

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JANUARY 29, 1949



Still giving off those bright box-office rays are the Three Suns, left to right, Morty Nevins, accordion; Artie Dunn, organ and vocals, and Al Nevins, guitar. The trio has just completed a location tour of some of the nation's top spots, including the Click, Philadelphia; the Ansley Hotel, Atlanta; the Lookout House, Covington, Ky., and others. They open at the Paramount Theater, New York, early in February, and their two most recent albums, "The Three Suns Present" and "Busy Fingers," are still racking up substantial sales figures. Their first post-ban release is "You, You Are the One," backed by "Moonlight Romance." The trio is booked by Music Corporation of America, and managed by Herb Kessler.

## Dear Radio Editors, Columnists, Critics:

*My warmest thanks for voting me the No. 1 girl singer for the 8th consecutive year in your annual poll.*

## Thanks, Too, Juke Box Operators . . .

*. . . for your consistent use of my Columbia Records in the Nation's Music Machines.*



*Gratefully*

**DINAH SHORE**

# RADIO GIFTS 4 MILLION IN '48

## Band Biz in Doldrums, Eh? Monroe's One-Nighters To Pull 500G in 2-Month Tour

Riding Popularity Crest in Deep South

NEW YORK, Jan. 22. — Vaughn Monroe, riding high on the crest of a popularity wave, has just embarked on his most intensive tour of one-nighters to date. Willard Alexander, Monroe's personal manager, has already set the maestro for 51 consecutive dates thru March 6, and some eight or 10 additional dates are being lined up which will carry him thru March 17. Monroe, who started the tour just one week ago, is expected to gross a total of \$500,-

000 during the 8½-week trek, this figure being predicated on advance sales and guarantees and percentages stipulated in the Monroe contracts. Alexander estimates that Monroe probably will gross \$50,000 to \$60,000 weekly (for weeks of six and seven days), and out of this sum Monroe and the band will be able to take out between \$30,000 and \$32,000.

Coming at a time like this—when the band business is regarded as in the doldrums—the Monroe story is being latched onto in the trade as a heartening phenomenon. What's unusual about the story, says Alexander, is that such an intensive tour can be set up in times like these.

Monroe's trek will take him thru the Deep South and Southwest primarily, including Texas, Florida, Arizona, Oklahoma, Alabama and (See Monroe's 500G on page 15)

## Contino Must Play 7 Years for Heidt

HOLLYWOOD, Jan. 22. — Dick Contino, 18-year-old accordionist, must continue working for Horace Heidt for the next seven years, under a ruling handed down this week by Superior Court Judge Clarence M. Hanson.

Heidt sought and was granted a preliminary injunction restraining Contino from working for any other employer until he fulfills his contract with him. Contino asked to have his pact with Heidt voided on the grounds that he did not have a guardian at the time his contract was signed. However, attorneys for Heidt pointed out that the youth's parents, Pet and Mary Contino, were in court and gave verbal consent to the agreement at the time it was made.

In ruling against Contino, Judge Hanson said: "This lad of 18 is receiving more money than any judge in California. The code is for the protection of those who invest large sums in building up artists who are minors."

## Nitery Ops Up With 350-500G, Buy Cole Circus

NEW YORK, Jan. 22.—Nat Harris and the Ed McCune syndicate, according to insiders, are the new owners of the recently sold Cole Bros. Circus (*The Billboard*, December 25). Purchase price varies between \$350,000 and \$500,000. Jack Tavlin, in on the deal, will carry the title of general manager, but Nat Harris and McCune will have the final say-so.

Harris, now operating the Brook Club, Miami, also is the operator of the currently shuttered Harem, New (See Harris, McCune on page 41)

## "Make Mine 150G," Piracy Plaintiff Tells Sid Caesar

NEW YORK, Jan. 22.—Suit for \$150,000 damages has been filed in U. S. District Court by Devery Freeman against Sid Caesar and the Make Mine Manhattan Company, producers of the revue, *Make Mine Manhattan*, and Joseph M. Hyman, individually and as general partner.

Freeman's suit charges infringement and piracy of his comedy routine, "The Slot Machine Routine," also known as "Sammy's Routine." He claims that he created the routine prior to March 6, 1947, and that he disclosed it to Columbia Pictures for use in the film, *The Guilt of Janet Ames*. The routine, he alleges, was not used in the picture and was returned to him with all rights as its creator. He further alleges that the routine was disclosed to Caesar when (See *Make Mine 150G* on page 39)

## Minn. Governor Asks Tax Boost

ST. PAUL, Jan. 22.—Increased liquor, beer and cigarette taxes were advocated here Wednesday (19) by Gov. Luther W. Youngdahl as the way to make up the major part of his \$139,692,115 budget for Minnesota State activities in the next two years. The proposals came in the governor's biennial budget message to the Legislature. Immediately a reaction unfavorable to the plan rumbled thru the halls, with Sen. Karl Neumier, of Stillwater, chairman of the powerful Senate Tax Committee, bitterly attacking it.

The Youngdahl program calls for increasing the liquor tax from the present \$2.50 a gallon to \$3.50, boosting the beer tax to \$3 a barrel instead of the present \$2 a barrel for strong beer and \$1 for 3.2 beer, increasing the cigarette levy from 3 cents a pack to 5 and levying a tax on all tobacco (See *Minn. Tax Boost* on page 39)

## New Record In Largesse For Audiences

54 Programs Involved

By Sam Chase

NEW YORK, Jan. 22. — Network giveaway programs in 1948 dispensed a total of well over \$4,000,000 in cash and gifts to studio and home audiences, a survey completed this week by *The Billboard* revealed. This largesse was doled out at a rate averaging better than \$3 for every minute of the year, and nearly \$83,000 per week. The survey covered the 54 programs aired by the four networks during 1948, and broke down the outlay by cash awards and by actual value of merchandise distributed.

The total sum of \$4,297,557 for the 54 programs is a most conservative estimate, based on real rather than quoted values of prizes. Also, because of the furor in recent months about giveaway shows, some agencies and producers tended to play (See \$4,297,557 Giveaway on page 6)

## Ringling Pays Another 100G Fire Claims

HARTFORD, Conn., Jan. 22.—Ringling Bros. and Barnum & Bailey Circus has increased its payments to the Hartford 1944 fire victims to \$200,000 with the turning over of a second check for \$100,000 by the circus management to Edward S. Rogin, appointed receiver of the circus shortly after the fire.

The second payment followed a conference between a Hartford county bar committee and circus representatives after a protest had been voiced when the circus sent only \$100,000 to Hartford as its 1948 contribution, which was handed over at a meeting held here December 28.

It is understood that Attorney Julius B. Schatz, receiver's counsel, plans to apply to the Hartford Superior Court for a writ of mandamus. (See R-B Fire Claims on page 62)

## Fee Bars TV Shows For March of Dimes

NEW YORK, Jan. 22.—The March of Dimes late this week canceled its one-hour fund-raising show which was scheduled to be aircast over the television network of the Columbia Broadcasting System (CBS) today at 6:30-7:30 p.m. Reason for the exit was the demand of the Theater Authority (TA) for a fee. TA is the agency regulating benefits.

The March of Dimes, according to a statement by Howard J. London, radio director, felt that TA's demand for a fee was unwarranted in view of the present state of the TV industry.

Henry Fonda, Rudy Vallee, Shirley Booth and other names were scheduled to have appeared on the show.

# Showbiz Takes Over Inaugural

## Even Truman Gets in Circus Spirit of Day

Stage, Radio, Orks All In

WASHINGTON, Jan. 22.—Color, fun, music and drama highlighted a week of inaugural activities here in honor of President Truman and Vice-President Barkley, and the folk from the show world shared the stage with the nation's two highest officials. Three of the week's major events—the gala concert, the inaugural parade and the inaugural ball—depended (See RADIO AND TV on page 5)

## See These Yarns!

For stories and reviews of the part showbiz played in the inauguration, see other departments in this issue, as follows:

Backstage story on TV's biggest single remote broadcast in history (Television Department).

Review of TV's coverage of inaugural ball (Television Department).

Review of New York's large-screen telecast of gala concert (Television Department).

Description and critique of gala concert staged by stars of stage, screen, radio, TV and music worlds (Night Clubs-Vaude Department).

Outdoor showbiz's tremendous contribution to festivities (General Outdoor Department).

## AGVA Claims TV Authority Seeks Control

"Unholy Trinity," Says Barto

NEW YORK, Jan. 22.—Merger talks between American Guild of Variety Artists (AGVA) and the Television Authority (TVA) committee members Wednesday (19) brought charges by AGVA that the TVA was in fact an "unholy trinity working for the purpose of controlling a new industry rather than helping performers vitally interested in a merger."

Dewey Barto, AGVA topper, going (See AGVA Says TVA on page 41)

# U. S. Weighs New Curbs on Construction

WASHINGTON, Jan. 22.—The administration is seriously considering asking Congress to reimpose controls on amusement construction, it was learned this week. Deliberations on the subject have been conducted quietly among administration lieutenants and housing officials ever since the election.

Housing chiefs feel that amusement and other so-called "non-critical" building projects are drawing away from residential housing too many construction materials in short supply. Considering the emphasis laid on allocations and on the need for more housing in President Truman's message on the state of the union, it is apparent that the Chief Executive shares the same view.

The attitude of Congress, however, is another matter. Any request for restoring the compulsory amusement controls would be certain to be attacked not so much on the specific issue as on the principle that compulsory controls in peacetime are not only unnecessary but dangerous.

Should the administration decide to make a drive for amusement controls, the ball would probably be carried by Rep. Brent Spence (D., Ky.), who heads the House Banking and Currency Committee. Only a month ago, Spence suggested the necessity of putting controls back on "non-essential" housing.

Even if building controls are enacted, the impact on amusement projects would not be overpowering. Contemplated legislation would be similar to the program in effect prior to 1948. Authority to decide whether or not a theater or a night club could

(See U. S. Weighs Curbs on page 37)

## Mayor Danny

NEW YORK, Jan. 22.—Danny Kaye will be inducted as mayor of Brooklyn Thursday (27) by the Locality Mayors of New York. The inauguration will be marked by a testimonial dinner in Kaye's honor at the Towers Hotel, it was announced today by Louis Zeltner, president and chief mayor of the historic unofficial body. Kaye was born in Brooklyn.

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# BILLBOARD BACKSTAGE

## Some Family Wash and Other Coin Convention Recollections

By Joe Csida

Up to the point where conventionitis sets in, making trade shows like the Coin Machine Institute get-together in Chicago last week is a happy and satisfying pastime. For one thing, it gives you the chance to see all your own guys from all around the country. For another, you meet pals from every phase of show business. And for still a third, you get somewhat of a look at a few new ideas in equipment and a chance to check a trend or two as anticipated by fellows from here and there.

Since this Backstager's conventionitis has reached an advanced stage as this is being written, we will beg off with a few random remembrances. First the family wash: All our Chi guys in good shape. The peace and serenity of our Midwest wing is resulting in an elliptical development of publisher Rog Littleford's mid-section. Same peace and serenity, strangely enough, seems to be causing Manager Mayn Reuter's hairs to become fewer and grayer. Bob Robbins, general factotum of our exhibit booth, knocked himself out doing his usual fine job of supervising the booth activities with, lest we forget, an invaluable assist from charming Katy Conwell. Jack Sloan was among the missing, having found himself an apartment and working at moving in, after all these years. Johnny Sippel, our backwoods Boswell, is still

in there slugging and more popular than ever with everybody who's anybody in Chi. Hank Hurley, holding the outdoor fort in the absence of sidekick Herb Dotten (out on the fair meetings), is happy about his brother Jack's new boxing boy, Vince Foster, who chilled Tony Pellone a couple of weeks ago.

### Durable Cliff

Cliff Strom, who seems to lead an extremely hazardous life, had his thumb bandaged this trip. Last time we were in he had eczema or something. But Cliff's like the mail carriers, nothing deters him from his duly appointed rounds. Bert Braun, newest member of our ad staff, looks as tho he's catching on fast. Emil Hubka, whom we met for the first time, is a distinguished addition to our Chi copy desk. Dick Schreiber, Norm Weiser, Tom McDonough and

(See Billboard Backstage on page 21)

### Q and A on Taxes:

## What Info Do You Need on Income?

By Lewis C. Lebish  
New York CPA and Attorney

We have concluded the series of tax articles which appeared in the last five issues of *The Billboard* and will now continue with tax questions and answers. If you have any questions concerning your income tax which you would like answered, address your questions Tax Department, *The Billboard*, 1564 Broadway, New York City.

Q—I operate my business as a partnership. Our year ends on March 31. What income do I report for the year 1948? Do I report the amount I drew for the calendar year 1948 or do I report my drawings from March 31 to December 31?

A—The taxable year of the partnership ends March 31. This is therefore the date when each partner for tax purposes receives the distributive share of the partnership earnings. The partner's drawings are not considered at all for tax purposes. It is not a deduction that can be claimed against partnership earnings and it is not income to the partners. A partnership return must be filed before June 15, as the taxable year of the partnership ends March 31. This partnership return will show the income and expenses of the partnership, and the balance, without any consideration given to partners drawings, is

(See Q and A on Taxes on page 55)

## Detroit Showbiz Masonic Lodge Headed by Hammell

DETROIT, Jan. 22.—Charles K. Hammell, musician who is manager of the Hammell Musical Instrument Store, has been installed as worshipful master by Daylight Lodge No. 525, Masonic body whose membership is composed almost entirely of show people. He succeeds Paul Lasko, of the National Theater.

Other new officers are senior warden, Harold C. Berg, theatrical press agent; junior warden, Benjamin Greenwald, master of ceremonies known professionally as Bernie Green; secretary, Paul Pitzer, musician; treasurer, William Swistak, National Theater; senior deacon, William T. Blair, Paddock Bar; junior deacon, Paul Pitzer Jr., Detroit police department; senior steward, Angelo Zummo, musician; junior steward, Billy R. Long; senior associate steward, Orville Harris, circus clown; junior associate steward, Milton R. Vine, pianist; marshal, George Rapp; assistant steward, Kenneth Baldwin, musician, Club Gay Haven; assistant steward, Jack Cohen, bar operator; chaplain, Paul Lasko, National Theater, and tyler, Henry Lelliott.

# NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**A LITTLE BIRD TOLD ME**
- No. 1 Sheet Music Seller  
**BUTTONS AND BOWS**
- No. 1 Most Played on Disk Jockey Shows  
**A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514**
- No. 1 Disk via Dealer Sales  
**A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514**
- No. 1 Disk in the Nation's Juke Boxes  
**A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514**
- No. 1 Most Played Juke Box Folk Record  
**ONE HAS MY NAME, J. Wakely, Capitol 15162**
- No. 1 Best Selling Retail Folk Record  
**ONE HAS MY NAME, Jimmy Wakely, Capitol 15162**
- No. 1 Most Played Juke Box Race Record  
**BEWILDERED, Red Miller Trio, Bullet 295**
- No. 1 Best Selling Retail Race Record  
**BEWILDERED, Red Miller Trio, Bullet 295**
- 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 22 to 38 in Music Section.

## HOLLYWOOD ICE REVIEW

(Opened Thursday, January 20)

### MADISON SQUARE GARDEN, NEW YORK

Ice revue. Choreography and staging, Catherine Littlefield. Sets and properties, Becker Bros. Studio. Costumes, Billy Livingston, Kathryn Kuhn and Grace Houston. Skating direction, Elizabeth Kennedy. Musical director, Jack Pfeiffer. Musical arrangements, Paul Van Loan and Kendall Burgess. General manager, William H. Burke. Stage manager, Ray Gaylor. Executive director, Arthur M. Wirtz. Presented by Consolidated Enterprises, Inc. CAST: Sonja Henie, Freddie Trenkler, Michael Kirby, Jack Rafter, Jerry Mapes, Johnny Farris, Johnny Joliffe, Gretie and Robert Uksila, Mickey Michaels, James Treloar, Jean Sturgeon, Tuffy and Gil McKellen, Grace Blechman, Eloise Chrintino, Essi Davis, Mary Lou DeWolf, Laurel Harrod, Catherine Husser, Elizabeth Kennedy, Joyce Lamont, Virginia Leigh, Terry Lovelace, Pat Mahoney, Kay Mapes, Erica Poch, Dorothy Peterson, Patsy Ruth Price, Jean Sokovitch, Susan Strong, Susanna Thompson, Marion Traversino, Janet Van Sickle, Jeanine Voigt, Betty Lou Vrooman, Elizabeth Wargrave, Helen Smith, Bill Bevon, Danny Charbonneau, John Diel, John Ferry, Stephen Ferry, George Flaherty, Dick Golubski, Regan Gaskins, Harry Gehl, Gordon Harris, Rick Hollister, Kurt Kopren, Alex Lindgren, Frank Lucas, Tom Osborne, Peter Paleschak, Marvin Perryman, Hugh Pope, Stan Smith, Jack Strand, Bob Styer, Red Vennis, Howard Wentworth, Bill Stevens, Gil Dennis, Sharon Fitzpatrick, June Statler, Bob Fitzgerald, Scottie Robertson, Jean Mason, Virginia Stevens, Dorothy Joyce, James Kelly, Dorothy Paxon, Betty Marie Wilkin, Audrey Rink, Helen Willey, Glenna Southard, Jean Powers, June Omholt, Gil Dennis.

VOCALS: Ken Stevens, Cecile Descant and Rita Stevens.  
HAWAIIAN QUINTET: Andy Iona, Mel Peterson, George Ku, Danny Kuaana and Gifford Brown.

After 12 consecutive annual packages of Sonja Henie's *Hollywood Ice Review*, there is little left for a reporter to say, except perhaps that this 1949 edition, which will tenant Madison Square Garden thru February 8, runs true to form. It is another spectacular tour de force for la Henie, backed by superlatively staged ensemble blade virtuosity.

Personally, this reporter thinks that over-emphasis on any one stellar-performance tends to slow down an ice extravaganza. Too many encores cut into the running time which might be applied to a more variable mood. However, there is no question that the Henie formula has the success recipe. The years toll nothing from her technical skill and she is absolute tops on the ice, when it comes to personal salesmanship. So it is probably good business to build a show strictly as a frame for her talents.

This year gives her the spotlight in (See *Hollywood Ice Review*, page 47)

# The Billboard

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The Billboard also publishes Turnover and Vend

# NBC DROPS ALL WAX BANS

## WWDC-FM Sets In Capitol's Buses

WASHINGTON, Jan. 22.—Installation of FM receivers in the buses and streetcars of the local transit company is being undertaken by WWDC-FM. Initially, the station is supplying Stromberg-Carlson receivers for 20 buses, with expectations of extending transit radio to the entire transportation system.

Commercials are to be limited to 25 seconds and spaced from 5 to 10 minutes apart, according to the station. Programming is to consist of music, newscasts, weather reports and time signals.

Cities already offering transit radio include St. Louis, Cincinnati, Houston; Covington, Ky.; Wilkes-Barre, Pa., and Worcester, Mass.

## Clary Signs Paper With Agent Saphier

HOLLYWOOD, Jan. 22.—French warbler Robert Clary was inked to an agenting pact by Jimmy Saphier, top Coast talent handler this week. The youthful Parisian song stylist, currently being groomed in Europe for an early American debut, was discovered recently by Standard Transcriptions musical director, Harry Bluestone, and publisher Saul Bourne during Standard's recording junket to France.

Only American release for Clary has been several tunes waxed for Standard. Inked to a recording deal with the Hollywood transcription firm, Clary was also signed by both Bluestone and Bourne on a personal management basis. Saul Bourne, currently on the Coast on pubby biz, and Bluestone made the deal with Saphier late this week. Agent plans tentatively to trek to France in March to plan American debut with Clary personally.

## Prudential Sticking To Its 'Family Hour'

NEW YORK, Jan. 22.—Prudential Insurance this week reportedly turned thumbs down on a dramatic comedy package titled *Father Knows Best*, which features Robert Young. The bankroller and agency, Benton & Bowles (B&B), mulled the wax offering for the past couple of weeks and finally reached a negative decision.

The sponsor's *Family Hour of Stars*, which airs Sundays at 6 p.m. on Columbia Broadcasting System, is regarded now as certain to be retained.

## Montana May Oust Anti-Giveaway Law

HELENA, Mont., Jan. 22.—If you gnash your teeth when someone hits the jackpot and could easily afford to take it or leave it, or when someone else stops the music, you are still better off than the listeners in Montana, who would lose even if they won. Montana law forbids participation in any radio prize contests.

Gov. John W. Bonner, in his inaugural address, scored this prohibitory law as outmoded, and asked the Legislature, now convening, to rectify the situation.

Rep. June McCarthy, a Democrat from Butte, however, scooped him. One of her main ideas in running for office, it is reported, was to rectify the situation. No opposition is reported.

## Radio and TV Throw Curves At Inaugural

(Continued from page 3)

heavily on professionals from the world of music, radio, concert, stage, television and pix.

American Federation of Musicians (AFM) Prexy James C. Petrillo won stellar mention at all the major events. In the inaugural parade, he was represented by an elaborate float with a lively band. At the concert he was given personal acknowledgment on the stage and in the official program. At the ball Thursday (20) night, he got another acknowledgment from the stage, where his "personally" assigned band knocked out some catchy numbers in a breather for the night's three big-name orks—Benny Goodman's, Xavier Cugat's and Guy Lombardo's. What with some 700 bandmen around town for the week's various festivities, supporters of Petrillo claimed that he had more constituents present than Tom Dewey.

### NBC's Coup

Topping the week's achievements is one claimed by National Broadcasting Company (NBC) local lads, who sewed up an exclusive arrangement for piping their network broadcast of inaugural day activities over the public-address system in the downtown streets. Truman and Barkley heard a narration of their progress in the parade from the loud speakers on the line of march while the parade was in progress. Some of the reps of other nets were plenty nettled by the exclusive deal.

Radio came in for a big laugh in the parade when one of the Kentucky floats gave out with the familiar Lucky Strike tobacco auctioneer's chant. The program was live.

Television turned out to be such an attractive medium for viewing the parade that it won away some of the parade spectators. Several (See *ORKSTERS GIVE* on page 21)

## Ozzie, Harriet May Deb Kids Via Tape

HOLLYWOOD, Jan. 22.—Ozzie and Harriet may become the first family comedy show to actually use members of a real-life family for all principal roles. With National Broadcasting Company lifting its anti-recording ban, the Ozzie show will be among the first to switch. The Nelson children, David and Ricky, will be used on the air in place of Tommy Bernard and Henry Blair, child actors now doing the roles.

The Nelsons have long wanted to have their kids on the show, but hesitated because of the stress of doing live broadcasts. With tape in the offing, however, the parents feel the time is ripe to intro the children to showbiz via the air show. Since tape will allow editing and pruning of fluffs, the strain of network appearances will not bother the kids, the Nelsons feel.

## Lasker To Head 5 Friendly Stations

BOSTON, Jan. 22.—George Lasker, general manager of WORL for 11 years, has resigned to take a similar post with the Friendly group's five stations, including WBMS here.

WBMS has billed itself since its opening as "Boston's music station" and Lasker says he will continue the policy of the station while improving its programming, which has come in for a good deal of criticism in the last year or so. The station began by confining itself to longhair music, then gradually fell off into short programs of semi-classical music, with an occasional public service show, broken up by frequent commercials.

With headquarters at WBMS in Boston, Lasker will manage the four other Friendly stations in Steubenville, O.; Pittsburgh; Kingston, N. Y., and Atlantic City. His high brass are John Laux and Jack Berkman. New WORL manager is Ashley Robison, Hub singer and announcer.

## Battle of Webs Boils On; NBC Holds Harris; CBS Adds

NEW YORK, Jan. 22.—The battle of the networks percolated merrily this week. Major developments included:

Retention by the National Broadcasting Company (NBC) of the Rexall-Phil Harris show, which had been shaky ever since Harris's mentor, Jack Benny, shifted to Columbia (CBS).

Signing of Bing Crosby by CBS, and reports that William S. Paley, CBS board chairman, now was centering his campaign on getting Lever Bros. to shift Bob Hope from NBC to CBS. CBS wants to present Hope and Crosby back to back, either Wednesday night, or possibly, Sunday night. CBS also would like very much to snag Fibber McGee away from NBC, so's to make it Crosby-Hope-McGee.

It was disclosed by CBS that it has borrowed \$5,000,000 from Prudential Insurance Company of America (one of CBS's advertisers). It is a 15-year loan at 3½ per cent. With the acquisition of Crosby, CBS has so far spent in excess of \$5,000,000 in its drive for talent. Of this, \$2,000,000 went for *Amos 'n' Andy*; \$2,260,000 for Jack Benny; \$1,000,000 for Crosby and another estimated \$250,000 in acquiring *Housewives Protective League*

and a quarter interest in *Tournament of Champions*. CBS declared its loan was made to insure the company's strong cash reserves.

Crosby, who started on CBS years ago, sold a quarter interest in one of Crosby's corporations, said to be Crosby Enterprises; the Crosby radio show for Philco and an interest in the Ampex tape recording system. Crosby recently signed a new contract with Paramount Pictures, whereby every other film he makes belongs to him. It is not known whether this is included in the CBS deal, which gives that network the Groaner's services for AM and TV.

Everett Crosby, Bing's brother, denied reports that Paramount was planning to buy the remaining share of Crosby Enterprises.

He also denied reports that CBS is guaranteeing Bing another million plus per 39 weeks.

Reports that CBS also had sold Edgar Bergen to Coca-Cola drew a "no comment" from Frank Stanton, the web president. It was reported, however, that Bergen has been signed by Coke and will replace Spike Jones. Bergen, in Washington for the inaugural, was reported to have left directly for Atlanta to huddle with the

## Part of Move To Build, Hold New Programs

### Dickers for Mystery Seg

By Alan Fischler

HOLLYWOOD, Jan. 22.—National Broadcasting Company (NBC) brass on the West Coast this week began putting into practice new strategy calculated to end talent raiding and avert further loss in both web prestige and programs. In Hollywood to attend the opening of the net's Coast tele station, KNBH, were Exec Veepee Charles Denny, Veepee John Royal and Sid Strotz, vice-president in charge of Western division and tele exec for the entire net. As a result of the gathering of the web clan, it was reliably learned that NBC would immediately begin a powerful drive to counteract behind-the-scenes moves of Columbia Broadcasting System (CBS) topper William Paley.

First move was the disclosure that the ban on tape recordings had been lifted, a development which met with immediate favorable reaction. Web expects to install a battery of Ampex recording machines here within three weeks and switch to tape immediately. While most top talent remained noncommittal on personal plans, awaiting okay from agencies and sponsors, it was learned that among the first to ask for tape will be Ed (Archie) Gardner, Eddie Cantor, Al Jolson, Ozzie and Harriet, Frank Sinatra and possibly Bob Hope. Other top artists such as Red Skelton, Jimmy Durante and Art Linkletter indicated interest but would make no definite comment. Only turnaround came from *Chesterfield Supper Club*, with a flat refusal to switch to tape.

In its quest for new programming, NBC topper Sid Strotz was negotiating for a new mystery package, tying in with Mystery Writers' Association of America (MWA). Deal, to be packaged and produced by Crosby (See *NBC DROPS ALL* on page 14)

## Only Alpine Allowed Low-Band FM—FCC

WASHINGTON, Jan. 22.—Low-band FM operation is discontinued for all stations except that of Edwin Armstrong in Alpine, N. J., whose appeal is now in the courts, the Federal Communications Commission (FCC) announced this week.

The FCC's position was stated in a letter to Zenith Radio Corporation, which requested authority to operate a station on 45.1-mc. for the period that the Armstrong station is allowed to operate. The commission replied that it is authorizing no use of the 44-50-mc. band for FM. The Armstrong operation, it said, is proceeding under a stay order issued by the local court of appeals pending a decision on the FM inventor's appeal from the FCC's order ending low-band operation last December 31.

Coke officials. Other reports had Bergen being submitted to both General Foods and Old Gold cigarettes.

CBS this week also shifted *Lum 'n' Abner* to 8:30 Sunday night and *Life With Luigi* back to the L. and A. 10 p.m. time. The 8:30 spot was the time CBS had hoped to fill with Phil Harris.

# \$4,297,557 GIVEAWAY IN 1948

## New Record In Largesse For Audiences

54 Programs Involved

(Continued from page 3)  
down the figures in hope of minimizing charges of "buying" audiences.

### Web Giveaway Breakdown

MBS: 14 programs; \$99,872 cash; \$1,330,550 gifts; total, \$1,430,372.  
CBS: 13 programs; \$180,100 cash; \$1,191,595 gifts; total, \$1,371,695.  
ABC: 21 programs; \$136,890 cash; \$884,400 gifts; total, \$1,021,290.  
NBC: 6 programs; \$326,374 cash; \$147,826 gifts; total, \$474,200.  
Four Networks: 54 programs; \$743,236 cash; \$3,554,321 gifts; total, \$4,297,557.

Leading the parade of networks in generosity was Mutual Broadcasting System (MBS), with prizes in cash and gifts totaling \$1,430,372 for 14 programs. Close behind was Columbia Broadcasting System (CBS), with \$1,371,695 for 13 shows. American Broadcasting Company (ABC), via its 21 programs, most of any network, passed out \$1,021,290. National Broadcasting Company (NBC), with only six shows, managed to dispose of \$474,200.

Altho NBC had the fewest shows and the lowest total value, it was far out in front in actual cash disbursements, with a total of \$326,374 in long green. CBS ran second with \$180,100, ABC followed with \$136,890, and MBS, which had the highest total of both cash and gifts, trailed all three in actual cash with \$99,872.

### "Queen for a Day" Tops

Most generous of all programs was the Philip Morris MBS ailer, *Queen for a Day*, which passed out \$655,000 worth of gifts in the course of its five-a-week 30-minute sessions. This figure has been estimated by some connected with the show to actually run as high as \$1,000,000, but with all allowances made, the lower figure is deemed virtually exact. Program digging deepest for coin of the realm was Mars Candy's *Dr. I.Q.* which rang the cash register to the tune of \$105,200 besides giving \$1,000 worth of its product.

A breakdown of the \$4,297,557 in cash and prizes shows that \$743,236 of this amount was cash. Prizes of various sorts, including merchandise, trips and sponsors' products, accounted for the remaining \$3,554,321.

Of the 54 shows covered, 16 were sustainers. Biggest pay-off from a sustaining show was the \$173,000 from CBS's *Sing It Again*, with another CBS sponsorless ailer, *Winner Take All*, also getting into six figures with \$104,000.

Indicating that mere generosity is not sufficient to guarantee an audience to a program, at least 11 of the shows had folded by the end of 1948, with some of the other sustainers on a part-time basis or skedded for early junking. Thus, while Philip Morris's *Queen for a Day* proved a popular success in daytime listening, besides serving as a cornucopia, the same sponsor's *Heart's Desire*, which ranked 10th among all shows with \$120,000 in prizes, proved unable to win a consistent following and was dropped.

A similar survey by *The Billboard*



KLZ's Topnotch News Woman

### LUCILLE HASTINGS

Miss Hastings is KLZ's women's news editor and four-times winner of first place in the National Press Women's contest for the best prepared radio newscast.

KLZ, DENVER

made just two years ago found that 24 web giveaways had produced a cash and merchandise bonanza of \$1,730,438. Top show that year was *Sterling Drugs' Bride and Groom* on ABC, with \$598,000. That program in 1948 ranked 14th on the list with a mere \$104,000.

Allowing for minimized figures given for some of the programs on the accompanying table, the 1948 total is estimated by most traders to be, actually, well over the \$5,000,000 mark. Whether this is the top of the spiral or only one stage of a continuing ascent, few observers were prepared to predict at this time. On

## Coy Raps Harness Report In Talk to Yale Law Group

WASHINGTON, Jan. 22.—Chairman Wayne Coy, of the Federal Communications Commission (FCC), in an address tonight at the Yale University Law Journal banquet in New Haven, Conn., sharply criticized the recent report by the now defunct Harness subcommittee investigating FCC and declared that he as FCC chairman will "take every opportunity and make every effort to curtail the freedom of radio station licensees to be unfair or to use their licenses solely for their own private benefit rather than for the public interest." "The curtailment of that freedom," said Coy, "presents no dangers to the preservation of the freedom of expression which the Constitution protects and to the availability of radio as a medium for that freedom of expression, for which the Communications Act provides."

### Stirs Old Controversy

The Coy speech is seen certain to stir embers of an old controversy in the industry. Coy at the outset of his talk asked two questions concerning the meaning of "freedom of radio." "Does freedom of the radio mean freedom for the person who is fortunate enough to secure a license to use his station as he pleases, or does it mean freedom of opportunity

for expression for the general public which is the proprietor of the public domain?"

"If freedom of radio means that a licensee is entitled to do as he pleases without regard to the interests of the general public, then it may reasonably be contended that restraints on that freedom constitute acts of censorship. If, however, the freedom of radio means that radio should be available as a medium of freedom of expression for the general public, then it is obvious enough that restraints on the licensee which are designed to insure the preservation of that freedom are not acts of censorship. These, I believe, are the basic alternatives. And I also believe that Congress in enacting the Communications Act has so far selected one of these alternatives, that radio shall be maintained as a medium of free expression as a benefit for the general public."

### Cites Two Opinions

Citing the act itself, Coy mentioned two landmark opinions—the Mayflower opinion and the WHKC opinion—as bulwarking FCC's policy and the law's "intent" that "a licensee is not free to present issues of public importance in an unfair manner, but must afford opportunities for the fair presentation on such issues." Coy added that the commission "has also stated in its Scott opinion that a licensee is not free to deny a point of view access to the radio solely because it is an unpopular point of view."

In the Scott case the FCC defended the right of an atheist to answer a broadcast on the subject of atheism. Coy declared that the Harness committee criticized FCC for this opinion, and he declared that the Harness report "failed to give any discussion to the basic consideration of the maintenance of free speech over the radio." "I find fault with this conclusion as well as with other conclusions which the select (Harness) committee has expressed in its report because I believe that the select committee never did come to grips with the fundamental question of what is the nature of the freedom to be preserved in radio and who is to enjoy that freedom."

## CBS Preps TV Show For Robert Q. Lewis

NEW YORK, Jan. 22.—Columbia Broadcasting System (CBS) is building a half-hour intimate video revue around Robert Q. Lewis. The package is in the initial stages of preparation and, no doubt, will stress the informal quality of Lewis's comedy delivery while bolstering him with several acts.

CBS also is enthusiastic over Lewis's new 30-minute across-the-board afternoon program and expects the comedian to deliver a sponsor.

## Chile Outlets Need 80G in Equipment

WASHINGTON, Jan. 22.—Radio stations in Chile are in the market for transcribed programs as well as studio equipment, the Commerce Department announced this week.

The Asocacion de Radiodifusora de Chile, broadcaster org. is asking for catalogs, sales terms and literature. The group is said to have \$80,000 available for importation of radio equipment.

## How They Dished Out the \$\$\$

NEW YORK, Jan. 22.—Following is a breakdown of the amount of cash and the value of gifts handed out during 1948 by network giveaway programs. Those marked with an asterisk (\*) no longer are on the air.

PROGRAM, NETWORK, SPONSOR	CASH	GIFTS	TOTAL
		\$655,000	\$655,000
Queen for a Day, MBS, Philip Morris.....		655,000	655,000
Stop the Music, ABC, Smith Brothers, Eversharp, Sneider, Old Gold.....		350,000	350,000
Hit the Jackpot, CBS, DeSoto-Plymouth.....		300,000	300,000
Hint Hunt, CBS, Armour.....	\$ 1,000	250,000	251,000
Fishing & Hunting Club, MBS, Mail Pouch Tob.....		250,000	250,000
Grand Slam, CBS, Continental Baking.....	26,000	156,000	182,000
Sing It Again, CBS, Sustaining.....	8,800	164,200	173,000
Take a Number, MBS, U. S. Tobacco.....		150,000	150,000
Second Honeymoon, ABC, Sustaining.....		131,000	131,000
Heart's Desire, MBS, Philip Morris.....		120,000	120,000
People Are Funny, NBC, Raleighs.....	22,174	86,826	109,000
Dr. I.Q., NBC, Mars.....	105,200	1,000	106,200
Winner Take All, CBS, Sustaining.....		104,000	104,000
Bride and Groom, ABC, Sterling Drug.....		104,000	104,000
Truth or Consequences, NBC, Dux.....	60,000	40,000	100,000
Double or Nothing, NBC, Campbells.....	91,000		91,000
Give and Take, CBS, Toni.....		85,000	85,000
Strike It Rich, CBS, Ladens.....	80,000		80,000
Go for the House, ABC, Sustaining.....		80,000	80,000
Break the Bank, ABC, Bristol-Myers.....	60,000	10,000	70,000
Beat the Clock, CBS, Sustaining.....		60,000	60,000
Movie Matinee, MBS, Sustaining.....		58,500	58,500
House Party, CBS, General Electric.....	3,000	43,195	46,195
Abbott & Costello Kid Show, ABC, Sustaining.....		44,000	44,000
Take It or Leave It, NBC, Eversharp.....	38,000		38,000
Groucho Marx, ABC, Elgin American.....	35,000	1,500	36,500
Talent Scouts, CBS, Thomas Lipton.....	35,000		35,000
Quick as a Flash, MBS, Helbros.....	16,172	15,000	31,172
Betty Crocker Magazine, ABC, General Mills.....		31,200	31,200
Welcome Traveller, ABC, Procter & Gamble.....		31,200	31,200
Dr. I. Q. Jr., NBC, Mars.....	10,000	20,000	30,000
True or False, MBS, Shotwell.....	26,000		26,000
*Lucky Partners, MBS, Sustaining.....		26,000	26,000
Ladies Be Seated, ABC, Quaker and Toni.....		26,000	26,000
*Vox Pop, ABC, American Express.....	6,000	20,000	26,000
Golden Hope Chest, MBS, Sustaining.....		25,000	25,000
Tell Your Neighbor, MBS, Co-Op.....	25,000		25,000
*Whiz Quiz, ABC, Beich Candy.....	15,000	7,800	22,800
*Professor Quiz, ABC, American Oil Co.....		20,000	20,000
Juvenile Jury, MBS, General Foods.....	20,000		20,000
Bob Hawk Show, CBS, Camels.....	1,300	18,200	19,500
*Everybody Wins, CBS, Philip Morris.....	17,500		17,500
*Three for the Money, MBS, Sustaining.....	5,000	11,000	16,000
County Fair, CBS, Bordens.....	5,200	10,400	15,600
What's the Name of That Song, MBS, Sustaining.....	13,000		13,000
*What's My Name, ABC, General Electric.....	10,000		10,000
*Better Half, MBS, Volunte.....		8,000	8,000
Kay Kyser, ABC, Pillsbury and Sustaining.....	1,300	8,200	9,500
*Breakfast in Hollywood, ABC, P&G and Kellogg.....	6,340		6,340
*Get Rich Quick, ABC, Sustaining.....		4,000	4,000
Lunch with Maggi McNellis, ABC, Sustaining.....		3,250	3,250
What Makes You Tick, ABC-CBS, P&G.....		1,250	1,250
Personal Autograph.....	250	1,000	1,250
Shoppers Special, ABC, Sustaining.....			
<b>TOTALS.....</b>	<b>\$743,236</b>	<b>\$3,554,321</b>	<b>\$4,297,557</b>

# ABC FACING PINCER MOVEMENT

## Junking of Avco Is Sought In Sale of 2 WINX Stations

WASHINGTON, Jan. 22.—A new wedge into the Avco decision is in the making in a petition filed this week by WTOP, Inc., and WINX Broadcasting Company in connection with the sale of local stations WINX to William Banks and WINX-FM to WTOP, Inc. Both broadcasters gave strong reasons for a waiver of Avco procedure in the sales.

First rumblings among Federal Communications Commission (FCC) legalists indicated that it will be tough to deny the petition, whereas granting it may be the final push necessary to send the tottering Avco rule clear out of the window (*The Billboard*, January 15).

The petition pointed out that prior to the arrangement of the sale of WINX to Banks—operator of WHAT, Philadelphia—no bona fide offer for the station had been received by *The Washington Post*, owner of WINX, although it was common knowledge that the station must be sold in accordance with the earlier realignment of the interests of the Columbia Broadcasting System (CBS).

An interesting factor in the WINX sale is that the AM outlet brought only \$130,000, while transfer of

WINX-FM from *The Post* to WTOP, Inc. (55 per cent owned by the *Post* and 45 per cent by CBS) was tagged at \$160,000.

The price tag on WINX has shrunk enormously since *The Post* bought the station originally for \$500,000. The two transfers are the final step in the complicated deal whereby CBS sold 55 per cent of WTOP, Washington, to *The Post* in order to gain full control of KQW, San Francisco. *The Post* then had to chuck WINX, under dual ownership rules.

## Standard Woos Jock Trade in Speed-Up Move

HOLLYWOOD, Jan. 22.—A speeded system of processing and shipping transcriptions to library service subscribers was inaugurated this week by Standard Transcriptions in a move designed to give disk jockeys service comparable to that offered by major commercial recording companies. Standard's new policy will guarantee platter spinners releases within 7 to 10 days after sessions are held. In addition, Standard will shy away from cutting tunes already covered by its artists on commercial records, hence giving wax whirlers more variety in programing.

Move launched by Standard's top-per, Jerry King, will greatly expedite the release mechanism which heretofore has meant delays of as high as 30 days from recording to delivery date.

By avoiding repetition in tune selection, Standard feels it will give platter programers enough new material to augment commercial releases. For example, by tying in Kay Starr's current Capitol releases with new (and different) material waxed for Standard, a station programer can build 15 to 30-minute segs based on new Starr platters without repetition. Same policy will be followed on other artists in the Standard stable, King said.

## WNEW May End Discount For Pix, To Force Wkly. Skeds

NEW YORK, Jan. 22.—WNEW, top-grossing New York station, is planning to eliminate frequency discounts to flicker companies, unless the Hollywood producers buy and use the time on regular weekly schedules. Heretofore the station had extended the usual frequency discount schedules to the film companies.

The reason for this decision is the station's feeling that it was being rooked under the arrangements which prevailed heretofore. One example involved a major studio which contracted for 500 spot announcements during a 52-week period. By so doing the advertiser earned WNEW's maximum discount, 15 per cent, and during the year the account, thru its agency, was billed at this discounted rate.

At the end of the contract period, however, WNEW found that the account had used only half of the contracted spot announcement time, meaning that the full frequency discount hadn't been earned. Accord-

## "Strike It Rich" Strikes It Poor

NEW YORK, Jan. 22.—Ludens, Inc., is dropping its sponsorship of *Strike It Rich* over Columbia Broadcasting System (CBS) Sundays 5:30 to 6 p.m., as of February 20. Three or four bankrollers are dickering for the program.

In any event, if CBS doesn't find a sponsor, it has enough faith in the program to keep it on sustaining, which is what it is planning to do.

## Adv'g Council Extends Service To Indie Stations

NEW YORK, Jan. 22.—The Advertising Council, clearing house for public service campaigns, has agreed to extend its services to independent stations. The org had heretofore serviced network stations, agencies and advertisers exclusively.

The co-operation with the independent outlets was arranged thru the intervention of Ted Cott, of the National Association of Broadcasters' (NAB) Independent Stations Committee, which surveyed 400 of the stations, the type and scope of their facilities and the talent which they will contribute to public service projects.

The council will perform the following five major services: (1) Mail 400 packets each month containing a schedule of top-priority public service projects for each of the four weeks in the month; (2) arrange for tailored material to meet the needs of indies; (3) make available to stations the same consultation and advisory services now provided to networks and advertisers; (4) urge all philanthropic orgs, public and private as well as government agencies, to take advantage of available radio facilities and to prepare top quality radio material for exclusive use by independent radio stations; (5) give publicity and credit to independent outlets that wish it in reports to the public, to the council and to private orgs and government agencies concerned.

## Crosby's Exit, Other Pinches Afflict Web

### Fight To Hold U. S. Steel

NEW YORK, Jan. 22.—Speculation was widespread in the trade this week on the future competitive status of American Broadcasting Company (ABC) following that web's loss of Bing Crosby and tightening pressure on other major ABC accounts by rival networks. Departure of Crosby after three seasons is reckoned as having significance far beyond possible loss of the 30 minutes weekly of Philco's billing. Most important, it occurs just at a period in ABC's history when the web faces its toughest battle.

The pacting of Bing in 1946 coincided with a sharp upturn in ABC's fortunes. It marked one of the first real name performing personalities to come over since the Blue was divorced from National Broadcasting Company (NBC) and gave the network a terrific sales argument. Commercially, Crosby supplied ABC with a base on which it built Wednesday into "Bingsday," its most profitable weekday night and one which, for the first time in years, threatened NBC's leadership on that evening.

The question being posed most widely now is whether the Crosby coup by Columbia Broadcasting System (CBS) will be as important a negative factor to ABC, in terms of stature as well as programing, as his acquisition by ABC proved an asset. Answer to this poser likely will be revealed when U. S. Steel announces its intentions for the *Theater Guild* show, and when ABC's remaining Wednesday night bankrollers wind up their current cycles and decide on renewals.

### Fight To Hold U. S. Steel

Steel's board of directors is slated to huddle next week for a decision. NBC made its pitch for the full-hour plum Wednesday (19), offering the 8:30-9:30 p.m. Sunday time. ABC will put up its fight to retain the account Monday (24). CBS thus far has made only an informal presentation, with several intangibles awaiting unraveling before it can commit itself finally on a time period. With Crosby in the fold, CBS is waving a possible Bing-Bob Hope parlay to  
(See Crosby's Exit on page 14)

## Ziv Scores Vs. AAA In Ken Baker Case

CINCINNATI, Jan. 22.—The Fred-eric W. Ziv Company, local radio transcription firm, was granted a temporary injunction Friday (21) in Common Pleas Court, restraining the American Arbitration Association (AAA) from arbitrating an alleged controversy between Ziv and Kenny Baker, radio singer. Ziv asked that after final hearing, the injunction be made permanent.

According to the suit, in April, 1945, Ziv inked an agreement with Stellar Radio Enterprises, New York, by which Stellar would supply Ziv with the services of Baker for transcription work. Ziv also charged that on April 14, 1947, Baker filed a complaint with AAA against Stellar, charging violation of contract. It is further alleged that in October, 1948, Baker filed an amended petition for arbitration with AAA in Los Angeles, naming Ziv as sole respondent.

## 2 Groups Join To Revive Probe Of Polk's Death

NEW YORK, Jan. 22.—The investigation into the murder last year of George Polk, Columbia Broadcasting System (CBS) correspondent in Greece, which had fallen into quiescence in recent weeks, is scheduled to be revived shortly. Two groups, which had been probing Polk's murder in Salonika, Greece, independently of each other, this week decided to join forces to assure full results in the near future. The monarchist Greek government recently arrested five new people in addition to others previously apprehended following its charges that Polk's slaying was the work of "a communist gang." Many American newsmen participating in the two investigating groups have been dubious about the government's charges.

General William (Wild Bill) Donovan, who has headed the group organized by the Overseas Writers' Committee, will lead the joint committee, which will include the former Newsmen's Committee To Investigate the Murder of George Polk. The latter org was made up of the American War Correspondents' Association, the Foreign Press Association and the American Newspaper Guild, among others.

General Donovan is expected to leave shortly for Athens and Salonika for an on-the-spot probe. He is believed anticipating new information from American officials in Greece. The Greek government, meanwhile, has put off its trial of those arrested earlier while it seeks to fit the five latest prisoners into the case. Because of General Donovan's imminent departure and the merger of the two U. S. news groups, the newsmen's committee has called off sending to Greece a three-man group consisting of John Donovan (no relation), formerly of National Broadcasting Company; Constantine Poulos and Bill Polk, younger brother of the slain CBS man.

Rose Bowl Game

Reviewed Saturday (1), 2-4 p.m. Style—Football remote from Rose Bowl, Pasadena, Calif. Sponsored by Gillette Safety Razor Company. Agency, Maxon, Inc. Directed by Stuart Phelps. Supervised by Preston Pumphery for Maxon, Inc. Via KTTV (Times-CBS), Hollywood.

If KTTV's kick-off scanner is an example of what major web tele holds in store for the Coast, video viewers here are in for happy days. The Los Angeles Times-Columbia Broadcasting System (CBS) outlet turned in an outstanding job in its coverage of the Rose Bowl game. Commentary, lensing and presentation of commercials were handled in a smooth, professional manner well within the web's tradition for quality fare.

Over-all scanning surpassed many pigskin pick-ups seen in this area and compared favorably with the best. Viewers were tempted to compare the KTTV Rose Bowl scanning with that delivered by Paramount's KTLA a year ago. Since circumstances were different, paralleling would not be fair to either station, if not altogether impossible. First of all, new station was handicapped by heavily overcast skies. Natural light was so dim a still cameraman would have had difficulty getting a clear pic even with fast lens and film. However, KTTV was still able to deliver a clear image which revealed little loss in contrast and gradation. Dark sky permitted KTTV to use its Zoomar lens only during the first 10 minutes of the game. KTLA, which had better luck with the weatherman, was able to let the Zoomar roam the field for practically the entire game. Also KTTV's cameramen were shooting their first telecast and therefore could not call upon the lens know-how enjoyed by KTLA's veteran crew.

All in all, cameramen were more on the ball than the footballers themselves and viewers saw more than the 50-yard-line ducat holders. Gillette commercials were used between quarters. These varied from superimposition of the Gillette diamond trade-mark over the regular pic to minute filmed plugs. Capable commentary was handled by Tom Hanlon and Bill Henry, the latter providing color and background info.

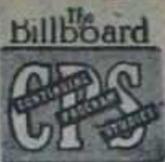
Lee Zhitto.

WPIX Open House

Reviewed Sunday (January 16), 6:40-7 p.m. Style—Variety. Sustaining via WPIX, New York. Producer, Joe Bolton; director, Cledge Roberts; Cast: Joe Bolton, Irene Antal, Frank Ansbro, Lou Florence, Fred Hall.

The sort of entertainment one stages in one's own living room has, usually, an intimacy which defies sharing with those outside the family circle. It's too intimate, too personal, for outsiders, whether they are peering thru the windows or, as in this case, gandering the stuff thru means of television. There is, somehow, a persistent feeling of intrusion. The show takes place in the basement of announcer Joe Bolton's suburban home and, despite Bolton's efforts at hospitality, it is an air which, seemingly, cannot be dispelled.

The idea is to let the video audience in on the weekly festivities holding forth at chez Bolton, and for some of the in-person visitors to entertain. From appearances, all those who did the entertaining on the premiere (16) were amateurs, and that certainly didn't help. Only Frank Ansbro, in doing a rubber-faced comedy routine—that of a guy eating a sticky peanut butter sandwich—provided any entertainment. Even tho Bolton is a veteran announcer himself, and possessor of a warm and affable personality, it doesn't seem as tho this WPIX entry has enough to sustain interest. Jerry Franken.



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Truth or Consequences

Reviewed Thursday (20) 8:30-9:10 p.m. Style—Quiz-stunt show. Sustaining via KNBH (NBC) Hollywood. Emcee: Ralph Edwards. Producer, Ed Bailey. Tele producer, John Gaunt.

Visually, via video, Ralph Edwards Truth or Consequences airer is a howl. The veteran quizmaster-amateur devil, in deciding to be among the first of Hollywood's top personalities to try his tele wings, proved conclusively that watching people make fools of themselves is much funnier than merely listening. Tele lookers who caught this one-shot experimental tryout, got more than they bargained for. As for Edwards, he proved conclusively that he and T or C are destined to be one of the funnier video shows.

The pattern for T or C's video version is basically the same as the familiar radio format. Difference lies in the conception and execution of "consequences," with video giving Edwards considerably more scope and latitude in planning his stunts.

All the stunts used were good; several, however, were standouts. Best of the lot was selection of an old gal to sing the ditty Always, assisted by a young man perched on a ladder. A Rube Goldberg gimmick was employed whereby the elderly lady stopped before the word "always," squirted seltzer water at gent standing to her left. Man, thereupon pushed a pie into face of guy standing alongside, who in turn pushed next gent into a gooey mud bath, which in turn set gal to nitting still another gent with a paddle, which thereupon caused last man to tap the lad on the ladder and thus give him cue to chirp word "always." In any event, the end result was as funny a bit of slapstick as the brains of Edwards writers could conceive. This same consequence, if attempted on radio, would be funny to the studio audience only.

Another stunt which paid off was to dress five matronly, plump ladies in early 20th century gym suits, cart them off to Hollywood high school basketball courts, where KNBH remote crew took over to bring psuedo-basketball game played by the five gals and five midgets. Result was technically successful and vastly entertaining.

Edwards handled himself well for a first try on the new medium. His rapid fire delivery, timing and general confidence was reflected in the manner in which he handled each interview and ensuing consequence. Only criticism which Edwards should consider as he gets deeper into tele is a tendency to be a bit too insulting at times. This was noticeable when he made references to bald pates of his willing contestants, ill-fitting store teeth and similar cracks. While contestants themselves may not mind such digs, home lookers may resent such alleged abuse. Edwards is much too competent and funny to resort to such tactics for laughs, and the offense is probably not deliberate. However, he would be wise to guard against this in the future.

Production was smooth and well plotted. Lensers were alert and missed few, if any, good shots. Staging was simple, sets effective and image quality first rate. Edwards's sponsor, Duz, got plenty of plugs via prominent displays of his product thruout the set, plus the quizmaster's own integrated commercials.

Lookers will take to this show with glee; bankroller will more than be pleased with results.

Alan Fischler.

The Goldbergs

Reviewed Monday (January 17), 8-8:30 p.m. Style—Drama. Sustaining via CBS Television Network, New York. Producer, Worthington Miner; director, Walter Hart; writer, Gertrude Berg. Cast: Philip Loeb (Jake Goldberg), Gertrude Berg (Molly Goldberg), Arlene "Fuzzy" McQuade (Rosie), Larry Robinson (Sammy).

For years radio has been properly accused of perpetuating unfavorable stereotypes—the blackface, illiterate Negro; the English-mangling Jew; the shanty Irish; rumpot Italian. Now, via its television adaptation of the highly successful Goldbergs, CBS is adding the new, and final dimension to this lamentable stereotype. Irrespective of the commercial success which CBS and Gertrude Berg probably will enjoy, The Goldbergs emerges as an offensive and unpleasant affair, as archaic and as out of date as a photo of an eagle-beaked, derby-hatted Fagin.

It is somehow all the more lamentable that, in keeping with its tradition, CBS has given the show a top-notch cast and a sterling production. All of the cast, save for Phil Loeb, offer their characterizations true to Mrs. Berg's concept—the more's the pity. Loeb, for his part, deadpanned his way thru events opening night with all the animation of a dish of cold oatmeal. Perhaps this stemmed from a desire to underplay as a contrast to Mrs. Berg's sugarcoated ebullience, but the understatement was overly stressed.

The story dealt with Molly's attempts to move her family into a larger apartment, by working a three-way deal involving her own family and two neighbors. After all the new leases are signed, one of the neighbors has to back out, forcing the Goldbergs to give up a four-room deal for an even worse two-room deal.

On AM, The Goldbergs enjoyed a long and healthy run and even tho its Broadway legit version was unsuccessful, it undeniably has an edge in TV. Equally, the fact that the mannerisms it portrays have so much greater impact in television, and that it may offend so many, may mitigate against it. In this day of sensitive relationships there may be viewers and sponsors, of whatever faiths, who may not give the show a hearty welcome. Jerry Franken.

Arthur Godfrey and His Friends

Reviewed Wednesday (January 12), 8-9 p.m. Style—Variety. Sponsored by Liggett & Meyers Tobacco Co. (for Chesterfield Cigarettes), thru Newell-Emmett Co., via WCBS-TV, New York. Producers, Margaret (Mug) Richardson and Jack Carney; director, Paul Michell; emcee, Arthur Godfrey. Cast: Jeanette Davis, Bill Lawrence, the Mariners Quartet, Archie Bleyer's orchestra.

Arthur Godfrey is still about the most personable guy in television, with an unmatched ease, a flair for intimate cracker-barrel comedy and a personality that produces a rapport between himself and the viewer unequalled by any other act in video. But his new show for Chesterfield hasn't enough to stand up for an hour—at least not as it's now constituted.

The program is a direct transfer of Godfrey's early morning CBS show, a half hour of which is now sponsored by Chesterfield. But scarcely

Picture This

Reviewed Friday (14), 8-8:45 p.m. Style—Quiz. Sustaining over KFI-TV, Hollywood. Cast: Jerry Lawrence, emcee, plus guest stars.

Charades seem to be a disease with local tele programmers. Stanzas are inexpensive, require little rehearsal and are oftentimes appealing hence video men have given this style of presentation much more prominence than deserved. Latest is Picture This which boasts a twist in that contestants must guess the subject from drawn pictures rather than by the usual device of acting out slogans and titles. But it's still a charade show and nothing more than another tele adaptation of a tried and true parlor game.

Mechanics of Picture This are simple. Teams are chosen, with each asked to guess the subject as one of the team members tries to indicate the title or slogan by drawing on large sketch board. Team taking the least time to guess wins. A time limit is placed on each contestant.

Show is welded together by Jerry Lawrence, local disk jockey making his tele debut. Handsome plate pilot is good tele material, altho lacking in poise and the ability to handle himself in front of the lens. Experience will remedy these elements however.

Guest roster on opening show included Mr. and Mrs. Ralph Edwards, Mr. and Mrs. Buddy Cole, radio writer Phil Davis and his wife, screen actor Milburn Stone, and Jean Bailey, wife of radio producer Ed Bailey. Cartoonist Billy Hon was an added feature, drawing a pay-off charade which tied in with a serious Community Chest pitch. Model Pat Blake was decorative when used to inform lookers via placards the title of the current puzzler being drawn.

Camera work, production and staging are too spotty and undeveloped. It is possible, however, to build following by dressing up the presentation with more emphasis on guest stars, etc. It's up to Lawrence and emcee to be able to draw out the human-interest touches in his interviews with contestants and create spirit of informality and real competition. Alan Fischler.

Cartoon Teletales

Reviewed Sunday (January 16), 6:30 p.m. Style—Cartoon. Sustaining via ABC television network, New York. Producer, Barry Shlaes; director, Babe Henry; writers, Chuck Luchsinger and Jack Luchsinger; music, Jack Ward; cartoonist, Chuck Luchsinger; narrator, Jack Luchsinger.

Cartoon Teletales is a modest show which serves up a palatable but somewhat overlong, program for moppet listeners. Its format is to combine narration, handled by Jack Luchsinger, with cartoon sketching by brother Chuck. The cartoon story they tell points a moral—in this case the virtues of brushing one's teeth, as proven by a walrus who grew a handsome pair of tusks because of his diligence in keeping 'em clean. The story was told and sketched effectively.

Two other gimmicks permit audience participation. One is an art gallery, in which kid viewers see in their own drawings and the other is a lesson in cartooning, in which the two brothers on the program team up to show the youngsters how to simplify the process of cartooning. It adds up to an okay session. Jerry Franken.

any concessions have been made for eye appeal; Godfrey sits at a desk flanked by his unbilled production and beckons on his supporting cast. Bill Lawrence and Jeannette Davis singers; the Mariners Quartet and Archie Bleyer's orchestra. The showmen sit behind music racks reproduced (See ARTHUR GODFREY, page 1)

It's in the Family

Reviewed January 4

Sustaining Via ABC

Tuesdays, 10:30-10:45 p.m.

Producer-writer, Congress of Industrial Organizations. Director, Robert Ormsey. Announcer, Charles Irving. Emcee, Joe O'Brien.

Table with 2 columns: Program Name, Hooperating Status. Rows include 'Current Hooperating of the program', 'Average Hooperating for Shows of this type', etc.

Table with 2 columns: Network Name, Hooperating Status. Rows include 'CBS: Sustaining', 'MBS: Sustaining', 'NBC: "People Are Funny"'.

The American Broadcasting Company (ABC) again is making time available this year to the Congress of Industrial Organizations (CIO) and the National Association of Manufacturers (NAM) for weekly 15-minute programs...

The program pits a CIO couple against a non-union pair, in this case California farmer and his wife. Questions deal generally with topics which the CIO has some special interest, such as the Taft-Hartley Act, labor officials and minimum wages...

Sam Chase.

Report From Israel

Reviewed January 19

ZIONIST ORGANIZATION OF AMERICA

Through the Prudential Advertising Agency Via WMCA

Mondays-Fridays, 7:04-7:15 p.m.

Originator, Nathan Strauss; commentator, Arthur Holzman.

A highly interesting little show is reported from Israel, aired five nights weekly over WMCA, New York, featuring gabber Arthur Holzman from Tel Aviv. This show is proving a potent means of clarifying to American listeners many things about the world's newest nation...

On the show caught last week, Holzman interviewed a young schoolgirl who emigrated from America only about a year ago. She spoke charmingly about her classes in school, showed her proficiency in speaking a few words of Hebrew and told about the life of the younger generation in Palestine...

The program is a worthwhile addition to the WMCA schedule. It is sponsored by the Zionist Organization of America, which stresses its long efforts to promote the Zionist cause in this country.

Sam Chase.

The Berlin Story

Reviewed January 10

Sustaining Via ABC

Monday, 9-10 p.m. (One Time)

Producer, Robert Saudek; director, Martin Andrews; writers, ABC Public Affairs Department; music, drawn principally from Richard Wagner's "The Ring of the Nibelungen," David Brachman conducting the ABC Symphony Orchestra...

Table with 2 columns: Program Name, Hooperating Status. Rows include 'Current Hooperating for the program', 'Average Hooperating for shows of this type', etc.

Table with 2 columns: Network Name, Hooperating Status. Rows include 'CBS: Radio Theater', 'MBS: Gabriel Heatter', etc.

The documentary unit of the American Broadcasting Company (ABC), in its sixth effort, The Berlin Story, sought to grapple with the confusing welter of events which have highlighted the American-Soviet conflict in the German capital. The show, which was repeated live, in toto, the following week, could roughly be divided into two sections...

The initial section did a penetrating job in noting the national schizophrenia of the Germans, with the nation seemingly made up of cultured and civilized folk who can turn warlike and bestial at the first call to nationalism. The second portion, dealing with the more recent events, fell down in several places while doing a notable job in others.

The better efforts were those dealing with the fate of the Ruhr, and that which gave the effect of making the airlift flight to Berlin, altho this was a bit rambling and confused, with

Tommy Riggs and Betty Lou

Reviewed January 18

Participating sponsorship, Via WMGM Mondays-Saturdays, 7:30-8 p.m.

Producer-director, Arnold Michaelis; announcer and straight man, Phil Goulding; music, Joel Herron and WMGM Orchestra. Cast: Tommy Riggs; guest, Diane Adriane.

To replace the ubiquitous Morey Amsterdam, who now is restricting his broadcasting activities to his work with Columbia Broadcasting System, WMGM has inked Tommy Riggs with his other voice, Betty Lou. Phil Goulding continues as emcee, with Joel Herron's band furnishing top-flight musical support. The show continues on a 30-minute five-a-week basis.

Amsterdam's boisterous ad lib humor was very much missed in the first few editions of the new stanza. Riggs is more sedate and his personality does not project in the same manner to which the Amsterdam fans are accustomed. Riggs had difficulty controlling the show and as a consequence it seemed at times to lag or get away from him. Goulding, a top straight man and gag swapper, had little opportunity to show his mettle with Riggs, whose act is so compact it offers small chance for rough-and-ready sparring.

Riggs's routine, it would seem, would do better in a 15-minute slot or, if retained as a 30-minute show, could stand a little bolstering in the form of additional supporting talent. The Riggs banter is well known and solid, but doesn't seem quite potent enough to hold down the fort alone on so heavy a schedule.

Sam Chase.

It's Your Business

Reviewed January 4

Sustaining Via ABC

Tuesdays, 10:45-11 p.m.

Producer, National Association of Manufacturers (NAM). Director, Bill Marshall. Announcer, Gene Kirby. Cast: Earl Bunting (managing director of NAM). Interviewer, Ed Reimers.

Table with 2 columns: Program Name, Hooperating Status. Rows include 'Current Hooperating of the program', 'Average Hooperating for Shows of this type', etc.

Table with 2 columns: Network Name, Hooperating Status. Rows include 'CBS: Sustaining', 'MBS: Sustaining', 'NBC: "People Are Funny"'.

The second half of the Congress of Industrial Organization (CIO)-National Association of Manufacturers (NAM) half hour each Tuesday is occupied by the NAM. In contrast with the CIO, which offers a quiz program as a means of getting over its point of view, the NAM sticks with the old, tried and true question-and-answer method.

First show of the new series had the groups top mouth-piece, Managing Director Earl Bunting, interviewed by Ed Reimers on the quaintly titled topic, "What Is Money?"

After soberly noting that money is a medium of exchange, Bunting went on to tell what else it is, how it started, what people used for money in bygone eras, the relation of paper money with the metal it represents, and the place of money in inflationary periods such as the present. Until he got onto the last two topics, the program was highly interesting, representing a top-flight excursion into ancient history in a way which would please the average listener.

(See It's Your Business on page 10)

Tales of Fatima

Reviewed January 8

LIGGETT & MEYERS TOBACCO COMPANY (For Fatima Cigarettes)

B. F. Few, V.-P., in Chg. of Adv. Thru Newell-Emmett Co.

Robert Eastright, Acct. Exec. Via CBS

Saturdays, 9:30-10 p.m.

Director, Harry Ingram; editor, Gail Ingram; conductor-composer of musical background, Carl Hoff (Hollywood) and Jack Miller (New York); star, Basil Rathbone.

Table with 2 columns: Program Name, Hooperating Status. Rows include 'Current Hooperating for the program', 'Average Hooperating shows that type', etc.

Table with 2 columns: Network Name, Hooperating Status. Rows include 'ABC: Sustaining', 'MBS: Guy Lombardo', 'NBC: Judy Canova'.

Tales of Fatima has a pronounced aroma of Turkey about it. The Basil Rathbone mystery waxer, which broke the long-standing Columbia Broadcasting System (CBS) ban on transcribed programs, is hardly worth the effort needed to smash a precedent.

Based on the first of the series, it was a hash of bad Oriental music, an all-seeing Fatima (dead 1,000 years) who hands Basil the leads needed to solve the puzzlers, a mixture of dreams (in which Basil gets said leads) and reality (featuring some second-date scripting of third-date whodunits), and many lines spoken in a wondrous, trance-like quality by Basil.

Fatima, besides being a long cigarette, also is the fabulous semi-deified princess of 10 centuries ago, who, along with "fragrance of sandalwood and myrrh," comes to Basil in his most trying moments to whisper in loving tones a form of poetic double-talk which enables the sleuth to solve his case. Thus when Fatima appeared as in a dream and told Basil of a maid "with mismatched sandals," one could expect him to be awakened

(See Tales of Fatima on page 10)



Like Jack's beanstalk...

Television towers can grow sky-high overnight, but it takes more than just a tower to make a television station foremost in its community. WWJ-TV, now in its third year of operation, is a firmly established leader in the Detroit market. It has taken full advantage of its two-year "headstart" to stake its claim on the lion's share of desirable local television features. And, through its NBC Television Network facilities, WWJ-TV has stretched its "seeing power" beyond the horizons to bring Detroiters an even greater diversity of entertainment features. Unquestionably, WWJ-TV is the one best television "buy" TODAY, in the multi-billion dollar Detroit market.

WWJ-TV logo and address information: 1500 W. MICHIGAN, Owned and Operated by THE DETROIT NEWS, National Representative THE GEORGE F. HOLLINGSBERRY COMPANY, ASSOCIATE 48-78 STATION WJL

**Gangbusters**

Reviewed January 8

**GENERAL FOODS CORPORATION**  
Howard M. Chapin, Director of Advertising.

Thru Young & Rubicam, Inc.  
Robert Brinkerhoff, Acct. Exec.

Via CBS

Saturdays, 9-9:30 p.m.

Producer, Phillips H. Lord, Inc.; director, William M. Sweets; script, Stanley Niss; announcer, J. Jackson; narrator, John Sullivan (former deputy police commissioner of New York). Cast, Larry Haines, Elspeth Eric, Les Damon, Walter Vaughn, Frank Readick, Roger De Koven, Bill Zuckert.

Current Hooperating for the program (Started January 8).....None  
Average Hooperating for shows of this type (Mystery).....11.3  
Current Hooperating for show preceding (Sustaining).....None  
Current Hooperating for show following (Sustaining).....None

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC: Sustainer.....None  
MBS: Gabriel Heatter.....3.4  
NBC: Your Hit Parade.....13.7

The original cops-and-robbers radio drama has returned to the airwaves under the General Foods (GF) banner, over the Columbia Broadcasting System (CBS). After several seasons on the American Broadcasting Company, where it aired most recently for Procter & Gamble in some markets and co-op in others, **Gangbusters** is operating now on a similar basis for GF on CBS. The agency, Young & Rubicam, is the same.

Little new has been added to the show, which remains a high-pressure bang-bang action show, except a commercial which seems destined to take its place with LS/MFT. This **Nem** is something called B-E-B. This, when repeated four times and supplemented with a **shill yow!** and done several times in the course of the program, stands an excellent chance of rating as the most obnoxious plug of the year. The initials stand for basic energy breakfast, which is another way of saying that Grape Nuts Flakes have more energy than an egg and a slice of bacon. Fear not, the sponsor got that information in, too.

In celebration of the show's 13th anniversary on the air, **Gangbusters** presented a swarm of congratulatory messages from police and civic officials from coast to coast. The quality of the show, for those who go for virile and frequently bloody calisthenics, remains on a high level.  
*Sam Chase.*

**TALES OF FATIMA**

(Continued from page 9)

by someone with one black shoe and one brown. He was, but the gender was wrong, because it was a man. Undaunted, Basil directly got himself mixed up in an affair which obviously was caused by simple amnesia. But it took another snooze and visitation from Fatima to clear it up.

Rathbone, evidently realizing the weakness of the show, laid about him a crisp British monotone, which was pure essence of armour. Those who haven't heard his friendly "hello, there" often enough in spots for the same sponsor can get their full portion by hearing this show. The program itself, however, is just so much Latakia.  
*Sam Chase.*

Beautiful colonial home in Hudson River Valley. 12 acres, 6 bedrooms, 3 baths, large living room, terrace overlooking the river. Five minutes from two R.R. stations. Short commuting time to NYC. Ideal for radio, television, amusement field executive. Healthful atmosphere. A chance to enjoy country life. Must be seen to be appreciated. Historical Sleepy Hollow area, a wonderful opportunity for an appreciative family. \$60,000.00.

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The Billboard

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**The Alan Young Show**

Reviewed January 11

**LEWIS-HOWE COMPANY** (For Tums)  
Thru Roche Williams & Cleary, Inc.  
Via NBC

Tuesdays, 8:30-9 p.m.

Director-producer, Helen Mack; announcer, Don Wilson; music, George Wyle and his orchestra and the Regalaires. Cast: Alan Young, Jim Backus, Nicodemus Stewart, Louise Erickson, Ken Christy, Hal March.

Current Hooperating for the program (Started January 11).....None  
Average Hooperating for shows of this type (Situation Comedy).....11.4  
Current Hooperating for show preceding ("This Is Your Life").....10.9  
Current Hooperating for show following (Bob Hope).....17.7

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC: America's Town Meeting.....3.5  
CBS: Mr. & Mrs. North.....10.1  
MBS: Sustaining.....None

The new Alan Young show, airing for Tums over the National Broadcasting Company (NBC), is another in the endless line of shmo heroics. Young, a long-time practitioner of the sweet-and-simple characterization, does his best with the material at hand, but the feeling persists that all this has been heard before. The advent of a new show which details the stumblings of the simpleton to a success which eludes his sharper contemporaries is no longer a reason to sound fanfares.

As for Young he does a passable job in his latest stint. He is fortified with some good support, particularly from Jim Backus as Hubert J. Updyke, his ultra-wealthy rival for the hand of Betty, a sweet, inspiring-type girl. But the gags, in the main, must be confined to two types: those emphasizing Young's simplicity, and those playing the rich boy-vs.-poor boy angle. The initial show of the series had Young figuratively beating his chest after a pep talk from his girl, and then letting himself down with: "I've got the stuff, I know I've got the stuff, I'm stuffed with the stuff, but nobody wants the stuff I'm stuffed with." (And this thing is sponsored by a nervous-stomach cure!)

As for Updyke, informed that he couldn't sun himself in his back yard because California had been hit by snow, he responded testily: "Not on the Updyke property. It wouldn't dare!" The story line dealt with Young's fruitless attempts to land an acting job in pictures until, working as a parking attendant, he got his foot in front of Darryl Zanuck's car and won a job as a pay-off. It's a pleasant enough show, but hardly likely to create a sensation.  
*Sam Chase.*

**IT'S YOUR BUSINESS**

(Continued from page 9)

avoid propaganda and stick strictly to fact.

Bunting, in proclaiming the NAM theory that the world's woes really began when various nations left the gold standard, entered into a controversial field. When he added that getting back on the gold standard was essential to our licking inflation, he set up what might be termed a "gold curtain" against the unpleasant facts of everyday living. The NAM, having long since rejected such simple methods of holding the cost of living line as price and rent controls, not to mention rationing, must necessarily offer something else, now that events have discredited its proclamation that stabilization can come only with an end to controls. The gold standard, which few people understand and fewer are interested in, seems to be that answer. But if Bunting's butcher and landlord will accept that as a reply, his argument would sound more convincing.

As is, Bunting proved that he could be a pleasant radio personality. His voice and delivery were excellent. And he offered good material until midway in the show. Then, without intending to do so, he turned comic. On him it didn't look so good. If he sticks to facts and not propaganda, the show might retain its flavor. But

**Plymouth Rock 1949**

Reviewed by transcription.

Broadcast over 900 stations.

Producer-director, Ted Hudes. Story and lyrics by Paul Tripp. Music by George Kleinsinger. Cast: Ray Middleton.

The Citizens' Committee on Displaced Persons has produced many laudable transcriptions urging various actions which would ease the plight of the millions of displaced persons (DP's) in European camps. However, the latest waxer of the organization is unquestionably its best. George Kleinsinger's cantata, **Plymouth Rock 1949**, with lyrics by Paul Tripp, is reminiscent of the famed **Ballad for Americans**. It makes its points amusingly and with considerable impact, and never lets up on the listeners' attention.

Ray Middleton's pleasing rendition socks home the theme that we all come from a stock of immigrants, only some got here later than others. The potent lyrics point up the fact that Congress has permitted a maximum of only 200,000 DP's to enter, even tho "in the middle of the nation there's a drop in population." Also noted, altho not too clearly, is the fact that applicants must have stated their intention of coming here as far back as 1945. But the 900 or so stations which will air this 15-minute platter will not only be performing a valued public service but also will be offering Grade-A listening fare.  
*Sam Chase.*

**THE BERLIN STORY**

(Continued from page 9)

a plethora of statistics and geography. On the negative side, the foremost criticism is that the major issue which has brought about the entire Berlin mess was virtually ignored and certainly not given anywhere near the treatment it deserved. This is the currency dispute, which when settled will mean a general settlement of the Berlin crisis, and perhaps the entire German problem. This angle was mentioned only in passing, and lack of adequate analysis weakened the program's entire structure.

Further, the program, in stressing that "a lasting peace must be reached at the conference table, not the battlefield," gave little indication of what problems would confront the negotiators sitting down at such a table. The actual demands and arguments of the Russians were never clearly delineated, but were passed over with charges that the Russians broke the Potsdam Agreement in three ways, are persecuting Germans and forcing them to become refugees, and are stirring up strikes and other troubles.

The positive side of the picture was hardly mentioned, whereas considerable stress could have been laid on such items as that brought out recently by the influential magazine, *U. S. News and World Report*. This noted that not only were the Russians not interfering with the airlift or communications, but that Red technicians have taken exceptional care to keep U. S. phone and other installations upon which the airlift depends in the best of repair. It also has been noted that the Russians have studiously avoided any moves which could be construed as an attack on our airlift service. These are facts which perhaps could have more effect than mere name-calling and may point up more accurately the actual situation.

Productionwise too, the show had high and low points. Acting generally was excellent, but the program sometimes moved jerkily, with overdramatic Wagnerian music and lengthy, annoying pauses in narration. To its credit, *The Berlin Story* said its piece quietly, for the most part, with little excitement or hysteria. Adroit use was made of recorded excerpts from speeches of world leaders, woven into the show.  
*Sam Chase.*

then, would it accomplish what the NAM hopes for it?  
*Sam Chase.*

**County Fair**

Reviewed January 5

**THE BORDEN COMPANY**

Stuart Peabody, Adv. Dir.  
Thru Kenyon & Eckhardt  
George Chatfield, Acct. Exec.

Via CBS

Wednesdays, 9-9:30 p.m.

Producer, Leonard Carlton; announce Lee Vines; music, Bill Gale; emcee, W. Elliott.

Current Hooperating of the program (Started January 5).....None  
Average Hooperating for shows of this type (Audience Participation).....11  
Current Hooperating of show preceding ("Dr. Christian").....11  
Current Hooperating of show following ("Harvest of Stars").....11

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC: Milton Berle.....11  
MBS: Gabriel Heatter.....11  
NBC: "Duffy's Tavern".....11

As if to prove that the audience participation show still has some kicks left, Borden's has moved its **County Fair** show to Wednesday night slot on Columbia Broadcasting System (CBS), after a fairly lengthy and successful history as Saturday afternoon ainer. The show has a freshness and vitality which alone make it a standout. It also has a welcome and deliberate eschewing of the banal format and phraseology which make most such programs anathema today.

Win Elliott's emcee job is intelligent and able, and he shuns the phony good-humored gurgle which seems to be automatic with his counterparts on such programs. The show also is planned cleverly, making adroit use of gags which easily could be super-corny. The one with which **County Fair** opened its new nighting position was the quiz show to end a quiz shows, in which four winners of huge jackpot awards on various week giveaways were brought to the mike for a final run-off. The contestants all proved quite different from what one would expect, mostly expressing disdain for or little interest in the glamour which has surrounded them as a result. The winner, a droll lad from Rhode Island, who previously had won a \$24,000 gift jackpot, said he never would try it again. "One in a lifetime is enough," quoth he. His **County Fair** prize of \$1,000 was split between his two favorite charities.

Carrying on its gaggery, the show featured a guest who proved a real character, a waiter in a midtown beanery, who was given the opportunity to win \$100 by wearing "sardine" costume for a full week while riding in the subways. That was one for video, but the visualization was good enough to be worth some laughs. Plugs for Borden products were restrained but effective.  
*Sam Chase.*

**WCFL, WJJD Signed To AFRA Contract**

CHICAGO, Jan. 22.—Local office of the American Federation of Radio Artists this week signed new contracts with WCFL and WJJD, localities that have had their power increased to 50,000 watts in the past few months.

At both stations basic minimum salary for staff announcers was increased \$11.25 per week to \$114.3. Comparable percentage increases were also garnered for free-lance announcers, actors and singers.

**Francis Heads S. F. ABC**

SAN FRANCISCO, Jan. 22.—Vicent A. Francis, American Broadcasting Company (ABC) sales representative, has been named local sales manager for ABC and stations KGO and KGO-TV, succeeding Kirk Torner who recently resigned to open a television receiver sales firm in San Carlos, Calif. He was formerly with the Music Corporation of America here, later joining KGO's sales department.

# PARA-TV DIVORCE LOOMS

## Upper TV Allocation Thaw In Spring Reaffirmed by Coy

NEW YORK, Jan. 22.—Reaffirmation of the Federal Communications Commission's (FCC) plan to open up Ultra High Frequencies (UHF) for television by April or May of this year was voiced by Wayne Coy, FCC chairman, at the opening session of the Columbia Broadcasting System (CBS) Television Clinic yesterday (Friday). By arranging the TV allocations thaw by spring, Coy said, the FCC is maintaining the timetable it scheduled when the present freeze was placed in effect last September.

Many applicants who are seeking licenses in the present Very High Frequency (VHF) spectrum will be shifted to UHF, Coy said, thus increasing the likelihood that considerable new TV construction will get under way during 1949. This will be especially true in centers where the VHF allocations now permit no television.

Coy also declared that only by opening UHF could television be given the competitive set-up required under the American system of broadcasting. He declared that manufacturers will be able to make sets capable of receiving both bands.

The FCC chairman also said that network operations offer the primary hope of economical television operation and that any delays in such facilities will have an adverse effect on the industry.

### Other Speakers

Some of the other highlights of the opening day of the meeting were speeches by Frank Stanton, president of CBS; J. L. Van Volkenberg, CBS vice-president and director of tele operations; David Sutton, network tele sales manager; Charles Underhill, CBS-TV director of programs, and E. K. Jett, vice-president of WMAR-TV, Baltimore.

Stanton claimed that nothing short of war or a major economic crisis could halt the phenomenal rate of growth of the television industry. Amplifying his point, the CBS prexy stated that the determining factor was the public's insatiable demand for sets when the programming was good. He told of sensational growth of CBS-TV network in one year from one station to 30 and said that for the possible stormy weather ahead the strongest safeguard is good programming.

J. V. Van Volkenberg said the only way to make tele pay the freight is to network shows so that the costs can be spread. He cited the Bob Howard tele program, which he claimed required a crew of 20 whereas on AM it could be broadcast with three people, and the Ford Theater on CBS-TV requiring 40 people for production as against 16 on its radio broadcasts.

### Advertisers Willing

Several national advertisers, according to David Sutton, are showing a willingness to raise new money for

television ventures. This money would not come out of any present advertising appropriation, but would come from outside funds. In one case, Sutton said, the client has informed the agency that one-third of its tele billings would be met with such funds.

Sutton pointed out that leading advertisers are not thinking of television as a substitute for present advertising media but as a direct selling medium and as such they are charging up its costs to such other budgets as sales or demonstration.

The record of the last 10 months, he claimed, was proof that retailers are the largest single group of tele advertisers today. Last April 84 out of 237 advertisers were retail outlets. As of January 1 there were 238 retail outlets, or 183 per cent more using the medium locally.

E. K. Jett declared that regular theater motion pictures can be made into good tele programming if care and taste is used. He said his station first viewed the potential film to see if its story content were interesting enough to broadcast. Sound track was then looked at to satisfy other requirements. Films using many close-ups and medium shots took preference over those with long or panoramic shots.

## Wm. Gillette Signed As Tele Producer

NEW YORK, Jan. 22.—The Young & Rubicam Agency (Y&R), in anticipation of heavier video billings by its clients in the near future, this week signed William Gillette as staff tele producer. Gillette will work under radio-television chief Pat Weaver and moves over to his new post next week.

Currently Gillette is director-producer at Columbia Broadcasting System, where he has handled the Emerson Toast of the Town show, among others.

## Harry's Hypo

DETROIT, Jan. 22.—Video coverage of the inauguration ceremonies proved a good sales booster for television sets, according to early reports. Quality of the network shows, as received here, was rated high by spectator reports.

One set owner called WWJ-TV late Thursday afternoon and announced the results of a poll of 40 persons at a party at his home: Every individual announced his intention to buy a set.

## Bills To Kill TV Tax -- and Save It -- Up in Pa.

HARRISBURG, Pa., Jan. 22.—The issue of State liquor control board licenses for television was put squarely up to the Pennsylvania Legislature this week.

Two bills were introduced in the Senate. One would exempt TV receivers from the amusement permit levy, which totals 20 per cent of the annual liquor license fee. The other would clarify the liquor laws by removing qualifying definitions of motion pictures, and its purpose is to retain the tax.

The board itself has been upheld by the State Supreme Court in its ruling that TV be taxed as an amusement, but tavern and bar operators in Philadelphia are seeking a way out of the decision.

The bill (S. 35) freeing TV from the tax was introduced by Sen. O. J. Tallman, Allentown Republican, while the measure retaining it, and in fact, strengthening the law on which it is based, was sponsored by Sen. A. H. Letzler, chairman of the law and order committee, to which both measures have been referred. The Letzler bill was put in at the suggestion of the liquor board, it was said.

## Multi-Owner Hearings Told Of Pic Policy

### Anti-Trust Verdict Awaited

WASHINGTON, Jan. 22.—The Justice Department's anti-trust case against flicker companies in a New York court may result in a severance of the TV interests of Paramount Pictures and those of its theater subsidiaries, Paramount attorney, B. M. Patrick, told the Federal Communications Commission (FCC) at the multiple-ownership hearing this week which produced unanimous industry opposition to the commission's proposed rules.

Pointing out that RKO has entered a consent decree divorcing its theater ownership and film production setups, Patrick said that "if a parallel or similar arrangement affecting Paramount were made, it would entirely change the factual and legal situation governing bids heretofore filed."

### PTPI May Be All

Indicating that Paramount does not intend to hang onto its interest in Allen B. DuMont Laboratories, Patrick said that if Paramount's theaters were cut adrift by a consent decree, the parent company's TV interests might be reduced to Paramount Television Productions, Inc. (PTPI), which operates KTLA, Los Angeles, and is bidding for a permit in San Francisco.

Under that arrangement, Paramount would be eligible to get not only the San Francisco grant but also three additional permits. Or, if it keeps DuMont, it would still be eligible to get the S. F. grant, since DuMont's three grants and PTPI's one would leave Paramount with one under the present maximum of five.

Presumably, under a consent decree similar to that of RKO, the theater interests of Paramount would be absorbed by a new, completely independent corporation, which would (See PARA-TELEVISION, page 14)

# Authors League-SWG Split Looms

## KTLA Emphasis On Own Stanzas; Restrict Others

HOLLYWOOD, Jan. 22.—Paramount's KTLA will throw full emphasis on station-owned program packages and start weeding out many of the shows held by outsiders. Station director Klaus Landsberg said this policy will be followed henceforth, with exceptions made only in cases where packagers offer top name talent otherwise not available to the station or a show idea of inimitable originality. In addition, KTLA will accept packages which come complete with sponsor or appear immediately salable. Furthermore, all packages taking to the Paramount airwaves will have to turn over their video transcription rights to the station or not be accepted.

Reason for Landsberg lowering the boom on non-station owned segs is threefold: (1) As a package builds a

## 819-Line Standard In France Is Tops

WASHINGTON, Jan. 22.—Television standards for France have been adopted by the French government, the Commerce Department reported this week. Four channels have been set aside in the 174-216-mc. band. The standard for picture definition is set at 819 lines, the highest yet adopted by any country.

That final TV development in France is still a long way off, however, was indicated in the permission given the Paris station to operate on 42-mc., with 450-line definition until January 1, 1959.

following, owner demands regular boosts in pay until a point of diminishing returns is reached as far as the station is concerned; (2) outsiders can use station's facilities to build itself in the public's tele eye and then when time comes for station (See KTLA Emphasis on page 12)

## Fight Opens Over Video Jurisdiction

### Parent Body Calls Parley

NEW YORK, Jan. 22.—Faced with a rebellion within its ranks over tele jurisdiction of writers, the Authors' League (AL) has taken steps to discipline the Screen Writers' Guild (SWG), the dissident AL nut or force it out of the League. SWG stole a march on the AL last week by signing up the Association of Film Writers (AFW), considered a documentary scribes' org, as a tele writers' unit within the SWG, and then starting negotiations with a group of video film producers headed (Another League-SWG on page 14)

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## KNBH's Preem Screening Tops; Indicative of Future Quality

Reviewed Sunday (16), 7:05-10:40 p.m. Dedication broadcast presented sustaining by KNBH (NBC), Hollywood. Producer, Ed Sobol. Guest stars, Style—Variety, drama, film and kinescoped transcriptions.

HOLLYWOOD, Jan. 22.—Tele historians may well record Sunday (16) as the evening which marked the beginning of competition among Coast telecasters. Coincidentally, it's the day on which National Broadcasting Company (NBC) elected to kick off its local tele outlet, KNBH. It is not the intention to discredit rival video-casters here, all of whom have presented samples of sock fare in the past. NBC's entry, with its underlying significance of RCA resources and talent, nevertheless, means that local video supremacy will henceforth depend on quality programming. KNBH's preem show was distinguished television and an omen of better things to come.

Picture quality was excellent, despite threats of disaster from the weather. As an aftermath to Southern California's recent weather, a 70-mile-an-hour gale raged atop Mount Wilson, threatening to render the station's transmitter inoperative. Save for several instances where picture quality wavered in intensity, KNBH dished out as clear an image as has been seen locally.

Program included the usual film shorts, a one-hour kinescoped transcription of *Philco Playhouse's Ramshackle Inn* with Zazu Pitts, and three studio live airers. Flickers shown were a newsreel review of 1948 news highlights, a specially produced version of radio's *One Man's Family* in which a pitch for March of Dimes was made, and the familiar *Hymns of the Nation* musical short featuring Arturo Toscanini.

First live show introduced the Pickard Family, a talented group who vocalize or play instruments. The spirit of this airer was to recapture the family songfests of olden days, building on a theme of the family around the hearth. Informal dialog and close harmony offered wide family appeal, especially in capturing the favor of older folks. There's plenty of cornball in this show, but it is bound to win friends. Production-wise, this show was average, lacking a finished effect, both continuity-wise and from the camera standpoint. Set, recreating the Pickard living room, was excellent.

The show that established KNBH as a professional station was its feature studio airer, an hour-long variety show, *On With the Show*. Featuring top radio and screen talent (cost of which would be terrific if sold commercially) the stanza was a neatly paced and well-staged show loaded with originality and production savvy. Music, comedy, variety and human interest were combined into a smoothly integrated program which moved so swiftly that the 60 minutes went by with lookers asking for more.

Radio vet Bill Goodwin, handling the emcee slot, was responsible for setting and maintaining pace. Working in relaxed style, the telegenic Goodwin weaved in and out, introing acts with novel twists and sustaining continuity. This was Goodwin's first Coast tele shot but certainly not his last. His experience in radio and recent film stints makes him hot tele material.

An even dozen acts were given a chance to shine in swift procession, starting with good looking Peggy Lee, whose warbling was easy on the ears. The French ventriloquist, Robert Lamoret, working with a duck, was a standout, while fem vent Shirley Dinsdale's turn with her Judy Splinters dummy also brought top returns. From here on the line-up included Eddie Bracken, Abe Burrows, 16-year old magician Aubrey, Jerry Colonna, Cass Daley and Pierre Andre's dance

troupe. Each was given opportunity to shine and each delivered. For a clincher, Art Linkletter did a capsule version of *People Are Funny*. The same easy style created by Link on radio was seen for the first time by telelookers. Needless to say, Linkletter's tele future is bright. Backing the acts ably was the Billy Mills ork.

The show was conceived on simplicity with accent on movement. Cameras were trained on one large set, simulating a night club scene. Lenses and control room lads showed plenty of judgment in lining up interesting shots, but the need for more close-ups was evident. Settings were lavish for local tele, contributing much to over-all quality.

A back slap is in order for tele head Hal Bock and his staff. Bob Brown, KNBH program director; Ed Sobol, exec producer; scripters Jesse Goldstein and Chuck Stewart, and the camera lads rate kudos.

Of greater significance than the effect of this one-shot show are its implications. Agency heads, bankrollers and set owners in this area have been given proof that top tele programming has arrived. KNBH's auspicious start should provide incentive for rival telecasters to improve over-all program fare.

Alan Fischler.

## Lighting Feud Up to NLRB

NEW YORK, Jan. 22.—The battle between the International Alliance of Theatrical Stage Employees (IATSE) and the National Association of Broadcast Engineers and Technicians (NABET) on two fronts over jurisdiction of video lighting engineers will come to a head at a hearing Wednesday (26) at the local National Labor Relations Board (NLRB). This session will be to settle differences at WNBT, but it is likely to affect the decision to be made over a similar disagreement at WJZ-TV.

IATSE maintains that all electrical work belongs to it by virtue of contract and precedence. However, NABET's point of view is that it was certified by the National Broadcasting Company (NBC) to enroll lighting engineers in its labor org in a pact made in 1944. Should the feud drag

## Block TV Film Programing Slated for Trial at WNBQ

CHICAGO, Jan. 22.—A plan to program special type films at specific times each week is in the program hopper of WNBQ, local National Broadcasting Company (NBC) video outlet, Ted Mills, tele program manager for the net's central division, said this week.

The plan is an attempt to accustom viewers to certain types of video film fare at certain times on specific days or nights, Mills stated. This plan will be unique in local television programming.

Every Tuesday from 9:15 to 10:30 p.m. WNBQ will present film programming under the general title of *Hour of Fear*. These movies will feature chiller films. For this series, as for all other block programming film sequences, WNBQ will build scripts which will weave all the features into integrated packages, getting away from the common practice of merely presenting film after film without continuity or apparent transition.

Working with Mills and other WNBQ programmers on this plan is Jack Cron, film procurement manager

## Copa TV Revue Audition Due; Bolger Is Out

NEW YORK, Jan. 22.—A closed-circuit audition performance of the new *Copacabana Revue* video show, which will air direct from the floor of the nitery, is due to be given next week for potential advertisers. The show, packaged by Bernice Hudiberg, has set some of the top showbiz personalities for appearances, including Jimmy Durante, Joe E. Lewis, Lena Horne, Dean Martin and Jerry Lewis, Carmen Miranda and Morton Downey. These stars, who have been booked into the Copa for runs later this year, will also perform on the video show during their stays at the club.

Monte Proser, Copa impresario, will supply the talent, with personnel of the club's floorshow serving as the backbone, including the Copa line girls and Mike Durso band. The weekly airing will be at an hour which will not conflict with the regular floorshows at 8 p.m. and midnight. The program will have its own format and will not be a reprise of the floorshow.

A deal to have Ray Bolger as permanent emcee fell thru this week when the dancing comedian's medicine mixed any additional full-time assignments. Bolger, however, is expected to take an occasional turn as emcee for the show, which will rotate several top luminaries in that spot.

The airer, which has a talent tab of \$10,000 weekly, is being gandered by several agencies and networks, with Young & Rubicam (Y&R) and Columbia Broadcasting System (CBS) believed to have the inside track. Tom Hutchinson, who left McCann-Erickson for the post, will direct and supervise. Y&R is known to favor a policy of staffing shows for its clients with its own personnel, and this is expected to create a problem which would have to be resolved.

Another unusual situation is that of Dean Martin and Jerry Lewis, who are under contract for radio-tele appearances with National Broadcasting Company (NBC). Their contract with the Copa, which gave them their first big start, is said to contain a provision binding them to appear in the video show. Should the program fall to CBS, the duo possibly will have shows on two rival webs.

out, other local stations are likely to find themselves involved.

## Coast Videomen Vie for Emmies At ATAS Affa

HOLLYWOOD, Jan. 22.—First a new series of annual awards given local telecasters will be Tuesday (25) when the Academy of Television Arts and Sciences (ATAS) announces winners in competition for four "Emmy" statuettes. A ceremony will climax an annual banquet and seminar and will include statuettes for outstanding local personality, best local live program, best film produced here and greatest technical achievement.

Candidates for personality award narrowed down on the basis of a list by Academy members, include Shirley Dinsdale, Rita Leroy, Paterson, Mike Stokely and Bill W.

In top program category (for widest listening audience was asked to submit nominations) candidates include KTLA's *Armchair Detective*, KTLA's *Shirley Dinsdale-Judy Splinters*, *Mabel's Fables* and *Pantomime Quiz*. From KFI comes *Treasure Literature*, while KLAC entry was *Tuesday's Varieties*. Don Lee should be considered are *Don Lee's Hall* and *What's the Name of Song?*

Film contenders include feature by Emerson Film Company, Telepictures, Vallee Video, Menzies-Ford Productions, Centaur Productions, Grant-Realm Productions. Technical award will be made to one of following contenders: Huffman Radio, Lee Television and KFI-TV.

## Jerry Mason Joins Eddie Albert Pro

NEW YORK, Jan. 22.—Jerry Mason will become the executive president of Eddie Albert Productions, producers of commercial, educational and television films. Mason has resigned as the associate editor of *This Week* magazine.

The company is opening a branch in addition to its Hollywood offices. It is now preparing a slate of television programs and film commercials.

## KTLA EMPHASIS

(Continued from page 11)

tion to reap the benefits of its effort have packager peddle his video to a competitor; (3) packagers often are unable to sign away definition rights, a factor which Paramount expects to play an increasingly large part in its video operations.

Installation of Paramount's developed video transcription equipment is currently nearing completion and is expected to go into operation within the next few weeks. Station expects to make its filmed stock available to other outlets, as well place its cine services at the disposal of advertising agencies and sponsors. While station refuses to confirm or deny, it was understood that the first outside packaged show to leave the station will be Mike Stokely's *Pantomime Quiz* and later *Armchair Detective*. *Who's the Girl?*, a Rita Leroy package, not be affected.

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# TV'S WHOPPING D.C. JOB

## TV Pic Huddle Gets Uniform Exhibit Pact

NEW YORK, Jan. 24.—Solutions to the knotty problems of performing rights to music on films and to payment of transportation costs for films were offered today to the television industry in a conference by Melvin L. Gold, president of the National Television Film Council (NTFC). Gold presented the conference conducted by *Playboy* magazine, with the uniform television film exhibition contrast, which had been in preparation for several months.

The draft contract, as introduced by Gold, calls for the stations to obtain performing rights to filmed music. However, the film distributor called upon to provide to the station, in addition to affirmation of its copyright position, a cue sheet to all music in the film, with an accompanying guide indicating who owns the performing rights to each piece of music. The station then would pay for the music.

As for the transportation of films, the contract calls for the stations to pay the costs. It is the practice in the film industry for the exhibitor to foot the shipping charges. Gold pointed out that the distributor undoubtedly would pad his charges to include shipping costs anyway, so the stations might just as well keep bookkeeping straight in the first place. Gold urged all stations and film distributors to endorse the draft contract as a uniform, common instrument.

Irving Leos, vice president of Official Television, Inc., told the conference that stations are requesting more good quality and juve serials, more quality one-minute shows and quantities of one to three-minute films at low remittance rates. Leos said that standardization, a prerequisite for practical production plans, is sadly lacking. Woodruff, of Telecast Films, Inc., said the rising costs of new film products is concurrent with decreasing rentals. He added that copyrights are too involved to permit release of new films and producers are playing a waiting game.

Myron Mills, of Equity Film Exchange, Inc., called for an improved attitude toward physical handling of prints to keep them in good shape. This should involve prompt handling of film in transit, efficient confirmation, invoicing and certification of playing date. Other speakers included Ed Evans, WPIX; Elaine Phillips, WSPO-TV, Toledo; Robert Paskow, WATV, Newark; R. Rifkin, Ziv Television; John Mitchell, United Artists; Ben Parker, Film Highlights, and Seymour Peyser, of Phillips-Nizer-Benjamin & Krim.

## Telecast of Inaugural Gala On Para Big Screen a Flop

NEW YORK, Jan. 22.—The big-screen edition of the inaugural gala, advertised by Paramount Theater here as a sterling addition to its regular bill, proved a distinct disappointment. It contrasted especially badly with previous Paramount video pickups, especially the second Louis-Walcott fight. Distortion was extreme and the audience was responsive, if scornful laughter can be called a response.

The Paramount pick-up commenced at 10:15 p.m. and ran for slightly more than 20 minutes. This covered the Phil Spitalny, Abbott and Costello and Lena Horne acts. The first and third were particularly badly received, with Abbott and Costello's classic baseball routine proving diverting enough to make the house overlook the bad image.

Spitalny looked a strutting midget parading about in front of his female footlers. Foreshortening due to camera angle made him out to be in the vicinity of three feet tall at times.

As for Miss Horne, she suffered the most. Close-ups of her warbling appeared almost grotesque and the audience nearly got out of hand at this point. A great seller of tunes, Miss Horne really injects her personality into each number. The effect of this effort on the screen, however, when twisted by the miserable megging, was one of a woman struggling for survival against incipient strangulation. Major blame must rest with the director, who should have stuck to long shots during Miss Horne's turn. George Jessel's emceeing was nothing to write home about, that portion being ragged and halting.

The Paramount showing undoubtedly set video back a couple of notches. It was not hard to imagine numbers of spectators walking out, saying: "If this is television, it's all yours." *Sam Chase.*

The inaugural ball undoubtedly was an important and pleasurable event to those who attended, but to many television viewers it might have seemed as no great shakes. The two pictures which occupied most of the time on the screen were of the bandstand and the different orks on it and long shots of the crowd taken from different angles.

The long shots of the ball were uninteresting. There wasn't much variety, no real intimacy was achieved and few of the sock tele close-ups with their human appeal were shown.

An interview with Guy Lombardo and Drucie Snyder broke this pattern. The questioning was handled by Pauline Frederick and she looked good and handled herself well, although neither of the personalities projected strongly enough to juice the proceedings.

Ben Grauer's commentary on the ball was just fair. He seemed to be too indecisive in his delivery. Xavier Cugat's ork was the strongest from a tele audience point of view. His music has color and his unit enough visual attraction to sell itself. *Leon Morse.*

## Dinsdale Lured To KNBH by \$\$\$

HOLLYWOOD, Jan. 22.—National Broadcasting Company (NBC) Coast tele station KNBH this week added the Shirley Dinsdale-Judy Splinters moppet show to its program roster, tying up the youthful fem ventriloquist to a long-term exclusive pact, effective early next month. The award-winning kid show, long a top feature on Paramount's KTLA, was wooed by NBC top brass, and calls for Miss Dinsdale to be headlined in a five-a-week 15-minute series locally, with net retaining kinescope rights.

This is the first local show to be snagged from the rival outlet by KNBH. NBC will pay Miss Dinsdale well over \$500 weekly on a sustaining basis, setting a new high mark for talent fees on local tele. Package control remains with Miss Dinsdale, who writes and develops own program ideas. Deal also includes option for an additional half-hour weekly show on KNBH at more dough. If sold nationally, ante will be hiked above basic guarantee. William Morris Agency topper George Gruskin represented Miss Dinsdale in direct negotiations with the network.

## AFRA Fights Fort Industries Bid for WHAS, as Anti-Labor

NEW YORK, Jan. 22.—The American Federation of Radio Artists (AFRA) has sent a letter to the Federal Communications Commission (FCC) stating that it wants to be heard in opposition to the bid made by the Fort Industries Company for WHAS, Louisville, 50,000-watt Columbia Broadcasting System (CBS) affiliate which has been offered for sale by *The Louisville Courier-Journal*. In addition to the bid from Fort, Bob Hope and the Avco Manufacturing Company are also bidding for the property.

It is the contention of AFRA that the Fort Industries Company violated the Taft-Hartley Act when it discharged the president and treasurer of the Miami local of the union, after AFRA had won an election at WGBS. The labor org is not favoring either

Hope, an AFRA member, or Avco, an employer of AFRA personnel with whom it has had extremely co-operative relations, but is pitching to see that Fort doesn't get the station. WHAS now has a contract with AFRA, but Fort has never signed an agreement with the radio artists' union in any of its seven stations, and the fear is that AFRA would have to start a pitched battle before it could gain a pact if Fort won WHAS. George B. Storer, president of Fort, has been notified by AFRA of its action.

Meanwhile the union is on the verge of preferring charges with the FCC against WATL, Atlanta, which it has now struck. There will be no turning back for the union once it makes the move.

## Pool Outdoes Self Covering The Inaugural

### Biggest Tele Remote To Date

WASHINGTON, Jan. 22.—The television industry did a notable job in covering the inauguration of President Harry S. Truman, but the magnitude of that job could not really be appreciated unless one had an opportunity to study the backstage handling of the event. Backstage, in the case of the inauguration—the biggest remote telecast yet aired in the industry's history—was a room on the third floor of the Telephone Building, on 13th Street, a room cluttered with engineering gear, engineers, TV directors and a few lucky onlookers. It was the television nerve center for the inauguration, as well as the pro tem master control room for the largest video network ever to air so historic an event.

The key event aired during the two days was the actual swearing in of the President, followed by the three-hour parade. For this remote coverage, the TV pool set-up had five camera locations, one at the Capitol, where Truman and Vice-President Alben W. Barkley were sworn in; the old Post Office Building, the Treasury, Lafayette Park (the White House), and Second Street and Constitution Avenue.

### 3 Cameras in Each Spot

In turn, each remote location used three cameras, with a director from each company participating in the pooled production in charge. The Capitol direction chore fell to Charles Christianson, of the National Broadcasting Company (NBC); the Post Office spot to Bob Bendick and Fred Rickey, of Columbia (CBS); the Treasury to Les Arries Jr., of DuMont, and Lafayette Park to Bob Doyle, of the American Broadcasting Company (ABC).

The directors at each location called the shots in their respective bailiwicks and, in turn, these pickups were transmitted to the monitor screens in the pool control room. There Bill Garden, who directed the show, and Ad Schneider, who was in charge of the over-all pool operation, called the shots that went on the air over the network. Garden is in charge of the NBC mobile unit section; Schneider is NBC director of news and special events for TV.

There are various yardsticks by which the size of the operation may be measured. For example, each remote location had an average crew of 12 men, one video and one audio engineer, one switcher, and the mobile unit driver. Their opposite numbers, where appropriate, manned similar posts in master control.

Another yardstick is shown in the work the phone company put in setting up the necessary equipment. A large number of eight-man crews worked for four weeks laying the necessary cables, the total running into thousands of man hours.

### Control Room Set-Up

The control room, in addition to its five monitors, had the standard "pre-view" monitor, and another smaller screen showing what actually was going on the network and indicating, of course, whether any interruption affected service. None did. More than anything else, tho the control room reflected the miracle of television—it was the only place in the world where one could see the events *(See TV Turns In on page 45)*

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# Here We Go Again! Drys Out To Curb Liquor Advertising

WASHINGTON, Jan. 22. — Dry forces are about to launch their annual attempt to get legislation thru Congress restricting liquor plugs on the air and in the press. One of the first bills on the subject soon will be introduced in the House by Rep. Joseph Bryson (D., S. C.), who has informed the American Temperance Society (ATS) that he is working on a bill to curb liquor ad "excesses."

With the retirement of the veteran dry advocate, Sen. Arthur Capper (R., Kan.) from Senate, drys will concentrate on Sens. Edwin Johnson (D., Colo.) and Clyde Reed (R., Kan.), both of whom introduced bills restricting plugs last session.

In the past liquor bills have fallen into one of three classifications, and it appears likely that the same pattern will be followed in the 81st Congress. The most drastic would completely ban liquor ads over the radio and in newspapers and magazines. Capper tried for a decade to secure enactment of such a bill, but never succeeded. Even the most fanatic of dry lobbyists have about given up hope for such legislation, altho it is likely that the bill will be hopped by one or two legislators, more as a gesture than for any other reason.

The second general type of ad control bill would permit liquor to be advertised but would limit plugs on the air to a simple announcement of the sponsor's name and product. Press ads could carry nothing more than a picture of the bottle and its label.

Rather than specifying what a liquor plug can say, the third general type of bill simply states what an ad must not say. Typical of this kind was last session's Johnson-Reed Bill,

## Full-Hr. Name Show Set by World Video

NEW YORK, Jan. 22.—World Video, tele package org, this week was readying a new full-hour name personality show, tentatively titled *Theater Arts of the Air*. The program, produced in conjunction with *Theater Arts* magazine, will be scripted by playwright Charles MacArthur, who recently took over publication of the periodical. Gilbert Seldes and Ernest Anderson have been set as co-producers.

Format will feature MacArthur, as mag editor, in weekly search of material to put his book together. After three weeks of this in which the acts described will perform the specialties MacArthur presumably will write about, the fourth show will have a reprise of the top acts. Legit personalities will make up a big part of the show, with some stars doing excerpts of their shows before the Broadway openings, and those already on the Stem doing other material. Other phases of showbiz also will be covered, including nitery turns and other after-theater amusements. Agency pitch will start within two weeks.

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which is expected to be reintroduced in the Senate in the next few weeks. The measure would prohibit any plug suggesting that liquor is beneficial to the health, will increase social or business prestige, or should be a part of the atmosphere of the American home.

## NBC Drops All Its Wax Bans

(Continued from page 5)

& Fogle Productions, would give the net exclusive rights to selected properties by top mystery writers. Scripters would sell only the one-time radio rights, with a portion of the fees to be donated to MWWA for its organizational use. Show would tie in with public figures by getting prominent celebs from all walks of life to choose their favorite mystery yarn for dramatization. Thus, whodunit would be in effect a "mystery award theater" and would probably be aired under that name. Deal would give NBC access to a vast storehouse of untapped published material.

Still a big headache to net programmers is the shaky Sunday night line-up, particularly Horace Heidt's new spot opposite Jack Benny. Admittedly disappointed with poor ratings so far, NBC is said to be ready to shift Heidt back to his old 10:30 p.m. EST slot (*The Billboard*, January 22) and try something else. This is denied by network brass, however, who point out that web has spent about \$100,000 promoting Heidt's move and can't therefore retreat at this time.

Another uncertainty is the Dean Martin-Jerry Lewis comedy show, originally set to kick off January 23 but still not set in a time slot. Latest reports are that Martin-Lewis may get the 10:30 p.m. spot (EST) on Monday evenings, but this, too, is undecided. Another program puzzler is the Screen Directors' Guild dramatic airer, now in the 8:30 p.m. (EST) Sunday night slot. Originally set as an emergency show to fill the slot vacated by Fred Allen, network is now considering keeping the stanza as a permanent fixture.

### ARTHUR GODFREY

(Continued from page 8)

ing the cigarette's package. Otherwise, there are no trappings.

#### Lawrence a Comer

So the show simmers down to one of extraordinarily slow pace, leavened by the inimitable Godfrey personality and the various supporting stunts. In these last, Lawrence has all the earmarks of a potential name, presenting a terrific appearance, selling a song well visually and possessing a reasonably good voice. He has a good chance. Bleyer gives his usual Grade A support, and Miss Davis, if not a sock singer, is at least highly pictorial. So throw in a tune or two from the quartet and you have an hour video show, or do you? It may stand up for a while; over a long run it does not impress as possessing sufficient stamina.

Godfrey himself could aid somewhat by becoming more mobile himself, or in effecting some further gimmicks. The extent of his activities opening night was to shed his jacket because of the heat, show photos of his family and stand up for a duet with Miss Davis. During the course of this last, he fondled Miss Davis's string of pearls in a rather interesting manner. It was evocative, at least.

Commercially, no sponsor could ask for more, however, than the Godfrey treatment. Whether he reads 'em, drops 'em in, or ribs 'em, he really socks 'em.

Jerry Franken.

## Crosby's Exit, Other Pinches Afflict ABC

(Continued from page 7)

precede *Theater Guild* at Steel, either for Wednesday or Sunday night. Steel thus far has appeared adamant about sticking to its accustomed Sunday spot, and CBS tentatively has offered the 10-11 p.m. period on an interim basis, with 9-10 as a regular time starting next fall.

ABC's counter-pitch is that NBC would put *Theater Guild* in a slot bucking both *Stop the Music* and *Walter Winchell*, while the 10-11 spot on CBS is much later than Steel would like, and the 9-10 period still would be bucking *Walter Winchell*. At the same time, ABC points to a consistent rise for *Theater Guild* in the past few seasons on its facilities.

The Wednesday night picture also becomes fluid now, as has Sunday. CBS and NBC both are known to covet *Elgin-American's Groucho Marx* show. Milton Berle, an NBC standout in video, would be welcome on that network's AM facilities as well. General Foods, which follows Crosby on ABC with *Meredith Willson* at 10:30 p.m., also is expected to do some heavy head scratching, since it came within a whisker of canceling out at its last cycle with Bing still on the air. A CBS Wednesday line-up including Crosby and Hope would be a magnetic inducement to any of these to shift.

#### ABC Was Going Good

For its part, ABC had, until the Crosby mishap, started out 1949 in impressive style. Since January 1 the web has inked 6¾ hours weekly of new radio business, including the new contract this week with Phillips Petroleum. Renewals, too, have come thru stylishly. Recent negotiations with several major bidders for sale of the web also offered an optimistic outlook for a sounder financial backing in the future, enabling greater expenditure for top talent.

What hurts ABC execs the most is that it has been caught in the backwash of the current NBC-CBS feud for leadership, with both networks moving in on its top shows as well as on each other's. And this occurs just at the time when ABC had been making genuine progress with agencies and sponsors with its pitch that, rating-wise, it was virtually on a par with CBS. Now ABC must fight, not only to keep from being left behind once again, but even to remain in the same playground with the big boys.

## Another League-SWG Split-Up Looms

(Continued from page 11)

by Hal Roach Jr. without the permission of or consultation with the League.

The reaction of the parent body has been to call for concurrent meetings of AL bodies within the next three weeks according to the union's constitutional procedure. This means that a confab of the SWG will be held in Los Angeles, while another meeting of the Dramatists' League, Authors' Guild and Radio Writers' Guild will be held here. The respective merits of SWG jurisdiction over tele or the formation of a television writers' guild to take over the medium will be discussed at these meetings and a vote taken. Formation of the latter already was agreed upon by the three Eastern AL orgs, with the grudging consent of the SWG, so that support for the AL plan will be forthcoming. Each unit within the AL has 12 votes, so that the three Eastern AL bodies will be able to muster 36 votes to the SWG's 12.

#### Exit Seen for Coast Unit

After the votes are counted, and assuming the tab will be against the SWG, the Coast writers' unit must

## Para-Television Divorce Looms

(Continued from page 11)

have the Balaban & Katz Chicago station as a TV nucleus. The bids the remaining Paramount theatrical subsidiaries would also presumably be transferred to the new corporation which would be eligible for a grant in Detroit thru United Detroit Theaters, one in Boston thru New England Theaters, one in Tampa thru Gulf Theaters and one in Des Moines thru Tri-State Meredith Broadcasting Company.

#### "Not the Time"

Claiming that the hazy Paramount situation is symptomatic of uncertainty in the TV industry, the Paramount legalist declared this is not the time to make a rule covering multiple ownership in the television industry, since it is still in a formative state. Patrick further challenged the authority of the FCC to make multiple ownership rules, asserting that "there are other agencies to deal with monopoly."

Paul O'Brien, representing Film Industry Company, declared that is "illogical and impractical" that licensee should not have the opportunity to own as many TV and radio outlets as AM stations. He insists that if a maximum of seven AM stations is permitted, then there is reason to limit TV's to five and FM's to six.

Testifying for the National Broadcasting Company (NBC), Gust Margraf said that the FCC should judge whether there is undue concentration of control on the basis of individual cases rather than set a specific limit. With AM's at the 2.0 mark, Margraf said he couldn't see how the ownership of eight AM stations could constitute a radio monopoly.

#### CBS Also Opposed

The Columbia Broadcasting System (CBS) also opposed the proposed rules. Joseph Ream, CBS vice president, stated that the financial stability of web depends on the stations it owns and that any rule limiting ownership "threatens the expansion of networks as nothing has ever done before." Ream urged that if FCC must limit ownership, the maximum should be eight AM's and eight FM's. He said he was uncertain about the number of TV grants that should be permitted.

## Hollyw'd Platters on WNEW

NEW YORK, Jan. 22.—*Hollywood Open House*, transcribed series heard last year on WNBC here, returns to the local scene next Sunday (30) on WNEW. Ash's Furs is sponsoring dropping other media for the radio. Show is produced by Kermit Raymond and features top Hollywood names.

either take a reprimand and allow the television writers' guild to take over jurisdiction of video, or take itself out of video. Since the SWG naturally is acquainted with AL constitutional procedure and evidently knew what it was getting itself into it may be that it holds a few unknown aces or is ready to leave the League.

The AL took many months before it decided to form a television writers' guild, all the while seeking safeguards to make certain that the SWG would not balk. In any event, the present intramural ruckus is the worst in AL history and may see the splitting off of one of its units.

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# MONROE'S 500G 1-NIGHTERS

## Diskers Rush To Join AFM But Financial Requirements Prove Restrictive Factor

NEW YORK, Jan. 22.—Diskeries, which during the first few post-ban weeks were very slow in applying to the American Federation of Musicians (AFM) for licenses, now are hurriedly flocking into the union fold. Union, however, has instituted a rigid system of controls, so that the total number of licensees probably will wind up much below the 750-odd who were licensed prior to the late ban.

Currently there are 150 companies licensed, as compared with about 30-odd a couple of weeks ago. The 150 figure includes transcription companies, but these represent a small portion of the total licenses.

Union sources this week indicated that all prospective licensees are being given a strict screening with respect to financial reliability. Angle, of course, is to prevent future headaches accruing from unpaid claims. To further protect the musicians, union is now insisting that all record dates be paid in advance except those dates involving RCA Victor, Columbia, Decca, Capitol and Mercury.

### More Stable Operation

These regulatory devices, union sources admitted, would undoubtedly effect a reduction in the total number of licensees, but also would result in a more stable operation.

The volume of recording being done, according to the union, has been

## Waring Revives Tryout Plan For New Tunes

NEW YORK, Jan. 22.—Fred Waring is reviving the old practice of introducing new tunes cold over the air, harking back to the days when he, Rudy Vallee and Guy Lombardo used to vie with each other in bringing out new numbers. Waring announced the plan at his regular Wednesday plugger conference.

Idea is to have three pluggers bring tunes that have never been publicly performed to Waring's Tuesday morning broadcast. Band and singers will perform each tune from sight, with the plugger describing the history and merits, as he sees them, of the number. Waring will then try to evaluate public response to the songs by polls of the radio audience.

### Stunt Debuts This Week

Three pluggers selected for the stunt's debut Tuesday (25) are Lew Comito, for himself; Warren Brown, for Leeds, and Abe Schwartz, for Ben Bloom.

If the initial tries are successful, Waring said he may use the idea three times a week. Most pluggers are glad for the opportunity of getting their tunes introduced and at the same time getting a credit on the sheet. Majority of the favorably disposed contact men represent indie pubbers, who are not likely to have complicated release date worries, show or flick tune promotion to coordinate.

The large movie firms, on the other hand, may not want to introduce a tune on the new Waring plan, because of the requirement that it must not have been performed before, live or on wax. Timing is more complex when shows or movies are involved.

continually increasing since the lifting of the ban, but is by no means at a peak level. A much heavier volume is expected in two or three months.

Among indies who are expected to get into production soon are Continental and Signature. Continental already has cleared up its difficulties with the AFM and Signature is expected to get under the wire within a week. (See separate story in this issue.)

## S-B, Simon End "Dreamer" Snarl

NEW YORK, Jan. 22.—The scrap between the George Simon pubbery and the Shapiro-Bernstein firm (*The Billboard*, January 15) over the rights to the song, *A Dreamer With a Penny*, from the Broadway musical, *All for Love*, which opened here tonight, was settled this week with all pubbing rights reverting to the Simon org, which holds most of the remainder of the show's score. It was understood that as part of the settlement writers Allan Roberts and Lester Lee agreed to pay a part of their writers' royalties to Mood Music, the S-B subsid which laid claim to the show song.

Earlier in the week the Songwriters' Protective Association (SPA) had countersigned the S-B contract on the song with the qualification that the countersignature didn't establish priority or a siding with either pubber as to the rights of the song.

## Australian Musicians' Union Puts Ban on Foreign Orksters

SYDNEY, Jan. 22.—Frank Kitson, secretary of Australian Musicians' Union (AMU), announces that one of the objects of the union's newly adopted constitution is to restrict membership to 90 per cent Australians and 10 per cent British people who have been resident 10 years in Australia. This has been passed by the union in all States.

"Until there is sufficient work available for Aussie musicians, employers must be prevented from engaging aliens here," Kitson said.

Many Australian musicians are just as fine artists as imported celebrities, said Kitson, who added, "our people should get first priority for all musical engagements. It was not intended to expel from the union un-naturalized musicians now working in Australian orchestras."

The new rule provides that before a musician can become a member of the union he must be approved by the Federal Council and the council would not approve of any further applications. Every capable Australian musician should have the right to expect employment in his own land, Kitson pointed out. At present there is not sufficient work for all union members and many very capable musicians are being forced to accept other forms of employment.

The move has received editorial comment from the leading daily papers who refer to the move as union

## Loses Again

NEW YORK, Jan. 22.—Ira Arnstein's marathon omnibus suit against Crestview Music, the American Society of Composers, Authors & Publishers (ASCAP), Sigmund Spaeth, Leeds Music, Louis D. Frolich, Herman Finkelstein, Irving Berlin, A. B. C. Music, Bourne, BVC and others was again dismissed in State Supreme Court. Justice Felix Benvenega characterized Arnstein's motions against the defendants as variously "vague and indefinite," "impossible to determine what plaintiff's grievances are," "pleaded in such a manner as to make it unsafe to plead to it."

The judge did grant Arnstein permission to serve another amended complaint.

## LP's Move Fast, Columbia Claims

NEW YORK, Jan. 22.—A Columbia Records' exec this week stated that the firm sold "a couple of hundred thousand" long playing microgroove players since the machine's price was cut to \$10 on various promotional tie-up deals.

In some parts of the country the LP player is being given free with the purchase of two \$4.85 LP disks, while in New York and other cities the machine and two disks are being peddled for \$19.95.

SPA's taking no stand on whether the pubbery owned the song was interpreted in legal quarters as neither creating nor denying the S-B firm any rights to the tune.

dictatorship and petty parochialism run riot.

C. J. A. Moses, general manager of the Australian Broadcasting Commission (ABC), said ABC would not be anxious to go ahead with its plans to build up orchestras unless it could employ musicians from overseas. On the advice he had received there are not enough musicians of the requisite standard to fill all key positions.

ABC is negotiating for a 76-piece orchestra in Melbourne and a 50-piece ork in Adelaide. In the case of Victoria the State government was to make a grant of \$60,000 and in South Australia a public appeal has raised \$48,000.

It is understood that the ban does not apply to visiting celebrity artists, concert troupes or conductors, but only to musicians resident in Australia. Quite a number of the displaced persons who have been migrating to Australia, and who under their contract are compelled to give two years' work as the government directs, are musicians of high standing in their own countries and it would appear these are the people against whom the restriction of membership in AMU is directed. Two who are working on constructional work as laborers gave a concert in Canberra recently and were received with great enthusiasm. These will have to wait at least five years until they can become naturalized before they can apply to join the union.

## Vaughn Set For a Terrific 2-Month Trek

Will Hit South, Southwest

(Continued from page 3)

North Carolina. He's also hitting Indiana, Tennessee, South Carolina and other areas. Early returns indicate that the \$50,000-\$60,000 weekly gross will be easily attained. At Evansville, Ind., for instance, where Monroe played Thursday night (20), the advance sale was \$5,000 and it's believed the gross hit about \$8,000. At Louisville, which has a small auditorium, he's reliably reported to have grossed \$8,000, as against \$7,500 last year. Monday night (17), in Muncie, Ind., a small town, Monroe corralled \$6,900.

Towns included in the Monroe itinerary (starting with January 15) include Cleveland, Fort Wayne, Muncie, Bloomington, Louisville, Evansville, Memphis, Nashville, Knoxville, Roanoke, Columbia (S. C.), Columbus (Ga.), thence to Montgomery, Mobile and Troy, all Alabama; Thomasville, Ga., and into Florida to Jacksonville, Orlando, West Palm Beach, Tampa and Miami. Succeeding locations will be New Orleans, Galveston, Dallas, Waco, Texas Ag., Houston, Wichita Falls, Amarillo. Thence to Hutchinson, Kan.; Enid, Okla.; Norman, Okla.; Texas State Teachers' College, Shreveport, and Tyler, Tex. Monroe then goes back to Shreveport, La., thence to Fort Worth, Tulsa, University of Arkansas and Kansas City, Mo. Trek from there takes in Clear Lake and Marion, both in Iowa, and Sioux City, Sioux Falls, Austin, Des Moines and Peoria. That's the lineup to March 6. Dates thru the 17th are pending.

Average admission price is \$2, tax (See Monroe Ork Set on page 39)

## Token Pit Ork For Earle OK'd

PHILADELPHIA, Jan. 22.—Talk of Warner Bros. returning stage shows to the Earle Theater is again making the rounds. The theater management and the American Federation of Musicians (AFM) local finally got together, the union agreeing to a token orchestra of only 16 men for the pit.

Permission to cut the pit band size almost in half was designed to see how the plans work out. It is no secret, with sagging box-office grosses at the movie temple, that Warners is anxious to re-light the Earle stage, which has been dark for several seasons after featuring a parade of the name bands for many years. It is also understood that Warners is eager to sell the house, and better grosses will help interest prospective buyers in the asking price.

Nor is Warners the only theater outfit here interested in stage fare to help hypo sagging grosses. The de luxe Fox Theater is also plotting flesh fare to shake off the curse of video. However, Fox does not want any fancy talent budgets. Instead, the house is negotiating for radio and newspaper tie-ups to help bally a series of amateur shows. It figures that the am talent, with family and neighborhood followings, must please no less than some of the TV shows keeping the folks away from the movies.

# Agencies Follow Up Disk Deals

## MCA and WM Build Staffs To Plug Talent

### Career-Boosting Move

NEW YORK, Jan. 22.—Always aware of the potency of wax as a promotional medium for their artists, the major talent agencies in recent weeks have built special disk departments for the specific purpose of extracting the fullest possible exploitation and income values out of artist record deals. Both Music Corporation of America (MCA) and the William Morris Agency (WM) have assigned personnel to deal exclusively in the disk and transcription fields.

At MCA, agent Frank Nichols in New York and Bud Overbeck in Hollywood have been designated for that agency's diskery-artist liaison. WM has assigned Barry Winton in New York, Sid Epstein in Chicago and Charlie Wick in Hollywood to the wax workings for that agency.

