MO.

**TRICKS and JOKES**  
At Wholesale

**D. ROBBINS & CO.**  
152 B W. 42nd St. New York City 18

**ATTENTION! PITCHMEN AND NOVELTY STORES**  
Rush \$1.00 (Refundable) for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$3.50 Retail Value. Please Mention Line of Business.

**MEDICINE MEN!**  
THERE IS NO SUBSTITUTE FOR QUALITY

WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Covered) We are Manufacturers Pharmacist established 1934

**GENERAL PRODUCTS LABORATORIES, INC.**  
137 E. SPRING ST. Dept. 1 COLUMBUS, OHIO

**ATTENTION PITCHMEN DEMONSTRATORS**

**ELECTRO RAINBOW TOP**



Easy to operate. Complete with bulb and battery. Foolproof construction with plastic wind-up motor. Watch it Go and Glow—It's Electric. Beautifully Made

Molded in eye-catching color-fast plastic. No sharp edges. No chipping. No breaking. It's safe. Perfect for gifts all through the year.

Attractively Individually Boxed  
Minimum order, 2 Doz. Shipping Wt., 7 lbs.  
\$7.20 Doz.; Gross or more, \$6.60 Doz.  
25% with order, balance C. O. D.

**H. & A. NOVELTY CO.**  
508 MAIN ST. CINCINNATI 2, OHIO

**CUTI-PIE VIEWERS — CHANGEABLE PICTURES — LATEST SENSATION —**  
**YOU CAN QUICKLY CHANGE THE PICTURES**

New releases, full color, beautiful models, sharp, clear lenses.

**SAMPLE OFFER**—2 Sample Viewers and 1 package slides sent prepaid, \$1.00.  
**DEALERS**—\$7.80 for box of 2 dozen and display card.  
Extra color slides, 5 to package, \$2.90 per dozen packages.

**JOBBER AND DISTRIBUTORS—WRITE FOR SPECIAL QUANTITY PRICES.**  
All merchandise sent prepaid if cash accompanies order.  
C. O. D.'s accepted. Send 25% deposit.

**RUSH ORDER — GET ON THE BANDWAGON — IMMEDIATE SHIPMENT.**

**PARKCO SALES CO.** 740 S. BROADWAY  
LOS ANGELES 14, CALIF.

**JAN. 19 TO 23 WANTED FOR 1949 INAUGURAL JAN. 19 TO 23**

Novelty Men, Concessionaires, Salesmen to handle life-size Portraits of Our President **HARRY S. TRUMAN**

This is an exclusive picture, 17x24. Retail for \$1.00. For particulars call or write:

**TRI-ALLIED CREATIVE DISPLAYS**  
938 G ST., N. W. Phone: Sterling 0091 WASHINGTON, D. C.  
Be the first to handle this live proposition.

**The Latest Scientific Marvel**  
No Picture or Words Can Describe the Radiant Beauty of

**NEO-LITE FLUORESCENT NON ELECTRIC SIGNS**

As New as Tomorrow  
Reflect—Refract—Magnify—  
Day or Artificial Light  
BORN 120 DAYS AGO

Tried and proven a tremendous success in Miami, Fla., and New York. The rest of the world is virgin territory. This multi-million-dollar baby is only 4 months old and has never been out of its own front yard.

Fluorescent Neolite signs are being sold to stores, salesrooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$50,000 in the past 60 days. They are the talk of the town. It is impossible to count the stores in a row without seeing one of these signs. And in many instances they have been sold to 5 and 6 stores in a row without a miss.

In New York they are being used by such stores, firms and chains as Kresge, Philco, General Electric, General Motors, Frigidaire, Jantzen, Leighton's, Mohawk Carpets, and many other coast-to-coast chains and nation-wide advertisers.

More attractive than Neon at one-fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention. It gathers and transmits light fully and faithfully. It creates curiosity because it is a scientific marvel. As new as tomorrow. It yields 100% profit to our agents.

Fifty dollars a day without risking a penny. You can be your own boss and make \$10 an hour selling the most fascinating and decorative product ever produced. No investment required. One-half of each sale is yours. No such chance has ever before been presented on such a sure-fire product. You can't miss. It sells on sight.

**COFFEE SHOP**  
This 10-letter sign in 4-inch letters made in Neon retails for \$95.00. The same 10-letter sign in 4-inch letters made of Fluorescent Neolite retails for \$15.00. Only \$1.50 per letter. Your cost 74¢ per letter, including frame. 100% profit.

**AGENTS AND SUB-AGENTS**  
You can appoint sub-agents on commission, pay them 25 or 33 1/3 per cent and still have a nice profit in addition to the 100% you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a contract in writing for your protection and cease selling to anyone who might trespass on your territory.

**PRICE LIST**

2 Inch Letters	49 1/2¢
4 Inch Letters	74¢
6 Inch Letters	96¢
8 Inch Letters	\$1.25

Above prices include luminous crystal-clear plastic frame.

**SALESMEN'S SAMPLES**  
We recommend 1 sample sign of each size letter, namely 2, 4 and 6 inch.

**SECURITY DEPOSIT, \$10.00**  
We are now shipping a sample layout, consisting of 1 sample 6-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples; you may return them for refund at any time. Act now. Be the first to introduce these sure winners in your town or city.

**SECURITY DEPOSIT, \$25.00**  
This sample layout consists of one 10-letter 5-inch sign, one 10-letter 4-inch sign, and one 17-letter 2-inch sign, namely TELEVISION (6-inch letters), COFFEE SHOP (4-inch letters) and FAMOUS FOR FINE FOOD (2-inch letters). This is by far the best sales-producing sample layout. Your deposit is refundable any time.

**TERMS**  
**SALESMEN'S SAMPLES** cash with the order. Remit by postal money order. Checks must be certified. Money-back guarantee on all orders. Over 20,000 satisfied customers have bought our products with a money-back guarantee since 1940.

Manufactured by  
**J. A. WHYTE & SONS**  
123 C St., N. E. Washington, D. C.

**AMAZING NEW ELECTRONIC JUKE BOX BANK**  
Makes Quick Easy Money for You!



INSERT COIN, BANK LIGHTS UP ITS WISE MESSAGE—"IT'S WISE TO BE THRIFTY"

Our national advertising proves it's the hottest premium item of the year! You need flash, you need low priced quality merchandise — you need something new to display — here you have everything combined into one! Place a trial order now and convince yourself here at last is the sensation of the year! Attractively boxed, too! Immediate delivery, now!

**ONLY \$1.98 COMPLETE**

**CHECK THESE LOW PRICES!**

\$10.80	\$115.00	\$1.98
DOZEN	★ GROSS ★	SAMPLE

Immediate Delivery—F. O. B. Montgomery, Ala.  
Terms: 1/3 with order, balance C. O. D.

**ASSORTED COLORS—PLASTIC—STANDS OVER 5 1/2" HIGH!**

**AMERICAN MERCHANDISING COMPANY, DEPT. JB 275**  
9 Madison Avenue Montgomery 4, Alabama

**GIVE TO THE RUNYON CANCER FUND**

to lucrative business with a jewelry layout," cards W. C. Morgan from Cuero, Tex. "Lyons said he will head for Louisiana after the holidays. I also saw a number of the boys working the Rio Grande Valley to poor takes. Towns in this sector are hostile to the tripes and keister fraternity. I am heading for Louisiana pronto to work sheet."

E. C. McCOLLUM . . . paddle expert, is vacationing in Terrell, Tex.

**CIRCUS CHRONOLOGY**

(Continued from page 57)  
would launch Biller Bros., a three-ring truck show, in the spring of 1949. WILLIAM PETTIT, 19, who was

found dead in a Dailey Bros. circus wagon in Springfield, Mo., was stomped to death, Dr. Murray C. Stone, who preformed an autopsy, reported.

HAROLD J. RUMBAUGH, former co-owner of King Bros., announced the purchase of the James M. Cole Circus properties and said the show would go out in the spring under the title of the John Pawling Great London Circus.

**DEATHS**—Edith Welby Cooke, 70, in Rochester, N. Y. (2); John S. Hickey, 77, in Kirkwood, Mo. (9); Alfred Miller, 64, in Pittsburgh (5); Fred Smythe, 60, in Knoxville, Tenn. (9); Jesse W. Malarney, 83, in Coldwater, Mich. (15); John P. Snyder, 67, in Jacksonville, Ill.; Paul Bailor, 63, in Butte, Mont. (15); Frank Cervone, 60, in Pittsburgh (21); Jessie Rainey, 63, in Salem, Ill., (28); William G. Webb, 74, in San Francisco (5); Carl Lorenz Hagenbeck, 40, in Hamburg, Germany (27).

**December**

JACK (ABIE) TAVLIN refused to announce officially that he had purchased Cole Bros., altho Zack Terrell, Cole owner, said, "It looks like a sale but official word will have to come from Tavlin."

JEAN EVANS, circus performer and sister-in-law of Clyde Beatty, seriously injured in fall from train near Ontario, Calif.

HAROLD J. RUMBAUGH filed an injunction against Floyd King, King Bros. Circus, in Houston, Tex., to protect his claimed debt of \$20,000.

H. W. AHRHART JR. named general agent of Mill Bros.

GEORGE W. (RED) WHITE named manager of Ringling-Barnum side show.

Manager who wanted to know why there were so many seat men on his payroll was surprised when informed that it was because he had so many seats.

**Tax Planning . . . No. 3 in a Series:**

**Get Hip, Brother, on What You Can Deduct on Your Tax**

(Continued from page 42)  
according to the number of exemptions claimed on the return.

The new rule is as follows (exclude old age and blind person's exemptions):

No. of Exemptions	Sep. Returns	Joint Return
1	\$1,250	—
2	2,500	\$2,500
3	2,500	2,750
4 or more	2,500	5,000

**Non-Deductible Items**

There are also expenses which the government does not consider deductible at all for tax purposes which the average entertainer commonly mistakes as deductible. Let me reiterate, it is impossible to cover this entire subject in this article. I am going to list some of the things I come across in my practice.

**Costumes**

One of the most important is costumes. You will note in the box above that costumes are deductible. This is true if the costume cannot be used for general wear. I am not going to go into much discussion as to what is general wear. The interpretation by the government is that if you can use the costume for evening wear or street wear, they will not consider it to be a stage costume. You must prove that the article is unique and that it is impractical to wear anywhere but at your performance. A purple tuxedo would be a costume; so would the gown of the singer where the gown is covered with sequins or of a style that it cannot be worn in normal circumstances without being ludicrous. If a girl entertainer buys a handbag or a pair of shoes, she may use these

items on the stage, but if they are not a unique type she could not consider them costumes for tax purposes.

**Convenience**

It is very difficult to find anything in the tax law which defines this adequately. However, the government agents on tax examinations have ruled that if you do something of a personal nature for your own convenience they will not consider the expense deductible.

Due to the fact that an entertainer may spend long hours in the theater in the pursuit of his profession, he may have a maid in his home. You cannot deduct the amount paid to this maid. Another example would be where the actor's employer allows him lower-berth accommodations on all trips. The actor does not like to travel in a lower berth, so he takes a roomette or compartment. The government examiners consider this to be merely for his own convenience and do not allow the additional expense as a deduction on the return.

**Non-Business Expenses**

Entertainment of personal friends or relatives, or giving them gifts are not considered deductible. Your own personal expenses to maintain your household are also non-deductible.

Throat treatments for singers. Marriage settlement in a lump sum. Medical and dental expenses which are less than 5 per cent of the adjusted gross income.

Charitable contributions in excess of 15 per cent of the adjusted gross income.

Transportation is allowable in your profession. However, if you travel (See Tax Planning on page 89)

**OXFORD ELECTRIC SHIP CLOCK**



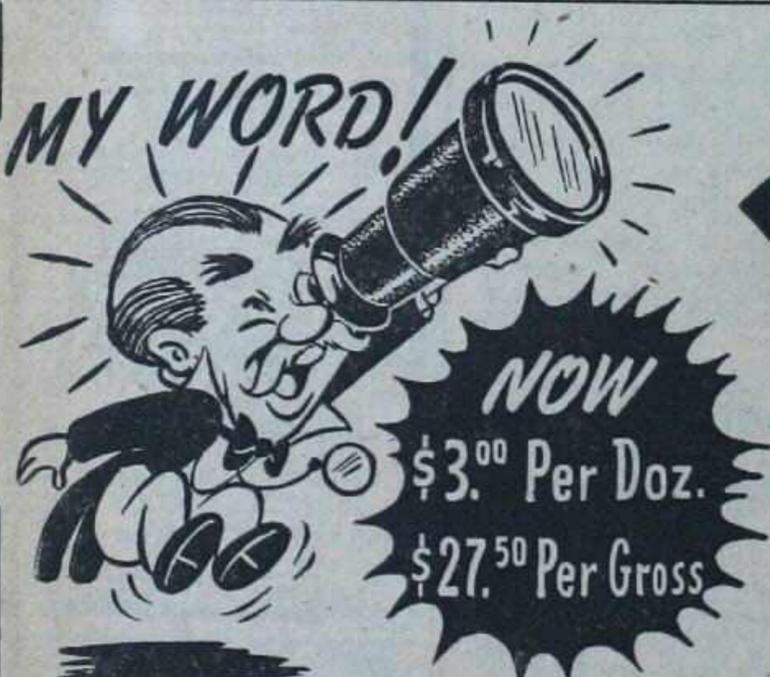
**NEW! 1949 MODEL**

Start the New Year right with this sure-fire premium item. A FULLY GUARANTEED Oxford self-starting Electric Clock encased in hull that has a beautiful Mahogany finish. Sails and wheel are Chrome finished. Length, 19"; height, 17".  
FREE Sales Card with each two clocks  
Card Totals . . . . . \$41.03  
YOUR PROFIT . . . . . 22.53  
(3 or more units), \$9.25 ea. Sample, \$10.00

25% deposit, balance O. O. D.  
Send for our Circulars of other Pushcard Deals.

**STANLEY'S DISTRIBUTORS**

1218 W. Baltimore St., Baltimore 23, Md.



**NOW**  
\$3.00 Per Doz.  
\$27.50 Per Gross

**"THE CUTEST KEY CHAIN of ALL"**

Now direct to you at tremendous savings

Price \$3.00 per dozen. Minimum 2 dozen  
\$27.50 per gross. Minimum 1 gross

**TERMS: CASH.** Orders filled same day as received. All orders must be accompanied by certified check, cash or money order. No CODs

Our Reference: Bank of America

**ACE MANUFACTURING**  
6114 SUNSET BLVD.  
HOLLYWOOD 28, CALIF.  
Phone HILLSIDE 5846

**NEW YEAR . . . NEW DEAL**

Now YOU CAN BUY DIRECT FROM THE MANUFACTURER  
**YES...it's the GOOD one!**

ADJUSTABLE FOCUS . . .  
THE RIGHT PICTURE . . .  
OVER 5 MILLION SOLD . . .

The fastest 50c seller in the country today

Special Notice—Beware of inferior imitations. Accept ONLY the KEY CHAIN TELESCOPE that folds up. Adjustable for Clearer, Better Pictures.



Let Us Furnish Pocket Telescope Parts  
CHAINS . . .  
LENSES . . .  
FILM . . .  
DEFUSERS . . .  
MANUFACTURERS—Write for Our Quotations

# Blend of Circus, Machinist Background Lifted Selden Up

(Continued from page 47)

ing the rigging he sought—one which could enable the tipping of a long pole, all in one piece. His first pole was 80 feet high. Successively, he posted the height, to 100 feet, to 120 feet and comparatively recently to 138 feet. His current pole enables him to sway a full 40 feet at the top.

### Creates Own Pole Metal

The formula for the metal in the pole is of his own creation. He had tried virtually all types of ready-made tubing, but rejected all until he worked out one of his own, a formula for metal.

Other aerial performers marvel at his pole. Attraction buyers are amazed at the ease and the little time it takes to tip it upright into position and guy it out at 95 feet. Such ease of erection and the short time required for it were no accidents. They were planned, stemming from Selden's experience as a show owner when he learned the importance of speedy set-up and tear-down. Selden's experience as a showowner is reflected in many other ways. There is nothing of the prima donna in him. He moves in with his rigging, gets his structure where to set up, and, without calling for assistance, does the job of setting up by himself thru the use of his cleverly devised rigging. Selden's experience as a showowner produced an acute awareness of the value of sound advertising and publicity. In this he rates at the top level among outdoor performers. He strives continually to get the utmost out of the publicity value of his act for the events he plays as well as for himself. Thus, he strives to add to the exploitation value of his act. Only by pulling huge crowds of people can an aerial act justify the high salary commands, Selden contends.

### Conjures Publicity

He always is eager not only for the customary newspaper and radio interviews but contrives to make his own news. Typically, he broadcasts from the top of his pole, first having a directional p.-a. loudspeaker aimed at him so that he can hear the questions and reply thru a mike while standing on his hands from the top of his waving pole. He frequently goes aloft with his own graflex to take

pictures. From his high perch, he obtains pictures unavailable ordinarily to most newspapers. And, this of course, makes for good publicity for the event at which he shows as well as for himself. As a matter of fact, some fairs have come to buy him almost as much for the publicity he generates as for the sheer ability of his act.

Physically and performance-wise, Selden belies his 48 years. Standing only 5 feet, 4 inches, he is solidly framed, muscular and extremely agile. A rigorous regimen keeps him in top condition.

His powerful physique was demonstrated in '44 at Kennywood Park, Pittsburgh, when he had a near-fatal accident in the slide-for-life that climaxed his act. The car struck the end of the cable, the web at the back of his head broke and he hit the jack with tremendous force, sustaining a fractured collar bone and several cracked ribs.

"It looked like that was the curtains for me. As a matter of fact, the doctor gave me a shot to ease my way out, so he told me later. He was dumbfounded when he returned to find that I had rallied," Selden recalls.

### Longest Slide for Life

Selden, incidentally, is credited with the longest-slide-for-life ever made. That was at The Chicago Tribune's 100th anniversary celebration on Chicago's lakefront in 1947 when he slid almost a quarter of a mile from the top of his pole.

Selden has been a top name for many years and continues as such because of his constant search for ways to make his act better or to add to its crowd-pulling potential. Fellow acts hold him in the highest respect, a fact demonstrated by the last Billboard poll of professional acts which rated him the best high act in the business.

Selden has no eye toward retiring, nor to shorten his playing season, which extends from early February thru late November. "Why should I?" he asks, "I like to work, and I do go up if weather conditions are at all possible. The more work, the better the performance. That's how I feel about it."



## Sensational New Big Profit Item

**the EVERLAST #290BP BALL PEN**

The lowest-priced ball pen on the market today, the Everlast #290BP offers you the results of tremendous research, and mass production methods. . . . A really efficient ball pen, priced so low that everyone will buy several of them. You will get repeat sale after repeat sale. **WHO SAID IT CAN'T BE DONE:** It doesn't seem possible that so much pen value can be given for such an unbelievable low price. Attractive counter display cards and window streamers help you sell.

Advertising Imprinting at Our Own Plant at Low Cost

**You Make the Profits We Make the Pens**  
Minimum quantity, 1 gross  
25% deposit must accompany each order.  
Write for Our Illustrated Catalogue

**15¢ EACH**

**EVERLAST PEN CORP.**  
644 Broadway, New York 12, N.Y.

**Salesboard Operators, You've Never Seen a Better Premium Item!**

## GALLOP TIME WESTERN HORSE WITH SESSIONS CLOCK

**\$12.75 EACH** In Lots of 3 or More, **\$12.50 Each.**



Has self-starting electric time movement motored by Sessions. Standard 1-yr. guarantee. Hand-rubbed walnut finish base. Handsome specimen of Western Horse complete with saddle. Copper oxidized finish. Size: 12" long, 3 1/4" wide, 13" high. Individually packed. Weighing 8 lbs.

**BE SURE TO VISIT US WHILE IN TOWN FOR THE CONVENTION**

50% Deposit on All C. O. D. Shipments.

**M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.**  
In Business in Chicago for Over 34 Years.

Send for **FREE** Catalog.

## EXTRA FREE DIVIDENDS!!!

To show our appreciation to our customers during January only, here's what we're giving with all purchases . . .

**FREE** • Free gift boxes • Free parcel post and express charges anywhere in U. S. A.

### Men's Famous WRIST WATCHES

- ELGIN
- BULOVA
- GRUEN
- BENRUS
- WALTHAM

**7-JEWEL**  
Round Case **\$9.50**  
Square and Rectangular Cases **\$10.95**  
Rhinstone Dials **\$2 Add.**

All watches are re-built and guaranteed like new. 10 Kt. R.G.P. case. Complete with leather strap. (3 watches minimum)



**JOSEPH BROS.** 59 E. Madison St., Dept. B-8 Chicago 3, Ill.

## TOMI-GUN

Heavy plastic construction with plenty of harmless play value. A small electric bulb flashed on and off as the trigger is pressed. Gives the appearance of gun firing. At the same time, a loud clicking noise is made each time the trigger is pressed.

Attractively Individually Boxed  
Minimum Order—One Dozen  
**\$7.20 Dozen—Gross or more, \$6.60 Dozen**  
25% with order—balance C. O. D.

**H. & A. NOVELTY CO.**  
508 Main St. Cincinnati 2, Ohio

**SAMPLE \$1.00**



## ATTENTION! JOBBERS-DISTRIBUTORS

We have about 200 dozen fur and plush stuffed toys: Bears, Elephants, Dogs, Cats, etc., to close out! Send for full details. Now's the time to buy cheap!

**New Samples of Real Fur and Plush—Stuffed Toys Are Ready for You Now**

Take advantage of our low prices on good carnival and premium numbers. You get prompt delivery on all Ace Toy sure-sellers.

Rated concerns: Samples sent on approval.  
Special Set-Up for Jobbers. Salesmen: Choice Territories Still Open!

Write for 1949 catalog C of over 100 numbers in fur and plush.

**ACE TOY MFG. CO.** 122 WEST 27 ST. NEW YORK 1, N. Y.

## F. L. DE ARKOS

**MEXICAN IMPORTER**

Feather Cards, Sarapes, Pottery, Novelties, etc. Fresh in stock.

**REQUEST PRICE LIST.**

904 SCOTT ST. LAREDO, TEXAS

**Welcome!**  
**GARDNER CUSTOMERS,**  
**TO OUR**  
**OPEN HOUSE**  
**JAN. 17<sup>TH</sup> - 18<sup>TH</sup> AND 19<sup>TH</sup>**

- REFRESHMENTS
- RADIO STARS
- SOUVENIRS

CONDUCTED TOURS THROUGH THE WORLD'S FINEST AND LARGEST FACTORY. SEE OUR NEW BOARDS ACTUALLY BEING MADE.

**FOOD FUN**  
**For NEW IDEAS**  
**BIGGEST VARIETY**  
**FINEST QUALITY**  
**BEST SERVICE**

BE SURE TO VISIT  
**GARDNER & COMPANY**  
**2222 S. MICHIGAN AVE.,**  
**CHICAGO, ILL.**  
*"Gardner's the line for '49"*

**FOR SALE**  
 Ticket Folding Machine and Electric Stapler combined. Cost \$4,000.00, will sell \$2,000.00.  
**R. A. HENDRIX**  
 1931 Newland Ave., Indianapolis, Ind.  
 Telephone: Imp 4035

**SPECIAL TICKETS AND COUPONS**  
 Combinations for all kinds of drawings and money raising campaigns, raffles, etc. All kinds intricate and special printing manufactured to order on short notice. (Established 1919)

**FERGUSON MFG. CO.**  
 322 N. Senate Ave. Indianapolis 2, Indiana

**SALESBOARD SIDELIGHTS**

Gam Sales Company, Peoria, Ill., is the newest firm to sign up for the Gothic Room board showing in the Sheraton Hotel, Chicago, January 17-19. This brings to five the number of exhibitors in the room. The others are the Container Manufacturing Company, St. Louis; Harlich Manufacturing Company, Consolidated Manufacturing Company and Superior Products, Inc., all of Chicago. Universal Manufacturing Company, Kansas City, and Bee-Jay Products, Inc., Chicago, will show in the Sheraton also, but in separate rooms.

Gardner & Company, Chicago, will have a gala open house for its customers during the three-day period, January 17-19, at the factory and salesrooms on Michigan Avenue. A festive spread of foods and drinks is being planned, with a nationally known radio star to entertain the guests. Visitors will be invited to see the operations required to build the firm's line of salesboards, from the raw material to the finished product. In addition, visitors are to be invited to a round-trip taxi ride to and from the plant at the firm's expense. Among those who will be on hand to greet visitors will be Irwin Feltler, president; Saul Wyatt, general manager; Charles Leedy, sales manager; Morris Kaye, assistant sales manager, and F. E. Dorsey and Joe Robinson, newest recruit on the Gardner staff.

Superior Products' sales manager, Robert Kolinsky, is currently on the West Coast contacting business friends. He'll be back in Chicago next week. . . . Universal Manufacturing Company, Kansas City, Mo., has some plans perking for its display at the Sheraton this month. General Manager Joseph Berkowitz states that his firm has originated and designed a new ticket deal that will go well in all territories.

In addition to the quarter play Showdown and In the Dough boards, Bee-Jay Products in 1949 will present a full line of brand new numbers released during the firm's Sheraton showing this month. Reuben Berkowitz, general manager, says the new boards

will be packed "with punches to draw the punches."

Sam Feldman, Harlich Manufacturing Company, reports that many of the firm's operator and jobber customers are predicting that, with the coming of 1949, more open territory will be had, surpassing the 1948 areas. Manny Gutterman, sales director, took off on a mid-holiday rest jaunt, girding for renewed assaults on the hinterlands with the coming of '49. . . . Peerless Products, Inc., Chicago, will host its many friends at a plant presentation of boards—during its open house showing this month, coinciding with the Sheraton board showing. Irv Padorr, vice-president, started on a well-deserved rest this week, but will resume his activities at the plant next week.

Irwin Secore, Secore & Secore, Chicago, announced this week that his firm will show a radically new board, the Mercury Pellet, at its display at the Sheraton Hotel January 17-19. Showing, to be held on the 34th floor in a private suite, was also announced last week. The new board offers bell machine play, using bars and fruit symbols to score winners. Irwin says the only difference between the board and the real bell is that the board is punched. Board is quarter play.

**FAIR CHRONOLOGY**

(Continued from page 61)  
 and as manager of the Heart of Illinois Exposition, Peoria.

**WESTERN WASHINGTON FAIR**, Puyallup, registered a 319,000 gate despite wet weather, a gasoline shortage and lowered public spending.

**FINAL TABULATION** on the Great Allentown (Pa.) Fair put attendance at 145,614 paid, a new all-time high.

**MID-SOUTH FAIR**, Memphis, racked up a gate of slightly over 200,000 despite rain two days. The rodeo proved a sock draw.

**OKLAHOMA STATE FAIR**, Oklahoma City, aided by the appearance of President Truman, racked up record grosses.

**THE CHICAGO RAILROAD FAIR** closed its 76-day run with a total gate of 2,500,813 persons. Paid attendance to the featured spec, "Wheels A-Rollin'," was 1,167,867.

**ATTENDANCE** at the New Jersey State Fair, Trenton, was announced at about 400,000.

**ARKANSAS LIVESTOCK SHOW**, Little Rock, chalked up an attendance announced at 158,751 in 10 days. This compares with 136,400 in '47.

**THE ALABAMA STATE FAIR**, Birmingham, tho hit by three days of cold and rain, rang up an attendance of 225,000.

**TWO SOUTH CAROLINA** annuals, the State Fair at Columbia and Spartanburg, hung up new marks.

**November**

**FINAL TABULATION** put the gate at the State Fair of Texas, Dallas, at 1,892,326 for the 16-day run.

**PRESIDENT TRUMAN** opened the North Carolina State Fair, Raleigh, and the event went on to pile up a record 415,000 gate.

**ERNEST RAUGHLEY**, veteran secretary-manager of the Essex and Sussex County Fair, Harrington Del., died at the age of 56.

**WILLIAM S. KLAUS**, long-time secretary of the De PePe (Wis.) Fair, died at the age of 71.

**RECORD GRANDSTAND** and mid-way business was recorded at the Louisiana State Fair, Shreveport.

**December**

**BLIGH A. DODDS**, manager of the New York State Fair, Syracuse, was elected president of the International Association of Fairs and Expositions.

**SECRETARIES OF STATE** associations of fairs urged the International Association of Fairs and Expositions to set up a branch of the IAFE to serve the interests of the smaller fairs.

**FINAL FIGURES** placed the profit of the Waterloo (Ia.) Dairy Cattle Congress at \$54,000.

**Talent Topics**

(Continued from page 48)

children. . . . Lew A. (Bozo) Ward, pantomime clown, is playing night clubs and club dates in Indiana and Missouri.

Having been released from the Turo Infirmary, New Orleans, Jeff Murphree, clown, left for Mobile, Ala., where he plans to rest for a few days. . . . Harry W. (The Duchess) Mason was among feature acts at the New Year's Eve show at the Terrace Club, Waco, Tex. . . . J. R. Meneses, juggler well known in outdoor show circles, is working spots in Quito, Ecuador, South America. . . . Floyd (Slim) Arnold, tramp clown since 1901, and last year with Rogers Bros.' Circus, was the subject of an interesting article in the December 16 edition of The San Antonio Light about his activities in the role of Old St. Nick in one of the city's department stores.

Ernie Wiswell letters that he did not receive his schooling in the funny auto business from George Cook as was stated in this column recently in a piece credited to Cook. Furthermore, Ernie writes, he is the co-ordinator of the funny Ford act. His first independent booking was at the Warren (Pa.) Fair, where the late Ralph Hankinson caught the act and inked it for Clarksburg and Reading, Pa., where George A. Hamid, of the then Wirth & Hamid Agency, signed it. This, he says, all happened in 1924, one year before he is said to have joined Cook. Patents, applied for in 1926, were not granted Cook until 1927, instead of 1924, Ernie writes, with the result that his documented performances prior to that time protect him in continuing his act, which is billed as Count Ernesto and His Original Dizzie Lizzie.

