

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JANUARY 3, 1948



Rehearsal at Hollywood's NBC Studios for the Chesterfield Supper Club Show finds Jo Stafford working over the arrangements of a new tune with the kind of thoughtful intensity which has been responsible for her meteoric rise to top namedom. Jo has just started her third year for Chesterfield and continues a leading seller on her Capitol disks, among the latest of which are "The Best Things in Life Are Free" and "I've Never Loved Anyone." Jo's all-round popularity is indicated by her high standing in all trade polls.



*May the coming year
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from
the Stars of Vitacoustic*

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'T'WAS THE NIGHT AFTER XMAS

Night Clubs, Hotels, Vaude Houses Suffer

Storm Cuts Biz 50 to 90%

By Jack Tell

NEW YORK, Dec. 27.—The worst storm to hit the Stem in a century took its toll from all the larger night clubs and most of the town's hotel rooms. The dinner and supper shows on Friday (26) were off 50 to 90 per cent.

At Leon and Eddie's, biz was about half of an ordinary Friday night's turnout. At the Versailles, John O'Malley reported the take "not too bad" because many reservations held up. "After all," he said, "people have to eat."

West Side Hard Hit

The larger West Side spots, where transients are the backbone of the evening's trade, found the reservation lists of no consequence. At the Latin Quarter, Manager Edward Risman was happy that biz was only about 50 per cent off. "That means," he said, "it's 50 per cent on, which is good for a night like this." Nicky Blair at the Carnival admitted to about 25 per cent of a normal Friday night's biz. "People didn't even bother to cancel," Blair said. "They just took it for granted that we knew they couldn't get transportation to the place."

Over on the East Side, Lopez at the Copacabana said: "We had about 25 per cent of our regular trade." Eddie Stone at the Glass Hat said there were 86 dinner patrons in the room—about 30 per cent of the normal Friday night's attendance. What biz there was came from the Belmont (See Snowfall Belts on page 34)

All That Dreaming of a White Yule Turns Into a Nightmare

By Joe Csida

NEW YORK, Dec. 27.—'Twas the night after Christmas (one of showbiz's traditionally big holiday week nights) and all thru the house (any Stem house) not a customer was stirring. And all the mice had long since hightailed it to the West Coast to get some of that 84-degree sunshine. The record snowfall (25.8 inches) started early Friday (26) and by evening (time for the dinner shows) had created a sight too, too familiar to many a Broadway boniface. The street had become just one great big white tablecloth.

A press-time check-up indicated that (barring another revival of '88) business generally would pick up considerably for the remainder of the bankroll building festive week. The only celebrants, according to Stem sages, who might fail to show up for flings as planned, were those living in snowed-in suburbs where the excavation process naturally would be slower and less effective than in metropolitan centers. Some operators, however, are reported to be having nightmares of a white New Year's Eve.

Detailed reports on specific effects of the storm on individual show-business fields follow.

Record Snow Disrupts All Radio Outlets' Programing

By Paul Ackerman

NEW YORK, Dec. 27.—Virtually all programing on metropolitan stations was disrupted Friday (26) and Saturday in order to clear time for news and public service bulletins pertaining to the record-breaking snowfall. With newspaper stands shuttered during the storm and newspapers hard to come by, the citizenry relied heavily on radio for news of

stranded family members and for service bulletins from various departments of the city government. WNYC, the municipal station, sparked much of the stations' coverage by acting as a co-ordinating agency for news emanating from all city agencies, including fire, police, hospitals, health, welfare and markets. This news was fed to stations. In order to operate thru the emergency hours, WNYC, which normally closes at 10 p.m., received permission via telephone from the Federal Communications Commission (FCC) in Washington to carry on Friday night for the duration of the emergency. The station operated until 1 a.m. Saturday.

WNYC also maintained pick-ups at police headquarters and City Hall, (See RECORD SNOW on page 13)

Broadway Opening

THE CRADLE WILL ROCK

(Revival)

(Opened Friday, December 26, 1947)

MANSFIELD THEATER, NEW YORK

A play with music by Marc Blitzstein. Staged by Howard Da Silva. Conductor, Howard Shanet. General manager, Matilda Stanton. Stage manager, Virginia Downing. Press representatives, Richard Maney and Reuben Rabinovitch. Presented by Michael Myerberg.

CAST

Moll.....Estelle Loring
Gent.....Edward S. Bryce
Dick.....Jesse White
Cop.....Taggart Casey
Reverend Salvation.....Harold Patrick
Editor Daily.....Brooks Dunbar
Yasha.....Jack Albertson
Dauber.....Chandler Cowles
President Prexy.....Howard Blaine
Professor Trixie.....Leslie Littomy
Professor Mamie.....Edmund Hewitt
Professor Scoot.....Ray Fry
Doctor Specialist.....Robert Pierson
Harry Druggist.....David Thomas
Mr. Mister.....Will Geer
Mrs. Mister.....Vivian Vance
Junior Mister.....Dennis King Jr.
Sister Mister.....Jo Hurt
Steve.....Steven West Downer
Sadie Pollock.....Marie Leidal
Gus Pollock.....Walter Scheff
Bugs.....Edward S. Bryce
Larry Foreman.....Alfred Drake
Ella Hammer.....Muriel Smith
Attendant's Voice.....Hazel Shermet
First Reporter.....Rex Coston
Second Reporter.....Gil Houston
Clerk.....Howard Shanet

CHORUS: Lucretia Anderson, Robert Burr, John Fleming, Michael Pollock, Germaine Poulin, Napoleon Reed and Gwen Ward.

The revival of *The Cradle Will Rock*, Broadway's answer to the Taft-Hartley law, has had the benefit of an impeccable production from Michael Myerberg, but whether the show will finish even its limited run is open to conjecture. Despite its pertinence to the Taft-Hartley law, the fact is that the script is out of step with the times. Having been written and produced during the latter part of the depression '30s, it is not the sort of

good Stem legit shoppers are in the market for these days.

Myerberg should make a concerted effort to sell his show to those left-wingers who believe in its theme, otherwise he may find himself with empty houses on his hands. Unfortunately, not too many of his most likely customers have \$4.20 to pay for orchestra seats.

Cradle is a frank propaganda piece dealing with labor's side of its conflict with management, and it takes as its scene a typical company town where a boss's machinations are exposed and satirized. As a play it is little short of magnificent, holding up without any scenery and containing several memorable satiric scenes. However, while the script is inspirational to those who believe its message, it undoubtedly will be offensive to those who disagree.

From the largest role to the smallest, the cast comes thru with performances that add to the play's stature. Alfred Drake gains new laurels in his portrayal of a labor organizer, acting his part with necessary authority and conviction. Will Geer matches him as the villainous Mr. Mister. As his wife, Vivian Vance comes thru with another top-drawer characterization.

Jack Albertson as the violinist hanging on her coat tails seems a more natural choice than ever for a leading comic role in a musical. David Thomas uses his voice and presence to good effect to give us a druggist (See *Cradle Will Rock* on page 21)

Storm Kayoes Stem's Legit For Week-End

But B. O.'s Hold the Scale

By Leon Morse

NEW YORK, Dec. 27.—Starting to recover somewhat from a two-week session of bad b.-o. grosses because of the holidays, legit was temporarily floored by a haymaker from old King Winter when the record snowfall hit the town and cut commuter biz this week-end to the bone. As is usual, the smash hits weren't affected, but the other shows were slightly off because paralyzed transportation systems weren't able to carry suburban audiences to the city.

However, the actual financial loss on cancellations Friday (26), the worst day of the storm, was held to a minimum by allowing few to view the show some other day, preferably early in the week. Legit biz is slack. The storm was responsible for keeping many shows in the city when they could not go home, and some of these spent the evening at a legit show. Many theatrical fans, realizing their opportunity to see smash hits, went shopping for ducats, offering to buy tickets at reduced prices. But managements did not go for this idea and kept the scale. The actual cancellations averaged somewhere between 100 and 200 at various shows.

Happy Birthday, the only play directly affected by the storm, had to stop its matinee performance Friday at the Broadhurst Theater when the skylight came loose and snow started pouring in. The damage was repaired and the show went on that evening. Ducats to the matinee will be honored at other performances.

Music Biz Fiz In Bliz: Even Waxers Suffer

One-Nighters Snowed Out

By Hal Webman

NEW YORK, Dec. 27.—As if things weren't bad enough in the band music biz, Friday's (26) record snowfall put a white choker on what was skedded to be heavy Christmas holiday biz. With planes grounded in the East, trains slowed down to a crawl, roads blocked partly or completely by the 25.8-inch snow, bookers figure that a good number of their skedded one-nighter dates would be wiped out either by ops or by the failure of orks to reach their destinations.

In New York, the Broadway music beat was barely audible, with theaters, hotels, ballrooms and niteries all suffering from a case of box-office freeze such as hadn't been experienced in Gotham in over 50 years.

Diskers here were suddenly smitten by the snowfall. With almost all local waxers going at almost all (See *Music Biz Fiz* on page 21)

In This Issue

American Folk Tunes	91
Broadway Showlog	39
Burlesque	42
Carnival	53-64
Circus	50-52
Classified Ads	68-70
Coin Machines	78-124
Continuing Program Studies	12-13
Fairs and Expositions	45-47
Final Curtain, Births, Marriages	43
General Outdoor	44
Honor Roll of Hits	22
Legitimate	39-41
Letter List	71-73
Magic	42
Merchandise	68-74
Music	16-33
Music as Written	33
Music Machines	86-93
Music Popularity Charts	22-31
Night Clubs	34-38
Parks and Pools	48-49
Pipes for Pitchmen	73-74
Radio	5-15
Repertoire	65
Reviews: Legit	40-41
Night Club	36-37
On the Stand	32
Television	15
Vaudeville	35
Rinks and Skaters	66-67
Roadshow Films	65
Routes: Carnival	63
Circus	63
Legitimate	41
Miscellaneous	63
Salesboards	75-77
Television	14-15
Vaudeville	34-38
Vending Machines	80-85

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2D YEARLY MUSIC-WAX POLL

Legit Season Mocks Early Pessimism

At Least a Dozen Hits

By Bob Francis

NEW YORK, Dec. 27.—Comes the New Year of a new season—a new legit season passing the half-way mark—and comparisons are obvious, but not always odious. The outlook for Stem legit for 1947-'48 had producers and actors moaning and sniffing in their beer. The war-bloom was the peach—less dough, fewer jobs on Broadway were the lament. But largely enough, a mid-year over-shoulder peek shows statistically the "fabulous invalid" is still getting breath and that the oxygen system season fails on page 39)

Pkge. Shows Make Radio's Outlook Rosy

May Yet Develop Talent

By Jerry Franken

NEW YORK, Dec. 27.—Altho radio failed to develop any first-caliber stars during 1947, the industry's talent outlook is nevertheless a rosy one. While broadcasting continues to show, as it has for some years, that it is not especially capable at producing name performers—especially comics—with lasting box-office value, it is developing talent in another direction—the package show. And the package show, in turn, is showing (See *Radio's Rosy Talent* on page 7)

Admish Taxes Off a Million In November

WASHINGTON, Dec. 27. — The 1947 slump in theater and cabaret admissions continued into November, with tax collections off more than a million dollars from November, 1946, the Bureau of Internal Revenue reported this week. Collections from taxes on coin machines and cigarettes were also down.

Liquor receipts, however, were up some \$14,000,000, while collections from disks, radios and phonographs gained slightly over those of the previous November.

Showbiz tax collections:

	November, 1947	November, 1946
Admissions to Theaters and Cabarets..	\$ 35,073,227	\$ 36,393,291
Liquor.....	256,449,897	242,473,280
Cigarettes.....	95,666,656	96,936,913
Phonograph Records.....	651,957	489,866
Coin Machines..	427,154	489,866
Radio Sets, Phonographs..	5,455,021	4,870,807

Winners

1947 HONOR ROLL OF HITS

Year's Top Tunes 1. Peg o' My Heart 2. Near You 3. That's My Desire Year's Top Publishers 1. Robbins Feist Miller 2. Shapiro-Bernstein Mood 3. Leeds Duchess Peter Maurice Year's Top Song Writers 1. Al Hoffman 2. Mack Gordon 3. Alfred Bryan and Fred Fisher Year's Top Sheet Music Sellers 1. Anniversary Song 2. Peg o' My Heart 3. Linda England's Top Tunes of the Year 1. Anniversary Song 2. The Old Lamplighter 3. Come Back To Sorrento Year's Top Tunes on Live Radio 1. Anniversary Song 2. It's a Good Day 3. I'll Close My Eyes Year's Top Disk Jockey Records 1. Near You (Francis Craig)...Bullet 1001 2. Linda (Ray Noble-Buddy Clark).....Columbia 37215 3. Heartaches (Ted Weems).....Victor 20-2175 and Decca 25017	Year's Top Bands on Disk Jockey Shows 1. Ted Weems 2. Eddy Howard 3. Francis Craig Year's Top Male Vocalists on Disk Jockey Shows 1. Buddy Clark 2. Art Lund 3. Perry Como Year's Top Female Vocalists on Disk Jockey Shows 1. Dinah Shore 2. Jo Stafford 3. Betty Hutton Year's Top Singing and Instrumental Groups on Disk Jockey Shows 1. The Harmonicats 2. The Three Suns 3. King Cole Trio Company Labels With the Year's Most Played Records on Disk Jockey Shows 1. Columbia 2. Capitol 3. Victor (Continued on page 21)
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1947 in Music Biz: Petrillo! 1948: Some More of Same

NEW YORK, Dec. 27. — Jimmy Petrillo hammed it up for showbiz during 1947. In his typical you-know-me fashion he lowered the boom on new recording for 1948; sent up storm warnings for radio and tele and so directed the affairs of the American Federation of Musicians (AFM) that the tootler org basked in the limelight like no other theatrical entity.

But if the announcement of AFM's recording ban and the possibility of bouts with radio, tele and pix copped the lion's share of attention, 1947 was still a fat grabbag for most phases of the music-disk biz with changes pop- (See *PETRILLO STOLE*, page 16)

NEW YORK, Dec. 27.—The end of every year brings out the Nostradamus spirit. Since, traditionally, there's no reason to discourage the crystal-ball habit now that it's imbedded, here, in summation, is what the music trade foretells for the year ahead.

James C. Petrillo is the big question mark. He says "Recording? Never again." Most musickers don't believe it and see a solution happening in from three to six months with the denouement following the pattern of the 1942 ban. Congressional committees will storm; James C. will counterstorm and finally, perhaps, (See *WHAT GOES* on page 17)

IMC Preps Witnesses for AFM Hearings Next Month

WASHINGTON, Dec. 27.—Industry Music Committee (IMC) is readying to muster an impressive array of witnesses from all segments of the music and radio industries to testify here next month at the House Labor Committee's hearing on American Federation of Musicians (AFM) activities.

Girding for the hearing which will provide the first public showdown between the IMC and AFM President James C. Petrillo, the IMC's executive committee is slated to make formal choice at a New York meeting Tuesday (30) of Sidney Kaye as legal counsel and of a public relations counsel to be selected presumably from among the following four: Joseph Borkin, Washington-New York lawyer - publicist;

Verne Burnett; James Selvage, former public relations staffer for the National Association of Manufacturers (NAM), and the Baldwin & Mermey public relations firm.

While IMC's legal and public relations counsels will direct strategy on industry appearances at the hearing, the IMC itself will not testify as a committee. Every segment of the music and radio industries is expected to be represented in what will be a co-ordinated verbal campaign against the disk-making ban and AM-FM music duplication ban, with Petrillo himself slated to take a stand on the opposite side in his own defense. Rep. Fred A. Hartley (R., N. J.), chairman of the House Labor (See *IMC'S FLACK* on page 8)

Count Based On Weekly Tabulations

System Eliminates Errors

NEW YORK, Dec. 27.—Comes the end of year and time for *The Billboard's* Second Annual Music-Record Poll, which (as did last year's survey) presents the show world with its most exhaustive, soundly documented business report. In the adjoining columns the first three winners in each of the key categories are charted. The bulk of the poll, including extensive tabulations of the winners, has been carried thru the Radio and Music departments and to the Music Machines section in back of the book.

Other polls come and go, but *The Billboard's* year-round survey still emerges as the most authentic, as attested by the size of the statistical sample which determines the end results. No vote by any few music users selects the winners, but the week-by-week reports that make up *The Billboard's* Honor Roll of Hits and music popularity charts form the sole selective base. These reports total more than 110,000 . . . from sheet music jobbers thruout U. S. A. and England; from record dealers, disk jockeys and juke box operators; from radio stations and networks, and from research organizations . . . and they eliminate one typical fault of (See *The Billboard's* Second, page 21)

Nitery Slogan For '48: Shave Costs to Bone

Sitch Dubious, Not Desperate

By Bill Smith

NEW YORK, Dec. 27.—The cafe picture hasn't changed much since the forecast made here (January 4, 1947) except to bear out some of the statements made last year-end. The squeeze in which ops found themselves at the conclusion of 1947 is more acute than ever today. Costs have leap-frogged, while income, by the same token, has come down. The premium is no longer on the name act who can almost guarantee to do the business. It's on the op who can control his back-room operations and watch the pennies to see they don't mount to dollars and are carried out in the garbage.

Nat Harris, operator of the Harem and reputed to be one of the top cafe men in the country, said: "It's not good enough today to buy smartly. You have to merchandise it smartly to make your profit. Showmanship is not enough. It's controlling the expenses that makes the difference today. If a club needs 10 captains (See *Niteries Must Hold* on page 34)

RADIO IN '47: 485 MILLION

Megger Strike Decision Due

NEW YORK, Dec. 27.—Whether the Radio Directors' Guild (RDG) will strike against the four major network stations in New York may be determined at a State mediation board meeting scheduled here for next Wednesday (31). The Guild already has signified its intent to strike if its demands are not met or a reasonable compromise effected.

Monday (29) the Guild will hold two meetings, one to raise dough for its strike fund and the other to advise members of newest developments.

Indications are that some progress has been made toward a compromise. The Guild, which originally asked over \$200 for directors, has reduced its demands to \$175 weekly, while the networks have upped their offer to \$117. The Guild, however, will not settle for anything like this amount.

An RDG strike might pose serious problems for other unions, which would face crossing of Guild picket lines to go to work.

2 Akron Stations Bid for Lone Outlet

AKRON, Dec. 27.—Two local stations have applied for the single television channel assigned to the Akron area. WAKR, owned by the Summit Broadcasting Company, and WADC, the Allen Simmons station, have applied for permits.

Simmons said he planned for 28 hours of television broadcasting a week. Antenna for the station will be 370 feet high. Studios will be in the new WADC building, now under construction in downtown Akron.

Management of WAKR had no immediate announcement of its television plans.

Announcement here came on the heels of start of operations by Cleveland's new television station which was picked up by receivers in a dozen commercial Akron spots.

The Weinstein Construction Company, of Akron, has the contract for the new WADC building, which will be two stories high and over 15,000 square feet. It is expected to be finished in eight months.

Elgin's Christmas Phenom Takes To Air for Sixth Year in Row

NEW YORK, Dec. 27.—A phenomenon in radio programming rounded out its sixth year Thursday (25) when Elgin's annual Christmas program took the air with a star-packed two-hour show, including Bob Hope, Edgar Bergen, Lauritz Melchior, Harry James and Don Ameche, emcee. Elgin does two such programs annually over the Columbia Broadcasting System (CBS), one at Thanksgiving and the other at Christmas—both of them adding up to a total cost of about \$200,000.

This sum is as much as another sponsor might spend for a lengthy series—but the philosophy behind the Elgin advertising is that the two

programs are of such impact that they pay off both in sales and institutional values. First of the shows, that on Thanksgiving, is figured as having a more measurable sales value than the Christmas show—the latter coming a bit too late for the holiday market—which is the top watch buying time of the year. The Christmas seg, however, is figured as paying off in good will. Elgin's original idea was to shortwave the program to troops overseas. During war years the sponsor's plant was converted—but the selling watches for the last couple of years, Elgin continues to shortwave the programs overseas.

Tough Production

Productionwise, the program is a tough one, inasmuch as there's no dress rehearsal. Stars are timed individually—some of them in their own homes. When the series was initiated six years ago, it was hard to line up the talent for Christmas Day—but according to J. Walter Thompson (JWT), agency on the account, it's very easy now because the show has become traditional. Practically the entire staff of the Hollywood office of JWT works on the show, with Earl Ebi heading the production staff of three, and Ed Helwick the writing staff.

Elgin, incidentally, has been getting top co-operation from dealers thruout the country in the way of (See *Elgin's Phenomenon* on page 8)

BMB Reports Only 520 Stations Signed

NEW YORK, Dec. 27.—Only 520 stations so far have subscribed (as of Wednesday, 24) to the Broadcast Measurement Bureau (BMB), the research firm stated this week. The total does not include the four webs, previously reported, nor does it include seven FM stations. Stations subscribing after January 1 will pay slightly higher fees, BMB giving 10 per cent discounts to renewal subscriptions and 5 per cent to new subscriptions.

The total so far is a distinct disappointment, trade observers declared, and indicates a lack of awareness of the need for BMB on the part of many stations. BMB's first survey had over 700 subscribers, but the number of stations on the air in 1946, when this study was made, was considerably below the number now operating.

Meanwhile a representative of the Mutual network this week offered the BMB subscription total as proof that recent criticism of Mutual for withholding its subscription was unwarranted. "They said that if we didn't join BMB," he noted, "they'd never get enough stations. When we finally did join, after a squeeze play, what happens? They still haven't enough stations."

15-Min. Cuffo E. T. For Paralysis Fund

HOLLYWOOD, Dec. 27.—A 15-minute plattered airshow plugging the Infantile Paralysis Fund campaign is being prepped with disks to be sent gratis to radio stations thruout the country as part of the 10th anniversary drive of the National Foundation for Infantile Paralysis.

Tagged *Saturday Night Party*, the airer is being produced by Arnold Marquis and will feature Frank Sinatra, Kay Kyser, Ralph Edwards and William Bendix.

Take Tops '46 By 61 Million; Spot Up 20%

Small Stations Lead Gains

WASHINGTON, Dec. 27.—Gross billings for all classes of radio stations in the nation are soaring toward a record total of just short of \$500,000,000 for 1947, according to preliminary findings of a report now in the making by National Association of Broadcasters' (NAB) research department. The exact figure will probably be somewhere around \$485,000,000, as compared with \$424,000,000 in 1946.

Altho the report is still incomplete, ample information is on hand showing that a trend of increased revenues percentage-wise for small stations was continued this year, while the smallest gains percentage-wise were made by the largest stations largely because of soaring labor costs which have not yet had a full impact on stations in peanut-sized communities.

The anticipated total gross billings of \$485,000,000 for the current year is an all-embracing figure representing radio's complete "take" without deductions for discounts, etc. A survey of small stations which have been on the air two years or more shows a 20 per cent gain in national spot sales this year and a 15 per cent gain in retail business.

Altho the survey will present a bright picture on percentage-wise returns for small stations, as compared with the previous year, the dollar volume of the medium-size and large stations will suffer no major dent. It is seen as possible, in fact, that the smaller stations may be approaching a turning-point in their profits. One explanation for this, according to radio economists here, is that 250-watter stations, the bulk of which are located in communities below 50,000 population, may face heavier labor costs. Union schedules imposed on larger-city stations where unionization has been waged on a more active scale are expected to be brought closer into line in smaller communities.

2 Scripters Sue 2 Webs for 80G

HOLLYWOOD, Dec. 27.—Damages aggregating \$80,000 were claimed by two writers this week in separate court actions filed against the American Broadcasting Company (ABC) and the Columbia Broadcasting System (CBS).

William Froug demanded \$30,000 in damages in a suit in Federal Court against ABC, charging the net with plagiarism of one of his stories. He alleged that the ABC airshow, *I Deal in Crime*, used all the essential facts of his story, *Enough Money*, printed in a detective mag March 26. According to Froug, the airer was broadcast one month later.

In a \$50,000 suit filed in Superior Court, scribe Carroll O'Meara charged CBS with the unauthorized use of an original script. He said that he submitted his original script, entitled *Happy Days*, in 1946 and the web later broadcast it as *Blondie Gives a Haircut*.

Ad Agency Hooper Scoreboard

Only First 2, DFS and JWT, Hold Positions

Semi-Annual Ratings Out

NEW YORK, Dec. 27.—The second semi-annual compilation of advertising agency standings by total Hooper points, a feature of *The Billboard's* Continuing Program Studies (CPS), shows a number of changes in the relative rank order of the agencies. Agency standings, computed on a ba-

sis of C. E. Hooper, Inc., ratings of 15-minute program periods, reveal that only the two leading firms, Dancer-Fitzgerald-Sample (DFS) and J. Walter Thompson (JWT), running first and second in February of this

year, when the first tally of this nature was published, held their own. Others in the top 10 have all changed their positions. Standings are based on programs on the air November 30. (See *ONLY FIRST 2* on page 12)

The Billboard

Second Annual Music-Record Poll

WINNERS IN JUKE BOX CATEGORIES IN MUSIC MACHINES DEPARTMENT, ALL OTHER WINNERS IN MUSIC DEPARTMENT THIS ISSUE.

SPOTS' \$TAGGERING COSTS

Talent Cost For Series of 366 Is 60G

And It's All at Scale

By Paul Ackerman

NEW YORK, Dec. 27.—Production costs today of a series of spot announcements may be as high or higher than the price of a radio station. One instance of this fantastic state of the transcription business is illustrated by the following set of statistics pertaining to Harry S. Goodman's birthday spots, which are in production now and which will total \$57,859.30 for the series. Goodman is making 366 of these 30-second spots—one for each day of the year 1948. The copy ties in each day with the birthday of a noted personality and gives a sort of character-reading for persons born on that day. The talent totals 11 people, including soloist Irving Kaufman, four musicians, a singing quartet, one announcer and one director.

The cost of the original music and the arranging for the soloist, quartet and four instrumentalists is \$1,500. Lyrics, at \$20 per spot, total \$7,320 for the 366. The soloist, paid at the rate of \$12 per spot, comes off with \$4,392 for the lot. With respect to the soloist, it's estimated he does an average of five spots per hour time.

The four musicians will cost Goodman an estimated \$9,855. The leader (See Talent Costs Hit on page 8)

Fibber & Molly Top Comedy & Variety Collegiate Survey

CHICAGO, Dec. 27.—Nine-week cumulative rating of the acceptability of various network comedy and variety shows, according to a poll of college students thruout the country and released by St. Joseph's College of Indiana, shows *Fibber McGee and Molly* getting top honors for the entire period. Figures released this week included poll of week of December 7 and gave *F&M* a rating of 78 under a system which gives a 100 to 75 rating for "highly acceptable," 74 to 25 for an "acceptable," 24 to minus 25 for "barely acceptable," minus 26 to minus 75 for "unacceptable," and minus 75 and below for shows that are "offensive."

For the nine-week period Henry Morgan rated second with 71.5, while Burns and Allen were third with 65.5. Jimmy Durante was fourth with 65.0 and Jack Benny was fifth with 64.0. Red Skelton, Baby Snooks and Edgar Bergen-Charlie McCarthy tied for sixth with 63.0.

In order from there were Fred Allen, 61.5; *Duffy's Tavern*, 56.0; Jack Carson, *Fitch Bandwagon* and Eddie Cantor tied for ninth with 53.5; Milton Berle, 47.0; Abbott and Costello, 42.5; Jack Paar, 39.0; *It Pays To Be Ignorant*, 32.5; Jim Backus, 31.5, and Bob Hope last with a 31.0.

Indicating a move toward more acceptance by the students, the Hope show, altho last in the nine-week cumulative ratings, placed 13th in a field of 19 for the individual week of December 7 with a 53.0 rating.

MBS Lists '47 Gains In Coverage, Shows

NEW YORK, Dec. 27.—Gains in coverage, programing and other aspects of network operations were listed this week in a year-end report by Ed Kobak, president of the Mutual Broadcasting System. The web, which is now approaching the 500-station mark, is "emerging as a new kind of network with highly localized and a 'civic identity' . . ." according to Kobak.

Among major program developments Kobak listed *Information, Please*; *Kate Smith Speaks*, *The Family Theater*, Billy Rose, Jimmy Fidler, Jim Backus and *Meet Me at Parky's*. Sales of co-op shows, he indicated, increased 123 per cent over 1946, with more than 1,600 local sponsors being represented.

The web's gross billings for 1947, Kobak said, were about 15 per cent lower than last year, but he pointed out that the 1946 sales report showed a gain of 25 per cent to bring it to \$26,000,000 for the year. Kobak stated the outlook for the first six months of 1948 is about the same as the first six months of 1947.

Among new radio sponsors Kobak listed the Kaiser-Frazer Corporation, Ford Dealers of America, Armour & Company, Philip Morris & Company, Ltd.; Lever Bros., Peter Paul, Inc.; R. J. Reynolds Company, International Milling Company, Chesapeake & Ohio Railway Company and Pilot Radio Corporation.

In video, Kobak pointed out that Mutual stations in New York, Chicago, Washington, Hollywood and Boston hold video licenses and are either operating or planning to operate in 1948.

Coy Finally Tagged for FCC Post; G. F. Sterling Vice Jett

WASHINGTON, Dec. 27.—Among the Senate's first items of business when Congress returns for its regular term next month will be action on two presidential appointees to the Federal Communications Commission (FCC)—George F. Sterling as successor to Commissioner Ewell K. Jett and Wayne Coy as chairman to fill the unexpired term of Charles Denny. Altho Senate confirmation of both appointments is anticipated, there is considerable speculation that the Coy nomination might create a furore in the Republican camp. The interim appointment of Sterling to the FCC came from the White House late Friday, a few hours after President Truman announced acceptance of the resignation of Jett, who will become vice-president of *The Baltimore Sun* papers in charge of radio interests. Jett's new job will carry a salary of more than \$20,000 annually, as compared with the \$10,000-a-year stipend of the FCC commissioners. Sterling, who moves to the commissionership from his post as chief engineer of FCC, is a Republican. Jett has been regarded as an independent. Coy, who was appointed, is a Democrat.

WRUN, Utica, Hires Spencer

UTICA, N. Y., Dec. 27.—The personnel set-up has been completed at WRUN and WRUN-FM, which are expected to debut soon. Station manager Thomas E. Martin has named Stewart T. Spencer program manager.

He was formerly promotion and publicity director at WCSG, Charleston, S. C.

3-Year Renewals For FM Are Weighed

WASHINGTON, Dec. 27.—The Federal Communications Commission (FCC) is weighing the possibility of staging a hearing on petitions filed this week by National Association of Broadcasters (NAB) and the FM Association (FMA) for extension of FM license renewals to three years. The FCC is known to be averse to modifying present procedure for one-year renewals because high-ranking FCC officials are not convinced FM is sufficiently advanced. However, there is general inclination on the part of FCC to open the question for general discussion.

NAB in its petition reminded the commission that the normal term of AM broadcast licenses was extended from two to three years in 1943 on the basis of avowed commission policy "to extend the length of licenses whenever the advancement of the radio art and the growth of the radio industry seemed to warrant such extension" and on the need of the radio industry for assurance and stability. The NAB and FMA petitions were introduced as requests for modification of FCC's recently proposed amendment to a rule which, in effect, perpetuates FM license renewals on a one-year "staggered" basis.

Fort Industry Co. Ups 8 to Veepees

DETROIT, Dec. 27.—Fort Industry Company, operator of a number of Eastern stations, this week promoted eight of its executives to vice-presidencies. Heading the list is Lee Wailes, heretofore general manager, who becomes veepee in charge of operations. He will keep his headquarters here.

Other appointments include E. Y. Flanigan, managing director of WSPD, Toledo; Stanton Kettler, managing director of WGBS, Miami, and Robert Kerns, managing director of WLOK, Lima, O. All were made vice-presidents of Fort Industry.

William E. Rine, of WWVA, Wheeling, W. Va., was named vice-president of West Virginia Broadcasting Corporation. Allen Haid, of WMMN, Fairmont, W. Va., has been made

Sterling will fill out the Jett term, which expires June 30, 1950. The term vacated by Denny expires June 30, 1951. The nomination for the two vacancies will bring the FCC to full-member status for the first time in many months. Commissioner Clifford J. Durr's term is next to expire—June 30, 1948—and, contrary to popular rumor, Durr is not expected to resign before that date.

The Bell Radio interests, which Jett will direct, comprise an AM radio station now under construction, an FM station ready to go on the air, and a television station already on the air. Former FCC Commissioner Ray C. Wakefield will take over Jett's assignment as head of the U. S. delegation at the International Communications Conference at Geneva.

The latter, of the *New Yorker* mag, is wanted to take over the *Of Men and Books* program. As for Morgan, he is a free agent, no longer an American Broadcasting Company (ABC) package. Negotiations for the comic are in an initial stage.

Columbia Ganders Morgan, Maloney

NEW YORK, Dec. 27.—The Columbia Broadcasting System (CBS) is dickering for Henry Morgan and Russell Maloney.

The latter, of the *New Yorker* mag, is wanted to take over the *Of Men and Books* program. As for Morgan, he is a free agent, no longer an American Broadcasting Company (ABC) package.

Negotiations for the comic are in an initial stage.

GE and KRON Close Deal For Largest Live FM Seg

SAN FRANCISCO, Dec. 27.—A contract for the largest live talent commercial FM broadcast in the San Francisco-Oakland metropolitan bay area was signed last week by the General Electric Supply Corporation with KRON, *The San Francisco Chronicle's* FM outlet. The program to be aired weekly, will feature string musicians, and all members of the San Francisco Symphony, under the direction of Ervin Mautner.

The sponsor and the newspaper are planning a tie-in promotion campaign to highlight the program, which will occupy the 3:30-4 p.m. time slot.

veepee of Monongahela Broadcasting Company; James Bailey (WAGA, Atlanta) is a veepee of Liberty Broadcasting Corporation, and Ralph G. Elvin, managing director of WJBK, Detroit, was named veepee to head AM, FM and television operations.



KLZ's Commercial Manager

MAIN MORRIS

Prior to his appointment as commercial manager of KLZ on November 1, Main Morris had 25 years' background in advertising and, in recent years, handled some of the largest radio accounts in the Rocky Mountain region.

KLZ, DENVER



Join the
**MARCH
OF
DIMES**

JANUARY 15-30

Radio's Rosy Talent Outlook

Packages Put Needle Into Talent Search

Likely To Develop Names

(Continued from page 3)

ing signs of being the avenue thru which names may yet be developed in radio.

Thus, *You Bet Your Life* (Groucho Marx), *My Friend Irma*, Opie Cates, to name just a few, have paid off or are showing distinct signs of so doing. On the other hand, at least two programs built solely around individual comedians are among the year's casualties—Jack Paar and Henry Morgan.

Production Step-Up

As the new year begins, there is greater production activity on the part of the networks than there has been for years. Correspondingly, there is a long list of programs which offer great hopes of producing new popularity leaders. This list—and it obviously is too soon to enter final judgment—includes Abe Burrows, another Columbia Broadcasting System (CBS) package winding up sponsored; Robert Q. Lewis, Cates, *Christopher Wells*, the revamped *Beulah*, Hoagy Carmichael, *Quiet Please*, Groucho Marx, and Dorothy Shay and Spike Jones. The Shay-Jones duo is already commanding

respectable Hooperatings.

Others to have come on the scene during 1947, but who so far rate only as fair prospects, are Bill Goodwin, Sweeney and March, *Big Story*, Mr. President and *Willie Piper*. *Story* and *Piper* both nabbed sponsors, but haven't yet really socked over audiencewise.

Outstanding scores of the year were made by Al Jolson (a "new" radio star!!); Tony Martin; Milton Berle, doing better in radio than ever before; Jan August, whose pianistics have gained him a good Mutual spot; *My Friend Irma*, *Talent Scouts*, *Club 15*, Ed Murrow, Norman Brokenshire. Brokenshire's \$50,000-a-year comeback is one of the year's outstanding radio surprise stories.

Jim Backus Upcoming

One comic who, according to many radio critics, holds considerable promise, is Jim Backus, currently sponsored on Mutual by Pharmaco. While Backus may lose his bankroller in a month or two, his brand of humor is commanding favorable reactions both in agency and newspaper circles. Another upcoming comic rated well in nitery and vaude circles who's due for a break on network radio is Morey Amsterdam, slated to do his own show on CBS shortly.

There was also an extensive list of program flops during the past year. The roster includes, in addition to Morgan and Paar, Mel Torme, *Treasury Agent*, Eddie Albert, Phil Silvers, Meredith Willson, *Arthur's Place*, Mel Blanc, Wayne and Shuster, *Humphrey Flack*, *Newscope*, *Suspense* and *Can You Top This?* *Suspense* and *Can You Top This?* are proved commercial successes, and shouldn't have too much to worry about. *Top This?* is now slated to

air as a CBS co-op, following the example of Joan Davis.

"Pops" Hit Top

The year was marked by the return to the program cycle of amateur shows and the introduction of network disk jockeys. The jock sitch has found Paul Whiteman a sold-out commercial success on the American Broadcasting Company (ABC), altho the Mutual (MBS) entry, Martin

Block, hasn't fared too well sponsorwise. The amateur thing, in addition to *Talent Scouts*, produced *Big Break*, a flop, and Horace Heidt's late season entry. The last-named program has not been well received.

Unable to uproot any high-price stars from other fields, the networks now are firmly convinced that the package show is the talent-building answer. Test of the theory is indicated for 1948.



... The Tennessee Plowboy ...
wishes you and yours
A HAPPY NEW YEAR

Let me take this opportunity to thank all of my friends . . . from coast to coast for their loyalty to my radio programs, the purchase of my RCA Victor Records . . . and the many Holiday Greetings!

Assisted by
LITTLE ROY WIGGINS AND HIS STEEL GUITAR

NAB To Fight "Censorship" Section in New White Bill

WASHINGTON, Dec. 27.—National Association of Broadcasters (NAB) will center its opposition to the revised White Bill around Section 16, known as the "censorship" provision which, according to NAB, grants power to the Federal Communications Commission (FCC) to censor program content in violation of the first amendment of the U. S. Constitution. NAB's position on the new bill began to take shape this week as NAB disclosed that its legislative committee, headed by J. Harold Ryan, will confer on the legislation at a meeting here January 5.

Numerous changes made in the bill by its sponsor, Sen. Wallace White (R., Me.), chairman of the Senate Interstate and Foreign Commerce Committee, are being hailed as acceptable by NAB, but relatively minor concessions made to NAB in the "censorship" section are not sufficient to put NAB on the side of the bill. The association's legislative committee is expected to recommend that NAB go on record in support of the revised bill only on condition that the "censorship" section is drastically rewritten.

Despite some changes in language, meaning of this portion of the bill remains much the same as in the old White Bill which was the subject of bitter contention in more than two weeks of hearings at the first term session of the 80th Congress. Heading of the section has been changed from "Censorship" to "Censorship: Free Speech," and new wording has been added stating that nothing in the Communications Act of 1934 shall

be construed as giving FCC the power to restrict the first amendment of the Constitution guaranteeing freedom of speech and press. Addition of such language is viewed as patently an attempt to mollify NAB, but the group's legalists point out that such wording is incompatible with a provision in the same section giving FCC unbounded power to determine what is in the "public interest."

The revised White Bill leaves virtually untouched the controversial language of the original bill, specifying that nothing in the measure shall be construed as limiting FCC's authority to determine whether a station is operating in the public interest.

No Controversy

Practically the entire remainder of the revised bill is regarded by NAB as "fairly beyond controversy" inasmuch as Senator White, in rewriting his measure, appears to have met the most serious objections of radio broadcasters in the remaining sections. One change which is certain to meet with unanimous approval of broadcasters and which is getting favorable comments from NAB, is a watering down of the provision calling for identification of news sources. The original made it mandatory for news commentators to identify the source of every news item and event described. This feature has been eliminated in White's new bill, which requires only a mention whether actual news or opinion is being broadcast.

Violent objections of networks to a (See NAB TO FIGHT on page 11)

POPULARITY CHART REPRINTED FROM BILLBOARD, NOV. 22, 29, DEC. 6

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
15	1	1	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)..... Eddy Arnold and His Tennessee PlowboysVictor 20-2332
4	3	2	TO MY SORROW.....Eddy Arnold and His Tennessee PlowboysVictor 20-2481
27	2	3	IT'S A SIN.....Eddy Arnold and His Tennessee Plowboys.....Victor 20-2241
2	4	4	NEVER TRUST A WOMAN.Red Foley (The Cumberland Valley Boys).....Decca 46074
23	5	5	SMOKE! SMOKE! SMOKE! Tex Williams Western Caravan (That Cigarette)..... Capitol Americana 40001

FOR PERSONAL APPEARANCES, RADIO OR MOTION PICTURES . . . WRITE, WIRE OR PHONE.

A FEW OPEN DATES AVAILABLE FOR 1948.

THOMAS A. PARKER
Personal Manager
4218 SAN PEDRO ★ PHONE W3951
TAMPA 6, FLORIDA



Hooper Hits Back at Crix, Slams Electronic Measuring

NEW YORK, Dec. 27.—C. E. Hooper, who so far had refused to make any comments on recent criticisms of his research methods, struck back this week with a defense of his own coincidental system as against methods employed by his competitors. Arguing that the competitive advertising picture has sharpened, Hooper stated that "in the competitive era ahead the advertiser is going to buy most readily... that medium whose measurements are most relevant to his individual advertisement's effectiveness." Noting that "to be a statistic in radio one has to be listening," Hooper said: "An instrument, be it radar or meter, which inflates radio by watering the measure up to 100 per cent by recording 'set operation' while a housewife moves all over the house vacuuming, answering the door and telephone, making beds, hanging out the wash or merely thinking about something else is not recording evidence of radio's effectiveness."

Hooper predicted that after the weeding process among new stations is completed, radio will survive handsomely "because in addition to being inherently effective for most products, its measurements particularize where others generalize on effectiveness."

Hits at Electronics

Hooper's defense of his own system and attack on the electronic method strikes at the latter's weakest point, namely that the use of a receiver is not actual evidence of listening.

The coincidental method, Hooper pointed out, provides another fact which is basic to the concept of effectiveness in advertising. This factor is the composition of audience tabulation, which is an enumeration, program by program, of men, women and children listening. Such a measure, according to Hooper, makes possible the fitting of the product to those prospects, in terms of sex and age, already assembled by the program.

Apropos the two basic methods, telephone coincidental and family diary, Hooper pointed out that each records precise, personal information, at a level of accuracy and relevancy which is constant in all parts of the country. For example, people write in or tell the Hooper org the call letters of the station "listened to" in all parts of the country. According to Hooper, "this goes for areas where stations come in so close together on the dial as to defy accurate tabulation of meter results unless the stylus could make its marks on a tape a foot wide."

Three Essentials

The broadcasting's continuous measurements are tops in effectiveness, Hooper stated that three necessary measurements have been withheld from buyer and seller pending perfection of techniques. These are:

(1) Listening area coverage indexes—a listening index for morning, afternoon and evening, showing comparatively stations listened to in cross section of homes in one

Chi RWG and Nets In Temporary Truce

CHICAGO, Dec. 27.—After initial friction between negotiating parties, local Radio Writers' Guild and the nets Wednesday (23) reached a temporary agreement covering working conditions for Guild members doing local and regional shows originating in this region (*The Billboard*, December 27). In general, agreement was reached to extend until August 22, 1948, the interim agreement reached last August 15, and to allow each free-lance Guild member to work out his own deals for employment in the meantime.

Under this agreement webs and stations recognize the Guild as a bargaining agent and adhere to union shop arrangement. Union shop agreement is possible despite the Taft-Hartley law, because original agreement was reached before August 22 deadline, after which such agreements have not been allowed. When the original August agreement was reached stipulation was made that free-lance arrangements should be finished by not later than January 1, 1948.

New York unit of the Guild reached an agreement this week similar to that made here, while Monday (22) a West Coast pact was made calling for free-lance writers in that area to receive 60 per cent of the national web scale for regional shows and 40 per cent of the national scale for local programs.

Guild is not pushing agreements for free-lance writers here and in New York because it does not want any scales agreed upon to influence agency negotiations which are to get under way in all three regions immediately after the first of the year.

ELGIN'S PHENOMENON

(Continued from page 5)

promotional support via ad campaigns run in local newspapers.

Elgin's last regular show, *The Man Behind the Gun*, was aired over CBS a few years ago. It was an institutional-type program consisting of dramatizations of war stories and slanted toward the G.I.

station's listening area. These surveys went into production this month.

(2) U. S. Hooperatings (projectable)—a national network radio audience measurement based on joint use of two program listenership methods, namely, telephone coincidental and listener diary.

(3) Qualitative reports—internal analyses of data obtained from either coincidental or diary listening records, including turnover of audience (weekly); frequency of listening (weekly); duplication of listening; minute-by-minute listening; flow of audience; sponsor identification; occupational analysis of audience and composition of audience.

Hooper said these studies are either available now or will be available upon completion of the first U. S. Hooperatings report.

Talent Costs Hit Staggering Figure Even at Scale

(Continued from page 6)

gets \$54 per hour, with three side men getting \$27 per hour. This is a total of \$135 per hour for musicians. The 366 spots will require 73 hours, totaling \$9,855.

The total price for the quartet is \$13,346.40. This is estimated as follows: \$7.80 per man per spot, or \$32.20 per spot, which totals \$11,419.20 for 366 spots. To this is added rehearsal time at the rate of \$6.60 per hour for four men for 73 hours, which adds up to \$1,927.20.

Director Gets 4C

The cost of the director for 366 spots is \$4,100. The announcer, on the basis of \$7.20 per spot and rehearsal time of \$7.90 per hour for 73 hours, gets \$3,210.90. Studios, at \$25 per hour for 73 hours, add another \$1,825. In addition, 41 masters at \$50 each (averaging nine spots on a master) total \$2,050. Finally, cost of 2,100 at \$2 is another \$4,200. Then add \$1,000 for stenciling of scripts, miscellaneous office work, editing, et al.

That's it, and it's all scale. The total of \$57,859.30 incidentally does not take into account the possibility of repeat performances in different cities. Regulation of the American Federation of Radio Artists provides that talent gets paid again if a spot is repeated in a town.

Cost of above series, of course, is very high inasmuch as 11 people are used for a series of 366. It is believed that no other spot series ever equaled this birthday series quantitatively. Another very long series is Goodman's *Helpful Harry*, which are blurbs on household hints.

Goodman made 180 of these with Irving Kaufman as soloist, for a total cost of \$12,220.40. Breakdown on this job is as follows: Fees for soloist, including rehearsal, \$2,201.20; organist, \$972; lyrics, \$3,600; arrangements, \$500; studio rent, \$450; 18 masters, \$900; announcer, including rehearsals, \$1,437.20; 900 disks (pressings) at \$2 a disk, \$1,800, and cost of producer-director, \$360 on the basis of \$20 an hour for 18 hours.

So you want to go into the e. t. business?

Arney To Map NAB Coast Confab Plans

HOLLYWOOD, Dec. 27.—Preliminary plans for the convention of the National Association of Broadcasters (NAB) will be made next week, following arrival here of C. E. Arney, NAB secretary in charge of convention arrangements. Arney will set up temporary headquarters here to work out details for the confab skedded for May 17-20 in Los Angeles.

NAB officials expect more than 2,000 delegates to attend the convention at the Biltmore Hotel. Working with NAB toppers will be the Southern California Broadcasters' Association (SCBA) and the 16th district of NAB, headed by KFI General Manager Bill Ryan.

SCBA Prexy Bill Beaton named the following area station execs to serve as committee heads to co-ordinate convention activities: Transportation, Larry McDowell, KFOX; entertainment, Harry Maizlish, KFWB; accommodations, Bob Reynolds, KMPC; financial, Thelma Kirchner, KGFJ; publicity, Jennings Pierce, NBC, and complaints, Pat Campbell, Don Lee.

IMC's Flack To Be Named This Tuesday

(Continued from page 3)

Committee, is planning to allow about a week for the hearing, altho an extension may become necessary. Rep. Carroll Kearns (R., Pa.), chairman of a House labor subcommittee on AFM activities, has virtually completed a census of AFM personnel, and this information will be placed on the record at the hearing by committee investigators, supported by spokesmen from industry. The hearing is expected to open in mid-January.

Current plans call for a full committee of the IMC some time after the hearing, altho an emergency session prior to the proceedings is seen as a possibility. Inasmuch as the small executive committee is empowered to act on strategy, plans and programs, expectations are that the full committee will get together rarely. Executive committee spokesmen said this week that the initial purpose of the IMC, to serve as a "clearinghouse for information," was being fulfilled "more than adequately" and that selection of the legal and public relations counsels next week would put the machinery on a permanent basis.

Funds for IMC's public campaign will be raised thru contributions by all members of the industries, who will pay according to the size of company revenues. The exact size of the budget will be determined at next week's meeting of the executive committee in the Broadcast Measurement Bureau board room in New York.

Printers Air Woes Over Chi's WCFL

CHICAGO, Dec. 27.—Contending they were not getting a fair break from printed media in presentation of their side in current strike against local newspapers, union printers have taken their case to radio and have begun sponsorship of a program on WCFL Monday thru Saturday nights. Printers' union contends that even before the strike newspapers did not give them a fair break in stories about the controversy.

According to union officials, the show, which Monday (22) featured an appearance by Woodruff Randolph, president of the International Typographical Union, marks the first time this union, one of the oldest in the country, has ever turned to radio for such a public relations campaign. Rod Holmgren, president of Midwest region of the Radio Writers' Guild, who is writing the series, said airings also mark one of the few times that any union has told its story via radio during a strike period.

Union show, aired Monday thru Friday from 9:15 to 9:30 p.m. and Saturdays from 6:15 to 6:30 p.m., is titled *Meet the Union Printers*, and features interviews, dramas and narrations. Christmas Eve children of striking printers were interviewed.

HOWARD PHOTO REPRODUCTIONS

No Order Too Small or Too Large. Enlargements mounted, 20x30, \$2.00; 30x40, \$3.00. Photo post cards, 2¢. 24-hour service. Mail orders coast to coast. Write. Call. Free Sample Kit.

Howard Photo Service, Dept. B
166 W. 46 St., New York 18, N. Y. BR. 9-249

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO

Get Your Share By Using...

WING The Dayton Station

WEED & CO. National Representatives

FM NEARING \$\$ SATURATION?

Education Org To Give Outlets Free Programs

NEW YORK, Dec. 27.—Stories To Remember, a new series of transcribed dramatizations incorporated in the general *Lest We Forget* series, produced and distributed by the Institute for Democratic Education, will be available to stations without charge in the spring.

Stories To Remember will be the 12th series of *Lest We Forget* presentations and will consist of radio adaptations of short stories written by MacKinley Kantor, Irwin Shaw, Dorothy Canfield Fisher, Claudia Cranston, Carl Ewald and B. J. Chute.

Series is designed to remind Americans that prejudice and discrimination have no place in democracy.

Heatter Frames New Air Format

CHICAGO, Dec. 27.—Starting with the January 11 program, Gabriel Heatter's Sunday night show on Mutual Broadcasting System (MBS) for Mutual Health & Accident Association will have a new format, and Mutual Accident will begin its fourth year of sponsorship over MBS.

In the past Heatter's show has been *Brighter Tomorrow*, a program on which he narrated typical American success stories. The new show (7:30 to 8) will be titled *Behind the Front Page* and have a dramatic format in which will be depicted current human interest stories. Heatter will continue his nightly newscast on MBS (7 to 7:15) for Noxema, Serutan and Carter Products, Inc.

Agency on the Mutual Accident program is Ruthrauff & Ryan, Chicago.

Texaco Moves To ABC Dec. 31 In Recent Test

NEW YORK, Dec. 27.—A study of the competitive situation between the Columbia Broadcasting System (CBS) and the American Broadcasting Company (ABC) is being made by the Texas Company, which moves its *Texaco Star Theater* from the CBS Sunday, 9:30-10 p.m. slot, to Wednesday night at 10:30 on ABC, immediately following Bing Crosby, effective December 31.

Into the vacant CBS spot Texaco is putting a musical show with Gordon MacRae, Evelyn Knight and Victor Young's ork, starting January 4. According to a spokesman at Arthur Kudner Agency, handling the Texaco account, the musical will fill out the 12 weeks at CBS. Whether the program will be continued depends upon how it shapes up, the agency stated. Tony Martin, Evelyn Knight, Alan Young and Victor Young's ork are on *Star Theater*.

Shift of the Martin show to ABC was made after efforts to snare a better CBS time slot failed. Unless the second show should come up with a sensational rating (which Martin never could do against rival net competition) the MacRae show is certain to be canceled at the end of the term deal. Ed Cashman will produce both shows for the Kudner agency.

Fall in Bids For Permits Hints of Glut

AM Competish Is Tough

WASHINGTON, Dec. 27. — The question whether FM broadcasting is approaching economic saturation was raised this week as a sharp downward trend in new FM applications became observable for the first time in any single month's period in post-war history of FM processing at the Federal Communications Commission (FCC). Indicative of the trend, FCC in the last month received only 13 new bids for FM stations while granting permission to 11 others to withdraw bids for conditional FM grants.

A comparison of the situation with AM broadcasting is seen as adding significant evidence. Altho AM broadcasting space is fast running out, the FCC still has nearly 600 standard bids on hand, with new ones coming in and with the number of operating stations and c.p.'s now soaring toward 2,000. In sharp contrast, there are only 120 pending bids for stations in the wide-open FM band (See *FM NEARING \$\$* on page 10)

TALK OF THE TRADE

Station Relations

SIDNEY V. STADIG, member of the WBZ, Boston, engineering staff since 1940, has been appointed television technical supervisor of Boston's first video station, WBZ-TV, which is expected to start service early in March, 1948. Stadig will immediately begin to train video engineering crews and supervise installation of equipment in WBZ's radio and television center now under construction.

Ross Stevens has been appointed commercial and promotion manager, and Al Maffie has been named program director of WLNH, Laconia, N. H. . . . Lloyd Farlee has been promoted to program director and chief announcer at WJAG, Norfolk, Neb. . . . When Las Vegas' new 1,000-watt station, KRAM, debuts early in January, outlet will house its studios in the new \$2,000,000 Desert Inn, now under construction. Webs are currently pitching KRAM for an affiliation deal.

EARL MINDERMAN is back at his FCC desk in Washington after being loaned to the Citizen's Food Committee. . . . George W. Trendle, head of King-Trendle Broadcasting Company, resigned Monday as Detroit Fire Commissioner, a post he had held for 22 years. . . . Paul Baker has been named news editor of WLAD, Danbury, Conn. . . . Milton Warren is leaving staff of WNLG, New London, Conn., for WNLK, Norwalk, Conn., where he will take an executive post.

Betsy McLean has joined program department of WONS, Hartford, Conn., as continuity director. . . . Lucien Dumont, manager of WKNB, New Britain, Conn., now in charge of production at station's FM affiliate . . . Steve Fisher, former production manager and news director of WWNR, Beckley, W. Va., has joined staff of WPDQ, Jacksonville, as news director. . . . Ray Bartlett and Frank Page recently joined announcing staff of KWKH, Shreveport, La.

Network Operations

PAUL MOWREY, director of television for the American Broadcasting Company (ABC), left New York Friday (26) for New Orleans to supervise ABC's live telecast and special television film of the Sugar Bowl game. He returns to Gotham January 5.

Columbia Broadcasting system's (CBS) House Party takes to the road for a personal appearance and broadcast from El Paso's Southwestern Sun Carnival Monday (29). Emsee and producer Art Linkletter and John Guedel will make the El Paso jump. . . . Nathan Kaplan and Alexander Gaby have joined the CBS news bureau as senior writers.

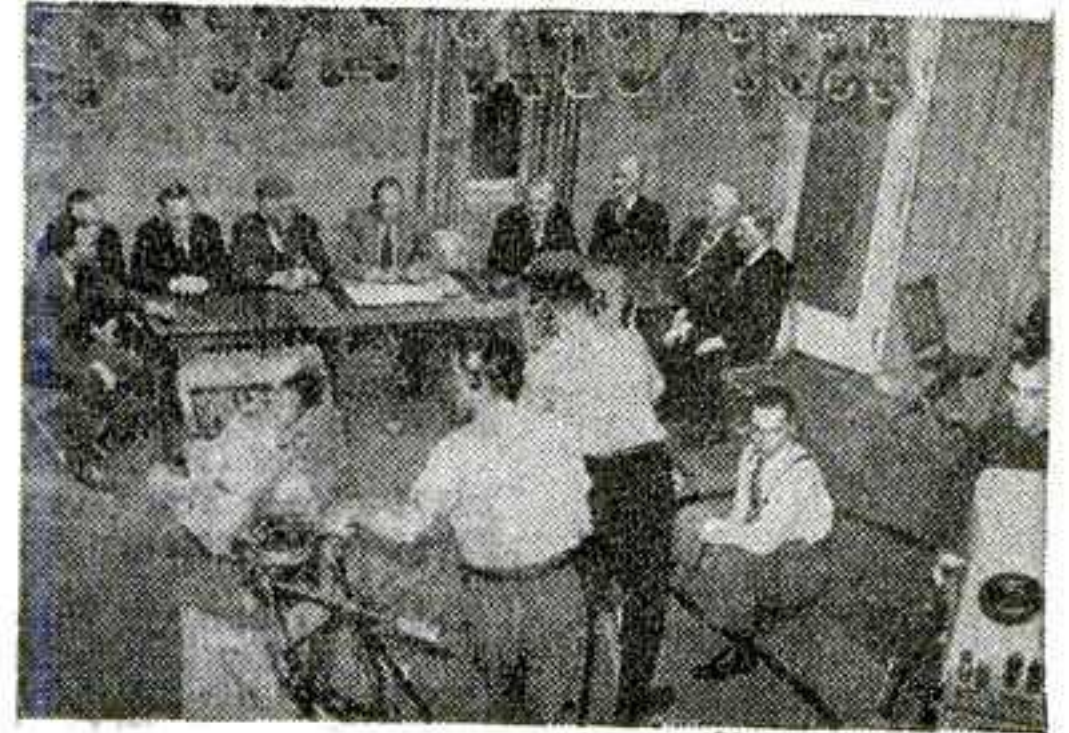
NED HULLINGER, ABC Coast flack staffer, was elected president of ABC's Employees' Association for 1948, succeeding production head, Bud Edwards. Other new officers are Norman Ostby, vice-president; Florence Schiro, treasurer, and Alice Box, secretary.

Agencies and Sponsors

RADIO ADVERTISING COMPANY has been appointed exclusive national representatives, as of January 1, for WHBL, ABC affiliate in Sheboygan, Wis. . . . Paul Forrest, former head of sales promotion for KGFJ, Los Angeles indie, has been named radio director of the Dan B. Minor Agency.

Si Hesse, vice-president and partner of the Peck Advertising Agency, has resigned as of December 31. . . . Harley Noyes, vice-president and director of advertising, Oneida, Ltd., Oneida, N. Y., announced appointment of J. Walter Thompson to handle advertising of its 1881 Rogers silverplate and Helkrom sterling lines. Placement of advertising by JWT will begin in the fall of 1948.

WIRE RECORDING CORPORATION OF AMERICA, manufacturer of the Wireway Combination Electronic Recorder and Phonograph, has appointed Dorland, Inc., of New York, to handle the account. Charles B. Strauss is account exec.



TELEVISION . . . in action!

WWJ-TV, Detroit's first and only television station, swings into action fast to bring Detroiters televised broadcasts of local activities—quick as they happen!

Pictured above is WWJ-TV in action, sending into thousands of Detroit television receivers a broadcast of the newly-elected City Council—the day after election.

In the ten months of its operation, WWJ-TV has done a notable job of televising sporting events, civic activities, public service features and commercial programs. It is this skillful and aggressive programming, in the tradition of its sister station, WWJ, that is solely responsible for Detroiters' enthusiastic interest in television . . . reflected in fast-increasing purchases of home television sets. WWJ-TV is the exclusive voice of television in Detroit today—and will retain its leadership through the television era ahead.

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

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



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

THE BILLBOARD SECOND ANN

The Year's Most-Played Records on Disk Jockey Shows

LABEL	RECORD NO., SONG AND ARTIST	POINTS
1. Columbia	37215—Linda (Buddy Clark-Ray Noble)	256 1,243
	37392—Peg o' My Heart (Buddy Clark)	194
	37234—Anniversary Song (Dinah Shore)	141
	37188—(I Love You) For Sentimental Reasons (Dinah Shore)	124
	37506—I Wish I Didn't Love You So (Dinah Shore)	109
	37343—Mam'selle (Frank Sinatra)	102
	37921—Too Fat Polka (Arthur Godfrey)	88
	37268—Open the Door, Richard (Three Flames)	85
	37838—Near You (Elliot Lawrence)	75
	37214—Managua, Nicaragua (Kay Kyser)	69
2. Capitol	40001—Smoke, Smoke, Smoke (That Cigarette) (Tex Williams Western Caravan)	180 1,168
	304—(I Love You) For Sentimental Reasons (King Cole Trio)	149
	405—I Never Knew (Sam Donahue)	148
	412—Timtayshun (Red Ingle-Jo Stafford)	138
	B452—Near You (Alvino Rey)	115
	396—Mam'selle (Pied Pipers-Paul Weston Ork)	96
	409—I Wish I Didn't Love You So (Betty Hutton)	93
	368—Anniversary Song (Andy Russell)	89
	324—Guilty (Margaret Whiting)	88
	B443—Feudin' and Fightin' (Jo Stafford)	72
3. Victor	20-2175—Heartaches (Ted Weems)	251 983
	20-2272—Peg o' My Heart (Three Suns)	158
	20-2026—Managua, Nicaragua (Freddy Martin)	103
	20-2294—I Wish I Didn't Love You So (Vaughn Monroe)	98
	20-2251—That's My Desire (Sammy Kaye)	81
	20-2126—Anniversary Song (Tex Beneke-Miller Ork)	80
	20-1963—The Old Lamplighter (Sammy Kaye)	80
	20-2433—Ballerina (Vaughn Monroe)	69
	20-1981—(I Love You) For Sentimental Reasons (Charlie Spivak)	63
	4. Decca	25017—Heartaches (Ted Weems)
25078—I Wonder Who's Kissing Her Now (Perry Como-Ted Weems)		155
24171—Near You (Andrews Sisters)		71
23714—Anniversary Song (Al Jolson)		65
5. Majestic	1124—I Wonder, I Wonder, I Wonder (Eddy Howard)	141 341
	7204—(I Love You) For Sentimental Reasons (Eddy Howard)	105
	1117—My Adobe Hacienda (Eddy Howard)	95
6. Bullet	1001—Near You (Francis Craig)	284 284
7. MGM	10011—Mam'selle (Art Lund)	122 187
	10037—Peg o' My Heart (Art Lund)	65
8. Vitacoustic	1—Peg o' My Heart (The Harmonicats)	172 172
9. Mercury	5007—That's My Desire (Frankie Laine)	136 136
10. Tower	1258—How Soon (Jack Owens)	96 96

The Year's Top Disk Jockey Records

RECORD	ARTIST	LABEL & NO.	POINTS
1. Near You	Francis Craig	Bullet 1001	284
2. Linda	Ray Noble-Buddy Clark	Columbia 37215	256
3. Heartaches	Ted Weems	Victor 20-2175 & Decca 25017	251
4. Peg o' My Heart	Buddy Clark	Columbia 37392	194
5. Smoke, Smoke, Smoke (That Cigarette)	Tex Williams	Capitol Americana 40001	180
6. Peg o' My Heart	The Harmonicats	Vitacoustic 1	172
7. Peg o' My Heart	The Three Suns	Victor 20-2272	158
8. I Wonder Who's Kissing Her Now	Perry Como-Ted Weems	Decca 25078	155
9. (I Love You) For Sentimental Reasons	King Cole Trio	Capitol 304	149
10. I Never Knew	Sam Donahue	Capitol 405	148
11. I Wonder, I Wonder, I Wonder	Eddy Howard	Majestic 1124	141
11. Anniversary Song	Dinah Shore	Columbia 37234	141
12. Timtayshun	Red Ingle Natural Seven-Jo Stafford	Capitol 412	138
13. That's My Desire	Red Ingle Natural Seven-Jo Stafford	Mercury 5007	136
14. (I Love You) For Sentimental Reasons	Dinah Shore	Columbia 37188	124
15. Mam'selle	Art Lund	MGM 10011	122
16. Near You	Alvino Rey	Capitol B-452	115
17. I Wish I Didn't Love You So	Dinah Shore	Columbia 37506	109
18. (I Love You) For Sentimental Reasons	Eddy Howard	Majestic 7204	105
19. Managua, Nicaragua	Freddy Martin	Victor 20-2026	103
20. Mam'selle	Frank Sinatra	Columbia 37343	102
21. I Wish I Didn't Love You So	Vaughn Monroe	Victor 20-2294	98
22. How Soon?	Jack Owens	Tower 1258	96
22. Mam'selle	Pied Pipers-Paul Weston Ork	Capitol 396	96
23. My Adobe Hacienda	Eddy Howard	Majestic 1117	95
24. I Wish I Didn't Love You So	Betty Hutton	Capitol 409	93
25. Anniversary Song	Andy Russell	Capitol 368	89
26. Guilty	Margaret Whiting	Capitol 324	88
26. Too Fat Polka	Arthur Godfrey	Columbia 37921	88
27. Open the Door, Richard	Three Flames	Columbia 37268	85
28. That's My Desire	Sammy Kaye	Victor 20-2251	81
29. Anniversary Song	Tex Beneke-Miller Ork	Victor 20-2126	80
29. The Old Lamplighter	Sammy Kaye	Victor 20-1963	80
30. Near You	Elliot Lawrence	Columbia 37838	75
31. Feudin' and Fightin'	Jo Stafford	Capitol B-443	72
32. Near You	Andrews Sisters	Decca 24171	71
33. Ballerina	Vaughn Monroe	Victor 20-2433	69
33. Managua, Nicaragua	Kay Kyser	Columbia 37214	69
34. Anniversary Song	Al Jolson	Decca 23714	65
34. Peg o' My Heart	Art Lund	MGM 10037	65
35. (I Love You) For Sentimental Reasons	Charlie Spivak	Victor 20-1981	63

FM Nearing \$\$ Saturation? Fall in Permit Bids Is Hint

(Continued from page 9)

with roughly 1,000 operating stations and grants.

Reaction to Petrillo?

Whether the current decline in new FM bids is a temporary reaction to the AM-FM music duplication ban imposed by the American Federation of Musicians (AFM) is a matter of speculation. The sharply downward trend of the last month is a source of anxiety to those high-ranking FCC officials willing to talk about it. It is taken for granted that a relaxation

of the AFM music duplication clamp-down would spur new bids and possibly end a trend of application withdrawals. Meanwhile the FM processing picture is considered a rather gloomy one, with a majority of FM applications in the last month having been filed for modification of previous bids and extensions of completion dates and with only a scattered few representing new applicants. In one typical week in December FCC received three bids for new stations, 12 requests for extension of completion date and six requests for other

modifications of previous applications, such as technical changes. In that same week FCC granted authorization for three withdrawals.

Among factors besides the AM-FM music duplication ban seen as influencing the trend is a continued shortage of technical equipment. Most grantees applying for extension of completion date have cited this difficulty. What may be the largest factor, however, is a trend which has long been prevalent—an overwhelming majority of bids concentrated in areas where AM broadcasting is strongly entrenched. Consequently, existing FM stations are competing with AM stations (and, in over 90 per cent of the cases, with their own operations) for advertising revenue. In areas where AM outlets are scant and

FM could enter virgin territory, advertising dollars appear to be few.

A survey this week disclosed, for example, that FM is duplicating standard broadcasting in more than 90 per cent of the 1,045 FM grants made so far by FCC. In other words, about 9 out of 10 FM stations are going into cities which already have standard stations.

Thus FCC's original dream of utilizing FM to carry broadcasting into rural areas having no primary radio service appears to be vanishing. Such rural States as Wyoming, New Mexico, North Dakota and South Dakota have only five FM grants among them, with no bids pending. All the grants have gone to the largest cities in these States.

Another rural State, Vermont, had

UAL MUSIC-RECORD POLL

The Year's Top Bands on Disk Jockey Shows

BAND	RECORD NAME, LABEL AND NO.	POINTS
1. Ted Weems	Heartaches (Decca 25017 and Victor 20-2175) I Wonder Who's Kissing Her Now? (Decca 25078)	406
2. Eddy Howard	(I Love You) For Sentimental Reasons (Majestic 7204) I Wonder, I Wonder, I Wonder (Majestic 1124) My Adobe Hacienda (Majestic 1117)	341
3. Francis Craig	Near You (Bullet 1001)	284
4. Ray Noble	Linda (Columbia 37215)	256
5. Tex Williams Western Caravan	Smoke, Smoke, Smoke (That Cigarette) (Capitol Americana 40001)	180
6. Vaughn Monroe	Ballerina (Victor 20-2433) I Wish I Didn't Love You So	167
7. Sammy Kaye	The Old Lamplighter (Victor 20-1963) That's My Desire (Victor 20-2251)	161
8. Sam Donahue	I Never Knew (Capitol 405)	148
9. Red Ingle Natural Seven	Timtayshun (Capitol 412)	138
10. Alvino Rey	Near You (Capitol B452)	115
11. Freddy Martin	Managua, Nicaragua (Victor 20-2026)	103
12. Paul Weston Ork	Mam'selle (Capitol 396)	96
13. Tex Beneke-Miller Ork	Anniversary Song (Victor 20-2126)	80

The Year's Top Female Vocalists on Disk Jockey Shows

VOCALIST	RECORD NAME, LABEL AND NO.	POINTS
1. Dinah Shore	Anniversary Song (Columbia 37234) (I Love You) For Sentimental Reasons (Columbia 37188) I Wish I Didn't Love You So (Columbia 37506)	374
2. Jo Stafford	Feudin' and Fightin' (Capitol B443) Timtayshun (Capitol 412)	210
3. Betty Hutton	I Wish I Didn't Love You So (Capitol 409)	93
4. Margaret Whiting	Guilty (Capitol 324)	88

The Year's Top Singing and Instrumental Groups on Disk Jockey Shows

ARTIST	RECORD NAME, LABEL AND NO.	POINTS
1. The Harmonicats	Peg o' My Heart (Vitacoustic 1)	172
2. Three Suns	Peg o' My Heart (Victor 20-2272)	158
3. King Cole Trio	(I Love You) For Sentimental Reasons (Capitol 304)	149
4. Pied Pipers	Mam'selle (Capitol 396)	96
5. Three Flames	Open the Door, Richard (Columbia 37268)	85
6. Andrews Sisters	Near You (Decca 24171)	71

More Music Poll Charts in General, Music and Music Machines Departments

The Year's Top Male Vocalists on Disk Jockey Shows

VOCALIST	RECORD NAME, LABEL AND NO.	POINTS
1. Buddy Clark	Linda (Columbia 37215) Peg o' My Heart (Columbia 37392)	450
2. Art Lund	Mam'selle (MGM 10011) Peg o' My Heart (MGM 10037)	187
3. Perry Como	I Wonder Who's Kissing Her Now? (Decca 25078)	155
4. Frankie Laine	That's My Desire (Mercury 5007)	136
5. Frank Sinatra	Mam'selle (Columbia 37343)	102

The Year's Top Tunes on Live Radio

(As determined by John Peatman's Audience Coverage Index showing songs with greatest radio audiences.)

SONG	PUBLISHER	TOTAL ACI POINTS
1. Anniversary Song	Mood	32,088
2. It's a Good Day	Capitol Songs	23,217
3. I'll Close My Eyes	Peter Maurice	23,027
4. (I Love You) For Sentimental Reasons	Duchess	21,900
5. Linda	E. H. Morris	21,369
6. How Are Things in Glocca Morra?	Crawford	21,301
7. Managua, Nicaragua	Encore	21,248
8. Zip-a-Dee Doo-Dah	Santly-Joy	19,618
9. A Gal in Calico	Remick	19,004
10. I Wish I Didn't Love You So	Paramount	18,639
11. Heartaches	Leeds	12,224
12. Peg o' My Heart	Robbins	17,713
13. Mam'selle	Feist	17,695
14. Almost Like Being in Love	Sam Fox	17,123
15. You Do	Bregman-V-Conn	16,748
16. My Adobe Hacienda	Peer	16,512
17. Oh! But I Do	Witmark	16,461
18. Guilty	Feist	16,383
19. Feudin' and Fightin'	Chappell	15,314
20. Near You	Supreme	13,757
21. That's My Desire	Mills	13,696
22. I Wonder Who's Kissing Her Now	E. B. Marks	13,467
23. I Wonder, I Wonder, I Wonder	Robbins	13,249
24. A Rainy Night in Rio	Witmark	12,865
25. April Showers	Harms, Inc.	12,677
26. Ask Anyone Who Knows	Witmark	12,621
27. You Can't See the Sun When You're Crying	George Simon	12,562
28. Chi-Baba, Chi-Baba	Oxford	11,415
29. So Far	Williamson	10,865
30. I Believe	Sinatra Songs	10,470
31. A Sunday Kind of Love	Peter Maurice	10,412
32. —And Mimi	Shapiro-Bernstein	9,974
33. The Lady From 29 Palms	Martin	9,934
34. You'll Always Be the One I Love	Sinatra Songs	9,527
35. There Is No Greater Love	World	9,426

one conditional grant for Rutland, its largest city, but the applicant later withdrew. At present there is no sign of an FM station for Vermont.