### Follow Thru on Career

Not only will the agents attempt to sell talent to waxworks—considered a normal agency function these days—but they also will follow thru on the specific artist's wax career. They are to aid in finding and helping to select material for recording for the artist and also will deal in such matters as the balances and recording techniques achieved with the waxing talent.

It was only a few years ago that the agencies began to take the recording industry seriously as a bona fide aid to the booking biz. And it was only a couple of years ago that agencies found it a sufficiently lucrative field for talent sales exploitation. Until the recent creation of disk departments, the agencies did little to aid the artist once a disk deal had been negotiated save collect the commissions and perhaps make some feeble effort to encourage disk jockey promotion of wax in connection with one-nighter band promotions.

## Philly Ork Set For Britain

PHILADELPHIA, Jan. 22.—On the heels of the announcement that the trip was all off, the Philadelphia Orchestra members have done a turn-about and decided to take in a tour of Britain next spring. Members of the ork were notified last week that a majority of them had voted against certain terms offered by the British sponsor, Harold Fielding. However, Fielding raised his offer and Harl McDonald, symphony manager, said the music makers reconsidered and overwhelmingly voted to accept.

The major issue was living allowances for musicians during the trip. The other questions were settled before final vote. McDonald said that a report that the ork payroll on tour would run to \$32,000 a week was wrong "by more than 100 per cent."

The present plan is for the local symphony of more than 100 to sail from New York May 13 and give its first concert in Liverpool May 22. Most concerts will be given in London and there will be performances in other English cities and in Scotland. Return passage has been booked for orchestra members who must be back for the opening of the Robinhood Dell outdoor season here starting June 21.

## Wild About Him!

WASHINGTON, Jan. 22.—The American Federation of Musicians (AFM) this week signed up one of the few remaining unorganized musicians in the country—a piano player named Harry S. Truman. The President accepted from AFM chief, James C. Petrillo, a lifetime membership in the union and a silver plaque inscribed to the "champion of international peace whose mastery of harmony in statesmanship as in music has contributed so largely to the world fellowship of man."

## Charlie Barnet In Action Again

NEW YORK, Jan. 22.—Charlie Barnet, for the upteenth time, is reorganizing his orchestra. The orkster apparently is readying an all-out effort to push his band into solid competition in the jazz concert and one-night promotion fields. His band will vary considerably from his previous orgs in that it will go heavily for be-bop and so-called progressive jazz in addition to maintaining a dance library. The orkster has snagged arranger Pete Rugolo, former Stan Kenton cleffer, and bassist Eddie Safranski, also an ex-Kentonite, to help build his modern music book.

The orkster's return to activity—he broke up about two months ago—was inaugurated this week with some one-nighters and the beginning of a one-week stand at the Apollo Theater here which began yesterday. He will show his new ork here at the Clique nitery in a three-week engagement which begins February 21. This date will be followed by a series of concerts.

The orkster is now recording for Capitol Records and already has sliced his initial sides for the firm. In addition he has hired press agent Virginia Wicks, who will wage a campaign to groom Barnet as the successor to Kenton's progressive jazz podium.

## Musicraft Creditors Okay New Financing Operation

NEW YORK, Jan. 22.—Musicraft waxery, currently operating under Chandler Act Chapter 11 relief, got creditor approval yesterday (21) to apply for court permission to "hypothecate" its accounts. The term is legalese, meaning hocking of accounts receivable with a financing agency. Purpose of move is to raise some operating capital so that the firm can continue in the black during its reorganization procedure.

At the same time, the Atlas Corporation, priority creditor, who is into the diskery for some \$200,000 in bonds secured by chattel mortgages, indicated that it would again seek court permission to foreclose. Its first request for such permission was turned down by federal Referee Peter B. Olney, but such a stay is only temporary in nature. Next official creditor meeting is skedded for Wednesday (26) and will take place before Referee Herbert Loewenthal, replacing Olney, who recently retired. Other large priority creditor is the Marine Midland Bank, also owed some \$200,000. Besides the lien holders, the government has a claim of \$15,500 in withholding,

## MPPA Cheered By Court Ruling On Arrangem'ts

NEW YORK, Jan. 22.—Music Publishers' Protective Association (MPPA), taking the rosy view of Judge Learned Hand's recent decision concerning the right of a publisher to govern arrangements of recorded tunes (*The Billboard*, January 15), this week sent a letter to all members informing them that publishers now have a stronger case.

Beginning with the statement, "The United States Court of Appeals for this circuit has handed down an important decision in the above case," the letter goes on to point out the highlights of Judge Hand's decision and their application to the right to control arrangements. Referring back to Judge Goddard's original decision in the case (E. B. Marks vs. Seva Foulton, United Masters, Inc., and Bard Record Company), the letter states that the effect was "to deprive the copyright owner of his exclusive right to control arrangements in connection with the manufacture of phonograph records." It is then pointed out that Judge Hand, who heard E. B. Marks's appeal of the case, "inferred that the right of arrangement extends not only to printing and reprinting, but also to reproduction on phonograph records."

### Passages Quoted

The letter quotes the significant passages from the Hand decision and concludes that "... it appears that the copyright owner's exclusive right to arrange his work applies to mechanical instruments, such as phonograph records, to the same extent that it applies to printing, public performances, and other uses. . . ."

While most pubbers feel that the decision does in effect open the way for authority over arrangements on wax, some lawyers believe that the issue is still not clear cut, and are looking for another, less inferential court decision that will give the pubbers a definite go-ahead.

## Squeeze Is On For AFM Scale On Canned TV

NEW YORK, Jan. 22.—Pressure for a scale covering use of musicians on TV film is mounting, and execs of the American Federation of Musicians (AFM) are hopeful that the union can hit on a set of prices within a month or six weeks. Union execs said this week that an increasing number of requests for such a scale were coming into union headquarters from package producers preparing to do canned TV programs. Such producers are up a tree, inasmuch as there is no union scale covering this type of use.

Scale for this use may be incorporated in the new AFM-TV contract which is expected to be negotiated soon, or the scales may be set up as a separate paper. The current AFM-TV contract (covering live shows) was originally a six-month term—the idea being to renegotiate it on the basis of additional data available with respect to TV circulation, TV income, etc. The term was extended for three months because AFM chief James C. Petrillo was busy negotiating a pact with record companies. Time for renegotiation of the overall TV pact is about due now.

Meanwhile, some producers of canned TV programming are active despite the fact that no scale exists covering use of musicians. Canned musical spot announcements, for instance, are being made.

To producers querying the AFM for scales, the union is saying: "There aren't any—you'll have to wait a while."

## AFM Clears Continental In Zacj Case

NEW YORK, Jan. 22.—Following a protest by Continental Records' prexy, Don Gabor, to James C. Petrillo, the waxery has been removed from the unfair list by the American Federation of Musicians (AFM). The firm had been posted on the Local 802 bulletin board upon complaint by polka orkster Frank Zacj, tho Gabor had not been notified or given an opportunity to present his side.

Zacj, who signed an exclusive contract with Continental in 1946 calling for writer's and musician's royalties, lodged a complaint with the Cleveland local last year, alleging that Gabor had defaulted on the musician's royalties due. Gabor's claim is that Zacj had broken his contract by recording for four other waxeries.

Gabor advised Petrillo to this effect, whereupon the AFM topper took Continental off the unfair list and tendered the waxery the five-year federation-diskery pact form.

## Big 3 Hires 1st TV Plugger

NEW YORK, Jan. 22.—To match the rapid growth of television as a source of music performances, the Robbins-Feist-Miller group this week hired contact man Pete Woolery to deal exclusively with promoting the big three's tunes via the video outlets. Woolery is believed to be the first full-time TV contact man in the biz.

Woolery also will deal in the exploitation of the firms' standard catalog via radio agency contact. This to supplement Howie Richmond's record promotion work on the pubbers' standards.

Woolery formerly worked with the J. J. Robbins firms, prior to which he had been with the big three.

excise and income taxes.

The other creditors are opposed to the Atlas move for foreclosure, because this would eat up most of the assets in one bite. Atlas has a chattel mortgage lien on all Musicraft property, including the Olympic Record Company in California and the Musicraft Manufacturing Corporation here. General creditors are endorsing Musicraft's hypothecation plan in the hope that an amended plan to pay off all debtors can be worked out.

The balance sheet shows that Musicraft Records, Inc., has assets of \$1,809,330 and liabilities of \$759,749; the Musicraft Manufacturing Corporation, of New York, Inc., has assets of \$389,598 and liabilities of \$586,277. Of the assets of the first named firm, \$1,160,612 are in accounts receivable.

Jack Meyerson, Musicraft prexy, told the creditors' meeting that the diskery had lost \$1,100,000 for year ending May 31, 1947, and \$500,000 for the year ending May 31, 1948. He estimated that January sales would hit \$25,000; February, \$32,000, and March, \$37,000.

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**FRED WARING**  
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 Alb. A-345 Price: \$3.75

**COLUMBIA, THE GEM OF THE OCEAN—**  
**FRED WARING**  
 Selections include: Columbia, the Gem of the Ocean, The Flying Marines, We're on Our Way (with Alfred Drake), Army Hymn, The Navy Hymn, Waves in Navy Blue, Hymn to a Hero, Man to Man  
 Alb. A-452 Price: \$3.75

**YANKEE DOODLE DANDY—FRED WARING**  
 Song 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  
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**— Single Records**

**AIR CORPS**  
 Army Air Corps Fred Waring (Alb. A-310) 18269  
 Army Air Corps Dick Powell 25253  
 Army Air Corps Bob Crosby Orchestra 25254  
 Army Air Corps Winged Victory Chorus & Orchestra (Album A-363) 29132  
 Winged Victory Winged Victory Chorus & Orchestra (Album A-363) 29131

**ARMORED FORCES**  
 Roll Tanks, Roll Fred Waring (Album A-349) 18487

**ARMY**  
 Army Hymn Fred Waring (Album A-452) 23348  
 Bombardier Song Bing Crosby 18432

**ARTILLERY**  
 Caissons Go Rolling Along Fred Waring (Album A-310) 18250  
 Caissons Go Rolling Along American Legion Band 25252

**COAST GUARD**  
 Coast Guard Forever Fred Waring (Album A-310) 18268

**INFANTRY**  
 We're On Our Way Fred Waring & Alfred Drake (Alb. A-452) 23348

**MARINES**

The Flying Marines Fred Waring (Album A-452) 23890  
 Marines' Hymn Fred Waring (Alb. A-310) 18268  
 Marines' Hymn Dick Powell 25253  
 Marines' L. Hymn Bob Crosby Orchestra 25254

**MERCHANT MARINE**

Song for the Unsung Fred Waring (Album A-349) 18488

**NAVY**

Anchors Aweigh Fred Waring (Album A-349) 18486  
 Anchors Aweigh Decca Band 25252  
 Don't Give Up the Ship Dick Powell 25250  
 The Navy Hymn Fred Waring (Album A-452) 23891  
 Waves in Navy Blue Fred Waring (Album A-452) 23891  
 Sky Anchors Fred Waring (Album A-310) 18270

**PARATROOPS**

Look Out Below! (Geronimo!) Fred Waring (Album A-345) 18487

**QUARTERMASTER CORPS**

Fighting Quartermaster Corps Fred Waring (Album A-349) 18488

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America Calling Fred Waring (Album A-345) 18485  
 American Fantasia (2 Pts.) Detroit Symphony Orchestra 29071  
 America the Beautiful Fred Waring (Album A-310) 18267  
 Ballad for Americans (4 Pts.) Bing Crosby (Album A-453) DA 23580 - 81  
 Battle Hymn of the Republic Fred Waring (Album A-489) 23711  
 Columbia, the Gem of the Ocean Fred Waring (Album A-452) 23890  
 Freedom Train Bing Crosby & Andrews Sisters 23999  
 God Bless America Bing Crosby (Alb. DA-453) DA 23579  
 Hymn to a Hero Fred Waring (Alb. A-452) 23892  
 Man to Man Fred Waring (Alb. A-452) 23892  
 Onward, Christian Soldiers Fred Waring (Album A-489) 23711  
 Over There Fred Waring (Alb. A-330) 18458  
 Stars and Stripes Forever Fred Waring (Album A-349) 18485  
 Star Spangled Banner Bing Crosby (Album DA-453) DA 23579  
 Star Spangled Banner Fred Waring (Album A-310) 18267  
 This is My Country Fred Waring (Album A-310) 18270  
 We've Got a Job to Do Fred Waring (Album A-349) 18488  
 Yankee Doodle Boy Fred Waring (Album A-330) 18454  
 You're a Grand Old Flag Fred Waring (Album A-330) 18456

**DRAMATIC HISTORICAL LEGENDS**

**THE LONESOME TRAIN**

(6 Parts) Music by Earl Robinson. Words by Millard Lampell, Lyn Murray & His Orchestra, Jeffrey Alexander Chorus, Earl Robinson, Burl Ives & Richard Huey, Raymond Edward Johnson as Abe Lincoln and Supporting Cast. Entire production directed by Norman Corwin.  
 Alb. DA-375 Price: \$3.85

**PATRICK HENRY AND THE FRIGATE'S KEEL**

A musical legend by Howard Fast. Lyrics by Hy Zaret, Music by Lou Singer, Clifton Fadiman, narrator, Conrad Thibault, soloist. Chorus directed by Lyn Murray. Orchestra conducted by Alexander Smallens. Production directed by Fritz Blocki.  
 Alb. DA-522 Price: \$3.00

All album records may be purchased as singles.

Single Records 75¢ each (except 29M and 40M Series - \$1.00 each) plus tax.

**THE MAN WITHOUT A COUNTRY**

A poetic narrative by Jean Holloway founded on Edward Everett Hale's immortal story. Musical score composed and directed by Victor Young. Entire production directed by Robert S. Welch. BING CROSBY, narrator with Frank Lovejoy as Philip Nolan, and a supporting cast. (4 Parts)  
 Alb. DAU-3 Unbreakable Price: \$4.85

**GREAT AMERICAN POEMS**

**— Albums**

**OUR COMMON HERITAGE**  
 Great Poems Celebrating Milestones in the History of America. Edited, with notes, by Louis Untermeyer. Original music and sound effects composed by Victor Young and Lehman Engel, with Jean Neilson Verse Choir. BING CROSBY, BRIAN DONLEVY, WALTER HUSTON, FREDRIC MARCH, AGNES MOOREHEAD, PAT O'BRIEN.

Selections include: The American Flag, Landing of the Pilgrim Fathers, Barbara Frietchie, Paul Revere's Ride, Warren's Address to the American Soldiers, Concord Hymn, Hail Columbia, America, Sheridan's Ride, The Star Spangled Banner, Old Ironsides, Nancy Hanks, Lincoln, the Man of the People, O Captain, My Captain, Abraham Lincoln Walks at Midnight  
 Alb. A-536 Price: \$10.00

**THE PEOPLE, YES**

Carl Sandburg. "This album contains the chants of America's greatest modern poet, chanting from his greatest long poem. Like a orator intoning the litany of a religion called Democracy at its altar. Carl Sandburg pours out herein the essence of that poem which has already taken its place as one of the nation's major achievements in poetic expression." (6 Parts)  
 Alb. A & DA-273 Price: \$3.85

**— Single Records**

The Star Spangled Banner Bing Crosby 23999  
 Columbus (Joaquin Miller) Brian Donlevy (Album A-536) 40030  
 The American Flag (Joseph Rodman Drake) Brian Donlevy (Album A-536) 40030  
 Landing of the Pilgrim Fathers (Felicia Hemans) Agnes Moorehead (Album A-536) 40031  
 Barbara Frietchie (John Greenleaf Whittier) Agnes Moorehead (Album A-536) 40031  
 Paul Revere's Ride (Henry Wadsworth Longfellow)—2 Parts—Frederic March (Album A-536) 40032  
 Warren's Address to the American Soldiers (John Pierpont)—Concord Hymn (Ralph Waldo Emerson) Walter Huston (Album A-536) 40033  
 Hail Columbia (Joseph Hopkinson) Walter Huston (Album A-536) 40033  
 America (Samuel Francis Smith) Pat O'Brien (Album A-536) 40034  
 Sheridan's Ride (Thomas Buchanan Read) Pat O'Brien (Album A-536) 40034  
 The Star Spangled Banner (Francis Scott Key) Bing Crosby (Album A-536) 40035  
 Old Ironsides (Oliver Wendell Holmes) Bing Crosby (Album A-536) 40035  
 Nancy Hanks (Rosemary Bennet) Agnes Moorehead (Album A-536) 40036  
 Lincoln, The Man of the People (Edwin Markham) Walter Huston (Album A-536) 40036  
 O Captain! My Captain! (Walt Whitman) Walter Huston (Album A-536) 40037  
 Abraham Lincoln Walks at Midnight (Yachel Lindsay) Walter Huston (Album A-536) 40037  
 The People, Yes: Prologue (2 Parts) Carl Sandburg (Album A-273) 29105  
 The People, Yes: Proverbs (2 Parts) Carl Sandburg (Album A-273) 29106  
 The People, Yes: The People Speak (2 Parts) Carl Sandburg (Album A-273) 29107

**SOUSA MARCHES—Volume 1—**

Played by American Legion Band of Hollywood, California, Joe Colling, Director  
 Selections include: The Stars and Stripes Forever, Semper Fidelis, Washington Post, Hands Across the Sea, The Thunderer, High School Cadet, El Capitan, King Cotton  
 Album A-537 Price: \$3.75

**SOUSA MARCHES—Volume 2—**

Played by Decca Band, Joe Colling, Director  
 Selections include: The Fairest of the Fair, Jack Tar, Sabre and Spurs, The U. S. Field Artillery March, The Invincible Eagle, Nobles of the Mystic Shrine, The Picadore, The Free Lance  
 Album A-538 Price: \$3.75

**— Single Records**

The Stars and Stripes Forever American Legion Band of Hollywood, Joe Colling, Director (Album A-537) 23920  
 Semper Fidelis American Legion Band of Hollywood, Joe Colling, Director (Album A-537) 23920  
 Washington Post American Legion Band of Hollywood, Joe Colling, Director (Album A-537) 23921  
 Hands Across the Sea American Legion Band of Hollywood, Joe Colling, Director (Album A-537) 23921  
 The Thunderer American Legion Band of Hollywood, Joe Colling, Director (Album A-537) 23922  
 High School Cadet American Legion Band of Hollywood, Joe Colling, Director (Album A-537) 23922  
 El Capitan American Legion Band of Hollywood, Joe Colling, Director (Album A-537) 23923  
 King Cotton American Legion Band of Hollywood, Joe Colling, Director (Album A-537) 23923  
 The Fairest of the Fair Decca Band, Joe Colling, Director (Album A-538) 23924  
 Jack Tar Decca Band, Joe Colling, Director (Album A-538) 23924  
 Sabre and Spurs Decca Band, Joe Colling, Director (Album A-538) 23925  
 The U. S. Field Artillery March Decca Band, Joe Colling, Director (Album A-538) 23925  
 The Invincible Eagle Decca Band, Joe Colling, Director (Album A-538) 23926  
 Nobles of the Mystic Shrine Decca Band, Joe Colling, Director (Album A-538) 23926  
 The Picadore Decca Band, Joe Colling, Director (Album A-538) 23927  
 The Free Lance Decca Band, Joe Colling, Director (Album A-538) 23927

**FAMOUS SPEECHES**

**— Albums**

**IN THE AMERICAN TRADITION**  
 Readings from addresses by Thomas Jefferson, Abraham Lincoln, Woodrow Wilson and Franklin D. Roosevelt. Read by Orson Welles  
 Album A-394 Price: \$3.85

**NO MAN IS AN ISLAND**

A Collection of Immortal Speeches on the interdependence of man read by Orson Welles  
 Selections include: The World is Their Sepulchre (Pericles), For Whom the Bell Tolls (John Donne), Tyranny is Not Easily Conquered (Thomas Paine), The New World Teaches the Old (Lazare Carnot), Liberty or Death (Patrick Henry), Liberty and Union, Now and Forever (Daniel Webster), In Behalf of his Despised Poor (John Brown), The Gettysburg Address (Abraham Lincoln), Truth and Justice Cost Too Dear (Emile Zola)  
 Album A-439 Price: \$5.85

**— Single Records**

First Inaugural Address (Thomas Jefferson) (2 Parts) Orson Welles (Album A-394) 29108  
 Second Inaugural Address (Abraham Lincoln) Orson Welles (Album A-394) 29109  
 Address to the Peace Conference (Woodrow Wilson) Orson Welles (Album A-394) 29109  
 First War Address (Franklin Delano Roosevelt) (2 Parts) Orson Welles (Album A-394) 29178  
 The World is Their Sepulchre (Pericles) Orson Welles (Album A-439) 29209  
 For Whom the Bell Tolls (John Donne) Orson Welles (Album A-439) 29209  
 Tyranny is Not Easily Conquered (Thomas Paine) Orson Welles (Album A-439) 29281  
 The New World Teaches the Old (Lazare Carnot) Orson Welles (Album A-439) 29291  
 Liberty or Death (Patrick Henry) (2 Parts) Orson Welles (Album A-439) 29292  
 Liberty and Union, Now and Forever (Daniel Webster) Orson Welles (Album A-439) 29295  
 In Behalf of His Despised Poor (John Brown) Orson Welles (Album A-439) 29298  
 The Gettysburg Address (Abraham Lincoln) Orson Welles (Album A-439) 29299  
 Truth and Justice Cost Too Dear (Emile Zola) Orson Welles (Album A-439) 29294

**WORLD WAR II-SERVICE SHOWS**

**— original cast Albums**

**THIS IS THE ARMY**  
 From Irving Berlin's All Soldier Show, featuring the original all soldier cast, including Irving Berlin, chorus and orchestra.  
 Selections include: Overture, I Left My Heart at the Stage Door Canteen, The Army's Made a Man Out of Me, I'm Getting Tired So I Can Sleep, American Eagles, What the Well Dressed Man in Harlem Will Wear, Oh, How I Hate to Get Up in the Morning, How About a Cheer For the Navy  
 Album A-340 Price: \$3.75

**WINGED VICTORY**

Selections from the United States Army Air Forces Play, "Winged Victory." Written and directed by Moss Hart. Winged Victory Chorus and Orchestra. Original Music and Orchestrations by Sgt. David Rose. Choral Director, Lt. Leonard De Paur  
 Selections include: Winged Victory, My Dream Book of Memories, Whiffenpoof Song, The Army Air Corps  
 Album A-363 Price: \$2.85

**— Single Records**

This is the Army—Overture: All Soldier Orchestra and Chorus (Album A-340) 18474  
 I Left My Heart at the Stage Door Canteen Cpl. Earl Oxford and Soldier Chorus (Album A-340) 18474  
 The Army's Made a Man Out of Me Staff Sgt. Ezra Stone, Cpl. Philip Truax, Pvt. Julia Oshin (Album A-340) 18476  
 I'm Getting Tired So I Can Sleep Pvt. Stuart Churchill and Soldier Octet (Album A-340) 18476  
 American Eagles Pvt. Robert Shanley and Soldier Chorus (Album A-340) 18478  
 What the Well Dressed Man in Harlem Will Wear Cpl. James "Stump" Cross with All Soldier Swing Band (Album A-340) 18478  
 Oh, How I Hate to Get Up in the Morning Irving Berlin (Album A-340) 18477  
 How About a Cheer For the Navy All Soldier Orchestra and Chorus (Album A-340) 18477  
 Winged Victory Winged Victory Chorus and Orchestra, Director: Lt. Leonard de Paur (Album A-363) 29108  
 My Dream Book of Memories Winged Victory Chorus and Orchestra, Director: Lt. Leonard de Paur (Album A-363) 29108  
 Whiffenpoof Song Winged Victory Chorus and Orchestra, Director: Lt. Leonard de Paur—Cpl. Don Richards, Soloist (Album A-363) 29108  
 The Army Air Corps Winged Victory Chorus and Orchestra, Director: Lt. Leonard de Paur (Album A-363) 29108



LOOK TO

DECCA FOR THE GREATEST COLLECTION OF THE GREATEST RECORDS!

## Columbia, Cap, Peter Pan Unveil New Kidisk Projects

NEW YORK, Jan. 22.—The drive for business in the children's record field gained impetus this week with the unveiling of new projects by several major companies. Capitol, having set an \$80,000 budget for promotion of its *So Dear to My Heart* album, has made an all out tie-in with RKO Distributing Corporation, which handles the Disney film of the same title. Premier of the pic took place simultaneously last Wednesday (19) in Indianapolis and Cincinnati theaters, with Capitol's special four-foot store window display set up in the lobby of each house. Capitol has also arranged for at least 150 special previews of the pic for dealers, jocks and ops.

On Monday (24) Capitol will release 16 of its old kidisk albums on its unbreakable superflex material, making a total of 19 such sets in the catalog. Disks that appeared originally on shellac will now be available on either material. The four-disk Gildersleeve sets, now on shellac, will remain in the catalog, but they will also be split up into two-record (unbreakable) soft-covered folders. According to Bob Stabler, Capitol's national promotion director, most story material will originate with the company's own staff, headed by Allan Livingston. Concentration will be on material for the 5-to-11 age group, with emphasis on Disney-type cartoon characters. Bozo the Clown, an exclusive Capitol creation, will continue to get the big buildup (*The Billboard*, January 22).

In the seven-inch, 25-cent field, Capitol will, on February 1, replace its plain jackets with colorful picture covers. The company also plans to service kidisk air shows more thoroughly than in the past.

### Columbia's Plans

Columbia, with Ben Selvin now handling the kidisk department from the Coast, brings out its first Long Playing (LP) platters for the mopets the first week in February. The initial release, with four albums re-waxed on two LP disks, backs *Pancho Goes to the Fiesta* with *Come to the Circus*, and *Little Black Sambo* with *Little Red Riding Hood*. The next release, to follow in April, backs *The Pied Piper of Hamelin* with *The Shoemaker and the Elves*, both featuring Gene Kelly. Seven-inch LP kidisk will be available soon.

This month Columbia issues its first single 10-inch kidisk (78 r.p.m.) unbreakable vinylite. New release, packed in a special envelope, will feature Gene Kelly in *The Cuckoo Who Lived in the Clock*, and will retail at \$1.25. A number of Columbia's six-inch playtime records, waxed many years ago, are being re-cut with some of the diskery's pop names.

Synthetic Plastics Corporation, whose seven-inch, 25-cent Peter Pan platters have been sold principally thru 5-and-10-cent stores, is now entering the 10-inch field with a red, unbreakable disk to retail at 59 cents.

## Diskers Shun CMI Confab

CHICAGO, Jan. 22.—Record manufacturers made less of a splash this year than in previous confabs of the coin machine industry. At the Coin Machine Institute (CMI) convention held here this week, the only major record company which spread itself was RCA Victor. Columbia was missing entirely, having neither space nor representatives. Mercury, with chief headquarters in Chicago, had reps present, but no display.

Among the smaller manufacturers, King and Damon were the only companies with displays.

Precedent for this new low price was set recently by Pied Piper label (*The Billboard*, January 1). The new disks will debut with a catalog of 20 disks, listing only traditional children's songs and stories.

Like the Simon and Schuster Golden Records (*The Billboard*, January 22) Syntnetic will shoot for mass distribution and, according to sales manager Ralph Berson, is making deals with toy, book, novelty and infants' wear jobbers, as well as super-market chain buyers.

Labels for the entire Peter Pan lines have been redesigned, and now feature multi-colored drawings so that sides may be easily identified by tots.

## Local 47 Edict On Radio Gives Lift to Sidemen

HOLLYWOOD, Jan. 22.—Local 47, American Federation of Musicians (AFM), passed new regulations this week which will give radio sidemen new and stronger job security. Union board ruled that orksters who work for three consecutive weeks on a radio airer cannot be replaced during remainder of the radio season. In effect, therefore, sidemen who pass the three-week mark, are considered to be contract orksters during season's remainder.

Ruling ends the former practice of permitting dismissal of orksters at the end of each 13-week cycle. Hereafter, allowable grounds for dismissal will include only proven incompetence, cancellation of the show in midseason, or curtailment of band personnel. Musicians may leave upon proper notice, however, if departure is by mutual consent.

## Leeds Wins Fight on Logging Systems; Himer Plans Own Listening Post; Pressure On

NEW YORK, Jan. 22.—Pent up aggravation of music publishers against alleged inadequate logging techniques of the music sheets was highlighted this week by a hassel involving Leeds Music, Accurate Reporting and the Peatman and Himer systems. Nub of the battle hinged around the Leeds tune, *Galway Bay*, which was done as a vocal by Bing Crosby on his program Wednesday (19) over the American Broadcasting System. Der Bingle interrupted the transcribed version of his tune, remarked jocularly that it sounded flat, and then went on to finish out the tune. Accurate refused to credit the plug, claiming it was an interrupted vocal, and therefore listed it as "partly background."

Because both the Peatman and Himer sheets use Accurate, their logs also did not credit the plug.

Leeds execs yesterday were furious and threatened to drop all the sheets unless the matter was straightened out satisfactorily. Himer, reached by phone and asked to listen to an air check of the plug, readily assented that it was "a great plug. . . . Accurate is wrong. . . . That's my opinion." Himer immediately sent out a correction to the trade papers.

Accurate, in a verbal battle with Al Gallico, Leeds's professional manager, finally agreed to credit the tune. During the argument, Accurate had first held to the position that "the ruling is that the plug must be an uninterrupted vocal." Gallico at this

## Buccaneers Lifted From Depths To Sudden Affluence

NEW YORK, Jan. 22.—Captain Stubby and the Buccaneers, a co-operative country-styled small novelty band, ran the gamut of show business heartbreak and success within the past month. Three and a half weeks ago the group wound up an engagement at the Village Barn nitery and at the same time was handed a release from a General Artists Corporation (GAC) management paper. The group was ready to give up.

Several days after receiving the GAC release, the crew was approached by Station WLS in Chicago to do a five-days-per-week airer on a three-year contract. With this deal was included a weekly shot on the National Barn Dance network show plus one-night appearances which the station will set for the group. On the heels of this, all of which insures the group about \$1,500 per week income for three years, the ork was inked to a Decca waxing pact and already has cut four sides for the firm.

Then the agency scuffle began, with GAC leading the way. And the agency, which three and a half weeks ago let the group go, now has settled for an option which will allow GAC to take the first crack at the group when it returns to New York City. It is not expected that Stubby and the Buccaneers will be back for at least three years.

## Deny Rhodes Inked by King

DETROIT, Jan. 22.—John S. Kaplan, part owner of the Sensation Record label here, denies reports that King Records has signed Todd Rhodes. Kaplan states his firm has a three-year contract, signed several months before the recording ban, with about a year and a half to go, calling for Rhodes's exclusive recording for Sensation.

point stated his firm would drop Accurate.

Peatman couldn't be reached at press time, but it was believed that insofar as Accurate agreed to credit the tune, Peatman also would do so, just as Himer did. Meanwhile, Himer gave the situation an added fillip by telling Gallico that he would set up his own listening post in New York.

Leeds execs pointed out, however, that altho they won their point and succeeded in having the tune credited, a considerable amount of damage already was done because the sheet already was out. They also pointed out that such a situation could cause considerable financial damage, in view of the fact that the sheets are extensively used by jobbers, trade papers, advertising agencies, etc.

Leeds Music execs stated that Gallico was giving the tune a terrific drive; that it was scheduled to be performed today on the *Hit Parade*, and that the Crosby plug—the No. 1 air plug—couldn't be equaled by the combined impact of 30 remotes. . . . and "yet a plug from here to Brooklyn and back is credited without trouble," they said.

Others muttered, "They give two points credit on instrumental plugs, and they want to give us nothing."

The session broke up with opinion unanimous that Peatman and Himer should set up their own listening posts—a move which Himer has stated he would make.

## Col. Will Pay LP Royalties, Back to Jan. 1

NEW YORK, Jan. 22.—Pubbers will receive royalties on songs sold on Columbia's Long Playing (LP) records retroactive to January 1, according to Harry Fox, publishers' agent and trustee. When the LP wax was introduced, Columbia asked for a special rate of 1 cent per selection while it was in its experimental stages; but pubbers, rather than set a precedent by accepting less than statutory rates, granted the diskery royalty-free use of the material thru June of this year.

Fox this week learned that Columbia's LP sales had reached a creditable figure and by mutual agreement with the diskery toppers it was decided to abrogate the original royalty-free arrangement and to negotiate payment of a statutory royalty. The rate has not yet been determined but Fox is seeking the statutory 2 cents per selection, while Columbia is attempting to arrange for a 1½-cent per selection royalty. These rates would apply to Columbia's 10-inch pop LP, which holds eight selections. Also being negotiated is a plan to license and pay royalties on classical numbers.

## Pub Recalls Apollo Album

NEW YORK, Jan. 22.—Copies of Apollo's new album of Cy Walter piano solos were called back this week at the order of Charles Foley, publisher, who refused to grant a license for Walter's arrangement of a single variation from Rachmaninoff's *Rhapsody on a Theme of Paganini*. Foley, one-time manager of Rachmaninoff, Fritz Kreisler and Geraldine Farrar, whose publishing house principally lists compositions by these artists, will only license performances of the work as written.

The particular theme, featured for several years by Walter on his broadcasts, has proven a recurrent booby trap to aspiring tunesmith-borrowers under the impression that the works is in the public domain. Actually, it was copyrighted here in 1934. Similar instances have involved arrangements of *Claire de Lune*, whose American copyright is controlled by Elkan-Vogel. Victor's John Sebastian Harmonica Album was recalled when the pubber refused to sanction an arrangement for that instrument and a continental dance version of the piece was also scrapped.

Walter is cutting another selection this week to fill the gap, and the new title will be pasted over the old in the album liners.

## Shaw Dickering For Tour Abroad

NEW YORK, Jan. 22.—Clarinetist Artie Shaw, who recently scored with the Rochester, N. Y., critics in his long-hair debut there, is negotiating with the Foster Agency, of London, to book a concert tour of Europe and Israel for him during May and June. He plans to return in time for the summer circuit of bowl and stadium concerts. Shaw, who according to *The Rochester Times-Union* displayed "stature as a serious musician" in his appearance with the Rochester Civic Orchestra, has scheduled his next concert with the Kansas City Symphony for February 10.

The former jazz orkster has commissioned Morton Gould and Norman Dell Jojo to write serious concertos for clarinet and orchestra. Lenny Lewis is Shaw's road representative.

# AFM and Politicos See New Uncertainties Ahead In Revision of T-H Law

WASHINGTON, Jan. 22.—The future of the peace pact recently signed by American Federation of Musicians (AFM) President James C. Petrillo and the diskeries is seen directly affected by the battle which is getting under way on Capitol Hill on President Truman's proposed repeal of the Taft-Hartley Law. With the prospect of total repeal of the law uncertain, reliable congressional sources revealed this week that the welfare funds issue may stand out as a bargaining point in a final showdown on the proposed repealer. The outcome of this, it is pointed out, will determine whether the Petrillo-diskeries pact will remain legally binding.

Altho administration forces on Capitol Hill are publicly proclaiming sufficient strength to put the repealer thru, several influential congressional Democrats are known privately to be viewing the coming struggle with misgivings. There is no certainty as to what complications may develop in the course of lengthy floor debate subsequent to protracted committee hearings. In the event that Trumanites find the anti-repealer foes too strong for them, they are certain to yield to a compromise revision of the act, and it is at that stage where the future of welfare funds provision will be settled.

### Welfare Fund Favored

The five-year Petrillo-diskeries pact's Institute plan for impounding and distributing a welfare fund has received the federal government's widely proclaimed blessing in the guise of an okay from the secretary of labor's solicitor. While this is considered sure to go unchallenged, a rewriting of the welfare fund's provision in a revision of the Taft-Hartley Labor Relations Act could have the effect of either strengthening the disk pact or rendering it illegal, depending upon whether Congress decides to stiffen the T-H ban on welfare funds or tone it down.

Staunch advocates of the present T-H law would like to tighten the ban on union welfare funds to a point where the "spirit" of the law could not be "by-passed" by any union-management agreement. This was strongly recommended by the joint labor-management "watchdog" committee in a recent report to the 81st Congress (*The Billboard*, January 15).

How strongly the administration would battle to oust the clause in the event of a T-H compromise is still uncertain. On the one hand, the clause was inserted to combat various welfare plans of John L. Lewis and the United Mine Workers (UMW) — even tho it hasn't worked out that way. The Truman forces presumably would be uninterested in going to bat for Lewis, who did his best to defeat Truman. On the other hand, Petrillo has cemented his relations with the administration.

### Possibilities

T-H developments can take several directions as far as the diskery pact is concerned, most of them favorable to AFM. Absolute repeal of the act and revival of the principles of the Wagner act would leave everything blissful for the union. A compromise repealing the welfare clause along with more stringent union curbs would have the same results.

A compromise leaving intact the present welfare clause, while eliminating other union restrictions would leave the legality of the AFM-record company contract hazy but still functioning nicely as at present.

Most to be feared by the AFM is a possible compromise leaving the con-

servatives free to revamp the welfare clause to ban funds controlled by a neutral administrator. Tho not considered likely at present, this development still remains a possibility.

### Close Vote Likely

Administration strategy on the whole T-H issue depends on the results of a nose-counting now going on quietly. If the congressional majority leaders think they can whip up a majority of votes on both sides, then there will be no compromise of any sort and the outcome will be repeal of the whole act. If it is felt that the vote might be close, then administration leaders will have to leave in some T-H provisions in order to pick up a few more votes. The more the nose-counting indicates the T-H advocates have the edge, the more the administration forces will have to back down to salvage as much as possible.

Despite the Democratic sweep in the election, the T-H issue is not at all cut and dried. A majority of the GOP-ers and a fair sized delegation of Democrats, mostly from the South, favor the T-H Act. The two groups lumped together come pretty close to holding 50 per cent of the votes in Congress.

## Mercury Pacts Talent, Readies LP Releases

NEW YORK, Jan. 22.—Mercury Records' classical department this week inked its initial post-ban artists and at the same time was readying its initial long playing release for marketing on February 10. Veepee John Hammond revealed here that the firm had inked a piano duo composed of Abrams Chasins and Constance Keene and English classical clarinetist Reginald Kell, now here for a concert series, for recording of specific works.

Initial Mercury LP release will feature the Khatchaturian violin concerto recording with violinist David Oistrakh playing the solo chore. This will be followed by five other releases.

Diskery's pop department this week signed and recorded the new Gene Williams's ork and also completed the prematurely reported signing of chirp Kitty Kallen.

CHICAGO, Jan. 22.—Mercury Records this week confirmed an earlier report (*The Billboard*, January 1) by inking orkster Eddy Howard to a three-year paper.

Pact calls for a minimum of 24 sides per year with a performance guarantee, plus a clause that provides for the waxing of four Howard-penned tunes per year. In addition, contract calls for fieldmen to work promotion deals for Howard when the batoneer is on one-night and location jobs.

## MPCE Resumes Pact Confabs on Tuesday

NEW YORK, Jan. 22.—Negotiations for a contract covering the employment of contact men in pubberies are scheduled to be resumed Tuesday (25). Bob Miller, chief of the Music Publishers Contact Employees (MPCE) has sent out letters to pubs to this effect.

Negotiations had been interrupted owing to the fact that so many of the publishers had left town for brief vacations during the holiday season.



- A LITTLE BIRD TOLD ME EVELYN KNIGHT
- BRUSH THOSE TEARS FROM YOUR EYES Decca 24514
- POWDER YOUR FACE WITH SUNSHINE EVELYN KNIGHT
- ONE SUNDAY AFTERNOON Decca 24530
- FAR AWAY PLACES BING CROSBY
- TARRA TA-LARA TA-LAR Decca 24532
- SO TIRED RUSS MORGAN
- I HEAR MUSIC Decca 24521
- MORE BEER! ANDREWS SISTERS
- LET A SMILE BE YOUR UMBRELLA Decca 24548
- (On A Rainy Day)
- THE PUSSY CAT SONG (Nyow! Nyot Nyow!) PATTY ANDREWS and BOB CROSBY
- DON'T WORRY 'BOUT STRANGERS ANDREWS SISTERS
- Decca 24533
- DOWN AMONG THE SHELTERING PALMS AL JOLSON and MILLS BROTHERS
- IS IT TRUE WHAT THEY SAY ABOUT DIXIE? Decca 24534
- GALWAY BAY BING CROSBY
- MY GIRL'S AN IRISH GIRL Decca 24295
- UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR SISTER ROSETTA THARPE and MARIE KNIGHT
- MY JOURNEY TO THE SKY Decca 48090
- BLUES IN MY HEART RED FOLEY
- TENNESSEE SATURDAY NIGHT Decca 46136
- RED ROSES FOR A BLUE LADY GUY LOMBARDO
- EVERYWHERE YOU GO Decca 24549
- HAVE YOU EVER BEEN LONELY? (Have You Ever Been Blue) ERNEST TUBB
- LET'S SAY GOODBYE LIKE WE SAID HELLO Decca 46144
- I'VE GOT MY LOVE TO KEEP ME WARM MILLS BROTHERS
- I LOVE YOU SO MUCH IT HURTS Decca 24550
- CUANTO LA GUSTA CARMEN MIRANDA and ANDREWS SISTERS
- THE MATADOR Decca 24479

### JUST RELEASED!

- DOWN BY THE STATION GUY LOMBARDO
- SWEET GEORGIA BROWN Decca 24555
- DON'T HANG AROUND MONICA LEWIS
- THE TREE WITH THE RED, RED LEAVES Decca 24556
- DARK EYES RALPH MENDEZ
- LA ESTRELLITA (My Little Star) Decca 24557

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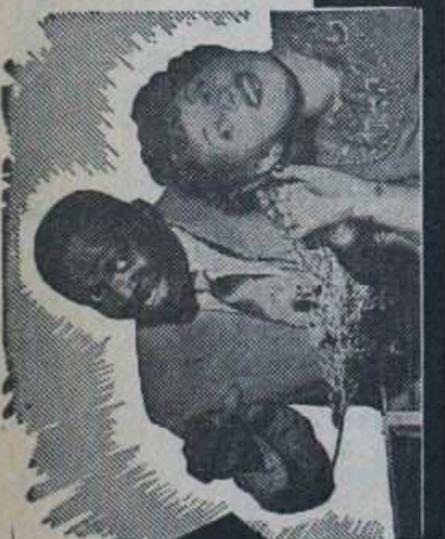
**Paula**  
 "A LITTLE BIRD TOLD ME"  
**WATSON**

**Louis**  
 "MR. PERSONALITY"  
**JORDAN**

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**WHAT A COMBINATION!**

# VOX JOX

A National Accounting of Disk Jockey Activities

**GOTHAM GAB . . .** Bea Wain and Andre Baruch, WMCA's *Mr. and Mrs. Music* team, to make a flick for RKO titled *Mr. and Mrs. Music*. Baruch also will make a series of Americana shorts for the State Department. . . . Monica Lewis is pinch-hitting for Jack Eigen on the WINS broadcasts from the Copa while Eigen takes a two-week vacation in Florida. . . . Johnny Long is waxing a theme song for WINS jock Jack Lacy, titled *Listen to Lacy*. Patsy Garrett, who handles the vocal chore on the platter, wrote the number with Nicholas Alexander.

**FOLK FARE . . .** Shorty, folk spinner at WIMS, Michigan City, Ind., has persuaded his colleague and friendly rival, pop jock Stew McDonnell to take over the *Old Chisholm Trail* show on Shorty's day off. . . . Newest show at KLEE, Houston, is *Corn A'Poppin'*, conducted by Lizzy Lou Latch and Sleepy Bob. They've already been visited by Floyd Tillman, Jimmy and Leon Short, and Gene Autry.

**STRICTLY FROM DIXIE . . .** Al Taylor, KRIG, Odessa, Tex., knits his daily *Swingin' on Air* show together by "talking" to the artists as if they were in the studio with him. . . . Paul Riviere, WBRC, Birmingham, increased his requests by threatening listeners that he would play a solid half hour of *Mother's Not Dead, She's Only A-Sleepin'*, if a day came in which no requests were received. . . . Jack Harrell, WJHP, Jacksonville, Fla., who impersonates Sylvester, a mythical hillbilly character on his platter show, finds his audience takes his acting too seriously. A call came for Sylvester one night, inviting him to a chitlin' rag—and Jack had to turn the invitation down because he can't abide the stuff. . . . Jussi Bjoerling, Metropolitan Opera tenor, made his first appearance on a jockey show when he guested with John Ball last week at WOL, Washington.

**GIMMIX . . .** Alan Dary, WBRY, Waterbury, Conn., has hyped interest in his *Stardust* show thru his *Stardust* listeners album—containing pix of people requesting tunes on the show. Album is mounted in the studio lobby, and draws a steady procession of listeners to see what the rest of the fans look like. . . . Wes Hobby, WSKL, Montpelier, Vt., has created a fictitious assistant named "Schmoo," who chatters and sings with the platters. . . . Russ Reardon, WIOB, Winston-Salem, N. C., has built a rany commercial for a local record retailer utilizing the 53-second montage on Capitol's five-inch Christmas greeting disk. . . . Art Marcus, jazz jock at WINZ, Miami Beach, has been running a *History of Jazz* seg the past few weeks to good response.

**TUNE TOUTING . . .** Charles Orr, WGST, Atlanta, says that *Cutest Little Red-Headed Doll*, "B" side of an MGM platter that came out about a year ago, "could be made into a Hit Parade tune with a little publisher assistance." . . . Carl Pellonpaa and Howard Swenson, of WJPD, Ishpeming, Mich., are both "plugging Johnny Long's Signature platter of *Sweet Sue* with good results." . . . Jack Fisher, KEIO, Pocatello, Idaho, opines that the Coral disk, *Doodle De Do on an Old Kazoo* "was first played here by yours truly. I filled in with my kazoo when I introduced the disk around December 1" . . . Bill Travis, WTUX, Wilmington, Del., reports that "the most successful tune here from listener reaction has been the London platter of *Be Mine*, with Anne Shelton chirping." . . . Ira Cook, KFAC, Los Angeles, says that he first played the Beatrice Kay *I've Been Waiting for Your Phone Call* for 18 Years January 11. "The response was immediate and terrific, and it's growing all the time," he reports. . . . Marty Ross and Alan Carter, WPTR, Albany, are spinning the TD Victor platter, *How Many Tears Must Fall*. Boy's pix are featured on the sheet music of the Miller Music tune.

**PHILLY PHADDLE . . .** Jeff Scott, who spun the hot jazz platters on WPEN and WCAU, turned jazz concert impresario. Took over the Academy of Music foyer for a session that brought together Wild Bill Davison's cornet, Tony Parenti's clarinet, Ralph Sutton's piano and Tony Sbarbaro on the drums, along with Rudi Blesh for the commentary. . . . Joe McCauley now gets three-way sponsorship for his all-night *Dawn Patrol* on WIP, with the L. Dubrow Radio & Appliance Store joining up with Al Berman, clothier, and Harry Kraus, auto sales agency. . . . WPEN's Jules Rind, who had been handling Larry Brown's disk jockey shows, has been upped to program director of WPEN, with free-lance spinner Bob Horn joining the night announcing staff. . . . At suburban WNAR, Norristown, Pa., Mel Stewart is getting contributions with all-platter requests from listeners, with the money going into a trust fund for a two-year-old lad who recently lost his parents in a fire tragedy. Dave Miller, of Palda Records, is pressing a new tune by Hal Moore titled *The Pit a Pat Song*.

**CHICAGO CHATTER . . .** Lynn Burton's writer, Jack Payne, has joined Foote, Cone & Belding here, with Burton's frau, Betty, now handling the free-lance d. j.'s writing and promotion chores. . . . Dave Garroway just completed a mail-pulling parody on giveaway shows on his *11:60 Club*, WMAQ, playing 26 mystery voices which, if identified, would pay \$1 per year for the rest of the listener's life. Catch was that Garroway asked a \$100 entry fee. Result: Lots of mail but no entries. . . . Success of the disk jockey shows at the Chicago Theater has led to the Riverside, Milwaukee vaude house, booking Eddie Hubbard, WIND; Ernie Simon, WJJD, and Garroway and Burton for a week, starting January 27. They will do a week at the Chicago shortly after. . . . Jerry Saxon, night platter spinner on WIND, did a week's e. t. shows for the St. Louis beer firm which sponsors a guest d. j. show on 30 Missouri stations. . . . Bill Evans, freelancer, back in town after three weeks in New York, during which time a hung jury was discharged in Federal Court there when it failed to come to an agreement in his suit seeking \$600,000 for alleged piracy of the title, *Juvenile Jury*, which Evans avers he originally submitted to WGN, Chicago. The suit is subject to retrial. The writers, sponsor and Station WOR were the defendants. . . . Rosemary Wayne has added another show, *At Your Request*, to her WAIT schedule. . . . Eddie Hubbard cut his first side for Universal double feature disks, cutting his own tune, *You Kiss Me Too Much*. Bob Tunison, Hubbard's flack, became a father of an eight-pound daughter January 3. . . . Easter Straker, formerly Eddie Hubbard's flack, now program director on WIMA, Lima, O., reports the station's Tom Pickering, late evening jock, getting big mail pull with his *Bachelors and Spinners' Club*.

## Spotlite, 45c Pop Label, in New York Bow

NEW YORK, Jan. 22.—Spotlite, a popular record selling for 45 cents (three for \$1.25), tax included, made its debut in the metropolitan area this week-end. The new label, sold on a factory-to-dealer basis, is the second since the war to make its bid in the low-price class, and like Eli Oberstein's Varsity line, it offers current hits back-to-back. The initial four-disk release, shipped to four department stores in this area Friday, listed *Powder Your Face With Sunshine*, *Far Away Places*, *Tarra Ta-Larra Ta-Lar*, *Lavender Blue*; *My Darling, My Darling*; *A Little Bird Told Me*, *Pussycat Song* and *Bella Bella Marie*. Artists listed are Joel Tucker, Pat Terry, the Paulette Sisters, Gloria Elwood, Suzanne Shephard, and the orks of Shedd McWilliams and Bob Martin. Disks were shipped to Gimbel's, Abraham and Strauss (Brooklyn), Kresge-Newark and Gertz in Jamaica. Out-of-town orders will be filled Monday (24), according to General Manager Frank Marks.

Marks, a former newspaper promotion man who specialized in mass traffic building stunts (book deals, etc.), stated that the line will be offered to one outlet in a community, usually a department store selected for its ability to sell via large space newspaper promotion. Wherever possible, Spotlite is selecting dealers who do not carry a competitive low-price line, altho in some spots an exception may be made, depending on the size of the community and the availability of quality stores. According to Marks, no return privileges, or special allowances of any kind can be offered in view of the low margin of profit. Even disk jockey promotion is purely the dealer's function.

All shipments are made directly to the stores from the two pressing plants in Glendale (Long Island) and the Bronx, thereby, like Oberstein's operation, avoiding warehousing costs, multiple shipments, and distributors' profits. Stores buy at the normal 40 per cent off list, 2 per cent-10 days, i.o.b. the plant. Another West Coast plant is expected to be pressing Spotlite on a contract basis within two weeks. The deal is being worked out for the company to ship biscuits there from its local mill. The capacity of the two Eastern plants is approximately 1,500,000 a month. These plants, currently turning out disks for Apollo and several other indies, will continue to do so by adding several shifts. The initial run for each of the first four Spotlight releases will be 50,000 platters.

## Allegro Pushing New 10-Inch 39c Records

NEW YORK, Jan. 22.—Ten-inch shellac records, retailing at 39 cents, tax included, were being offered to selected department stores this week by Allegro Records. The 10 disks, all Strauss waltzes, are the same number offered in similar promotion deals last year at 49 cents.

Offer is currently being made to one outlet in each principal city, with 11 stores already signed up.

## Extra "Hit Parade" Issue

NEW YORK, Jan. 22.—Eli Oberstein's 45-cent Varsity label, in a special release to key accounts last week, is offering the 10 "Hit Parade" tunes on five records. The special, which involved new cuttings and recouplings, is being offered to only a handful of the approximately 130 regular Varsity dealers because of the diskery's limited production. Oberstein says selection of the dealers is based on past promotional performances.

# Orksters Give Up to the Hilt For Inaugural

(Continued from page 5)

members of a Texas delegation of marchers who got snagged in a side street opposite their bought-and-paid for seat locations, went back to their hotel to watch the parade on video. Even Mrs. Wayne Coy, wife of the chairman of the Federal Communications Commission (FCC), stayed home to watch the proceedings on video, saying she was "perfectly satisfied" she'd missed nothing except the actual color. Some who walked in the parade rushed to video sets after they had completed the line of march.

## Take-Offs by Truman

Radio came in for some travesty by the President himself at a dinner of presidential electors at the Mayflower on the eve of the parade. Truman brought roars of laughter as he imitated the voices of radio commentators H. V. Kaltenborn and Richard Harkness, as they had broadcast on election night predicting that Truman, altho leading in the vote, would be swamped when the rural votes came in.

Kaltenborn, in commenting on the President's remarks about him, said he was "flattered" by Truman's singling out his "style of delivery that is certainly very personal."

Even tragedy failed to mar the celebration. Sally and Tony De Marco performed as a dancing team Wednesday night, altho De Marco's 80-year-old father had died Monday night in Buffalo of auto accident injuries. De Marco quoted his mother as saying, "The President is the greatest man on earth, so go ahead and perform for him, that's what your father would want."

## Abbott and Costello

Among the earlier showfolk arrivals were Bud Abbott and Lou Costello, who gave free acts all over town, starting off in the Statler lobby and winding up in the Department of Justice with hordes of grinning G-Men standing around.

Georgie Jessel told a group of reporters that when he heard Al Jolson had wired election congrats to Truman, he sent a special Jessel wire to the President warning him to ignore Jolson, since the Mammy singer had also wired congratulations to Charles Evans Hughes in 1916.

Barnie Breeskin, whose band seems set for the next 30 years at the Shoreham Blue Room, was tickled when his outfit was included with the top name bands at the ball.

The loudest voice heard in Washington belonged to Evelyn Knight, Decca vocalist, who wasn't even present. While testing amplifiers, soundmen tossed on *Buttons and Bows*, with a resulting racket that must have registered on California seismographs.

Theater men walked off with top credit for handling the talent and special events. Despite all sorts of snafus, the planners got their various shows off.

Frank Lafalce, teamed with Clarence Arata, did a top-notch job as co-ordinator; Frank's brother, Rick, handled the program and printing; Fred Kogod and Julien Brylawski were in charge of entertainment; James Sauter, Charles Alldredge and Allen Zee handled everything from soup to nuts—and there was plenty of the latter. Carter T. Barron headed the parade and special events committee.

The exhausting job of co-ordinating radio and TV fell on the shoulders of Ken Fry, head of the inaugural committee's radio section. Fry claimed his old job of handling the international broadcast division of the State Department and its measly two-score voices of America was a soft touch in comparison.

# BILLBOARD BACKSTAGE

## Some Family Wash and Other Coin Convention Recollections

By Joe Csida

(Continued from page 4)

Fred Amman, of our coin machine editorial staff, covering the convention like four large blankets, as you will note by flipping to the Coin Machine Department this week.

In from Cincy were Clarence Latscha, our ad chief, and Bernie Bruns, whose circulation department activities have kept the U. S. postal service in the black for a long time. And adding his highly individual touch to the proceedings was our St. Louis head man, Frank Joerling. Even at a somewhat slowed-down pace, Frank runs dizzy circles around us kid conventioners.

## New York Contingent

In from New York were Ken Jensen, who developed a beautiful friendship with Ted Lewis over a shuffleboard table; Is Horowitz, the Gotham right arm of the coin machine editorial staff, and our ad manager, Haps Kemper, who has the knack for picking up all the laughs lying around and still doing plenty of business, down to a fine art.

In addition to getting us with some of our old coin machine friends like Bill Rabkin, Babe Kaufman, Sam Rabinowitz, Ben Holsinger and a few others, the show attracted a respectable (and we mean that strictly numerically) quota of music men.

Lester Sacks, Redd Evans, Julie Stern; Fred, Wes and Les Rose, for example, were among the publishing fraternity present. And the disk business was adequately represented by Decca's Len Schneider, Sid Goldberg and Paul Cohen (tho we never did catch up with that busy Mr. S.); Vic Damon, of the company of the same name; Ivan Ballen the Philly platter man; Hal Cook, of Capitol, and many others. Didn't see any signs of the Columbia contingent, but plenty of RCA fellers like Dave Finn, Jack Hallstrom, Dick Fielding, Georgie Kean, Steve Sholes and a dozen or more others. RCA really spread it out, with virtually continuous open house in the Sherman's house on the roof. Threw a king-size whingding for Fran Warren who, sadly enough, missed the fling. Fran and Manager Barbara Bell were grounded on their way to Chi.

As for the show itself, the single standout was the overwhelming number of shuffleboard displays. Could be the guys who're claiming it's going to hit the popularity peaks of bowling are right. Standout equipment, otherwise, seemed to be the Dale-engineered Exhibit Supply gun, but you can get filled in on all the showings back in the Coin Machine Department. Rather woeful to us was the manner in which the juke box manu-

# Minn. AFM Nixes Pay Hike In 2 Categories

MINNEAPOLIS, Jan. 22.—In order to safeguard the amount of available employment, Local 73, American Federation of Musicians (AFM), took an unusual stand, namely, the membership voted not to increase wage scales in two categories. Higher rates "might serve to reduce the number of jobs available to us," an official stated.

George Murk, president of the musicians' local, said the proposal to increase scales was defeated at a membership meeting Wednesday (19) after it had been advanced by a segment of the local. Passage of the proposal would have boosted the show accompaniment scale from \$12 to \$14 per man for a period not exceeding two hours, and the jobbing scale from \$10 to \$12 per man for a period not exceeding three hours.

At the same time the organization ordered its board to study the scale situation in other classifications, notably radio, with a view toward determining future policy.

facturers, virtually without exception, seem to be rassing with ways and means of harnessing the television giant. And even more woeful, their lack of awareness of what the recent new record developments may mean to them.

# NOTICE

Lincoln Records, Inc., of 8 West 40th Street, New York City, N. Y., as exclusive licensee, and Jackson Products Corporation, as owner of Kleber Patent No. 2,346,760 relating to phonograph record molds, have brought suit for infringement of that patent against Subet Laboratories, Inc., of Atco, New Jersey.

The charge of infringement is based upon the unauthorized use of stamper molds covered by the Kleber patent in the production of phonograph records. Plaintiffs demand an injunction and an accounting for profits and damages.

# Your Profit...

# 40¢

# on every record!

# Beltona

THE AUTHENTIC SCOTTISH RECORD

## Demand.....BIG!

## Supply....none 'til NOW!

Every Beltona record is a standard

No "HIT PARADE" guessing

See your local London Records

Distributor or Salesman

- 38 RECORDS NOW AVAILABLE
- A CATALOG OF HUNDREDS MORE
- REGULAR RELEASES

## Beltona Records

Imported and Distributed by  
**THE LONDON GRAMOPHONE CORP.**  
 16 West 22 St., New York 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 January 21  
 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. **A LITTLE BIRD TOLD ME** 1  
 By Harvey O'Brooks  
 Published by Bourne (ASCAP)  
 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; The Wayfarers, London 389.  
 Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus.
2. **BUTTONS AND BOWS** 2  
 By Livingston and Evans  
 Published by Famous (ASCAP)  
 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 38284; 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.
3. **ON A SLOW BOAT TO CHINA** 3  
 By Frank Loesser  
 Published by E. H. Morris (ASCAP)  
 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; F. 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 Carliele-Music of Manhattan Ork, NBC Thesaurus; Freddy Martin, Standard; Shep Fields, Lang-Worth; Freddy Martin, Standard.
4. **FAR AWAY PLACES** 5  
 By Whitney and Kramer  
 Published by Laurel (ASCAP)  
 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 40016; O. Tucker, Double Feature 2002.  
 Electrical transcription libraries: Stanley Black Ork, London; Kaye Armen, Associated; Waltz Festival Ork, NBC Thesaurus.
5. **MY DARLING, MY DARLING** 4  
 By Frank Loesser  
 Published by E. H. Morris (ASCAP)  
 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; G. Fields-B. Parnon Ork, London 369.  
 Electrical transcription libraries: Phil Brito, Associated; Stanley Black Ork, London; Novatime Trio, NBC Thesaurus.
6. **LAVENDER BLUE (Dilly, Dilly)** 6  
 By Elliot Daniel and Larry Morey  
 Published by Santly-Joy (ASCAP)  
 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; H. Cameron-B. Adlam Ork, Crystal 185; Double Feature 2000; A. Vincent, Mercury 5248.  
 Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; Curt Massey, Standard; Cyril Stapleton Ork, London; Sammy Kaye, NBC Thesaurus; George Wright, NBC Thesaurus.
7. **POWDER YOUR FACE WITH SUNSHINE** 7  
 By Lombardo and Rochinski  
 Published by Lombardo (ASCAP)  
 Records available: D. Byron-T, Black Ork, Dana 2031; E. Knight-The Stardusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B. Barron, MGM 10348; D. Martin-P. Weston Ork, Capitol 15351; Doris Day-Buddy Clark, Columbia 38394; Sammy Kaye, Victor 20-3321; Double Feature, 2000; A. Vincent-J. Laurens, Mercury 5247.  
 Electrical transcription libraries: Blue Barron, Lang-Worth; Sammy Kaye, NBC Thesaurus; Manhattan Madcaps, NBC Thesaurus.
8. **GALWAY BAY** 10  
 By Dr. Arthur Colahan  
 Published by Leeds (ASCAP)  
 Records available: Bing Crosby, Decca 24295; H. Johnson, Columbia 38279; B. Lester, Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-3238; A. Shelton, London 287; Varsity 127; Bobby Worth, Castle 1257.  
 Electrical transcription libraries: Shep Fields, Lang-Worth.
9. **THE PUSSYCAT SONG**  
 By Dick Manning  
 Published by Leeds (ASCAP)  
 Records available: Jimmy Durante-Betty Garrett, MGM 30178; Perry Como, Victor 20-3288; Jo Stafford-G. McRae-The Starlighters, Capitol 15342; P. Andrews-B. Crosby Ork, Decca 24533; J. Nichols-B. Lee, London 365; J. "Scat" Davis, Double Feature 2004-05; A. Vincent-J. Laurens, Mercury 5247.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
10. **I'VE GOT MY LOVE TO KEEP ME WARM**  
 By Irving Berlin  
 Published by Berlin (ASCAP)  
 Records available: Mills Brothers, Decca 24550; L. Brown Ork, Columbia 38334; B. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)

Just out this week!

# Jesse Rogers

and his '49ers

<sup>66</sup> WITHIN THIS EVIL HEART OF MINE <sup>99</sup>

and "Sweeter Than The Flowers"  
RCA VICTOR 20-0001

LISTEN TO IT  
ONCE . . . THEN  
YOU'LL KNOW WHY  
IT'S BEEN TAGGED  
"A REAL BULL'S-EYE"!



**THE CERTAIN SEVEN**

20-3100 "Lavender Blue"	Sammy Kaye
20-3316 "Far Away Places"	Perry Como
20-3061 "Until"	Tommy Dorsey
20-3288 "N'Yot N'Yow"	Perry Como
20-2806 "Bouquet of Roses"	Eddy Arnold
20-3174 "A Heart Full of Love"	Eddy Arnold
11-8848 "Chopin's Polonaise"	Jose Iturbi

### THIS WEEK'S RELEASE!

#### POPULAR

Sunflower		
Little Jack Frost Get Lost	RAY McKINLEY	20-3334
So In Love		
While The Angelus Was Ringing	TOMMY DORSEY	20-3331
What's My Name?		
Why Can't You Behave? (from B'way musical "Kiss Me Kate")	FRAN WARREN	20-3330
That Old Black Magle		
I've Got You Under My Skin	THE MASKED SPOONER	20-3333

#### FOLK

Too Blue To Care		
I Always Lose	BILL BOYD	20-0000
Within This Evil Heart Of Mine		
Sweeter Than The Flowers	JESSE ROGERS	20-0001

#### BLUES

Your Heart Belongs To Me		
Stidham Jumps	ARBBE STIDHAM	22-0008

He's done it again!

# Sammy Kaye

<sup>66</sup> POWDER YOUR FACE WITH SUNSHINE <sup>99</sup>

and "Careless Hands"  
RCA VICTOR 20-3321



SAMMY'S OUT WITH ANOTHER BIG ONE . . . RIGHT ON THE HEELS OF "LAVENDER BLUE"!

The stars who make the hits are on

# RCA Victor Records

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



# THE BIG 3!



TOP VOCALIST  
**BILLY  
ECKSTINE**  
**BEWILDERED**  
No Orchids For My Lady

M-G-M 10340



The  
**BUDDY  
KAYE**  
**QUINTET**

**"A" YOU'RE ADORABLE**  
(THE ALPHABET SONG)

Don't Save Your Kisses For Tomorrow

M-G-M 10310



**DERRY  
FALLIGANT**

**AS YOU DESIRE ME**

I'll Remember April

M-G-M 10308



**M-G-M RECORDS**  
THE GREATEST NAME  IN ENTERTAINMENT

The **Billboard** MUSIC POPULARITY CHARTS  
PART II  
Sheet Music

Based on reports received last three days of Week Ending January 21.

**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			Song	Publisher
Weeks to date	Last Week	This Week		
18	1	1	BUTTONS AND BOWS (F) (R)	Famous
6	4	2	FAR AWAY PLACES (R)	Laurel
14	2	3	ON A SLOW BOAT TO CHINA (R)	Melrose
8	6	4	LAVENDER BLUE (DILLY, DILLY) (F) (R)	Santly-Joy
9	3	5	A LITTLE BIRD TOLD ME (R)	Bourne
11	5	6	MY DARLING, MY DARLING (M) (R)	E. H. Morris
7	7	7	GALWAY BAY (R)	Leeds
3	9	8	POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
3	10	9	THE PUSSY CAT SONG (R)	Leeds
8	8	10	CUANTO LE GUSTA (F) (R)	Peer
3	12	11	SO TIRED (R)	Glenmore
2	11	11	I'VE GOT MY LOVE TO KEEP ME WARM (R)	Berlin
2	—	13	WHAT DID I DO (R)	Triangle
2	—	14	I LOVE YOU SO MUCH IT HURTS (R)	Melody Lane
16	14	15	YOU WERE ONLY FOOLIN' (R)	Shapiro-Bernstein
2	—	15	FOR YOU (R)	Witmark

**ENGLAND'S TOP TWENTY**

POSITION			Song	English	American
Weeks to date	Last Week	This Week			
16	1	1	BUTTONS AND BOWS	Victoria	Famous
17	2	2	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
20	3	3	MY HAPPINESS	Chappell	Blasce
3	5	4	ON A SLOW BOAT TO CHINA	Morris	Melrose
6	4	5	CUANTO LE GUSTA	Southern	Peer
4	—	6	HEART OF LOCH LOMOND	Unit	"
6	8	6	CUCKOO* WALTZ	Keith Prowse	Criterion
37	9	7	DREAM OF OLWEN	Lawrence Wright	Mills
10	10	8	BALLIN' THE JACK	Francis Day	E. B. Marks
39	6	9	GALWAY BAY	Box and Cox	Leeds
20	10	10	SO TIRED	Campbell-Connelly	Glenmore
12	12	11	ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music
8	11	12	MAYBE YOU'LL BE THERE	Victoria	Triangle
3	16	13	AH, BUT IT HAPPENS	Peter Maurice	Bourne
25	14	14	RAMBLING ROSE	Irwin Dash	Laurel Music
2	19	15	LITTLE GIRL	Campbell-Connelly	Leeds
24	13	16	YOU CAN'T BE TRUE, DEAR	Chappell	Biltmore
2	17	17	A LITTLE BIRD TOLD ME	Noel Gay	Bourne
8	20	18	SABRE DANCE	Leeds	Leeds
5	—	19	I'D LOVE TO LIVE IN LOVELAND	Sun	Bregman-Vocce-Cenn

\*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			Song
Weeks to date	Last Week	This Week	
14	1	1	BUTTONS AND BOWS
7	3	2	LAVENDER BLUE (DILLY, DILLY)
10	4	3	GALWAY BAY
4	6	3	FAR AWAY PLACES
6	2	5	A LITTLE BIRD TOLD ME
12	4	5	ON A SLOW BOAT TO CHINA
7	8	7	MY DARLING, MY DARLING
10	9	8	YOU WERE ONLY FOOLIN'
3	14	9	BOUQUET OF ROSES
9	7	10	UNTIL
33	10	11	MY HAPPINESS
2	15	12	POWDER YOUR FACE WITH SUNSHINE
3	11	13	BRUSH THOSE TEARS FROM YOUR EYES
28	12	14	A TREE IN THE MEADOW
19	—	15	TWELFTH STREET RAG
1	—	15	THE PUSSY CAT SONG

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Radio Popularity**  
 Based on reports received last three days of Week Ending January 21

**PART III**  
 TRADE SERVICE MARK

**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 1,300 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks Last to date	This Week	Title	Artist	Label	Lic. By
10	1	1	A LITTLE BIRD TOLD ME	E. Knight-The Stardusters	Decca 24514	ASCAP
9	2	2	FAR AWAY PLACES	M. Whiting and The Crew Chiefs	Capitol 15278	ASCAP
12	2	3	MY DARLING, MY DARLING	J. Stafford-G. MacRae and The Starlighters	Capitol 15270	ASCAP
14	5	4	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301	ASCAP
20	3	5	BUTTONS AND BOWS	Dinah Shore	Columbia 38284	ASCAP
4	10	6	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530	ASCAP
7	6	7	A LITTLE BIRD TOLD ME	Blue Lu Barker Ork	Capitol 15308	ASCAP
10	8	8	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507	ASCAP
12	7	9	ON A SLOW BOAT TO CHINA	F. Martin Ork-G. Hughes	Victor 20-3123	ASCAP
9	9	10	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353	ASCAP
21	11	11	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061	ASCAP
4	12	12	FAR AWAY PLACES	P. Como-H. Rene Ork	Victor 20-3318	ASCAP
10	16	13	ON A SLOW BOAT TO CHINA	E. Howard Ork	Mercury 5210	ASCAP

(Continued on page 109)

**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 points total 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 January 7-13

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
A Bluebird Singing in My Heart	Advanced	8	13	0	5	4	18	9	3	6	2	0	4	159
A Little Bird Told Me	Bourne	0	8	0	11	0	15	5	11	4	14	0	12	247
Bouquet of Roses	Hill & Range	4	7	0	1	1	2	5	1	1	7	0	1	65
Brush Those Tears From Your Eyes	Peter Maurice	2	5	1	4	1	2	1	3	0	3	1	4	52
Buttons and Bows (Pale Face)	Famous	0	2	0	11	0	9	3	12	1	7	1	12	133
By the Way (When My Baby Smiles at Me)	B.V.O.	1	11	0	2	4	3	1	3	4	9	0	1	92
Clancy Lowered the Boom	Kanmore	0	0	0	4	0	0	0	5	0	1	0	4	65

(Continued on page 109)

**SONGS WITH GREATEST RADIO AUDIENCES (ACD)**

(Beginning Friday, January 14, 8 a.m., and ending Friday, January 21, 5 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated. The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

A Bluebird Singing in My Heart (R)	Advanced—ASCAP
A Little Bird Told Me (F) (R)	Bourne—ASCAP
Bella Bella Marie (F) (R)	Leeds—ASCAP
Brush Those Tears From Your Eyes (R)	Peter Maurice—ASCAP
Buttons and Bows (F) (R)	Famous—ASCAP
By the Way (R)	Bregman-Vocco-Conn—ASCAP
Cuanto Le Gusta (F) (R)	Peer—BMI
Far Away Places (R)	Leeds—ASCAP
Galway Bay (R)	Chappell—ASCAP
Here I'll Stay (M) (R)	Robbins—ASCAP
Hold Me (R)	Dreyer—ASCAP
I Don't Want to Meet Any More People (R)	Melody Lane—BMI
I Love You So Much It Hurts (R)	Shapiro-Bernstein—ASCAP
In the Market Place of Old Monterey (R)	Santly-Joy—ASCAP
It's Whatcha Do With Whatcha Got (R)	Berlin—ASCAP
I've Got My Love To Keep Me Warm (R)	Santly-Joy—ASCAP
Lavender Blue (Dilly Dilly) (F) (R)	Henry Spitzer—ASCAP
Little Jack Frost Get Lost (R)	Triangle—ASCAP
Maybe You'll Be There (R)	Foster—ASCAP
Missouri Waltz (R)	Foster—ASCAP

(Continued on page 28)



**A Check List of Top-Selling M-G-M Records Hits POPULAR**

**CRUISING DOWN THE RIVER**  
 POWDER YOUR FACE WITH SUNSHINE  
**BLUE BARRON**  
 and his Orchestra  
 M-G-M 10346

- THE PUSSY CAT SONG (Nyow! Nyot Nyow!)** **JIMMY DURANTE** and **BETTY GARRETT** M-G-M 30176
- BEWILDERED** **BILLY ECKSTINE** M-G-M 10340
- SOMEONE LIKE YOU** **ART LUND** M-G-M 10348
- CARELESS HANDS** **JOHNNY DESMOND** M-G-M 10349
- BLUE MOON** **BILLY ECKSTINE** M-G-M 10311
- AS YOU DESIRE ME** **DERRY FALLIGANT** M-G-M 10308
- YOU WERE ONLY FOOLING** **BLUE BARRON** and his Orchestra M-G-M 10185
- OHI MA-MA!** **ART MOONEY** and his Orchestra M-G-M 10331
- DEEP PURPLE** **DAVID ROSE** and his Orchestra M-G-M 30164
- "A" YOU'RE ADORABLE** **THE BUDDY KAYE QUINTET** M-G-M 10310
- WHAT DID I DO** **HELEN FORREST** M-G-M 10262
- TARA TALARA TALA** **JOHNNY DESMOND** M-G-M 10287
- DOWN AMONG THE SHELTERING PALMS** **THE JACKIE BROWN QUARTET** M-G-M 10286
- CANADIAN CAPERS** **JACK FINA** and his Orchestra M-G-M 10289

**FOLK and WESTERN**

- LOVESICK BLUES** **HANK WILLIAMS** M-G-M 10352
- SEEIN' RED** **CARSON ROBISON** M-G-M 10327
- FOOLISH QUESTIONS** **ARTHUR (Guitar Boogie) SMITH** M-G-M 10333
- TEXAS DRUMMER BOY** **BOB WILLS** M-G-M 10334

**EBONY SERIES**

- DOWN BY THE STATION** **SLIM GAILLARD** M-G-M 10309
- SAD STORY BLUES** **SY OLIVER** and his Orchestra M-G-M 10335
- ROCKIN' JENNY JONES** **HATTIE NOEL** M-G-M 10355

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

TOPPING HIS PREVIOUS  
**BIANG UP**  
HIT RECORDINGS ...

*Art*  
**MOONEY'S**

FIRST POST-BAN Release...

**"BEAUTIFUL EYES"**

backed by

**"DOO-DEE-DOO**  
ON AN OLD KAZOO"



**WATCH IT GO!**

**MGM**  
**10357**

The **Billboard**

MUSIC POPULARITY CHARTS

PART  
IV

**Retail Record Sales**

Based on reports received last three days of Week Ending January 21

**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. (P) 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		This		to date	
1	2	Week	Week	Week	Week	Week	Week	Week	Week
31	1	1.	A LITTLE BIRD TOLD ME... E. Knight-The Stardusters <i>Brush Those Tears From Your Eyes</i> Decca 24514-ASCAP						
30	2	2.	BUTTONS AND BOWS Dinah Shore <i>Daddy-O</i> Columbia 35284-ASCAP						
28	3	3.	ON A SLOW BOAT TO CHINA K. Kyser Ork-H. Babbitt-G. Woods <i>In the Market Place of Old Monterey</i> Columbia 38301-ASCAP						
27	4	4.	MY DARLING, MY DARLING J. Stafford-G. MacRae and The Starlighters <i>Girls Were Made To Take Care of Boys</i> Capitol 15270-ASCAP						
26	5	5.	FAR AWAY PLACES M. Whiting and The Crew Chiefs <i>My Own True Love</i> Capitol 15278-ASCAP						
25	6	6.	POWDER YOUR FACE WITH SUNSHINE E. Knight-The Stardusters <i>One Sunday Afternoon</i> Decca 24530-ASCAP						
24	8	7.	FAR AWAY PLACES B. Crosby-K. Darby Choir <i>Tara Talara Tala</i> Decca 24532-ASCAP						
23	9	8.	SO TIRED R. Morgan <i>I Hear Music</i> Decca 24521-ASCAP (N. Donovan, DeLuxe 1165; K. Starr Ork, Capitol 15314; W. Scott, Super Disc 1059; L. Johnson, King 4283)						
22	6	9.	LAVENDER BLUE S. Kaye Ork <i>Down Among the Sheltering Palms</i> Victor 20-3100-ASCAP						
21	15	10.	I'VE GOT MY LOVE TO KEEP ME WARM L. Brown Ork <i>I'm A-Tellin' You</i> Columbia 38324-ASCAP						
20	7	11.	ON A SLOW BOAT TO CHINA F. Martin Ork-G. Hughes <i>Czardis</i> Victor 20-3123-ASCAP						
19	10	12.	FAR AWAY PLACES P. Como-H. Rene Ork <i>Missouri Waltz</i> Victor 20-3316-ASCAP						
18	13	13.	SWEET GEORGIA BROWN Brother Bones and His Shadows <i>Margie</i> Tempo 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; Whistling Mr. Jones, National 9063)						
17	23	14.	GALWAY BAY B. Crosby <i>My Girl's an Irish Girl</i> Decca 24295-ASCAP						
16	2	15.	THE PUSSY CAT SONG P. Andrews-B. Crosby Ork <i>Don't Worry 'Bout Strangers</i> Decca 24533-ASCAP						
15	14	16.	BUTTONS AND BOWS The Dinning Sisters and Art Van Damme Quintet <i>San Antonio</i> Capitol 15184-ASCAP						
14	20	17.	ON A SLOW BOAT TO CHINA B. Goodman Ork-A. Hendrickson <i>I Hate To Lose You</i> Capitol 15208-ASCAP						
13	7	18.	GLORIA Mills Brothers <i>I Want To Be the Only One</i> Decca 24509-ASCAP (R. Anthony Ork, Signature 15213; R. Deauville, Mercury 5193; Four Gabriels, World 2505; B. Hayward-B. Baker Ork, Exclusive 218; B. Clark-The Modernaires-The Skylarks, Columbia 30333; Varsity Ork, Varsity 111)						
<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 information 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.									
6	17	19.	LAVENDER BLUE D. Shore-H. Zimmerman Ork <i>So Dear to My Heart</i> Columbia 38299-ASCAP						
11	11	20.	MY DARLING, MY DARLING D. Day-B. Clark <i>That Certain Party</i> Columbia 38353-ASCAP						
2	22	21.	THE PUSSY CAT SONG P. Como <i>Roses of Picardy</i> Victor 20-3288-ASCAP						
2	26	22.	DOWN BY THE STATION T. Dorsey-D. Dennis <i>How Many Tears Must Fall</i> Victor 20-3317-ASCAP (C. Desmond, Mercury 5225; S. Gallard & His Trio, MGM 10309; G. Lombardo Ork, Decca 24555)						
2	25	22.	RED ROSES FOR A BLUE V. Monroe Ork <i>Melancholy Minstrel</i> Victor 20-3319-ASCAP (G. Lombardo Ork, Decca 24549; J. Laurenz, Mercury 5201)						
14	19	24.	CUANTO LE GUSTA C. Miranda-The Andrews Sisters <i>The Matador</i> Decca 24479-BMI (B. Brown-Varsity Rhumba Band, Varsity 116; Xavier Cugat, Columbia 38239; Eve Young, Victor 20-3077)						
1	-	25.	CRUISING DOWN THE RIVER Blue Barron Ork <i>Powder Your Face With Sunshine</i> MGM 10346						
26	31	26.	UNTIL Tommy Dorsey Ork-H. Prime <i>After Hour Stuff</i> Victor 20-3061-ASCAP (The Charloters, Columbia 38329)						
32	28	27.	TWELFTH STREET RAG... Pee Wee Hunt <i>Somebody Else, Not Me</i> 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 108; B. Bishop Ork, Bullet 1061; N. Simons, Rego 1010; M. Herth Trio, Decca 24450; Varsity Ragtime Band, Varsity 106)						
4	-	27.	BUTTONS AND BOWS E. Knight <i>I Know Where I'm Going</i> Decca 24486-ASCAP						
7	-	29.	ON A SLOW BOAT TO CHINA E. Howard Ork <i>I'd Love To Live in Loveland</i> Mercury 5210-ASCAP						
1	-	30.	AGAIN V. Lynn <i>Lavender Blue</i> London 310						

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales



Based on reports received last three days of Week Ending January 21

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 to date	Last Week	This Week	
33	1	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80
33	3	2.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol BBX-34
18	4	3.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....Capitol DBX-99
22	2	4.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....Capitol DBX-93
33	3	5.	BUGS BUNNY (Three Records) Mel Blanc.....Capitol CC-64
12	7	6.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians.....Decca CUS-7
27	9	7.	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....Capitol CC-40
26	8	7.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol DBS-84
13	11	9.	BAMBI ALBUM (Three Records) S. Temple-Chorus; P. Smith, director.....Victor Y-395
27	15	10.	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....Capitol BBX-65
18	10	11.	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....Decca CU-102
23	15	11.	NURSERY RHYMES (Two Records) Frank Luther.....Decca CS-5
19	15	13.	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....Victor Y-375
12	-	14.	TUBBY THE TUBA (Two Records) Danny Kaye.....Decca CU-108
10	-	15.	LITTLE ENGINE THAT COULD (Two Records) Paul Wing.....Victor Y-341

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 to date	Last Week	This Week	
51	3	1.	Bluebird of Happiness Jan Peerce-RCA Victor Ork; S. Levin, director.....Victor 11-9007, Victor 10-1454, Victor 18-1074
3	-	1.	Liszt: Second Hungarian Rhapsody Philadelphia Ork; Stokowski, director.....Victor 14422
127	-	3.	Jealousie Boston Pops Ork; Arthur Fiedler, conductor.....Victor 12160
169	2	4.	Clair De Lune Jose Iturbi.....Victor 11-8651
118	-	4.	Warsaw Concerto Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist.....Victor 11-8863
182	1	4.	Chopin's Polonaise Jose Iturbi.....Victor 11-8648

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 to date	Last Week	This Week	
7	1	1.	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator.....Columbia MM-800
32	1	2.	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor Philadelphia Ork.....Victor 1029
4	-	3.	Rimsky-Korsakov: Scheherazade Album (Five Records) San Francisco Symphony Ork; Pierre Monteaux, conductor.....Victor DM-920
144	-	3.	Gershwin: Rhapsody in Blue (Two Records) Oscar Levant-Philadelphia Ork; Eugene Ormandy, conductor.....Columbia MX-251
8	2	3.	Encores First Piano Quartet.....Victor MO-1263

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 to date	Last Week	This Week	
10	2	1.	ROSES IN RHYTHM (Four Records) F. Carle.....Columbia C-174
3	1	2.	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork.....Victor P-234
2	3	3.	WORDS AND MUSIC ALBUM (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothorn-L. Hayton Ork.....MGM 37
107	4	4.	GLENN MILLER (Four Records) Glenn Miller.....Victor P-148
4	7	5.	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow.....Columbia MM-800
8	5	6.	COMIN' ROUND THE MOUNTAIN ALBUM (Four Records) D. Shay-M. Ayres Ork.....Columbia C-171
10	3	7.	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kaye Choir.....Victor P-228
7	10	8.	NORMAN GRANZ: JAZZ AT THE PHILHARMONIC VOL. VIII ALBUM (Three Records) I. Jacquet-F. Phillips-B. Harris-H. McGhee-J. Jones-R. Brown-H. Jones.....Mercury JATP Vol. 8
21	8	9.	THEME SONGS (Four Records) S. Kaye, T. Dorsey, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns.....Victor P-217
1	-	10.	GIANTS OF JAZZ B. Goodman-J. Dorsey.....Capitol CC-106

**BULL'S EYE**  
*Again!*

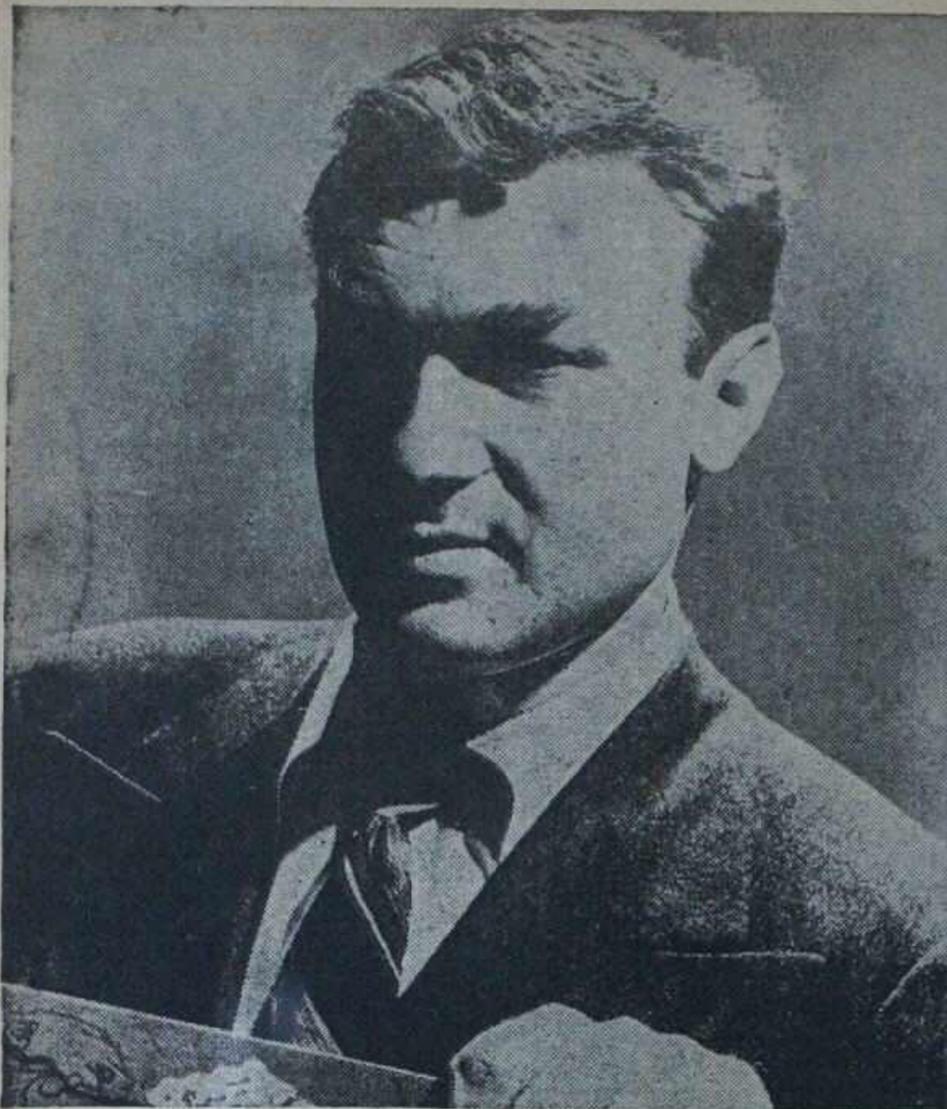
**ART MOONEY**

FIRST POST-BAN Release.

**"BEAUTIFUL EYES"**

backed by  
**"DOO-DEE-DOO ON AN OLD KAZOO"**

**MGM 10357**



# MERCURY RECORDS

PROUDLY INTRODUCES

**NORMAN GRANZ'**

EXCITING NEW DEPARTURE IN MUSIC

## AFRO-CUBAN BOP

Featuring the world's  
greatest exponents of  
Jazz and Afro-Cuban music

FIRST RELEASE

### "NO NOISE"

Part One

**FLIP PHILLIPS**

Introducing . . . **Machito & his orchestra**

Part Two

**CHARLIE PARKER**

Machito and his Orchestra

MERCURY JAZZ SERIES 11012

One Ten Inch Record — Retail Price \$1.00 Plus Tax

**Coming Soon . . . VOL. 9**  
**"Jazz at the Philharmonic"**

# The Billboard MUSIC POPULARITY CHARTS

## Juke Box Record Plays

PART  
V

Based on reports received last three days of Week Ending January 21

### 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.

POSITION		Weeks Last   This		to date   Week   Week			
10	1	1.	A LITTLE BIRD TOLD ME..	E. Knight-The Stardusters.....	Decca 24514—ASCAP		
18	2	2.	BUTTONS AND BOWS .....	Dinah Shore .....	Columbia 38284—ASCAP		
15	3	3.	ON A SLOW BOAT TO CHINA .....	K. Kyser Ork-H. Babbitt-G. Woods.....	Columbia 38301—ASCAP		
5	6	4.	POWDER YOUR FACE WITH SUNSHINE .....	E. Knight-The Stardusters.....	Decca 24530—ASCAP		
7	5	5.	LAVENDER BLUE .....	S. Kaye Ork.....	Victor 20-3100—ASCAP		
11	4	6.	MY DARLING, MY DARLING .....	J. Stafford-G. MacRae and The Starlighters .....	Capitol 15270—ASCAP		
4	9	7.	FAR AWAY PLACES .....	M. Whiting and The Crew Chiefs .....	Capitol 15278—ASCAP		
4	11	8.	FAR AWAY PLACES .....	B. Crosby-K. Darby Choir.....	Decca 24532—ASCAP		
9	7	9.	A LITTLE BIRD TOLD ME..	P. Watson .....	Supreme S-1507—ASCAP		
12	8	10.	ON A SLOW BOAT TO CHINA .....	F. Martin-G. Hughes.....	Victor 20-3123—ASCAP		
3	14	11.	FAR AWAY PLACES .....	P. Como-H. Rene Ork.....	Victor 20-3316—ASCAP		
6	12	12.	SO TIRED .....	R. Morgan Ork.....	Decca 24521—ASCAP		(N. Donovan, DeLuxe 1165; K. Starr Ork, Capitol 15314; W. Scott, Super Disc, 1059; L. Johnson, King 4263)
3	22	13.	A LITTLE BIRD TOLD ME..	Blue Lu Barker Ork.....	Capitol 15308—ASCAP		
10	13	14.	ON A SLOW BOAT TO CHINA .....	E. Howard Ork.....	Mercury 5210—ASCAP		
3	27	15.	RED ROSES FOR A BLUE LADY .....	V. Monroe Ork.....	Victor 20-3319—ASCAP		(G. Lombardo Ork, Decca 24549; J. Laurenz, Mercury 5201)

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5	15	16.	SWEET GEORGIA BROWN..	Brother Bones and His Shadows .....	Tempo 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; Whistling Mr. Jones, National 9063)
11	19	17.	ON A SLOW BOAT TO CHINA .....	B. Goodman Ork-A. Hendrickson .....	Capitol 15208—ASCAP		
9	16	18.	MY DARLING, MY DARLING .....	D. Day-B. Clark.....	Columbia 38353—ASCAP		
9	17	18.	BRUSH THOSE TEARS FROM YOUR EYES .....	E. Knight-The Stardusters.....	Decca 24514—ASCAP		(B. Clark-The Modernaires-The Skylarks, Columbia 38364; R. Deauville, Mercury 5203; A. Foster, Regent 134; T. Martin, DeLuxe 1182; F. Willing, Capitol 15290; B. Green, Rainbow 1009; J. Kitty, MGM 10339; I. Carpenter, Victor 20-3325)
13	10	20.	BUTTONS AND BOWS .....	The Dinning Sisters and Art Van Damme Quintet.....	Capitol 15184—ASCAP		
2	24	21.	I'VE GOT MY LOVE TO KEEP ME WARM .....	L. Brown Ork.....	Columbia 38324—ASCAP		
2	21	22.	THE PUSSY CAT SONG....	P. Andrews-B. Crosby Ork.....	Decca 24533—ASCAP		
17	29	23.	UNTIL .....	Tommy Dorsey Ork-H. Prime.....	Victor 20-3061—ASCAP		(The Charloleers, Columbia 38329)
12	17	24.	YOU WERE ONLY FOOLIN'.	Blue Barron..	MGM 10185—ASCAP		
8	26	25.	BUTTONS AND BOWS .....	E. Knight.....	Decca 24489—ASCAP		
2	30	26.	CUANTO LE GUSTA .....	J. Smith-The Clark Sisters.....	Capitol 15280—BMI		(B. Brown-Varsity Rhumba Band, Varsity 116; Carmen Miranda-Andrews Sisters, Decca 24479; Xavier Cugat, Columbia 38239; Eve Young, Victor 20-3077)
1	—	26.	MY DARLING, MY DARLING .....	E. Young and J. Lathrop.....	Victor 20-3187—ASCAP		
8	22	28.	YOU WERE ONLY FOOLIN'.	The Ink Spots.....	Decca 24507—BMI		
2	—	29.	I LOVE YOU SO MUCH IT HURTS .....	J. Wakely and Cowboy Band.....	Capitol 15243—BMI		(The Frontiersmen, Victor 20-3188; R. Goff, London 312; P. Tillman, Columbia 20430; Mills Bros., Decca 24550; Smokey Smith & Gold Coast Boys, Crystal 197)
4	27	30.	YOU WERE ONLY FOOLIN'.	K. Starr.....	Capitol 15226—ASCAP		
1	—	30.	MORE BEER! .....	Andrews Sisters.....	Decca 24548		

### SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 25)

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
Say It Isn't So (R) .....	Berlin—ASCAP
So In Love (M) (R) .....	T. B. Harms—ASCAP
Tarra Ta-Larra Ta-Lar (R).....	Oxford—ASCAP
The Pussy Cat Song (R) .....	Leeds—ASCAP
Until (R) .....	Dorsey Bros.—ASCAP
You Were Only Foolin' (R).....	Shapiro-Bernstein—ASCAP

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Based on reports received last three days of Week Ending January 21



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.

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
10	3	1	1	BEWILDERED	R. Miller Trio	Bullet 295-ASCAP
10	1	2	2	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014-ASCAP
8	2	3	3	BEWILDERED	A. Milburn	Aladdin 3018-ASCAP
12	4	4	4	LONG ABOUT MIDNIGHT	R. Brown	Mighty, Mighty Men De Luxe 1154-BMI
3	—	5	5	WRAPPED UP IN DREAM	Do, Ray and Me	Commodore C-7505-ASCAP
7	15	6	6	TREES	A. Hibbler	Miracle A-501-ASCAP
4	8	7	7	UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR	Sister Rosetta Tharpe-M. Knight-S. Price Trio	Decca 48090-BMI
1	—	8	8	DEACON'S HOP	Big Jay McNeely	Savoy 685
1	—	9	9	FORE DAY IN THE MORNING	R. Brown	De Luxe 3198
2	—	10	10	I'LL ALWAYS BE IN LOVE WITH YOU	The X-Rays	Savoy 681
13	13	11	11	BLUES AFTER HOURS	Pee Wee Crayton	Modern 20-624-BMI
2	—	11	11	SWEET GEORGIA BROWN	Brother Bones and His Shadows	Tempe 652-ASCAP
16	8	13	13	CORN BREAD	Hal Singer Sextette	Savoy 671-BMI
3	—	14	14	BOOGIE CHILLEN	J. L. Hooker	Modern 627
3	15	15	15	THAT'S YOUR LAST BOOGIE	J. Swift-J. Otis Ork	Exclusive 51X

**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 information 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.

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
11	1	1	1	BEWILDERED	Red Miller Trio	Bullet 295-ASCAP
10	2	2	2	CHICKEN SHACK BOOGIE	A. Milburn	Aladdin 3014-ASCAP
7	7	3	3	A LITTLE BIRD TOLD ME	P. Watson	Supreme S-1507-ASCAP
3	11	4	4	BLUES FOR THE RED BOY	Todd Rhodes	King 4240
1	—	5	5	DEACON'S HOP	Big Jay McNeely	Savoy 685
7	5	6	6	BEWILDERED	A. Milburn	Aladdin 3018-ASCAP
2	—	8	8	IT TOOK A LONG, LONG TIME	A. Milburn	Aladdin 3014-ASCAP
4	6	9	9	TEXAS HOP	Pee Wee Crayton	Modern 643
1	—	9	9	UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR	Sister Rosetta Tharpe-M. Knight-S. Price Trio	Decca 48090-BMI
4	4	10	10	WRAPPED UP IN A DREAM	Do, Ray and Me	Commodore C-7505-ASCAP
21	—	11	11	CORN BREAD	Hal Singer Sextette	Savoy 671-BMI
4	9	11	11	FORE DAY IN THE MORNING	R. Brown	De Luxe 3198
2	—	11	11	I'LL ALWAYS BE IN LOVE WITH YOU	The X-Rays	Savoy 681
1	—	14	14	BOOGIE CHILLEN	J. L. Hooker	Modern 627
9	—	14	14	PLEASING YOU	L. Johnson	King 4245-BMI

ADVANCE RACE RECORD RELEASES

Believe Me When I Tell You T. Smith-R. Washington (Trumpet Boogie) King 4264	I'm Crazy About You Detroit Count (Hastings St.) King 424266
Bliss About My Baby Sonny Boy Williamson (Wonderful Time) Victor 22-9001	Johnny Get Your Girl R. Clary (Put Your) King 4363
Don't Know Ivory Joe Hunter (In Time) King 4275	Just Another Day Wasted J. Price Ork (The Whirligig) Capitol 15370
Don't Try To Fool Me M. Smith (Little Miss) King 4271	King Porter Special King Porter Ork (Shuffling Boogie) King 4267
Hastings St. Opera, Parts I & II Detroit Count . . . King 4264	Let 'Em Roll Blues King Perry Ork (The Ice) Excelsior OR-524
Hastings Street Woogie Man Detroit Count (I'm Crazy) King 4264	Little Miss Muffet M. Smith (Don't Cry) King 4271
Have You Ever Been Lonely M. Henderson (I Had To) King 4268	Living in a Different World R. Sykes & His Original Honeydrippers (Until the) Victor 20-3315
Hey, Little Boy M. Abernathy (Nobody Wants) King 4273	Mighty-Mighty Man R. Brown (Miss Panny) De Luxe 3128
High Jivin' Papa H. Noel (Rockin' Jenny) MGM 10356	Miss Fanny Brown R. Brown (Mighty-Mighty Man) De Luxe 3128
Hold Your Gold King Perry Ork (Perry's Wiggle) Excelsior OR-522	My Wonderful One B. Cameron (You Showed) King 4269
I Didn't Like It the First Time (The Spinach Song) Julia Lee & Her Boy Friends (Sit Down) Capitol 15367	Nobody Wants You When You're Down M. Abernathy (Hey, Little) King 4273
I Don't Dig It J. Turner-Flennyoy Trio (I Saw) Excelsior OR-533	Perry's Wiggle Woogie King Perry Ork (Hold Your) Excelsior OR-522
I Had To Lose You M. Henderson (Have You) King 4268	Rockin' Jenny Jones H. Noel (High Jivin') MGM 10356
I Love Her King Perry Ork (Val-Halla) Excelsior OR-523	Reel Hog R. Richard (Wigwam Woman) King 4274
I Saw a Star Flennyoy Trio (I Don't) Excelsior OR-533	Shuffling Boogie King Porter Ork (King Porter) King 4267

THIS WEEK'S HEADLINER



LAVENDER BLUE

(THE DILLY, DILLY SONG)

PLUS

SO DEAR TO MY HEART

COLUMBIA 38299



**BUTTONS and BOWS**  
Daddy-O  
Dinah Shore 38284

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

**I'VE GOT MY LOVE TO KEEP ME WARM**  
I'm A-Tellin' You, Sam  
Les Brown 38324

**THAT CERTAIN PARTY**  
My Darling My Darling  
Doris Day and Buddy Clark 38353

**A LITTLE BIRD TOLD ME**  
If That Isn't Love, What Is?  
Janette Davis and Jerry Wayne 38386

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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





Another  
**COWBOY COPAS** Waltz  
 Rides High in the BOXES



Written By  
**COWBOY COPAS**  
 AND  
**CONNIE TAYLOR**  
 B.M.I.

**KING**  
**RECORD**  
**NO. 755**

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The  
**Billboard**

MUSIC POPULARITY CHARTS

PART  
**VII**

## Folk Record Section

Based on reports received last three days of Week Ending January 21

Billboard  
 TRADE  
 SERVICE  
 MARK

### 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.

POSITION		Weeks		Record	
Weeks to date	Last Week	Last Week	This Week	Record	Label
22	2	1	1	ONE HAS MY NAME.....	J. Wakely.....Capitol 15162—BMI
11	3	2	2	THEN I TURNED AND WALKED SLOWLY AWAY..	E. Arnold....Victor 20-3174—BMI
13	1	3	3	I LOVE YOU SO MUCH IT HURTS .....	J. Wakely and Cowboy Band... Capitol 15243—BMI
11	4	4	4	A HEART FULL OF LOVE..	Eddy Arnold...Victor 20-3174—BMI
36	5	5	5	BOUQUET OF ROSES.....	Eddy Arnold, the Tennessee Plow- boy and His Guitar,..... Victor 20-2806—BMI
14	10	6	6	TENNESSEE SATURDAY NIGHT .....	Red Foley-The Cumberland Valley Boys.....Decca 46136—BMI Victor 20-2806

**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 information 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.

22	6	7	7	JUST A LITTLE LOVIN'...	Eddy Arnold, the Tennessee Plow- boy and His Guitar..... Victor 20-3013—BMI
1	—	8	8	LET'S SAY GOODBYE LIKE WE SAID HELLO.....	E. Tubb.....Decca 46144—BMI
8	8	9	9	GUITAR BOOGIE .....	A. Smith and His Cracker Jacks MGM 10293—ASCAP
13	13	10	10	I LOVE YOU SO MUCH IT HURTS .....	Floyd Tillman..... Columbia 20430—BMI
4	13	11	11	BOOMERANG .....	A. Smith and His Cracker Jacks MGM 10293—BMI
6	7	12	12	HAVE YOU EVER BEEN LONELY? .....	E. Tubb.....Decca 46144—ASCAP
20	—	13	13	TENNESSEE WALTZ.....	Pee Wee King and His Golden West Cowboys .....
13	—	14	14	DOG HOUSE BOOGIE.....	Hawkshaw Hawkins .....
2	—	14	14	A LITTLE BIRD TOLD ME..	Smokey Rogers.....King 720—BMI Capitol 15326—ASCAP

### FOLK TALENT AND TUNES

By Johnny Sippel

Bob Atcher, veteran folk-singer, who departed from WBBM, Chicago, six weeks ago, has inked a contract with WLS, Chicago, where he starts January 29. Fact, it was learned, calls for extensive promotion, with Atcher to play a leading role in a network folk music show which WLS officials are packaging. . . . Rex Allen was not suspended from WLS, Chicago, as previously reported, but merely left the station to complete a picture deal in Hollywood. Allen's fracas with a station producer was settled by station officials before he left for the Coast. . . . Art Satherlee, a. and r. folk music chief for Columbia, and Don Law, merchandising manager for the firm, in Chicago on a portion of the h.b. and Western expansion program. Satherlee intends to clean house in the folk music catalog and is readying the addition of new talent to supplement present veteran talent on Columbia.

Ed Dodelin, RCA Victor's hillbilly and Western promotion and advertising chief, upped to director of disk jockey promotion, George Keane takes over his post. . . . Fred Rose, folk music publisher and writer, mulling plans to concentrate on writing tunes for his Acuff-Rose and Milene firms. His son, Wesley, will take over full-time duties in the publishing field.

Paul Cohen, Decca's folk music chief, has cleaned house, with a number of artists being released. Firm plans to concentrate on artists like Red Foley, Salty Holmes, Ernest Tubb and Dick Thomas plus newcomers Stubby and His Buccaneers and the Gospel Musicians, KONO, San Antonio. Stubby's first disk is *Tennessee Tears*, backed by *Money, Marbles and Chalk*.

Ben Okum, Michigan Juke Operators' Association proxy, has entered the record business, with his own Alben label. First hillbilly release is Jimmy Wood's *Tennessee Border*. . . . Another tune on its way up is *Candy Kisses*, theme song of George Morgan, new Columbia and WSM, Nashville, troubadour. Cowboy Copas cut the tune on King and it will get releases soon on Decca and Victor.

Eddy Arnold is father of a boy, Eddy Jr., born January 3 in Nashville. . . . Redd Stuart, vocalist with Pee Wee King's Golden West Cowboys, has inked a wax contract with King Records. He'll continue with King. Pee Wee's combo cut four new sides for Victor, as did the Georgia Crackers. The Crackers' recent folk release, *Broken Doll*, will be cut by several pop outfits on major labels soon, as will *Tennessee Waltz*, the Pee Wee King hit. Roy Acuff on Columbia and Jimmy Wakely on Capitol recently cut the same tune.

Billy Whelan, of CECH, Halifax, N. S., was in Chicago two weeks, making sides for Hart-Van, LaGrange, Ill., folk music label. They will be released February 15. . . . Dale Evans and Foy Willing and the Riders of the Purple Sage are doing a Mutual network sustainer, *Western Rhythm Time*, Thursday nights.

Please address all communications to Johnny Sippel, The Billboard, 155 North Clark St., Chicago 1, Ill.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Folk Record Section**  
 Based on reports received last three days of Week Ending January 21

**PART VII**  
 TRADE SERVICE FEATURES

**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.

Weeks Last (This)	Position	Title	Artist	Label
22	1	ONE HAS MY NAME	J. Wakely	Capitol 15162—BMI
38	4	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-2806—BMI
14	3	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
11	6	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3174—BMI
11	2	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3174—BMI
17	3	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
23	5	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3013—BMI

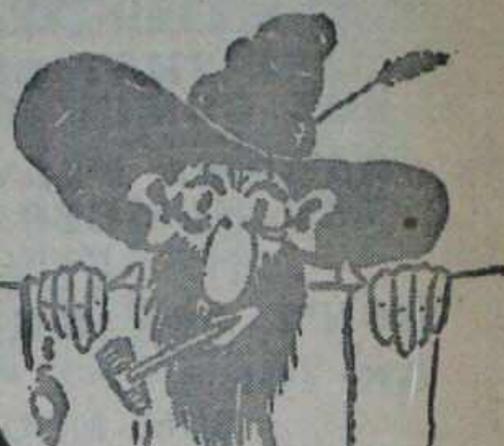
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24	10	9. LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
7	9	10. GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187—BMI
12	—	11. I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430—BMI
31	—	12. TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680—BMI
1	—	13. I HEARD ABOUT YOU	B. Hobbs	MGM 10305
22	—	14. ANYTIME	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-2700—BMI
3	—	14. HAVE YOU EVER BEEN LONELY?	E. Tubb	Decca 46144—ASCAP
18	—	14. MY DADDY IS ONLY A PICTURE	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3013—BMI
1	—	14. PLEASE DON'T PASS ME BY	F. Tillman	Columbia 20496

**ADVANCE FOLK RECORD RELEASES**

- A Broken Heart for a Souvenir  
D. Reinhart (Cross My) Columbia 20535
- A Package of Old Letters  
York Bros. (New Mississippi) King 766
- An Old Farm for Sale  
Cowboy Copas (Where You) King 755
- Angel Mother  
Shorty Morris (Speak to) Mercury 6159
- Book of Revelations  
W. Raney (Gathering In) King 759
- Broken Marriage Vows  
Balles Bros. (Everybody Knew) King 752
- Cloudy Skies  
Sons of the Soil (I Lost) Mercury 6158
- Cow Town Boogie  
O. Stockard (Nobody Cares) King 634
- Cross My Heart  
D. Reinhart (A Broken) Columbia 20535
- Do You Ever Worry  
Boots Woodall (Since You've) King 645
- Dogwood Blossom Time  
Old Brother Charlie & Daisy Mae (I'm Hungry) Mercury 6160
- Don't Rob Another Man's Castle  
E. Arnold (There's Not) Victor 21-0002
- Down in the Valley of the Shadow  
Balles Bros. (Something Got) King 753
- Everybody Knew the Truth But Me  
Balles Bros. (Broken Marriage) King 752
- Falling Leaf  
Texas Ruby & Curly Fox (It's Raining) King 763
- Gathering in the Sky  
W. Raney (Book of) King 759
- God Made This Country  
F. Kirby (The Almighty) MGM 10363
- Have I Stayed Too Long  
T. Grade (Sweetheart I) De Luxe 5004
- Honey Child  
Leon Rusk (My Book) De Luxe 5058
- Honolulu Lou  
M. Cox & His Flying X Ranchboys (I'm Gonna) King 764
- I Always Lose  
B. Boyd & His Cowboy Ramblers (Too Blue) Victor 21-0000
- I Guess You Just Don't Care  
L. Innis (I'd Be) De Luxe 5059
- I Know What It Means To Be Lonesome  
C. Moody (I Waltz) King 765
- I Lost My Love  
Sons of the Soil (Cloudy Skies) Mercury 6158
- I Waltz Alone  
C. Moody (I Know) King 765
- I Want To Be a Railroad Man  
C. Story & The Rambling Mountaineers (You're a) Mercury 6082
- I'd Be Ashamed  
L. Innis (I Guess) De Luxe 5059
- If the Truth Were Ever Known  
D. Denny (Out of) Victor 21-0003
- I'm A-Rollin'  
R. Rogers (That Miss) Victor 20-3313
- I'm Gonna Be Gone, Gone, Gone  
M. Cox & His Flying X Ranchboys (Honolulu Lou) King 764
- I'm Hungry  
Old Brother Charlie & Daisy Mae (Dogwood Blossom) Mercury 6160
- It's Raining Teardrops in My Heart  
Texas Ruby & Curly Fox (Falling Leaf) King 763
- I've Got a Feeling  
The Johnson Family Singers (There's a Little) Columbia 20536
- I've Lived a Lifetime for You  
E. Elrk & Western Band (When My) Capitol 15369
- Jole Blon Is Gone, Amen  
M. Mullican (Oh! She's) King 761
- Longing for You To Come Home  
E. Hankins (Mother Left) King 757
- Lovesick Blues  
H. Williams & His Drifting Cowboys (Never Again) MGM 10352
- Memories Always Linger On  
H. Hawkins (Somebody) King 756
- Moon Over Montana  
J. Wakely & Cowboy Band (The) Capitol 15368
- Mother Left Me Her Bible  
E. Hankins (Longing for) King 757
- My Book of Souvenirs  
Leon Rusk (Honey Child) De Luxe 5058
- Never Again (Will I Knock on Your Door)  
H. Williams & His Drifting Cowboys (Lovesick Blues) MGM 10352
- (I Vow To) Never Love Again  
G. Thomas (You Didn't) De Luxe 5058
- New Mississippi River Blues  
York Bros. (A Package) King 766
- No More Worries  
C. Linville & The Fiddlin' Linvilles (You Don't) King 754
- Nobody Cares  
O. Stockard (Cow Town) King 634
- Oh! She's Gone But She's Not Forgotten  
M. Mullican (Jole Blon) King 761
- Old Joe Clark  
B. Carlisle (Slip to) King 758
- Out of Control  
D. Denny (If the) Victor 21-0003
- Pale Moonlight  
J. E. Mainer's Mountaineers (The Lonely) King 762
- Shame on Me  
Delmore Bros. (Stop That) King 761
- Silver Stars (Purple Sage, Eyes of Blue)  
D. Darling (Wave to) De Luxe 5011

**NEW**  
**Mercury**



**HILL BILLY RELEASES**

6145	"HIS LOVE IS ALL I NEED"	"MY SOUL SHALL LIVE ON"
Sacred Trio	The Herrington Sisters	
6146	"TEXAS WAGNER"	"LEATHER BRITCHES"
Square Dance	Georgia Slim & his Texas Roundup	
6147	"WITH YOU I'LL BE SATISFIED"	"COME ON HOME WHERE YOU BELONG"
Country	Bennie Hess & the Nation's Playboys	
6150	"MOSS COVERED MILL"	"IT'S A LONELY TRAIL"
Country	Pete Cassell (The Blind Minstrel)	
6155	"LONESOME WIND"	"WHY PRETEND"
Country	"Tex" Watson & the Melody Rangers	
6156	"SOMEBODY NEEDS JUST YOU"	"THE MAN OF GALILEE"
Sacred Duet	The Masters Family	
6157	"IT DOESN'T MATTER NOW"	"I'LL KEEP YOUR PICTURE IN MY HEART"
Country	Jimmie Mills & the Southern Travelers	
6158	"I LOST MY LOVE" (The Color Song)	"CLOUDY SKIES"
Western Trio	Sons of the Soil	
6159	"ANGEL MOTHER"	"SPEAK TO ME LITTLE DARLING"
Country	Shorty Morris with Don Campbell's guitar	
6160	"DOGWOOD BLOSSOM TIME"	"I'M HONGRY"
Country Recitation	Old Brother Charlie	
6161	"GOD LOVES HIS CHILDREN"	"I'M GOING TO MAKE HEAVEN MY HOME"
Sacred Quartet	Lester Flatt, Earl Scruggs and the Foggy Mountain Boys	
6117	"I JUST STEAL AWAY AND PRAY"	"GIVE THE WORLD A SMILE"
Sacred Quartet	The Stamps Quartet	
6138	"SWEETER THAN THE FLOWERS NO. 2"	"OUR BABY'S GONE TO BE WITH JESUS"
Country	Daisy Mae & Old Brother Charlie	
6141	"COLD HEARTED BLONDE"	"I'M ASHAMED OF YOU"
Country	Art Gibson and his Melody Mountain Boys	
6142	"FOX CHASE BOOGIE"	"NOW MY DARLING DOESN'T CARE"
Country	Lonnie Glosson & his Railroad Playboys	

**MERCURY**  
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**RECORDS**



**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**

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**POPULAR**  
**VERA LYNN**  
(Bob Farnon Ork)  
(London 387)  
**My Dream Is Yours** 69--69--68--70  
Miss Lynn does a good enough job with the title picture.  
**Love Finds a Way** 60--59--61--60  
Fairly little to howl about here.

**BURL IVES**  
(Captain Stubby & The Buccaneers)  
(Decca 24547)  
**Lavender Blue** 82--82--82--82  
(Dilly Dilly)  
Ives does a simple, effective job of the tune spotted in the Walt Disney "So Dear to My Heart" pic in which the troubadour appears.  
**Billy Boy** 72--74--76--66  
Ives tackles some pure folk material and with the aid of the Stubby and Buccaneers group makes of it three minutes of charm.

**FRED WARING & HIS PENNSYLVANIANS**  
(Decca 24537)  
**My Cathedral** 78--78--78--NS  
Stuart Churchill and the Waring Glee Club sliced a beautiful side here.  
**Bless This House** 79--78--80--NS  
Tasteful handling of a song with a religious theme.

**FRANKIE CARLE**  
(Columbia 38386)  
**Let a Smile Be Your Umbrella** 79--80--78--78  
Les Brown-ish instrumental version of the oldie which the Andrews Sisters have started along the revival trail. The Carle ork is mighty sharp here.  
**Sweet Sue—Just You** 83--84--82--84  
(Gregg Lawrence)  
Nice light jump clefting with Gregg Lawrence singing the old words should give Carle a crack at some of the coin Johnny Long's Signature-ing of the evergreen is hauling in.

**THE COLUMBIA ORCHESTRA**  
(Columbia 38384)  
**Running Off the Rails** 73--75--70--NS  
Well-played, well-recorded English import of light movie music quality.  
**Stringopation** 82--85--82--78  
English allecing of one of Dave Rose's catchy string section exercises has much on the ball especially for jockeys and retailers.

**RAY McKINLEY ORK**  
(Victor 20-3334)  
**Sunflower** 85--86--85--84  
Tune has all the infectious qualities of hit-dom and McKinley extracts it in spite of an overdone background.  
**Little Jack Frost Get Lost** 69--70--68--70  
McKinley, his vocal group and a smart clefting tackle a trifling rhythm ditty.

**PERRY COMO**  
(Henri Rene)  
(Victor 20-3329)  
**Blue Room** 87--91--89--82  
Rodgers-Hart oldie which Perry does in the "Words and Music" flick should sell if only on the strength of pic tie-up. In addition, Perry's at his relaxed best here.  
**With a Song in My Heart** 87--91--89--82  
Same reasoning, same comment. Should give added lustre to the disk's potential.

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**POPULAR**  
**TOMMY DORSEY ORK**  
(Victor 20-3331)  
**So in Love** 77--77--78--76  
Denny Dennis sings the Cole Porter ballad frigidly in a fine ork setting.  
**While the Angelus Was Ringing** 79--80--78--79  
Dennis does much better with this plug ditty.

**NORO MORALES ORK**  
(MGM 10341)  
**Isla Verde** 76--76--76--75  
Instrumental adaptation of an aria from the opera "Pearl Fishers" makes for good rumba dancing and listening.  
**El Sapon** 72--74--70--72  
For the authentic rumbadicts, this is a fine melodic and rhythmic Latin side.

**PHILIP GREEN ORK**  
(MGM 30175)  
**Running Off the Rails** 70--75--65--NS  
Well - recorded English opus by an English group which holds most interest for the spinners.  
**Ragamuffin** 70--75--65--NS  
Another instrumental in that vein which could be described as movie music exercise for string section.

**BLUE BARRON ORK**  
(MGM 10346)  
**Cruising Down the River** 91--91--90--92  
Has all the earmarks of smash hit written all over its infectious quality.  
**Powder Your Face With Sunshine** 85--86--85--84  
Tune's already a hit and this interpretation is good enough to collect its share of the coin.

**FRAN WARREN**  
(Henri Rene Ork)  
(Victor 20-3330)  
**What's My Name?** 81--86--82--75  
Splendid showcase for the big Warren tonalls is this pretty and arty Bob Wells-Dave Saxon song. Disk jockeys will like this side.  
**Why Can't You Behave?** 78--80--80--75  
Fran turns in a relaxed tasty job on the Cole Porter "Kiss Me Kate" song.

**REGGIE COFF**  
(The Keynotes-Cyril Stapleton Ork)  
(London 383)  
**Flower of Dawn** 62--62--60--64  
The English Vaughn Monroe does a forthright but somewhat unbending vocal on an attractive tune in beguine tempo.  
**The Streets of Laredo** 72--72--70--73  
Coff does handsomely on the romantic Old Mexico atmosphere ditty.

**FRED KENDALL-THE STARLITE TRIO**  
(Fortune 103)  
**Would You?** 45--45--45--45  
Dreary, amateurish production.  
**That's What Ireland Means to Me** 55--53--53--57  
Some spirit here.

**JOSEPH SUDY ORK**  
(Fortune 107)  
**Just for Tonight** 45--45--45--45  
Inept ork work, poor recording and a passable but badly placed vocal in this homegrown job.  
**Hungarian Csardas** 58--58--58--58  
This instrumental might have been listenable if properly recorded.

(Continued on page 34)

MARTIN BLOCK  
picks ...

# "GRIEVIN' for YOU"

by TONY PASTOR  
with vocal by ROSEMARY CLOONEY  
on COLUMBIA 38383

... as the best all-around record of the week.  
... as the best female vocal record of the week.

AS A MATTER OF FACT ...  
... he gave it all the honors that week.

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## AL TRACE

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## JON and SONDRRA STEELE

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and

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Original D11215 "BRUSH THOSE TEARS FROM YOUR EYES"  
and

Al Trace "SOMEBODY'S LYIN'"

D11220 "LONESOME FOR YOU"  
and

Jon and Sondra Steele "I'LL BE IN LOVE WITH YOU"

D11212 "GOT NO TIME"  
By Larry McMahon  
and

"DON'T ASK ME WHY"  
By Harold Henley

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With Reap a Harvest  
for Juke Box Ops

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Trope  
#777

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**ARLENE  
WRIGHT**

and the Prairie Maids

MUSIC BY  
**SHORTY  
WARREN**

and his Western Rangers

Some Territories Still  
Open to Distributors

## TROPE RECORD CO.

19 Market Street

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## Record Reviews

(Continued from page 33)

RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

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

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

### POPULAR

**JACK LATHROP**  
(The Drugstore  
Cowboys)  
(Victor 20-3327)

**Don't Hang Around** 77--78--75--78  
Another in the "Hair of Gold" tradition with a certain amount of infectious quality. Pleasant waxing with tasty small ork backing.

**One Has My Name** 68--68--68--68  
Late issue of a tune which has considerable appeal in both the country and pop markets. It's simply and attractively done.

**SAMMY KAYE ORK**  
(Three Kaydets)  
(Victor 20-3321)

**Powder Your Face With Sunshine** 83--83--82--84

A good version of the popular Pollyanna psalm, in the old style Kaye manner — singing song titles, polite bounce, etc.

**Careless Hands** 90--90--90--90  
Something different — and loaded with hit potential—here. It's in the real folk tearjerker tradition, and Don Cornell, the trio and ork team up in a heartfelt, winning performance.

**BENNY LEE**  
(The Keynotes-  
Nat Temple Ork)  
(London 371)

**Love Me, Love, Love Me** 78--78--78--78

The standout English bary warbles a catchy new song most appealingly. Vocal group and ork in back enhance.

**Say It Isn't So** 69--69--69--68  
Lee does the Berlin revival smoothly, but there's nothing too strong market-wise here.

**DORIS DAY-  
BUDDY CLARK**  
(George Siravo Ork)  
(Columbia 38394)

**Powder Your Face With Sunshine** 72--72--70--73

The Day-Clark talents don't make much of the popular corn opus.

**I'm String Along With You** 88--88--88--88  
Duo and the fine oldie are in admirable accord here. Side should hit hard.

**GEORGE WRIGHT**  
(Cozy Cole)  
(Regent 141)

**Organ Boogie** 77--75--73--82  
The capable Paramount Theater organist stomps out a lively variation of "Honky Tonk Train," with Cozy Cole's sock drumming supplying drive. Likely for juke.

**Paramount Blues** 62--62--60--65  
Slow blues effort is pretentious, doesn't come across.

**LENNI HAYTON &  
THE MGM STUDIO  
ORK**  
(MGM 30174)

**Slaughter on Tenth Avenue, Parts I & II** 78--85--80--70

Sound track rendition from the "Words and Music" flick merits widespread whirling. It's the modernistic Rodgers ballet sequence that was originally used in "On Your Toes."

### POPULAR

**DICK JAMES-  
FELIX KING ORK**  
(London 384)

**Someone Like You** 63--63--62--65  
Adequate but uninspired warbling of a middling grade picture.

**Why Is It?** 75--75--75--75  
Fine, feelingful James vocal on one of the stronger of the current ballads.

**EDDY HOWARD**  
(Mercury 5233M)

**I've Lived a Lifetime for You** 77--77--75--74

The deft, appealing Howard touch projects this sentimental trifle with romantic attraction.

**Careless** 70--70--70--70  
The Howard theme song gets a good vocal, but orking, in the formula theme song manner, doesn't help.

### HOT JAZZ

**SKETZ VAN ORK**  
(Aristocrat 3301)

**Bronzeville Swing** 63--62--63--65

Some Lester Young-ish and boppish tenoring is poorly recorded but manages to build with band aid to sock ending. It's a concert pickup with audience noises.

**Come Back to Sorrento** 64--68--65--60  
Same tenor in probably the same concert does up the evergreen in multi-tempoed improvisation which shows some night imagination.

**CHARLIE PARKER  
QUARTET**  
(Dial 1019)

**This Is Always** 79--80--78--78

Coleman sings the recent hit tune with the voice and vocal gestures of Billy Eckstine. It's so close a resemblance it may fool many people.

**Dewey Square** 77--82--79--70  
Melodie bop by King Parker with samples of the Bird's great alto and Miles Davis' methodical trumpeting.

**ERROL GARNER TRIO**  
(Dial 1016)

**Pastel** 81--84--80--80

Beautiful melody by Red Callender, the bassman on the side, is played moodily and with great feeling by Garner and Callenders. This side would make fine juke fare not only in juke spots but in cocktail boxes as well.

**Trio** 73--76--73--70  
Garner shows off much technique and jazz class in this up-tempo original.

**CHUBBY JACKSON &  
HIS FIFTH DIMEN-  
SIONAL JAZZ  
GROUP**  
(Rainbow 10098)

**Boomsie** 75--80--80--65

Bop opus with spirit, drive and some excellent solos by vibist Terry Gibbs and pianist Lou Levy. Imported master.

**Dee Dee's Dance** 74--80--77--65

Breakneck tempo sets the pace for this bop-ish instrumental which spots Conti Candoli's trumpet, Frankie Socolow's tenor, Gibbs and Levy.

(Continued on page 104)

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Possibilities**

PART IX



Based on reports received last three days of Week Ending January 21

**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.

**WHILE THE ANGELUS WAS RINGING.....Margaret Whiting.....Capitol 15364**  
 Maggie's first post-ban wax release sounds like a smash. It's a smooth, warm job, done on a publisher plug ditty which already has had at least one fine dinking via the Anne Shelton London etching. But the Whiting job sounds like it should show the way for the song to reach pay dirt. The chirp is solidly supported by a tasty arrangement, ork performance and recording.