**SEE MERCURY'S AMAZING CLUB REEL SLOT**

The Only Salesboard With 3 Reel Slot Machine Action

**SALESBOARD SHOW**

Sheraton Hotel, Jan. 17, 18, 19

**SCORE & SCORE**

735 So. Karlov Ave. Chicago 24  
 Phone: SAcramento 2-4477-8-9

Is Your Territory Open for Punchboards?

**If So—A-1 Experienced Topnotch Punchboard Operator Is Available**

to join large, reliable organization that is now operating music, coin machines, etc. State number of accounts we can operate punchboards with, etc.

PHONE OR WRITE:

**LOU GRANITE**

37 W. Walnut St., Chippewa Falls, Wis.  
 Phone: 930-W

*A Winner . . .*

**"POKER HAND CHARLEY"**  
**20 DIE CUTOUTS EACH WITH A FULL FIVE-CARD POKER HAND**

**170 WINNERS**  
 1300 RM Holes  
 Form #1357 Spec. Thick  
 25c Play

Takes in . . . . . \$325.00  
 Av. Payout . . . . . 210.20  
**PROFIT . . . . . \$114.80**

**HARLICH MFG. CO.**  
 1200 NORTH HOMAN AVENUE  
 CHICAGO 51, ILLINOIS

**CORRECTION**

THE UNIVERSAL MFG. CO., INC., and BEE-JAY PRODUCTS, INC., will have their products on exhibition in Rooms 3001, 3002 and 3003 at the Sheraton Hotel, in Chicago, Jan. 17, 18 and 19 during the Coin Machine Show. An error was made in their ads on Page 72, January 1 issue of The Billboard, giving incorrect room numbers.

**Have Fun!**  
**AT GARDNER'S OPEN HOUSE**  
**FOR CUSTOMERS**  
**JAN. 17<sup>TH</sup> - 18<sup>TH</sup> AND 19<sup>TH</sup>**  
**GARDNER & CO., CHICAGO, ILL.**

### USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

**RATE—12c a Word . . . Minimum \$2**

Remittance in full must accompany all ads for publication in this column . . .  
No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**BARGAINS—CIGARETTE AND CANDY**  
Vending Machines. All makes, models, lowest  
prices. What have you to sell? Mac Postal 6416  
Newgard Ave., Chicago. ja8

**1 BUYS—STAMP, CANDY, PEANUT MA-**  
chines, etc. Wanted: Stamp Machines, U.S.P.,  
90 Grand St., Waterbury 5, Conn. fe5

**ADVANCE MODEL "D" BALL GUM MACHINES**  
filled with ball gum, 1 to 9, \$8 each; 10 or  
more, \$7 each. Devices Novelty Sales Co., 467  
Milwaukee Ave., Chicago 10, Ill. MO90e  
7533. ja15

**ADVANCE NORTHWESTERN COLUMBUS OR**  
Silver King, with 5 lbs. Peanuts or 1,000 Balls  
per, \$8. Booklet: Dollars From Pennies, free.  
O. Thomas Co., 1572 Jefferson, Paducah, Ky.  
ja22

**BARGAIN—7 FOOT BARREL ROLLS.** PER-  
fect condition. Make offer for one or all 10.  
Secre, 388 Jefferson Ave., Rochester, N. Y.

**CIGARETTE MACHINES—ALL MAKES AND**  
Models. Guaranteed to be the best. The baked  
paint job you get can't be beat. We also buy  
machines! Parts and Mirrors always in stock. Fred  
Stumm, 337 South Lawrence St., Philadelphia 7,  
Pa. Lom 3-2642 ja8

**CIGARETTE MACHINES BOUGHT, SOLD, RE-**  
paired. 25c conversions. Stamp Machines,  
\$29.50; Candy Bar Machines, \$15; Imps, \$12.50.  
Central Vending Machine Service Co., 3907 Parrish  
St., Philadelphia, Pa. ja8

**DIGGERS WANTED—IRON CLAWS, MUTO-**  
scopes, Bucklers, old Eries, Electro Holsts,  
Merchants, Rotary Merchandisers. We pick up.  
J. W. Landl, 323 Sanford, Upper Darby, Pa. ja8

**DIGGERS, ORDER NOW—IRON CLAWS, ERIE**  
hand operated Diggers, Electro Holsts, Exhibit  
Rotary Merchandisers. National, 4243 Sansom,  
Philadelphia, Pa. ja8

**CORADIO COIN RADIOS ON TABLES, \$23.75**  
each. \$21.75 without tables. Time payments  
accepted. Wells Automatic, Inc., 52 Vanderbilt  
Avenue, N. Y. 17. ja8

**FOR QUICK SALE, LIKE NEW—FIFTY SIX**  
Master Ball Gum or Bulk Merchandise Venders,  
penny type. \$10 each. Hurry. 1/3 deposit.  
Box 1189, Aransas Pass, Tex. ja8

**FOR SALE—100 1 OR 5c COMBINATION**  
Northwesterns (plastic globe) or 100 Magic  
1-2-3 Ball Gum Machines which will vend any-  
thing else. \$7.95 each. Supreme Gum or Pen-  
nut Machines, \$4.95. Al Hoff, 1918 Rose, Balti-  
more 13, Md. ja8

**FOR SALE—ONE DELUXE PROTOMATIC, EX-**  
cellent condition, \$795; 1/3 deposit.  
Birmingham Vending Co., 2117 North 8d Ave.,  
Birmingham 3, Ala. ja8

**JUST OFF LOCATION! 75 ADVANCE MODEL**  
D 1c Ball Gum Vendors for 5/8" to 2 1/2  
Count Gum, \$375 entire lot or \$5.50 each lots of  
10. F. O. B. here. Adair Co., 6926 Roosevelt,  
Oak Park, Illinois. ja8

### PARK CHRONOLOGY

(Continued from page 59)  
Million-Dollar Pier, Atlantic City, and said his White City Park, Worcester, Mass., was on the market, as well as his interests in the fairs at Rocky Mount and Greensboro, N. C.

HARRY ILLIONS, owner-operator of Celoron Park, Jamestown, N. Y., confirmed reports he will build a new funspot in Buffalo in time for the 1949 season.

FOUR NEW KIDDIELANDS are planned for St. Louis.

### December

MAX GRUBERG revealed in New York that he is the prime mover in the new kiddie funspot, which will preem February 1 on a year-round basis on Dade County park land in Miami.

COL. JOHN I. RICHARDS, Canton, O., reportedly leased acreage on the outskirts of San Antonio, and would install an amusement park.

NAAPPB Trade Show business tops 5,000,000, Paul H. Huedepohl announced.

PARKMEN URGED to write congressmen about their opposition to the 20 per cent federal tax on admissions.

CANCER FUND drive nets \$700 at NAAPPB convention.

FLOYD E. GOODING urges 30-day test on all rides in talk before American Recreational Equipment Association.

WELL-EQUIPPED kiddieland said to be good insurance against the decline in gross business.

HARRY J. BATT, Pontchartrain Beach, New Orleans, was named 1949 president of NAAPPB.

NAAPPB BOARD of Directors approved informal summer meeting of org in Toronto during the Canadian National Exhibition in 1949.

MRS. LLOYD (PAULINE) VOGEL, wife of the manager of Natatorium Park, Spokane, died December 4.

**RAY GUN OPERATORS—CONVERT WITH**  
our new type extra moving target conversions.  
Complete ray gun repair services. Write: Coin  
Amusement Games, Inc., 1127 E. 47th St., Chi-  
cago, Ill. ja8

**REBUILT POPCORN MACHINES FOR SALE—**  
Fully guaranteed, priced from \$150. Consolidated  
Confections, 1314 S. Wabash, Chicago 5, Ill. mh5

**SPECIAL—BLUEBIRD BALL GUM MACHINE,**  
Filled, ready for location, \$5. Star Peanut Ma-  
chine filled, \$4. T. O. Thomas Co., 1572 Jeffers-  
on, Paducah, Ky. ja29

**USED CASH TRAYS, \$2; 3,500 BALLS GUM**  
with used gum machine, \$12.75. specify Col-  
umbus, Ford, Advance, misc. Victory postage stamp  
machines, like new, \$10. 10 like new 1c stick gum  
machines, \$13.50; 72-bar capacity 5c candy ma-  
chines, \$22.50; 1c or 5c Acorn Vendors, \$13.95.  
Used machines list free. Graeb, 1232 Broadway,  
Toledo 9, O. ja15

**USED COUNTER GAME BARGAINS—ALL A-1**  
condition, 12 Kicker and Catchers, 4 ABT  
Challengers, 4 Pike Peaks, \$17.50 each, all for  
\$300. 1/3 deposit. John D. Bailey, care Grey-  
hound Bus Station, Tuscaloosa, Ala. ja8

**WANTED—NATIONAL SKEE BALL ALLEYS,**  
14 ft. Also Arcade Machines. Pennsylvania, 1658  
Broadway, N. Y. Circle 5-9853. ja8

**WANTED TO BUY, FIFTY DUVAL COUNTER**  
5c play cigarette free play machines. Copeland  
Wholesale Co., 1303 Carondelet St., New Orleans,  
La. ja8

**WANTED—R.C.A. COIN-OPERATED RADIOS,**  
2 hour play. State price and quantity. Box 233,  
Cedar Falls, Iowa. ja8

**WANTED—50 MILLS AUTOMATIC 1c GUM**  
Machines. Wire or write at once. J. Mullen,  
1429 Princess Ave., Camden, N. J. ja15

**WANTED—EXHIBIT ROTARY MERCHAN-**  
disers, Electro Holst and Mutoscope Diggers,  
Magic Fingers and Roll Chutes. Rialto Amuse-  
ment Arcade, 1481 Broadway, NYC. ja15

**WURLITZERS—TWO 750E, TWO 600K, TWO**  
500K, all air, \$800; Four Panorams, all extra  
clean, seven films, \$600. Will sell separate.  
S. & W. Music Co., Anniston, Ala. ja8

**FOR SALE—USED SLOTS, 2 10c GOLD**  
Fronts, \$40 each; 1 5c extraordinary hand load,  
\$35; 1 6c and 1 10c Victory Chief, \$40 each; 2  
10c Black Cherry Bells, like new, \$100 each; 1 10c  
Chrome Front, \$65; 2 25c Brown Fronts, \$50 each;  
1 5c Cherry Bell, like new, \$45; 3 1c Grip Scales,  
like new, \$10 each. Frank Guerrini, Burnham, Pa.  
ja8

**FOR SALE—ONE WILD LEMON, \$250. USED**  
30 days. Four Special Entries Free Play, \$135  
each, 3 Victory Special PP, \$50 each. One third  
deposit, balance C.O.D. J. J. Hightower, 1909 S.  
Harwood, Dallas, Tex. ja8

**FOR SALE—50 SEEBURG RAY GUNS WITH**  
Mother-in-Law and other conversions in first class  
condition. Priced very low for immediate disposal.  
Any quantity. Reliable Steel Ball Co., 2512 Irving  
Park, Chicago, Ill. ja15

**FOR SALE—500 CHROME FORD BALL GUM**  
Machines; 450 on location in 12 Middle Tennes-  
see cities. Also franchise for 37 counties together  
with coin counter, scales and all equipment neces-  
sary for operation. Owner not able to give field  
necessary time. Machines now showing net profit  
of \$1 each per month. Unlimited expansion pos-  
sibilities for financially able operator. Price com-  
plete field, \$15,000. Write J. G. Geer, 207  
Chapel Ave., Nashville 6, Tenn. ja8

**SALESBOARDS**  
**JAR-O-DO TICKETS**  
**WHOLESALE PRICES TO ALL**  
**BEE JAY SALESBOARDS**  
**JAR DEALS—BOX DEALS**  
**BINGO TICKETS—RED WHITE BLUE**  
**LUCKY 7—SPINDLES—REFILLS**  
We carry a complete stock on hand  
for immediate delivery. All orders  
shipped same day as received.  
**WRITE FOR CIRCULAR**  
**CAROL SALES COMPANY**  
312 E. Market St. Elmira, N. Y.

**SALESBOARDS**  
**AT SLASHED PRICES**

Holes	Name	Profit	Price
300	25c Fin & Sawbuck	A. \$33.15	\$2.25
420	25c Double Sawbuck	A. 43.98	2.50
1000	25c JP Charley, X, Tk. A.	51.98	.90
1000	25c JP Charley, X, Tk.	A. 51.98	1.10
1200	25c Tex. Charley, X, Tk. A.	102.28	1.45
1000	1c or 5c Cigarette Boards		.60
1000	Plain Boards		.55
1000	or more 5c Assorted Girl Boards, Double Jackpot with \$25 Top	A. 30.00	2.25
1000	Bingos on Sticks		.60
1280	Bingos on Sticks		.75
1800	Bingos on Sticks		1.05
74	Seal Jackpot Card for Bingo		.39
100	Hole Punchboard Top for Bingo		.60
	Special Offer in Lots of 100 or More		
1260	Bingo and 74 Seal Card		1.08
1260	Bingo and 100 Hole Punchboard Top		1.30

We carry a complete line of jar tickets and pad deals. Quantity buyers, write for special prices on such items as you use not listed above.  
**T. & C. SALES COMPANY**  
207 North Sandy Street Jacksonville, Illinois

**Have Fun!**  
**AT GARDNER'S**  
**OPEN HOUSE**  
**FOR CUSTOMERS**  
**JAN. 17TH - 18TH AND 19TH**  
**GARDNER & CO., CHICAGO, ILL.**

**DON'T MISS**  
**THE PREMIER SHOWING OF**  
**MERCURY'S SENSATIONAL CLUB REEL SLOT**  
**The Only Salesboard With 3 Reel Slot Machine Action**  
**SHERATON HOTEL SALESBOARD SHOW**  
January 17-18-19  
See Billboard Next Week for Further Details  
**SECORE & SECORE**  
735 So. Karlov Avenue, Chicago 24  
Phone: SAcramento 2-4477-B-9

**NO OTHER BOARD CAN MAKE THIS STATEMENT**  
**MORE OPERATORS and JOBBERS USE**  
**PROFIT BOARDS**  
**THAN ALL OTHERS COMBINED**  
**IT'S A FACT!**  
**PROFIT MFG. CO.**  
50-11 40th St. L. I. C. 4, N. Y. FREE

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

**PUSH**  
**PUSH**  
**PUSH CARDS**  
All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.  
**FREE CATALOG—Write**  
**W. H. BRADY CO. MFRS.**  
CHIPPEWA FALLS, WISC.

**Have Fun!**  
**AT GARDNER'S**  
**OPEN HOUSE**  
**FOR CUSTOMERS**  
**JAN. 17TH - 18TH AND 19TH**  
**GARDNER & CO., CHICAGO, ILL.**

**More for your Dough!**  
**QUALITY FLASH PROFITS**  
**Finest in SALESBOARDS**  
**Send for Catalogue**  
**EMPIRE PRESS**  
**637 South Dearborn St. CHICAGO 5, ILLINOIS**  
**PRICED RIGHT**

**SALESBOARDS—All ORDERS Shipped Same Day Received**

Holes	Play	Description	Profit	Price
400	5c	Lucky Bucks, Thick	Def. \$ 7.00	\$ .65
1000	25c	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25c	Texas Charley, Thick	Avg. 102.98	1.60
990	5c	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
990	5c	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5c	Barley Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5c	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5c	Pick a Cherry, Thick, Seal Board	Avg. 33.15	2.85
800	25c	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
800	25c	Kwick Fin, Giant Holes, 6 for 25c	Avg. 26.75	2.50

**WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST**  
Stating your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1c, 2c or 5c. 25% deposit with all orders—balance C. O. D.  
**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

**VISIT OUR DISPLAY ROOMS AT THE SHERATON HOTEL DURING THE COIN MACHINE SHOW. WE MANUFACTURE A COMPLETE LINE OF BINGO DEALS.**  
**Look for the "BEST LINE" Label—It is a Sign of Quality.**  
**MISSOURI NOVELTY MFG. CO.**  
2625 Lucas Ave. Phone: FRanklin 3620 St. Louis 3, Mo.

**SALESBOARDS**  
**FREE! Write For "NEW WHOLESALE 'NET' PRICE BULLETIN"**  
**NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS.**  
10th year giving immediate delivery on finest boards.  
**LEGALSHARE SALES**  
**P. O. BOX 86-E Phone 2842 HUNTINGTON BEACH, CALIF.**  
222 2nd St.

# Vender Exports Up 100 Per Cent

## Games, Music Off in Sept. Report Shows

### Colombia Leads List

WASHINGTON, Jan. 1.—Altho foreign sales of both music and amusement machines dropped off during September, automatic merchandisers were up more than 100 per cent over the previous month, figures announced this week by the U. S. Department of Commerce showed. Total coin machine exports for the month were 820 units with an aggregate value of \$130,525. Jukes accounted for \$68,043 of the total while venders sold in the overseas market brought \$34,765 and games, \$27,717.

The high vender dollar total showed that the amount was fairly evenly divided among 11 nations which ordered in amounts above \$500 each as well as several undesignated countries which together accounted for 70 units, worth \$1,296 (only nations making purchases totaling \$500 or more are specifically listed on the exports list). Another unusual feature revealed by the September analysis was that the five biggest buyers of venders, Lebanon, China, Hong Kong, Curacao and Japan collectively (See *Vender Exports on page 88*)

## Moore Resigns As Sales Mgr. For Williams

CHICAGO, Jan. 1.—Fulton Moore resigned as sales manager of Williams Manufacturing Company, effective this week, Sam Stern, firm vice-president, announced Wednesday (29).

Moore joined the game manufacturing concern in April, 1946, as assistant to Tony Gasparro, who was then sales manager for Williams. (See *Moore Resigns on page 88*)

## Mutoscope To Bow 3 Games At CMI Show

### To Show Vender Also

NEW YORK, Jan. 1.—Three new arcade games will be introduced by International Mutoscope Corporation at the Coin Machine Institute (CMI) convention in Chicago, January 17-19, Bill Rabkin, president, announced here this week. The games, Drop-Kick, Cross Country Race and Rocket Radar, will be ready for delivery (See *Mutoscope to Bow on page 88*)

## Advance Registrations for CMI Show Indicate Record Turnout; Exhibitors Added

### Membership To Elect New Directors at Annual Meet

CHICAGO, Jan. 1.—David Gottlieb, president of the Coin Machine Institute (CMI), predicted this week that the 1949 coin machine show will reverse the general downward trend of convention attendances and will bring at least 12,000 coinmen to Chicago for the three-day meet, January 17-19.

Meanwhile, plans for the annual CMI banquet are taking final shape and last-minute exhibitors are signing up for booth space, Gottlieb reported.

All signs point to crowds equal to, or surpassing, the 1948 show's attendance, altho most conventions and exhibitions in Chicago this winter have had fewer visitors than at any time since the end of the war, Gottlieb emphasized. Approximately 1,600 persons had reserved hotel rooms thru Earl Benedict, Hotel Sherman convention manager, by Christmas, equalling advance reservation figures of last year, it was announced.

### Registrations

Another indication of a large attendance was the rapidity with which advance registrations were made by

CMI members and exhibitors. Registration forms were mailed to non-exhibiting members December 28 and by December 30 a total of 35 companies had registered an average of five persons each. This was the first time non-exhibiting members had been invited to register for the show by mail, thus avoiding lengthy waits in line at the registration desk.

Exhibiting companies responded with equal promptness, listing an average of 10 persons each who will attend the show.

Herbert L. Oettinger, banquet committee chairman, revealed that some of the nation's top entertainers have been lined up for the annual banquet, which will be held Wednesday (19) in the Stevens Hotel. Lou Breese and his orchestra will be assisted by a long list of radio, screen and night club stars, headed by the Harmonicats, Marian Hutton and the Chez Paree Adorables. There will be no solicitations for charity at the banquet, Oettinger said.

Latest firms to join the list of exhibitors are Abco Novelty Company; Alco-Deree Company; American Shuffleboard Company; Bonanza Manufacturing Company; C. C. Bradley & Son, Inc.; Columbus General Machines Company; Coral Records; Glenrod Engineering Works; Jackson & Church; Koener Engineering, Inc.; National Service Associates; National Shuffleboard Sales; R. R. Powers, Tropical Trading Company, Inc., and Tyler Products, Inc.

### Elections

It was pointed out that the CMI, at its annual meeting to be held Sunday (15), will elect directors to fill vacancies created by expiring terms and two vacancies created by the death of John Chrest and resignation of George Ponser.

Election of new officers will be completed Sunday.

## Binks Forms New Company To Mfr. Bells

### First Deliveries Begin

CHICAGO, Jan. 1.—Formation of a new company, Universal Industries, was announced here this week by Mel Binks, a veteran of 18 years in the coin machine field. The firm already is in production on its initial machine, a console called Arrow Bell. The first units were shipped to test locations in various parts of the country last month.

Universal's plant is located on Broadway on this city's North Side and has complete facilities for making all the parts to be used in its products. It occupies upward of 25,000 feet of production space in a two-level build- (See *Binks Forms on page 88*)

# TWIN CITIES OUTLOOK GOOD

## Operators Eye '49 With Hope As '48 Ends

### Past Year Eventful

By Jack Weinberg

MINNEAPOLIS, Jan. 1.—Take it from the majority of coinmen in the Twin Cities, the coin machine business outlook for 1949 "isn't too bad" from the over-all picture.

Some have come thru 1948 barely making ends meet, just eking out a living. Others have taken the view that 1948 wasn't too bad, taking everything into consideration.

But 1949—that's a different story. Why the change of heart? The belief is prevalent that the old saw, normalcy, will blossom in the new year. That business in general will stabilize itself, appears to be the consensus.

The year 1948 brought troubles in many ways. First there was the uncertainty of the elections, and coinmen are quick to tell you it had quite an effect on their business. There were too many who had the jitters about an impending war, but the feeling now seems to be that the danger is passed.

Return of Democratic control of (See *Twin Cities on page 81*)

## Federal Coin Machine Taxes Up

WASHINGTON, Jan. 1.—Receipts from the federal coin machine tax in 1948 totaled \$20,262,167—an increase of \$773,719 over 1947—Internal Revenue Bureau statistics disclosed this week. The 1948 calendar year total closely approaches the postwar high of \$20,549,793 chalked up in 1946 and is well above the 1945 level of \$17,789,542.

The money turned over in excises to Uncle Sam by the coin machine industry in 1948 was sufficient to pay the combined 1948 operating expenses of the Federal Trade Commission (FTC), Federal Communications Commission (FCC) and the National Labor Relations Board (NLRB).

As usual, June, July and August brought in about 80 per cent of the year's total coin excises. Revenue Bureau experts explained that this was due to the start of a new fiscal year every July 1, with the greatest number of returns being filed around that time.

Top month for receipts in the past two years was July, 1948, when \$7,929,547 poured into the treasury. Low month was March, 1947, when receipts totaled only \$180,456.

The following table lists coin machine tax receipts for the calendar years of 1947 and 1948. The figure for December, 1948, is an estimate since complete returns for that month have not yet been tabulated by the Bureau of Internal Revenue.

	1947	1948
January	\$ 396,602	\$ 304,903
February	320,260	274,461
March	180,456	206,676
April	265,682	258,442
May	270,547	220,808
June	1,960,117	1,910,861
July	7,885,297	7,929,547
August	5,518,377	6,536,555
September	1,102,812	1,071,143
October	765,211	616,523
November	427,154	492,242
December (estimate)	395,433	440,000
<b>TOTAL</b>	<b>\$19,546,368</b>	<b>\$20,262,167</b>

# SALES WORK FOR CHARITY

## Squirt Sets Sirup Output for Venders

### Cup Machine Sales

EVERLY HILLS, Calif., Jan. 1.—Following the Squirt Company's introduction of its sirup to cup vender operators during the National Automatic Merchandising Association (NAMA) convention in Chicago last week, the firm has announced the sirup will be available in quantity quantities by April. Douglas L. Moran, manager of the sirup and venders division, declared that a price has not yet been set on the sirup and for 1949, the product will be available only to cup venders and fountain outlets. Fountain sales will not be made until a year later. This year's production of sirup for fountain drinks will stress vender sales, an estimated 80 per cent so far; remaining 20 per cent will go through the tavern outlets. Moran stated that the firm plans to feature Squirt sirup particularly in venders in industrial locations where a thirst-quenching product is desired. "We know from our experience in the bottled drink field that Squirt sells best as a thirst quencher, and we plan to feature it particularly for industrial type locations," he said. Although sales of the sirup will be handled by a separate division of Squirt Company, operators may (See Squirt Sets on page 78)

## Jacobs To Show New Launderall

DETROIT, Jan. 1.—A new Launderall automatic washing machine, incorporating major design and mechanical changes, will be introduced Monday (3), Rex C. Jacobs, president of the F. L. Jacobs Company, announced this week. The premier showing will be at the American Furniture Mart in Chicago. Modeled by George W. Walker, industrial designer, the 1949 model is designed to provide improved washing facilities while reducing wear and tear in the handling of clothes. The washing cycle has been shortened to 15 minutes, despite the addition of a 2-gallon spray rinse.

## Automatic Canteen Sales Increase 15%; Earnings Decrease

CHICAGO, Jan. 1.—Altho sales volume showed an increase of 15 per cent, net income declined 10 per cent. The fiscal year ended October 2, 1948, Daniel Leverone, chairman of the Automatic Canteen Company of America, said in his annual report issued this week. The canteen's sales set an all-time record for the company—\$20,605,226 for 1948 compared with sales of \$18,108,008 in the preceding fiscal year. Net income declined from \$1,908,000 in 1947 to \$687,817 despite the increase in sales. The stockholders' report stated that the canteen is still "confronted with the highest cost of the products it sells and keenly felt the effects of constantly mounting costs of material, labor and other manufacturing expenses."

## Keeney Names New Distributor

CHICAGO, Jan. 1.—J. H. Keeney & Company announced the appointment this week of the S. L. London Music Company, Milwaukee, as distributor for the Keeney cigarette vender. Firm will cover the eastern half of Wisconsin and Upper Michigan.

A complete service and parts department has been set up, with London personnel having been instructed in the operation and maintenance of the vender by Keeney representatives earlier this week.

Firm is also a Seeburg distributor.

## Three Manufacturers Make "Charity Drop" Weighers

Special models use second, separate coin entrance—fraternal organization sponsoring project holds key to coin box—no commissions paid locations

CHICAGO, Jan. 1.—A new wrinkle in the one-cent weighing scale business is the coin drop for charity. Quietly introduced several months ago, the idea is currently being exploited by three manufacturers—

Watling, American and Marion. Officials at both American and Marion commented this week that it is still too early to tell what the charity drop will mean to the scale business generally, but all Marion scales now include this feature. Its use is optional with the operator or location.

The charity drop is actually a second and separate coin entrance which does not control the scale. The charity drop accepts any denomination up to and including a quarter, altho the customer still must insert a cent in the customary place to register his weight.

### Fraternal Orgs Aid

Decals calling attention to the charity coin drop are being furnished by local fraternal organizations who sponsor the equipment. For example, scales in Phoenix, Ariz., and in Denver, carry decals which tell the customer that his extra coins go to aid the Lions Club Child Sight Conservation Project.

Scales equipped with charity coin drops are being sold direct to fraternal clubs and, presumably, to some operators. Where the scales are sold to operators, or to location owners, the local fraternal organization which will benefit from the charity coin drop installs its own lock (See 3 Manufacturers on page 76)

## 11 Candy Companies File Denials of FTC Charges

WASHINGTON, Jan. 1.—Of 24 candy manufacturers cited by the Federal Trade Commission (FTC) for discriminations (*The Billboard*, November 13), 11 have filed blanket denials of all charges, FTC announced this week.

In separate replies, the manufacturers declared they had not violated the section of the Robinson-Patman Act, banning unjustified price and service discriminations. Each of the 11 firms asserted that any differentials granted made only due allowances for differences in the cost of manufacture, sale or delivery of merchandise in doing business with so-called "favored" customers.

A further defense offered by most

of the manufacturers was that any differentials not found justified were made in good faith to meet the terms of competitors.

Manufacturers who have so far filed a defense are Minter Bros., Philadelphia; Paul E. Beich Company, Bloomington, Ill.; Kimball Candy Company, Chicago; Fred W. Amend Company, Danville, Ill.; American Chicle Company, New York; F. B. Washburn Candy Corporation, Brockton, Mass.; Charles P. Miller Company, Boston; Delicia Chocolate Company, New York; Kerr's Butterscotch, Jamesburg, N. J.; D. Goldenberg Company, Philadelphia, and the Mason, Au & Magenheim Confectionery Manufacturing Company, Brooklyn.

# OPS HOLDING OWN IN PHILLY

## Tax Group To Ask End of Pa. Drink Fee

### Governor Supports Levy

HARRISBURG, Pa., Jan. 1.—Abolition of Pennsylvania's soft drink tax will be recommended to the 1949 Legislature by the State tax study committee, it has been announced. The committee, a legislative interim research body named by the General Assembly to survey State financing and place it "upon a more scientific and equitable basis," said its full report would be transmitted to the Legislature before February.

The tax law, which Gov. James H. Duff has indicated he would support for re-enactment, will expire May 31, 1949. The tax levies a 1 cent impost on each 12 ounces of bottled soft drinks and 1 cent on each ounce of sirup used in the manufacture of cup vender and fountain drinks.

The tax study committee's proposal to abolish the tax comes as good news to Pennsylvania's bottlers and soft drink vender operators who have been combating the measure since it was put into effect July 1, 1947. Bottlers say the tax caused a decline in employment in their plants and the closing of 12 bottling companies during the past year.

## Beverage Co. Fined In Coke Injunction

CHICAGO, Jan. 1.—A \$250 fine has been imposed on Automatic Beverage Dispensers, Inc., Chicago cup vending operation, for selling a substitute beverage as Coca-Cola. In addition, United States District Court of Illinois ruled that the operating company must furnish the court with the number, type and location of each cup vender which it owns and operates. Any machines pulled from one location and moved to another must be reported to the court within 15 days of the date of change.