Colorado's three grants are divided between its two chief cities, Denver and Pueblo, while Utah's three grants have gone to Salt Lake City and Ogden.

Duplication in Nebraska

As another example of AM-FM duplication, Lincoln and Omaha have six of Nebraska's 13 standard stations. Yet all of the State's six FM grants have gone to these two cities. In Arizona, Tucson and Phoenix each have five standard stations. The entire State has only two FM grants—one each for Phoenix and Tucson.

More evidence is found in Rhode Island. The entire State has only

five standard stations—three of which are in Providence. Of Rhode Island's total of seven FM permits, six are for Providence. The other went to Pawtucket, which also has a standard outlet.

Altho the vast majority of New York's 92 grants have gone to communities already having AM stations, the 18 FM permits for towns without standard stations represent the greatest number in any State.

NAB TO FIGHT

(Continued from page 7)

provision limiting their size has been met in the revised bill. Originally the measure prohibited chains from controlling stations which provide primary service for more than 25 per cent of the population. The new version omits this clause.

John Salt, BBC Exec, Dies in Manchester

MANCHESTER, England, Dec. 27.—John Salt, North American director for the British Broadcasting Corporation (BBC) during the hectic war years, died here yesterday.

Working in co-operation with American broadcasters, Salt represented the BBC in co-ordinating the heavy war-induced exchange of programs between countries. He served from 1942 to '44 as assistant director and from '44 to '45 as director, before returning to his original post here, which he held from '36 to '39 as BBC's program director for the North region office. Salt also served two years with the European service.

He is survived by three sons and

his widow, Olive Shapley, who has given many talks on BBC children's programs.

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HOW TO SELL NEW SPONSORS
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Radio Stations...

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Part I

The Billboard



AGENCY STANDING By Total Hooper Points

Tabulations are based on sponsored programs only. Points leading to totals accumulated by 15-minute periods.



Top Ten Agency Standings by Total Hooper Points

(Total rated points in all cases accumulated by 15-minute periods, compiled November 30, 1947.)

STANDINGS FOR FULL WEEK
(Includes Sunday thru Saturday evening, Monday thru Friday daytime, Sunday afternoon and Saturday daytime.)

Position in Feb. '47	Current Position	Agency	Total No. Evening and Daytime	No. Eve. Shows	Total No. Daytime Shows
1	1	DANCER-FITZGERALD-SAMPLE	27	11	16
2	2	J. WALTER THOMPSON	12	6	6
3	3	FOOTE, CONE & BELDING	13	7	6
4	4	YOUNG & RUBICAM	13	10	3
5	5	COMPTON ADVERTISING	11	2	9
6	6	BENTON & BOWLES	12	2	10
7	7	BATTEN, BARTON, DURSTINE & OSBORN	11	7	4
8	8	RUTHRAUFF & RYAN	9	6	3
9	9	BIOW COMPANY	7	7	0
10	10	WARD WHEELOCK	4	3	1

*Not in top 10 in February, 1947. Roche, Williams & Cleary and Ted Bates were 9th and 10th in the February report.

STANDINGS FOR EVENINGS (TOP TEN) SUNDAY THRU SATURDAY

Position in Feb. '47	Current Position	Agency	No. of Programs
1	1	Dancer-Fitzgerald-Sample	11
2	2	Young & Rubicam	10
3	3	J. Walter Thompson	5
4	4	Foote, Cone & Belding	7
5	5	Biow Company	7
6	6	Batten, Barton, Durstine & Osborn	7
7	7	William Esty	5
8	8	Ruthrauff & Ryan	3
9	9	Ward Wheelock	3
10	10	Needham, Louis & Borby	2

STANDINGS FOR DAYTIME (TOP TEN) MONDAY THRU FRIDAY

Position in Feb. '47	Current Position	Agency	No. of Programs
1	1	Dancer-Fitzgerald-Sample	16
2	2	Compton Advertising	9
3	3	Benton & Bowles	4
4	4	J. Walter Thompson	4
5	5	Knox Reeves	5
6	6	Kenyon & Eckhardt	4
7	7	Duane Jones	5
8	8	Foote, Cone & Belding	4
9	9	Newell-Emmett	1
10	10	Young & Rubicam	3

SHOWS WHICH EARNED THE POINTS
In each case following the name of the agency are listed that agency's position in the full week standings (indicated by lone number), in the evening standings (indicated by number followed by E), and in the daytime standings (indicated by number followed by D).

- DANCER-FITZGERALD-SAMPLE—1-1E-1D**
American Album; American Melody Hour; Backstage Wife; Betty Crocker; Big Town; Bride & Groom; Front Page Farrell; Green Hornet; Jack Smith Show; Joyce Jordan; Just Plain Bill; Life Can Be Beautiful; Light of the World; Lone Ranger; Lorenzo Jones; Manhattan Merry-Go-Round; Ma Perkins (CBS); Ma Perkins (NBC); Mr. Keen; Mystery of the Week; Our Gal Sunday; Perry Mason; Real Stories From Real Life; Helen Trent; Stella Dallas; Waltz Time; Young Widder Brown.
- J. WALTER THOMPSON—2-3E-4D**
Archie Andrews; Breakfast Club (9:15); Breakfast Club (9:30); Edgar Bergen; Fred Allen; Johns-Manville News; Music Hall; My True Story; One Man's Family; Radio Theater; RCA Victor Show; Tennessee Jed.
- FOOTE, CONE & BELDING—3-4E-8D**
Big Story; Bob Hope; Breakfast Club (9:00); Give and Take; Hint Hunt; Jack Benny; Jack Paar; Ladies, Be Seated; Man Called X; Portia Faces Life; Reader's Digest; Nora Drake; Your Hit Parade.
- YOUNG & RUBICAM—4-2E-10D**
Ozzie and Harriet; Thin Man; Aldrich Family; Talent Scouts; Duffy's Tavern; Eric Sevareid; Fannie Brice; My Friend, Irma; Mystery Theater; Second Mrs. Burton; Dorothy Kilgallen; We, the People; When a Girl Marries.
- COMPTON ADVERTISING—5-2D**
Big Sister; Breakfast in Hollywood; Guiding Light; Lowell Thomas; Paul Whiteman; Perry Mason; Right to Happiness; Road of Life; Truth or Consequences; Welcome Travelers; Young Dr. Malone.
- BENTON & BOWLES—6-3D**
Family Hour; George Burns and Gracie Allen; House of Mystery; Jack Berch; Juvenile Jury; Life of Riley; Pepper Young's Family; Portia Faces Life; Rosemary; Welcome Travelers; Wendy Warren and the News; When a Girl Marries.
- BATTEN, BARTON, DURSTINE & OSBORN—7-6E**
Sam Spade; Cavalcade of America; Christopher Wells; Fred Waring; Inner Sanctum; King Cole Trio; Let's Pretend; Tales of Wille Piper; Theater Guild; Theater of Today; The Listening Post.
- RUTHRAUFF & RYAN—8-8E**
Charlie Chan; Amos 'n' Andy; Aunt Jenny; Dick Haymes Show; Gene Autry; Jim Backus; The Shadow; Song of the Stranger; Those Websters.
- BIOW COMPANY—9-5E**
Big Break; F. B. I. in Peace and War; Henry Morgan; It Pays To Be Ignorant; Milton Berle; Suspense; Take It or Leave It.
- WARD WHEELOCK—10-9E**
Club 15; Double or Nothing; Edward R. Murrow; Corliss Archer.
- KNOX REEVES—5D**
Today's Children; Woman in White; Holly Sloan; Betty Crocker (NBC); Jack Armstrong.
- KENYON & ECKHARDT—6D**
Breakfast in Hollywood; Galen Drake; Paul Whiteman; Superman.
- DUANE JONES—7D**
Evelyn Winters; David Harum; Katie's Daughter; Rose of My Dreams; Lora Lawton.
- WILLIAM ESTY—7E**
Blondie; Bob Hawk; Grand Ole Opry; Screen Guild Players; Vaughn Monroe.
- NEWELL-EMMETT—9D**
Arthur Godfrey.
- NEEDHAM, LOUIS & BRORBY—10E**
Fibber McGee and Molly; Great Gildersleeve.

Only First 2, DFS & JWT, Hold Places

Semi-Annual Ratings Out

(Continued from page 5)

Young & Rubicam, which was third in February scoreboard, is fourth this time, with Foote, Cone & Belding moving up one notch from eighth to fifth, while Benton & Bowles, which failed to make the top 10 last time out, is sixth this time. Batten, Barton, Durstine & Osborne went from sixth to seventh; Ruthrauff & Ryan from seventh to eighth; Biow from fifth to ninth, and Ward Wheelock made 10th. Wheelock did not place in the previous reports.

Bates, R-W-C Drop Out

The two agencies which were among the top 10 in February but are now off the list are Ted Bates, Inc., and Roche, Williams & Cleary. DFS total accrues from its yard-long list of programs, including not only 16 soap operas, but 11 nighttime shows. At that, the DFS program total is one off from February, when this agency was placing 28 programs. JWT now has 12 shows airing, against 15 in February, the division being five nighttime shows and seven day airers. The No. 1 hold of DFS (which for years has been radio's top billing agency) applies not only to the combined day and night standings, but also to the individual day and night standings. In February, DFS was first in day Hooper totals, but fifth in the evening standings.

The chart in the adjacent columns gives the relative agency standings in complete detail. Among points shown are combined day and night standings; individual day and night standings, and the programs each agency had on the air as of November 30.

CBS Reviews 1947; Accent Seg Activity

NEW YORK, Dec. 27.—Year-end reports of the Columbia Broadcasting System (CBS) accent the web's program activity during the last 12 months, both in New York and Hollywood. This activity was sparked by the web's package shows, quite a few of which—including *My Friend Irma*, *Talent Scouts*, *The Whistler*, *Strike It Rich* and *Abe Burrows*—gained commercial acceptance. The web now has 29 house-built packages either on the air or ready to go.

The wind-up of the year at CBS was marked by a swing in the direction of mood programing, notably the creation of Friday night as comedy night and Sunday afternoon as a music period. Other program revisions are scheduled.

Late in the year, CBS announced a device for instantaneous measurement of the radio audience, utilizing radar principles. Called the instantaneous audience measurement system, this is due for field demonstration next spring. CBS also announced the extension of the web's program analyzer service to sponsors and agencies.

Facilities-wise, CBS in 1947 grew from 162 to 174 stations, an all-time high.

CBS Video Expanded

In television, CBS took a setback when the Federal Communications Commission denied the web's petition that standards be set for color video in the ultra-high frequencies. CBS dropped studio programing but, nevertheless, expanded its black and white operations substantially—nearly doubling its on the air hours. The web also pioneered in developing techniques for "actuality" broadcasts, and blueprinted initial plans calling for creation of a video web along the Eastern Seaboard.

Some major personnel reshuffled during the year: Joseph H. Ream was elected executive vice-president; Dave Taylor, vice-president in charge of programing, became vice-president in charge of public affairs, the latter post being vacated by Ed Murrow, who returned to the air. A trio of former advertising agency execs took over CBS programing. These were Hubbell Robinson Jr., programing vice-president, and Harry Ackerman and Robert J. Mann, respectively executive producer and director of commercial program development. Victor Ratner returned to CBS as vice-president and director of advertising and sales promotion.

"News" Gets FCC Okay On WPIX Call Letters

NEW YORK, Dec. 27.—The News Syndicate Company, Inc., has received permission from the Federal Communications Commission to use the call letters WPIX for the newspaper's proposed television station. The letters are intended to indicate the video angle of the station and tie in with the subtitle of *The Daily News*, New York's picture newspaper.

The temporary call letters, WLTV, are henceforth dropped.

"NOBODY'S BACKSTAGE!"

—Not when I put out beautiful photos for them! They're in the act . . . pulling encores like other stars who use my service!

8x10's, 5c ea.
(In Quantity)
POSTCARDS, 2c ea.
(In Quantity)
Mounted Blow-ups on heavy board, 20x30, \$2; 30x40, \$3 (In Quantity).

Write for FREE Samples and Price List B.



Cardinals-Eagles Game to Admiral

CHICAGO, Dec. 27.—Despite original statement that the National Football League would not allow televising of the championship game between the Chicago Cardinals and the Philadelphia Eagles Sunday (28), last-minute arrangements were made late Friday (26) for sponsor-

ship of the game by the Admiral Radio Corporation.

Bert Bell, NFL commissioner, denied that his league had any opposition to television as a medium. He said that teams in the league would always be willing to give video rights as long as those sponsoring the game paid adequate sums for the rights. He said that it was a simple matter of a situation in which the league knew it had jurisdiction over a valu-

able game and wanted a fair sum, part of which would go into the players' pool. When Admiral made an offer that was fair in the opinion of team owners and league officials involved, the deal was made. Atlas Prager Brewing Company, which had sponsored televising home games of the Cardinals, did not take the championship game, it was stated by a representative of the station, because the price was too high.

... AND RING IN THE NEW!

Chi Midnight Concerts Start

CHICAGO, Dec. 27.—The first in a series of midnight variety concerts will be staged tonight at Orchestra Hall here by Chi disk jockey Dave Garroway. The line-up will include Billy Eckstine, Sidney Bechet, fem comic Florence Desmond, and the Teddy Walters combo.

Hal Antin, one-time flack man for Shubert and New York's Zanzibar nitery, is promoting the concerts with Garroway, and the pair have booked Orchestra Hall for a flock of successive Saturday midnight shots. The two are reported trying to pact Stan Kenton, Pearl Bailey, Peggy Lee and Dave Barbour, Charlie Barnet, Illinois Jacquet, Ella Fitzgerald, Dizzy Gillespie, Maurice Rocco and Frankie Laine for dates.

Wallerstein Up To Top as Col Boosts White

NEW YORK, Dec. 27.—Edward Wallerstein, prexy of Columbia Records, Inc., since 1938, this week was advanced to the post of chairman of the board, effective January 5. Wallerstein, who continues as chief executive of the firm, will be succeeded as prexy by Frank K. White, currently a veepee and director of CRI. Both will share the executive and administrative duties of the diskery, which Wallerstein claims has grown to a size which requires twin executive supervision.

White also is veepee and treasurer in the Columbia Broadcasting System (CBS) and a director in Broadcast Music, Inc. (BMI). Wallerstein is a director of CBS. Both men will retain their posts with the network.

Mexico Taxes Yank Waxings

WASHINGTON, Dec. 27.—American disks shipped to Mexico bear an import duty for the first time under new Mexican tariff rates, according to an interpretation by Commerce Department experts this week.

Formerly imported into Mexico duty free, records now face a levy of 20 centavos per kilo (about one-tenth of a cent per pound), plus an ad valorem charge of 10 per cent based on the invoice value of the shipment. In addition, a surtax amounting to 3 per cent of the total duty is imposed.

Gabbe-Lutz-Heller Inks La O'Connell

HOLLYWOOD, Dec. 27.—Coast wing of Gabbe-Lutz-Heller last week signed Helen O'Connell, ex-Jimmy Dorsey thrush, to a personal management pact covering radio and records.

Also coming into the GLH fold was Vivane Greene, whose diskery of *Honey, Honey*, *Honey* for Trilon (Coast independent) has won music biz attention. Platter reportedly is spinning toward the best-seller lists.

What Goes for 1948; AFM's Ban, If It Sticks, Affects Every Phase of Music Biz

Diskers, Pubs, Talent, Tunes May Change Operations

By Joe Carlton
(Continued from page 3)

Petrillo can go back to the membership and say, "The government asked us to settle." So the AFM'll settle, is the opinion, with Petrillo coming away with a better deal. Whether this will be in the form of a more lucrative agreement with radio, a by-passing of the royalty restrictive provisions of the T-H Act or some unforeseen compromise, is anybody's guess. But the experts are sure that there will be settlement despite Petrillo's inflexible words.

If the ban sticks for any length of time the future seems clear for disk companies. They've got their backlogs and old masters to fall back on. As one record exec puts it, "We hope this thing goes on for two years. For that period, we'll show the greatest profits in our life. Everything will be income, with little outgo. No recording expenses; no placating artists with expensive sessions. . . . All these will have been absorbed into 1947 books. If Petrillo holds out for one or two years, our profit percentage will be simply gorgeous." What would happen if Petrillo held out even longer? "That might be bad!"

Ban Effect on Tunes

Again, if the ban sticks. . . . A plethora of tune-revivals can be expected. Publishers will stay with plug tunes for longer stretches to conserve ditties that have benefit of waxing. Few a cappella platters can be expected unless the ban is prolonged for as long as two years or whenever backlogs run out. Sleeper hits from small labels are liable to develop "exclusivity" features with majors unable to slap on their own versions of a sleeper that features instrumental music treatment. Disk jockeys may have to co-ordinate programing with the policies of disk firms and music publishers.

For as long as the ban sticks, much of the new talent will find it hard as will those Negro artists who found Jim Crow restrictions least oppressing in the record field. Name bands may take to the road again with better sidemen than they've had in years; the latter no longer able to pick up cushy dough by settling down in recording-heavy metropolitan centers. . . . If Petrillo should pull the musicians off radio after February 1 for any length of time, the growing disk jockey trend will expand to proportions never before imagined. Publishers and diskeries both may find the jocks sole media for promoting "hits" (apart from juke boxes) and a jockey performance sheet may even emerge. If the ban sticks, again, the small-label dodging of AFM's ban will be slightly sensational. And since no one believes Petrillo can cut out the record biz entirely, talk of a rival musicians' union which seems foundless now may, if the ban lasts long enough, gain some credence particularly if diskers feel it essential to sponsor such a union. . . . Solution of the ban, nevertheless, say the sages, will wind up in Washington and may even be tucked in with copyright act hearings altho it is doubtful that Petrillo will settle for legislation that aids recording musicians when all along he has been beefing about the over-all membership.

Pubs Economy Bound

Amongst the publishers the trend seems to be toward retrenchment. Staff cut-backs, reduced overheads and other economies can be expected. Attempts to spur lagging sheet music market may be made but little hope for combined action is expected in view of past experience. The new MPPA-SPA contract should finally be signed which would present penners and pubs with a new standard-form contract for the next 10 years. . . . ASCAP will press for heightened income from theater exhibs and probably will compromise those exhibitors currently threatening last-ditch battles. . . . Both ASCAP and MPPA will re-press efforts to get the copyright act amended so fees can be collected from juke boxes. Senatorial opposition will develop and should the Society win, the problem of collection would first have to be tackled. . . . ASCAP as a body will lay down some specific provisions governing music use on television and will attempt to get more specific definition of its own rights. . . . Disk jockeys will have one of their biggest years ever with observers foretelling, however, that by 1949 the wheel will have turned complete and the jockey fad may play out.

Band Biz Can't Get Worse

In the band biz the outlook is bright only on the theory that "it can't get much worse." Possibility that the disk ban may force top sidemen back with name orks and force more orks back to the road gives some bookers encouragement. . . . Operators and promoters along one-night circuit will be turning out ballyhoo in tremendous proportion as it becomes increasingly evident that to be a promoter you've really got to promote. . . . Band guarantees and prices will settle down even further and finally level off at a base where profits per date will be less but year-long returns at better volume. . . . Ever growing trend toward concert tours will be heightened; Sammy Kaye, Count Basie, Stan Kenton following up on the heels of jazzsters who have found the concert pickings more lucrative than standard one-nighter treks. . . . College dates, succor to the dismal ork whirl this past year, show no signs of abating. . . . For orks, tho, next summer will tell the real story. With regular operators returned to the fold, with more promotional dough available than at any other time of the

(See What Goes for 1948? on page 32)

MGM Inks Last Pre-Ban Talent

NEW YORK, Dec. 27.—MGM diskery this week completed its last-minute pre-ban talent hunt by signing the Jack Edwards ork, chirp Marion Hutton and Negro singer Norma Shepherd for waxing dates. Edwards, remembered from a Hotel Commodore booking here last spring, sings and leads an ork that is similar to the stylings of Vaughn Monroe. Chirp Hutton already has cut four novelty sides for the diskery. Miss Shepherd, previously unrecorded, is a Washington product.

Ballroom Men Open Bally Bag To Build B. O.

CHICAGO, Dec. 27.—With ballroom biz dropping and with no sign of a swing back to well-filled danceries, Midwest terperery ops are pulling the old bag of promotional tricks out of the attic in an effort to stimulate biz. Word was received this week that Tom Archer, op of the largest chain of ballrooms in this territory, would start a contest promotion campaign around the end of January which, if successful, would be extended thruout his entire chain. Archer, who has five full-year operations and two summer spots, is working out a deal with Kermit Bierkamp, ex-Archer manager and personal manager, to start a cash giveaway game at the Tomba, Sioux City, Ia., steppery, January 21. Archer is working out details to make the audience participation game a feature night attraction. If it pulls, the game will be utilized in the entire chain, it is reported. Up to now the Archer chain has not utilized any new promotional deals, but has been working harder on free-plug gimmicks, according to Ed Schima, general manager of the Archer chain.

If the new game goes over in Archer ballrooms, spread of this particular gimmick and many new ones is likely to be rapid, for Archer, biggest op in the territory, is watched closely for operational wrinkles.

Special Feature Nights

Harold Burien, owner of Casa Loma Ballroom, St. Louis, which has progressed steadily during the year as a Midwest location mecca for semi-name road orks, has been working out special feature nights based on the costume idea. Burien worked out a single-night promotion recently in connection with Al Kapp's Sadie Hawkin's Day, with 2,200 dancers paying their way in to attend the costume event. As a result, Burien held another Sadie Hawkins night three weeks later, with another large crowd coming out. Result is that Burien is working out a series of special promotion nights, based on the costume idea.

E. G. Helgeson, a promoter in Redwood Falls, Minn., who recently started in the dance band biz, has been doing extremely well with semi-name and name orks in small burgs deep in the Northern hinterlands, working out a concert-dance affair, which has been drawing from 1,000 to 1,500 dancers. At a normal dance price he has started the evening's proceedings at 8:30 with a 60 or 90-minute concert followed by dancing (See Ballroom Ops Bally on page 21)

THE BILLBOARD SECOND ANN

1947 HONOR ROLL OF HITS The Year's Top Tunes

SONG	WRITERS	PUBLISHER	POINTS
1. Peg o' My Heart.....	Alfred Bryan and Fred Fisher	Robbins	195
2. Near You	Kermit Goell and Francis Craig	Supreme	147
3. That's My Desire.....	Carroll Loveday and Helmy Kresa	Mills	138
4. Linda	Jack Lawrence	E. H. Morris	132
5. Anniversary Song	Al Jolson and Saul Chaplin	Mood	129
6. Heartaches	Al Hoffman and Al Klenner	Leeds	128
7. Mam'selle	Mack Gordon and Edmund Goulding	Feist	126
8. I Wonder Who's Kiss- ing Her Now	James Thornton	Shapiro- Bernstein	124
9. I Wonder, I Wonder, I Wonder	Darryl Hutchins	Robbins	118
10. (I Love You) For Sentimental Reasons..	Deek Watson and William Best	Duchess	112
11. Managua, Nicaragua..	Albert Gamse and Irving Fields	Encore	106
12. I Wish I Didn't Love You So	Frank Loesser	Paramount	99
13. My Adobe Hacienda...	Louise Massey and Lee Penny	Peer, Int'l	82
14. The Old Lamplighter..	Charles Tobias and Nat Simon	Shapiro Bros.	78
15. Feudin' and Fightin'...	Al Dubin and Burton Lane	Chappell	77
16. Chi-Baba, Chi-Baba...	Mack David, Al Hoffman and Jerry Livingston	Oxford	75
17. You Do	Mack Gordon and Josef Myrow	Bregman- Vocco-Conn	72
18. A Gal in Calico	Leo Robin and Arthur Schwartz	Remick	59
19. Across the Alley From the Alamo	Joe Greene	Capitol Songs	57
20. How Are Things in Glocca Morra?	E. Y. Harburg and Burton Lane	Crawford	54
21. Open the Door, Rich- ard	John Mason, Jack McVea, Dan Howell and Dusty Fletcher	Duchess	52
22. Ole Buttermilk Sky...	Hoagy Carmichael and Jack Brooks	Burke-Van Heusen	51
23. Guilty	Gus Cahn, Harry Akst and Richard A. Whiting	Feist	49
23. When You Were Sweet Sixteen	James Thornton	Shapiro- Bernstein	49
24. How Soon?	Jack Owens and Carrol Lucas	Supreme	43
25. Zip-a-Dee-Doo-Dah ..	Ray Gilbert and Allie Wrubel	Santly-Joy	40
25. Smoke, Smoke, Smoke (That Cigarette)	Merle Travis and Tex Williams	American	40
26. Huggin' and Chalkin'..	Kermit Goell and Clancy Hayes	Hudson	39
27. Ballerina	Bob Russell and Carl Sigman	Jefferson	35
28. An Apple Blossom Wedding	Jim Kennedy and Nat Simon	Shapiro- Bernstein	33
29. April Showers	Buddy De Sylva and Louis Silvers	Harms, Inc.	28
30. The Lady From Twen- tynine Palms	Allie Wrubel	Martin	26
31. Ask Anyone Who Knows	Eddie Seiler, Sol Marcus and Al Kaufman	Witmark	22
31. Too Fat Polka	Ross MacLean and Arthur Richardson	Shapiro- Bernstein	22
32. Oh, But I Do	Leo Robin and Arthur Schwartz	Witmark	21
33. Civilization	Bob Hilliard and Carl Sigman	E. H. Morris	19
34. I'll Close My Eyes	Buddy Kaye and Billy Reid	Peter Maurice	18
35. Tallahassee	Frank Loesser	Famous	15
35. The Whiffenpoof Song.	Meade Minnigerode, George S. Pomeroy and Tod B. Galloway	Miller	15
35. —And Mimi	Jimmy Kennedy and Nat Simon	Shapiro- Bernstein	15

The Year's Best Selling Popular Retail Records

LABEL	RECORDS	POINTS
1. Victor	20-2175—Heartaches (Ted Weems) 20-2294—I Wish I Didn't Love You So (Vaughn Monroe) 20-2272—Peg o' My Heart (The Three Suns) 20-2421—Near You (Larry Green Ork) 20-2551—That's My Desire (Sammy Kaye) 20-2433—Ballerina (Vaughn Monroe) 20-2026—Managua, Nicaragua (Freddy Martin) 20-2259—Chi-Baba, Chi-Baba (Perry Como) 20-2315—I Wonder Who's Kissing Her Now (Perry Como) 20-1963—The Old Lamplighter (Sammy Kaye) 20-2259—When You Were Sweet Sixteen (Perry Como) 20-2361—You Do (Vaughn Monroe) 20-2127—Open the Door, Richard (Count Basie) 20-2047—Linda (Charlie Spivak) 20-2126—Anniversary Song (Tex Beneke) 20-2523—How Soon (Vaughn Monroe)	1,143
2. Decca	25017—Heartaches (Ted Weems) 23714—Anniversary Song (Al Jolson) 25078—I Wonder Who's Kissing Her Now (Ted Weems-Perry Como) 24171—Near You (Andrews Sisters) 23675—Huggin' and Chalkin' (Hoagy Carmichael) 23861—Mam'selle (Dick Haymes) 23799—Anniversary Song (Guy Lombardo) 23778—White Christmas (Bing Crosby) 23863—Across the Alley From the Alamo (Mills Brothers) 23940—Civilization (Andrews Sisters-Danny Kaye) 23782—Managua, Nicaragua (Guy Lombardo) 23990—The Whiffenpoof Song (Bing Crosby)	690
3. Capitol	40001—Smoke, Smoke, Smoke (That Cigarette) (Tex Williams Western Caravan) 412—Timtayshun (Red Ingle Natural Seven-Jo Stafford) 304—For Sentimental Reasons (King Cole Trio) 438—You Do (Margaret Whiting) 15009—Golden Earrings (Peggy Lee)	291
4. Columbia	37215—Linda (Ray Noble Ork-Buddy Clark) 37921—Too Fat Polka (Arthur Godfrey) 37234—Anniversary Song (Dinah Shore) 37095—The Old Lamplighter (Kay Kyser) 37189—Feudin' and Fightin' (Dorothy Shay) 37073—Ole Buttermilk Sky (Kay Kyser)	287
5. Majestic	7204—For Sentimental Reasons (Eddy Howard) 1124—I Wonder, I Wonder, I Wonder (Eddy Howard) 1117—My Adobe Hacienda (Eddy Howard)	179
6. Bullet	1001—Near You (Francis Craig)	175

The Year's Top Selling Bands Over Retail Counters

BAND	RECORDS IN 35 TOP RETAIL RECORDS LISTS	POINTS
1. Vaughn Monroe ...	Ballerina (Victor 20-2433) How Soon? (Victor 20-2523) I Wish I Didn't Love You So (Victor 20-2294) You Do? (Victor 20-2361)	253
2. Ted Weems	Heartaches (Decca 25017 and Victor 20-2175) I Wonder Who's Kissing Her Now (Decca 25078)	218
3. Francis Craig	Near You (Bullet 1001)	175
4. Sammy Kaye	The Old Lamplighter (Victor 20-1963) That's My Desire (Victor 20-2551)	156
5. Eddy Howard	(I Love You) For Sentimental Reasons (Majestic 7204) I Wonder, I Wonder, I Wonder (Majestic 1124) My Adobe Hacienda (Majestic 1117)	141
6. Ray Noble	Linda (Columbia 37215)	102
6. Tex Williams West- ern Caravan	Smoke, Smoke, Smoke (That Cigarette) (Capitol Americana 40001)	102
7. Larry Green	Near You (Victor 20-2421)	92
8. Freddy Martin	Managua, Nicaragua (Victor 20-2026)	84
9. Red Ingle Natural Seven	Timtayshun (Capitol 412)	81
10. Guy Lombardo	Anniversary Song (Decca 23799) Managua, Nicaragua (Decca 23782)	70
11. Kay Kyser	Ole Buttermilk Sky (Columbia 37073) The Old Lamplighter (Columbia 37095)	52

ANNUAL MUSIC-RECORD POLL

The Year's Top Popular Retail Record Sellers

RECORD	ARTIST	LABEL & NO.	POINTS
1. Near You	Francis Craig	Bullet 1001	175
2. Peg o' My Heart	The Harmonicats	Vitacoustic 1	149
3. Heartaches	Ted Weems	Decca 25017 & Victor 20-2175	144
4. Linda	Ray Noble Ork-Buddy Clark	Columbia 37215	102
4. Smoke, Smoke, Smoke (That Cigarette)	Tex Williams	Capitol Americana 40001	102
5. I Wish I Didn't Love You So	Vaughn Monroe	Victor 20-2294	100
6. Peg o' My Heart	Three Suns	Victor 20-2272	98
7. Anniversary Song	Al Jolson	Decca 23714	93
8. Near You	Larry Green Ork	Victor 20-2421	92
9. That's My Desire	Sammy Kaye	Victor 20-2551	87
10. Ballerina	Vaughn Monroe	Victor 20-2433	85
11. Managua, Nicaragua	Freddy Martin	Victor 20-2026	84
11. Mam'selle	Art Lund	MGM 10011	84
12. Chi-Baba, Chi-Baba	Perry Como	Victor 20-2259	81
12. Timtayshun	Red Ingle Natural Seven-Jo Stafford	Capitol 412	81
13. I Wonder Who's Kissing Her Now	Ted Weems-Perry Como	Decca 25078 & Victor 20-2315	74
14. Near You	Andrews Sisters	Decca 24171	70
15. The Old Lamplighter	Sammy Kaye	Victor 20-1963	69
16. When You Were Sweet Sixteen	Perry Como	Victor 20-2259	67
17. How Soon	Jack Owens	Tower 1258	63
18. Too Fat Polka	Arthur Godfrey	Columbia 37921	62
19. I Wonder, I Wonder, I Wonder	Eddy Howard	Majestic 1124	61
19. My Adobe Hacienda	Eddy Howard	Majestic 1117	61
20. Huggin' and Chalkin'	Hoagy Carmichael	Decca 23675	58
21. (I Love You) For Sentimental Reasons	King Cole Trio	Capitol 304	57
21. Ole Buttermilk Sky	Hoagy Carmichael	ARA 155	57
22. Mam'selle	Dick Haymes	Decca 23861	43
22. You Do	Vaughn Monroe	Victor 20-2361	43
23. Anniversary Song	Guy Lombardo	Decca 23799	41
24. Anniversary Song	Dinah Shore	Columbia 37234	39
24. White Christmas	Bing Crosby	Decca 23778	39
25. Across the Alley From the Alamo	Mills Brothers	Decca 23863	38
26. Civilization	Andrews Sisters-Danny Kaye	Decca 23940	36
27. The Old Lamplighter	Kay Kyser	Columbia 37095	35
28. Open the Door, Richard	Count Basie	Victor 20-2127	34
28. Peg o' My Heart	Art Lund	MGM 10037	34
28. You Do	Margaret Whiting	Capitol 438	34
29. Feudin' and Fightin'	Dorothy Shay	Columbia 37189	32
30. Linda	Charlie Spivak	Victor 20-2047	31
31. Anniversary Song	Tex Beneke-Miller Ork	Victor 20-2126	29
31. Managua, Nicaragua	Guy Lombardo	Decca 23782	29
32. How Soon	Vaughn Monroe	Victor 20-2523	25
32. The Whiffenpoof Song	Bing Crosby	Decca 23990	25
33. Open the Door, Richard	Dusty Fletcher	National 4012	22
34. (I Love You) For Sentimental Reasons	Eddy Howard	Majestic 7204	19
35. Golden Earrings	Peggy Lee	Capitol 15009	17
35. Ole Buttermilk Sky	Kay Kyser	Columbia 37073	17

The Year's Top Classical Record Sellers Over Retail Counters

RECORD	ARTIST	LABEL & NO.	POINTS
1. Clair De Lune	Jose Iturbi	Victor 11-8851	212
2. Chopin's Polonaise	Jose Iturbi	Victor 11-8848	193
3. Jalousie	Arthur Fiedler, Dir., Boston Pops Ork	Victor 12160	177
4. Warsaw Concerto	Arthur Fiedler, Dir., Boston Pops Ork-Leo Litwin	Victor 11-8863	94
5. The Whiffenpoof Song	Robert Merrill	Victor-10-1313	59
6. Bluebird of Happiness	Jan Peerce	Victor 11-9007	17

The Year's Top Selling Female Vocalists Over Record Counters

VOCALIST	RECORDS IN 35 TOP RETAIL RECORDS LIST	POINTS
1. Jo Stafford	Timtayshun (Capitol 412)	81
2. Dinah Shore	Anniversary Song (Columbia 37234)	39
3. Margaret Whiting	You Do (Capitol 438)	34
4. Dorothy Shay	Feudin' and Fightin' (Columbia 37189)	32
5. Peggy Lee	Golden Earrings (Capitol 15009)	17

The Year's Top Selling Classical Record Albums Over Retail Counters

ALBUMS	ARTIST	LABEL	POINTS
1. Rachmaninoff: Concerto No. 2 in C Minor	Artur Rubinstein-NBC Ork-Vladimir Golschmann, Dir.	Victor 1075	232
2. Rhapsody in Blue	Oscar Levant-Philadelphia Ork-Eugene Ormandy, Dir.	Columbia X-251	206
3. Rhapsody in Blue	Paul Whiteman	Signature GP-1	74
4. Tchaikowsky: Nutcracker Suite	Eugene Ormandy, Dir.-Philadelphia Ork	Victor DM-1020	64
5. The Student Prince	Al Goodman Ork-Earl Wrightson-Mary Martha Briney-Dona ld Dame-Francis Greer-Guild Choristers	Victor P-180	37
6. Beethoven: Sonata in C Sharp Minor, Op. 27, No. 2	Vladimir Horowitz	Victor DM-1115	30
7. Tchaikowsky: Nutcracker Suite	N. Y. Philharmonic Symphony Ork-Artur Rodzinski, Dir.	Columbia MM-627	27
8. Piano Music of Chopin	Oscar Levant	Columbia M-649	19
9. Isaac Stern in Violin Selections From Humoresque	Isaac Stern-Oscar Levant - Franz Waxman Ork	Columbia M-MM-657	15
10. Rachmaninoff: Concerto No. 2 in C Minor	Serge Rachmaninoff - Leopold Stokowski-Philadelphia Ork	Victor DM-58	11
10. Khatchaturian: Gayne-Ballet Suite	N. Y. Symphony Ork-Efrem Kurtz, Dir.	Columbia MM-664	11
11. Beethoven: Sonata No. 8 in C Minor	Artur Rubinstein	Victor M-1102	10
12. StraussWaltzes	Andre Kostelanetz Ork	Columbia 481	9
13. Alfred Newman Conducts	Alfred Newman-Hollywood Symphony Ork	Majestic M-201	8
13. Scheherazade Symphonic Suite, Op. 35	Pierre Monteux-San Francisco Symphony Ork	Victor DM-920	8
14. Khatchaturian: Concerto for Piano and Orchestra	William Kapell-Boston Symphony Ork - Serge Koussevitzky	Victor DM-1084	6
14. Kostelanetz Conducts	Andre Kostelanetz	Columbia MM-574	6
15. Chopin: Les Sylphides	Boston Pops Ork-Arthur Fiedler, Dir.	Victor DM-1119	5

Year's Top Selling Record Albums Over Retail Counters

LABEL	RECORD ALBUMS	POINTS
1. Decca	A-403—Merry Christmas (Bing Crosby-Andrews Sisters-John Scott Trotter Ork) A-550—Merry Christmas (Bing Crosby) A-481—Blue Skies (Bing Crosby-Fred Astaire - Trudy Erwin - John Scott Trotter Ork and Choir) 469—Al Jolson (Al Jolson) A-512—Guy Lombardo (Guy Lombardo) A-495—St. Patrick's Day (Bing Crosby) A-575—Al Jolson Souvenir (Al Jolson)	291
2. Victor	P-161—Merry Christmas Music (Perry Como) P-160—Vaughn Monroe's Dreamland (Vaughn Monroe) P-148—Glenn Miller (Glenn Miller) P-163—All-Time Hits (Tommy Dorsey) P-169—Concerto (Freddy Martin) P-171—Wayne King Waltzes, Volume II (Wayne King) P-185—The Three Suns Present (Three Suns) P-183—Prom Date (Tex Beneke-Miller Ork) P-189—Glenn Miller Masterpieces, Volume II (Tex Beneke-Miller Ork)	231
3. Columbia	C-117—All Time Favorites (Harry James) C-119—Dorothy Shay Sings (Dorothy Shay) C-123—Will Bradley-Ray McKinley (Will Bradley Ork-Ray McKinley) C-124—Songs by Sinatra, Volume I (Frank Sinatra) C-129—Carle Comes Calling (Frankie Carle) C-155—Dorothy Shay (The Park Ave. Hill-billy) Goes To Town (Dorothy Shay)	214

BILLBOARD SECOND ANNUAL MUSIC-RECORD POLL

The Year's Top Selling Popular Records Albums Over Retail Counters

ALBUM	ARTIST	LABEL & NO.	POINTS
1. Al Jolson	Al Jolson	Decca 469	161
2. Dorothy Shay Sings	Dorothy Shay	Columbia C-119	112
3. Glenn Miller	Glenn Miller Ork	Victor P-148	72
4. Al Jolson Souvenir Album	Al Jolson	Decca A-575	71
5. Carle Comes Calling	Frankie Carle	Columbia C-129	41
6. All-Time Hits	Tommy Dorsey	Victor P-163	39
7. Concerto	Freddy Martin	Victor P-169	28
8. Merry Christmas	Bing Crosby	Decca A-550	25
9. Glenn Miller Masterpieces (Volume Two)	Tex Beneke-Miller Ork	Victor P-189	22
10. Vaughn Monroe's Dreamland	Vaughn Monroe	Victor P-160	19
11. Merry Christmas Music	Perry Como	Victor P-161	17
11. Wayne King Waltzes (Volume Two)	Wayne King	Victor P-171	17
12. Songs by Sinatra (Volume One)	Frank Sinatra	Columbia C-124	16
12. Dorothy Shay (The Park Ave. Hillbilly) Goes To Town	Dorothy Shay	Columbia C-155	16
13. Will Bradley-Ray McKinley	Will Bradley Ork-Ray McKinley	Columbia C-123	15
14. All Time Favorites	Harry James	Columbia C-117	14
15. Artistry in Rhythm	Stan Kenton	Capitol BD-39	11
16. Guy Lombardo	Guy Lombardo	Decca A-512	10
16. Prom Date	Tex Beneke-Miller Ork	Victor P-183	10
17. Merry Christmas	B. Crosby-Andrews Sisters-John Scott Trotter	Decca A-550	9
17. Romance	Eddy Howard	Majestic 15	9
18. St. Patrick's Day	Bing Crosby	Decca A-495	8
19. The Three Suns Present	The Three Suns	Victor P-185	7
20. Blue Skies	Bing Crosby - Fred Astaire - Trudy Erwin-John Scott Trotter Ork and Choir	Decca A-481	6
20. 'Till the Clouds Roll By	Lena Horne-June Allyson-Virginia O'Brien-Judy Garland-Caleb Peterson-Kathryn Grayson-Tony Martin-Lennie Hayton-MGM Studio Ork and Chorus	MGM 1	6
21. Twilight Time	The Three Suns	Majestic M-2	5

The Year's Top Sheet Music Sellers

SONG	PUBLISHER	POINTS
1. Anniversary Song	Mood	302
2. Peg o' My Heart	Robbins	296
3. Linda	E. H. Morris	248
4. I Wonder Who's Kissing Her Now	E. B. Marks	226
5. Mam'selle	Feist	222
5. Near You	Supreme	222
6. That's My Desire	Mills	217
7. I Wish I Didn't Love You So	Paramount	210
8. I Wonder, I Wonder, I Wonder	Robbins	197
9. (I Love You) For Sentimental Reasons	Duchess	187
10. The Old Lamplighter	Shapiro-Bernstein	178
11. Managua, Nicaragua	Encore	171
12. My Adobe Hacienda	Peer	165
13. Heartaches	Leeds	162
14. An Apple Blossom Wedding	Shapiro-Bernstein	159
15. You Do?	Bregman-Vocco-Conn	156
16. When You Were Sweet Sixteen	Shapiro-Bernstein	155
17. Chi-Baba, Chi-Baba	Oxford	153
17. Feudin' and Fightin'	Chappell	153
18. Across the Alley From the Alamo	Capitol Songs	137
19. How Are Things in Glocca Morra?	Crawford	134
20. Zip-a-Dee-Doo-Dah	Santly-Joy	132
21. A Gal in Calico	Remick	125
22. The Whiffenpoof Song	Miller	123
23. Guilty	Feist	117
24. I'll Close My Eyes	Peter Maurice	110
24. Ask Anyone Who Knows	Witmark	110
25. Ole Buttermilk Sky	Burke-Van Heusen	97
26. Oh, But I Do	Witmark	90
27. The Lady From 29 Palms	Martin	83
28. April Showers	Harms, Inc.	81
29. If I Had My Life to Live Over	General	79
29. How Soon?	Supreme	79
30. White Christmas	Berlin	75
31. —And Mimi	Shapiro-Bernstein	64
32. The Whole World Is Singing My Song	Robbins	59
33. Sooner or Later	Santly-Joy	52
33. I Have But One Heart	Barton	52
34. It's a Good Day	Capitol Songs	51
35. Ballerina	Jefferson	50

1947 HONOR ROLL OF HITS

The Year's Top Song Writers

WRITERS	TUNES (AND PUBLISHERS)	POINTS
1. Al Hoffman	Heartaches (Leeds; written with Al Klenner) Chi-Baba, Chi-Baba (Oxford; written with Mack David and Jerry Livingston)	203
2. Mack Gordon	Mam'selle (Feist; written with Edmund Goulding) You Do? Bregman-Vocco-Conn; written with Josef Myrow)	198
3. Alfred Bryan and Fred Fisher	Peg o' My Heart (Robbins)	195
4. Kermit Goell	Huggin' and Chalkin' (Hudson; written with Clancy Hayes) Near You (Supreme; written with Francis Craig)	186
5. Francis Craig	Near You (Supreme; written with Kermit Goell)	147
6. Carroll Loveday and Helmy Kresa	That's My Desire (Mills)	138
7. Jack Lawrence	Linda (E. H. Morris)	132
8. Burton Lane	How Are Things in Glocca Morra? (Crawford; written with E. Y. Harburg) Feudin' and Fightin' (Chappell; written with Al Dubin)	131
9. Al Jolson and Saul Chaplin	Anniversary Song (Mood)	129
10. Al Klenner	Heartaches (Leeds; written with Al Hoffman)	128
11. Edmund Goulding	Mam'selle (Feist; written with Mack Gordon)	126
11. Nat Simon	The Old Lamplighter (Shapiro-Bernstein; written with Charles Tobias) An Apple Blossom Wedding (Shapiro-Bernstein; written with Jim Kennedy) —And Mimi (Shapiro-Bernstein; written with Jim Kennedy)	126
12. W. M. Hough, F. R. Adams and Joe E. Howard	I Wonder Who's Kissing Her Now? (E. B. Marks)	124
13. Darryl Hutchins	I Wonder, I Wonder, I Wonder (Robbins)	118
14. Frank Loesser	I Wish I Didn't Love You So (Paramount) Tallahassee (Famous)	114
15. Deek Watson and William Best	(I Love You) For Sentimental Reasons (Duchess)	112

The Year's Top Selling Classical Artists Over Retail Counters

ARTIST	RECORDS (Song-Label and No.)	POINTS
1. Jose Iturbi	Chopin's Polonaise (Victor 11-8848) Clair De Lune (Victor 11-8851)	405
2. Arthur Fiedler, Dir.-Boston Pops Ork	Jalousie (Victor 12160) Warsaw Concerto (Victor 11-8863)	271
3. Robert Merrill	The Whiffenpoof Song (Victor 10-1313)	59
4. Jan Peerce	Bluebird of Happiness (Victor 11-9007)	17

The Year's Top Selling Singing and Instrumental Groups Over Record Counters

ARTIST	RECORDS IN 35 TOP RETAIL RECORDS LIST	POINTS
1. Harmonicats	Peg o' My Heart (Vitacoustic 1)	149
2. Andrews Sisters	Civilization (Decca 23940) Near You (Decca 24171)	106
3. The Three Suns	Peg o' My Heart (Victor 20-2272)	98
4. King Cole Trio	(I Love You) For Sentimental Reasons (Capitol 304)	57
5. Mills Brothers	Across the Alley From the Alamo (Decca 23863)	38

The Year's Top Selling Male Vocalists Over Record Counters

VOCALIST	RECORDS IN 35 TOP RETAIL RECORDS LIST	POINTS
1. Perry Como	Chi-Baba, Chi-Baba (Victor 20-2259) I Wonder Who's Kissing Her Now (Decca 25078 and Victor 20-2315) When You Were Sweet Sixteen (Victor 20-2259)	222
2. Art Lund	Mam'selle (MGM 10011) Peg o' My Heart (MGM 10037)	118
3. Hoagy Carmichael	Huggin' and Chalkin' (Decca 23675) Ole Buttermilk Sky (ARA 155)	115
4. Buddy Clark	Linda (Columbia 37215)	102
5. Al Jolson	Anniversary Song (Decca 23714)	93
6. Bing Crosby	The Whiffenpoof Song (Decca 23990) White Christmas (Decca 23778)	64
7. Jack Owens	How Soon (Tower 1258)	63
8. Arthur Godfrey	Too Fat Polka (Columbia 37921)	62

More Music Poll Charts in General, Radio and Music Machines Departments

Brit Music Biz Tough in 1947; '48 Outlook Bad

(Continued from page 16)

tures a pop Latin-American, sweet and swing bands (three on each show) and they give current plug tunes a good boost. Other shows featuring strictly pop music fare have also been given a decent shake recently and are building audiences.

The payola situation continues rampant, however, despite some fancy motions indulged in by BBC, the government and industry members themselves. Veteran music men here see little hope of cutting down the payola, since they claim it is economically impractical for bands themselves to put on the kind of shows BBC wants at the prices BBC pays. The situation has evolved to the point where the music publisher has been the guy elected to foot the bill, and having no alternative, he does.

Lack of Disk Equipment

On the disk front it is a fact that there is a ready sale for every record turned out. However, this can easily give one an erroneous impression. It does not mean that the record business here is good, but simply that the much touted new equipment, enlargement of plant facilities, etc., for which English disk men hoped during the war, has not materialized. There is simply not enough mechanical and productive equipment available in England to create anything like a healthy record business. As far as local platter pundits can tell there seems no possibility of the situation straightening out for some time.

All in all, English music and disk men anticipate muddling thru until the big break comes nationally. Then (whenever that may be) they expect to go to town.

W'house '48 Plans For Radio and TV

PHILADELPHIA, Dec. 27.—Westinghouse plans for 1948 include opening of one video station, preparations for a second; increase to 50,000 watts for Westinghouse's Pacific Coast outlet, KEX, Portland, Ore., and stepped-up audience promotion for stations in the Westinghouse group, including KDKA, Pittsburgh; WBZ, Boston; KYW, Philadelphia; WBZA, Springfield, Mass.; WOWO, Fort Wayne, Ind., and KEX.

According to present plans, special events will play an increasingly important role in audience promotion at Westinghouse stations.

BALLROOM OPS BALLY

(Continued from page 17)

until midnight. Concert gimmick has attracted older music lovers, while the dance lure has pulled the younger set. As the ork works only its normal four-hour period, promoter is able to advertise the double-barrelled show. Concert idea, it's reported, is easy to work out, for folks in the hinterland sit thru a flag-waver overture, some ballad and novelty vocalizing, a couple of instrumentals and applause response is high.

Several location spots in the Midwest are reported doing well on the usually poorly attended early week nights with fashion shows, which tempt a large number of escorted fens who normally wouldn't be hitting the danceries. The Martinique, north suburban Chicago bistro which utilizes semi-name bands, has built up capacity houses for Tuesdays by working out a deal with clothiers and furriers to show their latest fashions during the evening. Even the Tony DeSantis, Martinique owner, is forced to pay the heavy model charges asked by local model agencies, gimmick has been tempting S.R.O. crowds on this weak dance night.

Winners

1947 HONOR ROLL OF HITS

(Continued from page 3)

Year's Top Popular Retail Record Sellers

1. Near You (Francis Craig)...Bullet 1001
2. Peg o' My Heart (The Harmonicats)...Vitaacoustic 1
3. Heartaches (Ted Weems)...Decca 25017 and Victor 20-2175

Year's Top Selling Bands Over Record Counters

1. Vaughn Monroe
2. Ted Weems
3. Francis Craig

Year's Top Selling Male Vocalists Over Record Counters

1. Perry Como
2. Art Lund
3. Hoagy Carmichael

Year's Top Selling Female Vocalists Over Record Counters

1. Jo Stafford
2. Dinah Shore
3. Margaret Whiting

Year's Top Selling Singing and Instrumental Groups Over Record Counters

1. The Harmonicats
2. Andrews Sisters
3. The Three Suns

Company Labels With the Year's Best Selling Popular Retail Records

1. Victor
2. Decca
3. Capitol

Year's Top Selling Popular Record Albums

1. Al Jolson (Al Jolson)...Decca 469
2. Dorothy Shay Sings (Dorothy Shay)...Columbia C-119
3. Glenn Miller (Glenn Miller Ork)...Victor P-148

Company Labels With the Year's Top Selling Popular Record Albums Over Retail Counters

1. Decca
2. Victor
3. Columbia

Year's Top Classical Record Sellers Over Retail Counters

1. Clair De Lune (Jose Iturbi)...Victor 11-8851
2. Chopin's Polonaise (Jose Iturbi)...Victor 11-8848
3. Jalousie (Arthur Fiedler, Dir. Boston Pops Ork)...Victor 12160

Year's Top Selling Classical Artists Over Retail Counters

1. Rachmaninoff: Concerto No. 2 in G Minor (Artur Rubinstein-NBC Ork-Vladimir Golschmann, Dir.)...Victor 1075
2. Rhapsody in Blue (Oscar Levant-Philadelphia Ork-Eugene Ormandy, Dir.)...Columbia X-251
3. Rhapsody in Blue (Paul Whiteman)...Signature GP-1

Year's Top Selling Classical Record Albums Over Retail Counters

1. Jose Iturbi
2. Arthur Fiedler, Dir. Boston Pops Ork
3. Robert Merrill

Year's Most Played Records on the Nation's Juke Boxes

1. Peg o' My Heart (The Harmonicats)...Vitaacoustic 1
2. Heartaches (Ted Weems)...Decca 25017 and Victor 20-2175
3. Near You (Francis Craig)...Bullet 1001

Year's Top Bands on the Nation's Juke Boxes

1. Ted Weems
2. Eddy Howard
3. Guy Lombardo

Year's Top Male Vocalists on the Nation's Juke Boxes

1. Perry Como
2. Hoagy Carmichael
3. Buddy Clark

Year's Top Female Vocalists on the Nation's Juke Boxes

1. Jo Stafford
2. Dinah Shore

Year's Top Singing and Instrumental Groups on the Nation's Juke Boxes

1. The Harmonicats
2. The Three Suns
3. Mills Brothers

Company Labels With the Year's Most Played Records on the Nation's Juke Boxes

1. Victor
2. Decca
3. Majestic

Year's Most Played Folk Records on the Nation's Juke Boxes

1. Smoke, Smoke, Smoke (That Cigarette) (Tex Williams Western Caravan)...Capitol Americana 40001
2. It's a Sin (Eddy Arnold)...Victor 20-2241
3. So Round, So Firm, So Fully Packed (Merle Travis)...Capitol 349

Year's Top Artists on Folk Records on the Nation's Juke Boxes

1. Eddy Arnold
2. Tex Williams Western Caravan
3. Red Ingle Natural Seven-Jo Stafford

Company Labels With the Year's Most Played Folk Records on the Nation's Juke Boxes

1. Victor
2. Capitol
3. Decca

Year's Most Played Race Records on the Nation's Juke Boxes

1. Ain't Nobody Here But Us Chickens (Louis Jordan)...Decca 23741
2. Boogie Woogie Blue Plate (Louis Jordan)...Decca 24104
3. I Want To Be Loved (Savannah Churchill)...Manor 1046

Year's Top Bands on Race Records on the Nation's Juke Boxes

1. Louis Jordan
2. Eddie Vinson
3. Lionel Hampton

Year's Top Male Vocalists on Race Records on the Nation's Juke Boxes

1. "Dusty" Fletcher
2. Frankie Laine

Year's Top Female Vocalists on Race Records on the Nation's Juke Boxes

1. Savannah Churchill
2. Nellie Lutcher
3. Julia Lee

Year's Top Singles and Instrumental Groups on Race Records on the Nation's Juke Boxes

1. Johnny Moore's 3 Blazers
2. Mills Brothers
3. Paul Gayten Trio

Company Labels With the Year's Most Played Race Records on the Nation's Juke Boxes

1. Decca
2. Capitol
3. Manor
3. Mercury

Detailed Lists of Winners in Radio, Music and Music Machines Departments This Issue

The Billboard's Second Yearly Music-Wax Poll

(Continued from page 3)

other surveys. Given trends of the latest season of the year do not hog the poll results (the normal human tendency is to remember what happened most recently). Instead, the over-all impact for the full year is registered in terms of popularity by weekly position and repetition each week.

Simple Arithmetic

The reports came in to *The Billboard* each week in 1947 and constituted the weekly selections for the regular popularity chart features. This second annual poll was tabulated on a basis that was deemed statistically proper and practical. In every case the No. 1 tune, record or band was credited with 15 points; the No. 2 tune with 14, etc., down to one point for the No. 15 item. Simple arithmetic, but surely the fairest and most functional device for determining true leaders during the past year.

All categories... top bands, top songwriters, best selling disks and most played disk jockey and juke box platters were determined in the same manner. The results in some cases come as no surprise to the trade, but there is no intent to produce surprise; rather, the desire is to present a complete, regular record of music biz bests for 1947, one which the trade can conveniently and trustfully use for reference.

Last year the First Annual Music-Record Poll won great recognition as the most comprehensive business report advanced up until the date of its issue. This Second Annual Music-Record Poll continues *The Billboard's* efforts to produce a standard end-of-year break-down which will earn the credence and appreciation of the industry.

CRADLE WILL ROCK

(Continued from page 4)

who loses his son because of the conflict. Dennis King Jr. and Jo Hurt, children of the town's leading citizen, both sell their song well. In the role of the town tart and making her debut, Estelle Loring unveils an ear-catching vocal delivery. Howard Patrick, Brooks Dunbar and Howard Blaine, leading members of the city's Liberty League Committee, each handle their stints capably. In a smaller bit Muriel Smith continues her excellent thesping and vocalizing.

Howard Da Silva turns in a staging job that makes the most of every moment and gives *Cradle* a fine pace. The orchestra conducted by Howard Shanet backs up the production with an especially fine interpretation of the music.

Whether or not *Cradle* clicks, the show cannot but help add to Meyerberg's position as one of the top producers of legit shows of distinction.

Leon Morse.

MUSIC BIZ FIZ

(Continued from page 4)

around-the-clock pace in the studios (the Petrillo ban being just a few days off), a number of dates were delayed or cancelled because tootlers skedded for the sessions were either snowed in or stymied by the weather in their efforts to reach the studios.

Pubbers were hardly affected, since most were enjoying a holiday weekend and the remnants were only cleaning up after frantic Christmas parties.

The Billboard

Second Annual Music-Record Poll

WINNERS IN DISK JOCKEY AND JUKE BOX CATEGORIES IN RADIO AND MUSIC MACHINES DEPARTMENTS THIS WEEK

FOR THE HITS OF '48....
LEAVE IT TO LEO, THE M-G-M SUPER-LION



JACK FINA

AND HIS ORCHESTRA

MUSIC FROM
BEYOND THE MOON

SONG OF NEW ORLEANS

Both vocals by Harry Prime

M-G-M 10122



ART MOONEY

AND HIS ORCHESTRA

**THE BIG BRASS BAND
FROM BRAZIL**

(from the production, "Angel in The Wings")

Vocal by The Galli Sisters & Ensemble

**I'M LOOKING OVER A
FOUR LEAF CLOVER**

Vocal by the Ensemble

M-G-M 10119

6 MORE M-G-M HITS...

BOB HOUSTON

Orchestra conducted by Hugo Winterhalter

**ALL DRESSED UP WITH
A BROKEN HEART**

PIANISSIMO

with the Quartones

M-G-M 10118

BLUE BARRON

and his Orchestra

LET'S BE SWEETHEARTS AGAIN

Vocal by Charlie Fisher & Ensemble

MARY LOU

Vocal by Clyde Burke,

M-G-M 10121

JERRY IRBY

and his Texas Ranchers

ROSES HAVE THORNS

**A CUP OF COFFEE
AND A CIGARETTE**

M-G-M 10117

BILLY ECKSTINE

Orchestra conducted by Hugo Winterhalter

TRUE

with the Quartones

**I'LL NEVER MAKE
THE SAME MISTAKE AGAIN**

M-G-M 10123

**THE
KORN KOBBLERS**

**THE DUM DOT SONG
I'M A-COMIN' A-COURTIN'
CORABELLE**

Both vocals by Stanley Fritts

M-G-M 10120

HANK WILLIAMS

with his Drifting Cowboys

**ROOTIE TOOTIE
MY SWEET LOVE AIN'T AROUND**

M-G-M 10124

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard

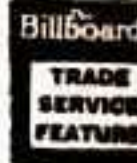
MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending
December 26



HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

- 1. BALLERINA** 1
By Bob Russell and Carl Sigman
Published by Jefferson (ASCAP)
Records available: Jimmy Dorsey, MGM 10035; Vaughn Monroe, Victor 20-2433; Jerry Shelton Trio, Mercury 5075; Mel Torme, Musicraft 15116; Buddy Clark, Columbia 38040; Enric Madriguera, Decca 24265; Bing Crosby, Decca 24278. Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBC Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.
- 2. HOW SOON** 3
By Jack Owens and Carroll Lucas
Published by Supreme (ASCAP)
Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; John Laurenz, Mercury 5069; Vaughn Monroe, Victor 20-2523; Jack Owens, Tower 1258; Dinah Shore, Columbia 37952; D. Farney, Majestic 1179; B. Andrew-E. Bleck, Hollywood Rhythms 1651; Jimmy Atkins, Continental C-11004; Guy Cherney-Dick Poy Ork, Trilon 195. Electrical transcription libraries: Eddy Howard, World.
- 3. NEAR YOU** 2
By Kermit Goell and Francis Craig
Published by Supreme (ASCAP)
Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Auditones, Rainbow 10025; Four Bars and a Melody, Savoy 657; Vic Lombardo, Majestic 7263; Glenn Davis, Midwest Recorded Specialties 263; Dick (Two-Ton) Baker, Mercury 5066; Flash and Whistler, Universal U-6. Electrical transcription libraries: Music of Manhattan Ork, NBC Thesaurus; Lawrence Welk, Standard; Eddy Howard, World; Skinnay Ennis, Standard; Dick Jurgens, Standard.
- 4. CIVILIZATION** 5
By Bob Hilliard and Carl Sigman
Published by E. H. Morris (ASCAP)
Records available: Woody Herman, Columbia 37885; Danny Kaye-Andrews Sisters, Decca 23940; Ray McKinley, Majestic 7274; Murphy Sisters, Apollo 1059; Sy Oliver Ork, MGM 10083; Jack Smith, Capitol B465; Louis Prima, Victor 20-2400; The Hy-Lo Trio, Crystal-Tone MK 1004. Electrical transcription libraries: The Jumpin' Jacks-Patti Dugan, NBC Thesaurus; Dick Jurgens, Standard.
- 5. TOO FAT POLKA** 4
By Ross MacLean and Arthur Richardson
Published by Shapiro-Bernstein (ASCAP)
Records available: Blue Barron, MGM 10106; Arthur Godfrey, Columbia 37921; Dick (Two Ton) Baker and His Music Makers, Mercury 5079; Slim Bryant and His Wildcats, Majestic 6022; Accordion Masters, Standard T-135; Andrews Sisters, Decca 24268; Jerry Butler, Harmonia H-1127; Louis Prima, Victor 20-2609; The Starlighters, Capitol 480; Seva All Stars Ork, Seva 2004; J Dale and His Prides of the Prairie, Continental C-1220. Electrical transcription libraries: Dick Jurgens, Standard.
- 6. SERENADE OF THE BELLS** 7
By Kay Twomey, Al Goodhart and Al Urbane
Published by Paramount (ASCAP)
Records available: Bob Houston, MGM 10091; Sammy Kaye, Victor 20-2372; Kay Kyser, Columbia 37956; Guy Lombardo, Decca 24258; Jo Stafford, Capitol 15007; Vic Damone, Mercury 5090. Electrical transcription libraries: Nat Brandwynne, World.
- 7. YOU DO** 6
By Mack Gordon and Josef Byrow
Published by Bregman-Vocco-Conn (ASCAP)
From the 20th Century-Fox Film "Mother Wore Tights."
Records available: Bing Crosby-Carmen Cavallaro, Decca 24101; Larry Douglas, Signature 15144; Helen Forrest, MGM 10050; Georgia Gibbs, Majestic 12011; Jerry Gray Ork, Mercury 5056; Vaughn Monroe, Victor 20-2361; Dinah Shore, Columbia 37587; Margaret Whiting, Capitol 438. Electrical transcription libraries: Nat Brandwynne Ork, World; Phil Brito, Associated; Music of Manhattan Ork-Louise Carlyle, NBC Thesaurus; Skinnay Ennis, Standard; Leighton Noble, Standard.
- 8. GOLDEN EARRINGS** 8
By Jay Livingston, Ray Evans and Victor Young
Published by Paramount (ASCAP)
From the Paramount Film "Golden Earrings."
Records available: Anita Ellis, Mercury 3072; Jack Fina Ork, MGM 10085; Peggy Lee, Capitol 15009; Dinah Shore, Columbia 37932; Charlie Spivak, Victor 20-2585; Guy Lombardo, Decca 24270; Bing Crosby, Decca 24278; Victor Young Ork, Decca 24277. Electrical transcription libraries: Sweetwood Serenaders, NBC Thesaurus; Nat Brandwynne, World; Lenny Herman, Lang-Worth; Jack Fina, Standard; Leighton Noble, Standard.
- 9. I'LL DANCE AT YOUR WEDDING** 10
By Herb Magidson and Ben Oakland
Published by George Simon (ASCAP)
Records available: Vic Damone, Mercury 5090; Helen Forrest, MGM 10095; Peggy Lee, Capitol 15009; Jeanie Leitt, Decca 24266; Tony Martin, Victor 20-2512; Ray Noble-Buddy Clark, Columbia 37967. (No information on electrical transcription libraries available as The Billboard goes to press.
- 10. —AND MIMI** 9
By Jimmy Kennedy and Nat Simon; published by Shapiro-Bernstein (ASCAP)
Records available: Frankie Carle, Columbia 37819; Jerry Cooper, Diamond 2083; Dinning Sisters, Capitol B466; Ray Dorey, Majestic 7262; Dick Haymes-Gordon Jenkins Ork, Decca 24172; Art Lund, MGM 10082; Charlie Spivak, Victor 20-2422; Mel Torme, Musicraft 15114. Electrical transcription libraries: Eddy Howard, World; Sweetwood Serenaders-Charlie Jordan, NBC Thesaurus; Lenny Herman, Lang-Worth; George Towne, Associated; Dick Jurgens, Standard.

THIS WEEK'S **RCA VICTOR** RELEASE

RCA VICTOR STARS

On The **Billboard**

"HONOR ROLL OF HITS"

(see opposite page)

1. BALLERINA

VAUGHN MONROE

RCA Victor 20-2433

2. HOW SOON

VAUGHN MONROE

RCA Victor 20-2523

3. NEAR YOU

LARRY GREEN

RCA Victor 20-2421

4. CIVILIZATION

LOUIS PRIMA

RCA Victor 20-2400

5. TOO FAT POLKA

LOUIS PRIMA

RCA Victor 20-2609

6. SERENADE OF THE BELLS

SAMMY KAYE

RCA Victor 20-2372

7. YOU DO

VAUGHN MONROE

RCA Victor 20-2361

8. GOLDEN EARRINGS

CHARLIE SPIVAK

RCA Victor 20-2585

9. I'LL DANCE AT YOUR WEDDING

TONY MARTIN

RCA Victor 20-2512

10. —AND MIMI

CHARLIE SPIVAK

RCA Victor 20-2422

SAMMY KAYE

A Bed of Roses

Vocal by Don Cornell,
The Kaydets and Choir

Fool That I Am

Vocal by Don Cornell
and The Kaydets

RCA Victor 20-2601



THE THREE SUNS

Love is Fun

and

At the

Candlelight Cafe

Swell new treatment of a familiar tune... theme melody from the pic "Tisa." Vocal by Artie Dunn and The Sun Maids.

RCA Victor 20-2599



CHARLIE SPIVAK

2 beauts from "Allegro,"
Irene Daye on the "A,"
Tommy Mercer on the "B."

The Gentleman is a Dope

and

You Are Never Away

RCA Victor 20-2600



COUNT BASIE

Don't You Want A Man Like Me

Basie's famous draggy blues style.
Jimmy Rushing, vocal.

Blue and Sentimental

Bob Bailey, vocal.

RCA Victor 20-2602



DIZZY GILLESPIE

Dizzy's frantic Be Bops and searing brass chords.

Two Bass Hit

and

Stay On It

RCA Victor 20-2603



ROY ROGERS

(King of the Cowboys)

Hawaiian Cowboy

Features Hawaiian gee-tar backdrop and Roy's yodeling.

Make Believe Cowboy

Tender flavor of "Little Man, You've Had a Busy Day." With Country Washburne and his Orchestra.

RCA Victor 20-2604



ROSALIE ALLEN

and

The Black River Riders

Never Trust

A Man

and

Take It Back and Change It For A Boy

RCA Victor 20-2608



WASHBOARD SAM and his Washboard Band
No Special Rider and Ramblin' With That Woman
RCA Victor 20-2606

MAURICE CHEVALIER

Mimi and Un Tout P'tit Peu
RCA Victor 25-0116

HENRI RENÉ and his Musette Orch.

Kiss Me Polka and Oh Dear! What Can the Matter Be?
RCA Victor 25-1107

JOSEPH ALLARD Violin and guitar

Reel de Tadoussac and Reel de Peribonka
RCA Victor 25-1108

JOSÉ MORAND and his Orch.

Tic Toc Rumba—Rumba-Son and Bola Negra—Bolero Afro
RCA Victor 26-9025

SACASAS and his Orch.

Cantando y Riendo and Lo Que Va de Ayer A Hoy
RCA Victor 23-0753

WATCH THESE CLIMBERS:

I'VE GOT A FEELING

I'M FALLING and

PIANISSIMO

Perry Como
RCA Victor 20-2593

GONNA GET A GIRL and

SONG OF NEW ORLEANS

Larry Green
RCA Victor 20-2560

THEY'RE MINE, THEY'RE MINE, THEY'RE MINE

IT'S KIND OF LONESOME

OUT TONIGHT

IN A LITTLE BOOK SHOP **Vaughn Monroe**
RCA Victor 20-2573

Sammy Kaye
RCA Victor 20-2583

Sammy Kaye
RCA Victor 20-2558

STILL AT LOW PRICES!

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

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

we are PREPARED!

A REPORT . . .

TO THE 50 TEMPO DISTRIBUTORS
AND THOUSANDS OF TEMPO DEALERS
all over the world

WE KNEW—JUST AS YOU DID . . .

that the recording ban was coming—and we made our plans accordingly. These plans involved months of hard work and the expenditure of a tremendous sum of money. But it paid off. Because now we're in the enviable position of being able to make you this firm promise: **THERE WILL BE AN UNINTERRUPTED SUPPLY OF BRILLIANT NEW TEMPO RELEASES DURING EACH AND EVERY WEEK OF 1948!**

These records were produced unhurriedly; they were produced with painstaking care; they were produced intelligently. They'll be of the same superlative quality which earned for TEMPO CUSTOM-MADE RECORDS their pre-eminent position in the field of recorded entertainment.

It is my sincere wish that the magnificent product we're going to put into your hands during the months which lie ahead will contribute toward making 1948 one of the happiest and most prosperous years you've ever enjoyed.

Sammy Fogel

PRESIDENT, TEMPO RECORD COMPANY

**You'll Get
MORE of Ben Light's fabulous Piano—
MORE of those distinctive Kern-Sloop
Hammond & Novachord Recordings**

PLUS

TEMPO **"SHOWMANSHIP"** SPECIALS

Irish Specialties by
JIMMY NOLAN
and a great group of instrumental
novelties including
"THE TROMBONE FAMILY"

An Exciting NEW Voice
MEL DALE
FOREIGN IMPORTS
THE CREAM OF THE FRENCH CROP

— AND —

**the Songs—AND WHAT SONGS THEY ARE!—
OF THAT FAMOUS INTERNATIONAL STAR**

RITA GEORG

TEMPO DISTRIBUTORS BLANKET AMERICA: IF YOU'RE NOT ACQUAINTED
WITH THE DISTRIBUTOR IN YOUR TERRITORY WRITE DIRECT TO:

TEMPO RECORD COMPANY OF AMERICA
8534 Sunset Blvd., Hollywood, 46, Calif.
TEMPO ATLANTIC | TEMPO SOUTHERN
18 West Chelton Ave. | 11 Avondale Road
Philadelphia 44, Pa. | Avondale Estates, Ga.

The **Billboard** MUSIC POPULARITY CHARTS
PART II
Sheet Music
Week Ending December 26

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		
10	2	1	HOW SOON (R).....	Supreme
18	1	2	NEAR YOU (R).....	Supreme
9	3	3	WHITE CHRISTMAS (R).....	Berlin
9	4	4	CIVILIZATION (M) (R).....	E. H. Morris
8	5	5	BALLERINA (R).....	Jefferson
8	7	6	—AND MIMI (R).....	Shapiro-Bernstein
7	6	7	SERENADE OF THE BELLS (R).....	Melrose
6	8	8	TOO FAT POLKA (R).....	Shapiro-Bernstein
4	9	9	GOLDEN EARRINGS (F) (R).....	Paramount
4	10	10	DON'T YOU LOVE ME ANYMORE? (R).....	Oxford
15	11	11	YOU DO (F) (R).....	Bregman-Vocco-Conn
8	12	12	SO FAR (M) (R).....	Williamson
3	13	13	I'LL DANCE AT YOUR WEDDING (R).....	George Simon
3	14	14	THE STARS WILL REMEMBER (R).....	Harms, Inc.
5	15	15	SANTA CLAUS IS COMIN' TO TOWN (R).....	Felst
2	16	16	PASS THAT PEACE PIPE (F) (R).....	Crawford
21	17	17	I WISH I DIDN'T LOVE YOU SO (F) (R).....	Paramount
4	18	18	WINTER WONDERLAND (R).....	Bregman-Vocco-Conn

NOTE: Due to the appearance on the popularity charts of Christmas standards, we are listing more than the usual 15 popular songs.