**ALWAYS TRUE TO YOU IN MY FASHION...Dinah Shore with Harry Zimmerman's Ork.....Decca 24559**  
 This is the Cole Porter super-sophisticated hillbilly novelty from his "Kiss Me Kate" score, and Dinah lends it all of the infectious quality it requires for sizable returns. A vocal group and Zimmerman's ork back her adequately. On the reverse side is Dinah's reading of the show's ballad stopper, "So in Love." A similar back-to-backing song-wise, and musically and esthetically impeccable, is Jane Harvey's dinking on MGM Records. But Jane's etching's forte will probably be with the jockeys.

**SO IN LOVE.....Bing Crosby with Vic Schoen Ork.....Decca 24559**  
 It's the song that will sell the records if it catches on. It's Cole Porter's extremely beautiful ballad from "Kiss Me Kate." Crosby's rendition is not up to par, but it's got his name on the label, while MacRae's version, at a slightly speeded tempo, is a good singing job. Other versions of the song include the Shore (Columbia) and Harvey (MGM), both mentioned above, and the Patti Page on Mercury, which has been picked as a possibility some weeks ago.

**LADY OF SPAIN.....Ray Noble Ork.....Victor 20-3302**  
 This one's a "sleeper." It's been going in the Boston area as a result of disk jockey push. The waxing is a revitalized 1935 slicing which was made in England. Primarily the emphasis is on the paso-doble rhythm in the arrangement, which stands up well today after the 13-year lapse. Vocal, originally by Al Bowly, was dubbed in by a Victor house trio so that the change is not even noticed. Tune, of course, is the familiar standard. And Victor intends putting its promotion guns behind the disk.

**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. CRUISING DOWN THE RIVER.....Blue Barron.....MGM 10346
2. SOMEONE LIKE YOU.....Doris Day.....Columbia 38375
3. SUNFLOWER.....Frank Sinatra.....Columbia 38391
4. WOULD YA?.....Johnny Mercer.....Capitol 15337
5. POWDER YOUR FACE WITH SUN-SHINE.....Blue Barron.....MGM 10346
6. MORE BEER!.....Andrews Sisters.....Decca 24548
7. ONCE IN LOVE WITH AMY.....Frank Sinatra.....Columbia 38391
8. CARELESS HANDS.....Sammy Kaye.....Victor 20-3321
9. I'VE BEEN WAITING FOR YOUR PHONE CALL.....Beatrice Kay.....Columbia 38373

**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. MORE BEER!.....Andrews Sisters.....Decca 24548
2. CARELESS HANDS.....Sammy Kaye.....Victor 20-3321
3. DOWN BY THE STATION.....Guy Lombardo.....Decca 24555
4. RED ROSES FOR A BLUE LADY.....Guy Lombardo.....Decca 24549
5. SUNFLOWER.....Frank Sinatra.....Columbia 38391
6. HERE I'LL STAY.....Jo Stafford.....Capitol 15319
7. HERE I'LL STAY.....Buddy Clark.....Columbia 38294
8. POWDER YOUR FACE WITH SUN-SHINE.....Sammy Kaye.....Victor 20-3321
9. I'LL STRING ALONG WITH YOU.....Doris Day-Buddy Clark.....Columbia 38394
10. ROSEWOOD SPINET.....Dinah Shore.....Columbia 38385

**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. CRUISING DOWN THE RIVER.....Blue Barron.....MGM 10346
2. ROSETTA.....Frankie Laine.....Mercury 5227
3. DOWN BY THE STATION.....Tommy Dorsey.....Victor 20-3317
4. LITTLE JACK FROST.....Ray McKinley.....Victor 20-3334
5. LET A SMILE BE YOUR UMBRELLA.....Andrews Sisters.....Decca 24548
6. ONCE IN LOVE WITH AMY.....Frank Sinatra.....Columbia 38391



**'DUSTY' FLETCHER**  
**BREAKING ALL RECORDS**  
*From* **COAST-TO-COAST**

#4018  
**THE LAST CLEAN SHIRT**  
**SHE SURE MAKES A FOOL OUT OF ME**  
**NATIONAL'S SMASH HIT** (Follow up to Open The Door, Richard)

---

**THE RAVENS** LATEST  
 #9064 ALWAYS • ROOSTER (Novelty)  
 9059 "I DON'T KNOW WHY" (I Love You Like I Do)  
 "HOW COULD I KNOW"

---

**BILLY ECKSTINE** "THE GREAT MR. "B"  
 #9060 IN A SENTIMENTAL MOOD  
 MY SILENT LOVE

---

**"MR. JONES"** HAS THE COUNTRY WHISTLING HIS HIT:  
 (With Bone Acc.)  
 #9063 SWEET GEORGIA BROWN

---

**CHARLIE (EAST OF SUEZ) VENTURA** #9057  
**I'M FOREVER BLOWING BUBBLES** FEATURING: BENNY GREEN  
**BABY, BABY, ALL THE TIME** FEATURING: KAJ WINDING


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 BELLA BELLA MARIE.....P. Brito  
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**"BREATHING EASY"**  
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## Jack Emerson Cuts Metrotone Contract

NEW YORK, Jan. 22.—Vocalist Jack Emerson this week negotiated a release from his contract with Metrotone Records. Emerson forfeited a portion of the royalties due from his *Hair of Gold* and *Cornbelt Symphony* disks, received the balance in cash, and waived his claim to any future royalties. His pact had approximately a year to go. Emerson, who is currently associated with Murray Singer in Pix Records, just completed two weeks at the Hollywood Show Bar in Pittsburgh.

Carl Lebow, Metrotone topper, this week sold publication rights to *Butterfingers* to Dave Dreyer's BMI firm, Jay Dee Music. Tune, written by Roy Alfred, had been in the catalog of Fran-Lee Music, Metrotone publishing subsidiary, and has been arousing interest on the strength of a Johnny Eager platter on Metrotone.

## Damon Co. Expands; New Talent Signed

CHICAGO, Jan. 22.—Vic Damon, op of Damon, the Kansas City label, announced that his firm will expand its operation this year. First addition is a pack of eight sides which Al Trace cut for Damon just before he signed a wax pact with Columbia. Included among the tunes are *I'm Th. Callin' Everybody Darlin'*, sequel to the recent Trace hit on Regent, and a number of other Trace originals.

In addition, Damon has contracted Larry McMahon, New York nitery singer, and Earl Smith, Sun Valley resort orkster. First of a series of kidisk albums by Mabel Martha George, Kansas City children's-story spinner, is now being released on a flexible composition.

## Brunswick's Return

NEW YORK, Jan. 22.—Last week *The Billboard* made an error in a headline dealing with the revival of the Brunswick record label as a subsidiary of the Decca diskery. Head implied that Brunswick will be revived on the Coral label. Actually the Brunswick label will return to activity on the market, but it will be made available to dealers via the distribution network which has been built for the Coral label, the third Decca-owned operation.

## Fever Hits Goodman; Doctor Orders Rest

NEW YORK, Jan. 22. — Benny Goodman, battling a severe bronchial condition since the last four days of his recent Paramount Theater stint here, played the inaugural ball in Washington against doctor's orders despite a fever. His condition following the ball was such that the doctors forbade BG's appearing anywhere in the near future until his condition is cleared by rest.

The orkster planed to the Coast under doctor's care yesterday (21) to recuperate at his California home. It is expected that Goodman will be fit for his skedded date at the Flamingo nitery in Las Vegas, Nev., which begins January 27.

Meanwhile, it was confirmed this week that Goodman has okayed his March 1 date at the Palladium Ballroom in Hollywood.

Earlier this week Goodman fell ill just prior to beginning his ork's first post-ban record date for the Capitol diskery. The date was canceled and Benny went under a doctor's supervision.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Part XI**  
**Advance Information**  
Based on reports received last three days of Week Ending January 21

### 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

- |  |   |
|--|---|
| <p><b>Barrel House Stomp</b><br/>J. Otis Ork (Happy New) Excelsior OR-536</p> <p><b>Be Mine</b><br/>J. Laurens-J. Carroll Ork (When You're) Mercury 5241</p> <p><b>Bewildered</b><br/>E. Hawkins Ork (Corn Bread) Victor 20-3326</p> <p><b>Blue Room</b><br/>P. Como (With a) Victor 20-3329</p> <p><b>Brush Those Tears From Your Eyes</b><br/>I. Carpenter Ork (The Man) Victor 20-3325</p> <p><b>Corn Bread</b><br/>E. Hawkins Ork (Bewildered) Victor 20-3326</p> <p><b>Don't Bring Your Blues to Me</b><br/>T. Martin (Then I'll) DeLuxe 1189</p> <p><b>Don't Gamble With Romance</b><br/>D. Day (I'm Beginning) Columbia 38405</p> <p><b>Don't Hang Around</b><br/>J. Lathrop-Drugstore Cowboys (One Has) Victor 20-3327</p> <p><b>Don't Take Your Love From Me</b><br/>J. Curtis (I've Got) DeLuxe 1187</p> <p><b>Good Boogdi Googi</b><br/>J. Otis Ork (Love's Nocturne) Excelsior 518</p> <p><b>Happy New Year Baby</b><br/>J. Otis Ork (Barrel House) Excelsior OR-536</p> <p><b>Hello, Mr. Snowman</b><br/>J. Lane-Lane Quartet (My Adorable) Candy 3000</p> <p><b>Holiday Inn Album—B. Crosby-F. Astaire-B. Crosby Ork-J. Scott Trotter Ork-K. Darby Singers-Music Mails &amp; Hal (4-10")</b><br/>Decca 534</p> <p>Abraham . . . Decca 23821</p> <p>Be Careful It's My Heart . . . Decca 23820</p> <p>Happy Holiday . . . Decca 23820</p> <p>I Can't Tell a Lie . . . Decca 23822</p> <p>I'll Capture Your Heart . . . Decca 23823</p> <p>Let's Start the New Year Right . . . Decca 23823</p> <p>Song of Freedom . . . Decca 23821</p> <p>You're Easy To Dance With . . . Decca 23822</p> <p><b>Honey</b><br/>The Ravens (Matinee Hour) King 4272</p> <p><b>I Ain't Gonna Wait Too Long</b><br/>W. Herman Ork (Lemon Drop) Capitol 15365</p> <p><b>I Can't Think of a Thing To Do</b><br/>E. Young-C. Green Ork (Laughing Boy) Victor 20-3335</p> <p><b>I Got a Gal in Galveston</b><br/>S. Kaye Ork (The Rosewood) Victor 20-3328</p> <p><b>I'll Be Happy</b><br/>The Stamps Quartet (Singing In) Victor 20-3314</p> <p><b>I'm Beginning To Miss You</b><br/>D. Day (Don't Gamble) Columbia 38405</p> <p><b>It Seems So Long Ago</b><br/>The Orioles (Please Give) Jubilee 5002</p> <p><b>I've Got a Date With Rhythm</b><br/>B. Eckstine-B. Carter (Jump Call) DeLuxe 3206</p> <p><b>I've Got To Know</b><br/>J. Curtis (Don't Take) DeLuxe 1187</p> <p><b>I've Got You Under My Skin</b><br/>The Masked Spooner (That Old) Victor 20-3333</p> <p><b>Johnny Get Your Girl and Froggy Went a Walking</b><br/>J. (Scat) Davis (The Pussy) Double Feature DF-2004-05</p> <p><b>Jump Call</b><br/>B. Eckstine-B. Carter Ork (I've Got) DeLuxe 3206</p> <p><b>Just Because and So Tired</b><br/>O. Tucker Ork (William Tell) Double Feature DF 2002</p> <p><b>Stan Kenton Encores Album—S. Kenton Ork-J. Christy (3-10")</b><br/>Capitol CC-113</p> <p>Abstraction . . . Capitol 10184</p> <p>Capitol Punishment . . . Capitol 10185</p> <p>Chorale for Brass, Piano &amp; Bongo . . . Capitol 10183</p> <p>He's Funny That Way . . . Capitol 10184</p> <p>Peg o' My Heart . . . Capitol 10183</p> <p>Somnambulism . . . Capitol 10185</p> <p><b>Laughing Boy</b><br/>E. Young-The Contraltos-C. Green Ork (I Can't) Victor 20-3335</p> <p><b>Lavender Blue (Dilly Dilly)</b><br/>A. Vincent (So Dear) Mercury 5246</p> <p><b>Lemon Drop</b><br/>W. Herman Ork (I Ain't) Capitol 15365</p> <p><b>Liebestraum and You Kiss Me Too Much</b><br/>L. Monti Tu Tones (Oh! You) Double Feature DF-2006-07</p> <p><b>Little Jack Frost Get Lost</b><br/>R. McKinley Ork (Sunflower) Victor 20-3334</p> <p><b>Look Up</b><br/>Golden Gate Quartet (Will I) Mercury 5242</p> <p><b>Love Me, Love Me, Love Me</b><br/>E. Howard Ork (A Rosewood) Mercury 5238</p> | <p><b>Love's Nocturne</b><br/>J. Otis Ork (Good Boogdi) Excelsior OR-518</p> <p><b>Matinee Hour in New Orleans</b><br/>The Clouds (Honey) King 4272</p> <p><b>Moonlight Romance</b><br/>Three Suns (You, You) Victor 20-3322</p> <p><b>My Adorable One</b><br/>J. Lane (Hello Mr.) Candy 3000</p> <p><b>My Dream Is Yours</b><br/>P. Page-M. Miller Ork (Streets of) Mercury 5240</p> <p><b>My Dream Is Yours</b><br/>C. Thornhill Ork-A. Brown (Wind in) Victor 20-3337</p> <p><b>My Dream Is Yours</b><br/>M. Whiting (When the) Capitol 15364</p> <p><b>My Love</b><br/>A. De Bernardi Ork (The Sun's) Capitol 52007</p> <p><b>My Silent Love</b><br/>D. Haymes-G. Jenkins Ork (Where Is) Decca 24558</p> <p><b>No Moon at All</b><br/>G. Paxton Ork (Prisonero Dei) MGM 10351</p> <p><b>No Orchids for My Lady</b><br/>T. Martin-E. Hagen Ork-The Jud Conlon Singers (We're Not) Victor 20-3336</p> <p><b>Oh! You Million Dollar Doll and Strangers</b><br/>L. Monti's Tu Tones (Liebestraum and) Double Feature DF-2006-07</p> <p><b>Once in Love With Amy</b><br/>F. Martin Ork (You Was) Victor 20-3324</p> <p><b>One Has My Name</b><br/>J. Lathrop-Drugstore Cowboys (Don't Hang) Victor 20-3327</p> <p><b>Please Give My Heart a Break</b><br/>The Orioles (It Seems) Jubilee 5002</p> <p><b>Powder Your Face With Sunshine and Lavender Blue</b><br/>O. Tucker Ork (Sweet Little) Double Feature DF 2000</p> <p><b>Powder Your Face With Sunshine</b><br/>A. Vincent-J. Laurens (The Pussy Cat) Mercury 5247</p> <p><b>Prisonero Del Mar</b><br/>G. Paxton Ork (No Moon) MGM 10351</p> <p><b>Roll the Patrol</b><br/>D. (Two-Ton) Baker (Sunflower) Mercury 5239</p> <p><b>Singing in My Soul</b><br/>The Stamps Quartet (I'll Be) Victor 20-3314</p> <p><b>So Dear to My Heart</b><br/>A. Vincent (Lavender Blue) Mercury 5246</p> <p><b>So in Love</b><br/>B. Crosby-V. Shoen Ork (Why Can't) Decca 24559</p> <p><b>So in Love</b><br/>T. Dorsey Ork (While the) Victor 20-3331</p> <p><b>Sunflower</b><br/>D. (Two-Ton) Baker (Roll the) Mercury 5239</p> <p><b>Sunflower</b><br/>R. McKinley Ork (Little Jack) Victor 20-3334</p> <p><b>Supper Club Favorites—F. Como-R. Case Ork-The Satisfiers-L. Shaffer Ork (3-10")</b><br/>Victor P-237</p> <p>Because . . . Victor 20-3299</p> <p>Prisoner of Love . . . Victor 20-3298</p> <p>Song of Songs . . . Victor 20-3300</p> <p>Temptation . . . Victor 20-3298</p> <p>Till the End of Time . . . Victor 20-3299</p> <p>When You Were Sweet Sixteen . . . Victor 20-3300</p> <p><b>Sweet Little You and 88 in the Books</b><br/>O. Tucker Ork (Powder Your) Double Feature DF 2000</p> <p><b>Tarra-Ta-Larra-Ta-Lar</b><br/>D. Day-D. Dant Ork (The Streets) Victor 20-3323</p> <p><b>That Old Black Magic</b><br/>The Masked Spooner (I've Got) Victor 20-3333</p> <p><b>The Man on the Carousel</b><br/>I. Carpenter Ork (Brush Those) Victor 20-3325</p> <p><b>The Melancholy Minstrel</b><br/>G. MacRae (You're Still) Capitol 15366</p> <p><b>The Pussy Cat Song and Down by the Station</b><br/>J. (Scat) Davis (Johnny Get) Double Feature DF 2004-05</p> <p><b>The Pussy Cat Song</b><br/>A. Vincent-J. Laurens (Powder Your) Mercury 5247</p> <p><b>The Rosewood Spinnet</b><br/>E. Howard Ork (Love Me) Mercury 5238</p> <p><b>The Rosewood Spinnet</b><br/>S. Kaye Ork (I Got) Victor 20-3328</p> <p><b>The Streets of Laredo</b><br/>D. Day-C. Dant Ork (Tarra-Ta-Larra) Victor 20-3323</p> <p><b>The Streets of Laredo</b><br/>P. Page-M. Miller Ork (My Dream) Mercury 5240</p> <p><b>The Sun's Rays</b><br/>A. Debernardi Ork (My Love) Capitol 52007</p> <p><b>Then I'll Be Happy</b><br/>Z. Lane (Don't Bring) De Luxe 1189</p> |
|--|---|

(Continued on page 108)

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# Bennett's Busy Wk.: Launches 2 Labels, Closes Other Deals

NEW YORK, Jan. 22.—George J. Bennett, Bandwagon record topper, started two new labels this week, made two production-distribution tie-ups, signed several artists and sold two tunes to major publishers. The new labels, Arlington (which will feature folk and race material) and Menagerie (to carry kidisk novelties), will be produced and distributed by Black & White via deals similar to those of Supreme, Fine Arts, and several others that have turned their pressing, sales and collection worries over to B. & W. In a similar set-up Bandwagon will now be handled by Ballen Record Company from Philadelphia.

Artists signed by Bandwagon include Ken O'Rourke, folk singer; the Watson-Bell spiritual group, and Claude Williams, blues singer. The label's pubbing subsidiary, Bandwagon Music, has sold *Always Mine*, composed by Bennett and Johnny Bell and recorded for Bandwagon by Ann Cornell, to Bregman, Vocco and Conn (BVC). *The Bible on the Table*, written by Bennett with Paul Cunningham and Leonard Whitcup, has been sold to Edwin H. Morris. Ken O'Rourke's waxing is slated for an early release.

## Exclusive Reshuffles Disk Artist Roster

NEW YORK, Jan. 22.—Exclusive Records' Prexy Leon Rene this week revealed a considerable reshuffling of the diskery's artist roster. He announced the inking of several new artists, including the Paul Martin orchestra and the Prince Cooper Trio. Rene also stated that the firm had inked renewal pacts with chirp Mabel Scott and with Joe Liggins and His Honeydrippers.

Rene, claiming that the artists had not maintained the Exclusive sales standards, announced that the firm had released from contract singers Herb Jeffries and Ricky Jordan. Jeffries already has inked a fresh pact with the Columbia diskery.

## Adler and Springer Pacted by Mills

NEW YORK, Jan. 22.—Richard Adler and Philip Springer, who cuffed General Amusement Corporation's new talent show, *Theater 49*, have inked two-year exclusive writing contracts with Mills Music, Inc. The team did 10 numbers for the revue, which was showcased last week at the Carl Fischer Studio Theater.

Jack Mills, prexy of Mills Music, took *Feelin' Like a Song* from the show, and another of the team's tunes, *One Easter Mornin'*, for immediate publication.

Springer, a student at Columbia University, did the school's *Varsity Show* last year, and Adler a year ago had a hand in the legit piece *On Whitman Avenue*.

## Victor Hypoes Red Seal Cutting Sked

NEW YORK, Jan. 22.—RCA Victor's red seal department embarked on its post-ban recording program last week, cutting a session with the Dallas Symphony Orchestra, and scheduling several February waxings for Igor Stravinsky. The Dallas date was conducted by its regular maestro, Antal Dorati, who has just been engaged to succeed Dimitri Mitropoulos as conductor of the Minneapolis orchestra next season.

Stravinsky, the eminent composer-maestro, will conduct the specially constituted RCA Victor Symphony Orchestra in new recordings of his own works.

# The Billboard MUSIC POPULARITY CHARTS

## Album Reviews

Based on reports received last three days of Week Ending January 21

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

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

90-100	.....	tops
80-89	.....	excellent
70-79	.....	good
60-69	.....	satisfactory
50-59	.....	poor

### THE CATEGORIES.

	Max. Pts.
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. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

**BEBOP — DIZZY GILLESPIE-LUCKY THOMPSON — KENNY CLARKE-COLEMAN HAWKINS** 71  
(4-10")  
(Victor P-226)

Cubana Be, Cubana Bop, Jumping for Jane, Half Step Down, Please; Epistrophe, Royal Roost, From Dixieland to Be-Bop, Boppin' the Blues.

Bop apparently has made a place for itself in the current jazz picture and it must be faced as an influence on our popular music as well. Let it be said that there is only a smattering in this album which could import vital influences, save, perhaps, for the good taste which is displayed in the sides bearing Lucky Thompson's name—"Boppin' the Blues" and "From Dixieland to Be-Bop." The Afro-Cuban touch shows in the Gillespie sides but, due in the main to poor band performance, they fall flat. The Clarke sides' saving grace is some sparked solo work by Pata Navarro and Sonny Stitt. And Coleman's work still comes out like Hawkins. The sides in the package were made between summer 1946 and pre-ban 1947 and have little reason in album continuity outside of the fact that they are bop instrumentals. But it's the boppers and collectors who will be most interested in the package.

<b>JUKES</b>	<b>JOCKS</b>
"Cubana Be" and "Cubana Bop" may draw some spins.	Eight more sides for jazz spinners to roost on.

**LATIN RHYTHMS ALBUM—STANLEY BLACK ORK** (3-10") 72  
(London LA 53)

Rhumba-Tambah; Linda Chliena; Adios; La Mulata Rumbas; Canto De Ausencia; A Media Luz. Altho billed as a "concert orchestra," Black's group serves up these melodious Latin perennials as fine dance music. The shakers and scratchers have a sharp edge in the full-range recording, and while their users are slightly self-conscious the sophisticated orking is equal to that of most of our own society rumborks. Cover is smart and colorful.

<b>JUKES</b>	<b>JOCKS</b>
For ultra-smart spots.	Plenty of lush material here.

**VERDI DUETS—DANIZA ILITSCH-KURT BAUM-RICHARD TUCKER-ORCHESTRA OF THE METROPOLITAN OPERA ASSOCIATION-MAX RUDOLF** 60  
(Columbia MM-798) (72722-D to 72746-D)

Aida: "Sovra Una Terra Estrania Teco Fuggir Dovref"; "O Terra, Addio." Il Trovatore: "Miserere"; "Un Ballo in Maschera"; "Teco Io Sto-Gran Dio"; "M'am! M'am!" Otello: "Gia Nella Notte Dense"; "Ed Io Vedea."

This is one of Columbia's Met productions, made under its exclusive arrangement with the opera company. Big flaw in the deal was the unavailability of much top Met talent already under contract to other diskeries, and in the choice of Miss Ilitsch to perform these powerful Verdi items, the flaw is quite apparent. While Baum displays a sweet, if mild tenor, and Tucker nearly manages to hold his own, the soprano's undisciplined vibrato, reminiscent of a Templeton satire, completely dominates the proceedings. Those who feel nothing can spoil Verdi will want these selections, most of which are unavailable elsewhere.

<b>JUKES</b>	<b>JOCKS</b>
Not suitable.	For shows aimed at died-in-the-wool opera fans only.

## U. S. WEIGHS CURBS

(Continued from page 4)  
be built would rest in the hands of the Office of the Housing Expedite, an agency which still exists in a half-hearted way.

The agency would examine the proposed construction to see whether or not materials needed were readily available within the area of the project. That would be the chief criterion

**SOUVENIRS OF PARIS ALBUM —JACQUELINE FRANCOIS-HENRI SALVADOR-ROCHE AND AZNAVOUR** (3-10") 72  
(Vox 313)

Parce Que Ca Me Donne Du Courage; Clopin, Clopant; Ma Douce Vallee; Si Vous M'Almes Autant; Octobre; Depart-Express. These sides, originally cut for French Polydor, introduce to locals two Gallic stars that immediately rate at the top of the heap. Mme. Francois and M. Salvador are presented here in especially well-chosen material, and display excellent voices as well as subtle showmanship. The chirp has a velvety manner with a chanson, and Henri, who whistles and accompanies himself on the guitar, is a French Burl Ives, tho he occasionally takes off on several of his more famed colleagues in amusing fashion. The Roche-Aznavour team, currently appearing here at Cafe Society, are the top Parisian song-writing team, and their own renditions are full of spirit. 'Smart' shops will do most of the quix on this package, however.

<b>JUKES</b>	<b>JOCKS</b>
Most sides okay for carriage trade locations.	Great for sophisticated sequences.

**STEIN-THOMPSON: Four Saints in Three Acts—Virgil Thompson conducting soloists, double chorus and orchestra** (5-12") 68  
(RCA Victor DM-1244)

Crammed onto these five disks is about one-half of the original libretto of the modern opera with words by Gertrude Stein and music by Virgil Thomson. The work won great acclaim when it was initially presented as a piece of theater in New York City in 1934 with an all-Negro cast. Much of the original group helped to cut these records which preserve the freshness and simplicity of Thomson's score and the lyrical nonsense of the Stein script. This is in every sense a true work of art and will find its greatest commercial strength among collectors and serious musical thinkers. The libretto used for the album is spread out on both liner papers. Recording is excellent as are the performances of the singers and orchestra.

<b>JUKES</b>	<b>JOCKS</b>
Not suitable.	A first recording of one of the most talked of works of our times. Suitable for longhair and FM spinners.

**MEDEA: Judith Anderson and Supporting Cast** (4-12") 70  
(Decca DAU-12)

Judith Anderson's performance as "Medea" on Broadway last season was acclaimed one of the outstanding thesping jobs of our time. A good deal of the greatness of that performance has been preserved in this package of four unbreakable disks. Miss Anderson's rich voice succeeds in bringing to wax the vigor and drive of her work on the boards. She is ably assisted thru a good portion of the two acts by Arnold Moss, Everett Sloane, Raymond Edward Johnson and Doris Rich. There is no music background for the records and it is not missed. The play is a free adaptation by Robinson Jeffers from Euripides' "Medea," Jeffers' foreword, biographical sketches and notes by Louis Untermeyer make up the accompanying booklet. Album is covered strikingly. It should be mentioned that schools and colleges will find this album a pleasant way to introduce students to Greek tragedy.

<b>JUKES</b>	<b>JOCKS</b>
Not suitable.	Literary and educational shows could make wonderful use of this package.

for okaying or banning the job.

During the closing months of amusement controls, surveys by *The Billboard* disclosed that approximately 60 per cent of all amusement projects were being approved. With supplies of most building materials in better supply than in 1947, it seems certain that the percentage of approvals under a new control policy would be even higher.

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# Honor Roll of Popular Songwriters

By Jack Burton

## No. 6—PAUL DRESSER

In picking Victor Mature to play the role of Paul Dresser in the film *My Gal Sal*, Hollywood did a commendable job of true-to-life casting, since Dresser, the most popular songwriter of the Gay '90s, also was a "beautiful hunk of man." He caused feminine hearts to flutter in an era when coy maidens flirted with fans and only the boldest hussies dropped handkerchiefs to attract masculine attention.

Born in Terra Haute, Ind., in 1860, Paul was one of a brood of 13 children and the boyhood idol of his younger brother, Theodore Dreiser, who was destined to enter the hall of fame as a realistic novelist. Paul dropped the "i" from the family name of Dresser when he ran away from home at the age of 20 to work for a traveling medicine show.

His job with this outfit was to warm up the audience by singing parodies on the popular songs of the day. Then the head pitchman took over, extolling the virtues of Hamlin's Wizard Oil, a panacea guaranteed to "bring quick relief to strains, sprains and pains—a magic cure for practically all the ills man is heir to."

### One-Nighters

After a season of tent show ballyhoo, Dresser joined a troupe playing one-night stands, and then became a member of the Buckingham Theater Stock Company in Louisville. There he was featured as "Paul Dresser, the Sensational Comique."

In his spare time Dresser continued to write parodies for the makers of Hamlin's Wizard Oil, who finally prevailed upon him to take a permanent job in their Chicago office. He soon compiled *The Paul Dresser Song Book* in which his lyrics were interspersed with glowing advertisements and testimonials for the "world's greatest pain reliever."

But restless Paul Dresser had no heart for dull office routine, and in 1885 he joined the Billy Rice Minstrels, working as an endman opposite the famous Billy himself, and writing for the show his first song hit.

This was *The Letter That Never Came*, a ballad inspired by an unhappy love affair.

### Becomes a Pubber

The small royalties he received, however, prompted Dresser to publish his next song himself, and after counting \$8,000 in profits, he turned in his curly black wig to Billy Rice and in 1895 became a partner in the music publishing firm of Howley, Haviland & Dresser.

For the next five or six years, Paul Dresser was the toast of Broadway by night and the envy of Tin Pan Alley by day. He turned out hit after hit, composing his sentimental ballads on a portable organ at the Gilsey House or the Marlborough, the two Broadway hotels where he lived. He often broke down and sobbed while writing and rehearsing them for his favorite vocalists, Dick Jose and Louise Dresser. But in 1905, when he wrote the greatest of all his many song hits, Paul Dresser was broke, his publishing house had failed, and in the little two-room office he occupied, he declared:

"I've got a million-copy song in *My Gal Sal*, but not a dime in my pocket to push it with!"

Paul Dresser was broke because he was just as sentimental as the songs that bore his name. He showered money upon the actors and actresses who sang his ballads. He lent money, too, to anyone who was hard up—the down-and-outers who had played with him in medicine shows, minstrel troupe, road companies, variety halls and the plays he wrote and produced and in which he starred. The last named include *Two Johns*, *A Tin Soldier* and *A Green Goods Man*. He even gave his name to two sisters who were debuting in vaude. They later became famous as Louise and Marie Dresser.

### Cheated by Death

Altho he had a premonition that *My Gal Sal* would be a tremendous hit, Paul Dresser did not live to see his hunch verified. He died in January. (See PAUL DRESSER on opp. page)

## PAUL DRESSER'S GREATEST SONGS AND RECORDINGS AVAILABLE

- 1886—THE LETTER THAT NEVER CAME  
1887—I BELIEVE IT FOR MY MOTHER TOLD ME SO  
1888—THE CONVICT AND THE BIRD HERE LIES AN ACTOR  
1889—I CAN'T BELIEVE HER FAITHLESS THE LONE GRAVE  
1890—HER TEARS DRIFTED OUT WITH THE TIDE  
1891—THE PARDON CAME TOO LATE  
1894—TAKE A SEAT, OLD LADY ONCE EVERY YEAR  
1895—"I WAS LOOKING FOR MY BOY," SHE SAID (ON DECORATION DAY)  
JEAN  
WE WERE SWEETHEARTS FOR MANY YEARS  
1896—A DREAM OF MY BOYHOOD DAYS HE BROUGHT HOME ANOTHER I WISH THAT YOU WERE HERE TONIGHT  
I WONDER IF SHE'LL EVER COME BACK TO ME  
I'VE YOUR NIGGER IF YOU WANT ME, LIZA JANE  
SHOW ME THE WAY HE FOUGHT FOR THE CAUSE HE THOUGHT WAS RIGHT  
1897—IF YOU SEE MY SWEETHEART YOU'RE GOING FAR AWAY, LAD  
1898—YOU'RE JUST A LITTLE NIGGER, BUT YOU'RE MINE, ALL MINE EVERY NIGHT THERE'S A LIGHT COME, TELL ME WHAT'S YOUR ANSWER, YES OR NO THE OLD FLAME FLICKERS AND I WONDER WHY OUR COUNTRY, MAY SHE ALWAYS BE RIGHT THE PATH THAT LEADS THE OTHER WAY SWEET SAVANNAH

- WE FIGHT TOMORROW, MOTHER YOUR GOD COMES FIRST, YOUR COUNTRY NEXT, THEN MOTHER DEAR  
1899—ON THE BANKS OF THE WABASH  
This, the official State song of Indiana, was revived in the film "My Gal Sal," co-starring Rita Hayworth and Victor Mature.  
(Available on the following records: RCA Victor 27878, Freddy Martin and the Martin Men; Decca 23626 in Album A-476, the Mills Brothers.)  
IN GOOD OLD NEW YORK TOWN CURSE OF A DREAMER  
At the century's turn, the story was current in theatrical circles that Dresser sang this song to his ex-wife, May Howard, after she had deserted him and their baby in the hope of effecting a reconciliation. His dramatic rendition, it was said, was such a shock to her nerves that she was forced to leave the stage.  
I WONDER WHERE SHE IS TONIGHT?  
1900—THE BLUE AND THE GRAY I'D STILL BELIEVE YOU TRUE  
1901—MR. VOLUNTEER (You Don't Belong to the Regulars, You're Only a Volunteer)  
This song also was revived in the "My Gal Sal" film.  
THERE'S NO NORTH OR SOUTH TODAY  
1904—YOUR MOTHER WANTS YOU HOME, BOY  
1905—THE TOWN WHERE I WAS BORN  
"My Gal Sal"  
(Available on the following records: RCA Victor 27878, Freddy Martin and the Martin Men; Decca 23624, Mills Brothers; Decca 23341 in Album A-655, Guy Lombardo and His Royal Canadians.)

Brief biographies of the great writers of popular music, complete with . . .

- . . . CHRONOLOGICAL LIST OF THEIR GREATEST SONGS
- . . . PUBLISHERS (Where no publisher listed, song is in Public Domain)
- . . . 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, a former newspaper, magazine and advertising copy writer who has made the study of popular music his hobby.

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: A comprehensive record of stage and motion picture songs.

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.

## No. 7—CHARLES K. HARRIS

The year was 1892, the place Milwaukee, and the shingle above the doorway at 207 Grand Avenue read: PROF. CHARLES K. HARRIS

### Banjoist & Songwriter

But the 60,000 good burghers of the Wisconsin metropolis gave it only passing notice, if any.

The winds that swayed and rocked this shingle, however, carried portents of success, and a year later, the citizens pointed proudly to the sign and exclaimed:

"Ach, dot Sharlee Harris! He vill make Milvawkee famoose — like Schlitz beer!"

And they were right—right as rain, for by the close of 1893, nearly every person in America was whistling, playing or singing *After the Ball*, and the author-composer, who was born in Poughkeepsie, N. Y., in 1868, was the sole owner of a music publishing house that showed a monthly profit of \$25,000.

### Child Prodigy

Writer of the country's top song hit at the age of 25, Charles K. Harris had shown early promise of being something of a musical prodigy. When he was 10 years old, he made a banjo out of an empty oyster can, a broomstick and some stray strands of wire and taught himself to play it. At 16 he was improvising tunes on the piano. And before he cast his first vote, he had written special song material for Nat C. Goodwin and Eddie Foy, show people who already had started climbing up the ladder of theatrical fame to become matinee idol and top comedian, respectively.

Using *After the Ball* as a tried-and-true pattern, Charles K. Harris during the next 13 years wrote a succession of song hits that gained national popularity, lachrymose ballads the minstrel tenors, vaude headliners and burlesque stars sang and plugged to fame. These songs also were the most requested numbers in the tenderloin bistros from coast to coast, and when the "professor" struck the opening bars, there was no need for salt shakers on the tables. The street-

walkers salted their beers with their tears.

### "Song Stories"

Harris called his ballads song stories, and based them on everyday happenings or on sentimental news items that caught his fancy. These songs ran the full marathon distance—three 64-bar verses and as many as 32-bar choruses—and you had to sit them thru to the final note to learn if virtue or villainy triumphed in the end. The author-composer-publisher also supplied illustrated slides in color with his continued-in-the-next-verse ballads, which strengthened their moral and dramatic impact and heightened their popularity.

During this period, Charles K. Harris matched his success as a songwriter in the music publishing field, first in Chicago and then in New York City. He also was one of the American Society of Composers, Authors and Publishers' (ASCAP) charter members and instrumental in getting the support of President Theodore Roosevelt for the present Copyright Act of 1909, which protects songwriters against piracy. In passing, it is interesting to note that among the early songs that enjoyed this protection, *After the Ball* was the first million-copy seller to pass into the public domain, the original copyright and the renewal expiring last year.

### End of the Road

The former banjo professor reached the end of the song success road in 1910. The hit parade, on which he had been represented for almost two decades, suddenly passed him by. A new generation of songwriters, sensing the accelerated tempo of American life, went to the front on the double-quick with the sort of tunes the composer of *After the Ball* just couldn't write, songs that quickened the pulse and set restless feet to tapping.

With the years of his glory behind him, Charles K. Harris became a pathetic and somewhat forlorn figure as he sat at his transposing piano, trying (See Charles K. Harris on opp. page)

## CHARLES K. HARRIS'S GREATEST SONGS AND RECORDINGS AVAILABLE

- 1890—CREEP, BABY, CREEP  
1891—KISS AND LET'S MAKE UP  
1892—FALLEN BY THE WAYSIDE  
\*AFTER THE BALL  
Introduced by Joseph Aldrich Libby in "A Trip to Chinatown" and featured by John Philip Sousa's Band at the Chicago World's Fair of 1893.  
(Available on the following Decca records: 25342 in Album A-655, Guy Lombardo and His Royal Canadians; 18552 in Album A-354, the Knickerbocker Serenaders.)  
1893—I'M TRYING SO HARD TO FORGET YOU  
1895—THERE'LL COME A TIME BETTER THAN GOLD  
1896—JUST BEHIND THE TIMES  
1897—I'VE COME TO SAY GOOD-BYE  
\*BREAK THE NEWS TO MOTHER  
1898—\*MID THE GREEN FIELDS OF VIRGINIA  
1900—\*FOR OLD TIMES' SAKE I'VE A LONCING IN MY HEART FOR YOU, LOUISE  
1901—HELLO, CENTRAL, GIVE ME HEAVEN  
1902—I'M WEARING MY HEART AWAY FOR YOU  
1903—\*ALWAYS IN THE WAY FOR SALE: A BABY  
1904—WHY DON'T THEY PLAY WITH ME?  
1905—\*WOULD YOU CARE?  
1907—THE BEST THING IN LIFE  
1909—NOBODY KNOWS AND NOBODY CARES

## SONGWRITERS COMING UP!

February 5 and 12 Issues  
**VICTOR HERBERT**

February 19 Issue  
**JOE HOWARD**

February 26 Issue  
**JOHN PHILIP SOUSA**  
and  
**JOHN STROMBERG**

(Writer of Weber & Fields Shows)

March 5 Issue  
**REGINALD DE KOVEN**  
and  
**FRED FISHER**

March 12 Issue  
**GUSTAV KERKER**  
and  
**GUS EDWARDS**

March 19 Issue  
**HARRY VON TILZER**  
and  
**AL VON TILZER**

March 26 Issue  
**GEORGE M. COHAN**

April 2 Issue  
**JEAN SCHWARTZ**

## Piracy Alleged On "Stomping"

NEW YORK, Jan. 22.—Radio Corporation of America (RCA), Broadcast Music, Inc. (BMI) and Stevens Music Corporation were named defendants in a copyright infringement suit filed in New York Supreme Court this week by Howard Marks, composer of the tune, *Stomping Room Only*. The action seeks an accounting of all profits from the publishing, recording and radio use of the tune, plus a rescinding of all contracts assigning the rights to Stevens. Marks claims there is due him over \$10,000 in royalties from the various uses of the tune.

Song was clefted in 1940, with Marks assigning all rights to Stevens on October 15, 1946. But Marks allegedly never received any royalty monies or statements, altho demands were made. Under the 1946 agreement, Marks claims he has a right to cancel if the publisher fails to pay royalty money within 30 days after written demand is made. He made a demand for royalties and an accounting in July, 1947, but Stevens allegedly refused. Marks also states that 60 days later he notified Stevens that he elected to terminate the contract, as permitted under the 1946 agreement, but that Stevens still refused to comply and continued to collect royalties from RCA and BMI. The latter two are named because they refused to hold royalty monies.

The action was disclosed this week when Marks moved to strike out Stevens's answers. Supreme Court Justice Valente held the motion in abeyance until further papers are submitted.

## Monroe Ork Set For Socko Tour

(Continued from page 15) excluded. Range, however, is from \$1.25 plus tax to a top of \$3.60, including tax. In setting up the dates, Alexander tries to keep the admish within reasonable bounds, so as not to kill the town for future attractions. A rider on each contract, therefore, specifies that the admission cannot exceed \$3.60, except under special conditions, and in such cases special permission must be granted by Alexander's office.

An interesting facet of the contractual relations between Monroe and the promoters, and significant of the fact that Monroe puts back into the band considerable of the profits, is that altho the contracts all stipulate that the band include 16 men plus vocalist, Monroe always shows up with 28 or 30 men. He also paced and staged the show as tho it were a miniature musical comedy.

Monroe, of course, in addition to being the No. 1 man in the field of one-nighters and theater dates, is also one of the very top sellers on records via his RCA Victor platters. Tho he's been around the band business for eight or 10 years, it was only in the last two or three that he reached the peak, Alexander points out—so that in reality he cannot be called an old name. The business needs new faces, is Alexander's view.

## No Sunday Jive For New London

NEW LONDON, Conn., Jan. 22.—Police Capt. John J. Courtney this week announced strict enforcement of the State's blue law prohibiting the playing of dance music on Sundays.

City Prosecutor John J. McGarry, asked by the captain for a ruling on the statute, said that if the law is to be strictly enforced, no juke boxes may be played unless the music is of the chamber music variety.

Two night clubs were warned by police to stop their regular Sunday

## Detroit Symph In Uproar Over Firing Vet Cellist

DETROIT, Jan. 22.—Top names in the longhair division of the music world were tossed around in the tempest brewed Wednesday (19) by the public firing of Georges Miquelle, for nearly a quarter century first cellist of the Detroit Symphony Orchestra. A day earlier, Miquelle had resigned in friendly atmosphere, effective at the end of the current season, to go into the concert field. On Wednesday Henry Reichhold, patron and president of the Detroit Symphony, came on stage during rehearsal and is alleged to have told Miquelle to "get the hell out," according to one report.

Basis of the firing was a charge of "disloyalty" because of an alleged apology to a soloist for the quality of the orchestra's accompaniment—an "apology" which Miquelle denies he made. Result of Reichhold's drastic move in tossing out Miquelle was development of two factions within the orchestra, but the conductor, Karl Krueger, was given a demonstration of loyalty by the musicians at the Thursday rehearsal that indicated at least a formal healing of any intramural breach.

Reichhold went on to warn that a housecleaning was in order, with perhaps five or 10 more firings to come, "for the good of the organization."

According to Harvey Taylor, free-swinging critic of *The Detroit Times*, Reichhold went on to criticize Charles Muench, French batoneer, as a "third rate conductor," and to say that "Koussevitzky bought his way into the Boston conductorship."

The Detroit Musicians' Federation was drawn into the issue, thru a five-man liaison committee of symphony members handling informal contacts between the orchestra and the union. Jack Ferentz, president of the federation, carefully refrained from any comment.

The principal immediate concern of the union probably was settled when Reichhold issued instructions that Miquelle was to be paid for the balance of the present symphony season, which has two and a half months to go, altho he would not be playing. It was conceded by a union spokesman that a musician could be discharged for due cause.

## MINN. TAX BOOST

(Continued from page 3) products, such as cigars, pipe tobacco and snuff.

The governor took the position that he still opposes a general sales tax despite the fact the State must enact a veterans bonus expected to cost more than \$100,000,000. To meet the bonus he advocated imposition of luxury taxes which might include an admissions levy, altho he did not state so specifically.

Sen. Neumeier, declaring the "watchdog of the treasury has been poisoned," said he didn't think smokers and drinkers would like the idea of financing the governor's program. (Youngdahl himself neither smokes nor drinks.) Neumeier favors a general sales tax.

## "MAKE MINE 150G"

(Continued from page 3) the latter was engaged by Columbia for the film.

The plaintiff asks damages for unlawful use of his alleged common law property from January, 1948, to December, 1948, claiming that Caesar used the routine as part of his act for more than 400 performances of Manhattan. He also claims that the defendants knew he was the owner of the material, but deliberately and wilfully copied and used his property.

afternoon jam sessions and talent programs.

## Basie Gets Set At Coral Gables

LANSING, Mich., Jan. 22.—Count Basie, William Morris Agency, and Tom Johnson, manager of the Coral Gables night club here, finally have settled their differences. As a result, Basie and his band will play at Coral Gables Friday night (28).

Trouble started when Coral Gables had, or thought they had, Basie scheduled to show here on the night of October 17. Johnson had sold a number of tickets and had one of the largest dance crowds ever to assemble for one particular band in this area on hand. Basie failed to appear and Johnson had to refund a sizable chunk of ticket money.

On investigation, it was found that Basie's agency had made a slip-up in his bookings. Both Basie and Johnson demanded settlement from the booking agency, and finally everything was ironed out.

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the flip

**"I KNEW IT WAS GONNA BE LOVE"**

by Joe Costa

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# MUSIC—AS WRITTEN

## New York:

Bruno Salvatore, former Mellin Music plugger, is handling the Chicago territory for Joe Davis's Beacon Music. Davis also added Cleveland and Memphis to the list of cities (*The Billboard*, January 22) he will cover via representatives who double as contact men and salesmen for his Beacon Records. . . . The Metrotone diskery has appointed Apollo Distributing Corporation as jobber for metropolitan New York, and Belmont Record Distributing Company, of Newark, for New Jersey. Major Distributing formerly peddled the line in the combined territories. . . . The Vox diskery has released the first recorded performance of Stravinsky's *Concerto for Two Solo Pianos*. Duo-pianists Appleton and Field make their disk debut in the work.

Leslie Distributors is now authorized New York State (exclusive of the metropolitan area) jobber for Vox and Bullet disks. . . . Tiny (*Midnite Special*) Grimes, Atlantic disk artist, opened at Sportree's in Detroit Thursday (20). He just completed an eight-month stint at Gleason's Musical Bar, Cleveland. . . . Atlantic has signed tenor saxman Frank (*The Floorshow*) Culley to a one-year exclusive pact. He waxed four sides for the label recently. . . . Apollo Distributing Corporation is looking for new lines to peddle locally, or nationally thru the 34 outlets now distributing Apollo disks. . . . Johnny O'Connor leaves for California Friday (28) for a two-week vacation, making the trek with Gene Fowler, who is here to do research for his biography of Jimmy Walker.

Jack Lathrop, Victor vocal artist, has signed Frank Hanshaw as his personal manager. Lathrop, who cut *Don't Hang Around* and *One Has My Name* for Victor last week, currently is rehearsing a bass-guitar-accordion group to appear with him in clubs and theaters. . . . Orkster Glen Gray returns to the wars after a one-year lay-off. He's currently rounding up several of his old key men and plans a 16-man unit to hit the one-nighter trails early in March. Music Corporation of America (MCA) will resume his booking, and Cork O'Keefe continues as personal manager. . . . Pubber Dave Dreyer has taken over the novelty, *Roll the Patrol Closer to the Curb* (*Grandmother Can't Step That High*), from Lillian Clayborn's DC record firm. The tune was waxed originally for DC by the Howington Bros.

Gene Austin is appearing at the Park Plaza Hotel in St. Louis. . . . Seventeen-year-old Kenneth Wolf will play his own piano concerto with the Detroit Symphony Orchestra in Cleveland next month. . . . Duke Ellington plays the Blue Note Cafe in Chicago March 14 thru 27. . . . Sir Charles Thompson, ex-Hampton 88'er, is heading the new show at Welles Music Bar in Harlem. The bill also features Barbara Wells and Dorothy Calloway. . . . Leeds Music reports a strong upsurge in sheet sales for the last week, with *Galway Bay*, *Bella Bella Marie*, *Brush Those Tears* and *Pussy Cat* going 63,000 copies in all.

Jack Mass has left the Sinatra pubbery. The firm, a Hollywood subsidiary of the Buddy Morris holdings, had been inactive for weeks. . . . Dolf Traymon has penned *Fred Astaire Rhumba*; the tune will be promoted by all Astaire dance studios in a national exploitation. . . . Nat Shapiro is now handling all Eastern promotion for Mercury Records. . . . London Records has signed Metropolitan Opera baritone Giuseppe Valdengo for a series of recordings to be made in England. . . . Dardanelle goes into the Park Sheraton this week. . . . Eddy Arnold is the father of a new son, Richard Edward II. . . . The Red (*Bewildered*) Miller Trio jumps off on a national one-nighter tour with the Savoy Sultans February 25. . . . The Soft Winds Trio goes into the Chancellor in Utica, N. Y., for four weeks beginning Monday (24).

Alvino Rey has reorganized his ork on the Coast and will go to work on a series of one-nighters later in the month. . . . Boyd Raeburn's band follows Ray McKinley, the current attraction, into the Paramount Theater here, and Buddy Rich will follow Raeburn. . . . Marty Kummer, William Morris Agency band chief Cress Courtney's right-hand man, last week became engaged to non-professional Bea Romanik. . . . Vaughn Monroe's ork takes off for a series of 46 consecutive one-nighter concert and dance dates this week.

Paul Puner's Allegro Records, following the success of its Hanukah kidisk set last month, already has waxed five additional sets concerned with special Jewish holidays, *Tu B'Shvat*, *Purim*, *Passover*, *Schvuot*, and *Jewish Sabbath at Home*. Seven more holidays will be covered in future waxings. . . . Larry Clinton's ork cut 16 tunes last week for Lang-Worth transcriptions.

Morty Palitz, recently returned to Columbia Records in an artists and repertoire post on the West Coast, was suddenly taken ill Friday (21) and immediately moved into hospital care. . . . Illinois Jaquet's small crew will head for the Coast for dates at the Cafe Society in San Francisco (13 days beginning February 11) and at Billy Berg's in Hollywood (four weeks beginning February 25). . . . The Royal Roost nitery housed a benefit Sunday (23) to raise money for clarinetist Aaron Sachs, who is hospitalized and seriously ill.

Monte Kay, producer of the Royal Roost nitery bills, will act as the topper of the local jazz nitery's forthcoming diskery, Roost Records. . . . Victor Records reports that Spike Jones' *All I Want for Christmas Is My Two Front Teeth* disking topped the 1,300,000 mark in a six-week period. . . . Specialty Records flack, Pete Kameron, due in town. . . . Buddy Rich's ork is ensconced at the Showboat nitery in Milwaukee for a two-week stay. Date will be followed by a two-weeker at the Music Bowl bistro in Chicago. . . . Billy Eckstine will follow his Empire Room sojourn in Hollywood with a series of one-nighters on the Coast for which he will be paid \$750 per night against 50 or 60 per cent of the gross with operators supplying local bands to play for dancing. Eckstine will be followed into the Empire Room February 1 by Duke Ellington's ork.

Henry Lapidus, Synthetic Plastics' record division topper, left January 10 for six to eight weeks on a nationwide jaunt to promote his Peter Pan and Rocking Horse platters. . . . Jazz trumpeter Roy Eldridge, who just finished a holiday week engagement with his five-piece combo at Geneva's Club 88, is back in town. He'll make weekly appearances on Eddie Condon's TV jazz show.

Recently inked Columbia diskery artist, Burl Ives, set some kind of record when he sliced eight sides in two hours and 15 minutes on his initial date for the firm last week. . . . A new singing team, Bob Hannon and Jean Tighe, were inked to the Coral diskery, a Decca subsid. . . . Jimmy Dorsey's ork is reported set to follow Tony Pastor, who opens February 7 for six weeks, at the Hotel Statler here.

Florida sultan added some color to Lindy's row as the winter vacationing pubbers, including Jack Bregman, Louis Bernstein and Rocco Vocco, made the homeward trek. . . . Claude Thornhill's ork is set for the Hotel Roosevelt in New Orleans, beginning February 9, for four weeks. . . . Ray Anthony's ork is set into Frank Dailey's Meadowbrook for 10 days, beginning February 8, with Jimmy Dorsey and Ray McKinley due to follow. . . . Mr. and Mrs. Walter Rivers (he's Capitol Records' Eastern artists and rep chief) are three now, with the addition of a son, David.

## Philadelphia:

Tony Pastor back at Frank Palumbo's Click with the new month. Also returning is Dean Hudson to double-header with Vic Damone. On the follow it's the Stan Kenton All-Stars, with June Christy. . . . Desi Arnaz did a one-nighter Saturday (22) at Palumbo's theater-restaurant, but as a single without the band.

Una Mae Carlisle and the Basin Street Boys take over at Lou's Moravian Bar, with Bon Bon and the Four Keys switching to the Hotel Douglass Showboat. . . . Eddie King, the former maestro who blew some 40 grand in a supper club here which carried his name, is again leading a band. . . . Vi Burnside and her all-gal band have been added to a Sugar Chile Robinson concert at the Academy of Music Thursday (27).

## Disk's Sales Life Set at 3 Months

PHILADELPHIA, Jan. 22.—A survey among local record dealers made by the Palmer School of Business here with students doing the surveying, showed that 71 per cent of the retailers believe the sales life of a record is no longer than three months. Eighty-five per cent of the dealers believe that the disk jockey does the most to help sell records.

As for the age groups among record customers, the dealers gave the following figures: Under 21—33 per cent; 21 to 35—45 per cent, over 35—21 per cent; don't know or can't tell age—5 per cent. Multiple answers make the total percentages add up to more than 100.

## Swingmaster & Gong In Wax Sweepstakes

CHICAGO, Jan. 22.—Two new record labels, Swingmaster and Gong, made their appearance here this week. Swingmaster's monicker comes from its dedication to Al Benson, local Negro platter pilot, who uses that pseudonym, but the label's general manager, Leonard Davis, ex-Mercury purchasing manager, denied that Benson was financially interested. First items for release on Swingmaster are race and jazz items from the now defunct Vitacoustic operation. First releases are by Kitty Stevenson, Howard McGhee's All-Stars, the Four Shades of Rhythm and Christine Randall, with others set by Miss Cornshucks, Johnny Bothwell and Ed McAfee. Davis is currently lining up national distribution.

Gong is operated by Bob Hayes, formerly with Vitacoustic label. First release is a pairing of tunes, to which Hayes holds publishing rights, by Leo Diamond, which were purchased from the Vitacoustic catalog. Hayes intends to use the label as a springboard for a number of his own tunes and others for which he picked up publishing rights while a G.I. serving in Europe. Both labels are selling for 79 cents retail.

## Morales & Franklin Settle Contract Case

NEW YORK, Jan. 22.—Noro Morales and flack Art Franklin settled their differences out of court this week, with the orkster delivering \$1,250 and his signature on a one-year contract to Franklin. Settlement was made after the second day of a jury trial in Kings County Court, where Franklin was suing Morales for \$3,000 for alleged breach of an

## Perry Pilots Coral, Brunswick on Coast

HOLLYWOOD, Jan. 22.—Veteran Decca exec Joe Perry (who claims to be one of first three employees hired when plattery was organized) this week was named Western division manager for Decca's Coral and Brunswick labels.

In addition to his new responsibilities, Perry's job means a change in name. Trade-wise, Perry has long been known as Decca Joe. Henceforth, there'll be a choice—it's to be either Coral Joe or Brunswick Joe. Wags among local pubbers have already made a third choice, Corwick Joe, in deference to both labels.

## BMI Strives To Plug Songs on TV Shows

NEW YORK, Jan. 22.—Broadcast Music, Inc. (BMI) is making an all-out drive for plugs on television programs—this despite the fact that the amount of musical programming on TV at the present time is relatively small. The organization's three pluggers in New York, plus the Chicago and Hollywood plugger staffs, have all received the word to move in on TV rapidly.

Plugs are harder to come by on TV, say the contact men. This is so because a tune involves more rehearsal than when done on AM radio, and because memorization is mandatory.

## Local Orks Top Name Grosses in B'port

BRIDGEPORT, Conn., Jan. 22.—Name bands have dived in popularity here, according to the management of the Ritz Ballroom, the city's largest dancery, which has been playing name and territorial bands for 39 years.

Last Sunday (16) Eddie Wilcox and the original Jimmie Lunceford ork drew the smallest crowd of the season, only 560, with admission at \$1.30. The night before (15), Joey Zelle, a local band, drew over 1,000 persons.

Teen Time Dances, with an admission of 60 cents, was inaugurated at the Ritz Ballroom this week, and the first one drew over 500 youngsters. This will be a weekly feature.

oral contract made in February of 1947.

Amicable aspect of the settlement is pointed up by the fact that Morales, in addition to the cash consideration, has hired Franklin to do his publicity again.

# AGVA SAYS TVA AFTER CONTROL

## MCA Sending Elkort After Montreal Biz

NEW YORK, Jan. 22.—In an effort to get what it calls its share of the business, Music Corporation of America (MCA) will send its Eddie Elkort to Montreal on a good-will and selling expedition.

What makes this move interesting is the fact that May Johnson, formerly with MCA, is the exclusive booker for the Cardy hotels, which MCA admits it is anxious to get. During the past year MCA said it didn't have 10 acts working in the Montreal area for Cardy, and, of the acts it did sell, the deals were net.

MCA's contention is that the Cardy people have never notified it that May Johnson is the exclusive booker, therefore it doesn't see why it has to submit its acts to her or give her a cut.

Some time ago MCA was planning to open a Montreal office to buck Miss Johnson's office, but nothing came of it. Its latest move is to talk business with Vernon C. Cardy and find out if Miss Johnson is the booker.

Miss Johnson said she's had the Cardy chain for the past 12 years and has been its exclusive booker for the past two years. Her contention was that she was willing to buy acts from MCA, or anybody else, but as the booker for the spot she was entitled to commission.

MCA's official policy for the past year or so was to refuse to split its commission with other agents or bookers. Rather than do that, it has said, it will sell acts net.

## British May Gape At Undraped Shape

LONDON, Jan. 22.—The question of nudism in the English version of the *Folies Bergere* has proved to be a top publicity angle for Bernard Delfont's production, which he will put on in March.

Delfont will use mostly English girls in the cast, with a half dozen posing in the nude. The show will open March 7 in Birmingham, where it will come under the eye of the Public Entertainments Committee.

The Committee is not expected to ban the show, as it says nudes may appear as long as they remain stationary.

London is used to nudes in the Windmill Theater productions and will not place too much emphasis on the undraped girls.

Delfont was unable to obtain French girls as nudes. French girls, it is reported, are not too interested these days in posing unclothed.

## Omaha's Orph. Grabs 24G With Dinning Sisters Show

OMAHA, Jan. 22.—Henry Busse's ork, coupled with the Dinning Sisters, grossed \$24,000 for the week ended Thursday (19) at the Orpheum, despite erratic weather which kept many out-of-towners away.

Stageshow also had Jack Leonard and Hal Hunter. Leonard helped out on publicity, cashing in on "National Large Size Week" with his 320-pound bulk. Busse nabbed the public eye with March of Dimes help. Pic, *Letters From an Unknown Woman*.

## Charges of "Unholy Trinity" Hurlled by Dewey Barto at Merger Talks; Favors 4A Plan

### Opposed to TV Jurisdiction by Any Single Union

(Continued from page 3)

back into the history of the talks leading to the merger confabs, flatly charged that American Federation of Radio Artists (AFRA), Equity and Screen Actors' Guild (SAG) were scheming to control television and, because they could not do it under the constitution of the Asso'ated Actors and Artistes of America (Four A's), were attempting to do it thru the formation of what he called a "junior organization made up of the unholy trinity."

Under the TVA plan, AGVA said the one card system would be dead. With SAG out of the merger, except that it wanted TV rights to film on the Coast, any non-SAG member who entered SAG's jurisdiction would have to get a SAG card.

Same thing would be true of members of Screen Extras' Guild (SEG) and other sister unions, Barto declared. The only thing this merger would accomplish, as proposed by TVA he said, would be to give control of TV to George Heller, AFRA topper, and his lawyer, Henry Jaffe.

AGVA wants TV controlled by the Four A's, the parent org of all the talent unions, and let it issue one card to be good in all fields. Under TVA plans, the problems of the AGVA

performers, said Barto, would be secondary to those of members from other unions, and he cited one example. A few months ago the networks presented TVA with a proposition regarding TV scales and conditions. The TVA committee discussed it but couldn't get anywhere because it was all based on AFRA conditions and scales and didn't take into account other unions.

"Heller," said Barto, "is reported to have said 'if you don't merge we'll take over' and is now trying to do so thru a junior organization. If he thinks a junior organization will work, why can't the senior body—the Four A's—work. It's a raid on the Four A's by the same people who were put into the Four A's to represent their unions. Heller doesn't worry me. SAG doesn't want to come in. Maybe it doesn't like what it sees. Instead it sends its little sister seg in with a condition. Under this plan the East will control live shows and SAG will control everything on film on the West Coast. I can just see how we'll get the finger on such a deal."

When merger talk first started, AGVA rep said, AGVA was asked to put up \$5,000 toward the TVA set-up. "Then when we were called into a meeting we were practically told 'you can sit in but don't talk.'" It was also pointed out that when Equity rep asked a question neither Heller nor Jaffe liked, the Equity rep was ridiculed and told to hush up.

"What we say is that TV jurisdiction doesn't belong to any single union. It belongs in the Four A's, which should be the one to issue the one card. If there's going to be a fight for control, we can fight as well as the next man. We don't want to fight. We want our members protected by conditions that won't be dictated by AFRA."

At the end of the Wednesday meeting the TVA committee asked that AGVA reply to its merger talks by Monday (24). AGVA didn't have a quorum of its executive board present to listen to the talks. It was, however, planned to poll all executive members by mail. Subsequently the subject will be tossed to the general membership.

## Harris, McCune New Owners of Cole Bros.' Cirk

(Continued from page 3)

York. McCune money is back of the Brook and the Piping Rock Club, Saratoga.

New management plans to use 24 girls and already has contracted for the line from Wally Wanger, local line producer.

Present quarters of the Cole outfit is the Kentucky State Fair, Louisville. They will be moved to Miami. The new owners also are angling to show in New York next season.

Cole has already bought Judy Canova and will also use horse-opry flicker stars when the show starts going.

# Jenkins Format as Pattern?

## Glee Club Idea Revival Seen As Possibility

### Will Watch Capitol Booking

NEW YORK, Jan. 22.—The booking of the newly formed Gordon Jenkins outfit for the Capitol, beginning April 7, has started speculation in trade circles as to whether the formation of large bands with heavy singing groups will be the pattern bands may take in the future.

Jenkins's package will consist of 36 sidemen, 10 voices, a quartet, a narrator and a girl singer, or 52 people in all. Unit will use the tag *Manhattan Towers*, based on its Decca album of the same name. It's estimated cost is about \$15,000.

The idea of bands with glee clubs isn't new. Phil Spitalny and Fred Waring have used that formula for years. Outside of his radio work, however, Waring limits his personals to concert dates. Spitalny, also on the air, plays many theaters. His all-girl outfit now is about the only large aggregation of voices and music that does this.

Trade figures that with many bands only tepid theater attractions, the Gordon Jenkins formula may be just (See Jenkins Format on page 43)

## Hold That Schnozz! Gala Show at Inaugural Gives Off a Record 250G Stench

By Ben Atlas

WASHINGTON, Jan. 22.—A top cast of showbiz talent played to the biggest and most distinguished audience ever assembled in the nation's capital at the gala inaugural concert in the Armory here Wednesday night (19) honoring President Truman and Vice-President Barkley. In two dozen variety acts that ranged from brilliant to worse than mediocre, the entertainers held the spotlight almost five hours and failed to hold their audience for anywhere near that time.

Long before the final curtain fell, thousands of the 5,300 customers who had paid from \$2.50 to \$50 for seats in the spacious, flag-bedecked armory were headed for exits too bored even to hang around. Only polite protocol, probably, kept the nation's two top-ranking families in their boxes to the final curtain at 2 a.m.

### \$250,000 Flopperoo

For \$250,000 worth of top talent, the show must be written off as the seasons' most spectacular flop.

The few bright moments in the tediously long program were produced by opera's Dorothy Maynor and Ferruccio Tagliavini, and by such entertainers as Lena Horne, Lionel Hampton's band, and Tony and Sally

DeMarco. As for the rest of the talent array, including most of the luminaries from the radio and film world who worked out on the Armory stage, they might better have spared themselves the personal expenses of their big-hearted efforts. They poured out their big hearts all right—but if they had talent to give, they were not lavish with it Wednesday night.

There were audible groans from the fast-disappearing audience during a lengthy skit by Abbott and Costello, who repeated some of their corniest radio gags.

### Jessel Off Beam

George Jessel, who emceed—incidentally he took the job away from Phil Harris and Gene Kelly, who tried hard to take over—contributed heavily to the punishment the audience took before it began walking out. Those who stayed seemed transfixed under the withering blows of Joan Davis, Edgar Bergen, Lum and Abner, Margaret O'Brien and others. Even Phil Regan, whose voice is almost always delightfully lyric, seemed to be lost in a wave of rarely interrupted mediocrity which inundated the Armory stage. It was not until the following noon that Regan (See Inaugural Show on page 43)

## Casino Russe, New York

(Wednesday, January 19)

Capacity, 200. Price, \$2.50 minimum. Shows at 9 and 12. Operator, Serge Maecf. Booking, non-exclusive. Estimated cost of show, \$850.

There is little doubt that Emil Boreo is doing business here. He opened Friday (14) and when his show was caught Wednesday (19), the maitre d', Leon Ginger, had trouble finding room for a large dinner crowd.

Boreo has apparently built a new following thru his recent concert. His deliberate overdrawn bilingual take-offs of various people doing *Dark Eyes* registered with a crowd which kept calling for requests. His doubletalking *Oh, Johnny*, with little bits and mugging, familiar Boreo characteristics, pulled howls from the customers who were aware of his off-stage rep. His *Wooden Soldiers* standard was also a click.

Vera Bryner, an excellent soprano, did fine with a series of Russian songs. The gal needs smarter costumes and more cafe experience. On voice, however, she showed plenty.

Lazarro was competent in a series of typical Russian dances and dagger flipping bits. Maxin Hildy's fiddle work (he also doubles in the band) was well executed. Larry Murphy's ork (what's a guy with his name doing here?) backed the show in good fashion.

Bill Smith.

## Wedgwood Room, Waldorf-Astoria, New York

(Thursday, January 20)

Capacity, 75. Price, \$3 cover after 10:30. Show at 12. Booking, non-exclusive. Publicity, Ted Saucier. Estimated budget this show, \$3,000. Estimated budget last show, \$3,000.

Dorothy Shay, the only act on the bill, is probably the most improved singer recently caught. We first heard her in her New York preem at the Glass Hat some years ago, when all she had was her hillbilly *Uncle Fud*. Today she still uses that song, has added to it with a collection of similar numbers and has parlayed the whole thing into big dough, playing some of the smartest rooms in the country.

Working to a mob of General Motors people (the hotel had the GM car exhibit), Miss Shay had only one fault. She wasn't long enough, and she had already done about 40 minutes. The canary is a sleek, finished performer today. She has poise, charm and a warmth that caught on right from her entrance. If there's any smart hotel singer around who can threaten Hildegard's position, it's Dorothy Shay. Her mountaineer

## NIGHT CLUB REVIEWS

## Le Ruban Bleu, New York

(Wednesday, January 19)

Capacity, 150. Price, \$3.50 minimum. Shows continuous. Owner, Tony Melle; booker, non-exclusive, Julius Monk, manager, buying; publicity, Joel Preston. Estimated budget, \$1,200.

Entertainment here is geared to the chi-chi patronage, with stress on the smart stuff as against the commercial. Policy pays off here, so everybody is satisfied.

Michael Brown, a *Billboard* alumnus, showed unusual stage presence. He impressed with a charm based on looks and projection. Has a collection of original songs, most of which have intelligent lyrics, a situation that should interest legit musical producers. Brown shows imagination in dreaming them up, and, even if he is not a singer or a piano player, one of the things he'll learn with experience is that lack of voice can be disguised by either loud music or a talking style. Brevity is also a virtue young Brown should make the acquaintance of.

Bibi Osterwald, a blond chanter of the show tunes, sells with considerable energy and eclat. Her ribald bits put meanings into lyrics that convulse them here.

Lee Goodman and Jim Kirkwood's novelty songs, plus rather good acting, paid off with good hands and some solid yocks. Two lads, both showbiz freshmen, showed a routine based on special lyrics to standards and take-offs on women's club members. Some of their material is a little too cute. Basically, however, the kids showed promise.

Three Riffs do a series of bouncy vocals with ease and dispatch. Three boys look good, work well and have novelties and pops with listenable arrangements.

Bill Smith.

songs were sock. What was more surprising is that this audience knew her songs well enough to yell for them. The gal showed she could also sell ballads, tho she limited them to two numbers.

Emil Coleman's backing was strictly top drawer. Miss Shay's piano accompanist, Eddie O'Neill, did an excellent job.

Bill Smith.

HARTFORD, Conn., Jan. 22.—Cliff Barnes, formerly of Hartford, now of Providence, R. I., has been named New England representative of the American Guild of Variety Artists (AGVA). Barnes used to work for AGVA in Rhode Island territory.

## Biltmore Bowl, Biltmore Hotel, Los Angeles

(Monday, January 17)

Capacity, 1,000. Price policy, \$1 cover. Shows at 8:45 and 12. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Publicity, Maury Foladare. Estimated budget last show, \$3,000.

Romo Vincent headlines the new show which proves a good entertainment buy. Vincent gets sock support from Think-A-Drink Hoffman, Bob Williams's canine act and terpssters Joan and Bob Rexer.

There are few better song salesmen than the lusty-voiced Vincent, and the years have given his delivery and timing a keen flavor. But even as solid a performer as Vincent needs good material, and not all tunes offered were strong enough to register. In fact, he had to work hard for nearly half his stint to win his audience. Opening with an over-long version of *It's a Good Day*, he went into a special parody on gals, with the dull spots overshadowing the boff material. From here on out, however, he picks up speed with a number based on the life of a Pullman Porter, winding up to heavy mitts. Best stuff, including straight vocalizing on old standards and take-offs on Charles Laughton and Sidney Greenstreet, came on the callback.

Bob Williams and his dogs, familiar to Bowl customers, remains one of the funniest acts of its kind. Williams has a keen sense of comedy and wins deep laughs thruout.

Think-A-Drink Hoffman's well-known turn, in which the sleight-of-hand artist mixes drinks out of thin air, is still a top seller. His unique presentation style, and mystifying tricks make for a showstopper.

Joan and Bob Rexer handle the opening slot in sock fashion. Kids are fresh looking and capable and win favor with ease. Jan Garber's ork continues to cut show and handle terp chores, with Garber doubling as emcee.

Alan Fischler.

## Frank Palumbo's Click, Philadelphia

(Monday, January 17)

Floorshows at 8:30 and 12; two bands; \$1 music charge. Owner-managers: Frank Palumbo and Ben Corson; maitre d', Phil Metz; publicity, Jerry Katz.

The largest and most elaborate of the string of niteries around town under Frank Palumbo's aegis, the spot has been a click from scratch with a steady parade of name bands and top musical attractions. For this week, however, the room does a switch in bringing in a pair of non-musical names, Bud Abbott and Lou Costello. So it's easy enough to understand the holiday business on a Monday night.

Among familiar folk in this town, where they were lifted from the local burly boards, Abbott and Costello disdain any Hollywood taint and get down to their old business of entertaining with familiar but sure-fire routines. In fact, they dip back to their old burlesque bits for refreshers, with their sense of laugh timing, just as acute for such strip wheel wordage as the segues involving the queen and her asp. Abbott is ever the suave straighter with cigar-chewing Costello the fall guy. And for added laugh-measure, they added a floor heckler, Joe Kirk, who makes both of the boys foils for his jibes. To say the mob lapped it all up is putting it lightly.

## Fancy Tapster

Setting the stage for the team is gingery Joe DeMarco, who turns in some fancy tapology and clinches the impression with three-ball juggling, while the cleats keep tapping away. Music on the revolving bandstand is of top local name calibre for this run. Dispensing a brand of melodic and hoof-appealing rhythm on a par with the far-flung names harboring here is Joe Frassetto's musical styling. The 13 men are paced by the maestro's velvety fiddling. The blond

## Marine Dining Room, Edgewater Beach Hotel, Chicago

(Wednesday, January 19)

Capacity, 500. Price policy, cover charge weekdays, 75 cents; week-ends, \$1. Publicity, Margery Winston. Production and booking, Dorothy Hild. Estimated budget last show, \$6,000. Estimated budget this show, \$4,600.

Producer Dorothy Hild has partly offset a sizable cut in the budget by clever production, styled along the lines of a miniature musical. The weaving a story and continuity thru-out the short 35-minute show helps, hostelry will have to give her more loot if it wishes to maintain the prestige of the room. Budget is so low that batoner Henry Brandon works constantly at the piano, with result that there's not even a fronter for the crew. In addition, orks here previously carried 15 to 19 men, whereas the Brandon crew sports only 12 sidemen.

Production theme is the simple boy-meets-girl deal, but story is spruced up smartly by the introduction of acts into story and bringing them all back into a dance finale. The Yost Ambassadors (five males) opened slowly with an operatic melody that merely showcased each lad's voice, with the second offering, *Old Man River*, spotting an unidentified basso, bringing down the house. Their closer, *I Had a Dream*, featuring the highest falsetto voice this reviewer ever heard, also registered heftily. With disk fans going for unusually voiced harmony groups, this Yost combo is worthy of a hear-and-see.

Fay and Gordon worked their standard dance numbers, including the very commercial music box number, but pair didn't introduce or explain their stepping, with the result that the audience didn't get the full force of their work.

Six-gal line worked two production numbers in the same costume, first time this hostelry hasn't changed outfits for ponies in years. Henry Brandon's ork does a good job of playing the show and dance sets, but the ork needs Brandon in front once in a while.

Johnny Sippel.

## \$50,000 Suit in Middletown

HARTFORD, Conn., Jan. 22.—Salvatore Adorno Sr., owner of the Palace Theater, Middletown, Conn., flicker-vaude house, has filed suit for \$50,000 in Superior Court against Middletown Enterprises, Inc., charging that the corporation, now located in New Haven, Conn., neglected the Palace during a 15-year lease that ended last summer and also removed some property which Adorno charges was his. The charge is also made that the lessee of the Palace failed to comply with Connecticut regulations and that when the owner wanted to resume operation of the theater after expiration of the lease he had to spend large sums to put the theater in order. Attorney Daniel J. Pouzner is president of Middletown Enterprises. The writ is returnable in Superior Court February 1.

canary, Sunny Gale, is both an optical and oral delight. Eddie King's unit of eight keeps the music continuous.

Maurie Orodanker.

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## Follow-Up Review

HAVANA-MADRID, NEW YORK: Show has been here for some time, but this reviewer just got around to seeing it. The main part of the show is a loud, brashy production, almost savage in its intensity. There are two girl dancers, four boy bongo beaters, a line of exotically costumed girls, with everybody working in and out of the show as part of the story dealing with Afro-Cuban rites and dances. If you can understand the language (it's entirely in Spanish), it can be quite interesting to hear. But even for those who don't savvy the lingo, it's an exciting spectacle.

Topping it are the three DeCastro Sisters. The gals, who started on the Coast, have been around for some time. Why the flicker lads didn't grab them is a mystery. The girls, all lookers, are firebrand with voices to match. They work in white sequin, which sets off their jet black hair and outlines their well stacked torsos. As a sight act they're outstanding, but they've added to their sight values with some of the best three-part singing heard here in a long time. They mix their stuff up between Latin bouncers, hillbilly and American pops and do each with such tremendous verve, the effect is almost overpowering.

The Lazzaro Quintero band cuts the show with remarkable skill. Pancho Cardenas' band, a new Cuban outfit, does most of the currently popular mombo rhythms. Incidentally, the Cardenas outfit has one of the best rumba beats of the Latin bands now working in New York.

Bill Smith.

## New Spokane Agency Opens

SPOKANE, Wash., Jan. 22.—A new booking organization, Staff Agency, opened here this week "to provide Eastern Washington and North Idaho with a unified central and complete entertainment service. J. J. Fish, general manager, said the concern will specialize in booking orchestras, bands, soloists and vocalists, but that other types of entertainment also will be booked. Donald V. Greif has been named company field representative to handle publicity and advertising services for clients.



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## New York:

# Trend Still Down on Stem; MH 105G, Roxy 55, Para 87

NEW YORK, Jan. 22.—Vaude grosses continued their downward trend last week to \$344,000, after collecting \$388,000 the week before. However, four theaters—Roxy, Capitol, Paramount and Music Hall—had shows in their last week so that the lesser gross was not unexpected.

Radio City Music Hall (6,200 seats; average \$115,000) off to \$105,000 the last seven days on the heels of an average \$115,000 the week previous. Bill had Cristianis, Pallenberg's Bears and Words and Music. New show, reviewed this issue, is Paul Winchell and Jerry Mahoney, Jean Gibbons, the Szonys, and Letter to Three Wives.

Capitol (4,627 seats; average \$66,000) collected \$45,000 for the fourth and last week with George Prentice, Walter Long, Gene Sheldon, Skitch Henderson's ork and Every Girl Should Marry. New presentation, caught this issue, has the Ink Spots, Meribeth Olds, Alan Carney, Blue

Barron ork and The Man From Colorado.

Strand (2,700 seats; average \$45,000), lone holdover, is still pulling in customers. Last week's gross was \$52,000 as against a substantial 65G the week before. Bill is Tommy Dorsey and his ork, Bobby Van and Adventures o' Don Juan.

Roxy (6,000 seats; average \$89,000) slumped badly to \$55,000 after a fairish \$75,000 the week before. Show had Barbara Ann Scott and Ice Show, Bob Evans, Gautier's Steeplechase and That Wonderful Urge. New attraction, reviewed this issue, has Tony Martin, Dean Murphy, Beatrice Kraft, Joan Hyldoff, Arnold Shoda and Ice Show. Pic, Chicken Every Sunday.

Paramount (3,654 seats; average \$66,000) hit \$87,000 for its initial week with Ray McKinley and ork, Mills Brothers, Jean Carroll and The Accused.

## Court Okays AE, AGVA Blacklist

CHICAGO, Jan. 22.—An attempt to restrain the American Guild of Variety Artists (AGVA) and Actors' Equity (AE) from utilizing its blacklist to halt performers from working a nitery spot was denied here this week in Superior Court by Judge Donald S. McKinlay. Action was started here Monday (17) when Jules Pfeiffer, erstwhile legit producer, charged that because of the AGVA blacklist, he was unable to book entertainers for the scheduled January 24 opening of his new low-priced nitery, the Bow-Wowery. Spot, Pfeiffer claims, will feature a variety bill and will charge a 49-cent top for all drinks, except champagne and bonded liquors, and a 49-cent admission charge.

Judge McKinlay denied a petition by Pfeiffer for a temporary injunction against the actors' union.

Pfeiffer ran into the AGVA blacklist six weeks ago, when he was informed by Jack Irving, Midwest AGVA chief, that Irving had heard from Frank Dare, local AE rep, that Pfeiffer owed \$2,500 in salaries to a group of Negro actors who participated in Pfeiffer's ill-fated musical, The Swing Mikado, which played a short run in Chicago in September, 1947.

Pfeiffer says he now intends to open his nitery sometime during the latter part of February. Irving, when contacted, said Pfeiffer will get an AGVA okay if he follows the union rule and posts four weeks' salaries of the acts in escrow with the org and signs a minimum basic agreement.

Pfeiffer's suit for a permanent injunction against the unions and his \$350,000 damage suit against them will be heard at a later date, Judge McKinlay announced.

## Ross Agency, Seattle, Buys Spokane Office

SPOKANE, Jan. 22.—Jerry Ross Agency, Seattle, has purchased Dick Reed Attractions, Spokane booking agency. Reed, a well-known theater man who has brought many big-name acts to Spokane night clubs since organizing his agency a year ago, will represent the Seattle firm in this area.

Reed this week was named manager of the Liberty Theater here. He formerly managed the Post and Grand theaters here and the Roosevelt, Winter Garden, Queen Anne and Granada theaters in Seattle.

## Inaugural Show Gives Off Record \$250,000 Stench

(Continued from page 41)

was his usual self; then he movingly sang The Star-Spangled Banner at the Barkley-Truman oath-taking ceremony at the Capitol rotunda.

The show opened on a lively note in a production number, Whistle Stop Express, in which a seven-car train rolled from the wings and circled the entire floor of the Armory. Aboard the cars were the entire cast singing Hail, Hail, the Gang's All Here. The act gave promise of a genuine "people's show," with all the spontaneity, gaiety and simple pageantry of a popular outpouring. The pace was soon lost, however, in the dull emceeing of Jessel. There was some sparkle in the second act when Phil Spitalny and his girl ork gave an excellent arrangement of Freedom Train. But it was soon made apparent there would be long and difficult waits between other quality acts.

### Unhappy Conditions

In all fairness, it should be explained that the Armory performers were handicapped by any number of tough conditions. Because of congested traffic in the capital, hundreds of spectators were tramping in anywhere from an hour to two hours late while some early-comers were already on their way out. The presidential party's late arrival delayed the show's start half an hour, and interruptions for news pictures of the occupants of the presidential and vice-presidential boxes created further interruptions. Also, there had been time for only two quick rehearsals on the improvised Armory stage.

One of the most despairing difficulties was the auditorium's poor acoustics; the Armory was a hall of echoes. Nevertheless, Miss Maynor gave a sterling unaccompanied performance in her singing of Were You There When They Crucified My Lord? and Allelu. Lena Horne sang two breath-taking numbers, including Stormy Weather. Tagliavini's performance was inspired and all too brief. If anything, the night's work at the Armory demonstrated a conspicuous contrast between the level of entertainment of the operatic stars and most of the people who appeared from the radio and film world.

## Liquor Tax Bit Darkens Embassy

NEW YORK, Jan. 22.—After doing its biggest business in months, the Embassy was forced to fold when a liquor tax bit of about \$6,000 hit them right where it hurt the most.

Spot put on its latest show last week with Josh White, Josephine Premice and Miguelito Valdes's band. When the tax people demanded their cut the club didn't have enough left for bonds to AFM and AGVA. No bonds, no shows, and the sign "temporarily closed" was hung out.

Club is trying to run week-ends with rumba matinees and similar stunts.

## JENKINS FORMAT

(Continued from page 41)

what the doctor ordered. It is also pointed out, however, that the expense of carrying a large outfit and keeping it working is a problem that only a few bands can lick. But foremost is the fact that Gordon Jenkins has an album that is almost a semi-classic, full of original music, with a steady sale since recorded for Decca years ago, and few bands can come up with a similar stunt for its box-office potentials.

Despite these handicaps, insiders feel that if the Jenkins initial theater date is a click, other band frontiers will follow suit, even if only in a small way.



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## VAUDEVILLE REVIEWS

### Roxy, New York

(Tuesday, January 18)

Capacity, 6,000. Price range, 80 cents-\$1.50. Four shows daily. House booker, Sam Rauch. Show played by Paul Ash's house band.

The newest show at this 20th Century-Fox flaghouse has plenty of what it takes. It has zip, novelty, freshness, imagination and a top box-office attraction in Tony-Martin.

The fletcher kicks off with a kaleidoscopic production that calls for unison terps and formation by the well-costumed boy and girl line. It segues via silhouette staging to the ice show in which every performer gets good hands. Arnold Shoda's fireball ice spinners and flying splits were an excellent foil for Joan Hyldoff's more subdued frozen terps. In between, Sally Tepley and Marion Lulling performed adequately in novelty skating to the listenable Fiddle-Fiddle, expertly played by Paul Ash's band. The ice line (eight boys and eight girls) did their part skillfully to pull big hands for the first part of the show.

#### Martin Heavy Draw

The non-skating segment of the live show had Tony Martin in the closer. Martin is handy with a lyric, giving it intelligent phrasing which, coupled with a fine voice, makes him the fine singer he is. This, added to his picture, radio and record rep, makes him an attraction, a fact amply demonstrated by the teen-agers who stay over from show to show, some even throwing flowers at him onstage. Martin has an excellent routine. He started with his perennial Lullaby of Broadway, almost a classic in his hands, followed by a couple of standards that segued into the Robert E. Lee for tremendous applause. He came back for his trademarked Begin the Beguine, working in a pin spot as a production slowly built around and behind him. The whole thing was deftly handled and beautifully lit. The audience ate it up.

The second part of show started with Dean Murphy, followed by Beatrice Kraft. Neither act can be called fresh. Both have played up and down the street. However, their presentation was good enough to give them an impression of newness and the house loved them.

#### Murphy's Take-Offs

Murphy's take-offs of flicker and historical names is as smooth as expensive mink. He's adept, deft and highly polished. Even his material seems to have taken on a new cleverness to make him highly listenable. His take-off of FDR was preceded by a build-up that takes any sting out of it. The applause was heavy, even if doubt exists as to whether the applause was for Murphy's impression, or for the deceased President Roosevelt.

Beatrice Kraft, working with two boys, got plenty of help from the Gae Foster line. It helped frame her lithe East Indian terps and fill up the big stage. Reception was enthusiastic.

Pic, Chicken Every Sunday.

Bill Smith.

### Radio City Music Hall, New York

(Thursday, January 20)

Capacity, 8,200. Price range, 80 cents-\$2.40. Four shows daily. House booker, Leon Leonidoff. Show played by Alexander Smallens' house ork.

Present show is distinctive for the awe-inspiring sets and production, brain children of Leon Leonidoff, Bruno Maine (sets) and Eugene Braun (lighting). Using the steam curtain for cloud effects, the main part of the show is set within a stratoliner made up like a smart salon of an ocean liner. The drop is the cockpit of the plane and thru its windows the propellers can be seen turning. Scene starts with a long shot of the ship in the air coming thru the clouds and segues into the inside of the plane.

On this set the mixed chorus goes thru a number of standards led by Jean Gibbons, soprano, and later by Jean Letourneau, tenor. Miss Gibbons's voice apparently was not suitable for the Rise and Shine number. The male did better with Song of India.

#### Paul Winchell Miscast

Paul Winchell and his dummy, Jerry Mahoney, seemed out of place with their routine in this house. Because of the distance from the audience, his gestures need to be broader. They weren't. The dummy's lines, usually good for solid returns in smaller houses, were only so-so here. But most of all, Winchell's standard routines, always yock pullers, seemed unsuitable here. He wound up in okay fashion. In smaller houses on the street, he's usually a showstopper.

Show teed off with a ballet, with line costumed in shimmery sequins, which were used for fountain effects and other good sight spectacles. Gals' precision lifts and points were beautiful to watch. After a falling domino routine by the ballet, the Szonys (Giselle and Francois) came on for a combo of ballet and ballroomology. Dance team has done quite well since it came to New York. Its corkscrew spins, lifts and whirls brought them solid mitting.

Florence Hin Lowe, acrobatic dancer, was presented as a delectable dish on a steam table covered with a huge lid. Table had a glass top lit from underneath, which helped dress up Miss Lowe's act considerably.

Show wound up with the always sensational Rockettes going thru their customary precisional formations for their customary big hands. The landing of the plane and the changing scenes (via film on drop) showing lights and airport below, were ingenious and rated the heavy applause it got.

Pic, A Letter to Three Wives.

Bill Smith.

### Chicago, Chicago

(Friday, January 21)

Capacity, 4,200. Prices, 50 to 98 cents. Five shows weekdays, six shows week-ends. House booker, Harry Levine. Show played by Eddy Duchin's orchestra.

Headliner Eddy Duchin and his ork haven't visited locally for a decade and absence of the Steinwayite on personals, plus lack of records or recent big airtime, dampened his opening ovation. Duchin seemed to be overworking to please, with a resultant tenseness in his mike and piano work. He has a habit of nervously humming with his work, which, when picked up by the p.-a. system, makes for a discordant sound. Duchin, whose low-register piano lead was a high-point with his band before the war, needs some platter promotion to make the style an important musical item again.

Fundamentally, the Duchin organization is good, with four sax, four brass and four rhythm (two pianos) turning out listenable and danceable music. Once Duchin himself relaxes and loses that over-grimacing while

### Capitol, New York

(Thursday, January 20)

Capacity, 1,627. Prices, 70 cents-\$1.50. Five shows daily. House booker, Sidnet Piermont. Show played by name band on bill.

New show is a pleasant package highlighted in the top billing category by the Ink Spots and supported by Alan Carney and Meribeth Olds, with the whole thing backed by Blue Barron's ork.

The Barron aggregation is one of the finest theater groups caught by this reviewer in a long time. The tunes were listenable, veering between catchy pops and novelties. The specialists with the band are pleasant, good looking people who do jobs ranging from good to excellent and the glee club backing by the sidemen makes for an altogether attractive stage outfit which doesn't depend on heavy brass for maximum effect.

Bobby Beers, boy singer, showed an excellent voice and likable mannerisms. His My Darling, first as a single and then with Helen Lowe in a duet, was good listening.

#### Bandsters Do Well

Stan Morris, out of the band, did a Donald Duck that raised a lot of yocks. Betty Clark with a jazzed up version of Listen to the Mocking Bird also did well. It was only Allan Carrier's whistling thru his teeth act that fell flat. The Barron outfit picked on its own recorded numbers and picked wisely. Its biggest was Cruising Down the River, a recent MGM release, which pulled a real hand. For the finale, Barron and the Ink Spots did a bit on who wrote You Were Only Fooling. Routine, a brainchild of house producer, Allan Zee, was effectively handled and made for a good finish.

The Ink Spots did their usual competent job, mixing up their tunes for the best effect. Their biggest applause getter was their If I Didn't Care and the aforesaid You Were Only Fooling. Latter got much of its heft, however, from the Barron bits (plus the entire band), which gave it additional glee club backing. A couple of cute things in the novelty vein, one a jitter dance by Bill Kenny and his viola plucker, drew appreciative laughter.

Alan Carney started off poorly, but had them in his palm at the finish. Chunky comic's satiric take-offs were only fair. He hit, however, with his standard soap box orators routines using various dialects. His after-speech took the sting out of the take-offs with a graceful explanation that sat quite well.

Meribeth Olds' acrobatic contortionist act was well presented and equally well delivered. Miss Olds showed plenty of charm and ability. Most of her work was atop a table finishing up with a pedestal handstand into a deep back bend and a series of fast butterflies.

Pic, The Man From Colorado.

Bill Smith.

knuckling, the over-all punch will improve. Singer Tommy Mercer, ex-Spivak, got excellent attention for his warm warbling, but lad must learn how to take cat-calls from envious males.

The Colstons have several funny innovations on comedy ballroom dancing, but some suggestive actions hurt the act. Pair got chuckles often for their work, and guy's handling of the girl, while she did full-flips of every description, using his arm as the pivot, got lots of applause at the close of each of their numbers.

Jan Murray gains more eclat with each visit by his delayed takes and dramatic ability, making yocks out of lines that ordinarily raise only a titter. Material was excellent, especially his closer, in which he trotted out a fem foil as a mother, with him playing an anxious papa trying to get baby to eat. Bit's slapstick at its greatest as he pummels rag doll, trying to force it to eat. His psychological movie and radio burlesque, while a fine nitery bit, is a bit too subtle for vaude-goers.

Pic, That Wonderful Urge.

Johnny Sippel.

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## Burlesque

By UNO

**B**BETTY JO MORGAN and Sammy Price returned to burly January 21 at the Avenue, Detroit, after a year in niteries. . . Grand, St. Louis, Hirst wheel spoke managed by Dick Zeisler, is dark as the result of a fire after the night's performance January 14. It will remain locked up about three months for repairs. Last principals there were Billy (Zoot) and Grace Reed, Rose Mack, Vic Pierce and Josephine Marsh, Lucille Simone, Connie Shearer, Bozo Snyder and Ramona. . . Jack Ormsby, former burly comic, last in stock at the Oxford, Brooklyn, will chalk up his 17th season this year in the mail and cash departments of the Endy Bros. Shows. . . Reggie Dvorak, Mimi Reed, Don Lynn, Betty Rowland and Manny King joined Margie Royce and Billy Mack at Zucca's, Culver City, Calif., January 14. . . Gerri Green, formerly on the Hirst Circuit, now is at the 19th Hole, New York. . . Evelyn Shelby, Hirst unit feature, helped Renee Griffin, wintering in Miami, launch her new trailer there last week.

**E**DDIE CHESTER and the Tommy Barone Trio opened January 18 at Bradley's Chez-Moi, New York. . . Winnie Garrett moves from the Gayety, Montreal, to the F. E. I. Club, Valley Falls, R. I., January 31. . . Harold Minsky's Follies at the Colonial Inn, Hallandale, Fla., had as opening principals Jessica Rogers, Carrie Finnell, Mandy Kay, Sammy Smith, Lois DeFee, Steve Condos, Corinne and Tito Valdez, Jeanne Courtney, Muriel King, Bobby May, Dardy Orlando, Lee Royce and Larry Valero. Producer Natalie Komarova's chorines included Prudy Hayes, captain; Jerry Stroupe, Kay Coburn, Jo Acuff, June Raymond, Charlotte Burgmeier, Pattye Dietz, Cecilia Eastmond, Gloria Gayle, Donna Lee Hickey, Gloria Maye, Doris Markey, Joan Michaels, Lillian Moore, Paula Saunders, Gabby Crawford, Katrin Kanova and Nevada Smith. . . Bob Ferguson, Mary Murray, Franklyn Hopkins and Max Coleman shift from the Hirst to the Midwest Circuit February 4 at the Avenue, Detroit, where other new principals will be Leah Wakefield and Madelon, dancer. . . Nadajan, formerly of the Follies, Los Angeles, is now at the Pelican Club, Stockton, Calif. . . Irving Selig has moved from the 19th Hole, Manhattan, to George Jay's Club 78 in the same burg. Selig's co-principals, all of whom opened January 20, are Hal Hixon, Saint Satan, Bunnie Russell, Beverley Landes, Alfrieda and Soude. Bookings thru Mickey Owens.

**M**ACK D. FERGUSON has switched from straight to comedy and is now in his ninth week at the Gem-Follies, Chicago. Others in the cast are Willie Gordon, producing comedian and backstage manager; Walt Collins, straight, now in his eighth month; Vivian Keenan and Betty Perry, talking women and specialties. Lotus DuBois is the current feature, with Vickie Lester as co-feature. Mickey Jones comes in next week as the feature. House uses a chorus of eight. Al Ritchie, former straight man, is stage manager and chief concessionaire. . . Charles (Dome) Williams, well-known comedian and quartet man of a few years ago, is in commercial lines in Logan, W. Va. He was associated with the late Henry Prather and the Broadway Comedy Four for many years and with the Four Harmonizers in burlesque. . . Jimmie Doss, juvenile man on the old Mutual Circuit, is a demonstrator and salesman for special products. He's currently working a Memphis chain store. . . Jimmie Method, recovered from a throat operation, is back emceeing at the Club Terris, Milwaukee, where co-principals are Charisse Lee Camp, Babe Lawa, Connie Hoppe and Rudy Sanger. . . Billy (Bumps) Mack, Margie Royce and Virginia Valentine are new at the Burbank, Los Angeles.

## TV Turns In Bang-Up Job At Inaugural

(Continued from page 13)

taking place simultaneously in five different parts of the nation's capital.

The coverage of the inauguration and the parade was by far the outstanding job the pool did, not only because the spectacles made first-rate video material, but because the treatment was thoroly planned by Schneider and the pool committee well in advance. The inaugural gala Wednesday (19) and ball (20) were both dull. One reason was that, in their staging virtually no concession was made to TV. At the gala, for example, the performers were made to suffer because no audio mike was made available to pick up audience reaction. It was particularly grim on the comics, altho it must be confessed that none of them, from George Jessel, emcee, was in especially good form. One of the hits was Phil Harris.

The five-hour television coverage of the ceremonies and parade suffered but one mishap. This occurred when Ben Grauer and John Cameron Swayze, describing the arrival of notables, were unable to identify a good number of them. The reason, later disclosed, was that government officials had made engineers remove the antenna for the remote monitor and Grauer and Swayze, stationed too far away to see in person, had no picture to guide them. Under the circumstances, the job they did is the more impressive.

The biggest job in video's coverage history cost between \$25,000 and \$30,000. It is being paid by all stations getting the programs, the stations paying proportionate shares, based on their Class A hourly rate. This means the costs are borne on a basis pegged to stations' ability to pay in accordance with the size of their markets.

The high spot of the two-day coverage undoubtedly was the shot showing Truman being sworn in—a moment of silence, evocative of the U. S. past and the difficult future. To this solemnity was added the realization that, thru television, the largest single group of Americans was able to watch the event as it transpired. It had more impact than any other event in the story of television.

Jerry Franken.

The all-industry committee, coordinating program coverage on the inauguration, in addition to Adolph Schneider, of NBC, included Bob Bendick, CBS; Jim Caddigan, DuMont, and Mike Roshkind, ABC. Roger Chipp, of DuMont, headed the engineering committee, and Charles (Joe) Colledge, of NBC, was in charge of installations.

## Hub Censors Shut Casino for 8 Days

**B**OSTON, Jan. 22.—The Casino Burlesque Theater here got walloped this week by the police and board of censors. Early this month Police Capt. Patrick J. O'Reilly viewed a show and later sent a couple of flat-foots around to see it again. All agreed that more flesh was shown and more blue jokes told than was permissible.

At a hearing in the mayor's office, with Mayor James Michael Curley, Police Commissioner Thomas F. Sullivan and Daniel Sargent of the Boston Art Commission sitting on the board of censorship, it was decided that the house should lose its license for eight days ending January 28.

The police named Beverly Lane, Lyn Paige, Helen Colby, Lee Davis and two other girls as having shed too many clothes, and comedians Max Furman and Sparky Faye as having taken part in a sketch whose dialog was offensive.

## Magic

By Bill Sachs

**D**ANTE THE MAGICIAN is back on the boards again, having opened January 12 at the Studebaker Theater, Chicago, for an indefinite engagement. The Old Master retains his dynamic stage personality, and the rakish, wisecracking wizard's program retains all the old favorites plus a generous helping of new ones. He opens with a huge production from three nicked tubes and finishes with Fountainia, full-stage water spectacle. Biggest faves with the audience are his Backstage With a Magician, Rehearsal, his version of sawing a woman, the beer keg, and The Lazy Magician. . . Milbourne Christopher gave a special show in Baltimore last Saturday (22) to introduce the new Chevrolet. His recent lecture in Indianapolis drew 1,200, including such magic names as J. Elder Blackledge, Duke Stern and Lou Thomas. . . Charlie Carte, young French magicker, is current at Glenn Rendezvous, Newport, Ky. . . The Great Roy and Madame Helene are presenting their magic-mental turn with an International Harvester unit in the Minnesota country. Other acts with the show are Van and Arrvola, Glenn and Margaret, and John Shirley, puppeteer. . . Weird Watts (Jimmie Watts) has his vaude unit working theaters in the Georgia country but plans a return to the carnival field with his own Side Show in the spring. Watts is using the stunt of producing a live snake from a spectator's hat a la rabbit, and says it causes no little surprise when the audience spots the reptile instead of a meek little rabbit crawling over the brim of the hat. . . L. O. Gunn is in his second season in the Deep South, working many schools he has made in the past with a change of program. He tells of spotting Dr. Harlan Tarbell recently in Alabama, and Bobo the Magician in Tylertown, Miss. Gunn and Bobo made arrangements to hop into New Orleans last Saturday (22) for a magicfest with George Pearce and the rest of the town's magickers.

**L**ADY FRANCES (Frances R. Francis), stricken suddenly ill while playing the South Side Casino, Chicago, recently, is in Veterans' Hospital, Hines, Ill., for a throat operation. She expects to be confined there at least another month and would appreciate hearing from her many friends in the magic field. . . Ted Glass, Michigan magus, has taken over the school assembly time in Carolina left vacant by the recent passing of the veteran Guy Stanley. . . Bob Lund, Detroit newspaperman, who went to Englewood, N. J., last fall to join the staff of Conjurors' Magazine, has returned to the Motor City from where he will edit the magic mag in the future. . . A communication, delayed by the absence of postage, tells of Jay Lee and Company, presenting a Chinese and comedy magic routine, being held over at The Mint, Winnemucca, Nev., where they were set recently by the McConkey Hollywood office. . . Frank Amand, former vaude escape artist, is now residing in Detroit, where he manages to keep his hand in by doing an occasional show. . . W. C. Weber, who formerly trouped his own magic layout around the country, is doubling between producing vaude shows at Klein Memorial, Bridgeport Conn., and teaching classes in hypnotism at his studio in that city. . . When Jahala

## Harris Says 'No' To Rumor He's Blowing Benny

**N**EW YORK, Jan. 22.—Phil Harris, Jack Benny's band leader, and co-star on his own Rexall show with his wife, Alice Faye, today denied reports that he is quitting Benny at the end of the current radio season. Harris and Miss Faye came east to entertain at the Presidential Inauguration in Washington Thursday.

In New York today for this week's broadcast, Harris declared that he has no intentions of quitting Benny unless Benny asks him to. Under a three-year contract to the comedian, Harris has one more year to go, starting in the fall, with Benny holding the choice of renewing him. Benny, if he wanted to, could also drop Harris at the end of the present season in June.

The report that Harris would leave the Benny show started immediately after Benny shifted from NBC to CBS at the beginning of the year. This week, when Rexall decided to retain its time on NBC, the reports gained further circulation.

The only comment Harris did make during the course of a shindig thrown him by NBC was that he did hope Rexall would get a new time period so that his show and Amos 'n' Andy, who broadcast on CBS at the same time, would not have to share the available audience.

the Magician was prevented by an assortment of disappointments to launch his new magic show at the Auditorium, Ansonia, O., January 13, as scheduled, George Marquis, with several of Jahala's assistants, played the engagement under the Jahala billing. Marquis says he has acquired the Jahala title and billing and will go on tour soon for a well-known industrial firm. Judging from the tone of Marquis's letter, the Jahala bubble, pictured so brightly here a few issues ago, has burst.

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SOMERVILLE, NEW JERSEY

# Cohasset Barn Reorganizes

BOSTON, Jan. 22.—The South Shore Players, strawhatter of Cohasset since 1933, will have a new management and entirely new set-up for the coming season. It appears that a minor revolution is in progress.

Since 1934 Frederick Burleigh, director of the Pittsburgh Playhouse, had been associated with Alexander Dean (of the Yale Drama School) and later with Dean's widow. The theater was founded in 1933 by Dean and Raymond Moore, founder of the Cape Playhouse at Dennis. A few weeks ago, when Burleigh was about to sign papers renewing his lease on the Cohasset Town Hall, he was informed that a group of citizens had formed a corporation to finance and operate a summer theater in the town and had obtained a lease on the premises.

Since then Burleigh has refused to relinquish any rights he may have to the title, South Shore Players. The new group wanted to call itself the South Shore Playhouse Association.

The group, which has organized this new association, comprises well-to-do people who have long been interested in the theater. They hope to build an art center, with a small theater seating about 700, in which plays, concerts, art exhibits and the like can be held, and from which 1,500,000 residents of the South Shore can obtain benefits.

Their reasons for organizing and operating as a unit is that they have been disappointed in the falling (See COHASSET BARN, opp. page)

# New Zealand Equity Wins 40-Hr. Week

WELLINGTON, New Zealand, Jan. 22.—Actors' Equity of New Zealand has secured the first contract of its kind here. In principle the agreement provides for a 80-hour fortnight and that a week's work shall not consist of more than eight performances to be worked within six days, Monday to Saturday inclusive, for legit, grand opera or comic opera. For vaude, revue or pantomime, not over 12 performances shall be worked in six days. For extra performances in excess of eight and not exceeding 12 in any one week, payment shall be one-ninth of the weekly wage.

Touring allowance calls for \$6.80 additional and overtime will be rated at time and a quarter for excess of eight hours in any one day or 80 hours per fortnight. When traveling, all employees must be provided with first-class accommodations.

# ROUTES Dramatic and Musical

- Allegro (Curran) San Francisco.
- Annie Get Your Gun (Ford) Baltimore.
- Big Knife (Shubert) New Haven, Conn., 26-29.
- Blackstone (Lyric) Allentown, Pa., 25-26;
- (Playhouse) Wilmington, Del., 27-30.
- Born Yesterday (Biltmore) Los Angeles.
- Brigadoon (Shubert) Chicago.
- Dante (Studebaker) Chicago.
- Death of a Salesman (Locust) Philadelphia.
- Desert Song (Shubert) Philadelphia.
- Favorite Stranger (Shubert Lafayette) Detroit.
- Figure of a Girl (Walnut St.) Philadelphia.
- Finian's Rainbow (Cass) Detroit.
- Harvey, with Joe E. Brown (Strand) Albany, N. Y., 26; (Lyric) Utica 27-29.
- Harvey, with Frank Fay (Victory) Dayton, O., 24-26; (Auditorium) Louisville, 27-29.
- High Button Shoes (Royal Alexandra) Toronto.
- Heiress, The (Geary) San Francisco.
- Make Mine Manhattan (Shubert) Boston.
- Man & Superman, with Maurice Evans (Cox) Cincinnati.
- Medea (Hartman) Columbus, O., 24-26.
- Mr. Roberts (Erlanger) Chicago.
- Oh Mistress Mine (Court Square) Springfield, Mass., 24-26; (Academy) Northampton 27; (Horace Bushnell Aud.) Hartford, Conn., 28-29.
- Oklahoma (Nixon) Pittsburgh.
- Oklahoma (Murat) Indianapolis.
- Raze the Roof (Great Northern) Chicago.
- Red Shoes (Majestic) Boston.
- San Carlo Opera Co. (Opera House) Boston, 28-Feb. 6.
- Show Boat (Convention Hall) Tulsa, Okla., 26; (Music Hall) Kansas City, Mo., 27-29.
- Street Car Named Desire (Harris) Chicago.
- They Knew What They Wanted (Forrest) Philadelphia.
- War With the Army (Wilbur) Boston.

# BROADWAY OPENINGS

## LEAF AND BOUGH

(Opened Friday, January 21)

### CORT THEATER

A drama by Joseph Hayes. Staged by Rouben Mamoulian. Sets by Carl Kent. General manager, Warren Munsell. Stage manager, Hugh Rennie. Press representatives, Phyllis Perlman and Marion Byram. Presented by Charles P. Heldt.

Bert Warren.....Anthony Ross  
Myra Warren.....Dorothy Elder  
Attie Warren.....Louise Buckley  
Mary Warren.....Mary Linn Beller  
Grandpa Nelson.....William Jeffrey  
Nan Warren.....Coleen Gray  
Laura Campbell.....Alice Reinheart  
Frederick Campbell.....David White  
Glenn Campbell.....Charlton Heston  
Mark Campbell.....Richard Hart  
Harlan Adams.....Jared Reed  
Dr. Vincent Cullen.....Tom McElhany

The sum total of *Leaf and Bough* is curiously unsatisfying. It makes for an intensely interesting start and builds steadily thru two acts, but a third provides only an expected wind-up, which sends pew-sitter out of the theater more or less deflated. However, let it be plainly stated that it brings a fresh and vigorous writing talent to the theater—one, incidentally which can juggle with human relationships without a myopic disregard for all that is warm and normal. Joseph Hayes's first play has flaws. Its motivations are sometimes hazy and their resultant situations open to individual disagreement. But Hayes shows a rare ability to make his character come roundly to life, and he presents even the abnormal in terms of sympathetic understanding. If *Bough* is a fair sample of what he can do with words, he should be headed for a brilliant future.

It is only fair to report, however, that Hayes's first play gets the best of everything via superlative framing and staging with sensitive acting. Carl Kent's combination set of farmhouse kitchen and a town living room is marvelously adapted for the vignettish changes called for by the script and gives full scope to Mamoulian's beautifully paced direction. All elements combine to lift *Bough* over its defective hurdles.

### City Boy Meets Farm Girl

*Bough* is a simple story of the efforts of a town lad to escape the frustration of a warped upbringing thru the love of a starry-eyed farm girl. Her decent folks despise the boy's drunken father and loose mother—and him and his brother for a couple of town bums. The girl makes him see the way out—until his no-good brother convinces him that she's a tramp. So he rapes her to prove his superiority. However, a final minor tragedy brings them together, when the pair discover that each needs the other. All of this is told with insight and compassion. There are scenes of pungent impact. The weak links in the chain may be chalked up against a first effort.

Actorwise, there is not a bad performance in the entire cast. In fact, most of them are outstanding. Richard Hart puts inspiration into another portrait of a morbid, spiritually twisted youngster. Coleen Gray's Stem debut as the girl has a quality to stamp her an up-and-coming young actress. Alice Reinheart gives a pathetic role of a wastrel's fading wife a particularly moving stimulus, and David White is excellent as the other half of a failure combination. William Jeffrey is splendid as the grandfather who really knows the score, and Charlton Heston gives a fine account of himself as the lad's cynically gutter-headed brother. Anthony Ross, Dorothy Elder and Loise Buckley all contribute handsomely. And Jared Reed and Tom McElhany add good moments as a cloddish suitor and an understanding small-town medico.

Over-all, *Bough* has a warmth and sincerity to make it well worth seeing and hearing. But in the light of current stern competition a Stem future looks doubtful. Bob Francis.

## ALL FOR LOVE

(Opened Saturday, January 22)

### MARK HELLINGER THEATER

A revue. Music and lyrics by Allen Roberts and Lester Lee. Sketch editor, Max Shulman. Staged by Edward Reveaux. Dances by Eric Victor. Sets by Edward Gilbert. Costumes by Billing Livingston. Musical director, Clay Warnick. Orchestration, Ted Royal. Don Walker Russell Bennett, Hans Spielak. Company manager, Edward O'Keefe. Stage manager, Paul Porter. Press representatives, Willard Keefe and David Tebet. Presented by Sammy Lambert and Anthony B. Farrell.

CAST: Grace and Paul Hartman, Bert Wheeler, Patricia Wymore, Milada Mladova, Dick Smart, Leni Lynn, Kathryn Myrolo, Milton Frome, Paul Reed, Budd Rogerson, Carol Lee, Prue Ward, Jack Warner, Frank June Graham, Richard Darcy, Janie Janvier, Stevens, Carl Conway, Sid Lawson, Tom Bowman, Erick Kristen, Tiny Shimp, Peter Gladke, Onna White, Bill Thompson, Bob Shawley, Yvonne Tibor, Helen Wenzel, Janet Bethel, Norma Dogett, Jean Handzlik, Carl Conway, John Henson, Arthur Carroll, Verne Rogers.

SINGERS: Gloria Benson, Ann Blackburn, Ruth Edberg, Arlyne Frank, Marilyn Prechette, Janie Janvier, Helen Schurgot, Thomas Bowman, Arthur Carroll, Cary Conway, John Henson, Sid Lawson, Frank Stevens.

SONGS: "All for Love," "My Baby's Bored," "The Big Four," "Why Can't It Happen Again?," "My Heart's in the Middle of July," "It's a Living," "Benjamin B. O'Dell," "Prodigal Daughter," "Run to Me, My Love," "No Time for Love," "Dreamer With a Penny," "The Farrell Girl," "Oh, How Fortunate You Mortals Be."

Since this is in the nature of a double premiere—the bow-in of Anthony B. Farrell's own theater as well as his latest essay show-wise—it should be reported that the newly christened Mark Hellinger Theater has become one of the town's handsomest playhouses. Also, from the point of view of settings and costumes, *All for Love* is handsome, too. But to coin a phrase—handsome is as handsome does and, unfortunately, *All for Love* succeeds in doing little of anything. It is too bad that Farrell, having equipped a new showcase magnificently, could find no better vehicle to get it off on the right foot. *Love* trips all over itself for a full evening.

It is doubly too bad since so much potential talent has somehow or other (See ALL FOR LOVE on opp. page)

## SHOP AT SLY CORNER

(Opened Tuesday, January 18)

### BOOTH THEATER

A melodrama by Edward Percy. Staged by Margaret Perry. Set and costumes by Willis Knighton. General manager, Robert Willey. Stage manager, Ernestine Perrie. Press representatives, Davis Lipsky and Phillip Bloom. Presented by Gant Gaither.

Archie Fellowes.....Jay Robinson  
Descius Heiss.....Boris Karloff  
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

The prime object of a melo-thriller should seem to be gaited for customer goose-pimples. Even when its pivotal murder is accomplished in full view and no whodunit is involved, it should at least provide a modicum of sustaining suspense. The elements for spine chilling are present in Edward Percy's saga of a benign scoundrel, but he is singularly adept at throwing them away. So *Shop at Sly Corner* unveils as a rather tepid, obviously manufactured and signposted melo, which even an ironic, final-curtain twist can hypo to no more than a gentle audience-lethargy. Since *Corner* was a bouncing London success, it can only be judged that local spines are less susceptible.

Percy's hero is an elderly, gentlemanly fence—an escapist from a Devil's Island rap—who doesn't want these matters brought to the attention of an innocent daughter. How the lass could have grown to marriageable maturity without discovering papa's secret, including his private smelter behind a trick mantlepiece, asks for some credulity. However, she evidently has. Anyway, his slimy, key-holing shop assistant catches on and black- (See SHOP AT on opposite page)

# Northampton House Nets \$8,178 for '48

NORTHAMPTON, Mass., Jan. 22.—The city-owned Academy of Music, landmark of local legit and pictures, showed a profit of \$8,178.93 from gross receipts of \$82,227.93 from flickers and legit shows during 1948, Manager Cliff Boyd announced this week.

The City of Northampton, which before Boyd became manager of the theater and when the house was leased to private operators, once made \$1.08 profit, received \$5,000 from the 1948 profits of the house. The remainder, \$3,178.93, was set aside by the theater's trustees for property improvements in the next year and for running expenses. The trustees, who have ordered renovations on the building each of the past four years, have not yet disclosed 1949's plans.

## New Production Team

NEW YORK, Jan. 22.—Felix Brentano and Irving Strouse have teamed for the production of legit, pictures and television. The new firm's first ventures, skedded for late spring and early fall, will be a revival of Henry Myer's *The First Fifty Years* and an adaptation by Brentano of Augustin Eugene Scribe's comedy, *A Glass of Water*.



# BROADWAY SHOWLOG

Performances Thru January 22, 1949

## Dramas

	Opened	Perfs.
Anne of a Thousand Days (Shubert)	12- 8, '48	54
A Streetcar Named Desire (Harrymore)	12- 3, '47	447
Born Yesterday (Henry Miller)	2- 4, '46	1,248
Edward, My Son (Martin Beck)	9-29, '48	132
Goodbye My Fancy (Morosco)	11-17, '48	77
Life With Mother (Empire)	10-26, '48	109
Light Up the Sky (Royale)	11-18, '48	76
Madwoman of Chaillet (Belasco)	12-27, '48	32
Mister Roberts (Alvin)	2-13, '48	392
Oh! Mr. Meadowbrook (Golden)	12-26, '48	33
Private Lives (Plymouth)	10- 4, '48	128
Red Gloves (Mansfield)	12- 4, '48	67
Silver Whistle, The (Biltmore)	12-25, '48	69
Smile of the World, The (Lyceum)	1-12, '49	13

## Musicals

Along Fifth Avenue (Broadhurst)	1-13, '49	12
Annie, Get Your Gun (Imperial)	5-16, '46	1,119
As the Girls Go (Winter Garden)	11-13, '48	81
High Button Shoes (Broadway)	10- 9, '47	540
Inside U.S.A. (Majestic)	4-30, '48	307
Kiss Me, Kate (Century)	12-30, '48	28
Lend an Ear (National)	12-16, '48	44
Love Life (46th Street)	10- 7, '48	124
Where's Charley? (St. James)	10-11, '48	120

## ICE SHOWS

Howdy, Mr. Ice (Center)	6-22, '48	284
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## OPENED

The Shop at Sly Corner (Booth)	1-18, '49	7
Hollywood Ice Revue (Madison Square Garden)	1-20, '49	8
Leaf and Bough (Cort)	1-21, '49	2
All for Love (Mark Hellinger)	1-22, '49	1

## COMING UP

(Week of January 24, 1949)

Forward the Heart (48th Street)	1-24, '49	
Carousel (City Center)	1-25, '49	

## CLOSED

The Shop at Sly Corner (Booth)	1-18, '49	7
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**ALL FOR LOVE**

(Continued from opposite page) been wasted. Paul and Grace Hartman are as knowing a pair of comics as we have hereabouts. Bert Wheeler is a very funny fellow indeed. Paul Reed has an extremely pleasant baritone. Leni Lynn has an equally pleasant soprano—and is lovely to look at. Albeit, someone should tell her not to be quite so coy. Milada Mladova is a fine dancer—and so too are June Graham and Richard D'Arcy. They all do their damndest but nothing ever really clicks.

To chalk up the debit side of the ledger, Allan Roberts's score is nothing to write home about. One number, *My Heart's in the Middle of July*, has a nice melody which is ear-catching and might get some build-up, and *Dreamer With a Penny* has possibilities. The rest is run-of-the-mill. Lester Lee's lyrics are completely pedestrian. A fair sample is *And When You Falter, I'll be Your Gibraltar*. In consequence, a comedy number in which the Hartmans as the neon-lighted gent and gal on the Bond Clothing sign, sing of their troubles, has the edge taken off. With really amusing lyrics, it could be a smash. Nor does the show fare much better in the sketch department. There is little of the subtlety and sophistication one expects of the Hartmans and Wheeler. Nearly all the routines are the broadest kind of slapstick, and even in expert hands there's only an occasional chuckle in the lot. Except in one parody of prominent choreographers, Eric Victor's dance patterns show little originality, altho Edward Gilbert's exotic background and Billy Livingston's costumes give them a fine flare of color.

It is, of course, unfair to condemn *Love* all the way down the line. The Hartmans and Wheeler just couldn't head a show without flashes coming thru the duller material. And *Love* is lavish and eye-filling always. Farrell has opened his cashbox wide again, but for a second try his spending has been misdirected. From its opening chorus one would judge that *All for Love* is produced by Farrell all for love of the theater. That's just fine, but it will garner few potatoes at the box office. **Bob Francis.**

**SHOP AT SLY CORNER**

(Continued from opposite page) mails the old boy right stoutly. This is bad enough, but when the little stinker proposes to marry daughter, papa ups and strangles him. Obviously papa has to get his comeuppance. The twist is that he isn't really caught—but only thinks so. Along with the smelting furnace, such other props as suits of armor and poisoned darts are suspense trimmings. But the killing is just an untidy throttling, with the body dumped at a roadside instead of being cremated or at least concealed temporarily in a bit of armor-plate. Aside from the fatherly old crook, his naive daughter and the aforementioned stinker, also are involved a somewhat pathetic, spinster aunt, an eager-beaver fiancée, a slightly more worldly wise gal friend, an itinerant burglar, a remarkably unintelligent detective and one of the most unfunny hypochondriac housekeepers to be heard as comedy relief in a stack of murder melos.

**Competent Acting**

All of this is played competently enough by players who know their business. Boris Karloff puts considerable skill into his portrait of the amiable fence. Jay Robinson succeeds in injecting some really slimy moments into the short career of the effeminate little blackmailer and Emmett Rogers contrives the most amusing stint to *Corner* as the burglar who finds his trade tough going. Even an Ethel Griffies can do little with the role of the aunt and Una O'Connor is in a truly terrible spot as the steadfastly comic housekeeper. Reginald Mason gives his usual polish to a thankless chore as the Scotland Yard-

**Foreign Opening**

**KATHERINE DUNHAM AND COMPANY**

**THEATRE DE PARIS, PARIS**

Direction and choreography by Katherine Dunham. Costumes and sets by John Pratt. Lighting by Dale Wasserman. Orchestra directed by De Albert Lasry. Presented by Leon Volterra by agreement with Fernand Lumbroso.

Katherine Dunham and her company have captivated Paris. This producer-choreographer-director-star has earned unequivocal praise from both press and public.

Her *Caribbean Rhapsody*, which takes up the first half of the program, with its mixture of folklore, black magic, and strange rhythms from the Antilles and Brazil, is an unknown theatrical phenomenon in Europe. Its beauty is heightened by the warm greens and browns of the set, contrasted with iridescent blues of lighting which form the leit motif of the background thruout. The music is provocative, the tempo excites, and Miss Dunham has used tambourine and the drums so that they form as integral a part of these dances as are castagnettes in Spanish rhythms. The costumes are eye-filling, ranging from the gay extravagant Spanish-inspired dress and headdress of *Tropics* to the svelt black seduction piece in *La Comparsa*.

The Dunham company may rightly be called the "group of best Negro dancers of the New World." From her two excellent male partners, Vanoye Aikens and Tommy Gomez, to the least noticed member of the ensemble, their dancing is not only technically perfect, but full of significance for each gesture seems to have an exact meaning. La Dunham herself is incomparable. She is equally at home in the comic buffoonery of *Tropics*, the mysterious, melancholy grace of the bewitched Loulouse in *L'Ag'ya*, the enticing temptress in *La Comparsa* and the classic hot jazz mamma in *Blues*.

As the choreographer, Katherine Dunham has subtly combined the mixture of Latin and African influences to recreate in her program that strange atmosphere where each movement takes on the symbol of an ancestral rite that has been part of the black race for centuries. Everything—from the dancing, decor and costumes, to the lighting, music and staging—is in good taste. An evening with this company is a unique experience, and French audiences are packing a 1,200-seat theater every night to prove it. **Jean White.**

**COHASSET BARN**

(Continued from opposite page)

quality of productions at the local summer theater. They do not propose to operate the theater themselves, but simply to establish its major policies, then hire an experienced professional theater manager for the enterprise. They want to make it a completely professional undertaking. The main point is that they either have or can raise the money to get the project going.

Burleigh has been offered a chance to come in on the deal but has refused to take part. Officers and trustees of the new enterprise are Mrs. Helen Howes Vosoff, president; G. Prescott Low, treasurer, and Henry F. Howe, clerk; trustees, Ernest G. Howes, J. Franklin McElwain, Mrs. Hugh Bancroft Sr., Arthur E. Whittemore, Roger B. Coulter and Stanley Dejonge Osborne.

er. Margaret Perry's directorial debut is hardly inspirational, but it is doubtful that *Corner* would emerge any brighter under the most crafty and experienced staging. Percy just hasn't scripted what it takes to make a thriller. **Bob Francis.**

**Scene Strike Is On, But Hope Is Bright**

NEW YORK, Jan. 22.—The Monday (17) get-together of striking scene painters (United Scenic Artists Union, Local 829) and the Theatrical Contractors Association at the State Mediation Board offices broke up in status quo. The walkout of 120 painters took effect Friday (14), when two-and-a-half-month negotiations on the union's demand for a 50-cent pay hike to \$4.25 an hour reached a deadlock.

Several shows in the process of construction were affected by the walkout. *Death of a Salesman* just managed to beat the gun, but *At War With the Army*, *The Big Knife*, *Forward the Heart* and *All for Love* were all hit by the paintbrush shutdown.

However, late week developments show union willingness to deal direct with producers, provided the latter meet the new scale figure via a bond posted with the labor org. According to Rudy Karnolt, business agent of Local 829, four men went to Hartford Thursday (20) to put finishing touches on scenery for break-in preem of *At War With the Army*, and three more went to work locally Friday (21) on *All for Love*. Most recent reports had *Heart* and *Knife* making their initial bows with sets painted as is.

Karnolt states emphatically that the union has no quarrel with producers and will paint any show provided that the \$4.25 hourly figure is met. He points out that the difference in cost on a one-setter amounts to approximately only \$180. Meanwhile, his org is standing pat.

Other trade sources, however, report continued negotiations between attorneys for both Local 829 and TCA, with a general belief that an agreement will be reached soon.

**HOLLYWOOD ICE REVIEW**

(Continued from page 4)

half a dozen production numbers—either solo or partnered with Michael Kirby—who, incidentally, rates from this pew as the best teammate she has ever had. Her routines cover ballet, rumba, can-can, waltz and, of course, the hula, without which no Henie show would be complete. Most effective is a Henie-Kirby team-up in a sequence called the *Evolution of the Waltz*, in which they blade-combo as the Merry Widow and her consort, Danilo. Likewise splendid is a similar duet in an elegant '80s number titled *Frisco Jenny*.

For the rest of the show there is this corner's favorite ice clown, Freddie Trenkler, doing his usual stint, and if anything, better. Currently his main event features a hockey team instead of street cleaners or firemen, but the same tub-of-water finale is intact and gets the customary appreciative howls. Gretle and Robert Uksila are back with a moderately amusing comedy routine concerning Popeye and Olive Oil. There are skillful contributions from Mickey Michaels, James Treloar, Jack Raffloer and others. Jerry Mapes makes a most auspicious ice debut—to prove himself a credit to his talented mother, Virginia Chandler—and a pair of newcomers to this department, Tuffy and Gil McKellen, practically stop the show with a top brand of comedy acro-skating.