The case started in 1946 when the Coca-Cola Company charged Automatic Beverage of selling a substitute drink as coke. An injunction was issued July 19, 1946, restraining the operating company from continuing to sell the substitute beverage as Coca-Cola. But the Coca-Cola Company this year charged the Chicago operation with contempt of court, pointing out that Automatic Beverage had continued to sell a substitute as Coca-Cola despite the 1946 restraining writ.

The \$250 fine, payable in 10 monthly installments of \$25, was imposed following a pretrial admission on the part of Automatic Beverage and its president, Walter Anderson, that the 1946 injunction had been violated.

## Despite Rough Year Industry Ready for '49

### Eye Legal Problems

By M. Orodnenker

PHILADELPHIA, Jan. 1.—Altho the year just ended was a rough one for the coin machine industry here, there is still a high note of optimism as operators, jobbers and distributors look ahead to the new year.

Greatest optimism is in the vending machine field. Apart from marked expansion on the part of hot coffee, ice cream, shoeshine and other merchandise machines expected here in 1949, most heartening development during the past 12 months was the new lease on life given to the cigarette vending field. Norman H. Furman, secretary and counsel for the local association of cigarette vending machine operators, declared that the membership brings the year to a close in high order disturbed only by the fact that so many new operators are entering the field and not living up to the code of business practiced by veterans.

While it has been necessary to increase the cost of vended smokes, op- (See OPS HOLDING on page 81)

**New "CHARM KING" Ball Gum + Charms = \$\$\$**



**The Kids Really go for**  
**← THIS one because it**  
**DISPENSES BOTH**  
**GUM AND CHARMS!**

Only **\$13.95\***

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All kids go for Gum Balls. And they all go for Charms. So here is a dispenser that gives them both for a single coin. This combination, double-barreled machine keeps the money pouring in when run-of-mine dispensers no longer attract attention. It's a winner any time, anywhere. Big demand predicted, so order now for immediate delivery.

\*Others low as \$10.55 in quantities. "Hot Nut," Nut and Ball Gum Vendors, 1¢-5¢—2 for 1¢. U. S. and Foreign Coins.

... and Here's **ANOTHER WINNER!**

**Nets Up to 75c of Every Dollar You Take In!**

"A real money-maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75¢ out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine"? Order now through your jobber or write for illustrated literature.



The New **"HUNTER"**

Only **\$45.00**  
 F. O. B. Aurora

**SILVER-KING CORP.**

622 Diversey Parkway  
 Chicago 41, Illinois

**Three Manufacturers Make "Charity Drop" Weigher**

(Continued from page 75)  
 for the coin box which receives coins earmarked for charity. The fraternal group then makes its own collections, as only its representatives have keys to the charity coin box. The operator or location owner collects those coins left in the scale's regular coin box.

In Phoenix, Ariz., for example, the Lions Club is currently operating 26 American-made scales. It began its placement program approximately four months ago. The scales are owned by the club and maintained by two club members, Jim Busey and Temple Penrod, who turn over all proceeds to the club's program for the blind. Location owners do not share in the returns.

Each of the scales carries a decal, "Help Phoenix Lions Club Child Sight Conservation Project." Currently, the club is shuffling its scales to find the top-grossing stops which, thus far in Phoenix, appear to be downtown cafes and transportation terminals.

American Scale Manufacturing Company, Washington, whose scales the Phoenix club uses, says that the

charity set-up "is a very small part of its total production. W. P. Dill, manager of American, told The Billboard that his company is selling scales directly to the clubs, leaving those organizations to work out their own deals with locations.

Generally, the scale manufacturer are understood to be encouraging fraternal and civic clubs to either buy or lease the scales as an aid to fund raising. Mailing pieces, designed to help the club get its drive started, are added sales incentives furnished by some of the manufacturers.

Thus far, The Billboard has learned of any national program sponsored by any single fraternal group such as the national arrangements ball gum vending machine companies have made with Lions, Kiwanis, Rotary and others.

**Steady-Steady Profits**

**ALKUNO**  
**5c GUM VENDOR**  
**MODEL 200-G-3M**

Can be attached to other Larger Machines.  
 Metal Cabinet and Base  
**CAPACITY: 200 PACKS**  
 Ht. on Base, 54"x14"  
 Wt. on Base, 48 Lbs.  
**Price . . . . . \$59.00**  
**Base . . . . . 12.00**

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5¢ Gum and Candy Vendors.

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 408 Concord Ave.  
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**Canada Dry Prexy Reports Net Income, Expansion Activities**

NEW YORK, Jan. 1.—Canada Dry, Inc., and its subsidiaries have reported a net income of \$2,701,273 for the fiscal year ended September 30, 1948. Earnings are almost identical with firm's 1947 earnings of \$2,701,776. Net sales for 1947-48 were \$50,192,244 compared with \$45,106,029 during 1947-48.

R. W. Moore, president, told stockholders that firm's earnings were unchanged, in spite of the increase in sales, largely because of the costs involved in developing the company's expansion program. This includes the licensing of additional bottlers, promotion of the 7-ounce split bottle, and development of markets for the seven recently opened company plants. He reported that 75 new bottlers were licensed and started production during 1948, with an additional 36 expected to be set up by next summer.

**Pa. City Solons Mull Bell Operation Levy**

JOHNSTOWN, Pa., Jan. 1.—At a closed meeting of city council recently, Councilman Daniel J. Shields introduced a measure providing that the city levy a mercantile tax of 50 per cent on all revenue derived by clubs and other locations from bell machines. Revenue, he declared, would aid in providing needed funds in event the city's earned income tax ordinance is repealed.

Shields proposed that a checker be employed by the city whose duty it would be to examine the books of all the private clubs and also by other methods obtain an accurate account of receipts obtained from the bells. It was said that there was a possibility that some system of meters, such as used on cash registers, might be installed on the machines. The checker would then simply have to glance into each machine and immediately ascertain total receipts.

Asked for an opinion on the legality of the proposed levy, City Solicitor Elvin Teitelbaum is reported to have told city council that the city has the right to levy a mercantile tax under Act 481 passed by the State Legislature in 1947. Under the law, the city has authority to tax anything not taxed by the State, and bell revenues are not among the items on which the State collects.

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**THE BEST MACHINE TODAY**

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Write for Details and Prices.

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**VEEDCO END OF YEAR SALE!**



**BRAND NEW HOT NUT MACHINES**

Dispenses all types of bulk merchandise for 5¢, including cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

**\$10.00** Lots of 10 or More.  
**\$11.50** Lots of 5  
**\$12.50** Sample

**PARTS GUARANTEED 1 YEAR**

**USED MACHINES Like New**

Amt.	Model	Price—Ea.
37	Victory V's	\$9.75
95	Advance D. Ball Gum	6.35
45	Columbus ZM, 5¢	7.20
20	Columbus ZM, 1¢	7.20
50	Northwestern 33 Gum	6.00

**BARGAINS HUNDREDS OF ALL TYPE MACHINES and GAMES. TELL US WHAT YOU NEED.**

Parts and glass for all machines

**XTRA SPECIAL:** 50 New MASCO LIQUID DISPENSERS (1¢) with DISPLAY BOARD, \$16.50. Previous Price \$44.50.

**FREE:** 1 Bottle Jergens Lotion With Each Machine.  
 1/3 With Order, Balance C. O. D.—Write for Our Catalog.

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**SHIPMAN DUPLEX POSTAGE MACHINE**

Compact and Foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

**\$29.50**

FOLDERS: 10 M., \$5.75; 25 M., \$13.95

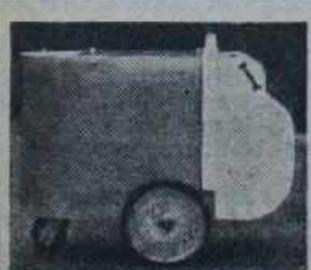
**WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC.**

Miniature Penknives, 5 Gross	\$ 5.50
Gold Plated "Georgie" Pins, 1 Gross	3.95
Gold Plated Bracelets in Capsules, 100	6.00
<b>SASSY WISE-CRACK BUTTONS</b>	
1,000	\$ 6.50
10,000 or more	5.50

**BUBBLE BALL GUM**  
 140 or 170 Size, Crown Jack Brand with Colored Centers, 25-lb. carton . . \$ 5.85  
 100 lbs. or more . . . . . 21.90  
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 1/3 DEPOSIT ON ALL ORDERS

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**THE "VENDCAR"**  
 Serves  
 Carbonated Drinks on Draught, Hot Dogs, Ice Cream.  
 Completely Portable. Semi-Automatic Carbonator.  
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Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best. Write for Complete Details and Prices.

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**CHARMS** CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.

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**BECKER VENDING SERVICE - DRILLTON, WISCONSIN**

## Supplies in Brief

### Canadian Embargo

OTTAWA, Jan. 1.—Cigarettes and cigars can be imported into Canada after today (1), following a 13-month embargo against such imports, the Canadian government announced this week. Lifting of the ban does not include vendors and other like metal products manufactured in the U. S.

### Coins Decrease

PHILADELPHIA, Jan. 1.—A decrease in the demand for coins and lowered Congressional appropriations are said to be the reasons why inventories at the United States mint are lower than they have been in many years. The local mint, the largest in the world, is operating on only a single 8-hour shift and is unable to meet the present demand for pennies, nickels, dimes, quarters and half-dollar pieces, Edwin H. Dressel, superintendent of mint, said this week.

Dressel said that operations at the mint are guided by appropriations by Congress. Demand for coins has decreased considerably in the last year or more, he added. The local mint employs about 600 persons on its permanent list.

### Cocoa Prices Drop

WASHINGTON, Jan. 1.—Cocoa prices dropped an average of two-thirds of a cent a pound in October, Commerce Department has reported. The average price on the New York Cocoa Exchange was \$4.02 as compared with \$4.04 in September. The October price represented a decline of approximately 9 cents a pound from October, 1947.

### St. Louis Cig Tax

ST. LOUIS, Jan. 1.—Reduction of the cigarette tax here from 3 cents to 2 cents per pack appeared certain this week following a 23-to-0 vote in favor of the reduction by the board of aldermen. Altho the reduction will not become effective until signed by Mayor Kaufmann, his favorable action is considered certain. At the same time, abolishment of the amusement tax (5 per cent) was voted by the aldermen, and also awaits the mayor's signature.

### More Cigs Smoked

WASHINGTON, Jan. 1.—Cigarette consumption increased slightly in October, altho cigar sales dropped off, Commerce Department has reported. Cigarette consumption was 31,335,000,000 units, an increase of about 500,000,000 over September. Cigar consumption amounted to 529,971,000 compared with 544,856,000 in September.

### Ice Cream Data

WASHINGTON, Jan. 1.—National production of ice cream continued a general decline in October, Agriculture Department revealed. Total production amounted to 35,200,000 gallons as compared with 47,700,000 gallons in October, 1947. September production of 52,900,000 gallons trailed that of the previous September by 7,400,000 gallons, according to Agriculture statistics.

### Bottle Sales

WASHINGTON, Jan. 1.—The 455,000 gross of soft drink bottles produced in October was the lowest in 24 months, Commerce Department has announced. The total was some 5 per cent below September and 50 per cent below October, 1947.

### 1949 Sugar Quota Up

WASHINGTON, Jan. 1.—An increase of 50,000 tons over the 1948 sugar quota was announced for 1949

by Secretary of Agriculture Charles F. Brannan. Domestic requirements for the new year can be met with a quota of 7,250,000 tons, according to the secretary.

Total distribution for the 12 months ended October 31 was 7,124,000 tons, according to Agriculture Department statistics. Preliminary figures indicate that for the 1948 calendar year the quota of 7,200,000 was exceeded by nearly 100,000 tons.

Altho costs of production, processing and transportation increased during the year, sugar prices actually decreased, the department stated. Current prices have declined below the \$8.40 per hundred pounds which was the prevailing level when sugar price control was discontinued.

### English Candy Bars

NEW YORK, Jan. 1.—Cadbury-Fry America, Inc., which has produced candies for distribution throughout the British Commonwealth and other parts of the world for over 200 years, will introduce its line to the American market in 1949, it was announced last week by Harold Cummings, managing director of the firm.

In addition to the company's line of boxed chocolate, a variety of bar form items will be offered the American consumer. Bars will include Fry's chocolate covered peppermint cream and chocolate cream bars in both 5 and 10-cent sizes. Two dime bars will be chocolate covered Coffee Creme and Carmello, in the single large size.

Firm's American activities will be promoted on a regional basis, according to present plans being set up, and advertising and merchandising promotion will be co-ordinated with the opening of new markets.

### Candy Volume Climbs

CHICAGO, Jan. 1.—Philip P. Gott, president of the National Confectioners' Association (NCA), in a year-end statement last week, said the candy industry as a whole during 1948 will have produced more than the record 2,700 million pounds turned out in 1947, and that wholesale dollar volume will reach the one-billion mark.

Plant modernization, increased production capacities, intensified merchandising activities, plus the continuing upward trend in consumer income, are prime factors contributing to the candy industry's growth, Gott said. Tending to curb the industry's expansion in 1949 are high prices of important ingredients (such as cocoa beans and peanuts) possible threats of federal and State sales taxes, higher wages, packaging changes and an increase in imported confections.

It is expected that bar goods production in 1949 will continue to account for 50 per cent or more of the total annual poundage, as it did during 1947 and 1948, Gott stated.

Candy manufacturers hope to maintain present candy prices during the next few months, altho faced with probable increases in labor, packaging and continued high candy ingredient costs. In the event of a reduction in any of these costs, they hope to be able to increase the amount of candy sold for the same price or to reduce the cost to the consumer, Gott said.

### Popcorn Poppin'

WASHINGTON, Jan. 1.—Up 300 per cent from 1947, popcorn production this year was the second highest on record, Agriculture Department has estimated. Production in the 12 leading popcorn States was calculated at 300,000,000 pounds as compared with 102,000,000 pounds in 1947.

The largest crop on record was produced (See Supplies In Brief on page 80)

## RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

JUST ARRIVED—DROP IN TO SEE IT TODAY!  
NEW NORTHWESTERN MODEL 49

### NEW VENDORS

Northwestern Deluxe, 1c-5c	\$27.00
Northwestern Model 33 Ball Gum	11.40
Northwestern Dual Vendor	45.00
Columbus "38" Trimor, 3 comp.	45.00
Columbus "39" Blimore, 2 comp.	36.00
Columbus Model 46Z, 1c	12.00
Columbus Model 46ZB, 5c	12.75
Victor Model V, Globe Type	12.75
Victor Universal	13.95
Victor Deluxe Universal, 5c	15.45
Victor Deluxe Universal, 1c	14.95
Victor V-K Globe Type, 1c	12.95
Silver Kings, Bulk or Ball Gum	13.85
Master Novelty, 1c	13.95
Master No. 8 Penny and Nickel	17.50
Shipman Triplex Stamp	39.50
Advance 21-F, 25c	24.50
Advance San. Napkin	19.50
Advance 1c Stick Gum	15.95
Match Box, 1c	4.95
Marion Scale, 1c	79.50
Exhibit Card, 1c	20.00
Postmaster Stamp	79.50
Advance Stamp	18.00
Advance Model D Ball Gum	13.75
Adams Gum, 8 col.	24.00

### BRAND IMPS

NEW  
EITHER 1¢ OR 5¢ PLAY  
Cig. or Fruit Reels

\$12.95

Lots of 12

\$13.75—Lots of 6 or More  
Sample \$14.50



### NEW COUNTER GAMES

ABT Challengers	\$39.50
ABT Model F Targets	42.50
ABT Strikettes	42.50
Gottlieb Grip Scales	24.50
Daval Skill Thrills	12.50
Exhibit Card Vendors	19.50
Bingo's 1c Counter Game	19.50
Stoopchase 1c Counter	35.00
Target Kings, 1c	39.50
Imp, 1c or 5c	14.50
Lost in Quantity	
Buddys, 1c	19.50
Camera Ohler, 1c	19.95
Kicker & Catcher, 1c	34.50

Send for our Complete List of Coin-Operated Machines and Supplies.  
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## RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

### RECONDITIONED VENDORS

Northwestern Model Deluxe	\$19.50
Northwestern 39 (Like New)	9.95
Northwestern 38 (Like New)	8.95
Northwestern 40 (Like New)	8.95
Columbus 46 Ball Gum (Like New)	7.95
Silver King, 5c	8.00
Silver Kings, 1c	7.50
Shipman Duplex Stamp	19.50
Adam Gum Vendor, 4 Col.	14.50
Adam Gum Vendor, 8 Col.	18.50
New York Stamp	12.50
Asco Hol. Aut. 5c (New)	17.50
Cash Tray, 5c (New)	8.95
Sugar Bowls, 1c (New)	29.50
Snacks, 3 comp., 1c	14.50
Variety Shop, 5 comp., 1c	14.50
Col. Trimor, 3 comp.	29.50
Star Card Vendor, 1c	8.95
Northwestern Model 40, 5c	7.50

### RECONDITIONED CIGARETTE MCHS.

U-Need-A-Pak Mod. A, 8 Col., 270 Pk. Cap.	\$80.00
U-Need-A-Pak Mod. A, 8 Col., 240 Pk. Cap.	75.00
U-Need-A-Pak Mod. 1, 8 Col., 270 Pk. Cap.	70.00
U-Need-A-Pak Mod. E, 8 Col., 240 Pk. Cap.	70.00
U-Need-A-Pak Mod. E, 8 Col., 150 Pk. Cap.	47.50
DuGrenier Mod. WD, 8 Col., 330 Pk. Cap.	72.50
DuGrenier Mod. W, 8 Col., 270 Pk. Cap.	70.00
DuGrenier Mod. VD, 7 Col., 298 Pk. Cap.	72.50
DuGrenier Mod. V, 7 Col., 238 Pk. Cap.	70.00
DuGrenier Mod. S, 7 Col., 210 Pk. Cap.	58.50

### NEW MILLS

VEST POCKET

BELL

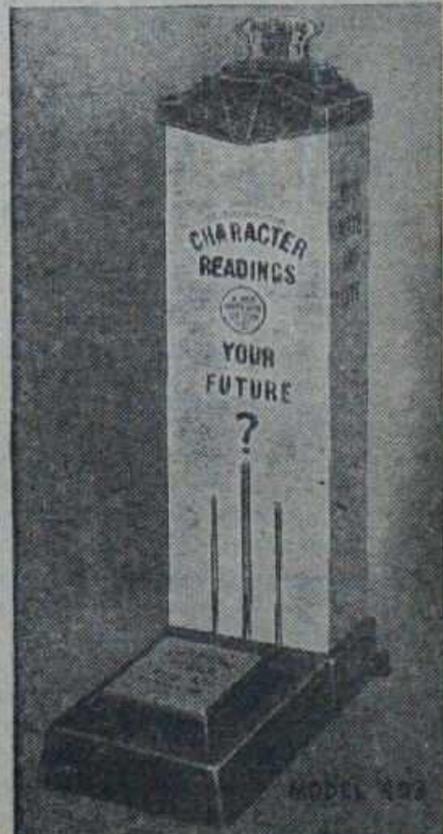
Pays Out Automatically

\$65.00 Ea.

USED.....\$44.50



PAYS  
50% to 200%  
PROFIT  
THE GREATEST MONEY  
MAKING SCALE ON  
THE MARKET, AND  
100 PER CENT  
AUTOMATIC  
NO KNOBS OR HANDLES  
TO TURN—THE COIN  
DOES ALL THE  
WORK



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"



**Victor's Sensational New Custom-Built UNIVERSAL**

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy the Best! Write for Complete Details and Prices.

Manufactured by **VICTOR VENDING CORP.**  
5701-13 W. Grand Ave. Chicago 39, Ill.

**BRAND NEW VENDING MACHINES**

Immediate Delivery

- Silver King, 1c or 5c Models .. \$13.95
- Columbus Trimor, 3 Col. .... 45.00
- Columbus Bimor, 2 Col. .... 36.00
- Columbus Model 46Z, 1c .. 12.00
- Columbus Model 46ZB, 5c .. 12.75
- Master No. 6, 1c-5c comb. .... 18.95
- Adams Gum Vendor, 4 Col. .... 22.95
- Victor Model V .. 12.75
- Marlon 1c Scale .. 79.50
- DuGrenier Candyman, 5c .. 102.00
- Jumbo Pistachios, Per lb. .... 77c
- Indian Nuts, Per lb. .... 55c
- Almonds, Per lb. .... 85c
- Peanuts, Per lb. .... 30c
- Floor Stands .. \$4.50 Ea.
- 1/2 Dep. With Order, Bal. C. O. D.

**CAMEO VENDING SERVICE**

432 West 42d St., New York 19, N. Y.  
LONCAGRE 3-1334

**Trade Directory**

**New Equipment**

Bantam (bottle vender) by Ideal Dispenser Co., Bloomington, Ill.  
Bulk vender by Northwestern Corp., Morris, Ill.  
Candy venders by Alco-Deree Co., Chicago, and Alkuno & Co., New York.  
Card vender (scenic) by Shipman Mfg. Co., Los Angeles.  
Cigarette vender by Practical Products Co., Minneapolis.  
Cookie vender by Alkuno & Co., New York.  
Dual coin and change maker by Stoner Mfg. Co., Aurora, Ill.  
El Paso (five-ball) by Williams Mfg. Co., Chicago.  
Gum vender (penny) by Stoner Mfg. Co., Aurora, Ill.  
Jean Sani Pakt (packaged handkerchiefs for venders) by Floyd Mfg. Co., Union City, N. J.  
Magic (five-ball) by Exhibit Supply Co., Chicago.  
Mauser (all-electric pistol shooting gallery) by Exhibit Supply Co., Chicago.  
Multi Bell (bell console) by Bally Mfg. Co., Chicago.

Nylon Stocking vender by Rowe Mfg. Co., New York.

One - Two - Three (five-ball) by Genco Mfg. & Sales Co., Chicago.

Penny coin changer by J. H. Keeney & Co., Chicago.

Pick a Book (book vender) by International Mutoscope Corp., New York.

Serenade (five-ball) by United Mfg. Co., Chicago.

Shoe Duster (shoeshine) by Alco-Deree Co., Chicago.

Soft drink (cup) by Cole Products Corp., Chicago.

**Distributor Appointments**

Ambassador, Inc., Kansas City appointed: J. Rosenfeld & Co., St. Louis; Miller Vending Co., Grand Rapids, Mich.; Frank's Music Co., Detroit; Ace Phonograph Co., Cleveland, O.; Morr Coret, Cincinnati; Pittsburgh Coin Machine Exchange, Pittsburgh, and Boro Automatic Music Co., Brooklyn, N. Y.

J. H. Keeney & Co., Chicago, appointed Bilotta Distributing Co., Newark, N. J.

Mercury Athletic Scale Corp., Detroit, appointed Shaffer Music Co., Columbus, O.

**Personal Notices**

Eastern Sales & Engineering Co., Philadelphia, became a subsidiary of the Dextale Hoisery Mills, Lansdale, Pa.

Robert T. Gorrie resigned as sales manager for the American Coin Changer Corporation to enter the insurance business.

Joseph A. Hanna, Hanna Dist. Company, Utica, N. Y., elected president of the New York State Coin Machine Association.

Dr. Orville E. May was elected vice-president in charge of quality control by Coca-Cola Co., New York.

Ford S. Mason, founder and president of Ford Gum & Machine Co., Lockport, N. Y., was elected president of the National Automatic Merchandising Association.

Ray Vonesh resigned as legislation counsel for the National Automatic Merchandising Association to become executive secretary of the Chicago Paint, Varnish & Lacquer Association.

**Deaths**

John Ramsey Nelson, co-inventor of the book match.

**Rudd-Melikian Sees Booming Coffee Biz**

PHILADELPHIA, Jan. 1.—With the announcement last week that Rudd-Melikian, Inc., income approached the \$3,000,000 mark in 1948, Lloyd Rudd, firm head, stated that 1949 will "see a tremendous increase in (coffee vending) business." Firm's income for 1947 was almost \$1,000,000.

Rudd said that production of Kwik-Kafe venders was at an all-time high level of 150 units a month. Price policy of the firm is to hold the 5-cent cup of coffee line, he stated.

**SQUIRT SETS**

(Continued from page 75)  
purchase supplies thru certain Squirt bottlers in key cities thruout the country. Primary sales effort and contact work will be carried on by the parent firm altho shipment will be made from bottling plants in pre-designated cities.

Initial deliveries to the cup vender market will not be made until sometime in March, Cochran stated. Reason is that the sirup, made from Arizona grapefruit, will not be produced until next month, when the present fruit completely matures. Quantity deliveries will get under way the following month.

**ATTENTION—25c & 30c CONVERSIONS**

Dime conversions. Guaranteed Parts. Silver Quarter or combination Nickel-Expert Workmanship. \$8.50 for Silver Quarter conversion.  
ALSO 30c CONVERSIONS FOR ALL MODELS

**CIGARETTE MACHINES**

- C-8 Electric, 320 Pack Cap. .... \$190.00
- NEW ROWE Crusader, 8 and 10 Col. . 179.50
- NEW Uneeda, 8 Cols., 510 Pack Cap. 139.50
- Rowe President, 10 Cols., 475 Pack Cap. 125.00
- Rowe President, 8 Col., 380 Pack Cap. 120.00
- Rowe Imperial, 8 Col. .... 70.00
- Rowe, G Col., 150 Pack Cap. .... 35.00
- Uneeda, Model A, 9 Col. .... 75.00
- Uneeda Model E, 15 Col., 350 Pack Cap. 62.50
- Uneeda Model E, 8 Col., 240 Pack Cap. 57.50
- DuGrenier, 9 Cols., Model W, 270 Pack Cap. .... 62.50
- DuGrenier, 4 Cols., 100 Pack Cap. ... 25.00

**7 COLUMN CIGAR MACHINE, \$32.50**

Holds seven different brands

**CANDY MACHINES**

- National 9-18 .. \$100.00
- U-Select-It .. 35.00
- Advance Candy Machines .. 27.50
- Shipman Candy Vendor .. 22.50
- 5c & 1c GUM VENDOR .. 17.85

**SPECIAL \$90.00**

Uneeda Model 500, 15 Columns, 425 Pack Capacity.

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

SEND US YOUR COIN MECHANISMS FOR CONVERSION IN ANY QUANTITY

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

**Northwestern DUAL VENDER**



**\$44.00 Lots of 100 . . . \$45.00 Single**

We are New England headquarters for bulk machine operators, roasting and salting our own nut meats in pure peanut oil. All merchandise sold at lowest market price at time of shipping. Send us a trial order and be convinced.

- #1 Spanish Peanuts, 30 lb. ctn.
- High Grade Mixed Nuts, 30 lb. ctn.
- Blanched Virginia Peanuts, 30 lb. ctn.
- Whole Cashews, 450 to lb., 30 lb. ctn.
- Indian Nuts, 1250 to lb., 5 lb. bags
- Jumbo Queen and large Tulp Red Pistachios
- Boston Baked Beans, H.S., 1000 to lb., 33 lb. ctn.
- Rainbow Peanuts, H.S., 950 to lb., 33 lb. ctn.
- Teeny Jelly Beans, 620 to lb., 28 lb. ctn.
- Fruit Dibs, H.S., 900 to lb., 30 lb. ctn.
- Army and Navy Beans, 800 to lb., 25 lb. ctn.
- Licorice Dibs, H.S., 775 to lb., 37 lb. ctn.
- Licorice Pastels, 550 to lb., 37 lb. ctn.
- Adams Tab and Candy Coated Gum
- Rainbo Bubble Gum, 1/2 and 170, 25 lb. ctn.
- Large and Small Plastic and Plated Charms
- Ass't Plastic and Plated Rings, 20 Styles

Globes, Parts, Brackets and Stands. Deposit required with all orders.

**NORTHWESTERN SALES & SERVICE**

1198 TREMONT STREET

BOSTON 20, MASS.



**NOW! CALIFORNIA VENDING**

**ALMONDS**

Packed in 5-lb. vacuum tins. 6 tins to shipping case. LESS THAN CASE, 90c PER LB. BUY BY THE CASE AND SAVE

E. LA RUE, Sales Mgr., LEON "HI-Ho" SILVER, INC.  
760 HAYES ST., SAN FRANCISCO 2, CALIF.

**80c PER LB.**  
F. O. B. San Francisco



**LUMINOUS CHARMS, SKULLS and RINGS**

that Glow in the Dark!

Non-toxic, Sanitary and Harmless

- Luminous Glow Charms, Series #1 .. \$4.50
- Luminous Glow Charms, Series #2 .. 5.00
- Luminous Glow Skulls .. 7.00
- Luminous Glow Rings .. 6.00

**METAL PLATED CHARMS**

In bright gold and silver finish

- Metal Plated Charms, Series #1 .. \$6.00
- Metal Plated Charms, Series #2 .. 7.50
- Plastic Charms, Famous Series #1 .. 3.50
- Plastic Charms, Big Series #2 .. 4.50
- Plastic Skulls .. 5.25
- Metal Plated Skulls .. 10.00
- Metal Plated Skulls with Rhinestones .. 18.00
- Plastic Rings, 20 Styles .. 4.50
- Metal Plated Rings, 20 Styles .. 8.00

Write us so we can place your name on our mailing list to advise you of our newest vending items.

**SAMUEL EPPY & CO., INC.**

WORLD'S LARGEST

CHARM MANUFACTURER

113-08 101st Ave.

RICHMOND HILL 19, L. I., N. Y.

**VICTOR'S NEW MODEL V-K**

It's Outstanding!

Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**  
5701-13 Grand Ave. Chicago 39



**DOUBLE YOUR MONEY**

AND MORE in the **POPCORN BUSINESS**

with the

**"LITTLE GIANT" POPCORN DISPENSER**

and delicious

**"FRENCH BOY" POPCORN**

Write for FREE Big Details. We'll tell you how easy it is to become a successful operator.