ENGLAND'S TOP TWENTY

Due to holiday delays in Trans-Atlantic cable service, England's Top Twenty had to be omitted from this issue. The list for the current week will appear in next week's edition.

CANADA'S TOP TUNES

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

SONG	Rank Order According to CMS	SONG	Rank Order According to CMS
SERENADE OF THE BELLS.....	1	WHAT ARE YOU DOING NEW	11
—AND MIMI	2	YEAR'S EVE?.....	12
BALLERINA	3	THE LITTLE OLD MILL.....	13
GOLDEN EARRINGS.....	4	HOW SOON.....	14
CIVILIZATION	5	SO FAR	15
TOO FAT POLKA.....	6	THE STARS WILL REMEMBER..	16
NEAR YOU.....	7	A FELLOW NEEDS A GIRL.....	17
WHEN YOU WERE SWEET SIX-TEEN	8	I WONDER WHOSE KISSING	18
WHITE CHRISTMAS.....	9	HER NOW.....	19
AN APPLE BLOSSOM WEDDING	10	HERE COMES SANTA CLAUS..	
		BUT BEAUTIFUL.....	

NOTE: Report from Gordon V. Thompson is omitted this week due to holiday delay in transmission.

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending December 26



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, December 19, 8 a.m., and ending Friday, December 26, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Fellow Needs a Girl (M) (R)	Williamson	ASCAP
—And Mimi (R)	Shapiro-Bernstein	ASCAP
Ballerina (R)	Jefferson	ASCAP
Civilization (M) (R)	E. H. Morris	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Home Is Where the Heart Is (R)	Advanced	ASCAP
How Lucky You Are (R)	Peter Maurice	ASCAP
How Soon? (R)	Supreme	ASCAP
I'll Dance at Your Wedding (R)	George Simon	ASCAP
Kate (R)	Berlin	ASCAP
Let's Be Sweethearts Again (R)	Campbell-Porgie	BMI
Near You (R)	Supreme	ASCAP
Papa, Won't You Dance With Me? (M) (R)	E. H. Morris	ASCAP
Parade of the Wooden Soldiers (R)	E. B. Marks	BMI
Pass That Peace Pipe (F) (R)	Crawford	ASCAP
Santa Claus Is Comin' to Town (R)	Feist	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
So Far (M) (R)	Williamson	ASCAP
The Best Things in Life Are Free (R)	Crawford	ASCAP
The Christmas Song (R)	Burke-Van Heusen	ASCAP
The Little Old Mill (R)	Shapiro-Bernstein	ASCAP
The Treasure of Sierra Madre (R)	Remick	ASCAP
Those Things Money Can't Buy (R)	Robbins	ASCAP
True (R)	Santly-Joy	ASCAP
Two Loves Have I (R)	Miller	ASCAP
What Are You Doing New Year's Eve? (R)	Famous	ASCAP
White Christmas (R)	Berlin	ASCAP
With a Hey and a Ho and a Ho Ho Ho (R)	Bourne	ASCAP
Winter Wonderland (R)	Bregman-Vocco-Conn	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

The Remaining 21 Songs of the Week

Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
Christmas Dreaming (R)	Leeds	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
I Still Get Jealous (M) (R)	E. H. Morris	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I'm A-Comin' A-Courtin', Corabelle (R)	Dreyer	ASCAP
I'm Sorry I Didn't Say I'm Sorry (R)	Mood	ASCAP
Just Around the Corner (R)	Broadway	ASCAP
Love Is So Terrific (R)	Mellin	ASCAP
Made for Each Other (R)	Peer	BMI
Mickey (R)	T. B. Harms	ASCAP
My, How the Time Goes By (R)	Chappell	ASCAP
Peg o' My Heart (R)	Robbins	ASCAP
Put Yourself in My Place, Baby	Burke-Van Heusen	ASCAP
The Stanley Steamer (F) (R)	Warren	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
They're Mine, They're Mine, They're Mine (R)	Sinatra Songs	ASCAP
Too Fat Polka (R)	Shapiro-Bernstein	ASCAP
You've Changed (R)	Southern	ASCAP
Zu-Bi (R)	Republic	BMI

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throught 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.

Weeks to date	Last Week	This Week	Title	Artist	Lic. By
9	1	1	BALLERINA	Vaughn Monroe (Vaughn Monroe)	ASCAP
10	2	2	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)	Arthur Godfrey (Archie Bleyer Ork)	ASCAP
12	4	3	HOW SOON (Will I Be Seeing You)?	Jack Owens (Eddie Ballantine Ork)	ASCAP
8	5	4	GOLDEN EAR-RINGS (F)	Peggy Lee (Dave Barbour Ork)	ASCAP
3	13	4	WHITE CHRISTMAS (F)	Bing Crosby	ASCAP
22	3	4	NEAR YOU	Ray Noble-Buddy Clark	ASCAP
5	6	5	I'LL DANCE AT YOUR WEDDING	Francis Craig	ASCAP
3	7	6	SERENADE OF THE BELLS	Jo Stafford (Paul Weston Ork)	ASCAP
4	9	7	CIVILIZATION (M)	Andrews Sisters-Danny Kaye	ASCAP
1	—	8	PASS THAT PEACE PIPE (F)	Margaret Whiting (The Chiefs-Frank DeVol Ork)	ASCAP
3	14	9	HOW SOON (Will I Be Seeing You)?	Dinah Shore (Sonny Burke Ork)	ASCAP
9	10	9	YOU DO (F)	Margaret Whiting (Frank DeVol Ork)	ASCAP
14	—	10	NEAR YOU	Alvino Rey (Jimmy Joyce)	ASCAP
1	—	11	CIVILIZATION (M)	Louis Prima (Louis Prima Ork)	ASCAP

(Continued on page 100)

Gracie Fields', "NOW IS THE HOUR"

"COME BACK TO SORRENTO"

London No. 110 List Price 75c Plus Tax

already a proven hit!

INTER-OFFICE MEMO

DATE: November 18, 1947

FROM: LONDON, ENGLAND: E. R. Lewis

TO: NEW YORK, U.S.A.:

D. H. Toller-Bond
RE: Gracie Fields' "NOW IS THE HOUR"

As I told you on the phone, we have already sold in England 400,000 copies of "NOW IS THE HOUR" and there is a very good chance that by the end of the month sales will exceed 500,000 which will put it ahead of any record ever manufactured by this company. On a comparative basis of populations the equivalent American sale would be 1,400,000, not counting juke boxes.

As I mentioned we delivered 10,000 copies in one shipment to one dealer to one store which is certainly something we have never previously experienced.

How many of this number do you want shipped? Please call me.

Ted



IMPORTED

LONDON RECORDS

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

IT'S SWEEPING THE COUNTRY!

The Original

"I'M LOOKING FOR A FOUR LEAF CLOVER"

1014

BACKED BY

"MY LITTLE GIRL"

Available Only on

KRANTZ RECORDS

Order Only From the Following Distributors

- | | | |
|---|--|---|
| Wm. B. Allen Supply Co.
916 N. Claiborne Ave.
New Orleans 16, La. | Orlole Corp.
512 Pennsylvania Ave.
Baltimore 1, Md. | Mercury Record Distributors, Inc.
2958 W. Pico Blvd.
Los Angeles, Calif. |
| Allied Music Sales Corp.
2610 E. 9th St.
Cleveland, Ohio | Orlole Corp.
232 N. College St.
Charlotte, N. Car. | Mercury Record Distributors, Inc.
534 N. 9th St.
Milwaukee, Wis. |
| Allied Music Sales Corp.
3112 Woodward Ave.
Detroit 1, Michigan | Record Distributing Co.
1018 Queen St., W.
Toronto 3, Canada | Mercury Record Distributors, Inc.
1412 Hennepin Ave.
Minneapolis 3, Minn. |
| Allied Music Sales Corp.
314 Monroe St.
Toledo, Ohio | Record Distributors
106 N. Ohio
Wichita, Kansas | Mid-West Distributing Co.
1502 Capitol Ave.
Omaha, Nebraska |
| All-State Distributors, Inc.
30 Warren Pl.
Newark, New Jersey | Record Sales Co.
2117 N. 3rd Ave.
Birmingham, Ala. | Motor Radio Co., Inc.
2440 Charlotte St.
Kansas City 8, Mo. |
| ARA Distributing Co.
2300 Olive St.
St. Louis, Mo. | David Rosen
855 N. Broad St.
Philadelphia 23, Pa. | H. E. Sorenson Co.
100 S. W. First St.
Des Moines 9, Iowa |
| C & C Distributing Co.
902 Fourth Ave.
Seattle 4, Washington | Malverne Distributors
424 W. 49th St.
New York, New York | Southland Distributing Co.
441 Edgewood Ave., S. E.
Atlanta, Ga. |
| Crowe-Martin Distributing Co.
1619 LaBranch St.
Houston 3, Texas | Melody Sales Co.
369 Sixth St.
San Francisco, Calif. | Sunland Supply Co.
120 Durango St.
El Paso, Texas |
| Crowe-Martin Distributing Co.
1228 E. Commerce
San Antonio 3, Texas | Mercury Distributors, Inc.
1139 Tremont St.
Boston 20, Mass. | Taran Distributing, Inc.
90 Riverside Ave.
Jacksonville, Fla. |
| Davis Sales Co.
1010 17th St.
Denver, Colo. | Mercury Distributors, Inc.
50 Flower St.
Hartford, Conn. | Tennessee Music Sales
220 Woodland St.
Nashville 3, Tenn. |
| R. H. Kyle & Co.
1354 Hansford St.
Charleston 30, W. Va. | Mercury Record Distributors, Inc.
839 S. Wabash Ave.
Chicago 5, Illinois | Triangle Record Distributors
1901 Fifth Ave.
Pittsburgh 19, Pa. |
| | Mercury Record Distributors, Inc.
6 S. New Jersey Ave.
Indianapolis, Indiana | |

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending December 26

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
9	1	1.	BALLERINA Vaughn Monroe....Victor 20-2433 <i>The Stars Will Remember</i>
9	2	2.	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me) Arthur Godfrey (Archie Bleyer Ork) Columbia 37921 <i>For Me and My Gal</i>
7	5	3.	CIVILIZATION (M)..... Andrews Sisters-Danny Kaye... <i>Bread and Butter Woman</i> Decca 23940
5	4	3.	WHITE CHRISTMAS (F)..Bing Crosby.....Decca 23778 <i>God Rest Ye Merry, Gentlemen</i>
18	3	4.	NEAR YOU.....Francis Craig.....Bullet 1001 <i>Red Rose</i>
7	7	5.	SERENADE OF THE BELLS Sammy Kaye (Don Cornell-Choir) <i>That's What Every Girl Should Know</i> Victor 20-2372
7	6	6.	HOW SOON (Will I Be Seeing You)?..... Vaughn Monroe (Vaughn Monroe-Seeing You)?.....Victor 20-2523 <i>Moon Maids</i>
3	12	7.	I'LL DANCE AT YOUR WEDDING Ray Noble-Buddy Clark..... Columbia 37967 <i>Those Things Money Can't Buy</i>
6	11	8.	GOLDEN EARRINGS (F)..... Peggy Lee (Dave Barbour Ork) <i>I'll Dance at Your Wedding</i> Capitol 15009
3	15	9.	SERENADE OF THE BELLS Jo Stafford (Paul Weston Ork) <i>The Gentleman Is a Dope</i> Capitol 15007
9	9	10.	HOW SOON (Will I Be Seeing You)?..... Jack Owens (Eddie Ballantine Seeing You)?.....Ork) Tower 1258
5	10	11.	HOW SOON (Will I Be Seeing You)?..... Bing Crosby (Carmen Cavallaro) Decca 24101 <i>You Do (F)</i>
7	14	11.	THE WHIFFENPOOF SONG Bing Crosby-Fred Waring and His Glee Club.....Decca 23990 <i>Kentucky Babe</i>
6	8	12.	CIVILIZATION (M)..... Louis Prima (Louis Prima Ork) <i>Forsaking All Others</i> Victor 20-2400

(Continued on opposite page)

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION		Album
	Last Week	This Week	
10	1	1.	Merry Christmas Album Decca A-550 <i>Bing Crosby</i>
6	2	2.	Merry Christmas Music Victor P-161 <i>Perry Como</i>
8	3	3.	Dorothy Shay (The Park Avenue Hillbilly) Goes to Town Columbia C-155 <i>Dorothy Shay</i>
34	—	4.	Dorothy Shay (The Park Avenue Hillbilly) Sings Album Columbia C-119 <i>Dorothy Shay</i>
3	5	4.	'Twas the Night Before Christmas Decca 480 <i>Fred Waring</i>
38	—	5.	Al Jolson Album Decca 469 <i>Al Jolson</i>

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
117	1	1.	Clair De Lune Victor 11-8851 <i>Jose Iturbi</i>
90	4	2.	Jalousie Victor 12160 <i>Boston Pops, Arthur Fiedler, conductor</i>
131	3	2.	Chopin's Polonaise Victor 11-8848 <i>Jose Iturbi</i>
105	2	2.	Warsaw Concerto Victor 11-8863 <i>Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist</i>
5	5	3.	Ave Maria Victor 14210 <i>Marian Anderson</i>
1	—	4.	The Holy City Victor 7854 <i>Richard Crooks</i>
1	—	5.	Ave Maria Victor 11-9101 <i>Thomas L. Thomas</i>
1	—	5.	Ave Maria Columbia 7416 <i>Andre Kostelanetz</i>

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Album
	Last Week	This Week	
48	3	1.	Tchaikowsky Nutcracker Suite Victor DM-1020 <i>Eugene Ormandy, conductor, Philadelphia Ork</i>
123	1	2.	Rhapsody in Blue Columbia X-251 <i>Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor</i>
6	—	3.	Strauss Waltzes Columbia 481 <i>Andre Kostelanetz and His Ork</i>
1	—	4.	Tchaikowsky Concerto 1 <i>Horowitz, NBC Symphony Ork; Toscanini, conductor</i>
68	2	5.	Rachmaninoff Concerto No. 2 in C Minor Victor 1075 <i>Artur Schnabel, NBC Ork; Vladimir Golschmann, conductor</i>

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending December 26



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record
9	2	1	BALLERINA Vaughn Monroe (Vaughn Monroe) Victor 20-2433
18	1	2	NEAR YOU Francis Craig Bullet 1001
3	7	3	WHITE CHRISTMAS (F) ... Bing Crosby Decca 23378
9	5	4	HOW SOON (Will I Be Seeing You)? Jack Owens (Eddie Ballantine Ork) Tower 1258
6	6	5	CIVILIZATION (M) Andrews Sisters-Danny Kaye Decca 23940
14	9	6	NEAR YOU Andrews Sisters (Vic Schoen Ork) Decca 24171
2	12	7	I'LL DANCE AT YOUR WEDDING Ray Noble-Buddy Clark Columbia 37967
12	—	7	NEAR YOU Larry Green Victor 20-2421
7	10	8	HOW SOON (Will I Be Seeing You)? Bing Crosby (Carmen Cavallaro) Decca 24101
14	—	8	I WISH I DIDN'T LOVE YOU SO (F) Vaughn Monroe (Moon Maids) Victor 20-2294 (Phil Brito (Ted Dale Ork), Muscraft 15117; Helen Forrest (Harold Mooney Ork), MGM 10040; Carol Gable (Clyde Trask Ork), Radio Artist 211; Dick Haymes, Decca 23977; Phil Reed, Dance-Tone 120; Dinah Shore (Sonny Burke Ork), Columbia 37506)
6	4	9	HOW SOON (Will I Be Seeing You)? Vaughn Monroe (Vaughn Monroe-Moon Maids) Victor 20-2523
2	—	10	CIVILIZATION (M) Louis Prima (Louis Prima Ork) Victor 20-2400
9	3	2	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me) Arthur Godfrey (Archie Bleyer) Columbia 37921

MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record
20	1	1	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) Eddy Arnold and His Tennessee Plowboys Victor 20-2332
4	2	2	NEVER TRUST A WOMAN. Tex Williams and the Western Caravan (Tex Williams) Capitol Americana 40054
32	5	3	IT'S A SIN Eddy Arnold and His Tennessee Plowboys Victor 20-2241
6	4	3	NEVER TRUST A WOMAN. Red Foley (The Cumberland Valley Boys) Decca 46074
1	—	4	SIGNED, SEALED AND DELIVERED Cowboy Copas King 658
1	—	5	HERE COMES SANTA CLAUS Gene Autry Columbia 37942

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record
13	1	1	SNATCH AND GRAB IT.. Julia Lee and Her Boy Friends (Julia Lee) Capitol Americana 40028
3	4	2	I LOVE YOU, YES I DO... Bull Moose Jackson King 4181
2	—	3	MERRY CHRISTMAS, BABY Johnny Moore Exclusive EX-254
19	2	4	BOOGIE WOOGIE BLUE PLATE Louis Jordan Decca 24104
7	5	5	EARLY IN THE MORNING. Louis Jordan Decca 24155

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from opposite page)

Weeks to date	POSITION Last Week	POSITION This Week	Record
2	9	12	HERE COMES SANTA CLAUS Gene Autry Columbia 37942 <i>An Old-Fashioned Tree</i>
13	12	12	NEAR YOU Larry Green Victor 20-2421 <i>Pic-a-Nic-In</i>
1	—	13	SERENADE OF THE BELLS Kay Kyser Columbia 37956 <i>Pass That Peace Pipe (F)</i>
1	—	14	CIVILIZATION (M) Ray McKinley Majestic 7274 <i>Those Things Money Can't Buy</i>
1	—	14	CIVILIZATION (M) Jack Smith (The Clark Sisters-Frank DeVol Ork) Capitol B-465 <i>Don't You Love Me Any more?</i>
1	—	14	HOW SOON (Will I Be Seeing You)? Dinah Shore (Sonny Burke Ork) Columbia 37952 <i>Fool That I Am</i>
1	—	15	CIVILIZATION (M) Woody Herman Columbia 37885 <i>Boulevard of Memories</i>



MAZUMA MAKERS

DINAH SHORE

HARRY JAMES

and his orchestra



"IN A LITTLE BOOK SHOP"

Orchestra under the direction of Sonny Burke

"I'LL ALWAYS BE IN LOVE WITH YOU"

Orchestra under the direction of Nathan Van Cleave

Columbia 38041

"FOREVER AMBER"

(Theme from 20th Century Fox Picture "Forever Amber")

Vocal by Marion Morgan

"LONE STAR MOON"

Vocal by Willie Smith

Columbia 38039

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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



**THE MOST EXCITING EVENT
IN THE RECORD INDUSTRY Today!**

Disk Jockeys — Juke Box Ops — Dealers call it . . .

**THE BIGGEST-FASTEST SELLING
NICKEL NABBER IN THE COUNTRY—**



ROSE MURPHY
THE CHI-CHI GIRL

Sings

**I CAN'T
GIVE YOU
ANYTHING
BUT LOVE**
and
WHEN I GROW TOO OLD TO DREAM

on
MAJESTIC RECORD 1204

A Record To Remember When Ordering!

Majestic
RECORDS

Studio: NEW YORK CITY • Sales: ELGIN, ILLINOIS
(Subsidiary of Majestic Radio & Television Corporation)

The **Billboard** MUSIC POPULARITY CHARTS

PART VI

Record Possibilities

Week Ending
December 26



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.

Due to the Christmas holiday and the heavy snowstorm in New York there was a delay in record shipments to *The Billboard*. Of those disks received, heard and reviewed none were found to be of sufficient high caliber to warrant mention in Record Possibilities; hence, no Picks by *The Billboard* this week.

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. AT THE CANDLELIGHT CAFE...Gordon MacRae.....Capitol 15014
2. BEG YOUR PARDON.....Francis Craig.....Bullet 1012
3. THE SECRETARY SONG.....Ted Weems.....Mercury 5081
4. LET'S BE SWEETHEARTS AGAIN.....Margaret Whiting (The Crew Chiefs-Frank DeVol Ork).....Capitol 15010
5. THE SONG IS ENDED (But the Melody Lingers On).....Nellie Lutcher.....Capitol Americana 40063
6. THE DUM DOT SONG.....Frank Sinatra (The Pied Pipers-Axel Stordahl Ork).....Columbia 37986
7. YOU'RE MY GIRL.....Frank Sinatra.....Columbia 37978
8. YOU ARE NEVER AWAY.....Buddy Clark.....Columbia 37985
9. THE BEST THINGS IN LIFE ARE FREE.....Jo Stafford.....Capitol 15017
10. GONNA GET A GIRL.....Tony Pastor (Tony Pastor-The Clooney Sisters).....Columbia 37973

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. BEG YOUR PARDON.....Francis Craig.....Bullet 1012
2. I'M MY OWN GRANDPA.....Guy Lombardo.....Decca 24288
3. TWO LOVES HAVE I.....Perry Como (Russ Case Ork).....Victor 20-2545
4. YOUR RED WAGON.....Ray McKinley.....Majestic 7275
5. DON'T YOU LOVE ME ANY-MORE?.....Buddy Clark (Mitchell Ayres Ork).....Columbia 37920
6. GONNA GET A GIRL.....Larry Green (Vocal Trio).....Victor 20-2560
7. SONG OF NEW ORLEANS.....Larry Green Ork (Vocal Trio).....Victor 20-2560
8. THE LITTLE OLD MILL.....Sammy Kaye (The Three Kaydets-Choir).....Victor 20-2434
9. YOUR RED WAGON.....Andrews Sisters.....Decca 24268
10. YOUR RED WAGON.....Tony Pastor (Tony Pastor).....Columbia 37973

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. BEG YOUR PARDON.....Francis Craig.....Bullet 1012
2. DREAM AGAIN.....Sammy Kaye (The Three Kaydets).....Victor 20-2524
3. THE DUM DOT SONG.....Frank Sinatra (The Pied Pipers-Axel Stordahl Ork).....Columbia 37986
4. I'LL HATE MYSELF IN THE MORNING.....Frankie Carle.....Columbia 37930
5. YOUR RED WAGON.....Andrews Sisters.....Decca 24268
6. GONNA GET A GIRL.....Tony Pastor (Tony Pastor-The Clooney Sisters).....Columbia 37973
7. IN A LITTLE BOOKSHOP.....Vaughn Monroe.....Victor 20-2573
8. THE SECRETARY SONG.....Ted Weems.....Mercury 5081
9. GONNA GET A GIRL.....Larry Green (Vocal Trio).....Victor 20-2560
10. I'M A-COMIN', A-COURTIN', CORABELLE.....Frankie Carle (Gregg Lawrence).....Columbia 37972

The Billboard MUSIC POPULARITY CHARTS

PART VII

Record Reviews

With Ratings for Disk Jockeys, Dealers and Juke Box Operators

Week Ending December 19

How Ratings Are Determined

Records are reviewed three times [(1) for retailers (2) for operators (3) for disk jockeys], each time on the basis of nine key categories...

THE CATEGORIES

Table with 9 categories and their respective maximum points: 1. Song Calibre (15), 2. Interpretation (15), 3. Arrangement (15), 4. "Name" Value (15), 5. Record Quality (15), 6. Music Publisher's Air Performance Potential (10), 7. Exploitation (Record adv'tg-promotion; film, legit and other "plug" aids) (10), 8. Manufacturer's Distribution Power (10), 9. Manufacturer's Production Efficiency (5).

THE RATINGS

(100 points—the maximum)

Rating scale from 90-100 (top) to 0-39 (poor).

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

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

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

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

POPULAR

POPULAR

POPULAR

POPULAR

Record review entries for artists like Andy Russell, Patti Page, Brooks Brothers, Freddy Miller, Walt Dana, and Dale Jones.

Record review entries for artists like Jimmy Saunders, Guy Lombardo, Jimmy Dorsey, Vic Damone, John Larenz, Bill Millner, and Bill Hickok.

Record review entries for artists like Bill Millner, Bill Hickok, Doris Day, Frankie Ork, Judy Tremaine, Dale Deacon, and Hum & Strum.

Record review entries for artists like Teacho Wiltshire, Don Baker, and Hum & Strum.

FOLK

Record review entries for folk artists like Art Gibson and Lonnie Glosson.

RELIGIOUS

Record review entries for religious artists like Sister Dorothy Willet and Mahalia Jackson.

(Continued on page 31)

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JANUARY 15-30

The **Billboard**
MUSIC POPULARITY CHARTS
PART VIII
Advance Information
Week Ending December 26

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

Kenny Jagger Album
K. Jagger . . . Gold Seal
Begin the Beguine . . . Gold Seal 3505
Boogie Woogie . . . Gold Seal 3501
Dardanella . . . Gold Seal 3003
Grieg Piano Concerto . . . Gold Seal 3517
Hindustan . . . Gold Seal 3501
I'll See You in My Dreams . . . Gold Seal 3505
Star Dust . . . Gold Seal 3003
Tchaikovsky Piano Concerto . . . Gold Seal 3517

Little White Lies
D. Haymes-G. Jenkins Ork (The Treasure) Decca 24280

Lone Star Moon
S. Fields Ork (Now Is) Musicraft 532

Lone Star Moon
J. Shelton Trio (I'll Make) Mercury 5094

Lost Moment
G. Paxton (Mistakes) MGM 10128

Love Is So Terrific
A. Lund (But Beautiful) MGM 10126

Matinee
V. Monroe (Someone Cares) Victor 20-2671

Maybe I Love You
J. Tremaine-R. Moore Trio (The Things) Stellar SR-1007

Melancholy
G. Lombardo (In a) Decca 24285

Mistakes
G. Paxton (Lost Moment) MGM 10128

Moonbeams
J. Lunceford (Sneaky Pete) Manor 1111

My Promise To You
F. Carle (Tell Me) Columbia 38050

My Next Romance
T. Martin (Fools Rush) Decca 25297

Never Trust a Man
P. Garrett (Bowling Alley) Continental C-1221

Now Is the Hour
S. Fields Ork (Lone Star) Musicraft 532

Now Is the Hour
K. Smith (I'll Never) MGM 10125

Now Is the Hour (Maori Farewell Song)
B. Crosby (Silver Threads) Decca 24279

Ooh! Look-a There, Ain't She Pretty
The Charioteers (What Did) Columbia 38065

Ok! Baby Ok!
P. Cavanaugh Trio (Anything for) Victor 20-2646

Passing Fancy
J. Johnston (If Winter) MGM 10127

Passing Fancy
F. Langford (Time On) Mercury 5095

Peggy O'Neil
G. Cherney (How Soon) Trilon 195

Red Top
L. Hampton (Giddy-Up) Decca 24281

St. Valentine's Day Album
B. Crosby . . . Decca A-621
I Love You . . . Decca 24256
I Love You Truly . . . Decca 23971
I'll Be Seeing You . . . Decca 24256
Just A-Wearyin' for You . . . Decca 23971
Mighty Lak' a Rose . . . Decca 23971
Miss You . . . Decca 24255
The Sweetest Story Ever Told . . . Decca 23482
You and I . . . Decca 24255

Saturday Date
K. Kyser (The First) Columbia 38049

Shaunty O'Shea
H. Carroll-The Satisfiers (Little Lulu) Victor 20-2673

Silver Threads Among the Gold
B. Crosby (Now Is) Decca 24279

Sneaky Pete
J. Lunceford's Ork (Moonbeams) Manor 1111

Someone Cares
V. Monroe (Matinee) Victor 20-2671

Strangers in the Dark (Noche De Ronda)
B. Davis (Experienced) Victor 20-2685

Tell Me a Story
F. Carle (My Promise) Columbia 38050

The Bigger They Come
Hum and Strum (Gay Ninety) Stellar SR-1006

The Dance of the Blue Danube
H. Heidt (The Trumpets) Columbia 38056

The First Time I Kissed You
K. Kyser (Saturday Date) Columbia 38049

The One I Love (Belongs to Somebody Else)
B. Crosby (But Beautiful) Decca 24283

The Things You Left in My Heart
J. Tremaine-R. Moore (Maybe I) Stellar SR-1007

The Things You Want the Most of All (Are Always Hard to Get)
Brooks Brothers (Who Were) Decca 24287

The Treasure of Sierra Madre
D. Haymes-G. Jenkins Ork (Little White) Decca 24280

The Trumpets Have Triplets
H. Heidt (The Dance) Columbia 38056

Time on My Hands
F. Langford (Passing Fancy) Mercury 5095

Try a Little Tenderness
I. James (Yesterdays) Manor 1107

Wedding Bells Are Breaking Up That Old Gang of Mine
Hum & Strum (A Little) Stellar SR-1005

A Little Street Where Old Friends Meet
Hum & Strum (Wedding Bells) Stellar SR-1005

(I Would Do) Anything for You
P. Cavanaugh Trio (Ok! Baby) Victor 20-2646

Apalachicola, Fla.
B. Crosby-Andrews Sisters (You Don't) Decca 24282

Around to the Bay
B. Hickok-The Girl Friends-D. Costa Combo (I Still) Stellar SR-1009

At the Candlelight Cafe
D. Haymes (When a) Decca 24284

Babalú Album
D. Arnaz . . . Victor P-198
Babalú . . . Victor 20-2280
Brazil . . . Victor 20-2280
Cuban Pete . . . Victor 20-2282
Green Eyes . . . Victor 20-2282
La Cumparsita . . . Victor 20-2279
Tabú . . . Victor 20-2279
Tico Tico . . . Victor 20-2281

Beg Your Pardon
L. Green Ork (Can It) Victor 20-2647

Boogie Woogie Album
Decca A-603
Chip's Boogie Woogie—W. Herman's Four Chips . . . Decca 25279
Hold 'Em Hootie—J. McShann and His Rhythm . . . Decca 25280
Honky Tonk Train—Bob Crosby Ork . . . Decca 25277
Indian Boogie Woogie—W. Herman Ork . . . Decca 25279
Pigfoot Pete—F. Slack Eight Beats Decca 25278
That Place Down the Road Apiece—F. Slack Trio . . . Decca 25278
Vine Street Boogie—J. McShann and His Rhythm . . . Decca 25280
Yancey Special—Bob Crosby Ork . . . Decca 25277

Bowling Alley Polka
P. Garrett (Never Trust) Continental C-1221

But Beautiful
B. Crosby (The One) Decca 24283

But Beautiful
F. Laine (I've Only) Mercury 5096
A. Lund (Love Is) MGM 10126

But Beautiful
Can It Ever Be the Same
L. Green Ork (Beg Your) Victor 20-2647

Charmaine
B. Hickok-The Girl Friends-D. Costa Combo (What More) Stellar SR-1008

David Hamelich
B. Baker (Elli, Elli) Brunswick 85002
Elli, Elli
B. Baker (David Hamelich) Brunswick 85002

Experience
B. Davis (Strangers In) Victor 20-2685

Fools Rush In (Where Angels Fear to Tread)
T. Martin (My Next) Decca 25297

Gay Ninety Days
Hum and Strum (The Bigger) Stellar SR-1006

Giddy-Up
L. Hampton (Red Top) Decca 24281

Johnny Green Album
J. Green Ork . . . Decca A-571
Body and Soul . . . Decca 23902
Coquette . . . Decca 23531
Easy Come, Easy Go . . . Decca 24183
I Cover the Waterfront . . . Decca 23531
I'm Yours . . . Decca 23902
Out of Nowhere . . . Decca 23435
The Steam Is on the Beam . . . Decca 23435
You're Mine, You! . . . Decca 24183

Hollywood Melodies Album
G. Stoll, Dir., MGM Studio Ork . . . MGM 11
Blue Moon . . . MGM 30049
I'm in the Mood for Love . . . MGM 30051
Louise . . . MGM 30051
Over the Rainbow . . . MGM 30052
Pagan Love Song . . . MGM 30052
September in the Rain . . . MGM 30050
Temptation . . . MGM 30050
You Were Meant for Me . . . MGM 30049

How Soon
G. Cherney (Peggy O'Neil) Trilon 195

I Still Love to Kiss You Goodnight
B. Hickok-The Girl Friends-D. Costa Combo (Around To) Stellar SR-1009

I'd Give a Million Tomorrows (For Just One Yesterday)
A. Godfrey (Lay My) Decca 25336

If Winter Comes
J. Johnston (Passing Fancy) MGM 10127

I'll Make Up for Everything
Ink Spots (It's All) Decca 24286

I'll Make Up for Everything
J. Shelton Trio (Lone Star) Mercury 5094

I'll Never Say I Love You
K. Smith (Now Is) MGM 10125

I'm a-Comin', a-Courtin', Corabelle
T. Weems (You Don't) Mercury 5097

In a Little Book Shop
G. Lombardo (Melancholy) Decca 24285

It's All Over But the Crying
Ink Spots (I'll Make) Decca 24286

I've Only Myself to Blame
F. Laine (But Beautiful) Mercury 5096

Lay My Head Beneath a Rose
A. Godfrey (I'd Give) Decca 25336

Little Lulu
H. Carroll-The Satisfiers (Shaunty O'Shea) Victor 20-2673

Johnston Heads Brunswick
NEW YORK, Dec. 27.—Andrew W. Johnston this week was appointed veepee of the Brunswick Radio Corporation, wholly owned manufacturing subsid of Decca Records. Johnston formerly was general production manager of the firm. The Brunswick firm is the titular holder of most of Decca's pressing plants.

MEMO
from *Dick Bradley*
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AND HIS SOCIETY ORCHESTRA
A Happy New Year
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MCCONKEY MUSIC CORP.

(Continued on page 92)

Current Releases
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KING 672

'I'M GONNA' CHANGE THINGS
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by **HANK PENNY**

KING
1540 BREWSTER AVE., CINCINNATI 7, OHIO

The **Billboard** **MUSIC POPULARITY CHARTS**
PART IX
Album Reviews
Week Ending December 26

The large boldface number in each review is the key rating. This rating is based on nine 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
0-59 poor

THE CATEGORIES

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



THERE'S A GOODIE ON THE OTHER SIDE
IT'S



Holiday Greetings
from
Connie Haines

EXCLUSIVE
Signature
RECORDING ARTIST

L'ORCHESTRE DE LA SOCIETE DU CONSERVATOIRE DE PARIS **68**
(Charles Munch-Conductor) (2-12")
Petite Suite, Opus 39 (3 sides) Rousset Pavane in F Sharp Minor, Op. 50-Faure. A superb recording of a modern French work rarely heard over here. Rousset's suite, written in three brief sections, is a pleasant opus tho hardly a masterpiece. Fourth side contains the Faure Pavane which also drew top technical wax attention. It too is not masterful music but it makes for interesting listening. The Munch readings and the ork performance are on a high level.

JUKES Not suitable. **JOCKS** Longhair spinners could use this package.

an album definitely aimed at home spinning. Spivy on wax is not as entertaining as Spivy in the flesh but gal has what it takes to disk a ditty with that double intendre. Okay package and production.

JUKES Not suitable. **JOCKS** Some disks may be off color. Others good for change of pace.

KENNY JAGGER **60**
Gold Seal
Hindustan, Boogie Woogie, I'll See You in My Dreams, Begin the Beguine, Yardanella, Star Dust, Grieg Piano Concerto, Tchaikowsky Piano Concerto.
Jagger presents some fancy ivory tickling and organ work, shining brightest on "Hindustan," "Boogie Woogie" and "Begin the Beguine." Okay package but production idea could have been better with info on Jagger on pamphlet or printed inside alum cover.

JUKES If nickel drop-pers like organ-piano, okay. **JOCKS** Okay to interrupt usual programming.

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BESEDA **64**
Dr. Victor King, Director of Ork American Relief for Czechoslovakia
Czech Beseda, Parts 1, 2, 3, 4
Moravian Beseda, Parts 1, 2, 3, 4
The first American recorded album of traditional Czech dances featuring 30 NBC Symphony Ork men, with album profits to children of Czechoslovakia. Simple native rhythms retain vivacity and color when transplanted to the vinylite disk. Happy spirit of the peasant dances ably caught by the ork. Package neat, containing sheet explaining need for Czech relief. Fine addition to pedigree collections.

JUKES Not suitable. **JOCKS** Good bet for FM programming.

SHEILA BARRETT **75**
(Vin Hall)
Gala 70
Night Club Menace, Sheila Barrett's Hit Parade, Victoria Station, The Professional Southern Belle, The Brooklyn-Continental Chanteuse, Death in the Afternoon.
The artistry of Sheila Barrett is not lost when transferred from night club floor to wax. Her "Night Club Menace" and portrayal of a "Professional Southern Belle" bring many a chuckle even tho the Barrett mugging cannot be seen. Her "Hit Parade" disk with apings of Bert Lahr, Jolson, Tallulah Bankhead and W. C. Fields registers okay on the ears. Swell for home phono spinning at parties or for Barrett fans at any time. Package and production idea both good.

JUKES Not suitable. **JOCKS** Disks good for change of pace programming.

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Chord Dist. Co., 2406 S. LaSalle, Chicago, Ill.
G & S Dist. Co., 243 W. Kellogg Blvd., St. Paul, Minn.
Niagara Midland Co., 881 Main St., Buffalo, N. Y.
New England Music Suppliers, 17 Chadwick St., Boston, Mass.
Nola Record Sales, 509 Iberville Ave., New Orleans, La.
Trilon Record Dist. Co., 1921 Grove St., Oakland, Calif.
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AN EVENING WITH SPIVY **70**
Spivy
100% American Girls, Wife of an Acrobat, Madame's Lament, Auntie's Face, Surrealist, I Didn't Do a Thing Last Night.
The subtlety of Spivy's ditties comes thru pretty much okay. "100% American Girls," "Madame's Lament" and "I Didn't Do a Thing Last Night" are standouts in

Another BMI Pin-Up Hit
FORGIVING YOU
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RECORD REVIEWS
(Continued from page 29)

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
MERLE TRAVIS (Capitol Amer. 40072) <i>The Devil to Pay</i> New Travis disk features some fancy fiddling and trumpet work plus fine Travis piping. Information Please Travis does well with just fair lyrics. Disk spins brightly thruout.				82	82	81	83
JIMMIE DAKE & PRIDES OF THE PRAIRIE (Continental G-1220) <i>Too Fat Polka</i> Nice polka time but disk not in same class with other "Too Fat" platters. <i>Jolly Polka</i> Average thru disk features some steady banjo strumming.				66	68	64	67
WESLEY TUTTLE (Capitol Amer. 40073) <i>There's a Star-Spangled Rainbow</i> For Tuttle fans. Material poor. <i>Go and Cry Yourself to Sleep</i> Better than average hill-billy ballad. Plaintive Tuttle vocal, listens good.				70	69	72	69
CURLY KINSEY ORK (Mercury 6073) <i>Another Day, Another Dollar</i> With a boogie beat. Guitar, piano solos okay. <i>Now I'm Happy</i> Boys try hard but tune drags them down.				77	76	75	79
				65	65	65	65

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Enric Madriguera Nat'l 9028

on **NATIONAL** Records

Miami Battle!

MIAMI, Dec. 27.—Two of the most hectic sessions occurred at the Copa when the American Guild of Variety Artists (AGVA) situation came up for discussion.

In the first meeting held during the day (16) with nitery ops, Alan Corelli and AGVA lawyer Mort Rosenthal, the proceedings were suddenly halted by Rosenthal, when he charged that a stenotypewriter was being used. After searching around it was discovered that the machine was under the bar. Everybody disclaimed ownership until Benjamin Cohen, identified as Matt Shelvey's attorney and said to be head of the Florida Bar Association, admitted that the stenotypist was there at his orders. The operator was removed and the paper was confiscated. Rosenthal accused Cohen of unethical behavior and said he would prefer charge against him before the bar association.

The second event occurred Wednesday (17) when Barry Gray, Copa disk jockey, offered the mike to Corelli and Rosenthal, who announced a meeting for the following day to which actors were asked to come.

While Corelli and Rosenthal were on the air, Barney Barnett, Shelvey appointed local rep, charged in waving a sheaf of papers and demanding to be heard. Gray turned the mike over to him, and Barnett began accusing Corelli, Rosenthal; Dave Fox, New York AGVA head; Paul Dulzell, Equity prexy, and others characterizing them as "crooked."

A request has been made for a waxing of the air program by the Associated Actors and Artists of America (Four A's). After study the Four A's may start suit against the station.

Ohio, Pa. Rags Use Vaude for Charity

AKRON, Dec. 27.—Newspapers in Northwestern Ohio and Pennsylvania made good use of show business to raise their Christmas funds.

Frank Sennes, Cleveland booker, put his show into Youngstown, Akron, O., and Erie, Pa., for the newspapers. It offered 10 acts of vaude, with Willie Shore as emcee. Frank Libuse was the only act repeated from last year.

The Akron Beacon Journal brought on as additional talent Dennis Morgan, of the flickers; Robert Q. Lewis, radio comedian, and Earl Wilson, The New York Post's night club editor.

Both Akron and The Youngstown Vindicator added to their funds by having business men sell candy during the intermission.

Sennes also sold parts of the show to several Northern Ohio Commercial organizations for Christmas parties. He is making plans to obtain enough newspapers next year to give him an entire week.

Hub Snubs Shelvey

NEW YORK, Dec. 27.—Freddie Dale, Shelvey-appointed Boston rep, approached the Theatrical Agents, Inc., of New England, a Boston agents' org, asking for its support of Matt Shelvey this week.

Jack Collier, head of the org, phoned I. Robert Broder, Artists' Representative Association topper, for information. After a talk the Boston org passed a resolution backing the Associated Actors and Artists of America (Four A's).

Petrillo Stole the Show In 1947 -- a Lively Year

(Continued from page 16)

Clark with E. H. (Buddy) Morris group, which rounds out Morris deals with Bing Crosby, Frank Sinatra and Vaughn Monroe; Tommy Valando and Perry Como, with a new Laurel firm set-up after their split-away from Santly-Joy and Oxford; Dinah Shore with Beverly Music; Guy Lombardo with BVC; and an endless train of other artists debuting or dipping deeper into the pub end of the biz. . . . *Open the Door*, Richard spread its plague on the U. S. A. . . . BMI went after roller rinks and niteries in a general biceps-flexing program.

The whole music biz journeyed to Washington as the copyright bills went before congressional committees. Maurice Speiser's "interpretation bill" was pounced upon while the "juke box bill" was tabled for next session where strong senatorial opposition is expected. Meanwhile, AFM's ban on disks brought the possibility that the musicians' interests might get hooked up with the copyright law hearings. . . . The dollar crisis in England was reflected in publisher and tunesmith demands for more play on tunes and talent. . . . BVC socked back into tune biz with *Near You*, *How Soon*, and *You Do* after announcement of its supreme music partnership deal with Decca Records. . . . John Paine died and ASCAP split up managerial duties rather than appoint a new general manager. . . . Embassy Music, Tommy Dorsey's firm, inactivated, and Jack Johnstone wound up with his own firm. Stevens music inactivated as Jack Osfeld peddled some copyrights; also went to work for Johnstone.

BMI still ladling out the money for pubs who get records. . . . ASCAP runs into a flurry of State "tax legislation" proposals and then year's squawks from theater exhibitors when it proposes a licensing rate hike that in many cases runs as high as 300 per cent. . . . Gastel-Kenton-Cole pub affiliation with Mickey Goldsen's Capitol Songs seems to be snipped with a transfer to the Burke-Van Heusen firm soon. Latter due to be taken into the over-all Buddy Morris operation rather than operate as a separate 50-50 branch with the Morris group. . . . MPPA-SPA meets drag on thru the year but new contract will wait on 1948 for approval. Toward end of year, demands from writers and pub seem closest to agreement. . . . Perry Alexander blasts BMI in the name of small publishers; later he retracts his charges in a formal letter. . . . ASCAP collects almost 500G from war-blocked foreign sources and another 400G from British Performance Rights Society. . . . Screen composers yeip at ASCAP's classification system which cuts into their revenues, they allege.

Ork remotes get thinner and thinner and commercials get bulk of publisher play. West Coast takes the airwave spotlight as sponsored shows emanating from New York and Chicago grow fewer. . . . Justice Department's cartel suit against ASCAP. . . . Frank Loesser cancels Susan pubbery deal with Famous-Paramount. . . . Dave Dreyer leaves Irving Berlin and forms Dreyer Music firm, with Frankie Carle in as partner. Dreyer also takes over direction of Cork O'Keefe's Words and Music catalog and makes deal with Bullet Records to act as pub repository for originals. . . . Bobby Mellin leaves producer-manager post with BMI to set up own firm. . . . Julie Stern and Harold Wald take over professional chores at BMI. . . . Murray Baker goes in as Robbins production chief with Norman Foley heading up Miller Music staff.

Redd Evans pops with No. 1 hit, *Ballerina*. . . . Revival year gets pub attention: *Heartaches*, *Peg o' My Heart*, *That's My Desire*, etc. . . . Buddy Morris buys Warock catalog. . . . Jack Robbins forms four standard pubbery firms. . . . Rack sales fall off 39 per cent from last year. . . . Pubs hop on beat-the-deadline carousel as songs pour into disk offices. . . . Pluggers and their bosses have fingers crossed about post-1947 period.

Band Biz Review

The band biz had the least to look back to. Year was full of gloomy grosses and short-lived careers for various maestri. . . . Big names came back to the road in limited extent, but outside of Vaughn Monroe, Tommy Dorsey, Harry James, Sammy Kaye, Spike Jones, etc., the takes were nothing to get ecstatic about. . . . Trend was still to the sweet-ork sugar loaf. . . . Mus-Art agency was formed with former stalwarts of MCA making up executive roster. MCA was featuring a steady exodus of personnel (about 17 bookers) in a hatchet wave aimed at reducing costs. . . . Spike Jones went to MCA, Tommy Dorsey returned to work for the same agency after patching a long-time feud. . . . Sammy Kaye split away and was gobbled up by GAC. Harry Moss, one of the best known one-night bookers, passed away. . . . Woody Herman goes with Continental Artists, formed by Jack Archer and Milt Deutsch. . . . Horace Heidt back in the MCA fold and making disks. . . . Stan Kenton's break-down and return. . . . End-of-year disbandments: Jimmy Dorsey, Glen Gray, Johnny Bothwell, Billy Butterfield, Charlie Barnet.

New Talent Hotshots

Talent-wise, the new faces of 1947 that shaped up best included: Frankie Laine and Vic Damone, brightest stars on Mercury's horizon; Nellie Lutcher in the race field; Mel Torme; the Buddy Clark leaf-up after *Linda*; the Harmonicats, Francis Craig, Jack Owen, Sarah Vaughan, Red Ingle, Arthur Godfrey, Dizzy Gillespie, Art Lund, Tex Williams, and so on, ad infinitum. It was a rich, full year. . . . Rich for Al Jolson, Vaughn Monroe, Dorothy Shay and a hundred others. . . . And full with events that kept *The Billboard's* tradescrines hopping down to the last few days of the 1947 deadline.

WHAT GOES FOR 1948?

(Continued from page 17)

year, the warm-weather grosses will determine whether one-nighter biz will go the way of vaudeville or return to the gay percentage days of pre-1941.

In ork styles, a slight, swing come-back can be anticipated as the college set returns to the 18-year-old level and the G. I. enrollments slim. Solid orks are returning to the road and may build up swing patronage anew. . . . Harry James is blowing hot; Stan Kenton (tho not for terps), Charlie Barnet, Tommy Dorsey, etc., are doing more travelling and keeping up steam under a good part of their arrangements. . . . Be-bop will gain more commercial credence as orks continue to borrow from its principals. . . . Little chance for new bands to be built by the older agencies will develop altho the Mus-Arts, Continental Artists and others of newer vintage may give some sustenance to baby maestri talent by attempting the build-up and investment process.

On the Stand

Tex Beneke

(Reviewed at the Hollywood Palladium, Hollywood, December 25. Personal manager, Don Haynes. Road manager, Johnny O'Leary. Publicity, Jerry Johnson. Booked thru General Artists' Corporation.)

STRINGS: Earl Cornwell, Dick Motyloninski, Stanley Kraft, Phil Cogliano, Phil Callis, Gerard Molteso and Gene Shepherd, violins; Stanley Harris, Robert Ridolfi, Jasper Hornyak and Carol Ottobrinio, violas; Mike Vislocky, cello.

TRUMPETS: Pete Condoll, Conrad Gozzo, William Thomas and Jack Steele.

TROMBONES: Paul Tanner, James Pretty, Bobby Bring and Ray Wright.

FRENCH HORN: John Grass.

SAXES: Vincent Carbone, Manny Thaler, Mack Pierce, Sol Libro and George Bennan.

RHYTHM: Jack Sperling, drums; Rolly Bundock, bass; Bobby Gibbons, guitar, and Art Wagner, piano.

VOCALS: Garry Stevens and the Moonlight Serenaders (Clair Chattwin, Bob Swanson, Bob Mitchell and William Smith).

ARRANGERS: Norman Leydon and Perry Bourgett.

LEADER, TENOR SAX AND VOCALS: Tex Beneke.

Hollywood Palladium's management is swearing by Tex Beneke, and little wonder. When the dancery opened its doors the night of the 25th (three days after the ork bowed at this location) no one expected biz. Customers, management felt, were too worn out from the Christmas Eve holiday to want to go anywhere. Instead, the Beneke name packed the house. This, coming after a two-month stretch of off biz, served to accentuate the fact that if you give 'em the attraction they'll come no matter what it is.

Reasons for the Beneke band's terrific drawing power are numerous. First of all, ork makes an impressive sight on the stand. One of the largest dance aggregations in the biz, patrons are impressed before the music starts. Furthermore, uniforms show meticulous care.

When ork starts pouring out the terp tunes customers get a carefully wrought brand of dance music displaying attention to crisp phrasing, sharp cut-offs, and precise playing manner that ranks this aggregation in a class of its own from the standpoint of instrumental perfection.

Bulk of the book is devoted to the pretty side of the tune fence, with full emphasis falling upon ballads. An occasional novelty is injected, such as *Civilization* or a brightly paced arrangement such as his clever *St. Louis Blues March*, to add tang to the evening's fare. Arrangements, for the most part, give the strings parallel voicing with the sax wing, thereby creating a plush, full-bodied effect upon which the brass can build for rich, ensemble color. The old Glenn Miller trademark of two tenor and two alto saxes, lead by a clarinet, is still injected here and there to maintain a unity in flavor with the older arrangements. Ork is particularly impressive in its *Surprise Symphony*, a synco adaptation of the first theme in Haydn's work of the same name.

Vocal chores are left in the capable hands of balladist Garry Stevens, and the ork's new voice corps, the Moonlight Serenaders, with Beneke lending his Texas pipes to novelty items.

Aggregation has just completed two band shorts, one for Universal-International and the other for Metro-Goldwyn-Mayer. While here Beneke is recording up to December 31 and expects backlog to last two and half years should the Petrillo ban be in force that long. Lee Zitto.

U. S. Award for Showbiz

NEW YORK, Dec. 27.—The showbiz industry will be awarded a joint citation of the War and Navy departments at a luncheon held at the Beverly Hills Hotel Friday (2). The honor, given for the USO-Camp Shows service, will be presented by Gen. Omar Bradley. George Murphy, president of the Hollywood co-ordinating committee, will preside.

Music—As Written

New York:

Mickey Glass this week moved from Mood Music to Paramount Music, replacing Erwin Garr, who moved up as head of the Famous Music professional staff. . . . Pubber Louis Bernstein to Florida last week, joining a flock of other sun-bound vacationing pubbers. . . . John Hammond, newly appointed Mercury veepee, presented Frankie Laine with a gold disking of the chanter's *That's My Desire* platter at the Paramount Theater last week, representing the millionth pressing. . . . Flack Jim McCarthy slightly injured and his car wrecked in a crack-up on the Pulaski Skyway early Friday morning (26) while returning from Philadelphia during the snow-storm.

Opening Night Notes: Early part of last week flooded with opening nights as Russ Morgan returned to the Hotel Biltmore's Bowman Room (22). Larry Clinton's new ork debuted at the Hotel New Yorker the same night, while Mel Torme with Sonny Dunham's ork debuted at the Hotel Commodore Tuesday (23). All three openers attended by the usual pubber representatives, with Morgan drawing a strong flow of bookers, including Bill Burnham (William Morris Agency), Jack Whittemore (Mus-Art Agency), and Joe Glaser, Charlie Yates and Jimmy Tyson (Associated Booking Corporation). Clinton's opener was heavily attended by disk jockeys (Andre Baruch and Bea Wain, Jack Lacey, Paul Brenner and others) and press. The Torme-Dunham kick-off had a cross-section smattering of the trade, with pic star Marilyn Maxwell and orkster Buddy Rich taking guest bows.

Robbins employee Willie Stein engaged to Ruth Blitzer, a non-professional. . . . Joe Mooney Quartet opened Friday (26) at Sutphmiller's, a new nitery in Dayton, O. . . . Duke Ellington recorded his *Liberian Suite*, work which preemed at the week-end Carnegie Hall concerts, for Columbia last week. . . . Former Musicraft flack, Dan Edelman, now working on public relations for the Toni Company's radio activities. . . . Chirp Ella Fitzgerald recently married bass player-composer-arranger Ray Brown.

Usual seasonal parties blossomed thruout the trade last week with Columbia Records, Victor Records, Decca Records; Bregman, Vocco, Conn pubbery; Mills Music, General Artists Corporation, William Morris Agency, Robbins Music (held an office affair this year instead of its previous Hotel Astor shindigs); Broadcast Music, Inc., and others springing to food and drink—even Petrillo took a back seat to Santa Claus during the pre-holiday period.

Johnny Long's ork starts a three-month one-nighter tour January 7 following current stand at Hotel Ansley, Atlanta. . . . Mel Cahan and Sid Parker, sax men with the Randy Brooks ork, suffered minor injuries last week when the Brooks band truck crashed over an embankment at Elmira, N. Y.

Hollywood:

During the premiere performance of his new composition, *Mission San Gabriel*, Meredith Willson will direct the Glendale (Calif.) Symphony Orchestra in its February concert at Highland Park, Calif. . . . Hal Derwin and Pee Wee Hunt orks shared the bandstand New Year's Eve at Tommy Dorsey's Casino Gardens. . . . Prior to its return to the Hollywood Palladium Tuesday (23), Tex Beneke band cut an audition platter for a new army air force recruiting airshow series skedded to bow soon via Mutual.

Songstress Evelyn Knight will move to the Fairmont Hotel, San Francisco, January 11, following her current stint at Ciro's. . . . Don Swan, former arranger for Xavier Cugat and later Desi Arnaz, kicks off his new band at Virginia Laird Supper Club. Swan just completed eight sides for Coast indie, Memo. . . . Ex-Vince Lopez chirp Linda Merrill has returned from a four-month jaunt to Alaska with a USO troupe. . . . Mario Castelnova-Tedesco, Italian composer, was signed by Columbia Pictures to create the score for the Rita Hayworth pic, *The Loves of Carmen*.

Paramount Music's heaviest plugging in recent months has been for *Don't Call It Love*, Allie Wrubel-Ned Washington tune featured in the pic, *I Walk Alone*. Diskings have already been made by Claude Thornhill (Columbia), Freddy Martin (Victor), Helen Forrest (MGM) and Jose Melis (Mercury). . . . Coast indie Four Star, has high hopes for *Choo Choo Blues*, cleffed by LeRoy Redman and Will Livernash.

Opie Cates has completed a textbook on counterpoint, harmony and instrumentation, designed for school use. . . . International Artists Recording Studios last week celebrated its first anniversary and claims its biz has tripled in the past 12 months. . . . Altho *A Few More Kisses* is published by Dennis Day's Patmar Music, he won't be the first to give it air plugs. He has recorded it for Victor and will warble it on his January 21 air show, but Perry Como will introduce the tune on the January 16 *Chesterfield Supper Club*, with Judy Canova plugging it the following night and Mark Warnow featuring it on his *Sound-Off* ainer on the 18th.

Louis Armstrong and his jazz combo featuring Jack Teagarden, Barney Bigard and Sid Catlett, back from their San Francisco nitery spin, open an eight-week return engagement at Billy Berg's. . . . Among sides cut by Danny Thomas for MGM is his own ditty, *It's Liable To Be True*. . . . Frederick Hollander tunes (*Black Market*, *Illusions* and a third as yet untitled) will be sung by Marlene Dietrich in Paramount's *A Foreign Affair*.

Mario Castelnova-Tedesco, noted Italian composer, was signed last week by Columbia Pictures to create the score for the Rita Hayworth pic, *The Loves of Carmen*. . . . Ray Andrade and His Hawaiians, currently at Salt Lake's Rainbow Rendezvous Ballroom, take over the bandstand from Ted Fio Rito at Tom Breneman's new restaurant, Deal was set by Ed Fishman, marking latter's first Hollywood location pact since his return to the band booking field.

Emma Lou Welch makes her Capitol wax debut with Benny Goodman on the soon-to-be-released disking of *Oooh! Look-a There, Ain't She Pretty*. . . . Felix Landau here from Gotham to handle promotion for the Disc at Asch labels. He is acting as an indie flack, however, his Disc-Asch de permitting him to take on other accounts.

Under the department of it was inevitable comes word of a new ditty tagged *They All Recorded To Beat the Ban*, a tune waxed by Jon and Sondra Steele for Damon Label, of Kansas City, Mo. Song was written by Jimmie Franklin (*Rain, Rain, Go Away*) and is currently making the rounds to beat waxing deadline. . . . Goldie Goldmark, Lou Levy's right hand bower, recovering from a slight brain concussion incurred in an office accident. . . . Dick Peterson's ork set for Samboango, L. A. nitery, for an indefinite stand.

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Guns Boom in Shelvey Battle

N. Y. Court Order Cramps Management of AGVA, Injunction Action Pending

"Can't Live Under Such an Order," Says Parent Union

NEW YORK, Dec. 27.—The big battle in the battle between the Associated Actors and Artists of America (Four A's) and Matt Shelvey, deposed head of American Guild of Variety Artists (AGVA), went off Friday (26) when the Shelvey faction got a New York Supreme Court order designed to stop the Four A's from interfering with Shelvey, tie up funds and stop everything but normal activity by the Four A's in running AGVA until a hearing for a temporary injunction could be argued.

In the Four A's corner the org has Samuel I. Rosenman, former legal advisor to the late F.D.R. and an ex-Supreme Court judge, to front for the Shelvey group has Morris L. Ernst, Samuel L. Scholer and Arthur A. Cowan to represent it.

Greenburg Signs Order

The order signed by Supreme Court Judge Henry Clay Greenburg is all encompassing, and even if it is temporary it will hurt the Four A's considerably. Both sides expect to appear before the court Monday (29), though action is expected until Wednesday (31).

The order, pending a motion for a temporary injunction, calls for the following:

- (A) Prevents the Irving Trust Company (the bank is not a party to the action) from honoring checks signed by the Four A's except those necessary in the normal course of business, such as salary checks and usual bills.
 - (B) Asks that Four A's be restrained from taking over the physical possession of AGVA's New York offices.
 - (C) Orders Four A's from hiring or firing any subordinate officials of AGVA.
 - (D) Prevents any action by the Four A's from inducing or coercing subordinate officials or units of AGVA, and to surrender all records now in Four A's possession.
 - (E) Stops any checks from being issued on the Irving Trust or any other bank in which AGVA has funds on deposit.
 - (F) Asks for an accounting of all moneys spent since Shelvey was removed.
 - (G) Stops any interference in any convention or meetings to be called by Matt Shelvey.
- The order obtained Friday afternoon ties up the Four A's over the

week-end and was characterized as a typical "legal trick" by a Four A's official. He also said that the Four A's would prove they couldn't "live under such an order" and would ask the court for immediate relief pending the argument of a motion in which both sides will be heard.

Morris L. Ernst said he was "happy that Judge Rosenman was retained, because with him in the case we can iron out our difficulties easily."

Judge Rosenman studied the order and announced today (27) that he was not accepting it. That leaves everything up to a finish battle in court.

"War's Over" Sign: Philly Soup 'n Fish

PHILADELPHIA, Dec. 27.—For the first time since before the war, a spot in Philly will call for soup and fish on New Year's Eve. The Hotel Warwick, for its Warwick Room, has handed down a formal dress ultimatum for the crowd bringing in the new year. At \$10 a head the patrons get a supper and noisemakers, plus the band for dancing.

However, no other hotel room or nitery is going in for the formal fuss. All others will be satisfied to get customers in any dress, particularly since the coppers are in the throes of

Final Curtain Drops at Loew's; Few in Showbiz See Last Bill

NEW YORK, Dec. 27.—The end of vaude at Loew's State came in the midst of a snowstorm which kept attendance down. But if the customers didn't flock in, the lobby had a handful of showbiz names who came in for the wake.

The inner lobby had Sid Piermont, Harvey Stone, Ben Grier, Tom Adams, Harry Levine, Al Wilson, a couple of lads from the Morris office and a spattering of newspapermen. When Louis Basil started his overture they all climbed the stairs to the loge to see the end of an era which started at Loew's State in 1921.

There was talk that a lot of actors who had never played the State would be on hand to go on for at least a minute so they could say they "played the State." Sid Piermont, house booker, said anybody who wanted to go on could do it. However, with the exception of Georgie Jessel, who pronounced what was in effect an eulogy, nobody else went on.

The main reason was that the showbiz crowd was up in the loge and when Jack Carter did the intros, it was too long a walk, which meant a long stage wait for the acts to come on. Incidentally, Carter just about fractured the mob. The fact that he had at least a smattering of hep boys out front could be detected from the yocks. "Too bad, I'm such a big hit tonight and nobody out front to catch me," Carter observed dryly.

a clean-up drive and nitery ops are still wondering whether there'll be any relaxation of the early closing hour rules, as in former years.

So at 10:50 Tuesday (23) vaude at Loew's State came to an end. There was a lot of talk about what house would be hit next and when flesh would come back to the State. The talk, however, was strictly whispering in the dark. It was rumor upon rumor. No one knew anything substantial.

Outside the snow had stopped; it was getting colder. Christmas shopping crowds hurried by huddled up scarcely glancing up at the marquee which said, "Jack Carter, Dave Apoll (See Loew's Curtain Drops, page 42)

Snowfall Belts Heck Outa Biz At N. Y. Spots

(Continued from page 4)

Plaza, the hotel in which the room is situated.

Waldorf Benefits!

The Sert Room of the Waldorf-Astoria proved the exception to the rule. According to a spokesman, the storm helped biz in the spot considerably. He said: "Hotel guests flocked to the room instead of chancing the weather outside. Instead of a normal Friday night, the rope was up during most of the dinner period."

Jack at the Pierre Hotel's Cotillion Room said: "Instead of one of the big nights of the year we had 150 cancellations for dinner. We served 120 persons when we expected to turn away about 300."

Vaude Shows Suffer

As for the vaude-pic houses, the school holiday took some of the sting out of the sharp fall-off of biz, though three of the five Stem houses took it on the chin all day when the snowstorm disrupted all transportation. According to Assistant Manager George Hannaford, Radio City Music Hall had them standing in the street from before 10 a.m. until after 4:30 p.m. The lobbies were packed until after 6. Then the customers came in bunches—as tho from a subway train which had just pulled in or a bus that had stopped at the corner.

Bob Shapiro, assistant managing director of the Paramount, raved about the standers in the street during most of the afternoon, and the packed lobby until about 6 p.m. There was a let-up at night.

Seems the moppets made the parents come out, storm or no, during the morning and afternoon. Later the older folks' wisdom controlled their emotions and they stayed indoors.

For the Strand a spokesman admitted there was a very big letdown in the expected biz. It was off all day.

At the Capitol, Herman Landwehr, manager on duty, said: "Biz was affected considerably. We cut the five shows planned for the big day expected to four. It turned out to be just normal Friday's biz instead of one of the biggest days in the year."

A Roxy informer said "biz suffered badly. Kids with their parents helped considerably during the afternoon, but the evening and night takes were way off."

Niteries Must Hold Costs To a Minimum--Then Pray--If They're To Get By in '48

Ops Not Desperate, But Ready To Face Facts

(Continued from page 3)
on week-ends and only five during the week, the club had better do something about it right away. You can't wait in this business. A couple of weeks of waiting and you can drop \$50,000."

Walters' View

Lou Walters, operator of the Latin Quarter, another of the top cafe showmen, thinks that 1948 isn't going to be so bad provided a club has a show that has audience appeal and doesn't cost too much. "You don't have to be a Saks Fifth Avenue to succeed. You can have a small place and a small operation and still make a buck," he said.

Walters pointed out that his current headliner cost him a lot less than \$7,500, the figure a competitive club is reputed to be paying its star. "I can do business with my budget—even if the room isn't filled. But with \$7,500 going to just one act, the club has to do capacity business every night to keep its head above water."

"Business is supposed to be bad all over, isn't it?" Walters asked rhetorically. "Okay, here is my Saturday night business going back to 1942 when I first opened."

Net before taxes, said Walters, was as follows: 1942, \$4,900; 1943, \$6,200; 1944, \$6,400; 1945, \$5,200; 1946, \$4,180 (both 1945 and 1946 Saturday nights were stormy); 1947, \$6,942. "These," Walters said, "were for the last Saturdays before Christmas, usually considered miserable for cafes. I think I'll do as well, if not better, in 1948."

Billy Rose Speaks

Billy Rose, Diamond Horseshoe owner, also reputed to be a pretty shrewd guy with a buck, said: "I don't know about 1948. I'm no crystal gazer. But to do good, you have to be good. You have to have something inside if you don't want to be lonely."

While the majority of ops agreed that keeping a tight rein on costs was an absolute must, they also wondered how it was possible if (See Niteries Must Cut on page 42)

Act Policy Set By Les Gruber

DETROIT, Dec. 27.—Les Gruber's London Chop House will use standard nitery acts and semi-name attractions starting January 12.

For the past few years this room used cocktail units and piano singles. In the last few weeks, Gruber, after doing a lot of thinking, decided to drop the combos, except as fillers, and use acts instead.

The first show will have Gail Meredith, who will be followed by Gus Van. The spot will continue using two bands and an intermission pianist.

VAUDEVILLE REVIEWS

Strand, New York

(Wednesday, December 24)

Capacity, 2,700 seats. Prices, 75 cents-\$1.50. Four shows daily, five Saturdays. House bookers, Harry Mayer and Milton Berger. Show played by band on bill.

The Ink Spots captivated the holiday audience with their special arrangement of *I'm Dreaming of a White Christmas* to round out a good package loaded with music, songs, terps and humbug humor. The Spots opened with *The Java Jive*, a newie recently recorded, which bids for the upper brackets. They also did *If You Had To Hurt Someone, Why Did It Have To Be Me?* and *Maybe*, but couldn't get off until they came up with *If I Didn't Care*. The act retained its sock standing as a top harmony quartet, getting a maximum of mitting after each number.

Herbie Fields's ork (10) played a lot of music behind the other acts and did three good arrangements in its own spots. *Rhapsody in Blue*, resplendent with featured soloists, was the most ear-catching of the band's offerings.

Frank Marlowe held down the comedy spot in bang-up fashion. His routine got yocks with everything he did, both on and off-stage. He opened by diving into the first row of seats, then persistently argued with Fields and maintained a line of ripe chatter. Marlowe's wow stunt was to chase a departing customer all the way up the orchestra aisle and plead with him to return to his seat until the comic got off. It was hilarious.

Miriam Lavelle showed some shapely gams in a slow, exotic acrobatic routine for a good mitt. Carol Kay displayed a buxom body in a strapless gown as she chirped a couple of pop tunes handily.

Pic, *My Wild Irish Rose*.
Jack Tell.

Capitol, New York

(Friday, December 26)

Capacity, 4,627. Prices, 70 cents-\$1.50. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by name band on bill.

Despite a record snowstorm the house did capacity biz for the show caught, with acts getting some terrific responses from an audience that seemed to be set for the day. It was too nasty out to leave, anyway.

Tommy Dorsey's ork, all in red coats except TD and Ziggy Elman, dished up a listenable brand of music, a combo of jump, oldies with special arrangements and novelties. Judging from the hands it got, the routine sold solidly.

The band's biggest number was *Sleep, My Darling*, in which all the key men did some plain and fancy riding. The title was intriguing because there was no sleeping in that number. Dorsey's vocal quartet, the Town Criers (two boys, two girls), did well. They are fresh, youthful and blend their voices harmoniously. Gordon Polk, one of the lads in the group, got chuckles for his shy mugging mannerisms and double takes.

TD's new girl singer, Audrey Young, a slim, gorgeous brunette, surprised with a pleasant voice. With her looks and chassis, the fact that she could also sing was painting the lily. Her opener, *All of Me*, was obviously aimed at the wolf trade, which responded with the customary enthusiasm. In case the paying trade didn't catch on, the sidemen helped out with wolf howls.

Stuart Foster, boy singer, did okay with *Almost Like Being in Love* and lots better with *Old Man River*, which lent itself better to a solid building job. All the TD singers joined later in a novelty, *Old Chaparron*, for laughs and got the sought-for results.

Jimmy (Professor Backwards) Edmundson was greeted by hecklers

Paramount, New York

(Wednesday, December 24)

Capacity, 3,654. Price range, 55 cents to \$1.50. Five shows daily; six Saturdays. House bookers, Harry Levine-Henry Frankel. Show played by band on bill.

The house has a fine bill for its Christmas show, which doesn't depend on holiday season cliches for its heft. It moves beautifully and packs a heavy entertainment wallop.

Stan Kenton's ork (five sax, five trumpets, five trombones, three rhythm plus Kenton's piano and a timbales man) did one of the pleasantest jobs we have seen since first catching it in a theater years ago. He still goes in for discordant arrangements, but now tempers it with comedy and his *Peanut Vendor*, which satisfied everybody in the house. For comedy he used his *St. James Infirmary* with the band "threatening" to walk out. The sidemen's bits in this number may have been corny, but they broke up the house.

Kenton's *Peanut Vendor* was thrilling and exciting. The tune gave the rhythm lads a chance, the melody came thru, it was familiar and the arrangement was extremely skillful. Commercially 't was sock from the opening note to the last blast.

June Christy, hep band canary, stopped the show. The audience, consisting mostly of Christy fans, yelled and applauded so long that the blond girl had to come back for an extra number, *Willow Weep for Me*. The gal's style is highly individualistic. Her flat, off-key tones are not particularly pleasant to a non-hep audience, but given a house who digs her, she's terrific.

Vic Damone had the ushers going crazy. The boy, working his first Stem theater date, got squeals and moans almost from his opening. Here and there a couple of nervy kids took flashlight pix, adding to the ushers' troubles. To judge from his reception and from the fact that house started to empty after he finished, Damone is obviously box office. The slightly built lad opened with a zippy *Almost Like Falling in Love* to the wonderful piano backing of Jack Kelly. Followed with a ballad, a novelty and wound up with *I Have But One Heart* and an Italian number. Whatever he sang, the crowd ate it up. His beg-off-thank-you speech was humble and in good taste.

The first act was the Martin Brothers, puppeteers, who got excellent results, particularly from their shy clown and Sambo numbers. The boys handled the dolls expertly, but what was equally important was their sly, life-like bits, which sold beautifully.

Stump and Stumpy are still a couple of fine hoofers. But it is their antics and mad chatter that get the yocks. The two boys broke the house up time and again with their lunatic malaprops, winding up to a terrific mitt.

Pic, *Where There's Life*.
Bill Smith.

when he started his Southern drawl-ish standard routine. After a few minutes, however, he got them with his mirror writing and wound up with a good mitt.

George Church and Marilyn Hale, both out of *Oklahoma*, were a well costumed pair of hoofers. He's dark and heavy set; she's blondish and cute. The boy had trouble getting adjusted to the small working area, making some of his dancing ill-timed. The gal, the class of the act, did better with her bird-like gestures, proving the better seller.

Show wound up with elevator sliding down, while the band made with TD's theme, *Getting Sentimental Over You*.

Pic, *High Wall*.
Bill Smith.

Oriental, Chicago

(Thursday, December 25)

Capacity, 3,200. Price, 95 cents straight. Five shows daily; six on week-ends. House booker, Charley Hogan. Show played by Carl Sand's house ork.

From a gleaming Christmas card backdrop to the talent, this two-weeker stands out as top-drawer entertainment. Director Will Harris not only improved the stage appearance, but the pedestal bandstand he set up improved the blend of the stage band considerably.

Three Merriel Abbott Dancers opened, going thru a *Kitten on the Keys* bit around a piano, upon which fronter Carl Sands pounded out a boogie version of the tune. Altho previously used at the Palmer House here, the hit got a rousing mitt.

Show is top-heavy with local platter favorites, both Jack Owens and the Harmonicats reaping solid hands as they came on. Owens got attention with his *Mistletoe Song*, *How Soon* and another pop before bringing out the hand mike to wow the audience with his cruising crooner *Breakfast Club* bit. The handsome lad had polished up his lines for his walk out into the audience and got loads of chuckles.

The Harmonicats have strengthened their act visually and vocally with Cappy Lafell, once of the Cappy Barra Boys, who doubled between voice and mouth organ to make it a foursome. Lafell warbled an oldie with a delivery befitting a name, showing plenty of original style and a strong confident voice. Al Fiore and leader Jerry Murad have worked out more showmanship and comedy, which offers contrast to their commercial music.

Supporting acts keep the show's pace fast, with Vilma Sherry, diminutive tapstress, keeping eyes busy with a pair of whirling routines that took her all over the stage. Pearl Bailey offered casual novelty song selling, her asides and monolog between verses getting chuckles. Comic Joey Bishop proved conclusively that local audiences will go for tumult comics if the material is good. Tho he works fast, cutting gags to a minimum to squeeze in a mess of wordage, he got consistently high response.
Johnny Sippel.