**Superbly Staged**

The annual deep bow must go to Catherine Littlefield for her superb choreography and over-all staging. Postwar pursestrings have evidently been opened wide in the costume department, and Billy Livingston, Kathryn Kuhn and Grace Houston have done themselves proud. The result is more eye-filling than any edition of the past.

In sum, *Hollywood Ice Revue* (circa 1949) is as lush and glittering as of yore. If it seems to bear down too heavily on the star system, that is only an individual opinion. Certainly

**Out-of-Town Opening**

**THEY KNEW WHAT THEY WANTED**

**FORREST, PHILADELPHIA**  
(Opened Monday, January 17)

A drama by Sidney Howard. Produced by John Golden. Staged by Robert Perry. Sets designed by Frederick Fox, costumes by Ken Barr. CAST: Edward Andrews, Charles Kennedy, Francisco Salvacion, Paul Muni, Bruno Wick, Carol Stone, Victor Bedina, Henry Jones, Danny Leone, Dolores Badaloni, Jeanne Thompson, Eole Gambarelli and Tony Kane.

After a quarter of a century, the Pulitzer Prize laurels that were heaped upon *Wanted* back in 1924 bloom again in the blush of this revival. With Paul Muni and Carol Stone re-creating the roles originated by Richard Bennett and Pauline Lord, it's a combination of play and performance that augurs well for the box office on every count.

For those who may find it a bit hard to remember back these 25 years, *They Knew What They Wanted* is a story of simple folk. But most important, a drama rich in warmth and vitality and understanding. It's the saga of Tony, an Italian wine grower in California's Napa Valley, enjoying the benefits of an era of prohibition, who falls in love with Angela, a waitress in a cheap spaghetti joint in San Fran. It's a courtship fostered by mail. But the aged Tony, who seeks a signora to complete his sudden prosperity, employs the handwriting talents and even the photograph (to clinch the courtship) of Joe, his young and handsome farmhand. Angela falls for the photo and comes down to the valley all set on the lad who matches the picture. She marries Tony, but it's her lover Joe for whom she bears the child. And when the migratory Joe shoves off, Tony forgives her with a nobility that is as real and human as only a Sidney Howard could write it and a Paul Muni play it.

**Muni Top-Notch**

Muni brings all his acting talents to bear as the grizzled but golden-hearted Tony. He endows his character with a warmth and depth to make it a major theatrical experience, and a lasting one, for the pewholder. Carol Stone, as the duped waitress, is just as convincing and just as gratifying. She fully captures the mood and spirit of Angela completely, even in dress and in manner.

Just as plausible are Edward Andrews as Joe, the excellent take-off of Henry Jones as the teetotaling country doctor, and Charles Kennedy, who was in the original cast, as the sage and kindly Father McKee.

Robert Perry's swift but smooth direction keeps the interest sustained thruout, and the running is already in the shape that makes for settling down to a long stretch at a Broadway home. Nor does Frederick Fox's stage setting leave anything to be desired. It all adds up to a masterpiece.

**Maurie Orodener.**

**Doll Now on ANTA Payroll**

NEW YORK, Jan. 22.—Bill Doll and Company, who have been drumbeating for the American National Theater and Academy (ANTA) voluntarily over the last three years, are now on org's payroll as public relations counsel. Doll et Cie will bally *Theater U. S. A.*, weekly network air show; the forthcoming ANTA *Album*, annual benefit performance at the Ziegfeld Theater; and all other ANTA projects. Dick Williams, Michael O'Shea and Leslie Paul will supervise the national campaign.

the customers come to see la Henie, and certainly she gives them full measure of return. The proof is in their reaction, which makes her (1949) look like a wallowing success. **Bob Francis.**

# Scarcity of Capable Advance Men Is School-Show Op's Big Headache, Lawson Opines

## Points Up Reasons for Absence From Scene

WASHINGTON, Jan. 22.—A prime headache of the independent school-show operator is the scarcity of capable advance men. At least that's the opinion of Everett Lawson, who said here this week that while any show can play a date that has been booked, not just any advance man can successfully and consecutively follow thru with the right sort of dates at all times and always in a profitable vein. "In recent years," Lawson said, "the decline of the number of available men capable of filling the all-important job of the advance agent has become very noticeable and every place marks their conspicuousness by their absence from the scene . . . and why?"

### All Responsibility

"From the poorest observation it is apparent that the reason there is no such animal anymore, is because usually a man really sober enough

and capable of being a crack agent always has other and more selfish aims in life than going about the country glorifying someone else's talent and taking upon his shoulders all the responsibility of the difficult maneuvers involved in the successful prosecution of the average road-show trick.

"Can one be blamed for not wanting to be an advance man? Ever try telling somebody what a great guy you are? That isn't hard to do—but could you hourly, daily and week after week abundantly and profusely elaborate on the merits and finer points, saintliness and unequalled talents of the fellow you had to work for? What would that do to your ego?"

"As Dale Carnegie has pointed out: 'All men strive to feel important!' There's a real kick in feeling important. That inflates man's ego, but bragging on the guy you work for, hourly, daily and by the season, just so you can eat and send money home, will not increase your sense of importance.

### He's Showman

"So the man who is an advance man must know something about show business and likewise must have been in show business, and if he's been in it then he's a showman with all the showman's traditional heritage of exhibitionism that an advance man never gets to display.

"Hence an open and profitable field of endeavor for the thinker and go-getter with sufficient imagination to realize the potentialities of a calling that he will find not overcrowded, and in a field which has an unlimited scope of operation.

## All-Star Minstrels Set Bow for Early March in Florence

FLORENCE, S. C., Jan. 22.—All-Star Minstrels have concluded plans to open their 1949 season here early in March, Leon Long advised this week. C. E. McPherson, says Long, will come in here early enough to get arrangements made for the tour. Billekin Grimes will provide the show and act as stage manager.

Lee Reid is in Greenville, N. C., making new costumes for this year's presentations. Fount Woods, who had the Side Show band on Cole Bros.' Circus last season, will have the band here and be assisted by D. B. Reed, sax player. Org will play one-night stands.

### Bill Lewis in Hospital

CHARLOTTE, N. C., Jan. 22.—Bill (Bugger) Lewis, well known in rep, tent and tab show circles as a comic, is seriously ill in a local hospital. Bill was featured several years ago with Slim Williams's stock burlesque show in Dayton, O. He also was with Boob Brasfield in stock here and in Gadsden, Ala., for many years.

### Drive-In Set for Hastings

HASTINGS, Mich., Jan. 22.—A local group, headed by Don Garey, has completed plans to erect a new drive-in theater south of the city limits. Garey did not estimate the total cost of the project but said that the 300-car unit should prove adequate for Barry County patrons.

## Phillips Stacks Tom Facts To Combat Refuters' Data

OSWEGO, N. Y., Jan. 22.—Henry (Hank) Phillips, whose recent "How It Ended and Where" effusion started a pro and con discussion that continues to simmer, said this week that he received a tremendous kick out of the reactions that the piece brought from old-time Tommers.

He says that he finds, however, that many of the boys are doing a lot of guessing. "For instance," says Phillips, "Harry Birdoff claims that Mr. Washburn, of the Stetson Show, retired in 1910. He also states that Washburn at one time had four companies on the road and each had 56 ponies, 25 hounds, 20 chariots, 8 donkeys and 8 carloads of scenery.

"I was on the Stetson show in the

fall of 1911 and the winter of 1912. Joined out in Watertown, N. Y., September 11 and closed the winter season at Goshen, Ind., April 27. I opened with the tent show at Ligonier, Ind., and remained most of the summer. Washburn was owner, and Walter Brownlee, manager, of the winter outfit, with Charles Ainsworth as agent. On the tent show, Ainsworth was manager. There were 11 ponies, 4 dogs, 3 chariots, 1 cabin wagon and 2 trunks of diamond dye scenery (36 drops in all).

### Two Stetson Units

"The winter show traveled on two cars, one Pullman and a baggage car. There were about 30 people with this outfit. That year there were two Stetson shows on the road, an Eastern and a Western unit. Walter Brownlee was manager of the Eastern show and Grant Luce directed the Western unit.

"The following year Brownlee took over the Western unit, and Ainsworth the Eastern outfit. Washburn continued as the owner and in addition had the Opera House in Chester, Pa. In 1914 Washburn took a carnival on the road with Brownlee as manager. I'd like to have Birdoff tell me how the show transported its 56 ponies, 25 dogs and 20 chariots and where they hung the 3 carloads of scenery.

"Now for the case of Larry R. Burns. He claims Finn had a Tom show out until 1935 and that Gus Bemis and family were with it. As I pointed out before, I was with Finn in 1921 and Bemis and family were with it, but they closed in the middle of the season and I replaced him as Uncle Tom. Bemis never was with any of the Finn shows after that season. Burns also claims that Finn had a good season with his Tommer in 1934.

### Finn's Hillbillies

"In 1934 I was with Cole & Rogers Circus and we played the Cambridge, N. Y., Fair. While there I met Phil Holton, who was Finn's right-hand man for years. He informed me that Finn was in the Catskills with a hill-billy show under canvas.

"In 1921 Prof. Tom Warren was band leader with the show and the band consisted of an air calliope, played by Ed Dunn, who also was stage manager; Tom Warren, cornet, and Hank Phillips, bass horn. Finn was one of the most successful Tom show operators in the business.

"During the winter of 1921 I was with Palmer's UTC show, owned by William Reap and Tom Work, of Coburg, Ont. Reap was the manager, with Work the agent. There were five people with the show. This outfit started out in 1913 directed by Frank Stowell and Harry Barteno and Reap was with it. In 1914 Barteno took over and played Michigan and when I say played it I mean by foot from town to town. It finally got into Canada and Reap and Work took over and then played thruout Canada until 1925. In that year Tom Work and son went into the rep game and that ended the Palmer show forever."

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## Chi Follies Adds 17 Days To Miss. Run

### Delaware Results Okay

CHARLOTTE, N. C., Jan. 22.—Chicago Follies, directed by Ches Davis, has added 17 days to its present route in Mississippi, taking the unit up to April 2, with only two days open, Slim Williams announced here Monday (17). Unit was en route to renew its Mississippi engagements following a number of stands in Delaware, where business started slowly but picked up thru the holidays.

Stopping off here, members of the troupe took in the Joe Karston show at the Broadway theater. Between shows Bill Stennett and his company came in and something akin to a minstrel reunion resulted.

In the get-together were Emmett Miller, Turk McAtee, Ches Davis and Williams. Mr. and Mrs. Rusty Williams also exchanged visits with Davis and Williams while in the city.

## Rep Ripples

HERMAN CHILDS is in his fifth month showing religious pix in the Cheyenne, Wyo., area. . . . Burt's Minstrels are playing sponsor and night club and vaude dates around New Orleans. . . . Nick Hyam successfully promoted two amateur minstrels in South Carolina recently and has a number of them set for the South and Southwest. . . . Earle Bellevue pens from Lancaster, N. H., that he has been giving vaude-dance dates in that sector to fair business. He plans to launch a flesh trick to play Northern Vermont and New York in the spring. His daughter, Muriel, is at the Conservatory of Music, Boston, where she is majoring in dramatics and will join him in the spring. . . . Strickland's Minstrels have a number of dates lined up in Mississippi and Alabama.

### 16MM. Ops. Tour Australia

WASHINGTON, Jan. 22.—Australia has more than 50 exhibitors touring the country with 16mm. films, the Commerce Department reported this week. Their projection equipment is pretty well outmoded, the department said, since most of the machines are 20 years old.

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# THE FINAL CURTAIN

**ALLEN**—Arlene, 19, member of the Flying Allens, balloonists, in Batavia, N. Y., January 16. She was convalescing from burns sustained when she struck a high-tension wire during a parachute descent at Bristol, Tenn., last July.

**ANTRANIK**—S., 75, well-known Armenian stage actor, in French Hospital, Los Angeles, January 18 of a heart attack. He was also head of the Antranik Dramatic Company. Survived by his widow, Azniv, and two daughters, Mrs. Gohar Harout and Mrs. Berjoohi Gregorian.

**ATTWATER**—Allan, 60, manager of Judith Anderson's *Medea* Company, in Chicago January 14. A play manager for 25 years, he had worked with such stars as Katharine Cornell, Guthrie McClintic and Maurice Evans.

**BASSI**—Amedeo, 76, famous Italian operatic tenor, who sang at the Manhattan Opera House, New York, from 1906 to 1908, and with the Chicago Opera Company in 1910, January 14 in Rome.

**BECKWITH**—Berny, 62, veteran ride mechanic, in Tampa January 18. Forty years in outdoor show business, he was recently with Prell's Broadway Shows. Services in Tampa January 21.

**BEYER**—William H., 58, retired vaude performer, in Baldwin, L. I., N. Y., January 1. For many years he was top tenor of the American Comedy Four. Survived by his widow, Dorothy. Burial in Greenfield Cemetery, Hempstead, L. I.

**BLOCK**—Al, 51, veteran screen writer, January 16 at Queen of Angels Hospital, Los Angeles, of a heart attack. A son of the late Bruno Lessing, newspaper columnist and lecturer, Block had been MGM representative to the production administration code of the industry since 1934. Survived by his widow, Betty, and a son.

**BRODSKY**—Morris, 61, owner of the Cotton Club, Philadelphia, January 7 in Mount Sinai Hospital, of injuries inflicted by an assailant.

**BURNETT**—Cody H., 52, former rep and stock actor with the Sedgwick Players and L. D. Brunk company, recently in Albany, Calif. Survived by his widow, Mabel; five brothers, Ben, Wichita, Kan.; Thomas, Jacksonville, Fla.; Lawrence, Marion, Kan.; John, Briggs, Ore., and Don, San Francisco. Crematory services in Berkeley, Calif.

**CALANDRO**—Peter, 55, former vaude strongman, in Bridgeport, Conn., January 13. Survived by his widow, Clementino; four sons, Anthony, Ralph, James and Peter, and three daughters, Mrs. Louis Donadeo, Mrs. Mary Dragone and Mrs. Josephine Capinero, all of Bridgeport. Burial in St. Michael's Cemetery, Stratford, Conn., January 15.

**In Memoriam**  
**JOHN J. CARR**  
VICTORY SHOWS, INC.  
Mass. St. Aloysius Jan. 30, Great Neck, L. I.  
In Loving Memory  
**IRENE CARR**

**CROOM**—Mrs. Susan, 78, mother of Jack Croom, recently at her home in Memphis. She also leaves another son, Charles; two brothers, Henry and S. V. Redfearn, and two sisters, Mrs. J. M. Crawford and Mrs. T. J. Pruett. Burial in Saulsbury, Tenn.

**DE MARCO**—Antonio, 80, father of Tony De Marco, ballroom dancer, in Buffalo January 18 of injuries sustained when he was struck by a bus the day before.

**DUNN**—Mrs. Edith Bryson, 61, former concert, stage and operatic singer, in Yonkers, N. Y., January 18. She sang at the New York Metropolitan Opera and with the road company of *The Red Mill*.

**ELLIS**—Jimmie (J. O.), owner of the Oklahoma Ranch Shows, January 3 in Taloga (Okla.) Hospital. Burial in Taloga.

**EVETT**—Robert, 74, retired British theatrical manager and actor, in London January 15. Popular on the London stage in the early 1900's, he appeared in New York in 1913-14.

**FOSTER**—C. W. (Doc), 66, ticket seller, talker and Side Show lecturer for some 50 years, 25 of which he spent with the Ringling Bros. and Barnum & Bailey circuses, January 12 in Coney Island, N. Y. In later years he worked at Hubert's Museum, New York, and for various shows at Coney Island, including the old Wagner's World Circus Side Show on Surf Avenue and, during the last few years, the R. Santargelo's Waxworks Show on the Bowery. Survived by his widow, a son and daughter.

**FOX**—May, 48, member of the Show Folks of America, San Francisco, and sister-in-law of Mrs. Al (Hattie) Wagner, wife of the owner of the Cavalcade of Amusements, January 15 in Chicago when struck by a truck. Survived by her husband and four children. Burial in Chicago.

**IN MEMORY**  
**Of My Late Husband**  
**JOE GALLER**  
*Who passed away Jan. 27, 1943*  
**HINEY & JOSEPHINE**

**HIRSH**—Harry, 63, owner of the Century, Ruby, Pike and Spruce theaters, Philadelphia, January 10 in Atlantic City (N. J.) Hospital. A son, two daughters, two brothers and four sisters survive. Burial in Montefiore Cemetery, Philadelphia, January 13.

**KING**—Nosmo, 63, British stage and radio star, January 13 in London. Born Vernon Watson, he took his name from a "No Smoking" sign he saw split by the opening of two music hall doors. A blackface stage star, he was one of the British Broadcasting Corporation's top comedians.

**McLAREN**—James, 86, with the Barnum & Bailey and Ringling Bros. circuses for 50 years prior to 1946, January 17 at Elks National Home, Bedford, Va., of a heart ailment. Services at the Home January 19, with burial in Elks Rest, Bedford.

**MICARELLI**—Joseph, 42, announcer on WLIZ, Bridgeport, Conn., January 7 in that city. He conducted *The Italian Hour*, a daily feature over WLIZ. Survived by his widow Sarah; his parents, Mr. and Mrs. Domenic Micarelli, four brothers and three sisters. Burial in Providence January 10.

**MINARD**—John E., father of Betty Ruth Shepherd, formerly of Rubin & Cherry, Beckman & Gerety, Johnny J. Jones and O. N. Crafts shows, recently in San Pablo, Calif. Burial in Sunset Cemetery, El Cerrito, Calif.

**MORTON**—Lee, 51, former vaude headliner billed as Judge Morton and Company, at Veterans' Hospital, Sattelle, Calif., January 13.

**NACHBAR**—Mrs. Caroline Landwehr, 82, mother of Herman Landwehr, house manager of New York's Capitol Theater, at her home in Spring Valley, N. Y., January 21.

**PIEHL**—Henry George, 88, ride owner and concessionaire, January 12 in Los Angeles. He was a member of the Pacific Coast Showmen's Association (PCSA). He leaves his wife. Services January 15, conducted by the PCSA, with interment in Showmen's Rest, Evergreen Cemetery, Los Angeles.

**PRENTIS**—Emile S., wife of Samuel M. Prentis, Eastern vice-president of the Circus Fans' Association, in New London, Conn., January 16.

**PRICE**—J. C. (Jack), 51, general agent for Turner Bros. Shows, January 13 in Petersburg, Ill. (Details in Carnival Department.)

**RIDGE**—Maj. Edney, 65, radio station executive and former newspaper publisher, January 13 in Greensboro, N. C. Ridge was president and general manager and a founder of the

North Carolina Broadcasting Company and Station WBIG. His widow and sister survive.

**SARGENT**—Alfred Maxwell, 68, former legit and screen actor, recently at Kalamazoo, Mich. He was best known in musical shows, playing the role of Oz for several seasons with Fred Stone. Interment in Kalamazoo.

**SAVINE**—Alexander, 67, Serbian composer and conductor, in Chicago January 19. Composer of several operas and symphonies, he had conducted Philharmonic orchestras in Yugoslavia and Czechoslovakia, the Geneva (Switzerland) Philharmonic and London Symphony orchestras, as well as the Festival of Grand Operas, in Zurich, Switzerland. After coming to this country he taught singing in Winnipeg, New York, New Orleans and Chicago.

**SMITHSON**—Frank, 88, retired theatrical producer, in New York January 15. A native of Ireland, he made his first stage appearance in London with May Yohe. His first New York production *The Girl From Paris*, in 1888, at the old Herald Square. Smithson directed some 250 productions and handled such famous stars as Marie Dressler, Eddie Foy, James T. Powers and Fritzi Scheff, and was stage director for the Shuberts and Charles Dillingham. He also produced and directed several motion pictures. Surviving are two sons, Edwin Smithson, New Rochelle, N. Y., and Percy Michael, Hollywood.

**SOBIE**—Carl, 47, singer, composer and publisher, January 6 at Providence Hospital, Detroit. Known as the Singing Policeman, he was soloist for 11 years, up to about 1940, on the *Father Coughlin Hour*, which aired over a national network. At the time of death he operated the SBW Music Publishing Company and owned the Cathedral Record label. Survived by his widow and daughter, Pauline. Interment at Grand Rapids, Mich.

**SPITALNY**—Mrs. Rachel, 80, mother of orchestra leader Phil Spitalny, January 20 in Cleveland. She also leaves two other sons, Leopold, director of the Roxy Theater Orchestra, New York, and Maurice, a Pittsburgh orchestra leader. Services and burial in Cleveland January 21.

**STEELE**—Minnie Brinkman, 68, former screen and vaude actress, January 5 in Hollywood. She toured the world in an act known as the Steele Sisters.

**TIBBALS**—Seymour S., 79, newspaper publisher, January 8 in Cincinnati. He entered the publishing business after a brief career as a stock actor. Survived by his widow and daughter.

**TURINA**—Joaquin Turina y Perez, 66, Spanish pianist, composer and music critic, in Madrid January 14. He was with the Madrid Quintet and conducted the Ballet Russe in Spain.

**TURNER**—John C. (Happy Jack), 50, singer over Station KOA, Denver, in that city January 19. Turner went to Denver in 1944 from NBC in Chicago. Survived by his widow, Marie, and three children.

**VAN ES**—Louis W. J., 69, musician and orchestra leader, January 16 at his home in Wildwood, N. J. He played in and conducted orchestras at hotels in Philadelphia and Atlantic City until four years ago, when he established a music studio in Wildwood. Born in Amsterdam, Holland, he had been with the Amsterdam Symphony, and for 17 years was in charge of music aboard Holland-American Lines steamships. Survived by his widow, Wilhemina, two sons and a daughter. Burial in Philadelphia January 20.

**WHITMORE**—Albert Eugene, 72, director of Regina (Sask.) Exhibition Association since 1910 and the president of the group from 1931 to 1933, in Regina January 6. Surviving are his widow, son, a brother and sister. Burial in Regina.

**WILSON**—Mrs. May Chapman, mother of the New York theatrical producer, John C. Wilson, in Trenton, N. J., January 18.

# Marriages

**ADELMAN-LYNNE**—Joseph Adelman and Mimi Lynne, dancer, recently in New York.

**BEACH-PENNA**—Wally J. Beach, grandson of Joseph Beach, well-known former show trouper, and Venetia E. Penna, recently in Springfield, Mass. Both are promoters with the Eugene J. Murphy Productions.

**BROWN-SCHLETTER**—Joseph Brown, radio writer, and Mildred J. Schletter, January 9 in Brooklyn.

**BUCHANAN-BASSET**—Jack Buchanan, English actor-producer, and Susan Basset, non-pro, in Salisbury, Conn., January 15.

**DAWSON-STUART**—Mark Dawson, juvenile lead of *High Button Shoes*, and Toni Stuart, actress appearing in *Where's Charley?*, in New Brunswick, N. J., January 18.

**JONES-BANISTER**—Lyman Jones, staff announcer and scripter for the Rural Radio Network, and Claire Banister, director of women's programs, January 23 in Ithaca, N. Y.

**KASHER-REED**—Charles Kasher, pitchman, and Roxanne Reed, dancer, January 14 in Yuma, Ariz.

**KIESS-DE RIZKIE**—Robert G. Kiess and Francine DeRizkie, of the DeRizkie family troupe with Hunt Bros.' Circus last season, December 31 in Sunbury, Pa.

**LEWIS-DUBOIS**—Chappie Lewis, of Lewis and Van, to Joanne DuBois, dancer, of East Orange, N. J., in Philadelphia January 19.

**MARANO-CALABRESE**—Raymond Marano, member of the Pittsburgh Symphony, and Mary Margaret Calabrese December 27 in Pittsburgh.

**ROSS-JUDGE**—George Ross, New York insurance executive, and Arline Judge, film star, in Fort Lee, N. J., January 18.

**WYNN-BUTLER**—Keenan Wynn, film actor and son of Ed Wynn, to Betty Jane Butler, model, at Tijuana, Mexico, January 13.

# Births

A daughter to Mr. and Mrs. Willie Johnson December 17 in Los Angeles. Father is a member of the vocal group, the Jubalaires.

A daughter to Mr. and Mrs. Len O'Connor December 16 in Chicago. Father is a newscaster at WMAQ.

A son, Christopher William, to Mr. and Mrs. John Stearns December 19 in New York. The parents are known on WNBT as Mary Kay and Johnny.

A son, David Courtney, to George and Donna Lanning recently in Glendale, Calif. Parents are members of the Sensational Royals, aerial act.

A daughter, Gayle Ann, to Mr. and Mrs. John R. Wallace December 18 in Mobile, Ala. Parents are professionally known as Wallace and Gayle.

A son, Larry, to Mr. and Mrs. Joseph S. Roxy recently in Sisters Hospital, Buffalo. Father operates one unit of Roxy's Amusement Rides with the Eastman Shows of Salamanca, N. Y.

A son to Mr. and Mrs. S. Carl Marks December 28 in Trenton, N. J. Father is executive vice-president of Station WTTM, Trenton.

A son, Stephen Patrick, to Mr. and Mrs. Henry Flynn December 22 in Hollywood. Father is a Columbia Broadcasting System sales rep.

A son to Mr. and Mrs. Dave Lieber December 19 in New York. Father is a songwriter; mother is the former Marian Hersh, once secretary to columnist Louis Sobol, of *The New York Journal-American*.

A son to Mr. and Mrs. Leo Strini December 20 in Pittsburgh. Father is a musician; mother is the former dancer, Betty Benson.

A son to Mr. and Mrs. Bart Swift December 24 in Stamford, Conn. Father is in the tele department of the William Morris Agency.

A son to Mr. and Mrs. Mora Jaratol December 29 in Manila. Parents are carnival midgets.

A daughter, Marie Grace, to Mr. and Mrs. Stanley Jasinski January 3 in Lackawanna, N. Y. Father is WWOL general manager.

# CANADA'S B GOES LONG TERM

## Show, Attraction Reps' Turnout Big At Mich. Meeting

DETROIT, Jan. 22.—Representatives of every variety were on hand at the Michigan Association of Fairs Convention at the Fort Shelby Hotel here this week.

Noted were: Bert Thomas, Detroit Engineering Co.; Henry Biggs, Henry's Porter Service; T. P. Eichelsdorfer and K. Kuehn, Regalia Display Co.; John Lempart, John Lempart Co.; John W. Wilson, Cetlin & Wilson Shows; Mr. and Mrs. Ray Williams, Anthony Schipper, John Raterink, Glenn Hockett, and Mr. and Mrs. Joe (Rocco) Crognale, Happy Holiday Shows.

Mr. and Mrs. Al Wagner and Mr. and Mrs. Louis Berger, Cavalcade of Amusements; Mr. and Mrs. Jack Gallagher, Royal Empire Shows; Mr. and Mrs. John Quinn and Charles Schafer, World of Pleasure Shows; Paul Greeley, Zimmer Trailer Co.; Walter L. Beachler, United Fireworks Manufacturing Co.; L. E. Holt and L. N. Roach, Interstate Fireworks Display Co.; Mr. and Mrs. John P. Reid, Paul Sprague, Jaque and Jeanne Teeter, Happyland Shows; Charles Zemater Jr., and Frank Marek, Charles Zemater Agency, and Lee Lott, and Charles Cox, Lucky Lott's Hell Drivers.

Hartley Bay and Mrs. Ernie Young, Ernie Young Attractions; Seldon, the Stratosphere Man; Larry Steiber, L. J. Colbert, Tri-State Rodeo, Boyle Woolfola and Len Fisher, Boyle Woolfolk Agency; Dick Kurtze, WLS Artists Bureau, Sam J. Levy, Randolph Avery, Bill Senior and Sam J. Levy Jr., Barnes-Carruthers Theatrical Enterprises; Mr. and Mrs. Joseph Caccavell, Columbia Fireworks Display Co.; Floyd E. Gooding, William J. Goutermout, J. F. Enright and John Gallagan, Gooding Greater Shows.

G. R. Lewis, Glenn Jacobs, Gus Sun Jr., Val Campbell and Bob Shaw, Gus Sun Booking Agency; Bill McGaw, Jole Chitwood's Hell Drivers, Mr. and Mrs. Jack Staum, Raum's Cavalcade of Attractions; W. G. Wade, Mr. and Mrs. Cameron Murray, Mildred Miller, D. Wade, Gladys Schaum and W. G. Wade Jr., W. G. Wade Shows; Ken Lee, Fair Publishing House; Mr. and Mrs. J. Joe Ben—(See Michigan Meeting on page 56)

## Sullivan Gets 5-Year Contract; A Again Inks Royal American, Buys Barnes-Carruthers Show

By Herb Dotten

WINNIPEG, Man., Jan. 22.—Biggest sensation at the annual twin meetings of the Western Canada Class A and B fair circuits here this week was the granting of a five-year midway contract to Jimmie Sullivan's Wallace Bros.' Shows. In recent years the Canadian-based organization has played the circuit repeatedly, yet always it has faced the requirement of bidding each winter against American contenders for another year. The element of surprise and the significance of the long-term contract pointed it up as by far the most startling development. Others were:

Royal American Shows again were signed by the Class A Circuit for another year. This, however, constituted no surprise. The award was the nearest thing to a certainty that can be expected at these meetings, long noted not only for their model organization but for the independent thinking of delegates.

Barnes-Carruthers Theatrical Enterprises, Chicago, represented by Fred H. Eressmann, were awarded the contract for the A Circuit's grandstand show. This represents a switch from Ernie Young, of Chicago, and gives to the B-C office a route it hasn't played since prewar years.

Frank Winkley inked contracts with five Class A fairs and one Class B fair to present a total of eight still date big car auto races at their plants. This means the return of big car competition to Western Canada after a lapse of about 15 years.

What added to the surprise element in the B Circuit's midway contract was the stand that Sullivan took. His attitude was that he would be pleased to play it if granted a long-term contract; otherwise he would be forced to decline.

Other bidders were L. C. (Curley) Reynolds, World of Today Shows, and Billy Collins, of the William T. Collins Shows, both U. S. motorized outfits, and E. J. Casey, of the E. J. Casey Shows, of this city. Operator of two units with quarters here, Casey had filed the B Circuit contract during two war years when restrictions limited railroad show moves to three boxcars. J. W. (Patty) Conklin was active at the meeting, tho not a bidder.

With the award of a five-year contract by the B Circuit and with the Conklins holding most of the major fairs to the east, the bulk of Canada's larger fairs are under long-term contracts. Only a few fairs (two or three in the East and Central Canada, those on the A Circuit and Pacific National Exhibition at Vancouver) remain on a year-to-year contract basis.

(See Canada's A Loop on page 64)

## 38 Senators Vote To End 20% Tax on Fairs' Front Gates

WASHINGTON, Jan. 22.—Altho an amendment to abolish the 20 per cent tax on admissions to agricultural fairs was defeated in the Senate this week, circumstances attending the vote strongly suggested ultimate passage of such legislation.

The amendment, which was tacked onto a bill to exempt inauguration tickets from the tax, was voted down by a vote of 54-38. The only surprising thing was the size of the vote in favor of the amendment. Normally a bill attached as a rider to a piece of committee-approved legislation seldom attracts more than a few scattered votes.

The amendment was similar to a bill introduced in the Senate earlier in the week by Sen. Hugh Butler (R., Neb.), who termed agricultural fairs "educational" and "as deserving of exemption from taxes as tickets to inaugural events."

Butler's bill was the third introduced in the present session calling for elimination of the fair tax. Two others were introduced last week in the House. They were sent to committees.

## 700 Attend MSA Party For Fair Men

Dickstein General Chairman

DETROIT, Jan. 22.—An estimated 700 attended the annual Secretaries' Party, staged by Michigan Showmen's Association during the Michigan Association of Fairs meeting here Sunday night (16). Event was held in the MSA's Cass Avenue club-rooms.

Fair men present included Charles Figy, Michigan Commissioner of Agriculture; Hazen Funk, manager, Michigan State Fair; Clarence Harneden, past president, International Association of Fairs & Expositions (IAFE), and Harry B. Kelley, vet secretary of Michigan Association of Fairs.

Shows represented included Cavalcade of Amusements, Cetlin & Wilson, Happyland, W. G. Wade, Joyland Midway Attractions, Royal Empire, Playland, Happy Holiday, Lee's United, Floyd E. Gooding and Majestic Greater.

Mickey Woolf's ork provided the music for dancing and the floorshow. Acts included Hilja, acrobatic contortion, furnished by Lueder's United Booking Office; Danny Daniels, juggler, furnished by the Gus Sun office; an amateur show, produced by Mrs. Vera Gipson, and Emsee Frank Kay.

Jack Dickstein, manager of Edgewater Park, Detroit, was general chairman, and Nate Golden was announcer for the Michigan Showmen's part of the program.

Also in attendance was L. H. (Doc) Firestone, of Flint, Mich., Park.

# Inaugural Spots Outdoor Biz

## Mel Hildreth Ringmaster of Extravaganza

Sells Showdom to Public

WASHINGTON, Jan. 22.—Outdoor showbiz won a conspicuous place in the national spotlight here in the week of festivities celebrating the inaugural of President Truman and Vice-President Barkley. With carnival-like atmosphere prevailing in the crowded city most of the week, outdoor showfolk got their biggest opportunity in Thursday's (20) inaugural parade, which was witnessed by about 1,000,000 people and which ran for three and a half hours before the circus-like finale passed in review—the Cole Bros.' steam calliope tooting Missouri Waltz in honor of Truman and My Old Kentucky Home for Barkley.

Top-ranking government notables in the President's reviewing stand were as enthusiastic as the vast crowds along the rest of the line of march in cheering the procession that (See Inaugural Spots on page 55)

## Attraction Buying Heavy at Detroit

DETROIT, Jan. 22.—The buying of attractions at the Michigan Association of Fairs Convention here this week was heavier than usual, judging by the reports of booking agency reps and carnival agents.

Jack Raum announced closing contracts for his rodeo to play at Casopolis, Monroe, Corunna, Midland, Standish, Bay City, Big Rapids, Bad Axe, Petoskey, Ludington, Mich., fairs and for the new Wayne County (Detroit) Fair at Belleville.

Floyd E. Gooding reported his Michigan fair route to include Saginaw, Jackson, Centerville, Adrian, Hartford, Monroe, Hart, Charlotte and Hillsdale. He also said he had closed contracts for the July 4 celebration at Hillsdale and the Labor Day celebration at Beiding.

Majestic Greater Shows reported contracts for the Alpena Fair and the fair at Marne, while John F. Reed, of the Happyland Shows, reported midway contracts for Cadillac, Caro, Traverse City, Allegan, Mount Pleasant and Cleyboyan fairs and for the annual home-coming at Wayne.

Downriver Amusement Company (See Detroit Buys Big on page 56)

## Sunbrock Gets 90-Day Jail Term in K. C.

Also Draws \$500 Fine

KANSAS CITY, Mo., Jan. 22.—Larry Sunbrock is in the clink. And the circus-rodeo impresario, who has been in torrid water more than once, won't get another chance at it until he plays out a 90-day sentence.

The sentence, plus a \$500 fine, handed down here Monday (10), was the result of a tangle Sunbrock had here last June with a federal tax collector.

The dispute arose over the fact that tickets for a Sunbrock-promoted circus here had failed to carry serial numbers, which are necessary for government computation of tax fees.

In the dispute, Sunbrock, it was charged, assaulted the federal man.

The jail sentence climaxed a succession of affairs for Sunbrock. He and his troupe of circus barnstormers were booted out of Switzerland last October after a squabble and a free—(See 90 Days for Larry on page 56)

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### Close-Up:

## Gurtler's First Job in Park Biz Was Cleaning Out Pig Pens

By Hank Hurley

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

FATHER-SON combinations aren't unusual in the amusement park business, but father-sons combinations are. Into this category fit Arnold Gurtler and his sons, John and Arnold Jr., the last named better known as Bud.

The three Gurtlers work side by side in running Elitch Gardens, Denver, as well as its theater and flower industry, both of which are nationally famous. While Papa Gurtler maintains that he doesn't do much active work now, his sons counter with, "Dad is always around and is the boss."

The name, Gurtler, in Denver is almost as famous as the name, Elitch. Arnold Sr., born in Leadville, Colo., January 17, 1896, moved with his parents to Denver at the age of 12. He finished school there and started to work as a young man for the Denver Dry Goods department store. His first job was errand boy. In time he moved to stock boy, and later became a window trimmer.

Gurtler spent 14 years as window trimmer for the Denver store and it was during this time that he married Marie Mulvihill, only daughter of John L. Mulvihill, who was employed by the Denver Public Service Company. At the time of his marriage, probably the farthest thing from Arnold's mind was operating an amusement park. He was satisfied, so he says, with his salary as head window trimmer at the Denver store and, besides, he liked that sort of work.

But John L. Mulvihill was a strong-minded man and he knew what he wanted. So in 1916 when he purchased Elitch Gardens, then a small park, as an investment he wanted his son-in-law to help him with the project. Mulvihill could see great possibilities for Denver and Elitch Gardens and he wanted his son-in-law in on the ground floor to learn the business from the bottom up.

"I wasn't too convinced," Gurtler recalls, "so I decided to keep my job at the department store and just work part time in the park. Besides, I had

(See Gurtler's First Job on page 61)



ARNOLD GURTLE SR.

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No. 1 Cards, heavy white, black back, 5 1/4 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 85 cards, \$2.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 80¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, \$3, same weight as #1 in Green, Red, Yellow @ \$5 per 100. DOUBLE Cards, No. 1 size, 5 1/4 x 14 1/4. 10¢ each.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

### LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 80¢. Ping Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. . . . . \$5. 3,000 Jack Pot Slips (strips of 7 numbers) per 1,000 . . . . . \$1.25. M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 . . . . . 2.00. 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M . . . . . 1.50. 3,000 Featherweight Bingo Sheets, large size, 5 1/4 x 3; 5 colors; loose, no pads. M . . . . . 1.75. Adv. Display Posters, size 24x36. Each . . . . . 1.0. Cardboard Strip Markers, 10 M for . . . . . .75. Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board: 3-piece layout for . . . . . 15.00. Thin Transp. Plastic Markers, Bwn., 4 M 1.00. Red or Green Plastic Markers, 4, Square, Round or Scalloped, \$2.50 M; 1/4 the size . . . . . \$2.00 M.

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON BLVD., Chicago 4, Illinois

## New ELECTRIC CORN POPPER



TAVERNS  
SCHOOLS  
DRUG STORES  
BUS STOPS,  
ETC.

Excel, the only low priced big popper on the market. 100# Premium Hulless Pop Corn, 1 case Popcorn Plus Seasoning, 1000 10c size Glassine Printed Bags, 1 case Special Salt. The complete deal only \$113.00. Write us now for complete circular. Act quick, get ready for spring.

## INDIANA POP CORN CO.

MUNCIE, IND.

(20 years in business)

## WHEELS OF ALL KINDS PADDLES-LAYDOWNS

### FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANDY RACE TRACK
- COUNTRY STORE WHEELS
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This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all time. Be your own boss — send us your order NOW. FREE parts given with each machine. We maintain an up-to-date service department.

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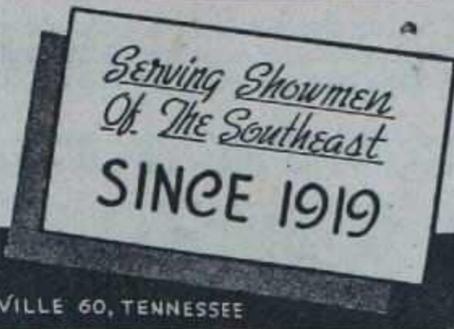
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# Camel SHOW TENTS

have the rest Beat a Mile!

Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!



WIRE, WRITE OR CALL "BILL" WERNER!

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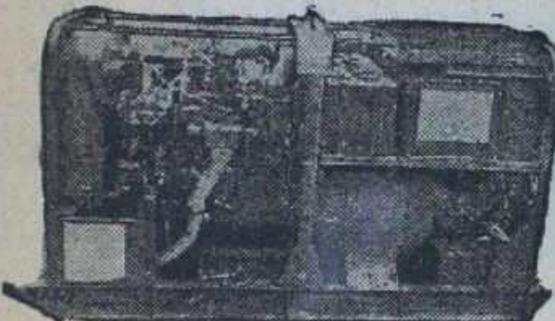


CAMEL Mfg. Co.

329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE

## Brand New Light Plants

120-240 V.A.C. 12.5 K.V.A. Immediate Delivery



ENGINE: 4 cylinder 4 cycle L-head, water-cooled, 35-Horsepower Oiling System: Pressure type to main, rods, and camshaft. Fuel System: 10.5 gas tank diaphragm type fuel Pumps. Ignition System: Battery breakerpoint coil type. Full automatic starter. GENERATOR: 120-240 single phase 60 cycle AC; rated power 12.5 KVA at 80% power factor. Voltage change is accomplished by changing jumper connections or terminal strip. Made by D. W. Onan & Sons. Controls: Speed fully automatic, starting full automatic, automatic cut-off if oil or water is low. Overall size: Length, 67 1/2 in.; Width, 28 1/2 in.; Height, 28 1/2 in.; Weight, 1558 lbs. Complete set of tools and extra parts packed with each plant. These plants cost the government several times our price. Packed in original overseas boxes and ready to operate, brand new. \$795.00

Our price F. O. B. Jackson, Miss.; San Antonio, or Florida.

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404 Donnelly St. Phone 4151 Mount Dora, Fla.

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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.

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## TENTS

All Sizes—NEW AND USED—All Styles

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

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ANYTHING IN CANVAS

Tents—Concessions, Gyms, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

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FUN FOR ALL—ALL FOR FUN

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The DRAGON is coming to Tampa . . . Feb. 1-12

STOCK TICKETS  
One Roll . . . \$ 1.00  
Five Rolls . . . 4.00  
Ten Rolls . . . 6.00  
Fifty Rolls . . . 20.00  
100 Rolls . . . 38.00

ROLLS 2,000 EACH  
Double Coupons,  
Double Prices.  
No C. O. D. Orders.  
Size: Single Tkt. 1x2".

Sandwich spread is what some people get from eating between meals.

## TICKETS

of every description

THE TOLEDO TICKET COMPANY

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SPECIAL PRINTED  
Cash With Order, Prices:  
2,000 . . . \$ 6.80  
4,000 . . . 7.65  
6,000 . . . 8.50  
8,000 . . . 9.35  
10,000 . . . 10.20  
30,000 . . . 14.50  
50,000 . . . 19.00  
100,000 . . . 30.00  
500,000 . . . 118.00  
1,000,000 . . . 228.00  
Double Coupons, Double Prices.

## Out in the Open

Recent visitors to the Ingham Animal Farm in Ruffin, N. C., included Mr. and Mrs. Harry Mason, en route to Lynchburg, Va., with their trained animals, and Mr. and Mrs. Tex Watts, the Augspurgs, Bill Mason, Mr. and Mrs. Jack Crawford, and Dr. George D. Barton, the latter on his way from Decatur, Ill., to pick up his bookings at Greensboro, N. C. Rex M. Ingham recently visited John Williams and sons, circus owners, and had them as his guests at one of Dr. Barrett's lectures. . . . Among those on hand for President Truman's inauguration was Paul Van Pool, Joplin, Mo., circus fan. . . . Ralph H. Bliss writes that he is working as a clerk at the Jeffla Hotel, St. Louis.

Joie Chitwood's auto daredevils got a plug in the January issue of Ford Times, house organ of the Ford Motor Company. Photo layout, from Paramount news clips, showed an 85-foot leap of a '49 Ford sedan off a ramp while another '49 Ford passed underneath. Caption plugged the fact that Chitwood uses strictly stock Fords in his act with a few minor changes which include snubbed front shocks and the placing of gas tanks in the rear trunk compartment to cut down fire hazard in case of crash.

Tom Carvel, prexy of Carvel Corporation, manufacturers of Custard King freezers, announces the recent appointment of three additional representatives. New agents are Howard G. Matthews, Rochester, N. Y., formerly with Mills Industries; Everett Rhoes, of Belmare Ice Cream Company, Niagara Falls, N. Y., and B. M. Peterson, of Ogden, Utah, president of Paramount Ice Cream Company. Peterson, owner of 10 drive-ins in Utah, plans to promote Custard King drive-ins thruout the State. . . . George A. Hamid will get a big buildup in the February issue of Coronet mag, which gives with a pretty complete and highly picturesque life history of the Atlantic Coast fair impresario, under the heading, He Takes Broadway to the Farmer.

Sammy Corenson and Harry Seber, past presidents of Show Folks of America, San Francisco chapter, have opened a nitery called Barbary Coast in San Francisco's international settlement. Headlining the show is Zorima, in private life Margaret McCloskey, owner of the Centennial Greater Shows. . . . Bill Powell, globe-trotting showman, has been visiting Lalo Codona, former catcher for the noted Codonas, trapeze act, at his home in Long Beach, Calif. . . . The Wyoming Bill Scotts are seeing the sights and vacationing in Ridgewood, L. I., after a successful season. . . . J. Paul Ashbrook advises from Campbellville, Ky., that a new circus lot has been opened on Highway 81, about four blocks from the city limits.

G. Mennen Williams, Michigan's new governor, attended the recent convention of the Michigan Association of Fairs, thus becoming the first governor in a decade to attend the fair execs' confab. . . . A Past President's Club of the Michigan Association was formed during the Detroit convention, with Hans Kardel, Charlotte, as first president. Kardel, incidentally, told the convention of his recent trip to Denmark where he visited some fairs. He pointed-out that fairs there operate without any subsidy and are marked by the absence of permanent buildings. . . . The first representative showing of any one company's arcade machines will be made at the Florida State Fair, Tampa, by Exhibit Supply Company, Chicago. Machines will be placed in action in the Sportland Arcade, operated by Harry B. Julius, on the Royal American Shows' midway,

Frank Mencuri, manager of Exhibit's arcade department, announced.

Floyd E. Gooding is on the receiving end of many compliments for his recently distributed booklet, "Fifty Years of Fun." A 36-page, promotion piece, attractively illustrated and well written, traces the history of the Gooding organization and gives a brief sketch of key Gooding personnel. The booklet was prepared under the supervision of Dusty Rhodes, of R. B. Howard & Associates, public relations-advertising firm of Columbus, O.

## 37G Budget Okayed For Tucson Rodeo

TUCSON, Ariz., Jan. 22.—A budget of \$37,730 was approved to cover the cost of sponsoring Tucson's 1949 rodeo. Last year the budget was \$32,775.

Much of the approximate \$5,000 increase was reported due to the rise in cost of livestock used in the various events. The raise in the livestock budget was from \$10,000 to \$14,800. The budget follows:

Advertising, \$500; arena director, \$600; arena help, \$1,300; announcer, \$325; bleachers, \$600; chairs, \$200; clerical help, \$375; emergency fund, \$180; field preparations, \$700; insurance, fire, \$900; insurance, industrial, \$50; insurance, liability, \$1,000; livestock, \$14,800; miscellaneous, \$200; parade committee, \$3,500; special events, \$3,000; prize money, \$9,000; printing, \$175; Social Security, \$30, and tickets, \$375.

The parade committee has its own estimated budget of \$9,000, but all except \$3,500 will be derived from sale of seat tickets, entry fees, vehicle rental, etc.

Rodeo will be held February 19-22.

## Al Pfeiffer Named Prexy Of Dayton Posters' Union

DAYTON, O., Jan. 22.—Al Pfeiffer was elected president of the Billposters' Union, Local 53, here.

Others named were William S. Banks, vice-president; Joseph F. Millard, secretary-treasurer; Rex Spratt, recording secretary, and William (Tod) Sloan, business agent.

## The Nation's Finest TRAILER COACH VALUE

Better for living or travel because SCHULT offers incomparable quality . . . the result of exclusive, highly developed machine production and advanced engineering, as contrasted to usual hammer and saw methods.



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See beautiful new interiors offering many advantages . . . details of kitchens, closets, bedrooms . . . Exclusive "Heat-Saver" and construction features . . . floor plans and furnishings of latest, moderately priced, easy-trailing SCHULT models.

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Dixie Jottings:

# Shop Talk Displaces Frivolity; Whitcover Given Silver Service

By Jim McHugh

RALEIGH, N. C., Jan. 22.—A night-before session at the home of R. J. Pearse, fair architect, turned into a fair-carnival clinic, altho the eminent designer of annuals had the party tagged as a strictly social affair. It couldn't have been otherwise, considering the company which included George A. Hamid, Dr. J. S. Dorton, Bernard (Bucky) Allen, Jimmy E. Strates, Jack Kochman, Sam Nunis, J. A. Mitchell and the writer. An excellent dinner prepared by Mrs. Pearse barely slowed down the conversation, which was illuminating, constructive and soul-searching.

The group got up steam with the swapping of stories centering around Gerald Snellens, the fabulous agent. By comparison the regular sessions of the North Carolina Association of Fairs Friday (21) were dull.

A number of show owners and agents arrived with just a touch of reluctance, in from Augusta and Columbia for the Georgia and South Carolina meetings. The walking examples of the benefits of winter sunshine included Jimmie Strates, Dave Endy, Benny Weiss, Sam Prell and Jack Kochman.

Agent Harry Parker came in from New England to report not more than two inches of snow in the vicinity of the Canadian border. He gave no answer to the query, "What were ya doing up there?" Curtis Bockus flew in after representing Strates at the Canadian meeting.

D. D. Whitcover, venerable president of the South Carolina State Fair, Columbia, was recently gifted with a \$600 set of silver by his associates, headed by Manager Paul V. Moore and Veepee Ransom J. Williams, former governor. Moore attended the Georgia meeting, but still found time to arrange for the entertainment at his own State meeting.

George A. Hamid, head of the agency bearing his name, forecast a 10 per cent decline in business this year. However, he and assembled fair officials stated that if a recession confined itself to this figure there would still be no cause for worry.

James F. Victor, after a war-time absence during which he was mainly concerned with real estate, is back in the booking business representing Frank Wirth.

Harry Cooke was also on hand at all spots to represent his firm, Cooke & Rose, out of Lancaster, Pa.

J. A. Mitchell, secretary-manager of Atlantic Rural Exposition, Richmond, Va., and Hugh Smith, popular manager of the Wade Hampton Hotel, Columbia, were seen comparing initialed gold tie clasps and money clips, Christmas gifts from Bucky Allen, World of Mirth concession manager. Frank Bergen, WOM general manager, missed the meetings for the first time in years. He is at his

Richmond home convalescing from a recent bout with pneumonia.

H. L. Kirby, Union, S. C., didn't miss a moment of activity at the Columbia meeting, even tho he is confined to a wheel chair. He had able assists in his two sons, Harold and Jack. They were talking expansion for the near future with a grandstand and maybe a track involved.

## Pa. Assn. To Hear Pari-Mutuel Idea

READING, Pa., Jan. 22.—Delegates to the 37th annual convention of the Pennsylvania State Association of County Fairs at Penn Harris Hotel, Harrisburg, January 26-28, will hear State Senator John H. Dent discuss provisions of a pari-mutuel betting bill which is expected to be presented at the 1949 session of the Pennsylvania State Legislature.

Dent, a leading advocate of pari-mutuel horse race betting in Pennsylvania, heads a panel of convention speakers which includes Miles Horst, State secretary of agriculture; Frank S. Keet, comptroller in the State department of agriculture; H. C. Feterolf chief of agricultural education in the State department of public instruction; Henry Knaut, Lad Ill., president of the United States Trotting Association, and George A. Hamid Jr., New York booker.

Problems confronting county fairs will be discussed in a forum conducted by John S. Giles, president of the Reading Fair. Participants will include Paul Jacobs and Carl H. Fleckenstein, officials of the Bloomsburg Fair; Edmund H. Scholl, president of the Allentown Fair, and Walter H. Parker, secretary of the Stoneboro Fair.

## Newcastle Billers Elect Hudy

NEWCASTLE, Pa., Jan. 22.—Frank Hudy has been elected president of the Billposters' Union, Local 118, here. Other officers named were Samuel Reed, vice-president; Robert Lowery, secretary-treasurer; Mark Must, business agent; James Rapple, business agent; William Miller, sergeant at arms.

## Talent Topics

Monroe and Grant, trampoline comics, were in last week's stagershow at the Jamaica Theater, big New York nabe movie house. . . . The Cristianis left for Sarasota after performing in the big holiday stage spec at Radio City Music Hall. . . . Mr. and Mrs. Marion Wallick presented their whip cracking and knife throwing and trampoline act over Station WENR-TV from the Civic Opera House, Chicago, Sunday (16).

The Riggs brothers, horizontal bar act with Stevens Bros. Circus last season, were among features at the recent LeMann Television Show in City Auditorium, Muskogee, Okla. . . . Jimmy Troy, trapeze act, who recently closed at the Shrine Circus in Kansas City, Mo., and formerly was with Cole Bros. Circus, is doing a flag-pole sitting stint in Omaha under auspices of the Chevrolet Motor Company. He mounted the pole January 13 and at last reports he's still there.

Mel Hall, unicyclist; Gene Gory and Robert, comedy duo; Renee Bordon, singer, and Jimmie Marshall's band, are on the Henderson and Swank Karston Show this season.



# SHOWMEN!



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## ARKANSAS MEETING

# CALL "TOMMY FUZZELL"

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## FOR COMPLETE FAIR & CARNIVAL INSURANCE

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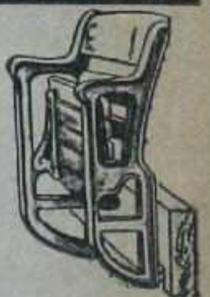
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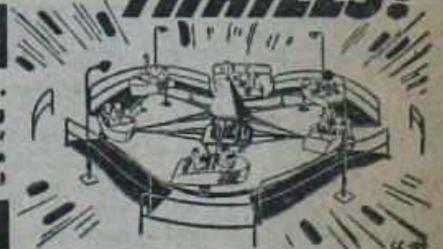
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...the new re-ride gold mine for OPERATORS...  
Seats 24 lots...Practically self-loading, unloading  
• Light, easily set up • Takes 1 hour • Adaptable for inside or outside use • No ground preparation required • Absolutely safe  
RECORD CHANGER, LOUD SPEAKER, LIGHTS, TICKET BOOTH AND MITE COVERS INCLUDED



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A SIMPLE AND COMPLETE BOOKKEEPING SYSTEM FOR MODERN SHOWMEN

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50¢ Per Ft. YOUR CHOICE OF COLORS 50¢ Per Ft.

RED, ROSE, GOLD, BLUE, GREEN, WHITE  
Made to your specifications. Order from this ad. 1/3 Deposit, balance C. O. D.

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AMARILLO, TEXAS

Manufacturers and Operators of America's Nicest Ride for youngsters, "KIDDIE KRUIZE"

## New ELECTRIC CORN POPPER



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\$5 to \$50 dally earnings!

Get in the B.I.C. PROFIT popcorn business with this popper — does work of \$500 machine. Can pay for itself in a few days because of its low price FULLY GUARANTEED. New Gray

Metallic finish, gleaming nickel trim, electric lighted, beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x25" high. Wt. 30 lbs.

SALESMEN, WRITE FOR PROPOSITION  
**EXCEL MFG. CORPORATION**  
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"The Caterpillar Ride is  
HERE TO STAY..."

say Park and Carnival Men  
from Coast to Coast



ALLAN HERSHELL

# CATERPILLAR

**SOUTHERN VALLEY SHOWS**

"I have seven major rides and it has topped any three combined in stock shows I'm playing."

Eddie Moran

**IDLEWILD**

"One of the best rides . . . that we operated. The maintenance on this ride proved to be very inexpensive."

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**GOODING AMUSEMENT CO.**

"The ride is attractive, has tremendous capacity, packs a great thrill, easy to erect and dismantle. In the amusement industry it is thoroughly agreed that the Caterpillar Ride is here to stay."

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**EASTWOOD COASTER CO.**

"A 'must' ride for a park or carnival . . . a terrific attraction and a real flash, especially when properly lit up at night."

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ONLY ALLAN HERSHELL builds the Caterpillar. And what a ride it is! Rates with the time-honored carrousel in popularity . . . a record-breaker when it comes to earning capacity. Many owners have grossed over \$5000 in a single week with this flashy ride. New streamlining and illumination make it a focal point at any park or carnival. Has 18 gleaming stainless steel cars with new type resilient cushions.

The Caterpillar carries 36 adult passengers or 54 children. Operates with small crew; requires only 50 feet frontage. Peak loading time approximately 60 seconds! Compact . . . easily carried on one 28 ft. and one 30 ft. trailer. Limited number available for early delivery. Write, wire or phone today!

Makers of THE MOON ROCKET, CATERPILLAR, KIDDIE AUTO RIDE, HURRICANE, WATER SCOOTER, CARROUSELS and other famous riding devices.

ALLAN HERSHELL COMPANY, Inc.  
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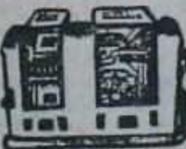
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## Portable ELECTRIC POWER PLANTS FOR Carnival and Show Use

Just Received  
4 new  
25 kw 3 phase  
Generators  
\$1,500

Made by Hobart or Merritt & O'Keefe. 3 KVA, single or 3 phase. 4 cylinder gas engines. Complete with control panel.

NEW \$325  
USED-IN GOOD  
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Write for Catalog of Unused War Surplus Bargains  
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With 1949 Streamlined Cars

EIGHT CAR PORTABLE RIDE • STATIONARY & ELEVATED PARK RIDE • NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY

5441 S. COTTAGE GROVE

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GIVE TO THE DAMON RUNYON CANCER FUND



## Coming Events

**ARIZONA**

Flagstaff—Thunderbird Meet. Feb. 13-14. Dave Hennes, Chamber of Commerce, Phoenix.  
Phoenix—Home Show. Feb. 19-27.  
Tucson—Tucson Rodeo. Feb. 19-22. C. Edgar Goyette, Chamber of Commerce.  
Yuma—Silver Spur Rodeo. Feb. 12-13. Howard Maberry.

**CALIFORNIA**

San Francisco—San Francisco National Home Show. Feb. 26-March 5.  
San Francisco—Western Gift Show. Feb. 6-10. Kay Leber, 1355 Market St.

**COLORADO**

Denver—Denver Gift Show. Feb. 27-March 2. Mrs. M. M. Dalton, 712 S. Olive St., Los Angeles, Calif.

**CONNECTICUT**

Hartford—Shrine Circus. Feb. 20-26. R. W. Thompson.

**FLORIDA**

Dania—Dania Tomato Festival. Feb. 22-26. Chamber of Commerce.  
Fort Myers—Edison Pageant of Light. Feb. 11-20. K. L. Durand.  
Key West—Lions' Club Charity Festival. Feb. 1-15. Leo M. Bistany.  
Sarasota—Pageant of Sara de Sota. Feb. 20-26. S. Dilworth Clarke Jr.

**GEORGIA**

Albany—Pat Cattle Show & Sale. Feb. 8-9. C. M. Shackelford.

**ILLINOIS**

Chicago—Chicago Gift Show. Jan. 31-Feb. 11. George F. Little, 220 Fifth Ave., New York City.  
Chicago—Internat'l. Sports, Travel & Boat Show. Feb. 4-13. P. W. Kahler, 127 N. Dearborn St.  
Chicago—Chicago Merchandise Fair. Jan. 31-Feb. 4. W. J. Kenney, 200 Fifth Ave., New York.  
Chicago—World Hobby Expo. Feb. 19-27. Chas. Smitow, 331 Madison Ave., New York.

**IOWA**

Davenport—Miss. Valley Home & Food Show. Feb. 11-17. G. LaVerne Flambo, Sta. WQUA, Moline, Ill.

**LOUISIANA**

New Orleans—Mardi Gras Carnival. Feb. 27-March 1.

**MASSACHUSETTS**

Boston—N. E. Sportsmen's Show in Mechanics Bldg. Feb. 5-13. Campbell-Fairbanks.  
Worcester—Grotto Charity Circus. Jan. 23-29. Emile L. Rousseau, 1 Waycross St.

**MICHIGAN**

Detroit—Shrine Circus in Coliseum. Jan. 31-Feb. 13. T. E. Stinson, 434 Temple Ave.  
Detroit—Detroit Gift Show. Feb. 27-March 3. W. E. Offinger, Mdse. Mart, Chicago.  
Grand Rapids—Shrine Circus. Week of Jan. 24. C. H. Hoffman, 248 Houseman Bldg.  
Marquette—Centennial Ice Carnival. Feb. 13-19. Norman E. Kukuk, Recreation Dept.  
Negaunee—Snow Frolic. Feb. 5-13. Edward C. Stevens, City Hall.

**MINNESOTA**

St. Paul—Winter Carnival. Feb. 11-19. Walter A. Van Camp, 89 E. Fifth St.

**MISSISSIPPI**

Collins—Live Stock Show. Feb. 18-19. T. Z. Singley.

(See Coming Events on page 86)



## Dog Shows

**CALIFORNIA**

Bakersfield—Feb. 27. Mrs. J. Howard Davis, 2405 Niles St.  
San Francisco—Jan. 29-30. J. H. Helms, 27 7th St.

**CONNECTICUT**

Hartford—Feb. 19. Foley, 2009 Ranstead St., Philadelphia.  
New Haven—Feb. 20. Foley, 2009 Ranstead St., Philadelphia.

**INDIANA**

Marion—Feb. 20. Mrs. William L. McHenry, 824 E. 38th St.  
Muncie—Feb. 13. Harry Retz, 1801 S. High St.

**MARYLAND**

Baltimore—Jan. 29-30. Foley, 2009 Ranstead St., Philadelphia.

**MASSACHUSETTS**

Boston—Feb. 22-23. Foley, 2009 Ranstead St., Philadelphia.

**MISSOURI**

Kansas City—Feb. 26. Russell H. Smith, Box 23, Arg. Sta., Kansas City.  
Kansas City—Feb. 27. H. Z. Smith, Hickman Hills, Mo.  
St. Louis—Feb. 6. H. S. Winans, 4185 Manchester Ave.

**NEW YORK**

Buffalo—Feb. 26-27. Foley, 2009 Ranstead St., Philadelphia.  
New York—Feb. 12-15. Foley, 2009 Ranstead St., Philadelphia.

**WASHINGTON**

Seattle—Feb. 20. Mrs. Lois B. Edwards, 16817 35th Ave., S. Seattle.  
Seattle—Feb. 20. Mrs. Irene Emigh, 1808 Ballinger Way.



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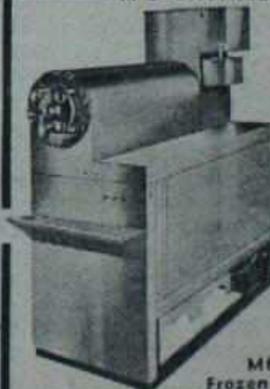
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# Inaugural Spots Outdoor Biz; Melvin Hildreth Ringmaster

Continued from page 50

had practically all the circus trimmings except elephants. Truman and Barkley grinned and doffed their hats with especially high enthusiasm in greeting four different sections of jaunty lariat-throwing riders astride prancing horses, including the "sheriff's mounted posse of Missouri," a gay band of cowboys led by two pretty cowgirls.

## 126 Horsemen

In the parade of more than 17,000 persons, there were 126 costumed horsemen. Among these were war-painted Nebraska Indians in full tribal regalia and a group of cowboy-style riders from the Maryland Riding Club. Also contributing to the circus color were dozens of elaborate floats such as the ones from Louisiana and Hawaii, with several beautiful girls braving the chill wintry air in low-cut gowns.

In the van of the parade and spear-headed by motorcycle was "America's No 1 circus fan," Melvin D. Hildreth, riding in an open car with his aide, showman Garter T. Barron, who helped Hildreth arrange the week of celebration for Truman and Barkley. Hildreth's arrangements for the parade were marred only by an unexpected delay in the start of the oath-taking ceremonies for Truman and Barkley on the Capitol rotunda. The procession was almost an hour late in getting under way, and it was nighttime before the calliope reached the end of the mile-and-a-half route.

## Pitchmen in Late Rally

Pitchmen and concessionaires were openly disappointed about business done in the early days of inauguration week, but there was a big pick-up on the day of the parade. "Get your souvenir programs in a hurry," one pitchman yelled; "I only got four million left." On inauguration day, the cry changed to: "Get a program; ya can't tell the President without a program." The 75-cent fee on souvenir programs was figured a bit too high for mass appeal. Concessionaires did a land-office business on inauguration day, with inaugural committee officials loud in their praise of those who avoided price-gouging. Ceiling price for coffee was 15 cents a paper cup in the outdoor stands, altho the inaugural committee let the concessionaires at the inaugural ball in the Armory Thursday night charge 20 cents.

Kentucky's first parade delegation to arrive in town consisted of the eight white horses that were to haul the Cole Bros.' calliope. This delegation caused more excitement than the second from the Blue Grass State,

which contained nothing more interesting than the governor and his guests.

## Mammoth Juke

Amplifiers hooked up all over downtown Washington made the section sound like one mammoth juke box. If there was anyone in Washington who hadn't heard *Hair of Gold*, there isn't now.

There were enough pretty girls in the giant parade to remind one of Ringling Bros., but most watchers would have preferred to see damsels in circus tights.

Soft drink and hot dog stands scattered around the town added to the pre-inaugural day carnival atmosphere, but to find a Merry-Go-Round a visitor had to go watch Congress in session.

Buttons from the Freedom Train that was parked on a downtown siding caused quite a commotion when it was discovered that the "Freedom" top layer of the button was stuck on over the admonition, "Win With Dewey." Seems the train sponsors had seized a chance a buy up some buttons cheap.

## \$20 Pitch License

Pitchmen complained at the high license rate, which was 20 bucks to work the inauguration. Pitchmen caught without a license had to pay a \$100 fine.

After a yelp went up from parade grandstand ticket holders that standees in front of the seats would cut off their view, the inaugural committee hastily made arrangements to move the stands up to the curb.

As an old circus fan, committee chairman Hildreth didn't overlook a single detail in the arrangements. He fixed up with D. C. sanitation officials to install some two-score comfort stations at strategic points along the parade route.

With the exception of the seats in the President's enclosed reviewing stand, the most comfortable ones along the line of march were 5,034 borrowed from Ringling Bros. & Barnum and Bailey. Spectators paid from \$2 to \$10 for parade seats, 44,000 of which lined Pennsylvania Avenue. Police reported few cases of ticket-scalping.

## Cowboys Okay Prize Cut

CALGARY, Alta., Jan. 22.—The Cowboys' Protective Association, meeting here, approved a 25 per cent cut in posted prize money at rodeos held for one day in towns of less than 800 population.

## Q and A on Taxes:

### What Info Do You Need on Income?

(Continued from page 4)

then divided into distributive shares to each partner and is reported as such on the partnership return. The amount of income that must be reported by each partner for 1948 must be this distributive share reported on the partnership return for the year ending March 31, 1948. For example, if the income of the partnership is \$100,000 and the expenses were \$60,000, the net profit of the partnership is \$40,000. The two equal partners would therefore receive \$20,000 apiece as their share of the partnership profits. This would hold true regardless of the fact that each partner may have drawn out only \$7,500 each from the partnership.

Q—My wife and I both work and have separate incomes. She was very ill this past year and her medical expenses amounted to \$3,500 which were paid by her personally. My medical expenses for the year were \$850. How much of this medical expense can be claimed on our returns if we file our returns separately and if we file our returns jointly?

A—The rule with respect to medical expenses is that you can deduct only the medical expenses in excess of 5 per cent of your adjusted gross income. If a joint return is filed, this 5 per cent is applied against the combined adjusted gross incomes of both husband and wife. Bearing this in mind, the following rule applies: On a joint return the maximum allowable deduction is \$2,500. If you both file separate returns, the maximum allowable deduction on each return is \$1,250. Not knowing your income figures, it is very difficult to state whether it is better to file your return separately or jointly. However, it is possible that in view of the fact that your wife's medical expenses are much larger than yours, that filing separate returns would result in less combined taxes than a joint return.

Q—I maintain a home for my wife, one child and my invalid father, who is 72 years old. How many exemptions am I entitled to claim on my return?

A—Four exemptions. The additional old-age exemption can be claimed only by a taxpayer or for his spouse. It cannot be claimed for a dependent.

Q—I received a bequest of \$50,000 from my mother upon her decease. Do I have to report this money as income?

A—Monies received as an inheritance are not considered income for income tax purposes.

Q—I was run over by a bus and suf- (See Q and A on Taxes on page 105)

## Barlay Acts Click In New Berlin Spot

BERLIN, Jan. 22.—A good bill of standard circus acts is grossing good business here for Circus Barlay which is presenting two shows daily at its newly completed indoor arena, a permanent structure with compressed hot air heating and a seating capacity of 2,800.

The program, running two hours, presents a line-up of internationally known acts including Albert Schumann, Liberty horses; Harry Barlay, high-school horses; Edith Crocker's brown bears; Erwin Bauer's elephants; Eight Cervantes, tumblers; Siegfried, jockey; Tscheng Der Dsal, Chinese novelty; 12 Romanos, acrobats; Three Meteors, double trapeze; Three Randellys, trapeze; Two Baldors, burlesque comics, and a large group of clowns.

New program will be presented during February by director Harry Barlay.

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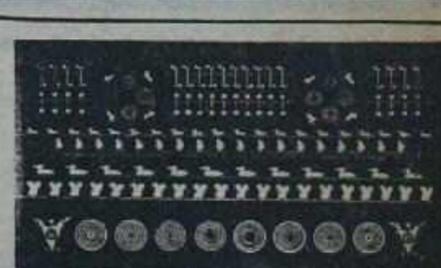
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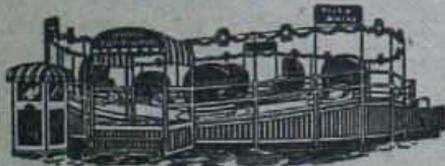
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## Camera Balks as Showmen Pose In Sub-Zero Weather

WINNIPEG, Man., Jan. 22.—American show owners, agents and booking office reps in attendance at the Western Canada Fair meetings here this week braved biting winds and below-zero weather to have their photographs taken, while wearing wedge-type fur hats, against a wintry background. Idea was to show fellow showmen lolling under Florida skies just how rough it is for the "poor" owners, agents, etc. The idea was okay but the weather—(the mercury sagged to 22 below zero)—wasn't, and it apparently snafued the camera, for the photos turned out unfit for reproduction.

U. S. carnival delegation consisted of Carl J. Sedlmayr Sr. and Bob Lohmar, Royal American Shows; Harry Hennies, J. C. McCaffery and Noble Fairly, Hennies Bros. Shows; Curtis L. Bockus, James E. Strates Shows; R. C. McCarter and George Golden, Cellin & Wilson Shows; Mr. and Mrs. L. C. (Curley) Reynolds, World of Today Shows, and Billy Collins, William T. Collins Shows. Last named was accompanied by Stan Muckle, secretary of the Owatonna, Minn., Fair. American booking office reps on hand were Ernie Young of the Chicago agency bearing his name; Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises, Chicago; L. N. Fleckles, Voorhees-Fleckles Fair Booking Association, Chicago; George Flint, Boyle Woolfolk Agency, Chicago, and Irving Grossman, Des Moines, representing the Gus Sun Agency. Previously, Grossman had closed to supply the grandstand attractions for the B circuit.

Other U. S. showmen on hand were Ted (Frozen Custard) Webb; Frank Winkley, auto race promoter; Al Sweeney, National Speedways; Aut Swenson, Joie Chitwood's Hell Drivers; Neal Lott, Lucky Lott's Hell Drivers, and Red Dusenberry, grandstand concessionaire.

Canadian showmen noted included J. W. (Patty) Conklin, in from Toronto; Jimmie Sullivan, Wallace Bros. Shows; E. J. Casey and R. J. Kerslake, E. J. Casey Shows; George Hamilton, Winnipeg booker, with his wife and daughter; Mr. and Mrs. T. W. Hand, Hand Fireworks, Ltd.; Cliff Claggett, chuck wagon race promoter, and the Marks brothers, Pat and Bill, grandstand concessionaires.

The Winnipeg Free Press of January 19, the final day of the meetings, broke a feature article on Patty Conklin. The story was headed "Patty Conklin—40 Years a Showman; His \$800,000 Business Is No Longer Peanuts." Patty's brother missed the meeting, having gone to California for a visit of about a month.

George Flint received word during the sessions that he had become a grandfather, a son having been born to Lieutenant and Mrs. Ben Bryant at Boone, Ia. Lieutenant Bryant is George's stepson. Bill Singleton, Winnipeg showman, formerly with the tax department here, was on hand, renewing friendships.

## 90 DAYS FOR LARRY

(Continued from page 50)  
for-all with spectators. Escorted to the border, Sunbrock and his group moved on to Naples, Italy, but ran into more difficulties. Finally Sunbrock sold his stock and gained passage to the U. S.

## Salisbury, Heckbert Elected Presidents Of Canada Circuits

WINNIPEG, Man., Jan. 22.—Dr. F. G. Salisbury, Saskatoon, was elected president of the Western Canada Class A Fair Circuit here this week. He succeeds Lee S. Williams, Edmonton.

F. L. Lunney, Regina, was elected vice-president, and Mrs. L. Walsh, Saskatoon, was renamed secretary-treasurer.

S. C. Heckbert, Vermillion, was elected president of the B Circuit, succeeding A. J. Bater, North Battleford. Other officers elected were William Wilkinson, Yorkton, first vice-president; J. G. Wilkinson, Moose Jaw, second vice-president; John Wilson, Carson, third vice-president, and Keith Steward, Portage La Prairie, secretary-treasurer. Dean Grant Mac Ewan, Winnipeg, was elected honorary president.

## Permanent Augusta Post to Mertins

AUGUSTA, Ga., Jan. 22.—E. A. Mertins, county treasurer, was appointed the first permanent secretary of the Augusta Exchange Club at the annual meeting of the Georgia Association of Fairs here Monday (17).

Move was seen as an effort on the part of the sponsoring group to consolidate the tremendous gains made in recent years. Last year a full night revue was added for the first time and will be continued. The number of exhibitors have increased each year and it was held that inefficiency would result with the continuance of the old policy, altho a new president will still be elected each year.

George A. Hamid again will supply the grandstand attractions and World of Mirth Shows will be back on the midway.

## MICHIGAN MEETING

(Continued from page 50)

nett and Mr. and Mrs. Sammy Stone, Royal Empire Shows.

Fred Silber; Louis Rosenthal and Charles Westerman; Mr. and Mrs. Charles H. Stapleton and Mrs. Ben Liddon, House of Stapleton; William Zakoor, Border Novelty Co.; Ned Torti, Wisconsin DeLuxe Co.; Mr. and Mrs. Roscoe T. Wade, Tony and Alta Car, Joyland Midway Attractions; Don Elliott and Bob Kline, Endy Bros. Shows.  
Mr. and Mrs. John Pollie; Mr. and Mrs. John Mulder; Mr. and Mrs. Fred Randall, Mr. and Mrs. Leo Lipka, Mr. and Mrs. Severin Hilo, William Postelwaitte, Jimmie Waldron and Marvin Sargee, Downriver Amusement Co.; Elmer F. Cote and Clarence Nowak, Cote Amusement Co.; Jack Duffield and Harold Spinks, Thearle-Duffield Fireworks Co.; Sam Goldstein, Howard Easto, Harvey (Doc) Arlington, Majestic Greater Shows; Julius Kuehnel, Ed Kesty, U. S. Seating Co.; Mr. and Mrs. C. A. Klein, Jack Klein, C. A. Klein Attractions and L. A. Cross, Fox Tent and Awning Co.

Jacob Robins and David Rosenberg, Triangle Poster Co.; Mr. and Mrs. A. Hart Sutton, R. B. Powers Ribbons Co.; California Frank; Earl Newberry, Jimmie Van Cise and Bill Reed, Jimmie Lynch's Death Dodgers; Reginald Voorhees and William O. Dannhausen, Voorhees-Fleckles Fair Booking Association; Mr. and Mrs. Henry H. Lueders and Mr. and Mrs. Arthur Bruckman, United Booking Association; Arthur J. Frayne, Arthur Grsann, Tommy (Paddles) Relaner and Irving Rubin, Joey Moss, Michigan Showmen's Association American Legion Post.

## DETROIT BUYS BIG

(Continued from page 50)

reported midway contracts for North Branch, Crosswell, Fowlerville and Milan fairs.

Joie Chitwood's Hell Drivers were booked into the Allegan, Ionia, Alpena and Kalamazoo fairs.

Interstate Fireworks Company signed contracts for the Allegan, Jackson and Sandusky fairs and for the July 4 celebration at Hillsdale.

## 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.)

Big State Am. Co.: Ellice, Tex.  
Blue & White: Hebronville, Tex.  
Borderland: Uvalde, Tex.  
Florida Am.: Bradenton, Fla.  
Hames, Bill: Fort Worth, Tex., 28-Feb. 6.  
Lankford's Overland: Norman Park, Ga., 24-26; Doerun 27-29.  
Pine State: (Fair) Daytona Beach, Fla.  
Royal Expo: Mount Dora, Fla.  
Strates, James E.: Largo, Fla.  
Tassell, Barney: (Fair) Mulberry, Fla.  
Tri-State: Sorrento, La., 24-30.

## Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Christy's: Peoria, Ill., 26-27; Canton 28; E. Peoria 29-30; Lincoln 31.  
Clyde Bros.: Lake Charles, La., 24-26; Baton Rouge 27-30.  
Davenport, Orrin: Grand Rapids, Mich., 24-29; Detroit 31-Feb. 13.  
Davies, Ayres & Kathryn: Oswego, Ill., 27; Northbrook 28; Elburn 29; Milledgeville 31; Savannah Feb. 1; Sheffield 2; Muscatine, Ia., 3; Sterling, Ill., 5; Virden 7; St. Charles, 8; Waterloo, Ill., 9.  
Martin Bros.: New Market, Ind., 25; Wayne-town 26; Veederburg 27; Kingman 28; Danville 29; Russellville 31; Pittsboro Feb. 2; Darlington 3; Tangier 4.  
Polack Bros. (Eastern): (IMA Auditorium) Flint, Mich., 27-29.  
Polack Bros. (Western): (Auditorium) Hammond, Ind., 24-30; (Quilby Theater) Fort Wayne 31-Feb. 6.

## Misc. Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Henderson & Swank's Karston Show (Sumter) Sumter, S. C., 27; (Carolina) Wilmington, N. C., 28-29; (Stevenson) Henderson 30; (Carolina) Burlington Feb. 1; (State) Winston-Salem 2.  
Henie, Sonja, Hollywood Ice Revue (Madison Square Garden) New York, 24-Feb. 8.  
Herbers & Ragan Exhibit: Macon, Ga., 25-29; Cordele 31; Americus Feb. 1.  
Heron's, James, Wild Life Exhibit: Del Rio, Tex., 24-Feb. 5.  
Hope, Bob, Show (Arena) Providence, 26; (Boston Garden) Boston 27; (Arena) Philadelphia 28; (Arena) Toledo 29; (Arena) Cleveland 30; (Auditorium) Minneapolis 31; (Auditorium) Kansas City Feb. 1.  
McClung's Pythons: Mobile, Ala., 28-30.  
Miller's Irvin C. Brown-Skin Models (Fair) Largo, Fla., 25-29; (Harlem) St. Petersburg 31-Feb. 1; (Villa) Winter Haven 2; (Lincoln) Tampa 3.  
Shufflin' Sam Minstrels: Sylvester, Ga., 24-29; Moultrie 31-Feb. 5.  
Skating Vanities of 1949 (Auditorium) Oakland, Calif., 26-30; (Auditorium) Stockton 31-Feb. 3; (Arena) Fresno 4-7.

## Willis A. Crocker Named National Costumers' Prexy

CLEVELAND, Jan. 22.—Willis A. Crocker, Providence, was elected president of the National Costumers' Association at the 26th annual convention here January 10-12 in the Hotel Statler. Other officers named were Mrs. Helen Wilson, Kansas City, vice-president, and Lester C. Essig, Chicago, secretary-treasurer. Elected to the board of directors were Dave Miller, Milwaukee; Charles Finegan, St. Louis; Irvin Dawson, Cleveland, and Mrs. Betty Miller, Buffalo.

The 1950 convention will be held in Chicago. Lester Essig, of Lester, Ltd., was named chairman of next year's convention. J. R. Hirschfield, Detroit, retiring president, and David M. Yost, Cleveland, were general chairmen of this year's convention.

## OUSA Plans March Party

CANTON, O., Jan. 22.—Ohio United Showmen's Association is planning a party the first Sunday in March at the Diano Buffalo Ranch. Entertainment committee members are Howard Neel, chairman; Lewis Moore, Bert Crawford, Curt McClelland and Mike Litta.

New members include Floyd E. Gooding, John Mere, Rodger M. Work, Glenn E. Gould, F. F. Moore, Henry Silinsky, John McCartney, Russ Simmons, Earl Sills, Norman R. Congleton, Wilbur Bradley and S. D. Valley.

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# N. C. EXECS FOR PROGRESS BILL

## Ga. Fair Men Turnout Big; Rename Slate

### Boost Grandstand Shows

AUGUSTA, Ga., Jan. 22.—About 150 fair men and showfolk attended the 36th annual Georgia Association of Fairs meeting at the Richmond Hotel here Monday (17).

Speaker's subject, and the forum which followed the regular program, were largely concerned with show topics, especially grandstand entertainment. The sponsoring Augusta Exchange Club Fair last year for the first time presented a full-scale grandstand revue, and representatives of other newer annuals voiced their interest in the possibility of expanding along these lines.

Mike Benton, Atlanta, was re-elected chairman of the board. Also re-elected were I. V. Hulme, Elberton, president, and E. C. Mertins, Augusta, vice-president. Benton was unable to attend the meeting for the first time in 17 years. In the future the president will be empowered to appoint his own secretary-treasurer so that official's services will be available to the chief executive in his own home town.

Directors elected were Gordon S. Chapman, Sandersville; R. T. Regan, Eastman; H. H. Adderholdt, Gainsville; Otis Hughes, Macon; J. Comer, Cordele; J. M. Cobb, Cedartown, and Ben Winslow, Manchester.

### Strong Shows Urged

George A. Hamid Jr., speaking on behalf of the attractions firm bearing his father's name, said the primary purposes of night grandstand shows were to attract people and to lend dignity to the occasion. He advocated a progressive attitude and warned against recession in the presentation of top grandstand show values, the (See Turnout Is Big on page 86)

## Missouri Group Re-Elects All Heads of 1949

JEFFERSON CITY, Mo., Jan. 22.—All officers of the Missouri Association of Fairs and Agricultural Exhibitions were renamed at the annual meeting in the Missouri Hotel here Thursday and Friday (13-14).

Officers are Adolph E. Kies, Jackson, president; Fred P. Schell, Liberty; Orel E. John, Huntsville; Henry Baker, St. Joseph; G. B. Boyd, Springfield, and Howard Rolston, Kirksville, all vice-presidents, and Rollo E. Singleton, Jefferson City, secretary-treasurer.

Attendance was down a year because of frigid weather conditions, altho attendance of attractions and show people was up over a year ago.

Attractions and show people present at the Missouri Fair meeting were the following:

Art F. Briese, Thearle-Duffield Fireworks Co.; John R. Ward, John R. Ward Shows; F. M. Shortridge, Boyle Woolfolk Agency; Mr. and Mrs. Sidney Belmont, Alice and Lorraine Beverly, Sidney Belmont Booking Agency; Elmer McDonald and James B. O'Neill Sr., Elmer McDonald Entertainment Bureau; Eddie Morran, Tom L. Wentworth and John Martin, Southern Valley Shows; M. E. and H. H. Zugg, Sammy Lane Shows; Frank M. Sutton Sr., and William (Bill) Norwood, Gulf Coast Shows; Harry Beller, Beller's Trained Males; Al Sweeney and Jerry (See Missouri Group on page 58)

## Rose Sarlow Suggests Ways, Means of Improving Operations

DETROIT, Jan. 22.—Discussions of fair operation policies held the spotlight at the opening session Monday (17) of the 64th annual convention of the Michigan Association of Fairs at the Hotel Fort Shelby here.

Rose Sarlow, retiring president, and secretary of Ionia Free Fair,

## Attendance Off At Kan. Confab

Inclement weather keeps many members at home—Dr. Partridge named prez

TOPEKA, Kan., Jan. 22.—Despite a small attendance, due to weather conditions, the 27th annual convention of the Kansas Fairs Association, held in the Municipal Auditorium here Tuesday and Wednesday (11-12), was stamped as successful.

Members heard that all county fairs showed a profit in 1948 and that more than one-half million dollars was spent on improvements by the various annuals. Dr. V. L. Partridge Coffeyville, was named president of the association, with Guy W. Webster, Newton, named vice-president, and R. M. Sawhill, Glasco, renamed secretary-treasurer.

Directors are D. Linn Livers, Barnes, and John Kels, Effingham, first district; G. H. Carbon, Mound City, and George Dietrich, Richmond, re-elected for the second district; G. B. Wooddell, Winfield, and Dr. Partridge, Coffeyville, renamed for the third district; Floyd Sanders, Cheney, and Emery Fager, Overbrook, fourth district; Louis A. Baker, Hardtner, and Everett Erhardt, Stafford, re-elected for the fifth district, and L. H. Galloway, Wakeeney, and Evert Williams, Beloit, re-elected for the sixth district.

The annual banquet was held (See Kansas Crowd Off on page 86)

## Maine Elects Finley Prexy; Votes To Join IAFE Ranks

PRESQUE ISLE, Me., Jan. 22.—Raymond Finley, Skowhegan, was elected president of the Maine Association of Agricultural Fairs at the annual meeting held here January 13-14. Arthur Lawson, of Cumberland, was elected first vice-president, and Gordon Drew, Augusta, second vice-president. G. Myron Kimball, Fryeburg, was re-elected secretary, while Earle R. Hayes, Windsor, was re-elected treasurer.

Reporting for the Maine State Racing Commission, Ralph Jewell, Fairfield, said bettors in the State wagered \$412,000 less in 1948 than in 1947, but the season was not as long as the previous one. Jewell said there were 128 days of racing in 1948 as compared with 142 in 1947, and 22 nights of racing as compared with 24 in 1947.

### Advertising Assessment

The association voted to assess themselves \$10 for each fair in Maine, to be used for advertising purposes, and also voted to become

affiliated with the International Association of Fairs and Expositions.

The meeting was climaxed by a banquet and floorshow held the night of January 14, attended by more than 200 members and guests. Lester E. Kelso served as toastmaster, and A. K. Gardner, commissioner of agriculture, spoke on *The Early Influence of Agricultural Fairs on State Government*. Greetings to those attending were extended by Herbert W. Kitchen, past president of Northern Maine Fair.

In attendance, from New York, were George A. Hamid and Joe Hughes, of the Hamid office, which provided for the floorshow at the banquet. Musical program was furnished by the Presque Isle High School Band. Sound equipment was installed by Royal Amusement Company, and favors were distributed by Interstate Fireworks Manufacturing & Display Company.

Skowhegan was named for the 1950 annual meeting place.

lost a series of live suggestions on fair policies at the members. Chief among these were:

1. To increase attendance—increase the advertising appropriation and cover a greater surrounding area.

2. Be on the alert for new attractions. Since the fair cannot always have new ones, present attractions in a different form.

3. Obtain exhibits to appeal to the younger folks, such as in radio, television and aviation—even if space has to be donated for them.

4. See that food concessionaires are interested in serving good, wholesome food, as well as in making money. See that food is kept covered whenever possible, and that prices are conspicuously posted.

5. Spray all grounds and buildings, and oil or blacktop all walks.

6. Keep people on the grounds as long as possible, so they will not just come out for one show, and then dash home. Free entertainment and places to rest should be provided. A free grandstand program in the morning will bring people out early. Also some kind of free entertainment should be provided between the afternoon and evening shows.

7. Locate a few park benches in the various buildings, so people can stop and rest.

8. Judging can be made an important attraction if given sufficient publicity. Broadcast all judging times in various departments over the p.-a. system. Thousands of dollars are spent on premiums—it should be properly advertised. This is another opportunity to entertain people free.

9. Don't forget the children—Children's Day at reduced prices for shows and rides, and for the grandstand show—that makes it possible for them to spend all day at the fair at little cost.

10. Provide adequate parking facilities, adequately policed and directed, so that a fair visitor can get out without getting into a traffic jam. If you expect people to come from any great distance, see that they are not held up for an hour or more trying to get out of your grounds.

## State Asked To Supervise

May lead to State aid—\$2,000,000 slated for Raleigh annual

RALEIGH, N. C., Jan. 22.—Members of North Carolina Association of Agricultural Fairs yesterday (21) unanimously endorsed the report of a commission appointed by the governor two years ago to study fairs and to make recommendations for their improvement on a State-wide basis after a stormy but well-attended 16th annual session.

Considerable opposition was voiced by forces marshalled by A. H. Fleming, secretary-treasurer of the association and operator of the Louisburg Fair. The opponents held that the adoption of the report, which has been put in the form of a bill and is before the current Legislature, would considerably curtail if not entirely eliminate their future operations.

Dr. J. S. Dorton, president of the association, secretary-manager of the State fair and operator of the Shelby and Charlotte annuals, presented the commission report to the assemblage. L. Y. Ballentine, commissioner of agriculture, spoke in favor of the progressive measure while promising a lasting place for amusements. George A. Hamid, New York booker and fair operator, made an impassioned plea for endorsement, as did Norman Y. Chambliss, operator of the Rocky Mount and Greensboro fairs.

The controversial report proposes:

1. That the Legislature adopt a legal definition and otherwise provide laws relating to organization and operation of agricultural and industrial fairs so that they can be properly supervised and made to serve the purpose for which they are conducted.

2. That the North Carolina Department of Agriculture be given authority to promote, classify and supervise fairs.

3. That all exhibitions, except non-commercial community fairs, operating without shows, rides and concessions that use the name "fair" should be required to meet the standards and secure a license.

4. That county and regional fairs be operated under the supervision of a local board of directors who shall employ management and be responsible for the conduct of the fair.

5. That county and regional fairs be required to emphasize the agricultural, educational, home and industrial exhibits by providing adequate facilities and adequate premiums.

6. That all gambling and questionable shows be eliminated from the midway or carnival features.

7. That the State supplement premium lists for county and regional fairs that meet minimum standards and file the necessary reports. It is recommended that the receipts from carnival taxes be set aside for this purpose.

8. That the State support North Carolina State Fair by providing adequate facilities for exhibits and providing adequate premiums.

9. That the State board of agriculture continue to be the board of directors for the State fair.

Members of the commission appointed by the governor as author- (See N. C. Execs Favor on page 86)

# New York Commission Favors Scrapping Syracuse Set-Up For Modern Mattydale Site

## Plans Call for Year-Round Empire State Expo

ALBANY, N. Y., Jan. 22.—Temporary State Fair Commission, Tuesday (18), presented to Governor Dewey and the New York Legislature a 72-page report recommending scrapping the old State fairgrounds, at Syracuse, abandoning the old-style agricultural fair and replacing the rundown fair plant with a modern layout on a new site where a year-round Empire State Exposition would be installed, at an outlay of \$56,200,000.

Complete details of the commission's report have not been made public but high lights of the project are the proposal to abandon the present State fairgrounds at Syracuse because the site offers no possibilities for expansion and the cost of repairing its buildings for permanent use would be close to \$3,200,000; and to create a new fairground at Mattydale, site of a wartime air force base, a few miles from the center of Syracuse, where instead of the usual brief annual fair, devoted mainly to agriculture, year-round exhibitions and special events of all types could be held.

### 24-Member Authority

The project suggests the creation of a State authority of 24 members, plus five State commissioners, to operate the exposition. Members would be appointed by the governor to nine-year terms, on a staggered basis.

The commission report calls for the expenditure of \$56,200,000 for the new plant, which would consist of seven permanent buildings, a sports arena, a stadium, a natatorium, various playfields and a racing plant with grandstand and three tracks. Buildings proposed are an \$8,000,000 Theme Building, three agricultural buildings, a trade, transportation and science building and two women's buildings. Grounds will cover an area of 1,000 acres.

### 28½-Million Nut

Initial stage of the project calls for expenditure of \$28,500,000, of which the State would appropriate \$8,000,000 for the Theme Building. Balance of the initial cost, also ap-

propriated by the State, could be amortized thru revenues, which the commission figures would produce an annual gross surplus of close to \$2,000,000.

Agriculture would remain a prominent feature of the new exposition project but other branches of the State's economic life would also be given prominent place, as would sports, the arts and other forms of culture.

The report did not mention Governor Dewey's recent recommendation in his annual message, that a full scale fair be held on the present State fairgrounds this year, but commission members stated that approval of the proposed exposition project would not preclude the holding of a full-scale fair on the old grounds in 1949. The cost of putting the grounds and buildings in shape for such a fair is estimated at anywhere from \$1,000,000 to \$2,000,000.

## Iowa Annuals Form Circuit

HARLAN, Ia., Jan. 22.—West-Central Iowa Fair Circuit was formed at a meeting here, with fairs in four counties, Harrison, Shelby, Monona and Crawford, represented. Fred C. Behm, Missouri Valley, was named president; J. H. Frederickson, Harlan, vice-president, and J. M. Wansing, Denison, secretary-treasurer.

# Minn. Gov. Backs New Hipp Building Plans at St. Paul

ST. PAUL, Jan. 22.—A proposal that the Minnesota Legislature, now in session, appropriate \$400,000 toward the contemplated \$1,200,000 construction of a new Hippodrome building at the Minnesota State Fair won the support this week of Gov. Luther W. Youngdahl.

Plans for the structure, to be ready for the 1950 exposition, were disclosed by Raymond A. Lee, State fair board secretary, at the annual meeting of the Minnesota Agricultural Society at Hotel Lowry here January 13-16.

Lee explained that the fair board has \$800,000 available for the Hippodrome, and the balance will be sought from the Legislature.

### Governor Okays Project

Governor Youngdahl, delivering his budget message to the Legislature Wednesday (19), recommended that the full \$400,000 appropriation be approved by the lawmakers at this session.

The Hippodrome would replace the old livestock Hippodrome which was razed two years ago after it was turned back "in shambles" to the fair board by the War Department which had used it as a propeller plant from 1943 to 1946.

Lee said the building would provide not only a show place for livestock but would be so constructed that the amphitheater would be suited for basketball, hockey and other indoor



## Winter Fairs

### ARIZONA

Mesa—Maricopa Co. Fair & Citrus Show, Feb. 20-27 (tentative).  
Tucson—Pima Co. Fair, March 2-5. Norman B. Cobb, Box 1609.

### CALIFORNIA

Imperial—California Mid-Winter Fair, Feb. 26-March 6. D. V. Stewart, Box 308.  
Indio—Riverside Co. Fair & Natl. Date Festival, Feb. 18-22. R. M. C. Fullenwider.  
San Bernardino—National Orange Show, March 10-30. R. Z. Smith, Box 29.

### FLORIDA

Cocoa—Indian River Orange Jubilee, March 9-12. Mrs. Marion Oxford, Chamber of Commerce.  
Delray Beach—S. Fla. Gladiali Festival & Fair, Feb. 22-29. R. C. Lawson.  
Eustis—Florida Sportsman's Expo.—Lake Co. Fair, March 14-19. Karl Lehmann, Tavares, Fla.  
Fort Myers—Southwest Fla. Fair, Feb. 21-26. J. Fred Huber, Box 2010.  
Inverness—Citrus Co. Fair, Jan. 25-29. O. M. Maines Jr., Box 67.  
Largo—Pinellas Co. Fair, Jan. 25-29. J. H. Logan, Box 267.  
Miami—Dade Co. Fair, March 4-13. Robert C. Booth, 471 N. W. 3d St.  
Mulberry—Phosphate Fair, Jan. 24-29.  
Orlando—Central Fla. Expo, Feb. 21-26. Crawford T. Bickford.  
Plant City—Florida Strawberry Festival, March 1-5. G. H. Bates.  
Sarasota—Sarasota Co. State Fair Assn., Feb. 20-26. S. Dilworth Clarke Jr., Box 187.  
Sebring—Sebring Firemen's Highlands Co. Fair, Feb. 21-26. R. C. (Dick) Baguley.  
Tampa—Florida State Fair & Gasparilla Assn., Feb. 1-12. P. T. Strieder, Box 1231.  
Winter Haven—Florida Citrus Expo, Feb. 14-19. Phillip E. Lucey.

### TEXAS

Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 26-Feb. 6. Edgar Deen, Box 150.  
Houston—Houston Fat Stock Show & Livestock Expo, Feb. 2-11. W. O. Cox, Box 2371.

## Winneshiek Names Directors

DECORAH, Ia., Jan. 22.—Three new directors were elected to the Winneshiek County Fair Board at the annual meeting. They were Willard Torgrim and Alvin A. Johnson, Decorah, and Andrew Bakke, Frankville.

attractions. He said it would have a seating capacity of 8,500 and will be equipped with artificial ice machinery for skating and hockey. Already the building is being hailed as a new winter sports center for the Twin Cities by St. Paul and Minneapolis sports writers who long have clamored for such a structure.

### Fair Has Funds

According to Lee, the State fair board was paid \$650,000 by the government for replacement of the Hippodrome and another \$150,000 of accumulated earnings have been added to make up the \$800,000 total. If the Legislature approves the \$400,000 balance, Lee said, the State fair board will forego its customary request for an annual appropriation of \$50,000 this year for maintenance and repairs.

The building originally was planned to cost \$650,000 but because of delays occasioned by the refusal of the War Production Board to approve plans, the cost has risen to \$1,200,000, Lee declared.

Construction will begin in the spring if the Legislature approves the appropriation sought, the fair board secretary asserted.

### Officers Elected

At the annual election of officers M. O. Grangaard, Minneapolis, who has been State fair treasurer for 9 years, declined re-election because of the press of other business. Roy Sorenson, Minneapolis, was elected to succeed him. Grangaard is president of the Minnesota Bankers Association. Re-elected were William A. Lindemann, New Ulm, president; Norris K. Carnes, St. Paul, first vice-president; Earle Brown, Minneapolis, second vice-president, and Lee St. Paul, secretary.

Robert J. Lund, Thief River Falls, and R. S. Thornton, Alexandria, were re-elected to the board of managers for three-year terms.

# Funk Re-Elected Detroit Manager

Returned to post by unanimous vote of board—plans okayed for centennial year

DETROIT, Jan. 22.—Plans for the 1949 Centennial Fair were okayed here Monday (17) by Michigan State Fair Board of Managers at a meeting at which Hazen Funk was reappointed manager. His election was unanimous, with 16 of the 20 board members present.

A definite position on the long controversy over divided control and operation of the fair property was taken by the board with the issuance of a statement asserting this is "an inopportune time to change the existing policy of operation, in view of the forthcoming Centennial." The stand was voiced in answer to a recent proposal by the Agricultural-Industrial Foundation, representing a powerful group of Michigan organizations and leaders, for unified control of the State fair.

### Elect Officers

Lester Schrader, Centerville, was elected president of the board; Clarence F. Harnden, Saginaw, vice-president, and Stanley M. Powell, Ionia, secretary.

Harry B. Kelley, veteran of the State fair, was renamed director of livestock.

Confirmation of two national events, the National Oxford Sheep Show, and the National Red Poll (beef cattle) Show for the '49 fair were made by Funk.

Return of two popular attractions, Elsie the Cow, plus Husband Elmer this time, and Michigan on Canvas, modern pictorial exhibit, at the '49 fair also were announced by Funk.

### Plan R.R. Tie-Up

New promotion policy is to be worked out this year, reviving the excursion train idea, which had not been used here in decades. Funk said he was working out an arrangement with railroads entering Detroit to sell a package ticket that will include fair admission. One railroad, the Grand Trunk Western, enters the fairgrounds, he pointed out.

The fireworks contract award to Peter Vitale, Atlantic Fireworks Company, New Castle, Pa., was confirmed. The New Castle org has supplied the fireworks for the past two years.

## MISSOURI GROUP

(Continued from page 57)

Mallott, National Speedways; Leo Overland, Jimmie Lynch Death Dodgers; William L. Hartzler, Hartzler Public Address Systems.

Charles Oliver and William (Red) McCoy, Mound City Shows; Mr. and Mrs. John K. Maher, Maher's Mighty Midway; John Bundy, Standard Chevrolet Company; F. M. Sutton Jr., Great Sutton Shows; Albert Martin, 20th Century Shows; Ernie E. Farrow and Leonard Higgs, Wallace Bros. Shows; Russell Green, E. G. Staats & Co., Inc.; John Francis, John Francis Shows; Joe Greene, Snapp Greater Shows; Frank Sharp, Regalia Manufacturing Co.; Mr. and Mrs. Orla Lashbrook, Mr. and Mrs. W. R. Lashbrook and Henry Crim, Orla Lashbrook & Son Tent Manufacturing Co.; John McKee, John McKee Shows; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Co.; J. C. Michaels Sr. and J. C. Michaels Jr., J. C. Michaels Attractions.

James Carpenter and Eddie Davis, Richman-Carpenter Amusements; Art Signor and William (Bill) Rawlings, World of Today Shows; Ben Truex and Tom Drake, Truex-Drake Enterprises; Mr. and Mrs. Joe Sharpe and Mr. and Mrs. Harold Eutah, American Beauty Shows; Mrs. Alma Osh LaRose, LaRose Attractions; Harold Krett, Krett Flying Service; William M. Pike and Cotton Ellis, Pike Amusement Co.; J. C. Evans; Evans United Shows; Tex Beeson and H. (Whitley) Ivan, Tex Beeson's Amusements.

Gorge Baur, Frank Wirth Enterprises, Inc.; J. P. Porcheddu, Illinois Fireworks Co.; Harry A. Smith, Harry A. Smith Enterprises; E. K. (Ed) Mahaffey and S. (Red) Mahaffey, Mahaffey Bros. Tent & Awning Co.; Rogers R. Wohlberg, Walkup & Wohlberg Insurance Agency; L. C. Baptist, Baptist Sound Service; Jack Jackson, Station KCMO; Darwin K. Flannigan, Missouri Press Association and Tobe McFarland, Stewart & Stevenson Services.

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# Name Schlubatis Mich. President

Association urges IAFE to give greater recognition to org of State secretaries

DETROIT, Jan. 22.—Gordon Schlubatis, Coldwater, Mich., was elected president of the Michigan Association of Fairs at its annual convention here this week. Elected as vice-presidents were William Kell, Wilson; James O. Peet, Ithaca; Paul F. Richter Jr., Hartford; Harold G. Sellers, Cheboygan, and Clinton B. Buell, Kalamazoo. Harry B. Kelley, Hillsdale, was re-elected secretary.

The convention, in a resolution, urged the International Association of Fairs and Expositions (IAFE) to give greater recognition to the National Association of Fair Secretaries. It also petitioned the Legislature to assure provision of one-half the cost of premiums, with the local fair officials retaining the administration of premiums.

### Asks Aid for Bands

The group also recommended that member fairs follow the State fair premium classifications, particularly on livestock. Clarence Bolander, State director of fairs, told the convention that the Michigan State College soon will launch a project to eliminate obsolete classifications and compile an up-to-date list.

Bolander submitted several proposals, including one which would suggest to the State Legislature the diversion of some of the proceeds from harness horse races for the payment of premiums in a classification for local bands.

Commenting on this suggestion, Clarence Harnden, Saginaw, pointed out that his experience showed that the musicians' unions in larger city fairs would object to cash payments as premiums for such bands, but that an award could be made to school funds or for trophies presented to winning groups.

### Urges IAFE Recognition

Mrs. Moxie Mulrooney, also of Saginaw, reported on the IAFE convention, then proposed a regional association of smaller fairs. She suggested as a possibility an organization which would embrace fairs in Michigan, Wisconsin and Minnesota, and added that this would enable an exchange of ideas among smaller fairs, rather than the bigger fairs, with which, she said, the IAFE is necessarily primarily concerned.

Charles J. Figy, State director of agriculture, questioned whether fairs were seeking an appropriation in line with increased costs. He expressed the view that fair "appropriations have not gone up as much as other States costs."

At a meeting of the Southern Michigan Fair and Racing Circuit, held in conjunction with the convention, he announced that fairs would not get funds as in the past for the three-year-old colt races. The Southern association went on record requesting the that Agriculture Department aid be continued if the Legislature increases the annual appropriation from \$150,000 to \$175,000, the amount now being sought.

### Los Angeles Centenn Group Names Three New Directors

LOS ANGELES, Jan. 22.—Three new members were elected to the board of directors of the Los Angeles County Centennial Celebrations, Inc., for 1949. They are J. Gregg Layne, historian; Lann Price, Federated State Societies, and Mrs. Gertrude Rounsaville, president of the women's division of the Los Angeles Chamber of Commerce. Other officers and directors were re-elected at the meeting of the corporation's board of directors.



## Meetings of Fair Assns.

Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, January 26. Sheldon R. Brewster, secretary.

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.

Oklahoma Association of Fair Secretaries, Skirvin Hotel, Oklahoma City, February 4-5. J. B. Hurst, Enid, president.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, February 5. G. W. Grinnell, Batavia, 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.

## So. Carolina Midway Costs Protested by Show Operators

COLUMBIA, S. C., Jan. 22.—Several carnival ops, taking advantage of an open invitation, voiced their grievances against alleged squeeze-plays by execs of lesser annuals at the 20th annual meeting of the South Carolina Association of Fairs in the Columbia Hotel here Wednesday (19). Their case was forcibly presented in an exciting session in which no rebuttals were offered perhaps, and unfortunately, because attendance at the afternoon session was scant.

Nutshelled, the beef was that fair secretaries demanded and got more dough than their spots were worth and that this, in turn, forced showmen to forego any dreams they ever had of operating a Sunday school unit. Chief showmen spokesmen were Rocco Massuci, Virginia Greater Shows, and Ralph Decker, Joseph J. Kirkwood Shows. George A. Hamid, best known as an agency head, but also a fair owner-operator in his own right, participated by invitation and strengthened the case for showmen. David B. Endy, head of the show bearing his name, sparked the clinic which, ironically, was programed as "a study of where showmen have fallen down and what the public demands."

Massuci said he was still seeking his first fair contract after 28 years of visiting because annuals he regarded as in his league demanded more in a flat payment than it was possible to gross. Decker illustrated a similar complaint by saying that he had paid \$2,500 for a contract after being told that the midway gross the previous year had topped \$7,500. He later learned that the gross had been only \$2,400 and was lucky to garner \$3,400, considerably less than would justify the payment, he said.

### Rail Orgs Tranquil

Rail orgs registered no complaint, altho Endy and James E. Strates, head of the shows bearing his name, voiced the importance of carnivals and fairs to each other and urged greater co-operation. Both owners referred to the progress made by carnivals and pointed out that big shows today carry more equipment than can be set up on the midway space allotted by most fairs.

Hamid condemned the "auction block" sales, which, he said, resulted in carnival ops "buying acres of real estate without ever receiving a deed." He advocated sensible percentages which would enable the showman to do the best possible job, and assured fair execs that they would benefit in the long run.

By way of illustrating that he practiced what he preached, Hamid said that when he acquired control

of the New Jersey State Fair, Trenton, he cut the cost of concession footage from \$11 and \$15 to \$4 since it was indicated that the higher costs could result only in undesirable operations.

Paul Black, of the Piedmont Interstate Fair, Spartanburg, was elected president to succeed J. Cliff Brown, Sumter, who was elected vice-president. Tom Moore Craig, Spartanburg, was re-elected secretary-treasurer, and Paul V. Moore, secretary-manager of the South Carolina State Fair here, was re-elected chairman of the board.

W. B. Douglas, Florence, and J. M. Hughes, Orangeburg, were re-elected to the board of directors. H. L. Kirby, Union, also was elected to the board.

Wallace Martin, of WIS, who handled radio publicity for the State fair, said that an increase in the 1948 budget had paid off. This media also was plugged by Paul Black, Spartanburg, who announced plans for increased activity, and by George A. Hamid.

George W. Greene, of the South Carolina Electric & Gas Company, urged that more thought be given to fair lighting. He said that the tendency in the past had been to rely upon the carnival's lighting. R. J. Pearse, fair planning expert, said that industrial exhibits in numbers provided a large measure of rain insurance.

Other speakers included George A. Hamid Jr., who discussed grandstand attractions; Tom Moore Craig, hobby shows; Jack Kochman on behalf of his Hell Drivers, and Sam Nunis on auto racing.

Annual banquet, attended by over 100, prompted Paul V. Moore, dean of the association, to refer to the meeting as the most successful in history.

### No New Ohio Plant If Left to Auditor

COLUMBUS, O., Jan. 22.—State Auditor Joseph T. Ferguson Thursday (20) threw a second bucket of cold water on the proposal that land be bought for construction of a new Ohio State Fairgrounds in an address before the Ohio Association of Township Trustees and Clerks here.

"There will be no land bought for a new State fairgrounds or a new State office building as long as I am auditor," Ferguson declared, and pointed out that the proposed new fairgrounds would cost between \$50,000,000 and \$75,000,000. Ferguson said the present plant can be improved at a cost of \$2,000,000.

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# SALE OF KIDDIE RIDES BOOMS

## Chicago Show Buying Soars To New Highs

### Parkmen \$\$ Top Showmen's

By Hank Hurley

CHICAGO, Jan. 22.—For the first time in several years, park owners and operators out-purchased carnival men in the ride field at the annual December trade show, sponsored by the National Association of Amusement Parks, Pools and Beaches here. All of which indicates a trend toward establishment of kiddie spots in recognized amusement parks and the establishment of more exclusive kiddielands.

### Kiddielands Popular

One park authority said: "You will discover that more and more park owners are putting up kiddielands, which while a part of the amusement zone, are by themselves and away from the adult rides and other forms of entertainment. I believe this year will see many new exclusive kiddielands opened in various cities throughout the country. That is why ride purchases this year were made mostly by parkmen instead of carnival men."

Previously, it was the carnival owners who dominated the ride buying department at the trade show and there are several reasons for this. First, carnival men are quicker to purchase new rides and give them a tryout on their shows. Parkmen, on the other hand, first must be convinced that the ride will hold up and secondly that it will prove a money-getter. It was also pointed out that a ride is subject to more punishment on a carnival, with frequent railroad and truck moves a big factor. Thus, carnival ops must replace rides oftener than parkmen.

### Parkmen Buy Aplenty

This year, however, parkmen evidently were satisfied with the performance of some of the new rides and in need of replacing equipment they'd had for years, bought and bought.

One ride manufacturer said that business on kiddie rides was "the best it has been in a long time." Not a few parkmen, he said, have watched with interest the financial results piled up by various operators throughout the country who put in separate kiddielands. They also noted results obtained by various riders who purchased or leased land and erected rides exclusively for children.

Paul H. Huedepohl, executive secretary of the NAAPPB, said that trade show sales in December hit above the five-million-dollar mark, a new high, and a goodly portion of this went for major and kiddie rides. "Kiddieland business is booming," one parkman said during the December convention, "and I'm going to get into it fast. . . . I have the area at my park all laid out for an exclusive kiddieland and I'm here to buy kiddie rides. . . . Of course I won't buy all my rides this time, but I will buy the ones for a foundation and then add at least one new one each year until the spot is up to par."

### Paul Huedepohl Returns

CHICAGO, Jan. 22. — Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), returned to his Chicago office Friday (21) after a combina-

### The President Speaks:

## Batt, Strong on Promotions, Comes Up With Idea on Award

CHICAGO, Jan. 22.—Harry J. Batt, president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), is a promotion minded man, as everyone in the park industry knows. Prior to the December convention of the NAAPPB, Batt announced he would award a trophy to the parkman who, in the opinion of a committee named by the '48 president, Edward L. Schött, presented the best promotion stunt of the 1948 season.

Dr. L. H. Firestone of Flint (Mich.) Park won the award for his work in getting President Truman to deliver a major political address there.

Now, in a letter to *The Billboard*, Batt comes forth with another idea. His letter follows:

"I noticed in the December 25 issue of *The Billboard* what you had to say with regard to the impetus given promotions during the discussion period at our last convention and that you, perhaps, thought my giving the award for the best promotion had something to do with it.

"I appreciate the remarks but don't want to grab any glory that might be connected. My suggestion is that in the future promotion-minded parkmen, such as the Rosenthals, the Hamids et al, would like to make this award, alternating from year to year as to who might make the presentation.

"I feel this may be a better idea and then I could bring forth some

of the promotion ideas I have used in connection with my operation and they, likewise, in the years they would not be the award donors.

"It is just a thought I had and am passing it on to you."

In connection with Batt's idea, *The Billboard* would like to hear from other parkmen on their ideas of a promotion award or ideas on how to build this phase of the industry.

## Coney's Half Moon To Become Hospital

NEW YORK, Jan. 22.—Sale of Coney Island's largest and most modern hotel, the Half Moon, to the Harbor Hospital, Brooklyn, was announced yesterday. The building will be transformed into a 600-bed hospital which is skedded to open June 1. Hotel guests have been given until March 1 to find new quarters.

The Half Moon is a 12-story structure on the Boardwalk at West 29th Street, near the amusement area of Coney Island. It was completed in 1927, with backing of Coney Island business men and the Chamber of Commerce, at a cost of \$3,000,000.

During the last war the hotel was acquired by the navy for hospital use and was sold in July, 1946, to Alfred Kaskel for \$900,000. Kaskel renovated the building and installed additional restaurant, banquet and entertainment facilities. Hospital is paying Kaskel \$1,000,000 for the building.

## Jones Quits Charlotte Post

CHARLOTTE, N. C., Jan. 22.—Arthur H. Jones has resigned as superintendent of the Charlotte Park and Recreation Commission, and R. Foster Blaisdell, Tyler, Tex., was named his successor. Blaisdell assumes his duties March 1. Jones resigned when he was named as a vice-president of the American Trust Company, in charge of personnel and public relations.

## Fire Does \$75,000 Damage To Asbury Monmouth Hotel

ASBURY, N. J., Jan. 22. — The four-story frame building of the New Monmouth Hotel suffered estimated damage of \$75,000 in a two-alarm fire Tuesday (18).

While flames were confined to the top floor, which was gutted, water damaged walls and furnishings on other floors. The only occupants of the 60-room summer hotel, closed during the winter, were members of the family of Eliou Kimon, part owner.

## Big Expansion Moves in Works For New York Rockaway Spots

NEW YORK, Jan. 22.—Rockaway Beach, which in recent years has become the most popular of New York's resorts, has for some time been hampered by insufficient auto parking space and a lack of bath house facilities.

The parking situation was eased somewhat last season thru acquisition of a number of parking lots with total space for 2,000 cars. More lots are set for operation in 1949.

New York City's department of parks, which provided the lots, is now turning attention to the bath house problem, and this past week filed plans for extensive alterations to the big bath house at municipally owned and operated Jacob Riis Park, largest of the city's swim spots, at Rockaway Beach. Plans call for

expenditure of at least \$75,000 for a streamlining job under the supervision of architect G. Chiohan, which will provide additional locker space.

Rockaway Beach is due for a boom, with New York set to start work on a huge housing project there and the Port of New York Authority announcing plans for somewhat fantastic developments, including hotels and night clubs, at Idlewild Airport, which bounds one end of the Rockaways.

Rockaway's Playland, principal funspot of the resort, is also expanding. Owner A. Joseph Geist has been buying considerable real estate in the vicinity of his park and initial step in the park's expansion program will be the laying out of a kiddie park annex with a line-up of rides. The park also is adding picnic facilities to cater to tourists brought in by excursion liners of the Wilson Line, which will have two boats serving New York.

## Florida Gets Music Parks

### Radio Ranch, Inc., starts building at Tampa—Lair moves troupe to Orlando.

CHICAGO, Jan. 22.—Two folk music parks are under construction in Florida, making the first time that an outdoor operation, featuring country music as the principal attraction, has been built south of Tennessee. Only other such park in the South is Roy Acuff's park, near Nashville.

Radio Ranch, Inc., is a group enterprise, headed by Charlie Arnett, radio artist from WDAE, Tampa, who works under the name of Old Brother Charlie. His Tampa venture will consist of a barn, capable of seating 1,300, in which a 50-foot stage is being constructed. Park will carry a food and novelty concession midway, plus a rodeo arena that is 275 by 80 feet. Park will have shuffleboard courts, horse-shoe pitching pits and an outside stage and seating area. Restaurant, which will seat 400, is called the Chuck Wagon. Ranch already has a Merry-Go-Round, miniature train and one kiddie ride, with other rides contemplated. A pony circle and riding stable are included. When completed in March, park will be emanation point for radio shows over WDAE.

John Lair, prominent folk music promoter at Renfro Valley, Ky., has moved his oatune troupe to Orlando, Fla., where he currently is setting up a Renfro Valley winter settlement on a 3,000-acre tract outside Orlando. While group is currently operating out of the Coliseum, Miami, Lair plans to set up a park with rides and other standard paraphernalia on the Orlando site.

## A. C.'s Tax Collections Reported Near '47 Mark

ATLANTIC CITY, Jan. 22.—Indication that 1948, despite some pessimistic reports, was a banner year for the resort is the year-end report of Director of Finance Bader, who divulged that tax collections for 1948 almost equaled those of 1947, despite a reduction in the tax rate for the year just ended.

Tax collections for 1948 totaled \$7,233,316.53, compared with \$7,309,206.40 the year before. Altho the resort's luxury tax on amusements and hotel rooms, a good index on resort business, took a nose-dive the last months of the year, income from luxury taxes topped the \$1,500,000 anticipated in the 1948 budget.

## Final Payment Is Made On Royer Park's Train

ROSEVILLE, Calif., Jan. 22.—Final payment of \$3,779.91 on a miniature train at Royer Park here has been authorized by the city council. The train has been in operation since last summer on a lease option contract. The original deal involved 500 feet of track, plus the locomotive and other rolling stock, which, less the down payment, was to go for \$6,000. The balance was to be paid from earnings.

Owners of the line, however, agreed to shave the original price to \$4,500 if prompt payment could be made. Advantage of the offer was taken by the council. The road is not in operation now, but will resume a daily schedule in the spring.

tion business and pleasure trip to the Pacific Northwest and West Coast.

# Gurtler's First Job in Park Biz Was Cleaning Out Pig Pens

(Continued from page 51)

a pretty soft job and couldn't see any reason why I should go into something full-time that would be a lot more work."

But Mulvihill finally won his point, with Gurtler quitting the store job and moving into the park as a full-time employee. His first job was cleaning out the pig pen in the park. "My father-in-law was a strict disciplinarian," Gurtler recalls, "and he believed one should start at the bottom and work upward. And cleaning the pig pen was, as far as he was concerned, about as bottom as you could get."

### Sons Get Same Work

Now, however, Gurtler knows that his father-in-law was correct, and he looks back over those first few years of hard work, doing almost every kind of job, as the best possible ex-

perience he could have received. So, it was only natural that as his sons, John and Bud, were growing up, they broke into the park business the hard way, doing all kinds of odd jobs and learning each department and phase of the business from the ground up.

It was in 1925 that Arnold Sr. quit his store job and started his park career on a full-time basis. Then Elitch Gardens occupied only 15 acres and was valued at about \$25,000. Today there are 35 acres and the plant is valued at \$1,000,000. The only old buildings now are the theater, which was enlarged and remodeled since Gurtler took over as president-general manager in 1930, when his father-in-law died, and the cafe, which, like the theater, has been remodeled and enlarged. Otherwise, Gurtler says, everything else has been replaced.

"In the old days we had a modest greenhouse," Gurtler said. "Today we definitely are in the wholesale flower business. We have about 200,000 square feet of greenhouses. Our specialty is carnations." One carnation is Elitch's own contribution to the flower world. It is patented and nobody else can grow it without an okay—and the "ingredients"—from the Gurtlers.

### Start at Age 10

John Gurtler was born October 19, 1917, and Bud came along February 22, 1919. When John reached the age of 10, he started at Elitch Gardens as an usher in the theater. He soon graduated to head usher; then to ride helper; then ride foreman; ride supervisor, and so on until he reached his present executive position. When Bud reached 10, he started out on the same road. Today John, married and the father of two daughters, is vice-president. Bud, also married and the father of a daughter, is treasurer.

While the entire park holds a big interest for Arnold Sr., he admits that today his chief interest is in the Elitch Theater, which started many a movie star on his career. Gurtler recalls that Fredric March, for instance, was the leading man on the Elitch stage five years before he hit the movies. Others who played the theater before becoming famous in the movies include George Arliss, Edward G. Robinson, George Brent, Sylvia Sydney, Douglas Fairbanks Sr., and Harold Lloyd, the last named breaking in at Elitch.

Today, Mr. and Mrs. Gurtler Sr. make several trips a year to New York to view the stage plays and sign players for Elitch.

### Interested in Clubs

As proof that his two sons do most of the work and worrying for Elitch Gardens, Arnold Sr. reports that he spends most of his time at his hobbies, hunting and fishing, and in club and fraternal work. He is an active



ARNOLD GURTLE JR.

member of the Rotary Club, the Lamb's Club, the Knights of Columbus, the Denver Country Club, the Denver Club and the National Association of Amusement Parks, Pools and Beaches (NAAPPB). Gurtler is a past president of the NAAPPB and at present is a member of its board of directors.

"So you see," Gurtler said, "with all that activity I don't have too much time to devote to Elitch Gardens. I just come around every so often and look important, while John and Bud do all the work."

John and Bud counter with, "Just try and slip something over without Dad noticing and you'll discover how really deep he has his hands in Elitch Gardens business."

## STEAM TRAIN BURNS COAL



Can be used indoors with compressed air. Hauls a big load of kids or adults on every trip.

Attracts CROWDS in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

### OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides  
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## NEW FROZEN CUSTARD MACHINES FASCINATION GAME

Sensational TURF GAME Skill KIDDIE RIDES

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Good condition. Will sell reasonable. Equipped with electric motor. Will sell without motor. Available immediately. Contact

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## NEW AMUSEMENT PARK

To be known as Kiddieland. City of 42,000. Home of 2 large refineries which are to do \$20,000,000 construction this year. Will book any Rides that does not conflict with ours. Would book Portable Skating Rink. No grift, no rackets.

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## GREATEST BARGAIN EVER OFFERED MOON ROCK AND BUBBLE BOUNCE

Rides now located in Sunland Park, Sunland, Calif.

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A-1 shape, complete with Ford Industrial Motor and V-Belt Drive, ready for operation. An ideal ride for parks. Contact

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JOHN GURTLE

## HURRY For QUICK SALE

25 LUSSE SCOOTER BOATS  
LINDY LOOP RIDE  
Also CHAIRPLANE  
all in EXCELLENT CONDITION

WILL SACRIFICE VERY REASONABLE IF YOU ACT NOW  
Can Be Seen and Tested

at PALISADES AMUSEMENT PARK  
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## WANTED

Dodgem, Ferris Wheel, Fun House, Loop-o-Plans, Hi-Ball, June to September on percentage.

No competition, next to State Park, one block to downtown, one million to draw from.

Already have Rink, Speed Boats, Arcade, Restaurant, Excursion Boats, Confectionery, etc.

ONLY HIGH CLASS PEOPLE, PLEASE.

JOE DAVIS, "THE BARN"

GRAND HAVEN, MICHIGAN

## WANTED

Location for complete Kiddie Land in seven-day-week park.

D. S. ISHLER

Centre Hall, Pa.

## MAJOR RIDES WANTED

One of the oldest and best attended Parks in Northeastern Ohio would like to lease two or three Major Rides on a percentage basis for periods of from one to five years.

Can Also Use Two or Three Kiddies Rides

## COASTER PARTS FOR SALE

We are tearing down our Roller Coaster and have about one and one-half miles of 4"x3/4" steel track. Same amount of side rail, 2 1/2"x1/4". Also 300 feet of coaster chain. One 75 HP motor with controls. Four Coaster Cars in very good condition.

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LAKE MILTON, OHIO

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## PERMANENT LOCATION WANTED

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## FOR LARGE NEW ARCADE

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## LONG RANGE SHOOTING GALLERY

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INDIAN TRAIL PARK ON ROUTE #45

12 miles from Allentown, 12 miles from Bethlehem

500,000 population within radius of 20 miles

MUST SELL—FAILING HEALTH—WILL SACRIFICE

One 40' Merry-Go-Round, one Electric Train, one Kiddie Roller Coaster, Kiddie Playground, Penny Arcade (40 machines), three Tourist Cabins, one Dance Hall (in stone grist mill), one Electric Water Pump (all year clear water), one Eating Concession, three Concession Buildings, one Outdoor Theatre (seats and bleachers), five acres of ground, nine building lots. Clear water running through Park. 14' wide water rights with deed.

GOOD INVESTMENT—PARK IN OPERATION 20 YEARS—WELL PATRONIZED

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## WILL BOOK for Season April 9-Sept. 25 In Modern, Popular LAKESIDE PARK, Barnesville, Pa.

No. 16 Ell Wheel, Merry-Go-Round, Tilt, Caterpillar, OR WILL BUY. No junk considered. Funhouse and ALL Concessions OPEN except Derby Racer and Miti Camp. Will contract NOW Ex. Dirgees, Arcade, Scales, Popcorn, Bingo, Cafe, Hoop-La, Peepool, Alley, Hi-Striker, Lead Gallery, Photo, Ball Games, Fishpond and all Stock Stores. Mike and Helen, Tom and Jeanette Terrill and all replies:

T. L. DEDRICK

Gen. Mgr. Concessions and Rides, Markham Hotel, Guilford, Miss., until Feb. 12th.