**A. B. C. POPCORN CO., Inc.**

3441 West North Ave., Chicago 47, Illinois



**VICTOR'S CUSTOM BUILT UNIVERSAL**

\$13.95 EA.

In Lots of 24 \$13.50 EA

BEST FOR CHARMS & BALL GUM

Write for new circular just off the press.

**MILLER VENDING CO.**

42 Fairbanks St., N.W. Grand Rapids, Mich.

Phone: 9-8632

**Manufacturer of HIGHEST QUALITY CHEWING GUM**

**BALL GUM**

**BUBBLE GUM**

**BUBBLE BASE**

SOLICITES INQUIRIES FROM

QUANTITY BUYERS ONLY

**BARKER BRANDS, Inc.**

SEA BRIGHT, N. J.

**GIVE TO THE RUNYON CANCER FUND**

## State Tax Calendar

**Alabama**  
 Jan. 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.  
 Jan. 20—Sales tax report and payment due.  
 Jan. 30—Sales tax annual report due.

**Arizona**  
 Jan. 15—Gross income report and payment due.  
 Jan. 30—Gross income tax annual report due.

**Arkansas**  
 Jan. 20—Gross receipts tax report and payment due.

**California**  
 Jan. 31—Sales tax report and payment due.

**Colorado**  
 Jan. 14—Sales tax report and payment due.

**Florida**  
 Jan. 10—Agents' and wholesalers' cigarette tax report due.

**Georgia**  
 Jan. 10—Cigar and cigarette wholesale dealers' report due.

**Idaho**  
 Jan. 15—Cigarette wholesalers' drop shipment report due.

**Illinois**  
 Jan. 15—Cigarette tax return due. Sales tax report and payment due.

**Indiana**  
 Jan. 10—Cigarette distributors' interstate business report due.  
 Jan. 15—Cigarette distributors' drop shipment report due.  
 Jan. 31—Gross income tax report and payment due.

**Iowa**  
 Jan. 20—Sales tax report and payment due.

**Kansas**  
 Jan. 20—Sales tax report and payment due.

**Kentucky**  
 Jan. 20—Cigarette wholesalers' report due.  
 Jan. 31—Louisville employers' income tax due (last day).

**Louisiana**  
 Jan. 1—Soft drinks tax report due. Tobacco tax report due.  
 Jan. 15—Soft drinks tax report due. Tobacco tax report due.  
 Jan. 20—Sales and use tax report and payment due.

**Maryland**  
 Jan. 15—Sales and use tax report and payment due.

**Massachusetts**  
 Jan. 20—Cigarette tax report and payment due.

**Michigan**  
 Jan. 15—Sales tax report and payment due.

**Minnesota**  
 Jan. 20—Cigarette tax and report due.

**Mississippi**  
 Jan. 15—Sales tax report and payment due.

**Missouri**  
 Jan. 31—Soft drinks manufacturers' report and payment due.

**Nebraska**  
 Jan. 10—Cigarette distributors' report due.

**Nevada**  
 Jan. 15—Cigarette wholesalers' license fee delinquent.

**New Jersey**  
 Jan. 20—Cigarette distributors' tax report and payment due.

**New Mexico**  
 Jan. 15—Income tax due.

**New York**  
 Jan. 20—New York City sales and use tax return and payment due.

**North Carolina**  
 Jan. 15—Sales tax report and payment due.

**North Dakota**  
 Jan. 10—Cigarette distributors' report due.  
 Jan. 20—Sales tax report and payment due.

**Ohio**  
 Jan. 10—Cigarette wholesalers' report due.  
 Jan. 20—Sales tax report and payment due.  
 Jan. 31—Sales tax supplemental report and payment due.

**Oklahoma**  
 Jan. 10—Cigarette vending machine owners', wholesalers' and retailers' report due.  
 Jan. 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

**Pennsylvania**  
 Jan. 10—Soft drinks tax report due.

**Rhode Island**  
 Jan. 20—Sales and use tax return and payment due.

**Tennessee**  
 Jan. 20—Sales and use tax report and payment due.

**Utah**  
 Jan. 15—Sales tax return and payment due.

**Virginia**  
 Jan. 10—Warehousemen's tobacco tax due.

**Washington**  
 Jan. 15—Sales tax report and payment due. Wholesalers' cigarette drop shipment report due.

**West Virginia**  
 Jan. 15—Cigarette use tax report and payment due. Sales tax report and payment due.  
 Jan. 30—Sales tax annual report and payment due.

**Wisconsin**  
 Jan. 10—Cigarette wholesalers' and manufacturers' report due.

**Wyoming**  
 Jan. 15—Sales tax report and payment due.

**Pitney-Bowes Earnings**  
 HARTFORD, Jan. 1. — Pitney-Bowes, Inc., of Stamford, Conn., has reported a net income of \$1,020,206 for the nine months ended September 30, 1948. Net for the corresponding period in 1947 was \$1,029,175.

The nine-month net, it was noted, represents a profit of 9.5 per cent on income from the sales and rental of postage meters and mailing machines totaling \$10,606,492. Last year, the nine-month net was 10.5 per cent on \$9,956,103 income.

The earnings per share of common stock for the first nine months of 1948 were equivalent to \$1.01. For the same period last year, they were \$1.08.

**CMCBA Meet**  
 HARTFORD, Jan. 1.—A meeting of the Connecticut Manufacturers of Carbonated Beverages Association will be held late in January, according to present plans.

D. Page Bennett, general manager of the Coca-Cola Bottling Company East Hartford plant, and president of the State organization, presided at a routine business meeting, held last week.

Meeting place will be announced later.

**Diamond Match V.P. Retires**  
 NEW YORK, Jan. 1.—Diamond Match Company announced this week that Henry G. Lucas, vice-president, secretary and member of the board of directors, has retired. Starting with the company in 1903 in the bookkeeping department, Lucas was elected secretary in 1934 and a vice-president in 1947.



**\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY 200 FORTUNE TELLING NO SPRINGS SCALE**

Height, 51 in. Width, 13 in. without sign  
 Depth, 25 in. Sign, 15 in.  
 Net Weight . . . . . 185 Lbs.  
 Shipping Weight . . 245 Lbs.

**LARGE CASH BOX HOLDS \$85.00 IN PENNIES**

SEE US AT  
**C. M. I.**  
 BOOTH NOS. 12, 13 AND 14

*Invented and Made Only by*

# WATLING

Manufacturing Company

1650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889—Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago



### VICTOR MODEL V

3/8 140 Count  
**COLORED BUBBLE BALL GUM**  
 25 lb cartons  
 26c LB.

Prepaid in lots of 100 lbs. or more.  
**FULL CASH WITH ORDER**

Small Pistachios  
 25 lb. Cartons.  
 52¢ lb.

Plastic Charms  
 \$3.25 per M.

Sample, \$12.75

24 or more, \$12.00 ea.

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D.  
 Orders Under \$10.00, Money In Full.  
**ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.**

### PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.  
 461 SACKMAN ST., BROOKLYN 12, N. Y.  
 Phone: Dickens 2-7982

## BARGAIN TIPS

2 Advance Rolls . . . . . \$ 75.00 Ea.  
 2 Bingo Rolls . . . . . 250.00 Ea.  
 2 Bank Balls . . . . . 75.00 Ea.  
 1 Neon Coronet . . . . . Write

### WANT

WURLITZER 800—1015

A. M. I., Model A

1/3 Deposit—Balance C. O. D.

## DAVE LOWY & CO.

Exporters & Distributors  
 594 Tenth Avenue New York 18, N. Y.  
 CHickering 4-5100



### VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE.

Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of

### VICTOR VENDING CORP.

5701-13 Grand Ave. Chicago 39

## ALL VICTOR MACHINES

recommended and sold on

### TORR TIME PAYMENT PLAN

Pay for same in 16 weekly payments

WRITE FOR DETAILS

### RAIN-BLO BUBBLE BALL GUM

Packed 25 Lbs. to Carton

Less than 100 lbs. . . . .	3/8	170¢
100 lbs. and over . . . . .	30¢	30¢
1000 lbs. and over . . . . .	28¢	29¢
1000 lbs. and over . . . . .	26¢	27¢

Freight paid on 100 lbs. or over  
**FULL CASH WITH ORDER**

## ROY TORR

LANSDOWNE, PENNA.

### FOR SALE

All or any part of 40 Hawkeye Popcorn Vendors—like new. Original price, \$186.00. Must sell quickly for \$75.00 each or will trade for Jennings Machines.

### GENERAL VENDORS

P. O. Box 227 East Lansing, Mich.

### FOR SALE

8-Col. Rowe Crusaders, Each . . . . .	\$135.00
8-Col. U-Need-a-Pak Model A . . . . .	50.00
6-Col. U-Need-a-Pak Model A, Each . . . . .	25.00
Vendo Soft Drink Mach., 23-Bot. Cap. . . . .	40.00

All Cigarette Machines 25c Vending.  
 1/3-Deposit, Balance C. O. D.

### NATIONAL

712 Cedar Ave. SCRANTON, PA.

## GIVE TO THE RUNYON CANCER FUND

### VICTOR'S NEW MODEL V-K

*It's Outstanding!*

Vends Everything! Investigate the many new features incorporated in this great new bulk vander. Write us NOW for detailed information and prices.

A Product of

### VICTOR VENDING CORP.

5701-13 Grand Ave. Chicago 39



## THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

### TROPICAL TRADING CO.

716 W. Madison St. Chicago 6, Illinois



**VICTOR'S  
SENSATIONAL  
CUSTOM-BUILT  
DE LUXE UNIVERSAL  
1c or 5c Play**

Featuring Greater Capacity. Vends a combination of ball gum and charms and all bulk merchandise.

CONTACT YOUR VICTOR DISTRIBUTOR OR WRITE DIRECT TO

**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave. Chicago 39, Ill.

**Turning Back the Clock**

**10 Years Ago This Week**

CHICAGO, Dec. 31, 1938. — Jim Buckley, general sales manager of Bally, announced that remodeling of the firm's office and factory had been completed with the new arrangement permitting additional production space without detracting from any other department. Buckley said the remodeling completed the first link in Bally's 1939 expansion plans. . . . LeRoy Stein, newly appointed manager of the Music Association of New Jersey, began his initial membership drive for the group. Other new appointees in the association were Sol Kesselman as counsel and Sylvia Mack, clerk.

Daval's advertising manager, L. D. Rotkin, was modestly describing his firm's new game as "positively the best game we've manufactured." The new product featured the side kick high score feature. . . . C. S. Darling, NACOMM secretary, was accepting congratulations on his handling of the association's annual show. . . . Sun Sales, Cincinnati, was offering the Capehart Orchestrope phonograph for \$19.50. Unit played 10 records. . . . Rock-Ola announced that full production was already in effect on its 1939 model. . . . Jim Gilmore, secretary-manager of the Coin Machine Manufacturers' Association, disclosed that a fully equipped 1939 automobile would be awarded to some lucky operator at its 1939 convention.

Sam Wolberg and Sam Gensberg, Chicago Coin officers, announced initial deliveries on Miami, a new five-ball novelty game. . . . Another new game hitting the New Year's market was Bally's Hawthorne, a 10-way multiple with double reserve features. . . . Gumatic Corporation, St. Louis, reported that it had added an extra shift to produce Melody Gum units on a stepped-up basis. . . . According to Don Anderson, Western Products, Chicago, 1938 year was a good operators' year. . . . Top tunes of 1938 Christmas-1939 New Year's Day holiday season were *I Won't Tell a Soul*; *Jeepers Creepers*; *Angels With Dirty Faces*; *Umbrella Man* and *I Must See Annie Tonight*.

**15 Years Ago This Week**

CHICAGO, Jan. 1, 1933.—A campaign to make 1934 a countef-type machine year was laid with several game firms debuting the "smallies." Initiating the move was the Chicago Coin Machine Company with its new Sweet Sally machine. Claude R. Kirk, of Exhibit Supply Company, and developer of the Sally unit, expressed approval of Chicago Coin's taking over national distribution of the game. Latter firm's own counter game, Baby Leland, was also being promoted on a Coast-to-Coast scale. Paul Gerber, associated with Chi Coin in the distribution of the Sweet Sally game and well known in arcade circles, and H. M. Glass, concessioner of amusement games at the World's Fair, were also backing the counter games. A feature of the Sweet Sally game is that the ball gum vender built into it is designed so that it cannot be played unless the ball of gum is taken by the player. Its coin chute accepts any size coin from a penny to a quarter.

A final audit of the Chicago Century of Progress showed a total attendance of 22,320,456 who spent a gross of \$37,270,526.05 to see it. Games and vending machines were shown to have returned a total of \$407,841.79. Brooks Contracting Company, which operated pay lavatories on the fairgrounds (about which much furor was raised) grossed \$861,517.13. Fair officials announced that such facilities would be "free in 1934," the second year of the event.

D. Gottlieb & Company's chief, Dave Gottlieb, was trying to hoodoo the holiday by announcing a new machine right at the beginning of the holiday season. . . . Bally Manufacturing Company offered its game, The Pennant, for \$22.50, same price for "one or 100." Regular peg for this type was \$35, firm stated. Offer was plugged as stressing a "1932 price and 1934 quality." With the sale of each machine went a seven day money-back guarantee.

The Northwestern Corporation, Morris, Ill., declared in its house publication that the vending machine would rise to new heights of operator and public popularity in 1934. Stress was laid on the penny type bulk merchandiser. . . . Benny Schillinger, veteran coinman, re-entered the jobbing field when he opened a new office and display rooms in New York. Schillinger was former owner of the Blue Seal Vending Company in the Bronx, and sales manager for the New York Vending Company.

**Supplies  
In Brief**

(Continued from page 77)

duced in 1945 when the total was 428,000,000 pounds, according to Agriculture statistics. Average annual production over the last 10 years was 171,000,000 pounds.

Both the planting and harvesting seasons in 1948 were generally favorable, the department reported, and the quality of the crop is rated good to excellent in the majority of the producing States.

**Maple Sugar Off**

WASHINGTON, Jan. 1.—Maple sugar production this year was the lowest on record, Agriculture Department has reported. The 229,000 pounds produced during 1948 was only 65 per cent of last year's output. Unsatisfactory weather during the tapping season was the chief cause of the decline, it was reported.

**Peter Paul Raises**

HARTFORD, Conn., Jan. 1.—Peter Paul, Inc., Naugatuck, Conn., candy manufacturer, has announced a wage increase of 5 cents an hour for all its employees and six paid holidays a year, effective January 1. No specific hourly rates were announced.

John Tatigan, company secretary, in making the announcement, declared that the company is also working out details of a special family insurance plan for its 400 employees.



**IN STOCK!**

5 Lb. Globe  
Less than 25 \$11.55  
Less than 100 11.25  
100 or more 10.95

Write for prices on Models 40, 29, 33 and Deluxe Venders.

**EMPIRE COIN MACHINE EXCHANGE**  
1012 MILWAUKEE AVE. CHICAGO 22

**CALIFORNIA VENDING ALMONDS**

80¢ Per Lb. F. O. B. Los Angeles

Packed in 5-lb. vacuum tins. 6 tins to a case.

LESS THAN CASE, 90c PER LB. BUY CASE LOTS AND SAVE

**Southern California Distributors**

ACORN Bulk Merchandise VENDORS  
Operators Vending Machine Supply Co.  
1023-25 S. Grand Ave., Los Angeles 15, Calif.

**NEW CHARMS**

That Are Out of This World!  
INCREASE BUSINESS

25% TO 100%

Send \$1.00 for Sample Assortment, which will be deducted from first shipment.

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**NEW and USED**

- 20 LIKE NEW—P.X., 10 col. . . . \$129.50
- 10 ROWE PRESIDENTS . . . . . 95.00
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- 9 NEW DuGRENIER, 7 col. . . . 165.00
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MODEL **49**

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**VICTOR'S MODEL - V**

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

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- DU GRENIER, 7 Col. 5 . . . . . \$35.00
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- UNEEDA, 8 Col. . . . . 40.00
- NATIONAL 9-30 . . . . . 50.00
- ROWE ARISTOCRAT, 6 Col. Half Deposit. . . . . 22.50

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**GIVE TO THE RUNYON CANCER FUND**

**Form New State Assn. in Okla.**

TULSA, Okla., Jan. 1.—Oklahoma coinmen have organized a new State-wide association designed to improve amusement machine operating conditions, it was announced by C. A. Culp, president of the Oklahoma Coin Machine Association (OCMA). Each operator-member attending the first meeting was asked to contribute \$150 to finance early activities of the group.

Officers elected were Culp, president; Ben Hutchins, vice-president, and W. B. Atkins, secretary-treasurer. Members of the board are J. W. Suggett, L. W. Rice, Joe Cable, L. L. Phillips, Jim Boyle, Dave Sutherland and Jim Stevenson.

**Form Mercury Shuffleboard**

LONG BEACH, Calif., Dec. 25.—Papers of incorporation for the Mercury Shuffleboard Company have been filed with the county clerk in Los Angeles. Listed as directors are Harry Albert, Jack Corwin and Albert C. S. Ramsey.

# ACCENT MUSIC AT CMI SHOW

## Mobile Solons Okay \$50 Tax; Jukes in Bars

### Coin-Operation Approved

MOBILE, Ala., Dec. 28.—The Mobile City Commission Tuesday opened the way for coin-operated juke boxes in places that sell alcoholic beverages. The commission levied a \$50 annual license fee for electrical music devices and stipulated that such a license can be sold to retail and liquor establishments if they are approved by the commission.

Enactment of the \$50 juke box license constitutes a change in the city's previous policy of denying permits to places selling alcoholic beverages.

Formerly many of the alcoholic beverage retailers had installed juke boxes but had furnished free music. This was done by closing the coin chutes with adhesive tape. The music records were furnished on a weekly payment basis and changed when the tavern operators desired new records.

## Packard Builds Wall Boxes; No Juke Production

INDIANAPOLIS, Jan. 1. — The Packard Manufacturing Corporation here is concentrating its production facilities on wall boxes and other phonograph accessories as well as developing its non-coin-operated ice cube maker. Homer E. Capehart, chairman of the board, said this week that Packard—contrary to some rumors in the industry—is still very much in the music business and intends to remain in it.

Capehart said Packard is currently not building its Manhattan model, so presumably sales of that model are being made from dealers' inventories. "In my opinion," Capehart said, "this (not producing phonographs) is in the best interests of the operator at the present time."

The automatic ice cube maker, Capehart added, will not be introduced until field testing has been completed. Altho the device was designed as a manual machine, Capehart said the device could be easily adapted to coin operation. No further details concerning the ice cube maker will be divulged until it is ready for public showing.

## Varsity Records Adds 3 Music Op Distribs

NEW YORK, Jan. 1.—Varsity Record Corporation has added three more distributors to its exclusive juke box chain, bringing the total number of representatives thruout the country to 15. New firms appointed will cover Wilmington, N. C.; Portland, Ore., and Hollingworth, Ill. (Southern Illinois and Missouri).

Varsity will continue its hit tune recording policies, it was stated, cutting sides as fast as songs show promise of reaching hit proportions. It was pointed out that distributors appointed by the company will cover juke box operators only, while retail outlets will continue to be sold by the firm directly.

## 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:

**LOWDOWN ON RCA 45 R.P.M. DEBUT.** Waxery plans to intro changer, which is key to 45 r.p.m. bally, this spring.

**DISKERIES MULL COOK LAB'S QC.** Cook has submitted its quality control process to local indies to solicit business.

**PHILLY TO PLUG 78 R.P.M.** Retail Record Dealers' Association plans strong bally of 78 r.p.m., with players offered next to cost.

**INDIE CONFUSION CLEARING ON AFM PROCEDURE.** Some 34 companies have signed recording contracts with the American Federation of Musicians.

**CAP TO LAUNCH BOP BLITZ.** Diskery in all-out drive for be-bop with strong push to record buying public.

**'48 DISK TAXES OFF 1½ MIL.** Figures of Bureau of Internal Revenue show drop from '47.

And other informative news stories as well as the "Honor Roll of Hits" and Pop Charts.

## Ops Holding Own in Philly; Eye Legal Problems for 1949

(Continued from page 75)

Operators converted machines to take a quarter with 2 cents change contained in each pack and machine grosses have kept up well. The fact that the neighboring New Jersey State levied a 3-cent per pack tax on cigarettes, compared with 4 cents in Pennsylvania, gave the vending field a better chance to survive. Across the counter, smokes sell at 19 and 20 cents, but the 23-cent vended pack seems to be accepted by smokers here.

### Penny Machines Aid

Also heartening was the reappearance of penny candy, gum and peanut vending machines. After many years of operation by bobtailers, who serviced the penny machines as a sideline, established operators have taken to the penny field to help maintain collection levels. Hard hit in the

vending field has been the soft drink vender. With the State imposing a penny tax on soft drinks, there has been a decided drop in all soft drink sales here. Operators for the most part did not find it profitable to add coin chutes to the machines for the extra penny, and in most cases either absorbed the tax, which cut their profits, or placed a box beside the machine and depended on the customer's integrity to deposit the tax penny. However, such collections have not worked out well, and coupled with a marked buyers strike because of the soft drink tax, the outlook for the new year isn't bright unless the State Legislature repeals the tax measure. Prospect for tax relief is none too promising since the governor originally proposed the tax measure and looks forward to its con-

(See OPS HOLDING on page 82)

## New Products To Highlight '49 Exhibits

### Interest in MOA Grows

CHICAGO, Jan. 1.—With the Coin Machine Institute (CMI) show only a week away, visitors will find a heavy accent on music in the exhibits to be featured at the Hotel Sherman. Mixed in with new equipment to be shown by at least three manufacturers, will be those models featured by all other manufacturers, as well as a representation from the ranks of the makers of coin-operated television. In this field, too, there will be several new products unveiled for visiting operators.

As has been the case in the past, major suppliers, including recording companies and needle manufacturers, will also be prominent on the exhibit floors.

Aside from the exhibits, the operators of music equipment will find two scheduled sessions of the Music Operators of America (MOA) on the agenda. These will be held at 10:30 a.m. Tuesday (18) and Thursday (20) morning. Both George Miller, president of MOA, and Al Denver, vice-chairman, have stressed that MOA is now ready for nationwide action, and have urged operators thruout the country to attend the two sessions.

### Shuffleboard

Stressing the importance of shuffleboards as a supplementary operation for music men will be the exhibits by leading manufacturers in this field at the show. Many of the operators who are expected to attend this year's CMI show will get their first look at the various types of (See NEW PRODUCTS on page 82)

# TWIN CITIES OUTLOOK GOOD

## BEGINNING IN THIS ISSUE

A Great New Feature of . . .



PART XII

## The Honor Roll of Popular Songwriters

Including . . .

- ... BIRTH BIOGRAPHIES
- ... CHRONOLOGICAL LISTS OF THEIR OUTSTANDING SONGS
- ... ANECDOTES ON SELECTED SONGS
- ... PUBLISHERS
- ... RECORDS AND ALBUMS AVAILABLE
- ... FILM AND LEGIT MUSICAL CREDITS

No. 1 in the Series . . . STEPHEN FOSTER

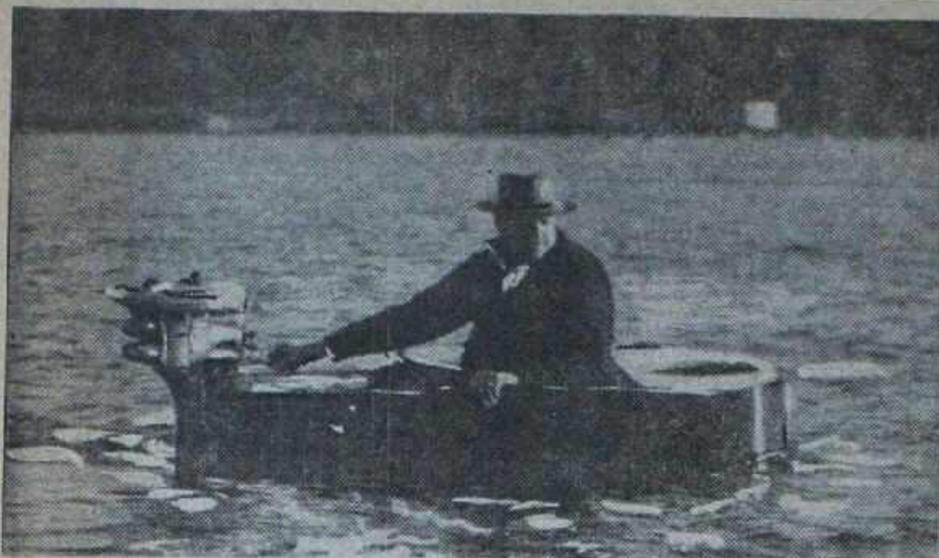
## Operators Eye '49 With Hope As '48 Ends

### Past Year Eventful

(Continued from page 74)  
Congress in 1949 is expected to have a salutary affect on business, with industry realizing that to meet the situation it must strive for increased production. In 1948 such things as the Taft-Hartley labor law had its affect on the morale of the public, some coinmen believe.

In the last year the music and pin game business did well to hold their own, arcades were off, vending machines were just struggling along—but on the horizon now appears a new operation which bids fair to grow into its own in the coming year—shuffleboard.

The distributors reported that the music machine business was confined in large measure to the sale of used equipment, with some new machines (See TWIN CITIES on page 83)



PAUL NELSON, service parts manager of AMI, proves the sales claim that the firm's plastic juke box cabinet is waterproof, by taking a ride in one on a lake just outside Grand Rapids. The cabinet illustrated above recently fell off a truck and was scratched so badly it would have been impractical to refinish it. So Nelson took over, mounted an outboard motor and now has a small cruiser.

## Ops Holding Own in Philly; Eye Legal Problems for 1949

(Continued from page 81)

tinuance for another two years when the State Legislature reconvenes next month.

Television has been the factor that all but crippled the music machine and pinball business here. Music business was down 50 per cent and pinball collections were down 30 per cent or more. Joseph Silverman, business manager for the Amusement Machine Operators' Association, pointed out that since most pinball operators also operate music machines, with others dipping into the vending field, the operators have been able to keep their heads above water. Relief for some music operators has also come from their retail record lines with two of the larger distributors (Scott-Crosse and David Rosen) also doing a healthy business as record distributors for many independent labels.

Attempts to introduce shuffleboards here as a possible fresh source of revenue for lagging collections were none too successful. Silverman pointed out that since pinball machines are recognized by the State as games of amusement, operators do not look upon shuffleboards with favor. Moreover, with location space at a premium, location owners also frown on the shuffleboard. In neighboring Camden, N. J., where the State liquor control board does not permit pinball machines in places where liquor is sold, shuffleboards have been introduced with success.

While operators frankly admit that "something will have to happen next year if we are to remain in business," much business courage is gained by the industry in the bright prospects that coin-operated television may get the green light. With the State Supreme Court ruling that television is "moving pictures" and hence subject to the State liquor control board's amusement tax of \$120 yearly, and with the city eyeing the taprooms, taverns and restaurants for its own 10 per cent amusement tax on all food and drink receipts, the tap and tavern trade will be forced to turn to coin-operated television. The State liquor board had ruled earlier that certain types of machines showing "moving pictures" were not subject to the State amusement tax, and coin-operated television meeting such requirements will be welcomed no end if the tax threat becomes a reality in the next few months.

Another encouraging sign has been the fact that operators, for the most part, have been standing steadfast. While business has been admittedly "bad" for most music and pinball operators, there was no general run-

ning to the showers. The operators, most of them long in the business, showed that they aim to remain in the coin machine business, prepared to take the "lean" with the "fat."

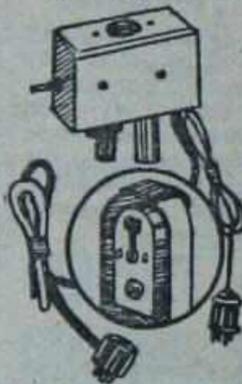
In an effort to keep the music machine industry in the forefront, the local association has continued its Click-Tune-of-the-Month promotions in association with Frank Palumbo's Click, name band nitery. And a week doesn't go by when an operator or distributor isn't donating a music machine to a school, an institution, a boys' club, a YMCA or some worthwhile place. In short, the operators are agreed that the business, and their business in particular, is here to stay. And mindful of lean pickings in earlier years, their holding on this year proves that their intentions are in earnest—all of which augurs well for the coin machine industry for the coming year.

For the Finest in Record Reproduction Use

G. E. Magnetic High Fidelity  
**LIGHTWEIGHT PICKUP**

With Permanent Sapphire Stylus

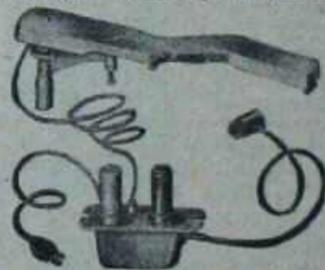
★ No Needle Scratch  
★ Seeburg — Light tone arm elec. cancel \$19.95  
★ Wurlitzer Kit \$14.95 Elec cancel \$4.00 extra  
Other makes on request  
1/3 Deposit Bal C.O.D.



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**LIGHTWEIGHT PICKUPS**

For All Wurlitzer and Seeburgs  
Perfect Tone—Easy on Records



Nothing to change—just plug it in  
**JACOBS MANUFACTURING CO., INC.**

Stevens Point Wisconsin  
Sole Canadian Distributor  
ST THOMAS COIN SALES LTD  
St. Thomas Ontario Canada

Another Aireon First!

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NEW RECORDS! NEW RECORDS!

ONLY 25¢ EACH

(Packed 100 to a Box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit, balance C. O. D. Can ship any size order same day received. Write for catalog of complete stock.

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# 20

Records cost real money.  
An AMI requires only 20 records  
—smallest number on any phonograph  
20 records is just right  
—lowest cost.  
Titriling is simple.