Chicago, Chicago

(Friday, December 26)

Capacity, 3,900. Price, 95 cents. Five shows daily, six on week-ends. House Booker, Nate Platt. Shows played by Lloyd Shaffer house ork.

House's steady vaude bowed out with a bang, with the Ritz Brothers and a capable cast getting a hefty goodbye mitt. The three zany fraters, with Harry's work outstanding, knock themselves out, working in between the acts, in their own spot and with every act except the Digitanos to keep the chuckle meter registering.

In addition to their standard Frank Sinatra impression, they came up with a song parody of their career in showbiz, which netted a convulsing 12-minute opener that put customers in the mood for mighty mitting.

Five Bogginos, four lads and a chick, offer topnotch flips, partner twirling and passing from two pedestals. Gal does okay straight tumbling while equipment is being struck.

Due to the length of the show, Adam and Jayne Digitano had to confine themselves to two short numbers, both of which were well received.

Glamorous Connie Russell, who worked this show with the Ritz Brothers last year, acted the perfect foil for threesome's furious romancing and did extra well in her solo song slot. Arrayed in a blue and silver gown, gal clicked vocally with a robust song delivery.
Johnny Sippel.

Roxy, New York

(Friday, December 26)

Capacity, 6,000. Prices, 80 cents-\$1.80. Five shows daily; six Saturdays. House booker, Sam Rauch. Show played by Paul Ash house band.

The Gae Foster Roxyettes stole the show with a jingle bell number in which each kid wore a different note in the scale to jangle out a novel Christmas carol. Short jumps in the air meant quick chimes, while cut wiggles brought out more prolonged effects. They almost stopped the show. The reindeer sleighs and large snowflakes falling in a winter outdoor setting created a near-perfect background. Producer Arthur Knorr has a fitting offering for many Christmases to come.

Lanny Ross closed the show with a velvet-voiced rendition of several romantic pop tunes. The singer got amazing audience participation with his *America, the Beautiful*, backed by the choral ensemble.

Senor Wences did his standard dummy act and plate-spinning-on-a-stick routines for good hands. He got extra mitts from the family trade for his muffled voice - throwing ability.

Wieres Get Easy Yocks

The Wiere Brothers and Beatrice Kraft did toned-down versions of their acts for sock effects. The Wieres had little difficulty getting yocks from the opening after being introed by Paul Ash as foremost concert violinists. Miss Kraft, backed by her own company of eight males, took two bows for her modern version of the *East Indian Dance*.

Hollace Shaw, a longhair coloratura, opened the show with *The Skater's Waltz*, which segued into the entertaining jingle-jangle chorus routine which lingers in the memory.
Pic, *Daisy Kenyon*.
Jack Tell.

Withers Quits AGVA, Montreal, Withholds Duties From New Man

MONTREAL, Dec. 27.—The Montreal local of the American Guild of Variety Artists (AGVA) is in a mess with Eric Withers, who resigned December 20, refusing to give records over to the new man.

Withers, according to national AGVA offices, asked to be relieved of his AGVA rep duties. The resignation was accepted and a letter commending him for his work was sent.

Then the Four A's appointed Armand Marion, local actor, to take over. Withers refused him admittance to AGVA offices and said he wouldn't move or stop from collecting dues until the courts ruled on Shelvey's removal.

Georges, Joe Ann Losers In Highway Accident

CINCINNATI, Dec. 27.—Georges and Jo Ann, dance team, narrowly escaped injury early this week when a truck sideswiped their car and living trailer near Rushville, Ind., while they were en route from Chicago to their home in Newport, Ky., for the holidays. Team's wardrobe and music book were destroyed in a fire which resulted from the collision and which also demolished the trailer. Georges said that only the trailer was fully insured.

Duo was set to open at the South Ocean Club, Palm Beach, Fla., December 31, but was forced to cancel out. Georges said that wardrobe replacements and music book are on order and will be replaced as soon as possible.

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Vine Gardens, Chicago
(Tuesday, December 23)

Capacity: 220. Shows at 8:30, 12 and 2. Owner, Jimmy Pappas. Exclusive booker, Paul Marr. Estimated budget this show, \$3,000.

The \$150,000 reconversion job done on this near North Side estaminet has made it the top contender for most beautiful local bistro. Designed by W. B. Cohen, the spot is a softly lit room with a mirrored wall to give a more spacious illusion. Decor is soft, yet ultra modern, with the adjoining 22-seat Carousel Room another high spot in design.

The budget has been hiked over \$1,000 for the opening show, with the money well spent, judging from healthy audience reaction. The Margaret Faber Dancers (6) are lookers as well as capable steppers, working out the old high-kick precision and toy soldier routines to solid mitt for both numbers. The line does plenty to glamorize the new spot.

Wally Sands, Baritone

Husky Wally Sands, with a baritone to match, went thru the vocal gamut, with each number registering on the mitt meter. His encore number, a coy novelty about a Persian cat, isn't solid stuff for a lad with his brawny build.

Tho DeMar and Denise were a bit hampered by rather narrow confines of this stage, the handsome ballroom team went thru five numbers without a slip. The DeMar's handling of the girl atop his shoulders and his slow lowering as he was constantly spinning won a good hand on several occasions. The gal's smart evening gown did plenty to keep fem eyes riveted.

Comic Lou Nelson, tho nervous at the start, brightened up after five minutes, with the audience lapping up a set of routines, largely new in these parts. A curly headed young lad, Nelson works with solid material all the way, with his gags on the

NIGHT CLUB REVIEWS

Versailles, New York
(Monday, December 22)

Capacity, 300. Prices, \$3.50-\$4.50 minimum. Shows at 9:15 and 12:15. Operators, Nick Prounis-Arnold Rossfield. Publicity, John O'Malley; booking policy, non-exclusive. Estimated budget this show, \$3,500. Estimated budget previous show, \$2,500.

Considering that the show caught was on an off night (Monday), business was remarkably good, and that also takes into consideration that the pre-New Year week is traditionally a bad one for showbiz.

Iona Massey, looking like a Dresden doll, came up with an act that suited her dignified ladylike personality well. After opening to a flashy *Zing, Go the Strings of My Heart*, she went into a series of standards and Hungarian numbers, doing each with a verve, displaying her legit voice that sold on quality alone. Before each foreign song, Miss Massey described in English in warm, husky tones what the song was about.

There was no doubt the lovely, blonde Miss Massey was a hit. She was way ahead on appearance alone before she opened her mouth. She insured it after her first few numbers.

The show opened with Gilberto Isais, Mexican piano-composer who did a spirited *Guadalajara* in his own spot, then backed Miss Massey. Bob Grant's ork (he did the intros) played behind the girl singer. Panchito's rumbas filled the floor with the swivel-hipped addicts. *Bill Smith.*

husband-wife situation and the new car gag pulling the biggest return. The boy could use some more novel asides, for his throwaways were pretty hackneyed all the way. Encored with a Western Union messenger bit that kept mitting going for two minutes. *Johnny Sippel.*

Persian Room, Hotel Plaza, New York
(Thursday, December 23)

Capacity, 275. Price policy, cover \$2-2.50. Shows, 9:30 and 12:15. Owner-operator, Hilton Chain. Booking policy, Merriel Abbott, exclusive. Publicity, Dorothy King. Estimated budget this show, \$2,500 (plus percentage of covers). Estimated budget last show, \$1,500.

"I just composed a concerto for four hands," announced Hildegard. "I found nobody had four hands, so I threw it away." A corny quickie? Maybe. But Hildegard managed to kill them with it opening night. Then there was one about two little girls looking at Santa Claus. One says to the other, "You can have him. He's too fat for me." It broke up the room. In between, she gave with her usual audience ribs, pulling up the usual dignified gents for the usual results.

Hildegard's worked this room for the 10th time. And every time she's managed to come up with something different. There's no doubt that she's almost negotiable tender in a class room. She's proved it here time and again and there was no reason why she shouldn't do it again this time. Opening on Christmas night kept her regular attendance a. wn. A record snowstorm probably will cut her second night business, but taken as an entirety the gal does the business when given half a chance. •

Novelties Included

Her routine consisted of new songs, a medley of piano revivals of oldies and a number of novelties obviously tailored for her. She took a Jolson oldie, *Good Evening, Friends*, give it a polylingual twist and wrapped it up as few performers can. It was like that with practically every number. Her rose giveaway gimmick, now a full routine, didn't do so well because the holiday kept names away. But it pulled on enough tourists for adequate results.

Joel Herron's ork played her music flawlessly. Hildegard's accompanist, Salvatore Gioe, handled his chores with skill. The lighting, with spots in various colors, added dramatic heft to the chantoosey's work.

Mark Monte's Continentals, who did the intermission work, are still one of the best society groups around. Monte's a personable fronter with a friendly grin and his music keeps the floor filled. *Bill Smith.*

Terrace Room, Hotel New Yorker, New York
(Tuesday, December 23)

Capacity, 450. Price policy, \$1 supper cover after 10 p.m. weekdays, \$1.50 Saturday and holiday eves. Shows, 7:45 and 11:45; afternoon show, 1:15 Saturdays. Owner, Hotel New Yorker Corporation. Booking policy, non-exclusive. Publicity, Kurt Unkelbach. Estimated budget this show, \$2,000. Estimated budget last show, \$1,700.

Following an eight-week lapse, during which Sammy Kaye swung and swayed while the hotel was digging up potential band leader threats, the Hotel New Yorker's plush Terrace Room returned to its ice revue policy with a fast-moving, lavishly costumed potpourri of skate acrobatics and terpery. Tabbed *New-fangles on Ice*, the revue moves for a rapid 40 minutes, highlighted mainly by the cutting capers of Phil Romaine, Muriel Pack and Janice Hamilton. Secondary interest lies in the unusually adept and modern musical scorings for the show which were cleanly executed by the Larry Clinton ork.

Romaine, both in his solo stints and in his terp duets with Terry Brent, showed fine form in the restricted limits of the tiny New Yorker ice platform. Miss Hamilton, who returns to the New Yorker as a featured performer after having served her apprenticeship there in the line, applied grace to her height and good looks and came out of her solo turns and whirls to a handsome mitt from

Sert Room, Waldorf-Astoria, New York
(Monday, December 22)

Capacity, 263. Price, \$3 cover after 10:30. Shows at 12:30. Operators, Waldorf-Astoria Hotel. Booking policy, Music Corporation of America; publicity, Ted Saucier. Estimated budget this show, \$2,750. Estimated budget last show, \$3,500.

It was *Night and Day* night at the Waldorf, with Carlos Ramirez and Estelle Sloan, who were in the Warner Bros.' flicker, now working together at this class spot. The show opened with Estelle Sloan costumed in white sequined split skirt displaying an attractive chassis topped by reddish brown hair. Miss Sloan started cold and had a tough time warming up the chilly room. Partial reason was her slow opener to *Jealousy*. But after a few minutes she got them with her breath-taking spins. The gal can dance, there's no doubt of it. In fact, her double and triple ballet taps make her one of the best dancers around. Her whirl spins are sensational. But her music is so complicated—she frequently taps on the off-beat—that it has to be right on the button. A big hand brought her back for the *Fire Dance* which she helped set with explanatory chatter. The number, however, needs better lighting. Based on her work and looks, Estelle Sloan would be ideal for a Stern musical.

Carlos Ramirez, togged in tails, did quite nicely with his Latin numbers. His choice was good, with routine consisting of *Bahia, Granada*, a couple of long hairs winding up with a rumba beating *Rico Pulpa*. The short, round-faced singer can sell. He proved it before and again on night caught. His strong legit voice projects well and he builds songs to a good finish.

Nat Brandwynne's ork did a pleasant job of backing both performers. Incidentally, the ork carries a boy singer, Joe Martin, who doubles on fiddle, who does better than a passable job in the voice department.

Mischa Borr's Latin band spelled for dancing adequately. *Bill Smith.*

a well-sized, trade-filled opening night supper crowd.

Miss Brent, Muriel Pack and Marshall Beard also contributed solo stints.

Highlights of the show came with a number based on the "New Look" and the calypso-styled finale. Both featured the work of all the soloists plus the pretty four-girl skating line. These numbers showed off the best of the staging and direction of Truly McGee. Jay Martin emseed and sang his way pleasantly thru the show, doing an adequate job of both duties.

Costumes, designed by Bob Mackintosh and made by Mme. Berthe, were lavish but in good taste, lending plenty of eye appeal to the production.

Clinton's ork plays between shows beginning at 7 p.m. *Hal Webman.*

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Chase Club, St. Louis
(Tuesday, December 16)

Capacity, 650. Price policy, \$3-\$3.50 minimum. Shows, 8:30 and 11:30. Owner, Harold Koplar. Publicity, Jeanne Dunaway. Maitre de-hotel, Hack Ulrich. Booking policy, non-exclusive. Estimated budget this show, \$4,000.

The sweet band of Freddy Nagel opened this ace show with his own theme song, *Sophisticated Swing*, then Nagel brought on a procession of vocalists with his crew. Louise Sanders, brunette looker, did *Golden Earrings* and *All of Me* in easy-to-listen-to tones. The male warblers included Johnnie Schafer, Don Dalen, Stuart Scott and a trio, out of the band, called the Freddy Cats. The Nagel outfit, a smooth, sweet and danceable hotel ork, fits into this room beautifully.

The Watkins Twins opened the show proper with some neat terps and garnered a heavy mitt. Paul Gray, who also emceed the show, is a funny guy, has played here before and is just about tops in comics to come here. He panics them. Gray has a good sense of timing and a unique delivery that combine for high results on any laugh meter. His gags and his impersonations are interspersed with some moments of straight singing, such as his version of *Indian Love Call*. The act was a click all the way.

Headliners Fred Lowery and Dorothy closed the top-notch show. The blind whistler offered *Listen to the Mocking Bird*, *Stardust*, *Rhapsody in Blue* and other standards to prove he's a whistling wizard. His partner, gorgeous and personable Dorothy Rae, vocalized *You're Just Too Marvelous for Words*, *Cowboy and Guitar* and *It Had To Be You*. Then the two combined talents on their latest waxing, *Too Late*. Comic Sid Tomack carried on in the upstairs room, the Zodiac Cocktail lounge. The guy's popularity continues to grow.

Abie L. Morris

Miami Spots Getting Up AGVA Dough

NEW YORK, Dec. 27.—With bonds due from Miami spots and finally forthcoming to the New York American Guild of Variety Artists (AGVA), the following clubs will have their shows opening as skedded: Colonial Inn put up \$10,000; Latin Quarter deposited \$8,500; the Beachcomber has to put up \$9,250, of which a substantial part has already been received.

The question has arisen what happens to performers with contracts if the spots they're booked for don't put up the dough. AGVA has ruled that a cash bond and a performer's contract have nothing in common. If a spot thinks the refusal of putting up a bond will permit it to get out of its contract, it has another think coming. All contracts are pay or play and ops will be held to them, said AGVA.

Airports To Get Video Theaters

DETROIT, Dec. 27.—A circuit of television theaters in major airports is envisioned in the partial disclosure of plans by Airlines Terminal Theaters, newly incorporated here. The company plans a series of new-type theaters, with the first unit now being readied for opening at an undisclosed airport. An auxiliary screen will be used for announcements.

Exactly how television will be tied in is vague at present, but it is indicated the company figures on using specialized short subjects as made available by video.



For once they actually agree!

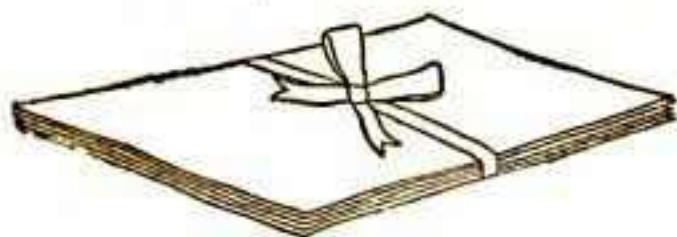
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NEW YORK, Dec. 27.—The final session of 1947 showed the lowest all-over weekly gross figure for the entire year for six Stem vaude-pic houses. The take was \$306,000. The up-coming week (last year's session ending January 4 registered the high \$686,350) commenced by being snowed under Friday (26) by the

worst blizzard of the century. Four new shows embarked this week while Loew's State rang the curtain down on flesh.

Radio City Music Hall (6,200 seats; average \$100,000) raked in \$132,000 for the third session after opening with \$131,000 and doing \$133,000 in the middle stanza. The total for the run so far is \$396,000 with Myrtill and Picaud, the Gaudsmith Brothers, the Acromaniacs and the annual Christmas show. Pic, *Good News*.

Paramount (3,654 seats; average \$72,000) finished a three-week run, with \$62,000 in the final chapter, after opening at \$85,000 and then doing \$73,000. Total for the run was \$220,000, with Ray McKinley and his ork, Billy De Wolfe, Frankie Laine, the Clark Brothers and *Golden Earrings*. The new show (reviewed this issue) has the Stan Kenton ork, Vic Damone, June Cristy and *Where There's Life*.

Capitol (4,627 seats; average \$72,000) wound up with a \$36,000 session after opening at \$63,000 and splitting at \$48,700. The total for the three-week run was \$147,700 for Paul Whiteman and his ork, Gene Sheldon, Marilyn Maxwell, Ben Beri and *This Time for Keeps*. New show (reviewed this issue) has Tommy Dorsey and his ork, Professor Backwards, George Church and Marilyn Hale and *High Wall*.

Roxy (6,000 seats; average \$85,000) ended a three-week run with \$35,000 after doing \$60,000 and \$45,000 respectively, making a total of \$140,000 for Connee Boswell, Jayne and Adam DiGatano, Paul Gerrits, the Pitchmen and *It Had To Be You*. New show (reviewed this issue) has Lanny Ross, the Weire Brothers, Beatrice Kraft, Senor Wences, Hollace Shaw and *Daisy Kenyon*.

Strand (2,700 seats; average \$40,000) equaled its opening week's take of \$21,000 for a \$42,000 two-session total with Charlie Barnet and his ork, Ada Lynne, Bunny Briggs, and Deval, Merle and Lee. Pic was *Always Together*. New show (reviewed this issue) has the Ink Spots, Herbie Fields and his ork, Frank Marlowe, Miriam Lavelle, Carol Kay and *My Wild Irish Rose*.

Loew's State (3,500 seats; average \$25,000) wound up vaude with \$20,000 for a six-day session with Molly Picon, Dave Apollon, Jack Carter, George Andre Martin, Harold and Lola, Jack and Charlie Brick and *Variety Girl*.

Stevens' Boulevard Room To Try Icers

CHICAGO, Dec. 27.—Ice shows get another chance here, starting sometime in February when the Boulevard Room, of the Hotel Stevens, will present blade revues as tentatively regular fare.

Room, which will close after the run of Dorothy Shay and Skitch Henderson's ork, will undergo a \$100,000 renovation job before re-opening.

Merriel Abbott has not yet decided upon definite details of the forthcoming skating policy.

Xmas Eve Snafu Empties Montreal Spots at 11 P. M.

MONTREAL, Dec. 27. — A last-minute switch in plans by the Quebec liquor police had Montreal night clubbers going around in a daze Christmas Eve.

Original order to clubs was to stop selling liquor and beer at 11 p.m. and then resume at 1:30 a.m. Christmas Day after midnight mass at the churches. But apparently this order was rescinded, because just before 11 o'clock police toured the clubs and informed managers they would have to close up tight for the rest of the night at 11 p.m.

Angry patrons who had ordered stacks of beer and drinks to tide over the 2½-hour period were told by waiters to hurry it up and be out by 11:15 p.m. Some took their drinks along and adjourned to restaurants.

Morocco Hits It Up

El Morocco apparently was unaware of the order and 4 o'clock in the morning found the floor show going full blast. The doors of the club were not closed at any time and the only departure from the ordinary was that liquor wasn't served during the mass hour.

The pay-off at other spots came when the thirsty patrons tried to go back to the clubs at 1:30 a.m., and found the doors locked and the places dark. Club owners, trying to explain the new police order, seemed as mystified as their customers.

The normal closing hour for cafes and clubs is 2 a.m., but on Tuesday a Quebec liquor commission spokesman, in announcing the 11 p.m.-1:30 a.m. dry period, said the re-opening would be "tolerated." Edouard Rivard, chairman of the liquor commission, said then that to keep within the letter of provincial liquor laws Christmas should be observed as a Sunday, but that a traditional tolerance existed during the festive season.

Runyon Benefit Caught in Middle

MIAMI, Dec. 27.—The Damon Runyon cancer fund benefit skedded for one of the Miami hotels is now being used as a football by warring actors' groups.

Clearance was sought by Barney Barrett, local rep of the American Guild of Variety Artists (AGVA) appointed by Matt Shelvey. When Alan Corelli appeared on the scene he notified fund authorities that any clearance by Barrett was void because Barrett had been fired. However, the new appointee, Jerry Hirsch, gave clearance and everything seemed okay.

Friday (26), however, Barrett appeared again and said he'd take reprisals against any acts which worked at the benefit.

Irving Serves 7G Transport Claim Against Max Herman

CHICAGO, Dec. 27.—Jack Irving, local American Guild of Variety Artists (AGVA) chief, this week started processing of a claim for \$7,693, return transportation cost for a show troupe which was stranded December 20 in Hilo, Hawaii. The 32-person entourage, which arrived in Honolulu November 22 for a six-week tour of the islands, was sponsored by Max Herman, who has been associated with outdoor show enterprises. Troupe included Red Carter, singer; Ross and Andree, Mel Hall, Johnny Laddie, Doris Bay, Tien Tsi Lui Chinese troupe, Blair and Barnett

Politics Harry Montreal Spots

MONTREAL, Dec. 27.—The politically snarled Quebec liquor situation, which involves the granting of licenses and the implementation of the law, is threatening to become a political football to be kicked around between the city of Montreal and the provincial authorities. Caught in between will be the niteries.

Latest development is the charge by the Sacred Heart League of Montreal that liquor regulations in many spots are being violated. The league has called on the civic authorities to demand that the job of seeing that liquor laws are observed be taken from the provincial and given to the city. The statement by the league said that Pacifique Plante, assistant police director in Montreal, who was responsible for the closing of many gambling spots, is the ideal man for the job.

Dual Licensing Blamed

The whole trouble, according to the league, is that all establishments selling hard stuff in Montreal operate under a dual license system, i.e., liquor permits are handed out by the province and restaurant permits by the city. All spots selling liquor (except the taverns selling beer only) must sell food, even if it's only pretzels, celery and olives.

It appears now that the League of Sacred Heart, solidly backed by the Roman Catholic Church (74% of Quebec's population is Roman Catholic) maintains that liquor closing curfews are not being observed, and that Sunday selling of liquor takes place openly. The league also claims liquor is being sold to minors.

What will happen it is impossible to say at the moment; but whenever attention is focused on the drinking situation in town the cafes (even law-abiding ones) suffer, and the periodic clamp is enforced. This means that everybody is forced to close at 2 a.m. and cut out Sunday shows. This has happened frequently in the past, but in line with Quebec tradition, the spots are allowed to open up again after the heat is off.

It is not considered likely that the province will let the liquor administration get out of its hands, since it's one of the most lucrative sources of income which the party in power (Union Nationale) has.

There's nothing secret about the fact that it takes a fairly substantial "contribution" to the party fund to get any kind of liquor license, so how the Sacred Heart thinks Premier Duplessis will let that income go is a Ripley.

Montreal spots, alerted to the situation, are attempting by a show of good behavior, to carry on an inverted public relations campaign pointing up that niteries are no longer the dens of iniquity the league makes them out to be.

Premier Duplessis has always been strongly supported by the church, but so has the Sacred Heart League. The outcome of the fight may very well depend on whose side of the fence the church is going to stand on—but by the looks of things, it's going to do like Mark Twain — cheer for both fighters so as to be on the winning side.

and the Gertrude Avery Revue of 20 chorines and doubles. Show op posted a \$15,000 bond with AGVA here before leaving.

Show shuttered four weeks and two days after its opening, with Carter reporting to Irving that the tent and some outdoor equipment had been taken over by the constabulary for non-payment of bills to the Mattson Steamship Line. The \$15,000 bond covers the last two weeks' salary, Irving said, but the transportation cost comes from the AGVA treasury, and Irving is serving a claim on Herman for the amount.

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SPECIAL ATTENTION TO BANDS

Walden Quits; Two Vie for His Union Post

NEW YORK, Dec. 27.—Because of the resignation of Walter Walden, the Scenic Artists' Union is now prepping elections for president. Charles E. Lessing, who resigned as vice-president to run for prexy, and Arne Lundborg are in the contest for the top office. With the vice-presidential slot open, Woodman Thompson, former prexy, and James Hotchkiss are making a contest for it. The unexpired terms will leave both the new prexy and vice-president with six months to serve.

To serve an 18-month term as trustee, Albert Amend and Teddy Kublin have been nominated.

Walden quit the presidency rather than sign the non-Communist pledge required by the Taft-Hartley Act of all union toppers. He considers it a violation of his constitutional rights. The rest of the union execs have signed the pledge and sent it to the National Labor Relations Board.

Springfield Cancels Legit

HARTFORD, Conn., Dec. 27.—The Playgoers of Springfield, Mass., widely known New England theatrical group, has canceled all activities for this season in order to concentrate its efforts on obtaining a civic center for Springfield, with a legit theater as a major part of it. The announcement was made Monday (22) at an executive committee meeting. The move to cancel all current plans, it was said, was prompted by inability to get written agreements for use of the Court Square Theater, downtown Springfield pic-vaude location, for legit road attractions.

The Playgoers org apparently threw in the towel in its efforts to put on road shows when it was learned that flickers had been booked for the Court Square for January 13-14, dates verbally agreed upon for road show presentations. Consideration was given to using the Broadway Theater, another pic house, but it was assumed that much renovation would be necessary—the house couldn't be conditioned for at least a year. It is also doubtful if Broadway is large enough for the org's needs.

Week Runs Impossible

The Playgoers said that Springfield has been handicapped in efforts to get plays for a week's run because the theater never was available for more than two or three days at a time.

Max Finn, general manager of the E. M. Loew's Theater circuit, which operates the house on a lease, denied the Playgoers' assertions by phone, and said that the situation was a "gross misstatement." He added that *Student Prince* was on his books for January 13 and 14 and *Ballet Russe* for January 19 and 20. Final say in the matter, according to Finn, would be up to circuit chief E. M. Loew, who was unavailable for comment.

Hartford Grips Elect

HARTFORD, Conn., Dec. 27.—Charlie Obert of the M. & P. Allyn Theater has been re-elected president of Local 84, International Alliance of Theatrical Stage Employees (IATSE), Hartford stagehands' union. Other officers are John Sullivan, Palace, vice-president; Rube Lewis, Palace, business agent; Harry Sweet, Strand, secretary, and Lew Mello, Loew's Poli, treasurer.



BROADWAY SHOWLOG

Performances Thru December 27, 1947

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12- 3, '47	29
A Young Man's Fancy (Cort Theater)	4-29, '47	279
An Inspector Calls (Booth)	10-21, '47	79
Antony and Cleopatra (Martin Beck)	11-26, '47	37
Born Yesterday (Lyceum)	2- 4, '46	800
Command Decision (Fulton)	10- 1, '47	101
For Love or Money (Henry Miller)	11- 4, '47	63
Happy Birthday (Broadhurst)	10-31, '46	486
Harvey (48th Street)	11- 1, '44	1,334
Heiress, The (Biltmore)	9-29, '47	104
John Loves Mary (Music Box)	2- 4, '47	375
Man and Superman (Alvin)	10- 3, '47	93
Medea (National)	10-20, '47	86
Voice of the Turtle, The (Hudson)	12- 3, '43	1,551
Winslow Boy, The (Empire)	10-29, '47	69

DRAMA REVIVALS

Burlesque (Belasco)	12-25, '46	423
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Musicals

Allegro (Majestic)	10-10, '47	91
Angel in the Wings (Coronet)	12-11, '47	20
Annie, Get Your Gun (Imperial)	5-16, '46	676
Brigadoon (Ziegfeld)	3-13, '47	333
Call Me Mister (National)	4-18, '46	711
Finian's Rainbow (48th Street Theater)	1-10, '47	421
High Button Shoes (Century)	10- 9, '47	92
Music in My Heart (Adelphi)	10- 2, '47	100
Oklahoma (St. James)	3-13, '43	2,148

ICE SHOWS

Ice-time of 1948 (Center)	5-23, '47	294
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OPENED

Crime and Punishment (National)	12-22, '47	8
Crix were at odds over the merits of this Russian classic with the balance being in its favor five to four. No: Louis Kronenberger (PM), Robert Coleman (Mirror), Robert Garland (Journal-American) and John Chapman (News). Yes: Howard Barnes (Herald Tribune), Brooks Atkinson (Times), William Hawkins (World-Telegram), Herrick Brown (Sun) and Richard Watts Jr. (Post).		
Cradle Will Rock, The (Mansfield)	12-26, '47	3
Topaz (Morosco)	12-27, '47	1

COMING UP

(Week of December 29, 1947)		
D'Oyle Carte Opera Company	12-29, '47	
(Century Theater)		

K. Cornell, Selznick Protest AFM Music Tab on Productions

NEW YORK, Dec. 27.—Katharine Cornell, producer of *Antony and Cleopatra*, appeared before the American Federation of Musicians (AFM) Monday (22) to protest classification of her show as a drama with music instead of straight drama. Irene Selznick, producer of *Streetcar Named Desire*, is also readying a protest to the AFM for putting her show into a similar category.

Both managers were turned down by Local 802 when they complained to the local musicians' body that their classification was unmerited. Miss Cornell has pointed out that the production played eight performances in Cincinnati without music during a strike and that she was willing to slash or cut out entirely what music is now in the show. The entire squab-

Stem Season Fails To Justify Early Wailings of Cassandras

(Continued from page 3)

tent currently requires less gas than heretofore.

All that anyone has heard is that production costs, set-ups, etc., presaged a slow season. Blame the lack of scripting material, or what you will. Over the same period, last year's volume of productions materially exceeded the 1947-'48 total. But despite all the theatrical hand-wringing, it would appear that the current legit session may turn out not only to hold its own with last year's standards, but even to do better. Consider the record to date.

50% Last Year

From June 1, 1946, to December 27, 1946, 44 productions unveiled on the Stem. Of these, 30 (*The Billboard's* yardstick of success is 100 performances) were failures, against 14 that made the grade—a little less than a 50 per cent success average. To the same date this year, only 35 Stem presentations have been staged, but the ratio of hits to flops is something to conjure with by comparison.

Naturally, with a season only half over, it is impossible to tab some of the current Broadway incumbents for commercial success. But given a start-off of 19 entrants as folderoos, the score still leaves a fine dozen potential aspirants to the success bracket, with four still in the doubtful class. As for the dozen, there is not much question as to the success futures of such items as *The Heiress*, *Command Decision*, *Music in My Heart*, *Man and Superman*, *High Button Shoes*, *Allegro*, *Medea*, *An Inspector Call*, *The Winslow Boy*, *For Love or Money*, *Streetcar Named Desire* and *Angel in the Wings*. On the doubtful list are *Antony and Cleopatra*, *Crime and Punishment*, *Cradle Will Rock* and *Topaz*. Possibly it is unfair to tab the last four as "doubtful," but it must be so by virtue of their recent unveilings and lack of opportunity to prove themselves. However that may be, the current season to date stands 19 flops against 12 potential hits, which is an excellent proportion of legit encouragement over a good many years. Percentage-wise, to date 1947-'48 can be right proud of itself.

B. O. Personnel Tip-Off

Of course, the Treasurers' and Ticket Sellers' Union, Local 75, International Alliance of Theatrical Stage Employees (IATSE), has its own method of foretelling a smash hit over a mere success. A smash with them is signposted when three men are drafted for a box office instead of the regular two. Currently, a dozen attractions have a trio employed behind the counters. It must be reported, however, that four of them *Brigadoon*, *Annie, Get Your Gun*; *Finian's Rainbow* and *Born Yesterday* are holdovers. However, of this year's crop, *Streetcar*, *Superman*, *Allegro*, *Cleopatra*, *Winslow Boy*, *High Button Shoes* and *Heiress* add up to a sock average. *Crime and Punishment*, which opened the first of this week,

ble appears to be rather unimportant because *Antony* already has eight musicians and total cost under the new set-up would be an additional \$150 per week to the producer. However, unless the dispute is settled, Louis Lotito, manager of the Martin Beck Theater where the production is playing, is willing to go on the union's unfair list and refuse to employ an ork entirely in the house.

Streetcar Named Desire is holding its complaint until Miss Selznick returns from the Coast. She too is willing to slash the music to prove it is not an integral part of the production. If the union should win, *Streetcar* will have to employ an additional three men and pay out an extra \$520 a week in salaries.

also has a b.-o. triumvirate—a hold-over from the *Medea* run at the National Theater—and *John Loves Mary* is in the same slot, due to the Music Box's policy of maintaining an extra man behind the tic window.

Looking ahead to the end of May and the close of another legit season, any forecast is obviously guesswork. The 1946-'47 year bowed in some 79 offerings; 1947-'48, plus the above, has a list of 25 in potential preparation and an additional 35 more which may be put down as better than wishful thinking—a total of 95 productions. Of course, not all these will come in. Some will never hit casting stage and others will die on their road tryouts. It always happens. But it is a pretty safe guess that, when all is said and done, 1947-'48 will stack up in volume with its recent predecessors. At the half-way mark it is certainly bettering them in class.

Scenic Union In Jeopardy Of Trust Laws

NEW YORK, Dec. 27.—The League of New York Theaters has filed or is contemplating filing a complaint with the United States Attorney General's office that the set designers and costume designers have violated federal and New York State anti-monopoly statutes, according to reports in the trade. When approached for comment this week, James Reilly, executive director of the league, refused to make a statement.

The producers' position is that both scenic and costume designers are contractors and as such are not allowed to band together to set fees. Their combining into the Scenic Artists Union and setting scales, in the managers' view, is a violation of the anti-monopoly laws.

Union Denies Violation

Harry Sacher, attorney for the union, claims that the labor of a human being is not subject to the anti-monopoly laws. He further states that the designers have every legal right to request as a minimum wage that which they have asked the producers to pay as of December 1, 1947.

The conflict has come about as a result of the Scenic Artists' Union hiking its fees as of that date without getting the okay of the league. The labor org consulted with the producers' association but found itself unable to come to an agreement, so it set a scale which is now in effect for designing and costuming fees. About 10 contracts with producers have already been made at those rates.

The new minimum scales are \$850 for the first set and \$500 for the second, instead of \$500 and \$250. Costume designers are now getting \$150 for the first 15 costumes, as opposed to the former rate of \$100 for designing 20 costumes.

Veloz-Yolanda Tour Set

HOLLYWOOD, Dec. 27.—Dance team of Veloz and Yolanda will start its winter concert tour January 16 at San Francisco's Memorial Opera House, staging its *Dansation of 1948*. The Veloz and Yolanda company will then return to Los Angeles for three performances at the Philharmonic Auditorium January 23-24.

The terp duo will be assisted by Cardini; Patricia Lynn, vocalist; Laura Corbay, dancer; accordionist John Molnari, and the piano team of Robert Garretson and Ernest Hughes.

OUT-OF-TOWN OPENINGS

LOOK, MA, I'M DANCING!

(Opened Thursday, December 25, 1947)

SHUBERT THEATER, BOSTON

Musical comedy conceived by Jerome Robbins. Book, Jerome Lawrence and Robert E. Lee. Music and lyrics, Hugh Martin. Settings, Oliver Smith. Costumes, John Pratt. Musical Director, Pembroke Davenport. Orchestration, Don Walker. Lighting, George Shaff. Staged by George Abbott and Jerome Robbins. General Manager, Charles Harris. Publicity, Richard Maney. Stage Manager, Robert Griffith. Presented by George Abbott.

Engineer.....Eddie Hodge
Conductor.....James Lane
Shaun Oshay.....Bill Shirley
Wotan.....Don Liberto
Larry.....Loren Welch
Dusty Lee.....Alice Pearce
Suzy.....Sandra Deel
Tommy.....Tommy Rall
Ann Bruce.....Janet Reed
Eddie Winkler.....Harold Lang
Snow White.....Virginia Gorski
F. Plancek.....Robert Harris
Tanya Drinskaya.....Katharine Sergava
Vladimir Luboff.....Alexander March
Lily Malloy.....Nancy Walker
Mr. Ferbish.....Eddie Hodge
Rehearsal Pianist.....Kathleen Carnes
Tanya's Partner.....Raul Celada
Bell Boy.....Dean Campbell
Hotel Clerk.....Walter Rinner
Stagehands.....Leonard Claret and James Pollack
Stage Manager.....Dan Sattler
Mr. Gleeb.....James Lane

MEMBERS OF THE RUSSO-AMERICAN BALLET COMPANY: Margaret Banks, Forrest Bonshire, Mary Broussard, Dean Campbell, Kathleen Carnes, Bruce Cartwright, Raul Celada, Leonard Claret, Virginia Conwell, Richard D'Arcy, Ruth Davey, Charles Dickson, Clare Duffy, June Graham, Nina Frenkin, Mary Bly Harwood, Priscilla Hathaway, Eric Kristen, Ina Kurland, Douglas Luther, Betty McCormick, Gloria Maggini, Jack Pollack, Walter Rinner, Herbert Roos, Martin Sameth, Gisella Svetlik, Dorothy Scott, Robert Tucker.

Look, Ma, I'm Dancing! should be the ballet to end all ballets. Conceived by Jerome Robbins as a satire on heavy classical ballet and the intrusion of terpsichore upon musical comedy, staged by Robbins and master showman George Abbott, *Look Ma* has every right to be the best diversion of the season, but unfortunately it defeats its own purpose. While *Look Ma* has its gay moments, it often is as heavy as the ballet it is supposed to make fun of.

Robbins had a brilliant and provocative idea. *Look Ma* chronicles the adventures of a Russo-American ballet company on a nationwide tour. There are scenes in rehearsal halls, in Pullman cars, in hotel bedrooms, crammed with indigent dancers, and stage scenes in the middle of which is Nancy Walker as an heiress to a brewery fortune whose yen for show-business has finally led her to the ballet. As a last resort, she buys her way in, tries to dance, contracts her colleagues to work for her another season and helps to settle a romantic quarrel between the company's leading young dancers.

The Plot Thickens

Harold Lang, as the company's top terper, designs the choreography for a new ballet which wins acclaim over the objections of his friends. His head swells. He loses his girl, Janet Reed, but gets her back in the end. His ballet, a wild satire on psychotic love ballets, ends the first act. It is funny but twice too long. Aside from this the first act comes alive only momentarily in the opening *Gotta Dance*, in which Lang does a turn in every dance style from jitterbug to softshoe, to classical ballet; in the "new look" sketch by Alice Pearce and a good little sequence in which Don Liberto and Virginia Gorski dance and sing *The Little Boy Blues*.

Second stanza is pretty drab, particularly in the closing number, which adds insult to injury where dull dancing is concerned. Only the slightly suggestive pajama dance by the whole company offers much of anything.

Score Pedestrian

Ballet should also be the perfect foil for the comic talents of Nancy Walker. She does her superhuman best to drag fun out of *Look Ma*, but the book offers her little help. While the music is serviceable, there's not a distinctive tune in the score.

Look Ma is strong on one thing—dancing. It has ballet of all kinds and its leading dancers are fine. Harold

THE MEN WE MARRY

(Opened Thursday, December 25, 1947)

SHUBERT THEATER, NEW HAVEN, CONN.

A new comedy by Elizabeth Cobb and Herschel Williams. Directed by Martin Manulis. Setting and lighting, Donald Oenslager. Costumes, Helen Pons. Company manager, Tom Powers. Press representative, Karl Bernstein. Stage manager, Herb Hirschman. Presented by Edgar Luckenbach.

Warren.....Bob Willey
Phillip Welch.....David Anderson
Gwenie.....Margaret Hamilton
Julie Madison.....Marta Linden
Maggie Welch.....Shirley Booth
Mark Kennicott.....John Williams
Leda Mallard.....Dor S. Dalton
Ned Snyder.....Joe Allen Jr.
Mary.....Anne Sargent
Peter Sterling.....John Hudson
Dr. Allan Lambert.....Neil Hamilton

About the best thing you can say for the new comedy, *The Men We Marry*, is that it is mildly entertaining. Elizabeth Cobb and Herschel Williams, who authored the piece, have taken a very tried formula and fashioned around it a drawing room comedy which utterly fails to hit the mark. While here and there some funny laugh lines and situations occur, the feeling persists that they are all deliberately planted. As for this play ever satisfying the particular tastes of a Stem audience, the answer is a definite thumbs down.

The plot concerns three former school chums who week-end together in order to form a plot to prevent the young daughter of one of them from marrying an impecunious doctor. The plan, of course, backfires and they find themselves in danger of losing their own men as a consequence.

Shirley Booth Miscast

The acting by the principals in all cases can only be called adequate. Shirley Booth, as the lady novelist, is badly cast and never seems to show any desire to rise to any particular characterization. While Neil Hamilton makes a very pretty society doctor, his performance is also on the wooden side. The entire cast seemed to convey the feeling it was making the best of a poor thing and never at any time were those in the audience unconscious of the fact that they were watching actors and actresses doing a play.

Donald Oenslager has done a capable job on the single setting; his drawing room set of a fashionable section of Maryland is truly a fine job. Helen Pons's costumes drew many an exclamation from the ladies and featured the "new look" in elaborate style.

Pace Too Slow

Martin Manulis's direction left a lot to be desired. Stage action was slow and motivation of the characters extremely poor. While the extreme wordiness of the play can be held as the authors' responsibility, the pace of the play was entirely Manulis's baby and he failed to live up to the requirements.

The Men We Marry is certainly not big-time fare as it is now, and it is extremely doubtful that it can be sufficiently rescued to give it any chance on the big time. Chances are it will make a much better flicker than a play, but in its present state it would be a valuable addition for Samuel French's catalog of Little Theater Opera. *Sidney Golly.*

Lang, Janet Reed and Tommy Rall have the heaviest assignments and they are as good as any terpsisters the best musical shows or ballet companies have to offer. Bill Shirley and Sandra Deel are the only vocalists in the cast with even a semblance of a singing voice. The rest try hard.

Look Ma is not a complete failure. Kept out of New York and worked over by writers with imagination and wit, it might emerge as a lot of fun. But its chances are slim now. *Bill Riley.*

HARVEST OF YEARS

(Opened Friday, December 26, 1947)

COLONIAL THEATER, BOSTON

Play by Dewitt Bodeen. Directed by Arthur Beckhard. Setting by Raymond Sovey. Costuming by Peggy Morrison. General manager, Louis Cline. Press representatives, Richard Maney, Frank Goodman. Stage manager, Richard Beckhard. Presented by Arthur Beckhard.

Astrid Bromark.....Virginia Robinson
Bertha Bromark.....Phillipa Bevans
Jenny Nelson.....Lenka Peterson
Chris Bromark.....Russell Hardie
Bernhard Jonson.....Robert Crawley
Anna Bromark.....Esther Dale
Mellie Bromark.....Emily Noble
Margareta Bromark.....Leona Maricle
Jules Bromark.....Philip Abbott

The fates chose an historic snow blizzard, the biggest storm since the infamous New England hurricane, for the premiere of Arthur Beckhard's production of *Harvest of Years*. Hence, no more than a handful of the faithful, reviewers and intrepid theatergoers, were on hand to witness the first performance of a pleasant little drama of family life by Dewitt Bodeen. This is no world beater of a play, but with kind and proper treatment it should have a modest success.

Harvest has some of the aspects of *I Remember Mama*—the close-knit Scandinavian (this time, Swedish) family in America, their vicissitudes, tensions, quarrels, lives, loves and happiness. It is not so colorful a play, but it probes deeper into character and its humors are broader.

The play opens on the day of the wedding of the youngest daughter, Mellie, who has stolen her husband-to-be from an older sister. The school teacher sister, Margareta, skips the wedding for a binge on bourbon. The arrival from Europe of the son of her wandering brother seems to revive her and she returns to acting as a sort of balance wheel in a family of mother and girls who are inclined to be at odds with one another now and then.

The next family event is to be the marriage of the brother, Chris, and a pretty little girl from down the road who has been almost one of the family. But she has fallen in love with the wanderer, Jules. They marry and after a proper number of months she has a son, but dies on the day of his birth. Somehow, a new bond grows between Chris and Jules. In the meantime, Margareta has lost another possible husband. But the play ends on a note of faith as Margareta, the mother, a fat, acidulous sister, Bertha, and a dreamy one, Astrid, look forward to the future of the new baby.

Summarizing *Harvest* is not a satisfactory business, since this is a mood piece which depends more upon the interplay of characters than upon machine made plot. For this reason it requires careful ensemble acting. It is not as well performed as it might be. But there are superb portrayals by Esther Dale, as the wise, forthright mother, and Leona Maricle as the sister with a taste for bourbon.

Lenka Peterson is fine as the pretty Jenny; Emily Noble does well as the whining kid sister; Philip Abbott and Russell Hardie are excellent as Jules and Chris. Raymond Sovey has contributed an attractive setting and Peggy Morrison has costumed the players in a convincing fashion.

Given half a chance *Harvest* can prove pleasant theater fare. *Bill Riley.*

British Thesp Okayed

NEW YORK, Dec. 27. — Actors' Equity council has given Maurice Evans permission to employ British actress Barbara Everest in his production of J. B. Priestley's *Linden Tree*. Boris Karloff has also been signed for the show, which goes into rehearsal shortly.

HARTFORD, Conn., Dec. 27.—The Waterbury (Conn.) Junior Chamber of Commerce will sponsor a presentation of *The Hasty Heart*, Broadway show, starring Freddie Bartholomew, at Wilby Auditorium, Waterbury, January 12, at a \$3 top.

Broadway Opening

CRIME AND PUNISHMENT

(Opened Monday, December 22, 1947)

NATIONAL THEATER

A revival by Robert Asklund, staged by Theodore Komisarjevsky. Settings by Paul Sherriff. Costumes by Lester Polakov. Stage manager, Paul Morrison. Presented by Robert Whitehead and Oliver Rea.

Lebeziatnikoff, a Young Socialist...Ben Morse
Sonia, Marmeladoff's Daughter...Dolly Haas
Katerina Ivanna, Marmeladoff's Second Wife.....Lillian Gish
Her Children:

Polya.....Betty Lou Khelm
Leda.....Sherry Smith
Ivan, the Porter.....Paton Price
Amalia, the Landlady.....Elisabeth Neumann
Street Vendor.....Howard Fischer
Anyutka, His Wife.....Wauna Paul
His Assistant.....Robert Donley
Lodger.....Scott Moore
Ex-Soldier.....Michael Arshansky
Nastasia, a Servant.....Galina Talva
Daria, a Procuress.....Susan Steel
Doctor.....Patrick McVey
Coachman.....William Beal
Government Clerk.....David Elliott
His Wife.....Cecile Sherman
Widow.....Amy Douglass
Her Daughter.....Jeri Souvinet
Lizavieta, an Old-Clothes Dealer...Mary James
Rodion Romanitch Raskolnikoff, a Poor Student.....John Gielgud
Simon Prokovich Marmeladoff.....

.....Sanford Meisner
Dmitri, Prokovich Razoumikhin, a Student.....Alexander Scourby
Zametoff, a Detective.....Richard Purdy
Casimir Stanislawowitch Looshinsky, a Pole.....E. A. Krusachmidt
Pulcheria Alexandrovna, Raskolnikoff's Mother.....Alice John
Dounia, His Sister.....Marjan Seldes
Porfiri Petrovitch, the Examining Magistrate.....Vladimir Sokoloff
A Strange Man.....Mort Marshall
Old Lady.....Eugene Woods
Old Gentleman.....Arthur Griffin
Fomitch, a Policeman.....Richard Hayes
Lodgers, Policemen, Street Musicians, Delivery Boys, Passers-By: Mary Diveny, Mary Stuart, Marjorie Tes, Niels Miller, Robert Pastene, Graham Ferguson, John Vicari, Theodore Tenley, James Matsagas, Sandy Campbell.

It could be reasonably easy to become lyrical as to the importance of *Crime and Punishment*. Robert Whitehead and Oliver Rae present a meticulous production of Rodney Ackland's stage version of the Dostoyevsky novel. It is carefully cast, scenically tops via an interior by Paul Sherriff. Lester Polakov's costumes are perfect for Petrograd (Circa 860). Theodore Komisarjevsky's staging probably couldn't be bettered. But commercially *Crime* doesn't look like a Broadway pay-off.

Crime has scenes that are sharp with the impact of fine theater. It has performances that are memorable. But over-all it is a diffuse and sprawling matter, better left within the covers of a novel than transposed to a stage. Even with all the good things that may be said of it, it is impossible in these days to believe that at a \$5.40 top the customers are going to take heavy doses of Russian frustration without a feeling of being sold down the river by the end of the first stanza. In sum, the average theater-goer is going to find the latest Dostoyevsky revival a bore.

Production Has Quality

The above should in no way detract from the quality of the production. There is no question that students of the drama will enjoy *Crime*. If there were enough of same, the tragedy might enjoy a run. Unfortunately, the number is definitely limited.

It would be pleasant to report that John Gielgud as the student who murders for the justification of his ego makes the play. He doesn't. His current effort is far from in the groove with his recent stints. Gielgud's Raskolnikoff builds steadily in remorse and terror, but it is a theatrical job—a Hamlet with Russian dressing. It is Vladimir Sokoloff, an escapist from the Moscow Art Theater and more recently from Hollywood, who really runs away with the play. Sokoloff's magistrate is something to be cherished in the way of stage portraits. Excellent performances likewise stem from Lillian Gish (*Crime & Punishment*, opposite page)

OFF BROADWAY

LAMP AT MIDNIGHT

(Opened Sunday, December 21, 1947)

NEW STAGES THEATER

A drama by Barrie Stavis. Direction, Boris Tamarin. Settings, Robert Gundlach. Costumes, Dorothy Croissant. Lighting, David Hellwell. Stage Manager, William Hawley. Press Agent, Reginald Denenholz. Presented by New Stages.

CAST: Peter Capell, Kathryn Eames, Ralph Camargo, Frederic DeWilde, Robert Davis, Earnest Stone, Martin Balsam, Willard Swire, Earl George, Arnold Robertson, Larry Robinson, John Hollister, Terry Becker, Jay Barney, Louis Hollister, Joseph Silver, Martin Tarby, Joe O'Brien, William Brower, Earl I. Hammond, Kermit Murdock, Frank Butler, Hal Studer, Leonard Sherer, Karl Weber, Mort Neudell, Michael Howard, Raymond Gordon, Ben Irving, Leon Janney, Paul Mann and Dorothy Patten.

For its first script, New Stages, an org of radio actors venturing into legit, has chosen a play of unusual content which presents production difficulties for even veteran legit outfits. *Lamp at Midnight*, the Barrie Stavis play, is an intellectual excursion into the realm of Galileo's problems with the church over his discovery that the earth revolves about the sun. As such, while it manages to mount several effective scenes, the overall result is a static, talky script with too many scenes, too many speeches and too little human interest.

Comparisons are bound to be made between Brecht's *Galileo* and this version, with the nod going to the former by a great margin. While the Experimental Theater's script had many scenes, it was produced very simply without revolving stages and long blackouts. The play itself presented the scientist as a lusty individual, attractive to the audience because he was one of them—a human being. *Midnight* shows an old tired scientist fighting the church he believed in.

In addition, Experimental's production had the benefit of a superlative performance by Charles Laughton. Peter Capell's portrayal of the Italian trail-blazer is just adequate.

However, definitely on the credit side New Stages reveals an acting company of unusual depth and talent, bringing to the fore several noteworthy performances. As an inquisitor Paul Mann evidences acting ability which very likely will move him up-town. Kermit Murdock portrays Cardinal Barbarini, later to become pope, in a distinguished, impressive manner. Ralph Camargo, as Galileo's friend, handles himself well. The rest of the huge cast comes thru with performances of uniform merit.

Midnight may garner more shekels than expected because of its appeal to Bohemians in Greenwich Village, but the company will not build its reputation that way. New Stages should also be wary of choosing other scripts just because it has a large number of roles for actors. *Leon Morse.*

Versatile

HOLLYWOOD, Dec. 27.—Stanley Prager, who a year ago left screen acting to turn to nitery work and radio writing, was signed last week for a feature comedy role in Paramount pic, *A Foreign Affair*. Prager had just completed a 10-week run at New York's Cafe Society when he inked the Paramount paper. Prior to switching to nitery work, he was a scribe on the former Dinah Shore airshow and the *Date With Judy* series. Prager originally played a lead part in the Broadway production of *Eve St. Mark* and was brought to Hollywood to reenact the same role for the screen version of the play. He remained here for other flicker parts and then turned to radio writing.

THE BARKER

(Opened Friday, December 19, 1947)

SOCIETY OF ILLUSTRATORS PLAYHOUSE

Drama by Kenyon Nicholson. Staged by Hudson Faussett. Sets, Richard V. Hare. Stage manager, Howard Magwood. Presented by the Equity Library Theater.

Nifty Miller.....Rusty Lane
Carrie.....Grace Lenard
Hap Spissell.....Arthur Foran
T-Bone.....Jacob Buxbaum
Hick.....James Keith
Colonel Gowdy.....William Tubbs
Lou.....Joan Morgan
Sailor West.....Jack Bittner
Chris Miller.....Engle Conrow
Maw Benson.....Nanon-Kiam
Doc Rice.....William Cohen
Cleo.....Penelope Grey
TOWNSPEOPLE: Thula Ortiz, Patsy Kaner, Edith Sherman, Maxime Raffelock, Adele Berryman, Pat Chandler, Lee Carlton.

The subject matter of *The Barker* is close to *The Billboard's* heart and it would be pleasant to be able to say that the Equity Library Theater did the play justice, but the fact is otherwise. With the main part of Nifty Miller miscast and the direction practically nil, Kenyon Nicholson's script about carnival life gets a production that only hints at the possibilities of the play.

The Barker, a very hokey script with a story that has been done time and again, needs inspired playing if it is to hold. The tale is of a carny barker who intends to make a professional man out of his son, only to be hamstrung when the youngster joins his father's outfit and marries one of the performers.

Except for the Nifty Miller role, the play was well type-cast, but Hudson Faussett, the director, did not get the most from his actors. Rusty Lane in the Nifty role has a pedestrian quality that does not fit into the part. As his girl friend, Carrie, Grace Lenard tries hard but doesn't quite make the grade. The actress needs plenty of training, especially in voice, if she is to click. Playing a tough carny dame, Joan Morgan reveals several top assets—an extremely fetching exterior and stage presence which probably will create demand for her when she gets experience.

Engle Conrow in the part of the son is a promising juvenile with a straightforward, sincere delivery that is admirable. However, the best thesping was in smaller parts, where Arthur Foran as a ticket seller got the most from his role; Jack Bittner made an interesting and effective tattoo artist; Nanon-Kiam clicked as a fortuneteller; William Cohen registered strongly in his one big scene, and Penelope Grey handled her bit part with talent that should bring her larger roles.

Unfortunately Hudson Faussett did not give his thespes the kind of staging they needed. Instead of pointing up his big scenes, slowing down the exits of his actors and building up the script, he let it sprawl. Both sets by Richard Hare showed a nice flare for carnival color and background. *Leon Morse.*

CRIME AND PUNISHMENT

(Continued from opposite page)

as the tubercular, down-at-heel aristocrat and from Dolly Haas as a prostitute. Miss Haas starts slowly but achieves a fine emotional tempo in the final scenes. Sharp character bits are contrived by Elizabeth Neumann as a German landlady and Susan Steell as a proprietress of a red light shop. Also notable are offerings from Mary James, Sanford Meisner, Richard Purdy, E. A. Krum-schmidt and Alice John.

The result, however, leaves a reporter who would like to beat the drum for good acting and good production holding the ball with tremendous tenacity—even if misguided. *Bob Francis.*

FOREIGN REVIEWS

KNOCK, OR THE TRIUMPH OF MEDICINE

THEATRE ATHENE, PARIS

(December 13, 1947)

Comedy by Jules Romain. Decors, Louis Jouvet. Director, Louis Jouvet.

John, the Chauffer.....Gabriel Axel
Doctor Parpalaid.....Paul Barge
Knock.....Louis Jouvet
Madame Parpalaid.....Marthe Herlin
Town Crier.....Jacques Monod
Mr. Bernard, the Teacher.....Jean Dalmain
Mr. Mousquet, the Druggist.....Pierre Renoir
A Woman in Black.....Suzanne Courtal
A Woman in Purple.....Marthe Alycia
First Smartalec.....Hubert Bathion
Second Smartalec.....Rene Besson
Madame Remy.....Wanda
The Nurse.....Jacqueline Hebel

Ever since Jules Romain's satirical travesty on modern medicine first brought him fame a quarter of a century ago, Louis Jouvet has periodically revived *Knock, Or the Triumph of Medicine*. At the Theatre Athene he again plays this super-quack medico, a role which he originally created in 1923.

Romain's Moliere-like leading character takes advantage of credulity and turns the whole healthy populace of a village into hypochondriacs. Three months after he takes over the practice of predecessor the entire aspect of the town has changed.

The poor druggist now wears striped trousers and frock-coat; the hotel that seldom had more than two guests now has trouble finding enough room for out-of-town patients; a countess has a specific ailment to worry about—and pay for—and the healthiest skeptic in town is now a confirmed pill addict.

Jouvet proves once again that he is master of his art. After 25 years in the same part his characterization has lost none of its freshness and spontaneity. His *Knock* is a triumph of phlegmatic poise and diabolic cunning. From his first free consultation to his final piece of advice, when he persuades robust Dr. Parpalaid that the old doc isn't well at all and takes his temperature, his performance convinces the audience of the "triumph of medicine."

Pierre Renoir makes a solid, colorful M. Mousquet, the druggist, and Paul Barge as old Dr. Parpalaid is credible. The rest of the cast is mediocre in parts that are well written and should be a pleasure to portray.

Jouvet's decors are adequate and unobtrusive except for the mechanically moving landscape of the first act which is both unnecessary and disconcerting. His direction is well paced and smooth, as one expects of the master craftsman he is.

Broadway has not yet played host to *Knock* and so has a treat in store for theatergoers who want to see a real comedy-farce which Jouvet calls "an inexhaustible pit of pleasure."

Jean White.

ROUTES

Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
Anna Lucasta (Civic) Chicago.
Baker, Josephine (Majestic) Boston.
Bonanza Bound (Shubert) Philadelphia.
Chevalier, Maurice (Biltmore) Los Angeles.
Carousel (Ford) Baltimore.
Chocolate Soldier (American) St. Louis.
Dream Girl (Lobero) Santa Barbara, Calif., 31-Jan. 1; (Civic Aud.) Pasadena 2; (Russ Aud.) San Diego 3.
Dunham, Katherine (Auditorium) Oakland, Calif. 31-Jan. 1; Stockton 2; (Civic Aud.) San Jose 3.
Firefly, The (Blackstone) Chicago.
Fatal Weakness, with Ina Claire (Geary) San Francisco.
Harvey, with Joe E. Brown (Lyceum) Minneapolis.
Harvest of Years (Colonial) Boston.
I Remember Mama (National) Washington.
Jones, Spike (Studebaker) Chicago.
Late Christopher Bean (Town Hall) Toledo, O., 31; (Davidson) Milwaukee Jan. 1-3.
Look, Ma, I'm Dancing (Shubert) Boston.
Lady Windemere's Fan (Cass) Detroit.
Master's Chair (Russ Aud.) San Diego, Calif., 31; (Jr. College Aud.) Sacramento Jan. 2-3.
Men We Marry (Plymouth) Boston.
Make Mine Manhattan (Forrest) Philadelphia.
Mary Had a Little (Belasco) Los Angeles.
O Mistress Mine, with Lunt & Fontanne (Selwyn) Chicago.
Oklahoma (Hanna) Cleveland.
Power Without Glory (Wilbur) Boston.

THE TAMING OF THE SHREW

NEW THEATER, LONDON

(December 6, 1947)

Drama by William Shakespeare. Produced by John Burrell. Scenery, Kathleen Ankers. Costumes of prologue designed by Alx Stone. Costumes of *The Shrew* designed by Audrey Cruddas. Music, Herbert Menges. Lighting, John Sullivan. Musical Director, Herbert Menges. Assistant Conductor, John Cook. Leader of orchestra, Beatrice Carrello. The Prologue

Christopher Sly (A Drunken Tinker).....Bernard Miles
Hostess of the Inn.....Rosalind Atkinson
A Nobleman.....Robert Perceval
First Huntsman.....John Biggerstaff
Second Huntsman.....Patrick Jordan
The Potboy.....Pietro Nolte
Friend to the Nobleman.....Reginald Hearne
Servant to the Nobleman.....James Lytton
Page to the Nobleman.....John Garley
"The Taming of the Shrew"
Lucentio, son to Vincentio, in love with Bianca.....George Rose
Tranio, Servant to Lucentio.....Peter Copley
Baptista, Rich Gentleman of Padua.....Mark Dignam
Gremio, a Suitor to Bianca.....Cecil Winter
Katharina, Elder Daughter to Baptista.....Patricia Burke
Hortensio, a Suitor to Bianca.....Harry Andrews
Bianca, Younger Daughter to Baptista.....Renee Asherson
Blondello, Servant to Lucentio.....Frank Duncan
Petruchio, a Gentleman of Verona.....Trevor Howard
Grumio, Servant to Petruchio.....George Relph
Maid to Bianca.....Norma Shebbeare
Curtis, Aged Servant to Petruchio.....Aubrey Richards
Servants to Petruchio: Nathaniel, David Kentish, Nicholas, Denis McCarthy, Peter, Christopher Beedel.
A Country Haberdasher.....Peter Varley
A Country Tailor.....Kenneth Connor
A Traveling Pedant of Mantua.....Michael Raghan
Vincentio, Old Gentleman of Pisa, Father to Lucentio.....Kenneth Edwards
An Officer.....Denis McCarthy
A Widow.....Penelope Munday

For the highbrows, *The Taming of the Shrew* is considered far from Shakespeare's most entertaining opus, but as played by the Old Vic Theater Company in London it kept the crowded New Theater chortling heartily for a solid two and a half hours. From the moment Christopher Sly, the drunken tinker, rolled on stage, to the last curtain where the three spliced couples were happily congratulating themselves on their good luck, there was not a dull moment.

The cast itself seemed to have a roaring good time. They created characters who were robust and fulsome. They acted with verve, enthusiasm and humor. Shakespeare presented in this fashion is pure joy. Trevor Howard, with his know-all swagger and roguish eye, played with intelligence and gusto. Patricia Burke, his flashing shrew, is a lovely wench. George Relph is his patient, long-suffering servant Grumio, and Peter Copley is the handsome Tranio, showing off his romantic mustache, "plummy" accent and all. Christopher Sly sat aloft thruout the evening on a raised dais actively enjoying the horse-play below and looking like a slightly tight cherub. Renee Asherson was charming, thou not as naive and gentle as Bianca should be. Herbert Menges has written some lilting, colorful tunes and Kathleen Ankers has built an imaginative set that allows for rapid changes and helps John Burrell's ingenious, rapid paced staging.

Private Lives, with Tallulah Bankhead (Haris) Chicago.
Private Lives, with Gertrude Lawrence (Curran) San Francisco.
Red Mill (KRNT Radio Theater) Des Moines, Ia., 31-Jan. 2; (Memorial Hall) St. Joseph, Mo. 3.
Strange Bedfellows (Locust St.) Philadelphia.
Showboat (Auditorium) Rochester, N. Y.
Sweethearts, with Bobby Clark (Nixon) Pittsburgh.
Song of Norway (Bushnell Aud.) Hartford, Conn., 31; (Lyric) Bridgeport Jan. 1-3.
Student Prince (Boston O. H.) Boston.
State of the Union (English) Indianapolis, 31-Jan. 3.
Telephone & Medium (Cox) Cincinnati.
Voice of the Turtle (Erlanger) Chicago.
Wolfit, Donald (His Majesty's) Montreal.

For reviews of *Topaz* and *The Cradle Will Rock* see Page 4 of this issue of *The Billboard*.

Burlesque

By UNO

JACK MONTGOMERY'S four weeks of number producing at the Hudson, Union City, N. J., in which he combined production effort with vigorous footwork, left many a dance specialist among the front-liners. . . . Charleyne Baker is doing strips at Club 26, Milwaukee. . . . Winifred Wynn, talking woman in the Fuller-Taylor unit, is another burly newcomer from Detroit—she formerly worked Philadelphia niteries. . . . Evelyn Knight (Mrs. Murray Briscoe) vacationed from the Hirst Circuit Christmas week for a visit with her mother, Ivy Evelyn, and sister, June Marsh, in Chicago. . . . Bo Jenkins, tapster, back as extra attraction in Hirst shows after three years of Special Services work for Uncle Sam. . . . Dad of Bobbie Bert (Phyllis Odell), front-liner at the Hudson, Union City, N. J., is Louis Dell, of the Dell Instrumental Trio, playing club dates. Others in the combo are Arnold Nelson and Billy Schuler. . . . Wayne Kirk is in his 28th week at Club Dells, Riverside, Calif. . . . Inez Claire left the French Casino Club, Chicago, to return to burly. She opened December 26 for a week at the Palace, Buffalo, and bows on the Hirst wheel January 4 at the Troc, Philadelphia.

Renee Griffin closed Christmas week at the Gayety, Montreal, and opens this week in the Hawaiian Room, Albany, N. Y. . . . Sam Gould is with the Brown Derby Boys at the Down Beat Show Lounge, Sioux City, Ia. . . . Nat Ozman, singer, returned to the Hudson, Union City, N. J., January 4 after a long stay at the Nocturne Club, Manhattan. He succeeds Mickey Scott, who shifts to another spot on the Hirst route.

HARRY RICHMAN, while playing the Town Casino, Buffalo, visited Palmer Cote at Rainbow Inn there and talked over the days when Palmer worked for Richman at Club Richman, Manhattan, in 1926. Cote's dancing partner at the time was Vie Quinn. . . . Al Anger and Margie Davis have opened at Club Samoa, Manhattan. . . . Frank Harcourt, former burly comic, is in his 14th week of barkeeping at Hotel George Washington, Manhattan. . . . Harry White left off straightening for Fields and McAllister on the Hirst Wheel to move to the Midwest to straight for Loney Lewis and Harry Bentley. . . . Harry Gerken and Ray Syracuse are touring stagehands with the road edition of *Anna Lucasta*. . . . The Eatons, Morey and Dorothy, opened last week at the Olympic, Miami, thru Johnny Singer. . . . Kenneth and Zoya, dance team, back to Manhattan club work following a Hirst tour. . . . Jill A. Parker, vocalist, who sang over her own radio program in Allentown, Pa., completed a first-time tour of the Hirst Wheel and opened at the Lamplighter nitery in Fall River, Mass., thru Paul Jordan.

Niteries Must Cut Costs and Pray in 1948

(Continued from page 34)

attractions continued to get the kind of money they were asking for and getting. One out-of-town op reported he made a barrel of dough with an act for the first two weeks, but the second two weeks biz dropped so badly that he lost not only all he made but an additional \$50,000. "The act," he said, "wouldn't let me out even 48 hours sooner."

Another big out-of-town op played a name for the second time. "The first time I made money. On the return date—and the guy was in only for a week—I lost \$15,000."

Food Prices Skyrocketing

Another problem facing ops in 1948 is food prices. According to Washington reports, the food shortage will be intensified in January, February and March, with prices climbing. This increase will have to be met by the clubs as well as the consumer who partonizes the clubs. With the increased cost of living cutting into luxuries, the niteries will face a full nelson, which, cafe men say, will certainly floor some of them.

Summing it up, the consensus was that 1948 will require not only top showmanship but also shrewd business management. The op who has one without the other may get by. To survive, both qualities are an absolute must.

The vaude picture for 1948, according to theater men and bookers, is dismal. The dropping of flesh at Loew's State, the Chicago and the Million Dollar Theater hasn't been relieved by new houses opening up in various parts of the country. The reasons for elimination of vaude vary between inter-office maneuverings and the bald one that grosses are down. Bookers say that name bands which formerly hit top figures die on repeat dates. There are about half dozen attractions that mean anything and they won't come out. When they do, they get so much dough the house can't even make its nut, according to talent buyers.

Acts Blame Pix

Nobody pretends to have any answer to declining theater grosses. The actors blame the pictures, claiming that nobody can do business with the Grade C flickers they get. Bookers blame agents and actors for demanding so much pay for talent. Theater men in general blame not only the actors but the unions as well.

Some theater men attribute the dropping of flesh entirely to the demands made by stagehands and musicians. They say it costs so much money to operate flesh today that in order to save they have to use mediocre acts. "It's this use of talent that doesn't bring in a dime which is bringing flesh to an end," one said.

Other theater men don't agree. They insist that what bookers need more of is imagination and showmanship, instead of just buying names and then crying if the names don't do the business. "Even a low-priced bill can make up a pretty good show if produced and presented properly," one said.

Whoever is right, the fact remains that the boys on the inside are worried and don't know what 1948 will bring them. But whoever it is they hope it won't be as bad as they think it might be.

Magic

By Bill Sachs

KING BAILE, the magic vet, who dropped suddenly out of the magic picture a few years ago, is now doing promotional work for the Loyal Order of Moose out of Mooseheart, Ill. He's now located in Terre Haute, Ind., and says that numerous magic acts have played the town in the last several months, including Dave and Pauline Coleman, the Great Gravityo, Jimmy Trimble, Ray and Norvelle, Chan and Margo, Duke Stern, L. Guy Gerber, Ross Engles, Bobby ReBelle, Dan Ross, the Demaree Sisters, Ambassador of Magic, Chic Keiser, and Virgil the Magician. Baile concludes his communication to the Magic Desk with the query, "What's become of Al LaVerne, who had a big show out years ago under the Great LaVerne title, and '2-10' Daniel, of the old wagon days in Michigan?" . . . George Dexter and Company, featuring magic, hyp and a pickpocket routine, opened December 22 at the Pines, Youngstown, O. . . . The Johnstones postal from Des Moines that, for some reason or other, their jokes, gags and magic are going extra well with the natives out that way. . . . Karrel Fox did a special show for nearly 300 underprivileged youngsters at a Christmas party given by the Michigan Showmen's Association in their Detroit club-rooms December 21. . . . Billy and Kay Arnott opened December 22 in the Ambassador Room of Hotel Elmwood, Windsor, Ont. . . . Tom Auburn closed a 10-day stand on the Normandie Roof of the Mount Royal Hotel, Montreal, Monday (27). . . . Earl Morgan made *The Minneapolis Times* of December 22 with four sharp photos across the top of the page showing him presenting his nifty of producing a selected card in a huge smoke ring.

THE Pittsburgh School of Magic, headed by Regis Gibson, president, and Lou Isaacs, vice-president, is skedded to begin classes early in January. Under present plans a 20-week course in magic will be offered for \$200. Each weekly instruction will run around three hours and will be held at Roosevelt Hotel. Incidentally, Vice-Prexy Isaacs recently lost \$800 worth of magic paraphernalia when a thief cracked his car and made off with the stuff, shortly before he was to do a show at Riverside Penitentiary, near Pittsburgh. The show at the big house went off as scheduled, however, when several other Pittsburgh wizards pitched in with their skill and nifties. Prominent among the latter was Ralph Schugger, well-known Pittsburgh mortician whose hobby is magic. . . . Tom Rainey, club magus and Chicago rep for Percy Abbott, the Colon, Mich., magic maker, gives us his own version on the "bum check" incident, which saw his name featured here in recent weeks. Writing under date of December 23, Tom typewrites: "Of late I have been getting no end of publicity in your column and, whether it is good or bad, it is publicity. And the Ford jokes never hurt the Ford. I regret that the check episode got in, as it shows that I shot off my mouth which I shouldn't have done, as Percy doesn't like others to know what's not really their biz. I really had thought of putting it in the local press for, as you say, it was a good story. What I am really trying to get at is this—I had nothing to do with the story getting in in the first place; secondly, I had nothing to do with your Chicago office writing to you, and I certainly don't know of anyone who has a grudge against Tom Rainey. I, for one in magic, have no grudge fights going on with anyone. So far, I am friends with all."

OGTA Shelves Shelvey for 4 A's

CHICAGO, Dec. 27.—Report here this week was that the Ohio Guild of Theatrical Agents (OGTA), which last week received wires from Matt Shelvey, deposed American Guild of Variety Artists (AGVA) chief, asking their aid, had voted in a meeting Tuesday (23) to string along with the present AGVA set-up, administered by the Associated Actors and Artistes of America (Four A's). OGTA, which is separate from the Artists' Representatives Association, now joins ARA in its stand to do business with the Four A administration of AGVA.

Shelvey also was reported sending wires to cafe ops and agents in Kansas City, Mo., this week, with K. C. parties involved assuring Vincent Lee, AGVA rep in that area, that they are stringing along with him and the present Four A set-up.