# R-B Fire Claims 77% Paid Off

## Victims Get Nother Check For \$100,000

Total Paid Over 3 Mil

(Continued from page 3)

rior Court within a few days for authority to distribute the money to fire claimants.

The new payment represents a 5 per cent dividend and will raise the total paid, via insurance and otherwise to \$3,100,000, or 77 per cent of the total claims of \$4,000,000 resulting from the circus fire which occurred in Hartford July 6, 1944.

Receiver Rogin divulges that he \$200,000 now on hand brings closer the date of the final liquidation of the claims. He also praised the work of the county bar committee, consisting of President Robert P. Butler; former president Joseph P. Cooney, and Schatz, in handling the arrangements for the payment.

Rogin added that the conferences, held by the committee members with attorneys Leonard Bisco and Dan Gordon Judge, counsel for the circus, had resulted in the additional payment, with the New York attorneys co-operating fully after the committee had registered its objections to the size of the original payment.

According to Robert Butler, the Ringling management was not technically obligated to make full payment until the end of the circus fiscal year, March 31, 1949, but both the Ringling management and its legal representatives, Judge and Bisco, co-operated fully with the Hartford commission and agreed to make the additional payment in advance.

## Carl Hagenbeck To Tour in 1949

HAMBURG, Germany, Jan. 22.—For the first time since the war the Circus Carl Hagenbeck will go on tour this coming season after a brief preliminary local run.

While most of the equipment, rolling stock and animals of both the Circus Carl Hagenbeck and the century-old Hagenbeck Zoo at Stellingen-Hamburg were lost during the war, replacements of equipment and animals have reached a point where the circus and zoo are fairly well stocked with trained animals and enough equipment to operate.

The circus has acquired 20 new wagons, new big top and a number of well-trained animal groups, including horses, ponies, a group of baby elephants and six sea lions—the latter a gift to the Hagenbecks from John Ringling North, of the Ringling circus.

## Ringling Quarters Getting Good Play From Visitors

SARASOTA, Jan. 22.—Ringling winter quarters is getting its best play on week-ends. It chalked up a gate of more than 500 customers Sunday (16). While the majority of visitors are home-towners, a large number of tourists also catch the show. Cars bearing tags from 32 States were spotted on the parking lot Sunday.

No new acts have arrived yet and no additions to the animal ranks have been reported. Performers relax at Lido Beach when not rehearsing. Most conspicuous is the eight-foot eight-inch Iceland giant, Johann Petursson.

## Kelley Sells Cole At D. C. Inaugural

WASHINGTON, Jan. 22.—Bev Kelley, erudite, conservatively garbed master of punchy adjectives, who recently took over the post of head of the press department of Cole Bros.' Circus, crashed President Truman's inaugural in classic circus style. He not only planted Cole Bros.' steam calliope, plastered with the Cole Bros.' title, in the inaugural parade, but landed a pre-parade interview over radio networks and blurbs on the television circuit—with frequent mention of Cole Bros.' Circus—while the eight-horse hitch was hauling the unwieldy calliope over the parade route.

It was a honey of a job, with Kelley introducing Verne Comstock, maestro of the musical teakettle, to the nationwide radio audience prior to the start of the inaugural ceremonies, and television commentators taking over at the wind-up of the

## Phil Kreis, 31, Injured in Fall

SHREVEPORT, La., Jan. 22.—Phillip Kreis, 31, member of the Wallenda trapeze troupe, was seriously injured Sunday night (16), when he fell 35 feet in the Municipal auditorium in the closing seconds of the annual Shrine Circus.

Kreis was taken to North Louisiana Sanitarium. He suffered a deep cut on the right eyebrow, a fractured left forearm and shock.

Archie Gayer, one of the owners of the Ward Bros.' Circus, which furnished the acts for the Shrine Circus this year, said the accident was caused by a breaking rope when Kreis was descending.

parade to describe the vehicle, its music and—yeah, that's right—inocently mention that it was the property of Cole Bros.' Circus.

## Polack Bros.' Eastern Org Inaugurates 1949 Season With Well-Rounded Show

### David Kind, Late of Shubert Interests, Joins as Manager

SAGINAW, Mich., Jan. 22.—The Eastern Unit of Polack Bros.' Circus inaugurated its 1949 season here this week with a program that was both highly diversified and packed with sock entertainment. Tho this was the fifth year for Polack in Saginaw in behalf of Elf Khurafeh Temple of the Shrine, it was the first for the Eastern Unit. The promotion, however, was again handled by A. E. (Buck) and Josephine Waltrip, and attendance all week left no doubt that last year's record would be equaled or topped. Closing here tonight, show opens Sunday (23) in Flint, 35 miles away, which in the past also has been played by the Western Unit. C. V. and May Badger have charge of this year's Flint promotion.

Meanwhile, the Polack Western Unit is poised for its 1949 take-off at Hammond, Ind., Monday night (24), under direction of I. J. Polack's partner, Louis P. Stern.

Joining the show in Saginaw as manager was David H. Kind, for 19 years associated with the Shubert interests in Chicago. He resigned as manager of Chicago's Selwyn Theater to accept the post.

Presented without benefit of a rehearsal, the initial performance went off with hardly a hitch, tho overlong (See Polack Eastern on opp. page)

## Aldrich and Scott Signed for Biller

MOBILE, Ala., Jan. 22.—Art Stahlman, owner of Biller Bros., announced here in winter quarters that he had signed Dee Aldrich as manager of the new org's Side Show. Stahlman also announced Scott Hall has been named assistant to Aldrich.

Aldrich plans to leave next week by plane for Havana to scout a new thrill show. If it is feasible, from the handling of the equipment, etc., the act will be booked as the concert feature with the circus, Stahlman said.

## UNDER THE MARQUEE

Kate, Clyde Beatty's camel, died recently in winter quarters.

Troupers never feared threats of towners but they're pushovers for the stuff that comes out of circus offices.

Tony Diano and Buck Moughiman, Canton, O., attended the recent showmen's convention in Columbus, O. En route they visited Buck Banard at Etna, O. . . . Mr. and Mrs. Les Ulrich and Mr. and Mrs. John Kries, circus fans, are slated to go to Havana soon for a two-week vacation and will visit the Santos y Artigas Circus there.

Towners live up to the old-saw, "There's a time and place for everything," but with a circus it's "Here and now."

Leon Bennett, the last two years manager of the James M. Cole Circus Side Show, will manage the kid show

on Seal Bros. for Bud E. Anderson. . . . The Jorgen M. Christiansen Tent of the CFA held a meeting January 8 at the Palace Hotel, San Francisco, 15 members being present. Following the showing of movies on Clyde Beatty, members had refreshments and also elected officers. . . . The Cincinnati Red Cross, 321 East Sixth Street, is anxious to contact Dorothy Barnes, last season with the Ringling show.

We have gotten along nicely without white tops, tableu wagons and many other traditional circus equipment. However, the horse plumes will remain forever.

Howard Y. Bary visited in Shreveport, La., Tuesday (11) to catch Ward Bros.' Indoor Circus, playing there under auspices of the Shrine. . . . Dave Murphy, Clyde Beatty press agent, sails Tuesday (25) for Honolulu to work for six weeks with

## Toledo Show Shatters All Gate Records

### Opener Is Turnaway

TOLEDO, Jan. 22.—Orrin Davenport's O-Ton-Ta-La Grotto Circus, which opened here Sunday (16) and closes tonight, will without doubt, shatter all previous attendance records for the Davenport org here.

Arthur J. Hilt, chairman of the circus committee, said early in the week that it was necessary to close the downtown ticket sale because all shows were sold out. He said he held 1,000 general admission seats for each performance for last-minute customers, but all reserved and other seats were sold in advance.

### Good Weather Helps

Getting a great break in the weather opening day, the show sold 10,536 admissions, capacity for the Sports Arena, and Arena officials estimated some 2,500 were turned away at the afternoon show.

Only one show was given Monday, that at night, and it was a sellout. Tuesday's matinee was on the light side but at night it was another sellout. Wednesday it was a three-quarter matinee and a sellout at night.

### Publicity Good

Publicity for the event this year was excellent. Ora Parks handled press, with Col. Harry Thomas, equestrian director, handling radio.

Earl Shipley was producing clown. Members of clown alley, in addition to Shipley, were Otto Griebing, Joe Lewis, Carl Marz, Gabby DeKoe, Jimmy Davison, Mickey McDonald, Irving Romig and Dick Lewis.

Izzy Cervone was musical director; Charley Jones, props, and Nena Thomas and Dorothy Davenport, wardrobe.

### The line-up:

Display 1—Tournament. Display 2—Clowns. Display 3—Joe Walsh, wild animals. Display 4—Misses Corine and Grace, trapeze. Display 5—Francisco and Dolores, perch; The Martella, rollo-bollo; The Orantos, perch. Display 6—Clowns. Display 7—Harry Haag's dogs and ponies; Paul Nelson's ponies; Miss Ruby's canines. Display 8—Clowns. Display 9—Walter Jennier, with Buddy the seal. Display 10—George and Kay, trampoline; Bert Dearo, wire; The Kurts, balancing. Display 11—Clowns. Display 12—Jim Wong and Tien-Tai Liu troupes, Chinese acros. Display 13—Paul Nelson, Liberty horses. Display 14—Clowns. Display 15—Web, featuring Cora Davis. Display 16—The Shyrettos, bicycles. Display 17—Albert Fleet's chimpanzees. Display 18—Clowns. Display 19—LaLage, trapeze. Display 20—George Hanneford Family. Display 21—Cole Bros. elephants, with Patricia Scott. Display 22—Clowns. Display 23—Flying Harolda, trapeze.

the E. K. Fernandez Shows. Murphy will return in time to take up his duties with the Beatty show.

General admiration is felt for the ballet gal who smiles while she works in mud, rain, heat and cold, yet knowing she has a man's work ahead of her at night.

Ray Morrison, Jean Allen and Bertha Drane, all of Dailey Bros., are vacationing in Acapulco, Mexico. . . . George Duvall, one-time agent for the Bud Anderson Circus, is a patient in Presbyterian Hospital, Denver. . . . Harlan Dewitt has signed as legal adjuster for the Clyde Beatty show. . . . John Foss will be general agent of Seal Bros. this season. Foss, the last few years, has been playing the Midwest with a Wild Life show. Joe Webb will be the Seal legal adjuster. Norman Anderson will have the concessions, with Leon Bennett as Side Show manager, and Fred Brad, concession manager.

According to an old-timer, money is not a good product for workingmen. Because of its nature it's impossible to make them follow the directions when taking it.

## Carolina Roundup

CHARLOTTE, N. C., Jan. 22.—Both this city and York, S. C., re-sound with the gab of circus folks. There's Dean and Flo, Don and David McIntosh, late of Dales Bros.; Keller and Jerry Pressley, of the same show; Tommy and Lucy Arenez, of King Bros.; B. W. Huddleson, Al Dean, Pete and Lillian Sadowski; Jane and Dolores King of Bailey Bros.; Tommy Bentley, of Dales Bros.; Walter and Mary Rogers, of King Bros.; Chester and Sylvia Gregory; Bill and Pat Tumber and the writer.

Visitors have included Bill Moore, Lucio Cristiani, Bob Stevens, C. C. Smith, Charlie and Jewell Poplin, on their way to Florida, and Mickey Dale, who is prepping his Dales Bros. for the opening. Bob Stevens spent a night recently with Chester and Sylvia Gregory and then returned to Pine Bluff, Ark. Chester and Sylvia are settled in their new home in Charlotte. Pat Tumber reports she is content taking care of her chickens and dogs and has no time for troup-ing.

Mrs. Ray Rogers and son, Baron Novak, are frequent visitors from Rock Hill, S. C. Everyone is awaiting the annual winter visit of Youngs-town Smitty and O. C. Cox. Walter Rogers enjoyed a visit from his sisters, Helene, Norma and Connie, in York before taking off for Mobile, Ala., to assume his duties as superintendent of Biller Bros. Bill Tumber left for Newark to work with Hamid-Morton. Deacon and Dave McIntosh are getting equipment ready for Harold Rumbaugh's new show. Flo McIntosh is visiting her sister, Lucy, in Boston. From Boston she goes to Canada to visit her mother in Trenton, Nova Scotia.—EDDIE HENDRIKS.

## Polack Eastern Cracks Season With Solid Bill

(Continued from opposite page) (about three hours). Nate Lewis, back as equestrian director and announcer, immediately began a tight-ening-up process.

Henry Kyes, resplendent in flashy new wardrobe, came up with a snappy musical score, abounding in popular stuff.

### Strong Program

The program proved to be strong in all departments—aerial numbers, ground acrobatics, animal acts and clowns.

Of the new features, perhaps most impressive is the newly arrived Swedish team, Melitta and Wicons Bokvist. In the first half they do a head-and-shoulder-perch act, and in the second, under the name of the Sikorskas, a swinging-perch routine in the manner of Torrence and Victoria.

Mabel Stark, continuing in head-line position with her tigers, was well received here and garnered a major portion of the advance publicity.

Back in the Polack fold after a three-year absence is Hubert Castle on the tight wire.

Among the newcomers are the Aerial Charltons, an attractive couple whose varied routine, with sway-pole finish, will be especially effective in high buildings and out-of-doors.

An offering that combines class and novelty is that of Serenado II, the Arabian Palomino stallion, presented by Adolf Delbosq and his attractive daughter, Clara. Act has gorgeous trappings and wardrobe, and horses' chime-playing finish is unique.

### Wards Add Members

The Flying Wards, who finished the '48 season with the unit, are back with a fourth member added. Bob Porter is catcher, and Jack Harris and Walter Long Jr. have been joined on the pedestal by Pat Parrish, late of the Gibson Sky Revue. They were launched at the opening performance by their mentor, Gus Bell, of the Western Unit's Ward-Bell Flyers.

Billy Barton, who took Don Dorsey's place on the Western show the last part of '48, has returned with his ingenious cloud-swing number.

From the Western Unit have come Chai and Somay, smooth Chinese acrobats; Dwight Moore, with his lively dog revue; Ernie (Count Ernesto) Wiswell, with his Funny Ford, and the Mustafas, hand balancing.

The show-stopping tendencies of Pepi and Anita Borza, juvenile gymnasts, have been enhanced by the addition of their younger brother, Americo. Their aunt and dad, Adriana and Charly, are back with their sure-fire trampoline number, and Charly doubles as comic in the Lopez Trio casting act.

A pair of Roland Tiebor's well-trained sea lions are neatly presented by Frank Hogan, billed as Captain Wesley.

The four Polack elephants again are handled by Cheerful Gardner, assisted by his wife, Mary, with Irene Lafferty doing the mounts. Irene also assists Dwight Moore with his dogs.

### Basketball Dogs

A fast and gay interlude is furnished by the 10 basketball playing boxer dogs of Rudy Docky, who also contributes several bits of his superb clowning.

A nice mixed number is made up

of the Mustafas, with Marie Delbosq, foot-juggling, and Dime Wilson, table rock.

A generous prolog is provided by the clowns, with specialties by Ed Raymond, Harry Dann, assisted by Arden Beacher, Rudy Docky, Kinko, entering in his tiny auto and assisted by Dime Wilson, and Gene Randow Jr.

### Randow Producing Clown

Randow, energetically filling the position of producing clown, has given a refreshing new twist to the old-time reducing machine, by using ample-sized mother, coaxed from the audience, as the "subject." He also does a boxing bout with Dime Wilson and fronts the clown band. Clowns, in addition to those named, are Dennis Stevens, Jack Klippel and Steve Gottlieb (Mustafa). Stevens does his acrobatic dance with the clown band.

The aerial ballet, dispensed with in Saginaw for lack of room, made way for the Polack-owned Black Horse Troupe, which next week joins the Western Unit.

Sequence of the program at the second performance follows:

- First part: 1. Prolog by clowns and overture by Henry Kyes and His Ringmasters of Rhythm. 2. Dwight Moore's dogs. 3. Billy Barton on the cloud swing. 4. Lopez Trio, casting. 5. Black Horse Troupe (Saginaw only). 6. Chai and Somay, Chinese Acrobats. 7. Serenado II, dancing and musical horse, presented by Adolf and Clara Delbosq. 8. Clown reducing gag. 9. Melitta and Wicons, head and shoulder perch. 10. Rudy Docky's basketball-playing boxer dogs. 11. Hubert Castle on the tight wire. 12. The Borza Kids, juvenile gymnasts. 13. Clown walk-around. 14. The Aerial Charltons. Second part: 15. Mabel Stark and her tigers. 16. Clown walk-around. 17. Mustafas, balancing; Marie Delbosq, foot juggling; Dime Wilson, table rock. 18. Polack Bros. elephants. 19. Clown boxing—Gene Randow Jr. vs. Dime Wilson. 20. Adriana and Charly, trampoline. 21. Ernie Wiswell, Funny Ford. 22. Captain Wesley's sea lions. 23. The Sikorskas, swinging perch. 24. Clown band. 25. Flying Wards.

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Opening February in Florida. Long Season.

Want Girls for Menage, Aerial and Work Stock. Would like to hear from good Ground Act, no Horses Working Men in all departments. Want Local Adjuster, Telephone Men, Shrine date. All season's work to sober Telephone Men that can cut it. Ted Edlin now booking this show. Come to Edison, Georgia. Don't wire collect. Poster, contact Si Rubens, Edison, Georgia. Andy Kelly, write Si Rubens.

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The Billboard Cincinnati 22, O.

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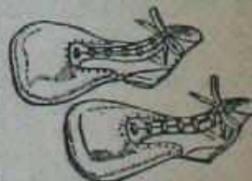
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## Ops' Attitude Is Optimistic

**Marks inks Ronceverte, Kirkwood gets Staunton, both former rail dates**

RALEIGH, N. C., Jan. 22. — Two former railroad spots in the Virginias have been swallowed by truck shows in advance of fair association meetings, and the reported costs involved show that while some ops might have qualms about 1949 grosses, there are others who look for lush times to continue.

John H. Marks, head of the shows bearing his name, was awarded the Ronceverte, W. Va., contract. Ralph Decker secured the midway contract for Virginia State Fair, Staunton. Both spots were played by Endy Bros.' Shows in 1948.

Trade talk reported the Ronceverte net at \$17,000, nearly 5G more than Endy gave up, while Staunton was said to have cost in the neighborhood of \$8,000, altho concessions were mixed last year and the prospect for their revival is anything but rosy.

### Familiar Territory

However, Marks is thoroly familiar with the date, having played it for a number of years when he confined his territory largely to the Virginias and North Carolina.

The major dates in Georgia and North and South Carolina were inked in advance of the State association meetings staged this week. The competition among truck shows, which was considerably aggravated after the war when numerous new orgs were formed, apparently has not lessened.

Some fair officials reported three or more orgs bidding for their dates, with each raising the ante in an effort to outdo each other and with the sky the limit. The flat payment works out most advantageously for the fair, since it provides a certain income, usually involving large deposits. On the other hand, this same type of contract results in show ops bidding blindly without certain knowledge of the potential gross. As a result, some show owners have complained that their costs equaled, and in some instances surpassed, the actual gross.

### Unhealthy Situation

The blame for this unhealthy situation has been tossed at fair officials by the showmen, but the former, naturally, refuse to accept it. The carnival ops, in many instances, are offering more money than spots are worth, while most fair execs fail to alleviate the situation by waiting for the top dollar which they know cannot be legitimately earned by the contracting show. The Dixie dates have a decided advantage in that they are staged late in the year when too many shows are faced with the necessity of extending their seasons.

Most show ops are waiting until after the Virginia meeting next week in Richmond to announce their Southern routes, since there are many details yet to be worked out, including binding signatures which sometimes are slow in coming after lobby hand-clasps and words of assurance.

### McCall Shows To Tour

MACON, Ga., Jan. 22. — Jim McCall, visiting here from his winter-quarter near Rochelle, Ga., announced the Jim McCall Shows will tour this year. Opening tentatively is scheduled for late March in Southern Georgia.

## Canada's A Loop Inks RAS, B Ties Up for Five Years

(Continued from page 50)

The tone and conduct of the annual circuit meetings here invariably prove refreshing, if not surprising to U. S. showmen who come to bid or put in a good will appearance against the time when they think they might be in a more favorable position, and the meetings this week were up to past standards.

Sessions are strictly business, and so are the delegates. There is none of the partying that marks so many conventions in the States. Only after A Circuit has made its awards do delegates relax, and then, but briefly, with the winning show or booking agency tossing an open house which losing show reps or booking agents traditionally attend.

There are no posters in the lobby or in hotel corridors. Instead printed programs are submitted. These, printed at no cost to showmen, contain no ding ads and no associate membership gimmicks, and give the name and room number of every showman; also the names of each fair delegation.

There are no pub-crawlers—pardon, room-crawlers—among delegates to make the rounds of showmen's rooms out of curiosity or for a cuffo drink. In fact, delegates keep clear of showmen's rooms until after the business at hand is over.

When and how business is to be conducted is set forth clearly. Conditions upon which bids are to be raised are posted. And before delegates begin to hear verbal bids the showmen are called in and briefed on how proceedings are to be conducted. Meanwhile, they have prepared written briefs detailing what they have to offer, the price, etc.

The Class A Circuit's meeting to consider grandstand show bids opened at 10 a.m., and while it was in progress delegates were not permitted to leave the room unless escorted by the sergeant-at-arms. Lunch and din-

## Young Signs Rand For Florida Bow

TAMPA, Jan. 22.—E. L. (Eddie) Young, owner-manager of Royal Crown Shows, said here Friday (21) that he has signed Sally Rand and her show for the org's opening date at the Florida Citrus Exposition at Winter Haven, February 14, E. L. (Eddie) Young said here Friday (21).

Winter Haven is the first of six fairs booked in Florida for the shows, Young said. He also pointed out that this year's line-up will include Charles Taylor's Cotton Club Revue, Sammy Lowery's Motodrome, Joe Sciortina's Posing Show, Clyde Bentley's Side Show and Betty Bancroft's Jungle Show.

A number of new rides have been added and new fronts constructed, Young said.

## Ralph Decker Contracts Virginia State Annual

POUGHKEEPSIE, N. Y., Jan. 22.—Ralph Decker, owner-manager of Joseph J. Kirkwood Shows, announced this week that he had inked the Virginia State Fair, Staunton, Va., September 5-10.

Other dates announced by Decker are the Mount Airy, N. C., and Statesville, N. C., annuals, giving the Kirkwood org six fairs to date.

er was brought in as they listened to various booking office representatives, some of whom took more than an hour and a half to make their presentations. After listening, the delegates discussed various presentations and called back some of the delegates to answer questions. It was close to 9 p.m. before they emerged with their decisions.

The fairness of the meetings is heartening to U. S. showmen, all too familiar with the ways in which not a few fair boards and some small circuits buy attractions in the States.

As one of the visiting U. S. showmen said: "It seems more pleasant here when you lose a contract than when you win one back in the States."

## Thieves Loot Endy's Train

**Show owner says loss will hit 12G—vandals use axe on cars parked on siding**

ALBANY, Ga., Jan. 22. — Dave Endy, owner of Endy Bros.' Shows, flew in here this week from Miami to inspect damage done his private railroad car and that to six state-rooms and private cars and 19 other cars of the Endy show train. The cars, looted by vandals, were parked on a siding near Turner Air Force Base near here.

Endy at once offered a reward for information leading to the arrest of persons responsible for ransacking the cars. He said loss would hit around \$12,000. He estimated loss in one car alone at \$8,000, with all kitchen, bathroom, bedroom and dining room equipment missing as well as smaller items such as carpets, radios, lamps, desks, linen and drapes.

"All personal papers and clothes were removed by the vandals," Endy said. He declared the vandals apparently had used a hatchet in breaking plate glass windows, tearing down blinds, doors and chromium trim.

Endy said no night watchman had been on duty near the cars.

## Franks Loses Home And Cash in Blaze

MACON, Ga., Jan. 22.—W. E. (Bill) Franks, Georgia carnival operator, off the road last season, recently suffered a bad run of luck, it was learned here.

Owner of a 1,000-acre tract in Wilcox County, Franks last year supervised a good farming season and reaped a big harvest in peanuts. But, recently on the afternoon of a birthday celebration he cashed \$3,900 in peanut checks, carried the money home, and placed it in a tin cash box only to have a fire break out while the birthday party was in progress. His home, furnishings, clothing and cash were lost in the blaze.

Peggy Franks, Bill's wife, also was a heavy loser. Her collection of antiques, valued at \$5,000, and a sum of currency belonging to her, also were lost in the fire.

The Franks and their son, Bill Jr., temporarily are living in a fishing and hunting club Franks built on his place last summer.

## Crafts 1949 Bow Skedded At Imperial

**23d Year Opens Feb. 26**

NORTH HOLLYWOOD, Calif., Jan. 22.—Crafts' 20 Big Shows will pull out of the barn here and open its 23d season February 26 at the California Mid-Winter Fair in Imperial. Following the Imperial date, which Crafts plays for the second consecutive year, the unit will move to San Bernardino for its 15th year at the National Orange Show.

Frank Warren, who up to last year managed the show, has been named general agent for Crafts Enterprises, operator of this and the Exposition Shows. He succeeds W. Lee Brandon.

### 14 Rides Set

To open the season in Imperial, Owner Orville N. Crafts is sending 9 major and 5 kid rides, 6 shows and 40 concessions. Unit combines with equipment of Exposition, managed by Roger Warren, for the Orange Show.

The Imperial fair will feature a number of improvements over last year, when the grounds were hurriedly readied for an early opening. Several buildings and an expansive paving program have been completed, D. V. Stewart, secretary-manager, said.

Crafts this year is making available a big top, 80 by 200 feet, for fairs and celebrations. According to Crafts, the addition of this equipment puts his organization in a position to package an entire event.

### New Cook House

New equipment moving out with the 20 Big Shows this season includes a new cookhouse, made especially for the show by Golden Gate Trailer Company, San Pablo, Calif.

J. W. Gilman, who was secretary on the Exposition unit, will accompany the No. 1 unit on its initial 1949 date.

## Four Tenn. Fairs Signed by Page; Plans Second Unit

SPRINGFIELD, Tenn., Jan. 22.—W. E. Page, owner of Page Bros.' Shows, returned to quarters here from the Tennessee fair meeting and announced he had inked four annuals. They are Ashland City, Centerville, Spencer and Springfield.

A second unit of Page Bros. will go out this spring, Page said, and for the larger fairs on the Page schedule the two units will be combined. A. S. Brewer will manage the No. 2 unit, assisted by George Gaines. The No. 2 unit, Page said, will play spots only in Tennessee.

The No. 1 unit will go into Kentucky this year for the first time in three years, schedule calling for about 10 weeks in that State.

## Blue Grass Inks Illinois Fairs

OWENSBORO, Ky., Jan. 22.—With the signing this week of contracts to provide the midway attractions at fairs in Bridgeport, Paris and Charleston, Ill., M. G. Stokes, representing C. C. Groscurth's Blue Grass Shows, said that the org's 1949 route is virtually complete. Work in local quarters is progressing and a late March opening is planned, it was announced.



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Transported on 48 Up-To-Date Semi-Trailer Trucks

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Florida Citrus Exposition, Winter Haven, Week February 14th  
Followed With

Highland County Fair, Sebring, Week February 21st  
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Seminole County Fair, Sanford, Week March 21st

Manatee County Fair, Palmetto, Week March 7th  
Lake County Fair, Eustis, Week March 14th

**CONCESSIONS**

Can place for Florida Fairs or for season any Hanky Pank Concession, Outright Sales and Catering Concessions.

**RIDE HELP**

Foremen for Auto, Scooter, Tilt and Octopus, also Second Men for all Rides. No drunks tolerated. Must be good semi truck drivers and expect to stay for season. No hopscotchers or fellow travelers. Must report not later than Feb. 2nd.

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Will book for Florida Fairs and for season, Caterpillar, Spitfire, Fly-o-Plane, Hi Ball, Looper or Moon Rocket. Must have own transportation.

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Can place good Side Show Acts. Contact Claude Bently or Billie Burke. Can use Talkers and Grinders, also useful Help for all Shows, work-

ingmen that drive semis; contact office.

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MEN or WOMEN  
For new Drome. Would also like to hear from Carnival that has six or more Major Rides. We have our own transportation. You pay your wires or phone calls, we pay ours. Carl Woods, Bingo Jim, W. O. Brown, contact  
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P.S.: We are interested in buying small Timber Lion.

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**1947 MODEL, 30 GAL. EASY WAY CUSTARD MACHINE**  
Mounted in Yellow Coach bus, Chevrolet motor, Electric hot water heater, sink, electric refrigerator and colored fluorescent lights thruout. Back and sides open to serve from; meets all health requirements. Cost over \$8,000.00 to frame. Will sacrifice for \$3,500.00.  
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Want Foremen and Second Men for Dodgem, Spitfire, Octopus, Merry, Ferris Wheels, Caterpillar, C-Cruise and Tilt. Must drive truck-trailers and be in winterquarters by March 21. Salary and bonus. Best of automotive equipment.  
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Help in All Departments, Including Ride Help.  
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**MIDWAY CONFAB**

Al Kaufman, concessionaire on Jimmie Sullivan's Wallace Bros.' Shows in Canada the past season was a busy man at the recent coin machine convention in Chicago, where he sold much imported china-ware. Kaufman plans to visit the Tampa Fair. He will be with Jimmie Sullivan again this season.

A new sight in the midway business will be a press agent openly asserting that his shows are second best.

Joe Exler, concessionaire, is back on the West Coast after visiting in Chicago, New York and Miami. . . . Frances Scott, guess-your-weight gal, who has been vacationing in Florida and California, is expected back in San Francisco shortly. While in L. A. she attended the Pacific Coast Showmen's Association banquet.

An old-timer can remember when the only night game in quarters was shooting snipes along a downtown curb.

When Royal Crown Shows closed their St. Petersburg, Fla., stand a farewell party was held in the cookhouse. Passing out the food were Jack Gallippo, cookhouse operator; Whitey Smith, head waiter; Harry Rubin, concessionaire, and Edith Marsh waitress. After a short lay-off, shows will open the 1949 tour at the Winter Haven, Fla., Orange Festival. . . . Eddie Lazar, concessionaire at Riverview Park, Chicago, and with James E. Strates Shows, will be in Largo, Fla., when shows open at the fair there Tuesday (25).

About this time of year the trouper who's broke begins to wonder which winter quarters he thinks it's best to stay away from.

Charles Conlon, well known in

carnival and circus fields, has re-enlisted in the air corps for three years and is stationed at the Lackland Air Base, San Antonio. He was in the same service branch during the war. . . . Henry Meyerhoff, Canadian showman and owner-operator of Crescent Canadian Shows, has been named Penticton's second good citizen. In a ceremony held in the Capitol Theater, Penticton, a large audience enthusiastically greeted the announcement by Mayor Robert Lyon that Meyerhoff's long list of charitable works and indefatigable efforts on behalf of the city had earned him the honor first instituted a year ago. . . . Chet and Bubbles Reese and Madam Mitchell, who are wintering in West Monroe, La., will return to the Larry Nolan Shows in 1949, marking their third year there.

A carnival manager is a fellow who either sells his shows or dies of old age before he gets 'em built to where he won't have to spend anything on them during the winter.

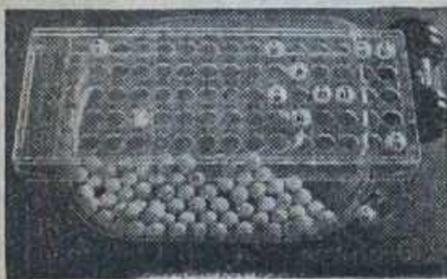
Milo Hartman, mail man and The Billboard sales agent on Martin Arthur's Imperial Exposition Shows, left Venice, Calif., January 21 with Jimmy Woods's Community Fairs attraction to play the Imperial Valley for three weeks after which he will join the Arthur org, which opens its season February 21. Hartman's wife, Emma, will assist him in handling his duties on the shows. . . . Richard Lou Davis, Side Show operator on C. A. Vernon Shows for 12 years, and formerly with Silver State Shows, recently underwent an operation in Methodist Hospital, Houston, and will be confined there for two months. Davis would like to read letters from friends.

Mr. and Mrs. Homer Simons have

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It's New—Portable—Fast—Efficient

Suspicion-Proof—With Fingertip Ball Release. Plastic—Mounted on 24" by 36" Base.

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Want for one of the best framed Girl Show's on the Road, Hula Hula Dancers and Posing Girls; must be YOUNG and good looking. Can use Canvas Men and Ticket Sellers. We can use Inexperienced as well as Experienced Girls. We teach you. If you must DRINK while you work, save your time and mine, as we won't keep you. Girls send Photo, which will be returned. All people who have worked for us in the past, get in touch at once; we open the second week of March with Hill's Greater Show, our third year with Clyde and Punk Hill. Deadup and Jerry, answer. All replies

**Mack and Peggy McDonner**

c/o Hills Greater Shows, Aransas Pass, Texas.

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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 600 lbs. per hour. Used Popcorn and Peanut Machines bought and sold.

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Also have Agents' Plan.

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chandise.

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With complete layouts. Works best in Center Outfits. 2 1/4 "x8 1/4" length. We will make your complete table or sell you the game with the layout cloth. No information furnished for the next 30 days, as we are building stock for this game. We know it's hot and will have a lot of imitators. Write for our new 38-page catalog.

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**J. H. MCGINTY**

TAX CONSULTANT

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**CARBONS FOR 60"**

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R. O. B. Ogden, Utah, case lots, per container  
Special prices for larger quantities.

R. M. B. CORP. 1505 E. First Street  
Los Angeles 33, Calif. \$4

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CONCESSIONAIRE'S GUIDEBOOK

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CARNIVAL & CIRCUS SIDE SHOW**BANNERS**

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**CHARLES GORDON**

28 Tremont St., Boston, Mass.

returned to their winter headquarters in Tifton, Ga., from Inverness, Fla., where they enjoyed a successful fishing excursion. Among show-folk at Inverness during their sojourn were Mr. and Mrs. Robert Parker, J. C. (Tommy) Thomas, A. W. (Little) and Sally Morris; Mr. and Mrs. Art Frazier, Mr. and Mrs. Mike Wright, Mr. and Mrs. H. Zolum, Mr. and Mrs. Vaughn Richardson and Mr. and Mrs. Andy Markham. . . . Renee (Scotty) Roberts, concessionaire with the James E. Strates Shows last season and a member of the org's girl reviews for many years, was hostess at a birthday party in her trailer home, Tampa, January 14. Guests included Sally Bruneau, Stella Bartlett, Della Carroll, Ethel and Ella Lister and Kay Synrex. . . . Whitey Sutton reports he will have his Side Show and Snake Show on Happyland Shows in 1949.

Years ago when an agent wired his manager for \$30, the manager answered with: "Have 30 reasons for not sending the money. One dollar per reason."

Mr. and Mrs. C. A. Vernon, United Exposition Shows were hosts at a recent wild duck dinner in the Grill Cafe, Aransas Pass, Tex. Guests included Mr. and Mrs. Wap Davis, Mr. and Mrs. Harry Brown, Mr. and Mrs. Ray Bevens and Mr. and Mrs. Jack Edwards. Mrs. Edwards was guest of honor at a shower in Aransas Pass, Tex., given by outdoor show women wintering there. Mrs. Juanita Hunter was in charge and guests included Mrs. Maple Williams, Mrs. Joe Williams, Mrs. Grace King, Mrs. Helen Culver, Mrs. Leonard and Doris McLemore, Mrs. Evelyn Wills, Mrs. Irene Davis, Miss Stanzel, Mrs. Hayes, Mrs. Minnie Sanders, Mrs. Louis Griffith, Mrs. Jessie and Mrs. Olen Byers, Mrs. Bill Myler, Mrs. Paul Julian, Mrs. Everett Singleton, Mrs. Frank Steinberger, Mrs. R. V. Ray, Mrs. Art Martin, Mrs. Marion Shufford, Wanda Miller, Mrs. Bertha Miller, Mrs. Fred Stumbo, Mrs. Gladys Jacobs, Mrs. Virginia Pitolli, Mrs. Tillie Weidermer, Mrs. Clara Bolinbarker, Mrs. Ann Summers, Mrs. Martin and Mrs. H. Brown.

As punishment for hitting the bottle and neglecting their work last season, some of the workingmen have to put in the winter in quarters on half-salary.

Hattie Brooks with her new De Luxe Diner opened the season with Johnnie Jay Caruso at the annual Veterans of Foreign Wars (VFW)

Fair, and reported good business. . . . Max Cohen, secretary-treasurer of the American Carnivals Association, attended the recent Fair Secretaries' party, given by the Michigan Showmen's Association at Detroit. . . . Hattie Wagner, attending the Michigan Association of Fairs convention in Detroit, was called to Chicago by the death of her sister-in-law, Mrs. May Fox, who was killed in an auto mishap.

John W. Swisher, St. Albans, W. Va., writes that he will not have his concessions with Jones Greater Shows this year as reported. . . . Mr. and Mrs. E. C. May had as house guest in Ruskin, Fla., May's mother, Mrs. K. B. May, Huntington, W. Va., and his brothers, Sill, who has been in the government hospital at Richmond, Va., and formerly on the Sheesley Shows, and E. H. May, of Huntington, W. Va. . . . William Postelwaitte, general agent of Down River Amusement Company, recently took delivery on a new 30-foot semi at quarters in River Rouge, Mich.

Sight of two competitive general agents getting chummy at a fair meeting dinner may have pleased the onlookers but it scared hell out of their managers.

Estonian refugees confined to Canadian immigration barracks awaiting clearance for residence in Canada recently were entertained at Halifax, N. S., by Bill Lynch, owner of the shows bearing his name, and Howard Morash, manager of the No. 2 unit of the Bill Lynch Shows. The refugees were given fruit, candy and toys. . . . Alberta Slim, assisted by Eric Winchester, emcee of the show, is training his new horse act at winter quarters in New Westminster, B. C. Slim plans to take the act on the road this season with a carnival.

Bill Martin, purchasing agent for the John Goldie concessions, based at Halifax, N. S., is selling canned foods this winter and recently talked on food packaging at a grocers' convention there. . . . J. E. Wilson, St. John, N. B., concessionaire with Canadian carnivals, is working this winter as a checker on the steamship docks in St. John. . . . William Lynch, 27, son of Jack Lynch and nephew of Bill Lynch, Halifax, N. S., carnival operators, recently was flown from Sable Island to a Halifax hospital where he underwent an emergency appendectomy. Young Lynch's father is manager of the No. 3 unit of the Bill Lynch Show.

Some old-time midway stories are exciting and some are dull, like the one about the carnival owner who sawed the heads and legs off of his Merry-Go-Round horses to make them load closer.

Max Barr, Los Angeles; Gus Dazin, Bradentown, Fla.; John Emerick, Sarasota, Fla., and Gene Constans, Del Ray, Beach, Fla., were among those making the longest trips to attend the Ohio Fair Managers' Association Convention in Columbus recently. . . . Cecil E. Goree, owner of the Sunflower State Shows, announces his org will go out this year as the State Fair Shows on Parade. Goree also announces that he recently purchased the Hill Hotel, Hillsboro, Tex.

Frank (Shorty) Betts, last season with W. S. Curl Shows, has been released from St. Vincent's Hospital, Toledo, where he was hospitalized for several weeks. . . . E. (Red) McFarlin, well-known legal adjuster, has been engaged in that capacity for 1949 by Bee's Old Reliable Shows, he advises from Winchester, Ky. . . . Pauline King has entered Polyclinic Hospital, New York, where she will undergo an operation. . . . Hiller brothers are in Palisades Park, N. J., winter quarters readying their three shows, cookhouse and ball games for their 1949 tour with Coleman Bros.' Shows. They had the Unborn Show on the org the past season. C. Hiller took delivery on a new car recently to replace the one destroyed in a recent fire.

## United Liberty Org Sets Opening Date

BLOOMINGTON, Ill., Jan. 22.—Ken Murray's United Liberty Shows will bow for the season here April 16. A new winter quarters site has been purchased two miles from town and it is planned to start construction of several buildings in early spring.

Org inked a contract to provide the midway attractions at the American Legion-sponsored July 4 celebration at Henry, Ill. Much promotional emphasis will be placed on Saturday, July 2, when there will be a special matinee with blocks of coupon tickets being distributed by merchants in the surrounding area. Murray also reported signing two Iowa annuals, What Cheer and Columbus Junction.

Org has signed Bert Dean to present a magic revue known as The House of Mystery. Show will have an 80-foot front and will seat approximately 100. It will have a cast of nine. Nat Ozman, assistant manager, has signed Bobbie Burt to headline the girl show. Miss Burt is now working burlesque.

Owner Murray attended the Indiana convention. He plans to attend the Illinois convention before returning to quarters to assist John (Gyp) Brennan in readying the show for the opening.

## Gooding First In At Uniontown, Pa.

COLUMBUS, O., Jan. 22.—Gooding Amusement Company has closed negotiations to be the first show in Uniontown, Pa., this spring. The stand will be made early in May, F. E. Gooding announces. In recent years, a railroad show has been the first in.

Gooding also revealed that his organization has signed to be the only show to play inside the city limits of Canton, O., this year.

## Coleman Adds 2 Annuals; Opener Set for Late April

MIDDLETOWN, Conn., Jan. 22.—Coleman Bros.' Shows have been awarded contracts to provide the midways at Orange County Fair, Middletown, N. Y., and the fair at Rochester, N. H., Richard Coleman announced from local quarters this week. Preparations are under way to have the org open its 1949 season here the latter part of April.

Bill Jones has booked his bingo stand with the shows and Walter McCracken will have his Girl, Monkey and Side shows here. Mickey Donahue's Motordrome and kiddie boat ride has been added and Clarence Church will be back with his Peuny Arcade, Coleman said.

### MUST SELL

Manley Popcorn Machine  
1946 Model.  
Clean, Perfect Shape . . . . . \$400.00

Easyway Custard Machine  
Used One Season,  
Like New . . . . . \$1,250.00

Mangel's Shooting Gallery  
Park Type—16 Ft.  
Sacrifice . . . . . \$1,400.00  
Complete with 6 guns

**LAMBERT BROS.**  
Playland Park Houston, Texas

### GRUBERG'S PLAYLAND

WANT FOR LONG BEACH, L. I., N. Y.  
Popcorn, Candy Apples, Candy Floss, Snow Balls, Hot Dog Stand and Frozen Custard. Will sell the exclusive on all to one or two parties. Also want party with two or three Grind Concessions. Pitch Till You Win, Candy and Cigarette Conk Gallery and Fish Pond. Location right on the Boardwalk next to the Jackson Hotel. Millions of people to show to. Operates day and night, including Sunday. Will book on percentage basis only. This is the only Grind Concession on the beach. We have 15 rides. All the above Concessions do a big business.

**MAX GRUBERG**  
MIAMI SHOWMEN'S ASSN.  
236 W. Flagler St. Miami, Fla.

### RIDES . . . RIDES

At Liberty  
FOR FAIRS AND SPONSORED EVENTS  
For Sale—#12 Ell Wheel in first class condition, good as new \$6,500.00.

Write  
**THOMPSON BROS.**  
2906 4th AVE ALTOONA PA.

### MAGIC EMPIRE SHOWS

Now Booking  
SHOWS — RIDES — CONCESSIONS  
for 1949 Season. Address:  
**A. SPHEERIS**  
Magic Empire Shows Gulfport, Mississippi

### ATTENTION, SHOWMEN!

## SHOW ARTIST

Will design and paint your show front in modern, attractive color and design. Figures, scenic, lettering. Go anywhere.

**GEO. WILCOX**  
c/o J. Ramsay, 16158 Kentucky, Detroit, Mich.

### TIVOLI EXPOSITION SHOWS

NOW BOOKING SHOWS  
Concessions, Ride Help for 1949 season.  
Show Opens March 12. Contact:  
**H. V. PETERSEN, Gen. Mgr., or O. S. NOELL,**  
Gen. Agent, Box 742, Jolin, Mo.

### WANTED

Fun House, Glass House and any good Show. Long season—Celebrations and Fairs.

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### THE KIMBERTON FIRE CO.

Is interested in engaging independent stage and serial acts for their Annual Fair, starting JULY 20 to 31, 1949. Please address correspondence to:  
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## FOR SALE

1947 HERSCHELL KIDDIE AUTO RIDE  
1947 #5 ELI FERRIS WHEEL  
1948 MANGELS KIDDIE WHIP  
1948 ADDISON MINIATURE TRAIN

The above Rides used only 4 months.  
Like new. Make an offer.

BOX 97, c/o BILLBOARD  
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### WORLD OF PLEASURE SHOWS

Now contracting for 1949 season  
Rides—Shows—Concessions  
Open in April—vicinity of Detroit

**JOHN QUINN, Manager**  
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### WANTED

Man to do some booking and typing. Also want Ride Men. Want to book Shows and Concessions.

### MOUND CITY SHOWS

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### WOLF GREATER SHOWS

Now Booking for 1949  
Shows—Concessions—Ride Foremen.  
Address:  
P. O. Box 2725, Bloomington Sta., Minneapolis,  
Minn. Phone: Midway 7647.

### FOR SALE FOR SALE

Snow White and Seven Dwarfs Mechanical Show, \$1,000.00.  
Four 30-Kw. Casoline Surelite Plants, Chrysler Industrial Motors, A-1 condition, \$800.00 each.  
One Emerson Iron Lung mounted in Fruchauf Trailer. Will sell Lung separate for \$800.00.  
This Lung is new.

**COLEMAN BROS.' SHOWS**  
P. O. BOX 886 MIDDLETOWN, CONN.

### 10 RIDES 7 SHOWS

### PAGE BROS.' SHOWS

Opening Springfield, Tenn., middle of April.  
Want Concessions of all kinds except Bingo: Cook House, Photo and P. C. Will sell X on Pop Corn, Diggers, Mitt Camps, Ride Help for 10 Rides. Operators for Fun House, Monkey Circus, Girl Show with Girls. Paul Pittman wants Agents for Slum Outfits and P. C.

BOX 244, SPRINGFIELD, TENN. PHONE 1805-W.  
P.S.: Have 500 Stakes (Car Axles) for Sale, \$1.00 each.

### WANT RAYNELL PERFORMERS WANT

FOR IMMEDIATE SHOWING AT TAMPA FAIR AND FOR SEASON OF 1949—  
CETLIN & WILSON SHOWS — ACTS  
SINGERS — DANCERS — TEAMS — ACTS  
Must be good, entertaining and have good wardrobe. Nothing but the best.  
CHORUS GIRLS—MUSICIANS—Clever Girl for Specialties. (Jack Olson, wire.)  
Address: RAYNELL, PARK HOTEL, TAMPA, FLA.

## Gooding Detroit Contract Holds

Mich. State fair manager outlines okay by att. gen., ratification by board

DETROIT, Jan. 22.—Confirmation that the contract for the '49 midway at the Michigan State Fair has been awarded to Floyd E. Gooding was made here this week by Hazen E. Funk, fair manager. Funk's statement was in response to recurrent reports that another organization might receive the contract despite the original award to Gooding, who has had the fair for past two years.

The question of the present management's right to sign a contract was raised, and an opinion was secured from the State attorney general, holding that the fair board had an unquestioned right to contract and plan a year in advance, Funk said. The question of a longer term contract, raised last fall in connection with some commercial exhibit matters, was not involved in this issue, he added.

Funk pointed out that, while the Gooding contract for 1949 was first approved by the executive committee of the fair board, in absence of a full board quorum in October, it was subsequently approved unanimously in writing by absent board members, as well as at the subsequent November meeting.

Possibility of a reversal by the board, on the basis of a change of State administration, is considered unlikely, inasmuch as only five of the 20 members have terms expiring April 14, while the remaining 15 stay on for one to three more years.

## DeLuccia Sets New Org for 1949 Tour

MIAMI, Jan. 22.—Scully P. DeLuccia, formerly with the World of Mirth Shows, said here this week that he will take out a newly organized carnival under the title of Greater American Midway Shows, with an itinerary to be made up of spots in Virginia, New Jersey, Pennsylvania, West Virginia and New York.

Official staff includes Louis (Kappy) Muskind, concession manager; Al (Dropper) Baron, legal adjuster; George (Nafki) Harris, ride superintendent, and George Doyle, business manager. All are in local quarters.

Doyle said that new concession frames are being built in quarters and new trucks and semis are being readied for the tour. Two new Diesel light plants have been purchased from the Harris Machinery Company. Mr. and Mrs. DeLuccia are in their new home at Miami Beach, Fla.

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Zero, Okla.,  
January 22, 1949

Dear Editor:

Because Ballyhoo Bros., Circulating Exposition stays out until its folding money folds, we never celebrate Christmas. We live thru it. Did you ever hear of a white Christmas being featured at a colored fair? This show day-and-dated both of them. While the towners were singing for a white yuletide, we were singing the blues for a colored turnout. Snow started falling here Monday night and continued until today, which left the lot white and the midway dark, with no intermediate color for the house's percentage.

Our three wise general agents from the East learned that they know nothing about booking a winter date in the West. They didn't arrive here on camels like the men of old, but they carried the contracts for this fair in three camelback trunks. That good will toward all men is okay if Christmas doesn't fall on a Saturday when "How to get get-away dough" is the paramount question.

However, if you're fond of beautiful midways, this midway was beautiful with the snow glistening with colors produced by our much-advertised mile of neon. The snow was banked against our concession booths and kept them closed. That proves that you can't farobank a snowbank and comes under the heading of playing the ice. Christmas and our people arrived on the lot cold and clean. All house trailers were buried with drifts. Somehow it gave us the idea that the rustic who wants to own a home with a furnace could be half-smart. The bosses promised us turkey for dinner. They finally came up with the fowls' eggs. That left the drumsticks cold on the gal show's drum. A grab joint operator donated his last week's buns. So, we settled for dressing minus the sage. The midway kids depended on our gift-giving concessions for their Christmas gifts. They got the idea too late

as the agents had peddled them downtown to spring themselves from a bowl-and-pitcher hotel. The lads who asked for sleds and skates had to be satisfied with getting the skids.

A First-of-May hung up his socks at the head of his cot. They were gone in the morning along with his shoes. The old-timers with the show decided to spend the holidays at home. They soon chilled in the berth car as did the pie car manager with tabs. A sheetwriter wrote up a farmer in exchange for three trees. The train crew burned them Friday night trying to keep warm. A group of local youngbloods sang carols at the main gate, but they Hoosiered-up on us when we asked for a touch. A share-cropper from across the lot left his warm home to bring us good cheer by asking, "What do you people do for a living?" This morning, what we thought was a live one came onto the lot. But he blew after asking, "What time does the balloon go up?" If this is the tinsled life authors of show stories write about, somebody promoted the tinsel to trim their trees. We have tonight to go and might get well.

P.S.: It's 8 p.m.—Hark! the herald angels sing—they just sprung the joints.

## Miami Auxiliary Installs Officers

MIAMI, Jan. 22.—The fifth annual installation dinner of the Ladies' Auxiliary of the Miami Showmen's Association was held here Monday (10) in the Variety Club of the Alcazar Hotel roof garden.

Installed were President Hilda Roman; first vice-president, Martha Weiss; second vice-president, Dolly Young; third vice-president, Mae Levine; treasurer, Ruth Schreiber, and secretary, Frances Deemer. Neva Heiman was installing officer.

Greeters were Ethel Weer, Alberta Mack, Irene Moore, Rose Lange, Polly Staller, Clarice Dunn, Blanche Lytton and Emma Rocco. Pages were Rosita Dell, May Ross, Carin Glass, Edna Lewellen and Elaine Sacawaci. Past Presidents Betty Ender, Leona Parker and Raynell Golden were present.

### Auxiliaries Represented

Auxiliaries from other cities were represented in a candle-lighting ceremony by Ada Cowan, Chicago; Molly Decker, St. Louis; Ceil Forman, New York; Billy Cooper, Kansas City; Raynell Golden, Los Angeles; Pat Seery, Caravans; Leona Plasse, Detroit, and Jerri Gaughn, Tampa. Bouquets were presented to Midge Cohen, Clover Fogle and Jerri Ringling. Flower girl Mabel Lorow presented a bouquet of Silver King carnations to the guest of honor, Mrs. Amos Woodstock.

Floral pieces were sent by Caravans and auxiliaries of Showmen's League of America, Missouri Showmen's Club, Michigan Showmen's Club Variety Club, Greater Tampa Showmen's Association, National Showmen's Association, Pacific Coast Showmen's Association and Miami Showmen's Association.

### Louise Endy Gifted

The outgoing president, Louise T. Endy, was presented with a chest of sterling silverware.

Gold cards were presented to Frances Deemer and Agnes Grosso for bringing in 25 new members; to Mae Levine, retiring treasurer, and Lois Hanson, secretary.

Mistress of ceremonies, Agnes Grosso, introduced out-of-town members and called on Roberta Sherwood and Don Lanning to entertain. Roberta Sherwood sang *There's No Business Like Show Business* while the room was darkened and the birthday cake with five lighted candles was brought in.

## Frame New Club In Hot Springs

HOT SPRINGS, Jan. 22.—Hot Springs Showmen's Association was organized here Thursday (13) in the Chamber of Commerce.

First officers are president, Noble C. Fairly; first vice-president, Harry Zimdars; second vice-president, Dwight Bazinet; third vice-president, Harry W. Hennies; secretary, John Obluck; treasurer, Clayton Holt. Lou Keller opened the meeting and presided until the officers were elected.

The three vice-presidents were named to a committee to prepare bylaws and a constitution subject to approval by members. Bob Ruth, Keith Chapman, Walter Ebel and Dutch Wilson were appointed to select a meeting place and chose 310½ Central Avenue here.

Charter members, in addition to the officers are O. H. Oliphant, C. C. Hutchinson, Louis Schwack, Thomas Fuzzell, Alexander Wilson, Morris Friedenheim, Frank W. Siebert, E. M. (Pat) Ford, Keith Chapman, George Powell, Felix Charneski, J. H. Bybee, James Feron, J. L. Barber, Lloyd Stabey, Bill Durant, Doyle O. Kelly, Harry H. Schnoeckleth, R. R. Ruth, Lou Keller, Walter Ebel and Marshall Purvis.

A ladies auxiliary also was formed. Officers are president, Mrs. Noble Fairly; first vice-president, Mrs. Yorla Goldstone; second vice-president, Mrs. Dwight Bazinet; third vice-president, Mrs. Clayton Holt; secretary, Mrs. Marie Obluck; treasurer, Mrs. Harry Hennies, and club mother, Mrs. Daisy Hennies.

## Dodson Imperial To Carry Band

15-piece group for concert work, parades—opens May 2 at Birmingham

COLUMBUS, Ga., Jan. 22.—A 15-piece band for concert work and street parades will be carried by Dodson's Imperial Shows this season, General Manager M. G. Dodson announced at the org's winter quarters here.

The band, it was pointed out, will be the only one carried by a carnival. In closing for the band, Dodson followed a long-standing practice which he had followed until his brief withdrawal from outdoor show business.

Dodson early this winter acquired a half-interest in the show, along with Amusement Corporation of America. Last year the org operated under the title of Imperial Exposition.

### Winter Activities

Work in winter quarters centers on railroad equipment of the 30-car show. Relining and redecking work on flat cars is well under way, with Fat and M. McCaulley, Dutch Schneider, Steve Norwood and Charlie Jackson included among those busy at that task.

Dodson announced that Ray and Helen Cramer will have the Side Show and Illusion Show; Zeke Shumway, the Snake and Jungle shows and Slim Curtis, his congress of heavyweights and skeletons.

Paul Olson and his partner, Dodson said, will have charge of several concessions. He pointed out that they will also operate concessions on Hennies Bros.' Shows.

The season's opening has been set for May 2 in Birmingham.

## Showmen Spread Ink At Maine Fair Meet

PRESQUE ISLE, Me., Jan. 22.—There was considerable activity among carnival operators and agents attending the annual meeting of the Maine Association of Agricultural Fairs here, January 13-14.

Bucky Allen handled the interests of World of Mirth Shows, which have signed the Bangor, Presque Isle and Skowhegan fairs for 1949.

William Muldoon, owner, and A. W. (Pat) Hanlon, general agent, of Granite State Shows, announced that they inked a contract for the 1949 Damariscotta Fair.

Tommy Keefe, owner of the Columbia Shows, signed Woodland, Me., for the annual Labor Day celebration. Merit Shows signed for the 1949 Union Fair, while Burr's rides contracted two fairs, Fryeburg and Windsor.

## Jack Price, G. A. For Turner, Dies

PETERSBURG, Ill., Jan. 22.—J. C. (Jack) Price, 51, general agent for Turner Bros.' Shows, died here Thursday (13). Death was due to heart disease.

Funeral services were held here Saturday (15), with burial following in Oakland Cemetery.

Surviving is his widow, Baulah. A member of Clinton Lodge AF&AM, Petersburg; Ansar Temple Shrine, Springfield; Showmen's League of America and International Showmen's Association, Price was in show business for 30 years, 20 of which were spent with the Turner org.

WINTER GARDEN, Fla., Jan. 22.—Johnnie Caruso's Pine State Shows opened the season here this week at the Veterans of Foreign Wars Fair. Org has five rides and five shows. The Aerial Millers are the free act.

## United Exposition Shows

NOW BOOKING SHOWS, RIDES AND CONCESSIONS. WIRE OR WRITE

C. A. VERNON

Box 597 Port Arthur, Tex.  
(Phone 3-4001)

### ATTENTION

## West Coast Carnivals

I have some great High Acts

## JOHN H. BILLSBURY

Pantages Theater Bldg. Hollywood 28, Calif.  
Phone: Hillside 2747

## OPENING PEACH STATE SHOWS

FEBRUARY 18TH.

Can book X on small Grab, Pop Corn, Candy Flom. Also few more 10¢ Concessions, as we book one of a kind. Will book next Auto Kiddie Ride, other Rides not conflicting. Good proposition for man and wife, sober and dependable. Jim Elliott, write. Will buy Merry-Go-Round or trade new Chairplane in on same. What have you to offer?

TEX ROLLINS  
BUENA VISTA, GA.

## RIDES WANTED FOR CASH

7-Car Tilt, Octopus, Roll-o-Plane, Chairplane, Kiddie Rides, Spitfire, small Merry-Go-Round. Send photo. Best cash price and condition.

WANTED: Pan or Mouse Games, also Evans Big Six.

## ANDERSON RIDES

2803 N.W. 10th Ave., Miami, Fla.



**FREAR'S UNITED SHOWS**

25 RIDES & SHOWS      5 LIGHT TOWERS—2 OUTSTANDING FREE ACTS      50 CONCESSIONS

*Our still route is proven. Our fair route is unsurpassed.*

**NOW BOOKING FOR THE 1949 SEASON**

Showing Kansas, Nebraska, Iowa, Missouri, Oklahoma and Texas

CONCESSIONS—All open except Cookhouse, Popcorn, Floss, Bingo, Diggers and Photo.  
SHOWS—Very good proposition to Show Operators with own equipment. Can furnish equipment for capable Operators with People for Girl Show or Ten-in-One Side Show.  
RIDES—Will book all Rides not conflicting. Want all Ride Help, First and Second, who can drive Semi Trucks.

All people that are contracted get in touch with us.

UNIT NO. 1 OPENS FIRST OF MARCH IN TEXAS—MAIN UNIT OPENS IN KANSAS IN APRIL

Write:  
**ROY FREAR, Owner and Manager**  
General Delivery, Emporia, Kansas

**LAWRENCE GREATER SHOWS**

*"One of America's Most Progressive Carnivals"*

Is now in the process of BOOKING Attractions, Concessions and Help for their 1949 TOUR.

If you have the Attraction and showmanship, we have the dates for a long season. WE have several exclusive openings for CONCESSIONS. Foremen and Ride Help for all rides. Man for Front Gate and Towers.

USEFUL SHOW PEOPLE, ALL DEPARTMENTS—Frank Zorda, contact us

BUSINESS OFFICE      WINTER QUARTERS  
Suite 7-J—333 West 57th St.      Municipal Air Port, Savannah, Ga.  
New York City      Post Office Box 1921

**ROGERS GREATER SHOWS**

Want Concessions. Frozen Custard, Scales, Popcorn, Candy Floss, Hanky Panks and Grind Concessions. Want Side Show; have new outfit complete. Want Girl Show. Paul Nelson, contact me immediately, and Sam Cooper, contact me at once. We have Hoopston, Ill., Fourth of July Celebration. Harry Weisbond, please answer my letters. Mailed you contract. Address

**H. V. ROGERS**  
P. O. BOX 647      JACKSON, TENNESSEE

**LEE BECHT SHOWS**

*"A Midway of Moral and Refined Attractions"*

OPENING EARLY IN APRIL

WANT      WANT

CONCESSIONS—Fish Pond, Box Ball, Scales, Photo, Hi Striker, Hoop-La, Cork Gallery, Balloon Dart, Add 'Em Darts, Penny Arcade, etc. Get in early. No P. O., Gympies or Racket wanted.

RIDE HELP—Especially interested in Foreman for #12 Ell Wheel that can handle men and take charge of four Rides. Get them up and down. Also other useful Ride Help. Must be able to drive Semis, Drunks, chasers, agitators, save your time and mine. All replies to: LEE BECHT SHOWS, P. O. Box 92, Mt. Healthy 31, Ohio.

**AMERICAN EAGLE SHOWS**

OPENING MARCH 12—GREENWOOD, MISSISSIPPI—2 BIG SATURDAYS

WILL BOOK OCTOPUS AND KIDDIE AUTO RIDE.  
ALSO WANT STOCK CONCESSIONS  
WILL BOOK ANIMAL SHOW, GIRL SHOW AND MECHANICAL SHOW.  
This Show Played 14 Fairs in 48—Bigger and Better Season Booked for '49.  
Will give Route to interested parties.  
Have New Front Arch and New Light Towers. Everything in first-class condition.  
Winter Quarters Open. Plenty of Parking Space.

Address: **DANNY ARNETT, MGR.**      Yazoo City, Miss.

**FLOYD O. KILE SHOWS**

Second Annual Tour of 36 Weeks  
OPENING LAST WEEK IN MARCH

CONCESSIONS—Can place few more Stock Stores, one of a kind. Diggers open; J. Blash, contact. Small, clean Cookhouse, good proposition; Bill Bacon, contact.

AGENTS—Can use capable and reliable Agents for office Stock Stores; 50/50 over stock; Jack Miller, Fish, answer. If you get drunk or wear Cowboy Boots, don't reply.

FREE ACT—With Concessions for the season's work.

WANT TO BUY—No. 5 ELI in A-1 condition, priced right for cash; also good used Top for 40-ft. Sabrejet Merry-Go-Round.

Write: **BOX 85, BATON ROUGE, LA.**  
WE OPERATE WITH FREE ACT, FREE GATE, and NO GRIFF.

**ALL CONCESSIONS OPEN**

Speed Boats for 22 acres of water. Bud Cross, Leo Radds, answer. Name bands, picnics, celebrations, unions, etc., from April to September.

RIDES: Will book or buy, ALL OPEN, for Lakeside Amusement Park, Barnesville, Pa. Replies until February 10:

**T. L. DEDRICK, Gen. Mgr., Rides and Concessions**  
Markham Hotel, Gulfport, Miss. Phone: 9322.

**DODSON'S IMPERIAL SHOWS**

30 RAILROAD CARS

WANT      FOR SEASON 1949      WANT

Monkey Show or any Show of merit that conforms with high-class Midway standards, THE POLICY OF THIS SHOW. Boss Canvasman for Girl Show and Minstrel Show, first-class Foreman for Scooter Ride, and several other major riding devices, Working Men on all Rides, POLERS AND TRAIN HELP. People who have worked for me before, come on, I will make room for you. Freaks, Curiosities and Working Acts for finest framed Side Shows on the road, address Ray Cramer, Manager, below address.

FOR SALE—Number 5 Eli Ferris Wheel, in good condition, new seats, \$5,800.00. Also Pretzel Ride made by Pretzel Amusement Ride Company, Bridgeton, N. J.; this ride in first-class shape, \$8,200.00. Will take some paper from reliable people.

We can also place Hanky Pank Concessions of all kinds; no exclusive.

SHOW OPENS BIRMINGHAM, ALA., MAY 2.  
NOW HAVE 13 WEEKS OF FAIRS BOOKED and 2 MORE PENDING.

This will be one of America's Finest Midways.  
All address:  
**M. G. DODSON, Gen. Mgr.**  
400 N. E. 100 ST.      Phone: 893627      MIAMI, FLA.

**JOHN R. WARD SHOWS**

RAILROAD SHOW  
OPENING IN NEW ORLEANS, LA.  
MARDI GRAS — FIRST WEEK IN MARCH  
15 - - FAIRS - - 15  
STARTING IN JULY

<b>SHOWS</b> HIGH CLASS SIDE SHOW, MONKEY SHOW, UNBORN OR LIFE, WILD LIFE OR ANIMAL SHOW, ANY GRIND SHOWS, MANAGER FOR FUN HOUSE.	<b>CONCESSIONS</b> THAT WORK FOR STOCK, PENNY ARCADE PHOTO GALLERY	<b>RIDES</b> SPITFIRE, OCTOPUS, ROLLOPLANE, PRETZEL OR ANY NEW RIDES WE DO NOT HAVE.
--	---	---

Want Ride Foremen and Second Men, Trainmaster, Builders, Painters, Working Men. Winterquarters now open. Address:  
**JOHN R. WARD, Box 148, Baton Rouge, Louisiana**

WANT!      WANT!      WANT!

FOR CALIFORNIA'S TWO OUTSTANDING  
SPRING CELEBRATIONS

**IMPERIAL VALLEY MIDWINTER FAIR**  
FEBRUARY 26TH TO MARCH 6TH INCLUSIVE

**Sam Bernardino National Orange Show**  
MARCH 10TH TO 20TH INCLUSIVE

Now Booking Shows and Concessions  
Address: Crafts 20 Big Shows—Phone Sunset 23131  
7283 Bellaire Ave.      North Hollywood, Calif.

FOR SALE—Twenty 10-KVA Koehler Generators, brand new, \$850.00 each.

4TH ANNUAL TOUR      "BE ON TIME IN '49"

**MID-WESTERN EXPOSITION**  
"AMERICA'S SHOW BEAUTIFUL"

LAST CALL      LAST CALL      LAST CALL      LAST CALL

Can place for the Grand Opening, Orange, Texas. Six big days and nights, Feb. 14. Right Downtown, with a 40-week season to follow of choice Fairs and Celebrations. Presenting such high-lite attractions as Fearless Gregg, Man Shot From Cannon, free attraction daily; Art Spencer's LION Motordrome, Truly a Wall of Death; Cavalcade Circus Side Show; Jungleground with Gargo, the Gorilla. Featuring 11 Rides, 6 Shows, 40 Concessions, Light Towers, new Front Entrance and Power Facilities.

RIDES—Roll-o-Plane, Spitfire, Caterpillar, Looper, C-Cruise, Scooter, No Kiddie Rides.

SHOWS—Gilda, Iron Lung, Minstrel, Mechanical, Freak Animal, Midget. Help for Athletic Show.

CONCESSIONS—Custard, Snow, Fish Pond, Gallery, Arcade, Striker, String, any 10¢ Stock.

HELP—Manager, Agents for Bingo; office owned P. C. Dart, Bumper, Milk Bottle, Age, Pitches.

NOTE—This Show will positively show the following States: Texas, Arkansas, Missouri, Iowa, Nebraska, Wyoming, Colorado, Kansas and Oklahoma, Closing Dec. 1 with 14 Fairs, 24 Celebrations now booked, 2 and 3-day stands. All wires and correspondence to:  
Octavio Pedrero Jr.      Ted Woodward      Mickey Rankine      Tommy Carson  
Gen. Rep.      Owner, Gen. Mgr.      Press and Promotions      Public Relations  
WINTER QUARTERS, Box 165, Orange, Texas.      Old Port Arthur Road. Telephone 8442.

**HARRY CRAIG'S HEART OF TEXAS SHOWS**

FIRST CALL—WINTER QUARTERS NOW OPEN. SEASON OPENS EARLY IN MARCH. SHOWING A PROVEN ROUTE IN WEST TEXAS, OKLAHOMA AND WESTERN KANSAS. Want to hear from Showmen who can stand to make money. Will book Illusion, Monkey, Snake, Wild Life, Glass House, Motordrome, Fun House and Athletic Show. Want Side Show Manager. Girl Show Manager that can handle two Shows. Jig Show Manager with six-piece Band. Will book Cook House. Want Manager for Bingo. Foremen and Second Men for all Rides. Free Acts that will work percentage of gate. Man to handle Front Gate and Sound Car.

RIDES: Will book Train, Octopus, Roll-o-Plane. Have virgin territory for Dark Ride.

CONCESSIONS: All Grind Stores open. Will book Arcade, Stock Concessions of all kinds, Novelties, Scales, Age, Mitt Camps.

Secretaries and Committees in Oklahoma, Kansas and Texas, let us hear from you. Have a few open dates. Address:  
**HARRY CRAIG**  
BOX 158 BROWNWOOD, TEXAS

**FOR SALE**

8-Bar Octopus in perfect condition, good as new, with new Tubs and International motors mounted on wheels; price, \$4,000.00. Also 24-ft. Pruehaul Trailer, special built for Octopus; price, \$750.00. 1940 2-Ton International Tractor, completely overhauled and painted, price, \$750. Ride can be bought with or without transportation. Buyer must see Ride to appreciate this bargain.

**MAX GRUBERG**

MIAMI SHOWMEN'S ASSN.  
238 W. Flagler St. Miami, Fla.

**Now Booking for 1949**  
Rides, Shows and Concessions

**HAPPYLAND SHOWS**

3633 Seyburn Detroit 14, Mich.  
Phone: WALnut 1-7924

**KIDDIE RIDES**  
**AT LIBERTY**

Boat Ride and Smith & Smith Aeroplanes.  
Also Sit Down Grab.

**R. M. CRUMLEY**

209 VERNE ST. TAMPA, FLA.

**PLAYLAND SHOWS**

Now Booking for Next Season

RIDES — SHOWS — CONCESSIONS

Jack Gallagher, Mgr.  
15610 Veronica East Detroit, Mich.

**FIRST CLASS**  
**PERCENTAGE AGENTS WANTED**

FOR COMING SEASON  
Men preferred. No drunks, positively. Major  
Motorized Show. Opening March 15th.  
Write, don't wire, qualifications.

**S. S. SHEFTALL**

889 OLIVE ST. SHREVEPORT, LA.

**WE BUY SECOND-HAND SHOW PROPERTY**

Will buy Evans Wheels, Concession Tents, Kiddie Rides, Guess Weight Scales, Candy Floss Machines, Games of Chance. All kinds of freaks and exhibition goods. Rink Skates, Velvet drops. Pay cash. What have you. Send details.

WEIL'S CURIOSITY SHOP  
20 So. 2nd St. Philadelphia 6, Pa.

**FOR SALE, LEASE OR TRADE****AERIAL JOY RIDE**

A-1 shape, complete with Ford Industrial Motor and V-Belt Drive, ready for operation. Contact:

H. V. PETERSEN, TIVOLI EXPO. SHOWS  
Box 742, Joplin, Mo.

**BLUE GRASS SHOWS**

Now Booking  
SHOWS — RIDES  
CONCESSIONS

For 1949 Season  
ADDRESS: BOX 621, OWENSBORO, KY.

**CONCESSIONAIRES—RIDE OWNERS**

Tucson (Ariz.) Kiddies are crying for a Kiddieland. 12 months of sunshine, 365 days of operation, 2 acres of land, excellent location with adequate parking facilities. Space available on percentage or lease. Legitimate operations only. Give full details of your operation.

BOX 242, c/o THE BILLBOARD  
155 N. Clark, Chicago, Ill.

**RIDES AND CONCESSIONS WANTED**

Rides not to conflict. Fun House, Dark Ride. Concessions in trucks or trailers. Boardwalk location. No Kiddie Rides: we have our own.

**GRIFFEN AMUSEMENT CO.**  
JACKSONVILLE BEACH, FLORIDA

**WANT TO BUY**

MONKEY SPEEDWAY WITH CARS

**EARL CHAMBERS**

c/o GETLIN & WILSON SHOWS  
PETERSBURG, VA.

**WANTED**

ONE OR MORE RIDES. LONG SEASON OF FAIRS AND CELEBRATIONS. Send photo if possible. Season 1949—big crowds.

**JAY GOULD CIRCUS**

OTTAWA, ILL.

**BAKER UNITED SHOWS**

Inquiries solicited from Show and Concession Operators interested in a profitable connection for 1949. CAN PLACE MAJOR RIDE NOT CONFLICTING. Address all inquiries to:

2257 Madison Ave. Ph.: GARfield 4584  
Indianapolis 2, Indiana

**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.

**CLUB ACTIVITIES****Showmen's League of America**

400 So. State St., Chicago

CHICAGO, Jan. 22.—Past President J. C. McCaffery presided at the meeting Thursday (20). With him at the table were Treasurer Walter F. Driver, Secretary Joe Streibich and Past Presidents Carl J. Sedlmayr and R. L. (Bob) Lohmar.

Membership applications for Allan A. Travers, William A. Loninger and John A. Reed were received from John W. Gallagan and H. B. Shive.

Harry Mamsch was reported in Belmont Hospital with a heart ailment. Jack Hawthorne, on his way to Florida, suffered a heart attack near Louisville. He is now resting in Louisville under the care of Jack Tavlin and Noyelles Burkhart, and will return to Chicago when his condition improves.

George B. Flint is working on another issue of *News Flashes*.

Back from fair meetings are Harry B. Julius, Sunny Bernet, Peter Vetrano, Al Heller, John (Shiek) Lempart, George B. Flint and Bill Green. Lefty Ohren is back from a Southern trip. Charles Zemater, off for Louisiana, will get busy on the birthday party as soon as he returns. Still waiting for photos of Vice-Presidents Noble C. Fairly and Oscar C. Buck.

An important item is an up-to-date mailing list, so send in any changes of address.

The house committee is planning bi-weekly bingos in the league rooms starting February 4.

Ned Torti says the ways and means committee will get into action soon, so look for mail at an early date.

Callers at the rooms included Bing Bernstein, Leo Sennett, Sol Wasserman, Joe Mettler, Chick Schloss, Cecil Meyers, William Meyers, George Brooks, Jack Levine, Max Jaffe, Ed Sopenar, Dave Goldfen, Harry Rost, Eric Phillips, Bob Hughey, James Campbell, Ed Gamble, Ed Levinson, Joe Shapiro, Hy Neitlich, Harry Simonds, John F. Courtney, A. E. Dumont and Rev. Marcel LaVoy.

**Ladies' Auxiliary**

Bess Hamid is vacationing in Miami. Ida Chase, past president, is in Minneapolis. Correspondence was received from Louise Rollo and Marie Brown, who are visiting California and Mexico, and from Rose Page, now residing in Covina, Calif. Grace Goss heads soon for Hot Springs. Lena Schlossberg, recently returned from Hot Springs, is ill in her Chicago home. Margaret Filograsso recently returned from vacation.

Mrs. Al Miller is still on the sick list and Carmelita Horan is confined to her home with the flu.

The regular social was held Thursday (13) in the Hotel Sherman. Elsie Miller, president, and Mrs. Nell Young were hostesses. Mrs. Hurd won an orange cake, baked by Elsie Miller, and Edith Streibich won a pair of blue pillow cases donated by Nell Young.

**Regular Associated Troupers**

106 E. Washington, Los Angeles

LOS ANGELES, Jan. 22.—A board meeting was held Thursday (13) and plans were made for a membership drive to start March 15 and end September 1. The club will give prizes to those getting the most members. President C. H. Alton added \$100 to this fund. Sam Dolman is membership chairman.

A party for the members is planned in Chinatown February 15. David Friedenheim, Maxine Ellison and Herb Sucher are committee members.

Jennie Reigel and Bob Barnard, on the sick list, are reported better, and Blacky Ford is in Birmingham Hospi-

**National Showmen's Association**

1564 Broadway, New York

NEW YORK, Jan. 22.—Eligibility committee under direction of Chairman Jack Lichter approved the following applicants for membership: Harold Levine, sponsored by Frank Rappaport; Jacques Mohr, Mack Brooks, Julius Pariser, Teddy Struhl and Hickey Katzall, all sponsored by Dada King; Herbert Belfer and Harry Miller, by Irving Sherman; Ben S. Allen, by James E. Strates, and Herman L. Redmon, by John H. Marks.

Fred Murray is off on his usual Florida trip. Max Tubis is dicker-ing with one of the big circuses for the concession privilege. Don Simmons is commuting between New York and Miami. Mr. and Mrs. Arthur Campfield are back from Florida. Mrs. P. J. Mundy and sister, Mrs. Aiken, have taken over the auto which they won in the building fund drive and driven home to Rochester, N. Y. Jack McCormick is making ready for his Asbury Park season. Recent visitors included Phil Isser, Henry Kaufman, Morris Brown, Eddie Elkins and Sam Peterson.

Benny Beckwith, who was operated on at the Municipal Hospital in Tampa recently, died January 18. Beckwith was a club member and at one time was with Sibley's Superb Shows. Another old-timer also died recently—Charles Willard (Doc) Foster, a museum lecturer for years and for a long time at Hubert's Museum in New York City.

Danny Schnair is in French Hospital for an operation. A letter has been received from John B. O'Rear, who is convalescing at his home in Miami after a serious illness. Another letter has come from Nate Weinberg, who is undergoing treatment in the Veterans Hospital, Saratoga Springs, N. Y. Jimmy Cox, Irving Udowitz, Nathan Weinberg, True Perkins, Fred Fournier, Mack Harris, Barney Walker, Danny Schnair, Abraham Kahlman and John O'Rear are all shut-ins and would welcome postcards, in care of the club office. Barn dance will be held March 19.

**Ladies' Auxiliary**

Newly installed officers were hosts to members at a get-together social in the clubrooms Wednesday (19) night. Mollie Spitz, head of the entertainment committee, and Esther Eichel, head of the ways and means committee, were in charge.

Dorothy Packman is recovering from an operation on her arm. Evelyn Batalsky expects to be able to leave St. Luke's Hospital shortly.

Mildred Ford is back in town after a long engagement at the El Chico Club, Binghamton, N. Y. Jessie and Bill Glick, of Baltimore, visiting Ceil Merson, who will leave with them soon for a visit at their home. Secretary Fay Goldman is leaving for a month in Miami.

tal, Van Nuys, Calif., for an operation. Lucille King, also on the sick list, is reported recovering.

New members are Edward Mirigian Chris and Eunice Olsen.

June Gilligan donated several books for the lending library.

Among those present at the meeting were Harry and Elsie Suker, Sam Abbott, of *The Billboard*; Jenny Perry, Doc and Clara Zeiger, Mr. and Mrs. D. Earl Cipperly, guests of Violet Sucher; Madge Buckley, Jack and Martha Kenyon, Zoe Wick, Charles Walpert and Ivan Gilligan.

Ann Stewart donated homemade cookies, and Joe and Marie Mead and Lloyd Lusby furnished the lunch.

**International**  
**Showmen's Association**  
415A Chestnut St., St. Louis

ST. LOUIS, Jan. 22.—In the absence of President Earl Bunting, Euby Cobb, first vice-president and secretary, presided at the regular meeting Thursday (13). Also on the rostrum were Treasurer Leo Lang and George Regan, acting secretary.

On motion of Fred Meyers, the opening prayer was said for the late Jack Price, Turner Bros. general agent, and the club's charter was ordered draped for 10 days in his memory. President Bunting headed a group of members attending the funeral in Petersburg, Ill.

Voted to membership were Mel G. Dodson, Frank Hanlon, William S. Oliver, Thomas S. Bleistein, Curtis L. Bockus, John J. Shallow, George J. Dobkin, Leon H. Burto, Ray Garland Cramer, R. J. Priesmeyer, R. B. Leonard, Davis V. Carbone, Julian Leslie Wood, Preston Lane, W. J. Henderson, Cecil Larrimore, Eugene Wood, Sam P. Vinson, J. Olin Greene, Albert W. Starkey, Robert Henze, Michael J. Roman, Dwight Bazinet, Alexander Wilson, C. E. Spencer Borswold, Herbert B. Shive and Clyde E. Byrd, State senator and showman from Arkansas.

Present after absences were Art Guillian, Fred Meyers, Al Proserpi, Charles Chaney, Clyde Hubert, Marting Davis, Don Donnelly, Robert L. Glass, Frank Hanasaki, Sammy Tucker and Joe March.

Letters from Harry Lewis and the Kleine family were read.

Short talks were made by Charles Goss, J. P. Murphy and P. E. (Heavy) Waughn.

Chairman Mort Silvers reported plans for the mid-winter frolic are shaping up and promised a 12-act floorshow and a three-piece band for the occasion.

Mrs. Ida McCoy, Mrs. Estelle Regan and Mrs. Jeanette Hart, a committee appointed by the Missouri Show Women, turned over \$25.25 to the club's cemetery fund.

**Heart of America**  
**Showmen's Club**

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 22.—Approximately 90 members greeted the new president, E. D. McCrary, at the regular weekly meeting. With him on the rostrum were George Carpenter, treasurer, and Al C. Wilson, secretary pro tem. Chaplain Wilson read the invocation.

A letter was read from Mrs. Frances M. Christie, who is confined to a Portland hospital.

Al Campbell offered a box of cigars to the member telling the best story of an experience in show business. Prize was won by Captain Hugo.

**Ladies' Auxiliary**

Initial meeting of the new year was held Friday (7), with President Billie Grimes presiding, and Hattie Hawk, treasurer, and Loretta Ryan, secretary, also on the rostrum. Donations were received from Viola Fairly, Lucille Parker McShea, Jackie Wilcox and Edna Pray.

Out-of-town members present included Mrs. Margaret Haney, former club president.

Social night January 14 started off with a bang by Mrs. Jess Nathan, new entertainment committee chairman. Thirty-seven members attended. Bird Brainerd and Ruth Johnson won the penny pots. Grace McBain donated the door prizes which were won by Leota Campbell, Ruth Yonkers and Mae Hart.

New members present were Mayrene Adams, Mackie Winans and Pearl Kelly. Also present was Ger-tude Loar, a past member.

**FOR SALE**

Five Iron Claw Diggers and one Butane Star Jumbo Paper Machine, \$300.00.

**ALBERTA MILLER**

General Delivery, Kansas City, Mo.

# W. G. WADE SHOWS

Now Contracting for 1949 Season

RIDES—SHOWS—CONCESSIONS

## WANT COMPLETE SIDE SHOW

MUST BE LIVE, FLASHY  
Early Opening—Long Season  
Plenty Bona Fide Fairs

G. P. O. Box 1488  
Detroit 31, Michigan

## FOR SALE

1 Mirror Maze, 16x24 frame, self-leveling floor, 10 distorted mirrors, 11 flat Maze 40x72, 14x40 banners; complete with amplifier and speakers; new Top in August. Reason for sale: Have one booked on Show. Will sell with or without transportation; good for Park or road. Will buy or trade for 2-abreast Merry-Go-Round.

C. A. STEPHENS  
Box 1017 Crystal River, Fla.

## MITT CAMP

### WANTED

For Charra Days Celebration, Brownsville, Tex., Feb. 18-27.  
Limit 2 Readers—Net \$100.00.  
Wire payment in full if you want location.  
Wire DON BRASHEAR  
Box 1471, Harlingen, Texas

## FOR SALE

Pit Show mounted on '46 Chev. heavy duty truck, driven 16,000 miles, like new. Walk-around type. This is a well built, beautiful outfit, complete. Can be used for any attraction, such as Working World, Fat Girl, Freak Animal, etc. Now framed for Snake Show with illuminated cages and beautiful blow-ups for front. Sell for one-half of cost. Can be seen set up here. Take 1/2-ton Panel Body Truck in trade.

AL HATCH  
2924 26th St., S. St. Petersburg, Fla.

## FOR SALE

### ONE COMPLETE MOTORDROME

Motorcycles, Banners and Complete Accessories.

O'CONNOR  
88-28 86th St., WOODHAVEN, L. I., N. Y.  
Virginia 7-4068-J

## FOR SALE

One SUNSHINE CHOO-CHOO  
Used 5 months, completely repainted and ready to go; also one K5 1947 International Tractor; one Fruehauf Van Semi-Trailer, 24 ft. Write

BOX 385  
or Call 70-349, Sarasota, Fla.

**BARLOW'S BIG CITY SHOWS**  
OPENS APR. 6, ST. LOUIS, MO. Will sell ex. on Photos, Scales, Hi-Striker, Short Range, Custard, 6 Cats, Snow, Coke Bottles, Nail Game, Glass Pitch, Arcade, Hoop-La, Cigarette Gallery, Bowling Alley, Blower, String Game, Basket Ball. Want Kid Rides, Ferris Wheel Foreman, Shows. Write HAROLD BARLOW, 528 N. 52d, E. St. Louis, Ill.

**WANTED**  
PORTABLE 28' TO 30' FACTORY BUILT MERRY-GO-ROUND  
NO CUT DOWNS. TOP PRICE WAITING.  
CAPLAN'S  
88 CANNON ST. BRIDGEPORT, CONN.

**Best Offer Takes**  
**DP PHOTO BOOTH**

Double Unit, 1 1/2 x 2 and 3 x 4, A-1 shape, ready to go. For information write  
Rm. 520, 210 No. 13th St., Lincoln, Neb.

## LOUIS INGLEHEIM

Please get in touch with me at once.  
WM. T. COLLINS  
408 Erie St., St. Paul, Minn.

## Frozen Custard Machine

EZE-WAY  
Used 4 months, perfect condition. Owner will guarantee. Must sell. No reasonable offer rejected.  
JOHN MORANKO  
6877 Woodmont DETROIT 27, MICH.

# CRESCENT AMUSEMENT CO. SHOWS

10—Modern Rides—10  
2—Ferris Wheels—2  
6—Clean Shows—6  
40—Concessions—40  
Sound Truck



L. C. McHENRY, Mgr.

New Diesel Light Plants  
52 Ft. Light Towers  
Fun House  
25 Tractor Trailers

**FAIR AND CELEBRATION COMMITTEES**  
We will be at Dallas, Little Rock and Oklahoma City Fair Meetings. Contact us there or write Winter Quarters; we will send Representative. SHOWS—We can place one or two more clean Shows: Monkey, Wild Life, Midget, Snake.

CONCESSIONS—We thank the many Concessionaires who answered our advertisement in The Billboard January 8th issue. We can place French Fries, Basket Ball, Bowling Alley, High Striker, Novelties, Short Range, Hoop-La, Arcade, Race Horse, Bumper. RIDES—Will book 7-Car Tilt, Spitfire, Fly-o-Plane, Dark Ride, Loop-er, with or without transportation. Want Kiddie Rides. Address:

L. C. McHENRY, Mgr.  
BOX 769, JACKSONVILLE, TEXAS. DALLAS HIWAY, RT. 175.

# W. C. KAUS SHOWS

**WANT WANT WANT**  
SHOW OPENS EARLY IN MARCH

All Show and Concession People with me last year, please contact. CAN PLACE CONCESSIONS—Cookhouse, Short and Long Range Galleries, Ball Games, Basket Ball, Bowling Alley, Dart Stores, Pitch-Till-U-Win, 10c Stock Stores and Penny Pitches. Will book Percentage Store with three or four Hanky Panks.

SHOWS—Fun House, Monkey Show. Want Man for Snake Show; have all equipment.

RIDES—Caterpillar, Tilt, Whip, Spitfire, any Ride that does not conflict.

CAN PLACE—Electrician who understands Diesels; good salary for right man.

RUSS OWENS, Mgr. NEW BERN, N. C.  
BOX 269

## HELP HELP

### HOUSTON FAT STOCK SHOW

Griddle Help, Venders, Novelty Men, General Help of all kinds for inside building, outside grab outfits, etc. Contact

LOU GORDON  
B & L CONCESSIONS  
COLISEUM  
HOUSTON, TEXAS

## CRYSTAL SHOWS

Opening Second Week in March

Now booking Shows and legitimate Concessions of all kinds. Will sell exclusive on Novelties, Ice Cream, Short Range Lead Gallery and Jewelry. Have 20x80 Side Show Top, want man with acts to take charge of same, or will book complete Side Show. Can place Snake Show, Midget Show, Illusion Show or any Show not conflicting. Can place sober, reliable Ride Foremen who can drive semi trailers. Have complete Short Range Gallery for sale mounted on trailer, \$300.00. Have No. 5 Eli Ferris Wheel for sale or lease, good condition.

Address All Mail:  
W. E. BUNTS, Crystal River, Fla.

### NOTICE!

WILL FOLLOWING PERSONS OR ANYONE FAMILIAR WITH THEIR PRESENT WHEREABOUTS, PLEASE CONTACT ME:

TERRELL WHITE	VINCENT PARASCAND	GEORGE J. GILK
HERMAN BINDER	CLARENCE TEX BOYD	CHAS. P. BYRUM, age 24
EARNEST "JAP" KAAPUNI	LOU ROSS	PETE MAGDALENO
DONALD MOORE	CHARLES LEVINE	JOS. HINES REEVES
CHAS. H. PUCKETT	ROBERT B. KERNS	RODOLFO MARTINOF
ROBT. W. MOORE, formerly of Falls Church and Ft. Blackmore, Va.	ALFRED J. NEWTON	SERAZE MARTIN
FRANK "TEX" MARCHELL	RICHARD GLASS	PAUL R. TESCO
	(WIFE: CLEO MARIE)	ALBERTO SEBASTIANI

WRITE: H. K. WILLIAMS  
GREENSBORO, N. C.

BOX 862

## FOR SALE

Two 60 Kw. Three Phase General Motors Diesel Light Plants, in best of shape, \$4,000.00 each; Frozen Custard and Roof Beer Outfit, Twin Taylor Freezers, Harding Cabinet, neon lighted, on 14-foot steel trailer, like new, \$3,500.00; one 1947 8-Tub Octopus, tubs painted white, on Fruehauf Trailer, \$8,000.00; one new Hobbs 33-foot Rack Trailer, \$1,800.00; one new 30-foot Dorsey Trailer, \$1,800.00; one 28-foot Van Fruehauf Trailer, \$1,900.00; one Gas Creators Pop Corn and Crackerjack Outfit, \$200.00; one Wurlitzer Callola with truck body, rolls or hand play, in first-class condition, \$800.00; one 16-foot Pull-Up Cat Rack, complete, \$200.00.

### FRANK BURKE

214 North Walnut St. El Paso, Texas

## FOR SALE

### 1947 ROCKET & LOOPER

Will sell all or half interest. Both rides in perfect condition. Can be seen in operation at Largo (Fla.) Fair this week. Will be on Largo Fairgrounds two weeks after fair. Can be booked on the James E. Strates Shows.

D. EARL TRUAX  
JAMES E. STRATES SHOWS  
Largo, Florida

## SEARCHLIGHTS

### FOR SALE

\$4,000.00

Two 60-Inch, 800 Million Candlepower, G. E. Lights with two G. E. Generators and Power Units. Mounted on 30-Ft. Flat Semi Trailer. These Lights are in perfect condition, completely automatic, with plenty spare parts. None better in the business.

Come and get them—no phone calls.

L. B. LAMB SHOWS  
Napier Field, Dothan, Ala.

## FOR SALE

Ocean Wave, manufactured by Armitag & Quinn, seats 36, driven by 4-cylinder gas motor, A-1 condition; Junior Chairplane, manufactured by Peterson, 12 leather-covered seats, collapsible sweeps, perfect condition; also 10x10 Cork Gallery, frame, top, jacks and five guns, \$150.00; two Gasoline Hand Kettle Poppers, bin attached, \$35.00 each; one Penny Pitch, frame and two boards, \$50.00; five life-size Nudist Colony Panels, less mirrors, \$20.00.

LAKEWOOD PARK  
Youngstown, O.

## FOR SALE

### 7 TUB TILT-A-WHIRL

1937 MODEL

Late model hoods on tubs. Ride in good condition and ready to operate. \$4500.00 FOR QUICK SALE.

TOBE McFARLAND  
7117 Appleton St. Houston, Texas  
(Phone: Melrose 81772)

## SCENIC ARTIST

AT LIBERTY

A-1 PICTORIAL ARTIST AND CARNIVAL PAINTER

Positively Do Not Drink! I

PAUL BECKLEY  
3159 DEVON AVE. CHICAGO, ILL.

## HAPPY HOLIDAY SHOWS

Rides open about April 1. Show opens May 1. Vicinity of DETROIT.

CAN USE Ride Help that drive semis (no flats). Concessions, Shows, Useful People in all departments, especially ELECTRICIANS. Write now. G. P. O. BOX 1684, DETROIT 31, MICH.

## FOR SALE

### DIGGERS

Set of ten Iron Claw complete, ready to operate, including transformer. For quick sale, \$500.00.

R. A. GORDON  
Box 784, Port Orange, Fla.

## FOR SALE

\$1,000.00 CASH

### 3 TUB WHIP

In fair running condition. Stored in Louisville, Ky.

JOHN R. WARD

P. O. Box 148, Baton Rouge, La.

**WANTED  
COMPLETE CARNIVAL**For  
**ANNUAL AMERICAN LEGION FREE  
STREET FAIR**Either third or fourth week of July. Located  
12 miles from city of 45,000 population.  
Also want complete Show of Radio Talent  
for Mammoth July Fourth Celebration.Write **H. L. SIMMONS, Sec.**  
Fulton-Banta Post 291, American Legion,  
COVINGTON, IND.**FOR SALE****LATE 1947 KIDDIE ROTO-WHIP**Used 5 months, like new, a good cash buy,  
\$1,800.00. One 10-Kw. Transformer, 2300,  
110-220, cash, \$100.00.**W. E. WEST**

GEN. DEL. UTICA, MISS.

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

Now booking Rides, Shows and Concessions.

**ROXIE HARRIS**

P. O. Box 142, Findlay, Ohio

**T. W. (SLIM) KELLEY**

Is Now Associated With

**SELLHORN'S, INC.,  
of SARASOTA, FLA.****NEW AND USED TRAILERS****SHOWMEN: MAKE YOUR HEADQUARTERS AT OUR EXHIBIT AT THE TAMPA FAIR****BULLOCK AMUSEMENT CO.**  
*lean entertainment for the whole family***WANTS FOR 1949 SEASON—OPENING MARCH 26**Legitimate Block Concessions; no wheels, no racket, free gate. All Concessions open except Cookhouse.  
Bingo and P. C. Want Funhouse, small Animal or Wild Life Show, Snake Show. Will book little  
Train or any other factory-built Kiddie Ride. For sale below cost and will book same on show for  
season—New Electric Star Popcorn Machine, Super Deluxe counter model; also one 16-foot Milk  
Bottle Outfit, complete, will book same on show for season. Help wanted on all Rides who can drive  
trucks. Want Foremen for #5 Eli Wheel, Little Beauty Merry-Go-Round and new Smith & Smith  
Chairplane. We have a 35-week season, play North Carolina, Virginia and West Virginia. This is  
my 40th season. I know where to go to get money.  
WINTERQUARTERS, ROUTE 1, BOX 29, CHARLOTTE, NORTH CAROLINA**BARNEY TASSELL UNIT SHOWS**Week Jan. 31, the hottest location in Miami, 103d St. & Seventh Ave., N. W.  
Week Feb. 7, VFW County Fair, Clermont, Fla.**ALSO COMING, SARASOTA AND LAKE WORTH****WHAT HAVE YOU? POSITIVELY NO GRIFT**  
Write or wire this week, Fair Grounds, Mulberry, Fla.**FLORIDA amusement  
company****WANTS**Slum Concessions of all kinds, Cookhouses and Grabs, Rides not con-  
flicting for Fort Myers Fair, Feb. 21 thru 26th. The best fair in the  
State. No racket wanted. Address Bradenton, Fla., this week.**HOWARD INGRAM or T. J. McMANUS****AMERICA'S NEWEST MIDWAY****GOLD CROWN EXPOSITION**

Can place for long season, starting March 26th

General Agent who knows Georgia, South Carolina, Virginia, Pennsylvania. Must start work  
immediately. SHOWS with own equipment: Sideshow, Girl Shows, Mechanical, Minstrel, Fat  
People, etc. Concessions of all kinds, including Hanky Panks, Photos, Cookhouse, Bingo, Arcade.  
Good opening for 3 Grind Stores. (Howard Percy, answer.) Foremen and Second Men for Wheel,  
Jenny, Loop, Chairplane, Kid Rides. MUST DRIVE SEMIS. Also want Lot Man, Electrician,  
Billposter.**K. F. SMITH, Owner—HARRY E. WILSON, Gen'l Manager**

Wire Address: East Tampa, Fla. Mail Address: Box 102, Gibsonton, Fla.

Week Feb. 2 to 13, Inclusive

**MASONIC CHARITY FUND**Location N. W. 36th St. & 32d Ave., Miami, Florida. Want for 12 days and 12 nights.  
Will place the following: Bingo, Pitch-Till-You-Win, Shoot-Till-You-Win, String Games, Dart Signet,  
Hoop-La, Ball Games, High Striker, Age, Scales, Fish Pond, Devil's Bowling Alley and any others  
not conflicting. All replies to**A. M. PODSOBINSKI**

R. F. D. #1, BOX 370

WEST PALM BEACH, FLORIDA

**WINTER QUARTERS****Clifford's United**LOS ANGELES, Jan. 22.—Leased  
by the Cliffords, Babcock's United  
Shows will go out under their new  
title, Clifford's United Shows, with  
opening set for March 21 near here.  
Harry Smalley, formerly with Russell  
Bros. and Clyde Beatty circuses, is  
in charge of transportation. A crew  
of 12 is working in local quarters.Whitey Stack arrived from San  
Francisco, and with the assistance of  
David Jackson, Anderson, Calif., is  
getting the cookhouse ready. I. Law-  
len, who vacationed in Seattle and  
Portland, Ore., has returned and is  
on the job. Robert Clifford will be  
cookhouse chef. William Warrington  
is the silver fleet builder and Murl  
Lawler arrived from Portland, Ore.,  
to take charge of the Merry-Mix-Up.  
All equipment is being repainted.—  
PRINCE OMWAH.**Hill's Greater**ARANSAS PASS, Tex., Jan. 22.—  
Painting and repairs have been com-  
pleted on the Roll-o-Plane, Ferris  
Wheel and Spitfire.Mr. and Mrs. Clyde L. Runnells  
returned to quarters after spending  
the holidays with their daughter, Mrs.  
L. F. Barnes, at Belen, N. M. They  
also visited Mr. and Mrs. Frank  
Burke, former owners of the Frank  
Burke Shows, in El Paso and mem-  
bers of the Rockwell Shows who were  
playing the Sun Carnival. Rockwell  
personnel tore down rides in four  
inches of snow and zero weather.Mr. and Mrs. Max Levine visited.  
They purchased a new Chevrolet  
truck and a new aluminum popcorn  
trailer and plan to build two new  
concessions.Owner H. P. Hill has purchased a  
new Lincoln. He and his wife and  
Mr. and Mrs. C. O. Hill are in Florida  
as guests of Mr. and Mrs. Charles A.  
Lenz, of St. Petersburg. They plan  
to attend fair meetings in Montana,  
Colorado, Wyoming and Texas.Recent visitors here included Chick  
Williams, Mr. and Mrs. Haddad, Duke  
Diamond, Roy Clark, Johnnie Arm-  
strong, Joe Williams, Joe Cannon  
and Jimmie Byers.**Crescent Amusements**JACKSONVILLE, Tex., Jan. 22. —  
Manager L. C. McHenry bought a  
large garage with living quarters on  
the Dallas Highway Route 175, Jack-  
sonville. There are six acres of  
ground and he has opened quarters  
there. Fifteen men are under direc-  
tion of Joe Black, Al Norwood and  
James H. Harbin, repainting trucks  
and trailers. Artist Lafayette and  
family have arrived and started work  
on the fronts. Marion and Rose Spil-  
lers, of Marion Greater Shows, spent  
several days in quarters and took de-  
livery on a super Rolloplane and  
trailer.General Agent Harry Benson is on  
a booking trip. Madison brothers  
visited and booked their concessions,  
as did Lee Haywood with his wheel  
kid rides. Ralph E. Green has booked  
his cookhouse and concession. George  
and Ida Smith are readying their con-  
cessions. Chris and Dorothy Christa-  
kos have arrived. Dorothy will be in  
charge of the office. Mr. and Mrs.  
McHenry, the Smiths and the Ben-  
sons will attend the fair meetings in  
Dallas, Little Rock and Oklahoma  
City.**Virginia Greater**SUFFOLK, Va., Jan. 22.—Eddie  
Smith and Scotty McCarthy are look-  
ing after their traps for wild game  
and finding a ready market for the  
furs. Copeland Spicer, of the Min-  
strel Show, is presenting his troupe  
at out-of-town engagements.Manager Rocco Masucci recently  
stopped over at quarters for a few  
days en route south on a business  
trip. He consulted with Bill Murray,  
show's general agent. Rocco has  
ordered a new streamlined Caterpil-  
lar, an Octopus and four new trailer  
tractors. Rides, trucks and other  
equipment will be repainted. Show  
opens here in April and will play  
new territory this season.—WILLIAM  
(BILL) MURRAY.**Cavalcade of Amusements****Signed by Muncie Fair**MUNCIE, Ind., Jan. 22.—Cavalcade  
of Amusements have been signed to  
supply the midway attractions at the  
Muncie Fair here July 31-August 6.  
Louie Berger signed for the Caval-  
cade, which played the fair for sev-  
eral years up until 1948.**Sutton Inks Four Fairs**OSCEOLA, Ark., Jan. 22.—Frank  
Sutton Sr., owner, Gulf Coast Shows,  
reported on his return from the fair  
meeting at Jefferson City, Mo., that  
he had inked four Missouri annuals,  
Montgomery City, Cuba, Fulton and  
Bevier.**Membership Drive  
Will Be Launched  
By L. A. Troupers**LOS ANGELES, Jan. 22.—The  
Regular Associated Troupers will  
launch a membership drive March  
1, giving a special rate to applicants,  
Sam Dolman, membership commit-  
tee chairman, announced. A gold  
life membership card will be  
awarded the member securing the  
largest number of new troupers.As an inducement to prospective  
members, a special deal of \$15 cover-  
ing initiation and dues to September,  
1950, is being offered.In addition to the gold member-  
ship card, a five-year card will be  
awarded the runner up. C. H. (Fat)  
Allton, prexy, has donated \$100 to  
spur the drive. It will be awarded  
as follows: \$25 for the most members  
secured to July 1; \$25 for the most  
members from July 1 to September  
1; \$25 for the third highest for the  
entire drive; \$15 for the fourth high-  
est, and \$10 to the fifth ranking  
member getter.Dolman will head a committee  
named to urge delinquent members  
to pay up before March 1.Serving on the drive group are  
Ethel Krug, Roger Warren, Ruth  
Korte, Lilabelle Williams, Jerry  
Mackey, M. H. Ellison, Clara Zeiger,  
Sis Dyer, Jessie Loomis, Minnie  
Spring and Inez Allton.**Reed New Harrison G. A.**COLUMBIA, S. C., Jan. 22.—Frank  
Harrison, manager of Harrison  
Greater Shows, Tuesday (18) signed  
Stan Reed as shows' general agent  
for two years, with the pact becoming  
effective immediately. Harrison said  
that shows will carry 10 rides this  
season.**Notice—SHOWMEN—Notice**You are welcome, and I extend an invitation to  
you and yours, while attending the State Fair at  
Tampa, to visit and make your headquarters at the**HITCHING POST  
LOUNGE BAR & PACKAGE GOODS**Location:  
22d St. Causeway and 50th St., Tampa, Fla.  
Plenty of parking space**WANTED**Street Carnival for any of the last three  
weeks of July. Four-day stand, Legion  
sponsored. Very good drawing town. Must  
have several good Rides and Concessions.  
Contact**RUSSELL E. BLAKE**

Colfax, Illinois

**WANT AT ONCE****For PRELL'S BROADWAY SHOWS**Four Colored Girl Exotic Dancers, \$40.00 a  
week with sleeping department.

Write or Wire

**PROF. VIDALA**

c/o Prell's Broadway Shows, Ocala, Fla.

**FOR SALE**Candy Floss Machine, 27-inch aluminum  
pan, 5-foot panel, concession light stringer,  
complete, \$150.00. Also Chaffin Chair  
Scale, \$75.00. Will sell together or separate.  
Phone 2753. Wire or Write**P. O. BOX 28**

St. David, Arizona

**FOR SALE**2 Eli #5, 1 Standard Roll-o-Plane; 1 Electric  
Train, 30 capacity; 1 lot Roller Skates, 1 Smith &  
Smith 22-ft. Chairplane, Moskeet Rifle Range.  
WILL BUY: Portable Dodgeon or building only  
Tubs and Arms for Standard Roll-o-Plane, Portable  
Roller Rink, Arcade equipment. Write or wire:**F. SHAFER**

WASHINGTON, IND.

**WANTED**TRUCK MECHANIC, BILLPOSTER, Also  
RIDE HELP.**HARRY CRAIG**

HEART OF TEXAS SHOWS

Box 158, Brownwood, Texas

# Pennsy RSROA In Clambake; Votes Bust-Up

HARRISBURG, Pa., Jan. 22.—A January 10 meeting here of the Pennsylvania chapter of the Roller Skating Rink Operators' Association of the United States wound up in violent dissension and a decision to dissolve the State organization.

The meeting had been called for the purpose of electing officers, formulating by-laws, awarding the 1949 State competition, and arranging for payment of the chapter's share for activities of the Roller Skating Institute of America, the organization set up to publicize roller skating on a national level.

One of the key points of argument occurred when Jack W. Coopersmith criticized the RSROA for its recent action in refusing news of the Washington board of control meeting to *The Billboard*. The meeting was climaxed when Coopersmith, who is president of the Great Leopard Market Corporation and owner of Great Leopard Skating Rink, Chester, offered a motion to permanently dissolve the association in the State. James Hoare, operator of Rainbow Skating Rink, Mechanicsburg, seconded the motion. The vote, taken in the form of a closed ballot, passed the motion by a 10 to 6 count and closed the meeting.

## Cook Reopens Spokane Spot

SPOKANE, Jan. 22.—Silas W. Cook, who operates a rink in near-by Dishman, announced the recent reopening of his Cook's Roller Rink here, slated to operate four nights weekly. Emphasis will be placed on the booking of private parties at the local rollery. He will be assisted in its management by his son, who recently completed a hitch in the navy.

## Mich. RSROA Meet To Arena Gardens; Set P.R. Gimmicks

DETROIT, Jan. 22.—Dates for the 1949 Michigan championships were set for April 18-20 at a meeting of the Michigan chapter of the Roller Skating Rink Operators' Association (RSROA), with the contest awarded to Arena Gardens Roller Rink here, which also houses national headquarters of the RSROA. Entries for the meet will close April 14.

An important program of inter-rink co-operation was worked out, according to Fred A. Martin, national secretary-treasurer, who attended the Michigan meeting at Rouge Park Rollerdrome. This will be embodied in a large poster, to be displayed in every rink, listing member rinks in the State with locations. Objective is a matter of public relations, in that skaters will be able to find other rinks in which to skate whenever they plan trips.

Another significant step in home town public relations was taken thru a plan to award a certificate to winners at the State championships rather than to award medals. Instead, the medals will be sent to each contestant's home rink, and the latter will be encouraged to establish a special Champions' Night, at which local prize winners will be honored and the medals awarded.

Commenting on this plan, Martin said, "This will have a good effect upon home folks."

The Lapeer County, Michigan home of Bob Martin, of the national office of the Roller Skating Rink Operators' Association of the United States, Detroit, had a close call the night of January 19. Wind reaching a velocity of 70 miles per hour blew a tree from across the road onto his place, but damage was slight.

# RSROA Shuffles Regionals In Step Toward Improving Quality of National Meets

## New Set-Up Designed To Aid Better Skaters

DETROIT, Jan. 22.—Significant steps in both national and international reorganization were taken by the board of control of the Roller Skating Rink Operators' Association (RSROA) during their recent semi-annual meeting at Washington, with emphasis upon reconstitution of several of the organization's regions which have been in effect for some years.

At present, the country is covered by seven regions, in accord with a

plan worked out a number of years ago, which was satisfactory at that time. Now, however, according to RSROA officials, the growth of competition has been so great that a new set-up is necessary.

### To Help Better Skaters

"The rearranging of these regional meets for 1950 will greatly help the better skater," according to Fred A. Martin, secretary-treasurer of the RSROA. "Everyone is fully aware that many good skaters today are eliminated from taking part in the annual championships because they are skating in a topflight and overcrowded region. The board feels that the new system will be very popular."

A committee to work out a new regional plan was named, consisting of William T. Brown, Al Kish and Joseph Seifert. Their duties will be to survey the field, and to contact all chapters within their respective districts.

Plans for a major change in the Canadian competition field were also discussed. Objective of Canadian skating people at this time is to enter into elimination contests at the various regional meets this year, and then to set up a separate district of their own in 1950. Under this plan, Canada would hold its own district championships to qualify skaters for the final American championships held under the RSROA banner.

Committee assignments for the (See RSROA Shuffles on page 74)

## Hockey Hypos Biz For Deuback Spot

DALLAS, Jan. 22.—Roller hockey games promoted by Deuback Skating Rink here are proving popular drawing cards, according to Victor Deuback, business manager, and his brother, John, rink manager.

The Deubacks have set up four-team hockey leagues, representing Dallas and near-by towns, for girls and boys, and stage the games on Wednesday and Thursday nights. The fem teams play before the regular sessions, from 7 to 7:40 p.m., while the men take to the floor from 10 to 10:40, following the session.

Composing the league for girls are the Garland Rangerettes, Dallas Yellow Jackets, Vickery Daredevils and Richardson Eaglets. The boys' league includes the Deuback Demons, Dallas Golden Eagles, Richardson Raiders and Garland Rangers.

# Another FIRST... New! Sensational!



# "CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

# FLEX-I-FLOTE

PATENT APPLIED FOR

## Free Floating - Double Action Roller Skates

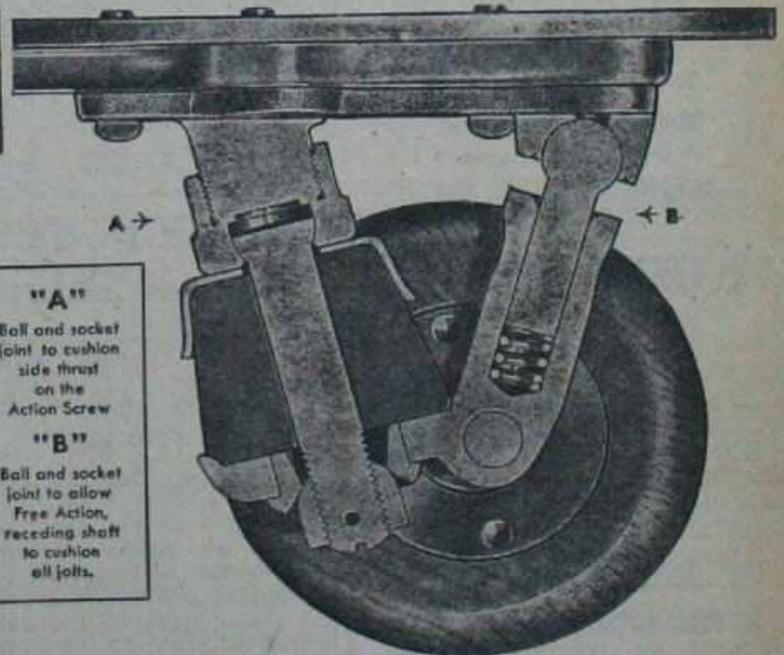
FLEX-I-FLOTE allows FOUR WHEEL TRACTION on sharp edges and you don't have to fight the action.

FLEX-I-FLOTE trucks are cushioned to provide FREE FLOATING flexibility. Their vertical action is adjustable for light weight or heavy weight persons. The telescope insert affords proper "ROCKER-ACTION" at all times. "CHICAGO" now has the most complete line—the regular rink skates—the 1949 Velvet Tread—and now the FLEX-I-FLOTE with 100% action giving you the choice of any action you desire.

Write or wire for full information, prices, etc.

## CHICAGO ROLLER SKATE CO.

4427 WEST LAKE STREET • CHICAGO 24, ILLINOIS



"A"  
Ball and socket joint to cushion side thrust on the Action Screw

"B"  
Ball and socket joint to allow Free Action, receding shaft to cushion all jolts.

## Shine?

MEDFORD, Mass., Jan. 22.—The latest offered patrons at Fred H. Freeman's Bal-a-Roue Roller way here is a shoe whitening and shining service at 25 cents a pair. Believing that well-groomed shoes add much to personal appearances of skaters on the floor, the management will whiten women's shoes and shine men's black shoes if they are left at the skateroom. Officials point out that this service has been inaugurated for patrons who keep shoes in lockers, which makes personal care of them unhandy.

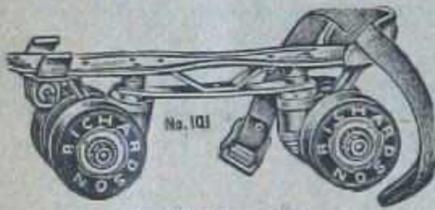
## Lake Lansing Drome Gets Gardner Facial

LAKE LANSING, Mich., Jan. 22.—F. W. Gardner, operator of Lake Lansing Roller Rink, has announced plans to remodel and improve his spot.

Gardner said he has obtained permission from the Lake Lansing Amusement Corporation, from which he leases his building, to install a new maple floor and remodel the building's front.

Construction will begin sometime in February, with the rink closing for a week. The lunch bar has been removed from one end of the rink to give additional space for skating. It will be moved to another part of the building.

**The First Best Skate**



**QUALITY**

RICHARDSON BALLBEARING SKATE CO.  
Established 1884  
3312-3313 Ravenswood Ave. Chicago, Ill.

**The Best Skate Today**

**GilAsh**

Why not have the best?  
**SKATING BOOTS**  
GEO. GILLIS SHOE CORPORATION  
FITCHBURG, MASS.

**WANTED**

Portable Skating Rink on percentage basis for park, opening about April 15. Park includes swimming pool, lake for boating and fishing, bowling alleys, shooting gallery and other concessions. Drawing population of 200,000. For further details write

**W. H. BARRON JR.**  
P. O. BOX 202 DUBLIN, GA.

**WE MANUFACTURE**

**COMPLETE PORTABLE RINKS**

SECTIONAL FLOORS

**BILT-RITE FLOORS AND RINKS**

Office: 1317 S. Wall, Tyler, Texas. Phone 8033-2

**CURVECREST "RINK COTE"**

THE PLASTIC RINK SURFACE

Write  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

**FOR SALE—ROLLER RINK**

Building, 96x186; air conditioned, no dust problem. Filtering units, 800 shoe rentals, also clamp skates. Large parking area. Open year around. Lining quarters. Terms to right party. Write

**JOHN EISENZIMMER**  
Rt. 7, Box 2 Yakima, Wash.

**RINK LOCATION FOR RENT**

Have ideal Boardwalk location for a large Portable Skating Rink. Solid concrete foundation, no competition. Large crowds, year-round proposition.

**GRIFFEN AMUSEMENT CO.**  
Jacksonville Beach, Florida

## RSROA Shuffles Regionals; Plans Improved Meets

(Continued from page 73)

RSROA were approved at the Washington meeting, and a resolution of congratulation adopted to the "chairmen and members for their unselfish efforts given both the RSROA and amateur skaters."

### New Committeemen

Committee assignments are: Board of Governors: Chairman, Edwin J. Hodder, Belmont, Mass.; S. Charles Peppers, Oakland, Calif.; Mrs. Gladys Salsinger, Detroit; Otto J. Albrecht, Cleveland, and Peter J. Poland, Cincinnati.

Amateur Status: Peter J. Poland, chairman, Cincinnati; Paul Poetgen, St. Louis, and Leonard Barber, Portland, Ore.

Judges and Competitions: Chairman, J. Frank Bartik, Elizabeth, N. J.; Frank Faber, Detroit, and Edward Beninati, Woodside, N. Y.

Skate Dancing: Chairman, Robert R. Irwin, Chicago; Mrs. Ann Lawrence, Newark, N. J., and Charles O'Connell, Somerville, Mass.

Figure Skating: Chairman, S. Charles Peppers, Oakland, Calif.; Don Fredericks, Portland, Ore., and June S. Hutchinson, Washington.

Speed Skating: Chairman, Otto J. Albrecht, Cleveland; Kay S. Cendak Talia, Santa Clara, Calif., and Robert Martz, Washington.

Hockey Committee: Herbert Eng, Detroit; other members not appointed at writing.

For RSROA advisory to speed chairman, Al Kish, Lima, O.

Program Sales and Welcoming Committee: Ben Morey, New Haven, Conn.

The following remain the same:

RSROA Amateur and Professional Relations Committee: Victor J. Brown, chairman, Newark, N. J.

Foreign Relations Committee: Fred H. Freeman, chairman, Revere Beach, Mass.

## Jones Puts Up 42G Rollery in Prescott

PRESCOTT, Ariz., Jan. 22.—George E. Jones is building a \$42,000 roller rink here, said to be the largest in Northern Arizona. The building, 62 by 157 feet, is expected to be completed some time in February.

The rink will accommodate 450 skaters and approximately 600 couples for dancing, Jones said. It will have a 16 by 28-foot stage equipped with lighting facilities. The owner said he hopes to offer occasional vaudeville shows and dancing. The building will also be available for civic gatherings and basketball games.

Jones is equipping the building for use of recorded music and will install lockers for storage of private skating equipment. A hard maple floor topped by a plastic surface will be laid over a concrete foundation. Jones plans to stock 350 pairs of fiber wheel skates for rental.

## Detroit Polio Show Snares Tele Airing

DETROIT, Jan. 22.—Special benefit for the Infantile Paralysis Fund was presented Tuesday (18) over television on Station WWJ-TV from Edgewater Park Roller Rink, according to Mr. and Mrs. Gilbert Axell, who manage the rink, operated by Charles S. Rose, park owner.

Vivian Heard, formerly professional at Arcadia Rink, recently transferred to Edgewater, where she is conducting the National Academy of Roller Skating Teachers, offering instruction for professionals, directed the show. The exhibition included numbers presented by Academy students and by other skaters associated with the Edgewater Rink.

## Bal-a-Roue Workers Report Green Xmas

MEDFORD, Mass., Jan. 22.—It was a green Christmas for 39 employees of Bal-a-Roue Rollerway here when on December 22 envelopes containing money were passed out at an after-session party for the people who keep the rollery rolling.

Altho operator Fred H. Freeman and Mrs. Freeman were vacationing in Florida at the time, employees report that the Freemans' advance preparations were complete in every respect. High spot of the evening was a catered chicken and lobster dinner, followed by organ music by Frank Picher, and songs, stories and impersonations by Jerry Barbato, doorman. Several veteran employees received gifts from their co-workers.

Guests at the affair were Mr. and Mrs. Edward LaVenture, of Whalom Park Roller Rink, Fitchburg, Mass. LaVenture is president of the Roller Skating Rink Operators' Association of the United States.

## Huckabees Team Up With Van Roekels To Buy Out Kunzel

BUENA PARK, Calif., Jan. 22.—Mr. and Mrs. D. Huckabee, owners of Buena Park Skating Rink, announce that they and Mr. and Mrs. G. B. Van Roekel, Fullerton, Calif., have taken over two rinks in Santa Ana, Calif., that have been operated by E. W. Kunzel. One is an indoor rink on East First Street and the other is an outdoor skater on South Main Street. Kunzel, the Huckabees said, will devote full time to his Skating Rhythms Recording Company.

The Huckabees donated use of their local rink December 15 for a benefit party under auspices of the Lions Club, proceeds of the affair being sufficient to buy 64 baskets of food for needy families at Christmas.

Eight pairs of skates were offered as door prizes in addition to skating exhibitions put on by the Pasadena Dance and Figure Club. The exhibitions were sanctioned by the United States Amateur Roller Skating Association. Skaters included June Mathews, 1948 State pairs champ; Pete Richards, free style skater, and Ronnie Holland, State juvenile dance and figure titleholder.

At a January 12 meeting the Rainbow Roller Skate Club of Buena Park elected officers for 1949. Each Wednesday night club members take over the rink for class work under the direction of Mr. and Mrs. Cliff Neschke, Buena Park pros.

## Gould Strikes Gold Via Newsie Gimmick

DES MOINES, Jan. 22.—Robert Y. Gould, operator of Midtown Roller Rink here, recently promoted an event at his rink that sold roller skating to the daily press and, at the same time, resulted in a newspaper-sponsored gimmick that will help Midtown's box office in months to come.

Gould's prestige-and-box-office promotion was a skating party for news carriers and the personnel of the editorial and circulation staffs of *The Des Moines Register and Tribune*. That the party rang the bell in selling the sport is seen in action taken by *Register and Tribune* officials, who made arrangements following the party to distribute 300 regular admission tickets to the rink each month to deserving newsies.

Rusty Stewart, formerly of the Royal Rollers, Stewart Sisters and other exhibition skating acts, is reported recovering in New Orleans from a major operation.

## RSROA N. Y. State Meet to Gay Blades; Ventnor Gets N. J.

NEW YORK, Jan. 22.—New York State amateur championships, sponsored by the Roller Skating Rink Operators' Association (RSROA), will be skated at Gay Blades Rink here, it was decided at the association's regular metropolitan group meeting Tuesday (18) at the Park Sheraton Hotel. The New Jersey titular had previously been awarded to Ventnor Recreation Center, near Atlantic City.

Both, as in recent years, will be held during Easter week.

Other rinks bidding for the Empire State event were Eastern Parkway, Brooklyn; Fordham, the Bronx, and Wal-Cliffe, Elmont, L. I.

Before accepting bids, rink operators formulated a policy to govern the New York competition. It was decided by unanimous vote that the rink running it would bear any resulting loss or keep any profit. Also, that two separate admissions, one for daytime and one for evening events would be charged with everyone paying except contestants, professionals, operators and the press.

Attending the meeting were Louis J. Brecker, Gay Blades; Vic Brown, New Dreamland; Carl Carlson and Joseph Siefert, Bay Ridge; Ben Glass and Nat Steinberg, Queens; Leo Harrison, Park Circle; William Kaster, Wal-Cliffe; Bill Opatrny, Empire; Emil Lence, Eastern Parkway; Frank Gallagher, Fordham; Irwin Rosee, Roller Skating Institute of America; Lennie Ansell, *New York Sun*, and Bill Love, *New York Journal-American* and *The Billboard*.

## Gotham RSROA Sets 'Dimes' Contest Plan

NEW YORK, Jan. 22.—The metropolitan chapter of the Roller Skating Rink Operators' Association (RSROA) is again sponsoring a March of Dimes fund-raising contest. As in last year's event, won by Vic Brown's New Dreamland Arena, a plaque will be awarded by the National Foundation for Infantile Paralysis to the roller-drome turning in the largest sum. Deadline is February 28.

Rinks may raise funds in whatever way individual operators think best. Customary methods are coin boxes, shows, midnight sessions, special skating events, raffles and auctions.

## ARSA '49 Nationals Awarded to Mineola

MINEOLA, N. Y., Jan. 22.—The 1949 national championships of the United States Amateur Roller Skating Association, set for June 27-July 2, have been awarded to Mineola Skating Rink, it was revealed this week by Earl Van Horn, Mineola operator. The contests will be sponsored by the Earl Van Horn Dance and Figure Skating Club.

Decision to award the contests to Mineola was made at a USARSA board meeting held December 30, Van Horn said.

## Rees Opens in Hankinson; 1948 Biz Shows 12% Boost

HANKINSON, N. D., Jan. 22.—Since opening a roller rink in the new American Legion building here recently, William Rees has been doing capacity business. Rees, who also operates rinks in Sisseton, S. D., and Browns Valley, Minn., reported 1948 business up 12 per cent over the preceding year.

Rees believes the increase is the result of a policy he adopted of selling shoe skates at a low price. "People owning their own skating outfits get more pleasure out of skating and are more apt to make repeat visits to a rink," he says.

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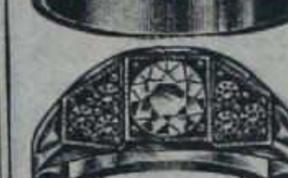
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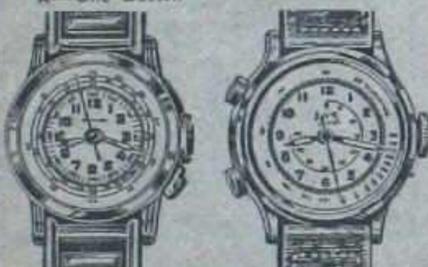
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A Large List of Second-Hand Coin Machine Bargains will be found on page 88 of this issue.