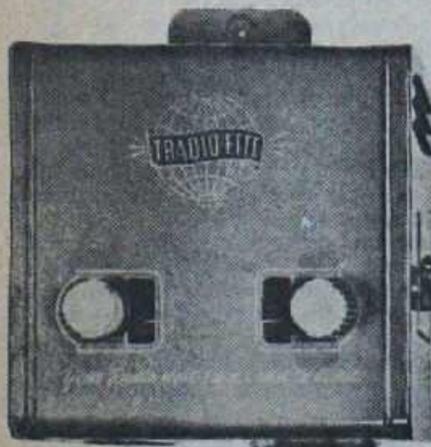
# 40

With 20 records, the  
AMI Phonograph gives 40 selections  
—a world of music for the public  
Both sides of each record  
are working all the time  
to make money for the operator.

See Our Exhibit at the Coin Machine Show—Booth Nos. 37, 38, 39, 40

**AMI Incorporated**

127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS



**TRADIO-ETTE**

The Dime-Operated  
Hotel Radio  
For a Limited Time

SPECIALY PRICED AT ONLY

**\$29.95** EACH  
IN  
DOZEN LOTS

This six-tube, RCA licensed receiver carries a standard RMA guaranteed; has simple wall mount, slug rejector, pick-proof lock and timer that can be set for 15-minute, 30-minute or 1-hour operation.

A REAL PROFIT MAKER. ORDER YOURS TODAY FOR IMMEDIATE DELIVERY

**TRADIO, INC.**

ASBURY PARK, NEW JERSEY  
PHONE: ASBURY PARK 2-7447

**New Products To  
Top '49 Chi Exhibits**

(Continued from page 81)

shuffleboards being offered, and will be shown how they can operate the boards in conjunction with their music routes.

Too, operators, who have not as yet had any experience with shuffleboards, will be able to meet with others from areas where the boards are in operation to discuss problems involved, and benefits that might be expected.

Coin-operated radios, which have picked up in popularity during the past six months in some areas, will also be featured at the show, and, as in the case of Tradio, will also show coin-operated television units.

While most of the music equipment will be shown at the Hotel Sherman, H. C. Evans will show its new Constellation (recently purchased from Mills) in the Morrison Hotel where it has engaged a suite of rooms for the unveiling of the redesigned unit.

## Lowdown on New RCA Disk; Changer Heart of New Unit

(Continued from page 13)

said to exist, exists in the fact that if nine of the new records, playing 5 1/10 minutes each, were placed on the changer (the capacity will be billed as nine records, the 10 to 12 may fit on it), the listener would get some 45 minutes of music, interrupted only by the split second between the time one record ends and another begins thru the operations of the changer mechanism. Incidentally, the new RCA Victor record for popular, hillbilly, classical, children's or any other items, will all be the same size, as detailed above.

(4) The records are made of unbreakable vinylite and have a slight shoulder built up on the inside rim so that a minute amount of air space actually exists between each two records in a pile placed on the changer mechanism. This is obviously intended to contribute to a complete elimination of changer service problems, which has been a headache to dealers to these many years.

(5) When RCA introduces the new records and players (this will be some time in the spring, between March and late April, most likely) they will kick it off with a substantial catalog of the new records right across the board. There will be popular, pop specialty, race, novelty, children's, Red Seal and religious items, all in goodly proportions. From the intro point on, the company will release all future pressings two ways, on the used standard 78 r.p.m. shellac records, and on the new 45 r.p.m., unbreakable vinylite disks.

### Demonstrations Held

While at this point the entire project is still a closely guarded secret, with relatively few people even at RCA aware of the full details, the company has held a number of private demonstrations of the player and records for set, changer record, pick-up needle, manufacturers, etc. The trade reaction, as learned exclusively by *The Billboard*, is roughly as follows:

Approximately 12 set manufacturers are more or less committed to introduce the new 45 r.p.m. player in one version or state, or another about the same time RCA will introduce its new line for the first time.

One major record manufacturer indicated to *The Billboard* that he is inclined to go along with the RCA 45 r.p.m. idea, virtually concurrent with RCA's own introduction of the new platter and player. The majority of the smaller record manufacturers have not yet seen the new RCA disk or machine.

Unquestionably the greatest stimulus in garnering support from other instrument and/or record manufacturers is the fact that RCA is making available to any and all comers on a completely royalty-free basis, final working blueprints for both the player, the changer mechanism and the records. The records can be made, it is claimed, with the same equipment being used in virtually all record plants today.

### Lower Price

Speculation and rumors concerning the price of the new player and record have been on a level with same concerning the phono and disk themselves, i. e., lots of talk, based on no facts. The fact is this. The price of either the player or the disks has not yet actually been determined by RCA. It is a safe bet, however, that the price of the adapters and players will be as reasonable as the company can make them, because top RCA management is acutely aware of the urgent necessity for getting as many units to play the new disk on the market as quickly as possible. The records will undoubtedly sell for less than present records on the market.

Just as the pricing picture is a

matter receiving most intensive thought and study (cost studies, market potentials, competitive elements, etc.) on the RCA top levels, so is the entire merchandising and marketing procedure on the new player and platter. Selected radio stations no doubt will receive 45 r.p.m. players as soon as the item is introduced, so that they will be in a position to give the new item a send-off if they are so inclined. Juke box manufacturers have been given a demonstration, and while it is unlikely that any juke makers will rush into quick production with a 45 r.p.m. unit, the time will probably come when the new record will get a boost from this quarter.

### No Name Yet

A tricky problem facing the RCA-ites is how to identify the new disk and player when it is finally introduced. Since Columbia has been doing an all-out job publicizing and promoting the 45-minute aspect of its long-playing microgrooved disks, the RCA gang, it was learned, want to duck the confusion which would result from their introduction of a 45-revolutions-per-minute disk. Around Camden the project has long been referred to as the "Madame X," but the feeling higher up is that this would hardly be in keeping with the company's dignity on a consumer level. One plan being mulled, *The Billboard* learned, is to have the public name the new product via a gigantic contest.

While wiseacre trade comment anent RCA's new disk has run along the general lines that the diskery would not sit still for Columbia beating them to the punch with the 33 1/3 long-playing platter, that RCA would find a way of "getting even," the facts behind RCA's development of its new system are these:

As is the custom with all its many products, engineering research has gone on in the record division for a long time. As far back as late 1938 the RCA engineers were diddling, not with a new type record, but with a complete phonograph system, which would give completely undistorted

(See Lowdown on page 84)

## CPMA Picks Hit Tune for Jan.; Sets Radio Plugs

CLEVELAND, Jan. 1.—The Cleveland Phonograph Merchants' Association (CPMA), in announcing its January Hit Tune of the Month, revealed that special radio promotion will be used to plug the selection. The tune picked by the association, according to Sanford Levine, chairman of record promotions, is *Don't Take My Word*, as recorded on the Rainbow label by Del Casino.

Howie Lund, local disk jockey, is the focal point of the radio tie-in. Lund will appear on every disk jockey program broadcast in Cleveland and will play the hit tune record on the various shows. Included in the programs to feature the record will be those conducted by Gene Carroll, Brooke Taylor, Bud Wendell and Johnny Rose. In addition to promoting the hit tune, radio programs will feature other songs by Carl Lampl, writer of *Don't Take My Word*.

In addition to appearing on the disk jockey programs, Lund, with a portable record player, will visit local newspaper offices to get additional publicity for the song.

CPMA members will use special title strips in all juke boxes in the Greater Cleveland area during January to further plug the song, which will be in the No. 1 spot on the units.

## Twin Cities Outlook Good; Operators Eye '49 With Hope

(Continued from page 81)

making the grade, too. But operators were wary of spending large sums for new equipment which was yet old model. Appearance of the new Seeburg phono on the market at the year's end may alter the 1949 picture. Music distributors are optimistic about the future.

Archie LaBeau, of LaBeau Novelty Sales Company, Rock-Ola distributors, reported that "music, new and used, was beginning to move much better than expected at the pre-holiday period and this augurs well for the future of 1949."

"Introduction of the new Seeburg machine will give considerable impetus to the music machine business," Hy Greenstein, of Hy-G Music Company, asserted. "The operators have a new machine for the first time in years and they like the idea."

The Wurlitzer representative here, Lieberman Music Company, finishing up its first year with the product, is expecting 1949 to be a good music year. The firm was troubled with the myriad problems of undertaking a new and large distributorship such as is required by Wurlitzer and expects to really get going in the year ahead.

### Commissions

In the music business one of the most encouraging trends of 1948 was the voluntary realignment of commissions by operators. Heretofore the 50-50 split had been in vogue almost entirely thruout the State but in the last year the coinmen realized that the increased cost of doing business necessitated a change. The new schedule of 60-40 caught on quickly and operators had little trouble selling their locations on the idea.

Appearance of flipper games saved the pin game field in 1948, all coinmen will tell you. The novelty of the flipper readily attracted more players to assist the pin game business to hold up its end of the industry in fairly good fashion. Even the vacationland area, which went thru its second consecutive summer bereft of both bell games and pin game free plays, reported pin games holding up.

### Legislation

The biennial session of the Minnesota Legislature, set to convene January 4, may hold more headaches for operators, however. Gov. Luther M. Youngdahl, whose 1947 drive banned bell games, prevented pay out other than by free replay or chips or pin games, has indicated nothing in the way of further restrictive legislation. But one of his staunchest supporters, Bradshaw Mintener, of Minneapolis, chairman of the governor's law enforcement advisory committee, pointed the way in which the chief executive may be thinking. As a result, the introduction of legislation aimed at barring minors entirely from entering establishments where pin games are in operation is expected.

The arcade business didn't do too well during 1948, with no one having any idea of the reason. Some suggested that perhaps just jitters worked to keep people from relaxing too much. The arcade business does depend on the relaxation feature to attract its trade, they pointed out. This is one end of the coin machine business which cannot judge the future and must take it as it comes.

The vending machine business is another which did well to keep its head above water during 1948, with increased costs of merchandise, service, equipment and other necessities taking a huge chunk out of profits, according to Leroy Johnson, of the Canteen Company of Minnesota and president of the Minnesota State Association of Vending Operators.

"The vending machine business, if it is to survive in the future, must streamline itself, cut loose all unnecessary baggage and get in and

fight," Johnson said. "We must be alert to any attempt to encroach upon us, either by State or governmental subdivisions."

He pointed out that there is talk of enactment of a State sales tax by the Minnesota Legislature when it convenes in January to pay off, among other things, a veterans' bonus which was approved at the November 2 election. Then there is also talk of some system of taxing vending units which will prove costly and difficult for the business, he said.

The year 1948 saw some vending operators fall by the wayside. The advent of the soft drink cup machine was of little moment in Minnesota, while bottle machines held their own in fair fashion. Cigarettes, finishing their first full year with a State tax of 3 cents, were oriented and moving along in good manner, but the profit always has been low on this item. Candy and nut-gum units suffered considerably from huge price increases.

### Few Venders

There were few other types of units in operation, with the number of popcorn machines almost negligible. Shoe shiners made practically no dent in the local picture while coffee machines were talked of but made no appearance. A year ago there was considerable enthusiasm in grill machines but it came to nothing during 1948. Whether these units will emerge in 1949 is questionable in this market.

To get back to music for a moment, the settling of the record ban by the Petrillo union is expected to give this end of the business an even greater shot in the arm in the coming year. Record departments at distributors have been on the go all year long. Some confusion is expected to result from the ban lifting with many labels carrying identical tunes, but the industry has been up to this before and is expected to meet the issue again in the future.

### Shuffleboard

And now shuffleboard. As yet it has played a minor role in the Minnesota picture, but coming fast as the year ended, it is expected to play the prominent part in the industry. From the beginning there was some opposition to shuffleboard because it was not coin-operated. Since then several distribs have been quick to admit that—now that they have shuffleboard lines of their own—maybe they looked at the situation from the wrong angle.

In the industry itself several make no bones about the fact that shuffleboard appears to be their salvation for 1949. Coinmen who were afraid to undertake this new game now are enthusiastic. They believe that they are needed to supervise the games properly because the locations just don't have the time to give to keeping the boards in ship-shape. Increased appearance of shuffleboard has brought a higher degree of skill among players and they are demanding good boards. That's the job for the operator and he is recognizing it, as is the location-owner.

"Shuffleboard has been the big answer for us," Archie LaBeau, LaBeau Novelty Sales Company, Rock-Ola distributor, said. "Sure we were skeptical at first, but no longer. And the operators are changing their tunes."

(See Twin Cities on page 85)

## Mrs. J. P. Seeburg Dies

BEVERLY HILLS, Calif., Jan. 1.—Preliminary investigation into the death of Mrs. Margot Seeburg, wife of juke box manufacturer J. P. Seeburg, indicated accidental drowning. She was found dead in the swimming pool behind the Seeburg mansion December 24. Police Chief C. H. Anderson stated she might have fallen into the pool while sleep walking.

**NEW GAMES**  
 MAGIC HARVEST MOON  
 SERENADE ONE-TWO-THREE  
 HOLIDAY EL PASO  
 CITATION (1-BALL FREE PLAY)  
 LEXINGTON (1-BALL PAYOUT)

**1-BALL PAYOUTS**  
 Completely Reconditioned—Entirely  
 Refinished—Look Like New!  
 GUARANTEED TO BE 100% PERFECT  
 TURF KING \$59.50 EACH  
 SPORT KING

MILLS SLOTS—Rebuilt and Refinished—(All With Club Handles)

5c BLUE FRONTS	\$ 85.00
10c BLUE FRONTS	90.00
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 Completely reconditioned.  
 All worn parts replaced.  
**GUARANTEED PERFECT!**



GRACIE BARRIE, singing star, and Reverend J. S. Carahan, of Waynesburgh, Pa., dropped in at the United Manufacturing Company's new plant recently to say hello to Lyn Durant, president of the firm. Miss Barrie and the Reverend Carahan were taken on a tour of the 70,000-square-foot factory, and viewed United's newest entry, Serenade.

SEE US AT THE COIN MACHINE SHOW—BOOTH NO. 76

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**Lowdown on New RCA Disk;  
 Changer Heart of New Unit**

(Continued from page 83)  
 music. The record and player which will be introduced in March or April of 1949 were actually developed for all practical purposes by late 1946. The record business at that time was enjoying an unprecedented boom, and RCA hesitated to introduce the new product for fear of upsetting the market. In 1947 pretty much the same situation was true. Meanwhile refinements on both the player and disk were being made. In the summer of 1948 when Columbia introduced its long-playing 33 1/3 microgrooved disk and won the support of the majority of key instrument manufacturers, RCA decided the time had come to get serious about introing their own version of a new standard. In view of the engineering research, production and other planning necessary to ready and launch such an item it seems ridiculous to believe that pique over the Columbia move dictated the RCA entry. On this score top RCA spokesmen point out that they are the sole firm with both an instrument and a record stake in the disk business. They would be silly, therefore they point out, to do anything which would tear down the industry. Rather, they insist, it is obviously to their interest to do everything possible to build up the industry.

trade toppers believe, the industry is on the way to profitable rebirth. If they don't . . . hold your hats, kids, and run for the storm cellars.

Despite any pros and cons along this line, however, there is little doubt that the introduction of the new RCA player and platter in the spring will mark the beginning of a historic disk battle between the Camden characters and the Columbia gang from Bridgeport. In many respects the tussle is likely to turn out as fraught with significance and ultimate effect as the old battle between the cylinder and the flat record. There is also little doubt that the introduction of the new RCA items will create a certain amount of additional confusion on the dealer and certainly on the consumer level. Industry leaders, regardless of which side of the fence they occupy at the moment, are agreed on one point: That it is of prime importance that all factions contribute as little to the inherent confusion as possible and work as hard as they can to hold any confusion to a minimum. If they do,

**CLOSEOUT BARGAIN BAT-A-BALL FLOOR STAND MACHINES**  
 All Brand New  
 A whale of a sale! Pays for itself in a hurry. Legal everywhere. Entirely mechanical. Fool-proof. Stands 6 feet high—good to look at. Gets heavy play in any location. Hurry! Quantity limited. F.O.B. Chicago.  
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 Sacrifice  
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 2359 Coney Is. Ave. Brooklyn, N. Y.  
 Esp. 5-1256

# Twin Cities Outlook Good; Operators Eye '49 With Hope

(Continued from page 83) too, with this game yielding \$40, \$50 and \$60 per week."

Harold Lieberman, of Lieberman Music Company, also handling Rock-Ola boards, echoed those words. Lieberman believes that while the boards may slow up music a bit, they will overcome the loss with new money. The same is true of pin games, and he looks ahead to a 1949 predominated by shuffleboards.

Admitting that he hadn't thought too much about the value of the new game, Hy Greenstein, of Hy-G Music Company, is also looking at the situation otherwise now. The Chicago Coin's Shuffle-King has caught on and he thinks the game is "beginning to pay off and will play a prominent role in the future of our business."

Jack Karter, of Midwest Coin Machine, Filben distributor, is another who first couldn't see the value of the big boards but who now is all for them. Since taking on a line of the boards he has found that the operators are showing much more interest in the game and that units are selling at a rapidly accelerated pace. He, too, expects shuffleboard to come into its own in 1949.

At Mayflower Novelty Company, Matt Engel, sales manager, long has felt that shuffleboard will prove to be a valuable addition to the coin machine field and foresees the game going ahead by leaps and bounds in the year ahead.

### The Future

The year 1949 is being awaited with great expectation, but again it may repeat the story of other years that "only to the swift belong the race." It will require good management, good service, shrewd operation and those who recognized it now and prepare for it will be around—in the black—when the year 1950 arrives.

What still is needed in this area is a good program of public relations. The industry suffered immeasurably during the 1947 legislative session.

"Give us good public relations, make it possible for us to build our reputations as part and parcel of the entire community and we won't be set upon and attacked as we have been," said one coinman who practices that creed in his own business and has found it successful.

## Scotch Company May Build Coin Machines

GLASGOW, Scotland, Jan. 1.—Vac-tric, Ltd., here is reported to be negotiating with American interests for the manufacture of coin-operated machines. No concrete moves have yet been made and so far the negotiations remain tentative. It was said, however, that if the project should develop and the manufacture of coin-operated equipment prove an economic asset, the advent of this new industry would be well received.

Intention is to construct coin-operated equipment for the Continental and South American market.

**FOR SALE**

	Each
6 Kirk's Guesser Scales, Model K-25 (like new)	\$ 95.00
2 Mauser Pistols (extra clean)	175.00
3 Exhibits Lite-Up Grips (used 3 mo.)	60.00
3 Exhibits Lite-Up Fist Strikers (used 3 mo.)	60.00
2 Genco Whizz on stands (clean)	40.00
10 A.B.T. Challengers (clean, post-war)	15.00
10 A.B.T. Stands (for Challengers)	3.00
6 A.B.T. Model "F", Blue Cabinets	7.00
1 Skill Thrill (like new)	10.00
1 Boomerang	75.00
1 Tumbler	75.00

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2 10¢ Orig. Black Cherrys, 2/5	115
3 25¢ Orig. Black Cherrys, 2/5	125
2 5¢ Orig. Golden Falls, 2/5 Hand Lead	125
2 10¢ Orig. Golden Falls, 2/5 Hand Lead	135
2 25¢ Orig. Golden Falls, 2/5 Hand Lead	145
2 50¢ Orig. Golden Falls, 2/5 Hand Lead	195
1 5¢, 1 10¢ Mills Bonus, Perfect	95
1 25¢ Mills Club Bells, Like New	115

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WE are not fly-by-nights or flash in the pan.  
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Wurlitzer 1015	399.50	Rock-Ola DeLuxe	49.50
Wurlitzer 24	39.50	Rock-Ola Standard	49.50
Wurlitzer 500	59.50	Rock-Ola 1422	275.00
Seeburg Envoy	99.50	Wurlitzer 850	119.50
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AMI Model A	449.50	Seeburg Wireless Boxes	7.50

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3-Way Grippers	15.00
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Bat-o-Score, F.S.	300.00

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15 Wurlitzer Skee Balls	\$150.00
10 Bank Balls, 14 Ft.	110.00
1 Bank Ball, 9 Ft.	85.00
2 Jafco 9-Ft. Barrel Rolls	95.00
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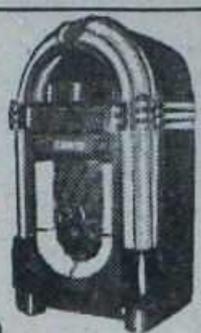
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**Record Reviews**

(Continued from page 29)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



**POPULAR**

**VERA LYNN-BOB FARNON ORK**  
(London 364)  
**One Sunday Afternoon** 68--68--68--68  
Thrush does an unbending, cold job with a gay nineties type waltz that needs warmth and sympathy for results.  
**Love Me** 72--74--70--72  
Miss Lynn shows more affection for her material here, a gypsy flavored torcher.

**JOY NICHOLS & BENNY LEE**  
(Stanley Black & His Blacksmiths)  
(London 365)  
**The Pussycat Song** 84--84--84--84  
Cute-as-button version of the up-and-coming plug tune. Lee and Nichols project handsomely in their teamwork here.

**Bounce-Y Bounce-Y Ball-Y** 67--67--66--68  
A kid groove novelty in rhythm that figures to have less appeal for adults than for youngsters.

**REGGIE GOFF-CYRIL STAPLETON ORK**  
(London 368)  
**In My Dreams** 61--62--61--60  
The English bary does a Vaughn Monroe on a slow ballad that Monroe himself waxed. Goff does an unenthusiastic job.

**Olwen** 71--73--70--70  
The pretty pic music with lyrics, warbled with some sympathy here.

**JIMMY DURANTE**  
(Roy Bargy, Dir.)  
(MGM 30169)  
**The State of Arkansas** 75--78--75--71  
Durante makes for plenty yocks as he tells how he would move the state of Arkansas.

**Dollar a Year Man** 75--78--75--71  
Another funny side on which the comedian turns down a dollar-a-year post unless he gets paid in advance.

**DAVID ROSE ORK**  
(MGM 30164)  
**Deep Purple** 77--83--77--72  
That lush string scoring of Rose's is particularly attractive on this ever-green.

**Rhapsody in Blue** 77--83--77--72  
And just as effective on his transcription of the main theme from the Gershwin classic.

**THE BACHELORS**  
(MGM 10326)  
**Rusamba** 73--75--69--74  
An accordion, organ, guitar trio in the Three Suns tradition tackle a samba which manages to include snatches of some familiar Russian folk tunes.

**Enchantment** 67--67--65--68  
They tackle a feeble Buck Ram attempt to repeat "Twilight Time."

**BING CROSBY**  
(Ken Darby Choir)  
(Decca 24532)  
**Far Away Places** 90--90--90--90  
Bing is effective on this hit song by Kramer and Whitney with choral aid from the Ken Darby group.

**Tarra Ta-Lara Ta-Lar** 91--91--90--91  
Crosby's even better on this fast-moving lullaby, again with the aid of the Darby group.

**POPULAR**

**HERB KERN**  
(Tempo TR-1064)  
**Trees** 48--47--49--48  
This song sounds debowled without the Kilmer words.

**Empty Saddles** 50--50--50--50  
Kern at the organ and piano turns in a fair job with the Western-styled oldie.

**RAY DOREY**  
(Gold Medal GM 943)  
**Too Many Kisses** 62--62--62--62  
Ray warbles an old-fashioned corn tune in robust style, but with weak ork support.

**It Isn't Fair** 60--60--60--60  
More of Ray's virile warbling and more slap-dash orking, this time on a very derivative ditty.

**JOHNNY EAGER & HIS EAGER BEAVERS**  
With Ernest Benedict Quartet  
(Grand G-25011)  
**Red Lips and Red Wine** 76--76--76--76  
Warbler Johnny Eager projects loads as his appealing voice puts over this polka with its echoes of a continental cafe.

**The Ski Polka** 71--71--71--71  
Dashing Alpine polka, with Eager singing warm and gay.

**BEN LIGHT-HERB KERN-LLOYD SLOOP-BILL MARKAS**  
(Tempo TR 622)  
**Orchids in the Moonlight** 84--84--83--85  
Sock piano styling by Light, with effective organ, novachord and drum backing.

**Do You Ever Think of Me?** 71--71--70--72  
Planola stuff on the oldie, backed here by organ and rhythm. Effective, but not in class with flip

**TINY HILL ORK**  
(Columbia 38048)  
**Doodle Doo Doo** 71--71--70--72  
The answer to "How corny can you get?" Tiny and the band do it gaily, however, and the tune, an old razzmatazz, will strike responsive chords.

**Auld Lang Syne** 64--65--64--68  
(Erwin Bendel)  
Why does everyone sound like Lombardo on this tune? Not that that's so bad, salecwise.

**HERB JEFFRIES**  
(Exclusive 71X)  
**The One Rose** 68--68--68--68  
An old-fashioned waltz is not becoming on Jeffries tho he doesn't do badly with it.

**Baby, Won't You Please Come Home** 71--72--71--70  
Jeffries is somewhat better on this side but still not up to his usual wax par.

**HERB KERN**  
(Tempo TR 1062)  
**Me and My Shadow** 46--46--44--48  
Dull stunt platter, with performer taking turns on two kinds of organ, novachord, celeste and piano. Tricky, but it ain't art.

**Sailing Down the Chesapeake Bay** 45--45--44--46  
Same story.

**OUR MONEY BACK GUARANTEE IS YOUR ASSURANCE OF SATISFACTION**

**MILLS AND JENNINGS SLOTS**

IN ALL MODELS  
**JEWEL BELLS**  
**BLACK CHERRY BELLS**  
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TRY THE NEW  
**CRISS CROSS BELL**

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Old balls refinished like new. Also available—small pins for small bowling alleys and shuffleboard games. Write for prices—Specify size ball and quantity desired.

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 40-69 SATISFACTORY • 0-39 POOR

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**BUDDY STEWART & HIS QUINTET**  
 (Sittin' In 512)

**Shawn** 70--70--70--70  
 Relaxed vocal and instrumental bop, with Stewart's warbling a standout. Side is strictly for jazz fans.

**Laughing Boy** 80--85--79--77  
 A sensitive, appealing vocal portrait that should score in all departments. Slow bop intro and ending sandwich a fine ballad job by Buddy.

**PRIMO SCALA & HIS BANJO & ACCORDION ORK WITH THE KEYNOTES**  
 (London 366)

**Then I'll Be Happy** 73--72--72--72  
 Familiar Scala treatment of a catchy oldie from the same period that produced the flip, and many other recent revival hits.

**That Certain Party** 73--73--73--74  
 Where straight, unpretentious old-time playing and group singing are preferred, this late entry of the sleeper hit may earn its keep.

**FOLK**

**HANK WILLIAMS**  
 (MGM 10328)

**Mansion on the Hill** 78--78--78--78  
 Williams projects strong personal quality on a weeper; side should be one of the folk leaders.

**I Can't Get You Off My Mind** 75--75--75--75  
 Forceful, sincere warbling in front of good beat, relaxed orking makes this medium tempo Western a more than okay item.

**POLLY JENKINS AND HER MUSICAL PALS-UNCLE DAN-TEXAS ROSE**  
 (Cowboy CR-802)

**Let's Stop Feudin', Sarah Jane** 52--52--50--55  
 Too-studied approach inhibits this up-tempo folkie.

**In My Shanty Down in Ypsilanti** 62--62--60--64  
 Two-gal close harmony makes for an effective country number here. Tune is simple and attractive in corny fashion.

**PETE CASSELL**  
 (Mercury 6150M)

**Moss Covered Mill** 61--61--60--62  
 Warbler gets warmth and personal quality, but falls to stog quite true on conventional hill tune.

**It's a Lonely Trail** 51--51--50--53  
 Pitch difficulty throws warbler badly here.

**THE DIXIE-AIRES**  
 (Exclusive 66X)

**Will the Circle Be Unbroken?** 70--70--70--NS  
 Rhythm spiritual, cleanly warbled.

**Poor and Needy** 62--62--62--NS  
 Slow spiritual seems to lag.

**MAHALIA JACKSON**  
 (Coral 85001)

**God's Gonna Separate the Wheat From the Tares** 60--60--60--NS  
 Miss Jackson isn't up to her usual evangelical fervor on this repetitious hymn performance.

**Keep Me Every Day** 66--66--66--NS  
 Thrush projects strong feeling on this slow hymn.

**ARTIST TUNES LABEL AND NO. COMMENT**

**RATINGS**

OVER-ALL DISK JOCKEY DEALER OPERATOR

**RACE**

**DINAH WASHINGTON**  
 (Mercury 8114)

**It's Funny** 79--79--78--80  
 Dinah sings a bit more simply than usual and is more effective with a fair, schmaltzy sort of tune.

**Why Can't You Behave?** 72--74--70--72  
 This Cole Porter tune from "Kiss Me Kate" somehow doesn't quite suit Dinah. She tries tho.

**TAB SMITH ORK**  
 (Manor 1162)

**Good Woman Blues** 59--59--58--60  
 Tab sings some good blues lyrics in pretty unexciting fashion and with weak ork support.

**Riffin' at the Savoy** 49--49--48--51  
 Only thing that means anything is the Smith alto solo.

**DEEK WATSON AND THE BROWN DOTS**  
 (Manor 1163)

**Just in Case You Change Your Mind** 60--59--60--60  
 Pretty ordinary race ballad draws the Ink Spots-Mills Brothers combined type reading.

**Let's Give Love Another Chance** 56--54--56--58  
 Bad recording, poor surface make this pretty difficult to hear; what can be perceived sounds meaningless.

**VIVIANE GREENE & HER TRIO**  
 (Mercury 8113)

**Love Me, Love Me, Love Me, or Leave Me** 72--72--70--74  
 Miss Greene is not much of a singer but she's convincing nevertheless on this ballad.

**Jades of Green** 77--78--75--78  
 Same gal tickles a mean keyboard as she kicks up a better than average b.w. with solid rhythmic support from her trio.

**5 RED CAPS**  
 (MGM 10330)

**I Learned a Lesson I'll Never Forget** 70--70--70--70  
 This is the side which made this group. It still sounds good enough for some plays.

**Sugar Lips** 48--47--47--50  
 Sounds like "Baby Face" with new and inferior lyrics added to a slight performance.

**EARL (FATHA') HINES ORK**  
 (MGM 10329)

**Sweet Honey Babe** 64--68--64--60  
 Hines plays a lot of piano and injects some life into an otherwise uninteresting side.