AGVA's West Coast Reps Back New 4 A's Committee

HOLLYWOOD, Dec. 27.—Western branch office reps of the American Guild of Variety Artists (AGVA) are solidly behind the new administrative committee appointed to run AGVA by the Associated Actors and Artistes of America (Four A's), according to Florine Bale, Western Division chief for the talent union. Miss Bale, recently returned to the Coast after confabs with Four A's execs in New York, reported that after hearing the evidence behind the discharge of former AGVA head Matt Shelvey, she would stick to the Four A's.

Miss Bale visited AGVA offices in Dallas, Houston and Denver, and will cover branches in San Francisco, Seattle and Portland, Ore., next week. She claimed there was no evidence of revolt among union reps in her territory, nor any indication that AGVA members were distressed by upheaval in the union's ranks.

LOEW'S CURTAIN DROPS

(Continued from page 34)
lon and Molly Picon," or bothered to glance at the smaller billing given to Jack and Charlie Brick, George Andre Martin and Harold and Lola. It was cold outside; it was cold backstage. When the house opened in 1921 it was on a hot August day. The final curtain came on a cold, snowy December night.

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THE FINAL CURTAIN

ALLEN—Maj. Edward B., manager of the Flemington (N. J.) Fair the past 40 years, at Trenton December 25. Allen, a retired army officer, was widely known in trotting race circles, having for many years served as an official at the fairgrounds track. Survived by his widow, Ella. Burial in Prospect Hill Cemetery, Flemington, December 29.

BELLINGER—Ezra D., 85, band leader, December 23 in Watertown, N. Y. He conducted a group of women musicians.

BROWN—Bothwell, vaude and musical comedy performer, December 12 in Los Angeles. He appeared in the Broadway shows, *Dancing Diana* and *Miss Jack*, and on the B. F. Keith, Loew's and Pantages vaude circuits. In recent years he had been producing night club shows in New York.

BROWN—Seymour, 65, composer and a founder of the American Society of Composers, Authors and Publishers (ASCAP), December 22 in Philadelphia. He was also an author of musical comedy scripts, a comedian and a singer. Among his popular songs were *Oh, You Beautiful Doll*; *Chin Chin*; *Can't You See I Love You* and *Moving Day in Jungle Town*. His widow survives.

CHRISTY—Sylvia, wife of Wayne Christy, former booker in the New York Keith office, December 8 at Bellflower, Calif. Before her marriage, Mrs. Christy played Western, Orpheum Jr. and Pantages vaudeville. She was born in Bowling Green, Ky. Funeral December 12 in California.

CLARK—James, former general agent of Tom's Comedians, Menke's Showboat and Billy Terrell's Comedians, December 6 at his home in Oak Bridge, Tenn. Survived by his widow, Dora; four children, Bonnie, James, Eddie and Susie, and his mother, Mrs. L. P. Cohen. Burial in Soloway Cemetery, Knoxville.

FARRELL—John O'Neill, 70, Newfoundland actor and singer, recently

in Glendale, Calif. He was also a movie executive in Newfoundland and England during the silent film era. Survived by three daughters.

GOSSETT—Myrtle, wife of Fred B. Gossett, for several years with the Brundage & Fisher Amusement Company and later with the S. W. Brundage Shows, recently in Independence, Mo., of a heart attack. She and her husband joined the Brundage & Fisher org in 1906, operating the Electric Theater. Survived by her husband.

GROTH—John Earl, 69, secretary of the Fort Wayne (Ind.) Broadcasting Corporation, December 16 in Battle Creek, Mich.

HAAS—Mrs. Leah S., 91, mother of E. H. Robins, actor, December 19 in Harrington Park, N. J.

HAMPTON—Joe, 63, formerly associated with the Cole Bros.' Circus, December 6 in Jacksonville, Fla., of a heart attack. At one time he was a partner with C. D. Scott in the operation of the Dixie Exposition Shows. Survived by his widow, Mollie, and a son, Ernest, of Jacksonville. Burial in Evergreen Cemetery, Jacksonville.

HEARN—Frank Earnest, 65, vaudevillian for over 30 years, December 18 in New York.

HELMS—Carl, 57, for 18 years secretary of the Bluffton (Ind.) Street Fair Association, in Wells County Hospital, that city, recently of a stroke. Survived by his widow and three brothers.

HESS—Howard W., 64, director of the Cincinnati Conservatory of Music and music critic for *The Cincinnati Times-Star*, suddenly December 26 at his home in Ft. Thomas, Ky. Widely known as a pianist, teacher and lecturer, Hess was on the faculty of the Cincinnati College of Music almost 20 years before becoming affiliated with the Conservatory in 1946. Before coming to Cincinnati, he had been co-director of the Conservatory of Music of Martha Washington College, Abington, Va., and director of the conservatory of Athens (Ala.) College. Survived by his widow, Eva; a daughter, Dr. Emilie Rogers Hess, and a sister, Mrs. Curtis L. Bishop, West Palm Beach, Fla. Services in Ft. Thomas December 29, followed by cremation.

JORN—Karl, 74, opera tenor, December 19 in Denver. He sang with the Metropolitan Opera Company for 10 years, starting in 1909. He was best known for his Wagnerian roles.

KALLAHAR—Harry, 56, president of the Memphis stagehands' union, December 21 in Memphis.

KAUFMAN—Mrs. Elias, 70, mother of Samuel Kaufman, exploitation editor for the National Broadcasting Company, December 18 in New York.

KYES—Fletcher, 93, father of Henry Kyes, formerly with Merle Evans's band and the last 10 years bandmaster for Hagenbeck-Wallace, Russell Bros.' Pan-Pacific, Clyde Beatty and Sparks shows, December 13 at Farmington, Ill. Survived by two other sons and two daughters. Funeral in Farmington December 15.

MAHERY—Frank, 57, manager of Car No. 1 of the Ringling Bros. and Barnum & Bailey Circus, December 23 in Davis Island Hospital, Tampa, of a heart ailment. After serving with General Jonathan Wainwright in the Philippine campaign, he joined the M. L. Clark Circus in 1910; became an agent with Sells-Floto in 1916 and then moved to the Al G. Barnes Circus before joining the Ringling show in 1936 as a biller. He had the No. 2 car on Cole Bros.' Cir-

cus in 1935. Survived by his mother, Mary, and sister, Margaret, both of Dayton, O. Burial in Dayton December 26.

MARENCO—Frank, 56, the past three years with the Morris Hannum Shows and prior to that with the Bright Lights Exposition Shows, December 18 in Tampa of a heart attack. Survived by his widow, Esther.

MARKWARD—William H., 39, general manager of WCAM, Camden, N. J., December 22 at his home in West Berlin, N. J., of a heart attack. He was named manager of WCAM after the outbreak of World War II after being associated with the station nearly 15 years. In addition to his station duties, he conducted a daily sports broadcast and was also a member of the staff of *The Philadelphia Daily News*. Survived by his widow, Rebecca; two sons, a daughter and four sisters.

McDONALD—Alan, 56, one of the founders of the Omaha Community Playhouse, recently in Omaha.

In Loving Memory
Of My Dear Husband
B. H. PATRICK
Who passed away Jan. 1, 1945.
"I Will Always Miss You."
HESSIE A. PATRICK

PARSONS—Joseph M., 66, old-time minstrel singer, December 22 in Long Beach, Calif. He traveled for many years with Sinclair's Minstrels and later appeared on the radio in Chicago.

SALOME—George J., 44, advance and advertising agent with various carnivals, December 15 in Sudbury, Ont. Survived by his mother, one brother and five sisters.

SINGER—Herman, side-show operator and magician, in Lowell Hospital, Lowell, Mass., December 11 following a heart attack. Burial December 14.

STROUSE—Meyer B., 70, manager of the Grange Theater, Philadelphia, for the past five years, suddenly at his home in Philadelphia December 22. He was previously associated with other Warner Bros.' theaters in that city. Surviving are two sons, a daughter and a sister. Services in Philadelphia December 23, with burial in Adath Jeshuran Cemetery there.

VAN SICKLE—Mrs. Mattie, mother of Ora Slout, of the L. Verne Slout Players, in El Paso, Tex., December 18 following a lengthy illness. Mrs. Van Sickle was well known among showfolk, having spent many summers on various tent and rep shows. Besides Ora, another daughter, Mrs. C. E. Crowsen, of El Paso, survives. Burial in Evergreen Cemetery, El Paso.

VON HERBERG—J. G., Seattle theater owner, December 18 in that city.

WALSH—Arthur L., 51, executive vice-president of Thomas A. Edison, Inc., and former New Jersey State senator, December 13 in New York. In 1915 he joined the Edison company to play the violin on both their recordings and recitals to show the comparison of live and recorded music. Walsh later supervised the recording artists and wrote several popular songs. At the time of his death he was president of a corporation erecting a radio station in Newark.

WINTER—August, 81, former musician, December 14 in St. Louis.

Marriages

ADAMSON - EMERSON—Harold Adamson, song lyrics writer, and Gretchen Emerson, radio and stage actress, in West Los Angeles December 18.

BAUM-FOX—Howdy Baum, or leader, and Sigrid Fox, featured star on the Hirst wheel, in Pittsburgh December 18.

CHASE-VINES—Sam Chase, reporter for *The Billboard*, and Michael Vines, non-pro, December 24 in New York.

JANOFF-NELSON—Charlie Janoff and Anita Nelson December 22 in New York. Both are with Leed Music.

LATHAM-WALK—Celous Latham, side-show worker, and Rev. Walk December 1 in Chicago.

LITMAN-LEIBER—Len Litman, owner of the Carnival Lounge and Club 413, Pittsburgh, and *The Billboard's* correspondent there, and Rosslyn Leiber, University of Pittsburgh co-ed, December 28 in Pittsburgh.

WECHSLER-SNOWDEN—Richard S. Wechsler, attorney, and Esthe Snowden, stage manager, December 26 in New York.

Births

A son to Forrest and Mary Pool recently in Sault Ste. Marie, Mich. Father is a concessionaire on the Gold Medal Shows.

A daughter to Mr. and Mrs. E. C. (Roughhouse) Kelly December 11 in St. Vincent's Hospital, Little Rock. Father owns and operates an athletic show.

A son, Lawrence, to Mr. and Mrs. Walter E. Hood recently in White Castle, La. Parents are concessionaires.

A son to Mr. and Mrs. Charles Antolick December 10 in St. Mary's Hospital, Philadelphia. Parents are professionally known as Lock and Myers, dance team.

A daughter, Nora Christine, to Mr. and Mrs. Fred Knight December 11 at Bryn Mawr Hospital, Philadelphia. Father is radio disk jockey at WIBG, that city.

A daughter to Mr. and Mrs. Paul Neff December 19 in Philadelphia. Father is a night club emcee.

A son, Anthony James, to Mr. and Mrs. Al Kohler December 22 in Bronxville, N. Y. Father is account executive for the WOR Boston Blackie program.

A son to Mr. and Mrs. Dwight Hauser December 17 in Hollywood. Father is an American Broadcasting Company writer-producer.

A son to Mr. and Mrs. Richard Eskelson December 20 in Salt Lake City. Father is a continuity writer and sportscaster at KALL.

A son to Mr. and Mrs. Saul Krieg December 19 in New York. Father is a press agent.

A daughter to Mr. and Mrs. William Carter December 21 in Hollywood. Father is a film actor, and mother is the former Nancy Wiman, daughter of legit producer Dwight Deere Wiman.

A daughter, Kathleen, to Mr. and Mrs. Jack O'Mara at St. Vincent's Hospital, Los Angeles, December 18. Father is West Coast promotion chief for American Broadcasting Company.

Divorces

Clara Velma Cooper, from W. N. (Mickey) Cooper, concessionaire, in Hot Springs December 10.

Estelle Smerda, from Frank J. Smerda, Cleveland music dealer, in that city December 14.

Suzanne McLaglen from Victor McLaglen, film actor, in Fresno, Calif., December 16.

Gloria Grahame, actress, from Stanley Clements, actor, in Hollywood December 16.

Hazel Bolt Royal from William H. (Splinter) Royal, in Savannah, Ga., December 10. Both were with the Royal Exposition Shows.

Mark Hellinger

Mark Hellinger, 44, Broadway columnist, film writer and producer, died in Cedars of Lebanon Hospital, Hollywood, December 21 of a heart attack.

Hellinger's writing career began with a job on *Zit's*, a theatrical weekly. His first major assignment came as a reporter on *The New York Daily News*, which he joined in 1923. In 1930 he switched to *The New York Mirror*. During his association with that paper he wrote *Hot Cha*, the last *Follies* show produced by Ziegfeld himself.

Besides his hundreds of short stories, Hellinger wrote two books, a Sunday newspaper page, a sportsman's manual, vaude reviews and radio shows. He went to Hollywood in 1937 where he wrote the films *They Drive by Night* and *High Sierra*. Two years ago he became an independent producer and turned out *The Killers* and *Brute Force*. His third effort, *The Naked City*, has not as yet been released. His other Hollywood-produced stories include *Night Court*, *Broadway Bill*, *The Roaring Twenties* and *Brother Orchid*.

Survived by his widow, Gladys Glad, former Ziegfeld *Follies* feature, and two children. Services in Hollywood December 24.

Christmas Kid Show No Click

Grand Central Palace holiday promotion features rides, acts—weather hurts

NEW YORK, Dec. 27.—National Children's Exposition Corporation's kiddie show, occupying two floors of the Grand Central Palace, was snagged by bad weather breaks which killed off attendance on at least two of the nine days' run of the show. Billed as Merry Christmas Land, the exposition opened Saturday (20), to good attendance. It runs thru Sunday (28).

Exposition is a combo exhibition-circus-amusement park lay-out staged on the big main floor and the mezzanine of Grand Central Palace. Exhibits number 40 and are largely devoted to toys, books and holiday items. Exhibit space reported sold at \$3 per square foot, with such firms as the Chesapeake & Ohio Railroad, American Airlines, Borden's and Decca Records using large space. Promoters splurged heavily on ads in New York and suburban papers. Show was televised and also given several radio plugs. Admission prices, all inclusive, were \$1.50 for adults and \$1 for kids.

Show's Highlight

Highlight of the exposition was a modest but excellent stage show featuring Pallenberg's Bears and the Jim Wong Troupe, Chinese jugglers and acrobats. Frank Luther, recording star, emceed the show, which also included Dime Wilson's table tilting gag; Romano, novelty balloon act; Chief Young Deer Troupe, roping and whip cracking, and the Kris Kringle Troupe (clowns doubling), tumblers. Clown alley consisted of Pete Roberts, George Becker, George Thornton, Billy Rice, Bert Turner, Joe LaPlante, Pat Lytell, Dime Wilson and Hap and Slap.

The Ottoway Steam Train Company had one of its miniature trains operating under the supervision of Sales Manager Herald E. Swanson, and the Vivona Brothers (New Jersey carnival operators) had three rides—Whip, Merry-Go-Round and kiddie auto—in the hall. Attractions and rides were offered gratis to patrons.

Attractions included the Dunn Bros.' Model Circus, Messmore & Damon's Mechanical Toyland, Dave Irwin's Eskimo Village, Chief Young Deer's Indian Village, Colleen Moore's Doll House and an exhibit of small animals from the Bronx Zoo, plus several commercial exhibits. International Mutoscope Corporation had two groups of arcade machines on the mezzanine floor.

Idea was an ambitious one which with more preliminary ballyhoo could click but at this first essay attendance was spotty and never taxed the capacity of the big hall.—TED WOLFRAM.

Verne Elliott To Furnish Rodeo for SW Exposition

FORT WORTH, Dec. 27.—Verne Elliott, of Platteville, Colo., has signed to furnish the rodeo for Southwestern Exposition and Fat Stock Show here January 30-February 8.

Elliott furnished the rodeo for the show for about 20 years until two years ago when Everett Colburn, Dublin, Tex., took over. The latter furnishes livestock for the New York Madison Square Garden rodeo.

Around the Grounds—

Record 360G Profit at Dallas; Austin, Minn., Acts on Gates

Year's operation, ended November 15, netted the State Fair of Texas, Dallas, a record-breaking net profit of \$360,048.23, according to the report made by President R. L. Thornton, who announced that \$200,000 will be used to retire that amount of bonds. Last year the fair sold \$600,000 worth of 20-year general revenue bonds and then retired \$120,000 of the issue. With the retirement this year of \$200,000, bonded indebtedness will be reduced to \$280,000. Before this payment, the fair as of November 15 had an operating fund of \$698,025.01.

Persons injured on the State fairgrounds in Detroit during the fair cannot have their medical or hospital bills paid by the State, the attorney general's office has ruled. Noting that there were first aid stations on the ground, the opinion said that sending injured persons to outside doctors or hospitals was an "unauthorized extension of public service."

Effective next year, the Mower County Fair, Austin, Minn., will operate with an "everybody pays" policy and a 25-cent front gate admis-

New Bedford Stad. To Open in Spring

NEW BEDFORD, Mass., Dec. 27.—Cawley Stadium, a new enterprise which will be used for outdoor show events and sports, will be ready for operation by April 19, (Patriot's Day), 1948, Norman Lajoie, owner-manager, announces. Area encompasses a six-acre, fenced-in tract with seating accommodations for about 4,500 persons. The lighting system includes 216 1,500-watt arc lights.

Lajoie, who will also handle the promoting, said he intends to present auto thrill shows, rodeos, circuses and carnivals, in addition to sporting events.

Stadium is expected to draw the bulk of its patronage from New Bedford and adjacent Fall River, which have a total population in excess of 200,000. Parking will be available for an estimated 6,000 cars.

Johnson Named President Of N. E. Tent Association

WORCESTER, Mass., Dec. 27.—Frank O. Johnson, of the Worcester Awning Company, was elected president of the New England Tent and Awning Manufacturers Association. Others named were B. Alfred Peterson, Quincy, first vice-president, and Charles Bagley, Boston, second vice-president. New directors are Roland A. Roy, Pawtucket, R. I., and Ralph Raymond, of Auburn, Me.

The group plans to convene sometime in March in Atlantic City.

N. Windham Sets Expo Dates

NORTH WINDHAM, Conn., Dec. 27.—The combined Willimantic Poultry Show and New England Industrial Exposition will be held here March 13 thru 15, 1948, Manager D. Cosonough, announces. Annuals were combined last year for the first time.

Hereto, the admission has been 35 cents. In its announcement, fair officials pointed out that even the fair directors will be forced to buy admission tickets.

Ben Allen, of Posters, Inc., received a pleasant surprise while attending the outdoor conventions in Chicago when he ran into an old army buddy. Last time Allen saw his friend was in France when he helped the latter out of a shell hole after the St. Lo break-thru. His friend had been badly wounded.

Brownsville Maps Final Plans for Charro Days Cele

BROWNSVILLE, Tex., Dec. 27.—Latest development in preparations for the 11th annual Charro Days Fiesta here February 5-8, was the signing of Worth Amusement Company, of Dallas, under direction of Manager Hal Worth, to build 12 floats for the event. Ten of the floats will be in the Charro Days tradition, while two will stress pioneer days in Texas, since this city celebrates its centennial in 1948.

John Hunter, general carnival chairman for the event, said that downtown concession space is being grabbed up by newcomers to the event as well as those who have operated here during the past 10 years. Hunter also announced that the Van Dyke Bros.' Shows, quartered in Harlingen, Tex., are making arrangements to bring what is believed will be the largest line-up of attractions in the local event's history.

Old military parade grounds at Fort Brown are expected to house the carnival.

New Ice Sport Preemed At Lakewood, N. J., Rink

NEW YORK, Dec. 27.—Newcomer in outdoor ice rink sports, *Iceskateball*, was previewed Saturday (20) at the new artificial ice rink at Laurel-in-the-Pines Hotel, Lakewood, N. J. Games will be staged weekly between local teams, with exhibitions of figure skating filling in between the periods.

Game is a modified form of basketball and provides plenty action. Will Yolen, former drum beater for the old Lew Dufour and Joe Rogers attractions, is handling publicity for the game, which was invented by Al Tisch, owner of the hotel and a former basketball star. Opener was given big coverage by newsreel groups and sports writers of New York papers.

Set Georgia Meeting Dates

ATLANTA, Dec. 27.—The annual meeting of the Georgia Association of Agricultural Fairs will be held in the Georgian Terrace Hotel here Monday, January 19, it was announced this week by Mike Benton, president. The program will begin with registration at noon, followed by a business session, cocktail party, dinner, floorshow and dancing.

Benton said the hotel had agreed to hold approximately 40 rooms and urged all those making reservations to state that they would be attending the fair meeting.

Take of 346G By Henie Sets St. Louis Mark

ST. LOUIS, Dec. 27.—Sonja Henie's 1948 *Hollywood Ice Revue* played to attendance of 168,000 during a 17-day engagement at St. Louis Arena, ending Saturday (20). Gross receipts were \$346,160 which, according to Arena Manager Emory Jones, represents a new record for St. Louis.

The Police Circus and other events have played to greater attendance, Jones said, but never before has a single attraction taken in as much money.

The Henie show went from here to Chicago to open Christmas Day at the Stadium for a 25-performance engagement. Performances are scheduled nightly thru Tuesday, January 20, with the exception of Thursday (1) and Saturday (11). There are to be special Sunday matinees December 28 and January 4 and 18, with no evening performances on those days.

Outdoor Acts Booked In Chi Ballrooms

CHICAGO, Dec. 27.—Outdoor acts will be featured in the New Year's Eve revues of the Aragon and Trianon, Chicago ballrooms.

Program at the Aragon will include the Zoppe Troupe, unsupported ladders; the Marcus Troupe, jugglers; the Orontos, balancers; Harold Boyd and the Jigaws, comedy acros, and the Gray Sisters, together with Leighton Noble's orchestra and Elaine Carvel, songstress.

The Orontos and the Jigaws also will appear at the Trianon, in addition to the De Ocas, trampoline; Cycling Kirks, unicycles, and the Lang Troupe, teeterboard, with music provided by the Lawrence Welk ork, with Bobby Beers, vocalist.

Buck Steele Establishes New WQ Near London, O.

LONDON, O., Dec. 27.—Buck Steele, of Steele's Attractions, formerly located at Dover, O., has bought a new site near here for a permanent office and winter quarters. The 90-acre tract is located at the intersection of Highways 40 and 42, three miles north of London and midway between Columbus and Springfield, O. Place will be known as Circus City. Altho some construction has been started, progress has been slow due to lack of materials and weather conditions.

I. S. Russell, Steele's musical director for several years, recently conferred with Steele on the purchase of a new Hammond organ for the No. 1 unit next season.

Chi Boat Show Skedded

CHICAGO, Dec. 27.—The 15th annual boat show will be held here at Navy Pier, January 31-February 8. According to Hubbard H. Erickson, founder and director, more than 175 exhibitors from all sections of the country have been assigned space.

Foster Bell New Hennies P. A.

CHICAGO, Dec. 27.—C. Foster Bell, the past season contracting press agent for Ringling Bros. and Barnum & Bailey Circus, will have charge of publicity for Hennies Bros.' Shows in 1948. Bell at present is fronting a new legit roadshow, *Joan of Loraine*, starring Diana Barrymore.

Mich. Finances In Spotlight

Budget office prevents member of board collecting space commissions

LANSING, Mich., Dec. 27.—A battle over tighter control of State fair finances may be fought at the next legislative session, it was indicated here Wednesday (17) when *The Detroit News* learned that the budget office prevented a member of the fair board of managers from collecting a commission on concession space sales.

Thru a contract with the board, Lester R. Schrader, of Centreville, was to receive 5 per cent of the proceeds from the sale of concession space, and submitted a request for \$2,683, *The News* reported. The budget office held that he was entitled only to \$10 per day and expenses for his services as a board member, and refused to approve the voucher.

According to Hazen L. Funk, fair manager, Schrader's contract was approved by the board and the civil service department, and copies were submitted to the budget office and the auditor-general. Schrader has not submitted a voucher for his services as a board member covering the period in which the sales were made, Funk said.

Expenditures by the fair management have been criticized by the agriculture department, which charged recently that some money may have been spent "unwisely" and without departmental approval, *The News* reported.

Meantime, Governor Sigler declined to comment on the situation "at this time," but a proposal to end the dual control of the fairgrounds by the agriculture department and the fair board is expected to be considered at the special legislative session in March, *The News* said. "That may open the way to revise the financial set-up, and bring the fair under a budget approved by the Legislature," according to *The News*.

All fair receipts now go into a revolving fund, and expenditures are supervised by the budget office.

Extend Mineola Lease Thru '48

MINEOLA, N. Y., Dec. 27.—Official announcement of dates for the 106th annual Mineola Fair as September 14-18, 1948, by the board of directors of Queens-Nassau Agricultural Society, at the annual reorganization meeting last week-end, dispelled all rumors to the contrary.

The announcement followed a conference between J. Russel Sprague, county executive, and J. Alfred Valentine, fair president. Sprague, supported by other county officials, declared that altho tenure of the society on the fairgrounds legally expires Wednesday (31), it would be a keen disappointment to fairgoers to deprive them of the fair since it has grown so in popularity and civic value in recent years. He was urged to adopt this decision largely by a coterie of fair enthusiasts headed by Surrogate Leone D. Howell.

Valentine was re-elected president; Raymond G. Fish, Hempstead, vice-president; Fred D. Baldwin, treasurer-secretary, and Charles Bochert, manager.

The board authorized engagement of a regular touring circus as grandstand attraction as a result of record-breaking attendance at this year's show which featured the James M. Cole Circus.

Continued Prosperity, Better Fairs Seen by IAFE President

By Roy Rupard

President, International Association of Fairs and Expositions

CONTINUED PROSPERITY, better fairs, and a greater service to communities, to States, regions and to the nations are prospects for operations in 1948. These prospects are based on operations of 1947 which was the most successful from every viewpoint in the history of fairs in this nation.



ROY RUPARD

Increased activity in livestock raising, agriculture and full-scale production in industry point to even larger and more numerous exhibits for the coming year. The need for this increased production in every endeavor will likewise create a desire on the part of the public to see the results of this "stepped-up" program.

There never has been a time in this hemisphere when the need for careful planning and greater production of food supplies is so badly needed. There is no agency better prepared to carry out such a program than the fairs of the United States and Canada.

Such a challenge to our fairs and expositions will be met with a greater determination to do everything within our power to see that our part is a success.

There is a big job to be done; the need is great; the interest is general. It is a job for all the people. Exhibitors will join in the program—industrial, livestock and agricultural exhibitors. People will participate in the program if they are asked to

do so. Since the people of our nations are the backbone of our fairs, we must not overlook the part they play in the success of our expositions, or any project which we undertake at any time.

In our operations we seek the closest co-operation with livestock, agricultural and poultry groups, women's clubs, schools and athletic groups, and we should earnestly strive to bring about the best co-operation with the greatest group of them all—the public.

With such an aim, and with careful plans on the part of every fair, all eyes will be focused on our operations during 1948, and my prediction is that the fairs of America and Canada will end the year in their greatest blaze of glory, a year in which they have seen "a job well done."

Dallas Annual Again Selects Thornton Prez

DALLAS, Dec. 27.—R. L. Thornton was re-elected president of the State Fair of Texas for his third successive term at the org's annual board of directors meeting here Monday (15).

Other officers named were W. H. Hitzelberger, re-elected executive vice-president and general manager; S. B. Cox, secretary; Fred F. Florence, re-elected treasurer, and Roy Rupard, named secretary emeritus.

The Dallas fair president is chairman of the board of the Mercantile National Bank here. Cox, the newly elected secretary, has been with the State Fair of Texas for 27 years. He is an auditor and as secretary of the fair will continue to have charge of all auditing, purchasing and employment. He succeeds Rupard as secretary.

Florence was renamed treasurer for the 15th year. He is president of the Republic National Bank, Dallas.

4 Bidders Seeking Akron Rubber Bowl For Midget Racing

AKRON, Dec. 27.—City board of control must decide which of four firms will operate the profitable midget auto races in Akron's Rubber Bowl next season.

In the list is Zeiter Speedways Association, Bedford, which operated the bowl the last two seasons and prior to the war.

Others seeking leases are Wohfeil Engineering Company, Pontiac, Mich.; B. Ward Beam, Bronxville, N. Y., and Hasterman Machine Company, Akron.

Hasterman offered the city 20 per cent, Beam and Zeiter 15 per cent, and Wohfeil made no offer.

The city received 15 per cent from Zeiter last year, netting a total of \$23,659.03. Zeiter reported a total of 202,753 paid admissions for a gross of \$191,751 last year.

Bad weather caused many postponements and lowered attendance records, Zeiter officials told the board.

In 1946 the races attracted 260,607 paid admissions for a gross of \$259,464.77. The city's share on this was \$31,409. The races provide the largest annual income from the stadium.

Rush Six New Exhibit Bldgs. At Ft. Worth

Ready 'Em for Stock Show

FORT WORTH, Dec. 27.—Six large livestock buildings, constructed at a cost of over \$1,500,000 on the Wil Rogers Memorial Coliseum showgrounds, will be used for the first time at the 1948 Southwestern Exposition and Fat Stock Show here January 30-February 8.

The huge buildings will eliminate the tents used in the past. They will provide accommodations for 6,000 cattle, sheep and swine. Enlarged and improved permanent shelter for 600 horses will be provided in the stables immediately adjacent to the coliseum entrance.

Steel, Brick Construction

Of steel frame and brick construction, the single span buildings include one for sheep and goats, one for swine, one for baby beef and three for cattle. Incorporated in each building are innovations and special features adapted to the needs of the animals they will house.

The buildings are 100 feet wide by 400 feet long and are spaced 70 feet apart along a 950-foot frontage just south of the coliseum. Space between the buildings will be used for livestock exercising and for parking. A 12-foot canopy will extend over a concrete sidewalk along the sides of each building.

Special judging arenas, office space and dormitories with showers for club exhibitors and herdsman will be included in the buildings, which now are being rushed to completion in time for the show's opening.

Headliners Double

Featured attraction will be Olsen and Johnson in *Hellzapoppin*, to be (See *Rush New Bldgs.* on page 49)

Cresco, Ia., Annual Names Holcomb Honorary Prexy

CRESCO, Ia., Dec. 27.—C. A. Holcomb has been named honorary president of the Howard County Fair Association after serving nine years as its head. The honor was conferred upon him for life.

L. C. De Noyelles is the new president, with Albert Bronner, vice-president, and Frank D. Elwood, treasurer. C. E. Farnsworth, retiring vice-president, and Paul Farnsworth, retiring treasurer, each had served nine years. Election of a secretary will be held later. C. C. Nichols is the incumbent.

Maine Fairs Share 400G Wagered On Hay Burners

AUGUSTA, Me., Dec. 27.—Maine fair associations received a total of \$426,793.70 as their share of the record \$6,566,062 wagered this year on light harness racing meets, it was revealed here Wednesday (17) by the State racing commission. This year's betting exceeded the high established in 1946 by \$136,238.

The \$556,506 wagered at the Lewiston State Fair was high for half-mile ovals. At Windsor Fair betting on 60 races during the six-day meet totaled \$209,703. Fans at union wagered \$222,175 at the six-day meet.

Old Orchard Beach's kite track remained the State's leading betting center with a gross of \$676,258.

January

U. S. ARMY agreed to pay the State of California \$266,270 for the wartime use of the California State Fairgrounds.

JAMES A. FAUCETT, 77, Bath, N. Y., former president of the Central New York Town and Country Fair Association and the Western New York Fairs Association, died.

MIDLAND COUNTY (Mich.) Fair purchased an 80-acre tract as the site for a new fairgrounds.

YORKTON (SASK.) Exhibition burned a \$10,000 mortgage which had been on the exhibition's grounds and buildings.

CHATTOOGA COUNTY (Ga.) Fair Association was granted a State charter.

DICK WASHBURNE, public relations director of the Western Fairs Association, speaking at the annual meeting of the Oregon Fairs Association in Portland, urged fairs to spend 20 per cent of their outside gate receipts for advertising and publicity.

MR. AND MRS. GUS SUN celebrated their 50th wedding anniversary. Sun is the veteran head of the fair attraction office bearing his name.

YORK (PA.) INTERSTATE Fair netted a profit of \$105,074, S. S. Lewis, president-general manager, announced.

THOMAS H. McLEOD, 30-year ex-army captain, was named assistant manager of the Regina (Sask.) Exhibition.

YEAR-END FINANCIAL statement of the Dairy Cattle Congress, Waterloo, Ia., showed it made a profit of \$69,598 in 1946.

February

THE CITY OF BIRMINGHAM purchased the Alabama State Fairgrounds in that city from a partnership composed of J. C. McCaffery, general agent of Hennies Bros. Shows; C. H. Chicester, Joe McDavid and R. H. (Dick) McIntosh.

PENNSYLVANIA FAIRS netted a profit of \$748,968, Charles W. Swoyer, secretary of the Pennsylvania State Association of County Fairs, announced.

ALFRED W. LOMBARD, secretary-treasurer of the Massachusetts Fairs Association for 25 years, resigned. Robert P. Trask, general manager of the Topsfield Fair, was elected to succeed him.

EMMETT HUTTON, superintendent of concessions at the Kansas State Fair, Hutchinson, died.

EDWIN J. BATH, Ohio Farm Bureau lobbyist, was appointed manager of the Ohio State Fair, Columbus.

PINELLAS COUNTY FAIR, Largo, Fla., proved the biggest in its history from an attendance and financial standpoint.

REVIVAL of the Los Angeles County Fair, Pomona, Calif., the nation's largest county fair, was postponed until 1948, due to lack of time to rehabilitate the huge plant.

FLORIDA STATE FAIR, Tampa, walloped by cold weather, nevertheless wound up a substantial money winner.

March

HAZEN L. FUNK, 41, secretary of the Detroit Department of Public Works, was appointed manager of the Michigan State Fair, Detroit.

MICHIGAN'S ATTORNEY general ruled that the supervisors of Monroe County have the right to levy a tax to buy and improve land for a fairgrounds.

SECOND ANNUAL COLLEGE of Fairs, sponsored by the Western Fairs Association and held at San Luis Obispo, Calif., drew 350 fair execs and others identified with the fair industry.

ED BAUDER appointed the first

Fair Chronology

Year's Review as Presented From 1947 Billboard Files

full-time secretary of the Fayette County Fair, West Union, Ia.

SALE OF BEER at the Indiana State Fair prohibited under a bill passed by the Indiana State Legislature.

CONRAD BECKER, former Illinois State treasurer, named business manager of the Illinois State Fair.

April

TEVIS PAINE, veteran fair and horse show executive, appointed operations manager for the Western Fairs Association.

ST. PETERSBURG (Fla.) Fair, scheduled for a 12-day run, closed four days ahead of schedule and was termed the biggest failure of the winter fair circuit.

THE 32D NATIONAL Orange Show, San Bernardino, Calif., pulled a record 287,715 attendance for 11 days. Gate in 1941, when event last was held, was 197,174.

SHORT COURSE on fair management, conducted by the Minnesota Federation of County Fairs at the University Farm, University of Minnesota, St. Paul, was declared a big success.

C. W. TAYLOR, a member of the Kentucky State Legislature, appointed full-time manager of the Kentucky State Fair, Louisville.

May

TWO-DAY SHORT COURSE on fair management sponsored by the Michigan Association of Fairs was held at Lansing, Mich., and was a notable success.

C. W. TAYLOR was ruled ineligible to serve as manager of the Kentucky State Fair, Louisville, by the Kentucky attorney general. Ruling was based on fact that Taylor was a member of the State Legislature which enacted State fair reorganization law.

MAXIMUM STATE AID to Iowa fairs was raised from \$1,500 to \$2,000 by an act of the State Legislature.

MINNESOTA State Legislature appropriated \$107,000 to the Minnesota State Fair, St. Paul, to cover losses the event sustained when it was forced to cancel in 1946 due to the polio epidemic.

TOM KILLILEA, ex-circus press agent, named publicity director of the Brockton (Mass.) Fair.

June

J. A. MITCHELL, for 27 years secretary of the Anderson (S. C.) Fair, resigned that post to become secretary-general manager of the Atlantic Rural Exposition, Richmond, Va. He succeeded Paul Swaffer, who resigned.

OHIO LEGISLATURE repealed an old law which prohibited the sale of alcoholic beverages within two miles of any fair during the operational period.

A BILL to repeal the 20 per cent federal tax on outside gate admissions was passed by the House of Representatives on a voice vote but died in the Senate Finance Committee.

JOHN O. (JACK) MATLICK appointed manager of the Kentucky State Fair, taking the place vacated when the Kentucky attorney general ruled that C. W. Taylor was ineligible for the position.

July

JOHN C. WEHRLEY returned to the Kentucky State Fair staff, being

engaged to assist Manager Jack Matlick.

TURNSTILES, costing \$4,000, were installed at the Tennessee Valley Fair, Knoxville.

A BILL to transform the Illinois State Fair into a "free gate" event was defeated in the Illinois House of Representatives.

THE SAN DIEGO (Calif.) County Fair established a new attendance record, pulling 234,297 in its 10-day run. *Queen for a Day* was aired from the grounds, Edgar Bergen and Charlie McCarthy headed the name stars, and Enchanted Land, a new layout for kids, proved an outstanding feature.

A SEVEN-MAN COMMISSION was named by Governor Cherry of North Carolina to investigate the status of events advertised as fairs in that State. Commission was to make its report, with recommendations, prior to the reconvening of the next general assembly.

TOM KILLILEA, publicity director of the Brockton (Mass.) Fair, died in New York.

August

ARTHUR BRUNNER named publicity director of the Brockton (Mass.) Fair.

FINAL ATTENDANCE figures on the Edmonton (Alta.) Exhibition totaled 197,745, a drop of 16,061 under the 1946 gate.

FINAL COUNT on the attendance at the Sacramento County Fair, Galt, was 28,294, a new record for the annual.

CHARLES D. MOORE, 57, veteran manager of the All-Iowa Fair, Cedar Rapids, died.

OUTSIDE GATE attendance at the Regina (Sask.) Exhibition and Rodeo was off only slightly from the peak 1946 year. Final count was 124,477, a drop of 2,572.

SAM SNYDER'S *Water Follies* clicked at the Utah Centennial Exposition, but the outside gate attendance for the expo continued below expectations.

THE ALL-IOWA FAIR, Cedar Rapids, topped all previous records. The event was given the solid support of Cedar Rapids civic interests. Bill Campbell, vice-president of the Iowa State Fair, Des Moines, assumed management of the event following the death of Charles D. Moore.

THE NORTHERN WISCONSIN District Fair, Chippewa Falls, established new all-time highs for both night and day attendance.

A RECORD HEAT wave hit the Skowhegan (Me.) Fair, but attendance held up close to 1946. Spending, however, was off.

MISSISSIPPI VALLEY FAIR, Davenport, Ia., chalked up a total gate of 54,500, an increase of 6,000 over 1946.

ILLINOIS STATE FAIR, Springfield, proved big. Hennies' Bros. Shows on the midway grossed \$140,000, a drop of about \$9,000 from the record set the previous year by the same org. Annual announced a total estimated attendance of 1,100,000.

ATHANES (TOPSY) IVANHOFF, stationary perch performer and acrobat, was fatally injured when a 32-foot pole he was using for the first time buckled and collapsed at the Steele County Fair, Owatonna, Minn. Bob Frame, Los Angeles race driver, also was killed at the fair, when his car locked wheels with another car.

September

OZARK EMPIRE District Fair, Springfield, Mo., bore up well in the face of a heat wave, final attendance

being placed at 162,000, about 2,000 less the reported figure for 1946.

WISCONSIN STATE FAIR, caught in a heat wave, pulled 633,000 in its 10-day run. Figure was only 40,000 under the record 1946 year.

OHIO STATE FAIR, Columbus, accounted for a gate of 344,203, a slight drop from the previous year.

FINAL FIGURES on the Sioux Empire Fair, Sioux Falls, S. D., put the total attendance, free and paid, at 70,583.

SAN JOAQUIN COUNTY FAIR, Stockton, Calif., with a nine-day run piled up a gate of 141,576, a drop of about 5,000 from 1946, when it ran 10 days and included two holidays, Labor Day and Admission Day.

NORTH IOWA FAIR, Mason City, Ia., shattered all past records for gate and grandstand attendance. Outside gate hit 72,000, of which 55,756 paid.

PACIFIC NATIONAL Exhibition, Vancouver, B. C., reported a 586,000 gate for its first run since 1941, when its attendance aggregated 386,000.

READING (PA.) and Allentown (Pa.) were big winners.

MULTNOMAH COUNTY FAIR, Gresham, Ore., drew 139,117, a slight increase over 1946. Per capita spending was down about 30 per cent.

MINNESOTA STATE FAIR, St. Paul, returned to operation by setting 12 new records. Chief among them were: Total attendance of 902,693; outside gate receipts of \$349,841; a midway gross of \$283,686 after taxes by the Royal American Shows, and \$260,325 grandstand gross from afternoon and night shows.

IOWA STATE FAIR, Des Moines, with a gate of 506,111, missed equaling the previous record, set in 1946, by 8,000. Sally Rand played to 55,000 persons, who paid \$1 a head, on the midway, where Hennies Bros. Shows grossed \$125,000.

THE DU QUOIN STATE FAIR, Du Quoin, Ill., chalked up the best attendance in its history, pulling close to 200,000 persons.

MIDWAY AND GRANDSTAND grosses at the Indiana State Fair, Indianapolis, hit new highs but attendance was off about 60,000 from the record 627,573 paid gate in 1946.

FINAL ATTENDANCE at the Nebraska State Fair, Lincoln, was placed in the neighborhood of 225,000.

CALIFORNIA STATE FAIR, Sacramento, back from its wartime suspension, recorded a gate of 658,038, which topped the previous high by 130,000.

BUSINESS at the Kansas Free Fair, Topeka, was rated the third best in the history of the event.

LLOYD RELLIM, 42, high bicycle act, died almost instantly from injuries sustained when he slipped and fell from his rigging after completing his act at the Minnesota State Fair, St. Paul.

PAID ATTENDANCE of 536,947 was recorded by the Michigan State Fair, Detroit, which resumed after its wartime lapse.

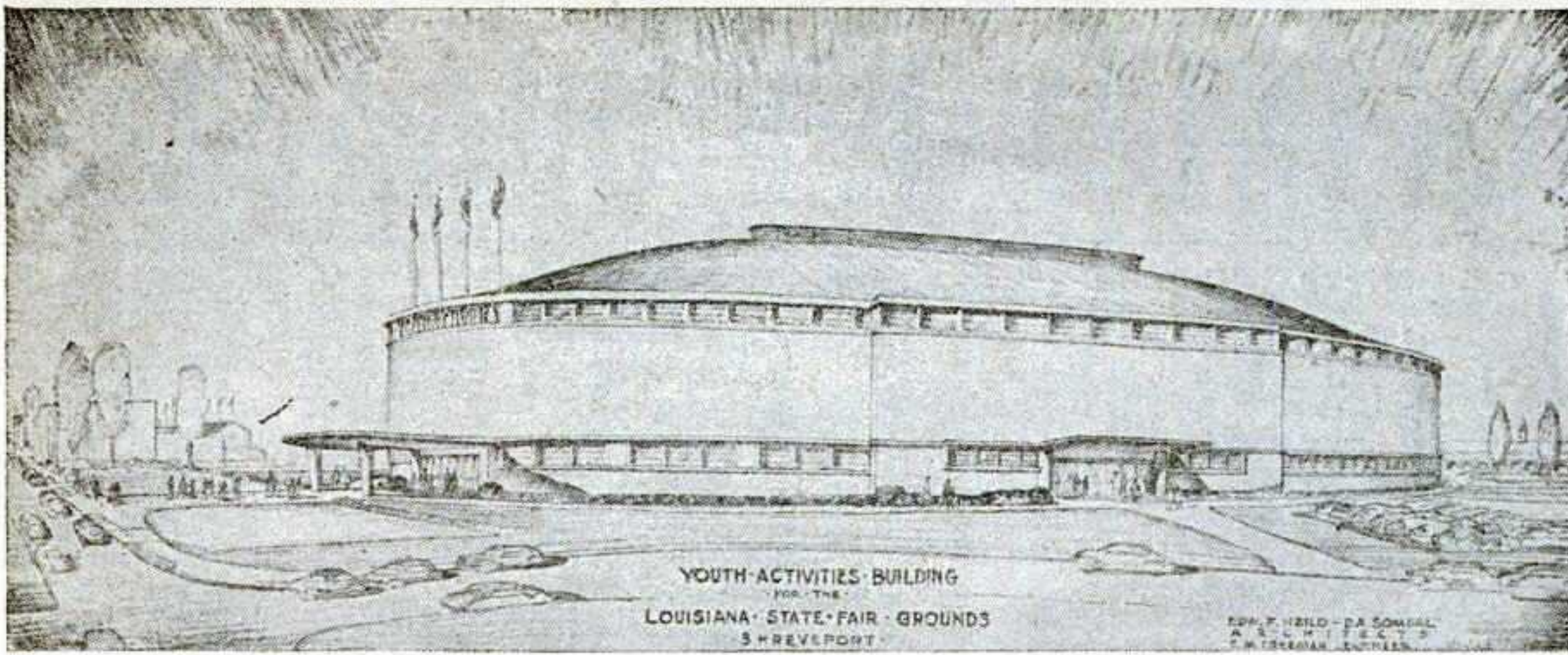
SOUTH DAKOTA State Fair, Huron, pulled a record 169,000 attendance and yielded a profit estimated at \$25,000.

THE MINEOLA (L. I., N. Y.) Fair hit new highs at the outside gate. Featured draw was the James M. Cole Circus, presented in front of the grandstand.

OREGON STATE FAIR, Salem, was hit by weather, the outside gate falling below the peak 1946 year. Grandstand attendance, however, was up 15 per cent for a new record.

EXTENDED TO NINE days from seven days, as in the past, the Brockton (Mass.) Fair missed equaling the 1946 attendance mark by some 2,000 when rain hit the final week-end, washing out the last three scheduled grandstand performances.

ATTENDANCE at the York (Pa.) Interstate Fair slumped about 15 per cent from peak 1946, due to a widely publicized polio scare. Financial results, however, were excellent, with



AN ARCHITECT'S SKETCH OF THE YOUTH ACTIVITIES BUILDING to be erected at the Louisiana State Fairgrounds, Shreveport. The structure, which will cost more than \$1,300,000, will serve the dual purpose of housing 4-H, FFA and FHMA members during the State fair and at other times thruout the year of being the site of livestock and agricultural educational activities. The building, which will be 120 by 240 feet, will include a large dining room, as well as modern dormitories and an arena designed for use for various types of indoor entertainment and livestock judging. Ground already has been broken and the building is expected to be completed for the 1948 fair.

Circuit Formed By Iowa Annuals

DES MOINES, Dec. 27.—Southwest Iowa Fair Circuit, composed of six counties, has been formed with A. I. Gauthier, Corning, as president and Kenneth Sulk, Clarinda, secretary. The circuit was organized following the annual meeting of the fair managers' association here.

Purpose of the circuit is to avoid duplication of fair dates in the same area and to assist in booking shows.

Dates for the six annuals, as determined after organization of the circuit, are as follows: Taylor County Fair, Bedford, July 26-31; Adams County Fair, Corning, August 2-6; Mills County Fair, Malvern, August 10-13; Page County Fair, Clarinda, August 16-18; Ringold County Fair and Mount Ayr Fall Festival, Mount Ayr, August 18-23, and Adair County Fair, Greenfield, August 23-26.

Next meeting of the circuit will be held February 8 at Corning to discuss horse shows, attractions and premium lists.

income from the grandstand and concessions hitting new highs.

THE EXPOSITION PROVINCIALE, Quebec, pulled close to 300,000 persons, an increase of more than 25,000 over 1946. Big crowd-puller was the *Skating Vanities of '48*.

THE CANADIAN NATIONAL Exhibition, Toronto, made its first run since its wartime suspension by pulling a reported 2,360,000 thru the outside gate during the 14-day run. The expo operated without a grandstand, which was destroyed by fire during the plant's wartime occupancy by the army.

October

EASTERN STATES Exposition, Springfield, Mass., back after its wartime lapse, drew 385,612, an increase of more than 33,000 over the previous high mark, final tabulation of attendance showed.

SANTA CLARA COUNTY FAIR, San Jose, Calif., set a new attendance record of 125,289.

WESTERN WASHINGTON FAIR, Puyallup, pulled 389,390 persons, a drop from the peak of 404,224 set in 1946, when the event resumed after its wartime suspension.

OKLAHOMA STATE FAIR, Oklahoma City, established new gate, grandstand and midway highs despite rain which washed out one day of its seven-day run.

EASTERN IDAHO State Fair, Blackfoot, racked up records for attendance despite a severe dust storm which cut deeply into the final day's gate.

GREAT BARRINGTON (Mass.)

Fair recorded pari-mutuel betting of \$1,218,938 for six afternoons of running horse races. The fair drew a total attendance of 211,433.

CHATTANOOGA-HAMILTON County Interstate Fair, Chattanooga, announced a record paid gate of 118,000, up 6,000 over the previous peak.

BLOOMSBURG (PA.) FAIR racked up about 140,000 paid admissions, off from the 165,281 pulled in 1946 but still the second best in the history of the annual.

SOUTHEASTERN World's Fair, Atlanta, accounted for a reported gate attendance of 728,811, a 17½ per cent drop from 1946. The fair, however, turned in a neat profit.

NEW JERSEY State Fair, Trenton, tho hit by two days of rain and near-freezing weather, almost matched the peak 1946 attendance.

STATE FAIR OF TEXAS, Dallas, ran up an attendance of about 1,750,000 for its 16-day run. Concessions topped 1946 to set a new high.

PIEDMONT INTERSTATE Fair, Spartanburg, S. C., despite rain thruout most of its five-day run, drew an announced 120,000 paid admissions.

November

FINAL RECAP on the North Carolina State Fair placed total attendance at 300,000 for a new high mark. Gate was registered in face of rainy week.

NEW HIGHS in attendance was scored by the Louisiana State Fair, Shreveport, final tabulation showed.

UPPER PENINSULA FAIR, Escanaba, Mich., netted a profit of \$20,986.93, financial report showed.

DOUG BALDWIN, assistant secretary, Minnesota State Fair, was awarded Medal of Honor, highest U. S. Army award conferred upon a civilian, for his wartime work as director of the American Red Cross activities in the Pacific areas.

ARIZONA STATE FAIR, Phoenix, established new gate and race receipts. Gross income from all sources totaled \$154,000.

C. B. AFFLERBAUGH, president-general manager of the Los Angeles County Fair, Pomona, Calif., was elected president of the Western Fairs' Association. He succeeded E. G. Vollman, manager of the San Joaquin County Fair, Stockton, Calif., who had held the position for 18 years.

December

THE IAFE CONVENTION urged appointment of a committee to draft

a guide upon which charges might be made to farm implement manufacturers.

ROY RUPARD, State Fair of Texas, Dallas, was elected president and Bligh A. Dodds, New York State Fair, Syracuse, vice-president of the International Association of Fairs and Expositions, at the annual Chicago convention. Frank Kingman, Brockton (Mass.) Fair, was re-named secretary-treasurer.

FINANCIAL REPORT of the Mississippi Agricultural and Industrial State Fair, Jackson, showed the 1947 event netted a \$27,000 profit.

PACIFIC NATIONAL Exhibition, Vancouver, B. C., announced it will run two weeks in 1948.

CALIFORNIA STATE FAIR, Sacramento, announced it would spend \$163,350 for attractions in 1948. This is an increase of \$25,000 over 1947.

IOWA FAIR MANAGERS' Association elected C. C. Wagler, Bloomfield, president, for 1948.

JOHN P. MULLEN, 83, long-time president of the Iowa State Fair board, declined re-election. Harold L. Pike, Whiting, Ia., was elected to succeed him.

FINAL RECAP on the Utah Centennial, Salt Lake City, showed the 16-week expo drew an attendance of 690,479, far below the 1,200,000 gate anticipated by execs.

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TUES.
FEB.

3

TAMPA

CLOSES
SAT.
FEB.

14

NORTHERN OHIO OPS ORGANIZE

Group Holds Dinner Confab

Parkmen seek improved operations and better spirit of co-operation

AKRON, Dec. 27.—Northern Ohio park owners are making plans to band themselves into an organization to foster improved operations and a better spirit of co-operation.

Ed Sheck, chairman of the board, and Tom Sawyer, president, of Summit Beach Park, Akron, had as his guests Friday night (19) the operators, owners and executive personnel of a number of parks in the Akron area. The group was entertained at dinner at the Mayflower hotel.

The meeting was an outgrowth of the recent NAAPPB convention at Chicago.

Carl Sinclair will be host to the group tonight at Meyers Lake Park, Canton. Preceding the meeting there will be a dinner at the Onesto Hotel here.

Park operators feel that if an organization can be worked out many advantages will be gained, and the aim is to make the organization as helpful to the small park as to the larger enterprise.

At the meeting here some of the advantages were listed as the possibility of collective buying by the entire group, not only of merchandise and supplies but also free acts and funds.

Other advantages included: Promotion of an active public relations campaign in many rural areas to stimulate new business.

Political recognition in city, county and State legislatures to gain benefits for the industry.

Education of the adult public to the fact that commercial parks are spots that can help curb juvenile delinquency.

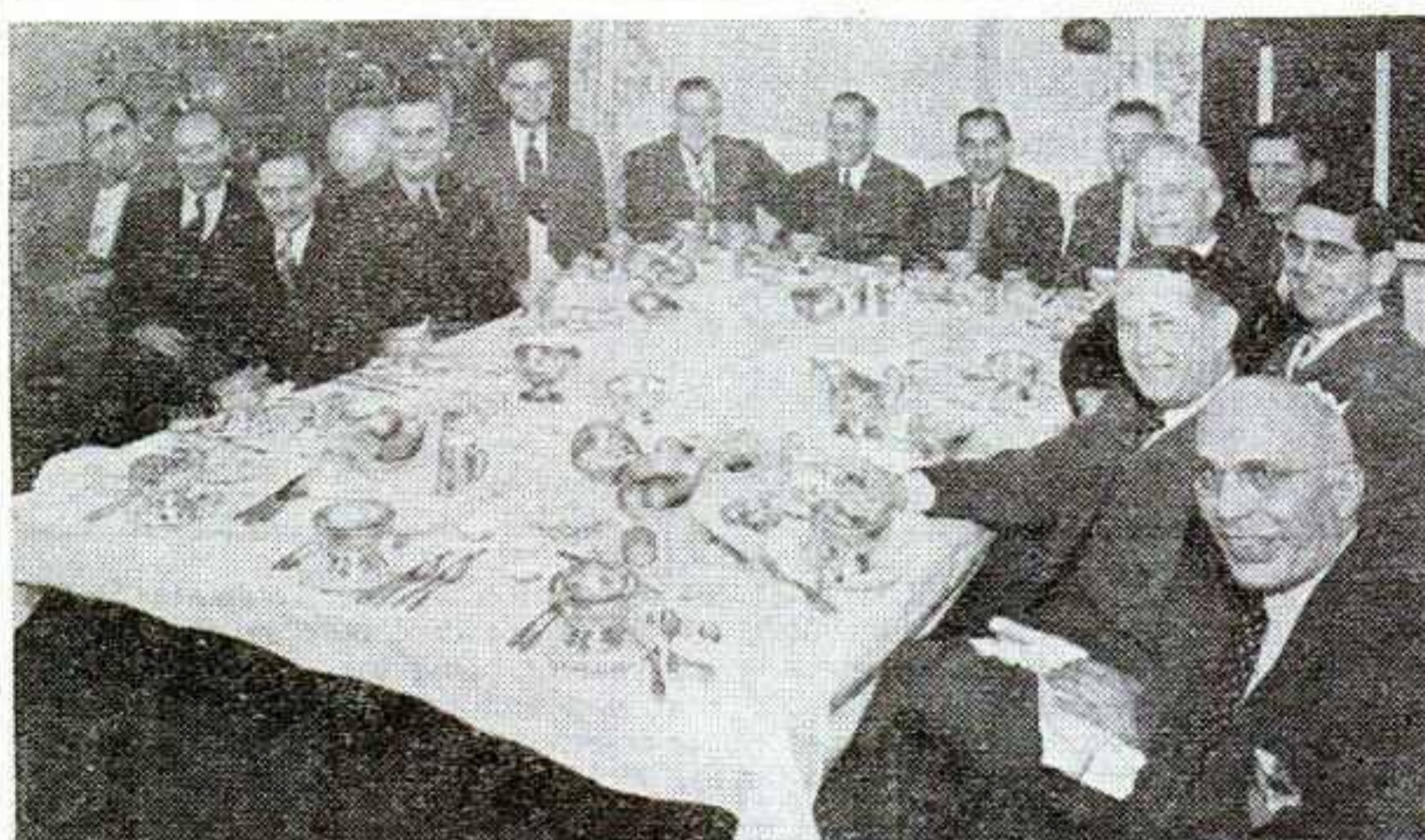
Elimination of dangerous picnic committee solicitation with committees able to play one park against the other for price considerations.

Adoption of an "idea exchange" by the group.

Present at the initial meeting were: Ed Sheck, Sawyer and Dale Haines, Summit Beach; Carl Sinclair and Bob Howard, Meyers Lake, Canton; Max Rindin, Idora Park, Youngstown; Charles Rennels, owner-operator of Craig Beach Park; Parker Beach and Phil Jacobs, Chippewa Lake Park; Ace Brigode, former band leader and now Chippewa's picnic department head; C. W. Schryer, H. W. Schryer and C. R. Adrion, Geauga Lake Park, and Tony Cavilier, operator of East Market Gardens Dance Hall, Akron.

D. H. Humphrey and Harry Shannon, Euclid Beach, Cleveland, and E. I. Warensford, Sandy Beach Park, Akron, were unable to attend the first meeting.

Engagement Waltz, authored by Mrs. Irving Rosenthal (Gladys Shelly), wife of Irving, co-owner of Palisades (N. J.) Amusement Park, has been recorded for Manner Records by Lenny Herman and his orchestra.



NORTHERN OHIO PARK MEN recently dined together to form an organization to foster improved operations and a spirit of co-operation. Left to right, Tony Cavalier, owner-operator, East Market Gardens, Akron; Parker Beach, manager, Chippewa Lake Park; Phil Jacobs, concessionaire, Chippewa Lake Park; Charles Rennels, owner-manager, Craig Beach Park, Lake Milton; Dale Haines, director public relations, Summit Beach Park, Akron; Ed Sheck, chairman of the board, Summit Beach Park, Akron; Carl Sinclair, owner-manager, Meyers Lake Park, Canton; Max Rindin, general manager, Idora Park, Youngstown; Harvey Schryer, secretary-treasurer, Geauga Lake Park; Charles Schryer, president, Geauga Lake Park; C. R. Adrion, vice-president, Geauga Lake Park; Bob Howard, assistant manager, Meyers Lake Park, Canton; J. V. (Tom) Sawyer, president, Summit Beach Park, and Ace Brigode, picnic manager, Chippewa Lake Park.

Schott Sees Good Year Ahead But Warns Ops of Complacency

By Edward L. Schott
President of NAAPPB

In the over-all outlook for 1948 I believe we, in the amusement park, pool and beach industries, may anticipate a prosperous year, but quickly I add, not so successful and abundant as has been the case in the past five or six years. We dare not be too complacent in our attitude about the coming season.

More now than at any time in the recent past must we do our utmost to carry on with those policies discussed and encouraged at our convention meetings. Foremost among these is the policy of giving the patron the very best we can offer him for his amusement dollar. Improvements to, and proper maintenance of our physical properties, along with new equipment and new ideas of showmanship will be of even more value this year.

Locally we know the department store volume of business has been up during the 1947 Christmas season. However, amusement enterprises and beverages have shown a tendency to slump—in some cases 30 and 40 per cent.

Because of the higher cost of living, the average man must spend his dollar more carefully. Perhaps, of necessity, he must curtail his amusement budget. So, while I still believe we will have a prosperous 1948, as a practical fact our business volume could be off. The amusement man-



By EDWARD L. SCHOTT

Chi Riverview Will Add Two Minny Trains

CHICAGO, Dec. 27.—Riverview Park here will boast two miniature trains, manufactured by the Miniature Train & Railroad Company, Elmhurst, Ill., next season, George A. Schmidt, president and general manager, announced.

In addition to the two trains, which will replace two steam trains formerly used at the park, Riverview will add a Water Bug, a drive-yourself gadget. The Water Bug, Riverview officials said, will be a rebuilt job of a former ride they had operating in the park.

Approximate cost of the new rides will hit around the \$50,000 mark, Riverview officials said.

New Rides for Edgewater

DETROIT, Dec. 27.—New construction program for Edgewater Beach Park, operated by Charles S. Rose, of Milwaukee, was announced this week. Two new rides will be installed and operated by the park management—a Bubuke Bounce and a miniature railway. The latter will replace a former old-style railway and will be of the new large-size type produced by the Dayton Amusement Company.

In addition, two new concessions stands will be erected and operated by Jack Dickstein (concessionaire who also functioned as park manager this past season), an electric lamp hoop-la and huckley buck.

ager who anticipates such a possibility and maintains a position of ready maneuverability in his operation, will probably suffer the least damage should a let-down come.

I appreciate this opportunity to extend to all members of the National Association of Amusement Parks, Pools and Beaches and to all others in the amusement field my very best wishes for a happy and most successful new year.

Sitting 'Round the Table

(Editor's Note: Have you sent in your views on the current question, "What is your opinion on special kiddie days and special reduced prices for children on everything in the park?" If not, better get them in soon because a new question is in the offing. Let other park men know what you do about the kiddies in the way of special days or special prices. Send your views to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1.)

Palisades Ideas

We certainly do have special kiddie days, but we do not reduce all the rides in the park. We do, however, allow the kiddies on certain rides at a reduced price.

For example, on special kiddie days we charge them as little as three cents a ride. In other words, we just charge them the amount of the tax on the ride and our books show that every day that we have kiddie day the park, as a whole, does a marvelous business, much better than on an ordinary day. The most important thing to note is that out of 40 rides we select about 10 rides to give the kiddies at the special price, but the other 30 rides triple their regular day's business. One must remember that with every kiddie who comes to the park an average of at least two adults accompanies them and they in turn spend some money.

At Palisades we also run two huge picnic days each year for the school children of Cliffside Park and Fort Lee, on which days we give them eight rides for the price of the tax and each year these two days have proven our biggest weekdays of the season.

In addition to special kiddie days we have our regular modern Kiddieland where the price for kiddies is five cents a ride or six rides for a quarter. This year we are adding two additional kiddie rides and the same prices will prevail as in the past. Our Kiddieland does a terrific business and the grosses have been building every year for the last 10 seasons.

I visited some of the fairs this fall and I was astounded to see that most of the fairs charged a quarter for children on the kiddie rides, which, in (See Round the Table, opposite page)

Park Chronology

Year's Review as Presented From 1947 Billboard Files

January

EDWIN A. LINK, inventor of the Link Trainer, announced his newest creation, a knockdown boat.

R. N. DALE purchased 200 acres on Holbrook Lake at La Junta, Colo., and announced plans to build an amusement park.

ROY J. CARPENTER, banker of Redmond, Ore., was named manager of Jantzen Beach Park, Portland, Ore., succeeding Bob Rennie.

FIRE OF undetermined origin destroyed four rides belonging to J. W. (Patty) and Frank R. Conklin at Sunnyside Park, Toronto.

JOHN VESEY, chairman of the Memphis Park Commission, announced completion of commission's program to operate all rides at Fairgrounds Amusement Park there with the purchase of four rides from Harry Illions.

KAYDEROSS PARK, Saratoga Springs, N. Y., was purchased by Kaydeross Park Corporation.

W. E. MORGAN purchased the interests of J. A. Hulsey at Oxford Lake Park near Anniston, Ala.

February

NATIONAL ASSOCIATION of Amusement Parks, Pools and Beaches made concerted drive to get reduction in admission taxes.

RAY AND MARVIN STATON, who saw half of their Springlake Amusement Park wiped out by fire in 1946, announced rebuilding program of \$100,000.

THE ATLANTIC CITY 3 per cent sales tax was found illegal and unconstitutional by New Jersey Court of Errors and Appeals.

JACK SHILLAN, head of the British Motorboat Company, London, sailed from New York for home.

ISLE OF PALMS, beach and amusement center at Charleston, S. C., was purchased by the Long and Sotille interests.

FIRE DESTROYED the roller skating and dance pavilion at Municipal Park, Dell Rapids, S. D. Loss was estimated at \$21,000.

E. F. BRAYER, owner of Awasco Park, Auburn, N. Y., sold funspot to John Padlick and sons, formerly of Sea Breeze Park, Rochester, N. Y.

THE 54-YEAR-OLD steel observation tower at Ringing Rocks Park, Pottstown, Pa., was razed.

B. F. SANBORN, Tampa, was named president of the Florida branch, National Association of Park and Recreation Executives.

PARTLOW'S, INC., operators of Airport Park, Charlotte, N. C., purchased 40 acres of land near Richmond, Va., for amusement park.

March

THE SUM of \$300,000 was earmarked by concessionaires at Savin Rock Park, New Haven, Conn., for new rides, rebuilding fire-gutted structures and improving midway.

SUGAR ISLAND PARK, Detroit, closed for 12 years, planned to reopen May 30.

PLANS ANNOUNCED by John J. Livingston to promote and develop a Negro amusement park in Dallas.

SPOKESMAN for Euclid Beach, Akron, denied park would be closed because of city council's approval of licensing ordinance with an anti-discrimination provision.

AMUSEMENT PROMOTION, INC., newly formed org, purchased Oak Park, near Deemer Beach, New Castle, Del., for \$30,000.

CHARLES A. WILSON, for many years managing director of Fontaine Ferry Park, Louisville, and former

NAAPPB president, died in Louisville.

RECORD CROWD of 150 attended 19th annual meeting of New England section of NAAPPB in Boston.

CLARENCE M. GERHART, 44, vice-president of the Philadelphia Toboggan Company, died in Philadelphia.

JOHN L. LORMAN announced new funspot for Los Angeles to be known as Ocean View Park.

April

HEAVY DAMAGE reported at Wewona Beach Park, Bay City, Mich., from storm which swept Midwest.

WHITTINGTON PARK, Hot Springs funspot, leased by Playland, Inc.

F. P. DAVIS named assistant manager in charge of promotions and booking special picnics at Oxford Lake Park, Anniston, Ala.

ALL OPENING RECORDS for attendance and gross receipts at Riverside Park, Agawam, Mass., fell Easter Sunday when 30,000 persons turned out for official opening.

ROBERT A. REICHARDT named manager of Riverview Park, Des Moines, succeeding the late Harry Bookey.

May

HOWARD WAUGH resigned as manager of Fairgrounds and Linden Avenue Amusement Park, Memphis.

A \$100,000 FIRE at Crystal Beach Park, Vermillion, O., destroyed building housing Penny Arcade, roller rink and cafeteria, as well as a warehouse and cottage.

FLOYD (WHITEY) NEWELL assumed duties as director of publicity and special events at Celoron Park, Jamestown, N. Y.

CONY ISLAND, N. Y., amusement area was hit by a five-alarm \$250,000 fire.

June

CONSTRUCTION started on new \$500,000 Lakeview Amusement Park, Tulsa, Okla.

ALASKA'S FIRST and only amusement park was opened in Anchorage by Joseph Broadbent.

DECORATION DAY business at parks thruout the nation was down from a year ago.

FAIRYLAND PARK, Kansas City, Mo., hit by \$235,000 fire.

J. L. PENICK named manager of Fairgrounds Amusement Park, Memphis.

JOSEPH E. PALMER retired as manager of Olympic Park swim pool, Irvington, N. J., after 25 years.

July

AUGUST C. KULLE, 76, ticket taker at Glen Echo Park, Baltimore, killed when struck by Roller Coaster.

NARROWS PARK, Cumberland, Md., owned by George F. Hazelwood, leased by W. E. Mueller.

MR. AND MRS. LEONARD Thompson, owner-manager of Pleasure Beach, Blackpool, England, arrived in U. S. for tour of American parks.

GEORGE SCHMIDT, owner of Riverview, Chicago, refuted story of patron danger in funspots as articulated by Liberty magazine.

August

H. J. COX, Denver oil man, announced plans to build park at Phoenix, Ariz., at cost of \$600,000.

FORECLOSURE proceedings by

Atlantic City solons against Garden Pier set aside by New Jersey Chancery Court.

ROBERT BEAN named director of Brookfield Zoo, Chicago.

A \$500,000 CONSTRUCTION project to increase the size of Pontchartrain Park, New Orleans, by almost eight times, was under way.

J. W. (JACK) SHILLAN, in New York from London for a visit, announced his resignation as managing director of the British Boat Manufacturing Company, London.

BURGLARS GOT \$1,100 at Playland Park, San Antonio, but over-looked \$10,000 in another office.

September

R. M. SPANGLER, Rolling Green Park, Sunbury, Pa., named president of Pennsylvania Parks Association.

STEAMER ISLAND QUEEN, Coney Island, Cincinnati, excursion boat, destroyed by fire in Pittsburgh harbor.

KROGER BABB and J. S. Jossey announced plans for \$350,000 amusement center, north of Wilmington, O., city limits.

October

ART AND CHARLES LEWIS disposed of interest in Seaside Park, Norfolk, Va.

JULIAN FRAZIER, member of Forest Park Zoo staff, Fort Worth, for 15 years, resigned to accept post of director of Oklahoma City Zoo.

LOGAN J. DRAKE, 84, owner of Silver Lake Park, St. Joseph, Mich., died.

PERCY J. R. TAPP arrived from London with model of new ride in which he hopes to interest American manufacturers.

FIRE DESTROYED home of Nicholas B. Welch, operator of Blue Lake Park, Portland, Ore.

ROGER E. HANEY and sons, Conrad G. and Don E., purchased Lake Lansing Park, Lansing, Mich.

ROY J. CARPENTER resigned as manager of Jantzen Beach, Portland, Ore.

November

BUSINESS along the Long Beach (Calif.) amusement zone was said to be 35 to 50 per cent off from a year ago.

LONG-SHUTTERED Starlight Park, New York, was hit by fire.

MAX GRUBERG, carnival op, awarded contract by city of Philadelphia to install kiddie funspot in city's Fairmount Park.

JOHN C. MULLINS, operator of Crystal City Park, Tulsa, Okla., named president of Arizona Racing, Inc.

December

AURIL VASZIN, owner of the National Amusement Company, Dayton, O., donated kiddie Ferris Wheel to Illinois Soldiers and Sailors' School at Normal.

EDWARD L. SCHOTT, president and general manager of Coney Island, Cincinnati, named president of NAAPPB.

RECORD CROWDS attended NAAPPB convention, trade show, banquet and ball at the Sherman Hotel, Chicago.

WILLIAM WENDLER JR., of the Allan-Herschell Company, named president of American Recreational Equipment Association.

MINIATURE TRAIN & Railroad Company, Elmhurst, Ill.; Blevins Popcorn Company, Nashville; Allan-Herschell Company, North Tonawanda, N. Y., and Electric Air Engraving Company, Chicago, won AREA awards at trade show.

R. W. OWSLEY named general manager of Jantzen Beach, Portland, Ore.

'ROUND THE TABLE

(Continued from opposite page)

my opinion, is outrageous. Also observed they were not doing a business and I know that if they charged less they would gross more in the end.

In conclusion, I want to say the special kiddie days at reduced price have proved very successful for and we will continue the same policy this coming season.—IRVIN ROSENTHAL, Palisades Park, Palisades, N. J.

RUSH NEW BLDGS.

(Continued from page 45)

offered in the coliseum nightly and for four matinee performances, the first Saturday, the following Wednesday and the last Saturday and Sunday afternoons. Tickets will range from \$1.65 to \$3.60.

Pioneer Palace, showgrounds' old time night club, will be resumed this year, with dining and dancing, and with a show daily at 11:30 p.m., in which Olsen and Johnson will appear in a Western routine written especially for them for the show. The revue, titled *Screamline Revue*, will be offered from a stage atop the bar.

Verne Elliott, veteran producer will stage the rodeo. The Fort Worth Horse Show numbers will be interspersed among the rodeo acts.

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R-B STAFF CHANGES CONFIRMED

Tupper Is New General Agent

McCloskey is asst. mgr.; Reynolds, prop boss; Love, auditor; McGough, tickets

SARASOTA, Fla., Dec. 27.—Art Concello, who took over the general managership of Ringling Bros. and Barnum & Bailey Circus when John Ringling North acquired a controlling interest a month ago, confirmed this week important changes in the Big Show's managerial personnel. Most of the appointees, virtually all of whom have been long associated with Concello in his various circus enterprises, were rumored to be set with the show shortly after its November 23 closing here.

Concello's assistant and right-hand man will be Frank F. McCloskey, who closed the season as superintendent of the Big Show's property department. Their jobs were formerly held by George W. Smith and Edward F. Kelly, respectively. Edward Lawson, who served in the concession department of the Clyde Beatty Circus the past season, has been appointed assistant to McCloskey.

Waldo T. Tupper, associated with Concello many years, has been named general agent. He succeeds the retired Arthur R. Hopper. Tupper became general agent of Russell Bros.' Circus when Concello purchased that show in 1943 and continued in that capacity on the combined Clyde Beatty-Russell Bros.' Circus in 1944, Russell Bros.-Pan Pacific in 1945, and last year, still with Concello, on the Clyde Beatty Circus.