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(Continued on page 78)

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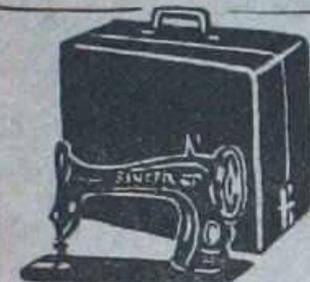
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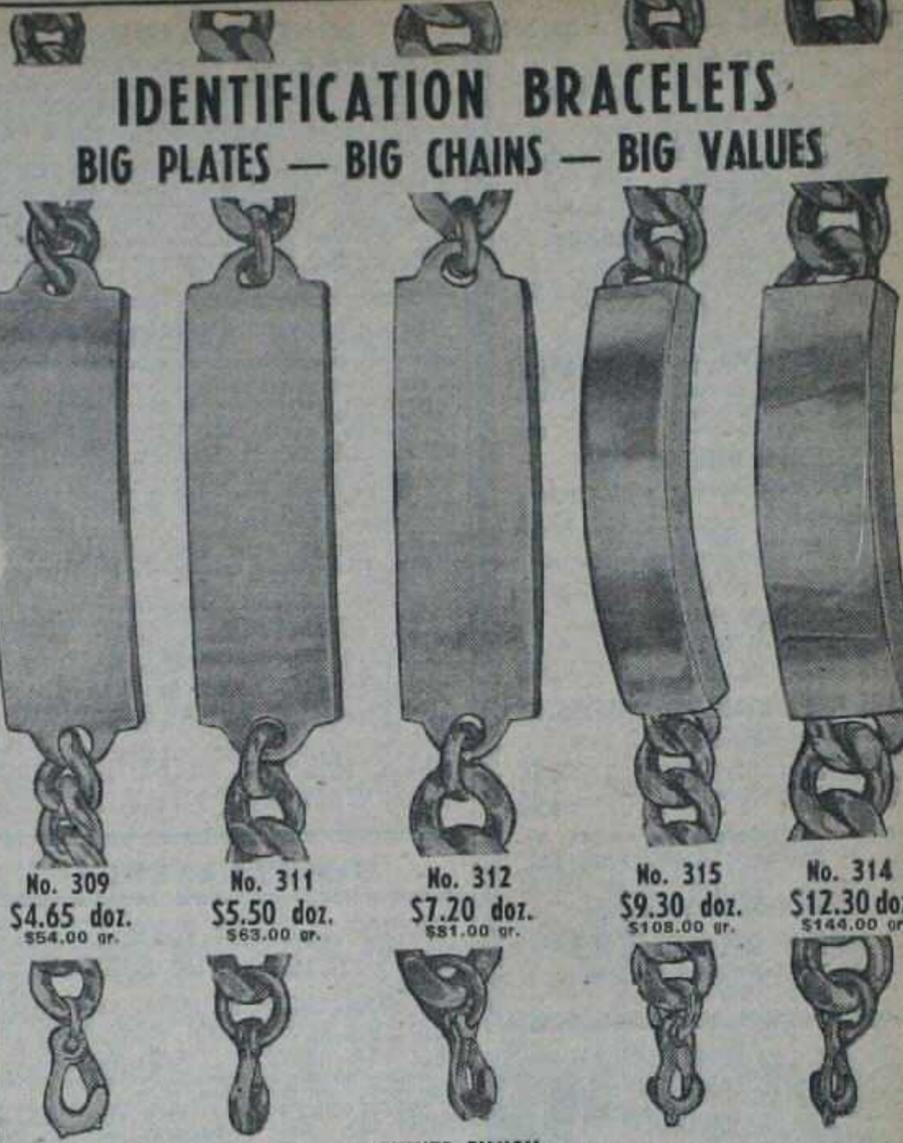
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ATTRACTIVE 100 8 1/4 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. fe12

RUBBER STAMPS, 3 OR 4 LINE, \$1. PPD. Smallwood, 2715 Vine, Cincinnati, 19, O.

SHOWY EMROSSO LETTERHEADS!—SPARKLING! Dynamic! Flashy colors; distinctive illustrations: Midways, concessions, shows, orchestras, magicians, bookers; standout designs; samples 10c. Solldays Colorprint, Knox, Ind.

100 8 1/4 x 11 BOND LETTERHEADS, 100 6 1/2 Envelopes, \$2. 5 line copy. Show and ride daily reports. Free samples. Ace Press, Clearwater, Fla. fe5

250 8 1/4 x 11 LETTERHEADS, 250 6 1/2 ENVELOPES, printed, only \$4. Price list free. Diehl, Box 46, Northumberland, Pa. fe5

1,000 BUSINESS CARDS, QUALITY STOCK, \$3.95 F.O.B. N.Y.; 1,000 Gummed Stickers, \$1.25. Osceola Bell, 215 W. 137 St., N.Y.C., N.Y.

## SALESMEN WANTED

BIG MONEY—QUICKLY AND EASILY, TAKING orders for complete line Personalized Initialed Buckles, Belts, Cap Badges; 2,000 emblems. Fast repeats. Write today. Hook-Fast Co., Box 480-BB, Roanoke, Va. np-ia29

MAKE BIG PROFIT SELLING COPYRIGHT Fashion Book, "Gentleman's Correct Attire To Dress Well." Send one dollar for sample book to Joseph Fabian, 534 East 14th St., N.Y. 9, N.Y. fe19

RAY-PRUF SUNGLASSES — HIGH QUALITY line. Fast sellers. Large profits. Write Sterling Optical Co., 153 South Street, Newark, N. J. fe5

SALESMEN CALLING ON RETAIL PLUMBING suppliers and plumber jobbers with much wanted item, on strictly commission basis; initial order commissions will be more than satisfactory. Box C-231, care Billboard, Cincinnati, Ohio.

TOP-NOTCH POSITION OPEN FOR HIGH-powered sales executive, between 35 and 45 with demonstrated ability and record of successful accomplishment in sales, sales promotion and merchandising; must have experience in nationwide development of ice-cream or confectionery of specialty nature, preferably involving franchisees; may be in second or third place in present organization, but must be a dynamic go-getter with ability, ambition and drive—a crusader with vision; send complete details of your background with proof of successful accomplishment to Box C-230, Billboard, Cincinnati, Ohio.

## SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointment. Nieman Studios, 1236 S. Heated St., Chicago 7, Ill. CA 6-2544. fe5

SIDE SHOW BANNERS, 8x10 FEET, \$37.75; good cloth, leather straps and rings; also other Banners and Fronts made, quick service. W. Courtney, Barboursville, W. Va. Phone, 4301. fe12

## TATTOOING SUPPLIES

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3. fe19

## WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postal, 6416 N. Newgard Ave., Chicago. fe12

SEATS—SEARCHLIGHTS—FLOODLIGHTS—3,000 new or used Steel Bleachers, 2 Sixty Inch Searchlights, 100 Floodlights. Ramsay Enterprises, 1210 E. 55th, Chicago, Ill.

WANT TO BUY—TWO OR THREE ABREAST Merry-Go-Round, Carousel, 873 S. Broadway, Lindenhurst, Long Island, N. Y.

WANTED — PENNY WEIGHING SCALES—tell all: condition, make, model, price, etc. Shute Enterprises, 132 Lawnwood Ave., Longmeadow, Mass.

WANTED TO BUY—LONG RANGE GALLERY. Give all details in first letter. C. W. Childs, Lake Geneva, Wis. fe5

WANTED—USED GARDEN STATE RACES; state condition and price in first letter. Service Men's Club, Downs, Kan.

WILL BUY CLOSEOUTS OF PUNCH BOARDS. State types of boards for sale. Joseph Weider, 3227 W. Garrison Ave., Baltimore 16, Md.

## GUARANTEED WRIST WATCHES

Brand New! Fast Sellers!



For the MEN

Sensational Money Makers!  
• Written Guarantee  
• 14-Kt Gold Plated Case with Stainless Back  
• 14-Kt Gold Plated Mesh Band  
• Handsomely styled Black and White dial with Radium numerals and hands  
• Precision Four Jewel Swiss Movement  
• Smartly designed rectangular case  
• Looks and performs like a \$50 watch  
• Individually Gift Boxed



For the LADIES

with 130% PROFIT APPEAL  
• Written Guarantee  
• 14 Kt Gold Plated Case and Silver Chrome Back  
• 14 Kt Gold Plated Basket Weave Band  
• Beautiful 2-tone dial with small sec. hand  
• Precision Four Jewel Swiss Movement  
• Unbreakable Crystal  
• Looks and performs like \$50 watch  
• Individually Gift Boxed  
Above prices for orders of 8 or more watches. \$1.00 ea. extra on orders under 8.

25% with order, balance C. O. D.  
DUNHALL Imports Co.  
101 Cedar St. New York 6, N. Y.

## FLUORESCENT FIXTURES

Offer Tremendous Profits for Dealers, Distributors, Concessionaires

FOR EVERY PURPOSE  
Direct From Manufacturer at Lowest Possible Prices. AS LOW AS \$2.10 EACH

Write for Catalogue and Price Lists

## ABRAMS LIGHTING

MANUFACTURERS—FLUORESCENT FIXTURES  
113 No. 7th St., Philadelphia 3, Pa.  
Phone: WAlnut 2-1947-1948

## BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS
- RUBBERIZED and WIRE CAGES

WRITE OR WAIT FOR CATALOG

John A. Roberts

235 HALSEY ST • NEWARK 2 • N. J.

# BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

## FREE CATALOG

Largest Assortment  
PHOTO FRAMES • MOUNTS • ALBUMS and MAILERS  
Fastest Service! Lowest Prices!

INTERNATIONAL SALES CO. DEPT. K  
414 E. Baltimore St. • Baltimore 2, Maryland

## 6,000 SMASH HITS—IN 388 PAGE WHOLESALE BOOK



Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money-back guarantee is a source of confidence to all buyers. Get your copy now before supply is depleted.  
SPORS CO.  
1-48 LAMONT - LE CENTER, MINN.

## FOLDING CHAIRS



PROMPT DELIVERY IN STEEL OR WOOD  
WRITE FOR CATALOG  
J. P. REDINGTON & CO.  
DEPT. 11 SCRANTON 2, PENNA.

## FIREWORKS and NOVELTIES!

• Housewares • Cutlery  
• Kitchenware • Toys  
• Wheel goods • Novelties  
Send for Catalog  
Order Now • Lowest Prices  
ACME SALES CO.  
P. O. Box No 1141. Atlanta Ga.

## 5 USED DRESSES \$3.00

Used fall and winter styles. Assorted sizes 12 to 20 only (larger sizes 40 to 52, \$1.25 each). SEND NO MONEY, we mail C. O. D. You pay regular price plus postage and C. O. D. fees. Return within 5 days if not delighted for refund of purchase price. FREE clothing catalog for entire family.  
SEND NO MONEY E-Z SALES CO., Dept. 7  
308 East Houston St. New York 2, N. Y.

# VALENTINES!

PRICE LIST READY  
WRITE FOR COPY

"Peek-a-Boo" Key Chains, \$3.50 doz. In lots of 4 dozen. No less sold.

## CELEBRATION GOODS

- N4079—Balloon Asst. Gr. . . . . \$2.35
- N5101—Adult Paper Hats, Gr. . . . . 4.80
- N6308—Min. Met. Hats, Gr. . . . . 4.80
- N102—6 1/2 In. Paper Horn, Gr. . . . . 5.50
- N7201—8 In. Tin Horn, Gr. . . . . 8.50
- N9005—Serpentine Confetti, Asst'd colors, 50 rolls in box, (800 streamers.) Box . . . . . 3.50
- N9005X—Fire Proof Serpentine, asst'd colors, 50 rolls in box, (1800 streamers.) Box . . . . . 6.00
- N9000—Bulk Confetti, 50 Lb. Bag . . . . . 6.25
- N9003—Pkgd. Confetti, 100 Pkgs. for 3.85

Full remittance must accompany orders for Confetti. Deposit of 25% required on C. O. D. orders for other merchandise.

# LEVIN BROTHERS

Established 1886  
TERRE HAUTE, INDIANA

# HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .  
No charge accounts.

Forms Close Thursday for the Following Week's Issue

**ADVANCE SPECIAL EDITION PHONE MEN—**  
Liberal commissions; experienced labor and veteran preferred; crew managers with men can have exclusive territory. United States Navy Magazine, 12 So. 12th St., Philadelphia, Pa.

**DANCE MUSICIANS—ALL INSTRUMENTS**  
for commercial territory band; no drinks or characters. Collins Booking Service, Grand Island, Neb. fe5

**GIRL DRUMMER AND SAX—STEADY LOCATION**  
6 nights; transportation paid. L. Corrinne, Casa Grande Courts, Phenix City, Ala. fe5

**GIRLS WANTED FOR KARA-KUM'S INTERNATIONAL Mystery Show**; no experience necessary. Kara-Kum, Hotel Wm. Penn, Pittsburgh, Pa. ja29

**INTERESTING HOME WORK—NO SELLING**  
or canvassing; full or part time. La Verne, 2530 W. Broad St., Columbus 4, Ohio.

**MUSICIANS—ALL INSTRUMENTS, 12 DANCE**  
orchestras, work steady. Give full particulars. VSA, 848 Insurance Bldg., Omaha, Neb. fe12

**TENOR SAXOPHONE, DOUBLING SECTION**  
Violin and Clarinet; state age, previous bands, if married, minimum salary. Box CH-120, Billboard, Chicago, Ill. fe19

**TRICK RIDERS, ROPERS WITHOUT STOCK**  
for long season circus unit; prefer married teams; also use good juggler; send recent photo, full particulars. Box 785, Mansfield, La.

**WANTED—EXPERIENCED MEDICINE MAN**  
with us no investment in stock is necessary; 8 oz. Extracts, Herbs, Oil, Salve, Vitamins and Mineral Products furnished on consignment; we also have P.A. Sets, Platforms, Mannikins and Station Wagons for lease on reasonable percentage of gross sale basis; state fully your experience, capabilities and territory you wish to cover. May-Houck, 220 George St., Cincinnati, Ohio. fe5

**WANTED—YOUNG MODERN TAB PEOPLE**  
and Chorists; short shows; best pay; will advance transportation. Harry Savoy, Fox Follies, Grand Rapids, Mich.

**WANTED—PIANO MAN; COMBO, LEGIT.**  
modern, travel, \$70, steady work. Wire Leader, Pioneer Manor, Rt. 1, De Soto, Kan.

**YOUNG MALE MIDGET WANTED IMMEDIATELY**  
by famous, nationally known soft drink; midget must have pleasing appearance and personality; nominal starting salary; pleasant work with unlimited opportunity for television, radio, etc.; write stating theatrical experience, age; send picture. Box C-220, Billboard, Cincinnati, Ohio.

# AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .  
No charge accounts.

Forms Close Thursday for the Following Week's Issue

## MAGICIANS

**FEATURE MAGIC-MENTAL ACT—ORIENTAL**  
presentation; salary for act; percentage on private readings. Yose, care 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. ja29

## MISCELLANEOUS

**A-1 PUNCHBOARD OPERATOR AVAILABLE—**  
Will join organization now operating coin machines 50-50 basis, profits, expenses, etc. Must be open territory for punchboards. State number of your accounts we can operate. Write Box C-226, Billboard, Cincinnati, O.

**DO YOU NEED A PERSONAL MAID OR**  
companion? Can cook, mend and care for animals; willing to travel; formerly from Chicago. Write Box A-75, Billboard, 6000 Sunset, Hollywood 28, Calif.

**SHOW PAINTER, MECHANIC—HAVE TOOLS**  
desires position with outdoor show. Write Harvey J. Cutts Jr., Putman Rd., Newport, N. H.

**SKATE MECHANIC—AGE 50, RELIABLE, 80-**  
ber; write salary requirements. Box C-216, Billboard, Cincinnati, Ohio.

**TALENT SCOUT—ALL TYPES OF TALENT**  
found for all fields of entertainment. Clayton Mampa, 818 Dakin St., Chicago 13, Ill. fe5

## MUSICIANS

**ACCORDIONIST—CLARINET DUET, DOUB-**  
ling sax, trumpet, fiddle; available immediately; go anywhere; consider all offers. 201 North Central Ave., Marshfield, Wis. Tel. 934-J.

**ACCORDIONIST—STROLLER FOR COCKTAIL**  
lounge, bar or tavern. Does not drink. Contact: Richard or Lydia, 2201 Menota St., Madison, Wis. (Telephone Badger 956534).

**ALTO AND CLARINET—TONE, INTONATION,**  
read, experienced, some jazz. Tommy Smoot, R. R. 1, Rankin, Ill. fe5

**AT LIBERTY—PIANO MAN AND FEMALE**  
vocalist for duo cocktail unit or dance band; partial to bass, no shows; will work separately. Write or wire John and Waleeta Hudson, Gifford, S. C.

**AT LIBERTY—DON FERRELL (TRUMPET)**  
dance or show work. 945 W. 33d St., Indianapolis, Ind. Phone Wabash 3755.

**AT LIBERTY—MODERN DRUMMER; PLAYS**  
modern, old time and Western Style. Call or wire Frank Schalk, care General Delivery, Minot, N. D. fe5

# NOW DELIVERING!

NEW  
Apex 4 Star  
Carnival Wheels



Apex 5 Star  
BINGO  
BLOWERS



Heavy Duty  
Mounted  
BINGO CARDS  
In Various Colors



Complete Bingo  
Supplies, also  
Amplifiers,  
SEND FOR FREE  
CATALOG.

**MORRIS MANDELL, INC.**  
26 East 13th St. (Dept. B)  
New York 3, N. Y.  
Phone ORegon 3-5912

# EXTRA SALES for VALENTINE'S DAY!

- The Ever Popular COLONIAL TYPE VALENTINE DOLL**  
dressed in gleaming white satin with a red heart-shaped hat.  
30" high with a lovely wide spread skirt.  
\$45 per dozen. \$4.50 per sample.  
Same as above with narrow spread skirt.  
\$36 per dozen. \$4 per sample.
- Appealing BABY BUMPKIN VALENTINE**  
Size of a one-year-old baby  
\$37.50 per dozen. \$3.50 per sample.  
Send for EASTER CATALOG!

**Joe End & Co.**  
INCORPORATED  
435 W. B'WAY, N. Y. 12, N. Y., WA 5-8280

# NYLONS

HIGHEST QUALITY—BEST PRICE

First quality, 51 gauge, 15 denier, seasonable colors, 82 to 102, three pairs for \$3.75 in quantities of one dozen pair or more. Sample box of three pairs, \$4.00. Send 25% deposit, balance C. O. D.

**JULIET HOSIERY CO.**  
435 N. Francisco Ave. Chicago, Ill.

# ENGRAVERS!

(with it since 1907)  
Originators of the  
**ALL-ALUMINUM IDENT.**  
\$3 Doz., \$35 Gr.  
Have worked stores with jewelry joints myself for years and know your needs.  
**LOWEST PRICES AVAILABLE**  
SEND FOR CATALOG  
**MILLER CREATIONS MFR.**  
6628 Kenwood Ave. Chicago 37, Ill.

# JOBBER—DISTRIBUTORS

Close-outs and job lots of **STUFFED FUR** and **PLUSH TOYS** on hand. Buy at low prices. Write for details.

**NEW SAMPLES OF STUFFED TOYS NOW READY**

**EASTER LINE OF 1949 big profit numbers ready! Order at once!**

Take advantage of our low prices on top carnival and premium numbers. You get prompt delivery on all Ace Toy sure-sellers.  
Rated Concerns: Samples sent on approval. Please specify type of business in replying.  
Special Set-up for jobbers. Salesman: Choice Territories still open.  
Write for 1949 Catalog O of over 100 numbers in fur and plush.

**ACE TOY MFG. CO.**

122 WEST 27 ST.  
NEW YORK 1, N. Y.



# PICTURE LOCKET



**NEW! IRRESISTIBLE! FAST SELLING!**

Opens like a watchcase for personal pictures. 1 3/4" diameter, finely finished plastic LUSTRON. Decorated back panel.

1 doz. on **DISPLAY CARD**  
12 or 36 Cards to Carton  
**\$12.00 per gross**

Sample Card \$1.00  
**WHOLESALE** write for **QUANTITY PRICES**

**PATEK MFG. CORP.**

# KEY CHAIN

Send 25% cash with order, bal. C. O. D.  
157 East 128th St.  
New York 35, N. Y.

**GIVE TO THE DAMON RUNYON CANCER FUND**

# SENSATIONAL for the NEW YEAR!

Only \$3.50 ea. in lots of 8



- Written Guarantee
- Shock and Water Resistant
- Radium Hands and Dial
- (Red Sweep Second Hand)
- Stainless Stretch Band
- Fits All Wrists
- Sparkling New - Not Rebuilt!

35% With Order - Balance C.O.D.  
F. O. B. St. Louis  
\$1.00 Each Extra On Orders Under \$10

Amazing Sales Booster!

Terrific Ladies' Watch Value Tool  
Beautiful! Equilibrated! Accurate!  
Women love them. Dainty, petite.  
Keeps perfect time. Complete.

**MARVEL WATCH CO.**

Wholesale only  
301 PINE ST. ST. LOUIS 2, MO.  
Free Catalog.

# MAKE BIG MONEY FULL OF SPARE TIME

Every Business and Profession uses  
**BUSINESS CARDS**  
WHITE, BUFF OR BLUE **2000** for \$345  
POSTPAID ANYWHERE IN U.S.A. COMMISSION \$100

**TEAR-OFF CARDS**  
with beautiful leather pocket case  
**500** for \$345  
Postpaid—Commission \$1  
Paid letter printing  
Extra fine quality

**RAISED LETTER BUSINESS CARDS 1000** for \$345  
POSTPAID—COMMISSION \$1  
CHOICE OF BLACK OR BLUE INK  
WRITE FOR FREE SALES OUTFIT!  
**QUALITY BUSINESS CARD CO.**  
Dept. E, 118 N. Jefferson St., Chicago 3, Ill.

# GO EASY MABEL

**FELT PENNANTS**  
2"x4" excellent slum and novelty item, over 80 different subjects, they come in Colleges, Cities and Comic sayings.  
25% deposit must accompany all orders. Jobbers, write for quantity prices.  
**\$1.25 GROSS**  
**Kansas City Novelty Co.**  
729 BALTIMORE KANSAS CITY, MO.

# Headquarters for COUNTERCARD

**MERCHANDISE NOTIONS-SUNDRIES**  
FOR IMMEDIATE DELIVERY

**LEE RAZOR BLADES**  
Write for Price List  
**LEE PRODUCTS CO.**  
437 WHITEHALL ST. S.W.  
ATLANTA 2, GA., Dept. B

# LITTLE AD—BIG PROFITS

Very sharp looking Scarf Pins—fast sellers—all the rage. Sample Doz. \$2.50.  
25% Cash, Balance C. O. D.  
**Conway's Exchange**  
404 Dodge Bldg., New Orleans 16, La., U.S.A.

# MAGIC BILLFOLD

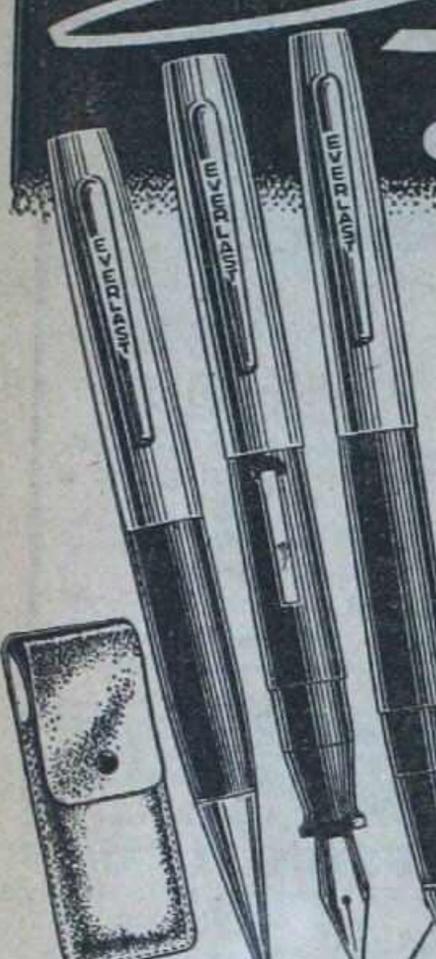
Locks bills automatically.  
Enameled—Metal—All Colors.  
3 3/4"x3 1/4". \$13.50 dozen. 25% with order—Sample \$1.50.  
**GENUINE MFG. CO.**  
422 Broadway Providence, R. I.

# Everlast

"FAVORITE OF FAVORITES"

## MIDGET TRIO COMBINATION

**EVERYTHING THAT WRITES IN ONE BEAUTIFUL SET**



**EACH** of these precision-made writing instruments measures a little less than 5 1/2" long — but you'll be amazed at the mighty big job they do saleswise! From their gleaming plastic cases and beautifully engraved GOLD FINISHED CAPS to the smooth-writing points—every set has terrific buy appeal, amazing sales impact! Comes complete with leatherette carrying case which can be fastened on trouser or carried in pocket.

**\$1.00** PER SET in gross lots  
 \$1.10 PER SET for smaller quantities. Terms: 25% deposit with order. Write for illustrated catalog.

Since 1890 a Reliable Source  
for Writing Instruments

**Everlast**

PEN CORPORATION

644 Broadway, New York 12, N. Y.

**MIDGET TRIO SET**

1. Even flow ball point pen.
2. Matching lever pen in your choice of hooded or regular point. (We ship regular points unless otherwise requested.)
3. Matching fine-line propol, repel pencil.
4. Leatherette carrying case.

### MUSICIANS

**AT LIBERTY—FORMER NETWORK "SINGIN' Cowboy"** would join swing Western radio combo or emcee daily disk, with or without guitar; banjo, fiddle, guitar, vocals; prefer South. Red Leslie, Raymondville, Tex.

**AT LIBERTY FEB. 15TH—TRUMPET MAN** doubling valve trombone; age 20, union; bop chair in trumpet section; both horns in combo; experienced; all offers considered. Address Ralph Lewis, 702 Butterworth S. W., Grand Rapids 4, Mich.

**BASS, TROMBONE—TWO REED MEN AVAILABLE** immediately; all essentials, satisfaction guaranteed; go anywhere together or separately; sing, novelties, arrange. Wire Dale Muselman, 2229 W. Grace, Richmond, Va.

**BASS MAN—EIGHT YEARS RADIO; CAN** play bass, sing solos and baritone in trio; would like to join Western or hillbilly band; union and reliable. Address Paul Wells, 724 So. Washington St., Saginaw, Mich.

**BASS PLAYER—AVAILABLE AFTER JAN. 23d;** double violin; good appearance, semi-name, name experience; interested only in established combos doing locations. Till Jan. 23d, B. Barby, care Nick Stuart Orch., Texas Hotel, Ft. Worth Tex. After Jan. 23d, care Joe Stokes, Local #65, Erasas Bldg., Houston, Tex.

**DRUMMER — WORKED WITH JIMMY JOY,** Charlie Agnew, Gus Arnheim, Jimmy Richards, and Nick Stuart; cut or no notice; neat, congenial, very reliable; age 28, single, 14 years' experience; hotel band or combo doing mostly locations desired. Contact Joe Brile, 228 East Lewis St., Plattville, Wis. Phone 5285. fe12

**DRUMMER—AGE 23; DRAFT EXEMPT; MEM-**ber Local No. 10; read, cut shows, all rhythms, good appearance, fine equipment, prefer location. Dick Glerum, 704 South Maple St. Oak Park, Ill. Phone, Village 2355. ja29

**DRUMMER — EXPERIENCED, LARGE OR** small combo; read, fake; will travel, age 23; available Jan. 28; all offers considered. Troy Hatcher, 950 Madison St., Jackson, Miss. Phone 3-1196.

**DRUMMER—\$1, MARRIED, TRAILED, CAR.** Experience, dances, clubs, army bands, hotels, USO Shows. Preferences: Mickey, combo. Steady bookings, money. 825 Princeton Ave., Trenton, N. J.

**DRUMMER—21, SINGLE, RELIABLE, PREFER** location, combo or otherwise; experienced; will go anywhere. Contact Milt Hetherington, 520 Hudson St., Eau Claire, Wis. fe5

**GIRL STRING BASS—PREFER MALE COM-**bo or location band; state full particulars. Musician, 3107 So. Grand, Minneapolis, Minn. Phone Regent 0661. fe5

**GUITARIST — ELECTRIC, SPANISH; GOOD** rhythm, ad lib or solo, read well, fake; interested in joining small unit only; advise all your first communication. Box C-215, Billboard, Cincinnati, O. ja29

**ORGANIST — AVAILABLE FOR A-1 BINK** within 200 miles of New York City. Write details Organist, Box C-217, Billboard, Cincinnati, Ohio. fe5

**PIANIST — UNION, VETERAN (MALE),** single, orchestra, alone, popular, classic, accompanist, soloist; all around professional experience; state particulars. Box C-228, Billboard, Cincinnati, Ohio. fe5

**PIANIST — LEGITIMATE MUSICIAN; SWING,** ragtime, classics, excellent reader, fake, chord symbols, solos, combo, tenor band; young, neat appearance, steady, dependable. "Jess" W. Conner, Royalton, Minn.

**PIANIST — AVAILABLE IMMEDIATELY,** young, sober, reliable, union. All around. Fast, butterfly style. Prefer society or tenor bands, experienced. Joe DeGregory, 534 Linden Ave., Steubenville, O. fe5

**PIANO, PLAYS SOLOVOK—FEATURE RE-**quests. Any type bar, lounge, beer garden, gay ninety's tavern. Play alone. Dick Tope, Newnan, Georgia.

**PIANO MAN—UNION, SINGLE, SOBER, RE-**liable; fast reader, jam and fake, cut shows; available after 5th February. Address Musician, 290 C St. N. E., Linton, Ind.

**PIANO—AVAILABLE IMMEDIATELY; UNION,** experienced and reliable; small band, combo preferred; phone 2408. Wire Pinky Cooper, 1608 South 3rd Ave., Columbus, Miss.

**PIANO, BANJO, ACCORDION, GUITAR PLAY-**er—Middle age musician open for job. Small radio station or other. F. Pinto, 752-A Madison St., Brooklyn, N. Y.

**TENOR SAX — DOUBLE CLARINET; DE-**pendable, sober, sweet or swing; single; radius 200 miles; union. Irving Gardner, 1038 Flatbush Ave., Brooklyn.

**TOP FLIGHT BSRQA RING ORGANIST —** Now employed, desires change; only progressive year 'round New England or Middle Atlantic rinks considered; state all first letter. Milo Morgan, care General Delivery, Cleveland, Ohio.

**TRUMPET—VOCALS; NAME BAND EXPERI-**ence, combos; fake, transpose; sober, reliable and single; prefer Florida location. Musician, 578 Clairpointe, Detroit 14, Mich.

**VIBIST—SWEET AND GONE; HAVE CONCERT** Deagan Vibes; interesting solo work; young, sober, reliable, member Local 47. Musician, 815 W California St., Oklahoma City.

### EXTRA VALUES



Nickel Plated, Exclusive New Haven compensating hair spring makes it keep better time under extremes of heat or cold.

**No. 7758B.....\$1.70 Each**

Same as above, but has luminous hands and numerals.

**No. 7768B.....\$2.35 Each**

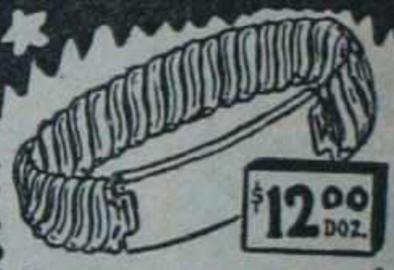
Plated in beautiful color of natural gold. Exclusive New Haven compensating hair spring makes it keep better time under extremes of hot and cold.

**No. 7778B.....\$2.96 Each**

**ROHDE-SPENCER CO.**

223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

### EX-PAN-S-I-O-N IDENTITS



**\$12.00 DOZ.**

CHROME PLATED EXPANSION BRACELET. HIGHLY HAND POLISHED ALUMINUM IDENTIFICATION PLATE. OVERALL SIZE OF PLATE, 2 1/8" x 3/8" x 1/8".

OTHER IDENTITS AVAILABLE—SEND FOR SAMPLES & CATALOG TODAY. PLEASE STATE YOUR BUSINESS.

**"Frisco Pete" MFG. JLR**

604 W. LAKE ST., CHICAGO 6, ILL.

## President—

Headquarters for fast-selling  
JEWELRY, NOVELTIES and  
HAIR ORNAMENTS

### Brand New!

The fastest-moving  
Kiddie Watch  
on the market!

**\$7.20 per gross**  
in 5 gross lots.

**\$8.40 per gross**  
in 1 gross lots.

**ORDER NOW!**

PRESIDENT NOVELTY & JEWELRY CO., INC.

1220 BROADWAY, NEW YORK 1, N. Y.

**'Diamond' Value**

PRESIDENT'S  
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Your pitch stand is a symbol of your service. Protect it by encouraging your tip, not antagonizing it.

FOLLOWING A REPEAT . . . stand in Dothan, Ala., January 8 with their assortment of holiday balloons, Lee Bradley and Jim Stutz headed for the West Florida Cattle Show at Quincy, Fla.

JIM BROWN . . . worked the recent poultry show at Chipley, Fla., to better-than-average returns with wonder mice.

*Pitchmen, above anyone else, measure up to challenge and opportunity. It's this type of individual who reaps the rewards of accomplishment.*

SIGHTED PITCHING . . . in Webb's Drug Store, St. Petersburg, Fla., recently were Jimmy Phillips, Herman Keller and Doc Duncan.

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BIG AL WILSON . . . letters from Sarasota, Fla., that he has completed arrangements to open a comb demonstration in the McCrory store, St. Petersburg, Fla. Fol- (See Pipes on page 86)

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Non-farmishable 22K Yellow Gold Plate studded with 30 dazzlingly lustrous stones. Choose the beautifully cut 6-Carat Center Stone: Ruby, Emerald or Sapphire. Bracelet has a strong, non-breakable mesh band with snap lock.

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**QUAKER HAS CUT PRICES FOR 1949**  
On Oil, Salve, 8-Oz. Laxatives. All are available under private label in 3 dozen or gross lots. We also have a complete line of Tonics, Corn Medicine, Foot Ointment, Eucalyptus, Tablets, Powders, Herbs, Vitamins and Minerals.  
**QUAKER MEDICINE COMPANY**  
220 GEORGE STREET (Est. 1895) CINCINNATI 2, OHIO

**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. We make Neo-Lite Signs or order, any name or any wording—thus

**PERRY** ← 6 in.  
**FURNITURE** ← 4 in.  
**CO.** ← 2 in.  
**TELEVISION** × Base or Shelf Sign

This 10-letter sign in 6-inch letters, made in Neon, retails for \$105.00. The same 10-letter sign in 8-inch letters made of Fluorescent Neolite retails for \$19.20, only \$1.92 a letter—your cost 68¢ per letter, including frame, 100% profit. **ALL FRAMES AND BASES ARE CRYSTAL CLEAR PLASTIC.**

← Top and Bottom Frame

This 17-letter sign in 2-inch letters, made in Neon, retails for \$90.00. The same 17-letter sign in 2-inch letters made of Fluorescent Neolite retails for \$18.53. Only 89¢ per letter. Your cost 49 1/2¢ per letter, including frame, 100% profit.

**WHAT IS FLUORESCENT?**  
**RE WEBSTER'S DICTIONARY NEW 1949 EDITION**  
**FLU-O-RES-ENCE** (floo-o-res'ens), n. Phys., 1. the property of certain substances which, when in solution or otherwise under the action of light, emit light of a color differing from their reflected or transmitted color; the property by which certain substances become luminous when exposed to X-rays or other forms of radiation; 2. the light thus produced—adj. **FLU-O-RES-CENT.**

**BORN 120 DAYS AGO**  
Tried and proven a tremendous success in Miami, Fla.; Baltimore, Washington, Philadelphia 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 5 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, 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.

**AGENTS AND SUB-AGENTS**  
You can appoint sub-agents on commission, pay them 25 or 33 1/2%, 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.

Letters come in 2, 4 & 6-inch & 8-inch sizes. All signs are completely assembled.

**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. Orders shipped same day received, instant service.

**SALESMEN'S SAMPLES**  
We recommend 1 sample sign of each size letter, namely 2, 4 and 6 inch.

**SECURITY DEPOSIT \$10**  
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**  
This sample layout consists of one 10-letter 8-inch sign, one 10-letter 4-inch sign, and one 17-letter 2-inch sign, namely, **TELEVISION** (8-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.  
We ship to agents only. You are in business for yourself, put your telephone number on each sign for big repeat business. You make your own deliveries.  
Money-back guarantee on all orders. Over 20,000 satisfied Billboard customers have bought our products with a money-back guarantee since 1940.

**J. A. WHYTE & SONS**  
1732 Wisconsin Ave., Washington, D. C.  
Use Western Union or air mail special delivery for same day service  
Cable Address: **NEOLITE**  
Telephone: North 9082

Cash In On The Popularity of SUPERMAN!

# SUPERMAN RECORD Albums

In Song and Adventure With the Original Radio Cast

**YOUR COST 20c**  
RETAILS FOR **75c** EA. ALBUM

Each Album contains 2 unbreakable records (4 playing sides) and 6 pages of colorful lithographed pictures and story of Superman. Minimum order: 50 Albums of each. Send cash or money order, 1/3 down, balance C. O. D.

**STERLING MERCHANDISE CO.**  
1534 OLIVE ST. ST. LOUIS 3, MO.

**FLASH! NEW LOW PRICES**

GET IN THE DRIVER'S SEAT with QUALITY MERCHANDISE and these ROCK BOTTOM PRICES

NEW MODELS ADDED

**WIDE ASSORTMENT**

3 Dimension Effect

1 Counter Display Box (48 Peeks)	\$10.80
1 Gross	25.00
5 Gross Per Cr.	23.00

New Profit Making Pack. Chains in Envelopes. NO C. O. D.'s. This offer CASH WITH ORDER ONLY PREPAID VIA AIR. IMMEDIATE SHIPMENT ANY QUANTITY. WIRE OR PHONE YOUR ORDER TODAY!

**LOOK!—DISTRIBUTORS—LOOK!**

**SPECIAL CASH WITH ORDER**

**20 GROSS (Minimum) \$19.75** per gross (net)

Prepaid Via Air—Immediate Shipment—Any Quantity.

We also have Horse Derby, Louie the Lizard and others. Hollywood REALIFE 3 Dimension Viewers—10 Different Poses to set with 30 Additional Poses Available.

WATCH FOR OUR AD IN THE BILLBOARD—NEW EXCLUSIVE, SENSATIONAL NOVELTY—Released Soon.

**WALLACE NOVELTY COMPANY, 626 S. Alvarado, Los Angeles 5, California**  
Telephone: DUnkirk 8-1085

**SELLING LIKE WILD!**

## "BELITA"

NEW, SMALL, PRACTICAL

ALL PLASTIC Purse sweeping the country! Choice of Patent, Calf Grain or Lizard and Alligator Grain. Colors: Black, Red, Green, Brown. Polished metal gold color frame. DeLuxe lining.

**\$8.50** Per Doz. (in Gross Lots)

6 Doz. Lots—\$9.00 Per Dozen  
**SAMPLE DOZEN . . . \$9.50**  
(Assorted Colors and Grains)

**PACKED ONE DOZEN TO A BOX**

**7 BIG FEATURES:**

Coin Holder, Billfold, Removable Key Chain, Identification Window, Card and Ticket Window, Removable Transparent Viewers (Holds 4 Photos), Stamp Compartment.

**TERMS:** Cash with order for prepaid delivery. 1/3 deposit for balance C. O. D. delivery. Net 10 days to well-rated firms. P. O. B. Chicago, Ill.

**JOBBER: Write for special quantity price**

**BANNER MERCHANDISE CO.**  
145 S. WELLS ST., DEPT 88  
CHICAGO 6, ILLINOIS

## 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 rebuilt and guaranteed like new. 10 Kt. R.G.P. case. Complete with leather strap.

(3 watches minimum)

25% with order—balance C. O. D. Wholesale Only! None Sold Retail!  
Write for Our New 1949 Catalog.

## JOSEPH BROS.

59 E. MADISON ST., DEPT. B-29  
CHICAGO 3, ILL.

**NEW 15-JEWEL WATERPROOF WRIST WATCHES**

- Water resistant
- Sweep second hand
- Stainless steel back
- Radium dial, see in dark
- Genuine Swiss movement
- Guaranteed timekeeper
- Leather strap

(3 watches minimum) **\$8.95** ea.

**CLOSEOUT of Men's Rings**

Assorted Styles. Values to \$27.00 Doz. Imitation diamond in 1/30 14 Kt. R. G. P. extra heavy mounting. **\$15.95** Doz.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

**PITCHMEN! DEMONSTRATORS!**

Back Again—Perfected PUNCH NEEDLES! One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles . . . \$23.00 per hundred sets. Sample set, \$1.00—Cash with order.

Terms: 25% deposit, balance C. O. D., F. O. B. Chicago. We also carry Muslin Pillow and Colored Burlap Bag Patterns, Embroidery Hoops and other accessories.

**HOME ART and NOVELTY CO.**  
1180 Farwell Ave. CHICAGO 26, ILL.

**FAST SELLING POCKET NOVELTIES**

NOVELTY RUBBER SHIMMIE DANGERS	Doz. \$ .70; Hundred \$5.00
PHOTO HANDLED POCKET KNIVES WITH BEADED KEY CHAIN	Doz. 4.20;
"KILROY WAS HERE" PLASTIC STATUETTE	Doz. 1.20; Hundred 9.00
"KILROY WAS HERE" COCKTAIL STIRRERS, ASSTD. COLORS	Doz. .80; Hundred 6.00

SAMPLE OF EACH AND PRICE LIST SENT FOR 75c IN STAMPE.

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

IF YOU WANT

### ★ BALL POINT PENS

THAT WRITE . . .

Send for Price List

**STARR PEN CO.**  
54 W. Illinois St. Chicago 10, Ill.

**BORDER NOVELTY CO. BUY DIRECT**

Original

## PICTURE PORTFOLIO

and

## HOLLYWOOD GLAMOUR GIRL SETS

12 Glossy Prints to Package

- This PORTFOLIO attempts to provide both the professional and novice photographer with a variety of ideas for Pin-Up "Shots".
- No attempt is made to discuss the intricacies of studio lighting. Instead each pose is planned so that some particular type of female glamour is "spotlighted".
- WARNING: Copying of either package or contents of this portfolio will result in prosecution of offender.

**200 DIFFERENT SETS OF 12**  
\$ 6.00 per Dozen Sets  
40.00 per 100 Sets

**NOTICE TO JOBBERS**  
Adjustable TELESCOPE PHOTO KEY CHAINS  
Jobbers' Price in 5 Gross Lots  
**\$24.00 PER GROSS**  
(Smaller quantities, \$2.50 per Doz.)  
50% Deposit with orders, balance C. O. D.

**BORDER NOVELTY CO.**  
7 W. Jefferson Ave. Detroit 26, Mich.

**Store Route Plan PAYS BIG MONEY**

SELL COUNTER GOODS

Build good-paying business of your own. Call on dealers of all kinds. show nationally advertised Aspirin, Cosmetics, Razor Blades, 200 other necessities. Big 5¢ and 10¢ retail packages. Free book gives facts.

World's Products Co., Dept. B-M, Spencer, Ind.

★

**COMING NEXT WEEK**

## "PEEK-A-PEN"

MARVEL ★ INDUSTRIES

GIVE TO THE  
**RUNYON CANCER FUND**

# BOARD MEET SHOWS TRENDS

## SALESBOARD SIDELIGHTS

Salesboard operators, jobbers and manufacturers converged upon Chicago last week to see, talk over and present, respectively, the newest ideas in boards and tickets. With 13 firms showing their wares in three hotels and a factory exhibit, visiting boardmen had plenty to view and a chance to stretch their legs between displays. Also on hand to catch the boardmen's eye with their premium deals were at least five merchandise manufacturers, displaying new and novel items as prizes for merchandise boards.

Empire Press, Chicago, at its Morrison Hotel presentation, greeted visitors with a trio of new faces, Jack Warren, Ben Cole and Jack Katz. Joe Zimmerman, president, was also very much in evidence on the display floor to say hello to old friends and customers. William Abernethy, of H. L. Distributing Company, Terre Haute, Ind., was one of the host of visitors at the Empire suite; he brought sad news, however, of the death of Abraham Lebin, father of Hyman Lebin, partner with William in the firm. The senior Lebin passed away January 15 of a heart attack.

Empire's Ben Cole will soon visit his friends in Indiana when he journeys thru the Hoosier State on a business jaunt. . . . Jack Warren, after several years away from the board business, is now rearing to get back in stride again. He'll take off thru his old stamping grounds in Illinois soon to contact the trade; Jack Katz is also planning a trip thru his Pennsylvania territory.

Jay Zelle and Jay Goldman, heads of Triangle Manufacturing Company, Minneapolis, reported a steady stream of buying visitors at their Congress Hotel display. Boys introduced their

new Match-Pac ticket deal and the Double-OO jar number, with a trio of pellet-bell boards. Bell Slot, Lucky Bell and Gold Mint. Three-week delivery is being promised on these. A plant expansion move in the spring, adding 24,000 square feet of space, is planned. Zelle announced that Irv Sokol has just been appointed Triangle representative for Illinois and Indiana. Formerly a straight ticket house, Triangle will now manufacture a line of boards, also. Initial releases, 10 in number, will be out by February 1, with additional boards coming off the production line at the rate of two a month. Zelle stressed that his production facilities were so set up as to permit custom designed items to be made for individual operators or jobbers.

Container Manufacturing Company, St. Louis, showing at the Sheraton, made special display of its new Silver Top metal foil front boards, featuring oil screen process design, numbering 25 in all. Jack Morley, firm head, was on hand with B. J. Gould, general sales manager and Representatives Eddie Barrett, Bud Holler and Franklin Lathrop to meet visitors. Firm's Dave and Julian Shapiro and Sam Katz were also at the show booth. Gould struck out on a trip thru the Northwestern territory right after the board show closed. Container was another firm to introduce a pellet-type bell action board, called 3-Reel.

Chester and Irv Sax, with Lou Kaufman and A. Haskell, were prominent boardmen at the Consolidated Manufacturing Company's booth. Also debuting a pellet-bell board, Three-Reeler, firm showed a number of other new numbers: Roulette Charley, 25-cent play, using a roulette table layout; Play "21," a card type number with 1,500 holes, dime play; Play Roulette, another quarter board number; two new coin items, Silver Rose and Silver Lead, both dime punch, 12 new merchandise boards (of a total of 40 of this type shown) and 30 new various nickel-dime play numbers.

Gam Sales, Peoria, Ill., another Sheraton Gothic Room exhibitor, presented its full ticket line with Morris Sax, head, and Ira Michael, production manager, in charge. Jar, spindle and book ticket deals made up the Gam display, with officials reporting major operator interest in the jars and spindle numbers. . . . Superior Products, Chicago, another of the five Gothic Room exhibitors, had a pellet-board, Superior 3-Ball Special, on display with a nickel play number, Venus featuring twin statuettes of Venus flanking the punching area. Figures were part of the prize set-up, and made an attractive presentation.

Sam Feldman and Manny Guttman were on tap at the Harlich Manufacturing Company's Sheraton display, which introduced a new take-off on the popular bell-action board trend. Harlich's bid for the bell-board business is the Golden Flood, a novel number offering players the nearest thing to true bell jackpotting action. A key is presented to winners, who unlock a small padlock placed on one of the three jackpots; releasing the jackpot. The board, measuring approximately 20 inches high, 13 inches wide and 3 inches deep, has 2,000 holes and is quarter play. The three separate jackpots enrich winners by \$50 (two of these) and \$10. Harlich also presented 25 merchandise boards (showed 10 of this type last year).

Pioneer Manufacturing Company, Chicago, another Sheraton board

show firm, introduced two pellet-bell numbers; Gold Cup and Pioneer 3-Shot Pellet. Like other new pellet-boards, quarter punch play was set for each. Displaying 200 numbers, firm's Harold Boex and William Wollpert said the seal, coin and Super Jumbo numbers all received equal favor, order-wise. Seymour Horn, Pioneer's San Francisco representative, was in town for the showing. Charles Lucenti, Pioneer top-kick, was another hand-shaking fellow on hand to greet the firm's customers.

In a twin presentation on the Sheraton's 30th floor, Bee-Jay Products, Chicago, and Universal Manufacturing Company, Kansas City, combined to show their respective lines of board and ticket deals. Bee-Jay was another firm to come up with a pellet-bell board, as part of its "Capitol line for '49." Other new numbers were Windy City, 25-cent play, featuring a lithographed back-panel, depicting the Chicago Loop skyline of tall buildings. This number offers a series of 10 insert boards, with 200 holes each, for long-life play. Assisting Joseph and Reuben Berkowitz and Jack Brody in meeting the visitors was Bee-Jay South and Southwestern representative, Herman Horn. Effie Horowitz, of H. H. Novelty Company, Cleveland, was a jack-in-the-box jobber bobbing about the Bee-Jay and Universal suite. Latter firm featured its Match-Pak, 10 ticket book number, which both Berkowitz's declared received top attention. New die-cut seal cards, jackpot cards and plastic Merry-Go-Rounds, on which tickets were spindled, were additional new presentations. The plastic Merry-Go-Round received billing as a good last-play premium.

Mort and Irwin Secore, Secore & Secore, Chicago, hosted a crowded Sheraton suite with the new Mercury boards Mercury Pellet, Half Free, 25-cent seal action board, and numerous coin numbers. Irwin stated the favored items were, in that order, pellet, coin and seal action boards. Pellet-board deliveries, filling pre-show and show orders, were going out on schedule, he added. Secore is preparing to present a post-show introduction of a series of new Mercury boards, said to be radically different, within the next 30 days.

At the Peerless Products, Inc., exhibit, also, in the Sheraton, six-tickets-to-a-hole numbers appeared to hold top buyer interest, with merchandise boards coming in second for trade interest. Almost one-third of firm's display was made up of the latter type boards. Ben and Marshall Maltz were the busy boys tending to customers' wants. Irv Padorr and Bernard Kite, scheduled to put in their appearance at the Peerless suite for show duty, were not on hand, having terminated their connection with Peerless within the last week or two.

Gardner & Company, holding a bang-up display, entertainment and plant tour program at its Chicago plant headquarters, played host to a multitude of visitors who flocked to town for the big three-day board doings. President Irwin Feitler, Charles Leedy, Joe Robinson and other Gardner-ites were actively tending to the hello and entertainment phase of the plant party. Complete display of new and standard board favorites was the big attraction at Gardner, with the conducted factory production-line tours proving entertaining eye-openers to visiting boardmen. Herbie Mintz, radio personality, was leader of the entertainment program, with a strolling musician and community sings adding to the hilarity.

Showing groups of new and novel premiums for merchandise boards were (See Salesboard Sidelights, page 87)

## Merchandise, Pellet - Bell Boards Lead

### More Buyers This Year

CHICAGO, Jan. 22.—Salesboard trends for 1949 became evident early during the three-day board show (17-19) here this week, with merchandise boards and pellet and bell action numbers moving into the production and order spotlight. Thirteen board and ticket firms, displaying in three hotels and one plant, and eight premium manufacturers, reported "buying" business up from last year's show.

Seven board maker: introduced 10 pellet-bell type numbers, with one firm unveiling a non-pellet board with actual jackpot delivery. Merchandise boards are gaining in favor, as indicated by the more complete line of this type board shown by six companies. Coin, seal and multi-giant type boards continued to hold steady interest, with numerous new designs being introduced by all exhibiting firms.

In the ticket field, three manufacturers presented new ideas and effects in ticket deals. Introduction of new book match type ticket packs by two companies drew high interest; standard jar, spindle and book ticket items were also shown in varied styles.

### 1949 Prospects Bright

Consensus of all manufacturers, and a majority of visiting jobbers and operators, was that 1949 bore good promise of becoming a banner year for the industry, continuing the upswing noted during 1948. With new numbers introduced during the show opening the initial bid for upped play during coming months, and meeting good operator and jobber response, a number of manufacturers revealed (See Board Meet Shows on page 87)

**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.

**BIG PROFITS "HOT" NEW TICKET DEAL**

FREE SALES KIT

Salesman wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns etc., or start a route. Free pocket sales kit. No investment. No experience necessary. 40% advance commission.

BASEBALL—N. L. & A. L. with A. A. for subs. 120 tickets individual compact Write today.

Worthmore Ticket Games  
1825 S. Mich. Av., Dept. B-129, Chicago 16, Ill.

COMING NEXT WEEK  
**"PEEK-A-PEN"**  
MARVEL INDUSTRIES

**GARDNER**  
for **40** years  
THE LEADING PUNCHBOARD MANUFACTURER

- QUALITY
- IDEAS
- SERVICE

THE MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED.

WRITE FOR CATALOG

**GARDNER & CO.**  
2222 S. MICH. AVE. CHICAGO, 16, ILL.

# Pipes for Pitchmen

(Continued from page 83)

lowing his stand there he plans to go into Webb's store with the same layout. Al's brother, Jack, who was with the Sally Rand show last season, soon will go into business with Al on a chain of stores he has broked. Al would like to see pipes here from Glen Hosburg and Red Gunn.

Purvey good, sound merchandise and you've gone a long way in helping your tips develop an abiding faith in you.

**ED HALLIDAY . . .** worked Tallahassee, Fla., during the inauguration of Gov. Fuller Warren January 4 but had to set up on the outskirts of town because vender or pitch permits were not granted for the occasion.

**TEX ST. JOHN . . .** old-time pitchman, and wife are in Lakeland, Fla., for the winter.

A pitchman is one of the few people in the world today who don't fear a prospect's negative decision. He goes right on selling his wares.

**GEORGE USHER . . .** of astrology note, is wintering in Brunswick, Ga.

**THE RANKINS . . .** Benny and Louise, are working St. Louis chain stores.

**THE WHITE HORSE FAMILY . . .** is playing school dates in Pennsylvania to reported successful turns.

Survey and analyze your pitch regularly. A slight change here and there may mean added hermans to your annual gædus counts.

**DOC BLACK . . .** old-time pitchman of note and currently in retirement in Los Angeles, says that he'd like to see more pipes here from such past masters of the tripes and keister as Eddie St. Mathews, Sid Sidenberg, By Warner, Fred S. Cummings, Harry Kinchelov, Humpy Long, Doc Ward, Bob Laidlow, Johnny Hicks, Herb Cas-

per, Harry Webber, Lester Kane, Jimmy Lazar, Rusty Russmisell, Doc Duncan, Doc Wall, Doc Anderson and Jack Dillon.

Sometimes it's courteous to listen to another pitchman's advice—but foolish to follow it.

**THE HALLSTROMS . . .** Tip and Lil, are in Phoenix, Ariz., where their demonstration is clicking off sound counts in one of the city's leading stores.

**MYRTLE HUTT BEARD . . .** is vacationing in California with her daughter and son-in-law.

**BEA LOUIS . . .** is back at the F. W. Grand store, Milwaukee, where she's pitching Mike Devine's yuke oil to good crowds and business. She commutes to Chicago daily from the job.

We know a pitchman who returned to play a town that he left good—after a three-year absence.

**J. C. CARSWELL . . .** is spending the winter at his home in Phoenix, Ariz.

**COAST NOTES . . .** by Richard Arcand: I'm still getting the Freedman concessions in shape for the road. . . . Kate Goodman is in the Kress store, Los Angeles, with wipe on. . . . Mrs. W. F. Vinson, formerly with the W. T. Grant store, is pondering working a new item. . . . Benny Stone still cutting up the jackies. . . . Jack Vinnick is still in the jobbing business around Los Angeles. . . . Frank Neeck has opened several West Coast stores.

It's the incompetent pitchman who is the braggart. The successful pitcheroo waits modestly for any recognition of his ability.

**DAVE ROSE . . .** has returned to his New Orleans headquarters from Chicago where he buried his mother who passed away recently.

# N. C. Execs Favor Progress Bill

(Continued from page 57)

ized by the 1947 General Assembly were: T. Holt Haywood, Winston-Salem; R. Snow, Greensboro; J. Warren Smith, Raleigh; Dr. I. C. Schaub, Raleigh; Dr. J. S. Dorton, Shelby; D. S. Coltrane, Raleigh, and Harry B. Caldwell, Greensboro.

The bill, if passed, will raise the tone of annuals. Also, it can lead in time to State aid. The consensus of showmen in attendance was in favor of passage of the bill.

Dr. J. S. Dorton was re-elected president. J. Jackson, Cherokee, was elected first vice-president; J. H. Corey, Greenville, second vice-president, and Mrs. Clede Kendall, Greensboro, secretary-treasurer.

Commissioner Ballantine spoke briefly on the 1949 State budget, yet to be approved, which includes appropriations totaling \$2,000,000 for the State fair. The money is slated for plant improvements, including a coliseum for year-round use. The development of the State annual will ultimately lead to close association on the part of county annuals, he said.

Thompson Greenwood, former State fair publicity director and now assistant secretary of the North Carolina Merchants' Association, spoke on co-operation between retail and fair groups. Other speakers were L. R. Harrell, 4-H Club leader; A. L. Teachey, State supervisor, veteran farmers' training program; Harry B. Caldwell, master of the State grange; J. Warren Smith, State director, division of vocation and education, and R. J. Pearse, fair architect.

## KANSAS CROWD OFF

(Continued from page 57)

Tuesday night in the Roof Garden of the Hotel Jayhawk.

Attractions and show people present included Robert L. Lohmar and Jimmie Harrison, Royal American Shows; J. C. Michaels Sr., and J. C. Michaels Jr., J. C. Michaels Attractions; Russell Green, E. G. Staats & Co.; Frank Sharp, Regalia Manufacturing Co.; Duane Simon, Barnes-Carruthers Theatrical Enterprises; Leo Overland, Jimmie Lynch Death Dodgers; Ben Truex, Tom Drake and Hazel Randall, Truex-Drake Enterprises; Mike H. Rockwell and Dean Anderson, Mike Rockwell Shows; C. A. Goree, State Fair Shows on Parade; James D. Carpenter and Eddie Davis, Richman-Carpenter Amusements; Mrs. Ben Brodbeck, Mr. and Mrs. Emil Brodbeck, Mr. and Mrs. M. L. Brodbeck and Mr. and Mrs. Buford Brodbeck, Brodbeck Shows; Alvin Vandike and Art Hansen, Victory Exposition Shows; Toney Martone, Jayhawk Amusement Company; Mr. and Mrs. W. J. Mehaffey, Cherokee Amusement Co., and C. W. (Brownie) Adkins, Browne Amusements.

L. C. Reynolds, Hans Anderson and Carl Harlan, World of Today Shows; Bob Curran and Harold Braucht, Colorcraft Poster Corporation; W. A. Schaefer and Jess Wrigley, Schaefer's Just for Fun Shows; Don Brashear, R. L. (Red) Bishop and Ray Martin, American Midway Shows; F. C. Bogle, Bogle & Reese Shows; E. S. (Ted) Webb, Webb's Concessions; Mr. and Mrs. J. R. Leeright, J. R. Leeright Shows; Mr. and Mrs. Tobe McFarland, Stewart & Stevenson Services, and Mr. and Mrs. Bill Wheeler, Lester Harding and Mike Gaska, Wheeler-Pittman Theatrical Agency.

Mr. and Mrs. Roy Frear and Mr. and Mrs. Jack Barnes, Frear's United Shows; Col. Wilbur, of Omaha; Mr. and Mrs. M. A. Srader and Miss Patsy Srader, Srader Shows; W. E. Moser, Central States Shows; William Catlett, Catlett Greater Shows, and Albert Martin, E. D. McCrary, Frank Gaskins and Frank Culver, 20th Century Shows.

# Turnout Is Big At Georgia Meet

(Continued from page 57)

worth of which could not be denied. Several fair officials voiced their faith in grandstand shows and their future. President Hulme said that their success at Elberton had necessitated scheduling two shows nightly. Paul V. Moore, secretary-manager of the South Carolina State Fair, Columbia, remarked that his night show offering was generally packed and that the free gate of opening Monday night necessitated two shows and resulted in terrific business.

Moore, an oldster in point of years and of service, offered some sage advice. The success of a fair in its entirety hinged on the secretary, he said. He warned against an annual switch in executives as practiced by some civic-club sponsored annuals which have long since outgrown promotional classification.

A. H. Ward, district farm agent from adjacent Aiken, S. C., forcefully presented the obligation fairs have to act as "the show windows of agriculture." R. J. Pearse, Raleigh, N. C. fair designer, illustrated his talk with working drawings.

## Hell Drivers Boosted

Jack Kochman, head of the hell drivers group bearing his name, gave an intimate talk on the inside workings of an auto mania troupe but shied from revealing proposed new stunts for next season. He advised fairs now without track facilities to consider enlisting the aid of stock car promoters who might be willing to construct tracks on fairgrounds for the privilege of using these facilities thruout the spring and summer. This maneuver would serve the double purpose of providing a free track and additional revenue, he said.

A cocktail party and banquet were well attended. President Hulme turned the proceedings over to George A. Hamid, who in turn presented a floor show composed of local talent. Business session and banquet were attended by many shows and attraction representatives.

The 1950 meeting will be held in Atlanta.

## COMING EVENTS

(Continued from page 54)

### NEW YORK

New York—National Notion & Novelty Show, Jan. 31-Feb. 4. George English, Pennsylvania Hotel.  
New York—New York Gift Show, Feb. 31-25. Wm. E. Little, 220 Fifth Ave.  
New York—Nat'l. Sportmen's Show, Grand Central Palace, Feb. 19-27. Campbell-Palmbanks.

### OHIO

Cleveland—Grotto Circus, Feb. 14-27. William C. Schmidt, 263 Hotel Statler.  
Columbus—Gift Show, Feb. 19-26. W. E. Offinger.

### OREGON

Portland—Western Gift Show, Feb. 20-23. Kay Leber, 1355 Market St., San Francisco, Calif.

### SOUTH DAKOTA

Watertown—Grain Show & Agricultural Week, Jan. 23-29. John Noonan.

### TEXAS

Brownsville—Charro Days Fiesta, Feb. 24-27. Marvin Brown and Joe A. Wheeler.  
El Paso—Southwestern Livestock Show, Feb. 9-13. W. W. Wilson.  
Galveston—Texas Own Mardi Gras, Feb. 25-March 1. G. A. Amundsen Jr.  
Laredo—Washington's Birthday Celebration, Feb. 19-22. Seb. S. Wilcox.

### VERMONT

Barre—Farm Products Show, Feb. 8-11. H. A. Dwinell, Montpelier, Vt.

### WASHINGTON

Seattle—Western Gift Show, Feb. 13-17. Kay Leber, 1355 Market St., San Francisco, Calif.

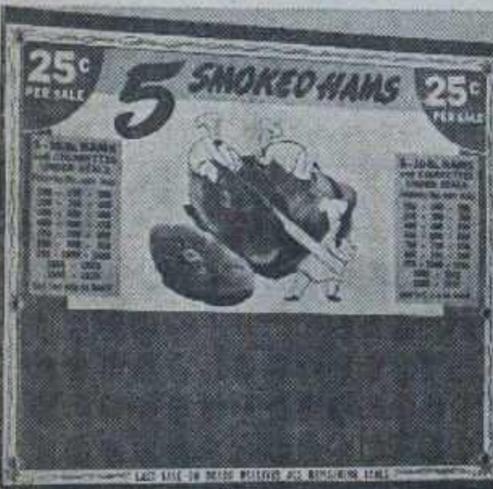
### WISCONSIN

Madison—Farmers & Home Makers Week, Jan. 31-Feb. 3. B. P. Rusy, College of Agr., Madison.

## COMING NEXT WEEK

# "PEEK-A-PEN"

MARVEL INDUSTRIES



## For Punch Board Operators

A 52 Seal Heading  
Paying Out

5 Smoked Hams

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Available in 5c, 10c or 25c per sale. Printed in six colors. Attach this heading to your own plain heading boards and save money.

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NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS.  
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ST. LOUIS 3, MO.

# Board Meeting Shows Trend; Merchandise, Pellet-Bell Lead

(Continued from page 85)

plans for an early post-show introduction of additional new board and ticket lines. Several indicated they were ready to follow thru during the year with one, two and three releases of new type merchandise to keep play at a steady high and to gain in overall sales.

### Exhibitors

Report of individual exhibits follows:

**Gardner & Company, Chicago.** holding a factory showing, introduced 20 new boards of the money and merchandise type. Numbers feature sustained player appeal, offering a series of high-bracket winners, with \$1 or \$2 drop-off serving to keep board action high even when top one or two winners are off. Gardner plans a series of new boards for early introduction a follow-up to its successful presentation of 1949-styled items debuted.

**Empire Press, Chicago,** at its Morrison Hotel showing, displayed over 300 numbers, including 18 coin, 40 merchandise and multi-giant type numbers. Empire officials stated the increased availability of high quality merchandise for premiums, at lower prices, indicated that 1949 would be a merchandise board year.

**Pioneer Manufacturing Company, Chicago,** at its Sheraton display, introduced two pellet-bell boards, Pioneer 3-Shot Pellet and Mystery Bell Slot, in addition to a series of seal and super jumbo numbers. In all, some 200 boards were displayed in the Pioneer suite.

### Mercury Line

**Secore & Secore, Chicago,** showing its line of Mercury boards, accented the Mercury Club Bell Slot pellet board and the new Half Free, quarter-play seal action number. Secore officials claimed board buying preferences were the pellet, coin type and seal action boards. They announced that within the next month a new line of radically different boards would be introduced as a follow-up to the good sales start obtained during the show.

**Peerless Products, Inc., Chicago,** also at the Sheraton, exhibited its lines of six-ticket and merchandise boards, with latter making up one-third of the total display. A number of straight single ticket items were also shown.

**Bee-Jay Products, Inc., Chicago,** presented its new line, with the slogan, "Capitol line for '49," consisting of a pellet-bell action and new lithographed numbers, in addition to a full array of coin, seal and insert type boards.

### Visitors Hosted

In the multiple-firm presentation in the Sheraton's Gothic Room, four board manufacturers and one ticket firm hosted a continuous stream of visitors. Container Manufacturing Company, St. Louis, included a pellet-bell type board in its display of 300 boards. As in all other pellet-bell boards shown, it is quarter play, "three-reel" type. Firm's new line of 25 Silver Top boards, featuring silver metal foil paper face with oil-screen processed designs, occupied a featured position. Two of the newest Silver Top numbers introduced at the show were Winners, dime play, and the deluxe All Winners board, \$1 play. Latter gives each player a prize; same prize system is used in the dime Winners number, with punch prizes actually making each play a nickel. Psychology of "every punch a winner" will result in higher play on this type board, Container officials feel.

### New Pellet Three-Reel

The new pellet three-reel, bell action board was also featured by Consolidated Manufacturing Company, Chicago. Other new boards were Roulette Charley, quarter-play; Play Roulette, similar in action to the first

number and also quarter play; Play "21," a card-type board with 1,500 holes, dime play, and two new coin boards, Silver Rose and Silver Lead. In addition, firm displayed 30 new assorted dime and nickel play numbers and 40 merchandise boards (of its total of 70 merchandise board line), including 12 new merchandise numbers.

**Harlich Manufacturing Company, Chicago,** stressed its new Golden Flood, jackpot action, board in its combination seal, coin and merchandise board display. New number, featuring actual jackpot action from three separate jackpots, is quarter play and has 2,000 holes. Toy size padlock, on each of the jackpot controls, is unlocked by holder of certain winning numbers punched by the player. Two jackpots contain \$50, one \$10. Board is approximately 20 inches high, 13 wide and 3 deep. Harlich also showed its 25 merchandise boards, an increase of 15 over last year. Triangle seals, introduced during the 1948 show, continue popular, officials said, with several boards retaining this type of seal.

**Superior Products, Chicago,** was another firm to display a pellet-bell action board, Superior 3-Ball Special. Firm's Venus, nickel play number, including two Venus statuettes flanking the play area, was accorded much visitor interest. A merchandise board, Cutie Views, nickel play, was featured as a high-play merchandise board.

### Triangle Expands

**Triangle Manufacturing Company, Minneapolis,** expanding from its line of straight ticket numbers, introduced a triple entry in the new pellet-bell action boards, Bell Slot, Lucky Bell and Gold Mint. Firm, showing at the Congress Hotel, highlighted its ticket line with the new Match-Pac, 10 tickets to a pack number. Combination red, white and blue ticket games now feature the protected winner system; Lucky 7 and Numerals were other ticket items on display. Double-00 jar ticket was a featured number in firm's La-Ta-Do line. Triangle plans entry into the salesboard field with a 10-board release by February 1, with the new line to be expanded at the rate of two boards a month.

**Gam Sales, Peoria, Ill.,** at its Sheraton booth, displayed an assorted line of standard ticket numbers. Popular acceptance of jar, spindle and book type tickets was reported.

**Universal Manufacturing Company, Kansas City,** introduced its new jackpot cards, new diecast seals (replacing sew type seals), and spindle numbers using plastic Merry-Go-Rounds as ticket holders.

## SALESBOARD SIDELIGHTS

(Continued from page 85)

five firms showing in conjunction with board makers in the Sheraton's Gothic Room. They were Specialty Sales, Minneapolis, featuring a remote-controlled truck which stopped, started, reversed and steered by electric control, along with guns and hunting equipment and watches, table phonographs; Thrift Novelty Company, Denver, showing lamps, clocks, etc.; Life Time Products, Chicago, with a similar display; Champion Products, Los Angeles, also similar display; Allied Distributors, Portland, Ore., same, and Modern Manufacturing Company, Philadelphia, showing radios, clocks, metal horses, etc.

**Super Lion, Inc., Chicago,** was on hand at the Sheraton with its coin-operated salesboard, Auto Punch. Operated on AC current, the number is available for either quarter, dime or nickel play. Has multiple play action and permits use of boards with regular tickets. Lists for \$149.50. Board and mechanism is housed in a wooden cabinet, with a backboard (pin game fashion) and angled play, or punch, face.

You'll Agree!  
IT'S THE MOST SENSATIONAL  
SALESBOARD EVER MADE

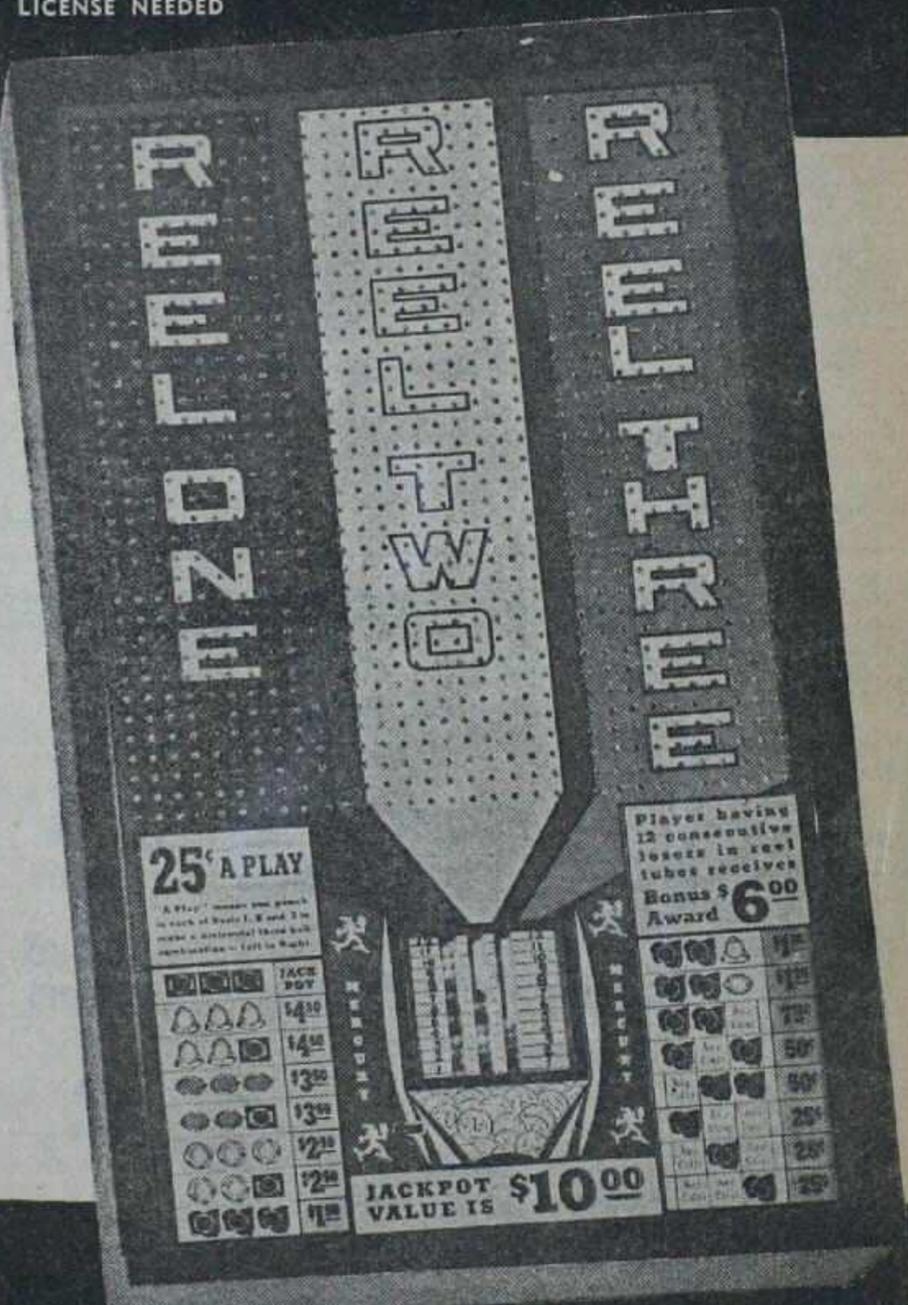
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ABSOLUTE SLOT MACHINE ACTION

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WITH 3 REEL SLOT MACHINE ACTION!

We are the Only Manufacturers making immediate delivery on the only location proven, mechanically perfect Salesboard with 3 Reel Slot Machine Action.

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**P & M SALES**

2823 Main St. Dallas, Texas

West Coast—Contact

**BECKMAN & GROHS**

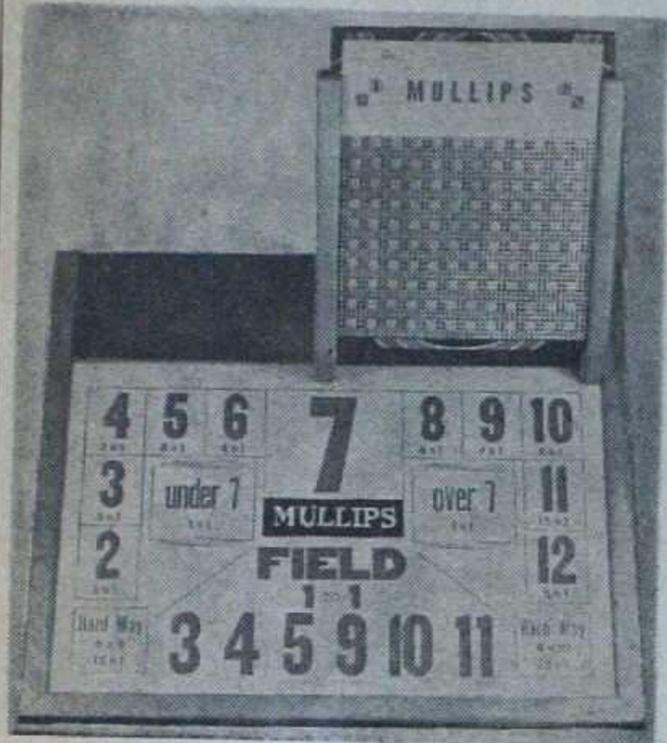
1308 S. W. Alden Portland 5, Oregon

**SECORE & SECORE**

735 So. Karlov Ave. Phone: Sacramento 2-4477-8-9 Chicago 24, Ill.

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NOTHING LIKE IT  
IN SALESBOARDS  
SO DIFFERENT—  
SO NEW—



WILL MAKE  
MORE MONEY  
THAN A  
CRAP GAME

COMPLETE SAMPLE

**\$35.00**

REGULAR DISCOUNT  
TO DEALERS

1/3 DEPOSIT WITH  
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BALANCE C. O. D.

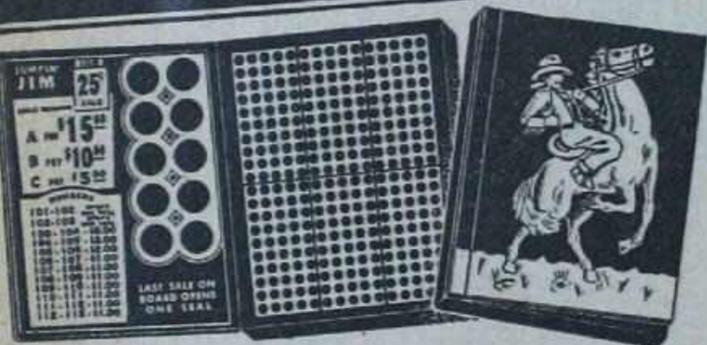
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WEST — FROM ALASKA TO MEXICO

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MINIATURE  
BOOK  
COVER  
BOARDS  
FOR  
CLOSED  
TERRITORIES

### "JUMPIN' JIM"

300 R. M. HOLES

Form No. 18138	Form No. 13139	Form No. 13140
5¢ Play	10¢ Play	25¢ Play
Takes In ... \$15.00	Takes In ... \$30.00	Takes In ... \$75.00
Pays Out ... 6.70	Pays Out ... 15.80	Pays Out ... 36.50
PROFIT ... 8.30	PROFIT ... 14.20	PROFIT ... 38.50

Beautiful Gold Embossed Horse and Rider on All Three Boards.

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## SALESBOARDS — All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$ .65
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 28.80	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 28.80	2.75
1200	5¢	Pick a Cherry, Thick, Girl Board	Avg. 30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

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Stating your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

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Forms Close Thursday for the Following Week's Issue

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100 Grand St., Waterbury 5, Conn. fe5

A-1 BARGAINS — CIGARETTE AND CANDY  
Vending Machines. All makes, models, lowest  
prices. What have you to sell? Mac Postal, 6416  
N. Newgard Ave., Chicago. fe12

A FEW 10c AND 5c COIN OPERATED, 10¢  
bag capacity, Hot Popcorn Vendors; salesman's  
demonstrators, guaranteed like new, offered as  
used at \$57.50 each. Write, wire or phone Boben-  
myer, Electro-Serve Inc., Peoria, Ill. fe19

A REAL BUY — PHOTOMATIC, OUTSIDE  
Lights, \$125; crating extra. Addison Novelty  
Co., 1216 N. Clark St., Chicago, Ill. ja29

ATTENTION, STAMP MACHINE OPERATORS—  
Stamp Folders to fit Shipman, Schermack, etc.,  
as low as 24c per thousand; write for free samples  
and prices. D. Flatto, 17 West 60th St., New York  
City.

BARGAIN—5 A.B.T. CHALLENGERS, 3 KICK-  
er-Catchers, 1 Whirlball, plus spare parts in-  
cluding 3 Challenger Stands; only \$170 for every-  
thing. Both, 630 Kingsboro, Brooklyn 33, N.Y.  
Pres. 4-5315.

BARGAIN—4-9 FT. REBOUND COIN-OPER-  
ated Shuffleboards, \$125 each; 3 Ace Shoe  
Shine Machines, like new, perfect condition, \$100  
each. Automatic Enterprises, 8428 Melrose Ave.,  
Los Angeles 46, Calif.

CIGARETTE AND CIGAR VENDORS—USED  
bargains guaranteed; also like new Nationals.  
Keiner Company, 3725 Division St., Chicago 5, Ill.  
np

CIGARETTE MACHINES BOUGHT, SOLD, RE-  
paired; 25c conversions; Stamp Machines, \$29.50;  
Imps, \$12.50; Parts, Locks, Mirrors for all vending  
machines. Central Vending Machine Service Co.,  
3967 Parrish St., Philadelphia 4, Pa.

DIGGERS — ERIE DIGGERS, HAND OPER-  
ated, Electro-Hoist, Iron Claws, Buckleys, Exhibit  
Rotary Merchandisers. National, 4243 Sansom,  
Philadelphia, Pa.

DUE TO OTHER INTEREST WILL SACRIFICE  
50 A. B. T. Challengers, 50 Gottlieb Grippers,  
20 Kicker and Catchers. Make offer. C. W.  
Hudson, P. O. Box 259, Richmond, Va.

FOR SALE: ARCADE—SEEBURG RAY-O-LITE,  
\$65; Shoot the Bear, \$110; Undersea Raider,  
\$100; Line-a-Basket, \$50; Chicago Coin Goatee,  
\$130; Hockey, \$50; Air Raider, \$55. Entire lot,  
\$520. 1/2 deposit, balance C. O. D. W. E.  
Turner, 452 E. Olmos Dr., San Antonio, Tex.

FOR SALE — 15 AUTOMATIC MINT POP  
Popcorn Machines, capable of \$15 per day. Ten  
like new, five slightly used, priced for quick sale.  
Ralph Winkel, Morris, Ill.

FOR SALE—9 SEEBURG, 30 WIRE 5c WALL  
Boxes, very good, \$1 each. Want like new 9 ft.  
rebound Shuffle Boards cheap. George Lind, 1710  
So. 58th, Omaha 6, Neb.

FOR SALE OR TRADE—20 HAWKEYE POP  
Corn Vendors, used 3 months, like new, \$1,500  
for the lot, or will trade for Post War Photographs  
of equal value. Ray Thraen, Tracy, Minn.

FOR SALE—ONE MUTOSCOPE STEEL CABI-  
net Voiceograph, '46 model, \$500, f.o.b. here.  
Varvil Novelty Co., Eureka Springs, Ark.

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Crisis Cross; these are not rebuilt and were pur-  
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\$1,010; will sell all three for \$575; no less. Vern  
Coenenberg, Manager, Service Men's Club, Downs,  
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Pool Tables; A-1 condition, plexiglass tops,  
\$175 each; \$300 takes both. 1/3 deposit, balance  
C.O.D. A. R. Cohn, 113 N. LaJolla, Los Angeles  
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FOR SALE — 100 COUNTER AND FLOOR  
Model used Arcade Machines; reasonably priced.  
John W. Dobs, 798 Balto. St., Hanover, Pa.

HANDMADE EARRINGS TO SELL FOR 50¢—  
\$3.75 for one each of 12 original designs; re-  
turnable. Pfaher, 102B Oak, Ridgewood, N. J.

OPERATORS WANTED TO START OWN ICE  
cream vending outlet; operators in Chicago and  
Texas earned \$6,000 to \$10,000 last summer on  
a \$800 to \$1,200 investment; this ad is not to  
promote sales of equipment; we are in business to  
show you how to operate. S. Bonds Concessions,  
1228 East 46th St., Chicago 15, Ill.

PACKARD BOXES, 24 RECORDS; SIX IN  
good condition, \$75. Briggs, 1078 E. 29th St.,  
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PHOTOMATICS — WILL SELL 1 OR 20;  
called in army; make offer. Johnson, 4809 Hard-  
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REBUILT POPCORN MACHINES FOR SALE—  
Fully guaranteed, priced from \$150. Consolidated  
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REBUILT CIGARETTE MACHINES—PERFECT  
condition, baked enamel finish; all makes and  
models; send for list. New York Vending Machine  
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RECONDITIONED JACK SLOTS READY TO  
operate—5c, \$45; 25c, \$60; 50c, \$85. 13  
slightly used Kunkel 10c Hot Pop Corn Machines,  
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ROUTE FOR SALE—EQUIPMENT CONSISTS  
of Vendall's D-5's and D-8's; none over 3  
months old. Write H. Leck, 1502 S. Kedvale,  
Chicago. Phone: Lawndale 1-6753 after 7 p.m.

SALE!—200 MILLS NOVELTY CANDY BAR  
Machines, 49 capacity, used, \$15 each. Write  
The Hospital Specialty Company, 1901 E. 60th  
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SCALES—4 WATLING FORTUNE WITH TOP  
Mirror @ \$100; 2 without Top Mirror @ \$85;  
2 Tom Thumb @ \$50; all in excellent condition;  
1 like new Shipman 2-Way Stamp Machine, \$20;  
all P.O.B. San Antonio, Tex. T. E. Beck, Rt.  
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SPECIAL—100 1c 4 COL. N. ADAMS GUM  
Machines, \$12.50 each; 50 1c Rowe 5-cst. Gum,  
\$12.50 each; 10 5c Rowe Gum and Mint, \$12.50  
each; like new and used Vending Machines and  
Nuts. White Cameo, 432 W. 43, N. Y.

SIXTY SCALES ON LOCATION HERE—WILL  
sacrifice. Tremendous buy for operator; make  
offer. C. W. Hudson, P.O. Box 259, Richmond,  
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STAMP MACHINE OPERATORS AND DIS-  
tributors; Don't take any chances; always use  
University Brand Folders; approved by operators  
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SPECIAL—BLUEBIRD BALL GUM MACHINE,  
Filled, ready for location, \$5. Star Peanut Ma-  
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son, Paducah, Ky. ja29

USED HOT POPCORN 5 & 10c VENDORS FOR  
sale; new guarantees, popular make; forced to sell  
account of other business interests; singly \$70 (10)  
up \$85; hurry. W. H. Bicket, 54 Hawthorne Ave.,  
Pittsburgh 6, Pa. ja29

WANTED TO BUY—ERIE DIGGERS, GOOD  
condition, at once. Write Joe Smith, Rt. 6,  
Box 419-A, Pine Bluff, Ark. ja29

WANTED—LATE COIN OPERATED REBOUND  
Shuffleboards. Al Curtis, 3033 Hamilton, De-  
troit 1, Mich. ja29

WANTED—MILLS BLACK CHERRIES, BLUE  
Fronts, Brown Fronts, etc., and Mills Box  
Stands in good condition. Write Box C-227, care  
Billboard, Cincinnati, O. fe5

WANTED—5 MILLS PANORAMS, GIVE BEST  
price and condition. A. & F. Music Co.,  
Randleman, N. C.

WATLING SCALES, GUESSER, \$100; TOM  
Thumb Jr., \$75; 4 A. B. T. Challengers, Model  
F, 1 Steel Stand, \$50 lot. A. B. T. Target Elec-  
tric Motor, Moving Targets, \$20. W. Topping, 1260  
Elm St., Stratford, Conn.

WANTED TO BUY—TEN STRIKES, HIGH  
dial only; must be priced very reasonable.  
Chicago Bowling Machine Co., 2512 Irving Park Rd.,  
Chicago, Ill. fe5

2 GOLD CUPS, LIKE NEW, \$400 EACH OR  
trade for 4 latest Five Balls; Tom Tom and  
Goalie for sale. ABC Novelty Co., 2509 So. Prusa  
St., San Antonio, Tex.

**CLOSE OUT**  
**\$1.25 \$1.25**

1000 Hole Thick

—PROTECTED—

32 HOLE JACKPOT  
LOTTA CHARLEY'S  
Average Profit \$53.25

**\$1.25 each**

No orders shipped  
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**CROWN PRODUCTS**  
Box 802  
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NO OTHER BOARD CAN  
MAKE THIS STATEMENT

MORE OPERATORS  
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**PROFIT BOARDS**  
THAN ALL OTHERS COMBINED  
IT'S A FACT!

PROFIT MFG. CO.  
50-11 40th St. L.I.C. 4, N.Y. CATALOG FREE

WE ARE MANUFACTURERS  
All Kinds—PULL TICKET GAMES  
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Buy Direct From Manufacturer At Very, Very  
Reasonable Prices.  
—Columbia Sales Co.—  
302 MAIN ST. WHEELING, W. VA.

# CMI SHOW DEEMED A SUCCESS

## Williams Named President, New Directors Appointed; Operator Attendance Soars

Pledge Assistance to All State, Local Associations

By Dick Schreiber

CHICAGO, Jan. 22.—Altho no official estimate of the attendance was available as of yesterday (21), the annual Coin Machine Institute (CMI) convention and show held at the Hotel Sherman here this week certainly drew more bona fide operators than last year's show. Over-all buying was not spectacular, but none of the postwar conventions have been particularly remembered for buying records.

What was apparent was the pre-dominant interest in the operator and in the operator's business, reflecting a change of official attitude extending all the way to CMI's board of directors which officially endorsed the establishment of State and local operator associations and pledged those groups all possible assistance.

This emphasis on operator associations, encouraged by retiring president Dave Gottlieb and carried into the field by CMI's legal counsel, Dudley Ruttenberg, undoubtedly brought more operators into the show. And special meetings for operators helped hold the crowd. The Hotel Sherman said this year's convention used 500 more rooms than last year's show. Monday and Tuesday, the hotel hung up the sold out sign and actually turned away holders of reservations dating back to last summer.

### Williams Elected

Business-wise, CMI's annual meeting Sunday (16) saw Dave Gottlieb leaving the presidency after a nine-year tenure. Gottlieb remains as a director. To succeed him the board elected Harry Williams, president of Williams Manufacturing Company, Chicago. To the board of directors

went a music representative, Harold F. Dennison, president of Dennison Sales, and Max Levine, head of Scientific Manufacturing Company, (See Williams Named on page 112)



HARRY WILLIAMS

## Bell Equipment Attracts Big Following at Show

CHICAGO, Jan. 22.—Manufacturers of bells, consoles and related equipment exhibited during the CMI show at the Hotel Sherman or in private suites at the near-by Morrison Hotel reported a steady traffic during the three days of the show, January 17-19. While all the producers of bell equipment had displays at one or both of these hostelrys, several of them staged their main demonstrations in plant facilities. Of major interest to the bell makers was the fact that the show seemed to signalize a renewed interest in this field, possibly spearheaded by knowledge that more than one new State Legislature is in the process of sanctioning this type of equipment or at work on legislation favorable to the trade.

Some manufacturers disclosed that they actually did heavy order writing during the show, while others stated that they would not be able to size up their amount of business until their distributors and dealers again go thru their respective territories with the new lines. However, optimism on the part of operator, distributor and manufacturer was ap-

parent all thru the convention.

Following is an alphabetical run-down of bell and console exhibitors taking part in convention activities:

Bally Manufacturing Company featured its recently introduced Multi-Bell at the convention and also entertained plant visitors. Multi-Bell is a single chute console in which the odds remain as high as on the previous coin or advance. Odds multiply on a mystery basis. Booth also exhibited the twin one-balls, Citation (free play) and Lexington (automatic).

Bell-o-Matic Corporation (Mills bells) introduced Blue Bell, Black Beauty (hand load), Token Bell and Duplex (console) at the show. Also its latest model, Bonus Bell. All four bells have hammerloid finishes, while the Duplex is a completely mechanical console using the Mills bells mechanism as a means of operation. Black Beauty and Token Bell have black reels and black reward cards. All four bells are in production and first deliveries have started. Duplex shipments will begin soon. (See Bell Equipment on page 112)

## P. I. Restrict Coin Machine Imports in '49

Games, Jukes Affected

WASHINGTON, Jan. 22.—The Philippine Republic has put into effect tariff restrictions limiting 1949 juke imports to 60 per cent and amusement games to 40 per cent of the number imported during the 12 months ending June 30, 1948, Commerce Department reported this week.

Both items are included in a "luxury" list of restricted commodities set up by executive order under authority of import legislation passed by the Legislature in mid-1948.

Juke boxes which have an import value of less than \$75 are not subject to control, but amusement games are controlled regardless of price, Commerce trade experts said.

The restrictions are imposed on importers, who must comply with elaborate regulations before being permitted to import any item on the luxury list. A Philippines importer desiring to buy U. S. jukes must file with the Import Control Board information regarding the number of jukes purchased during the base period. If he bought 10 machines during the year ending last June, he would be eligible to import no more than 6 during 1949. An importer who bought 10 amusement games during the base period would be allowed to buy a maximum of 4 such devices during the current year.

## Mutoscope Debts Four New Games At CMI Exhibit

CHICAGO, Jan. 22.—Four new games were introduced by International Mutoscope Corporation at the CMI meet in an exhibit which included its standard line of coin-operated arcade pieces. Altho two of the new games, Drop-Kick and the double-wheel Cross Country Race, were announced earlier (The Billboard, January 8), they had not previously been shown to the trade.

Twin Strike, one of the new Mutoscope products, is a 10½-foot alley game with scoring simulating that of bowling. One or two persons may play the game at the same time with balls fed out at each side of the game. Scoreboard, now positioned in front of the playing surface, notes strikes and spares and the game offers extra balls when earned. Bill Rabkin, company president, stated that the production model may have the scoreboard relocated in the rear of the game to focus more attention on the game.

The price of Twin Strike has been set at \$550, Rabkin stated. Weight of the unit is 475 pounds. Deliveries are to begin in March.

In rocket radar the player guides an imaginary ship thru space. While the backboard of the compact game simulates the flight of a rocket thru interstellar space, the player's score varies with the accuracy with which (See Mutoscope Debts on page 111)

### Legislative Highlights:

# '49 Legal Hi-Jinx Begin

## Legislatures In Nine States Propose Bills

Others To Follow Soon

CHICAGO, Jan. 22.—With the majority of State Legislatures now in session, proposals directly affecting the coin machine industry flew thick and fast this past week. Measures which, if passed, would have direct bearing on the operation of all types of equipment, have been introduced in nine States. The trend toward enabling legislation, the type of bill (See 1949 Legal Hi-Jinx, page 110)

## NAAMO Sets Atlantic City Meeting for January 26

ATLANTIC CITY, Jan. 22.—Members of the National Association of Automatic Machine Owners (NAAMO) will hold their seventh annual convention here Wednesday (26). President F. McKim Smith said the convention will tee off association activity aimed principally at a change in the federal tax on coin machines.

Smith said that when NAAMO gathers at 120 Ocean Avenue for the convention, he may propose a group insurance plan for operators in addition to the proposal to attempt a change in the federal coin machine tax which would permit operators to pay the tax on a quarterly basis.

At the same time he announced plans for the meeting, Smith took a clap at associations which include jobbers, distributors and manufacturers as well as operators in their membership. "It has been proved," Smith said, that an association which includes these groups as well as operators, "is not in the best interests of operators. It will therefore be voted whether NAAMO's regular membership will be composed of operators only and continue to function as a national operators' association."

Recalling the coin machine mechanics' schools which NAAMO (See NAAMO Sets on page 112)

# CONN. OPS LOOK TO NEW YEAR

## Industry Seen Moving Ahead In All Phases

### New Equipment a Factor

By Allen Widem

HARTFORD, Conn., Jan. 22.—Connecticut coin machine industry shows a definite promise of better business in 1949, according to a survey conducted thruout the State by *The Billboard*.

For one thing, operators said, the industry has taken a clear, frank look at industry conditions and competing forces and has actually checked over the possible potentialities of the amusement picture in Connecticut.

Many coin machine operators have declared that 1949 holds increased business because of a variety of factors. In the first place, newer and better equipment is attracting buying power and retaining that power for better business.

During 1948, according to some operators, the trade in this State did not know actually what it could afford in the way of personnel, new equipment and over-all operational expenses. The beginning of 1949, these same men indicated, shows that the industry is finally getting out of the post-war doldrums with more expanded trade accounts, with more equipment and more ideas on selling the public. (See CONN. OPS LOOK on page 97)

## Western Purchases Modern Company

LOS ANGELES, Jan. 22.—Jack Millsbaugh, president of Western Shuffleboard Company, announced he is taking over Modern Amusement Company, manufacturers of a coin-operated scoring device for shuffleboards.

At present the scorer is a wall type but can be converted to use over the middle of the board, it was stated. Millsbaugh plans to either sell the unit with the Western board or as an individual unit. The scorer is 18 by 24 inches, with blue and orange number fields. Thirty of the scorers are already operating in San Diego, Calif. It will sell for approximately \$150, Millsbaugh said, and will drop the name Modern in favor of Western.

The new 1949 Western board came off the assembly line last week with several changes. Hand rests have been changed from hardwood to plastic and cork pads are being used in the new model in place of sponge rubber. This was done to kill the bounce of weights off the end of the playing field. Western still uses eight aluminum posts with screw adjustments for leveling.

## Peter Halse Dies

CHICAGO, Jan. 22.—Funeral services for Peter Halse, 71, employee of the H. C. Evans Company for 43 years and supervisor of that firm's wood-working shop, were held at the Austin Evangelical Lutheran Church here Monday (17). He was buried in Mount Emblem Cemetery.

## Arcade Equipment Interest High at Convention; Many New Units Are Introduced

### Standard Pieces, Some With Refinements, Also Shown

By Is Horowitz

CHICAGO, Jan. 22.—Arcade equipment manufacturers and suppliers exhibiting coin game lines at the CMI show this week reported sustained interest by arcade owners, and many expressed satisfaction at the amount of business done. While most showed units which are already standard fixtures in up-to-date arcades, many unveiled new games or reported improvements on long-established devices (see separate stories on major new equipment introduced).

Elco division of the Electric Boat Company, which recently named Kenneth Wilson as manager in charge of sales for the firm's scaled down bowling alley, Elco-Bowl (*The Billboard*, January 15), reported the game is now in limited production at the firm's Bayonne, N. J., plant. Production lines are being geared for upped output in February, and distributors to handle the Elco product will shortly be announced, he said.

Elco-Bowl lists at \$1,080. Firm displayed the game in a private showroom at the Hotel Sherman, in addition to its three booths on the main exhibition floor. Interest was shown

in the unit's pin-image screen which, made of plastic, is said to resist damage or breakage due to misdirected balls.

### Card Vender

The new DeLuxe card vender; the kodachrome viewer, See-a-View, and the Jitters machine were feature arcade attractions at the Exhibit Supply company display. Altho price of the card vender was not disclosed this week, Frank Mencuri, manager of the arcade division, stated that production is now being lined up and deliveries will begin in the near future.

The same production status was reported on Jitters, altho the price of the game has been pegged at \$184.50. Idea of the new game is to touch vertically arranged contact points with a metal pointer without contacting the vertical panels bounding the playing channel. When the panels are contacted, electrical energy from the player's body records errors. With the game plugged as a test of nerves, high scores can only be gained (See Arcade Interest on page 111)

# Ops Study 15 Shuffleboards

## See Industry Cross Section For 1st Time

### Wide Range of Playfields

CHICAGO, Jan. 22.—With 16 manufacturing firms showing shuffleboards and related accessories in conjunction with the 1949 Coin Machine Institute (CMI) show here this week, operators and distributors were given full opportunity to investigate this field at first hand, compare different types of playfields, and learn more about just where each might fit shuffleboards into his 1949 activities. Tho all boards now being produced for typical coin locations were not on display, a cross section of the shuffleboard trade was available for interested coinmen. Those who took the time to discuss with manufacturers the present standing of shuffleboards and their immediate potential, came away from the convention with at least a working knowledge of what makes the game tick.

Uppermost in the minds of visiting operators, not already handling boards in their locations, was where would the field go from here? Most of them, aware that the coin phase of shuffleboards was already entrenched in Chicago, Los Angeles, Minneapolis, St. Paul and other principal cities, were trying to find out if shuffle-

(See Ops Study on page 110)

## Introduce Six New Games At Convention; Eye Trends

CHICAGO, Jan. 22.—With every manufacturer of five-balls introducing a new model for the CMI show, operators were kept busy during the full three exhibit days at the Hotel Sherman here this week. Altho most games stressed unusually high score games (more than 1,000,000 points), the different five-ball creators approached their subjects with widely varying playfields. As is the usual custom with exhibitors of five-balls at the show, most operators visiting booth displays contented themselves with talking shop with factory representatives, making suggestions and inquiring about the distributors in their particular territory.

During the show and in the days immediately following, game producers reported that amusement game operators attending the convention were optimistic on play for the next several months. They disclosed that in recent weeks play had improved to a noticeable degree, and fears, expressed but a few months ago concerning the trade in 1949, had already vanished.

One recent trend in playfield design brought to light at the convention was the concentrating of bumpers and other scoring devices toward the sides of the playing area. With the recent accent on combination play thru the use of flippers and stretch rubber rebounds, test locations made by game manufacturers revealed that players obviously liked

the player controlled features, but needed more clear space at the bottom half of the playfield to use them to full advantage. Another growing trend is the use of power, contact or thumper bumpers and the dropping of numerical sequence scoring.

In all, six new games bowed at the convention. Separate stories on Genco's Floating Power, Exhibit Supply's Swanee, Williams's Tucson appear elsewhere in this issue. For separate stories on Chicago Coin's Grand Award, Gottlieb's Telecard and United Manufacturing's Baby Face see the convention issue (*The Billboard*, January 22).

## A.B.T. Displays Skill Gun Game

CHICAGO, Jan. 22.—An electric version of their line of counter-size shooting galleries was introduced at the CMI convention by the A.B.T. Manufacturing Corporation. Named Skill Gun, the device features a score totalizer and will be available for penny or nickel play.

Company officials said the gallery would be in production within 30 days and would be priced at "less than \$65." Also shown were A.B.T.'s mechanical galleries, the Challenger and the Model F. These units are still in production, it was reported.

# See Renewal Of Voluntary Steel Program

### System Expires March 1

WASHINGTON, Jan. 22.—A continuation of the voluntary steel allocations program appears certain to be the only step the 81st Congress will support with regard to the steel shortage, despite the proposal of President Truman for possible government construction of steel plants and suggestions from several sources within the administration for a compulsory priorities system.

The fuss raised in Congress over the President's more or less tentative proposal has caused most of his advisors to urge him to go slow on the matter. Commerce Department experts say that even if Congress could be convinced the shortage is bad enough to require government-operated steel plants, the talking-over period would take months, while actual construction would take many additional months.

It is pointed out that the tremendous amount of steel required to build a new steel plant is in itself a deterring factor. It has been estimated that to build a plant capable of producing 10,000,000 tons of steel would take 3,500,000 tons.

Legislators are also remaining hostile to the idea of compulsory allocations. Many congressmen claim such a program would only substitute a black market for the gray market. Others feel that the shortage is not bad enough to call for such a drastic step.

The present voluntary system expires March 1, but is expected to be reauthorized by Congress before that date.

# NEW VENDERS AT CMI MEET

## Shine Units Featured at CMI Exhibit

### Trend to Softer Wax

CHICAGO, Jan. 22.—Three new automatic shoeshiners were introduced to the trade at the CMI exhibit this week as 10 manufacturers of the booming service equipment all but dominated the confab in point of number of displays. While several producers offered improved machines, modified to provide better shining action, prices held to "reasonable" levels, with quotations graded from a low of \$149.50 to a top of \$349.50.

Altho moderate buying was reported, the increase in numbers of manufacturers bidding for operator trade (six firms showed shoeshine equipment at last month's National Automatic Merchandising Association convention) indicated a general belief that shiners may prove a sustained source of income, either as an exclusive operation or as complementary equipment to other coin machine routes.

### Buyers' Market

But the increase in manufacturers who are courting operators also was seen as portending a rapidly developing buyers' market in the automatic shoeshine field. Operators interested in the equipment picked their way carefully from exhibit to exhibit, checking price, performance and service features.

Associated Industries, Inc., Milwaukee, one of the three firms which debut equipment at the show, introduced a large, console-type unit, said to provide positive shine action thru use of three brushes mounted (See 3 Shine Units on page 95)

## Popcorn Vender Interest Seen At CMI Meeting

CHICAGO, Jan. 22.—Five popcorn machines, of which one was a non-coin counter dispenser, vied for operator attention this week at the CMI meet. One vender and firm was new to the industry, while a second counter unit not exhibited was introduced by an old-line bulk machine manufacturer. Another vender was increased in price.

Bonanza, Inc., Los Angeles, introduced its Nugget automatic popcorn machine, priced at \$137.50. Edward Lorman and Clarence Wurdig, heads of the new company, declared the vender would be placed in production after the convention. Machine, weighing 70 pounds, is 15 1/4 inches square and 59 inches high. It is finished in a baked hammerten enamel, offers nickel or dime operation and features neoprene rubber insulation for the glass corn compartment of five-gallon capacity. Other features of the new vender include a stainless steel chute and exterior trim, micro-switch timing and National coin rejector as standard equipment.

### Price Increase

Jack Nelson & Company, showing the Hume & Hagenson Company's Pop 'n' Hot vender, reported a price increase to \$189.50. The \$50 increase (former price was \$139.50) was necessitated by rising costs of materials, officials stated. Machine re- (See Popcorn Vender on page 93)

## Dimes for Charity

PHILADELPHIA, Jan. 22.—Parking meters in suburban Upper Darby will be used as collection boxes for the March of Dimes drive, as a result of the request of the Rotary Club of Upper Darby. The club pointed out that dimes do not affect the meters, which operate only on nickels and pennies. Stickers will be affixed to the meters explaining that any dimes found in them will be turned over to the Rotary Club for the March of Dimes.

## Survey Wash. Venders for New License

### Exempt Some Machines

WASHINGTON, Jan. 22.—Local operators are working with District authorities to iron out provisions of the newly revived 1932 law requiring inspection and a \$2 annual fee on all machines dispensing food and beverages. The dormant statute was brought to light earlier this month when John D. Ciaopoulos applied for permission to install 10 Kwik-Kafe coffee venders.

Aaron Goldman, of the G. B. Macke Corporation, chairman of the regional National Automatic Merchandising Association (NAMA), and D. R. Drewyer, of Capteen Company, two of the firms most affected by the regulation, have been named as a committee to meet with legal, health, and licensing officials. Goldman said they hope for an interpretation that would leave packaged goods tax-free. Cup beverages and other merchandise where public health is involved would require inspection and the consequent fee, however.

### Ops Co-Operate

Meanwhile Bayne Phipps, head of Spacarb, of Washington, pioneer of cup dispensed drinks in the capital and largest firm of its type in this part of the country, said that local ops were co-operating with the District 100 per cent in straightening out the problem. In his opinion, coin- (See Survey Wash. on page 95)

## Operator-Distributor Clinic Scheduled for Kenro Vender

PHILADELPHIA, Jan. 22.—A three-day institute for distributors, operators and servicemen, to assure the efficient handling of the new Kenro vending machine for chocolate-covered ice cream bricks, will be held by Eastern Engineering & Sales, Inc., it was announced by James E. Kendig, president of the local firm manufacturing the machines. Scheduled to start late in February, institute will be held at the Turbo Machine Division plant of the Dexdale Hosiery Mills in suburban Lansdale, Pa. Eastern Engineering & Sales is a subsidiary of Dexdale Hosiery Mills. While the vending machine cabinets are being manufactured by the Wilson Cabinet Company in Smyrna, Del., with other plants providing the component parts,

## Mfrs. Term Exhibition A Success; More Buying, Op Enthusiasm This Year

### Plan Bigger Vender Display at Next Confab

By Fred Amann

CHICAGO, Jan. 22.—Vending and service machine exhibits at the 1949 Coin Machine Institute (CMI) convention here this week (17-19), in addition to including more new units than expected, drew greater numbers of buyers than in previous postwar meets, with the exception, perhaps, of the 1947 conclave. Manufacturers, heartened by the steady stream of operator queries, were free to predict they would be back in force at the next convention.

A major buying trend noted during the three-day exhibition was that non-vender operators were not rushing into purchases of this type equip-

ment. With most of their buying confined to new non-vender equipment, they made only single purchases of major type venders, mostly for "experimental operation." While vender operators were buying machines in larger numbers than last year, it was noted they were more selective in their purchases, concentrating on construction details, ease of servicing, the unit's life expectancy and profit potential, rather than merely appearance. In the latter category, however, there appeared a definite insistence that machines have appealing finishes and colors that might harmonize with location decorations.

### Service Machines

While the service machine exhibits were dominated by automatic shoeshine and scale displays, the vender booths placed accent on popcorn, ice cream and cup type soft drink equipment. In all, there were 13 new units introduced during the show, a greater number than anticipated.

Bonanza Manufacturing Company, Los Angeles, introduced its Nugget popcorn machine and Bonanza shoeshiner; two other shoeshiners were debuted by Associated Industries, Inc., Milwaukee, and Better Shoe Shine Company, St. Louis. J. F. Frantz Manufacturing Company, Chicago, displayed its new General scale, and a new conversion column for old model Pace scales.

Shipmen Manufacturing Company, Los Angeles, introduced a trio of new units; a 5-cent candy bar, a 5-cent gum vender and a new single denomination stamp machine. Mills Industries, Inc., Chicago, showed its new non-carbonated cup vender, Model 400-A, vending an orange drink. Lyimo Industries, Inc., Chicago, debuted a refinished, completely automatic model of its "office size" single flavor Venderette cup machine.

J. H. Keeney & Company, Chicago, presented a pilot model of a new Kleenex vender, dispensing standard nickel packs of cleansing tissues. Standard Coin Machine Company, Chicago, introduced the Changerette, stand-type coin changer. Unit, altho dispensing the usual nickel change, accepts only quarters. National Service Associates, Philadelphia, showed its new Sunstan sun tan lotion vender, designed for outdoor beach, pool and tennis courts.

## Ice Cream Venders Compete for Op Nod During Convention

CHICAGO, Jan. 22.—Three firms displaying ice cream venders at the CMI convention and two distributors combining to show two models of a third manufacturer at a separate hotel showing this week reported operator interest in this type of machine on a high plane. No new machines were introduced, and price of those units shown also remained unchanged.

Afco, Inc., Escondido, Calif. (American Fitting Company), displayed its Afco single-flavor machine, priced at (See Ice Cream Venders on page 94)

## Scale Firms Show Latest At CMI Meet

### Intro Conversion Unit

CHICAGO, Jan. 22.—Four scale manufacturers presenting their equipment at the Coin Machine Institute (CMI) show this week (17-19) combined to introduce a new model, a conversion unit, an improved gusser type unit and simplified adjusting mechanism.

J. F. Frantz Manufacturing Company, Chicago, unveiled its new General scale and a conversion column adaptable to old model Pace scales. John Frantz, firm head, declared both were in production with immediate delivery for purchasers. The new scale, priced at \$93.50, is available in either a stainless steel finish or in several baked enamel colors. Platform, column and head are of different design than the firm's Aristo and Mirro-Scales. It does not in- (See CMI Chi Meeting on page 92)

all the assembly work for the vending machines will be made at the Turbo Machine Division plant.

"School will be designed primarily to assist distributors and operators," said Kendig. "At the same time, the institute will train our own staff of field servicemen, who, in turn, will be sent to all parts of the country to train those operators and distributors unable to attend this first session."

### Thoro Training

Before any machines are given to a distributor or placed on a location, Kendig said, it will be necessary for those handling the machines to have a thoro service training. For that reason, he explained. Eastern Engineering & Sales will maintain a corps of field servicemen who will travel (See Ops, Distribs' Clinic, page 95)

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Square-type globe has just one opening with circular neck threaded like a fruit jar. Metal screw-on cap has full grip handle for easy carrying. On location, empty globe is removed from vender, rotary delivery mechanism is unscrewed... then screwed on filled globe and placed back in vender. Flip-up attachment lever locks globe in place. Carrying cap is screwed on empty globe which is taken to home or warehouse for cleaning and refilling. Servicing time and costs are cut in half... assuring proportionate increase in profits per vender.



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## CMI Chi Meeting Bows New Scales

(Continued from page 91)

clude a mirror. Standing 48 inches high, the column is 12 inches wide, featuring a plain front and full, sturdy appearance. Orders of 100 or more may be had with the operator's own name appearing on the scale platform, Frantz said.

The Frantz conversion column, following the same lines as the new model General scale columns, is priced at \$42.50. Its installation on an old model Pace mechanism, effected without altering scale base mountings, etc., offers the operator new model appearance at less than the cost of professional refinishing of such old units, Frantz claims.

World Sales, Inc., Columbus, O., introduced its improved model Marion de luxe fortune telling scale, priced at \$137.50, featuring the charity coin drop and simplified adjustment controls. George Barok, World Sales head, stated weight adjustment could now be effected without use of tools and with movement of only one thumb screw, conveniently placed in column housing. Scale also permits patron to drop coin before stepping on platform. The model is also available in a super de luxe, all-chrome finish at a higher price.

Marion's plain fortune telling scale, without charity drop chute, carries a \$79.50 price tag.

### Watling Line

Watling Manufacturing Company, Chicago, presented its line of four scales; the fortune, guesser, horoscope and Tom Thumb models. The improved Guesser model, embodying the new customer controlled coin chute (patron sets his "guessed" weight reading, inserts a coin and moves lever to actuate the mechanism), will sell for about \$175, according to a firm representative. The Model 200 fortune scale (featuring a series of 200 different fortune readings) is priced at \$260, while the firm's Junior Tom Thumb scale is \$125. Latter, and the horoscope model, remain unchanged.

ABT Manufacturing Corporation, Chicago, displayed its 1949 model Guesser Scale, employing spring controlled action, which will sell under \$200. Displayed at last year's convention, the scale is now in production.

## Int'l Mutoscope Book Vender Out in March

CHICAGO, Jan. 22.—International Mutoscope Corporation, Long Island City, N. Y., with the showing of its new Pick-a-Book pocket-size book vender here this week, announced that initial deliveries will be made in March. Price of the new vender was given as \$250.

Unit features complete mechanical operation, a 24-book selection and total capacity up to 600 books depending upon their thickness. Machine is 67 inches high, 17 inches deep and 37 inches wide.

MY NAME IS SIMPLICITY!  
YOU'LL FIND ME THROUGH-OUT  
THE ACORN VENDOR...  
BECAUSE AN OPERATOR  
AND AN ENGINEER CAPTURED  
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1 1/2 Gold Mine for 1949! Important improvements. New baked red enamel finish. Vends candy, nuts, ball gum, charms—correctly—smoothly!  
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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., 350 Pack Cap. 120.00  
Rowe Imperial, 8 Col. 70.00  
Rowe, 6 Col., 150 Pack Cap. 35.00  
Uneeda Model 500, 9 Col. 115.00  
Uneeda Model E, 15 Col., 350 Pack Cap. 62.50  
Uneeda Model E, 8 Col., 240 Pack Cap. 57.50  
DuCrenier, 9 Cols., Model W, 270 Pack Cap. 62.50  
DuCrenier, 6 Cols., 150 Pack Cap. 32.50  
DuCrenier, 4 Cols., 100 Pack Cap. 25.00

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National 9-18 Vend-It \$100.00  
U-Select-It 55.00  
Advance Candy Machines 35.00  
Shipman Candy Vendor 27.50  
5c & 1c GUM VENDORS 22.50  
17.85

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Uneeda Model A, 9 Column, 270 pack capacity, 8 Column, 240 pack capacity, \$70.00. 9 column, 180 pack capacity, \$95.00.

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Freight paid on 100 lbs. or over  
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GIVE TO THE RUNYON CANCER FUND

**Popcorn Vender Interest Seen**

(Continued from page 91)  
mains unchanged from the 1948 model.

Auto-Vend, Inc., exhibited its Pop Corn Sez vender, also unchanged from last year's model. Price remains at \$199.50. Orders from 10 to 49 machines drop price to \$189.50, while purchases of over 50 units reduces the price another \$10. Firm is working out a sales stimulator in the form of an animated manikin of its trade-mark Pop Corn Sez figure, which will be enclosed in clear plastic compartment and mounted on top of the popcorn compartment dome. Also enclosed with the figure is a small amount of popcorn, which is tossed about in the compartment by spring action. A small fractional horsepower electric motor moves a circular ad copy panel around at the base of the figure and actuates the spring action, thereby causing one arm of the figure to raise and lower. As production costs have not yet been determined, cost of the device has not been set.

J. R. Giesler & Associates, Los Angeles, exhibited the Landis Aristocrat vender, listing for \$225. Model remains unchanged from 1948 machine.

**Manual Units**

The two manual, non-coin dispensers were shown by their manufacturers at the CMI meet and at a plant showing. The Hi-Pop counter unit introduced by Victor Vending Machine Company, is priced at \$47.50. Circular base and popcorn compartment, which contains 7½ gallons of corn, are of metal and clear plastic, respectively. Unit stands 31 inches high and is 14 inches in diameter.

ABC Popcorn Company, Inc., Chicago, displayed its Little Giant counter warmer, priced at \$57.50. Unit continues unchanged from previous model.

WASHINGTON, Jan. 22.—Production of soft drink bottles continued a seasonal skid in October, Commerce Department reported this week. Some 480,000 gross were made as compared with 550,000 gross in September. Shipments also fell off from September, the 460,000 gross shipped in October representing a 22 per cent decline from the previous month.

**FOR MERCHANDISE AND VENDING MACHINES ALL TYPES,**

known for their constant reliability  
**SANITARY AMUSEMENT GUM, NUTS, ETC.**

WRITE: **J. SCHOENBACH**  
1645 Bedford Ave. Brooklyn 25, N. Y.



**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

**THE "CHALLENGER"**

THREE MACHINES IN ONE

\$10.00 to \$50.00 Weekly on Location!

**TROPICAL TRADING CO.**  
716 W. Madison St. Chicago 6, Illinois

**HERE'S A PROFITABLE FIELD THAT'S WIDE OPEN TO ALERT OPERATORS**

- ★ Legal everywhere
- ★ 13 different plays
- ★ Service-free—can be operated over large area
- ★ Built to last for years
- ★ Will pay for itself in 4 to 6 months
- ★ No Competition



**Mercury Athletic Scales**

The new Mercury Athletic Scales has 13 different plays to draw big repeat profits . . . and THE FIELD HAS HARDLY BEEN SCRATCHED. Order one now and see why we say the NEW Mercury Athletic Scale is THE BEST BUY IN THE COIN MACHINE FIELD.

Sample Price  
**\$129.50**

TERMS: 1/3 DOWN, BALANCE C. O. D.

**SHAFER MUSIC CO.**

COLUMBUS, OHIO 606 S. High St. | CHARLESTON, W. VA. 1619 W. Washington Street | WHEELING, W. VA. 2129 Main St. | SEATTLE, WASH. 2208 Fourth Ave. | PORTLAND, ORE. 1238 S. E. Union Ave.

**RAKE SELLS FINE EQUIPMENT AT FAIR PRICES**

**NEW BULK VENDORS**

ONLY **Northwestern** MODEL 49 GIVES OPERATORS SO MUCH  
Write for Descriptive Literature and Prices.

**"SILVER KINGS"**  
Ball Gum . . . \$13.95 | Bulk 5¢ . . . \$13.95  
Bulk 1¢ . . . 13.95 | Hot Nut . . . 28.95  
Write for Descriptive Literature and Prices.

**"COLUMBUS"**  
Model 46Z, 1¢ . . . \$13.00 | Bimor . . . \$36.00  
Model 48ZB, 5¢ . . . 13.75 | Tri-Mor . . . 45.00  
Write for Descriptive Literature and Prices.

**"MASTER"**  
1¢ Novelty Vendor . . . \$13.85  
No. 2—1¢ & 5¢ Comb. . . 17.50  
No. 6—5¢ . . . 17.50  
Write for Descriptive Literature and Prices.

**NEW COUNTER GAMES**

- ABT Challengers . . . \$39.50
- ABT Model F Targets 42.50
- ABT Stikallites . . . 42.50
- Gottlieb Grip Scales 24.50
- Daval Skill Thrills . . . 12.50
- Exhibit Card Vendors 19.50
- Bingo's 1¢ Counter Game . . . 19.50
- Steeplechase 1¢ Counter . . . 35.00
- Target Kings, 1¢ . . . 45.00
- Imp, 1¢ or 5¢ . . . 14.50 Less in Quantity
- Whirl-a-Ball . . . 19.50
- Camera Chief, 1¢ . . . 19.95
- Kicker & Catcher, 1¢ 34.50

**NEW SLOTS**

- Mills Jewel Bell . . . W
- Mills Black Gold Bell . . . R
- Mills Bonus Bell . . . T
- Mills Melon Bell . . . E
- Mills Vest Pocket . . . \$65.00
- Mills QT, 5¢ . . . 110.00
- Col. Ball . . . 139.50
- Col. DeLuxe . . . 178.50

**USED COUNTER GAMES**

- Camera Chief, 1¢ . . . \$16.50
- Buddys, 1¢ . . . 12.50
- Marvel 1¢ Token . . . 22.50
- American Eagle 1¢ Token . . . 19.50
- Pikes Peak, 1¢ . . . 25.00
- Vest Pocket, 5¢ . . . 44.50
- Challenger, 1¢ . . . 19.50
- Skill Thrill . . . 9.95
- Bat-A-Ball Jr. . . . 9.95

**RECONDITIONED VENDORS**

- Northwestern Deluxe, 1¢ and 5¢ . . . \$17.50
- Northwestern Mod. #39 (Like New) . . . 10.50
- Northwestern Mod. #33 (Like New) . . . 8.95
- Northwestern Mod. #40 (Like New) . . . 7.65
- Col. Mod. #46 1¢ Ball Gum (Like New) . . . 7.65
- Silver Kings, Either 1¢ or 5¢ . . . 7.50
- Cash Tray, 5¢ (New) . . . 5.95
- Vic. Cab. Type, 1¢ . . . 8.95
- N. Y. Stamp Vendors, 1¢ and 3¢ . . .
- Shipman Stamp, 1¢ and 3¢ . . . 19.50
- Adams Gum Vendors, 4 Col. . . . 14.50
- Adams Gum Vendors, 8 Col. . . . 17.50
- Adams Gum . . . . . Write
- Columbus Tri-Mor, 3 Comp. . . . 28.50

WE TAKE TRADE-INS—LIBERAL ALLOWANCE

**VENDING SUPPLIES**

- Heavy Stands . . . \$3.95
- Extra Heavy Stands . . . 4.50
- Cross Bar, 2 mch. . . 1.00
- Cross Bar, 3 mch. . . 1.50
- Coin Counter, 1¢-5¢ . . . 1.25
- Coin Counting Scale . . . 18.50
- Route Cards, Per M . . . 1.00
- Span, Peanuts, Per lb. 23 ½¢
- Virg. Salted, Per lb. . . 29¢
- Licorice Lozenges, Per lb. 25¢
- 140 ct. Ball Gum, Per lb. 25¢
- 170 ct. Ball Gum, Per lb. 25¢
- Sm. Plastic Charms, Per M . . . \$3.50
- Large Plastic Charms, Per M . . . 4.80

Send for our Complete List of Coin-Operated Machines and Supplies. 1/3 Dep., Bal. C. O. D. with All Orders. Under \$20.00 Full Payment with Order.

**RAKE COIN MACHINE EXCHANGE**

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



**NOW! CALIFORNIA VENDING**

**ALMONDS**

Packed in 5-lb. vacuum tins. 6 tins to shipping case.

80¢ PER LB.

F. O. B. San Francisco

LESS THAN CASE, 90¢ PER LB. Northern California Distributor AORIN Bulk Merchandise VENDOR

E. LA RUE, Sales Mgr., LEON "Hi-Ho" SILVER, INC. 540-542 HAYES ST., SAN FRANCISCO 2, CALIF.



**FEBRUARY SPECIALS!**

4 5¢ Mills Vest Pockets... \$39.50 Ea.  
 100 1¢ Advance Model D  
 Ball Gum ..... 7.00 Ea.  
 100 1¢ DuGrenier Model N,  
 Gum ..... 12.50 Ea.  
 50 Pipe Stands ..... 3.00 Ea.  
 100 5¢ Cash Trays ..... 5.00 Ea.  
**BRAND NEW—Silver King Nut, Ball  
 Gum Machines and Hunters. Write for  
 lowest prices.**  
 Nuts — Ball Gum — Charms

**WANTED TO BUY—Used Victors,  
 Masters, Advances, Silver Kings.**

1/2 Dep. With Order, Bal. C. O. D.

**CAMEO VENDING SERVICE**

432 West 42d St., New York 19, N. Y.  
 Longacre 3-1334

**CHARMS** CAN DOUBLE OR  
 TRIPLE YOUR PROFITS  
 IN BULK VENDORS...  
 Write **now!** FOR LOWEST PRICES AND SAMPLES OF OUR  
 METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS,  
 WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.  
**BECKER VENDING SERVICE - GRILLION, WISCONSIN**

**Villiesse Forms New  
 Supply Sales Company**

CHICAGO, Jan. 22.—Former ex-  
 ecutive secretary of the National As-  
 sociation of Popcorn Manufacturers,  
 A. J. Villiesse has formed the Vil-  
 liesse Sales Company here to special-  
 ize in popcorn, seasoning, bags and  
 folding cartons. Villiesse Sales is  
 located at 929 Linden Avenue, Wil-  
 mette, Ill.

Prior to his affiliation with the pop-  
 corn association Villiesse had 15  
 years' experience in the food products  
 field. His new company will repre-  
 sent the J. A. McCarty Seed Com-  
 pany, Evansville, Ind.; C. F. Simo-  
 nin's Sons, Inc., Philadelphia; Col-  
 umbia Paper Products Corporation,  
 Baltimore, and the Forsberg Paper  
 Box Company, Madison, Wis.

**Ice Cream Venders  
 Strive for Op Nod**

(Continued from page 91)

\$395. Machine vends a dime bar and  
 permits deposit of both nickels and  
 dimes. P. R. Hunter, representative,  
 stated that a recent change in design  
 permitted servicing from the front,  
 eliminating side loading. Plant pro-  
 duction capacity, said to be 200 units  
 per month, is now being utilized to  
 turn out 75 to 100 machines a month.  
 Delivery was set to begin in one  
 month, Hunter said. Capacity re-  
 mains at 120 bars.

**Production**

Frosti-Server Corporation, San Di-  
 ego, Calif., exhibiting its 1949 model  
 venders which are a continuation of  
 the 1948 machine, reported produc-  
 tion of six and seven machines per  
 day. Potential production capacity  
 was given as 25 units a day. Price  
 of machine is \$450, a \$50 increase  
 over list of last spring. Machines  
 continue to feature the boxed stick-  
 type bar.