**Midnight in New Orleans** 50--50--50--50  
 Johnny Hartman sings a set of poor lyrics in trying fashion. He and Hines' piano do what little can be done to help the etching.

**JOE LIGGINS & HIS HONEYDRIPPERS**  
 (Exclusive 68X)

**Blue Moods** 64--64--64--64  
 Pretty alto and tenor solos on a melodic little theme, with okay rhythm backing. Slight, attractive and uncommercial. Reissue.

**I've Got a Right To Cry** 66--66--66--66  
 Light, easy warbling and bounce orking on passable rhythm ballad. Reissue.

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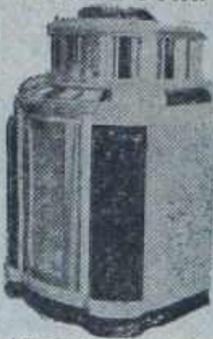
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## Vender Exports Up 100 Per Cent; Games, Music Off

(Continued from page 74)

accounted for \$24,049, whereas these nations rarely buy coin machines of any type in such large dollar quantities.

### Colombia Leads

Over-all leader in September was Colombia with 55 units (all jukes), worth \$16,134, which compared favorably with Colombia's August total of 37 units, valued at \$16,730, but was a sharp drop from the August top buyer's (Venezuela) total of \$39,115. The other five big buyers listed in the current report were Cuba, \$14,908; Philippine Republic, \$13,329; Canada, \$11,673, and the Union of South Africa, \$10,985. Of this group only Cuba concentrated on juke purchases with the other four spreading out their buying over all types of coin equipment. One of the surprises of the month was Venezuela, usually one of the leading buyers, spending but \$9,405 for coin exports and only \$6,057 for jukes.

### Game Sales

September game sales to foreign coinmen totaled \$27,717 for 216 units, compared with \$44,914 for 416 in the previous month. As has been the case during most of '48, the Philippine Republic was the main buyer. In the current export resume, the Philippines accounted for \$9,850, off approximately 110 per cent from its August game figures. Other major game purchasers in September were Canada, \$6,577, and the Union of South Africa, \$6,858. Just why game figures dropped so much in September is conjectural, but August game sales were high for the year, \$44,914, and, it was pointed out, foreign game buyers probably were carrying a heavier game inventory than they had planned.

### Juke Prices

Average prices on jukes varied from Colombia's \$293 for each of its 55 units to the \$614 paid by a Japanese coinman. Mexico actually paid the smallest average price for music machines but bought only 11 compared to the 55 imported by Colombia. Vender average prices also varied considerably in September. China was high for the month, paying \$369 for each of 13 machines, while Cuba and Canada bought smaller type merchandisers, spending but \$24 and \$29 for an average price for their

## Binks Forms Firm To Construct Bells

(Continued from page 74)

ing which also has warehouse and shipping facilities.

Binks disclosed that all the preliminary work necessary to placing the Arrow Bell in production has been going on for the past six months and that he and his staff were so sure of the performance of the Arrow Bell that their main concern was centered in ways of stepping up production. All firm products will be sold thru area distributors, now being appointed.

### New Bell Features

The Arrow Bell embodies several new features not used on bell consoles before, Binks said. Among them are positive odds for each payout classification whether the player has inserted one, two, three or four coins. Machine has two separate coin chutes which permit simultaneous play by two patrons. New product also makes first use of wild reel for each of its three reels.

Binks first joined the industry as an operator of diggers in 1930, later becoming associated with Exhibit Supply Company. For the past 14 years he has been with the J. H. Keeney Company as an engineer and designer of equipment. The first bell product made under his direction at Keeney was Track Time. Just before he resigned his post as chief engineer for the Keeney organization in March, 1948, he had completed designs for the company's de luxe electric cigarette vender.

47 and 62 units respectively. Game average prices ranged from Japan's \$304 per machine to Panama's \$25 per game. The big game buyer, the Philippine Republic, paid an average of \$186 for each of its 55 units.

Altho September figures were the lowest for the first nine months of '48, they brought the year's grand total to \$1,645,871 and practically assured better than \$2,000,000 for the full calendar year. While this amount is much under 1947 dollar totals, it again served to reflect the foreign coin market. Actually, the 1948 figures are being completed under the greatest handicaps (because of dollar curbs in most of Europe and also Cuba and Canada) since the 1939-'45 World War II period when foreign commerce was at a standstill.

## Mutoscope To Bow 3 Games at Mee

(Continued from page 74)

shortly after show time, it was reported.

Drop-Kick, basing its appeal on strength testing, has the patron kick a football, with the force of the kick determining the score. The ball is fitted on an inclined plane which serves as the base of the machine. The scoreboard is a simulated grid iron, with a miniature football traveling the length of the field to show the score achieved. The game occupies 18 by 36 inches of floor space.

### Cross Country

Cross Country Race, an improvement over the firm's Drivemobile, bases its appeal on competition, allowing two players to compete simultaneously in driving skill. Two steering wheels are fitted to the front of the game, and the players try to advance their cars over the face of the illuminated backboard by clearing road hazards and keeping to the proper side of the road. However, one patron may play the game, it was pointed out, by turning the unused wheel completely to the left. The base of the machine measures 21 by 48 inches.

Details of Rocket Radar, said to "represent an entirely new departure in coin operated devices," will not be revealed until the CMI show, Rabin said.

Prices for the three games have not yet been set, according to Herb Klein, sales manager, but will be announced prior to the CMI convention.

The vender to be shown is the Pick-a-Book, pocket-sized book merchandiser, introduced at the National Automatic Merchandising Association convention last month.

## MOORE RESIGNS

(Continued from page 74)

When Gasparro resigned in 1947, Moore was promoted to the position.

Prior to entering the trade, Moore, a veteran pilot and chief flight instructor for some of the nation's leading aviation schools, was vice-president of the Cape Institute of Aircraft at Cape Girardeau, Mo., and later vice-president and general manager of Parks Aircraft, St. Louis.

Moore stated that he expected to stay in the coin machine field and would announce his plans later this month.

## CONSOLES

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Bally Draw Bells	175.00
Keeney Bonus Bells	210.00
Keeney Twin Bonus Bells	375.00
Jockey Specials	215.00
Special Entrys	165.00
Victory Specials (Chrome Rails)	89.50
Bally Big Inning	210.00

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## Coin Machine Exports

Country	No.	Totals Value	Phonographs		Venders		Amusement Games	
			No.	Value	No.	Value	No.	Value
Colombia	55	\$ 16,134	55	\$ 16,134	..	..	..	..
Cuba	85	14,908	38	13,790	47	\$1,118	..	..
Philippine Republic	79	13,329	12	2,879	12	600	55	\$9,850
Canada	129	11,673	7	3,287	62	1,809	60	6,577
Union of S. Africa	53	10,985	9	4,127	..	..	45	6,858
Venezuela	25	9,405	14	6,057	8	2,548	3	800
Lebanon	35	5,178	..	..	35	5,178	..	..
China	13	4,805	..	..	13	4,805	..	..
Hong Kong	15	4,748	..	..	15	4,748	..	..
Curacao	30	4,593	..	..	30	4,593	..	..
Japan	18	5,407	1	614	15	4,185	2	608
Salvador	7	4,261	7	4,261	..	..	..	..
Newfoundland	12	3,520	12	3,520	..	..	..	..
Costa Rica	9	3,063	9	3,063	..	..	..	..
Honduras	4	2,633	4	2,633	..	..	..	..
Saudi Arabia	3	2,420	..	..	3	2,420	..	..
Argentina	5	2,345	5	2,345	..	..	..	..
Guatemala	2	1,830	2	1,830	..	..	..	..
Panama	41	1,595	1	595	..	..	40	1,000
Nicaragua	90	1,485	..	..	99	1,485	..	..
Mexico	11	1,450	11	1,450	..	..	..	..
Surinam	6	810	..	..	..	..	6	810
Bermuda	3	754	..	..	..	..	3	754
Switzerland	2	686	2	686	..	..	..	..
Other Countries	78	2,528	6	772	70	1,296	2	460
<b>Totals</b>	<b>820</b>	<b>\$130,525</b>	<b>195</b>	<b>\$68,043</b>	<b>409</b>	<b>\$34,765</b>	<b>216</b>	<b>\$27,717</b>

Tax Planning . . . No. 3 in a Series:

# Get Hip, Brother, on What You Can Deduct on Your Tax

(Continued from page 70)

When your personal residence and place of employment, such as a physician traveling from his home to a night club where he works, is not deductible.

Federal excise taxes paid on jewelry and furs. Lessons are not considered deductible. They are considered a capital expenditure. An example of what would be music lessons and singing lessons.

Automobile expenses where the car is solely for pleasure.

Life insurance payments.

Capital investments.

Capital expenditures. If you put in addition on your house you can claim the expense as a deduction.

### Recommendations

It is very common to hear that a top entertainer or figure in the sport world earning huge incomes do not pay their taxes. This is caused by their failure to understand that some of the money they earn does not belong to them. A major portion of their income belongs to the government. Once they get into the hole by spending Uncle Sam's money, they

may find themselves getting in deeper and deeper as time goes on.

This is due to the fact that of every subsequent dollar they earn, as high as 77 cents of that dollar may belong to the government.

### Budgeting

The best recommendation I can make is that an entertainer should budget his earnings and put aside a certain amount weekly toward his estimated taxes. I have recommended to my clients the establishment of a special tax account so that they will not intermingle their own funds with the tax money that they put aside weekly. In this manner the estimated tax liability can be fully paid up by the end of the year.

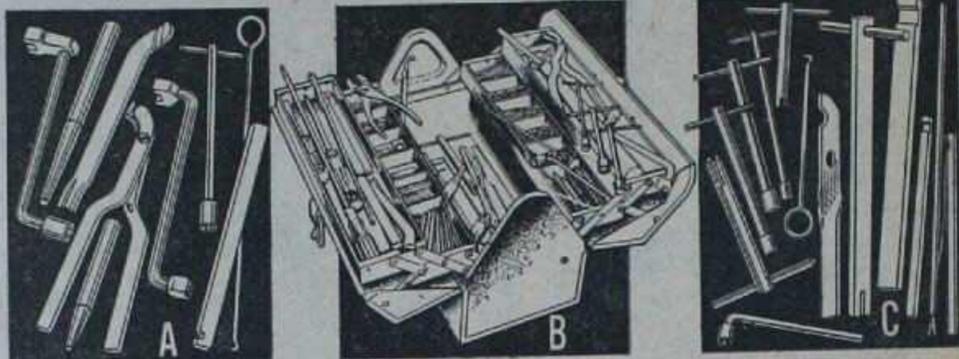
The entertainer should determine how much money he really needs for living purposes and he should draw this sum of money each week as if it were in reality his salary.

Wherever possible, all monies earned should be deposited and all expenses paid by check. Any expenses paid by cash, such as meals, entertainment, taxis, telephone calls, etc., should all be carefully itemized, either daily or weekly, and kept as a record of these expenditures.

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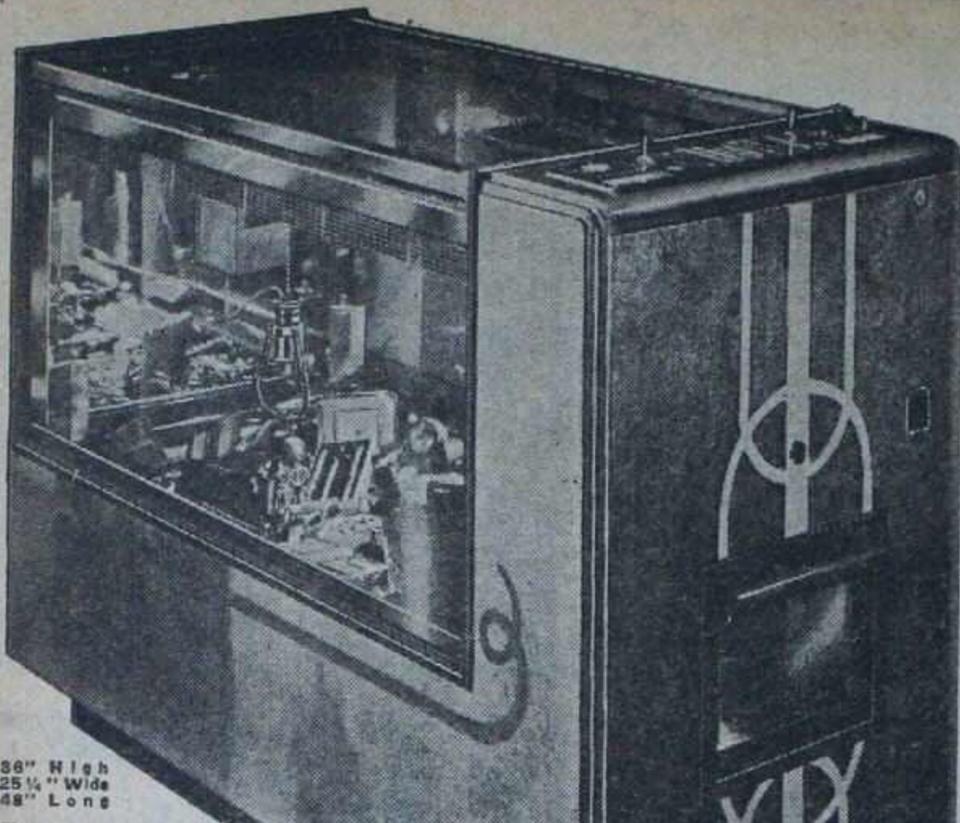
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- Seeburg 9800 Lo-Tone, R.O. . . . . 145
- Seeburg Colonel, R.O. . . 225
- Wurlitzer 780, Colonial . . . . . 200
- Packard Hide-A-Way, factory reconditioned 200
- New Packard 700 Speaker . . . . . 25
- New Packard Speaker . . . . . 25

ww  
Jennings **CIGAROLA**, 5¢ . \$49.50

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**SEE OUR EXHIBIT** at the Coin Machine Show, January 17, 18, 19.

**BOOTHS 79-80** When in Chicago. Visit our famous showroom. See the finest in new and reconditioned coin machines.



Phone: Everglade 4-2300

Chicago 47  
2330 N. Western Ave.

GIVE TO THE DAMON RUNYON CANCER FUND

## RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 21)

Weeks to date	Last Week	This Week	POSITION	Artist		Label
				1st	2nd	
6	6	14	14	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353-ASCAP
2	26	15	15	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork	Columbia 38324-ASCAP (R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330)
4	9	16	16	HERE COMES SANTA CLAUS	G. Autry	Columbia 20377-ASCAP (J. Rogers & His '49-ers, Victor 20-3243; C. Stone & Ork, Capitol 15205)
9	16	17	17	ON A SLOW BOAT TO CHINA	Art Lund	MGM 10269-ASCAP
1	—	17	17	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530-ASCAP (D. Byron-T. Black Ork, Dana 2031; P. Scala & His Banjo & Accordion Ork-The Keynotes, London 387)
7	17	19	19	A LITTLE BIRD TOLD ME	P. Watson	Supreme 5-1507-ASCAP
7	25	20	20	ON A SLOW BOAT TO CHINA	B. Goodman Ork-A. Hendrickson	Capitol 15208-ASCAP
1	—	21	21	LAVENDER BLUE	D. Shore-H. Zimmerman Ork	Columbia 38299-ASCAP
2	—	22	22	YOU'RE ALL I WANT FOR CHRISTMAS	F. Laine-C. Fischer's Ork	Mercury 5177-BMI
10	18	23	23	BUTTONS AND BOWS	B. Garret-H. Mooney Ork	MGM 10244-ASCAP
1	—	24	24	CHRISTMAS SONG	King Cole Trio	Capitol 15201-ASCAP
23	14	24	24	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP (J. Pina Ork, Mercury 5160; Varsity 102; Varsity Ork-Frank & Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; E. Howard Ork, Mercury 5214)
1	—	26	26	SWEET SUE, JUST YOU	J. Long Ork	Signature 15243-B
23	20	27	27	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105-ASCAP (S. Bechet & His New Orleans Feetwarmers, Victor 20-3120; Freddie Fisher, PM 301 & Regent 125; Liberace, Signature 15240; A. Smith & His Cracker-Jacks, MGM 10294; Eddie (Gim) Miller, Rainbow 70033; Jack Pina & Ork, MGM 10251; Varsity 106; B. Bishop Ork, Bullet 1061; N. Simons, Rego 1018; M. Herth Trio, Decca 24450; Varsity Ragtime Band, Varsity 106)
2	22	28	28	SWEET GEORGIA BROWN	Brother Bones and His Shadows	Tempe 652-ASCAP (C. Jones & His Kentucky Corn Crackers, Rondo R-152; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1255; J. Liggins Honeydrippers, Exclusive 271)
1	—	29	29	FAR AWAY PLACES	P. Como-H. Rene Ork	Victor 20-3316-ASCAP
2	—	30	30	BUTTONS AND BOWS	E. Knight	Decca 24489-ASCAP

## SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 21)

Song	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot. Pls.	
		SI	SV	OI	OV	SI	SV	OI	OV	SI	SV	OI	OV		
Far Away Places	Laurel	0	0	1	0	0	2	1	0	1	1	1	0	4	120
For You	Witmark	6	0	0	0	4	0	0	0	0	0	0	0	0	74
Galway Bay	Leeds	1	0	0	0	2	0	1	0	0	0	0	0	0	68
Here I'll Stay	Chappell	2	0	0	0	4	0	0	1	0	0	0	0	0	28
Hold Me	Robbins	0	0	0	0	2	2	7	0	0	0	0	0	0	80
I Got Lucky in the Rain (As the Girls Go)	Sam Fox	1	1	0	0	4	0	1	0	4	1	1	0	0	87
In the Market Place of Old Monterey	Shapiro-Bernstein	0	0	0	1	1	10	2	2	2	1	0	0	0	70
It's Magic (Romance on High Seas)	Witmark	0	0	0	0	4	0	1	0	0	0	0	0	0	60
Lavender Blue (So Dear to My Heart)	Banly-Joy	2	12	1	4	0	4	1	4	2	0	1	0	0	103
Little Jack Frost Get Lost	Spitzer	2	0	1	1	0	1	1	1	1	0	7	1	1	87
Maybe You'll Be There	Triangle	0	2	1	4	1	1	3	4	0	0	1	4	11	81
My Darling, My Darling (Where's Charley?)	E. H. Morley	1	10	0	10	1	4	5	10	1	0	0	0	0	173
My Own True Love	Para.	2	7	0	1	3	2	0	4	5	4	0	1	0	60
On a Slow Boat to China	Melrose	0	10	0	12	1	10	2	13	1	10	0	11	21	233
Powder Your Face With Sunshine	Lombard	10	0	0	0	0	0	0	0	0	0	0	0	0	71
Santa Claus is Coming to Town	Faict	0	2	0	0	4	2	1	0	1	0	0	0	11	123
Tara Tara Talar	Oxford	2	0	0	0	0	1	0	3	1	2	0	0	0	57
That Certain Party	Bourne	2	2	0	3	2	1	4	3	3	1	0	3	0	60
The Christmas Song	Burke-Housen	0	4	0	4	2	7	1	7	2	10	0	4	10	110
The Money Song	Crawford	5	10	0	0	0	3	10	3	4	2	13	0	4	129
Until	Dorsey Bros.	0	2	1	2	0	4	4	2	1	3	1	2	0	61
White Christmas	Berlin	4	5	1	0	5	7	4	10	0	11	0	0	11	187
Winter Wonderland	B.V.O.	2	4	1	4	3	0	5	7	5	2	1	4	22	149
You Were Only Fooling	Shapiro-Bernstein	0	0	1	0	0	2	4	0	2	2	1	0	10	114

# GIANTIC SALE

ON  
**PINBALLS—NEW & USED**  
**SLOTS—NEW & USED**  
**CONSOLES—NEW & USED**  
**ONE BALL, F.P., NEW & USED**  
**ARCADE MACHINES**  
**CIGARETTE VENDORS**  
**CANDY BAR VENDORS**  
**PHONOGRAPHS - DIGGERS**  
**ALL MACHINES GUARANTEED**

WIRE - WRITE - PHONE FOR PRICES  
**CENTRAL OHIO**  
**COIN MACHINE EXCHANGE**  
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# BARGAINS NEW EQUIPMENT

Bill Wheel 5-Ball Upright Pin Games, \$335.00 Value ..... \$ 79.50  
 Shine Machine (All-American), 10¢, \$350.00 Value ..... 225.00  
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 Milton Penny Weighing Scale, F.S., \$89.50 Value, Each ..... 49.50  
 Rotary Napkin Machines, 10¢ Style, \$29.50 Value, Each ..... 12.00  
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**BARGAINS IN USED EQUIPMENT**  
 Record Wurlitzer, Excellent Shape, Piano Key Board, Only ..... \$149.50  
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 1 Ft. Automatic Bowling Alleys With Automatic Pinsetter, Each, 225.00  
**TERMS: 50% With Order, Bal. C.O.D.**  
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A Tried, Proven, Tested Ray Pistol Your Profits Will Increase Beyond Your Greatest Expectations  
 Easy To Change Over. \$39.75  
 Simply Disconnect Old Cord and Replace With Pistol Practice Cable. Immediate Delivery  
**FREE! 8 Page, 52 Illustrations, Catalog**  
 New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All.

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**WILL BUY**  
 ANY QUANTITY  
**AMI MODEL A**  
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**WURLITZER 700**  
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**SELECT-O-MATIC**  
 "100"  
 Now on Display.  
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**BUDDY**  
 Like New — In Original Cartons  
 1¢ or 5¢ play, cigarette reel, in modern design. All metal cabinet.  
**HAS THE FAMOUS COIN-DIVIDER.**  
 All coins played are separated into 2 individually locked cash boxes, one for location owner, the other for operator.  
 Each \$17.50  
 \$14.50 Ea. in Lots of 10.



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 1/2 dep. with order, bal. C.O.D. F.O.B. Chicago.

**COIN-OPERATED 1¢ or 5¢ AMERICAN EAGLES OR MARVELS**  
 Free Play Token Payout Cigarette Token Payout  
**\$20.50** Ea. 1 Coin  
 Government Tax Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visibility register.  
**\$27.50** Ea. NON-COIN



**WRITE FOR FREE NEW CATALOG! WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!**

**COLUMBIA DOUBLE JACKPOT BELL**  
 SPECIAL  
**\$85.00** EA.  
 Factory reconditioned like new



Changeable right on location in a few moments! Time to 1-5-10-25¢ play. Cabinet rebated to give new machine appearance.  
 Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lb. wt.  
**FOR NEW COLUMBIAS WRITE FOR PRICES**

**POST-WAR CHALLENGERS** (Rebuilt)  
 A NATURAL BECAUSE IT CHALLENGES THE SKILL OF THE PLAYER.  
 More dollars for you. \$22.50 Each.  
 We repair all types of coin machines.



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 2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILL.

*You've Never Seen*  
**A COIN MACHINE**  
*Designed like this Before!*  
**SEE IT IN BOOTHS 9 AND 10**  
**AT THE C. M. I. SHOW JANUARY 17-18-19**  
**O. D. JENNINGS & CO., CHICAGO, ILL.**

**MAKE YOUR OWN PRICE—WE NEED SPACE**  
 MUST UNLOAD—GOOD CLEAN GAMES—NO JUNK

2 AMBER	2 HI RIDE	1 SEA ISLE
4 BIG HIT	3 HONEY	3 SILVER STREAK
1 BRAZIL	4 KILROY	1 SINGAPORE
3 CANTEEN	4 LUCKY STAR	5 SMARTY
2 CATALINA	2 MAISIE	1 SMOKY
1 CAROUSEL	2 MAJOR LEAGUE	3 SPELLBOUND
1 CLICK	4 MAM'ELLE	1 SPINBALL
4 CO-ED	2 MARJORIE	1 STARLITE
2 CROSSFIRE	2 MEXICO	3 SUPERLINER
2 CYCLOW	1 MISS AMERICA	1 SUPER SCORE
2 DYNAMITE	1 MYSTERY	4 SURF QUEENS
2 FAST BALL	3 PLAY BOY	6 SUSPENSE
3 FIESTA	3 RANGER	3 TORNADO
2 FLAMINGO	1 RIO	1 TRINIDAD
2 GOLD BALL	3 ROCKET	3 YANKS
2 HAVANA	2 SEA BREEZE	

EXHIBIT CONTACT KICKER BUMPERS ..... \$8.95 EACH  
 EXHIBIT ANTI-LIFT TILTS ..... 2.75 EACH  
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**OLIVE NOVELTY CO.**  
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**WIDE-AWAKE OPERATORS**  
**ARE GETTING MORE LOCATIONS**  
 Build good will and increase collections by installing our self service stand type coin changers.  
 Coin changers now being used by many leading department stores, airport, bus depots, bowling centers, drugstores, factories and public institutions.  
 A few distributorship territories still available to those who qualify.  
 Write—Wire  
**BELL PRODUCTS**  
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**NOW \$150.00**  
 BRAND NEW MACHINES...  
 NOTE: NO EXTRA CHARGE FOR NEW CLUB HANDLE.  
**5¢-10¢-25¢ ROL-A-TOP BELLS**  
 The Above Prices Are F. O. B. Chicago

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 10 LATEST MODEL DELUXE  
**PHOTOMATICS**  
 A-1 CONDITION WITH ENVELOPE VENDERS. SET ON 25¢ PLAY.  
**\$400.00** Each  
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 1/3 Deposit—Bal. 5 D B L  
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 We have all Mills latest Bells in stock.  
**MARVIN J. BLAND**  
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**EVANS WINTER BOOK**  
 Buccaneer Magic, Saratoga, Speedway, Blue Skies, Rainbow, Serenade, Round-Up, Temptation.  
 All the Latest 5 Ball Games.  
 Will Buy 100 of the Latest Flipper Games.  
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 Only One Mile South of the George Washington Bridge on D W, New Jersey.

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FOR OPERATORS

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FOR LOCATIONS

**RIGHT!**  
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*Williams*  
**El-Paso**

See It—Buy It at Your  
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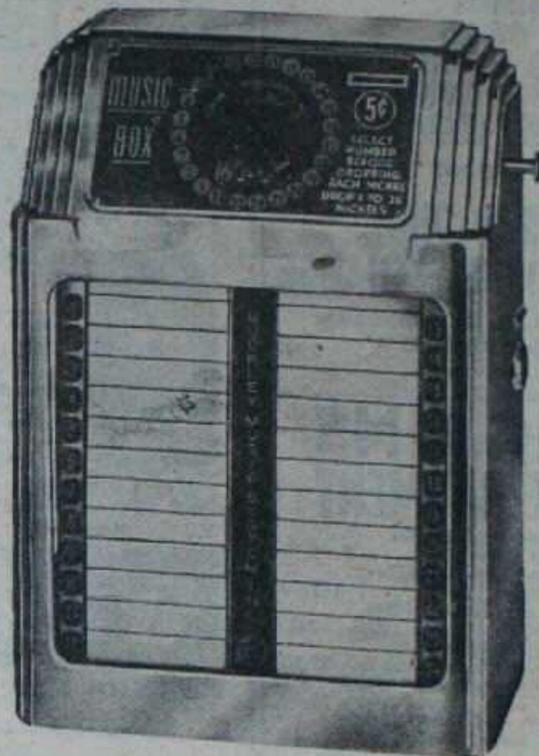


WATCH  
*Williams*  
AT THE SHOW  
BOOTHS  
17-18-19

*Williams*  
MANUFACTURING  
COMPANY  
161 W. HURON ST.  
CHICAGO 10, ILL.



**INCREASE YOUR MUSIC  
EARNINGS 200%  
WITH BUCKLEY BOXES!**



Available for  
20, 24, 32  
Record  
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PRICE  
**\$29.00**  
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The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

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The Best  
*Shuffleboard*  
Deal in America!

**FasTop SHUFFLEBOARD**

**LOWEST PRICED  
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ON THE MARKET!**  
IMMEDIATE DELIVERY

Get in on the "hottest" moneymaker in the amusement industry—FasTop Shuffleboards! These superb, permanent-top units are easy to sell, easy to place because they bring amazingly high profits to all—ESPECIALLY YOU! Boards are gorgeously finished of finest quality, seasoned materials; will give years of foolproof service and income!

- Formica FasTop cannot warp or be damaged by cigarettes, acids, weights, etc.
- Fastest, smoothest playing surface made.
- Practically no maintenance required.
- Manufactured in our large, modern plant.

LOCATIONS REPORT UP TO \$500 PER MONTH CLEAR TAKE

WRITE; WIRE OR PHONE FOR EXCLUSIVE TERRITORIES

**SHUFFLEBOARD SPECIALISTS**

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**\$24.50**  
EACH

**FREE  
PLAY  
GAMES**

**\$24.50**  
EACH

READY FOR  
LOCATION!

- BALLYHOO  
BAFFLE CARD  
CLICK  
FAST BALL  
FIESTA  
GINGER  
HAVANA

- KILROY  
MAISIE  
MISS AMERICA  
MYSTERY  
PLAYBOY  
ROCKET  
RIO

- SEA BREEZE  
SPELLBOUND  
SMOKEY  
SMARTY  
STATE FAIR  
TORNADO  
VANITIES

Write for new list of  
all types of machines.

Terms: 1/3 Deposit,  
Balance Sight Draft

"The House that Confidence Built"

**SOUTHERN AUTOMATIC  
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SEEBURG DISTRIBUTORS IN  
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS





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# The Billboard

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### THE BILLBOARD'S CMI CONVENTION ISSUE

Dated January 22 (Distributed January 17 at the Convention), will bring your Advertising Message to ALL your Customers and Prospects . . . whether they come to the show or stay at home. Don't Delay—Call Your Billboard Office Today.