Wallace Love, Concello's treasurer since 1943, will be auditor with the show and have charge of insurance. Bob Reynolds, who served as manager of the Clyde Beatty Circus the last two months of 1947 following the departure of Ira Watts, has been appointed boss property man, succeeding McCloskey. His assistant will be Walter Forbes, who had the privilege car the past year on the Beatty show.

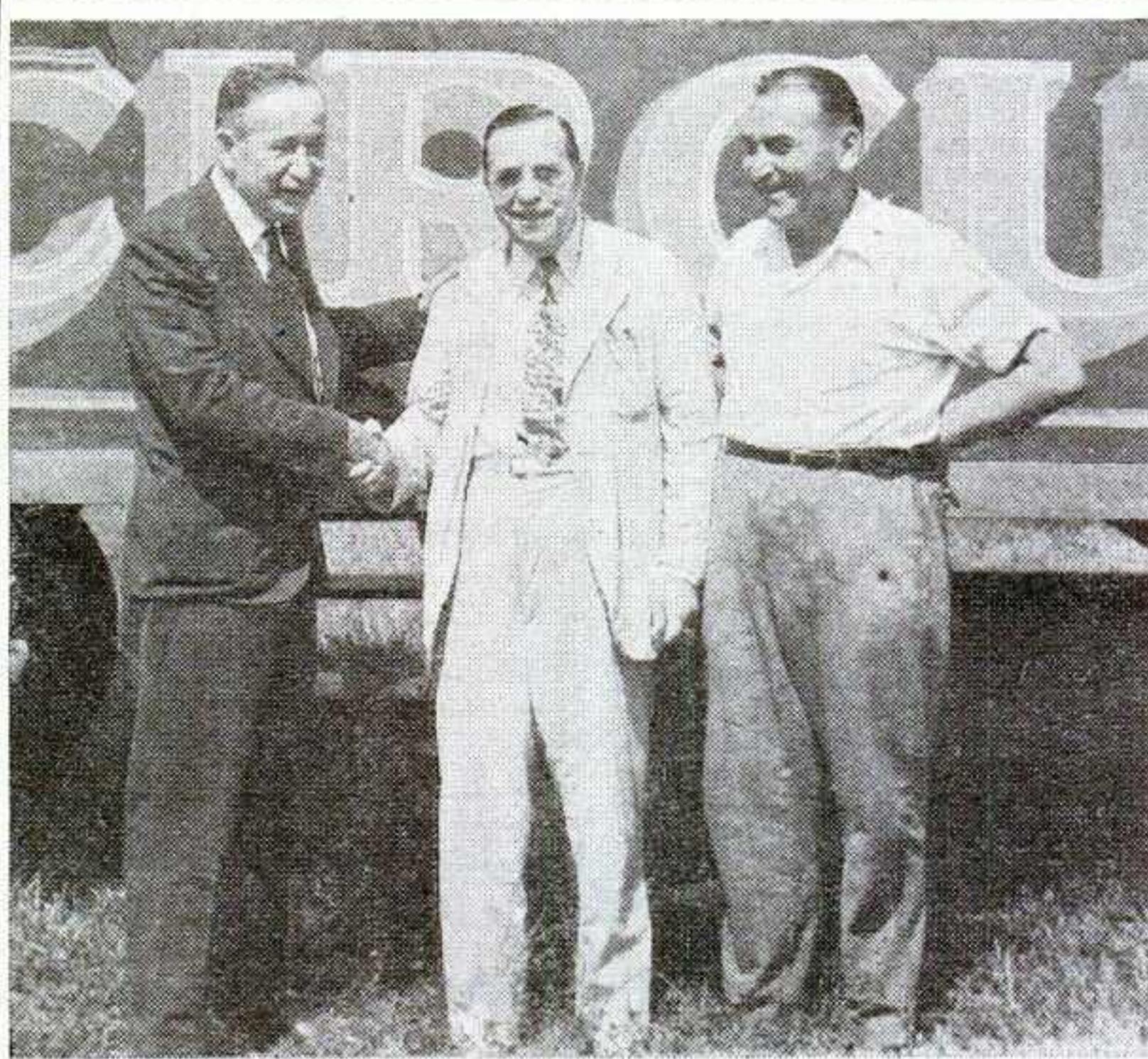
Bill McGough, last season inside ticket superintendent with Beatty, has been placed in charge of ticket distribution. Raymond A. Marlowe closed the season as superintendent of the ticket department.

Elvin Welsh, a former Beatty 24-hour man, will serve the Big Show in the same capacity. Larry Wilson, former superintendent of transportation with Beatty, will handle bus transportation. Ray Maxwell, formerly on the Beatty front door, will hold a similar post on the Big One.

George Werner, former Beatty lot superintendent, and Dan Dix, ex-Beatty 24-hour man, will definitely be around the Big Show, altho the nature of their jobs has not been revealed. Werner is reported to be supervising construction of the show's new grandstands invented by Concello in Memphis.

Reported, but not confirmed, are the appointments of Harold Genders to the front door crew, Red Sonnenberg in the program department, and William B. Antes to handle radio.

Definitely set in the publicity department are Roland Butler, who returns as chief, succeeding F. Beverly Kelley, and Frank Braden, remaining as story man.



CHARLES SPARKS (center), retired circus owner, greeting Floyd King (left) and Harold J. Rumbaugh, co-owners of King Bros.' Circus, when the org arrived at Central City Park, Macon, Ga., December 15 for the winter.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Fluvanna, Conn.,
December 27, 1947.

Dear Editor:

This is now a nameless show that is operating under a new policy. It has gone strictly amateur without professional intentions. As with college athletes, the word "professional" is barred, with every performer or musician traveling with the show for pleasure, not for business. The co-owners of this circus consider it an institution of higher learning—the old school of hard knocks. The finger of scorn is silently pointed at anyone, with it, who asks for money. When they start thinking in monetary terms—their jobs are momentary.

The Won, Horse & Upp Circus no longer exists, that is on billposting paper. We are making two stands a week, with the equipment and performers rented to local amateur dramatic clubs. Those clubs have and will operate the show and pay all bills, both ahead and behind. The bosses are taking only a small percentage of the gross for the use of their equipment. During the past week the office's percentage ran as low as 99 per cent of the grosses.

Our first stand of the week, one day, but sponsored for three, was at the Golden Guernsey Clover Leaf Farm, which is located a half mile from Hay Bale, Vt. When we started to play cowbarns the big top was stored. That eliminated all canvasmen and gave us the workingman's car to play with. Our committee for the Hay Bale date arrived early Monday morning to take over the show. Their entire cast moved into the available three-high sleeper on their arrival that gave them three days to get acquainted with our people, animals and the equipment. From the time they take over the show is theirs to do with it whatever they care to, such as pay the move and feed the stock and people, which puts them in the business without

having to learn it. What is sweeter to an amateur dramatic artist than to read the headlines in their hometown papers, "Local Group of Dramatic Artists Acquires a Circus," and on their triumphant arrival to be met by their mayor, a high school band and hundreds of their friends and fans. What gets us is when they check off of the train after their date is over, all of them crack the same thing: "It was grand. The whole town is proud of us, but I'll be glad to sleep in my own bed tonight." The show played to three turnaway houses there, which is equal to three one-night stands.

Here today we played under the Fluvanna Amateur Players' Club. According to the actors there were many future movie stars in the troupe. They boarded the train at Hay Bale Thursday morning. By 8:30 a.m. they had paid the railroad move, by 9 a.m. the dining car was stocked up, at 10 o'clock we were pulling out of the yards. It was a younger set than we had on the train Monday. You know, the giggling types, whose fathers had bankrolled the venture. The gals were all good mixers, which was what the bosses didn't want. They were afraid they'd want to join out. One of the gals had brought along her ukulele, and they spent the run time dancing the hula hula to its music.

Besides the barn theater here there was a sheep shed close by. That gave us a building in which to house the side show and annex. Here we turned 'em away for three performances, with the side show almost grossing as heavily as did the big show thru its continuous performances. Yes, again the whole town is talking, and everyone is glad to get back to their own beds. The town isn't only talking—it's yelling over their local gals shaking the hula hula in the side show's blow-off.

Honolulu Stand On Till Jan. 4

Well-balanced program offered by Fernandez—wind and rain mar opening

HONOLULU, Dec. 27.—High winds and intermittent showers marred the opening of the E. K. Fernandez Circus here December 8, but show was destined to pile up some good business before it ends its four-week run and moves on to other dates on the Islands. Local engagement is under auspices of the Honolulu Fire Department Widows' and Orphans' Fund.

Fernandez is offering a strong and well-balanced three-ring performance, with the line-up of talent essentially the same as previously carried in *The Billboard* (December 20). Show claims a seating capacity of 3,500. Prices are \$1.20 and \$2.40.

Merritt Belew is equestrian director and announcer. Raymond's Aguilla's band consists of Willard Isley, Phil Doto, Rudolph Anderson, Carl Berggren, Walter Tritchler and Mike Doyle. Members of clown alley are Bozo Lamont, Mark Anthony, Al White, Billie Burke, Lee Virtue, Grover Nitchman, Abe Goldstein, Rube Dyer and George Barnaby.

Pete Kortess's Side Show is said to be the largest ever brought to the Islands. Attractions are Athelia, monkey girl; Barney Nelson, armless artist; Harry Lewis, ossified man; Eko and Iko, sheep-headed men; Prince Dennis and Lady Ethel, mid-get couple; Zandu, quarter boy; Frances O'Connor, armless girl; Waldo, human rat trap; Doris and Thelma, albino twins; Sealo, seal boy; W. E. Alexander, flea circus; Red Friend, magic, and Sam Alexander, man with two faces. Frances Friend and Eddie Hagen handle the front. Other personnel includes Martha Painter, secretary; Frank Schenck, canvas; June Parman, nurse; William Parman, utility, and Bongo Hinkle, electrician.

Admire Sets Martin Show for Owensboro

OWENSBORO, Ky., Dec. 27.—Martin Bros.' Circus, which hits the road soon, has been booked to give four performances here January 17, the first indoor show ever to play the town, according to agent J. C. Admire. Admire reported selling the show outright in four of six towns he has visited, the 50 per cent advance payment more than covering the show's nut. He is currently pinchhitting for Al Clarkson, who is ill in a Georgia hospital.

Working eight days in advance, Robert Saul will handle press and radio, with V. Pruitt and Ed Howes doing billing. Show will carry 30 people and 20 acts, including Gladys Gillum and her seven lions as the feature. G. B. Hubler will be company manager and Eddie Reasoner treasurer.

DOVER, Del., Dec. 27.—Rogers Bros.' Circus, Inc., has been chartered with the corporation department of the Delaware Secretary of State's office.

The new company's stated purpose is to deal in amusement enterprises. Its capital is \$25,000 and the principal office is listed at the Prentice-Hall Corporation System, Inc.

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UNDER THE MARQUEE

John Foss has his Wild Life exhibit stored for the winter at Bob Stevens's farm south of Hugo, Okla.

Then there is the steward who claims that he orders nothing but the best of foods, but his cooks spoil it.

Bob Stevens wound up his Santa Claus parade dates December 9 in Nebraska.

Buzzy Patts and Jimmie Armstrong, of Ringling Bros.' clown alley, are vacationing in Hugo, Okla.

Ringling Bros. and Barnum & Bailey Circus gave its first outdoor show of the winter at Sarasota, Fla., quarters Sunday, December 21.

Dressing Room Gossip

Circus Razzore

Ex-Ringling acts are well represented in Havana, with Repenski, Vargas and Rose Gould's Trio working for the opposition, Circo Santos & Artigas. Hubert Castle, Rosa, Chang and Jacob Wong, Justino Loyal, Alfred Otaris, Marion Seifrit, the Darnay Sisters and the Behees are with this one. Lola Dobritch, Hans, Karl and Amelio Goetches are working a theater in Havana. Fuzzy and Shipley flew in for a few days but strictly as tourists.

Our entire show, with the exception of the big top itself, was dismantled and moved to the army camp in Columbia, Cuba, for a performance on Soldier's Day, December 15. Leading government officials and their families attended, along with 20,000 soldiers.

Off the lot: Tommy Junedes is busy seeing the sights. . . . Alfred Otaris is doing the same. Others are visiting and photographing the various points of interest. . . . Morro Castle, no relation to Hubert, is getting its share of visitors, as are many of the English speaking movies.

Two charter members and one honorary member of the 100 per cent club are present. Meetings are held nightly at the Cafe Con Leche.

Jacob Wong and the writer made an official visit to the local bastille. It seems the arresting officer had never seen a cribbage board and booked us for playing poker. Just when I had a 21 crib, too! Ira Millette take note.—BOB BEHEE.

Gran Circo Americano

Brrrrr! It was cold in Quezaltenango! Common sight around our hotel was Jimmie Harrington carrying wood and lighting fires, especially in the room of Jerry and Janis Wilson, directors of the show. (Ha! I know what side my bread is buttered on!)

Engine trouble delayed the pole and canvas trucks on the move from Guatemala City but debut was made to a packed house with time to spare. Circuses rarely visit Quazaltenango, as it is high in the mountains without rail service. At one time it was served by a railroad, but an earthquake and volcano wiped the rails out.

Show was to move next, by truck, to Mazaltenango for a stand of only four days. Then we move to San Salvador to open Christmas Day.

Recent visitor was Floyd Crouch, tight-wire artist. This country seems to fascinate him—to the extent, at least, that he is buying a bar in Guatemala City. Julio Hernandez, our representative, celebrated his birthday recently. On the sick list is Julio Farias, of the Rolla-Rolla act.—JIMMIE HARRINGTON.

Aerial and riding acts and an elephant act, directed by Hugo Schmidt, Swedish trainer, were presented.

Ione Stevens, concession manager of Kelly-Miller Circus, recently took delivery on a new car in Hugo, Okla.

Old-timer claims that he outlived three syndicates and 30 managers but lost an equal number of retirement pensions.

Art Miller, general agent of the Kelly-Miller Circus, recently took delivery on a new trailer.

Dorothy and Gibby Gibson, with their trained horses, are at their farm near Kingman, Ind., for the winter.

Roscoe Armstrong, of the bucking Ford act bearing his name, is at his home in Montezuma, Ind., recovering from an operation which he underwent last August. Armstrong's act (See Under the Marquee on page 74)

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January

THREE ARRESTS were made in connection with the fatal poisoning of four horses on Buck Owens's Circus at Sebring, Fla.

DESPITE LIGHT business, Leo Selzer announced the Chicago Coliseum's International Circus would be an annual event.

E. DON McCULLOUGH launched his Eagles Circus at Dayton, O.

CLYDE BROS. reopened at Beaumont, Tex. after a holiday lay-off.

KING BROS.' CIRCUS was winning at the State Fairgrounds, Jackson, Miss.; Clyde Beatty, Nacogdoches, Tex.; Sparks, Venice, Fla., and Mills Bros. Bucyrus, O., while Bailey Bros. was back at Newberry, S. C.; Dailey Bros., Gonzales, Tex., and James M. Cole, Penn Yan, N. Y.

PAUL NELSON lost his left leg below the knee in a hunting accident near Cole Bros.' winter quarters, Louisville.

JEROME MEDRANO, owner of Cirque Medrano in Paris, was visiting America.

FOURTEEN ALL STEEL air-conditioned army hospital cars arrived in Ringling-Barnum winter quarters at Sarasota, Fla., to be converted into sleepers.

COLE BROS.' personnel mourned the death in Denver of Trainmaster Jack Biggers. Other January deaths: Jerome Posey, 66, former circus hostler, (1) at Cincinnati; Roy Haag, 55, (6) at Nashville; Clyde H. Willard, 68, former advertising car manager, (8) at Greenville, S. C.; Austin C. King, 57, ex-circus agent, (14) at San Francisco.

February

AN AUTO CRASH in Cincinnati put Marshall Green, Sparks general agent, in General Hospital there for the rest of the year.

JACK FOX joined Harry Rimberg in forming the Circus Equipment Company in New York to be affiliated with Rimberg's animal importing business.

ROUGH WEATHER hurt the Detroit Shrine Circus and Toledo Eagles' Circus.

JERRY WILSON'S Gran Circo Americano began its South American tour.

VERNE WILLIAMS became traffic manager of Sparks Circus.

SZESLAW MROCKOWSKI, European horse trainer, arrived in the U. S. to join Ringling-Barnum.

NORMA DAVENPORT, daughter of the owners of Dailey Bros., became the bride of Corkey Plunkett (4) at Gonzales, Tex.

THE INDEPENDENT CIRCUS Corporation was formed in Sarasota to launch the Wallenda Circus.

EMMETT KELLY returned from a winter engagement with the Bertram Mills Circus in England.

TOMMY, veteran horse of the Poodles Hanneford family, died in North Hollywood, Calif.

MR. AND MRS. EMIL PALLENBERG Sr., whose bear act was standard circus fare for many years, retired.

ERNE WHITE and John Loy were framing King & Franklin Circus at Chattanooga.

DEATHS: Edward S. Torelli, animal trainer, (11) at Somerville, N. J.; Joe H. Simmons, 42, dwarf clown, (23) at Houston.

March

OPENINGS: Sparks (4), Fort Myers, Fla.; Clyde Beatty (13), Nacogdoches, Tex.; Yankee-Patterson (21), South Gate, Calif.

POLACK BROS. leased the MGM elephants for its Eastern Unit, which opened (13) at Lansing, Mich.

JOHN RINGLING NORTH returned from his talent-scouting tour of Europe.

Circus Chronology

Year's Review as Presented From 1947 Billboard Files

VICTOR ROBBINS, bandmaster last year with Sparks, was back with Clyde Beatty, and Henry Kyes, last year with Beatty, had the Sparks band.

SPARKS moved into Alabama and Mississippi after spotty biz in Florida.

KAY BURNS was the title of a new motorized circus being framed by Larry Burns at Lebanon, Tenn.

DEATHS: Mrs. Al Lindemann, 50, wife of co-owner of former Seils-Sterling Circus, (1) at Sheboygan, Wis.; Emil Schweyer, 66, Latin American circus operator, (11) Barranquilla, Columbia; Benjamin Gollmar, 82, one of the Gollmar brothers of the circus bearing their name, (15) Baraboo, Wis.; Ben Austin, 74, retired general agent, (20) Los Angeles; George Davis, concession manager of Polack Bros., (28) Dayton, O.

April

OPENINGS: Bailey Bros. (3), Newberry, S. C.; Wallenda (4), Fort Myers, Fla.; King Bros. (7), Jackson, Miss.; Stevens Bros. (7), Fort Townson, Okla.; Ringling-Barnum (9), Madison Square Garden, New York; Kay Burns (9), Lebanon, Tenn.; Dailey Bros. (12), Gonzales, Tex.; Cole Bros. (17), Louisville; Barnes Bros. (18), Stadium, Chicago; Mills Bros. (19), Bucyrus, O.; Gainesville Community (23), Gainesville, Tex.; King & Franklin (25), Sylva, N. C.; Hunt Bros. (28), Burlington, N. J.

PREDOMINANCE of newly imported foreign acts made the Big One's opening a notable occasion.

AN ARTIFICIAL FOOT enabled Paul Nelson to be back at his usual equestrian chores in the Cole Bros. performance.

CAPT. ERNEST ENGERER was attacked by a male lion in the Wallenda Circus at Sarasota, Fla., but was able to be back in his arena a few days later.

DAILEY BROS. expanded to a six-pole big top.

TIGRESS TEMPLE'S SHRINE Circus at Syracuse was resumed after a six-year lapse. Frank Wirth produced the show.

MILLS BROS. and Sparks played day and date (26) in Columbus, O.

DEATHS: John Davenport, 77, of the bareback riding family, (6) in Chicago; Major Russell Pickering, general manager of the Bertram Mills Circus, (16) London; Charles La-Bird, 71, on Sello Bros. (29) Roseburg, Ore.

May

OPENINGS: Circo Flamante (2), Phoenix, Ariz.; Al G. Kelly-Miller Bros. (6), Hugo, Okla.; Patterson Bros. (10), Dundee, Mich.; Romig & Rooney (24), Base Line, Mich.; Famous Robbins (George Barton) (24), West Chester, Pa.; Larry Sunbrock's Rodeo and Thrill Circus (30), Yankee Stadium, New York.

THE CIRCUS FANS' Association held its first convention since before the war with Cole Bros. at Dayton, O. Dr. H. H. Conley was elected president.

FRANK BRADEN and Bernie Head, of the Ringling-Barnum press staff, were in Bellevue Hospital, New York. Latter was succeeded by C. Foster Bell as contracting press agent.

JIMMIE WOOD'S Yankee-Patterson Circus folded at Petaluma, Calif., after 57 days on the road.

JORGEN M. CHRISTIANSEN replaced Jack Joyce as equestrian director of Clyde Beatty Circus. Show canceled its contemplated tour of Western Canada.

KING & FRANKLIN folded at Wytheville, Va.

CONNIE WILSON, aerialist, was

injured in a fall from her rigging during the Hamid-Morton indoor date at Ottawa.

AN ARMY AIRPLANE hit a truck of Dorman Bros.' Circus (formerly Bradley & Benson) near Connellsville, Pa.

DEATHS: L. Ray Choisser, 55, caliope player, (9) at DuQuoin, Ill.; Charles A. Maitland, 58, ex-trouper, (24) Harrisonburg, Va.; Robert Armour, 75, retired acrobat, (26) North Adams, Mass.; George (Pop) Beers, senior owner of Beers-Barnes Circus, (27) Baltimore.

June

OPENING: DeWayne Bros. (2), Costa Meca, Calif.

ROBERT RINGLING took over as president of Ringling-Barnum (6) at Washington, as a result of court action at Wilmington, Del., but James A. Haley was restored to the presidency at the annual meeting of stockholders (21). John Ringling North became executive vice-president and chairman of the executive committee.

KAY BURNS CIRCUS called it quits (7) at Nanuet, N. Y.

C. R. MONTGOMERY Circus played Rawlins, Wyo., (13) on the heels of a snowstorm.

LEWIS REED arrived from India with a shipment of elephants for Dailey Bros., which joined the show at Lock Haven, Pa.

JAMES M. COLE and son, James Jr., were injured when their tractor-trailer carrying a baby elephant failed to negotiate a turn (12) at Schuyler Lake, N. Y. Mrs. Cole managed the show during her husband's hospitalization.

SELLO BROS. invaded Western Canada.

TOM PACKS played to good business in Cincinnati, New York (Polo Grounds), Columbus, O., and Indianapolis with his Roy Rogers Thrill Circus.

DEATHS: Alfred M. Gillette, 85, retired performer, (14) at Battle Creek, Mich.; Bob Wallace, 68, Pop-Eye with Clyde Beatty Side Show, (20) Willmar, Minn.; Bernie Head, 54, R-B press agent, (30) New York; Jim Tully, 56, novelist and one-time circus p.a., Hollywood.

July

THE USUAL MID-SEASON labor shortage was delaying the Big One's matinees. Personnel welcomed two-day stand at Cleveland after long string of one-dayers.

EIGHT CARS of Clyde Beatty train were derailed (8) at Hubbard, Neb. Show lost four days as a result.

POOR BUSINESS forced Patterson Bros. to close (4) at Holly, Mich.

BUCK OWENS sold his interest in Roger Bros., which Si Rubens continued to operate. Show was in Montana.

KING BROS., first circus in Bridgeport, Conn., in four years, gave seven performances there in two days.

DEATHS: Tom Killilea, former R-B press agent, (5) in New York; John C. Fisher, 40, killed (8) in Clyde Beatty train wreck; Bessie Polk, concessionaire and ex-performer last with Dailey Bros., (10) in New York; Leo Blondin, 68, Oklahoma City zoo man well known in circus circles, (20) Oklahoma City; Robert A. North, 43, press agent, (25) in Lynchburg, Va.; Grace Clemens, 40, wife of Dick Clemens, wild animal trainer, (28) Peoria, Ill.; Marshall L. King, first president of CFA, (31) in Alexandria, Va.

August

HEAT POURED DOWN unmercifully on the big tops. The Big One's business suffered in Chicago and elsewhere, and other shows bucked a torrid wave of record intensity and duration.

AT BARDSTOWN, KY., heat caused Bailey Bros. to blow its matinee and rain the night show.

DALE, wife of Kelly Miller, of Al G. Kelly-Miller Bros., suffered a fractured pelvis in a fall off an elephant.

FRANCISCO REYNOSA, of Sparks Circus, sustained fractures when he fell from his rigging at Sturgeon Falls, Ont.

ATTACHMENT SUITS forced the C. R. Montgomery Circus to fold at El Dorado, Kan. Acts scattered. Francis Kitzman took over the billing brigade of Bailey Bros. Dorey Miller became general agent of the same show.

WALLEDA CIRCUS joined the Johnny J. Jones Exposition as a midway attraction (28).

DEATHS: William E. Wilken, 67, former press agent, (8) at Logansport, Ind.; P. N. Branson, general agent of Cole Bros., (21) Kansas City, Mo.

September

DE WAYNE BROS. called it a season (2) at Benecia, Calif., after being out two months.

SPARKS CIRCUS closed suddenly (7) at Tacoma, Wash., and equipment was stored at Renton, Wash. Show had returned to the States (1) at Bellingham, Wash., after an extended tour of Canada.

JAMES M. COLE CIRCUS ended its season at the Mineola (L. I.) Fair with a week's engagement in front of the grandstand.

IRA M. WATTS resigned as manager of Clyde Beatty Circus. His duties were taken over by Bob Reynolds. Watts retired to a farm near Fort Smith, Ark.

ARTHUR HOPPER resigned as general agent of Ringling-Barnum, effective December 31.

ROBERT RINGLING sues at Wilmington, Del., for \$15,000 on the basis of what he alleged to be "unlawful usurpation" by James A. Haley, of the R-B presidency.

MIKE PINE, 50, circus agent, died (2) at Brantford, Ont.

October

THE INDOOR SEASON got well under way. Hamid-Morton played a new Shrine date in Cleveland, preceded by the usual opening stand at Philadelphia and followed by Boston.

CLYDE BEATTY concluded his outdoor season (27) at Beaumont, Tex., so he and his animals could open two days later for Orrin Davenport at the Houston Shrine Circus. Beatty's equipment went to winter quarters at Shreveport, La.

COLE BROS. closed (28) at Johnson City, Tenn., and returned to the State fairgrounds at Louisville for the winter.

OTTO KUHNERT, of the Sensational Kays, suffered a fractured thigh in a fall from the high wire at Houston.

DEPARTURE of President James A. Haley from Ringling-Barnum (28) at Atlanta, presaged another change in the Big One's high command.

ST. LOUIS POLICE awarded their 1948 circus to Frank Wirth and decided to show again in the Arena after threatening to shift outdoors to Walsh Stadium.

DEATHS: Edward Arlington, 73, former circus owner and agent (23), at Huntington, L. I., N. Y.; Col. Chas. H. Consolvo, circus enthusiast and hotel owner (24), Norfolk.

(See Circus Chronology on page 76)

KIDS FIND THERE IS A SANTA

250 on Hand At SLA Party

Sweeney says total cash donations hit over 1G — variety show is feature

CHICAGO, Dec. 27.—Some 250 of Chicago's underprivileged children had a happy Christmas this year, thanks to the Showmen's League of America, which staged its annual kiddie Christmas party in the League's clubrooms Wednesday (24).

It was a complete Christmas party, with food, entertainment, gifts and even a Santa Claus.

Al Sweeney, acting general chairman in the absence of Irving J. Polack, said more than \$1,000 in cash was donated and some 2,000 gifts were distributed. The children, he said, came from the following institutions: St. Patrick's, St. Dominic's and St. Phillip's churches, the Day and Night Nursery and the Ulich Home.

Five buses were dispatched from the League headquarters at 12:30 p.m. Wednesday to pick up the kiddies at the various institutions. Each bus was accompanied by a League member who saw to it that the children got to the party and were returned to their respective homes.

Once the children arrived at the League, members of the SLA Auxiliary and Caravans went into action, the women taking over the check-room and aiding the kiddies in getting out of their coats, rubbers, etc.

Once the guests had shed their coats, hats, etc., they were escorted into the large meeting room where, with Charlie Zemater acting as em- (See Showmen's League on page 57)

Ingram Signs Two More Dates

SARASOTA, Fla., Dec. 27.—Howard Ingram, manager of Florida Amusement Company, announced here today he had signed two more Florida dates, the Plant City Strawberry Festival and the Pahokee Elks Fair. "This makes a total of eight Florida fairs to date," Ingram said.

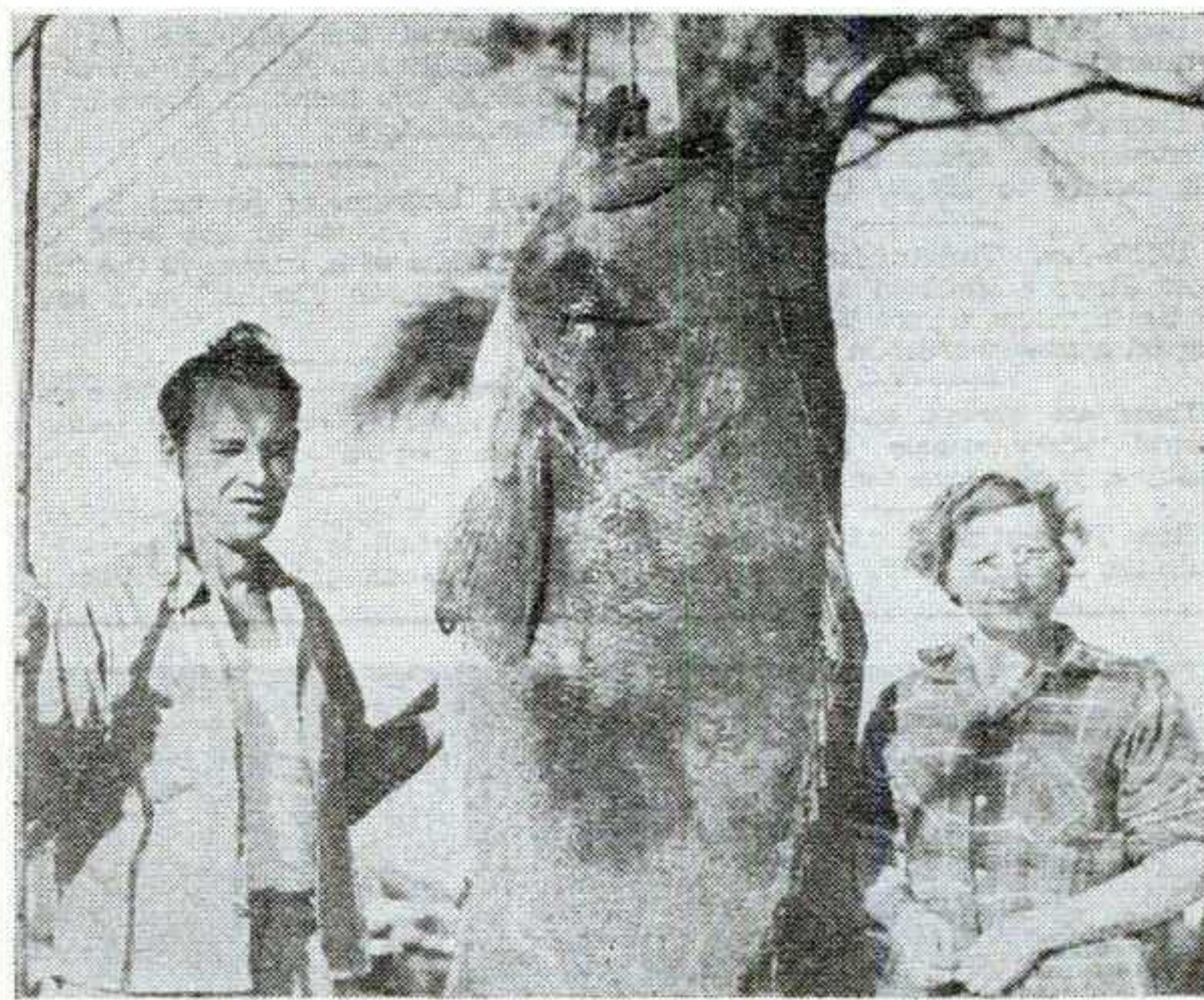
The Florida org will open its 1948 season January 8. Ingram, who is serving as his own general agent, said he is lining up his winter route to avoid long jumps.

Org's date at the Bowling Green Strawberry Festival will be followed by the St. Lucie County Fair at Fort Pierce and the Indian River Fair at Vero Beach. The Southwest Florida Free Fair, which Ingram has contracted, will be the first in Florida with a free gate.

Ingram expects to have many new faces on the midway when the shows open. Ride unit is still working for Holman in the Tampa area.

Johnny Castle III in L. A.

CINCINNATI, Dec. 27.—John R. Castle, 74, formerly of the Morris & Castle Shows, has returned to Los Angeles after 25 weeks in San Diego, Calif., where he took treatment for an illness, according to word from Joe Kelley, outdoor showman. Castle's condition is serious, says Kelley, and friends are urged to drop him a line. Castle's address is Bristol Hotel, 423 West Eighth Street, Los Angeles 14.



THIS ONE DIDN'T GET AWAY, and Jack Rowe Sr. got the photographer, Gene Christian, Chamber of Commerce publicity director at Bradenton, Fla., to snap the picture as proof. Rowe, pictured here with his wife and the fish, is a concessionaire on Snapp's Greater Shows. The 265-pound jewfish was caught by Rowe in the Gulf of Mexico.

Michigan Org Host to 270

Police chief says part finest ever—Harry Stahl heads general chairmen

DETROIT, Dec. 27.—Michigan Showmen's Association was host to a crowd of 270 underprivileged youngsters here Sunday afternoon (21) at its annual Christmas party.

Children came from near-down town district surrounding the Club home, selected by Inspector Stanley Hamahcer, chief of the Canfield police precinct, and his associates. Hamahcer called it "the finest party for youngsters in the city of Detroit."

Most of the youngsters were brought to the hall by their mothers. In other cases the police provided transportation.

Given \$100 Gift

One incident that brought a warm response from the showmen and the ladies was the appearance of a mother of three, one of them a little girl who was paralyzed from the waist down. As a special aid for her the club took \$100 out of the fund and turned it over to the mother for the girl.

Each guest was supplied with candy, ice cream, soft drinks, a lunch saw the show and was given a parting a large package separately and appropriately packed for boy and girls, a big shopping bag full of gifts, and a helmet full of candies and nuts.

The event was financed by the (See Michigan Assn. on page 57)

NSA Group Spreads Christmas Cheer at Veterans' Hospital

NEW YORK, Dec. 27.—Chairman Jack Lichter and members of the veterans' committee of the National Showmen's Association distributed Christmas packages to all 720 patients at Castle Point Veteran's Hospital, Beacon, Sunday (21). The annual party, one of several committee activities, was made possible through contributions from members of the showmen's association.

Each patient, all of whom are veterans of the Spanish-American or World wars, received a package containing useful articles, candy and several assorted books. A five-ton truck, donated by the Walker Bros., was needed to transport the package from the clubrooms to the hospital.

Assisting in the distribution, which lasted nearly five hours, were Mrs. Lichter, Mr. and Mrs. Sam Rothstein and Mr. and Mrs. Al Janpol. Mollie and Ralph Decker, who regularly participate in committee activities were unable to attend because of Ralph's illness. Mrs. Elizabeth Met and Mrs. Walter K. Sibley assisted with the packaging.

Perry To Agent Kaus Org

ASHBORO, N. C., Dec. 27.—Mari G. Kaus, owner, and Russ Owens, manager of W. C. Kaus Shows, announced here this week that they had signed Graves H. Perry as general agent of the org for 1948. Perry was with Frank W. Peppers All-Stat Shows in the same capacity for the last four years.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Predestination, Ga. December 27, 1947.

Dear Editor:

This troupe celebrates with long or short Christmases—the short strangling the long. It's a festival without an auspices—with soup sans the nuts. With no new parts available, it is geared on its own momentum and stops with a burned-out clutch. It provides a good story for a press agent to gloat over. The story puts envy in other troupers, who also celebrated with only their press agent's copy. Because our personnel is the checkerboard type, we eliminate the phrase "White Christmas" using instead "Yo'all-tide."

The office couldn't provide snow because its bankroll was skating on thin ice. However, we rented a lot across from a brickyard so the children could promote chimneys. Using the Minstrel Show's band, the show girls gave a free dance on Yo'Alltime Eve, which was blanked out by the male members of the troupe thru the fear of a four-bit blowoff.

On our show the phrase, "Acting the part," includes doing Santa Claus. The bosses elected first a G-wheel operator to don the boots, red strides and the gob of chin-hedge, but he was eliminated when he said that he wouldn't play to punks. He was replaced by a hanky-panky concessionaire, who would play to anybody. The hanky-panky Santa Claus started the festivities by shaking workingmen out from between sidewalk, from under side-show banners and from beneath stage curtains at an early hour to give them more hours to celebrate the day by sitting around campfires to keep warm.

While the natives were playing Jingle Bells in their warm homes, two of our concessionaires opened playing a jingle-board booth to

gross the nut for a bag of nuts. The cookhouse served a well-Wabashed soup instead of fowl. Around this show anyone heard using the word "turkey" is chased off of the lot.

Altho our Santa didn't know any Christmas carols, he brought joy to the hearts of our children by reciting in its entirety the old mid-way ode, "He was a grifter—rip and tear; She was a catrack queen—young and fair. God, how he loved her," etc. No one was forgotten when it came to Christmas cards, as 500 of them cost the office just as much to have printed as would 200 of them. What showmen appreciate the most are cards.

Trees for the children were plentiful around the lot, but fire regulations that prohibited the use of candles or other inflammable decorations protected the forests. However, we were strong on mistletoe. Giant oak trees around the lot were full of the stuff, which automatically switched 50 per cent of our festivities into the underbrush.

MAJOR PRIVILEGE.

Tommie Tidwell Working On Sadler's Campaign

ABILENE, Tex., Dec. 27.—Tommie J. Tidwell, owner of the T. J. Tidwell Shows, heads a group of outdoor showmen who are working hard on the boom to run Harley Sadler, rep showman, for governor of Texas in 1948.

Meanwhile Sadler, who is undecided whether or not to run, continues with his tent show. He keeps busy with legislative work, however, between sessions of the Statehouse. Recently he appeared before the West Texas Chamber of Commerce to explain legislation he sponsored.

PENNY PITCH GAMES



Size 46x46", Price \$37.50.
Size 48x48", With 1 Jack Pot, \$45.00.
Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

BINGO GAMES

75-Player Complete\$6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Imported

Hand in these sizes: 2 1/2; 3 inch; 3 9/16; 3/16. Write for prices.

12-Page Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity. Each 1 1/2¢

WHAT IS WRITTEN IN THE STARS. Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10¢

RECAST AND ANALYSIS, 10-p., Fancy Covers. Ea. 5¢
Sample of each of the above 4 items for 25¢
1, 45 Pages. Assorted Color Covers 50¢

NEW DREAM BOOK

100 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample 20¢

HOW TO WIN AT ANY KIND OF SPECULATION. 24-p., Well Bound, 8 1/2 x 11 25¢

BOOK OF 79 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢
na Cards, Illustrated. Pack of 36 15¢
Phology Charts, 9x17. Sam. 5¢. Per 1000 \$7.50
MENTAL TELEPATHY, Booklet, 21 P. 25¢
Prints Made to Your Customers Under Your Seal. No checks accepted. C. O. D. 25% Deposit. Name or ads to do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.
West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices.

Hoosier Pride POP CORN

A great name in pop corn. From the Hoosier State comes this fancy hybrid large yellow and Baby Golden Hulless, every bag guaranteed to pop better than any corn you have tried and each bag pre-pressed in our plant. The price is \$15.00 per cwt., and worth it. 2 lb. sample mailed prepaid for 50c.

INDIANA POP CORN CO.
MUNCIE, IND.
Florida Warehouse open Jan. 15th.

SHRUNKEN HEADS

As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00. Male heads prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.

TATE'S CURIOSITY SHOP
5240 EAST VAN BUREN
PHOENIX, ARIZONA

OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN

In 50 and 100-lb. moisture-proof bags. Also Cartons and Supplies. Write for catalog.

BETTY ZANE CORN PRODUCTS, INC.
338 Bellefontaine Ave. MARION, OHIO

New Saratoga Kettle Popper

ALL ALUMINUM Meets all State health requirements. 12-qt. capacity of 1/2" aluminum. \$20.00 Each. Terms: 25% with order, balance on delivery, F. O. B. Toledo.

Concession Supply Co.
3916 Secor Road
Toledo 8, Ohio

MIDWAY CONFAB

Harry Badger, carnival general agent, is wintering in Hugo, Okla.

Good rainstorm always reminds a fellow that his top leaks.

Lou Pease, girl show owner, is wintering in Monroe, La.

Jimmie Allen, of the Cavalcade of Amusements, spent Christmas with his family in Hugo, Okla.

Billie-Lou Timberlake and Manager Jimmie Hatfield are wintering in Hot Springs, where Billie is working on a new wardrobe for 1948.

There are always enough bare legs around winter-trouping gal shows to satisfy a yokel's taste for goose pimples.

Ray Turrentine is at his home in Sulphur Springs, Tex., after success-

After closing season with the John R. Ward Shows, Mr. and Mrs. Charles LeRoy are wintering in Galveston, Tex.

James Rapple closed the season as press agent for Majestic Greater Shows at Riviera Beach, Fla., and returned to his home in Sharon, Pa., for the holidays.

Cecil Latham, at present in Chicago, will return to the road this month. His wife, known as the "Girl With the 1,000 Thrills," will assist him.

General agent is really thru with a show when he doesn't care how it looks or what other agents say against it.

Anyone knowing the whereabouts of Ed Wardell is asked to have him contact his daughter, Mrs. Lucinda



WHEN THE PRESENT GOVERNOR OF GEORGIA was superintendent of schools in Hawkinsville, Ga., in 1927, the L. J. Heth Shows wintered on the fairgrounds there. Show personnel became acquainted with Thompson and all the high school basketball games were played in one of the winter quarters buildings. The Heth shows returned to Hawkinsville recently to play the fair and a reunion with Thompson, now governor of the State, resulted. From left to right: Joe J. Fontana, general agent; L. J. Heth, owner; Governor Thompson and F. R. Heth.

fully undergoing the last of three chest operations.

King. Mrs. King is in Emlenton, Pa., recuperating from a recent operation.

Georgie Spears Jr. has closed the annex on Lew Alter's Side Show and will vacation at Dania Beach, Fla., for three weeks.

Mrs. Walter B. Fox, wife of the well-known general agent, had charge of the parcel post wrapping desk in the Mobile, Ala., post office for 10 days preceding Christmas.

Jack Noakes, carnival trouper, is ill at his home in Fredonia, Kan., and would like to read letters from friends in the business.

Regardless of how much money will be spent for paint in quarters this winter, they'll open with their blondes still looking dingy.

Those who accuse a general agent of trying to break and steal a show must think he's lost his business judgment.

Emory Kelly, Mobile, Ala., concessionaire, put on a Christmas tree sale

LIMITED PRODUCTION IN 1948!

TO BE SURE OF PROFITS IN THE COMING SEASON, PLACE YOUR ORDER NOW FOR THESE TIME-TESTED, SURE-FIRE

MONEY MAKERS by EVANS!

- EVANS' JUMBO DICE WHEEL
- EVANS' HORSE RACE WHEEL
- EVANS' CANDY RACE TRACK
- EVANS' HIGH STRIKER
- IMPROVED COUNTRY STORE WHEEL
- AUTOMATIC DEVIL'S BOWLING ALLEY
- EVANS' AUTOMATIC ROLL DOWN
- EVANS' 7-11 BASEBALL GAME
- IMPROVED BEE HIVE
- EVANS' AUTO BUMP GAME
- EVANS' CHUCK CAGES
- EVANS' SHOOTING GALLERY SUPPLIES
- EVANS' WALKING CHARLEY
- EVANS' MONKEY SPEEDWAY
- ADD-A-BALL GAME
- PADDLE WHEELS
- RAFFLE WHEELS
- EVANS' BALTIMORE WHEELS (Any Combination)
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Write for Complete Catalog

CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.

H. C. EVANS & CO.
1528 W. Adams St., Chicago 7, Illinois

CONCESSION TRAILERS



Write today for illustrated catalog showing 35 new models

KING AMUSEMENT CO.
82 Orchard St., Mt. Clemens, Mich.

GALLERY .22 SHORTS SPATTERLESS, \$66.60 Case

NEW RIFLES

Winchester 62 Gallery Pumps ... \$37.50 Ea.
Remington 241 Automatic Rifles 57.50 Ea.
Send 1/3 Deposit, Balance C. O. D.

SHOWMEN'S EXCHANGE
707 Gee St., N. W. Washington, D. C.

Reynolds Amusement Co. WANTS

String Game, Fish Pond and Stock Concessions. Will book Pony Ride and Baby Ferris Wheel.

Contact

Herman Reynolds
Alice, Texas, Dec. 25 to Jan. 3, 1948.

FOR SALE

Smith & Smith 24 Seat Adult Chairplane

New gear assembly throughout, fully equipped, newly painted. Just like a new ride. Best offer for immediate sale. Contact

ALEX MILNE
at Waterdown, Ont., Canada

Fountain of Youth Shows

Rides, Games and Concessions. Firemen, Legionnaires, etc. We still have some open dates for '48 in Eastern Pennsylvania and New York.

JACK GARRAHAN
845 Anthracite Ave. KINGSTON, PA.

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for

SOUTH AMERICAN HYBRID CORN

First Year Purdue Hybrid 31-32.
From 100 Lb. Bags to Carloads.

COCOANUT and PEANUT OIL

5 Gal. Containers, Drums and Tank Cars.
From a 5-Gal. Can to a Carload.

GLASSINE BAGS IN ALL SIZES

POPCORN BOXES IN ALL SIZES

BUY NOW AND SAVE!

Prices on Request

Carload Buyers, Write for Quotations or Call **HARRISON 0997**

POPPERS BOY PRODUCTS CO. 60 E. 13TH ST. CHICAGO 5

New ELECTRIC CORN POPPER



**TAVERNS
SCHOOLS
DRUG STORES
BUS STOPS,
ETC.**

By all means cash in on the big pop corn business with an Excel, the only low priced big popper on the market. We set you up in business with corn, seasoning, bags, etc., all for \$121.90.

Write Us for Our Amazing Offer.

INDIANA POP CORN CO.
MUNCIE, IND.

on a lot near the Mobile & Ohio Depot and was sold out the Saturday before Christmas.

Ralph J. Clawson, manager of Al Wagner's Cavalcade of Amusements, was recently seen in a Mobile, Ala., downtown restaurant eating an early breakfast.

Mr. and Mrs. Joseph E. Karr, of the Wonder City Shows, and their children, spent the holidays with Mrs. Karr's parents, Mr. and Mrs. Mitchell Lovell, in suburban Plateau, Mobile, Ala.

Carl Balmer writes from Milwaukee that he and Leonard Higgs, both formerly with the Gold Medal Shows, will be with Martin Bros.' indoor circus starting this month.

Loyal employee is one who stays on a show for years while waiting for a promotion until he finds out what he can have instead.

Ralph Decker, manager of the Joseph J. Kirkwood Shows, is back home after being in the St. Francis Hospital, Poughkeepsie, N. Y., for a few days.

James W. Stephenson, well-known carnival and circus agent, is confined to Retreat for the Sick Hospital, Richmond, Va., and would like to hear from friends.

Frank and Al Dougherty, St. John, N. B., veteran concessionaires, recently attended funeral services in Boston for their brother, Art, also a concessionaire.

William P. (Bill) Lynch, owner of the Bill Lynch Shows, has been discharged from the hospital in Halifax, N. S., where he underwent treatment for a cold.

Until it is definitely determined that concession operators had deficits last season, managers with impulses to send contributions should keep cool.

Among visitors to Virginia Greater Shows' quarters in Suffolk, Va., recently were Harry P. Taylor, George Hylton, Ed Curtin, Mr. and Mrs. Russell E. Lane and Arthur Gibson, shows' electrician.

Kay Augustino, wife of Louis Augustino, of Virginia Greater Shows, is at their Waycross, Ga., home recovering from lockjaw, with which she was stricken after having several teeth extracted recently.

Mr. and Mrs. Frank Long, with Crescent Amusement Company the past several years, are spending the holidays with Frank's parents at Hadley, Pa. They plan to return to the road in 1948 with another show.

Mr. and Mrs. James Thompson and daughter, Edith, who had their circus side show, consisting of seven acts, in Gimbel's in Pittsburgh before Christmas, plan to leave soon for Miami for a three weeks' vacation.

Al P. Hill, former concessionaire, who once operated the Hill Hotel, Mobile, Ala., and more recently the Exchange Hotel, Clanton, Ala., is now operating a light delivery business, with headquarters on Old Shell Road, Mobile.

"I can't find out a thing about our show's fair booking," complained a general agent, Gate & Banner Shows, thus taking his humble place aside of the show's managers.

Walter L. Lankford writes that Lankford's Overland Show and Bazaar, which closed November 22, is in winter quarters at Moultrie, Ga. Betty Lankford and son, Mel, and daughter, Alverna, are spending the holidays with relatives at Sharon, Pa. Lankford reports visits to the Dixie- (See Midway Confab on page 56)

A HAPPY NEW YEAR FROM BLEVINS!

We hope old Santa filled your sock with BEE HIVE popcorn and all sorts of nice things like you saw in the prize-winning Blevins exhibit at the recent N.A.A.P.P.B. convention. Don't cry if he didn't, though; just clip the coupon below for a free 28-page catalog illustrating and describing the blue-ribbon products that made up the exhibit.

Notice!

The sensational Blevins concession vending trailer, one of the stars of the show, will be on display at the Blevins Nashville plant during December. Later it will make an exhibition tour of the Southeast. If you want to know the date it will be on display in your community, write us immediately.

BLEVINS POPCORN CO.

NOW IN AMERICA'S MOST MODERN POPCORN PLANT!

31ST AND CHARLOTTE

NASHVILLE, TENN.

Blevins Popcorn Co.
P. O. Box 278
Nashville, Tenn.

With every catalog is included a new "Snow-Man" cup, the hottest thing in the ice ball business!

Sirs:

Please send me a copy of your new 28-page catalog listing and describing your concession equipment. I am primarily interested in:

- Popcorn Equipment
- Ice Ball Equipment
- Candy Floss Equipment
- Portable or Stationary Trailer
- Popcorn Supplies
- Ice Ball Supplies
- I would like to see the Treatum Trailer. Please let me know when it will be on exhibit in my town.

Name:

Address:

City: State:

CANDY FLOSS MACHINE



Indorsed and used by Ringling Brothers, Barnum & Bailey Circus, our New Super Model #111 is extremely easy to operate. Single Spinnerhead \$227.50; Double Spinnerhead \$245.00; Single Bands and Ribbons \$5.00 each; Double Bands \$15.00 each. We repair all makes of machines. Orders shipped on 25% deposit, balance on delivery.

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Toledo 6, Ohio

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Join the MARCH OF DIMES

JANUARY 15-30

GENERAL AGENT WANTED

To book remainder of season. Must have transportation and knowledge of the Middle West territory. Must be able to produce. Write

H. V. Petersen
TIVOLI EXPOSITION SHOWS
Box 742, Joplin, Missouri

FOR SALE AERIAL JOY RIDE

In very good condition. Brand-new power unit. Will consider another good Ride in trade.

H. V. PETERSEN
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Box 742, Joplin, Mo.

World of Pleasure Shows

NOW BOOKING FOR 1948 SEASON

RIDES—CONCESSIONS—SHOWS

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TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

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Serving You From Coast to Coast

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.	HANK THEODORE 2908-14 Smallman St. Pittsburgh 1, Pa.	JOE MOSS 1261 E. Sixth St. Los Angeles 21, Cal.
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NOTICE NOTICE NOTICE

To all show people the price of the

SUNSHINE CHOO CHOO ELECTRIC TRAIN

will advance 20% Jan. 1, 1948, on all models. All orders received before that date with deposit of \$200 will be billed at old prices regardless of delivery date wanted.

Prices till Jan. 1, 1948:

Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.
Member, Tampa Chamber of Commerce

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.



NOW BOOKING FOR 1948 SHOWS—RIDES—CONCESSIONS

Can place useful people in all departments, especially Ride Foremen, Second Men and Men who can drive semis. Want unusual, meritorious Shows for the finest route in the East, including many fairs formerly held by railroad shows. Also Penny Arcade. If you want a winning season be with us from the start.

Fair Secretaries: Our representatives will attend all of the Eastern fair meetings, at which time they will be glad to meet with you personally. All replies to

SAM E. PRELL

c/o Miami Showmen's Association, Flagler St., Miami, Florida.





1 lb. pkg.
70
cleanings **70¢**

C. C. C.*
CRETORS Cleaning Compound

An exclusive non-poisonous cleaning agent, guaranteed not to injure the hands. Simple to use. Cleans popping pan in just 10 minutes. Helps corn-popping machines retain their "new" appearance indefinitely.

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The TILT-A-WHIRL Ride

A Man That Owns One Says:

"We were elated regarding the completeness and mechanical perfection of the Tilt-A-Whirl."

—Manufactured by—

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FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT CAR STATIONARY & NEW JET
PORTABLE RIDE • ELEVATED • KIDDIE RIDE
PARK RIDE

BISCH-ROCCO AMUSEMENT COMPANY

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FOR PROFIT AND FLASH SPITFIRE HI-BALL

WORLD'S MOST BEAUTIFUL RIDE
Always a Money Maker

WORLD'S MOST MODERN RIDE
For Parks and Carnivals

WRITE FOR DESCRIPTIVE CIRCULARS

FRANK HRUBETZ & CO., Salem, Oregon

MODERN CHAIRPLANE AND KIDDIE AIRPLANE RIDE IMPROVED

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Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.
SMITH & SMITH, SPRINGVILLE, N. Y.

POPCORN SUPPLIES

Complete line of Popcorn Supplies. Everything you need for your Popcorn Machine at money-saving prices. Get your name on our mailing list for monthly Popcorn Price Bulletins.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET

CINCINNATI 2, OHIO

ANTHRACITE SHOWS

JUST A BIG LITTLE SHOW

NOW BOOKING FOR 1948

RIDES—Will book, buy or lease Ferris Wheel. Will book Tilt, Octopus, Caterpillar or any Kiddie Rides that do not conflict with what we have.
CONCESSIONS—Will book Ball Games, Cigarette Gallery, Long or Short Lead Gallery, Fish Pond, Penny Pitch, High Striker, Frozen Custard, Candy Floss, Rotaries, Mug Outfit, Guess Your Age, American Mitt Camp or any other legitimate Concessions that do not conflict.
SHOWS: Any Shows with their own outfits. We book only one of each kind and play in towns, not out in the sticks, with a free gate.
MEYER LEVENSON WANTS P.C. AGENTS.
Answer: CY DAVIS, 63 Eley St., Kingston, Pa. MEYER LEVENSON, Bus. Mgr.

Midway Confab

(Continued from page 55)

land Shows at Sail City, Ga., and to Babe Scott at Adel, Ga., where she closed. Dick and Boots Wilson and son have been at Adel but are putting their photo gallery up at Doerun, Ga. Mr. and Mrs. Herman Smith are wintering at Moultrie and have a confection stand downtown.

Jerry Gottlieb, dealer in carnival and park merchandise, is closing his New York office and moving his headquarters to Asbury Park, N. J.

Ainslee Lambert, producer of Barnes-Carruthers' grandstand shows, in New York on business last week.

Mr. and Mrs. Ray Garrison, who are wintering at Ray's home in Owensboro, Ky., advise they will return to the road again in 1948.

Delbert (Red) Long, p.c. dealer with Patterson's concessions the past season, is wintering in the Rio Grande Valley.

Mr. and Mrs. Ivan Mann spent Christmas at Moline, Ill., with Mr. and Mrs. Sam Fidler, of Fidler's United Shows.

Charles T. Buck, whose mother is reported seriously ill, is requested to contact Dottilla Buck at 2111 Sergeant Avenue, Joplin, Mo.

Fielding Graham advises from Kansas City, Mo., that he has purchased a Laugh in the Dark ride, which he plans to place on a Midwestern show along with his glass house.

Vera and Harry Hauck, of World of Mirth Shows, recently purchased sectional furniture, an Oriental rug and draperies for their trailer. They are wintering in Richmond, Va., as are Nell and Russell Judy, minstrel show operators.

Trainmaster and Mrs. Wallace A. Cobb, of World of Mirth Shows, are spending the holidays at Escanaba, Mich., and getting in a lot of hunting and fishing. They will return after New Year's to their Richmond (Va.) home.

After closing the season with the Cetlin & Wilson Shows, Mr. and Mrs. B. D. Russell returned to Decatur, Ill., with their 16mm. equipment. They opened a theater in a community near by and are planning to open in several other communities on a one or two-night a week basis.

MOTORDROME

FOR SALE

Complete Drome, beautiful front; seven Indian Scout Machines, 5 set for wall use; P.A. Systems. Can probably be booked on railroad show where it is now stored. If you have cash and want a bargain—contact me by wire or mail.

DEL CROUCH

546 Canton St., San Antonio, Tex.

DICTIONARY

of Midway Slang

WEBSTER WAS A SUCKER

Send a Dollar Bill for 2 Copies

STARR DE BELLE

c/o The Billboard 2160 Patterson St. Cincinnati 22, Ohio

LOOK —NEW—

GOVERNMENT MERCHANDISE

GIVE THE SHOW A NEW ACT—
Have a man or woman walk thru fire with one of these Asbestos Fire Suits. Also good for Fire Fighters, etc. Underwriter approved. Mfg. by F. H. Wheeler Co. Complete Suit Only...\$39.75
Government Loss — Your Gain

BLACKSMITH ANVILS, 350 LBS.
up. 20 units. Ea.\$38.75

MANILA ROPE AT GOVT. COST.
5/8" circ. Per Ft.3c

TURNBUCKLES 5/8" FORGED
Steel Galvanized. Open Type, 6" and 9" take up. 2,200 units. Ea.99c

25,113 STICKS HARD GREASE—
1 7/8" x 10" long axles, small bearings. Shipped 80 Sticks to the box. Good for ride gears, etc. Ea. ...7c

RUBBERSOLE SNEAKS, SIZE 6
Only. New. Per Pair...\$2.19

14 OZ. WOOL CLOTH—OLIVE
Drab. 2,100 Yds., 60 Yd. Bolts. Yd.\$3.25

FLAGS—UNION JACKS. NEW
4'x6', Bunting. Ea. ...\$3.95

FLAGS, ALL COLORS—SIGNAL
Give the show a new look. New 2'x3' Bunting. Ea.59c

BUNK TYPE HAIR MATTRESS—
600 units. Ea.\$8.95

BUNK TYPE BED SPRINGS—
Ea.\$4.95

SEND M.O. OR CHECK; NO C.O.D.'s

Cranmer Sales & Service

3039 Alton Ave., Allentown, Pa.
Shipping Point—Allentown, Pa.

FOR SALE

1 '46 Ford Tractor with 28-ft. Semi, specially built body to hold Spitfire Ride. Has only 14,000 miles.

1 '41 Ford Tractor with new motor, 28-ft. Semi.

1 '42 Dodge Tractor with new motor, 28-ft. Semi.

Above equipment is in A-1 condition with good rubber, factory-built stake bodies.

Also will trade for Super Roll-o-Plane. Also have 1 large, new switch box and 1 Calliope, no motor. Wire or write

TROY E. WILLIAMS

Route 3, Morganton, N. C.

FOR SALE

COMPLETE MECHANICAL CARNIVAL

Mounted on 25-ft. Trailer, opens up to full walk-around. Aluminum Front. Full size Mechanical Man. This is a beautiful Show with plenty of Lights and Flash. This Show is two years old, has only been shown in Illinois. Cost over \$5,000.00 to build.

For quick sale, \$2,500.00.

HOWERTON TIRE & RUBBER CO.

Phone: 2927 EUREKA, MO.

GLASS HOUSE GLASS

FOR SALE

Eleven pieces Safety Plate Mirrors, same construction as used in autos. This glass used part of season. Reason selling, have too much. Just what you need for portable house or trailer show. Glass 36 inches wide, 78 inches long, one-fourth inch thick. Cost \$61.00 per sheet, will take \$25.00 per sheet F. O. B. Galveston. Crated ready to ship. One 32 by 14 ft. Pictorial Rug House Banner, cost \$265.00, take \$50.00; very good shape. Don't write

CHAS. T. GOSS

BOX 944 GALVESTON, TEXAS

WANTED . . . WANTED . . . WANTED W. E. ATTRACTIONS

Open in February in Sunny Georgia
Can place a few Concessions. No graft. Will book or lease Eli Wheel with or without transportation; would make bond with right party. For Sale—New 1947 Mixup, up 3 times only; fence, ticket box, Le Rol power unit, 24 seat. Will book same on show. Also have Truck if wanted. **W. E. WEST**, Owner, Rt. 1, Walters Trailer Camp., Brunswick, Ga.

Michigan Assn. Does a Santa

(Continued from page 53)

MSA and by the Ladies' Auxiliary. Funds collected during the year are used for this purpose. It was estimated that each child received the equivalent of \$15 worth of gifts at retail values. Many gifts were contributed by individual showmen and merchandise supply houses in addition to the MSA's own direct donations.

Show was put on by Harry Green and Sonnie Elliott—latter of the Actors Company—as clowns; Karrel Fox, magician; Manuel Mendez, emcee, and Oscar Clark's orchestra, thru the courtesy of Jackie Osborn of the Gold Dollar Bar.

Police arrangements, under Hamacher, were in charge of Lieut. Charles Witherite and patrolmen Carl Byers and Carl Sine.

Stahl in Charge

General arrangements were in charge of Harry Stahl, chairman; Sam (Pork Chops) Ginsburg and R. A. (Fats Norton) Nathanson, co-chairmen, and Jack Dickstein, special announcements. Nathanson also appeared in his annual role of Santa Claus.

Ladies of the Auxiliary who were in charge of general housekeeping and service arrangements were Hattie Wagner, Bernice Stahl, Marian Dickstein, Ann Borker, Belle Powers, Lottie Johnson, Mamie Wade, Jennie Heshner, Pat Crognale, Hazel Liddon, Lee Bennett, Jo Quinn, Rose Gould, Clem Ziegler, Sara Russell, Loraine Smith, Jerry Lawrence, Rose Lewiston, Mazie Pearce, Mary Poncini, Bessie Gallagher, Gladys Gladue, Helen and Laura Baker, and Carrie Dear.

MSA members assisting on arrangements included Johnnie Cargan, Charles Schimmel, Irving Borker, Robert Morrison, Sam Norber, Sam Fine, Ben Morrison, Tim Galo, Cameron Murray, Roscoe Wade, D. Wade, Ora A. (Pop) Baker, Sanford Baker, Charles Westerman, Jack Baillie, Arthur Frayne, Bernhard Robbins, Stash Rubin, Society Red, Glenn Hockett, Charles Rafel, Hebert Pence, Bill Brand, Edward Womack, Jake Kotzen, Joseph Crognale, Gordon Gladue, Gilbert Cohen and Lou Rosenthal.

Showmen's League Plays Host to 250 Chicago Kiddies

(Continued from page 53)

see, they were entertained with a one-hour variety show. Acts included Arizona Jack and Texas, rope skipping, whip cracking, etc.; Harry Ferris, ventriloquist; the Sterns, juvenile dancers; Harry Pariss, marionettes; Bob Sharp, magician; DeLores and her dogs, and Jack Klippel and Happy Maxwell, clowns, who worked thru the audience and on the come-in.

Following the variety show the kiddies were served ice cream, cake, milk, candy, etc. Then Santa Claus arrived and passed out the gifts, each child getting from 8 to 10 gifts.

Members of the various committees were Jim Campbell, chairman; Jack Kaplan, Charles Bohdan, Robert McDowell, George Brooks, Manuel Blasco and Harry Burke, transportation; Sol Wasserman, chairman; George Johnson, Happy Maxwell and members of the house committee, gifts; Charley Zemater, chairman; Happy Maxwell, Jack Klippel and George Flint, entertainment; the Ladies' Auxiliary and Caravans, check-room; Max Brantman, chairman; Tom Sharkey, Isaac Malitz, Charley Hall and Larry O'Keefe, refreshments; Al Sweeney, chairman; Harry Atwell and Jack Kaplan, publicity.

Donors included Bill Carsky, Ned Torti, Max Avers, Dick Miller, Ralph Glick, N. Shure & Company, Bob Seery, L. C. McHenry, I. J. Polack, F. E. Gooding, Harry Ross, Eddie Roth, Harry Ruben, Lefty Ohern, Lou Keller, Charles Bohdan, George Brooks, Bernie Mendelson, Al Lotto, Billy Senior, Flash Williams, John Lempert, Bill Kaplan, Maury Brod, Fred Kressmann, Petey Pivor, Frank McDermott, Henry Freedenberg, Jack Kerschner, Elmer Burns, Eddie Levison, Jack Pruitt, Al Sweeney, Jack Weiner, Mike Wright, Herb Kasper, J. C. McCaffery, Jack Lavine, Morrie Weinberg, Willie Glickman, Wabash Canvas Company, Sam Arens, U. S. Tent & Awning Company, Ray Oakes, Max Brantman, William Claire and Joe Streibich.

Rogers, Hargrave, Douglas Win PCSA Bldg. Awards

LOS ANGELES, Dec. 27.—Prize winners at the Pacific Coast Showmen's Association's building fund gathering in the Case Hotel here Monday (15), were Nina Rogers, new car; Edith Hargrave, Bendix washer, and Earl Douglas, owner of the Douglas Greater Shows, radio.

Drawing climaxed an evening of entertainment, dancing and buffet dinner in the auxiliary clubrooms. Men were the guests of the women's club, which provided the refreshments and entertainment.

Heth Lines Up '48 Staff

BIRMINGHAM, Dec. 27.—L. J. Heth, owner-manager of L. J. Heth Shows, now in quarters in North Birmingham, announces the following staff for 1948. Joe J. Fontana, general representative and business manager; Floyd R. Heth, concession manager and legal department; Earl D. Backer, special agent and press; George Kelley, lot man; I. W. Reynolds, builder; William Bozman, electrician; Fred Henon, painter, and Paul Reynolds, mechanic and superintendent of transportation.

3000 BINGO

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, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 1 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, 50c. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M1.50
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M1.75
Adv. Display Posters, Size 24x36. Each10
Cardboard Strip Markers, 10 M for75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for15.00
Thin Transp. Plastic Markers, Bwn., 1/4 M1.00
Red or Green Plastic Markers, 1/4, Square, Round or Scalloped, \$2.50 M; 3/8ths Size2.00 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

HARRY CRAIG'S HEART OF TEXAS SHOWS

Now contracting for season of 1948. Shows, Free Acts and Concessions.

HARRY CRAIG
BOX 158 BROWNWOOD, TEXAS

BRIGHT LIGHTS EXPOSITION SHOWS

NOW CONTRACTING for SEASON 1948

SHOWS—RIDES—FREE ACTS AND CONCESSIONS

722 EMPIRE BLDG. PITTSBURGH, PA.

It's EASY TO MAKE MONEY WITH A C-CRUISE!



because it's...

EASY TO FILL UP!

EASY TO OPERATE!

EASY TO SET UP!

EASY TO TRANSPORT!

EASY TO FILL-UP—YES!

Self-loading and un-loading — only 1 minute between rides — and you carry 40 passengers per trip! New customers keep coming, old customers keep coming back . . . ride after ride, season after season!

EASY TO OPERATE—YES!

No "balanced load" to bother with. Simple one-lever control — no experienced operators necessary.

EASY TO SET-UP—YES!

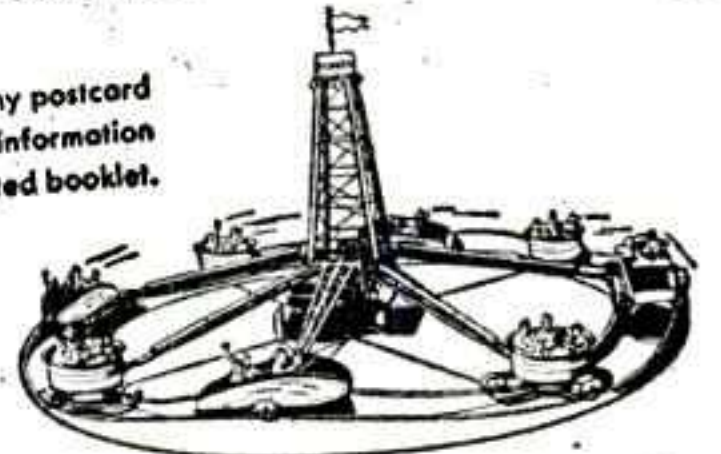
No ground preparation needed — a 3-man crew puts it up in 4 hours!

EASY TO TRANSPORT—YES!

It's built for easy portability — designed to load easily into one truck and semi-trailer. Knock-down time—2 hours.

CLIMB ABOARD A C-CRUISE AND TAKE THE EASY RIDE TO HIGH PROFITS!

DETAILS? . . . A penny postcard brings you complete information in a full-color illustrated booklet.



C-CRUISE CORPORATION

Seventh St. and Murlark Ave.
WEST SALEM, OREGON

STEAM TRAIN



**BURNS
COAL**

Hauls a big load
of kids or adults
on every trip.

Attracts
CROWDS in any
amusement park or
recreation center

You can't beat steam for appeal and repeat rides; it will outdraw any other type of train. Walter Foster, Concession Operator, says: "Crossed from \$75.00 to \$300.00 per day with M. A. Srader Shows."

OTTAWAY AMUSEMENT COMPANY

Mfrs. Steam Trains and Kiddie Auto Rides
224 W. Douglas Wichita 2, Kansas

NEON TUBING BORDERS-LETTERS REPAIRS

Direct from Manufacturers
at Lowest Possible Prices.

50c per ft. and up.
Shipped Anywhere.

QUALITY NEON

800 Hogan St. Jacksonville, Fla.

WANT A BOOKING

Have '48 model Electric or Gas Kiddie Train with bell and smokestack. Have own transportation. Contact

H. L. WARD

408 E. Central Albuquerque, New Mexico

AT LIBERTY

Would like to place my Sound Truck and Girl Show on a medium-sized Carnival. Address

BLACKIE BLANKENSHIP

c/o Billboard Publishing Co.
2160 Patterson Co., Cincinnati 22, Ohio

NOW CONTRACTING FOR 1948 SEASON

RIDES-SHOWS-CONCESSIONS

W. G. WADE SHOWS

C. P. O. Box 1488 Detroit 31, Mich.

FOR SALE SILVER STREAK

Excellent condition. Need space. Price
\$6000.00 for quick sale.

Custer Specialty Co.

512 Linden Ave. DAYTON 5, OHIO
Phone: MADison 2663

NOTICE! RIDE OWNERS

Will Book Merry-Go-Round, Spitfire or Tilt-a-Whirl for 1948 season; can give you low percentage. Plenty of people and money.

OHIO VALLEY SHOWS

ROXIE HARRIS, Mgr. FINDLAY, OHIO

WANTED

Iron Lung, buy or P.C.; Kiddie Rides, P.C.
100% location.

F. HURLEY

42 Dana St., Revere Beach, Mass.

D & H SHOWS

Now booking for 1948 season, Shows, Rides and Concessions that do not conflict. Will sell "X" on Bingo and Mitt Camp to American Readers. Roger Fingan and all others connected with this Show, answer. All address FRANK E. DICKERSON, Gen. Del., Tampa, Fla.

Carnival Chronology

Year's Review as Presented From 1947 Billboard Files

January

C. JOE BENNETT and Jack Gallagher formed partnership in carnival company to be known as the Playland Shows.

JACK DOWNS, co-owner and manager of Gem City Shows, announced signing Emmanuel Zacchini, human cannonball, as free attraction.

BILL HOBDAY was new president of Pacific Coast Showmen's Association.

CETLIN & WILSON was awarded 1947 Indiana State Fair.

J. R. EDWARDS, 59, owner of the shows bearing his name, died in Wooster, O.

M. J. DRESSEN was named general agent and business manager for Wilson's Famous Shows.

W. E. MULDOON, general manager of Granite State Shows, named S. A. (Bill) Kerr general representative.

CAVALCADE OF AMUSEMENTS signed Mississippi State Fair.

MRS. GRACE A. ZEIGLER announced her retirement from carnival business after 26 years.

THE AL WAGNERS scored a sweep in Michigan Showmen's Association elections, Al being named president of the men's group, and Mrs. Wagner honored with the presidency of the auxiliary.

EARL BUNTING took his Bunting Shows off road and retired title.

D. R. MILLER was named president of the Hugo (Okla.) Showmen's Club.

PETE JONES, owner of the Jones Greater Shows, purchased all equipment, rides, trucks, concession stands, canvas, etc., owned by Walter Byers, owner of the Byers Bros.' Amusement Company title.

February

ERNEST SHAVING named manager of Motordrome on Beam's Attractions.

EDDIE YOUNG'S new Royal Crown Shows unveiled at 27th annual Pinellas County Fair, Largo, Fla., and played to record attendance.

RUSSELL MARRS named director of newspaper and radio publicity for Triangle Shows.