National Ice Cream Bar Vending  
 Machine Company, Chicago, headed  
 by A. A. Dubin, formerly connected  
 with the Vendi-Freeze and Arctic  
 Vendi-o-Mat firms, exhibited its Na-  
 tional vender. Unit, priced at \$700,  
 is a three-flavor type, with 350-bar  
 capacity. Unit is 76 inches high, 24  
 inches deep and 31 inches wide.  
 It weighs approximately 400 pounds.  
 Definite production and delivery in-  
 formation was not given.

The Revco Mono-Mat and Duo-Mat  
 ice cream cup venders were shown  
 at a special Bismarck Hotel display  
 by both the Illinois and Indiana Sim-  
 plex companies, distributors. Venders,  
 in production and available for de-  
 livery, are priced at \$390 (Mono-  
 Mat) and \$690 (Duo-Mat). A dis-  
 play model of the National ice cream  
 bar machine was also shown.



**VICTOR  
 MODEL V-K**

3/8 140 Count  
**COLORED  
 BUBBLE  
 BALL GUM**  
 25 lb. cartons  
 26¢ LB.  
 (Prepaid in lots of  
 100 lbs. or more)  
**FULL CASH  
 WITH ORDER.**

**PISTACHIOS**  
 25 lb. Carton  
 Large, 74¢ lb.  
 Small, 49¢ lb.  
 Full Cash With  
 Order.

**Plastic Charms**  
 \$3.25 per M.

Sample  
**\$12.25**  
 24 or more  
**\$11.50**  
 Ea.

**SPECIAL**  
 5 Model V-K's,  
 plus 50¢ licorice,  
 plus 1000 charms } **ALL FOR \$70.00**  
 Used Northwestern 14-54 Deluxe Sam-  
 ple, \$16.45. Lots of 5, \$15.95 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 BACMAN ST., BROOKLYN 12, N. Y.  
 Phone: Dickens 2-7992

**NOW DELIVERING!**



Cuts servicing time in half . . . Globes  
 cleaned and refilled at home or warehouse  
 . . . No filling on location . . . Greater  
 cleanliness . . . Rotary delivery . . .  
 Mechanically simple . . . No tools needed  
 for servicing . . . Precision built . . . All  
 parts interchangeable . . . Vends all  
 products . . . Straight 1c or 5c play . . .  
 Effective slug protection . . . Fits on stand,  
 bracket, counter or attaches to other ma-  
 chines . . . Large globe capacity . . .  
 5 1/2 lbs. peanuts or 5 lbs. pistachios.

**MODEL 49**



**LESS THAN 25  
 \$17.55**  
**LESS THAN 100  
 \$17.25**  
**100 OR MORE  
 \$16.95**

We carry all types of merchandise and used machines—write for price list  
 Parts, globes, glass and plastic, brackets, stands—everything for the operator  
**NORTHWESTERN SALES & SERVICE COMPANY**  
 AUTHORIZED NORTHWESTERN DISTRIBUTOR  
 4105 16TH AVENUE, BROOKLYN 4, N. Y. GEDNEY 8-3600



**SHIPMAN  
 DUPLEX POSTAGE  
 MACHINE**

Compact and Foolproof.  
 This famous model is in  
 production on a 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

**BUBBLE BALL GUM**  
 140 or 170 Size. Crown Jack Brand  
 with Colored Centers, 25-lb. carton \$ 5.65  
 100 lbs. or more ..... 21.90  
 Certified Check or Money Order in Full  
 for Above.

**DISTRIBUTORS AND SALESMEN  
 WANTED—WRITE FOR SPECIAL DEAL**

1/3 DEPOSIT ON ALL ORDERS

**PARKWAY**  
 MACHINE CORPORATION  
 623 W. NORTH AVE., DEPT. B • MADISON 1447 • BALTIMORE, 17, MD.

**BRAND NEW AND GUARANTEED ONLY \$67.50 Ea.** In Lots of 10 or more  
 \$75.00 each on orders  
 of less than 10

**NIKS BISCUIT  
 MACHINES**

May Be Used for Other Biscuits

9 Column With Stand. Direct From Manufacturer.  
 1/3 With Order—Balance C. O. D.

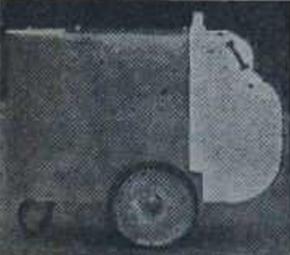
**MALKIN-ILLION COMPANY**  
 398 COIT STREET IRVINGTON 11, NEW JERSEY  
 Telephone: Essex 2-3405



**THE "VENDCAR"**

Serves  
 Carbonated Drinks on Draught, Hot Dogs, Ice Cream.  
 Completely Portable. Semi-Automatic Carbonator.  
 Charcoal Heat. Wet Ice Refrigeration.  
 Simple to operate.

**VALLEY TOOL & PRECISION CORP.**  
 EASTON, PENNA.



**ATLAS VENDOR  
 BRAND**



**HARD SHELL CANDIES**  
 Better quality—greater sales! Packed FRESH in  
 AIR-TIGHT Metal Cans—unharmful by transporta-  
 tion, vermin, moisture, storage, etc.

Write for FREE SAMPLES and prices TODAY!  
**ATLAS MFG. & SALES CORP.**  
 12220 Triskett Road Cleveland 11, Ohio

**REAL LOW PRICES  
 U-SELECT-IT  
 CANDY MACHINES**

54 Bar Capacity, \$22.50 ea. Lots of 10, \$20 ea.  
 VEND IT, 150 Bar Cap. Each ..... \$50.00

**Cigarette Machines**

DU GRENIER, 7 Col. 8 ..... \$37.50  
 DU GRENIER VD, 7 Col. .... 40.00  
 DU GRENIER W, 9 Col. .... 37.50  
 DU GRENIER CHAMPION ..... 50.00  
 UNEDA MONARCH, 8 Col., Like New 70.00  
 UNEDA, 8 Col. .... 40.00  
 NATIONAL 9-30 ..... 50.00  
 ROWE ARISTOCRAT, 8 Col. .... 22.50  
 Half Deposit.

**HARRIS VENDING**  
 2717 N. Park Ave. Philadelphia, Pa.  
 Phone: BA 9-0808

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.

**NEW METAL  
 CHARMS**

SILVER PLATED

A positive sensation in  
 Ball Gum and Bulk Vendors

Send \$1.00 for samples which will be  
 refunded on first order.

**JACK NELSON & CO.**  
 Vending Machine Headquarters  
 2320 Milwaukee Ave. Chicago 47, Ill.

**LUMINOUS  
 CHARMS, SKULLS  
 and RINGS**  
 that Glow in the Dark!  
 Non-toxic, Sanitary and Harmless

Per M  
 Luminous Glow Charms, Series #1 ..... \$4.50  
 Luminous Glow Charms, Series #2 ..... 6.00  
 Luminous Glow Skulls ..... 7.00  
 Luminous Glow Rings ..... 6.00

**METAL PLATED  
 CHARMS**

In bright gold and silver finish Per M

Metal Plated Charms, Series #1 ..... \$8.00  
 Metal Plated Charms, Series #2 ..... 7.50  
 Plastic Charms, Famous Series #1 ..... 3.50  
 Plastic Charms, Big Series #2 ..... 4.50  
 Metal Plated Skulls ..... 6.25  
 Metal Plated Skulls with Rhinestones  
 Eyes ..... 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.

**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 Com-  
 plete Line of 5¢ Gum and  
 Candy Vendors.

**ALKUNO & CO.**  
 408 Concord Ave.  
 NEW YORK 64, N. Y.  
 Malrose 5-7757



**GIVE TO THE  
 RUNYON CANCER FUND**

**Raleigh Program**

NEW YORK, Jan. 22.—Brown & Williamson Tobacco Corporation, maker of Raleigh cigarettes, has resumed the coupon-per-pack program they used before the war. Currently, a systemized move to clean out dealers' stocks of old (non-coupon packs) Raleighs is in progress. Vender operators see in the company's move a chance to push the brand as a higher volume item, with greater space devoted to the brand in their machines.

**3 Shine Units Bowed at Meet**

(Continued from page 91)

on a moving rack. As the shoe rests in a receptacle in the base of the machine, the brushes both rotate and travel lengthwise along the shoe. A liquid polish is used.

Shiner, which lists at \$349.50 if bought singly, is housed in a wood and masonite cabinet, measuring 25½ inches wide and 37 inches deep. The masonite is finished to simulate leather. F. E. Eddy, of Associated, stated the company is now producing about four units a day, but is set up to turn out 250 monthly. This level should be reached in the near future, he predicted.

Pegged at \$225 each in lots of five or more, the new shiner shown by the Better Shoeshine Company, St. Louis, uses a soft cake wax and features an applicator which presses the wax on the brush intermittently. Regulated by cam action, the applicator is depressed 84 times a minute.

John F. Schutz, of Bader & Company, the St. Louis firm which handles Better's national distribution, stated that current productive capacity limits output to 75 a month. Machines are now being delivered, he said, and manufacturing facilities may be enlarged soon to allow greater production.

The Better machine stands 37 inches high and occupies floor space of 24 by 21 inches. Shipping weight is about 110 pounds. The soft cake wax, each cake of which is said to be good for 400 shines, may also be obtained thru the distributor.

**Low Priced**

Lowest priced of the new machines introduced at the show was the shiner displayed by Bonanza Manufacturing Company, Los Angeles. At \$149.50 per, it also carried the lowest price tag of all shiners shown. Machine weighs 73 pounds.

Cabinet of the Bonanza unit is fabricated of leatherette-finish masonite with stainless steel trim. Using a hard wax, E. C. Lorman, vice-president of the company, claimed that the wax is melted onto the applicator brush due to the brush's extreme speed of rotation. The brush rotates at 850 r.p.m., he declared.

With the factory geared for a production schedule of 300 units a month, Lorman said that deliveries are now being made direct to operators. No distributors are called for in the firm's program at the present time, he added, altho they may be used at a later date.

**Other Machines**

Other shoeshine machines showcased at the CMI meet, but which were introduced to the trade at an earlier date, included those manufactured by:

The Alco-Deree Company, Chicago. List price \$249.50, less discounts for quantity purchases.

The All-American Electric Company, Saginaw. List price \$175 thru distributors or direct.

Columbus General Machine Company, Columbus, O. List price \$249.50 thru distributor, World Sales Company, of the same city.

Falcon Distributing Company, Detroit. Lists at \$225.

Kwik Shoe Shine Company, Sacramento. Lists at \$325. Machine shown is a new model using a liquid wax, rather than the cake wax used formerly. Wax preparation, which includes a detergent factor, is sprayed on the applicator brush automatically. At \$3.75 each, a gallon of the preparation is said to be sufficient for 1,000 shines. Operators who have the earlier model may convert their machines with a changeover kit, supplied by the manufacturer at \$27.50.

Champion Manufacturing Company, Houston. Formerly introduced by the Sirois Manufacturing Company, the shiner lists at \$279.50.

Wax-o-Matic, Inc., Marietta, Pa. List price now quoted at \$270. Formerly offered at \$385.50 (The Billboard, December 25).

**Op, Distrib Clinic Skedded for Kerno**

(Continued from page 91)

around the country.

In connection with the three-day service institute, Kendig said that a detailed service manual is being prepared. It will include a drawing and a blueprint of every single mechanism in the Kenro vending machine. In addition, every single part will be standardized and numbered. A serviceman or operator will order any needed parts by number and delivery will be guaranteed within 24 hours.

**Service Manual**

In addition, the keyed service manual will make it convenient for operators and distributors to keep a complete stock of the parts on hand, with the blueprints of each part eliminating any guesswork in service or repairs.

The institute will also include a detailed analysis of the experiences and collection rate for the pilot Kenro machines already on test locations in this area. Records of all service calls and collections, along with the frequency of use, are being kept for the test locations, and these will be discussed at the institute, Kendig said. There also will be a display by Ice Cream Novelties, Inc., which is providing the bags and sticks for the chocolate-covered ice cream bricks to be sold thru the Kenro vending machines. The firm recently completed arrangements with the Walt Disney Studios in Hollywood to feature the familiar Disney movie characters on the ice cream bags to enhance the merchandising appeal.

**SURVEY WASH. VENDER**

(Continued from page 91)

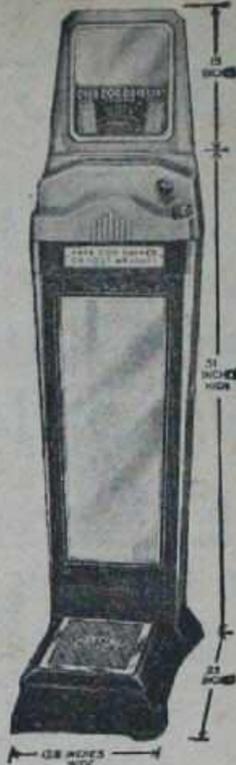
men realize the legislation was not meant to penalize them.

At the same time he expressed the belief that many small operators with chewing gum or nut dispensers might be forced out of business if the \$2 license were applied to them. A number of these men are government employees working in the trade on a part-time basis to supplement their incomes. Some make only enough return for monthly, or semi-monthly collections, he said.

Frank Noel, of the Coca-Cola Bottling Works, stated that the law did not concern his company, which produces bottled goods only. Local firms selling coke in cups would be faced with the fee, tho, he said.

**Tobacco Off**

WASHINGTON, Jan. 22.—Tobacco production during 1948 was the lowest since 1943, Agriculture Department has reported. Tho up 31 per cent from 1935-'39 average, production last year was off 14 per cent from 1947 and 29 per cent from the record high reached in 1946.



**\$25**

**DOWN Balance \$10 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**

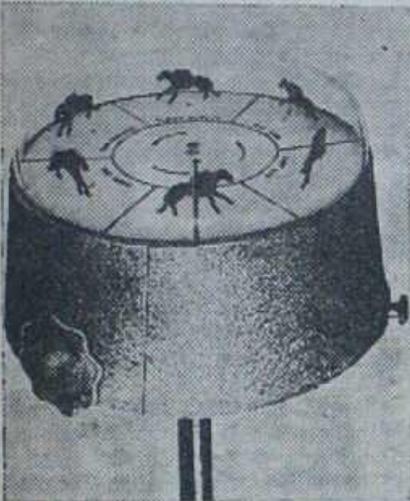
*Invented and Made Only by*

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**The Whirl-O-Way—New and Different**



**ONE-CENT—NUT VENDOR AND AMUSEMENT—All for the Same Coin**

It's a winner—played by young and old alike! Good fun! Built for High Profits to Operators. Precision Engineered for sturdy service. Made for stand or counter use. It has color and eye appeal.

Operators Special Price \$39.50 F.O.B. Denver, Colo.

½ Down Payment, Balance C.O.D.

Made in 5c size for clubs, etc., at slightly higher price.

Territory Open for Salesmen and Distributors

National Distributor: **COOLEY DISTRIBUTING CO.**  
1160 Sherman Denver 3, Colorado

**CIGARETTE VENDORS**

**NEW and USED**

- 20 LIKE NEW—P.X., 10 col. . . . \$129.50
- 10 ROWE PRESIDENTS . . . . . 95.00
- 10 930 NATIONALS . . . . . 69.50
- 9 NEW DuGRENIER, 7 col. . . . . 165.00
- 5 LIKE NEW DuGRENIER, 7 col. . . . . 135.00
- 18 EASTERN ELECTRICS . . . . . 199.50
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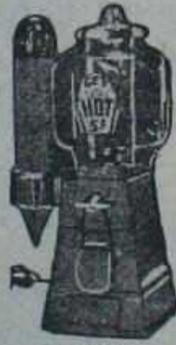
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Dispenses all types of bulk merchandise for 5¢, including cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

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**XTRA SPECIAL:** 50 New MASCO LIQUID DISPENSERS (1¢) with DISPLAY BOARD, \$16.50. Previous Price \$44.50.

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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

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**HUNDREDS OF ALL TYPE MACHINES and GAMES. TELL US WHAT YOU NEED.**

Parts and glass for all machines

# CMI Show Finds Ops Optimistic

## Leveling - Off Period Ahead; Applaud MOA

### Suppliers Show Wares

By Norman Weiser

CHICAGO, Jan. 22. — While the 1949 CMI convention exhibits were predominately other than music, the over-all tenor of the meeting was, from a music machine standpoint, one of optimism and enthusiasm for the coming year. This feeling prevailed thruout the convention as music operators visited the manufacturing exhibits at the Morrison Hotel and the supplier displays in the Sherman, and then convened in their own session, conducted by the Music Operators of America (MOA).

Basically, many operators felt that the worst was over as far as tumbling grosses were concerned, and they expressed hope that by working thru the MOA much progress would be possible in the future, especially along legislative and taxation lines. There was much enthusiasm over MOA and its activities to date.

Unlike the amusement field, few new models were exhibited from a phonograph as well as coin television view. But H. C. Evans, re-entering the phono field with its custom-built Constellation after many years' absence, was a welcome addition to the manufacturing ranks (see separate story).

### Undercurrents

However, it wasn't the visible that made news at this year's meeting. Rather it was the undercurrents that were heard and felt thruout the three-day meeting, as operators gathered in their closed MOA meetings or met at a hotel suite to discuss problems ranging from commissions to local taxes and television competition.

Discussions concerned manufacturers and their models, and conjecture on what companies would introduce new models during the coming year. Operators visiting the AMI, Aireon and Rock-Ola exhibits had their answers, as far as those concerns (See CMI SHOW on page 98).

## 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:

**DISKERS RUSH TO JOIN AFM.** Rush for AFM licenses is gathering speed, but AFM's financial controls will prove a limiting factor in number of licenses issued.

**TWO NEW RECORD LABELS.** Swingmaster and Gong labels debuted in Chicago last week.

**DAMON EXPANDS OPERATIONS.** Eight Al Trace sides is first addition. Spotlight, 45-cent pop label, in New York bow. Like Varsity line, label offers current hits on back-to-back basis.

**CHARLIE BARNET IN ACTION AGAIN.** Maestro, recording for Capitol, reorganizes his orchestra.

**EXCLUSIVE RESHUFFLES DISK ARTIST ROSTER.** Prexy Leon Rene announces pacting of new artists.

**DISKERS SHUN CMI CONFAB.** Record manufacturers make little splash at this year's convention.

## Tele Interest Heavy; Buying At Show Lags

### Ops Still Watch, Wait

CHICAGO, Jan. 22.—With coin-operated or commercial television, from a coin machine operator viewpoint, still in its embryonic stages, visitors at the CMI show here this week sought out exhibits of this equipment, but their interest was more of an educational nature than as actual purchasers.

On the floor of the convention headquarters, visitors saw two major exhibits devoted to coin tele, that of the Dennison Sales Company for the Solotone products (see separate story in this issue) and the Videograph Corporation display.

The Morrison Hotel, music machine headquarters for the convention, was the site of two more exhibits—one by the Aireon Manufacturing Corporation, which stressed a new juke box (see separate story) but offered operators a glimpse of a 10-inch and a 15-inch commercial television screen, and the Trans-Vue Corporation display in the Penthouse Bungalow, where a new television system was introduced by Rudy Greenbaum, president, and Fred Mann and Ben Palastrant, vice-presidents of the organization.

Also in the Morrison, at the AMI suite, operators were asked to voice their opinions on coin tele. They were shown the firm's two test units, a Magnavox receiver mounted on a Model B, with the sound channeling thru the music machine, and a General Electric receiver, also with the sound going thru a separated juke box located at the opposite end of the room.

### AMI Test

AMI, unlike other firms, was not selling their television. Instead, according to John Haddock, president, and Lindy Force, sales manager, AMI wanted the reaction of the operator (See TELE INTEREST on page 98)

## Evans, Aireon Premiere New Phonos at CMI Convention

CHICAGO, Jan. 22.—Premiere showing of the H. C. Evans & Company Constellation phonograph was held this week at the firm's suite in the Morrison Hotel in conjunction with the CMI convention. The phonograph has been redesigned since it was purchased from Mills several months ago and is to be offered to the industry as a custom built, rather than mass produced item, it was stated by firm officials.

Evans has eliminated the metal body of the unit, and now features a custom-designed wood cabinet with a hand-rubbed finish. The glass front is available with either clear or a frosted glass, depending upon the operator's requirements. Coin chute features a criss-cross entry, and 6-plays-for-a-quarter play is now standard rather than optional as was the case with the Mills unit.

The 40-selection phonograph is also available with a hideaway unit and a 40-selection wall box.

Featured thruout the new unit are refinements in the mechanical structure of the phonograph as well as an improved lighting arrangement.

Display at the Morrison featured five of the phonographs, with several different wood colors and both the plain and the frosted glass fronts. Also on display were consoles and other products produced by the firm.

CHICAGO, Jan. 22.—The Aireon Manufacturing Corporation displayed its new Coronet with Tonar as the feature of its exhibit at the Morrison Hotel this week as music machine operators thruout the country gathered in Chicago to attend the CMI convention.

Designed as an attention-catcher and play-stimulator (with visual appeal) Tonar consists of a circular glass front located two-thirds up from the bottom of the unit. Thru the use of an oscilloscope tube, sound waves from the music are displayed in a greenish tint in the circular opening, vibrating rapidly as highs are struck on the record by musicians and fluctuating as other peaks are reached. When the unit is not playing the round or vertical light line (operator may have either) is stationary, but illuminated, so as to attract patrons to the unit.

The Coronet, in addition to the addition of Tonar, has been further improved and now features a color-lighted door, with one continuous neon light utilized; a new combined amplifier and control box, weighing 23 pounds (as compared with the more complex units formerly used in Aireon products ranging in net weight from 55 pounds in 1946, to 41 pounds in 1947, and 27 pounds in 1948); twin matched Cinaudagraph speakers for (See AIREON PREEMS on page 100)

## MOA SETS PLANS FOR '49

## Continues To Concentrate On Music Only

### Re-Elect All Officers

CHICAGO, Jan. 22.—With a year of organization under its belt, Music Operators of America (MOA) met here this week and, after hearing reports from officials on its 1948 activities, unanimously voted George A. Miller, chairman; Al Denver, vice-chairman, and Sidney H. Levine, national counselor, back into office for another year. Members also voted (See MOA SETS PLANS on page 98)

## Col'bia Music Ops Find Arcade Pieces Help Bolster Gross

COLUMBIA, S. C., Jan. 22.—Vending machines as a supplement to music routes haven't caught on in this area, a check of local operators has revealed. While some operators have used arcade equipment along with music machines in the past and are still using them to some extent, most found that the volume of biz needed for the venders wasn't in their locations.

Local vending machine ops report biz pretty good but say they generally find locations which aren't suitable for music machines and better for most of their venders except possibly cigarette machines.

Basically, the idea of the joint op-

## M. West Resigns Post With AMI

CHICAGO, Jan. 22.—Monte West, sales and service engineer for AMI, Inc., announced at the CMI show here this week that he had resigned from the company. West did not make known his plans, but said that he intended to make another connection in the industry.

Officials at AMI said that no one had been selected to fill the post left vacant by West, who traveled the entire country for the firm. But meantime Herman and Arthur Daddis, driving a trailer which contains the complete AMI line, are covering the country.

eration was that ops could compete for choice locations. Competition in this section, however, isn't at that stage yet.

## Jukes Lend Hand

DES MOINES, Jan. 22.—Brick Strait, local operator, is going all out to help the 1949 March of Dimes campaign here, and the juke box industry is getting some excellent publicity as a result. Strait this week agreed to donate his share of the proceeds from 30 machines during the drive, and said that he would contact other operators to get their co-operation. All told, there are some 300 boxes on location in the city.

Two of Strait's locations went along with the program immediately, and even posted signs reading: "Notice—Proceeds of this juke box are donated to the March of Dimes."

Strait, whose six-year-old son was stricken with the dread disease, but has made a full recovery, stated: "I don't know of a better cause and I feel sure other operators here will join in the campaign along with location owners."

A number of location owners have said they will go along with the program, and will cooperate with their respective operators in the fund drive.

### Wrestlers Get 'Em

CHICAGO, Jan. 22.—There were many things to see and do at the Hotel Sherman this week, but Videograph managed to draw one of the largest crowds of any exhibit on Tuesday night (18), and even the staff, headed by Lou Forman, president, was amazed at what happened. It seems that in order to get its television working, engineers from the building merely strung a few strands of wire a few feet across the ceiling above the Videograph booths, which were located close to a battery of elevators. It didn't look as if demonstrations would be too successful.

Tuesday evening Forman turned on his sets, and within a matter of minutes the area was jammed with curiosity seekers who wondered what the mob scene was all about. It seems that as the sets were turned on, a local station here was televising a wrestling match—one with no holds barred. For more than an hour, until 10 p.m. when the sets had to be turned off, there wasn't room enough for a customer in or around the booth.

# CONN. OPS LOOK TO NEW YEAR

## Dennison Forms National Coin Machine Sales Org

CHICAGO, Jan. 22.—Formation of the Dennison Sales Company (Desco) as national sales representative of coin machines, was officially announced this week by H. F. Dennison, president, who featured complete Solotone music and television systems in his five-booth display at the CMI convention in the Hotel Sherman. Firm will appoint a nationwide distributing network to handle its products, the first of which is the Solotone systems, Dennison revealed. Fifteen such appointments have already been set, with the balance to follow shortly.

Climaxing the show, Dennison conducted a distributor meeting in the Crystal Room of the Sherman Wednesday (19) at which time he introduced the complete Solotone line to the distrib representatives present. He stated that definite policies had been established regarding the addition of other coin machines to the company's roster for future representation.

"Before a machine is accepted by the Dennison Sales Company," said the president, "we will insist that it be field tested. We have appointed four of our distributors to conduct these tests, at no cost to them. Their reports, plus our own study, will determine whether the product is acceptable."

### Solotone Systems

Various features of the Solotone system displayed by Dennison included the master entertainer, which has 10 turntables, a television connection and four radios in a cabinet measuring 15 by 31½ inches in width and 54 inches in height. The turntables, mounted in pairs on shelves, play 10-inch records and are activated within two seconds of selection via a wall box. The customer, by paying his 5 cents for six minutes of entertainment, can, thru this master entertainer unit, switch at will from one record to another, or from photo to radio or television and back again, for as long as his coin keeps the mechanism activated.

The four radios can each be tuned to a different station and locked to their individual positions. They are mounted in the upper one-third of the cabinet.

Servicing of the entire master entertainer has been simplified to such a degree that by removing one screw the entire works are swung open and are accessible to the servicemen. Each of the turntables and the radios can be removed by a single screw and can be replaced until the broken portion can be repaired. If no spare is available, the other nine turntables, or three radios, continue to function without interruption.

### Wall Boxes

Three different types of wall boxes are now offered, it was stated, with additional play-promotion attachments introduced by Dennison with each of the boxes. The single entertainer wall box offers television sound only, the double entertainer offers a selection of four radio outlets plus 10 records, while the triple entertainer offers radio, television or records.

Promotional items include a special bracket with the box mounted in the middle. Space is provided on either side for salt and pepper shakers and a sugar container, while upright holders to the left and right sides provide space for napkins. Behind the box is space for the menu, thus keeping the box in full view at all times.

For the counter boxes, a clip arrangement has been mounted at the top and to the rear so that the location owner can display a daily special.

Dennison, a pioneer in coin-operated television (he was the first president of Videograph), also displayed the Desco coin-operated television set (made by Hallicrafter). Price-wise, the unit drew attention from operators interested in this field. Dennison offered a complete coin-operated television system, including the viewer and the wall box selector (and sound) for a list price of \$299.

Set features push-button tuning, a round screen which projects a 10-inch image, and a separate coin box for television collections. The set is so constructed that it can be set up behind the bar, safe from tampering. Amber lights on either side and to the bottom of the screen warn viewers that time is running out.

### Distributors

At the special Wednesday meeting Dennison reported that the following had been appointed distributors for the Solotone system: Hermitage Music Co., Nashville, for Eastern Tennessee; B. D. Lazar Co., Pittsburgh, Western Pennsylvania and West Virginia; Jules Peres Co., New Orleans, Mississippi and Louisiana; Runyon Sales Co., New York, lower New York State and Northern New Jersey; Scott-Crosse Co., Philadelphia, Southern New Jersey and Northern Pennsylvania; Silent Sales Co., Minneapolis, Minnesota, North and South Dakota and Northern Wisconsin; Southern Music Co., Charlotte, N. C., North and South Carolina; Walbox Sales Co., Dallas, Northeastern Texas; (See DENNISON FORMS, page 100)

## Industry Seen Moving Ahead In All Phases

### New Equipment a Factor

(Continued from page 90)

"I'm sure that 1949 will be a better year," Ralph Colucci, owner of the State Music Distributing Company, Hartford, said. "Operators today know what they can actually use, what they can afford to spend, and, as a result, they know where they're going. This spells better business."

The latter part of 1948 saw the introduction of coin-operated television sets in sections of Connecticut, with parts of the State as yet untouched. Whatever slight opposition these sets are offering to juke boxes has already been offset, operators say. The sets have long ceased to be novelties, and as such, merely serve a supplementary amusement to juke boxes in restaurants and the tavern trade.

One surprising aspect of the introduction of coin-operated television sets in the area has been the average restaurant or tavern customer's reaction during the filming of wrestling or boxing matches. Several operators revealed that during a dull to fairly interesting bout on the television screen eatery customers have turned off the television sound, dropped a coin into the juke box, preferring to watch the soundless television screen to the accompaniment of modern music. (See CONN. OPS LOOK on page 100)

### Ambassador To Cut Juke Front Prices

KANSAS CITY, Mo., Jan. 22.—As a result of stepped up production schedules, Ambassador, Inc., announced that effective immediately it was cutting the price of the conversion front it manufactures for use on Wurlitzer 1015's. New price of the front, Ambassador's President Tom Schwartz said would be \$79.50, compared to the \$96.50 tag put on the front when it was introduced last fall.

Ambassador exhibited the conversion front in Booth 153 at the Coin Machine Institute (CMI) show in Chicago last week.

### Peskin Robbed

LOS ANGELES, Jan. 22.—Two bandits, posing as police officers, robbed J. Peskin, head of AMI Distributors, of a \$1,500 diamond ring recently. Peskin had driven into an alley adjoining his Pico Street office when the pair approached and represented themselves as police officers. While one of the bandits kept Peskin covered, his companion took the ring.

For the Finest in Record Reproduction Use

### G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

- No Needle Scratch
- Only ¼ Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer Seeburg Rock-Ola AMI \$14.95

Elec. Cancel \$4 extra

Also other makes.

ADVANCE MUSIC CO.

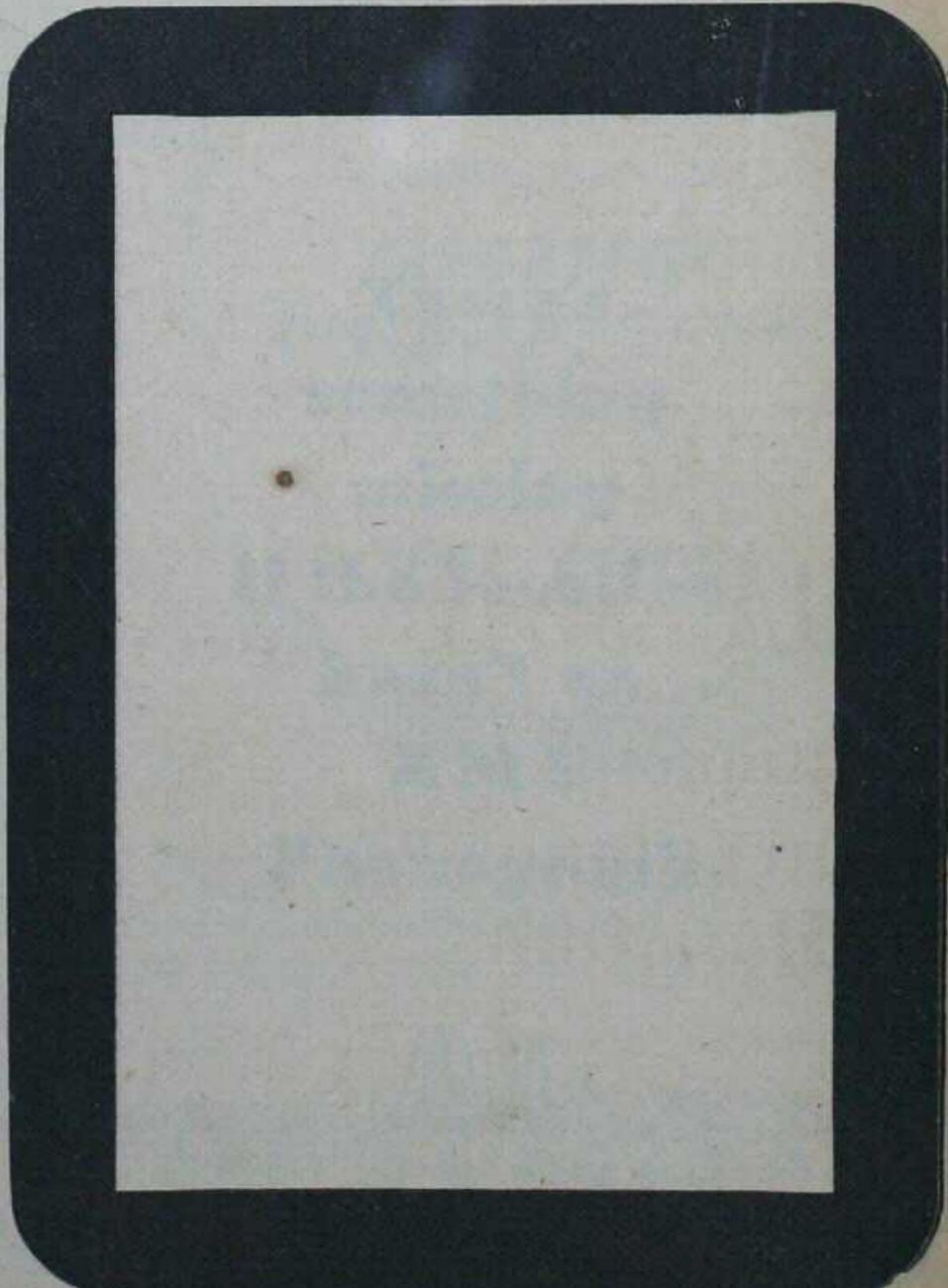
1808 Grand Kansas City, Mo.

### Another Aireon First!

# Coronet

with

# TELEVISION



## Tele Interest Heavy at Chi

(Continued from page 96)

before continuing their tests. Basically, they wanted to know if the music machine operator was interested in getting into the field at all. Then from that point on they were interested in the type of unit desired, costs, and other pertinent details. A special card was handed each operator visiting the suite, with the following questions to be answered:

1. Have you personally had any experience with coin-operated television? If so, has it been satisfactory or unsatisfactory? Why?

2. Do you favor the built-in TV set, or the separate TV unit?

3. Are you interested in determining its future possibilities?

4. Do you think you could get a better commission arrangement from your locations if you supplied a combination television-juke box? What basis?

5. Do you think you could get a guarantee and if so, how much?

The results of this survey, while not finally tabulated at the show's end, did reveal that practically all operators visiting the AMI display had voiced their opinions one way or another on the subject.

Introduction of the Trans-Vue Entertainer drew many operators to the top of the Morrison where they saw the unit built by Raytheon for Belmont Radio, and handled nationally by the Trans-Vue Corporation.

Highlights of the system, previously described in *The Billboard*, include "split unit" television, offering multiple remote viewing units that can be placed separately in any part of a location, yet are simultaneously controlled from the master tuner; "locked in" tuning; "direct image" commercial television; equal sound distribution; phonograph adapter for tele sound; simplified tele control; all-angle, 360-degree visibility; angle

## MOA Sets Plans for 1949; Concentrates on Music Only

(Continued from page 96)

the executive (national) committee back into office for a second year, and named D. M. Steinberg, of the Music Guild of America (MGA), Newark, N. J., acting secretary.

Initial 1949 MOA meeting was held Tuesday night (18) after the CMI convention hall had closed for the day. Called to order in a meeting room in the Hotel Sherman by Miller, the session was forced to temporarily adjourn because of the number of attendees. Officials arranged for larger quarters and when the

compensation; tele cabinets designed especially for commercial use, and extra large, direct view cathode ray tubes for commercial sets.

Operating in adverse circumstances, with elevators and a nearby electrical exhibit going full blast, Videograph, nevertheless, managed to draw one of the heaviest crowds of the show when its four models were in operation. And despite the electrical interference, and the home-made antenna, pictures were coming in with clarity.

Four models displayed included the 100, the first of the Videograph units which was introduced to the industry late in 1947, featuring a mirrored cabinet; the 400, featuring a colorful, animated cabinet, which can be used with a separate wall box for sight and sound; the 350, featuring a 122-inch screen, which can be used in the same manner as the 400, and finally, the 135, a styled unit in a mahogany cabinet which can be used either in a commercial location or as a home unit.

Radio, which has been working on commercial tele, did not display its video at the show.

meeting reconvened more than 125 operators were in attendance.

At the closed meeting (only operators of music equipment were eligible to attend), Miller read the chairman's report on MOA's 1948 activities and was followed by Sidney Levine, who heads the legal activities of the group. Both the Miller and Levine reports were enthusiastically received. Most of those present were MOA members, but a big representation new to the organization also was on hand.

Three basic points were made in the discussions which followed. They were: (1) Only a group of music operators can solve their own problems (those which are peculiar to the music industry), therefore it was important that the MOA remain separate from all other association and/or committees concerned with problems of their respective fields; (2) The MOA is willing to meet and discuss mutual problems with other organizations, and (3) MOA is always willing to set up a committee to meet with other groups for discussions.

Operators, expressing their views from the floor, agreed that MOA was the group that should handle problems of a national scope that either had already arisen, or would come up during the coming year.

### New Committees

Miller, as chairman of the MOA (which is a national committee, not an association), appointed a special committee to consider the advisability of the MOA expanding into a national organization (association) at some future date. Committee members include Dick Schneider, Chicago, chairman; Elmer Comforti, Wisconsin; Irving Ackerman, Michigan; Mike Imig, South Dakota, and Fred Erisman, Texas.

Also appointed was a legislation and taxation committee with M. Aaronfeld, New Jersey, as chairman, and including Ray Cunliffe, Chicago; Morris Goldman, Detroit, and F. Montooth as members.

With the membership now more than doubled as compared with the number who gathered in Chicago in January, 1948, to form the MOA, Miller, in opening the voting, allowed everyone present a vote, altho some were not as yet paid up members. They were also allowed to nominate candidates for the various offices. However, it was the unanimous feeling, as expressed in the nominations and the voting, that in view of the record compiled by Miller, Denver and Irving during the past year, they should be returned to office.

Members re-elected to the national executive committee included C. L. Beaver, Utah; Jack Cohen, Cleveland; Tom Crosby, Minnesota; Ray Cunliffe, Chicago; Al Denver, New York; M. A. Goldman, Detroit; Sol Hoffman, Harrisburg; Thomas Kady, North Dakota; D. M. Steinberg, New Jersey; Hirsh de la Viez, Washington; Sidney Levine, George A. Miller, California; S. Orenstein, Rhode Island; L. S. Pierce, Wisconsin, and Charles Hannon, Philadelphia.

Executive committee is composed of C. L. Beaver, Al Denver, George Miller, L. S. Pierce and Charles Hannon. Alternates are Jack Cohen and Ray Cunliffe. This committee, which is the top one in the organization, will be expanded to include representatives of all music associations it was stated.

Miller, in commenting on the meeting, said: "It was the consensus that the income from music machines is gradually being reduced. Something will have to be done to adjust the individual structures (commissions and operating procedures)."

Levine, who keynoted the legislative and taxation session, reported that "operators must maintain vigilance against proposed legislation which would be dangerous to the business."

## CMI Show Finds Ops Optimistic

(Continued from page 96)

panies were concerned. Many took it upon themselves to visit the J. P. Seeburg plant here in Chicago, and others met with representatives of the Rudolph Wurlitzer Company who, while not showing at the convention, were in town during the run of the show. William Rabin, representing Filben, was also on hand as an observer, rather than as an exhibitor.

While not as numerous as in past years, representatives of record manufacturers, needle companies, and two concerns in the title strip field were on hand to meet and talk business with operators.

In the record field, RCA, Capitol, Decca, King, Coral and Damon were among the exhibitors, with RCA, in addition to its booth, taking over the Penthouse at the Sherman to display its television as well as its records. Music operators, seeking a bit of diversion, were invited to a party in the RCA rooms on Tuesday night, and were able to meet many of the recording artists.

The Buckley music system booth featured a wall box display, as did the Encore exhibit where, in addition to the wall box, a new bar box was shown. Both the Encore products feature a sequence lighting arrangement at the bottom so that a patron can tell at a glance what tune is playing before going to the selector for his own pick.

The Star Title Strip Company, Inc., Pittsburgh, which has been printing labels for major recording companies, has now expanded its service to include the independent labels, offering operators a greatly expanded coverage. The Dan Gould Enterprises, Inc., exhibit featured a title strip printing kit for use by individual operators, and priced at \$14.50.

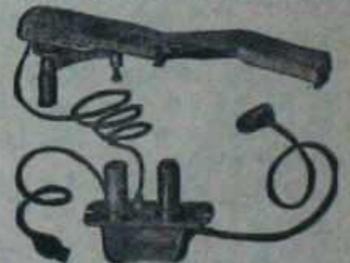
Permo, Inc., Aero Needle Company and M. A. Miller, Inc., were represented with displays centering around their needles. Permo ran a motion picture history of its firm in its booth, providing a welcome respite for many foot-sore visitors.

Ambassador, Inc., Kansas City, displayed its new juke box front, listing at \$79.50, and Tom Schwartz, head of the firm, reported operator interest was high. Actually the firm was doing business, one of the few music supplier exhibitors who were in that position.

Coradio presented its coin-operated radio line in its booth in the Sherman. Display featured three models now manufactured by the firm.

### LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs  
Perfect Tone—Easy on Records



Nothing to change—just plug it in.  
**JACOBS MANUFACTURING CO., INC.**  
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### BARGAINS

Wurlitzer 1100.....	\$575.00
Wurlitzer 850.....	119.50
Wurlitzer 600R.....	49.50
Wurlitzer 616.....	39.50

Clean and checked—ready for location

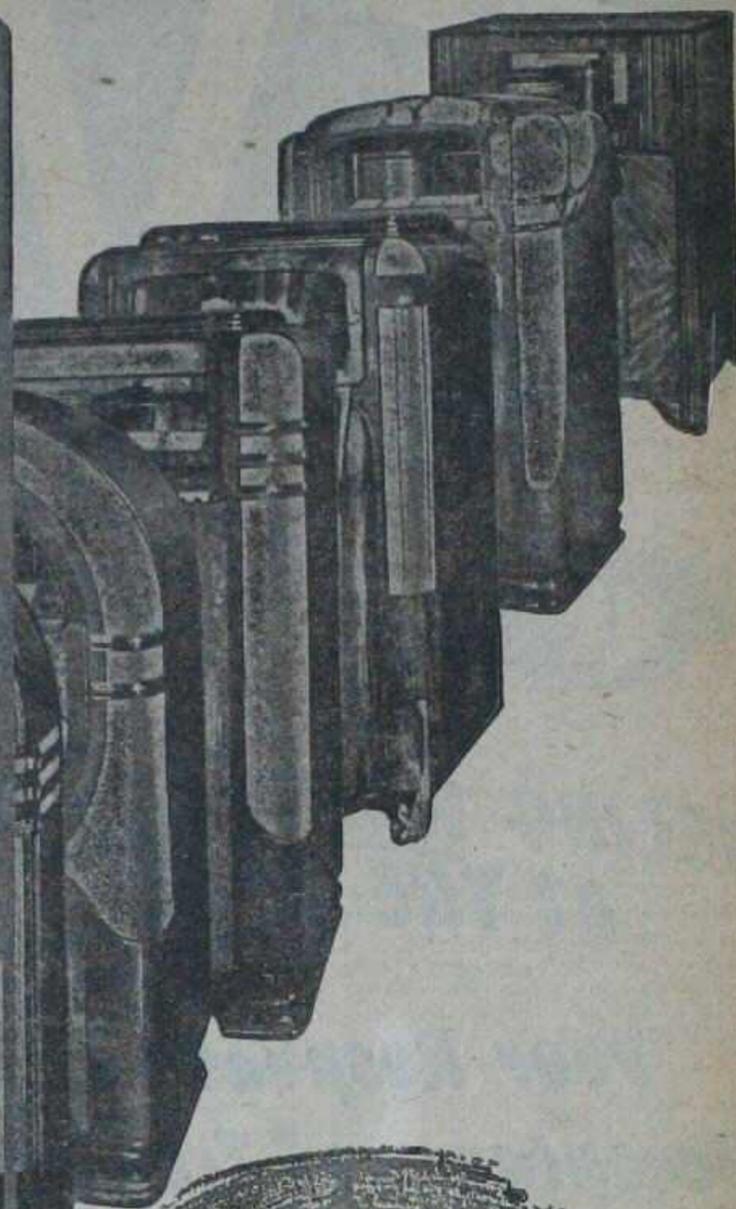
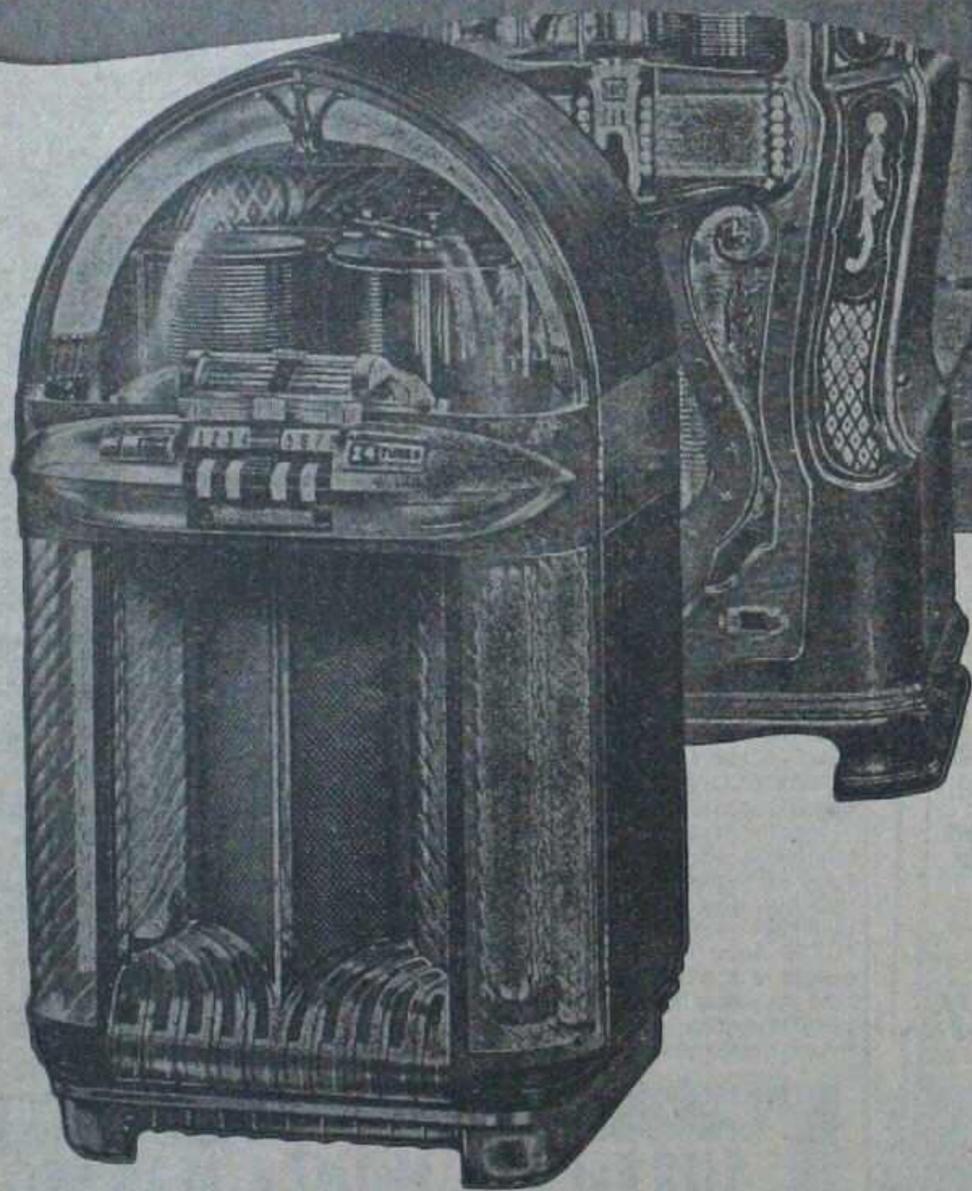
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Phonograph

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**GREATEST  
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*ever offered to  
 Music Operators*

What you get for what you pay is still a fundamental of your business. When you buy a Wurlitzer, you get the most for your money in long range investment value, dependability, earning power and in location and public acceptance. Recognition of these facts by music operators is the reason why Wurlitzer Phonographs have stood and stand today FIRST IN SALES!

**THE RUDOLPH WURLITZER COMPANY**  
 NORTH TONAWANDA, NEW YORK



**SEEING WAS BELIEVING  
AT THE SHOW...**

**Your Response and  
Acceptance of Trans-Vue's  
Newest Remote Control  
Multiple Commercial  
Television Units Proves  
that this is the Answer to  
Music Operator's Profits**

**Watch for a showing in your city**

**Trans-Vue  
CORP.**

20 E. JACKSON BLVD.  
CHICAGO 4, ILLINOIS

## Conn. Ops Look to New Year; Industry Seen Moving Ahead

(Continued from page 97)

sic, produced by the juke box.

A number of operators, too, are expecting 1949 to launch newer merchandising ideas for the coin machine trade, with a sizable delegation of the State's industry heading for the machine trade convention in Chicago for the expressed aim of "looking over the equipment and getting some new ideas."

Such new vending items as coffee, nylons and shoeshine units have taken a back seat to the ever-popular candy and cigarette vending machines. Candy and cigarette locations have increased notably in Connecticut, while such things as coffee, nylons and shoeshine sets are making a slow start in the area.

Operators of candy vending machines in the Hartford area have for long charged only 5 cents per bar, while a surprisingly large number of confectionery and drugstore owners persist in charging 6 or 7 cents. The custom of the store owners has resulted in a tremendous preference on the part of the buying public for the vending machines. Thus far the large number of stores charging increased rates for candy haven't shown any definite signs of cutting down on prices, maintaining that increased costs justify the 6 or 7 cents per bar.

Candy vending men in the State realize that the practice by not only the store owners but also a limited number of motion picture theaters to get upped rates for candy bars has increased the vending machine's importance in the retailing of candy. Of course, if the candy selling at top prices in stores and theaters is reduced during 1949, this one aspect of cordial public relations for the vending machine trade may be somewhat lessened.

No legislation on the local or State level occurred in 1948 in Connecticut concerning the coin machine industry, but 1949 promises more action along this line. The State Legislature, which meets every two years, opens its new session this month. No bills concerning the coin or vending trades have been proposed as yet.

There has been talk, however, by several Connecticut legislators regarding the possibility of a bill which would prohibit the installation of television screens in Connecticut automobiles. The governor-elect of Connecticut is Chester Bowles, former chief of the Office of Price Administration during the war and a former advertising man.

Expansion of the Connecticut vending trade occurred during 1948, with such distributors as State Music Distributing Company, Hartford, moving to larger warehouse and office space at 119 Ann Street. Ralph Colucci is owner of the distributing concern and also operates two downtown Hartford retail music record shops. One of the two he opened during 1948.

Advertising and sales promotion topics played a bigger role in the Connecticut coin machine industry picture during the past year, with a number of operators, previously never utilizing any expansive plugging system, going in for not only point-of-sale card displays but also newspaper advertising. Generally speaking, this policy seems to have brought added business to operators.

One Hartford concern, Cigarette Vending Machine Company, noted an anniversary during 1948 and took widespread newspaper advertising space to thank Connecticut residents for their patronage and also list the towns in which the concern does business.

### AIREON PREEMS

(Continued from page 96)

full tonal range, and a simplified, but refined, mechanism. Price remains at \$545 per unit.

Also shown at the Aireon exhibit were two models of the television unit which can be used in conjunction with the Aireon phonograph in commercial locations, operating either on free play or by coins inserted into the music machine.

The model featuring a 10-inch screen is now in production and can be delivered immediately, it was stated, but the second unit, employing a 15-inch screen, is still being held up due to a shortage of cathode ray tubes which make possible the handling of a picture that size. Firm uses the RCA television mechanism.

A line of speakers manufactured by Aireon for products other than phonographs and a new coin wall box, which is just going into production, rounded out the display.

In charge of the Aireon display was Bernard D. Craig, general sales manager for the firm. Assisting were Clayton Ballard, California; Dan Brennan, Florida; William Roberts, Texas; Glenn Uhle, Detroit, and Ken Willis, Minneapolis.

### DENNISON FORMS

(Continued from page 97)

Wertz Music Supply Co., Richmond, Va.; Williams Novelty Co., Houston, Southeastern Texas; Cliff Wilson Distributing Co., Tulsa, Okla.; R & S Distributing Co., Marietta, O.; H & L Distributing Co., Atlanta; Hirsh Coin Machine Exchange, Washington, and Consolidated Distributing Co., Kansas City, Kan.

Following a talk by F. E. Wilson, Solotone president, and L. B. McCreary, production executive for the manufacturer, Dennison reported his sales organization would eventually include 10 regional sales managers who would work with 50 appointed distributors. Appointed as regional managers to date are Henry Fox, Clyde Jordan, Jack Logan, Joe Cudd and T. J. Gillespie.

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# COINMEN YOU KNOW

## Washington:

The District government has purchased 322 new and used automatic parking meters manufactured by Dual Parking Company in Canton, O., from adjacent Montgomery County, Md., for \$3,300. The county council voted to discard the mechanical clockers and install manually operated ones because of complaints from police and drivers that the meters frequently jammed. A Washington ruling prohibits use of the simpler, hand-operated type, which contains only seven mechanical parts. The automatic type, having over 120 sections, costs \$50 new. The District will use the new meters for replacements and to supply worn out parts.

The January meeting of the Washington Coin Machine Association (WCMA), usually held early each month, was postponed until after the Coin Machine Institute (CMI) convention in Chicago. Operators who left from Washington and Baltimore last Saturday afternoon on the Baltimore and Ohio's Capital Limited dubbed the train The Coin Machine Special. Among the Washingtonians included in the group were Hirsch de la Vies, of Hirsch Coin Machine Company, president of the Coin Machine Operators of America (CMOA); Horace Biederman, of Hub Enterprises, secretary and treasurer of WCMA; Evan and Roger Griffiths, of Pioneer Novelty Company; J. H. Phillips, of Phillips Novelty Company, Inc., and Ira T. Byram and Harold Klein, of Silent Sales System. The local contingent returned early to be on hand for the inaugural festivities.

Within 45 to 60 days the Arlington (Va.) Junior Chamber of Commerce expects to have penny gum ball machines placed in business establishments for the benefit of its civic welfare fund. President Frank Morgan and Secretary Lee Bean, in charge of the project until a committee is appointed, have been making an investigation to determine how many machines should be purchased. They also plan to solicit permits. The proceeds will be used for any project of benefit to the community with youth welfare highest in priority.

Vincent Curtis, president of the Alexandria Jaycees, said his organization also has a ball gum project under consideration. A decision is expected at the next board meeting, February 14. Meanwhile, members are studying reports of the venture in other cities and investigating possible locations. One barrier confronting the Alexandria Jaycees is a city tax of \$5 a machine. The club hopes to have the fee waived.

Near-by Fairfax has modernized its parking by installing 100 meters on five city blocks adjoining the county courthouse. Altho Fairfax has a population of only 2,000, drivers who wanted to make short stops for shopping or legal business found no place to leave their cars as spaces were taken by all day parkers, Mayor Robert D. Graham said.

Ray L. Williams is enjoying a mid-winter vacation in Miami. His wife, who made the trip with him, has already returned to Washington.

Inauguration day saw employees of the G. M. Macke Corporation selling candy bars and cigarettes along the route of the parade. The company was awarded these popular concessions by the inaugural committee. Setting ceilings on all products sold at the ceremonies, the committee placed a top limit of 10 cents on candy bars and 25 cents on cigarettes. . . . Aaron Goldman, president of Macke, said that the new two-story addition to the company's building would be ready for use within two weeks. The improvement will mean 7,500 square feet of floor space for increased shop facilities.

## Philadelphia:

Mickey Schwartz, of the Jack & Jill Ice Cream Company, and Al Rodstein, of the Variety Corner Distributing Company, were visitors to the showrooms of Eastern Engineering & Sales Company to see the firm's new Kenro ice cream vending machine. . . . Tele-Matic Company, distributors for Telecoin Corporation, launched an advertising campaign to interest newcomers to Laundrette operations. . . . Jack Beresin, head of Berlo Vending Company, is one of the campaign leaders in the current maintenance drive of the Deborah Sanatorium in Browns Mills, N. J. . . . Max Bushwick, veteran music and pinball operator, has purchased a detached English style manse in suburban Elkins Park.

Joseph J. Levin has set up a new operation in the Blue Ribbon Amusement Company in the North Philadelphia sector with offices and showrooms at 3810 N. Lawrence Street. . . . Gray and Rogers, advertising agency representing Rudd-Melikian, Inc., manufacturers of Kwik Kafe, coffee vending machine, is preparing an ambitious advertising campaign to take in trade and business papers, newspapers and direct mail. The machines will be offered to distributors for installation in industrial plants and business offices thruout the country.

Dave Yaffe, of Y & Y Popcorn Supply, was in Baltimore on business last week. . . . A new coin-operated self-service laundrette moved to the Logan section of the city for the first time, opened by Mr. and Mrs. Milton Jones at 1120 West Rockland Street. A delivery and drying service is also made available to the housewife.

Paul C. Lewis, president of the Berlo Vending Company, was named secretary of the citizens' group which purchased the Philadelphia Eagles, professional league football team.

## Columbia, S. C.:

Columbia received \$120,207.03 from its 1,221 parking meters during 1948. Collections were \$80,564.99 from the 814 manually operated meters on side streets and \$39,642.04 from the 407 automatic meters on Main Street, according to a report made by E. R. Paulk, parking meter superintendent.

The city's three uptown arcades are still seeking a substitute for pin-games that will catch the public fancy. The Soda Arcade is using Panorams largely to attract customers. A few games, including Evans Ten Strike, Basketball and Baseball, are in use, but aren't drawing too well. Photomatic completes the array in this location.

Playland, the largest house on Main Street, is tossing a wide variety of games at its customers in an effort to find something that will click. Art shows and Panorams still make up a large part of the stock.

Distributors have placed almost every type of game on hand, including several old numbers. In Playland to feel out the customers. A novelty item, "The original juke-box," sets in a back corner.

## Miami:

From Chicago were Sam Gensburg and Gil Kitt. Both were here for short visits before getting back to Chicago for the CMI show. . . . Kitt was with Irving Kaye, Brooklyn, who was in partnership with George Panser during and after the war. . . . Willie Blatt was expecting Morris and Mrs. Hankin from H. & L., Atlanta. Morris intends to stay two or three months in Florida on doctor's orders. . . . Hymie Rosenberg, located here until about seven years ago, expects to return to Miami for good once the CMI show is out of the way.

## Indianapolis:

Theft of an estimated \$4,500 from coin-operated radios in downtown local hotel rooms is being investigated by police. Frank E. Scherer, of Radio-Matic, Inc., owner of the radios, said damage to the devices totaled about \$5,000. Scherer said the thefts occurred at the Claypool, Lincoln, Severin, Warren and Spencer hotels. . . . Sam Weinberger, head of Southern Automatic Music Company, has returned to his desk after visiting the Chicago show. . . . Southern Automatic Music Company has taken over State distribution of the Keeney cigarette vending machines. . . . Mrs. Blanche Janes, head of Janes Music Company, left Thursday (20) for an extended trip in Mexico.

Seeburg Select-o-Matic phonograph 100 caused a pedestrian traffic jam at the entrance to the Indiana Roof Amusement Center, above Indiana Theater, where it featured hillbilly music in connection with a square dance Wednesday night. . . . Local coinmen visiting the Chicago coin show included Frank Bannister, Bannister & Bannister Distributing Company; Mr. and Mrs. Peter Stone, Indiana Automatic Sales Company; Clarence Hohman, manager, Janes Music Company, and Abe Fleig, president, Indiana Music Merchants' Association.

## Detroit:

Clarence J. (Bud) Godhardt Jr., who took over the Modern Distributing Company, vending machine jobbing firm established by his late father about a year and a half ago, is concentrating the company's operations in the specialty vending field. . . . Erry Loewenthal, of Marlo Distributors, reports the company will probably bring out its new Nickel Golf game late this spring.

Erwin B. Moss, Hudson Automatic Music Company, was among Detroiters in Chicago last week taking in the show. . . . R. L. Kiefer, of the University Supply Company, who formerly was in the shuffleboard manufacturing field and operated his own jobbing firm, is planning to go into the coin machine manufacturing line. . . . Bud Shoemaker, in charge of the wholesale department at Howes-Shoemaker Company, cigarette machine operator, is making other operators envious with a huge trout he caught.

Sheldon Smerling, new staff member at Confection Cabinet Corporation, has announced his engagement to "Boots" Kallman, daughter of Dr. and Mrs. David Kallman, of this city.

## New York:

Bernie Lipshitz and Joe Kaufman, of the U. S. Shuffleboard Exchange, report they are having considerable success with a trimmed down board, tailored to fit smaller metropolitan locations, the 14-foot shuffleboards are cut down and reconditioned from larger, used units. They say the seasoned hard maple in these used boards makes for long operation without warping.

Fred Pergola, who now heads Franklin Industries, manufacturers of the West Virginia Shuffleboard line, left on a biz trip to Indiana this week. Fred was formerly sales manager of Cameo Vending Service. . . . Hymie Rosenberg, area representative for American Shuffleboard, was on a trip recently lining up distributors to handle the American line.

## Richmond, Va.:

The Department of Finance here has finally discovered that it hits the jackpot on its parking meters despite the number of slugs and foreign coins deposited. Examination of the records of the department shows that the number of dimes accidentally dropped in the meters far exceeds the loss sustained. The total income for 1948 was \$65,312.53 as compared with \$64,872.34 the previous year.

## Los Angeles:

Bud Parr is busy showing off his new Olympic Shufflescore, a coin-operated scoring unit for his Olympic shuffleboards. However, he points out, the scorer is built to fit any board. Parr's System Amusement Exchange showroom is also featuring the new 16-foot Olympic board cut down to scale, even to the size of the weights. . . . William J. Sparrow, Santa Barbara, and Carl Robertson, Anaheim operator, were visiting the boys last week.

James Parks, in the auto business in Honolulu, concluded a deal with William R. Happel Jr., of Badger Sales, to handle Drink-o-Mat machines on the islands. Mrs. Rosa Tyroler, said to be the only woman cigarette vender on the Coast, placed an order with Happel for some Keeney cigarette machines.

Gabe Orland, of California Music Company, is listening to all his friends to see if somebody can't come up with an original remedy for his cold. Sammy Ricklin, of the same firm, predicts the record business will hold up during '49. . . . Two more coin operators seen on the street recently were Lee Wirt, Montebello, and A. T. Felkins, Santa Barbara.

Tommy Logieuri, former St. Paul operator, is going into business here, according to reports from Pico Street. . . . Some jobbers say they used to look forward to going back to Chicago for the convention and some snow. Now that the white stuff is no longer a local novelty a few of them have decided to forego the trek.

Bill Winant, who operated at the Barstow, Calif., marine base, journeyed to Sun Valley to participate in the recent ski tournament. He is a nephew of the late John C. Winant, who was ambassador to Great Britain. . . . J. H. Hopkinson, Colton, and Don Peters, South Gate, were making the rounds recently. The same goes for E. L. Hillard, Paso Robles coinman.

Two of the W. H. Leuenhagen Company repairmen came to grief in the unusual snowstorm which blanketed Southern California. Lee Knox and Bill Curry piled up their cars on the slick pavements. Larry Jackson, always the busy record salesman, still had time to be present when his champion springer spaniel presented him with five pups. He'll keep two of them to take thru field trials when they're old enough. Incidentally, he's vice-president of the Springer Spaniel Club of Southern California. . . . Frank Walnut, Morro Bay coinman, was in town to look over new merchandise. . . . Val Dente, Pacific Coast rep for the National shuffleboard, reports biz for 1949 looks good.

Other recent visitors on coin machine row included Bob Donahue, Pismo Beach; William B. Downing, Downing Music Company, Fresno; L. G. Wagner, San Bernardino; Mr. and Mrs. Fred Allen, Bakersfield; J. M. Holmes, Glendale; L. G. Wagner, Colton; Jack Bahler, Inglewood; Jimmy Hume, Palm Springs; A. J. Carlton, San Diego, and Perry Irwin, Ventura.

Other recent visitors included Clyde Truss, Oceanside; Ernest Bryant, Glendale; Bert Regan, of Remac Music Company, Downey, and Jack Goodman, of the Stanley Little Company, Long Beach.

Oak Manufacturing Company has taken over a large plant. The move was necessary due to increased sales of its Acorn penny vender, it was reported. . . . Carl Fisher came up from Inglewood to say hello to the gang on coin machine row. Gene Anderson, Oceanside coinman, was another recent visitor.

Bud Parr, of System Amusement Exchange, is sending out paper streamers (See LOS ANGELES on page 102)

# COINMEN YOU KNOW

## Los Angeles:

(Continued from page 101)

six feet long with each Olympic Shuffleboard for locations to advertise the game. Parr misses no tricks when it comes to publicizing his Olympic boards. . . . A. L. Miller was in town from his headquarters in Blythe to pick up more platters for his music route.

Ed Wilks, of the Paul A. Laymon Company, is pointing out the features of Baby Face, the new United Manufacturing Company game. Another new one on the show floor is Chicago Coin's Holiday. Lloyd Barnes, who has been operating in these parts more years than he likes to recall, visited the Laymon headquarters last week with his son. . . . Al Cicero, Santa Monica operator, also was making the rounds.

William A. Happel, of Badger Sales, is trying out a new coin-operated hot doughnut machine on the floor. In the meantime he's waiting for games from the show to arrive. Telecard, the new Gottlieb game, is already in and he expects some Keensy consoles in the next few days.

Nels Nelson, of the Ray Powers Company, is having a tele-radio phonograph set assembled by the company engineer. He figures to save around \$700 on the deal, which isn't bad. . . . Ken Ferrier came down from Oxnard last week to look over the coin machine situation; ditto for Ivan Wilcox, who motored down from Visalia. . . . Clyde Denlinger, Laguna Beach coin operator, went to Chicago for the CMI show.

While Walter (Solly) Solomon, manager of the E. T. Mape Company Los Angeles office, is in Chicago the operation is being handled by Frank Butterfield. Last week the firm had a visitor from Bakersfield, Mrs. Irene Boling.

John Lantz, operator, has returned from the East where he attended the funeral of his father. . . . Syl (Pop) Burris came into town from his suburban headquarters in Montebello. . . . George Culver, San Diego, also was on coin machine row.

Harold Smith, Gardena record op, says he'll need a boat if the rain keeps up out his way. . . . I. B. Gayer, San Bernardino, was in town last week. . . . A couple of more regulars are Todd Faulkner, who operates around Signal Hill, and Perry Irwin, Ventura.

Dudley Trojan, of Trojan Novelty Company, is settled in his new Inglewood headquarters. . . . John Ketcherski made the rounds again recently. That must mean everything is all right down Long Beach way. . . . F. Walnum was down from Morro Bay again last week.

Tommy Walker, president of the San Gabriel Valley Coin Operators' Association, reports that he's trying to work out a deal with Los Angeles music men. They're still working with the \$8 top in the valley, it is reported. He'll have an announcement to make within the next few weeks that should be of interest to operators.

C. A. Robinson, of the C. A. Robinson Company, visited the show in Chicago. Before returning home he plans to visit New York.

## Frisky, Bally Five-Ball, Bows At CMI Exhibit

CHICAGO, Jan. 22.—Bally Manufacturing Company introduced a new five-ball game called Frisky at the 1949 Coin Machine Institute (CMI) convention and exhibit held at the Hotel Sherman here this week. Firm also showed the one-balls, Citation and Lexington; De Luxe Bowler and Multi-Bell, a console.

Frisky features kicker bumpers, magnetic roll-over buttons, bonus build-up, a changing value kick-out pocket and a pair of kick-out pockets near the outhole which gives players extra chances to run up a high score.

### Point Scoring

As the ball drops thru Frisky's playfield, it caroms off bumpers and into pockets rolling up points. When the ball passes near the center of the playfield it crosses over three silver roll-over buttons, which, when contacted, alter the course of the ball thru a magnetic action. Actually the amount of change in direction which the three magnetized buttons have on the ball depend on how fast it is moving when it passes over these buttons. A slow-moving ball kicked up from the game's flippers will be advanced to a higher point on the playfield, while a swift-moving ball will only have its course slightly altered to either side of the playfield.

The new five-ball stresses fast action and the use of combination plays and player-controlled action. Its two kick-out pockets, which flank the outhole, maintain player interest until the final ball has come to rest in the outhole. Ball nearing bottom of playfield can either drop out of play or into one of the channels leading to one of the bottom kick-out pockets. If ball goes into one of the bottom kick-outs, it is shoved near the kicker bumpers so that player using the flippers may then guide the ball over the magnetized buttons, which in turn shunt the ball against more scoring bumpers. This helps players win additional points or replays.

New games, bells, arcade pieces and the first showing of shuffleboards were among eye-catchers as conventioners made their initial tour of the exhibits in the Hotel Sherman. Several firms augmented their booth displays with room showings in the Sherman and the Morrison Hotel. In fact, the Morrison was a beehive of music activity with AMI, Rock-Ola, Aireon, H. C. Evans, Trans-Vue and several other manufacturers showing music wares. However, Bello-Matic, displaying five new bells in their 440 suite, had the big crowd. With Vince and Grant Shay as hosts, the national distributor of Mills bells entertained all convention visitors with a top talent floor showing each evening of the CMI show. Food and beverages were served all evening.

Sam Lewis, Chicago Coin, was telling visiting operators about the firm's Shuffle-King (22-foot) and Re-Bound (9-foot) shuffleboards as he really enjoyed his work. He claims that once the operator gets acquainted with the Chicago Coin Dura-Life playfield the rest is easy. . . . Most operators were surprised to learn that Harry Williams was the new president of CMI and that Dave Gottlieb had finally stepped out of the spot he handled so well for many years. Veteran observers opined that Williams also will prove to be a good chief executive of CMI and add further to the stature of the industry.

Exhibit Supply had its usual spot in the Exhibition Hall as well as its customary fine booth display. One of its new items was the revamped model of the Dale pistol game. Exhibit is making this piece under an exclusive license arrangement with Dale and has done a complete job of dressing up the game as well as putting all standardized exhibit parts in the mechanism. . . . With the election of H. F. (Denny) Dennison as a CMI director, once again a music man joins the association's lawmakers.

D. Gottlieb & Company drew attention thru its new five-ball, Telecard, and also with its interesting Robin Hood game set-up. This is the same specially tooled game displayed at the show last year which permitted conventioners to see its most minute inner workings. This special model also served to point up the precision work which goes into the mechanism of the modern amusement game. Alvin Gottlieb, firm's advertising manager, was a busy beaver on the convention floor, greeting distributors and well wishers. . . . Among the missing at the show was Jim Gilmore, who had been secretary-manager of several former shows.

Heavy attendance on the first day of the show belied some earlier reports that this would not be a big show. Most operators interviewed declared they were impressed by the optimism that prevailed at the show. . . . Gil Kitt, of Empire Coin, had a wide variety of machines in his booths. Ralph Sheffield, his partner, and Howie Freer, head of the vending and export departments, helped him greet visiting operators.

One of the busiest spots on the exhibit floor was the United Manufacturing Company's display, where operators from all parts of the country joined with distributors to say hello to Herb Oettinger, Billy De Selm and Ray Riehl. Firm's newest game, Baby Face, was on display, as was a new penny pin baseball game. While United had no official open house schedule at the plant, visitors crowded the factory thruout the week, and the firm's suite on the 12th floor of the Sherman was also a popular meeting place. Lyn Durant, firm president, was kept busy all week renewing old acquaintances at all three places. Among the distributors who spent a bit of time with the United group were Sam Taran, in town from Miami, and G. A. Carr, Southern Amusement, Memphis.

# Convention Notes

Sunday's distributor meeting held by AMI at the Morrison Hotel got the convention off to a good start, with 70 guests present at the Roosevelt Room for a dinner sparked with entertainment and good food. John Haddock, president, and Lindy Force, sales manager, were hosts at the meeting, cocktail party and dinner, at which all of the AMI distributors were present.

Also on Sunday at the Morrison was another distributor meeting and dinner, this one held by Rock-Ola. Art Weinand, firm's sales manager, was busy thruout the afternoon and evening, and some 150 guests were on hand for the evening's entertainment. The Rock-Ola music machine, plus a 16-foot shuffleboard, were the featured attractions. During the week, in conjunction with its open house celebration, the firm conducted a clinic on shuffleboards for operators and distributors. Capacity attendance marked these sessions.

Aireon Manufacturing Corporation drew a heavy attendance from Sunday thru Wednesday night at its Morrison Hotel headquarters where the firm's new Coronet with Tonar was on display. Bernard D. Craig, general sales manager for the firm, headed the Aireon representation, which included regional managers from all over the country.

High up at the Morrison, in the Bungalow Penthouse where the Trans-Vue Corporation display was housed, visitors found Rudy Greenbaum, president; Fred Mann, and Ben Palastrant, vice-presidents on hand to show the new television unit. Execs were easily recognizable by operators with whom they were not personally acquainted by their novel ties, bearing the firm's name. A little trouble with power lines early Monday failed to put a damper on the exhibit, and Greenbaum, Mann and Palastrant continued their tours of the exhibit until power was restored by house electricians.

A 23-hour motor trip brought New Yorkers Dave Lowy, of Dave Lowy & Company; Sam Bushnell, of Standard Factors, and Morris Rood and Irv Kempner, of Runyon Sales Company, to Chicago. Rood and Kempner joined Barney Sugerman, Runyon top-kick, on duty at the AMI booths. With Runyon, one of the earliest Dennison appointees to handle the Solotone entertainer, the staffers attended the Dennison distribs' breakfast January 19.

Jack Mitnick, of Beacon Coin Machine Company, Boston, on his feet hours each day visiting display booths despite the handicap of crutches. Altho a plaster cast had been removed from his leg, following an accident a few months ago, Jack's leg is still far from healed. . . . Ed Barnett, of New York's Cameo Vending Service, helped out at the Silver King Corporation exhibit.

Al Denver, president of Gotham's Automatic Music Operators' Association (AMOA), and Sid Levine, the organization's attorney, were busy attending conferences and formal meetings of the Music Operators' Association (MOA). . . . Tony Rex, of Rex-Lee Enterprises, producer of an adapter assembly to control commercial television thru juke boxes, was an interested viewer of coin combo units shown.

Lou Forman, president of Videograph, and Ernie Hufnagel, the firm's chief engineer, report interest still high in their combination television-juke box, in operation over a year. With three commercial sets shown, in addition to the combo, crowds gathered at the Videograph booth each afternoon to view telecasts. Miles Forman, Lou's brother, kept things running at the firm's New York office during the run of the show.

Sam Malkin, of Malkin-Illion, didn't show his cigar vender this year.

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DAILY RACES . . \$ 99.50	MANHATTAN . . . . . 69.50	JENNINGS
SPECIAL ENTRY 169.50	SALLY . . . . . 169.50	CHALLENGERS,
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SPECIAL . . . . 89.50	WISCONSIN . . . . . 129.50	Clean . . . . . \$325.00
	YANKS . . . . . 99.50	RESERVE BELL. 395.00
		TWIN BONUS
		SUPER BELL,
		5/5c . . . . . 395.00
		TRIPLE BELL . . 395.00

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but attended to see what was shown in the way of venders. This was Sam's first solo trip since his marriage three weeks ago. . . . Herb Klein, sales manager of International Mutoscope Corporation, left after the show closed for a biz trip to the West Coast. . . . Bert Lane and Harry Pearl, who recently announced their association in the new company, Bert Lane, Inc., were on hand at the Genco booths. Lane is factory representative for the game manufacturer.

Mike Munves and his brother, Joe, of the Mike Munves Corporation; Al Blendow and Al Meyers, of Blendow & Meyers, and Bill Rabkin, of International Mutoscope, had their booths fitted out as miniature arcades. Each of the large Eastern firms had a variety of equipment on display. . . . Phil Mason, head of Mason Distributing, spent a good part of his time in the lobby of the Sherman in private confabs with other outlet execs.

John F. Frantz, head of J. F. Frantz Manufacturing Company, Chicago, busy during the three-day CMI conclave. He put special emphasis on his new conversion column for old model Pace scales and beamed proudly when he got into stride describing his new general scale model. He had his new pin game, Bridgeball, tucked away in his suite and reported excellent comments on its action. . . . John K. Bennett, Eastern representative for J. R. Giesler & Associates, Los Angeles, makers of the Landis Aristocrat popcorn vender, announced termination of his connection with the company. He plans to take up other activities in the coin machine field.

John Conroe, J. H. Keeney & Company, was a regular evening attendant at the Keeney booth during the show. He says operators evidenced a good deal of interest in the new Keeney Kleenex vender, the bell consoles and the de luxe cigarette vender. A plant showing of the same equipment also paid off handsomely in visitor attendance. . . . Jack Nelson, major domo of Jack Nelson Company, Chicago, was also on hand to extend greetings in his cordial manner. The Nelson booth was a popular place, showing the Pop 'n' Hot popcorn vender, bar bracket and other Nelson lines.

H. F. Burt, prexy of Silver King Corporation, was seen constantly scooting about the exhibit halls. He descended upon his own display at regular intervals, tho, to greet old friends and make new ones. . . . Richard Groetchen, head of Groetchen Tool & Manufacturing Company, was another old-line coinman to put in appearance at the 1949 CMI meet.

Not represented in the Exhibition Hall was Hayes-Sloan Products Company of Detroit, manufacturer of a coin-operated bowling ball cleaning machine. But G. W. Hayes placed one of the company's machines on location in the Dearborn-Jackson bowling alley for convention-goers who happened to drop by. This machine, withdrawn at the show's end, was the first Chicago appearance of the Hayes-Sloan unit.

Frank Doyle, who introduced the Master Chef hot coffee and soup machine, is moving his family from Dallas to Chicago following his appointment as general-sales manager for Alco-Deree Company, Chicago. Alco-Deree will make the Master Chef unit. . . . Morris Nozette told friends at the CMI show that he will marry Helen Miller March 12 in Chicago. Morrie heads up Bradley Associates, Chicago distributing organization.

A delegation of Latin-American coinmen and their ladies flew up for the coin show. The group included Oscar Linares, H. Nichol Company, Guatemala City, Guatemala; Jose Lamadrid, Jose Negrone Company, San Juan, Puerto Rico; Walter T. Sims Jr. and Mrs. Sims, Maquinas de Musica Sims, Panama, and Jose Mendez, Fonografos Automaticos, Havana.

Harry Liel, veteran Cleveland coin-

man, came to Chicago after a trip to Columbus, O., where he assisted operators in forming a music association. . . . Tom Schwartz, Topeka, Kan., operator, who likewise heads up Ambassador, Inc., came into the show after a swing around the Midwest and East showing his front for the Wurltzer 1015.

Perhaps the visitor who traveled the greatest distance to the CMI show was R. C. Williams, general manager of the Philippine Amusement Enterprises with offices in Manila and Tokyo. Williams reported his firm was now sending some juke boxes into army establishments in Japan, and that before long he expected to see accelerated activity in the coin machine field in the islands. He left Chicago by plane Wednesday, headed for California and the Philippines.

Mike Imig Yankton, S. D., and Norman Gefke, Sioux Falls, Ia., were busy commuting between the exhibit floor and the music meetings on the first floor. . . . Herman Paster, here from his Minneapolis-St. Paul headquarters, still was sunburned from his recent California jaunt. . . . Also in town from the Twin Cities were Hy Greenstein, head of Hy-G Distributing, and Willie Cohen, head man at Silent Sales.

F. McKim Smith, Atlantic City operator and arcade owner, here for the show, reported NAAMO, of which he is the president, would convene in Atlantic City January 26 for its annual meeting. Mrs. Smith was prominent with her wide variety of hats. . . . David Rosen, Philadelphia, arrived early so that he could attend the AMI distributor meet, held Sunday (16), and stayed right thru the show.

Bob Wentzel, Automatic Game Supply Company, St. Paul, was another visitor who arrived Sunday for the AMI meet, and was seen on the convention floor and at the AMI headquarters in the Morrison Hotel. . . . Chuck Johnson, Peoria, Ill., operator, came in for a look-see and resumed his record talk with Hal Cook, who has been promoted to a new job at Capitol and no longer travels that territory. . . . Henry Fox, Solotone (Dennison Sales Company) representative in New Orleans, stayed over until Friday. He reported his children had asked him to bring them some snow home.

William W. Shayne, Shayne Dixie Music Company, Miami, stayed in town until Tuesday, when he flew to Washington. Shayne was a delegate to the Democratic National Convention last year, and was a guest of Florida officials at the inauguration of President Truman in the capital Thursday. . . . Omer N. Babb, Central Service Sales Company, Kokomo, Ind., made the Sherman his headquarters thruout the week, as did Nathan Allen, Ten Ball Novelty & Manufacturing Company, Birmingham.

### Gould Enterprises Debuts Scorer for Coin Shuffleboard

CHICAGO, Jan. 22.—A glass-enclosed scoring system for shuffleboards was the principal item exhibited by Dan Gould Enterprises, Chicago, at the CMI show here this week. The scoring system was in constant operation and buttons were provided for visitors who wished to stop the action of the system to study it both before and after activation.

Gould likewise showed a new line of live rubber tips for plungers, replacing the synthetic tips the firm carried. Operator's price on the tips will be a nickel each, but most of the output will go to games manufacturers for inclusion on new pinballs.

A set of wooden and aluminum "rail savers," for pinball games, was the third new item on display at the Gould booth. The rail savers—three to a set—are being delivered to operators for \$4.

### New Sun Tan Lotion Vender Introduced At CMI Convention

CHICAGO, Jan. 22.—National Service Associates, Philadelphia, introduced the Sunstan Automatic Sun Tan Lotion vender, priced at \$345 (\$299 on orders of 10 and over) during the CMI show this week. Unit is designed for outdoor locations at beaches, pools, tennis courts and similar spots, and dispenses one ounce of lotion for a dime (both dimes and nickels may be used). Each operation is accomplished in 30 seconds.

The vender is manufactured by Stan Manufacturing Company, King of Prussia, Pa., and nationally distributed by National Service Associates. The special lotion, developed by the machine's manufacturer, is atomized and sprayed upon the customer's body thru a fine nozzle, under 60 pounds pressure. Three separate screens prevent blockage of nozzle by foreign matter. Vender, weighing 105 pounds, is 60 inches high, 19 inches wide, 16 inches deep.

First test installation of the Sunstan vender was made in Philadelphia July 4 last year, National Service reports. Additional pilot-test units were installed during succeeding months, as production line assembly was being set up for operation. Plant production capacity is 25

### Bill Would Ban Games in Calif.

SACRAMENTO, Jan. 22.—A bill designed to ban automatic games in California is being readied for introduction in the State Assembly this week.

Thomas Caldecott, author of the bill, proposes to make possession of an automatic game illegal. The legislator said that under the present law it is impossible to seize a machine unless actual play is witnessed. Under the new bill anyone possessing a machine could be prosecuted regardless of proof of intent to use it for gambling purposes.

The patented, non-allergic lotion used is supplied by the manufacturer, thru the distributor, at \$6.80 per gallon. Machine will serve 175, or more, customers with each gallon, giving a \$12.80 minimum return for every gallon of lotion, according to the machine's manufacturer.

National Service Associates officials declared that regional distributors would be appointed during the near future, and that Stan Manufacturing Company was currently at work on several new-type venders which would be announced "some-time later this year."

## CLEARING OUT SALE

82 CONSOLES		MISCELLANEOUS	
Bally Draw Bells	\$175.00	20 Rock-Ola Lobby Scales, Ea.	\$ 49.50
Bally Deluxe Draw Bells	225.00	5 Mills Scales, Ea.	59.50
Bally Big Top, P.O.	39.50	1 Kirk Astrology Scale, 5000 Tickets	79.50
Bally Sun Ray, F.P.	39.50	1 Wurltzer 800	149.50
Keeney Super Bonus Bells	250.00	1 Wurltzer Counter 71 & Stand	69.50
Keeney Twin Super Bonus Bells	450.00		
Keeney Super Bell, F.P.	49.50		
Keeney 5/25 Twin Super Bell, P.O.	79.50		
Keeney 4 Way Super Bell, P.O.	149.50		
Pace Reels and Saratogas	39.50		
Watling Big Games	39.50		
Jennings Bobtails	39.50		
Baker's Paces, 30 to 1 Odds, D.D.	143.50		
Mills Postwar Three Bells	139.50		
(ALL \$39.50 CONSOLES 3 FOR \$100.00)			
SLOTS		FIVE BALLS	
20 Mills Vest Pockets, Ea.	\$ 39.50	Humpty Dumpty	\$109.50
25 Mills Q. T. Ea.	49.50	Robin Hood	119.50
2 Mills 5¢ Black Cherry, Ea.	85.00	Singapore	49.50
1 Mills 10¢ Black Cherry	95.00		
20 Mills Blue & Brown Fronts, Ea.	69.50		
1 Mills 5¢ Black Front, H.L.	59.50		
1 Mills 25¢ Black Front, H.L.	69.50		
2 Mills 25¢ Club Consoles, Ea.	95.00		
2 5¢ Watling Rotatops, Ea.	59.50		
2 25¢ Watling Rotatops, Ea.	89.50		
1 1¢ Watling Twin	29.50		
1 5¢ Pace Chrome	85.00		
1 5¢ Pace Console	85.00		
1 10¢ Pace Console	95.00		
1 25¢ Pace Bantam	29.50		
1 5¢ Jennings Dixie	69.50		
1 5¢ Jennings Black Hawk	109.50		
1 25¢ Jennings Dutch Boy	29.50		
1 10¢ Jennings Club Console	59.50		

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CROSSFIRE  
KILROY  
MISS AMERICA  
SURF QUEEN  
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SUPERLINER  
FIESTA  
SEA BREEZE  
STEP UP  
STATE FAIR  
SUSPENSE  
BAFFLE CARD  
FAST BALL

**\$17.50 ea.**  
OR  
**3 for \$50.00**

**SEA ISLE  
MYSTERY  
RANGER  
PLAYBOY  
LUCKY STAR  
HAVANA  
MAISIE  
WHIZ**

**\$29.50 ea.**  
OR  
**3 for \$75.00**

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REGULAR \$249.50  
Lots of Five, Ea.

# \$32.50

Sample, \$37.50

**COLUMBIA DOUBLE JACKPOT BELL**

Factory reconditioned like new

**SPECIAL \$85.00 EA.**



Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance.

Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lb. wt.

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**WRITE FOR FREE CATALOG**



**Abco NOVELTY Co.**

2009 W. IOWA ST. PHONE EVERGLADE 4-3823 CHICAGO, ILL.

# Genco Five-Ball Floating Power In 1st Showing

CHICAGO, Jan. 22.—Genco Manufacturing & Sales Company this week introduced Floating Power, a new five-ball game stressing rebound action, sequence and bonus scoring and the use of roll-over buttons and power bumpers which score and kick from any angle when contacted.

In playing Floating Power, the patron tries to make all numbered bumpers. Altho numbers do not have to be made in order, when player makes the 1-8 series, a knockout pocket near mid-playfield lights up. If player drops a ball into this lighted hole he can win replays. Later if player completes the 1-12 series, another kick-out pocket lights up, setting up the possibility of additional replays.

Floating Power's bonus chart scores up to 300,000 points which are collected by guiding a ball thru a roll-over switch between a pair of flippers just above the out-hole. This chart also stores up to 12 replays. One of the player features of Floating Power is that once the bonus chart points or replays are collected the bonus still remains on the board for the player to shoot at if he has additional balls left after his first bonus collection.

New Genco game's playfield has scoring bumpers and rebounds placed at both sides and near the bottom of the playfield, which gives players a better opportunity to set up combination plays by the use of Floating Power's flipper, power bumpers and stretch rebounds.

## Williams' New Game, Tucson, In Production

CHICAGO, Jan. 22.—The Williams Manufacturing Company display at the CMI show was highlighted by Tucson, firm's newest five-ball game, which scores over 9,000,000 points. Playfield contains numbered bumpers, 500,000 point bumpers, roll-over switches, stretch rubber rebounds and bumpers which score and kick from any angle.

Top of playfield has several bumpers and scoring gimmicks which tend to give player many points at the beginning of each new ball in play. Following this action, ball drops toward kicker bumpers which give the ball a sharp kick toward other bumpers. When these kick the ball toward game's powered flippers, player with the aid of skill and co-ordination can flip ball high on playfield. If flipper action is timed correctly, player can keep ball bounding between Tucson's flippers and its kicker bumpers. Due to this stepped up cross action and combination play it is possible for player to have a low score for his first four balls and come back with 5,000,000 or more points on final ball and win replays.

One of the game's features is its location of stretch rubber rebounds. Tucson stresses the use of the long narrow type which gives extra bounce to moving ball set up. Replays may be won by high score, making the numbered bumpers and later going thru side roll-over switches either from the conventional top entrance or from its bottom side.

## Record Reviews

(Continued from page 34)

RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

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

**HAT JAZZ**  
**DEXTER GORDON**  
(Dial 1018)  
**Ghost of a Chance** 70--70--70--70  
Gordon plays a couple of choruses of the oldie in an accredited Lester Young-ish fashion.  
**Mischievous Lady** 67--69--65--67  
Melodic ensemble figures aren't bolstered by some ordinary tenoring and tram work.

**DEXTER GORDON & WARDELL GRAY**  
(Dial 1017)  
**The Chase, Parts I & II** 75--80--75--70  
Two sides of a couple of Lester Young influenced tenor men carving each other. Gray's tone and ideas give him the victory, but it's side two which should win juke coin.

**ILLINOIS JACQUET ORK**  
(Victor 20-3278)  
**Embryo** 78--82--80--72  
Well-constructed opus with neat minor riff and tasty short solos by tenorist J. J. Johnson and tenorist Jacquet.  
**A Jacquet for Jack the Bellboy** 75--78--74--74  
Jacquet spins off a tasteful tenor solo in a slow bluesy fashion dedicated to the Detroit disk jockey.

**RED RODNEY'S BE-BOPPERS**  
(Dave Lambert-Buddy Stewart)  
(Mercury 8906)  
**Gussie C.** 75--80--75--70  
Reissued from a Keynote master, this is one of the finest bop sides to date. Spots superb Red Rodney trumpet and bop scatting by Lambert and Stewart as well as fine rhythm support.  
**Perdido** 75--80--75--70  
The same group on the same original backing turn out more bop of a high standard.

**FOLK**  
**JERRY AND SKY**  
(MGM 10347)  
**Orange Blossom Special** 73--73--72--74  
Breakneck guitar and fiddle train stomp with incidental chanting is effective.  
**Driftwood on the River** 62--51--62--63  
Male duo hill warbling and yodeling of no special import.

**JERRY IRBY**  
(MGM 10345)  
**Don't Count Your Chickens** 64--64--63--65  
Novelty production with warbling and Tex Williams-style talking doesn't come over.  
**Texas Gal Polka** 61--60--61--62  
No bite or sustained interest in this polka instrumental, adequately performed tho it is.

**PRAIRIE SCHOONER BOYS**  
(Crystal 187)  
**I'm Sending Olga Back to the Volga** 55--57--55--55  
Nothing special happens after the catchy title.  
**Preacher Smith** 54--54--54--54  
Polk story ballad lacks humor or spirit.

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

**FOLK**  
**ROY ROGERS**  
(Victor 20-3313)  
**That Miss From Mississippi** 82--82--81--83  
Rogers does engagingly with a gay novelty ditty that has click earmarks.  
**I'm A-Rollin'** 75--75--73--77  
Easy, carefree warbling of an okay cowboy-on-the-trail opus.

**BILL BOYD & HIS COWBOY RAMBLERS**  
(Victor 21-0000)  
**Too Blue to Care** 66--66--67--68  
Routine Western torcher competently but uninspiredly sung and orked.  
**I Always Lose** 65--65--64--66  
Same story—technically superior, with clean orking, strong beat, good warbling—but shy of feeling.

**JESSE ROGERS & HIS '49ERS**  
(Victor 21-0001)  
**Within This Evil Heart of Mine** 61--61--60--62  
Weeper is dully performed.  
**Sweeter Than the Flowers** 63--63--62--64  
A late, and not especially striking rendition of the hit tearjerker.

**JACK ROGERS**  
(Crystal 184)  
**Why Live If I Can't Be With You** 67--67--65--69  
Warbler's falsetto-break style and easy orking make for a fair Western item here.  
**Stars Over Old Santa Fe** 57--57--56--58  
Pop-styled ballad in rumba time doesn't convince, with vocal and ork work shy in force.

**JIMMY MAYO & HIS MOJAVE MESQUITEERS**  
(Crystal 152)  
**I'm Not Particular** 77--77--77--77  
Mayo's casually corny delivery is inimitably effective as he gets the best out of a really funny piece of material.  
**Git Along Home, Cindy** 70--68--70--73  
Stomping hoedown, with a good old-time fiddle setting the pace.

**GEORGIA SLIM**  
(Mercury 6146)  
**Leather Britches** 76--76--76--76  
Traditional hoedown, with a wonderful beat and real champeen fiddlin'.  
**Texas Wag'ner** 78--78--78--78  
Another one, even more rousing and compelling.

**CLAUDE SHARPE-THE OLD HICKORY SINGERS**  
(Columbia 20518)  
**Darling Nellie Gray** 70--70--70--70  
Back-country quartet does nicely with the fine old folk number.  
**Sweet Kitty Walls** 67--67--67--67  
Good feeling in rendition of another traditional ditty.

**CHET ATKINS**  
(Victor 20-3294)  
**Don't Hand Me That Line** 65--65--64--66  
Atkins warbles a fair bit of doggerel well enough. Backing okay.  
**The Nashville Jump** 63--63--62--64  
Medium tempo getoff, with guitar and fiddle jazz solos.



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**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**

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**FOLK**  
**ROY HOGSED**  
(Capitol 40141)  
**Take That Slow Train Thru Arkansas**  
Good regional feeling in this Southwestern ditty, honestly delivered.  
72--72--71--73  
**Twenty-Five Chickens, Thirty-Five Cows**  
Clever comic ditty sung and orked with fine swing and back country humor.  
74--74--73--75

**MONTANA SLIM - THE BIG HOLE BRONCO BUSTERS**  
(Victor 20-3293)  
**Just An Old Forgotten Letter**  
Strongly tearjerker projected could score in the bathos derby.  
78--78--78--78  
**If We Can't Be Sweethearts, Why Can't We Be Friends?**  
In same vein as flip, side doesn't have nearly as strong impact.  
66--67--66--68

**SMOKEY SMITH & THE GOLD COAST BOYS**  
(Crystal 197)  
**The Gold Coast Express**  
Bright jazz ditty is instrumental most of the way. Lyric shows little strength.  
56--56--56--56  
**I Love You So Much It Hurts**  
This late coverage of the folk hit may pick up some of the gold dust, but no solid nuggets.  
74--72--74--76

**DANNY DEDMON & HIS RHYTHM RAMBLERS**  
(Imperial 8045)  
**Drinkin' Beer All Night**  
Tangy warbling gets some fine help from the tap room pianist and rural fiddler, but doesn't have much material to project.  
65--65--65--66  
**Hootchie Coochie Woogie**  
Rural boogie blues has a strong beat that could pull some juke coin, despite lack of lyrical interest.  
69--68--68--72

**OKLAHOMA ED MOODY**  
(De Luxe 5054)  
**No Alibis**  
Domestic harangue makes listening flare in a colorless rendition.  
55--55--55--55  
**Don't Look Down on Me**  
This sympathy provoker is better suited to Ed's limp delivery.  
68--68--68--68

**JIMMY WIDENER**  
(De Luxe 5055)  
**Take It or Leave It**  
Listless vocal and full orking here.  
53--52--54--54  
**Come a Little Bit Closer**  
Bright old-timey folk ditty comes out pleasing but inconsequential market-wise.  
64--64--64--63

**SMOKEY SMITH & THE GOLD COAST BOYS**  
(Crystal 191)  
**The Midnight Train**  
Rich folk lyric projected with proper gusto and sincerity merits wide-spread spinning.  
76--76--75--72  
**My Daddy Is Only a Picture**  
Smookey is less convincing with his late version of the folk hit.  
68--66--68--70

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**JIMMY GRISSOM**  
(MGM 10337)  
**California Blues**  
No force or conviction in this blues performance, with a too slick and ordered backing.  
57--57--56--58  
**Your Footsteps 'Round My Door**  
Warbler does a great deal better with this side, showing himself at home with ballad material.  
67--67--66--68

**KING PORTER ORK**  
(Imperial 5032)  
**That Early Morning Boogie**  
Conventional small combo jump boogie, competently piped and orked, but without a special commercial pitch.  
66--66--64--68  
**Goodbye Doretha**  
(Alton Bodd)  
Warbler rocks a fair medium-tempo blues, with adequate ork support.  
64--64--63--66

**"DUSTY" FLETCHER**  
(National 4018)  
**She Sure Makes a Fool Out of Me**  
The "Open the Door, Richard" man applies his old-time vaude recitation style to a so-so hunk of material with weak result.  
55--55--52--58  
**The Last Clean Shirt**  
A tiresome narration without point or pungence. Fletcher's delivery here is uncertain and dull.  
50--50--50--50

**DAN BURLEY & HIS SKIFFLE BOYS**  
(Exclusive 77-X)  
**Skiffle Blues**  
Dirty growl trombone, good tenor sax, some old-fashioned Burley pianistics add up to make for some lowdown back-room blues.  
71--70--70--72  
**Chicken Shack Shuffle**  
Another rickety-tick side with Burley stinging some nothing lyrics.  
58--57--57--60

**MABEL SCOTT**  
(Maxwell Davis Ork)  
(Exclusive 57X)  
**A Bippity Be Bop Pony**  
Fine up-and-coming thrush swings a nonsense novelty ditty in front of some class orking. Diction could have been clearer, however.  
71--73--69--71  
**Right Around the Corner From Basin Street**  
Gal shows an exciting Anita O'Day quality on this hunk of material. Sock backing again, and a gal in, unfortunately, muffled diction.  
70--70--70--70

**THE RAVENS**  
(National 8064)  
**Always**  
Sock warbling, with lead bass Ricks in top form. Should be a big one for the group.  
84--84--84--84  
**Rooster**  
Believe it or not, the Ravens take a fling at a comedy hillbilly work here. Result is dismally unfunny.  
50--50--50--50

**FOREST CITY JOE**  
(Aristocrat 3101)  
**Memory of Sonny Boy**  
Honest old blues feeling in warbling and harmonica backing on this tribute to a legendary Deep South blues chanter.  
72-70-72-74  
**A Woman On Every Street**  
More authentic old-style Deep South blues.  
67--67--67--68  
(Continued on page 106)

**Q and A on Taxes:**  
**What Info Do You Need on Income?**

(Continued from page 55)

ferred severe injuries. The case went to trial and I was awarded a verdict of \$25,000. Must I report this as income on my return?

A—Amounts received as a settlement or on a judgment for personal injuries are not considered income.

Q—I am divorced from my husband and there is a provision in the divorce decree which makes him liable for the support of our child. The divorce decree allows me \$60 a week, \$25 of which is for the support of the child. Must I report this as income in my tax return?

A—Where a wife receives periodic payments under the terms of a divorce decree she must report the monies received as income. However, this provision does not apply to any periodic payments specifically designated for the support of minor children of the husband. Therefore, you must only report the \$35 a week which you receive as alimony and not the \$25 a week which you receive as support of the child. In this case, your husband would be entitled to claim the child as a dependent.

Q—I composed an opera for which I received the sum of \$50,000 in 1948. This opera took me five years to complete. Do I report the entire \$50,000 in the year 1948?

A—Section 107B grants a relief providing the \$50,000 which is received in 1948 is at least 80 per cent of the total compensation you will receive for this work. The law states that where an artistic work took more than 36 calendar months to complete and at least 80 per cent of the total compensation for the personal services is received in any taxable year, the taxes which you pay on the amount received in 1948 can not be greater than the aggregate of the tax which would have been paid if you had divided the amount received proportionately over the length of time for the work which preceded the date of your receipt of the money. Example: If you began these services January 1, 1944, and completed them December 31, 1948, and received \$50,000 of a total sum of \$55,000 to be paid, you would be entitled to the benefits of this provision. The completion of the opera took longer than 36 months. You received more than 80 per cent of the total payment to be made in the year, namely 1948. You can divide the sum of \$50,000 which you received over the five-year period and recompute your taxes for the prior years. The amount of taxes attributable to the \$50,000 received in 1948 cannot be greater than the taxes attributable to the \$50,000 received divided over the years 1944, 1945, 1946, 1947 and 1948.

Q—I bought my home in Long Island for \$20,000 in 1934 and sold it for \$50,000 last year. Must I report the \$30,000 gain?

A—Yes. Gains on the sale of a personal residence must be reported as income. In your case it would be a long-term capital gain.

Q—I am an entertainer and own an apartment building which is fully leased. I have an opportunity to sell this building, which I no longer desire to maintain, and the sale means a \$10,000 loss. Can I deduct this loss on my return?

A—The Revenue Department and the courts are now in agreement. They now hold that such rental property is business property. Any loss resulting from a sale of business real estate comes under the special provision of Section 117J and the full loss is deductible. However, it should be noted that if you had a gain on this sale the gain would be a long-term capital gain under this section.



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**68**  
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**Record Reviews**  
 (Continued from page 105)

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS (100 Point Maximum)			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
<b>THE TOMCATS</b> (Capitol 15341)	<b>You Better Get Yourself Some Gold</b>	72--75--71--71	Well-done amusing novelty by a group new to the label.				
	<b>Daddy's Lullaby</b>	72--73--72--71	Cute lyrical switch for this lullaby which is not too well performed.				
<b>POPS CRAVATH</b> (Capitol 40142)	<b>Up the Creek Blues</b>	45--45--42--48	Mechanically played up-tempo guitar solo with rhythm backing is unrelievedly dull.				
	<b>Down the Creek Blues</b>	50--47--50--53	Slow blues is better performed than flip, but plucking is still devoid of feeling.				
<b>EDDIE GORMAN</b> (De Luxe 3200)	<b>Don't Worry 'Bout Nothin'</b>	51--50--51--53	Weak song, weak vocal, tho hand work and jazz solos lend some life to the side.				
	<b>My Song While We Dance</b>	61--61--60--61	Over-pretentious song falls pretty flat lyrically and vocally.				
<b>ROOSEVELT SYKES &amp; HIS ORIGINAL HONEYDRIPPERS</b> (Victor 20-3315)	<b>Until the Cows Come Home</b>	66--67--66--68	Lusty projection of a lively, original blues lyric.				
	<b>Living in a Different World</b>	55--55--53--57	Content of this original novelty ditty is the next thing to meaningless, defeating Sykes' okay delivery. Small combo backing is ragged.				
<b>ARBEE STIDHAM</b> (Victor 22-0000)	<b>Your Heart Belongs to Me</b>	83--82--83--84	The logical switch on Stidham's click "My Heart Belongs To You." Warbler gets plenty of heart into this one—could be a follow-up.				
	<b>Stidham Jumps</b>	68--68--66--70	Strong shout performance of a not-so-strong jump piece.				
<b>DO, RAY, ME</b> (Commodore 7549)	<b>How Can I Smile?</b>	83--83--82--84	Trio projects same personal flavor that put over their "Wrapped Up in a Dream"—side has strength to follow up.				
	<b>You Can't Love Two</b>	71--71--72--73	Novelty rhythm trifle is light and gay, but thin of substance.				
<b>THE CALDWELLS-HELEN STEWART</b> (Rainbow 10094)	<b>Bring It on Down to My House</b>	74--74--74--74	Helen Stewart shows herself a stylish, insinuating chirper here, with fine beat and voice. Tune is a slight switch on the Lutchter "Hurry On Down." Lyrics too purple for the other.				
	<b>I Just Found Out</b>	70--70--70--70	Caldwell group gets off a smoochie hunk of note-bending, but don't project quite enough feeling this time.				
<b>ALBERT AMMONS &amp; HIS RHYTHM KINGS</b> (Mercury 8115)	<b>Mr. Bell Boogie</b>	74--72--76--74	Another in the fine series of boogie-woogie sides able Albert has been cutting for Mercury. It has his customary rockin' drive.				
	<b>Lady Be Good</b>	72--71--73--72	Ammons' treatment of the Gershwin classic doesn't have quite the swing as the original blues material on flip.				
<b>MYRA TAYLOR</b> (Mercury 8117)	<b>I'm in My Sins This Morning</b>	64--64--63--65	Thrush has an affecting little-girl air of naivete in her smooth blues piping. She could project stronger and show more of beat, however.				
	<b>Booted</b>	67--67--66--68	She does this self-consciously "hip" rhythm novelty cutely, but underlings it.				
<b>SONNY PARKER</b> (Columbia 30151)	<b>Lay Right Down and Die</b>	64--64--62--67	Warbler displays a strong voice and sincere blues feeling, but the tenor sax and rhythm backing and a mediocre blues lyric don't showcase him to advantage.				
	<b>You Don't Know About Love</b>	71--71--70--72	Parker slugs a storm on this race pop, but again a thoroly negligent backing lets him down.				
<b>BROWNIE MCGHEE</b> (Savoy 5557)	<b>I Was Fooled</b>	83--83--82--84	McGhee's insinuating delivery of this comic material makes for a promising item.				
	<b>Confused</b>	71--71--70--72	So-so ballad job.				
<b>VIOLA WATKINS</b> (MGM 10344)	<b>Hey, Mama (He's Tryin' To Kiss Me)</b>	76--76--74--78	Thrush does a lively vocal and piano bit in a carbon copy of the Nellie Lutchter style. Engaging enough to score despite the imitation factor.				
	<b>My Real Fine Man</b>	71--71--70--74	Real gay and fly, this rhythmic novelty job with small combo backing.				
<b>TAMPA RED</b> (Victor 20-3309)	<b>Sugar Baby</b>	72--72--71--73	Red and the small combo swing a jump blues in catchy style.				
	<b>Poor Stranger Blues</b>	72--72--71--73	Heartfelt blues come thru appealingly.				
<b>ORMONDE WILSON &amp; THE BASIN STREET BOYS</b> (Mercury 8120)	<b>Please Give My Heart a Break</b>	75--75--75--75	Relaxed warbling and small-combo backing on one of the strongest race tunes in months.				
	<b>To Make a Mistake Is Human</b>	70--70--71--72	Simple, straightforward chanting of a fine ballad. Tune has been cut by Ella Fitzgerald and the Murphy Sisters, and should have hit by now.				

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40-69 SATISFACTORY • 0-39 POOR

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**RACE**

**BIG JAY McNEELY & HIS BLUE JAYS**  
(Savoy 682)  
**Benson's Groove** 83--84--82--83  
An after-hours blues that really achieves the mood. Piano and tenor the highlights.  
**Wild Wig** 83--83--81--85  
A tenor sax screamer with frenetic rhythm backing. In the style that seems to be just what's wanted today.

**COUSIN JOE & SAM PRICE TRIO**  
(Decca 48091)

**Beggin' Woman** 84--84--83--85  
A vivid, sincere blues voice in the authentic deep South tradition sings a compelling, earthy blues.  
**Box Car Shorty's Confession** 78--78--72--75  
Ditty has the genuine folk balladry savor indicated in the title.

**MAXINE SULLIVAN**  
(MGM 10343)

**Behavin' Myself for You** 75--76--74--75  
Maxine seems to have abandoned that dedicated hush style, and just steps out and sings, relaxed and natural. Tune has appeal, and thrush brings it out.  
**The Story of Our Love Affair** 71--72--71--70  
Piping okay here, but pedestrian clefting hampers.

**RELIGIOUS**

**THE STAMPS QUARTET**  
(Victor 20-3314)  
**I'll Be Happy** 70--70--70--NS  
A reissue of a religious opus which should still pick up some sales in the South.  
**Singing in My Soul** 73--73--73--NS  
This side of the re-issue has even more potency for the Southern religious mart.

**BAILES BROTHERS**  
(Columbia 20329)

**Come to the Saviour** 75--78--78--70  
Brother team with string band backing serves up a hill country hymn with sobby sincerity that should register regionally.  
**Read Romans Ten and Nine** 76--79--79--70  
Same flavor serves well in projection of a pointed message.

**THE SILVERAIRES**  
(Gotham G-602)

**Farther Along** 73--75--75--68  
Polished spiritual singers harmonize leisurely thru a mellow bit of pious material that should please the old-fashioned folks.  
**So High** 77--80--80--72  
Brighter spiritual is chanted with a crisp beat, full harmony and effective handclapping. Plenty of prayer-meeting flavor here.

**MT. EAGLE QUARTET**  
(Phenix P-1101)

**Glory, Glory Hallelujah** 74--76--76--68  
Spirited vocal group rides rhythmically thru an unbackneyed spiritual for a satisfying side.  
**My Trouble Is Hard** 70--78--72--66  
Quartet projects with real sincerity, but the clefting gets too tricky.

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**LATIN AMERICAN**

**MARIANO MERCERON Y SU ORQUESTA**  
(Victor 33-1099)  
**Me Voy Pal Pueblo** (Guaracha) 65--65--66--64  
Mexican group takes this one at a leisurely tempo. A danceable, but unexciting side.  
**Parece Que Va Llover** (Guaracha) 80--80--80--80  
Brighter tempo, spirited chanting and clever clefting make for some great Latin wax.

**LALO GUERRERO Y SUS CINCO LOBOS**  
(Imperial 329)

**Marihuana Boogie** 63--64--64--62  
For those who like their jump boogie sung in Spanish. Marihuana, incidentally, "et's ma babee's name."  
**Los Chucos Suaves** (guaracha) 78--78--78--78  
The rhythm and orking are really Latin here—a strong rumba side. Chanter is bolsterous and good-humored.

**KIKO MENDIVE**  
(Columbia 6299-X)

**El Caballo y La Montura** (guaracha-rumba) 79--80--79--78  
Assertive Afro chanter gets plenty of spirited support from vocal group and rhythmic orking. Side should click with rhumbadicts.  
**Se Acabo El Mundo** (Son-montuno) 82--84--83--80  
Insinuating rhythm here makes for an ideal dance side. Dance studios and juke joints in smart Yankee spots can use this.

**TRIO LOS CADETES**  
(Columbia 6301-X)

**Abandonada (bolero)** 70--70--70--70  
Smart vocal group delivers a pleasing melody at an easy-going danceable pace, with polished ork backing.  
**Mujer Perjura** (cancion danzonete) 68--68--68--68  
Brighter, and also danceable, is this rendition of a traditional melody.

**INTERNATIONAL**

**GEORGES ULMER**  
(Joe Boyer Ork)  
(Columbia 4017-F)

**J'Ai Bu** 71--74--73--68  
The Gallic stylist, France's latest gift to the east side boites, displays some neat savoir faire with a lazy, typically Parisian number.  
**Un Monsieur Attendait** 76--78--77--72  
(Alix Combelle Ork)  
Ulmer himself wrote this piece of material, a lilt-ing chanson in the "Flying Trapeze" vein. He delivers with clear diction and strong showmanship.

**GEORGES ULMER**  
(Joe Boyer Ork)  
(Columbia 4016-F)

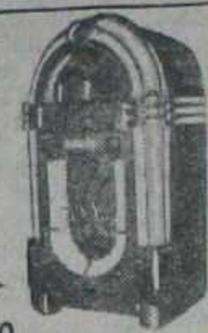
**Il Jouait De La Contrebasse** 74--75--75--72  
Novelty ditty concerns a string bass player. Georges wrote it and he projects in a highly entertaining manner.

**Pigalle**  
(Marius Coste Ork)

78--78--78--78  
Practically every French singer has done this tribute to famed Pig-Alley, so it's only fitting, and gratifying, that the composer himself should wax the spirited opus.

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# Shipman Shows 3 New Venders

CHICAGO, Jan. 22. — Shipman Manufacturing Company, Los Angeles, introduced a new candy bar vender, a 5-cent stick gum package and three new single denomination stamp machines during the CMI convention here this week.

New candy unit, Select-A-Bar, offering a three-selection choice, sells for \$59.50, with console stand extra at \$9.75. Vender is approximately 25 inches high, 9 inches wide and 9½ inches deep. It stocks a total of 80 bars (for average loading of thick and thin bars) with two columns of 27 and one of 26 bars. Triple-bar display is under glass. Machine features self-spacing drop shelves that adjust themselves to thickness of individual bars. Up to 135 bar capacity is possible with thin type bars. The chromed delivery handles include free clutches which prevent damage to the machine if they are forced without insertion of a coin. Safety clutch automatically releases, permitting the handle to turn either right or left. National slug rejector is used. Unit is in production, with one-month delivery.

### New Nickel Vender

Firm's new nickel package gum vender, designed to mount on side of the candy unit, or other venders such as cigarette, etc., lists for \$27.50. Price, per machines, for 21 to 40 units is \$26.50; 41 to 50, \$25.50, and 51 to 100 or more, \$24.50. It is 21 inches high, 4 inches wide and 4½ inches deep. Capacity, 30 packs. Finished in silver-gray hammertone, to match the candy machine.

Shipman's three single denomination stamps units, priced at \$19.50 each, are designed for special locations where a single type stamp is in demand. Units are available to vend special delivery and an airmail stamp for a quarter; one airmail and

# Drink-o-Mat Firm Holds Production

NEW YORK, Jan. 22.—Production of Drink-o-Mat cup venders, recently halted, will not be resumed until steel can once again be purchased at equitable mill prices, Sam Kresberg, executive vice-president of the corporation, declared this week. Only then, he said, can the machine be merchandised at a price more in line with current industry conditions.

However, the production halt does not mean that Drink-o-Mat units cannot be obtained by operators desiring a "top quality cup vender," Kresberg stated. Inventory of machines on hand includes an adequate supply of the venders.

As one consequence of the firm's retrenchment, its headquarters at 250 West 57th Street were recently turned over to Bert Lane, Inc. (see separate story). Temporary offices are being maintained at the same address in the suite occupied by Sam Kresberg as vice-president of Practical Products Corporation. But Kresberg indicated that Drink-o-Mat headquarters might soon be relocated in Chicago.

Meanwhile, Drink-o-Mat operators can obtain any needed spare parts to maintain their machines adequately, according to Kresberg. He pointed out that, except for the sheet metal on the cup vender, all components are standard units, now available from leading manufacturers.

one 3-cent stamp for a dime, and four 1-cent stamps for a nickel. Machines employ same mechanism as firm's larger three - denomination stamp machine, which continues to sell for \$49.50 for one or \$39.50 for 10 units. Single units are 18 inches high, 5½ inches deep and 3½ inches wide, finished in silver gray hammer-loid with red and blue lettering.

# ADVANCE RECORD RELEASES

## POPULAR

(Continued from page 36)

- We're Not Getting Any Younger, Baby T. Martin-E. Hagenork-The Jud Conlon Singers (No Orchids) Victor 20-3338
- What's My Name P. Warren (Why Can't) Victor 20-3330
- When You're in Love J. Laurenz-J. Carroll Ork (Be Mine) Mercury 5241
- Where Is the One D. Haymes-G. Jenkins Ork (My Silent) Decca 24558
- While the Angelus Was Ringing M. Whiting-F. De Vol Ork (My Dream Is) Capitol 15364
- While the Angelus Was Ringing T. Dorsey Ork (So in) Victor 20-3331
- Why Can't You Behave B. Crosby-V. Schoenork (So in) Decca 24559
- Why Can't You Behave? P. Warren (What's My) Victor 20-3330
- Will I Find My Love Today Golden Gate Quartet (Look Up) Mercury 5242
- William Tell and Far Away Places O. Tucker Ork (Just Because) Double Feature DF 2002
- Wind in My Sails C. Thornhill Ork-The Snowflakes (My Dream) Victor 20-3337
- With a Song in My Heart P. Como (Blue Room) Victor 20-3329
- You Was F. Martin Ork (Once in) Victor 20-20-3324
- You, You, You Are the One Three Suns (Moonlight Romance) Victor 20-3323
- You're Still the Bells of the Ball G. McRae Ork (The Melancholy) Capitol 1536

## CLASSICAL

- Auber Overtures Album—Boston Pops Ork—A. Fiedler, Dir. (4-12") Victor DM 1274
- Victor 12-0670—12-0673
- Beethoven: Sonata No. 3, in A, Op. 69—P. Fournier, Cellist; A. Schanel, Pianist (3-12") Victor DM 1231
- Victor 12-0411—12-0413
- Jussi Bjoerling Singing Favorite Operatic Arias Album—J. Bjoerling Ork; N. Grevillius, Dir. (3-12") Victor MO 1275
- Addio Alla Madre . . . Victor 12-0675
- Air De La Fleur . . . Victor 12-0675
- Celeste Aida . . . Victor 12-0674
- Che Gelida Manina . . . Victor 12-0674
- M'Appari . . . Victor 12-0675
- Salut, Demurre . . . Victor 12-0675
- Aaron Copland: Sonata for Piano (1939-1941)—L. Bernstein (3-12") Victor DM 1278
- Victor 12-0684—12-0686
- Dedication Nantovani & His Concert Ork (Swedish Rhapsody) London 12000
- Film Music Album—The London Symphony Ork—M. Mathieson, Dir. (3-12") London LA 48
- T. 5053 1. Epilogue From "The Invaders"
- 6. Jamaican Song and Jamaican Rumba
- T. 5054 2. Quiet Interlude & Gay March From "Malta G. C."
- 5. Calypso Music From "The Notorious Gentleman"
- T. 5055 3. The Overlanders Pt. 1
- 4. The Overlanders Pt. 2
- French Organ Music Album—E. Power Biggs (5-12") Columbia M-MM-802
- 72735-D Widor: Toccata, Pts. I & II
- 72736-D Widor: Marche Pontificale
- Eugene Gigout: Grand Choeur Dialogue
- 72737-D L. Boellmann: Suite Gothique, Op. 25
- 72738-D Marcel Dupre: Antiphon 11 From the Common of Feasts of the Blessed Virgin Mary, Op. 18, No. 3
- Jehan Alain: Litanies
- 72739-D Vierne: Final, Pts. I & II
- George Gershwin Suite Album—L. Levy & His Concert Ork (2-12") London LA 64
- B. 12010 1. Strike Up the Band
- Embraceable You
- Do Do Do
- 4. But Not for Me
- Somebody Loves Me
- Of Thee I Sing
- B. 12011 2. Love Walked In
- Swanee
- Someone To Watch Over Me
- J. S'wonderful
- I Got Rhythm
- Bidin' My Time
- Jumping Beam
- The New Promenade Ork—B. Farnon, Dir. (Portrait of) London R. 10073
- Portrait of a FHM
- The New Promenade Ork—B. Farnon (Jumping Beam) London R. 10073
- Songs of the Emerald Isle Album—J. McNally-P. Green Ork (4-10") MGM 38
- Believe Me If All Those Endearing Young Charms . . . MGM 30177
- Has Borrow the Young Days Shaded . . . MGM 30180
- Meeting of the Waters . . . MGM 30178
- Terence's Farewell to Kathleen . . . MGM 30180
- The Castle of Dromore . . . MGM 30179
- The Gentle Maiden . . . MGM 30178
- The Lark in the Clear Air . . . MGM 30179
- The Low Backed Car . . . MGM 30177
- Swedish Rhapsody Nantovani & His Concert Ork (Dedication) London 12000

## INTERNATIONAL

- Alpine Polka Polka Rascals (Jug of) De Luxe 9154
- Bialystok B. Z. Wittler-Mendelsohn Ork (80-EHR) Sun 1066
- Blue Skirt Waltz Sokach-Habat Polka Ork (Uncle Nick's) Decca 45068
- C'est Merveilleux E. Piaf (La Vie) Columbia 4014-F
- 80 EHR 70 Zee B. Z. Wittler-Mendelsohn Ork (Bialystok) Sun 1066
- Firemen's Polka Six Fat Dutchmen (Oomp-Pah Waltz) Victor 20-3332
- Gelbte B. Z. Wittler-Mendelsohn Ork (Mein Meidele) Sun 1065
- Hillside Waltz R. Plocar Ork (Veteran's Polka) Mercury 2078
- Il Pleut E. Piaf (Un Refrain) Columbia 4013-F
- Jug of Ale Polka Polka Rascals (Alpine Polka) De Luxe 9154
- La Vie en Rose E. Piaf (C'est Merveilleux) Columbia 4014-F
- Mein Meidele B. Z. Wittler-Mendelsohn Ork (Gelbte) Sun 1065
- Old Bohemian Waltz R. Plocar Ork (Repete Polka) Mercury 2079
- Oomp-Pah Waltz Six Fat Dutchmen (Firemen's Polka) Victor 20-3332
- Pilgrim Polka L. Duchow & His Red Raven Ork (Zephyr Waltz) Victor 20-3305
- Repete Polka R. Plocar Ork (Old Bohemian) Mercury 2079
- Shotgun Polka B. Hayes-Pat & Penny & the Polka Rascals (Tattle Tale) De Luxe 9153
- Souvenirs of Paris Album—J. Francois-H. Salvador-Rochs & Annamour (3-10") Vox 313
- Clopin, Clopant . . . Vox 560-568
- Depart-Express . . . Vox 560-072
- Ma Douce Vallee . . . Vox 560-070
- Octobre . . . Vox 560-082
- Parce Que Ca Me Donne Du Courage . . . Vox 560-058
- Si Vous M'Amiez Autant . . . Vox 560-070
- Tattle Tale Polka B. Hayes-Pat & Penny & the Polka Rascals (Shotgun Polka) De Luxe 9153
- Un Refrain Courat Dans La Rue E. Piaf (Il Pleut) Columbia 4013-F
- Uncle Nick's Polka Sokach-Habat Polka Ork (Blue Skirt) Decca 45068
- Veteran's Polka R. Plocar Ork (Hillside Waltz) Mercury 2078
- Zephyr Waltz L. Duchow & His Red Raven Ork (Pilgrim Polka) Victor 20-3305

## LATIN-AMERICAN

- Adios Pampa Mia J. Rene & His Pan American Ork (El Africano) Pan-American Pan 090
- Aniversario De Bodas B. Capo (Felix Cumpleanos) Seeco 7018
- Asturias J. Arteta Ork (Talento) Victor 23-1110
- Bolero, Paris I & II C. Magnante . . . Decca 25321
- Caramelero Damiron Y Chapuseaux (Merengue De) Seeco 679
- Cosa Linda Damiron Y Chapuseaux (Resbalando) Seeco 680
- El Africano J. Rene & His Pan American Ork (Adios Pampa) Pan American Pan 090
- El Buguiva Los Key (Los Cuatro) Victor 23-1109
- Felix Cumpleanos B. Capo (Aniversario De) Seeco 7018
- Galan, Galan S. Hansanero (La Guinda) Victor 23-1107
- Inquietud C. Martinez (Mi Guadalupe) Seeco 684
- La Guinda Septeto Habanero (Galan, Galan) Victor 23-1107
- Latin American Favorites Album—C. Ramirez-B. V. Arnau Ork (4-10") Spanish Music Centre . . . Pro-Arte SMC 3
- Ay, Ay, Ay . . . SMC 2314
- Bala . . . SMC 2514
- Begin the Beguine . . . SMC 2515
- Belen . . . SMC 2513
- Jurame . . . SMC 2516
- Lamento Gitano . . . SMC 2516
- Te Quiero Dijiste . . . SMC 2515
- Un Poquito De Tu Amor . . . SMC 2513
- Lo Que Dice Usted A. Rodriguez Y Su Conjunto (Luna Al) Victor 23-1105
- Los Cuatro Gatos Los Key (El Buguiva) Victor 23-1109
- Luna Al Amanecer A. Rodriguez & Conjunto (Lo Que Dice) Victor 23-1105
- Mas Que Bebe C. Conception Ork (Quisiera Verte) Victor 23-1108
- Merengue De Frase Damiron Y Chapuseaux (Caramelero) Seeco 679
- Mi Guadalupe C. Martinez (Inquietud) Seeco 684
- No Te Desesperes M. De Gonzalo (Soy Feliz) Victor 23-1106
- Quiera Estar Contigo B. Capo (Sombra Que) Seeco 7018

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

(Continued from page 25)

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot. CVPts. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
Quanto Le Gusta (Date With Judy)	Peer	0	0	0	4	1	5	2	5	2	6	0	3	78
Down Among the Sheltering Palms	Miller	2	10	0	2	2	8	4	3	0	3	0	1	78
Far Away Places	Laurel	0	8	0	7	0	2	0	7	3	7	0	7	128
Galway Bay	Leeds	1	8	0	2	2	4	4	2	3	0	2	16	87
Here I'll Stay (Love Life)	Chappell	7	17	0	5	2	14	4	7	8	20	0	7	216
Hold Me	Robbins	3	4	2	4	4	4	5	7	4	4	1	5	123
I Love You So Much It Hurts	Melody Lane	4	9	0	3	4	4	6	5	0	2	0	2	86
In the Market Place of Old Monterey	Shapiro-Bernstein	2	7	0	3	1	6	2	3	3	1	0	3	76
I've Got My Love To Keep Me Warm	Berlin	7	7	1	5	3	2	1	6	3	6	0	5	117
Lavender Blue (Dilly Dilly) (So Dear to My Heart)	Santly-Joy	3	5	0	6	0	0	0	4	1	4	0	8	80
Little Jack Frost Got Lost	Spitzer	1	10	0	3	0	3	0	3	2	9	0	5	86
Maybe You'll Be There	Triangle	0	4	0	3	0	0	2	5	0	1	0	3	75
My Darling, My Darling (Where's Charley?)	E. H. Morris	0	3	0	11	3	6	4	13	4	7	0	10	200
My Own True Love	Para.	1	5	0	4	3	4	0	4	2	5	0	5	86
On a Slow Boat to China	Melrose	0	6	0	7	1	10	4	9	3	6	0	8	158
One Sunday Afternoon	Remick	1	4	1	2	4	4	3	2	0	0	0	2	87
Powder Your Face With Sunshine	Lombardo	2	6	0	4	0	1	0	3	0	5	0	3	68
So in Love (Kiss Me, Kate)	T. B. Harms	3	12	1	2	5	3	2	4	9	5	1	2	108
Tara-Talara-Tala	Oxford	1	10	0	7	0	2	0	6	4	7	0	6	120
That Certain Party	Bourne	1	1	0	3	2	0	4	2	1	7	0	2	60
The Pussy Cat Song	Leeds	0	3	0	3	0	2	0	3	0	4	0	4	58
Until	Dorsey	0	4	0	6	0	3	3	7	0	4	0	6	107
You Were Only Fooling	Shapiro-Bernstein	1	2	1	5	1	3	4	5	5	7	1	8	118

## RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Weeks on Chart	Last Week	This Week	Title	Artist	Label	L.C. No.	L.C. Co.
4	17	13	LAVENDER BLUE	D. Shore-H. Zimmerman	Ork...		
12	22	15	ON A SLOW BOAT TO CHINA	Art Lund	MGM 10269	ASCAP	
5	12	16	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown	Ork...		
16	18	17	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185	ASCAP	
2	—	18	CONGRATULATIONS	J. Stafford	Capitol 15319	BMI	
4	33	19	SWEET GEORGIA BROWN	Brother Bones and His Shadows	Tempo 652	ASCAP	
7	26	20	YOU WERE ONLY FOOLIN'	K. Starr	Capitol 15226	ASCAP	
2	27	21	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532	ASCAP	
2	—	22	LAVENDER BLUE	Victor 20-3100	ASCAP		
3	20	23	THE PUSSY CAT SONG	P. Como	Victor 20-3288	ASCAP	
2	24	24	FAR AWAY PLACES	D. Shore	Columbia 38356	ASCAP	
13	18	25	BUTTONS AND BOWS	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184	ASCAP	
1	—	26	A LITTLE BIRD TOLD ME	J. Wayne-J. Davis	Decca 38386	ASCAP	
1	—	27	DOWN BY THE STATION	T. Dorsey-D. Dennis	Victor 20-3317	ASCAP	
1	—	28	HERE I'LL STAY	J. Stafford	Capitol 15319	ASCAP	
16	31	29	ON A SLOW BOAT TO CHINA	B. Goodman	Capitol 15208	ASCAP	
1	—	30	THE PUSSY CAT SONG	P. Andrews	Decca 24533	ASCAP	

### Schneller, Inc., Expands

PHILADELPHIA, Jan. 22.—Nate Schneller, Inc., firm specializing in the reconditioning of used pin games, last week moved into new and larger quarters at 1427 North Broad Street. At the same time, the company, which to date has served operators in this city alone, announced it is expanding its scope to include operators in all sections of the country.