# DEADLINE FOR ADVERTISING JANUARY 12

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ONLY 2 WEEKS LEFT TO REGISTER IN THE FIRST CENSUS OF THE COIN MACHINE INDUSTRY EVER ATTEMPTED.  
Over 250,000 pieces of mail have been directed to names on 114 lists received by *The Billboard* from leading coin machine manufacturers and distributors in an effort to enroll and classify everyone in the industry. This is in addition to the greatest promotion campaign ever staged by an industry's tradepaper pounding away at its readers to "Answer the Roll." HOW ABOUT YOU? Have you enrolled? Use the coupon below—clip it out and mail today!

HOW ABOUT YOU?

### SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS 65  
THE BILLBOARD  
2160 PATTERSON ST.  
CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!

Enroll me as an

Operator  Distributor  Manufacturer  Other

I already subscribe to *The Billboard* and want my subscription extended for eight weeks for only \$1.

Send me an additional copy for 8 weeks for \$1.

I enclose \$1 for which I get 8 weeks PLUS the December issue of VEND FREE.

Bill me later for \$1 (No Free Vend).

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Free

# \$1

Enclose **\$1** with your coupon and get the big December catalog issue of VENDOR.

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To: B. A. BRUNS 66  
THE BILLBOARD  
2160 PATTERSON ST.  
CINCINNATI 22, OHIO

I AM A COIN MACHINE MAN!

Enroll me as an

Operator  Distributor  Manufacturer  Other

I am not at present a subscriber so I accept your offer to send me the next 8 issues for only \$1.

I enclose \$1 for which I get 8 weeks PLUS the December issue of VENDOR FREE.

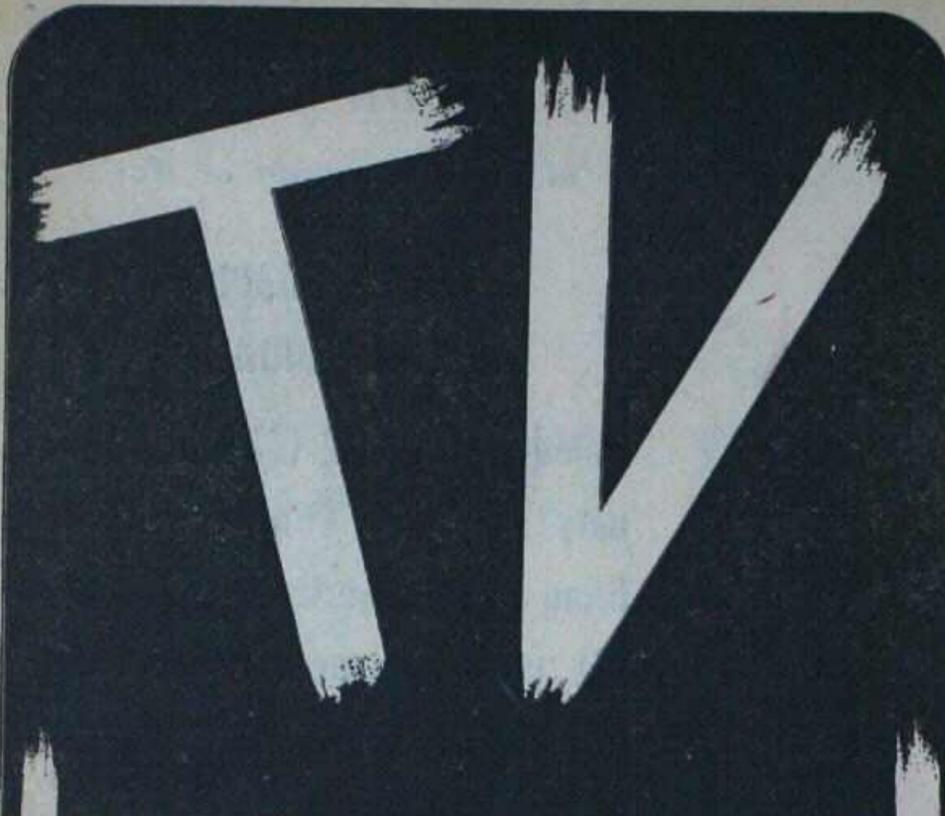
Bill me later for \$1 (No Free Vend).

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COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



The  
Music Equipment  
that is the Answer  
to the  
Operator's Prayer  
see it at the

**Penthouse Bungalow  
Morrison Hotel,  
CHICAGO**

**January 17-18-19**

**AUTOMATIC COIN**  
*America's Bell Machine Center*

Exclusive Authorized Distributor for Mills Bell Products

**SEE OUR DISPLAY  
AT THE CMI SHOW—  
BOOTHS 110-111**

**GUARANTEED SLOTS**  
Reconditioned—Refinished—Repainted

MILLS 10c BLACK CHERRY BELL, 2/5 .....	<b>\$139.50</b>
MILLS 10c GOLDEN FALLS, HANDLOAD, 2/5 .....	<b>139.50</b>
MILLS 10c GOLD CHROME, 2/5 OR 3/5 .....	<b>94.50</b>
MILLS 10c BLUE FRONT ....	<b>84.50</b>
JENNINGS 10c CHIEF .....	<b>59.50</b>
MILLS JUMBO, PAYOUT ....	<b>64.50</b>
MILLS 3-BELLS .....	<b>164.50</b>

**NOW FOR THE FIRST TIME!  
BRAND NEW 25c MILLS  
Q.T. .... \$142.50**

**BRAND NEW 5c MILLS Q.T. \$115.00**

Bally Victory Derby, 1-Ball P.O., Automatic Shuffleboard	<b>\$124.50</b>	Bally Victory Special, 1-Ball F.P., Automatic Shuffleboard	<b>\$124.50</b>
--	-----------------	--	-----------------

**MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT**

Bally Jockey Special .....	\$229.50	A.B.T. Challengers .....	\$ 24.50
Uneda Pak Cig. Vendors, like new	129.50	Mills Post-War 3-Bells .....	239.50
Seeburg Casino Phono .....	139.50	Keeney Twin Super Bell, 5¢-25¢ ..	495.00
Evans Bangtails, J.P. Model .....	149.50	Mills 4 Bells .....	119.50

Terms: 1/3 Dep., Bal C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

**AUTOMATIC COIN**  
**MACHINES & SUPPLY CO.**  
TELEPHONE: CApitol 7-8244  
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS



**EARN MORE** per individual unit  
than a Complete Route of other equipment

with **KEENEY'S BONUS Super Bell**

Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

**in Heavy Production Now by Popular Demand!**  
See Your Nearest Keeney Distributor

There's a Keeney Console for Every Location

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
- ★ GOLD NUGGET, sensational Twin Multiple, 4-coin play console.
- ★ WILD BELL, new "wild" symbol, single coin, 2 chute-console.

Any combination of 5c-10c-25c chutes available for each machine  
Order from your Keeney Distributor NOW!

**J. H. Keeney & CO., INC.**  
"THE HOUSE THAT JACK BUILT"  
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



# be there...

**JANUARY 17, 18, 19, 1949**

**AT THE**

**Coin Machine  
Show**

**HOTEL  
SHERMAN,  
CHICAGO**

- You'll see a complete array of coin-operated equipment of every type... Amusement, Music, Vending and Service... You'll see equipment that incorporates tomorrow's ideas today. You'll see equipment that will make 1949 the most prosperous year the industry has ever known. So, let's get together at the '49 show... you'll be mighty glad you did.

**Don't Miss This Greatest of All Coin Machine Shows.... be there!**



See Us at the  
Coin Machine Show  
BOOTHS 112-113-114

# DELIVERY NOW!

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Electric Coin-Operated

# SCORE BOARD

FOR ALL SHUFFLEBOARDS

The Finest Scoring Unit Made!

- ★ SCORE IN LIGHTS VISIBLE FROM EITHER END AND AT A DISTANCE.
- ★ INSTANT ACTION PUSH BUTTON SCORING AT BOTH ENDS.
- ★ METERED CASH BOX.
- ★ "GAME OVER" PROMINENT IN LIGHTS AT TOP.
- ★ EASY TO INSTALL ON ANY SHUFFLEBOARD.
- ★ BEAUTIFULLY MADE OF BLOND MAHOGANY AND MAPLE WITH HIGHLY POLISHED CHROME BRACKETS. SCORING UNIT FITS ANY SIZE.
- ★ 2 PLAYERS (15 POINTS), 20c; 4 PLAYERS (21 POINTS), 40c. NUMBER OF PLAYERS INDICATED IN LIGHTS ON SIDE AND BOTH FACES OF SCORE BOARD.

Locations and players are asking for it! Be the first in your territory to install these finest of automatic electric coin-operated Score Boards and enjoy these many advantages: Bright illumination adds life and action to dull spots. Saves cost of score sheets . . . saves collection time on location . . . prevents collection embarrassments and errors—you collect from metered cash box and pay location or give key to location and check revenue against meter . . . push button scoring speeds playing time—eliminates time lost in sheet marking . . . increases earnings!

ORDER TODAY FROM YOUR DISTRIBUTOR  
OR WRITE DIRECT FOR INFORMATION

ALSO IMMEDIATE DELIVERY ON 18 AND 22 FT.  
**MONARCH DELUXE SHUFFLEBOARDS**

Solid maple top—one-piece construction—indirect lighting—the finest made.  
Designed by a former operator who knows the operators problems!

COMING! 8 FT. COIN AND NON-COIN OPERATED  
"SHUFFLETTE" REBOUND!

LIVEWIRE DISTRIBUTORS! Some good territories  
still available—PHONE, WIRE OR WRITE

**MONARCH SHUFFLEBOARD, Inc.**

Phone ARmitage 6-1434

1545 N. Fairfield Avenue

Chicago 22, Illinois



JOE ASH

**ACTIVE**  
COMPLETELY  
RECONDITIONED GAMES  
READY FOR LOCATION  
**'NUFF SAID**

FIESTA . . . . .	\$24.50	MYSTERY . . . . .	\$29.50
HAWAII . . . . .	39.50	MAISIE . . . . .	29.50
MEXICO . . . . .	34.50	MAM'SELLE . . . . .	39.50
<b>ORIGINAL FLIPPER GAMES</b>			
MAJOR LEAGUE BASEBALL . . . . .			\$ 79.50
SPINBALL . . . . .			104.50

1/3 With Order—Balance C. O. D.

**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"

IT HAS THE  
*Famous*  
**ONE-PIECE "CHIEF" MECHANISM**  
SEE IT IN BOOTHS 9 AND 10  
AT THE C. M. I. SHOW

JANUARY 17-18-19

**O. D. JENNINGS & CO., CHICAGO, ILL.**

GIVE TO THE DAMON RUNYON CANCER FUND

# finest RECONDITIONED EQUIPMENT IN THE NATION

## ORIGINAL FLIPPER GAMES

READY FOR LOCATION

TRADE WINDS	\$119.50
SPINBALL	89.50
THRILL	129.50
STORMY	94.50
SCREWBALL	169.50
DEW-WA-DITTY	149.50
SHANGHAI	94.50
HUMPTY DUMPTY	89.50
CONTACT With Extra Flippers	119.50
YANKS	94.50
BERMUDA	89.50
ROBIN HOOD	89.50
TRIPLE ACTION	109.50
WISCONSIN	109.50

1/3 With Order, Balance C. O. D.

## Scott-Crosse Co.

1423 Spring Garden Street  
Philadelphia, Pennsylvania  
RIttenhouse 6-7712

## HEADQUARTERS FOR CHAMPIONSHIP "SLICK" SHUFFLEBOARD WAX & WEIGHTS



**Sold Thru Dealers Only!**  
Slick Shine specialty waxes and cleaners for Shuffleboard assures smooth, fast, accurate play. Contain no plastics or other injurious ingredients. Guaranteed not to pit, scratch or harm any make of board. Approved by leading shuffleboard makers.

- "Slick" Shuffleboard Powdered Wax
  - "Slick" Shuffleboard Quick Drying Cleaner
  - "Slick" Liquid Shuffleboard Polishing Wax & Cleaner
  - "Slick" Shuffleboard Weights
- Territories Open! Write for Price List.  
Manufactured by

## THE SLICK SHINE CO.

Established 1901

207-15 ASTOR ST., NEWARK 5, N. J.



We have all Mills latest Bells in stock.

## CENTRAL SERVICE SALES COMPANY

219 West Jackson, Kokomo, Indiana  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

## ONCE A YEAR—THESE BUYS

Model	Each
Wurlitzer 1100	\$575.00
Wurlitzer 1015	365.00
Wurlitzer 24	35.00
Wurlitzer 41	35.00
Seeburg Regals	50.00
Seeburg Commanders, ES	45.00
Rock-Ola Master	8.00
20 Seeburg Wallboxes, WS2Z	29.00
Keeney Submarine Gun	25.00
Roll-A-Ball Skee Alley	49.50
Lite League Baseball	25.00
Bat-A-Ball	75.00
Goalie	35.00
Mystic Derby (Phono)	49.50
Jack Rabbit	49.50
Bing-A-Rollit	265.00

## OLSHEIN DIST. CO.

1100 BROADWAY ALBANY 4, N. Y.

## Veeder-Root Net for 10 Months \$1,079,450

HARTFORD, Jan. 1. — Veeder-Root, Inc., of Hartford, manufacturers of counting and computing devices for coin machines, announced last week that consolidated net income for January 1-November 7, 1948, was \$1,079,450. This compares with \$1,723,301 for January 1-November 2, 1947.

The firm also said that consolidated earnings before federal income taxes and provisions for contingencies amounted to \$1,797,288, in the 1948 period, contrasted with \$2,970,012 for the 1947 months. Provision for contingencies amounted to \$75,000 this year, against \$190,000 last year. Consolidated earned surplus at the end of the 1948 months totaled \$3,947,458, against \$5,195,509 a year ago.

## GUARANTEED USED ONE BALLS

VERY CLEAN—MECHANICALLY PERFECT

BALLY GOLD CUP	\$265.00
BALLY JOCKEY SPECIAL	225.00
BALLY SPECIAL ENTRY	165.00
BALLY ENTRY	195.00
BALLY VICTORY SPECIAL	85.00
BALLY VICTORY DERBY	100.00

1/3 Deposit Required.

"THE BIGGEST SHOW IN TOWN IS ALWAYS AT CROWN"

## CROWN NOVELTY CO., INC.

Nick Carbajal, Gen. Manager  
Phone: CA. 7137

920 HOWARD AVE.

NEW ORLEANS 13, LA.

## CASH FOR LATE USED PIN GAMES!

WANTED—Humpty Dumpty, Robin Hood, Cinderella, Jack & Jill, King Cole, Triple Action, Monterey, Trade Winds, Mardi Gras, Paradise, Star Dust, Merry Widow and other late Flipper Games. State price and quantity in first letter.

WIRE SOUTHERN AMUSEMENT CO. CALL  
628 Madison Ave. Phone: 5-3609 Memphis, Tenn.

## SEE US AT THE C.M.I. SHOW BOOTHS 71-72-73-74



GIL KITT RALPH SHEFFIELD HOWIE FREER

### NEW PIN GAMES

UN. SERENADE	WRITE
GOTT. HARVEST MOON	R
CHICOIN HOLIDAY	I
GENCO ONE-TWO-THREE	T
EXH. MAGIC	E
CHICOIN SALLY	
BALLY CARNIVAL	

### NEW ONE BALLS

BALLY CITATION, F.P.	\$845
BALLY LEXINGTON, P.O.	645

### PHONO SPECIALS

Wurl. 1015	\$525.00
Wurl. 1080	495.00

### NEW SKILL GAMES

BAT-A-BALL SR.	\$ 49.50
EV. BAT-A-SCORE	355.00
FLASH HOCKEY	79.50

### NEW COUNTER GAMES

UN. 10TH INNING	\$129.50	TARGET KING	45.00
IDEAL CD. VEND.	29.50	ACME SHOCKER	24.50
ABT MODEL F	47.50	SKILL THRILL	24.50
ABT CHALLENGER	45.00	DAVAL BUDDY, FS	14.50
SHIPMAN ART SHOW	49.50	1/2 AMER. EAGLE	37.50
GRIP-VUE	49.50	GROET. CAMERA CH.	19.95
KICKER & CATCHER	34.50	IMP. 1/2 or 5/8	14.50
NON-COIN MARVEL	34.50	1/2 MARVEL, CIG., F.B.	27.50
BAT-A-BALL JR.	Originally \$79.50, Now \$21.50	HEAVY HITTER	89.50

### NEW SLOTS

MILLS JEWEL BELL	WRITE	JENN. MONTE CARLO	45.00
MILLS BLACK GOLD, H.L.	R	STANDARD OR SDX	24.50
MILLS MELON BELL	I	CHIEFS	24.50
MILLS BONUS BELL	T	JENN. STANDARD CHIEF	37.50
COLUMBIA, JP	\$139.50	JENN. LITE-UP CHIEF	37.50
VEST POCKETS	85.00	DE L. COLUMBIA	\$189.50
		MILLS 5/8 Q. T.	115.00
		25¢	142.50

### SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES — DE LUXE	
Single—\$132.00 • Double—\$192.00 • Triple—\$288.00	
UNIVERSAL—Single Safe—\$87.50 • Double Safe—128.50	
EXH. FLIPPER KIT—\$3.95 • NICKEL NUDGER 3.95	
BOX STANDS—\$27.50 • EXH. ROLL TILT 2.75	
WICO SPINNER—\$11.95 • EXH. CONTACT BUMPER 6.95	

### NORTHWESTERN BULK VENDORS

NEW MODEL 49 \$17.55

DUAL NUT	\$45.00
DE LUXE	27.00
MODEL 33	12.60
MODEL 39	14.40
MODEL 40	11.00
33 BALL GUM	11.55

### NEW CONSOLES

MILLS 3-BELLS	WRITE
KEEN. GOLD NUG.	\$800.00
EVANS RACES	931.00
BAL. TRIPLE BELL	826.00
EV. WINTERBOOK	826.00
EVANS BANGTAILS	826.00
EV. CASINO BELL	871.50
JENN. CHALLENGER	837.50
BAL. WILD LEMON	595.00
BAL. DOUBLE UP	542.50
BAL. RESERVE BELL	542.50

### NEW VENDORS

ATLAS DE LUXE 1/2 ALL PURPOSE VEND.	\$ 14.50
ATLAS 5/8 BANTAM TRAY VENDOR	14.50
N.W. STAMP VEND.	69.50
POP CORN WARMER	69.50
SHIPMAN SELEC-A-BAR, 3-COL.	69.50
ARISTOCRAT POP CORN VENDORS	225.00
MARION SCALE	79.50
SILVER KING	13.95
S.K. HOT NUT VEND.	22.50
5/8 4-WAY MINT	17.50
ADVANCE 25¢ MODEL 21F VENDOR	29.50

### TELEQUIZ Sensational Question & Answer Game. Write for Details.

### COIN OPERATED ELECTRIC SCOREBOARD FOR SHUFFLEBOARD \$175.00

## WANTED DRAW BELLS RESERVE BELL LATE FLIPPER PINS COLUMBIAS

## SAVE 3 WAYS!

- No. 1 Spend Less for Original 5-Balls — Guaranteed A-1.
- No. 2 With Flipper Kit Installed.\*
- No. 3 With 2 Exh. Contact Kicker Bumpers Installed.\*

	No. 1	No. 2	No. 3
MANHATTAN	\$79.50	\$84.50	\$94.50
SINGAPORE	69.50	74.50	84.50
NEVADA	59.50	64.50	74.50
MEXICO	49.50	54.50	64.50
HAWAII	44.50	49.50	59.50
MYSTERY	44.50	49.50	59.50
ROCKET	44.50	49.50	59.50
BALLYHOOD	44.50	49.50	59.50
VANITIES	44.50	49.50	59.50
PLAY BOY	44.50	49.50	59.50
KILROY	44.50	49.50	59.50
SUPER SCORE	44.50	49.50	59.50
SPELLBOUND	44.50	49.50	59.50
SUPERLINER	34.50	39.50	49.50
SURF QUEEN	34.50	39.50	49.50
MISS AMERICA	34.50	39.50	49.50
STEP UP	34.50	39.50	49.50
FAST BALL	34.50	39.50	49.50
SEA BREEZE	34.50	39.50	49.50
MIDGET RACER	34.50	39.50	49.50
3IG HIT	34.50	39.50	49.50
BIG LEAGUE	34.50	39.50	49.50
ANY PRE-WAR PIN GAME	24.50	29.50	39.50

\*Please give 2nd and 3rd choice because flippers and spinners are not practical on some games.

### ORIGINAL FLIPPER TYPE 5 BALLS

Speedway	\$159.50	M. Leag. B.B.	\$119.50
Jack 'N Jill	149.50	Catalina	119.50
Paradise	139.50	Humpty D.	119.50
Yanks	119.50	Virginia	139.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

### SLOTS

MILLS BLACK CHERRY, Orig. 5¢	\$144.50; 10¢, \$149.50; 25¢, \$154.50
5¢ MILLS BLUE FRONT, ORIG.	89.50
5¢ MILLS BONUS BELL	119.50
5¢ MILLS ORIG. CHROME, 2-5	109.50
5¢ BROWN FRONTS	99.50
GROET. COLUMBIA, J.P.	79.50
GROET. DE LUXE COLUMBIA	99.50
5¢ MILLS VEST POCKET	44.50
25¢ Q. T., BLUE	89.50
WATL. ROL-A-TOP, 5, 10, 25¢	79.50

### ARCADE

1947 PHOTOMATIC, LAT. MOD.	\$595.00
WMS. ALL-STARS	259.50
DRIVEMOBILE	129.50
CHI. COIN GOALEE	149.50
ROLL-A-BARREL, 10-FL.	149.50
SUPER BOMBER	129.50
UNDERSEA RAIDER	119.50
SUPER TORPEDO	109.50
MAJOR LEAGUE BASEBALL	109.50
KIRK. ASTROL SCALE	99.50
MERCURY DEL. ATHLETIC SCALE	99.50
EXH. MERCHANTMAN DIGGER	99.50
BATTING PRACTICE	79.50
HOCKEY, CHICOIN	69.50
LIBERATOR OR PERISCOPE	79.50
ROCKET BUSTER	79.50
TEN STRIKE	69.50
GENCO WHIZZ	69.50
DALLY HEAVY HITTER	79.50
BUCKLEY TREAS. IS. DIGGER	119.50
MUTO. 3-COL. CARD VEN., 2 for 5¢	29.50
GOTT GRIP SCALE, POST-WAR.	22.50

### ONE BALLS

GOLD CUP, F.P.	\$375.00
JOCKEY SPEC. F.P.	249.50
JOCKEY CLUB, P.O., '47 MOD.	249.50
BALLY ENTRY, P.O.	189.50
SPECIAL ENTRY, F.P.	199.50
VICTORY SPECIAL, F.P.	125.00
VICTORY DERBY, P.O.	125.00
LONGACRE, F.P.	89.50
TURF KING, P.O.	79.50
JOCKEY CLUB, P.O., '42 MOD.	69.50
KENTUCKY, P.O.	62.50
LONGSHOT, P.O.	59.50

### CONSOLES

5-25 TWO-WAY BONUS SUPER	\$495.00
BALLY TRIPLE BELL, 5-10-25¢	495.00
EVANS 1947 BANGTAILS, P.O.	275.00
EVANS 1947 BANGTAILS, CONV.	299.50
5¢ KEEN. BONUS SUPER BELL	249.50
BALLY DRAW BELLS, Reg.	219.50
MILLS 3-BELLS	159.50
HI HAND, COMB.	89.50
MILLS 4-BELLS, 5-5-5-5	89.50
BALLY CLUB BELL	69.50
MILLS JUMBO, COMB.	79.50
KEENEY 5¢ SUPER BELL COMB.	79.50
WATLING BIG GAME, P.O. or F.P.	69.50
5¢ PACE SARATOGA SR., P.O.	69.50
BALLY BIG TOP, P.O. or F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
PACE REELS—CHR. RAIL	69.50
JENN. FAST TIME, P.O.	59.50

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1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL.  
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# Harvest MOON

## A GOTTLIEB FESTIVAL

### OF

# FUN AND FAST ACTION!

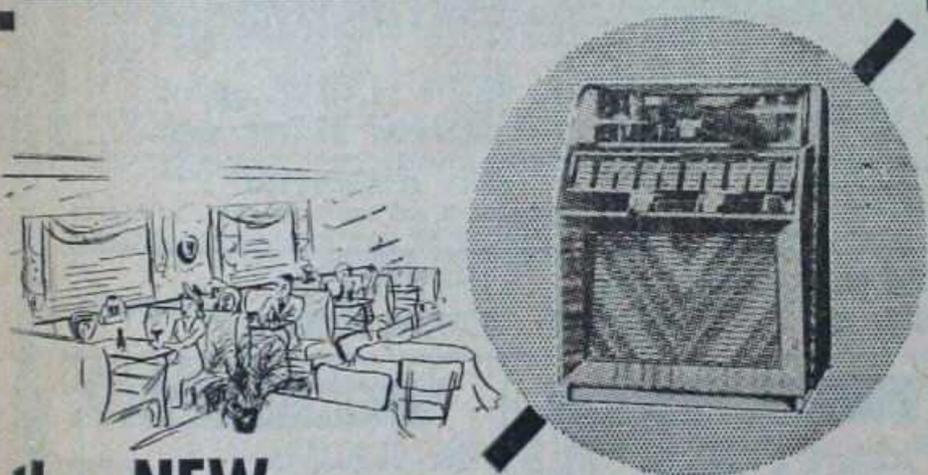
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SEE OUR EXHIBIT AT THE COIN MACHINE SHOW, SHERMAN HOTEL, CHICAGO, JANUARY 17, 18, 19.  
**BOOTHS 2-3-4**

*D. Gottlieb & Co.*  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS



"There is no substitute for Quality!"



## the NEW seeburg SELECT-O-MATIC 100 offers a better deal

**FOR THE CUSTOMER**—New playing appeal . . . 100 selections all visible at same time . . . instant choice of latest hit tunes plus old time favorites grouped under 5 headings . . . plays either side or both sides of 10" or 12" records vertically . . . nickel, dime and quarter play . . . 6 individual plays for a quarter.

**FOR THE LOCATION OWNER**—New incentive to push music revenue . . . a revolutionary coin-operated phonograph plus Scientific Sound Distribution and Remote Control . . . smartly modern design . . . luxuriously beautiful appearance . . . helps promote business.

**FOR THE OPERATOR**—New advantages for increasing collections from top spots and getting a better share of revenue . . . Select-o-Matic 100 cuts record changing time and costs . . . reduces record breakage . . . boosts operator's reputation in community as a progressive leader offering America's finest and most complete music systems.