FITZIE BROWN and A. R. (Dutch) Whiteside purchased Blue Ribbon Shows from Eddie Roth.

MAY ADAMS STOKER installed as president of Show Folks of America, Chicago.

R. T. (BOB) BULLOCK signed as general agent of Johnnie Caruso's Shows.

HENNIES BROS.' SHOWS signed Sally Rand for season.

MRS. LEE BELMONT installed as president of Missouri Show Women's Club.

HIKO SIEBRAND new president of Arizona Showmen's Association.

WILLIAM T. COLLINS, owner of the shows bearing his name, signed Jack Korie's Circus Side Show and Norman Smith's Funhouse for season.

WEATHER HIT opening of Florida State Fair, with Royal American grosses taking walloping first three days.

ROSE'S MIDGET REVUE signed by Al Wagner for Cavalcade of Amusements. Wagner also announced the purchase of five new railroad coaches.

JOE JACOBSON, 50, partner in the Bush-Laube firm of concessionaires, killed in highway crash.

JOE END, 63, veteran carnival merchandise supplier, died in Tampa.

RAY MARSH BRYDON signed to produce all shows at the State Fair of Texas, Dallas.

HARRY LOTTRIDGE signed as

manager of Queen City Amusements, Ltd.

FRANK HARRISON, owner of the Harrison Greater Shows, announced signing of Willie Lewis as business manager.

FREDERICK DeCOURSEY named general agent and assistant manager of Heller's Acme Shows.

L. W. ELLIOTT organized new show to be known as the L. W. Elliott Amusement Company.

WILLIAM B. (BILL) STARR signed by L. C. (Curly) Reynolds as legal adjuster for the World of Today Shows.

HARRY W. HENNIES announced purchase of 35 acres of land near Hot Springs for new winter quarters.

ROY PEUGH contracted as supervisor of radio and press for King Reid Shows.

SHOWMEN'S LEAGUE of America marked 34th birthday.

March

GREG HODGES named acting secretary of B. & L. Concessions.

O. N. CRAFTS, owner of Crafts 20 Big Shows, made known plans to bring out second unit.

MRS. IKE ROSE and several members of her troupe of midgets injured in train wreck.

WALTER HALE named to handle publicity and promotion for John R. Ward Shows.

LON B. RAMSDALL to return to O. C. Buck Shows as business manager.

MORRIS G. STOKES signed as general agent and publicity director for Baker United Shows.

THE KUNTZ BROTHERS, Albert and William, planned carnival under name of New Jersey Carnival & Supply Company.

DEATH CLAIMED three members of Showmen's League of America in seven days, namely August Jansley, William J. Coultry and George Terry.

NEAL GEARY took up duties as publicity director for the World of Mirth Shows.

J. C. McCAFFERY signed to provide midway at the National Pacific Exhibition, Vancouver, B. C.

PACIFIC EASTERN AMUSEMENT Company, with Henry Ringling (Buddy) North as president, took over operation of Cavalcade of Amusements.

LEE BOSTWICK named general agent of Home State Shows.

THE BROWN FAMILY RIDES purchased from Mrs. G. E. Brown by the John Portemonts Sr. and Jr.

MR. AND MRS. E. H. PIERCE, of the Langhorn Shows, and Mr. and Mrs. E. F. Underwood, of the Pearlene Shows, merged equipment into one org to be known as P. & L. United Shows.

VITO D'INCOGNITO, 75, ride designer, died in Chicago.

April

GRASS FIRE on Rogers Greater Shows destroyed Snake Show, owned by Mark Williams, together with Williams's house trailer.

GOODING AMUSEMENT COMPANY landed Michigan State Fair contract.

HENNIES re-signed for Illinois State Fair.

MIKE KREKOS left by plane for Greece to visit his 81-year-old mother.

CRAFTS 20 BIG SHOWS lost 4 of 16 light towers by blowdown at Lynwood, Calif.

EZRA E. KETRING, 50, Motordrome operator, died in Greenville, S. C.

SNAKE BITES proved fatal to

Earl Sheppard, 51, Snake Show op on the Golden West Shows, in Sacramento, Calif.

May

FIRE HITS Prell's Broadway Shows, destroying 18 stands.

WALTER HALE quits as press agent for John R. Ward Shows to join promotional staff of the North Louisiana Rodeo Association.

WILLIE LEWIS named business manager of Paramount Exposition Shows.

SALLY RAND hits headlines when she and Harry Hennies gifted \$1,000 to create a four-year annual scholarship at the University of Chicago.

TOBY FINN, veteran blacksmith with Cavalcade of Amusements, died in Mobile, Ala.

CLIFFORD MEYER and Jack Klausen organized All-American Amusement Company.

JOHN HAMILTON MITCHELL Jr., 29, ride worker with Royal American Shows, killed in Tampa.

MIAMI SHOWMEN'S Association Ladies' Auxiliary held benefit breakfast in Richmond, Va., and raised \$106.

TED CUSTER, 58, advance agent for Alamo Exposition Shows, accidentally killed in Port Arthur, Tex.

June

FIRE DESTROYED Joe Gangler's Jungle Shows on Bright Lights Exposition at Huntington, Pa.

JAMES P. MADIGAN, 50, ride owner and concessionaire, died in Chicago.

JOHN H. MARKS SHOWS hit by windstorm at Connelville, Pa.

FIRE DESTROYED equipment and tent of Penny Arcade on the Gold Medal Shows at Logansport, Ind.

JAMES E. STRATES SHOWS staged Damon Runyon Memorial Cancer Fund benefit and netted \$329.

July

MRS. LILLIAN SHEPPARD, cashier of Long's United Shows, fatally burned and four other employees injured by a fire of undetermined origin at Sacramento.

WILLIAM DECKER, carnival worker of Houston, drowned in the Hudson River near Mechanicsburg, N. Y.

ROYAL AMERICAN SHOWS had big business in a 10-day still date stand at Winnipeg, Man., altho rain fell one day to hurt what was building to the largest single day still date business in org's history.

VICTORY EXPOSITION SHOWS washed out at Fort Dodge, Ia., and org crashed the public prints and won good will when it volunteered its power unit to the city which was sorely flood-stricken.

JAKE LINDERMAN, of the World of Mirth Shows and brother of the late Max Linderman who owned that org, died.

CETLIN & WILSON SHOWS personnel held a jamboree in Wyandotte, Mich., and raised in excess of \$600 for the Michigan Showmen's Association.

BLUE LAWS in North Dakota made it tough for shows, and World of Today Shows announced that it was pulling out of the State.

FERRIS GREATER SHOWS wrapped up a gross of more than \$20,000 at the San Diego (Calif.) Fair.

AL WAGNER, owner of the Cavalcade of Amusements, and his chauffeur were roughed up by four bandits at Rockford, Ill., and Wagner relieved of a \$300 tie clasp.

FIVE MINNESOTA FAIRS had their carnival contracts canceled as a result of stringent reform wave in that State. Other fair contracts were held in a state of uncertainty as show owners awaited a clarification of the State's gambling and bingo laws.

August

LEO BISTANY and Jack Perry, veteran carnival operators, pooled their equipment to operate under the **Mighty Van Dyke Shows** title.

WALLACE BROS.' SHOWS, of London, Sask., an increase of 15 per cent over 1946.

ROYAL AMERICAN SHOWS finished its five-week tour over the Canadian "A" circuit definitely richer than it went into the tour. Of the five spots, however, only Brandon, Man., was over 1946, this despite a flood that cut off some business from the northern section of the province. Calgary, second on the route and still the top money-getter, was off about 10 per cent from the previous year.

EASTERN ILLINOIS FAIR, Danville, Ill., netted a pleasant surprise to the **Hennies Bros.' Shows**, yielding business beyond expectations.

MAX GOODMAN'S Wonder Shows ranked up an excellent gross at the Northern Wisconsin District Fair, Chippewa Falls.

A **HEAT WAVE** hurt the play for the **Cavalcade of Amusements** at the Ionia (Mich.) Free Fair.

MR. AND MRS. HAROLD BARTER were killed when the tubs in which they were riding atop trucks of the **Victory Exposition Shows** were scraped off the truck when the truck went thru an underpass near Butler, Mo.

JOHNNY J. JONES Exposition announced the signing of the **Wallenda Circus** as a feature for fair dates.

DOLLY AND EDDIE YOUNG, of the **Royal Crown Shows**, raised \$500 for the **Michigan Showmen's Association** at a jamboree held in Springfield, O.

OSCAR BLOOM'S Gold Medal Shows racked up a surprisingly good gross in excess of \$25,000 at the **All-Iowa Fair**, Cedar Rapids.

September

ROYAL AMERICAN SHOWS set an all-time record gross at the **Minnesota State Fair**, St. Paul, with a take of \$283,686 for the 10-day event.

GOODWICK'S ATTRACTIONS had a big week at the **Ohio State Fair**, Columbus, and turned in a nifty gross at the **Michigan State Fair**, Detroit.

NATIONAL SHOWMEN'S Association raised \$7,500 for its cemetery memorial fund.

KING OF THE CARNIVAL, technical short produced by **Warner Bros.**, and depicting the life of **Carl Sedlmayr Sr.** and his show, the **Royal American Shows**, was premiered at Topeka, Kan.

WORLD OF MIRTH SHOWS registered a \$150,000 gross at the **Central Canadian Exhibition**, Ottawa, far surpassing expectations.

BEN BRAUNSTEIN resigned as general agent of the **Paramount Exposition Shows**.

JAMES E. STRATES SHOWS topped its 1946 take at the **Erie County Fair**, Hamburg, N. Y., by 20 per cent.

JOHNNY J. JONES Exposition, showing in St. Louis, raised \$1,150 at a midnight show for the **International Showmen's Association**.

TURNER BROS. chalked up a record midway take for the **Du Quoin State Fair**, Du Quoin, Ill.

HENNIES BROS. set a new midway gross of \$165,000 at the **Iowa State Fair**. Final count showed that **Sally Rand** pulled 55,000 customers at \$1 per to see her unit on the **Hennies** midway. **Hennies** org also set a new midway record at the **Nebraska State Fair**.

CONKLIN MIDWAY at the **Canadian National Exhibition**, Toronto, was reported to have grossed \$432,546.75 or slightly over \$30,000 a day for the 14-day run.

KENTUCKY STATE FAIR, Louisville, was 25 per cent better than in

1946 for the **Cavalcade of Amusements**.

CRAFTS COMBINED SHOWS had a big week at the **California State Fair**. The org turned over to the fair \$49,362.85 for the midway, the sum being based on 7 1/2 cents per admission, free or paid. Attendance was 658,038 persons.

IMPERIAL EXPOSITION SHOWS raised \$500 in a benefit show at the **Pacific National Exhibition**, Vancouver, for the **Pacific Coast Showmen's Association**.

NATE MILLER, 64, ride and park operator, died in Long Beach, Calif., of a heart attack.

WORLD OF MIRTH SHOWS chalked up excellent business at two of its old stand-bys, **Brockton (Mass.) Fair** and **Allentown (Pa.) Fair**.

BOBBY R. KLINE, late of the **Cavalcade of Amusements**, was named general agent of the **John R. Ward Shows**.

VICTORY EXPOSITION registered a gross equal to the 1946 take of another org, a railroad show, at the **Tulsa (Okla.) State Fair**.

ENDY BROS.' SHOWS' office wagon was held up at the **Chattanooga (Tenn.) Interstate Fair**, with a reported loss of \$55,580, which was said to include \$37,500 in currency, \$11,050 in jewelry. **Endy** gross at the fair was reported up 20 per cent over the previous year.

October

AL WAGNER sold **Cavalcade of Amusements** to organization headed by **Frank Dirago**.

JOHNNY J. JONES Exposition upped rail equipment to 40 cars.

CHARLES UNDERWOOD joined **John R. Ward's World's Fair Shows** as press agent.

RALPH CLAWSON named general manager of **Cavalcade of Amusements**.

MRS. MARGIE CETLIN, 48, wife of **Izzy Cetlin**, died in Lebanon, Pa.

PAT PURCELL resigned as outdoor editor of **The Billboard**. **Roger S. Littleford Jr.**, co-publisher of **The Billboard**, assumed position of outdoor editor.

AMUSEMENT CORPORATION of America purchased **Martin E. Arthur's Imperial Exposition Shows**.

THOMAS A. BRADY, member of the **National Showmen's Association**, died in New York.

DAVID B. ENDY named to head regular ticket for **Showmen's League of America** election.

NOBLE C. FAIRLY purchased interest in **Hennies Bros.' Shows**.

LOU KELLER installed as commander of **Al Sopenar Showmen's League of America Post**, American Legion.

November

CAVALCADE OF AMUSEMENTS canceled date to play Tampa; **Royal American** winning verdict.

IMPERIAL EXPOSITION SHOWS sailed for Hawaii for engagement of undetermined length.

MIDNIGHT BENEFIT jamboree, given by **World of Mirth** at Columbia, S. C., yielded \$4,200 for showmen's organizations.

FRANK W. BABCOCK purchased the **C. F. (Doc) Zeiger Shows**; show title changed to **'Frank W. Babcock United Shows**.

MILTON PAER, 49, executive secretary of the **Miami Showmen's Association**, killed in a fall from a train near **Principio, Md.**

W. J. AND W. L. REGER, co-owners of **Pearl City Rides and Shows**, sold all equipment but retained title.

GEORGE W. KEARN, veteran ride operator and carnival concessionaire with the **Central Amusement Company**, died in **Andrews, S. C.**

LEW HAMILTON signed to handle press for the **Cavalcade of Amusements** in 1948.

THE CONNECTICUT CARNIVAL

Supply Company took title to good will and assets of **Silk City Shows** from **A. Longo**, Paterson, N. J.

JOHN R. WARD SHOWS signed **Faith Bacon** for 1948 season.

ROYAL AMERICAN SHOWS benefited performance netted \$889 for crippled children at Tampa.

DISASTROUS FIRE hits **W. G. Wade** org at Coldwater, Mich.

FLOYD E. GOODING, president of **Gooding Amusement Company**, announced inking **Michigan State Fair** for 1948.

December

MAX GOODMAN sold his **Wonder Shows of America** to the **Amusement Corporation of America**. President of the latter org is **J. C. McCaffery**, general agent of **Hennies Bros.' Shows**. **Martin E. Arthur** will be identified with the show, retitled the **Imperial Exposition Shows**. **McCaffery**, it was announced, will also handle the contracting of the **Cavalcade of Amusements**.

INTEREST of **E. Lawrence Phillips** in the **Johnny J. Jones** Exposition was reported to **Buddy Paddock**, who thus became co-owner with **Morris Lipsky**. The **JJJ** org announced the signing of two-year contracts to play the fairs at **Chattanooga** and **Atlanta**.

CETLIN & WILSON SHOWS were signed to play the **Ionia (Mich.) Free Fair** in 1948.

ROYAL AMERICAN SHOWS announced one new fair for 1948, the **Alabama State Fair**, Birmingham, having been contracted.

RALPH DECKER, co-owner of the **Joseph J. Kirkwood Shows**, announced the purchase of the one-third interest held by his partner, **Tommy Carson**, and the subsequent sale of the stock to **Roy Allen**, **Clyde Wilson** and **Kirkwood Decker**.

APPROXIMATELY 1,000 members and friends attended the 10th anniversary banquet and ball of the **National Showmen's Association** in the **Commodore Hotel**, New York.

FLOYD E. GOODING, founder and spark plug of the mustering-out fund of the **Showmen's League of America**, was honored at the annual banquet and ball of the **SLA** in Chicago. Attendance at the event was announced as 1,329 persons.

THE JAMES E. STRATES SHOWS were awarded the 1948 midway contract at three North Carolina fairs—the **State Fair** at **Raleigh**, the **Southern States Exhibition**, **Charlotte**, and the **Cleveland County Fair**, **Shelby**. **Annuals** had been played for nine years by the **World of Mirth Shows**.

ENDY BROS.' SHOWS were inked to play **two of Pennsylvania's top fairs**, **Bloomsburg** and **York** in 1948.

BOB LOHMAR was elected president of the **Showmen's League of America**.

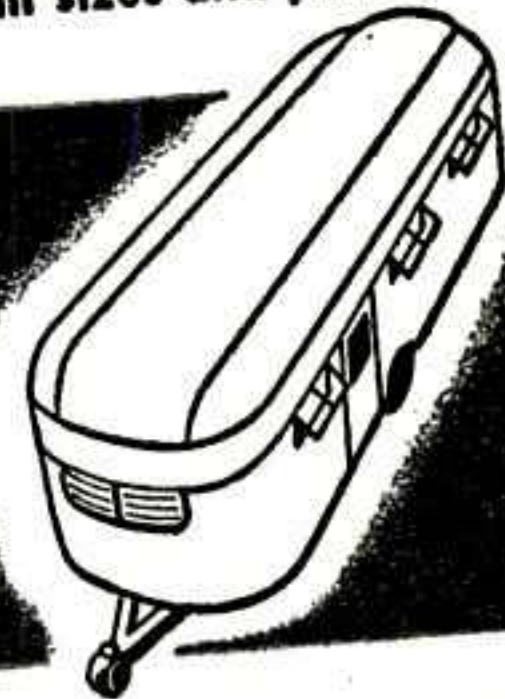
JOHN R. WARD'S **World's Fair Shows** signed the **Kentucky State Fair**, **Louisville**, and the fairs at **Great Falls, Mont.**; **Billings, Mont.**, and **Casper, Wyo.**, for 1948.

OSCAR C. BUCK was re-elected president of the **American Carnival Association** for 1948.

LAUREN (PAPPY) KIME, a well-known midway mechanic and builder of show fronts, died following injuries sustained when his car was struck by a railroad switch engine **Mishawaka, Ind.**

WHITEY MONETTE was elected president of the **Show Folks of America**, Chapter 2, **San Francisco**.

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 HARRY SOMMERVILLE—FOREST GILL
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CLUB ACTIVITIES

Heart of America Showmen's Club
 931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 27.—Election took place December 19, the polls opening at 7 p.m. and closing at 10 p.m. The following officers were elected for 1948:

President, Harold (Whitey) Elliott; first vice-president, Raymond Clayton; second vice-president, L. K. Carter; third vice-president, Bill Wilcox; treasurer, George Carpenter; secretary, Homer Pennington; warden, George Elser; conductor, George Sargent, and directors, Captain Hugo, Sam Benjiman and Buck Ray.

Memorial services were held Sunday (21) afternoon in the clubrooms at 2 p.m. Ladies' tackey party will be held in the Coates House Tuesday evening (30) and the annual banquet and ball on New Year's Eve in the Georgian Room of the Hotel Continental.

Show Folks of America
 1839 W. Monroe St., Chicago

SAN FRANCISCO, Dec. 27.—President Harry Seber presided over the December 8 meeting. Many members were absent, having gone to Los Angeles to attend the Pacific Coast Showmen's Association banquet and ball.

Correspondence from Sam Abbott, of *The Billboard*; C. Camp, Mary Ragan and Ruth Library was read. Catherine Polkki and Estella Cox were elected to membership. Nate Cohn and Jerry Hunt made brief talks. Mr. and Mrs. John Ballay provided the Christmas tree for the Christmas dinner. Contributing to the tree's decorations were President Seber, Bill Oberhansli and Tony Soars.

Pot of gold netted \$30, \$15 of which was won by Bill Cavanaugh.

Caravans, Inc.
 P. O. Box 1902, Chicago

CHICAGO, Dec. 27.—Three dozen members attended the first meeting held by the new officers. On the rostrum with President Lucille Hirsch were Edith Streibich, first vice-president; Billie Lou Foreman, second vice-president; Mae Oakes, third vice-president; Clara Polich, treasurer, and Mariana Pope, financial secretary. Correspondence was read from Madam LaVore, Edna Lasures, Grace Parks; Ladies' Auxiliary, National Showmen's Association; Edna Burrows, Rose Fitzgerald; Anna J. Bunting, Missouri Show Women's Club, and Estelle Reagan. Lucille Kraft's husband is in a California hospital. Joicy Williams Gray is recovering from a recent operation and had six blood transfusions.

Esther Weiner reported the death of Doris Thurston. Past President Jeanette Wall installed the new officers, while President Hirsch named committees for 1948. Christmas checks were sent to Rev. Marcel LaVoy for his Off the Street Club, St. Hedwig's Orphanage, and to Friends of Handicapped Children. Kathryn Robertson, custodian of the Bond Club, presented the first bond (See *Caravans, Inc.*, on page 62)

Pacific Coast Showmen's Association
 1106 S. Broadway, Los Angeles 15

LOS ANGELES, Dec. 27.—Short business session Monday (22) was conducted by President Bill Hobday. Vice-President Harry Suker, Executive Secretary Al Flint, President-Elect George Coe and Vice-President Lee Brandon also were on the rostrum.

Harry Hargrave announced that the building fund had been augmented by \$9,080, less expenses, as a result of the ticket sale. President Hobday praised the co-operation of the membership in putting over the ticket drive. Harry Rawlings conducted an impromptu fund-raising campaign on the floor and collected \$26 toward paying for the new clubrooms.

The usual Christmas dinner was postponed because of lack of facilities and will be combined with a special house-warming party to be given at the new clubrooms.

Harry Taylor, chairman of the banquet and ball committee, announced that the club made \$200 profit on the affair.

J. W. Gilman, secretary of Crafts Exposition Shows, was initiated into the club by President Hobday and J. Ed Brown.

Hobday appointed a five-man committee to assist Harry Hargrave in finding suitable furniture for the new (See *PCSA* on page 65)

Showmen's League of America
 400 So. State St., Chicago

Ladies' Auxiliary
 CHICAGO, Dec. 27.—Present at the regular meeting were Lee Gluskin, president; Margaret Filograsse, first vice-president; Evelyn Hock, pro tem for Grace Goss and Lena Schlossberg; Elsie Miller, secretary; Carmen Horan, treasurer, and Lillian Glick, chaplain. Elected to membership were Ivah Dell Anthony, Marg Jeska, Adeline Paddock, C. Sorenson and Jean Garden.

Donations were sent to five Chicago orphanages. Mrs. Glick was appointed by Lee Gluskin to handle the bazaar for the 1948 open house. Committee for the Showmen's League Christmas party included Margaret Hock, Evelyn Hock, Blanche Latto, Marie Brown, Del Hoffman, Margaret Filograsse, Viola Blake, Lillian Glick, Mae Sopenar, Lee Gluskin, Carmen Horan and Lena Schlossberg.

National Showmen's Association
 1564 Broadway, New York

Ladies' Auxiliary
 NEW YORK, Dec. 27.—Christmas dinner given by the ladies' auxiliary in the NSA clubrooms Saturday (20), with the ladies hosts to some 80 underprivileged children, was an unqualified success. There was an abundance of food and all tots received a stocking full of candies and fruits plus an armful of gifts ranging from toys to clothing. Joe Morrison, singer of children's ditties, pleased the kiddies immensely.

While the kiddies' party was under way, Chairman Lichter of the Veterans' Fund, assisted by his wife, Mrs. Janpol, Alex Janpol, Sam Rothstein, Mrs. Walter K. Sibley, Mrs. Elizabeth Metz, Mrs. Sam Rothstein, Mrs. Larry Benn and others, were busily occupied in packing gifts for distribution to hospitalized veterans Sunday (21). Barney and Joe Walker furnished their big truck and their personal services to transport the 1,000 or more packages to the various hospitals.

The ladies' auxiliary Saturday (20) night gave their annual open-house party in the NSA clubrooms. That rotund darling and popular lady of laugh, Helen Young, was most active during the party and was assisted by (See *NSA* on page 62)

Missouri Show Women's Club
 415A Chestnut St., St. Louis

ST. LOUIS, Dec. 27.—New officers are Lotus Frances, president; Ida McCoy, first vice-president; Goldie Fischer, second vice-president; Estelle Regan; third vice-president; Ada Miller, secretary; Peggy Grimm, social secretary; Norma Lang, treasurer.

Members of the nominating committee were Jane Bunting, Betty Proper, Ethel Hesse and Iris Kamen.

New members are Rasila Harrison, Fern Madyne Storm and Lillian Storm.

Attendance and door prizes, donated by Jane Bunting, were won by Iris Kamen and Peggy Grimm.

The org's big charity show will be held January 5.



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3 SHOWS
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We have some open time. See us at the Wisconsin and Minnesota fair meetings, or write or wire us at our Permanent Address below.

WANT FOR OUR 1948 TOUR

Concessions of all kinds that work for stock (no exclusives). Will place 1 or 2 Shows with own transportation. Ride Help that can drive semis for all rides. No gypsies—No percentage—No drunks tolerated.

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One Looper Ride, \$10,000 cash; one 18-Car Streamlined Caterpillar, purchased new in 1947, \$12,000; these Rides in first-class condition. Same are being repainted and overhauled at our factory and will look like new. Also have for sale one 1937 Model D35 International Tractor, \$700 cash; one 1935 Model 702 White Tractor, \$500; both Tractors overhauled and repainted. Have quantity of Khaki and Blue Fire Chief Flame Proofing Compounds on hand at 50 cents per gallon. All this equipment can be inspected at our factory.

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NEED FREE ATTRACTION FOR LONG SEASON ON COAST. SEND DESCRIPTION AND SALARY FIRST LETTER.

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OPENING DATE CHANGED TO JANUARY NINETEENTH, BOWLING GREEN STRAWBERRY FESTIVAL

AND NOT AT BRADENTON AS PREVIOUSLY ANNOUNCED

Want legitimate Concessions: Dart, Ponds, Custard, Glass Pitch, Hoop-La, String Game. Rides: Looper, Rocket, Caterpillar, Laugh-in-Dark, Kiddie Rides. Sam Goldstein has booked his attractions with Florida Amusement Co., and will act in an official capacity with Mr. Ingram. All address

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FROZEN CUSTARD ELECTRO FREEZE MACHINE

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MIAMI SHOWMEN'S ASSOCIATION

FOURTH ANNUAL

BANQUET AND BALL

TO BE HELD AT THE

BEACHCOMBER

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Monday, January 5, 1948

Reception 7:30 P.M.

Subscription \$10.00

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INTERNATIONAL ASSOCIATION OF SHOWMEN

415A Chestnut St., St. Louis

11TH ANNUAL BANQUET AND BALL

HOTEL STATLER, JANUARY 14

Reception 6:30 — Dinner 7:30

INSTALLATION OF OFFICERS — CANDLE LIGHT PROCESSION.

PROMINENT SPEAKERS — ENTERTAINMENT AND DANCING.

WIRE OR WRITE FOR RESERVATIONS. TICKETS \$10.00 EACH.

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NOW BOOKING FOR 1948

SHOWS: Animal or Wild Life, Mechanical City, Fat, Life, Illusion; especially want Motordrome and Fun House. All equipment must be neat and modern. We will finance and build for reliable people with modern ideas. We can offer one of the best routes in the Southeast. Can guarantee eight bona fide Fairs with others pending.

RIDES: Roll-o-Plane, Fly-o-Plane, Spitfire, Comet, or any modern Ride not conflicting with the eight we own. Will book or buy #5 Eli Wheel for Twin Wheels.

CONCESSIONS: All 10¢ Stock Concessions. Want up-to-date Bingo; Mr. Jones, answer. Will sell "Ex" on Novelties, Age and Weight, Photos, French Fries, and Custard. All people contracted for 1948, please verify.

All replies to **BILL PAGE**, P. O. Box 166, Wilson, N. C.

W. O. PAGE, Gen. Mgr. **ROLAND W. PAGE**, Asst. Mgr. **C. V. HOUSE**, Business Mgr.

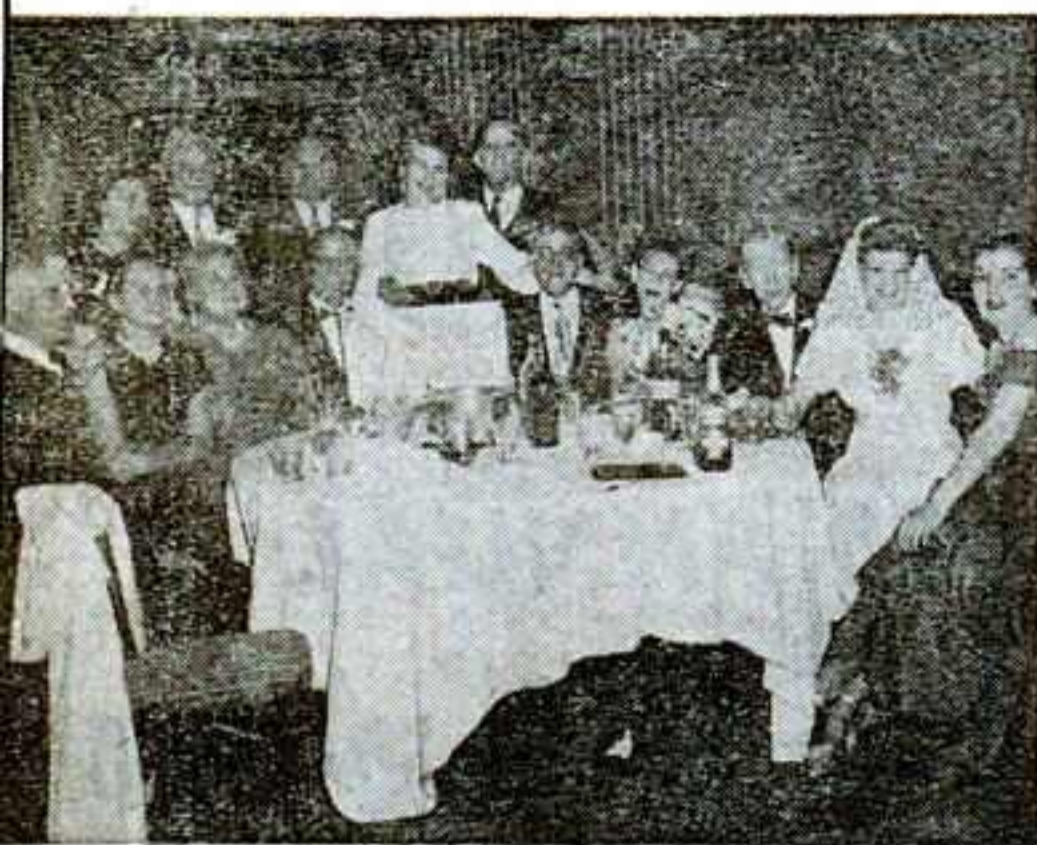
NOTICE CONCESSIONS NOTICE

WANT to place the following Concessions with reliable show with good still dates and route of bona fide fairs:

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| 20x50 WALK-IN BINGO | 10x18 SLUM SKILLO |
| 10x14 FISH POND | 10x14 BEAR WHEEL |
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| 10x18 CLOTHES PIN PITCH | SEVERAL OTHER CONCESSIONS |
| 10x18 BLOWER | All of the above Concessions are of Royal Blue Canvas. Write or wire |

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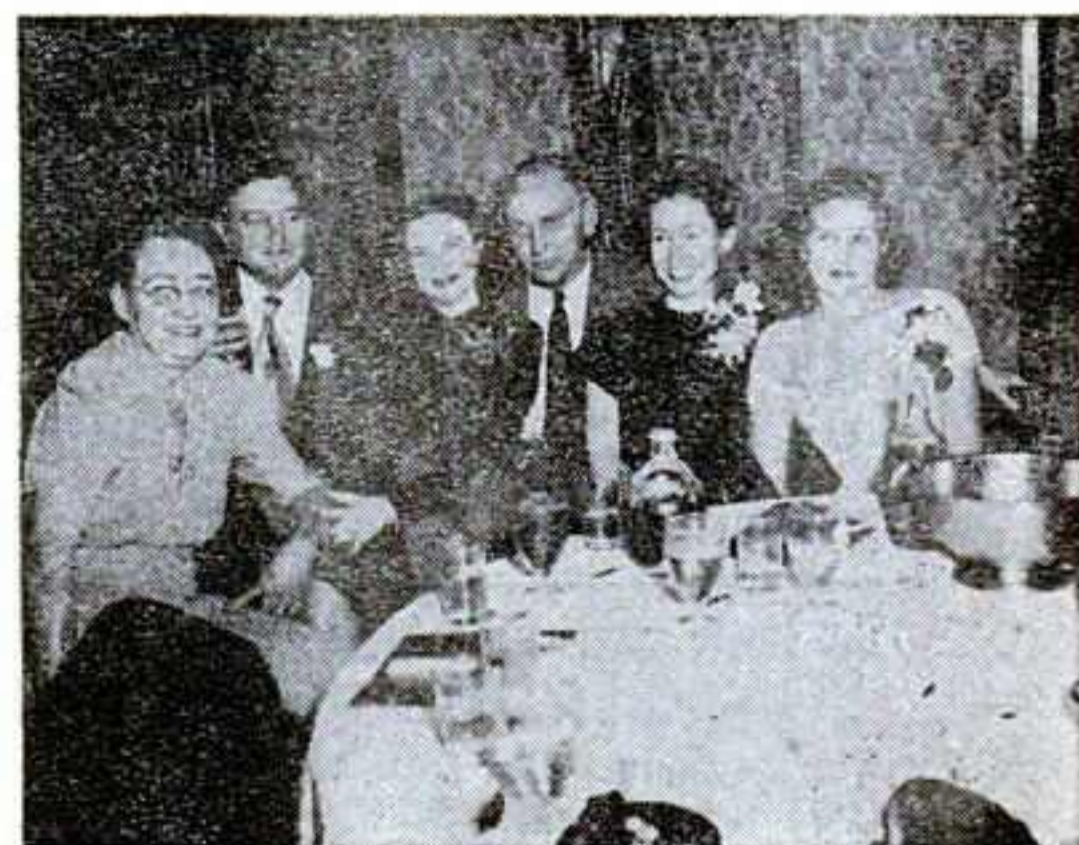
Glimpses of the 27th annual Pacific Coast Showmen's Association Banquet and Ball in Los Angeles



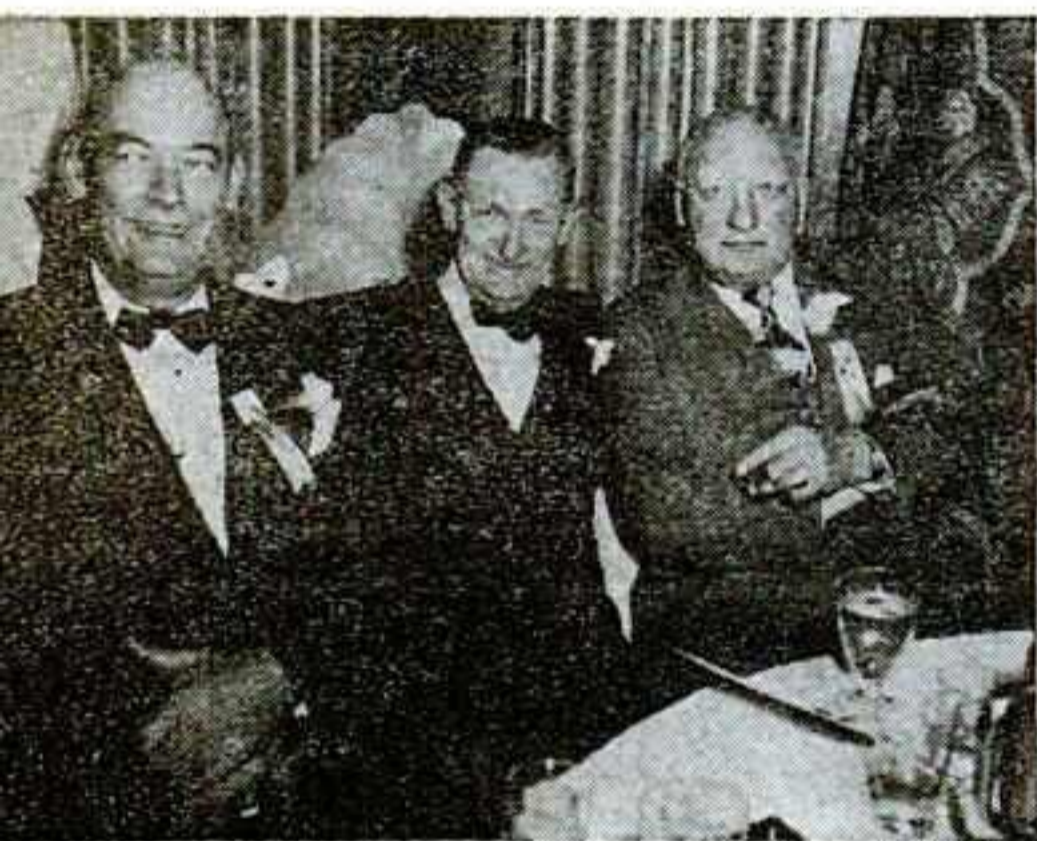
Show Folks of America, San Francisco, table: Lee Brandon, Ruth Korte, Marosa Herman, Ethyl Weidmann, Fred Weidmann, Tony DeFabro, Helen Artz, Joe Alterman, Elaine Alterman, Whitey Monette, Doris Monette, Cheryl Tenney



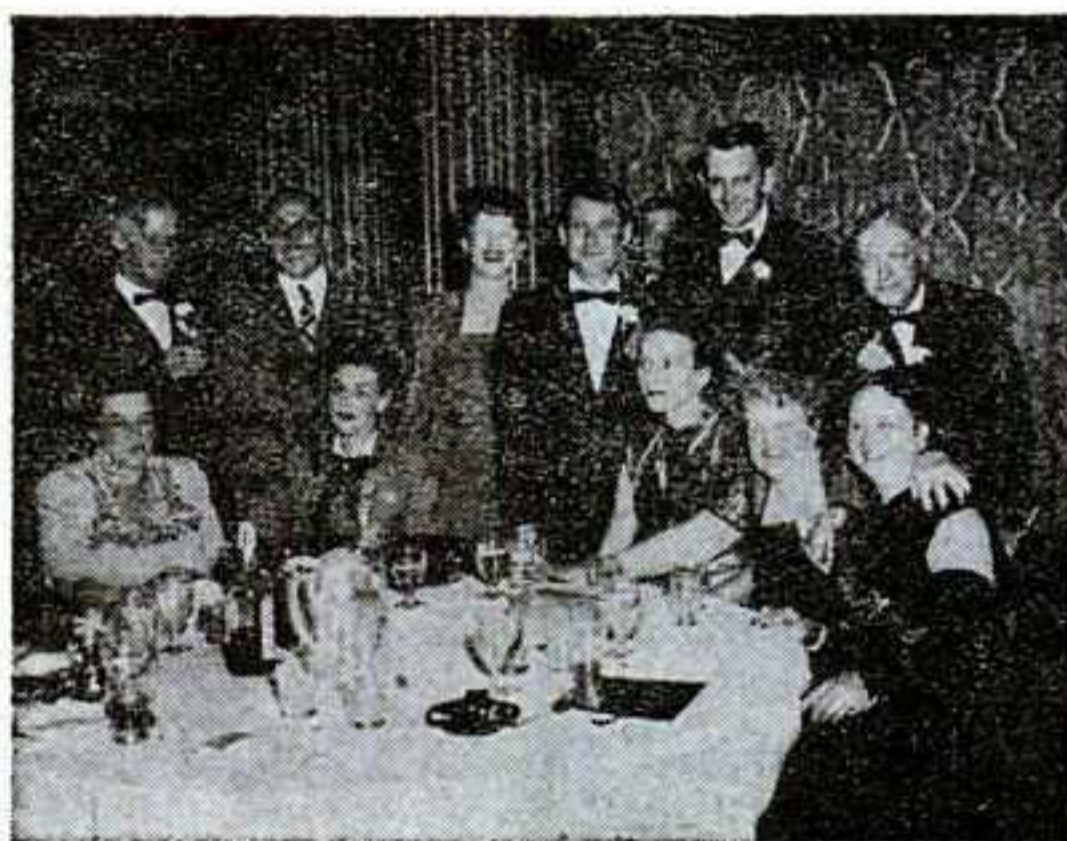
Flora Grieves, Mabel Brown, Grace Hulick, Larry Ferris, Rose Ferris, Ernest Hulick, J. Ed Brown



Minnie Pounds, John (Spot) Ragland, Corla Ann Mirabel, Ben Korte, Mary Shandra, Imogene Harmon



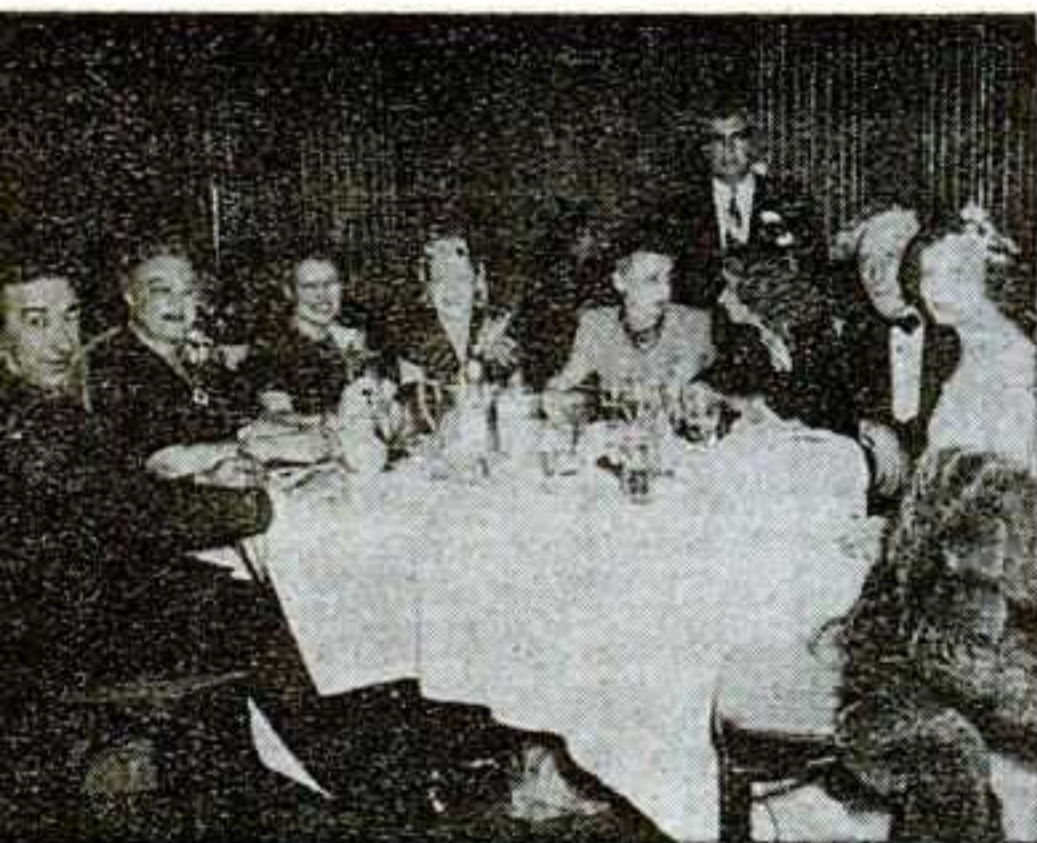
Earl O. Douglas, Frank Redmond, Al Weber



Mr. and Mrs. Lee Brandon, Mr. and Mrs. J. W. Gilman, Jewel Hobday, Bill Hobday, Ed Kennedy, Meta Olgardt, Joe Olgardt, Virginia Kline, Harold Moak, Sally Flint



Don Donnelly, Jack Hughes, Ruby Baird, Mida Donnelly



Fred Sicard, Henriette Sicard, Constance (Miss Blue) Homer, Ruth Samuels, Lucy Marra, Benny Samuels, Lillian Borreson, Arthur Hockwald, Donna Day



Al (Moxie) Miller, J. Ed Mann, Harry Golub, Doug Wisner, Dave Friedenheim, Gladys and Jerry Mackey



Peggy Taylor Rasmussen, Mary Taylor, Frank Redmond, Bud Rasmussen, Eddie Tait, Marie Tait, Edith Hargrave, Rudy Moss, Harry Hargrave, Mrs. Rudy Moss, Nina Rodgers, Moe Levine

CARAVANS, INC.

(Continued from page 60)

President Hirsch. Edna Stinson, known professionally as Mutt Barnet, says she will purchase a radio with the check sent to her to pass the long hours in the home. She has been an invalid for many years.

Elected to membership were Ruth McCabe, Edna Meyer, Evelyn Ann McKelvey, Ginger Rae Newman, Constance LaCest, Ruth Ann Levine, Martha M. Moss, June C. Sorenson, Mrs. Dale Pasley, Jean MacNamara, Madeline Anthony, Madeline Weiss, Neets Deisler, Mrs. William Winters and Billie Cooper.

Cash donations during open house came from Fred Potenza, Frances Brazier, Rube Liebman, Sophia

Carlos, Lee Belmont, Mel Vaught, Estell Reagan and Esther Weiner. Claire Sopenar, chairman of the award books, made a favorable report. Silverware was awarded to Mrs. Ann Schoenfeld, and the radio went to Mae Oakes, who also won the hand-painted picture donated by Dorothea Bates. To Alice Hennies went the afghan.

President Hirsch welcomed Mrs. Patsy Potenza and Ruth Clinton who attended their first meeting. Awards of the evening went to Josephine Woody who was present after a long absence, and Isabelle Brantman. Just before the meeting adjourned Uncle Herman Stoicke, dressed as Santa Claus, made an appearance. Club held its Christmas party in the clubrooms December 16.

NSA

(Continued from page 60)

the committee. Shrimpie Rappaport, club carterer, furnished the coffee and other drinks, at the expense of the ladies, of course.

The annual election took place Wednesday (24) night. There was no opposition ticket and the entire slate as listed in *The Billboard* recently was elected by the casting of one vote by the executive secretary. Jimmy Strates will handle the reins of the organization for the next 365 days at least.

The annual New Year's Eve party will be held in the clubrooms, with music by the Larry Gale orchestra. The committee headed by Vice-Chairman Dave Brown is endeavoring to make this function better than

Johnny J. Jones

DELAND, Fla., Dec. 27.—Personnel in quarters partook of a big Christmas dinner, with Danny Boyd and Dr. Serge Urling in charge of festivities. George Reinhart also was on hand.

Mr. and Mrs. Johnny J. Jones Jr., and baby spent Christmas with the latter's mother in St. Petersburg, Fla.

the last, which was the best ever. Among visitors the last 10 days were Harry Jones, of Michigan Showmen's Association; Ben Braunstein, Morris Vivona, Sol Eichen, Jimmy Peterson, Sam Robbins and Herman Wolfe.

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.: San Benito, Tex.
Blue & White: Orange Grove, Tex.
Dixieland: Brownwood, Ga.
Frierson & Garrison: Rockingham, N. C.; Monroe 5-10.
Palmetto Expo.: Warrenton, S. C.
Royal Am. Co.: Mount Vernon, Ga.
Reynolds Am. Co.: Alice, Tex.
Tassell, Barney: Mulberry, Fla., 9-17.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Davenport, Orrin: (Coliseum) Chicago, Ill., 29-Jan. 4; Toledo, O., 10-17.
Gran Circo Americano: San Salvador, El Salvador, C. A., thru Jan. 11.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Holiday on Ice (Auditorium) Milwaukee, Wis., 9-25.
Skating Vanities (Auditorium) Denver, Colo., 29-Jan. 3; (Coliseum) Salt Lake City, Utah, 5-12.

FOR SALE

'42 MODEL SUPER ROLLOPLANE

Perfect condition, new motor, \$3500.00 without transportation; \$5000.00 with good Tractor and Trailer; also one set of 10 Diggers, complete with top and frame, money buckets. All replies to

J. L. KEEF

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WANT

Small Cookhouse, few more Stock Concessions. Good proposition for Shows of all kinds. Can use Ride Help. All people who have contacted get in touch with us. No gypsies or P.C. All replies to **BOX 29, Perryville, Mo., or HAROLD EUTAH, Concession Mgr., Box 665, Joplin, Mo.**

COMPLETE CARNIVAL FOR LEASE

Four Rides—Ferris Wheel, Chairplane, Kiddie Auto, Kiddie Airplane; 2 Shows, 14 office-owned Concessions, Cookhouse Trailer and Office, Light Transformer, Truck to haul same. Will lease to responsible party for free rent for four Concessions. This equipment needs some minor repairs, otherwise O.K. This is no junk. I have Ride Help in winterquarters. All replies to **MISS HELEN WALKER, Camden, Ark., c/o Western Union or Post Office.**

BLUE GRASS SHOWS

NOW BOOKING FOR 1948

SHOWS—RIDES—CONCESSIONS.
Address: **BOX 621, OWENSBORO, KY.**

IAS Hosts Kiddies at Yule Party

1,000 Toys Distributed

ST. LOUIS, Dec. 27.—Over 500 underprivileged and poor children of St. Louis were made happy when the International Association of Showmen played Santa Claus to them Wednesday afternoon (24) from 1:30 until 6:30 p.m. About 1,000 toys were distributed. Each child also received candy, popcorn, nuts, oranges, apples and soda.

The children were brought to the organization's headquarters by police officers, in special cars, and other organization officials catering to the poor and underprivileged children of St. Louis. In addition, Happy Ware, entertainment committee chairman, had eight acts on hand to amuse the children. They were provided thru the courtesy of the Silvers School of Dancing. Party was the first of its type ever held by St. Louis showmen and it gladdened the hearts of veteran outdoor show folk to watch the kids enjoy themselves. The committee included William E. (Bill) Snyder, Morris Lipsky, Harry (Irish) Gaughn, Euby L. Cobb, Walter Payne, Leo and Dee Lang, John Maher, P. J. Murphy, John Roth, Russell Edwards, Fred Proper, George Reagan.

All three St. Louis dailies carried feature stories and photographs on the party. It was the largest general kiddie party held here.

All radio stations likewise contributed free time to the party before the event and then blasted to the public about the marvelous work which was done for the poor kids by the showmen.

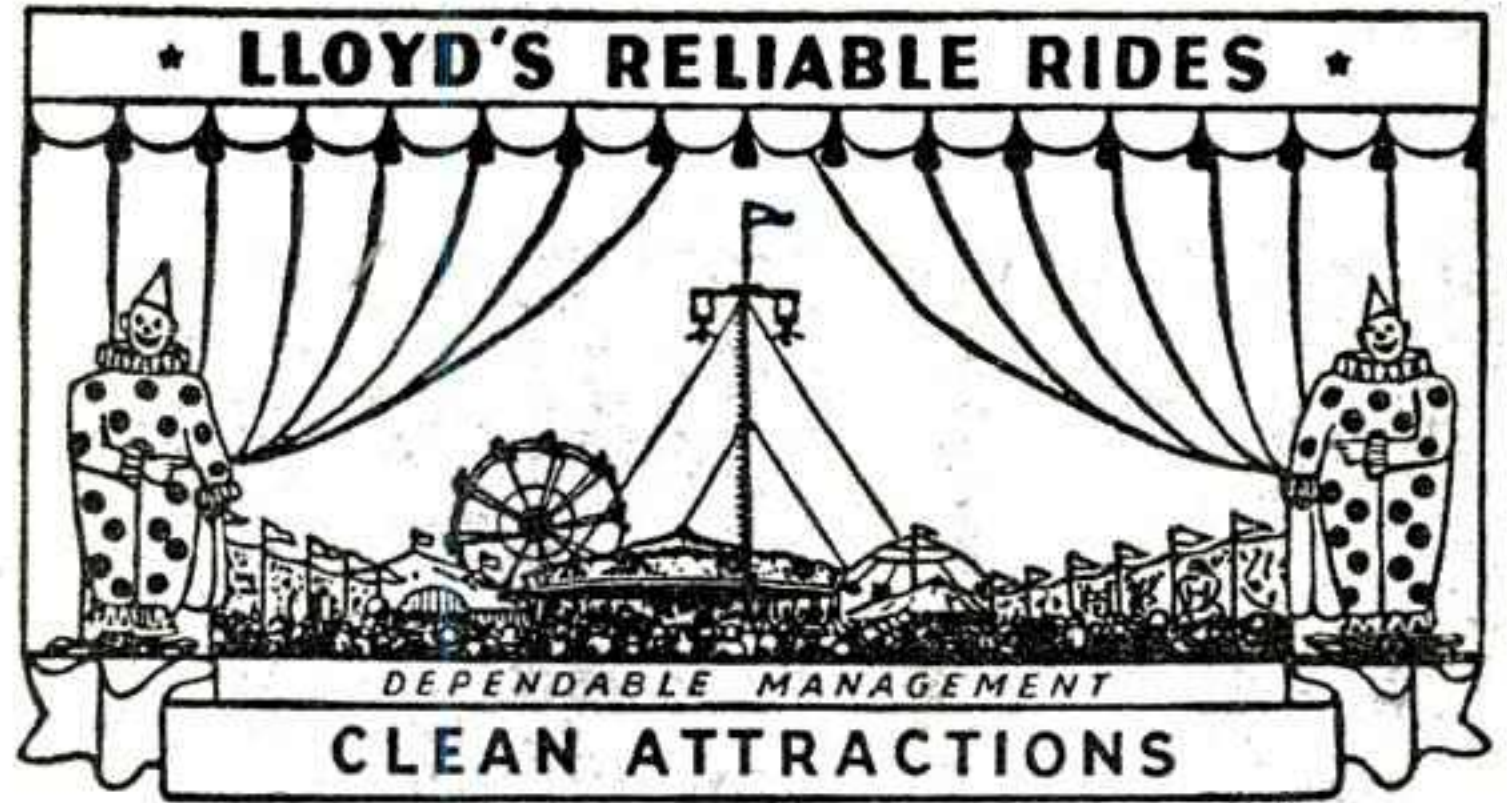
St. Louis Showmen Plan Statler Hotel Shindig

ST. LOUIS, Dec. 27.—National Showmen's Association of Missouri has completed plans for its show to be held in the Statler Hotel here January 14. Mort Silver's Theatrical Enterprises has been signed to provide the talent.

Acts already booked include Marie Falvey, Gloria Haag, Hope Gerling, Mille Roos, Charles Breeze and twelve Silverettes. Silver will emcee.

Carson Joins Lawrence

MIAMI, Dec. 27.—Tommy Carson, who recently sold his half interest in the Joseph J. Kirkwood Shows, announces that he has joined Lawrence Greater Shows as legal adjuster and business manager. Carson was last with the Lawrence Shows three years ago.



FOR SALE—Complete Carnival Unit consisting of 1941 Big Eli Wheel, 1939 D-40 International Tractor, Fruehauf Trailer with special rack for Wheel; 1946 Allan Herschell Merry-Go-Round, two-abreast 36 foot, 1939 Ford Tractor, Fruehauf Van Trailer, special built to haul Merry-Go-Round; 1947 Chairplane, 24 seat; 1938 Ford Tractor, Kentucky Trailer, 1936 Diamond T Truck with a 50 Kw. Transformer, 1200 feet of No. 4 rubber covered wire, 800 feet of No. 1-0 rubber covered wire, junction boxes, and some pending contracts in Indiana for 1948. This equipment is in first class condition and can be seen at winter quarters, Goshen, Ind. I will be at the Indiana District Fair Meet, Jan. 5th to 7th; if you are interested, look me up. This will be a cash sale. **LLOYD M. SHOUP, Mgr.**

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No. 140 Toba Indian Hemmed Edge	Size 60x80 \$2.50	\$2.80
No. 144 Midway Plaid Hemmed Edge	Size 60x80 2.50	2.80
No. 145 Magnet Plaid Bound Edge	Size 66x80 3.15	3.25
No. 146 Mingo Indian Bound Edge	Size 66x80 3.15	3.25
No. 141 Curlew Plaid Bound Edge	Size 72x84 3.75	3.85
No. 142 Wigwam Indian Bound Edge	Size 72x84 3.75	3.85
No. 154 Curlew Plaid Hemmed Edge	Size 72x84 3.25	3.35
No. 155 Wigwam Indian Hemmed Edge	Size 72x84 3.25	3.35

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Rides, purchase or lease. Also want Free Acts. Write

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Will sell Exclusive on Bingo, Custard, Photos, Jewelry and Cookhouse. SHOWS OF MERIT WITH OWN TRANSPORTATION.

Good opening for Side Show and Fun House.

Will book Octopus, Roll-o-Plane, Spitfire, or any rides not conflicting.

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ROUTE #2 (Calhoun Road), ROME, GEORGIA.

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WANT

OUTSTANDING GRIND SHOWS WITH OWN TRANSPORTATION
WILL BOOK NEW NOVELTY RIDES WITH OWN TRANSPORTATION
WINTER QUARTERS—WITH WOMEN COOKS—OPENS JAN. 1.

DOUGLAS GREATER SHOWS

Box 870, Rt. 5, Kent, Washington

HARRY CRAIG'S HEART OF TEXAS SHOWS

Winter Quarters now open. Want Scenic Painter, Helene Tignor, answer; Canvasman that can sew. We have Top and Front for 10-in-1. Want Organized Show or Manager that can put something in it. Girl Show Operators. Will book any small Show not conflicting with what we have. Jimmy Lane, Bronze Revue, wants to hear from "Mess-Around" Brown, Baby Rose Boyd, Pot Licker, Inez Burton and others, and Musicians to strengthen Minstrel Show. Foremen and Ride Help that can drive Semis. Cookhouse open for season 1948.

This Show opens March 1st. All people contracted, report.

HARRY CRAIG

BOX 1581

BROWNWOOD, TEX.

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Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

BLUE RIBBON SHOWS

Will Sell or Lease or Place Rides

on permanent location, or will considerable capable Showmen on salary or per cent who are not afraid of work. Also can place Show in profitable territory. Man that has good fair and still date connections preferred. Can use above title or change title. Show consists of seven major and two Kiddie Rides, seven almost new Green Show Tops, 5 Light Towers, Transformers and Light Plant and good Truck transportation. Reply to

Claypool Hotel, Indianapolis, Ind., Ull January 7; after that to 2031 N. W. 33rd St., Miami, Fla.

L. ED ROTH

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BOOKING FOR 1948 SEASON

HAVE VERY GOOD ROUTE
WANT ALL KINDS CONCESSIONS

Percentage open to those booking Line Stores, Cookhouse, Bingo, Slum Stores, Photos, Scale and Age, Long and Short Range Galleries.

Will book Snake, Fat or other non-conflicting shows.

Girl Show Operators and Talkers, please write. Want Good, Sober Ride Help; Semi-Drivers preferred.

RIDES FOR SALE

Will sell following rides as we are replacing them with new rides:

LOOPER — MOON ROCKET — CATERPILLAR —
ROLL-O-PLANE — CENTURY FLYER TRAIN

Will sell with or without transportation.

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2 100 KW. TRANSFORMERS ON WORKSHOP TRAILER

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FOR SALE FOR SALE FOR SALE

- 1 18 Car Ridee-0
- 1 12 Tub Octopus
- 1 24 Seat Smith & Smith
Chairplane
- 1 9-Car Tilt-a-Whirl

All rides were in operation on last night of 1947 season.

Reason for Selling
We Are Replacing With New Rides

WINTER QUARTERS OFFICIALLY OPENS ON
JANUARY 5. SKELETON CREW NOW WORKING
IN QUARTERS.

WANTED FOR WINTERQUARTERS AND ALL SEASON—
Foremen for following new rides: Rocket, Octopus, Tilt,
Spit-Fire, Looper. Builders, Blacksmith, Neon Man with or
without own plant, Painters, Canvasmen, Trainmaster,
Tractor Drivers, Welders. Boozers and chasers, do not
answer this ad. ALL ABOVE CONTACT

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For Sale Cheap—One Lindy Loop and one Hey-Dey as is.
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JOHNNY J. JONES EXPOSITION

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WANT FOR THE TWO BIGGEST
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FORT WORTH, TEX., FAT STOCK SHOW
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HOUSTON, TEX., FAT STOCK SHOW
JANUARY 31 TO FEBRUARY 15

RIDES AND SHOWS THAT DO NOT CONFLICT
LEGITIMATE CONCESSIONS OF ALL KINDS

RIDE HELP FOR ALL RIDES
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FOR SALE — FOR SALE — FOR SALE

- 1 E-Z Freeze Custard Machine, perfect condition, priced for quick sale, \$1,000.00.
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- 1 Fly-o-Plane for quick sale priced at \$9,000.00.
- 1 Octopus, 8 cars, can be in operation, \$5,000.00.

NOW IN OPERATION AT MIAMI

Will book or buy for cash, Scooter Ride. Will book or buy Black-Out Taxi Dark Ride! Will book high class Attractions or Shows; or if you have new ideas, submit them quick. We will frame or finance new, novel Shows. Can always use capable Showmen in all departments. REMEMBER—We have a strong list of Fairs for 1948.

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DAVID B. ENDY, General Manager

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MIAMI, FLORIDA

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OPENING JANUARY 9 TO JANUARY 17

Phosphate Fair, Mulberry, Florida, week January 19, Pasco County Fair, Dade City, Florida, Fair Grounds. The first Fair in the County. Races, Fireworks, etc., and 8 more bona fide Fairs and Celebrations to follow.

Can use anything worth while, contact at once. Persons booked, confirm again by card or letter.

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115 North East 71st St., Miami, Fla., until January 4;
then care of Zacchinis, 2601 Fountain Blvd., Tampa, Fla.

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We have a few Open Dates in Indiana and Michigan.
See us at the Indiana and Michigan Fair Meetings.

JOHN McKEE, Mgr., Yazoo City, Miss.

Freeley Sees Added Show Censorship in Lawson's Program

GREENWICH, N. Y., Dec. 27.—L. L. Freeley, of Freeley's Novelty Shows, said here last week that he read with interest the recent articles on school shows from the pen of Everett E. Lawson but can't agree with Lawson's ideas regarding the State licensing of organizations catering to assemblies.

Freeley said that if such a condition existed it would merely mean censorship of shows and he indicated that there is too much of that going on already. "Lawson says," Freeley pointed out, "that the youngsters must be protected. I say let the parents do the protecting for their children."

"About seven years ago I began playing small towns and a few spots in Michigan, my home State. At one spot I was doing magic and, while my back was turned, some school kid stole two rabbits that I was using in my rabbit act. A little later, while playing a high school not far from Benton Harbor, Mich., a lad lifted a fox terrier that we had spent much time and money on to present in our act.

"For us school shows have been rugged engagements. If there is money in them in Lawson's sphere of operations, I'm pleased to hear it. In the last two years we have played three schools and our net proceeds was \$3.15. We find that we're much better off playing halls."

Slouts in Michigan; Ora's Mother Dies

VERMONTSVILLE, Mich., Dec. 27.—L. Verne and Ora Slout, of L. Verne Slout Players, returned to their home here for the holidays after attending the funeral of the latter's mother, Mrs. Mattie Van Sickels, well known to rep and tent show-folk, who died at the home of another daughter in El Paso, Tex., December 18. Mrs. Slout had been at her mother's bedside for weeks, having left the Slout Players three weeks before show's closing date.

Slout was in El Paso 10 days prior to his mother-in-law's passing. The Slouts arrived here in time to spend Christmas Day with L. Verne's mother and their son, Bill, who was home on vacation from Michigan State College. En route home the Slouts visited Harley and Billie Sadler at Sweetwater, Tex.

Versatile Vaughns?

FRESTON, Ia., Dec. 27.—Musical Vaughns, widely known in rep and tent show circles, are currently celebrating their 29th anniversary in show business. Altho they started out as a family group, they've scattered somewhat.

Currently the Vaughns, including Aunt Ada and Jerry, are on the staff at Station KSIB here. Ada is the mother of the original troupe and will celebrate her 69th birthday January 1. James Vaughn, father of the original group, is making his home on the family farm in Southern Illinois and living in retirement. He recently celebrated his 77th birthday.

Eddie is associated with Station KOWH, while Gaylord, a World War II veteran, is studying law at the University of Oregon. Pearl operates the Vaughns' theater in North Dakota.

Humor Spices R. L. Sherman's Early Chi Stage Chronology

By E. E. Meredith

ROBERT L. SHERMAN, of Chicago, has just published a history of the Chicago stage from its founding in 1833 up to the great fire in 1871. Book is printed by a new process of reroducing typewritten manuscript similar to the method employed by Chicago newspapers during the printers' strike. While the book contains nearly 800 pages, it is not an unhandy volume and is easy on the eyes.

Sherman has had a half century of experience operating repertoire, stock and also tent shows. There are few people, if any, who are equally familiar with plays old and new as

E. E. Meredith was formerly a circus and theatrical press agent, Chicago representative of various amusement publications and editor of *The Missouri Breeze*. While agenting Fred Raymond's *The Missouri Girl*, he published a miniature paper boosting that attraction and so the title was a natural. Later, when George M. Cohan was making a hit with *The Spotlight*, Meredith became an agent for Nixon & Zimmerman Attractions and took *The Missouri Breeze* to that firm, then organizing a circuit of one-night stands. Meredith provided a column on one-night stands and another on the circus for *The Billboard* and was first to break down the fences and mention any circus that came to mind.

Before that amusement publications did not print minor circus news unless it came from the press agent of the show, for rivalry was such that the editor would have been in hot water continually.

his *Drama Cyclopedia*, published a few years ago, proves.

Ridicule Reflects Itself

Sherman makes no effort to conceal his long connection with repertoire and stock. On Page 2 he comments on the first theatrical organization in Chicago having five men and three women and adds:

"City players and facetious press agents have been and still are inclined to ridicule such itinerant aggregations but when the truth sifts thru they learn that such ridicule usually reflects itself and shows how ridiculous they themselves are."

There are several references to repertoire companies out Chicago way when funds were low. John S. Potter is said to have found himself unable to pay the landlord at a Mississippi River stand and took him for a stroll getting him away from the hotel while the players took their luggage to the boat landing. At the last moment the strollers reached the boat. The theatrical manager had to jump to catch it and he cried out to the landlord that he would write from Debuque, Ia. A lawyer is said to have pursued this crafty debt dodger and made a bet that he would collect but, after a visit to the hotel room of the manager, confessed that Potter borrowed money from him to take the troupe to the next stand.

"In those days," says Sherman, "every manager also had to be an actor, as there was not enough profit in the business to afford any deadwood. So the manager was actor, bill boy, and everything else that conditions required—and they surely required plenty."

Lecture Room

In Civil War times the theater was in disrepute with church people and so what was called a "lecture room"

was an adjunct to museums. The museum was considered educational, and the deacon or preacher was not ashamed to be seen entering one. Once inside the "lecture hall," generally a theater in disguise, housed a stock company. This system, according to Sherman, developed because of blue laws, which made play acting a crime and patronage of plays sinful. This system, he finds, was developed by Lewis Hallam, in Philadelphia in 1787, in order to escape the penalty of desecrating morality by the presentation of nefarious stage plays.

Irish Plays Numerous

Irish plays were numerous in those days. Among many offered in Chicago were *The Inshavogue*, *Colleen Bawn*, *Kathleen Mavourneen*, *The Limerick Boy*, *Springs of Ireland* and *Irish Ambassador*. A bit of history of *The Inshavogue*, or *The Hero of 1798*, reveals that it was originally a French play—*Jocrisse the Juggler*. It was adapted to the English speaking stage with the title *Trodden Down* or *Under Two Flags*. Later it was played in different versions as *Jerry the Tramp*, *The Noble Outcast*, *Only a Woman's Heart*, and *The Convict's Daughter*.

Many of Charles Dickens's novels were turned into plays in the early days including *Little Nell* and *The Marchioness (Curiosity Shop)*, *Domby and Son*, *Oliver Twist*, *Nicholas Nickleby*, *David Copperfield* and *No Thoroughfare*, the last named being one of Dickens's short stories.

East Lynne, one of the big money getters of early times, was from M. E. Braddon's novel of that name. Another of her books, *Only a Clod* was also played in Chicago. Miss Braddon received only \$100 for the stage rights of *East Lynne*.

Uncle Tom's Cabin played Chicago the year the novel was published and—believe it or not—the first plays of that name did not have a *Little Eva*, a *Marks* nor a *Topsy* in the cast.

The song, *Home Sweet Home* is from John Howard Payne's opera, entitled *Clari, the Maid of Milan*, first produced in Philadelphia in 1823. Sherman finds it and other plays by the same author listed as attractions in early Chicago theaters.

An exhibition appeared in Chicago in 1866. It was called *Equescurriculum*, which came under a general classification of a circus. Sherman thinks it "must have been named by someone like Ned Alford."

Other amusing quips by Sherman are found when he recalls that John B. Rice, one of the very early managers in Chicago, later became mayor and then went to Congress, and the author adds—"a then honorable position."

Booth's Minstrel Days

In referring to Edwin Booth's days as a minstrel, Sherman suspects he was disgusted with the joke of the "chicken crossing the road." And here the author shows his "rube" origin for he don't even use the city term of "street."

Sherman's history contains some interesting items about burlesque queens from Lyda Thompson, who played in Chicago in 1869, to May Howard, who was teacher and later principal of a girls seminary at Eton, Tenn.

The circuses playing Chicago in the different years are listed and this history provided basis for books on that line and on minstrelsy.

From this volume it is learned that stage entertainment was first introduced into New York in 1750 and that Chicago was about 100 years behind New York, Boston and Philadelphia in getting its start theatrically.

Novarro Springs With Stage Unit

TAMPA, Dec. 27.—Monte Novarro widely known carnival girl show owner and producer, has returned to the production of stageshows, using his old title, *Broadway Brevities*, he announced here last week. Leroy Credd Omer is assisting him.

Show, which carries 15 people, was slated to open the Municipal Auditorium here Monday (22) and a tour of theaters in Florida has been mapped, Novarro said. Novarro again is doing his iron jaw act as one of the attraction's features.

Rep Ripples

MARIE AND LUCIUS JENKINS who were in rep for more than 20 years, recently completed their tourist hotel, known as Jenkins Cottages, at Tifton, Ga., and report okay biz. In 1920 they were with the Ed C. Nutt Comedy Players and from 1921-'25 were associated with the W. I. Swain No. 1 Show. They would like to know where the following are: Charles Drew Mack, Billie Chagnon, Havre Holland, Bill Suango, Max Bagley, Marion Bell, F. V. Dennis, Carl Milone, Jack Harrison, Nick Calao, Wolf Twins, Cyril Reddock, Layman Rice, Pete and Andy Paloi, Bert Hedden, Mrs. (Little Bit) Olson and Jimmie Reynolds. . . . Abernethy's pic show is presenting religious films in the Easton, Pa., area. . . . M. K. Lewis, who closed his tent pic outfit near Albuquerque, N. M., recently will play schools and halls with short-cast bills and pix. . . . Rice Players have been playing Central New Hampshire under auspices. . . . Doos & Mae Show will open soon near Atchison, Kan. . . . D. J. Knowlton is promoting amateur minstrel shows around Savannah, Ga. . . . Everett Players, closed for the holidays, will reopen January 1 and play Brattleboro, Vt., and environs. . . . Roy Lewis is readying a school dramatic org at Carlsbad, N. M. . . . Oregon Players, five people, will open after the first of the year near Portland, Ore.

Wright Tent Trek Okay

BRADFORD, N. H., Dec. 27.—Chet Wright, of the tent show bearing his name, recently concluded his 37th annual tour and has placed his equipment in storage here. He says the season just ended was a successful one. Wright plans to invade Maine next summer.

PCSA

(Continued from page 60) clubrooms. Committee includes Hargrave, chairman; George Lauerman, Mike Doolin, S. L. Cronin, Moe Levine and Joe Steinberg.

Drawing was won by Gladstone Atkinson.

WANTED HIGH TYPE AGENT

To book \$25,000.00 Magical Production under strong auspices. Percentage deal to Agent with car. Join at once.

"ZOGI," the Magician

1912 N. Walnut St. Hutchinson, Kan.

WANTED IMMEDIATELY!

Names of Roadshowmen interested in Sound Projector built for Roadshowmen only. 1 3/4 hours of continuous projection. Write today.

MAGNESS VISUAL EDUCATION SERVICE CONWAY, ARKANSAS

16mm. Films, Projectors Lowest rental rates to showmen.

DRIVE-IN THEATER PROJECTOR Equipment, 35MM., complete, \$2974.00. Theater Equipment, \$2280.00 and \$1345.00. All new.

ACE CAMERA SUPPLY 150 N. Irby Street FLORENCE, S. C.

Challenge: Can Roller Sport Be Sold Via Tight Skates?

By Victor J. Brown

Operator, New Dreamland Arena, Newark, N. J.

THE DISCUSSION forums in *The Billboard* are very useful. They are bringing our problems into the open. Many minds are going to work and many ideas will be born. Whereas nothing but a confusion of ideas prevailed a few years ago, we have today a fairly clear view of our situation.

Gentlemen, there is being handed us a tremendous challenge. Double-talk and hedging will not meet that challenge. The challenge is: Can skating be sold to adults? Can skating be sold to children? Can skating be sold to anybody? I am not now writing of speed skating, figure skating, hockey or free-style skating. I am writing of skating. The tight-skate apostles claim we are selling it now. The flexible skate disciples say it is not skating but scooting and that only a few progressive roller spots and maybe one or two ice spots have started to sell skating.

Is It a Child's Sport?

Some of my most intimate friends in the industry believe that skating is only a child's sport and that it is impossible to sell it to adults. They ask, "Where have the adults gone and why?"