With Nate Schneller as president, his brother, Lennie, treasurer, and Joe Belsky, secretary, the company features a "10-point conversion" on old games, said to provide new and added player appeal. The Schnellers were formerly employed by Dave Rosen.

### Victor Vending Co. Introduces Manual Popcorn Dispenser

CHICAGO, Jan. 22.—H. M. Schaefer, president of Victor Vending Machine Company, announced a new manual popcorn dispenser this week, called Hi-Pop. Unit, priced at \$47.50, will be available in production models in about 40 days.

The unit, standing 31 inches high and 14 inches in diameter, has a capacity of 7½ gallons. Pilot model displayed at the special showing at the Victor plant is maroon with chrome trim.

## Edelco Unveils Two New Games At CMI Exhibit

CHICAGO, Jan. 22.—Combining the elements of conventional alley games and roll-down scoring, Edelco Manufacturing & Sales Company, Detroit, dubbed two versions of its new Tin Pan Alley at the CMI show this week. Altho the name has been used before by the firm, I. Edelman, president, emphasized that the current games are new developments. Both list at \$395 and are available for immediate delivery.

The nine-foot version offers nine balls for a nickel. While the playing field is conventional for this type of unit, a highly decorated backboard glass provides flash and color as the game is played. Bulls-eye buttons can be hit by the player, in addition to sinking balls in scoring holes, and a bonus is scored if certain lights are flashed on the backboard.

Called a "roll-up" by Edelman, the six-foot Tin Pan Alley offers only seven balls per play. However, each ball that falls into the skill hole is returned for replay, so that high scores may be accumulated by skillful players.

Firm also displayed its Flash Bowler which was introduced earlier. It, too, lists at \$395.

## Canada Dry Reports 13-Year Expansion Program Completed

NEW YORK, Jan. 22.—Canada Dry Ginger Ale, Inc., announced completion of its 13-year plant expansion program last week. Stockholders were told by R. W. Moore, president, during the firm's annual stockholders' meeting at Jersey City, N. J., Monday (10), that the development of production facilities had more than quadrupled the number of bottling plants operated by the firm in the U. S.

Moore added that further expansion will be carried out by the licensing of other bottlers to produce the complete Canada Dry line. Under this program, 75 bottlers started operations during the 1948 fiscal year.

## Production Starts On Bowl-a-Ray Game

CHICAGO, Jan. 22.—Bowl-a-Ray, the compact bowling game shown by Speedway Amusement Company at the CMI convention, is now in limited production, firm executives declared this week. Speedway, a partnership formed by Ted Kruse, Vincent Connor and Frank Bula, Chicago game and arcade operators, is now geared to turn out five to six units a week, it was reported.

A console-size game, only four feet in length and 20 inches wide, Bowl-a-Ray closely approximates bowling play. Pins, represented by light bulbs at the far end of the playing field, are extinguished as a traveling light spot is aimed and a release button pressed. Scoring is similar to that of bowling and five frames are played for a nickel. A second five-frame can be played (making a regulation bowling game) by holding a score button and inserting an additional nickel.

Actually, the player aims and sends on its way a carriage fitted to rails in the interior of the machine. Pins under the playing field are hit by an arm on the carriage, thus extinguishing the lights and aiming may be controlled until the carriage travels its full course.

Kruse pegged the price of the 200-pound game at \$500. Despite the alley's limited length, considered a bonus feature in location use, game seems larger since the playing field tunnels under the rear scoreboard. Bowl-a-Ray was also shown at the Blendow & Meyers booth.



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# Ops Study 15 Shuffleboards; See Industry Cross Section

(Continued from page 90)

boards would be adaptable to their individual locales. Others, having heard that shuffleboards have had a stimulating effect on music operations, sought to find more of this phase of the field. And still other coinmen, armed with the knowledge that the big boards got started in 1948 when music play was off and game receipts were beginning to slip, sought an answer to the question how will shuffleboards go in coin spots now that music and game play is again surging upward?

## At Other Hotels

Most manufacturers participating in the CMI show had their boards at the Hotel Sherman, with additional showings at the Morrison and Bismarck hotels. Two local manufacturers concentrated on plant displays. Several Chicago firms duplicated their hotel exhibits at their factories, where open-house festivities also prevailed.

Types of playfields covered a wide range of materials—maple, masonite, formica, composition plastic and the trade names Dura-Life and Dura-Top. Cabinet lengths also varied from 7½ rebound type to the regulation 22-foot tables. Several manufacturers, while exhibiting large playfields, disclosed that they also made shuffleboards with 1, 14, 16, 18 and 20-foot cabinets.

Prices quoted to operators at the show varied from \$365 to \$645 f.o.b. In explaining the higher priced boards, manufacturers told coinmen that their products embody more expensive materials, the value of which would be borne out in location performance. Those marketing the cheaper priced boards stated that their equipment had all the essentials for shuffleboard play for coin-locations and the lower price was possible because they had avoided ornamenting their wares to some degree.

## Look for Distributors

Some manufacturers pointed out on the convention floor that they were displaying their boards at the show not only to better acquaint operators with their progress, but also stressed the fact that they wished to contact bona fide distributors in representative territories, thereby setting up coin machine channels for their products.

In addition to presenting shuffleboards in their displays, some firms exhibited coin-operated scoreboards, for use not only on their own equipment but also available as an accessory for other boards. Those marketing the coin scoreboards stated that the scoreboards tended to speed up play and were of particular value to top locations. They were priced from \$225 to \$295. Firms making scoreboards of this type also told operators that scoreboards aided operator and location owners in keeping accurate count of total games played.

## List Showings

Following is a list of firms which had hotel or plant showings in connection with the CMI convention:

American Shuffleboard Company, Union City, N. J., showed regulation maple top board in its booth; also makes 20 and 12-foot shuffleboards.

Bell Products, Chicago, held plant showing only, exhibited the Sebring Dura-Top line with maple or formica playfields in 22 and 11-foot lengths.

Chicago Coin Machine Company displayed its Shuffle-King line which includes the 22-foot Shuffle-King and the nine-foot Shuffle-King Re-Bound. Line features the Dura-Life composition plastic playfield. Playfield and cabinet come in two equal parts. Large one has its own lighting system at both ends of the playfield. The coin-operated scoreboard, which is available as an accessory to the regulation board, works on dime operation, has metered cash box, lighted instruction glass, push-button scoring

from both ends and can score for two or four players. Re-Bound's two manual scoring racks at players' end, operated on dime play, embodies a timer which is visible to players and can be adjusted from 4 to 10 minutes' playing time.

C. T. Girdner, Los Angeles and Watsonville, Calif., showed the Royal Shuffleboard (22 feet) on the convention floor. This product features a welded structural steel frame which eliminates warping. Detachable chrome plated steel legs are linked to a steel frame, permitting direct leveling of playfield. Royal playing surfaces are milled from masonite die stock, then treated with chemicals to resist abrasives.

## Simplex Boards

Illinois Simplex, Chicago, introduced its Simplex Shuffleboard line at the Bismarck Hotel. Simplex boards offer operators either masonite, formica or maple playfields. Firm offers a coin-operated scoreboard, for location over the center of the playfield, as auxiliary equipment.

Mercury Shuffleboard, Chicago, displayed a rebound type of board with masonite top and full mirrored backglass. Showing was actually held in the World Wide booth on the convention floor, with additional showing of the rebound and other equipment at plant showrooms.

Monarch Shuffleboards, Chicago, showed two models of its regulation board, featuring solid maple tops, on the exhibit floor. Also displayed the electrically operated coin scoreboard which permits two or four players to insert a dime into coin chute before play starts. Scoreboard is available as accessory for Monarch boards or as a separate item for other shuffleboards.

National Shuffleboard Company, Orange, N. J., exhibited its solid maple-topped streamlined de luxe model board. National also showed a wide range of accessories, including an electric coin-operated scoreboard, a plastic and aluminum non-coin-operated scoreboard, blackboards, complete kits for league play, display accessories, measuring square and a bowling set which permits game to be used for shuffleboard bowling as well.

Ohio Shuffleboard (J. M. Abraham Manufacturing Company), Youngstown, O., showed its 11-foot Ohio Jr., on the convention floor. Firm also makes regulation (22-foot) shuffleboards, as well as 18 and 20-foot models. Display included Ohio lines' full complement of shuffleboard accessories and supplies.

Perma-Top Corporation, Chicago, exhibited the Universal shuffleboard line with masonite die stock playfield, which the firm guarantees against all playing hazards and weather conditions for one year.

Purveyor Shuffleboard Company, Chicago, held exhibits in local showrooms, displayed 16, 18 and 22-foot boards with formica tops. Also has fluorescent lights and other accessory equipment.

Shuffleback, Milwaukee, introduced its 24 by 90-inch shuffleboard game. Game is actually played on two elevations, one of transparent material, the other hardwood. This gives the player a 15-foot playfield but takes up half that space. This is not a rebound but player slides pucks or weights along a playfield which reverses the course of weights so that they end up near the end of the cabinet where the player originated play.

Shuffleboard Specialists, Chicago, introduced its formica and maple top models; also showed wide range of accessories at local showrooms. Firm makes regulation boards, offers operators instructions on resurfacing and care of playfields.

Rock-Ola Manufacturing, Chicago, displayed a standard line at its plant and also a 16-foot specially made model in a Morrison Hotel suite. Firm

# 1949 Legal Hi-Jinx Begin; 9 Legislatures Propose Bills

(Continued from page 89)

which permits local governmental bodies to regulate and tax coin-operated equipment, has shown itself again.

Two States, Nebraska and New York, are considering measures which would impose taxes on shuffleboards as part of general tax measures embracing all types of coin-operated amusement games. Neither measure makes a distinction between coin-operated and non-coin-operated shuffleboards, so presumably both types would be taxed. The measures set up no definite schedule of license fees, but they are important as the first pieces of shuffleboard legislation to appear this year.

Of the bills thus far introduced, most were of the type which could help rather than hurt.

## State Summary

Here's a State-by-State summary of action to date:

Arkansas—This State has four bills in the hopper. Senate Bill 20, now in the committee on revenue and taxation, would exempt stamp vending machines from the taxes imposed on various types of venders during the 1947 legislative session. The original legislation exempts only pay telephones.

Senate Bill 27 would set up these taxes on vending machines: \$2.50 on penny machines; \$5 on nickel machines; \$10 on dime machines and \$30 on each machine operating at a quarter or more. Amusement games and juke boxes would be taxed under this bill, and under Senate Bill 26, at \$25 each.

In the Arkansas House, a bill (No. 11), which would allow cities to tax service vending machines in any amount, is being considered by the judiciary committee. Both these measures will probably meet strenuous opposition from merchandise and service operators.

California—Lawmakers are considering three separate measures which would legalize gaming machines on State and local levels. Thus far, no action has been reported on any of the bills. The California Assembly also has before it one measure which would "create an indoor recreation commission for licensing of mechanical amusement devices and vending machines," and also make the possession of gaming machines a felony. The latest bill was introduced Wednesday (19). It is a proposal to place a \$60 tax on all coin-operated machines.

Colorado—This State, on the verge of legalizing the operation of bell machines last year, is again considering three measures—two in the Senate, one in the House—which would okay the operation of bells under strict regulation. All of the measures are now in various Senate and House

makes a complete line of accessories, including kits for league formation. Exhibit at the plant included complete information on leagues, parlors and maintenance and resurfacing of standard tops.

Valley Manufacturing Corporation, Bay City, Mich., displayed a regulation board with a solid maple playfield; also makes 16, 18 and 20-foot boards. Firm has electric coin scoreboard. Valley boards feature Levelmatic Legs which, thru an automatic hydraulic action, keeps cabinet's 10 legs level at all times, regardless of variance in location's floor. Firm's demonstration of automatically adjusting legs was one of the highlights of the shuffleboard displays at the show.

Advance Company, San Francisco, held a showing of its new Horse Collar, electric coin-controlled scoreboard. This unit is adaptable for any make shuffleboard and records up to 50 points. It can be placed on a stand or attached to a wall.

committees.

Idaho—Monday (17) the governor of Idaho sponsored the introduction of a measure which would set aside the license law under which bell machines may be legally operated in the State. The legalizing measure, passed by the 1947 Legislature, approved the bells for clubs only. The governor, in his address to the Legislature, urged the lawmakers to either go all the way, remove all restrictions on operating bells, or repeal the club licensing act.

Massachusetts—Legislature still sitting on measures which would license amusement games. These were introduced when the Legislature convened January 5.

## Juke Licenses

Montana—One measure was introduced here to outlaw bells, another to make the operation of bells legal. In addition, the House is looking over a measure which would license juke boxes and other mechanical musical devices. The measure calls for a \$100 license fee on each juke box, or a \$50 fee if the license is paid on or before January 1 in any year. Music operators are certain to protest the fee, which they consider exorbitant.

Nebraska—This State Legislature received a bill Monday (17) which would tax, among other amusement games, shuffleboards. The act makes no distinction between coin-operated and manually operated shuffleboards, and would give local governments the right to impose taxes on pinballs and other games of amusement. No definite limits are set on the amount of fees which local governments could collect.

New York—Wednesday (19) New York Legislature received an enabling measure which would permit local officials to tax coin-operated games "including juke boxes, pinballs and shuffleboards." No fees were specified and at press time no action had been reported.

North Dakota—This State is considering a tax on music equipment which would discourage the practice of selling equipment direct to locations. The bill calls for a \$200 tax on the first music machine an operator owns and \$5 for each additional one.

Sponsored by the League of North Dakota Municipalities, a second piece of legislation was introduced—this one an enabling act which would permit cities and villages to impose taxes on any business not prohibited by law. This would open the way to city governments wishing to impose taxes on coin-operated machines of all kinds.

# Heath Displays Coin Pool Table

CHICAGO, Jan. 22.—Heath Distributing Company, Macon, Ga., in addition to its regular line of parts, accessories and supplies, gave a Georgia-built coin-operated pool table its first national showing during the CMI convention here this week.

Listing at \$395, f.o.b. Macon, the table, according to Ed Heath, was first placed on the market 12 years ago and a number of the tables have been operating in the Southern States since that time. But Heath's introduction of the table here this week marked the start of a national sales campaign.

Acting as national distributor for the table, Heath announced he had already named Southern Amusement, of Memphis, and the entire Southern Automatic Music organization as distributors for the table. Table itself comes with either nickel or dime chutes, complete with balls, four cue-sticks, stick and ball rack and two cueballs. The table measures seven by three and one-half feet.

## Arcade Interest High at Chi Meet

(Continued from page 90)  
 if the 'ayer's hand is steady.  
 See-a-Vi-w, already moving to arcade operators, lists at \$129.50. It can be set for penny or nickel operation and uses standard 35 mm. transparencies.

### Color Film

Shipman Manufacturing Company, Los Angeles, showed its standard art show viewer, but reported that it was now issuing film in color. Film strips comprising 15 pictures are supplied by the company at \$2.50 each. Viewer lists at \$49.50.

Skill-Test, a modernized version of Skill-Jump, was the arcade attraction at the Groetchen Tool & Manufacturing Company booth. Using a standard coin chute and housing a redesigned mechanism, Skill-Test lists at \$69.50. Production is limited now, according to company officials, but is expected to reach quantity proportions in the near future.

Scientific Machine Corporation, New York, displayed two Pokerino models and its alley game, Ski-Bowl. During the run of the show the location-size Pokerino, a five-foot unit, was offered at \$179.50 in quantities of five or more. It lists regularly at \$249.50.

### Skee Ball

John Allen, of the Philadelphia Toboggan Company, reported at the firm's booth that Skee-Ball is increasingly being used by operators as a location piece. The only company licensed to produce alley games under the name of Skee-Ball, Philadelphia Toboggan reported that the unit has been improved recently to limit scoring to that achieved with nine balls. Altho only nine balls are received for a nickel, it was possible formerly to build up scores by using balls from adjoining alleys.

Henry Weitz, of Lynco Coin Machine Manufacturing Company, Detroit, stated that production of the firm's alley game, Miniature Bowling, is now at a 35-per-day level. The \$399.50 seller measures 11 feet 3 inches.

Other alley games shown included Bally Manufacturing Company's De-Luxe Bowler. By telescoping the playing field, length of the game may be varied from 12 to 18 feet. Listing at \$539.50, the game was introduced a year ago, altho production was undertaken only recently.

Both Chicago Lock Company and Glenrod Engineering featured conversions of older arcade shooting games.

The Mike Munves Corporation and Blendow & Meyers, both New York equipment supply houses, had booths fitted out as miniature arcades. Both showed a wide variety of games.

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## See Location Co-Operation Vital Aid to Shuffleboards

LOS ANGELES, Jan. 22.—Location owners will have to take it upon themselves to eliminate wagering on the outcome of shuffleboard play or face stricter police supervision. This in the end would result in probable legislation against the boards, especially in this area where pinballs and even roll-downs have been outlawed.

The warning was voiced by Dave Gould, general manager of the American Shuffleboard Sales Company, in dedicating the firm's new headquarters here. The statement came on the heels of a similar plea by the Southern California Tavern Owners' Association to their members.

Stressing the good that shuffleboards have done in taverns, Gould cited figures that show drunkenness in bars featuring the game has declined as much as 30 per cent in the past year. He pointed out that shuffleboard play keeps the customers active and therefore less likely to overindulge.

### Big Business

Shuffleboards are now big business, not only in the manufacture of the boards, but in the other products such as accessories that contribute to the operation. The shuffleboard business is only in its infancy, Gould believes, a far cry from the penny game originated in England over 300 years ago.

According to the latest survey there are now nearly 6,000 boards on location in California. "This is the 18th State where I have introduced shuffleboards," Gould said, "and the only trouble ever encountered is where wagering is permitted."

Since introduction of shuffleboards the status of taverns has changed from saloon to sports clubs, Gould said. This has eliminated many of the bad features formerly associated with bistros.

### Knows Field

Gould speaks with authority on the subject, for he claims to have promoted 300 leagues in California alone. According to the present rates it costs a bar only \$5.42 expense to handle league play and brings in extra heavy board play.

The league idea is spreading fast, according to Gould. Leagues, usually consisting of 10 players, run from 16 to 22 weeks, with singles and doubles tournaments made up of teams of both men and women. Gould looks forward to the day when there will be county, State and national play-offs.

Another facet of the shuffleboard business is shaping up locally. Boards, which were manufactured primarily for tavern locations, are now being featured in youth centers. There are now at least 15 shuffleboard academies on the Coast, it is reported, where teen-agers may gather. Gould expects many more such spots to be in operation before the year is out.

Also the physio-therapy value of shuffleboard play is now being explored by doctors at the Birmingham Veterans' Hospital, Van Nuys, Calif., where the American Shuffleboard Company recently donated one of its games.

### New Board

Introduction of the new American 12-foot double-end board was given as the reason for the move to larger quarters, Gould said. The board uses a four-foot billiard-type cushion which makes play three times as fast. Due to the special design of the boards, games other than shuffleboard may be played, including horse collar, baseball, bowling and American bocce.

The board is wood-topped of hard-rock maple and requires only a space of 15 feet on a location. Any number of players can participate, Gould pointed out. Another feature is the blocking off of one end of the board with a patented gate which makes it

suitable for rebound play.

The firm's new headquarters, covering 7,000 square feet of floor space, in addition to showrooms and warehouse will feature a service department. A serviceman makes a periodic call to see if location owners and players are satisfied and to check the board's level. Many boards are set level when first installed, Gould says, but in a matter of days old linoleum or other floor covering may give way under the weight and throw the playing surface off balance. A service check eliminates this.

A new service offered by the firm is a plan whereby their men can resurface any board on location in one day to cut down play loss.

The firm, in operation here since 1946, also has offices in San Francisco under the management of Louis Fish. Offices will soon be opened in Portland and Seattle. Dan Lufkin, formerly associated with Lou Wolcher, of San Francisco, is sales manager.

## MUTOSCOPE DEBS

(Continued from page 89)

he keeps the ship to its course. A point of light on the front panel screen must be kept on or close to a cross-hair target by manipulating controls. Priced at \$295, the unit will start moving to buyers in February. Weight is approximately 200 pounds.

With deliveries of Drop-Kick due to start in February, its list price was quoted at \$295. Cross Country Race carries a price tag of \$495 and shipments are scheduled to start in March.

## N. Y. Subway Adds Hot Coffee Vending Mach.

NEW YORK, Jan. 22.—The first coffee vender to be installed in the New York subway began operation Monday (10) as Good and Cold Drinks, a firm headed by Dr. G. A. Lowenstein, placed a Rudd-Melikian machine in the Times Square station. The second, a Master Chef unit owned by Interborough News, was installed in another station. Both companies also operate soft drink venders in the underground locations. The two machines are set to vend at 10 cents a cup.

Meanwhile, the seven operating companies which have cup machines in the subway are still awaiting publication of specifications for long-term operating privileges upon which they will be asked to bid. The board of transportation, which is supervising the current test program of the venders, announced last week that these specifications have not yet been completed. The test period, originally set to end last November 30, was extended to January 31. If the specifications are not announced soon, it is understood the test may be extended again.

WASHINGTON, Jan. 22.—Production of shelled peanuts is running at a high rate, Agriculture Department has reported. For the four-month period ended September 30, production amounted to 362,000,000 pounds as compared with 264,000,000 pounds for the same period in 1947. During December 17.3 per cent of shelled peanuts went into candy. The ratio in November was 20.3 per cent and 18.9 per cent in October.

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# Williams Named CMI Prexy; New Directors Are Appointed

(Continued from page 89)

New York.

Held over in their offices were Sam Wohlberg, Chicago Coin, vice-president; Herb Jones, Bally, treasurer; and Herb Oettinger, United Manufacturing, secretary.

At their annual meeting, members of CMI heard Dave Gottlieb propose that a committee of operators be set up to work closely with the association and to advise it on operator problems. This committee would be permitted to sit in on CMI board meetings to keep the group mindful of operator requirements, as Gottlieb had promised the week before the show started (*The Billboard*, January 22).

Monday night, when association officers held a secret meeting to toss around mutual problems, the problem of naming members to participate in this committee was sidetracked by the operators and the convention ended without the committee being formed.

After the show closed, Ruttenberg told *The Billboard* that the committee is not a dead issue. During the remainder of the year, Ruttenberg said, CMI will encourage the establishment of associations on a State level. From those associations will come the committee members in time to participate in next year's convention. Already, Ruttenberg said, a movement was under way to organize a Texas operators' association. Other States would follow where such organizations are not already in existence, he said.

## Optimism

In the meetings there was a feeling of optimism which was missing from last year's show. Obviously, operators, distributors and manufacturers had had sufficient time to realistically appraise their individual situations and to work toward solutions practical for all segments of the business.

On the exhibition floor, shuffleboards were the most numerous new type of equipment. (For a complete resume of the shuffleboard displays and reactions see separate story elsewhere in this issue.) The shuffleboard manufacturers worked to set up distributing companies to handle the boards as a coinman's item. No accurate estimate of shuffleboard sales could be obtained because reports from manufacturers were often conflicting. But the show did provide operators with their first opportunity to compare the competitive features

of boards and prospect lists to be turned over to distributors were lengthy on the final day.

If the show could be taken as a barometer, interest in arcade machines at both the operating and manufacturing level is at a higher pitch currently than at any time since 1946. More new arcade pieces were shown this year than at last year's exhibition. Bell machine manufacturers generally reported their business brisk, which means bells have been holding steady since last autumn.

## Music Story

Most of the music equipment on display was shown at hotels other than the Sherman. The two firms generally credited with being the largest phonograph manufacturers, Seeburg and Wurlitzer, did not show either at the Sherman or in other downtown hotels. Proportionately, however, there were more music operators present this year than were present at any of CMI's postwar meetings, and that interest was reflected in the more than doubled membership of the Music Operators' Association.

Altho television exhibits, both at the Sherman and in other hotels, were numerous, operators off and on the floor appeared to be standing by their "let's wait and see" attitude. (For a more detailed report, see separate story in Music Machines section.)

Nor was there any great rush on the part of game and music operators to add vending and service equipment to their routes. Exhibitors featuring merchandise and service vending equipment generally reported they had signed more actual orders and taken the names of more good prospects than at any CMI show since 1947. Shoeshiners predominated, with 10 manufacturers displaying their machines on the floor. Close behind came popcorn, then scales and drink machines.

## Peanuts in Red

WASHINGTON, Jan. 22.—Agriculture Department thru its Commodity Credit Corporation (CCC) will lose about \$8,000,000 in peanut dealings for the year starting July 1, 1949, it was disclosed. At the same time, the department reported that sales of CCC-purchased peanuts to domestic purchasers averaged about 28,000,000 pounds monthly last year.

## Exhibit Rolls On Swanee, New Five-Ball Game

CHICAGO, Jan. 22.—The Exhibit Supply Company introduced its new five-ball Swanee during the CMI industry-wide convention held here January 17-19. New game combines contact and flipper bumper action with sequence and bonus scoring. Exhibit also showed its all electric Dale shooting gallery, Jitters, See-a-View and its new de luxe model card vender.

Bumpers of Swanee are placed on playfield near the sides, permitting a wide use of cross ball action in play. Game also has a diamond shaped stretch rubber rebound area near the top of the playfield which has a tendency to carom balls into either of two kickout holes in that area. These two kickouts score from 10,000 to 100,000 points. Bonus chart holds up to 500,000 points, transfers them to main score when ball drops thru roll-over switch between a double pair of flippers above the outhole.

Game's contact or thumper bumpers have a scoring and kicking action from all 360 degrees. The contact bumpers, placed on the left and right side of mid-playfield, kick ball up toward diamond rebound or down to flippers. If player can time ball as it bounds off contact bumpers and toward the two pairs of flippers, he can keep ball in play longer and try for higher score or additional replays. Game scores over 5,000,000 points.

In addition to having flippers at the conventional angle (180 degrees) Swanee also has flippers at 90 degrees. Since both pairs of flippers are attached, player can not only hit ball with flippers from the top side of one set of flippers but also hit ball out of reach of the top flippers with the pair placed directly underneath, sustaining game interest until last ball is out of play.

## Standard Coin Mch. Shows New Changer

CHICAGO, Jan. 22.—A new service coin changer for stand or counter placement, called Changerette, was introduced this week by the Standard Coin Machine Company here.

Changer, shown at the CMI convention, is priced at \$49.50 and accepts quarters only. Unit is housed in a light wood cabinet, reinforced. Payout tube is high capacity, holding approximately \$5 in nickels.

## Bell Equipment Attracts Crowds

(Continued from page 89)

While the Mills booth at the Sherman showed some new models, major demonstration of Mills new bells was held at the 440 Suite of the Morrison Hotel. There Bell-o-Matic, national distributor for Mills bells, entertained an average of 1,000 convention guests each afternoon. Refreshments and food were served from 4 to 11 p.m. daily and a floor-show was staged at 8:30 each night of the show.

## Buckley Features Line

Buckley Manufacturing exhibited its 1949 line of bells, featuring Criss Cross action and large capacity guaranteed jack pot on the convention floor. Firm also showed its latest model Buckley Track Odds. Plant visitors were welcomed at the plant and shown how the Buckley line is produced.

H. C. Evans & Company showed the latest firm consoles both at a Morrison Hotel suite and at its factory. Models shown included Winter Book, Jumbled Bars and Sweepstakes Bingo. Refreshments and food were served in both places.

Groetchen Tool & Manufacturing displayed new models of its Columbia line, including the Twin Jackpot bell, Twin Falls console, the Columbia Eagle and Imp, a small bell.

O. D. Jennings & Company had the 1949 Sun Chief de luxe bell and the Sun Chief console on the convention floor and a full display of equipment including the 1949 Monte Carlos at its plant. Both events were linked by Jennings sponsored limousine service between the Sherman and the plant. Prime beef and refreshments were offered to all factory visitors and production line tours were made available to visitors hourly.

## Keeney at Plant

J. H. Keeney & Company exhibited the console Modern Bell at its booth in the Hotel Sherman but saved its principal display for its three-day open house at its plant. There it augmented the showing of Modern Bell with two other consoles, Luxury Bell, which has criss-cross action, and Royal Bell, which features not only symbols on its reels but also a novel use of numbers as well. Food and refreshments were served to all plant visitors.

Standard Coin Machine Company, a newly organized firm, showed 10 models in booth space and duplicated this showing in its Hotel Sherman suite. Equipment included Tuxedo Bell, Big Jax, Carousel Console, Diamond Bell, Reno, op's special standard Club Console, Tuxedo Special and Changerette, a coin changer which the firm has adapted for use on bells and consoles.

Universal Industries, formed during latter part of 1948 and presented its first CMI exhibit under the direction of Mel Binks, showed a four-coin multiple bell console, Arrow Bell. This initial product for Universal features two separate coin chutes, positive odds and the use of a wild reel for each of its three reels.

## NAAMO SETS

(Continued from page 89)

sponsored in several cities, Smith said their failure (all of the schools are now closed) was due to the fact they "never had the proper support of the manufacturers or distributors." He did not elaborate on this point, altho a number of manufacturers and distributors had furnished both machines and trained personnel to help the association when its schools were active.

Previous NAAMO annual meetings have been held in New York and Chicago. Last year's meeting was timed to coincide with the CMI show in Chicago, but Smith said that "unsatisfactory conditions prevailing at Chicago last year" resulted in the decision to hold this year's session at Atlantic City.



DISTRIBUTOR MEET held before CMI show opened drew some of the nation's leading coinmen to Jennings' plant. Event also debuted firm's Sun Chief line, included an introduction speech by President O. D. Jennings; addresses by Harold Jeske, vice-president; Frank Norton, comptroller; John Neise, sales manager, and Ed Vojak, advertising manager. Those attending session included representatives of the following companies: A. C. Rud, Spokane; Advance Automatic Sales, San Francisco; Dixie Music, Miami; C. A. Robinson, Los Angeles; General Vending Sales, Baltimore; Roth Novelty, Wilkes-Barre, Pa.; Crown Novelty and J. H. Peres, both of New Orleans; Western Distributors, Portland, Ore.; Mod-ern Amusement, Williamsport, Pa.; Graham & Hall, El Dorado, Kan.; W. H. Casper Distributing, Rock Springs, Wyo.; Club Distributing, Batesville, Ind.; Phil Burgeson, Minneapolis; Fritz Burgeson, Barrington, Ill.; Leo Belfy, Atlanta; Fred Anderson, Chicago; Garfield Novelty, Columbus, O.; Franco Distributing, Montgomery, Ala.; C & P Sales, Memphis; Bran-son Distributing, Louisville; Kellogg Sales, Grand Island, Neb., and S & M Sales, Memphis. Other company representatives at the distributors' meeting were W. F. Young, George Isle, H. R. Strong, Pat Collins, George Herbst, A. G. Anderson, M. Gasick, H. S. L. Whear and E. Mihalek.

# Form Bert Lane, Inc., in New York; Factory Rep for Genco

NEW YORK, Jan. 22.—Predicting that the coin machine industry in the very near future would undergo a rebirth of profitable activity, Bert Lane last week announced formation of his new company, Bert Lane, Inc., to act as factory representative for the Genco Manufacturing Company.

With Harry Pearl as secretary-treasurer of the new corporation, Lane last week took over occupancy of a suite of offices at 250 West 57th Street here, which served formerly as headquarters of Drink-o-Mat Industries. The cup vender firm is now headquartered in another office in the same building.

While no change in the distributor set-up of Genco was seen in the move, formation of the Lane organization is interpreted as portending increased activity on the part of the manufacturing firm. Lane's tie-up with Genco, long rumored in industry circles, tops a 15-year association with the manufacturer during which he has been involved in many phases of its activities. Altho Lane is still financially interested in the Atlantic and Seaboard Corporations, coin machine distributor in this city, he stated he will devote his entire time to his new enterprise.

### Lane Territory

The extensive territory covered by the Lane organization as Genco representative includes the East, South and Southwest. Lane as president of the new corporation, will devote most of his time to executive duties at the policy-making level, he declared, including maintenance of close relations with factory officials. As such, he will spend much time at the Chicago plant.

Pearl, for many years associated with Seacoast Distributors in New York and New Jersey and more recently with the Atlantic and Seaboard Corporations, also has a 15-year history in the coin machine business. In the Lane company he will devote most of his activity to supervision of sales. A national sales organization is being developed by Lane, it was reported.

Altho at the present time the Lane organization is limiting its activity to promotion of Genco games, it was indicated that the firm will later expand its scope to include other equipment. This may also include venders, it was said.

### Plans for New York

One of the major projects now under way in which the new company is co-operating, according to Lane, is development of an amusement device suitable for operation under provisions of New York law. Standard novelty games are now outlawed in the city.

While he divulged no details of the new device, he said it would not be a "one shot affair," but rather a novel type of game that could be issued in different models to sustain player interest. No exact date for its introduction was given.

Lane also stated that he will soon announce a new merchandising plan under which his firm will operate. He claimed the plan would contribute greatly to more profitable activity on the part of operators. "Both new merchandising, methods and new appealing equipment are needed to lift the coin machine industry out of its present doldrums," he declared.

### History Repeats

Expressing faith in the future of the industry, Lane pointed out that operators, distributors and manufacturers had in the past, too, been faced with trying times. Ingenuity at all levels of the industry then returned the business to profitable proportions, he added, predicting that the same upturn can be expected again. "We haven't yet realized the post-war potential of the industry," he asserted.

The first game to be handled by the new company is Genco's Floating Power. Said to incorporate many novel features, it was unveiled by Genco at the CMI show.

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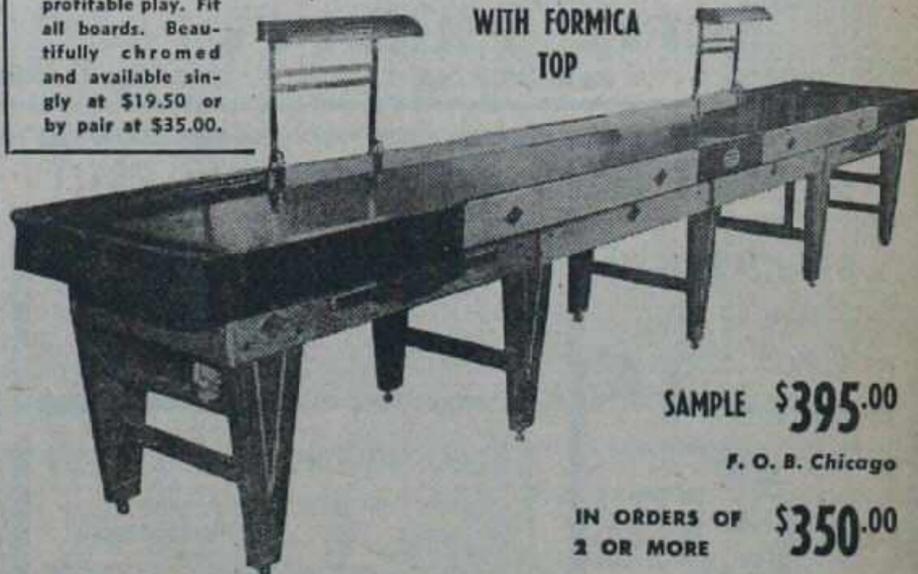
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## Turning Back the Clock

### 15 Years Ago This Week

CHICAGO, Jan. 30, 1934.—Word went out that "the biggest and best coin machine show ever held by the Coin Machine Manufacturing Association (CMMA) would take place at the Hotel Sherman, Chicago, February 19 thru 22." Trade leaders were optimistic over prospects for

business during the year, pointing to the fact that manufacturers were keeping their experimental departments busy "day and night" working up new models incorporating play features. With over 100 booths contracted for, CMMA show officials predicted a sellout in exhibit space before the final deadline.

All railroads granted the associa-

tion reduced rates for operators coming to the show. This was worked out by having coinmen ask for a certificate at time of ticket purchase. Certificates were validated at the show by Joe Huber, CMMA secretary, resulting in a refund.

In line with the train plans, Bally Manufacturing Company's Southern branch in Memphis completed arrangements for a Bally Dixie special from that city to Chicago. Over 150 operators had signed up at the time of the announcement.

Groetchen Tool Company, Chicago, introduced its Pok-o-Reel Triplex bell. Offering either the regulation fruit symbols or a number type of reel that was pegged as a "mechanical punchboard," with a third change to poker symbols also possible, the unit was pushed as a triple-play-promotion deal. . . . D. Gottlieb & Company advertised its "one year ahead of the field" game, Score Board. A pin game, it sold for \$35, was entirely mechanical in operation, had no backboard and offered player 10 balls for nickel.

New York Vending Company, Inc., was offering operators big bargains in pins. Sample offerings listed were Airways for \$13.50 each; Jigsaws, \$22; Centurys, \$13; Mills Official Table, \$10; Official Sweepstakes, \$12.50; Cloverleafs, \$4.50; Five Star Final Jr., \$4.50, and Five Star Final Sr., for \$13.75; Bally's President, \$7.50, and Bally's Screw, \$3.

Gum, cigarette and other types of venders which were installed in a depot or other building constituted a place of business under the new chain-store tax law and were required to "pay a tax on their gross revenue for 1933," Wisconsin State tax commission ruled.

### 10 Years Ago This Week

CHICAGO, Jan. 21, 1939.—International Mutoscope Reel Company introduced its new Selector Mutoscope. William Rabkin stated that the new machine had a special appeal, incorporating the ideas of a miniature theater, with coin-operation adding extra play pull. Unit had five reels from which patron could select. The picture showed up on a six-by-eight-inch screen. Other Mutoscope officials equally enthusiastic over the new unit were Earl Williams, Al Blendow and Frank Swan.

Homer E. Capehart announced changes in the Wurlitzer Company's phonograph division. Changes consisted of appointing Carl E. Johnson, factory manager at North Tonawanda, to the position of manager of that division, and moving Mike Hammergren to the office of general sales manager.

Vending machine manufacturers showing at the annual convention of the National Association of Tobacco Distributors (NATD) in the Palmer House, Chicago, January 8 thru 21, were: National Vendors, Inc., St. Louis, showing two cigarette, two candy and one combination cigarette-candy vender (cigarette machines could be adjusted to vend two packs for a quarter); Rowe Manufacturing Company, Belleville, N. J., showing mint and gum venders and three cigarette vender models (latter were 6, 8 and 10-column units); Stoner Corporation, Aurora, Ill., with its Univender line (then just being introduced) featuring combination candy-cigarette vender machines; Stewart & McGuire, New York, with special small vender for handling Heide candies, a bulk, and three cigarette venders in addition to its bulk Vender machine; Trimount Coin Machine Company, Boston, showing its Snacks bulk machine and a new stock penny gum vender; U-Need-a-Pak Corporation, Brooklyn, showing a candy bar vender and two models of cigarette machines.

Juke operators were stocking the new hits *Funny Old Hills*, *I Have Eyes*, *Deep Purple* and *Sweet Little Headache*. *They Say* was the top coin puller. . . . Wood Products Manufacturing Company, Omaha, offered a new juke cabinet "creation" for \$59.50. Ads plugged the new

## Ops See New Cup Machines

CHICAGO, Jan. 22.—Cup-type soft drink venders, shown by three manufacturers at the CMI convention here this week, included first showings of a new model midget type unit, a new non-carbonated model and a two-flavor hot-cold drink machine.

Lymo Industries, Inc., Chicago, debuting its improved, fully automatic model of the "world's smallest coin-operated cup vender," the Lion Venderette, announced production of the new unit would shortly be in full stride. Price was not given. Machine, 17 inches wide, 20 inches deep and 51 inches high, has a capacity of 250 cups instead of the 125-cup capacity in former model. Too, cups are delivered into "fi" position below the spout; earlier model necessitated customer manually removing cup from outside column and placing it below spigot. Outside cup column is retained, however, situated over the extended coin-delivery panel on upper face of unit. Firm's regular size cup vender, Model 1400, prices at \$895 (\$945 with National coin changer) also was shown.

### Mills New Model

Mills Industries, Inc., Chicago, introduced the Model 400-A, dispensing a non-carbonated orange drink. Altho it has the same dimensions and appearance as firm's Coca-Cola cup vender, unit is finished in bright orange color. A cup receptacle, 200 capacity in complementing color, was also displayed, priced at \$11. Deliveries on the new model would start in two weeks, officials said.

C. C. Bradley & Son, Inc., Syracuse, displayed its recently introduced hot-drink conversion unit on its two-flavor cup vender, which was first announced six weeks ago. The hot drink unit may be installed in conjunction with the regular cold drink unit. After original hot unit installation is effected, change-over to cold and vice-versa operation may be made in seconds, it was stated. Hot drink unit will vend various types of hot liquids, including hot chocolate. Price was not given.

## J. H. Keeney Shows Kleenex Dispenser; Appoints Distributor

CHICAGO, Jan. 22.—J. H. Keeney & Company, in a pre-production display of a new type small vender at the CMI meeting this week, introduced a Kleenex dispenser designed to vend regular Kleenex nickel packs. Unit, 22 1/4 inches high, 12 1/2 inches wide and 6 1/2 inches deep, has a 50-pack capacity with 25 packs in each of two columns. Price and production information was not given.

Initial reaction to the new vender was described as good by Keeney officials. Use of standard size Kleenex packs, available at 3.2 cents per pack to the operator, means merchandise availability and a profit margin of satisfactory proportions.

Firm also announced the appointment of a new distributor, and expansion of the territory of a present distributor, for its electric cigarette vender. New distributor is Southern Automatic Music Company, Inc., with offices in Fort Wayne and Indianapolis, Ind., covering the State of Indiana. Cleveland Coin Machine Exchange, Cleveland, formerly covering Ohio, Kentucky and West Virginia, now includes Michigan in its territory.

cabinet as making "your old \$40 phonographs worth \$300 or more."

Mills Novelty Company offered one Mills bell free with every 10 purchased. . . . Daval, Chicago, reported top production on its \$79.50 high game, Side Kick. Same game was available in two other models; Free play for \$89.50 and Reserve at the same price.

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Ten Strikes	49.50	Box Score	79.50
Tumbler	49.50	Goals	99.50
Boomerang	34.50	All Stars	\$49.50
Bang-a-Deer (Comp. With Rifle)			\$99.50

TERMS: 1/2 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan  
PHONE: KILBOURN 5-7323

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE

MILWAUKEE 8, WISCONSIN

# Offer Free Folders For Postage Sold Via Vending Machs.

NEW YORK, Jan. 22.—Cardboard folders for postage stamps sold thru vending machines will be made available to operators free of charge thru a deal just closed between E. W. Flatto & Son, paper converting concern, and a national advertiser, it was announced this week by E. W. Flatto, president.

While refusing to divulge the name of the advertiser at this time, Flatto stated that revenue received for the sales message to appear on each folder will finance the offering. The program is set to begin in March, but at first will not attempt to supply more than a small percentage of the total amount of folders used nationally.

But the ads, which are keyed, offer a free booklet so that effectiveness of the medium on a national scale can be gauged.

Flatto said 1,500,000 of the folders are involved in the original offering. Initial quotas will be set for different sales areas, and stamp machine operators in each area will be invited to requisition the free folders until quotas are exhausted. The Flatto company, located at 17 West 60th Street here, will act as clearing house for the requests.

While advertising on folders has long been solicited by stamp operators on a local scale as an added source of revenue, the Flatto program is believed to be the first to involve a national account. It has been estimated that of approximately 500,000,000 folders used annually thruout the country about 25 per cent carry local ads.

# Supplies in Brief

## Sugar Price Up

WASHINGTON, Jan. 22.—Prices of sugar have advanced "somewhat" since the preliminary 1949 sugar quota of 7,250,000 tons was announced, Agriculture Department has reported. Department economists say the price rise was inevitable since the quota is not sufficient to fill the demands of industrial sugar users for the year.

Despite the tightness of the current sugar situation, the long-range prospect is brightening. With restoration of many beet sugar areas in Western Europe, the 1948 world production of sugar was 37,700,000 tons, an increase of some 4,000,000 tons over the previous year and the highest since the war.

## Tobacco Sales Up

WASHINGTON, Jan. 22.—Sales of tobacco wholesalers in November were up 6 per cent over November, 1947, and showed a 3 per cent rise over October, 1948, Commerce Department has reported.

Sales of 251 wholesalers amounted to \$36,397,000 in November, the department estimated. Sales increases were general around the country, with only wholesalers in the East South Central region reporting business virtually unchanged.

## N. J. Cig Tax

MOUNT HOLLY, N. J., Jan. 22.—Repeal of the New Jersey cigarette tax is provided for in a bill introduced in the State Legislature at Trenton this week by Sen. James M. Davis Jr. The State hopes to collect \$16,000,000 annually from the 3-cent-a-pack tax which went into effect last July 1 upon recommendation of Governor Driscoll.

Introduction of the repealer is considered one of the basic moves of a Democratic campaign to elect State Senator Wene, of Vineland, as governor next November.

## Candy Sales Up

WASHINGTON, Jan. 22.—November dollar sales of candy manufacturers were up 5 per cent from the same month in 1947, Commerce Department has reported. The cumulative total of \$727,629,000 for the first 11 months of 1948 topped the same period of the previous year by 4 per cent. November sales of bar goods amounted to \$29,950,000 as compared with \$27,268,000 the previous November. Poundage sales, however, were off. In November, 1947, 73,513,000 pounds of candy bars were sold, while only 67,049,000 pounds were sold during the past November. Sales of bulk candy were up both in pounds sold and in value. Sales were 19,931,000 pounds worth \$5,622,000 as compared with November, 1947, sales of 17,013,000 pounds valued at \$5,237,000.

## Minn. Cig Outlook

ST. PAUL, Jan. 22.—An increase in cigarette taxes from the present 3 cents per package to 5 cents was advocated Wednesday (10) by Gov. Luther W. Youngdahl in his annual budget message to the Minnesota Legislature.

Boost in the cigarette levy was one of several recommendations made by the chief executive to meet the \$139,692,115 all-time high budget he is seeking for the State for the 1949-1951 biennium. Other tax increases asked were on liquor, beer and on other tobacco products such as cigars, snuff and smoking tobaccos.

In advocating the increased taxes, Youngdahl said once again that he does not favor enactment of a general sales tax, even tho the State is faced with paying a veterans' bonus expected to aggregate more than \$100,000,000.

## Hartford Tax Receipts

HARTFORD, Conn., Jan. 22.—State Tax Commissioner William F. Connolly has announced that receipts from cigarette stamp sales in Connecticut totaled \$4,017,920.16 in the July 1-December 31, 1948, period. This is an increase of \$206,020.42 over stamp sales in the last six months of 1947.

Receipts from taxes on alcoholic beverages for the last six months of 1948 fell \$235,207 below the similar period of 1947. Receipts for the 1948 six-month period were \$2,730,127, as compared with \$2,965,335 in the 1947 period.

# Stange Elected CMNJ President

NEWARK, N. J., Jan. 22.—Charles Stange was elected president of the Cigarette Merchandisers of New Jersey (CMNJ) at the annual meeting of the operators' organization at the Essex House here.

Sonny Silverstein Jr. was chosen vice-president; Frank Graves Jr., treasurer, and John Sharenow, secretary. Named on the board of directors for 1949 were Michael Lascari, Edward Dierick, Louis Millman, Pat Trimmer and David Goldberg. Sol L. Kesselman retained his post as CMNJ executive secretary and counsel.

# SHUFFLEBOARDS

Both new and used, rebounds and standard coin operated, or non-coin operated. Our prices are the lowest in the industry. WRITE \* WIRE \* PHONE

NEW COUNTER GAMES	
Penny Target	\$ 39.50
A.B.T. Challenger	42.50
A.B.T. Model F	44.50
Kicker & Catcher	35.00
Acme Electric Shocker	19.50
Whirl-a-Balls	18.00
Duck Hunter	45.00
Target King	45.00
Special Prices for 10 or more.	

USED COUNTER GAMES	
Pop Ups	\$ 14.00
Penny Pistol Shots	12.50

MUSIC	
Packard Wall Boxes, new	\$ 82.50
Buckley Wall Boxes, new	28.50
Buckley Wall Boxes, used	17.50
Packard Brackets	3.00
30 Wire-Coded Cable, 100 feet, Per Foot	.20
8 Wurlitzer 850E	195.00
2 Wurlitzer 700	160.00
5 Wurlitzer 600	125.00
1 Wurlitzer 800	175.00
2 Wurlitzer 780	195.00
10 Filben Hideaways, complete with 10 deluxe cabinets, speakers, with wall boxes, floor models and 800 feet of cable. This outfit new is valued at \$6000.00. Complete for \$3000.00.	

BALLY ONE BALLS, P. O.	
12 Entries	Write
5 Jockeys	Write
8 Trophies	Write

SKEE BALLS	
16 Wurlitzer Skee Balls	\$160.00
10 Bank Balls, 14 ft.	110.00
2 Jafco 9-ft. Barrel Rola	85.00
2 Bowling League, 9-ft.	85.00
X-Ray Pokers	125.00

ROLL DOWNS	
Brand New Pro-Scores	\$175.00
Tri-Scores	80.00
Tally Rola	80.00
Sportman Rola	80.00
Big City	80.00
Super Score	80.00
One World	80.00
Total Rola	80.00
Advance Rola	85.00
Steel Ball Roll Downs	Write

ARCADE EQUIPMENT	
Brand New Atomia Bomber	\$165.00
25 Exhibit Merchandisers	85.00
2 Strikes & Spares	235.00
1 Super Bomber	150.00
1 Pitchem & Ketchum	75.00
1 Scientific Baseball	75.00
5 Ten Strikes	89.50
2 Batting Practices	75.00
3 Chicken Rams	85.00
3 Keeney Air Raiders	85.00
3 Bowl-A-Scors	95.00
Keeney Submarine	95.00
2 Western Baseballs	100.00
2 Goales	50.00
8 Boomerangs	135.00
Jack Rabbit	75.00
Hot Mon Golf	115.00
1 Under Sea Raider	115.00
1 Exhibit Vitalizer	95.00
2 Bat-A-Ball Srs.	39.50
Groetchen Metal Typo	195.00
1 Paces Lo Boy Scale	50.00
1 Late model Photomat	825.00
Panorams	195.00
Brand New Quizzers	Write

POPCORN VENDORS	
20 Like new Kunkels 10¢ Pop Corn Vendors	\$ 89.50
10 Like new Pop Sea 10¢ Pop Corn Vendors	89.50
1 Super Star Pop Corn Machine (New, in Original Crate)	Write

SHOE SHINE MACHINES	
7 Sirox Brush Ups	\$135.00
Falcon's Shoe Shine, list	235.00
Write for quantity prices.	

CONSOLES	
Keeney Super Bonus Bells, Double	\$385.00
4 Baker's Paces, D.D.	150.00
Brand New Mills 3 Bells	Write
Keeney Super Bonus Bells, Single	275.00
3 Keeney 4-Way Super Bells, 4-Nickel	150.00
Keeney Gold Nugget	475.00
Bally Triple Bell	435.00

NEW CONSOLES	
Factory Distributors for Keeney's Super Bonus Bells	
Universal's Arrow Bells	
Evans' Consoles	
Jennings' Challengers	

USED CIGARETTE VENDORS	
5 U-Need-A-Pak 500, 9 Col.	\$ 75.00
25 National 950's	85.00
5 DuGrenier 1948 Challengers, 7 Col.	125.00
5 U-Need-A-Pak 8 Col. Monarchs, 1948	125.00
3 C-8 Eastern Electric Cigaretta Vendors	185.00

SLOTS AND BELLS	
1 Set of 5x-10x-25x Mills Club Bells. All for	\$425.00
Mills Black Cherry Originals, 5x	125.00
10x	135.00
25x	145.00
Columbias	85.00
10x Watling Roll-a-Top	50.00
25x Watling Roll-a-Top	85.00

USED VENDORS	
200 N.W. 1x #33 Ball Gum Vendors with Plastic Globes	\$8.50
300 N.W. #39 Nut or Gum Vendors	8.50
25 Silver King 1x Ball Gum Vendors	8.50
25 Silver King Nut Vendors	8.50
3 Shipman Duo Stamp Vendors, like new	15.00
12 Northwestern 1x-5x DeLuxe	18.50

BRAND NEW	
Exhibit's Dale Gun	\$289.50
Belgium Pool Table	289.50
Lynco's Wurl-a-Ball	329.50
Mills Vest Pockets, new	84.50
Gushers, new	22.50
JENNINGS LUXURY LITE UP BELLS, 125, clean merchandise, 5x-10x-25x, 1 Cherry Pay Out—	\$165.00 Each.



TERMS: 1/3 Deposit, Balance C. O. D.

# CLEVELAND-COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO

M.S. GISSER, SALES MGR.

ALL PHONES: TOWER 1-6718

**4 POST WAR PHOTOMATICS, \$595.00 EA.**  
**10 REBUILT PHOTOMATICS**  
 With stainless steel doors and trim ..... \$295.00 EA.  
**3 VOICE-O-GRAPHS**  
 Wooden Cabinet ..... \$450.00 EA.  
 1/2 With Order, Balance C. O. D.

**MAX GLASS DISTRIBUTING COMPANY**  
 914 DIVERSEY · CHICAGO 14, ILL.

**MILLS BELLS!**  
 We have all Mills latest Bells in stock.  
**AUTOMATIC COIN MACHINE & SUPPLY CO.**  
 4135 W. Armitage Ave., Chicago, Ill.  
 AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**BARGAIN TIPS**

A.M.I. Model A	\$500.00
Wurlitzer 1015	85.00
Wurlitzer 500	120.00
Wurlitzer 950	65.00
Wurlitzer 800	50.00
Wurlitzer 24	325.00
Rock-Ola 1426	85.00
Rock-Ola Master	75.00
Rock-Ola Standard	75.00
Rock-Ola Deluxe	99.50
Seeburg Classic	89.50
Seeburg Vogue	Write
New Alceon Coronet	Write

**WANT ALL TYPES OF AUTOMATIC PHONOGRAPHS**  
 1/3 Deposit, Balance C. O. D.  
**DAVE LOWY & CO.**  
 Exporters & Distributors  
 594 Tenth Avenue New York 18, N. Y.  
 CHickering 4-5100

**RECONDITIONED 5-BALL FLIPPER-TYPE GAMES**

Bally	\$140.00
Jack and Jill	135.00
Thrill	135.00
Mardi Gras	135.00
Maery Widow	135.00
Trinidad	135.00
Trade Winds	130.00
Cinderella	129.00
MonteCaro	129.00
Rondeau	125.00
Bermuda	125.00
Crazy Ball	125.00
Spinball	125.00
Shanghai	125.00
Stardust	125.00
Triple Action	125.00
Wisconsin	120.00
Build Up	120.00
Robin Hood	119.00
Banko	115.00
Yanks	115.00
Catalina	115.00
Humpy Dumpty	115.00
Stormy	100.00
Sunny Major League	85.00

**NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY**

Gottlieb TELECARD	Genco FLOATING
United BABY FACE	POWER
Exhibit SWANEE	Chlooln GRAND
Bally CARNIVAL	AWARD

**SPECIAL OFFER!**  
**25 WURLITZER 1015's...\$365.00 EACH**  
 EXCELLENT MECHANICAL CONDITION—CABINETS REFINISHED.  
**NATIONAL GUARANTEED!**

**LATE RECONDITIONED 5-BALL FLIPPER GAMES**

Buccaneer	\$165.00	King Cole	\$155.00
Barnacle Bill	165.00	Screw Ball	145.00
All Baba	155.00	Summertime	145.00

MEMBER CMI

**NATIONAL COIN MACHINE EXCHANGE**  
 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14

**CONVERT YOUR HAVANAS TO "SWEET SUE" for BIGGER PROFITS! Write or Wire for Details**

**ELECTRIC SCOREBOARD FOR SHUFFLEBOARD WRITE FOR PRICES**

**MID-STATE COMPANY**

**PEANUT MACHINE BRAND NEW! STONER 2 COLUMN \$13.50 F. O. B. Chicago**

2369 MILWAUKEE AVE. CHICAGO 47, ILL. Phone: Dickens 2-3444

**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.

**Easton, Conn., Okays Games**

EASTON, Conn., Jan. 22.—Pinball machines apparently are here to stay and anybody with a nickel can play them.

Voters at a special town meeting this week unanimously voted to defeat a proposed ordinance that would limit the use of the machines to persons 16 years of age or older.

The original intent of the ordinance was to prohibit machines in public places. It would have provided a \$25 fine for violations and also would have prohibited those under 16 from playing "wheels" at carnivals.

None of the one hundred persons present voted in favor of the ordinance.

**BUY A NEW MACHINE FOR ONLY \$75.00 KEEP COST OF OPERATION DOWN SEEBURG LO-TONE**

(cabinet only) **\$75.00**

(Plus Your Old Cabinet)

Rush your old cabinet to us (minus the mechanism) and we will ship our refinished LO-TONE CABINET. When you install the mechanism in our refinished cabinet you will have a machine which will sparkle and look as good as new. When ordering, specify whether you want Model 8200, 8800 or 9800.



**RUSH ORDERS TODAY!** 1/3 With Order, Balance C. O. D.

**DAVID ROSEN, INC.** Exclusive AMI Distributor 855 N. Broad St. Philadelphia 23, Pa. Stevenson 2-2903 503 Evergreen Ave. Baltimore 23, Md. Edmonson 5322

**EMPIRE'S SUPERMART**  
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

**NEW PIN GAMES**

- UN. BABY FACE ..... W
- GOTT. TELECARD ..... R
- EXH. SWANEE ..... I
- OHICHO GR. AWARD ..... T
- GENCO FLOAT'G POWER ..... E
- OHICHOIN SALLY ..... E
- BALLY CARNIVAL ..... E

**NEW ONE BALLS**

- BALLY CITATION, F.P. \$645
- BALLY LEXINGTON, P.O. 645

**New 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 HOOKEY 79.50
- EXH. MAUSER PIS. 289.50
- OHICHOIN PISTOL 375.00

**NEW COUNTER GAMES**

- |                              |                                   |
|------------------------------|-----------------------------------|
| S. K. HUNTER ..... \$ 45.00  | S. K. TARGET KING ..... \$ 45.00  |
| UN. 10TH INNING ..... 129.50 | ACME SHOCKER ..... 24.50          |
| IDEAL OD. VEND. .... 29.50   | SKILL THRILL ..... 24.50          |
| ABT MODEL F ..... 47.50      | DAVAL BUDDY, FS. .... 14.50       |
| ABT CHALLENGER ..... 45.00   | 1/2 AMER. EAGLE ..... 37.50       |
| SHIPMAN ART SHOW ..... 49.50 | GROET. CAMERA CH. .... 19.95      |
| GRIP-VUE ..... 49.50         | IMP. 1 1/2 or 5/8 ..... 17.50     |
| KICKER & CATCHER ..... 34.50 | 1/2 MARVEL, CIG., F.S. .... 27.50 |
| NON-COIN MARVEL ..... 34.50  | HEAVY HITTER ..... 89.50          |
- BAT-A-BALL JR., Originally \$79.50, Now ..... \$21.50

**NEW CONSOLES**

- BALLY MULTI-BELL \$749.50
- MILLS 3-BELLS ..... WRITE
- KEEN. GOLD NUG. \$800.00
- EVANS RACES ..... 895.00
- BAL. TRIPLE BELL ..... 931.00
- EV. WINTERBOOK ..... 895.00
- EVANS BANGTAILS ..... 826.00
- EV. CASINO BELL ..... 671.50
- JENN. CHALLENGER ..... 637.50
- BAL. WILD LEMON ..... 595.00
- BAL. DOUBLE UP ..... 542.50
- BAL. RESERVE BELL 549.50

**NEW SLOTS**

- |                               |                                |
|-------------------------------|--------------------------------|
| MILLS JEWEL BELL ..... W      | JENN. MONTE CARLO              |
| MILLS BLACK GOLD, H.L. .... R | JENN. SUN CHIEF                |
| MILLS MELON BELL ..... I      | JENN. STANDARD CHIEF           |
| MILLS BONUS BELL ..... T      | JENN. LITE-UP CHIEF            |
| COLUMBIA, JP ..... \$139.50   | DE L. COLUMBIA ..... \$169.50  |
| VEST POCKETS ..... 65.00      | Q.T., 5¢, \$115.00; 25¢ 142.50 |

**NEW VENDORS**

- ATLAS DE LUXE 1 1/2 NUT & B.G. VEND. \$ 14.50
- ATLAS 5¢ BANTAM TRAY VENDOR ..... 14.50
- N.W. STAMP VEND. .... 69.50
- POP CORN WARMER ..... 69.50
- SHIPMAN SELEC-A-BAR, 3-COL. .... 59.50
- ARISTOCRAT POP CORN VENDORS ..... 225.00
- MARION SCALE ..... 79.50
- SILVER KING ..... 13.95
- S.K. HOT NUT VEND. .... 22.50
- 5¢ 4-WAY MINT ..... 17.50
- ADVANCE 25¢ MODEL 21F VENDOR ..... 29.50

**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
- NEW SEEBURG COIN CHANGER ..... 129.50

**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

**UNIVERSAL ARROW BELL**

Write for information on greatest new console ever made.

**COIN OPERATED**

ELECTRIC SCOREBOARD FOR SHUFFLEBOARD ..... \$175.00

**WANTED**

- DRAW BELLS
- RESERVE BELL
- LATE FLIPPER PINS
- DOUBLE UP
- DAVAL FREE PLAY
- SCIENTIFIC POKERINO
- COLUMBIAS

**FLIPPER TYPE 5 BALLS**

- |                            |                         |
|----------------------------|-------------------------|
| Speedway ..... \$159.50    | M. Leag. B.B. \$119.50  |
| Jack 'N Jill ..... 149.50  | Yanks ..... 119.50      |
| Short Stop ..... 149.50    | Catalina ..... 119.50   |
| Paradise ..... 139.50      | Humpty D. .... 119.50   |
| Mardi Gras ..... 139.50    | Stormy ..... 119.50     |
| Tennessee ..... 134.50     | Sunny ..... 109.50      |
| Robin Hood ..... 129.50    | Cover Girl ..... 109.50 |
| Triple Action ..... 124.50 | Melody ..... 99.50      |
| Bermuda ..... 119.50       | Temptation ..... Write  |

**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
TREASURE CHEST	\$89.50	\$94.50	\$104.50
MANHATTAN	79.50	84.50	94.50
SINGAPORE	89.50	74.50	84.50
NEVADA	59.50	64.50	74.50
BONANZA	59.50	64.50	74.50
MEXICO	49.50	54.50	64.50
HAWAII	44.50	49.50	59.50
CO-ED	49.50	54.50	64.50
FIESTA	44.50	49.50	59.50
PLAY BOY	44.50	49.50	59.50
SUPER SCORE	44.50	49.50	59.50
SPELLBOUND	44.50	49.50	59.50
CROSSFIRE	44.50	49.50	59.50
SUPERLINER	34.50	39.50	49.50
SURF QUEEN	34.50	39.50	49.50
STEP UP	34.50	39.50	49.50
SEA BREEZE	34.50	39.50	49.50
MIDGET RACER	34.50	39.50	49.50
BIG LEAGUE	34.50	39.50	49.50
ANY PRE-WAR PIN GAME	24.50	39.50	49.50

\*Please give second choice for fast shipment.

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
- 5¢ MILLS VEST POCKET ..... 44.50
- 25¢ Q. T., BLUE CABINET ..... 89.50
- WATL. ROL-A-TOP, 5, 10, 25¢ ..... 79.50
- JENN. 4-STAR CHIEFS, 5, 10 ..... 79.50

**ARCADE**

- TELEQUIZ, F.S. .... WRITE
- 1947 PHOTOMATIC, LAT. MOD. .... \$595.00
- WMS. ALL-STARS ..... 259.50
- DRIVEMOBILE ..... 129.50
- ROLL-A-BARREL, 10-PL ..... 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 ..... 89.50
- EXH. MERCHANTMAN DIGGER ..... 79.50
- BATTING PRACTICE ..... 79.50
- HOOKEY, CHICHOIN ..... 69.50
- LIBERATOR OR PERISCOPE ..... 79.50
- ROCKET BUSTER ..... 79.50
- YEN 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. .... \$325.00
- JOCKEY SPEED, F.P. .... 225.00
- JOCKEY CLUB, P.O., '47 MOD. .... 249.50
- BALLY ENTRY, P.O. .... 189.50
- SPECIAL ENTRY, F.P. .... 175.00
- VICTORY SPECIAL, F.P. .... 109.50
- VICTORY DERBY, P.O. .... 109.50
- 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 ..... 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. .... 99.50
- MILLS 4-BELLS, 5-5-5 ..... 99.50
- BALLY CLUB BELL ..... 79.50
- 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
- PAGE REELS—CHR. RAIL ..... 69.50
- JENN. SILVER MOON, P.O. or F.P. .... 69.50



We have all Mills latest Bells in stock.

**FRIEDMAN AMUSEMENT COMPANY**  
441 Edgewood Ave. S. E., Atlanta, Ga.  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**SINCE 1912 . . .**

Coinmen have made Munves their buying headquarters. The reason is obvious. We deliver the finest arcade and location equipment in the nation.

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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**FOR SALE**

50 Slots—First Class Condition. Bally Special. Address: P. O. BOX 21 Columbia, Illinois

**Empire Coin**

MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone: EVERGLADE 4-2600 • CHICAGO 22, ILL. Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph.: Tyler 7-2770

# HAVE YOU ANSWERED THE ROLL CALL?



Have you enrolled in The Billboard's First Annual Roll Call of the coin machine industry? If not, please use one of the coupons below and do so today.

The purpose of this roll call is simple: To find out who is in the coin machine industry today? How many have entered since the war? Are they still active? Who has dropped out?

Manufacturers and distributors are co-operating in this census by donating their customer lists. Do your part for the good of the industry by answering the roll call.



We've already mailed out 275,462 letters to over 120 lists of operators received from distributors and manufacturers.

There still are an additional 30,700 names of operators waiting to be addressed.

What's more, lists from 22 more coin machine firms are on their way to us, and several more have promised to send in their customer lists just as soon as they can get them ready.

You can see this Roll Call has already proved to be a bigger job than we thought it would. To do the job right we need more time, so we have postponed the deadline until February 28.

That means you've got four more weeks in which to help make the industry's first census complete. You've got four more weeks to do YOUR PART by sending in the coupon below to help us identify you and at the same time get the next eight issues of The Billboard for only \$1.

8 ISSUES OF THE BILLBOARD FOR ONLY \$1



If you failed to renew your subscription . . . or your newspaper was sold out . . . or someone else grabs your office copy . . . or you need an additional copy sent to your home . . . YOU CAN'T AFFORD TO PASS UP THIS MONEY-SAVING \$1 SUBSCRIPTION OFFER.

## SUBSCRIBERS—USE THIS COUPON

To: B. A. BRUNS 95  
 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 eight weeks for \$1.

I enclose \$1 for which I get eight weeks PLUS the next issue of VENDOR FREE.

Bill me later for \$1 (No Free Vend).

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Free

\$1

Enclose with your coupon and get the next issue of VENDOR.

Free

## ALL OTHERS—USE THIS COUPON

To: B. A. BRUNS 9  
 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 eight issues for only \$1.

I enclose \$1 for which I get eight weeks PLUS the next issue of VENDOR FREE.

Bill me later for \$1 (No Free Vend).

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# DON'T LET 'EM KID YOU!

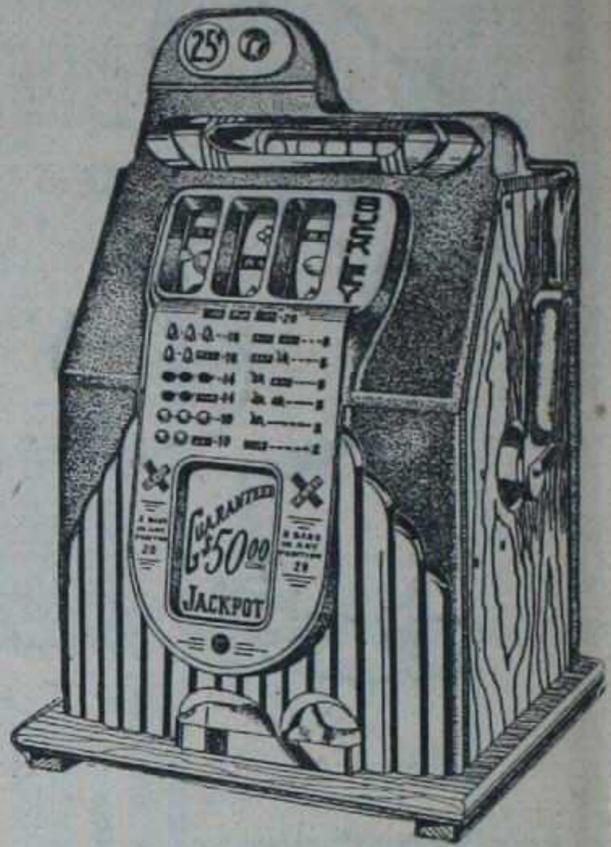
Only BUCKLEY Can Give You the GENUINE CRISS CROSS FEATURES

PLUS

LARGE GUARANTEED JACKPOT

The unprecedented popularity of the BUCKLEY CRISS CROSS JACKPOT BELLE has prompted others to try to copy it.

The name BUCKLEY is engraved in the top front casting of all genuine CRISS CROSS JACKPOT BELLES. Be sure to insist upon a manufacturer's WARRANTY guaranteeing that each BUCKLEY CRISS CROSS is made of NEW first grade materials.



**DON'T PAY GOOD MONEY FOR A COUNTERFEIT!**

We challenge any other Jackpot Bell to stand up in competition with the BUCKLEY CRISS CROSS!

**BUCKLEY MANUFACTURING CO.**

4223 West Lake Street  
Chicago 24, Ill.

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*America's Bell Machine Center*

Exclusive Authorized Distributor for Mills Bell Products  
NOW SHOWING THE BEST BELL LINE IN 1949!

BRAND NEW MILLS

BLUE BELL • BLACK BEAUTY • TOKEN BELL

CONVENTION SPECIALS  
GUARANTEED RECONDITIONED SLOTS

- MILLS 10c BLACK CHERRY BELL, 2/5 ..... \$129.50
- MILLS 10c GOLDEN FALLS, HANDLOAD, 2/5 ..... 129.50
- MILLS 10c GOLD CHROME, 2/5 OR 3/5 ..... 89.50
- MILLS 10c BLUE FRONT .... 80.00
- JENNINGS 10c CHIEF ..... 55.00
- MILLS JUMBO, PAYOUT .... 60.00
- MILLS 3-BELLS ..... 150.00

Write for Information on  
**MILLS DUPLEX**  
A Sensational New Mechanical Payout Twin Console, available in  
5c & 25c Combination  
5c & 10c Combination  
5c & 5c Combination

- BALLY VICTORY DERBY, 1-BALL AUTOMATIC P. O. .... \$119.50
- BALLY VICTORY SPECIAL, 1-BALL AUTOMATIC F. P. .... \$119.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT

- Bally Jockey Special ..... \$229.50
- Seeburg Casino Phono ..... 139.50
- Evans Bangtails, J.P. Model ..... 149.50
- Mills Post-War 3-Bells ..... \$239.50
- Keeney Twin Super Bell, 5c-25c ..... 495.00
- Mills 4 Bells ..... 119.50

Terms: 1/3 Dep., Bal. C. O. D.

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.



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**MACHINES & SUPPLY CO.**

TELEPHONE: CApitol 7-8244

4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Bazelon Says: "Our Tops Are TOPS!"

THANKS A MILLION FOR YOUR TERRIFIC RESPONSE TO THE STARS OF THE SHOW—

★ **MONARCH** ★  
**DELUXE SHUFFLEBOARDS**

★  
ELECTRIC COIN-OPERATED  
GAME AND WALL MODEL  
**SCORE BOARDS**

★  
**MONARCH "SHUFFLETTE"**

Please Be Patient. Delivery will be made as soon as possible on all your orders. Don't tie yourself up with ordinary Shuffleboards. . . . It will pay you to wait just a little longer for MONARCH SHUFFLEBOARD EQUIPMENT, Tested and Proven More Profitable!

We are not the LARGEST—We are not the OLDEST  
—But what we make is the **FINEST!**

**MONARCH SHUFFLEBOARD, Inc.**  
1545 N. Fairfield Ave. (Phone: ARmitage 6-1434) Chicago 22, Illinois

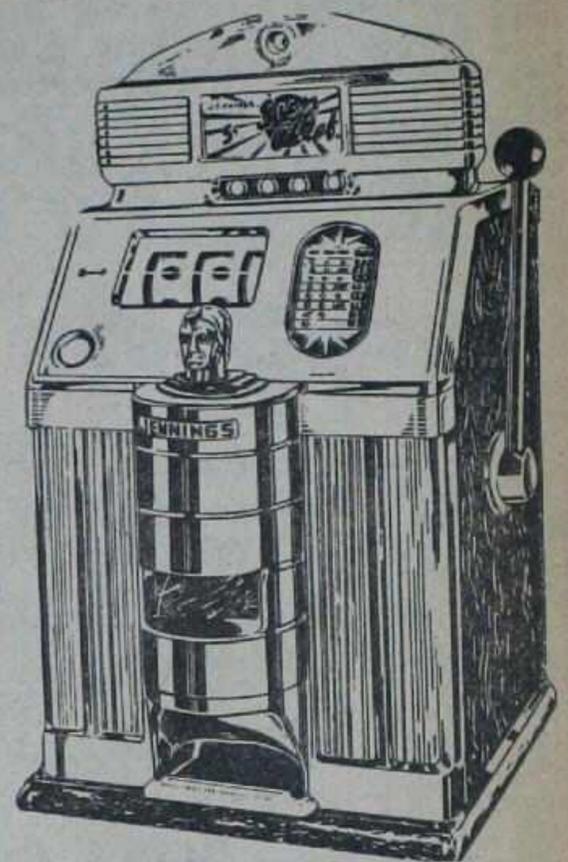
# See Jennings' New "SUN CHIEF"

**NOW ON DISPLAY AT YOUR NEAREST JENNINGS' DEALER OR DISTRIBUTOR**

We want you to see for yourself why we believe the new "Sun Chief" will bring you more play, greater attraction, and more revenue than any ordinary coin machine.

Don't take our word for it! You be the judge! Put a few new "Sun Chiefs" in your line and let your cash box prove our point. Put the "Sun Chief" side by side with other machines, and watch how players admire its beautiful gold and chrome front . . . see how they go for its attractive colored lit-up front . . . and notice how they're attracted to that BIG LOOKING JACKPOT!

**WRITE** FOR YOUR FREE COLORFUL "SUN CHIEF" FOLDER AND THE NAME AND ADDRESS OF YOUR NEAREST JENNINGS DEALER OR DISTRIBUTOR.



**YES...**

HERE'S A MACHINE YOU'LL BE PROUD TO OWN! MAKE IT A POINT TO SEE THE NEW SUN CHIEF MODELS TODAY!

**Deluxe "SUN CHIEF"**

**O. D. JENNINGS AND COMPANY**  
4307 WEST LAKE STREET CHICAGO 24, ILLINOIS

**NEW GAMES**  
BABY FACE TELECARD  
FLOATING POWER GRAND AWARD  
SWANEE TUCSON  
UNITED 10th INNING FRISKY  
EXHIBIT MAUSER  
BALLY MULTI-BELL  
CITATION (1-BALL FREE PLAY)  
LEXINGTON (1-BALL PAYOUT)

**ATLAS HEADQUARTERS for SHUFFLEBOARDS**  
9 FT.-22 FT. MODELS  
Coin-Operated and Non-Coin Operated. Complete Service on All Shuffleboard Needs. Write for Detailed Information.

**MILLS SLOTS—Rebuilt and Refinished—(All With Club Handles)**

5c BLUE FRONTS	\$ 85.00
10c BLUE FRONTS	90.00
25c BLUE FRONTS	95.00
5c BROWN FRONTS	95.00
10c BROWN FRONTS	100.00
25c BROWN FRONTS	105.00
5c EXTRA BELLS (in Brand New Cabinets)	135.00
10c EXTRA BELLS (in Brand New Cabinets)	140.00
25c EXTRA BELLS (in Brand New Cabinets)	145.00
THESE SLOTS GUARANTEED TO BE 100% PERFECT!	
NEW SINGLE, WEIGHTED BOX STANDS	\$27.50

**SHOOTING STARS**  
5-BALL FREE PLAY  
**\$50.00**  
Fast, Flashing, Exciting Action! High Score! Disappearing Skill Hole! Simple Mechanism. Proven Money Maker! In Original Cartons!



**5c-10c-25c WIRELESS BAR-O-MATICS**  
(WB-1Z), \$32.50  
Completely reconditioned. All worn parts replaced. **GUARANTEED PERFECT!**

## CONGRATULATIONS CMI

**FOR A WONDERFUL SHOW**

**Thanks Operators and Distributors**

for the interest you showed in our product. We are filling orders as fast as possible. Both factories are now in full scale production.

**Atlas NOVELTY COMPANY**  
HOME OF PERSONAL SERVICE  
2200 N. WESTERN AVE. - PHONE ARmitage 6-5005 - CHICAGO 47  
Division of ATLAS MUSIC CO.  
ASSOC. OFFICES: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8; ATLAS MUSIC CO., 2225 FIFTH AVE., PITTSBURGH 19; ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

**PERMA-TOP CORP.** of Chicago  
Creators of the **UNIVERSAL SHUFFLEBOARD**  
Business Office: 1218 N. Wells St., Chicago, Ill.  
All phones: DELaware 7-3801



**ACCLAIMED**  
By visiting Operators  
as the smartest-Player's  
Game **AT THE SHOW**

# 'SWANEE'

by **EXHIBIT**  
With the **BIGGEST COMBINATION** of **SMART PLAY FEATURES** Gathered on a Board  
To Operators who did not attend  
this Great Show . . . we say  
**ORDER YOURS—From Your "EXHIBIT" DISTRIBUTOR**

## EXHIBIT SUPPLY CO.

(ESTABLISHED 1901) 4218-40 W. LAKE ST. • CHICAGO 24, ILL.

**You Can't Go Wrong  
With COVEN!**

**CITATION MULTI-BELL  
HOLLYCRANE**

VICTORY SPECIAL	\$ 84.50
VICTORY DERBY	79.50
JOKEY CLUB (p.w.)	35.00
SPECIAL ENTRY	165.00
TRIPLE BELL	475.00
TOTAL ROLL	65.00
CHICAGO BASEBALL	39.00
DRIVEMOBILE	99.50
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CHI COIN BASEBALL	49.00
BALLY SILVER STREAK	34.50
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**SPECIAL PRICES  
on ALL  
TELEVISION**

Exclusive Bally Distributor  
**COVEN DISTRIBUTING CO.**  
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Phone: Independence 3-2210

1 Mystic Eye	\$75	8 Super Skoo	
1 Periscope	25	Rolls. Ea.	\$30
1 Rapid Fire	50	1 Shoot Your Way	
2 Chicken Bama.		To Tokyo	35
Ea.	30	2 Anti Aircraft.	
1 Torpedo	25	Ea.	25
8 Pin Games, Lot 80		2 Skill Jumps. Ea.	25
		1 Whizz	25
		1 Liberator	25

Machines all in good working condition.  
B. & M., Box 312, Palisade, New Jersey

### CRISS CROSS

5¢ and 25¢ Criss Cross—\$150.00.  
Convert Mills Slots to Criss Cross—\$90.00—Up.  
Mills Jackpots, \$5, or swap for 5¢, 25¢ Escalators.  
Hammerstone Paint Jobs on Slots—\$15.00.

**SOUTHERN COIN MACHINE EXCHANGE**  
2031 Jefferson Hwy. New Orleans, La.

### THE HITS OF THE CMI SHOW

ALL THE NEWEST 5 BALLS

Now on display at **TRIMOUNT**

- Gottlieb's **TELACARD**
- Genco's **FLOATING POWER**
- Chi. Coin's **GRAND AWARD**
- Williams' **TUCSON**
- Exhibit's **SWANEE**
- United's **BABY FACE**

## TRIMOUNT



Member  
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**40 WALTHAM STREET  
BOSTON 18, MASS**

TeL Liberty 2-9480

### HANDLE COINS? You'll Want A PALM COIN WRAPPER!

Counts and Wraps Coins **ONLY \$3.95**  
**QUICKLY—ACCURATELY—SECURELY**  
A few turns of the roller produce neat,  
accurately counted and labeled rolls of  
**\$.50 IN PENNIES**  
**2.00 IN NICKELS**  
**5.00 IN DIMES**  
Compact, Lightweight, Pocket Size—  
8x2x1 3/4"  
Generous supply of printed wrappers for  
each denomination included.  
**ORDER TODAY—Postpaid or O.O.D. Plus Postage.**  
**PALM COIN WRAPPER**  
BOX 6312-A CHICAGO 80, ILL.



### MILLS BELLS!

We have all Mills latest Bells  
in stock.

**DIXIE COIN MACHINE CO.**  
912 Poydras St., New Orleans 13, La.  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

### COIN MACHINE BUSINESS FOR SALE

90% locations within city limits. The  
following equipment listed now on location:  
35 Music Machines, Wurlitzer and Seeburg;  
150 Wall Boxes, 12 Late Model Pin Ball  
Games. Also one new Dodge Truck. Com-  
plete workshop and parts. Reactivation of  
military station affords rare opportunity.  
Will sell cheap for cash to quick buyer.  
Owner has other interests. Business estab-  
lished 15 years. Write or wire

**ARMY AND NAVY STORE**  
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### MECHANIC AVAILABLE

12 years' experience on PINS, ONE BALLS,  
CONSOLES, SLOTS and MUSIC. Experienced  
on installations. 30 years old, married,  
sober, and will furnish best of references.  
Prefer Rocky Mountain or Pacific Coast re-  
gion. All offers will be answered.

**DELL FRAZER**  
1627 MAIN ST. CUYAHOGA FALLS, O.  
Phone: Swandale 2261

**Exhibit's**

**Exhibit's**

**The Original 'DALE' GUN**  
(ALL ELECTRIC)  
**Shooting Gallery**

AN APPARENT 50 FOOT TARGET RANGE

TAKES LESS THAN 5 SQUARE FEET OF FLOOR SPACE

The **BIG CROWD** at the Show **SAW** and **BOUGHT** this Great Sensational Money Maker for '49

To Operators who did not attend this great Convention we say—Contact Your

**'EXHIBIT' DISTRIBUTOR NOW!!**



**EXHIBIT SUPPLY CO.** (ESTABLISHED 1901) **4222-38 WEST LAKE STREET CHICAGO - 24, ILL.**

**Universal BANG BUMPERS**  
for any type game. Specify game to be used  
**\$5.50**  
1/3 deposit required with order  
**ROYAL MUSIC CO.**  
34 Park St. WEBSTER, MASS.

**WOODEN BALLS**  
For Skee Balls, Roll Downs and All Other Games.  
  
● Perfect Workmanship  
● Finest Kiln-Dried Maple  
● Lowest Price  
● Prompt Delivery  
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.  
**NEW YORK BILLIARD TABLE CO.**  
Established 1912  
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Phone: 6Pring 7-8278

**SKEE BALL PARTS TEN STRIKES**  
We have nets, balls and all parts for Skee Ball Alleys and Ten Strike.  
Send for Catalogue  
**RELIABLE PARTS CO.**  
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**BARGAINS**  
USED PIN GAMES \$15.00 EA. — \$125.00 PER DOZ.

SURF QUEENS	SPELLBOUND	BAFFLE CARD
BIG LEAGUE	PLAY BOY	MAISIE
STEP-UP	SUPER SCORE	MISS AMERICA
DOUBLE BARREL	SUPERLINER	VANITIES
FIESTA	SMOKY	BIG HIT
SEA BREEZE	HAVANA	RIO
SUSPENSE	SMARTY	SHOW GIRL
FLAMINGO	STAR LITE	STAGE DOOR CANTEEN

GUARANTEED NO PARTS MISSING.

10 Mutoscope Atomic Bombers, New	\$125.00 Ea.
10 Exhibit Metal Card Vendors, New. 2,000 exhibit cards free with each	20.00 Ea.
2 Exhibit Vibrant Foot Ease, New	95.00 Ea.
1 Mutoscope Voice-O-Graph, New	Write
1 Mutoscope Voice-O-Graph, Used	400.00
6 Filben Stowaways and Mirrocle Cabinets	250.00 Ea.
1 Downey-Johnson Electric Coin Sorter, New	225.00
1 Ace Coin Counter, Demonstrator	75.00
Min. Bulbs, #44, #50, #55. Per 1,000	5.00
Min. Bulbs, #1456, #1455. Per 1,000	10.00
Min. Bulbs, #313. Per 1,000	15.00
Feathertouch and A.B.T. Coin Chutes, New	2.00 Ea.
1,000 Phonograph Tubes	.60 Ea.

Write Us For Used Phonographs.  
One-Third Deposit.  
**EASTERN SALES COMPANY**  
2011 E. MAIN ST. Culver 5278 ROCHESTER 9, N. Y.

**METAL-TYPER MACHINES PARTS AND SUPPLIES**  
  
**FINEST ALUMINUM DISCS**  
Plain or Colored  
BUY DIRECT FROM THE MANUFACTURER  
**STANDARD SCALE CO.**  
4333 DUNCAN AVE., ST. LOUIS 10, MO.

**FOR SALE**  
**WELL ESTABLISHED JUKE BOX AND PIN BALL ROUTE**  
Consisting of about 150 Machines in highly industrialized county in West Virginia with population of about 100,000. Good proposition for owner who can devote attention to business. Present owners have other interests and cannot give business attention it deserves. Can help finance.  
Address inquiry to **BOX D-119, care The Billboard, Cincinnati 22, O.**

**MILLS BELLS!**  
  
We have all Mills latest Bells in stock.  
**CENTRAL SERVICE SALES COMPANY**  
219 West Jackson, Kokomo, Indiana  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

# SICKING'S GUARANTEED RECONDITIONED GAMES

## ONE BALL F. P. GAMES

WORLD CUPS	\$274.50
SPECIAL ENTRY	149.50
STORY SPECIAL	74.50
GOTTLIEB DAILY RACES	79.50
<b>CONSOLES</b>	
Four Bells	\$ 79.50

Keeney Bonus Super Bells, Comb. 5c-25c	\$524.50
Late Model Baker's Pacers (Like new)	449.50
Lucky Lucre	69.50
Late Model Evans Races (Comb.)	499.50
Jumbo Parade, Cash or F.P.	54.50

## LATE USED FIVE BALL FREE PLAY GAMES

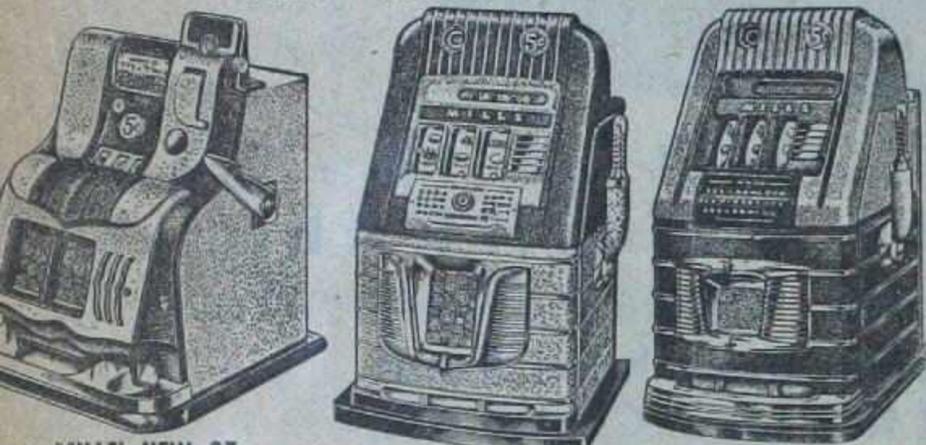
MANHATTAN	\$ 79.50	STAR-LITE	\$ 49.50
TENNESSEE	99.50	COVER GIRL	74.50
MERRY WIDOW	129.50	SALLY (Like New)	149.50
CARIBBEAN	124.50	ROBIN HOOD	114.50
THRILL (LIKE NEW)	149.50		

## FIVE BALL FREE PLAY GAMES

Torpedo Patrol	\$12.50	Flat Top	\$15.00
Silver Streak	15.00	Big Hit	15.00
Sea Breeze	22.50	Wagon Wheels	17.50
Kilroy	22.50	Marines At Play	12.50
Gold Star	12.50	Catalina, P.W.	17.50
Arizona	12.50	Step Up	15.00
Defense	22.50	Liberty	22.50
Double Barrel	22.50	Second Front	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**

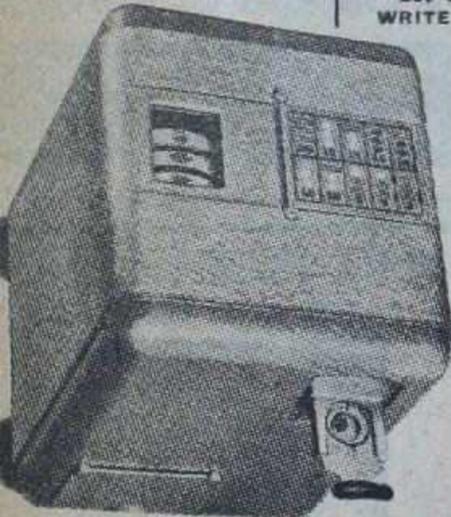
A "Pony-Size" Bell. Weighs only 35 lbs. Play. \$115; 25c Play. Write

**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.

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Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Calif.

America's Oldest Distributor  
Established 1895  
1401 CENTRAL PARKWAY  
CINCINNATI 14, OHIO



JOE ASH

## ACTIVE

COMPLETELY RECONDITIONED GAMES  
READY FOR LOCATION  
'NUFF SAID

FIESTA	\$19.50	MYSTERY	\$29.50
TALLY-HO	39.50	MANHATTAN	54.50
MEXICO	34.50	MAM'ELLE	39.50
TROPICANA	49.50	SINGAPORE	44.50

## ORIGINAL FLIPPER GAMES

ROBIN HOOD	\$94.50
YANKS	89.50
SPINBALL	94.50

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"

# BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

103 ANGELES  
Bill Hoppel  
MILWAUKEE  
Carl Hoppel

## GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-5-5	\$595.00	KEENEY BONUS 1-WAY, 5c	\$239.50
KEENEY BONUS 3-WAY, 5-10-25	650.00	KEENEY BONUS 2-WAY, 5-25	475.00
BALLY TRIFLE BELLS, 5-10-25	495.00	KEENEY BONUS 3-WAY, 5-5	465.00
BALLY TRIPLE BELLS, 5-5-25	495.00	KEENEY GOLD NUGGET	450.00
MILLS 1941 THREE BELLS	169.50	BALLY DRAW BELLS (R. B.)	219.50
JENNINGS CHALLENGERS, 5-25	345.00	BALLY DRAW BELLS (M. B.)	195.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	MILLS JUMBO, LATE F.P., P.O.	49.50
KEENEY SINGLE SUPER, F.P., P.O.	59.50	MILLS JUMBO, P.O.	39.50
MILLS JUMBO, LATE F.P.	99.50	1946 BUCKLEY TRACK ODDS	295.00
BALLY WILD LEMON	325.00	BALLY HI HANDS	49.50
EVANS BANGTAILS	249.50	BALLY CLUB BELL, F.P., P.O.	49.50
EVANS WINTER BOOK	349.50	PAGE SARATOGA	49.50
BALLY HI BOY	249.50	EVANS LUCKY LUCRE	49.50

## GUARANTEED RECONDITIONED PHONOGRAPHS

NEW WURLITZER MODEL 1100	WRITE	SEEBURG MODEL 1-45	WRITE
NEW WURLITZER MODEL 1015	WRITE	SEEBURG MODEL 1-47	\$450.00
NEW WURLITZER MODEL 1080	WRITE	SEEBURG MODEL 1-48	350.00
WURLITZER MODEL 1015	\$399.50	ROCK-OLA MODEL 1428 (1948)	WRITE
A.M.I. MODEL B	WRITE	ROCK-OLA MODEL 1456 (1947)	350.00
A.M.I. MODEL A	550.00	ROCK-OLA MODEL 1422 (1948)	295.00
PACKARD MANHATTAN	WRITE	ROCK-OLA 1947 PLAYMASTER	295.00
SEEBURG HIDE-A-WAY 248	255.00	ROCK-OLA 1940 PLAYMASTER	148.50

### NEW CONSOLES

#### ORIGINAL CRATES

BONUS SUPER BELLS	
BALLY TRIPLE BELLS	
BALLY RESERVE BELLS	
BALLY MULTI-BELLS	
GOLD NUGGET	
EVANS BANGTAILS	
EVANS DOMINOS	

### NEW COUNTER

#### GAMES

BALLY HEAVY HITTER	
A.B.T. CHALLENGER	
SHIPMAN ART SHOW	
KICKER & CATCHER	
DAVAL SKILL THRILL	
DAVAL FREE PLAY	
DAVAL NON-COIN	

### NEW MILLS

#### SLOTS

MILLS JEWEL BELLS	
MILLS GOLDEN FALLS	
MILLS BLACK CHERRY	
MILLS BLACK GOLD	
MILLS V.P. BELLS	
MILLS Q.T. BELLS	
COLUMBIA TWIN BELLS	

## DISTRIBUTORS—WRITE OR PHONE FOR PRICES

### RECONDITIONED

#### ARCADE

Bally Bowlers	\$275.00
Chi Coin Goals	99.50
Undersea Raider	99.50
Genco Bing-a-Rolls	189.50
Bally Hi Rolls	129.50
Strike 'N Spares	295.00
Silver Gloves	225.00
Chi Basketball	175.00

### RECONDITIONED

#### ONE BALLS

Gold Cup	\$345.00
Jockey Spec.	249.50
Special Entry	189.50
Victory Special	89.50
Big Parlay	89.50
Hot Tip	89.50
Longacre	59.50
Thoroughbred	59.50

### RECONDITIONED

#### SLOTS

Black Cherry, 5c	\$139.50
Black Cherry, 10c	149.50
Black Cherry, 25c	159.50
Blue Fronts, 5c	89.50
Blue Fronts, 10c	99.50
Blue Fronts, 25c	109.50
Mills V.P. Bells	39.50
Columbia Twin J.P.	79.50

### NEW SAFE

#### SLOT STANDS

Weighted Stands	\$ 27.50
Single Safe	89.50
Double Safe	169.50
Triple Safe	269.50
Folding Stands	7.50

### RECONDITIONED

#### CIGARETTE VENDORS

U-Need-A-Pak	
8-Col. 1948	
Monarch	\$ 99.50
U-Need-A-Pak	
Model 500, 8-Col.	69.50
DuGrenier W-S	59.50

### NEW VENDORS

#### 1c OR 5c

N.W. Dual-Nut	\$ 45.00
N.W. Model 49	17.55
Silver King	13.95
Golden State	12.95
N.W. Ball Gum	11.95

### PHONOGRAPH

#### ACCESSORIES

Seeburg 3-Wire	\$34.50
Packard Boxes	22.50
Buckley Boxes	12.50
New Packard Boxes	Write
30-Wire Cable, Per Ft.	15c
Speakers, 12" PM	
8-8 Ohm	\$ 5.95

### NEW 5 BALL

#### GAMES—WRITE

TELACARD	
HOLIDAY	
MAGIC	
FLOATING POWER	
EL PASO	
BABY FACE	

### USED COUNTER

#### GAMES

A.B.T. Challenger	\$29.50
Gottlieb Grip	14.50
Daval Penny Pistol	14.50
Genco Whizz	19.50
Camera Chief	14.50
Daval Non-Coin	14.50

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.**

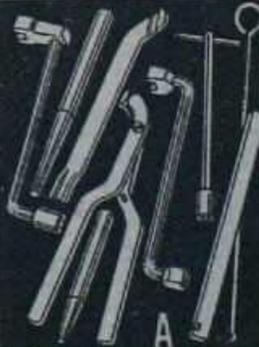
2546 NORTH 30TH STREET  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030



# "Slot" TOOLS

For MILLS and JENNINGS MACHINES

**SKILLED or UNSKILLED OPERATORS and CLUB MANAGERS CAN MAKE "ON THE SPOT" ADJUSTMENTS WITH SELECTED and SPECIALLY DESIGNED "Slot" TOOLS**



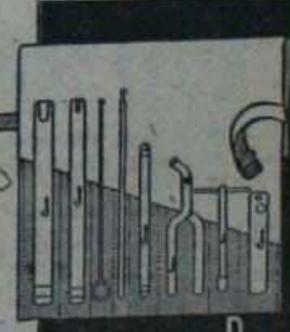
**A** NINE PRACTICAL TOOLS for servicing Mills Machines. Each specially designed to simplify machine maintenance. . . . . Only \$21.95



**B** DELUXE "Slot" TOOL CHEST endorsed by Mills. Compact-Sturdy-Handy—Offers the repairman an excellent assortment of parts, selected and specially designed tools. Complete . . . . . Only \$75.00



**C** THIRTEEN ESSENTIAL "Slot" TOOLS for "On The Spot" adjustments on the Mills Machines. . . . . Only \$24.95



**D** EIGHT SPECIALLY DESIGNED "Slot" TOOLS for servicing Jennings Machines. Tools in handy Pocket-tainer. Complete . . . . . Only \$18.95

### REBUILT MILLS MACHINES

★ BLACK CHERRY ★ BLACK GOLD ★ JEWEL BELL  
All Cabinets with New Castings and Refinished.  
Appearance and Operation Like New.  
Write for Complete Information.  
AUTHORIZED DISTRIBUTORS for NEW MILLS BELLS

It's The Play That Counts — "Slot" Tools Soon Cancel Small Initial Cost



LITERATURE ON "SLOT" REPAIR TOOLS AVAILABLE

## Central Service

SALES COMPANY

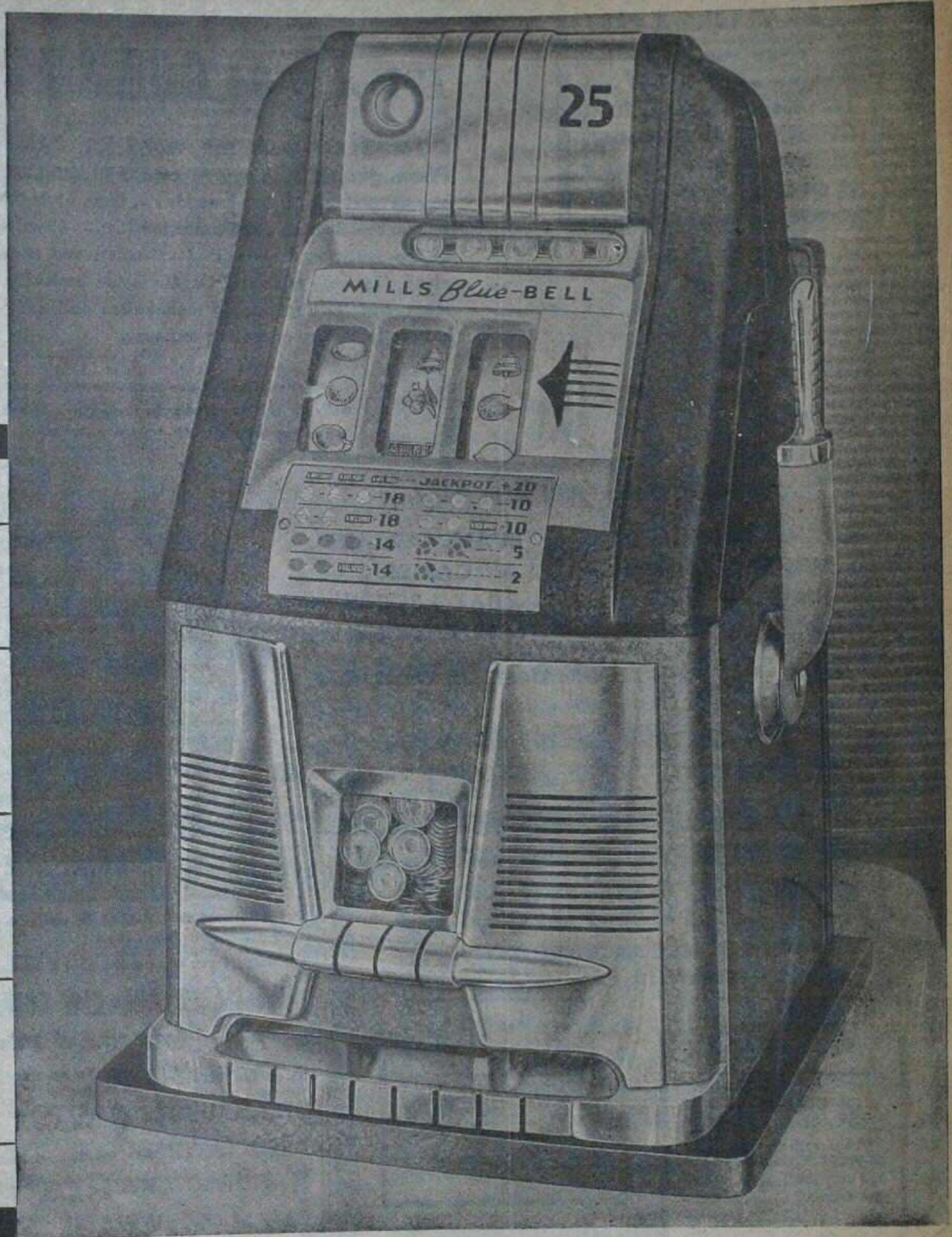
219 WEST JACKSON  
KOKOMO, INDIANA

*the 1949*

**MILLS**

**BLUE**

**BELL!**



*The ideal, all-round machine for general operation. Blue Bell is finished in Hammerloid paint, a hard, durable, lustrous finish. Heavy, colorful, metal front decorations — colorful metal reward card with large, legible numerals.*

*Colors: Ultramarine and cobalt blues, Chinese red brilliantly accentuated with polished aluminum ornamentations.*

**BELL·O·MATIC CORPORATION**

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

# THANK YOU

for your enthusiastic and generous acceptance of our 1949 line. As always, H. C. EVANS & CO. dependable equipment is your assurance of profitable operation.



# EVANS' CONSTELLATION

**COMPELLING** is the word for "America's Brilliantly New Phonograph"! A new concept in illuminated cabinet beauty, custom designed in richly grained woods . . . true, high fidelity tone reproduction . . . fast, easy selection . . . 6 tunes for 25c . . . 40 selections—these are but a few of the features that compel attention and command consistently greater play! Not only is Evans' Constellation basically priced for profitable operation, but its dependable mechanism and easy service arrangement also help to minimize operating expense.

Samples will be in your Distributors' Showrooms within 30 days. Delivery will begin shortly thereafter. Before you buy, be sure to see the New EVANS' CONSTELLATION.

Your Distributor Will Also Display:

**EVANS' CONSOLES:**  
WINTER BOOK  
JUMBLED BARS  
And Many Others

**EVANS' ARCADE GAMES:**  
BAT-A-SCORE  
TEN STRIKE

TESTED AND PROVEN GREATEST OF THEM ALL!

## H. C. EVANS & CO.

1528 W. ADAMS ST.

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**ATTENTION PHONOGRAPH OPERATORS, JOBBERS**  
A supply of genuine factory parts for Mills Constellation Mills Empress Mills Throne of Music will be available for the next 10 years. Order from EVANS!

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MECHANICALLY RECONDITIONED  
—CABINETS PAINTED

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- 41 COUNTER MODELS \$ 59.50
- 750 E ..... 219.50
- 600 A ..... 99.50
- 24 VICTORY ..... 49.50
- 600 VICTORY ..... 79.50
- 616 VICTORY ..... 49.50
- 850 ..... 139.50
- MODEL 24 ..... 69.50

## ROCK-OLA

- STANDARD ..... \$ 79.50
- DELUXE ..... 79.50
- IMPERIAL ..... 39.50
- COMMANDO (MODEL 1418) ... 109.50

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- 12 RECORD MODEL .. \$ 49.50
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- MILLS THRONE OF MUSIC ... \$ 49.50
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WURLITZER	SEEBURG	ROCK-OLA
1015-1080 ..... WRITE	148M ..... \$305.00	1428-1947 ..... \$285.00
750E ..... \$220.00	1488 ..... 325.00	1422-1946 ..... 250.00
850 ..... 175.00	8800-9800 ..... 125.00	Master-Super ..... 80.00
700 ..... 175.00	9200 ..... 150.00	Deluxe & Std. .... 90.00
800 ..... 175.00	Envoy ..... 100.00	<b>SPECIAL:</b>
950 ..... 150.00	Gem ..... 100.00	4 PACKARD MODEL 7's (LIKE NEW)—BEST OFFER



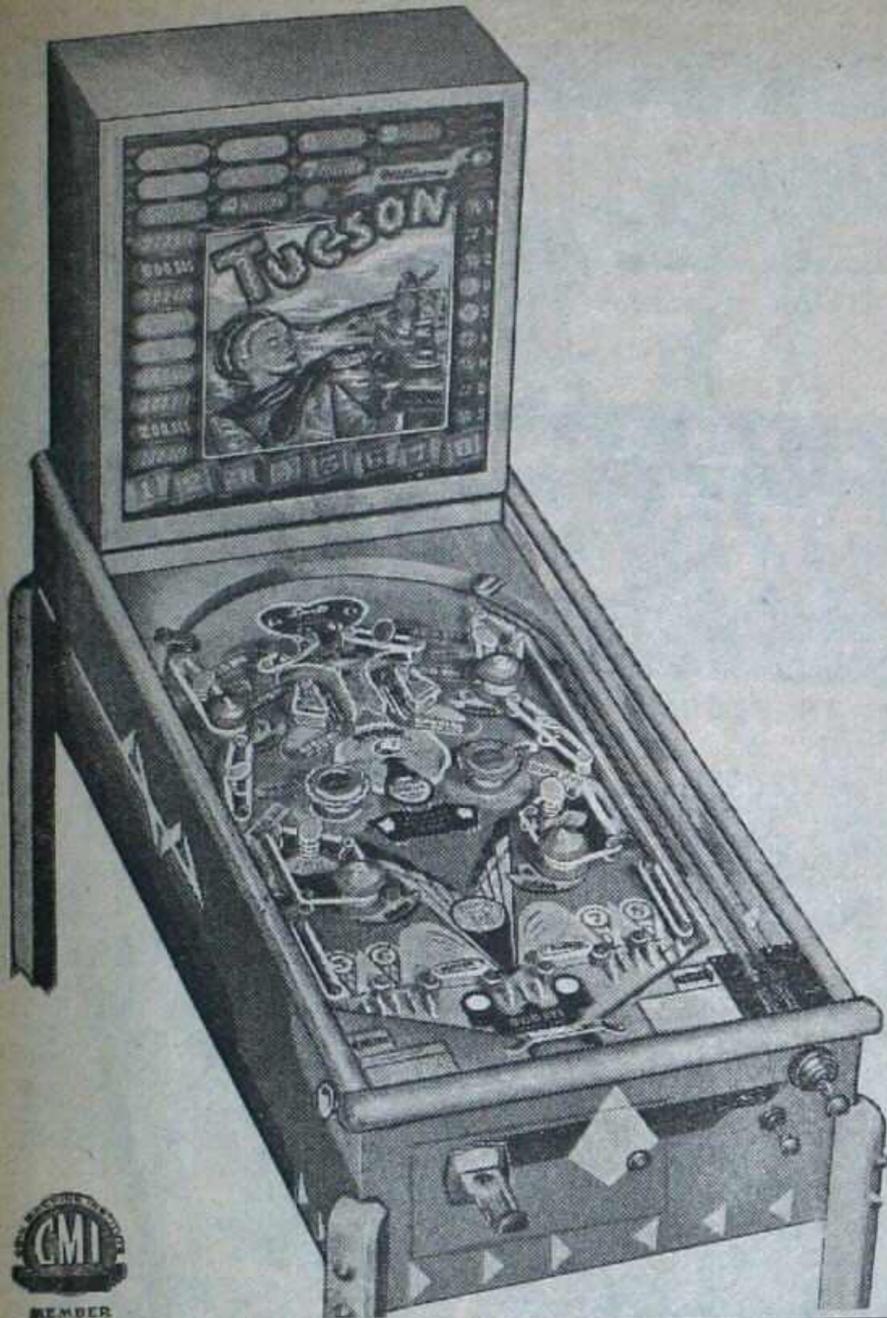
For Phonographs not listed, call. We have all in stock. Wanted—Late Flipper Games—New Games—One Balls—Arcade Machines—Wurlitzer 700's, 750's and Seeburg Gems.

Exclusive Wurlitzer Distributor for New England

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# Williams TUCSON

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Sensationally New  
CONTROLLED SCORING

★  
LOADED with Everything  
You Need for Profitable Operating!

See it — Buy it at your  
Distributor TODAY!

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MANUFACTURING  
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CHICAGO 10, ILLINOIS

Creators of Dependable Play Appeal



## YOU CAN

**WIN** the top locations if you  
**PLACE** your orders now for the hits of the C. M. I.  
**SHOW** World Wide has them. Order Today! Don't Delay!

Acclaimed the greatest 5-ball game  
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Exciting . . . Realistic . . . Thrilling!  
It's compact, sturdy, precision-made and  
simple to service. Write! Right!

### PHONOGRAPHS

Reconditioned—  
Guaranteed  
Packard HIDE-A-  
WAY, factory re-  
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Rock-Ola 1422 . . . 350  
Wurlitzer 780 . . . 195  
Wurlitzer 500 . . . 100  
Wurlitzer 750 E . . . 245  
Mills EMPRESS . . . 100  
Seeburg LO-TONE, RC 145  
Seeburg COLONEL, RC 250

### MUSIC ACCESSORIES

New Packard Speakers  
Model 1200 . . . \$ 50  
Model 1000 . . . 100  
Models 700, 800, 900.  
Each . . . 20  
New Packard Wall  
Boxes, 10¢, satin  
finish . . . 28  
New Packard Bar  
Brackets . . . 4

TERMS:  
1/3 down, balance  
sight draft

### NEW GAMES

Williams TUCSON  
United BABY FACE  
Genco FLOATING POWER  
Exhibit SWANEE  
Chicago Coin  
GRAND AWARD

### ONE-BALLS

New  
Bally CITATION . . . \$645  
Bally LEXINGTON . . . 645

Reconditioned  
Bally TURF KING . . . \$ 75  
Bally JOCKEY  
CLUB (prewar) . . . 75

### SLOT SPECIALS

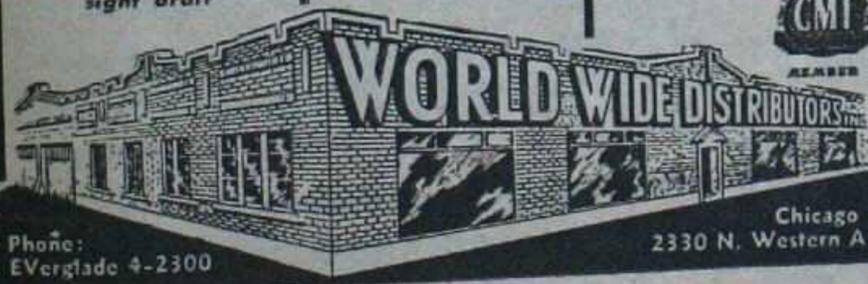
Blue Front, 5¢, 10¢ or 25¢  
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each \$85

### ARCADE

DeLuxe PHOTOMAT-  
10, latest model . . . \$575  
TELEQUIZ, 5¢ play . . . Write  
1948 Evans TEN STRIKE  
with all the latest improve-  
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Williams ALL-STAR 225  
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Reconditioned—  
Guaranteed  
Jennings CHAL-  
LENGER, 5-25 . . . \$925  
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NUGGET, 5-25 . . . 395  
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BELL, 5-25 . . . 495  
Mills THREE BELLS,  
1948 Model . . . 275  
Mills THREE BELLS,  
prewar . . . 150  
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5-10-25 . . . 450  
Pace SARATOGA,  
10¢ . . . 50  
Pace SARATOGA,  
25¢ . . . 50



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Chicago 47  
2330 N. Western Ave.

*Capture the Crowds*  
WITH KEENEY CONSOLES



Operate Keeney's 2-Way BONUS SUPER BELL  
It GETS and HOLDS Everlasting Play! Order Now:

- ★ 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.  
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THE SHORTEST ROUTE TO RECORD BREAKING EARNINGS!



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# FLOATING POWER



**TODAY**

*Every Day!*

*All good days*

*with Genco*

*Games!*

**GENCO STARTS IT'S PARADE OF  
"MONEY MAKERS FOR 1949"**  
*With the hit game of the Coin Machine Show*

**ORDER FROM YOUR  
NEAREST DISTRIBUTOR**



**2621 N. ASHLAND AVE.  
CHICAGO 14, ILL.**

# Chicago Coin's

## As Predicted!

**SHUFFLE-KING**  
and  
**RE-BOUND**

were the outstanding hits  
of the CMI Show.

# SHUFFLE-KING

## IS PREFERRED

By **LEAGUE PLAYERS**  
for its  
Precision Made  
**PLAYING FIELD**

By **ALL OPERATORS**  
for its  
Record Breaking  
**HIGH PROFITS**

By **ALL DISTRIBUTORS**  
for its  
"Sell On Sight"  
**BUYING APPEAL**



## WHY SHUFFLE-KING IS TOPS IN SHUFFLE-BOARDS

- Exclusive "DURA-LIFE" PLAYING FIELD!
- BEAUTY! WORKMANSHIP! PLAYER APPEAL!
- CONVENIENCE IN HANDLING—ASSEMBLING!
- CABINET OF MAPLE AND WALNUT WOODS!

**NORTH--SOUTH--EAST--WEST**  
**Shuffle-King and Re-bound**  
**PROFITS ARE GREATER THAN ALL**  
**THE REST**

**SHUFFLE-KING**  
May be purchased with or  
without coin operated score  
board.

# RE-BOUND

**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 VISIBLE 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 RUBBER RE-BOUND
- SHELF FOR DRINK GLASSES ON SIDE OF CABINET

Player throws puck against rubber, which rebounds puck to score in front of player.

**OVERALL  
LENGTH  
9 FEET!**



PATENT PENDING

**RE-BOUND**  
HAS THE SAME  
"DURA-LIFE" PLAY-  
ING FIELD AS  
**SHUFFLE-KING**

*See Your Distributor Today*

**CHICAGO COIN MACHINE COMPANY**  
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

JUST HOW GOOD CAN AN AMUSEMENT MACHINE BE?

NOW YOU KNOW!

# TELECARD



The Grapevine Says:—

**"IT'S THE GREATEST  
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**A FAST, SIMPLE 15-NUMBER  
CARD GAME with  
ELECTRIFYING ACTION!  
TERRIFIC APPEAL BECAUSE  
IT'S EASY TO UNDERSTAND  
—EASY TO PLAY**

If you weren't at the CMI Show to see this  
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**GOTTLIEB DISTRIBUTOR  
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*"There is no  
substitute  
for Quality!"*

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**TWENTY-TWO YEARS  
OF LEADERSHIP**

**YOUR PLANS FOR '49 MUST INCLUDE THE GOTTLIEB LINE**

# Bally MULTI-BELL

**OLD FAVORITE  
BELL APPEAL**

**PLUS FAMOUS  
"CITATION" ODDS**

**FAST MULTIPLE COIN PLAY  
DOUBLES AVERAGE BELL PROFITS**

All the powerful play-appeal and color and flash and suspense of a bell . . . plus the famous "Citation" odds that is already sweeping one-ball territory like wild-fire . . . and smashing all previous profit records! That's MULTI-BELL . . . the strongest combination of money-making features ever crammed into one cabinet. Odds "multiply" on 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.



*Bally*  
**CITATION**  
ONE-BALL FREE PLAY

*Bally*  
**LEXINGTON**  
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.

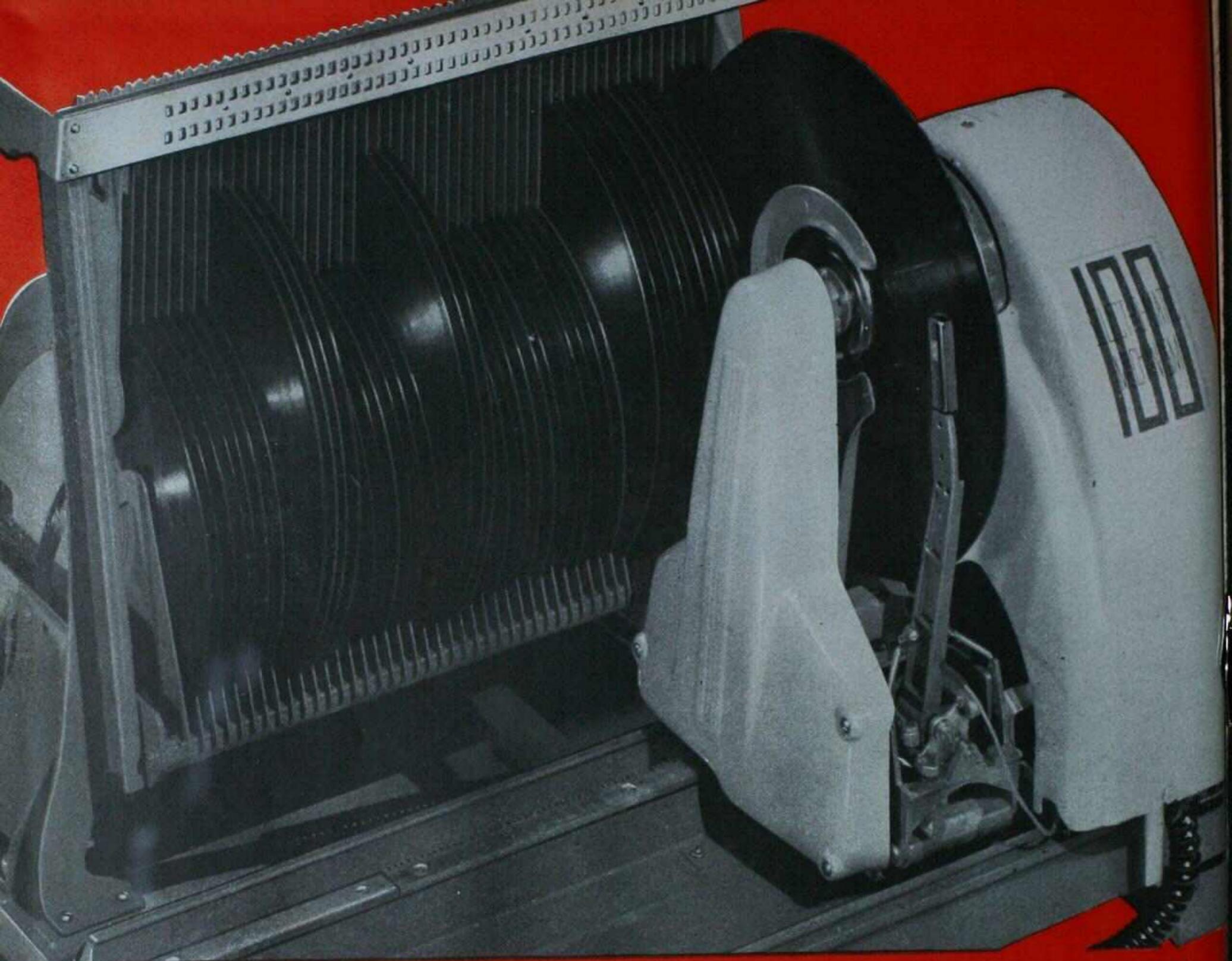
A *Bally* GAME  
FOR EVERY SPOT

**CARNIVAL • WILD LEMON  
TRIPLE BELL • HI-BOY  
HY-ROLL • DELUXE BOWLER**



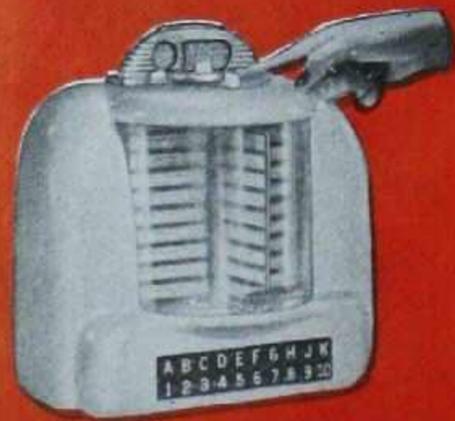
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# A New Kind of Music System



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This mechanism—tried, tested, proved—makes possible the first truly revolutionary development since the inception of coin-operated music.

- The Select-O-Matic "100" offers 100 selections—10- and 12-inch records—all visible at the same time.
- The Select-O-Matic "100" with its completely exposed mechanism has sensational sales appeal . . . develops unprecedented public interest.
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- The Select-O-Matic "100" stimulates play—six individual selections for a quarter.
- The Select-O-Matic "100" is completely equipped for Scientific Sound Distribution and Remote Control.



The Select-O-Matic "100" — The most revolutionary music system ever developed. Sensational sales appeal . . . a fascinating mechanism that intrigues the public. Distinct, refreshing appearance. An engineering masterpiece that reduces service to a minimum.



# Seeburg

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION  
Chicago, Illinois

Nation-wide showings now being held. See your Seeburg Distributor for enrollment in service school.