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"Often a few dollars less - Seldom a penny more"

LOS ANGELES 200  
Bill Hoppel  
MILWAUKEE 200  
Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES	
KEENEY BONUS 3-WAY, 5-5-5	\$595.00
KEENEY BONUS 3-WAY, 5-10-25	850.00
BALLY TRIPLE BELLS, 5-10-25	495.00
BALLY TRIPLE BELLS, 5-5-25	495.00
MILLS 1941 THREE BELLS	189.50
JENNINGS CHALLENGER, 5-25	345.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50
MILLS JUMBO, LATE F.P.	39.50
BALLY WILD LEMON	325.00
EVANS BANGTAILS	249.50
KEENEY BONUS 1-WAY, 5c	\$239.50
KEENEY BONUS 2-WAY, 5-25	475.00
KEENEY BONUS 3-WAY, 5-5	485.00
KEENEY GOLD NUGGET	450.00
BALLY DRAW BELLS (R. B.)	219.50
BALLY DRAW BELLS (M. B.)	195.00
MILLS JUMBO, LATE F.P., P.O.	49.50
MILLS JUMBO, LATE P.O.	39.50
1948 BUCKLEY TRACK ODDS	395.00
BALLY HI HANDS	49.50
BALLY CLUB BELLS, F.P., P.O.	49.50

GUARANTEED RECONDITIONED PHONOGRAPHS			
NEW WURLITZER MODEL 1015	WRITE	SEEBURG MODEL 1-47	\$450.00
NEW WURLITZER MODEL 1080	WRITE	SEEBURG MODEL 1-48	350.00
NEW WURLITZER MODEL 1100	WRITE	ROCK-OLA MODEL 1428 (1947)	350.00
A.M.I. 1948 MODEL A	\$550.00	ROCK-OLA MODEL 1422 (1948)	295.00
1948 SEEBURG MODEL 248	295.00	1948 ROCK-OLA PLAYMASTER	295.00
WURLITZER MODEL 1015	399.50	1940 ROCK-OLA PLAYMASTER	149.50

NEW CONSOLES	NEW COUNTER GAMES	NEW MILLS SLOTS
BONUS SUPER BELLS	BALLY HEAVY HITTER	MILLS JEWEL BELLS
BALLY TRIPLE BELLS	A.B.T. CHALLENGER	MILLS GOLDEN FALLS
BALLY RESERVE BELLS	SHIPMAN ART SHOW	MILLS BLACK CHERRY
BALLY MULTI-BELLS	KICKER & CATCHER	MILLS BLACK GOLD
GOLD NUGGET	DAVAL SKILL THRILL	MILLS V.P. BELLS
EVANS BANGTAILS	DAVAL FREE PLAY	MILLS O.T. BELLS
EVANS DOMINOES	DAVAL NON-COIN	COLUMBIA TWIN BELLS

DISTRIBUTORS—WRITE OR PHONE FOR PRICES

RECONDITIONED ARCADE	RECONDITIONED ONE BALLS	RECONDITIONED SLOTS
Bally Bowlers . . . \$275.00	Gold Cup . . . \$345.00	Black Cherry, 5c . . . \$139.50
Chi Coin Goslee . . . 89.50	Jockey Spec. . . 249.50	Black Cherry, 10c . . . 149.50
Undress Raider . . . 89.50	Special Entry . . . 189.50	Black Cherry, 25c . . . 159.50
Genco Bing-A-Rolls . . . 159.50	Victory Special . . . 89.50	Blue Fronts, 5c . . . 89.50
Bally Hi Rolls . . . 139.50	Big Parlay . . . 89.50	Blue Fronts, 10c . . . 99.50
Strikes 'N Spares . . . 275.00	Hot Tip . . . 89.50	Blue Fronts, 25c . . . 109.50
Silver Gloves . . . 225.00	Longacre . . . 59.50	Mills V.P. Bells . . . 39.50
Chi Basketball . . . 175.00	Thorobreds . . . 59.50	Price 1948-1949 . . . 350.00

NEW SAFE SLOT STANDS	RECONDITIONED CIGARETTE VENDORS	NEW VENDORS 1c OR 5c
Weighted Stands . . . \$ 27.50	U-Need-A-Pak	N.W. Dual-Nut . . . \$ 45.00
Single Safe . . . 89.50	B-Col. 1948	N.W. Model 49 . . . 17.50
Double Safe . . . 189.50	Monarch . . . \$ 99.50	Silver King . . . 13.99
Triple Safe . . . 289.50	U-Need-A-Pak	Golden State . . . 12.99
Folding Stands . . . 7.50	Model 500, B-Col. . . 89.50	N.W. Ball Gum . . . 11.50
	DuGrenier W-S . . . 59.50	

TERMS: 1/3 Deposit • Immediate Delivery • Price Includes Crating  
**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

GIVE TO THE DAMON RUNYON CANCER FUND

# MAGIC

by EXHIBIT

SKILL *plus* NOVELTY *plus* MILLION'S SCORE

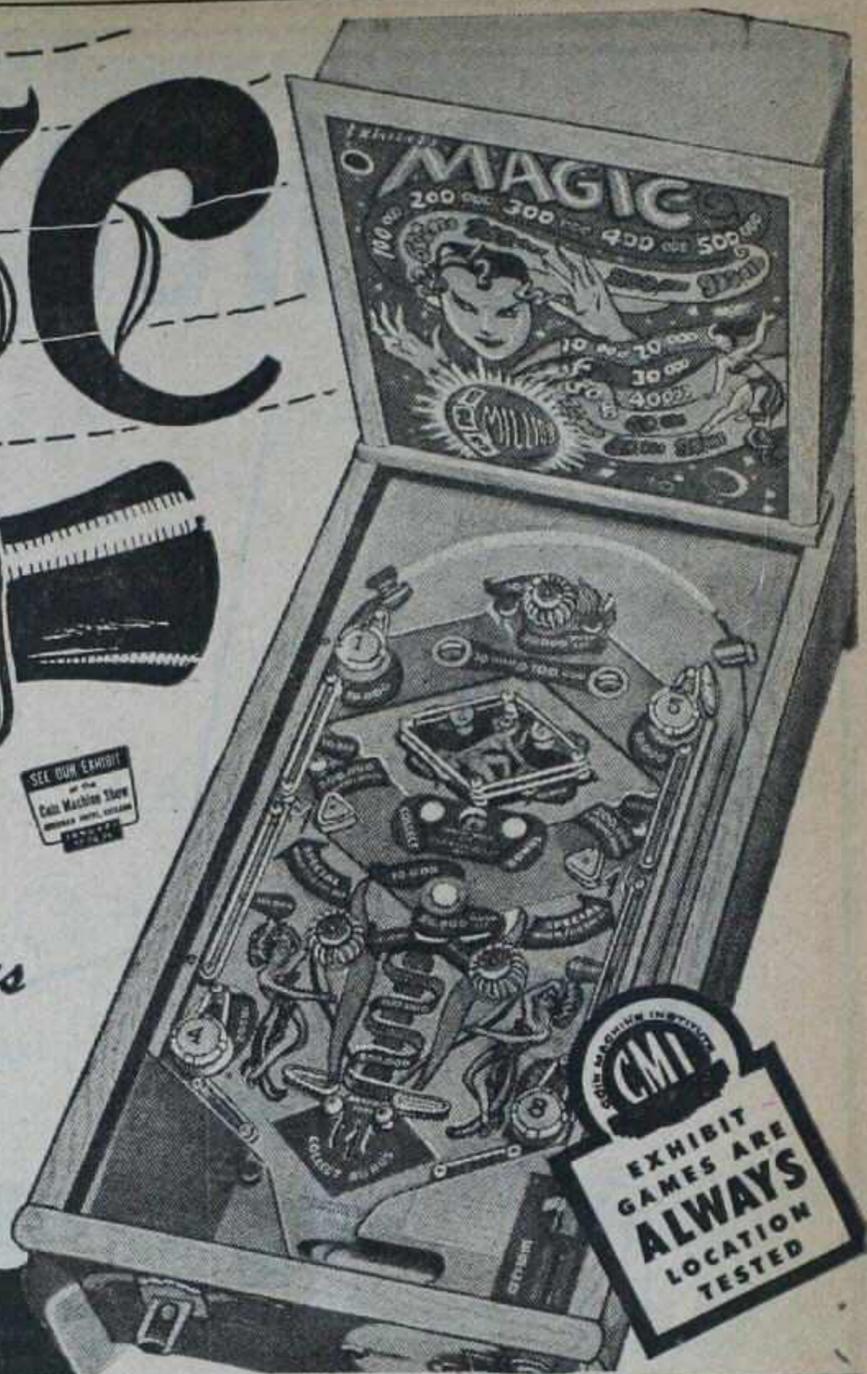
It's **EXTRA**  
It's **EXTRA** *plus*  
It's **EXTRA** *plus plus*

also - 6 WAYS to WIN REPLAYS  
NOW! at all "EXHIBIT" DISTRIBUTORS

**EXHIBIT SUPPLY COMPANY** (ESTABLISHED 1901)  
4218-4230 W. LAKE STREET · CHICAGO 24, ILL.



SEE OUR EXHIBIT  
at the  
Coin Machine Store  
4218-4230 W. LAKE STREET  
CHICAGO 24, ILL.



Presenting the Sensational

## UNIVERSAL

# SHUFFLEBOARD WITH MASONITE PLAYING FIELD

At a Price That Lets  
Everybody Make Money!

**\$365**  
F.O.B. Chicago



**PERMA  
TOP  
CORP.**  
457 E. 33rd Street  
CHICAGO 16, ILL.  
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### GUARANTEE

**Certificate**  
This Perma Top Shuffleboard, built as guaranteed to stand up and function in that state for one year and one month after the date of purchase, is guaranteed against all playing hazards, weather conditions, etc. So fast — so slick — like playing on ice.

The Masonite Playing Field on UNIVERSAL SHUFFLEBOARD is GUARANTEED FOR ONE YEAR against all playing hazards, weather conditions, etc. So fast — so slick — like playing on ice.

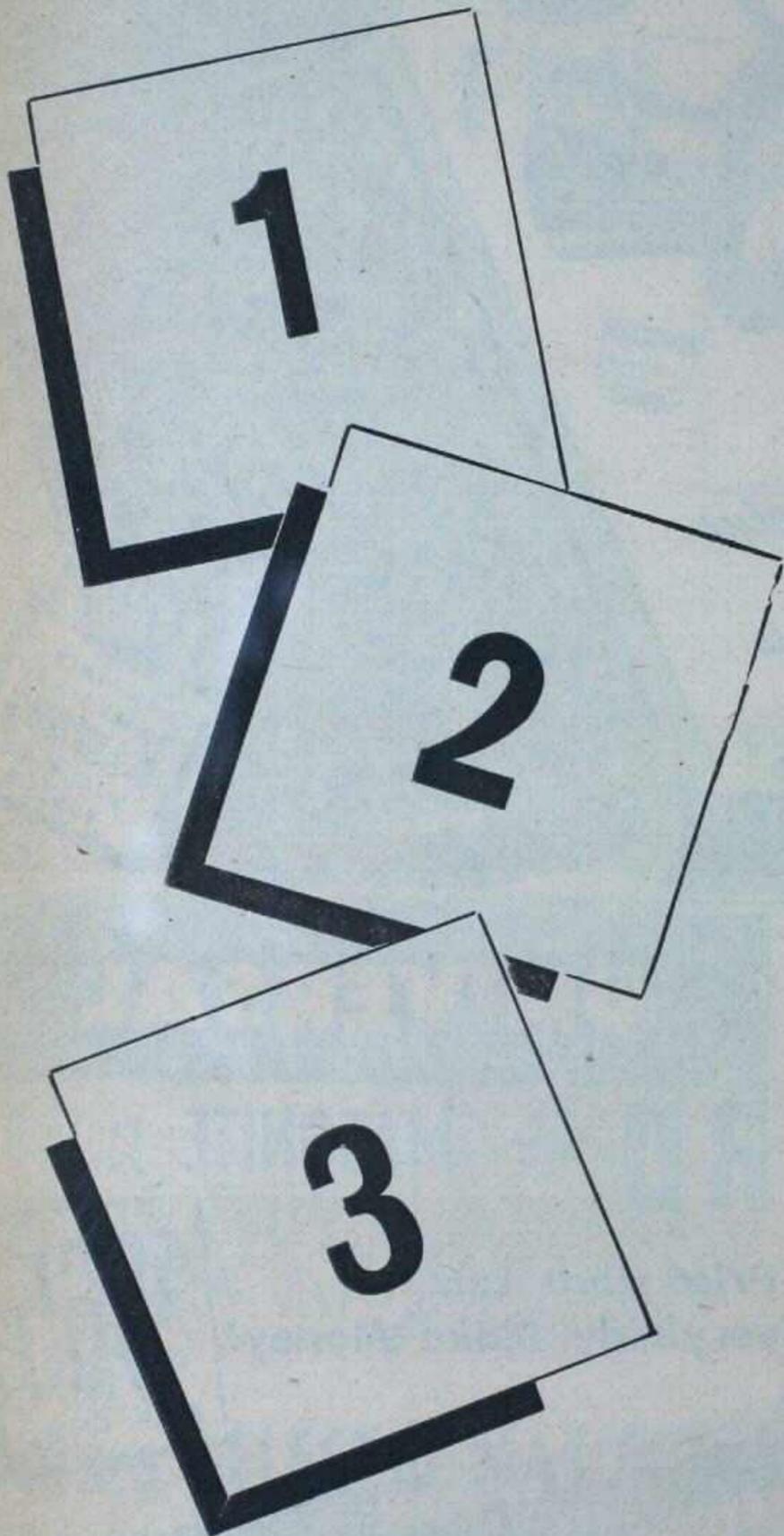
### IMMEDIATE DELIVERY

Operator, Distributor, Location Owner, yes, everyone can make money with the UNIVERSAL SHUFFLEBOARD AT THIS LOW PRICE. This low price possible because we made a mass production deal with one of America's finest cabinet makers. NO SACRIFICE IN QUALITY.

We have Non-Warping MASONITE Playing Fields to replace warped Maple Playing Fields.  
Only \$165  
All Sizes  
F.O.B.  
Cabinet in Beautiful Brown-Gold and Red Finish.

SEE THE UNIVERSAL IN BOOTHS 92-93-94 CMI SHOW

# GENCO'S



OPERATORS ARE  
STILL RAVING ABOUT  
1-2-3 AS THE BEST  
GAME OF 1948

SEE YOU AT THE  
COIN MACHINE  
SHOW  
BOOTHS  
47-48-49-50



## SICKING'S GUARANTEED RECONDITIONED GAMES

### ONE BALL F. P. GAMES

- GOLD CUPS .....\$274.50
- SPECIAL ENTRY ..... 149.50
- VICTORY SPECIALS ..... 69.50

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- Keeney Bonus Super Bells, Comb. 5c-25c .....\$524.50
- Keeney Keenette ..... 69.50
- Mills Four Bells ..... 79.50
- Late Model Baker's Pacers (Like new) ..... 449.50
- Lucky Lucre ..... 69.50
- Bally Club Bells ..... 69.50
- Late Model Evans Races ..... 499.50

### LATE USED FIVE BALL FREE PLAY GAMES

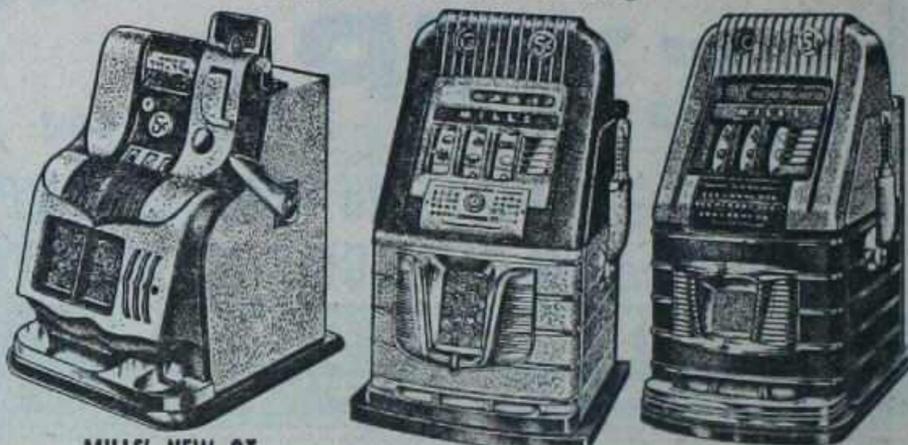
- |                                |                                   |                             |
|--------------------------------|-----------------------------------|-----------------------------|
| SARATOGA .....\$174.50         | STAR DUST .....\$114.50           | COVER GIRL ...\$ 99.50      |
| MOROCCO ..... 174.50           | JAMBOREE ..... 99.50              | SALLY (NEW) .. WRITE        |
| CONTACT (LATE) 149.50          | CRAZY BALL ... 124.50             | ROBIN HOOD .. 124.50        |
| YANKS (LATE MODEL) ..... 99.50 | TRADE WINDS (LATE MODEL) . 124.50 | CONTACT (LATE MODEL) 169.50 |
| THRILL (LIKE NEW) ..... 154.50 | STAR-LITE ..... 49.50             | VIRGINIA ..... 124.50       |

### FIVE BALL FREE PLAY GAMES

- |                          |                           |                          |
|--------------------------|---------------------------|--------------------------|
| Surf Queen .....\$15.00  | Yacht Club .....\$12.50   | Flat Top .....\$15.00    |
| Big League ..... 15.00   | Laura ..... 12.50         | Zig Zag ..... 12.50      |
| Air Circus ..... 12.50   | Score Card ..... 12.50    | Rocket ..... 22.50       |
| Invasion ..... 12.50     | Torpedo Patrol .. 12.50   | Big Hit ..... 15.00      |
| Sport Parade ..... 12.50 | Argentina ..... 12.50     | Jungle ..... 12.50       |
| Brazil ..... 15.00       | Velvet ..... 12.50        | Knockout ..... 12.50     |
| Nudgy ..... 22.50        | Silver Streak ..... 15.00 | Wagon Wheels .. 17.50    |
| Cyclone ..... 29.50      | Sea Breeze ..... 22.50    | Marines At Play .. 12.50 |
| Ten Spot ..... 12.50     | Kilroy ..... 22.50        | Five, Ten & Twenty 12.50 |
| Salute ..... 12.50       | Gold Star ..... 12.50     | Catalina ..... 89.50     |
| Superliner ..... 15.00   | Arizona ..... 12.50       | Step Up ..... 15.00      |
| Big Parade ..... 12.50   | Defense ..... 22.50       | Liberty ..... 22.50      |
| Three Scores ..... 12.50 | Double Barrel ..... 22.50 | Second Front ..... 12.50 |
| Frisco ..... 12.50       | Smarty ..... 25.00        | Gun Club ..... 17.50     |

When Ordering Machines From \$12.50 to \$17.50, Please Give Second Choice

### NEW MILLS BELLS



**MILLS' NEW QT**  
A "Pony-Size" Bell.  
Weights only 35 lbs.  
5c Play, \$115; 25c Play, Write

**MILLS BLACK GOLD HAND-LOAD BELL**  
Immediate delivery in 5c, 10c, 25c and 50c play.  
WRITE FOR PRICES

**MILLS JEWEL BELL**  
Ready for delivery in 5c, 10c, 25c and 50c play.  
WRITE FOR PRICES



**NEW BONUS BELL**  
5c, 10c AND 25c PLAY  
WRITE FOR PRICES

**MILLS NEW VEST POCKET BELL**  
Operates on 3-5 Mystery Payout System.  
5c PLAY .....\$65.00

New Box Stands. Single, Double and Triple Safes for All Bells.

**GUARANTEED RECONDITIONED MILLS BELLS**  
Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells .....WRITE FOR PRICES

We Have in Stock at All Times  
**EVERY NEW COIN MACHINE MANUFACTURED**  
Write for Circulars and Price List.  
1/3 Deposit With All Orders.

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America's Oldest Distributor  
Established 1895

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### GREATEST BARGAINS IN BILLBOARD

- WUR. 1015, 1080 and 1100—USED... WIRE, WRITE OR CALL
- 1947 ROCK-OLAS, MODEL 1426 .....\$295.00
- 1946 ROCK-OLAS, MODEL 1422 ..... 250.00
- SEEB. 146 (Master) ..... 295.00

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WE WILL TRADE PHONOGRAPHS FOR LATE GAMES,  
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WURLITZER'S EXCLUSIVE DISTRIBUTOR FOR  
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130 LINCOLN • ALLSTON • BOSTON 34, MASS.

**THE  
BEST  
BELL  
LINE  
IN  
'49**



Besides our regular  
Mills Bell line of Jewel, Black Gold,  
Bonus, Club Royale and Q. T.  
we now offer

*Mills Black Beauty*

*Mills Blue Bell*

*Mills Token Bell*

*Plus*

*Mills Duplex Console Bell*

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WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

You'll celebrate everyday with...  
 Chicago Coin's **HOLIDAY**



Styled Years Ahead!

**HOLIDAY HAS THE MOST EXCITING COMBINATION OF SENSATIONALLY NEW FEATURES EVER PRODUCED IN ONE GAME!**



Chicago Coin's  
**SHUFFLE-KING**

# RE-BOUND

*Ideal for small locations!*

**HAS EVERY PLAYING DETAIL OF REGULATION SIZE SHUFFLE BOARD**

- TWO MANUAL SCORING RACKS ARE BUILT INTO THE ARMS WITHIN EASY REACH OF PLAYERS.
- 10c COIN OPERATED WITH MEASURED PLAYING TIME (4 to 10 MINUTES).
- PLAY STOPPED AUTOMATICALLY AT END OF MEASURED TIME BY ELECTRICALLY CONTROLLED PINS IN BACKRACK.
- 1" THICK, SOLID PURE GUM REBOUND RUBBER.

*Player Throws Puck Against Rubber, Which Rebounds Puck to Score in Front of Player.*

**OVERALL LENGTH 9 FEET!**

*See Your Distributor Today*



PATENT PENDING

Chicago Coin's Re-bound retains all of the fine workmanship and beauty of the larger game. The cabinet is of beautiful Maple and Walnut. "DURA-LIFE" the industry's newest, strongest, and most durable playing field is NOT WOOD, but non-warping plastic. "DURA-LIFE'S" playing field is precision level and unmatched for its trueness.

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- Unsurpassed Richness and Fidelity in Tone Reproduction!
- Plays 40 Selections! ● Available With Hideaway Unit and 40-Selection Wall Box!
- Custom Built—Not Mass Production! ● Priced for Profitable Operation!

DON'T FAIL TO SEE  
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 GREATEST OF THEM ALL!  
**WINTER BOOK**  
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 Many Others

OPEN HOUSE — EACH DAY,  
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SEE THE MOST  
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 THE GREATEST EVER CONCEIVED!

## EVANS' SWEEPSTAKES BINGO

Fully Automatic! 20 Players!  
 Awards up to 5,000 for 1!  
 50c and \$1.00 PLAY!

PRICE  
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Designed only for select, big time Operators. Also available for lease or bookings.



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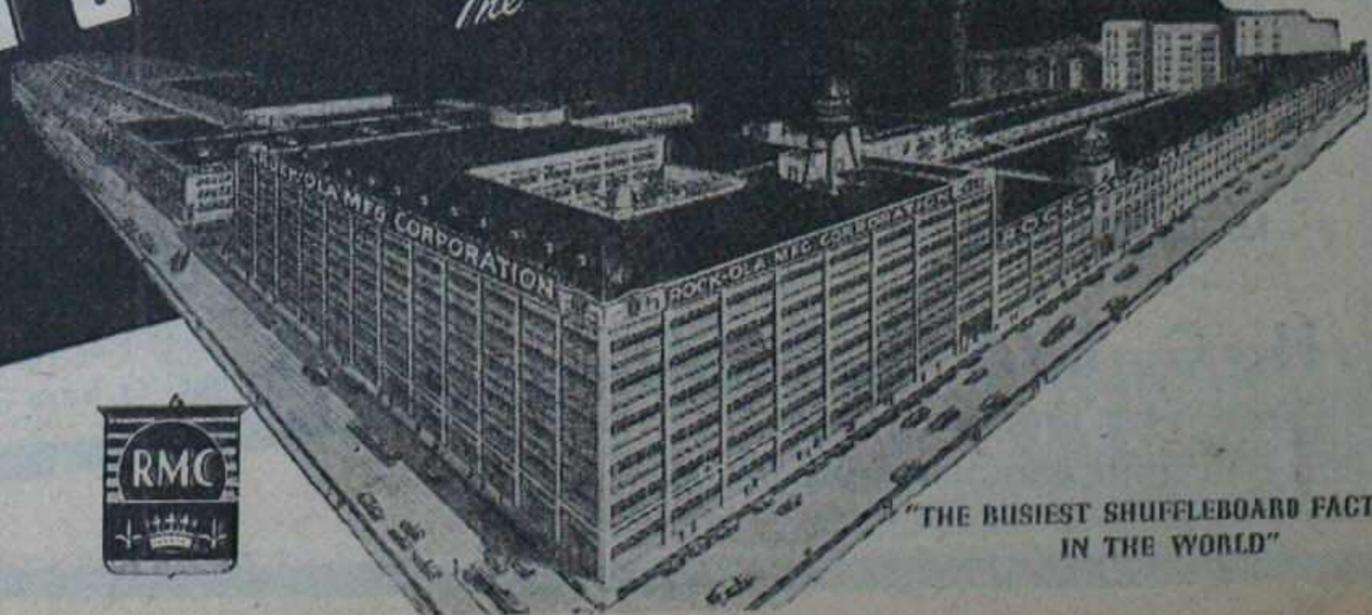
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800 N. KEDZIE AVENUE • CHICAGO, ILLINOIS

*January 17, 18, 19 and 20, 1949*

Drop in for a friendly visit and personally inspect and play Rock-Ola's sensational new product—Standard Shuffleboard.

ALSO, DOWNTOWN HEADQUARTERS AND DISPLAY AT THE MORRISON HOTEL, JANUARY 17, 18 & 19, 1949

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*The Best by all Standards*



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**OLD FAVORITE  
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**PLUS FAMOUS  
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**FAST MULTIPLE COIN PLAY  
DOUBLES AVERAGE BELL PROFITS**

All the powerful play-appeal and color and flash and suspense of a bell . . . plus the famous "Citation" odds that is already sweeping one-ball territory like wild-fire . . . and smashing all previous profit records! That's MULTI-BELL . . . the strongest combination of money-making features ever crammed into one cabinet. Odds "multiply" on mystery basis . . . from 2 all the way to the big juicy SPECIAL, EXTRA-SPECIAL or SUPER-SPECIAL. Odds always either advance or remain as high as on previous coin . . . NEVER DROP BACK TO A LOWER BRACKET. Players actually play 8, 10, 12 coins before spinning reels . . . and for the first time in history a SINGLE-CHUTE console is actually earning double the revenue of multiple-coin-head games. Get your share . . . Get MULTI-BELL now.



OPERATE  
AS  
AUTOMATIC  
OR  
FREE PLAY  
—  
NICKEL OR  
QUARTER  
PLAY

*Bally*  
**CITATION**  
ONE-BALL FREE PLAY

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ONE-BALL AUTOMATIC

**GREATEST ONE-BALLS IN HISTORY!**

The new MYSTERY "MULTIPLE" and GUARANTEED ODDS built into CITATION and LEXINGTON keep players pouring in coins by the hour. Odds "multiply" on a mystery basis . . . AND NEVER DROP BACK TO A LOWER BRACKET . . . always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. The result is the fastest play in one-ball history. Order from your Bally distributor today.

A *Bally* GAME  
FOR EVERY SPOT

**CARNIVAL • WILD LEMON  
TRIPLE BELL • HI-BOY  
HY-ROLL • DELUXE BOWLER**



*Bally*  
**LEXINGTON**  
is Automatic  
Model equipped  
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Identical to Cita-  
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**NEW  
DIFFERENT, EXCITING  
PLAYBOARD ACTION**

**9 WAYS  
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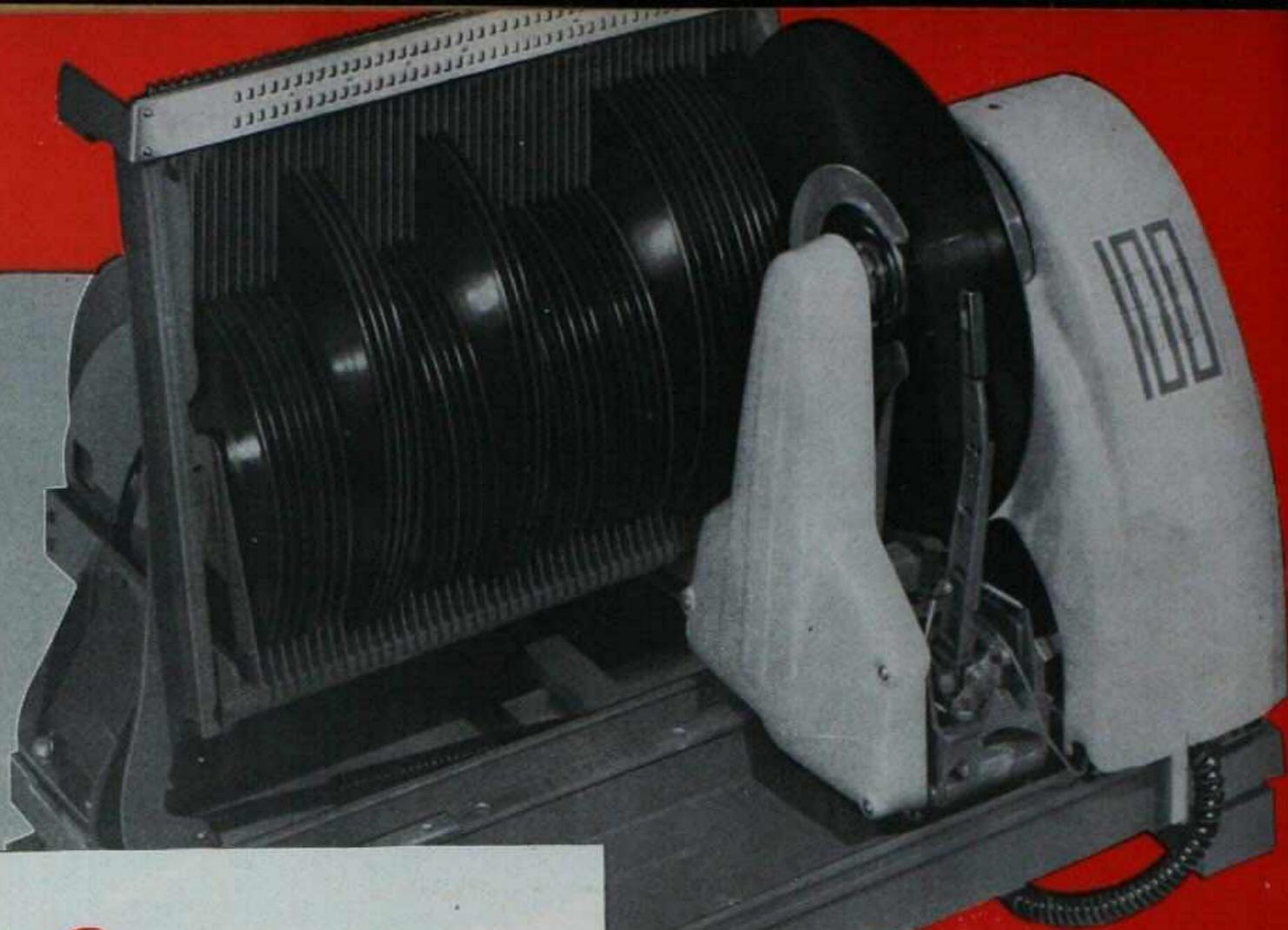
**FIVE BALL  
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CMI MEMBER



THE **Select-O-matic** MECHANISM  
 THE GREATEST DEVELOPMENT  
 IN COIN-OPERATED PHONOGRAPHS

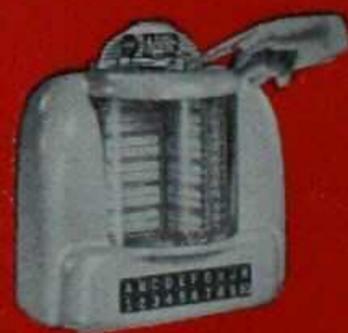
This is the mechanism that makes possible the phonograph the entire coin-operated music industry has waited for.

Tried, tested, proved—the Seeburg Select-O-Matic "100" offers a new kind of music service.

- 100 selections — all visible at one time — cataloged under five musical classifications.
- Plays 10-inch or 12-inch records in any order—no pre-setting is necessary.
- Single pick-up arm plays both sides of records—50 records, 100 selections.
- Single coin chute—1 play, nickel—2 plays, dime—6 individual plays, quarter.
- Completely equipped for Scientific Sound Distribution and Remote Control.



**THE SELECT-O-MATIC "100"** The most revolutionary music system ever developed. A new marvel in sales appeal with a fascinating mechanism that intrigues the public. A beauty in appearance. An engineering masterpiece that reduces service to a minimum.



**THE WALL-O-MATIC "100"** The most remarkable remote selection system you ever saw. Brings 100 selections right to the finger tips of every guest — cataloged under five musical classifications. Single coin chute for nickels, dimes, quarters — 6 individual plays for quarter. 3-wire type — easy to install.



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