Perry B. Rawson, on the other

hand, backed by a rapidly enlarging legion, declares that skating is for everyone and there is no age limit. He says the selling of it has not been tried in over 40 years; that we have not tried to sell it to adults; that we have not even tried to sell it to juveniles. He states bluntly that the Rawson system—probably the white hope of the industry—will not operate on the tight skate without immense forcing. He says we have to train skaters on flexibles.

Orville Godfrey writes in *The Billboard* that the secret of the Rawson system is the flexible skate. Then he tags the word "danger" onto the tight skate, the skate with a binding or lock spot.

Amber Light May Turn Red

I, too, wrote strongly on this skate adjustment matter a few years ago in *The Billboard*. The article was titled *The Skate Again—Amber Light on for Industry—Trouble Ahead Seen in Skate*. We are, today, right back to the contents of that article from which the phrase, "four out of five do not come back," was born. The amber light, however, may turn red if we don't do something about it, and soon.

I think I avoided using the word "danger," but now that Godfrey has brought it out into the open, let's face it. Rawson has used the word, too, and very forcibly. Hence our problem is simplified. If we are handing out a skate with a binding spot it is a skate loaded with danger. Selling danger to adults is a losing game, an impossible game. Also, the tight skate can not be made to operate on edges without terrific forcing, and it now develops that safety and pleasure is in the skating of edges. Hence, on the tight skate they have to scoot instead of skate, and they never get to know real skating. Perhaps this answers the question as to why adults are not with us today.

Defeatist Attitude

In *The Billboard* we are reading a great deal about juvenile patronage as the mainstay of roller rinks. No one appreciates more than I the immense worth of this patronage. I have fostered it to the limit. I have always encouraged it. Most of us are running on it now. But no successful business man in his right mind is going to harness himself to a juvenile chariot alone. To say that roller skating has to depend exclusively on juvenile patronage is

Right at Home

NEWPORT NEWS, Va., Dec. 27.—William Blanchard, manager of Jeff-Briar Rink and a volunteer fireman in the Warwick County Fire Department, jumped aboard as the engine rolled out in response to an alarm last week and headed toward the fire—at Jeff-Briar Rink. Blanchard helped but out the blaze, which was confined to the lobby and did damage of about \$250.

an attitude of defeat, a throwing in of the sponge. We rink operators are just beginning to learn something important about skating principles and this skate mechanism mystery. And in the learning of certain fundamentals, a blazing light has been thrown on the problem of why we can't get the adults and why we can't even hold juveniles when they become adults.

In the October 11 issue of *The Billboard* a question thrown at Rawson brought forth a comprehensive answer. The question was, "Why won't the adult public buy the present brand of skating?" The answer was: "They are too smart. There is nothing in it for them and they have found it out. No one can sell them for long. The goods have first to be sent to the cleaners. The adults leave it to the children to play with. I am confident they will be glad to buy real skating."

Can't Replace Overnight

We can not replace the tight skate with the flexible skate overnight. It will have to be done gradually. We have to train professionals and skate mechanics and beginners in the handling of the skate. Then we have to order proper skates from the manufacturer and convert our old equipment. Rawson has switched his campaign approach from professionals to rink operators. The training of the operator has to come first or there can be no backing up of the flexible skate, the flexible skate professional and the skate mechanic while we try this thing out. Otherwise we will move in circles and drift right back to the starting point.

My amber light warning may have been a bit previous, but evidence is now piling up that the flexible skate is beginning to take the spotlight. We may see some results in another year. At least many of us will have investigated intelligently. In the meantime, I doubt if the situation can be licked (as advocated by one skate manufacturer) by education of the children, stickers, match boxes, mailing lists, window cards, "guarantees" and the whittling of prices.

The skate manufacturer's theory is fundamentally unsound, in my opinion. It sounds too easy. Furthermore, it overlooks the problem. The skate maker says that rink admissions are too high. Such is not the case. In the past 10 years few rinks have raised prices more than 20 per cent, while operating expenses have doubled, tripled and quadrupled.

Skate manufacturers in the past 10 years have raised prices of their goods over 100 per cent and, granting the increase in their cost of production, they never before did the volume of business that was done in these lush years. They seem to forget that rinks are their bread and butter. They forget that what is good for the operator is good for them; that which is detrimental to the operator cuts their market. They become critical of the operators' procedures, but do nothing constructive to help the industry.

In over 20 years there have been no basic improvements in skates manufactured for the mass public. With the prevailing high cost of living (See *CAN ROLLER*, opposite page)

J. H. Ambrose Buys Spinning Wheel Co.

CANANDAIGUA, N. Y., Dec. 27.—Mr. and Mrs. J. H. Ambrose will resume the management of Spinning Wheel Roller palaces here and at Penn Yan, N. Y., January 1 when they purchase all assets of Spinning Wheel Roller Palaces, Inc.

No immediate changes in personnel or operating policies are contemplated, Ambrose announced. Later in the year, when Ambrose takes to the road in the interest of another business, a manager will be appointed at the Penn Yan spot and the summer rink Keuka Hotel Pavilion, Keuka Park, N. Y.

A new game, dribble ball, has been originated by Ambrose with the cooperation of club members of the two permanent rinks. A soccer ball is used in the game, which is said to embody the passing used in basketball, the speed of roller hockey and the penalties of both games. Ambrose said trial games have proved exciting for players and spectators and a box-office stimulant. The 45-minute game requires good skating, fast stopping and co-ordination, said Ambrose, and holds fascination for men and women.

Club Planned at Skateland

LONG BEACH, Calif., Dec. 27.—Baker's Skating Palace here is planning early organization of a skating club that will offer members reduced class tuition and a lower admission fee to the rink on club night, to be held once monthly, reports Bruce Heifner, pro. Specialties, games and door prizes will be offered on these nights. Rink officials are also planning dance-of-the-month contests and a New Year's Eve party.

Kallio Goes for Broomball

MONROE, La., Dec. 27.—Gus Kallio, operator of Kallio's Arena Roller rink here, announces his intention of promoting broomball hockey. Kallio plans a two-week period for organization of teams and practice before public presentation of the game. If the promotion proves successful, he said he will make an effort to interest other rink operators in the State in the game in the hope that a State championship may be staged at a later date. Kallio is a former wrestler and promotes matches in Louisiana.

Parties at Hartford Palace

HARTFORD, Conn., Dec. 27.—Combined Christmas festival and silver apple party was held December 25 in Hartford Skating Palace. Coins totalling \$100 and 50 passes to the rink were contained in apples distributed to each patron, and a special program was offered. An advance sale for the rink's New Year's Eve party offers a 20 per cent reduction on tickets that sell at the gate for \$1. Skating will last from 7:30 to 2 a.m.

AS NATIONALLY ADVERTISED



his outfit has to be plenty sharp... so, how sharp can a guy look? Just as smooth as these handsome Hyde-Crafted black all, streamlined-toe skate-dresses... A honey of a roller outfit that's such sporty and reinforced to keep its slick, trim look whether you're walking or living.

Your rink operator or sporting goods dealer will tell you about Hyde-Crafted footwear for every sport, or, write direct for your catalog.

HYDE ATHLETIC SHOE COMPANY
CAMBRIDGE, MASS.

Happy New Year

They will all be happy when they get their

NEW

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
Roller Skates

CHICAGO ROLLER SKATE CO.
4422 W. LAKE ST. CHICAGO 24



The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

Writing Contest Builds Interest At Fee's 'Drome

PORTLAND, Ore., Dec. 27.—Fee's Rollerdrome is using a letter contest to sustain patron interest in the sport and promote the cause of roller skating. Contest, running from December 9-31, offers prizes for 100-word letters on "Why I Believe Roller Skating Is America's Favorite Pastime."

Jess Fee, rink owner, announces that first prize will be a pair of velvet tread skates, with letters judged on the basis of neatness, preciseness, sincerity, originality and descriptiveness.

3 More Operators Join RSROA Ranks

DETROIT, Dec. 27.—Three operators have joined the Roller Skating Rink Operators' Association of the United States, it was announced recently by association Secretary Fred A. Martin. They are George H. Williams, Skateland, Lewiston, Idaho; Poague Paxton, Merryland Roller Rink, Glasgow, Del., and Donald H. Bromley, Rollerland, Salinas, Calif.

Martin also announced that applications for membership had also been received from Anthony J. Bardo, Pennsylvania, and Edward F. Blemel, New York State.

Rawson Off for Florida

ASBURY PARK, N. J., Dec. 27.—Perry B. Rawson, who closed his roller skating laboratory here December 6, has gone to Palm Beach, Fla. He expects to remain there until March. Rawson reported that he has been receiving reservations for attendance at his laboratory, which re-opens in April.

Mr. and Mrs. O. D. Bryant, operators of Bryant's Roller Rink, Dowagiac, Mich., report the lease on their building has been canceled effective December 31.

FOR SALE
PERMANENT ROLLER RINK 60'x110'
Fully equipped, including a new Maple floor and new floor sander. Only Rink in town, great possibilities. Long lease, \$19,000.00.
C. P. CANNELLA
325 Motor Way, Santa Barbara, Calif.

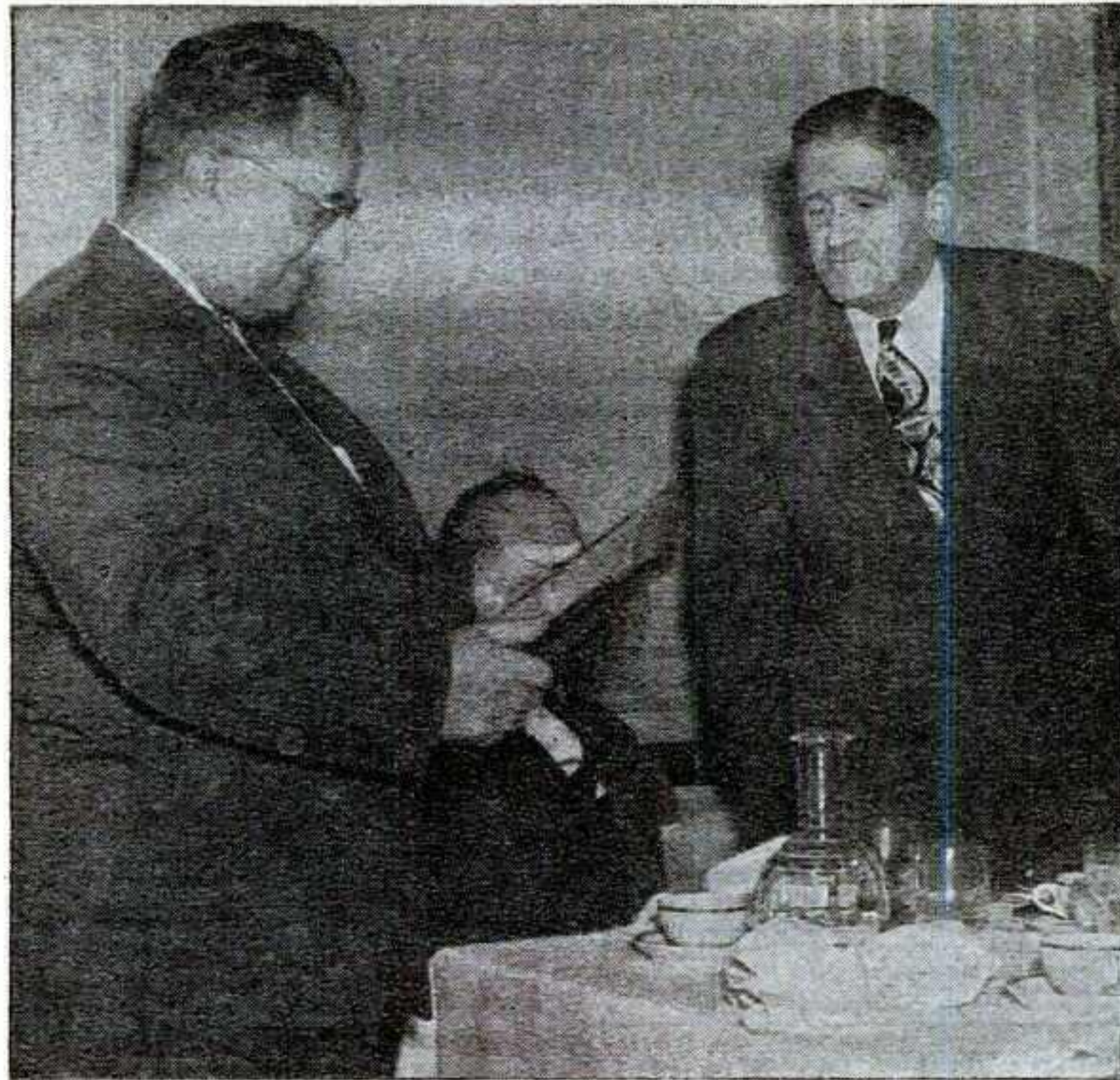
FOR SALE OR LEASE
In Oakland, Calif., new roller rink, skates and all equipment.
G. J. CUMMINGS
851 Trestle Glen Road Oakland, Calif.

For information about
CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc., Muskegon, Mich.
Originator and Sole Distributor.

LAWSON PORTABLE FLOOR
50x93, changes to 40x112, used indoors three months; guard rails, P. A. system, 150 pairs Chicago skates, all for \$5,875.00.
C. B. DANIEL
Dalton, Ga.

Rawson's Skating Books
BOX OFFICE BOOSTERS
RAWSON ASSOCIATES
BOX 310 ASBURY PARK, N. J.

FOR RENT
Hammond Organ (B) DX Speaker 20.
Available now.
WILLIAMS & LEE
464 Holly Ave., St. Paul 2, Minn.



IN APPRECIATION of 10 years of faithful service to the Roller Skating Rink Operators' Association of the United States, retiring Secretary-Treasurer Fred A. Martin (left), Detroit, received a plaque from the membership at the association's semi-annual Board of Control meeting in Cleveland, December 9-11. William T. Brown (right), Seattle, association president, made the presentation. —Photo by Tony Mayo.

Can Roller Sport Be Sold With Binding Skates?

(Continued from opposite page)
ing, the potential skater, adult or juvenile, can not afford the tariff. For many years the operators have been asking for a flexible skate, but the producers have kept their old standbys. Some have manufactured custom-built flexible skates which are fine for the confirmed skater, the skater who can afford an expensive outfit for competitive purposes. Unfortunately for the operator, however, they are not the bulk of his business, for few are endowed with the free time and natural ability of the competitive skater.

The operators want the manufacturers to sell more outfits. Every outfit sold is an investment by the skater. Once he owns his own skates, he does not put them in his attic, throwing his investment down the drain.

I feel now that the shoes are on the producers' feet and whether or not a skate is to be attached to those shoes is up to them. I feel that the answer to this mutual problem is an inexpensive, flexible skate and, in addition, a national advertising campaign by producers, not the operators.

It is in the producers' power to create a nationwide market for their skates and, in consequence, produce a market for the exercising of their products; that is to say, customers for the operators. The manufacturers at present put nothing back into the industry from which they derive their revenue. In no other industry is this the case. In other industries the producers advertise their products nationally for the benefit of themselves and their retailers. The consumer, in turn, has his mind on the advertised product, buys more from the retailer, who in turn buys more from the producer. This is the basis for the economics of present-day marketing.

Again I say, before the amber light turns red there must be changes made in the skate and in marketing of roller skating.

Celoron Skateland Building Biz Via Promotional Route

JAMESTOWN, N. Y., Dec. 27.—Altho week-night attendance at Skateland in Celoron Park here has dropped about 15 per cent, attributed to the high cost of living, promotional work has stimulated week-end trade, according to Harry A. Illions, president of Celoron Realty Corporation, operator of the park and rink.

A recent promotion that proved highly successful was a winter festival at which a king and queen were crowned. In the center of the rink was a "snow man." Finale was a cotton "snowball" fight.

Monday night roller hockey is also slated to get under way soon. Uniforms have been ordered for the recently organized team and the management plans a series of games with other teams in the area.

Remodeling work is currently going on at the rink, with emphasis on improvements to the soda fountain and snack bar.

O'Donnell New Halifax Pro

HALIFAX, N. S., Dec. 27.—Halifax Figure Skating Club (rollers and ice) has engaged John O'Donnell as professional. He holds silver medals for dancing and figure skating from the Canadian Figure Skating Association. The club has 300 members.

COMPLETE PORTABLE RINKS SECTIONAL FLOORS
The World's Largest Manufacturers of Complete Portable Rinks and Northern Rock Hard Maple Floors.
BILT-RITE FLOORS AND RINKS
Dealers in Hard Maple Flooring
Mailing address: 1413 Crescent Drive, Tyler, Texas. Phone: 2968
Factory: 1016 East Locust St., Tyler, Texas. Night Phone: 719-R

ONCE IN A LIFETIME
We are offering for sale the finest rink in the U. S., located in Western North Carolina, city of 85,000 permanent people, 200,000 in summer season. Building two years old, of brick and steel construction, with five-room and bath apartment for owner; also apartment for pro. Stoker-fed blower heating system. Sale includes \$7,000 worth of shoe skates and repair shop. Refreshment stand. Building is located three blocks from center of business section. Skating area, 80'x140', of Northern Maple, surrounded by 2" pipe rail. Balcony with clear vision of floor. After twenty-five years in this business owner is retiring. \$34,000 cash required, terms on balance. Business pays for itself in six years.
Details: **FIDELITY BUSINESS BROKERS, INC.**, Jackson Building, Asheville, N. C. Phone 3166.

SPECIAL SALE
Shoe Skates, complete Chicago with Hyde or Oil-Ash Shoes\$11.00 Up
Ball Bearings, #AA 1.50 Per M
Precision Bearings:
Swedish30 Ea.
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Half Shield—Norma-Fafnir40 Ea.
Full Shield—Norma-Fafnir50 Ea.
Laces: 54" and 63"90 Doz.
72" and 81" 1.00 Doz.
Nylon Laces, 72"10 Pr.
Write for Complete Catalog.
1/3 Down, Balance C. O. D.
JACK ADAMS & SON, Inc.
1471 Boston Rd. BRONX, N. Y.
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SKATE CASES AT A NEW LOW
★ **STEEL CASES (Metal Over Wood)**—Assorted color combinations. Finest made. \$29.64 Doz. Sample \$2.47.
★ **ALL ALUMINUM CASE**—"The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$8.50. NOW \$36.00 Doz. Sample, \$3.00.
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7019 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Skaters' Jewelry, Stickers, Laces, etc. Write for price list.

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STANDARD DANCE TEMPOS
Write for Complete List
SKATING RHYTHMS RECORDING CO.
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Hit the Profit
BULLS-EYE with
ARROW SKATES
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HOLLAND, BUCKS COUNTY, PA.
WRITE FOR ILLUSTRATED FOLDER

RIEDEL ★
The Accepted Leader in
SKATING SHOES
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WE BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity.
Also Best Price.
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SKATING RINK OR DANCE HALL
Make money in this wonderful location, near Cincinnati. Fine hardwood floors, stage, toilets, complete. Will sell building or take percentage. Write
SO-LO WORK., Inc.
Loveland, Ohio

FOR SALE
300 pairs of Chicago roller skates, \$3.50 a pair; 10,000 sq. ft. of 2-inch Maple hardwood flooring, only 1/16 inch gone, \$1.00 a square foot; one 70 amp. amplifier, one 30 amp. amplifier, \$100.00 for one, \$50.00 for other one. Will sell all or part.
GEO. INGRAM
215 N. Third St. Coshocton, Ohio

\$10.00

B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each... \$4.10
 B. B. 101—3 Diamond Wedding Ring to match. Each... 4.50
 Sizes 5 to 7

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Popular, flashy, paper covered books.

Title	Sample Box	100	1000
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New and re-conditioned ladies' and gents' **NATIONALLY KNOWN GUARANTEED** wrist and pocket watches.

Prices from **\$7.25**

Wholesale Catalogue Immediately.

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Terrific seller to cigar stores, etc. Package of 6 races retails 25¢. Packed 24 packages in attractive display box. Merchant's price, \$3.50 per box.

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IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full

NOTICE
EARLIER CLOSING DATES
 BECAUSE OF NEW YEAR'S
 Forms for January 10 issue close Wednesday, December 31.

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FRANKEL'S ENTERTAINERS' BULLETINS—Containing Monologues, Band Novelties, Parodies, Patter. Five different issues, \$1. Don Frankel, 1508-B South Homan, Chicago 23, Ill.

LOUIS TERRY'S TUNE SERVICE—709 1/2 N. Broadway, Oklahoma City, Okla. References. Write for free booklet.

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AGENTS—CALL ON GARAGES, FILLING STATIONS with \$24.50 quality Wheel Balancer. Competing models to \$2,000. Virgin market. Five minute demonstration means sales; \$10 cash commission. Twenty sales possible daily. Exclusive territory. Write B & B Mfg. Co., Box 816, Sioux City, Iowa.

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FREE SAMPLE! BIG PROFIT OPPORTUNITY with amazing Glow-in-the-Dark House Numbers, Switch Plates, Pictures, Decals, Religious Articles. Represent large manufacturer. Madison Mills, 303 Fourth Avenue, New York, N. Y. np

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GET 300 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Exposés, Secrets. Folio free. Formico-KA, Box 572, Dayton, O. ja17

JOBBER TO SELL RUBBER WALL PLAQUES. Send \$1 sample dozen, retail 29 cents each. You can make a clean-up. Regular price, \$5 hundred. Emil J. Krinsky, 2624 S. Central Park Ave., Chicago. ja10

"KLEAR-VIEW" KEEPS FROST, STEAM, FOG off windshields, eyeglasses. 24 cans on counter display easel. Excellent commissions. The Chemo Company, 3800B Genesee, Kansas City 2, Mo. ja17

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MAKE MONEY FAST SHOWING EXQUISITE Greeting Cards—Birthday, Valentine, Easter, Wrappings, Notes, Stationery. Full-spate time. Amazing profits. Bonus. Special offers. Opportunity for organizations. Free stationery samples. Feature \$1 All-Occasion Assortment on approval. Write today. Hedenkamp, Dept. J-67, 343 Broadway, New York 13, N. Y.

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SELL TAVERN RECORDS TO JUKE BOX OPERATORS. "Meet Us At The Corner Bar," "Just a Barmaid" cost you 35¢. Retail 79¢. 10 samples, \$3.50 postpaid. Territories available. Spotlight Music Company, Box 942, Baltimore, Md.

FITCHMEN—NIFTY SHIRT HOLDER IS A NATURAL. Fast 10c seller. Send dime for sample. \$1 for 50. Nifty Co., Box 812, Oakland, Calif.

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MOTHER AND BABY RHESUS MONKEYS. Bonnet Monkeys, Young Ringtails, Javans, African Greens, Babboons, Eagles, Vultures, Civets, Puma Cubs, deodorized Skunks, Ringtail Cats, Agoutis. Chase Wild Animal Farm, Egypt, Mass. ja17

PAIR LARGE RHESUS MONKEYS — REAL fine animals, tame, with good strong cages, \$150; Snakes, Turtles, fancy Fowls, Turkeys, Geese, Ducks. Wanted to buy: Parrots—Live Animals, Chester A. Lamb, 3330 W. Lafayette, Detroit, Mich.

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MAKE EXTRA CASH—GAIN WEALTH! USE our sound business plans. Free literature. Sackett, 92F., Waring Ave., Mansfield, O. ja10

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OPERATE PROFITABLE BUSINESS SELLING repeat items by mail or local. 3 Samples, \$1. George Porter Co., Waukesha, Wis.

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 77 of this issue.

COSTUMES, UNIFORMS, WARDROBES

MINSTREL MEN—FULL LINE OF MINSTREL needs and accessories for sale, new goods. The Costumer, 238 State St., Schenectady, N. Y. mh20

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. ma27

FOR SALE SECONDHAND GOODS

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indiana, Iowa. fe14

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NEW!

\$27.50 CHRONOGRAPH

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Send for FREE illustrated catalog of complete line on your business stationery.

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Kilgore Mountie 50-shot repeater

Realistic in design, feel, action! Positive firing fast or slow. Use Kilgore perforated roll caps—touch a button and the magazine springs open for loading. Patented grips secure without bolt and nut. A terrific item!

\$9 doz. Samples, \$1.25 ea.

Kilgore perforated roll caps, extra loud, never miss! 5 dozen packs, \$1.80.

Shoots Disc Mammoth Caps

6-shooter type Fargo Express Special

Automatic action. Entire cylinder revolves. Breaks down to load like a real Western pistol. Cast barrel, highly polished and engraved body.

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Kilgore Disc Mammoth Caps, 5 Doz. \$1.80.

Cash with order or 25% down, balance C. O. D.

M. D. ORUM 1519 WEST NORTH AVE. MILWAUKEE 5, WIS.

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Authentic miniature reproduction of grand piano—housing a 5-tube radio employing dual-purpose tubes. Operates AC or DC. Covers standard broadcast and police calls. Full 5-inch permeability dynamic speaker. Polytron resistor system. Built-in non-directional Syncro-Tenna aerial. F. O. B. Chicago. Immediate delivery.

PRICE EACH IN LOTS OF SIX OR MORE..... \$27.00

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MAGIC LIGHT BULB

Mysteriously lights whenever desired. No visible connections. A terrific fun novelty!

Retail price, \$1.50. Wholesale price, \$7.80 per doz. Sample, \$1.50.

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LAFF CROSSWORD PUZZLE. No Sales Talks Necessary! Sells on Sight! Order Now! Delivery Tomorrow! Sales Every Day! Order! 250 Copies, \$15.00; 500 Copies, \$25.00; 1000 Copies, \$40.00. Sample, 10 Cents. 25% Deposit, Balance C. O. D.

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FOR SALE—250 VULCANIZED FIBRE SAMPLES or Theater Trunks, 36x26x19 at 1/4 of original cost. Will sell any amount while they last. Uncle Max, 675 N. Clark, Del. 2578, at Huron St., opposite Wacker Hotel, Chicago. ja17

GEARED ALUMINUM POPPING KETTLES, all Electric Popping Units, Peanut Roasters, Copper Carmel, Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. ja10

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ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set. 50 All-Electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh6

COMPLETE EQUIPMENT FOR 400 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. ja24

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GOVERNMENT SURPLUS THEATER SOUND Projectors, Arcs, Rectifiers, Chairs, Drapes, Screen. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. ja31

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THEATER SEATS, PROJECTORS, FOLDING Chairs, Screens, Tents, Stage. Sell 16mm., 8mm. Film, Fibre Cases. Lone Star Film Company, Dallas, Tex. ja3

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AERIALISTS—MALE AND FEMALE. High pole and ladder acts. Long, well paid season. State experience, etc., first letter. Aerial Trapeze, Gen. Del., Central, Ariz. ja3

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TENOR SAX FOR COMMERCIAL TENOR band, location bookings through South for winter. Prefer Violin, Guitar or Trombone doubles. Airmail Ralph Harrison, Box 64, Charleston, Mo.

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WANTED—MAN OR WOMAN GUITAR INSTRUCTOR to teach classes in Octave an Actual Notation. Salary and commission. Flood Music Company, 404 Fifth St., Sioux City, Iowa. ja10

WANTED—PIANIST, CONCERT, DANCE, good reader, fine job at resort; good salary. Short hours. Write Box C-403, care Billboard, Cincinnati 22, Ohio.

WANTED—TENOR MAN AT ONCE, ALSO Vocalist. Other musicians write or wire. Bennett-Greten, Rochester, Minn. ja10

WANTED—EXPERIENCED PITCHMAN ON Herbs. P. C. season spot, Florida. Also possible summer location. P. O. Box 1021, St. Petersburg, Florida.

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MISCELLANEOUS

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TROUPE OF MIDGETS SEEKS ENGAGEMENT in fairs for 1948. Offers. Box C-400, Billboard, Cincinnati 22, O. ja3

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HAVE CALIFORNIA MAILING ADDRESS—Personal letters remailed and forwarded; \$1 month. Korner Service, 519 Sixth St., Taft, Calif.

MAINTAIN NEW YORK OFFICE ADDRESS—Your mail received, forwarded, confidential. Free details. Arlington, 131-T West 42nd, New York. fe7

MAGDALENE AND GELESPIE POFF TRAVELING in South under name of King, Parker and Jones; past address, Portland, Tenn. Mrs. Rodgers passed away. Notify D. O. Priestley, Gallipolis, Ohio.

PLAY PIANO BY EAR—A "SOUND" SYSTEM Booklet free. Joe Boucher, Box 12B, Ottawa, Canada. Back numbers popular songs sold. ja3

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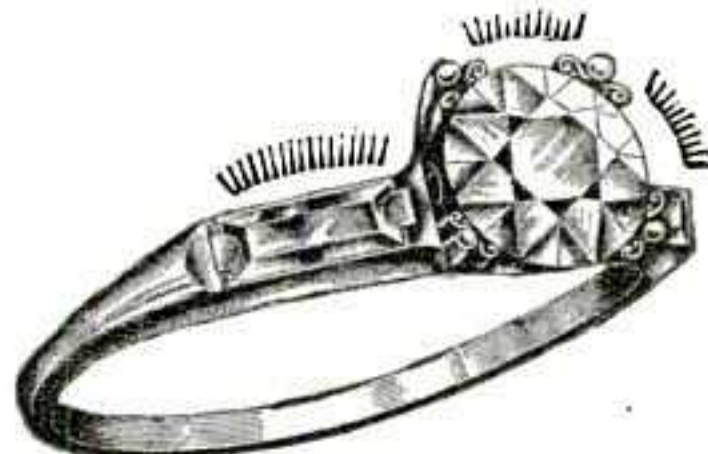
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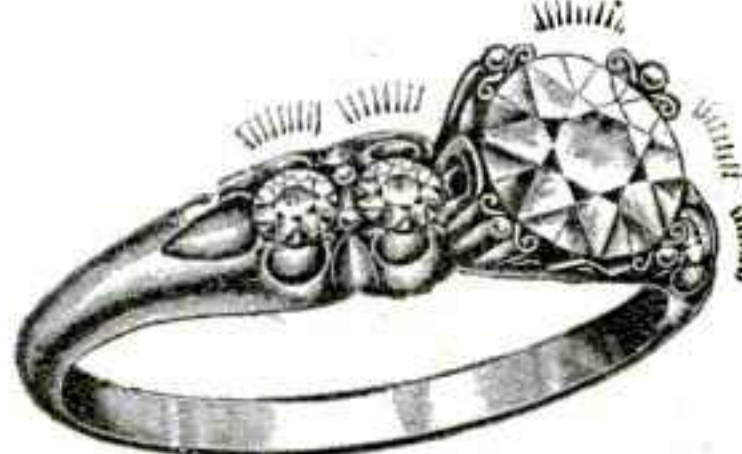
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Gold Filled
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No. 2R252
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\$6.00 Doz.



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Gold Filled, \$9.00 Doz.
Sterling, \$7.50 Doz.
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FRED ROBSON FOUR DISTINCTIVE SOCIETY Quartette, featuring Fred Robson's tenor saxophone and clarinet with trumpet, piano and drums. Now playing club dates. Available for smart clubs, cocktail lounges and resorts. Will travel. Fred Robson, 777 Lexington Ave., New York City. ja10

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MISCELLANEOUS

AT LIBERTY — PIANO ARRANGER AFTER January 1st. Bob Andrews, Carroll Hotel, Lafayette, La.

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ACCORDIONIST—SOBER, RELIABLE, READ, fake, sweet or swing, modern. Small unit preferred. Available January 1st. Musician, 428 Kingsley Ave., Macon, Ga. Phone 9858.

AT LIBERTY—TROMBONE, EXPERIENCED all lines, circus, stage, dance bands, etc. Read and fake; prefer small Dixieland combo, go anywhere. Russ Harrison, Box 941, Pismo Beach, Calif. ja17-np

BASS—ELEC. GUITAR, JAZZ, COMMERCIAL or hillbilly. 28, single, go anywhere. Read or fake on both. Available January 10. Red Mason, 807 W. 15th, Sioux Falls, S. D.

DRUMMER—AVAILABLE JAN. 8TH, A-1 EXPERIENCE; solid beat, plus all essentials. Own transportation. Drummer, 321 So. 10th St. Salina, Kan.

DRUMMER—AVAILABLE IMMEDIATELY. 14 years' thro experience. Single, sober, solid steady beat, beautiful equipment. Boat or location. Ellis P. Lee, Broadview Hotel, Louisville, Ky.

HELP WANTED: MALE SALESMEN—HAVE opening in three territories for novelty now being sold to premium and salesboard houses. Commission payable weekly. Box C-395, c/o Billboard, Cincinnati 22, Ohio.

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Join the MARCH OF DIMES

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Concessionaires, Pitchmen, House-To-House Salesmen and Demonstrators to sell the **Moderne Steak Tenderizer**. No pounding or chopping. Just roll the Tenderizer over steaks, chops and roasts. Heavy steel, nickel plated construction. Liberal commission. Samples 50¢ each on request.
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POWERFUL, SHARP AND CLEAR AS A BELL

Today's top value! Priced for real sales action. It's a big, beautiful 5-tube AC-DC Superhet—with full 5-inch PM speaker. Powerful! Sharp! Clear as a bell with fine modulated tone and volume to spare. Gorgeous ivory plastic cabinet with blue colored grille. Cabinet measures 6 1/2 x 11 x 5 1/2 inches. Sold F. O. B. Chicago. Immediate deliveries. Send check with order or 25% deposit on C. O. D. Order now!

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Do you have difficulty in purchasing rubber molds for your plaster novelty shop? Now, for the first time, NEW, SPEEDY method of making molds of genuine flexible rubber for plaster casting of statues, plaques, figurines, etc. This is the time to increase your production line by making your own molds with our newest and most efficient method of mold making. A new 32-page instruction book has been compiled by our experts after years of experimenting, and has been tried and proven to be the best method known. Many large corporations have paid over \$25.00 per copy for this same information. Now we offer you this book, plus 1 full gallon of genuine Midwest Molding Rubber for only \$12.50 Postpaid.

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**PLUS
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OPENING DAY OF THE CONVENTION**

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LETTER LIST

(Continued from page 71)

- Schuffell, Val
- Schuley, Willie
- Sealey, Clyde
- Seng, V.
- Serene, Princess
- Sexton, Mrs.
- Siemomi L.
- Seydel, Dick
- Shafer, Frank
- Sharp, Homer
- Shaw, Johnnie
- Sheehan, Charles
- Shepardson, Mrs.
- Shepler, Floyd M.
- Shoemaker, Dot & Curley
- Shore, Louis
- Shore, Margaret
- Shorty, Albert J.
- Siegrist, Billy
- Simmons, Lillian R.
- Simmons, H. H.
- Simons, Mrs. Joe
- Simmonds, Rube
- Simpson, Mrs. Nora
- Simpson, Wilfred G.
- Sims, Thelma
- Slaughter, James C.
- Smiley, L. E.
- Smith, Bill
- Smith, Carda
- Smith, Chas. Brady
- Smith, Gerald
- Smith, Mrs. James
- Smith, J. H.
- Smith, Wm. C.
- Smith, William H.
- Snauck, Guy
- Snowden, Mrs. Kit
- Snyder, Carl
- Snyder, Mrs. E. D.
- Snyder, Wm.
- Soret, J. A.
- Sornsen, C. H.
- Speer, Orville
- Spencer, B. E.
- Spence, Mallie V.
- Spurlock, Charley
- Stafford, Gordon
- Stahlman, Arthur
- Stanford, Harold E.
- Stanley, Bob G.
- Staples, Thos. E.
- Starke, Curt
- Starling, Wm.
- Steinfeldt, Walter J.
- Stennett, W. T.
- Stevens, H. G.
- Stewart, Mrs. Ada
- Stewart, Doc C. C.
- Stock, Rosemary
- Stoddard, Wm. S.
- Stokes, Yanny L.
- Stoltz, Lloyd
- Stone, Billie
- Stone, Louie
- Storke, Mickey
- Strayer, Robert
- Strickland, James
- Sundstrom, John E.
- Supe, Anthony P.
- Syers, Ray
- Taylor, Chester
- Taylor, Ernest
- Taylor, George
- Taylor, Jerry R.
- Taylor, John
- Taylor, Wm. J.
- Thomas, Fred
- Thomas, Grace
- Thomas, John
- Thomas, James
- Thomas, Nick
- Thomas, W. A.
- Thorne, G. R.
- Tilley, Kinney
- Timmerman, Clinton
- Tomaine, A. L.
- Townsend, Torchev
- Travis, Cliff
- Treen, Wm. F.
- Troxell, Mrs. Anna
- Troy, Jimmy
- Tuer, Bill
- Turook, Julius
- Van, Freddie & Fred
- Van Camp, Arthur
- Vaughan, Junior
- Vaughn, W. W.
- Virginia Rose Show
- Venable, Mike
- Vesh, Jewel
- Vondey, Fred
- Wagner, Charley
- Wald, Louie
- Waldie, W.
- Walker, H. I.
- Walt, Harry A.
- Walters, James
- Ward, Eddis
- Ward, R. A.
- Ward, Travis C.
- Waters, J. A.
- Watts, James G.
- Weaver, William
- Webb, Mrs. Pauline
- Webb, R. L.
- Weiner, Sam
- Weiser, Betty
- Weiss, Harry
- Weiss, Whitey
- Welch, R. E.
- Welsh, Lester
- Wells, Vee
- Welsh, Fats
- Welter, Elmer E.
- West, Fran
- Westman, Ray
- Westmoreland, Melvin
- Whalen, Ed
- White, Albert
- White, Mrs. Mary
- Whitecrow, Taboo
- Whitehoop, Dock
- Whiteside, Ambrose
- Whitmer, Ken
- Wilkinson, Ben
- Williams, Southern
- Williams, Mrs. Albert
- Williams, Arkie & Jean
- Williams, Edwin N.
- Williams, Eugene F.
- Williams, Lance
- Williamson, Thomas
- Wills, Claude
- Wilson, Dime & Connie
- Wilson, Doc
- Wilson, Kenneth
- Wilson, Mrs. T. M.
- Winston, Ellis
- Winters, Mrs. Nora
- Withers, Howard
- Witni, Monica
- Wolfe, Benny
- Woolsey, John
- Wray, Mrs. A. V.
- Wrenn, C. B.
- Wright, Charles
- Wrightman Amusement Co.
- Young, George
- Young, Joseph
- Zarlington, Mrs. Bonnie
- Zebik, Jack
- Zelzorie, Mr. Lucille
- Zerm, Chas.
- Zimmerman, Corly
- Zimmerman, H. C.
- Zieger, C. F. (Doc)
- Miller, Bertie Chinn
- Miller, George D. 'Duke'
- Miller, Lewis
- Miller, Murray
- Miller, R. Lucky
- Mitchell, John
- Montana, Francis
- Montana, Joe
- Montana, Nancy
- Montana, William
- Morales, Pedro
- Morish, Rusty
- Murley, Walter
- Myares, Frank
- Nevis, Sherry
- Newman, Danny
- O'Donnell, Danny
- Overman, Wally
- Pasqua, Edmund
- Pike, Russ
- Racino, Jerry
- Rand, Ray
- Reeves, Glenn
- Richards, Ma Berle
- Richards, Pete
- Rowells, George
- Ruff, Mike
- Sanborn, Beatrice
- Schubert, Erwin
- Semphins, Lou
- Shaw, Joe
- Shelly, Herbert L. (La Mont)
- Shibo, Joe
- Shoemaker, Robert P.
- Shuster, Julius
- Sgin, Benjamin
- Sidney, Elias
- Silkinan, B. A.
- Singer, Richard
- Sinitzen, Olya
- Slato, Charles
- Sorenson, Florence
- Stillwell, Ray
- Sutton, Lygretta
- Syker, Fred
- Thundersky, (Chief R. B.)
- Tilner, Harry
- Tomib, Doc
- Townes, Freddy
- Travis, Ronnie
- Trippie, Gertrude
- Tuten, Daniel
- Victor, James
- Walker, Garnet
- Walker, Tim
- Walton, Gypsy
- Waterman, Mattie
- Webb, Grace & Frank
- Weiss, Benny
- Welson, L.
- West, Edwin
- West, George
- White, Dave
- Whitfield, James
- Whitree, Victor
- Wilcox, Ramsey
- Wilson, Ted
- Witherall, Thelma
- Woods, Bryan
- Youngbauer, John
- Zero, Frank
- Zingo, James
- Zuckdorf, Whitey
- Berofsky, Mrs. Harry
- Berry, Mr. & Mrs. Jack
- Berry, Mr. & Mrs. Win
- Billotti, Mr. & Mrs. James
- Boeswell, Mr. & Mrs. Bill
- Bowman, Lucky
- Brassil, John
- Bradford, Mr. & Mrs. Arky
- Brown, Mr. & Mrs. Irwin F.
- Buck, Miss Doretta M.
- Buck, Mrs. Lulu
- Buck, Doris and Buddy
- Burke, H. J.
- Burns, Mr. & Mrs. Cecil
- Burto, Leon H.
- Butler, Mr. & Mrs. Bill
- Butler, Charles
- Byers, Mrs. Pearl
- Calander, Mr. & Mrs. Pete
- Calder, Mr. and Mrs. Jimmie
- Caldwell, Bryan A. & Annie
- Carland, Buck
- Carpenter, Clifford
- Carter, Mr. & Mrs. William
- Case, Ace
- Chananne, Mr. & Mrs. James
- Chaffee, Miss Mary
- Chastain, Miss Betty
- Cleary, Joseph A.
- Clemmons, Mr. & Mrs. Arthur B.
- Clemmons, Miss Betty
- Cole, J. W.
- Coley, Mr. & Mrs. J. J.
- Collins, Esco
- Converse, Art
- Coulson, Harry
- Cranco, Mr. & Mrs. Ray
- Crawford, Mr. & Mrs. Tex
- Cutler, Rose & Louie
- Daley, Mabel C.
- Davies, John
- Davies, Peggy
- Davies, Mr. and Mrs. Wm.
- Davis, E. C.
- Davis, Eugene & Jackie
- Davis, Mr. & Mrs. N. E.
- Davis, Richard J.
- Deal, Mrs. Ethel G.
- Deal, Mr. & Mrs. James E.
- Dewitt, Mr. & Mrs. T. R.
- Dixon, Mrs. Ted
- Dunlancy, Mr. & Mrs. James
- Eikenhorst, Kenneth
- Ellis, Buster
- Ellis, Madam
- Ferris, Miss Elsie
- Finch, Mrs. Harry
- Forsythe, George
- Forsythe, Walter
- Fortune, Mr. & Mrs. Geo.
- Foss, J. D.
- Frenzel, Mr. & Mrs. Maurice
- Fulton, Mr. & Mrs. Gale
- Gavin, Mr. & Mrs. Joe
- Ceniores, Kenneth M.
- Gibson, Lee
- Goad, Charles
- Gowdy, Pamela
- Gram, William
- Granger, Allen
- Grant, Herbert
- Gray, Edward J.
- Gray, Mr. & Mrs. J. H.
- Great Scott the Magician
- Grimm, Mr. & Mrs. Frank
- Grisson, Claude M.
- Groner, Sidney
- Hanasaki, Mr. & Mrs. Frank
- Hartley, Mrs. Frank
- Hartley, William
- Havener, Mr. & Mrs. Blackie
- Havens, Mr. & Mrs. Chas.
- Hess, Fred
- Hewitt, Joe
- Hill, Mr. & Mrs. J. C.
- Hoffman, Mrs. Margaret
- Hos, Mr. & Mrs. Lee
- Housells, Mr. & Mrs. Bob
- Howard, John
- Hunter, Mr. & Mrs. Harry
- Jarves, Mr. & Mrs. Jack
- Johnson, Mr. & Mrs. Al
- Johnson, Jesse
- Johnson, Mr. & Mrs. James
- Johnson, Mr. & Mrs. Ray
- Jones, Miss Frances
- Karnes, Walter
- Kelly, Mrs. Elith
- Kennedy, Charles
- King, Floyd
- Korie, Jack
- Krager, Walter
- Ladersaw, Mr. & Mrs. Jim
- Lantz, Mr. & Mrs. Johnny
- LaPage, Louis
- LaRue, Mr. & Mrs. Jack
- LaRue, James
- Lassiter, Mr. & Mrs. Charles
- Lassiter, Mrs. Fred
- LaVelda, Mr. & Mrs. Ted
- LaZellas, Aerial
- Lee, Geo. J.
- Lee, George

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St., Chicago 1, Ill.

- Akina, Chas.
- Aernz, Thomas
- Alexandria, Al
- Allen, Don
- Alznas, The Great
- Ambassadors, The
- Anderson, Gary
- Anderson, Ralph
- Ansberry, Carl Jr.
- Averill, Wm. H.
- Atwell, Norman
- Baird, Cay
- Bales, Pat
- Banthim, Larry
- Barnaby, George
- Barrett, George
- Barrett, Harry
- Barrow, Bobbie
- Beardley, Clarence
- Bell, C. Foster
- Bell, Ward Troupe
- Belleras, Clarence
- Bergen, Harry
- Blais, Fannie
- Blue, Mickey
- Boyette, Andy
- Brody, Paul
- Broadwell, Marcus J.
- Buchanan, Dick
- Calgary, Harry
- Clayton, Ray
- Cohen, Phillip
- Couroy, Tex
- Cooper, George
- Cress, W. H.
- Crosby, Bill
- Davis, Frank H.
- Darling, Phyllis
- Dearo, Bert
- Delaney, Paul
- Donnelly, Russell
- Dover, Al
- Dowse, Wm. H.
- Doyle, Frank
- Duval, Frank
- Eldred, Hal
- Elder, Charlie
- Ewan, Walter
- Farrell, Billy & Co.
- Fein, Phil
- Floyd, R.
- Forsythe, George
- Forsythe, Walter
- Fraday Dancers
- Francis, Frank
- Franks, The Four
- Fredysons, The
- Gaff, George
- Gaynor, Estelle
- Grulich, Chas.
- Gravitio, The Great
- Grimes, Lewis D.
- Hager, Dorothy E.
- Hallam, Carlvin A.
- Hallie, Robert
- Hamilton, Bud
- Hamilton, Leo & Ethel
- Harter, Lewis
- Harve, Uncle
- Hudson & Charge
- Hudson, Mary Lou
- Hutchens, John F.
- Hutcheon, Pop
- James, H. E.
- Henner, Walter & Co.
- Jones, Evelyn & Bob
- Jones, Irvin T.
- Kahue, Elsie
- Kimris, The
- King, Mickey
- Koray, Jack
- La Belle, Starr
- La Pointe, Ernestine
- Lauc, C. W.
- Larimer & Hudson
- Larroc, Linda
- Latascha & Lawrence
- Latham, Cecil
- Lauder, James
- Law, Jim & Jenny
- La Vern, Vern
- Lien, Tony
- Lindley, Sylvia
- McGough, Bill
- Mackey, Neva
- Mandrake, Leon
- Marion, Duo
- Markis, Joe
- Martin, A. W.
- Martin, Heleu
- Marvells, The
- Mars, Lee
- Matthews, H. D.
- Matilda & Hurana
- Maxello Troupe
- Melvin Dancers
- Merrill Bros. & Sisters
- Miller, Bernie I.
- Miller, George
- Murphy, Warren
- Nelson, Harry
- Nelson, Garo
- Panole, Albert
- Patterson, F. W.
- Pendleton, Mary
- Picard, Dave
- Pludo, Herman
- Potter, Henry P.
- Powers Elephants
- Precisionists, The
- Ramus II
- Rankin, Nan
- Re, John Joseph
- Reason, Ted
- Reddington, Trio
- Renee, Coca
- Renee, Candy
- Richards, Merna
- Ried, Bob
- Roberts, Tex
- Rollerettes, The
- Rouse Bros.
- Rovells, Jane
- Rudyoff, Rudy
- Schank "Frank"
- Siegel, Irving
- Skipper, Richard Y.
- Sloan, E.
- Sloan, Larry
- Smith, Rogers & Eddy
- Smuckle, Berney
- Spradler, Francis
- Stein, Abe
- Sweeney, Frank
- Talent & Caglin
- Teodora, Leon
- Todd, Roland
- Tomaine, Al
- Torrance & Victoria
- Victory Quartette
- Voisine, Hugh
- Walkmire, Trio
- White, Albert
- Williams, Walter
- Willy Troupe
- Woodward, Ted
- Worley, Wm.
- Wyoming Duo

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 19, N. Y.

- Alsora, Turtle Girl
- Amico, Joseph
- Archer, Arnold
- Arobel & Jeanette
- Austin, Mrs.
- Ayres, G. W.
- Baker, Louis
- Barton, Billy
- Becker, Irving
- Begar, Harry
- Bergon, Frank
- Berryman, Pete
- Beyer, Edward d
- Birdseye, Mariou
- Bloom, Jimmie B. Jr.
- Boyle, Jimmie
- Brady & Leedy Circus Troupe
- Brown, J. J.
- Buffington, Robert S.
- Burd, Mr. & Mrs. Sam
- Burton, R. K. (Bobby)
- Carey, William
- Carlos, Charles
- Carmen, James
- Carson, Thomas
- Cavell, Marie
- Charleston, Milton
- Clifford, Roy
- Cody & Cody
- Cole, Sue
- Coleman, Max
- Cook, Frank
- Cook, Margareto
- Cooke, Henry
- Cosmo, Ray
- Counter, William J.
- Court, Alfred
- Crump, Clifford
- Davis, Texas 'Joy'
- De Belle, Mr. Star
- Dexter, Lois
- Demeris, Unice
- Diaco, The
- Dillon, Tom
- Dougherty, Pat
- Draw, Marion
- Drigo, Emilio
- Dubin, Joe
- Duvan, Juan
- Ely, Tom
- Evans, Bob
- Fenwick, James
- Ferry, Mrs. Hattie
- Fitz, Hughie
- Fleming, Tom
- Forsythe, Walter
- Flying La Forms
- Frank, Tama
- Gall Gull
- Gallagher, E. J.
- Gallagher, John
- Gaudsmith Bros.
- Garcin, Louis
- Giamino, Angela
- Gloth, Robert
- Gosh, Byron
- Halber, John
- Hall, Albert P.
- Hanson, Fred
- Hathcock, Eugene
- Heider, Fred
- Howard, Eddie
- Ibberson, Mr. & Mrs. B.
- Jarome, Paul
- Jingaro, Frank
- Jones, Betty
- Jones, W. H. (Bill)
- Kaplan, Maurice
- Karmi, Jack
- Kennard, Helen
- Kerr, Sylvester
- Kershon, George
- King, Ethyl
- King, Harry
- Kneeland, Toby
- Koert, Mr. John
- Kuutz, Mr. & Mrs. Wendell
- La Fleur, Arthur
- Lambert, Harold L.
- Lawton, Danny
- Le Roy, Charles
- Lewis, Art
- Lindsay, Fred
- Lish, William
- Lowande, Oscar
- Lyons, Bayno
- Mang, Fred
- Mansfield, Audrey B.
- Marvin, Jack
- Masterman, George
- Maxwell, Carmen
- McCann, J. G. (Roots)
- McCauley, Pete
- McConnel & Moore
- Meoff, Horace

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg., St. Louis 1, Mo.

- Berry, Arthur J. 5c
- Davies, Wm. 34c
- Granger, Allen 18c
- Robertson, Queenbeth 23c
- Winn, Gene 32c
- Barry, Mr. & Mrs. Frank
- Barry, Mr. & Mrs. W.
- Bartholomew, Mr. & Mrs. H. W.
- Baysinger, Mr. & Mrs. Al
- Beavers, Mr. & Mrs. Sam
- Bell, Mr. & Mrs. C. W.
- Bell, Mr. & Mrs. Vern
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15 | 24 | 45 | 59 | 67

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| Leverett, Bob | Neil, Mrs. James | Runge, Mr. & Mrs. | Sudduth, Mr. & Mrs. | West, Mr. & Mrs. |
| Lentini, Frank A. | Nentrap, Mrs. | Henry | Mrs. Forest | W. E. |
| Levine, Joseph B. | Nettie | Runey, Jack | Sweeney, John | Williams, Betty |
| Lewis, Sam | Nettie | Sabillio, Fred | Sullivan, Mr. & Mrs. | Williams, Mr. & Mrs. |
| Lewis, Jo Lee | Nettie | Scott, Fred J. & Ethel | Mrs. C. K. | Williams, Harry |
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| Lively, Mr. & Mrs. | Ogle, Mr. & Mrs. | Sevant, Mr. & Mrs. | Thomas, Kenneth | Jeannie "Mom" |
| Logan, Mr. & Mrs. | O'Leary, Mr. & Mrs. | Sharkey, Thomas F. | Thomm, Mr. & Mrs. | Williams, Patricia |
| Louis, Frank | Palmer, Mrs. Dennis | Shidley, L. L. | Mrs. Robert | Williamson, Mrs. |
| Lyons, Leo (Tiny) | Oliver, James | Sixel, Irving | Ginoula, Julius | Al |
| McBroom, Clovis N. | Opsal, Mr. & Mrs. | Sina, Joe | Trye, James G. | Wilson, Miss Dixie |
| McCharen, Mac | Abel | Skipper, Richard Y. | Tunnel, Mrs. | L. L. |
| McMillan, Mr. & Mrs. | A. J. | Slayden, Peaches | Turash, Julius | Wilson, Mr. & Mrs. |
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| Manning, Ross | Phillips, Mrs. Harry | Smith, Mr. & Mrs. | Wallace, R. B. | Wingert, Mr. & Mrs. |
| Martin, Charles | Pool, Mrs. Bud | Smith, Mr. & Mrs. | Walsh, Earl B. | Mrs. Billy |
| Martin, Johnnie | Pool, Elsie | Smith, L. D. | Walton, Ray A. | Winters, Mr. & Mrs. |
| McKel, Dr. A. | Posey, Mr. & Mrs. | Smith, Stephen | Wappenstein, Walter | Wise, John William |
| Miller, Mary | Prentiss, Mr. & Mrs. | Smythe, Mrs. | Ward, Mr. & Mrs. | Worley, Bob |
| Mitchell, Theodore | Randolph, Mrs. Bob | Spright, Sol | J. Robert | Wray, Mr. & Mrs. |
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| Moss, Lee | Reisch, Paul | Stark, Mrs. Loretta | J. A. | Wuetherick, Mr. & Mrs. |
| Moss, Richard | Rex | Stratton, Clarence | Watson, Fred | John |
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DEPT. 28 SCRANTON 2, PENNA.

Pipes for Pitchmen

By Bill Baker

STANLEY NALDRETT . . . has his poke and inkstick layout clicking to a fare-thee-well in the H. L. Green store in South Bend, Ind., and says tips and passouts are well ahead of last year's business. Naldrett opens his gadget layout in Birmingham January 5.

Personality paves the way to a pitchman's fortune.

WORKING THEIR . . . wares in the F. W. Grand store, Milwaukee, to solid Christmas business are Bea Louis, Mae Lithgow, Marie Brown and Al Wagner.

MRS. LEROY CRANDELL . . . widely known in pitch circles, has a nifty jewelry layout going great guns in the H. L. Green store, South Bend, Ind. Lillian Barry is assisting her.

EDDIE AND ETHEL HILL . . . jewelry experts, are wintering in Florida. They recently took delivery on a new car.

THE SMITHS . . . K. Max and Alice, are wintering in Tampa, where their son is attending school. They report a good season with their jewelry layouts and plan to work their route of Michigan and Ohio spots again next season.

Nothing ever rang truer than the statement that "The pitchman tells who he is by the very manner in which he speaks."

BOB SCHUETTEN . . . is pitching bow ties at the Boston store, Milwaukee.

JOHNNY O'CONNOR . . . who pitched lightening books from coast to coast and thru Canada, is reported to be operating a Mexican gift shop in Long Beach, Calif., to successful results. His wife is assisting him.

JACK (BOTTLES) STOVER . . . Pat Malone and Fast Money Charlie Madison are still gathering a few subscriptions around the valley of Harrisonburg, Va., and the high hills of West Virginia. The boys report they stand a better than even chance to grab off a lucrative Christmas bankroll. Bottles says Malone recently celebrated his 68th birthday and is still going strong. They would like to see some contributions here from "Down Yonder."

BILLY DIETRICH . . . is reported to be corralling a sizable Christmas bankroll working Front Royal, Va.

The lobby gow, like the whale, gets into trouble only when he starts blowing.

THE VETERAN . . . Prof. Jack Scharding is in Long Beach, Calif., where he opened a store three weeks ago with a line of books and horoscopes. Set-up is called the Village Arcade, and Jack says business has been okay. Jack says he's thru trouping, altho he does make an occasional Saturday and

Sunday pitch. He adds that he's planning to settle in the California city and also will devote some time to his mail order business.

THEY TELL US . . . that Milwaukee is literally alive with pitchfolk who are wintering there this year instead of heading for the South.

Why pride yourself on your modesty? You're the guy who has to put yourself across. No one will do it for you.

AL WAGNER . . . is reported to be working ball point pens in the F. W. Grand store in Milwaukee to lucrative results.

BUNNY VENUS . . . girl show operator, writes that while passing thru Plymouth, N. C., recently she met Blackie, of the North Woods, who gave a sparkling lecture (See PIPES on page 74)

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Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$4.50

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Latex Rubber

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	No. 3489 STERLING No. 3670 1/20 K. GOLD FILLED \$22.50 Dozen		#6230 Cluster Ring. Sterling Silver. 1 large rhinestone surrounded by 10 smaller ones. Also in 1/20 12K G.F. \$12.00 DOZEN.
	#6242—Man's Ring Sterling Silver. 2 Simulated Crystals and 1 Simulated Ruby \$12.00 DZ. 1/20 12K G.F. \$18.00 DZ.		#3542—Guard Ring Beautifully hand set with Simulated Rubies, Sapphires or Crystal Stones. \$10.00 DOZEN.
			
			#6228—Man's Onyx Ring Hand set with beautiful cut rhinestone Sterling Gold Plated. \$15.75 DOZEN.

Send \$15.00 for asst. ring samples

SUPERIOR JEWELRY CO.

740 SANSOM ST., PHILA. 6, PA

PRICE \$68.50 EACH

3 OR MORE 65.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.

F. O. B. New York. 25% with Order, Balance C. O. D.

We buy old Singer sewing machine heads regardless of condition.

MITCHIE GOLDMAN

5 BRIGHTON 1ST ROAD BROOKLYN 24, NEW YORK

HEADQUARTERS—For Complete Line of BAZAAR, CARNIVAL and BINGO Merchandise—

SEND FOR ILLUSTRATED CATALOG

JOE END & CO. Inc. MIKE TISSER, General Manager Telephone 4 35 WEST BROADWAY WALKER Cor. Prince St., N. Y. 12, N. Y. 5-8280

Pipes for Pitchmen

(Continued from page 73)

on crime and passed out a plethora of gadgets to a sizable tip. Bunny says Blackie would like to see pipes in this corner from the Ragan sisters, Kid Carrigan and Chief Thunder Cloud.

FORMER PURVEYORS . . .
of pens and jewelry at fairs over the country, Mr. and Mrs. Jack Elliott are operating a well-flashed Indian and petrified wood jewelry gift shop in Long Beach, Calif. Business has been good, it is reported.

AMONG PITCHFOLK . . .
making the Spa, Milwaukee, their headquarters are Bert Hansen, Bill Ruddy, John Musick and Danny Vore.

JOE BIRDSONG . . .
coil and exercise worker of a decade ago, is still active in the pitch game and, altho 70 years young, plans to hit the road again next season with the exerciser item.

DOC PAUL HUNT . . .
who pitched health books at fairs

from 1925 thru 1930 and then retired to his home in Long Beach, Calif., is on the go again, this time selling his own health books. He recently disposed of his California holdings.

DOC GRAHAM . . .
of Golden West med note, is living in retirement in El Monte, Calif., after having disposed of his show.

Courage, more than anything else, has been the motivating force behind the successful pitchmen's ascendancy to the top of his profession.

RED KELSO . . .
gadget worker of note, is purveying his wares at some of Milwaukee's better locations to click takes.

GENE NORMAN . . .
continues to get the geedus working fraternal and civic affairs in Milwaukee.

T. L. LOVELL . . .
silhouette artist, blasts the following from San Francisco: "Just read V. L. Torres's pipe on the proposed

organization of pitchmen and his ideas are among the best that have come up in a long time. The handwriting points to the end of our profession unless we do something to protect our interests. What has happened to the open towns of yesterday, the sidewalk pitch, the doorways and the store spots for less than 40 per cent? Isn't the constitution the same as it was 15 years ago? Yet the various city councils' and police's interpretation of those laws and rights is a bigger crime than any that has been committed in the last 150 years. If we are an intelligent group of people, we must begin now to protect those rights that the constitution gave us when America was born."

ED EISENSCHER . . .
is in Milwaukee working up a photographic deal and turning his technical skill to good accounts.

SID HIRSCH . . .
and Mildred, mentalists, who for many years made the fairs, have a palmistry booth in operation in Long Beach, Calif., where they are living in semi-retirement.

SID SHIPMAN . . .
old-time humatone worker at all the big fairs and department stores, has been making his home in Long Beach, Calif., since before the war. He's currently operating a voice recording studio there to good business.

UNDER THE MARQUEE

(Continued from page 51)

opens January 1 at the Jaycee Rodeo in Lakeland, Fla., and has been booked by Frank Wirth for the 1948 St. Louis Police Circus. Troupe will consist of Earl Armstrong, Donald Cox and Mike Jackman.

Howard Suesz, owner-manager of Clyde Bros.' Circus, spent a few days in Hugo, Okla., last week visiting friends.

Trouper who already thinks the winter is getting monotonous quickly changes his mind when he steps out in the raw air.

John Lynn, of Clyde Bros.' Circus, is in Hugo, Okla., visiting friends. He will return to the show for the 1948 tour.

Mel Lewis, side-show manager for Kelly-Miller Circus, last week returned to his Hugo, Okla., headquarters following a business trip to Chicago.

D. R. and Obert Miller have returned to their Hugo, Okla., haunts from a trip to the East where they purchased a giraffe to be featured as a pit show attraction.

Agent had to get up at 4 a.m. to catch a train, which shows how early one must arise to finish his night's rest in another hotel.

Floyd King, of King Bros.' Circus, who recently had been in New York, hopped to Cincinnati last week on business and visited *The Billboard's* new plant December 26. He returned to the show's quarters in Macon, Ga.

James Heron writes from Pomona, Calif., that while he and Mrs. Heron are in California on a combined business and pleasure trip, their Wild Life and Animal Oddities Exhibit is being managed by Al Clarkson and Mary Chaffee.

An act, not on the program, that is worth catching is a press agent trying to explain to the boss the whyfords of the wet items in his expense account.

Larry Vogt, after closing with the Clyde Beatty show, went home to Los Angeles for a few days, then visited the boys or the Ringling show and remained in Sarasota, Fla., three weeks and then on to visit his sister in Hartford, Conn. He will be in L. A. for the winter. Vogt is a mem-

ber of the Pacific Coast Showmen's Association.

With the modern loud-speaker, the yesterday side-show talker that beefed over a novelty butcher shouting his wares during an opening, would today say nothing but would turn his set up 10 notches.

Mr. and Mrs. I. J. Polack are spending the holidays at their ranch home in Van Nuys, Calif. They will be joined there by Louis Stern, who went to New York after the close of the Polack Western Show at Charleston, W. Va. George and Opal Paige, Bee and Gwen Carsey and Jack Klein, of the same unit, are in Chicago for the holiday season. Mickey Blue flew to New York for Christmas.

Anyone who suspects that the old-timers, found around stake-and-chain wagons are outmoded as instruments of education, must still admit that there is nothing better to have around as shining examples of road smartness that didn't jell.

THOUSANDS OF DEALERS MADE MONEY with JOSEPH BROS.' WATCHES

No sales resistance, eye-appealing merchandise — lowest prices — greatest profits — fast turnover — big selections.

LADIES' AND GENTS' FAMOUS WRIST WATCHES
● GRUEN ● BENRUS ● ELGIN ● BULOVA ● WALTHAM

Cases are 10 Kt. R.G.P. Yellow Top-Stainless steel back. Reconditioned like new. Complete with leather strap.

7-Jewel	15-Jewel	17-Jewel
\$12.95	\$15.95	\$17.95

Rhinestone Dials, \$3 additional.
Available With Expansion Bands, \$2.15 additional.
Combination Mesh & Expansion Band, \$3.40 additional.
All Mesh Band, \$3.85 additional.
WHOLESALE ONLY—3 WATCHES MINIMUM.
25% With Order—Balance C. O. D.

Write Dept. B-3 for New 1948 Catalog.

JOSEPH BROS. 59 E. MADISON ST. CHICAGO 3, ILL. Member Jeweler's Board of Trade



IN THE WINNER'S CIRCLE!
FOR VALUE, APPEAL AND PROFITS
IDEAL FOR PREMIUMS,
SALESBOARDS, DEALERS

Beautifully sculptured bronze saddle horse, handsomely finished with striking highlights and intricate detail.

Stands full 10" high.

Similar horses sell as high as \$25. retail.
Parksmith Corp.
250 4th Ave.
New York 3, N. Y.
25% Dep. with order, balance C.O.D.



WESTERN SADDLE HORSE

\$4.50 each in doz. lots
Less Than 1 Doz., \$5.00 Ea.

GLAMOUR GIRL NOVELTY CARDS

OVER 250 DIFFERENT SUBJECTS
Lithographed in full color; beautiful—attractive—popular.
Packed 5 assorted in transparent envelopes, retailing for 10¢, or available in bulk, packed 1000 assorted.

Write for details
INTERNATIONAL MUTOSCOPE CORPORATION
MUTOSCOPE BUILDING LONG ISLAND CITY 1, N. Y.

MAN-IN-BARREL RUBBER NOVELTY
DOZEN \$2.50 — PER HUNDRED \$18.75
"KILROY WAS HERE" PLASTIC STATUETTE
DOZEN \$1.60 — PER HUNDRED \$12.00
25 Per Cent With Order, Balance C. O. D. No Samples.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY MO.

NOW ONLY \$1.95

SLIM JIM

RETRACTABLE PEN

MADE BY EVERSARP

No cap - Point
"CLICKS" in and out -
Rolls ink on dry.

FULLY GUARANTEED

\$14.04 doz.
Refills \$3.12 doz.

25% With Order, Balance C. O. D. IMMEDIATE DELIVERY.

IRA A. SELEVAN CO.
711 Provident Bank Bldg. Cincinnati 2, O.

WORKERS!

EVERY HOUSEWIFE is a prospect for this time-saving food separator that fits standard pressure-cookers. Cuts cooking time in half. Keeps food separated. Flavors of food will not mix. Individually boxed.

Regular price \$1.25
Send 50 cents for sample and prices.

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1720 Grand Central Term., New York 17, N. Y.

BURKE'S BEST SELLERS for this week

Watch for **TBI's Biggest Buys**

GENUINE SILVER MONEY CLIP Was \$3

\$1.00

6 for \$5. Gross, \$100. From Old Mexico.

TED BURKE INDUSTRIES
101 E. 16 St., N. Y. 3 OR 4-6703

Add Firms to Chi Board Meet

Berkowitz Plans Special Exhibit For Coin Meet

KANSAS CITY, Mo., Dec. 27.—Joseph Berkowitz, with a full crew from three firms has scheduled an exhibit to be held in the Tally Ho Room of Sheraton Hotel, Chicago, during the forthcoming coin machine convention. Showing will be held daily from 9 a.m. to 10:30 p.m., January 19-22, Berkowitz says.

Firms to be represented are Universal Manufacturing, Company, Inc., Kansas City; Bee Jay Products, Inc., Chicago, and Triangle Manufacturing Company, Inc., Minneapolis. A full line of salesboards and ticket deals will be on display, in addition to a number of new deals and sales ideas for the coming year, Berkowitz reports. He also says that free food and drinks will be served visitors to the display floor and free shuttle bus service will operate from Hotel Sherman.

After a short stay at his home for the holidays, Berkowitz is planning to continue his tour of the country by plane to call on accounts. He will spend several days at his new firm, Pyramid Products, Cleveland, a salesboard manufacturing plant, to set it up for full production beginning immediately.

SALESBOARD SIDELIGHTS

Chicago:

Harry Lobel, Bee-Jay Products vice-president, recently returned from a two-week honeymoon in New Orleans. Reuben Berkowitz, general manager, revealed the nuptial news this week and forecast another newlywed would soon grace the Bee-Jay official staff. Another Bee-Jay staffer, Eddie Gill, and his wife, Jean, are momentarily expecting the arrival of an heir.

Peerless Products, Inc., is planning a big open house from January 19 thru 22. Irv Padorr, vice-president, announces. Showing of both new and current boards will be held in firm's showroom and offices. Marty Frankel, production manager, is back home after his recent operation. Came thru with flying colors, Peerless boys report, but will not take up his duties for a few months yet.

NMCB To Meet at 2-Week Intervals

CHICAGO, Dec. 27. — Novelty Manufacturers' Credit Bureau (NMCB) is now meeting regularly at two-week intervals, bureau officials reported this week. Frequency of sessions and number of firms represented at each are complementing factors designed to further increase co-operation within the industry.

Next scheduled NMCB meet is set for January 7-8, at the Stevens Hotel here.

Jack Morley, top-kick at Superior Products, announces that four of the firms' representatives are spending the holiday season in Chicago. They are Robert Kolinsky, sales manager; Joe Brodsky, national sales representative; I. Ruppert, district manager for Florida, Georgia and South Carolina; Dave Altshuler, district manager for the five Intermountain States. Two of Superior's salesmen, Midge Meyers and Earl Parker, were recent hospital patients. Meyers just underwent a major operation, but is now back hitting the road again, and Parker was hospitalized in Pennsylvania. Morley predicts that 1948 will be a banner board year. Says purchasers will hold back until first of the year to keep inventories down and minimize bookkeeping.

Consolidated Manufacturing Company welcomed back national sales representative Sam Rodos Monday (21) from a seven-week Southern tour. Sam, who covered Florida, Georgia, North and South Carolina and Virginia, reports that board business is surprisingly good for this time of year. A definite, steady buying trend is apparent thruout the South, Sam says, and is being echoed by reports from other parts of the country. The four Sax boys, of Consolidated, are pleased with the business pulse, naturally.

Harlich Manufacturing Company's Sam Feldman says firm's representatives are all converging on their respective homes for the holidays. After the 1948 season gets started boys will hit the road again, boosted on their way by the big salesboard showings that will act as a send-off next month.

9 Companies At Sheraton

Free bus service between Sherman, Sheraton—plan hotel penthouse program

CHICAGO, Dec. 27.—Plans for multiple Chicago showings of salesboard lines gathered momentum this week with the announcement that three additional firms would participate in the Sheraton Hotel meet January 19-22.

Latest companies to join in showing their merchandise brought the number of exhibiting firms, in the Sheraton and one other Chicago hotel, to 10. They are Bee-Jay Products, Inc., Chicago; Universal Manufacturing Company, Inc., Kansas City, Mo., and Triangle Manufacturing Company, Inc., Minneapolis. Trio will display their boards in the Sheraton's Tallyho Room, according to Joseph Berkowitz, official of the three companies, and Reuben Berkowitz, Bee-Jay general manager.

Six Other Exhibitors

Six firms showing in the Sheraton's Gothic Room are Superior Products; Gardner & Company; Harlich Manufacturing Company; Consolidated Manufacturing Company (Chicago firms); Container Manufacturing Company, St. Louis, and Gam Sales Company, Peoria, Ill., ticket firm.

Harlich's sales manager, Samuel J. Feldman, announced that the company will, in addition to the Gothic (See Add Firms to Chi on page 76)

SALESBOARDS

IMMEDIATE DELIVERIES — 20% DEPOSIT			
Holes	Name	Profit	Price
300	25¢ Kuter Color X Tk.	Def. \$15.00	\$.85
1000	25¢ Charley	Def. 50.00	.89
1000	5¢ Double Finn	Def. 24.00	.98
1000	5¢ Lulu Jr.	Def. 18.00	.98
1800	5¢ LULU X THICK	Def. 18.00	1.49
1000	25¢ J.P. Charley X Tk.	Avr. \$52.08	\$1.25
1200	25¢ Texas Charley Seal	Avr. 102.28	1.89
1200	5¢ Hit The Barrel	Avr. 24.22	1.98
1200	5¢ Big Forty Seal	Avr. 34.25	1.98
1184	5¢ Win-A-Fin-Jumbo	Avr. 34.40	2.49
1020	25¢ Block Buster X Tk.	Avr. \$1.56	2.49
1000	25¢ J.P. Assorted Boards	Avr. 27.00	2.69
1075	5¢ Assorted J.P. Boards	31.24	2.89

NEW! 6 TICKETS PER HOLE BOARDS			
Holes	Name	Max. Av.	Price
200	25¢ Kwik Fin	\$39.50	\$2.92 1/2
200	25¢ 6 in 1	\$37.50	\$2.92 1/2
2160	5¢ Rd. Wh. Bl. Tickets	\$36.00	\$1.39
2172	5¢ Rd. Wh. Bl. Tickets	\$36.50	1.45
2170	Rd. Wh. Bl. 5 Fold	\$36.50	1.48
2280	Combination Tickets	\$36.00	1.49
120	Tip Tickets	Gr. \$19.85; Doz. \$1.89	

World's Best Boards, Tickets, Cards
DELUXE MFG. CO.
Deluxe Building Blue Earth, Minn.

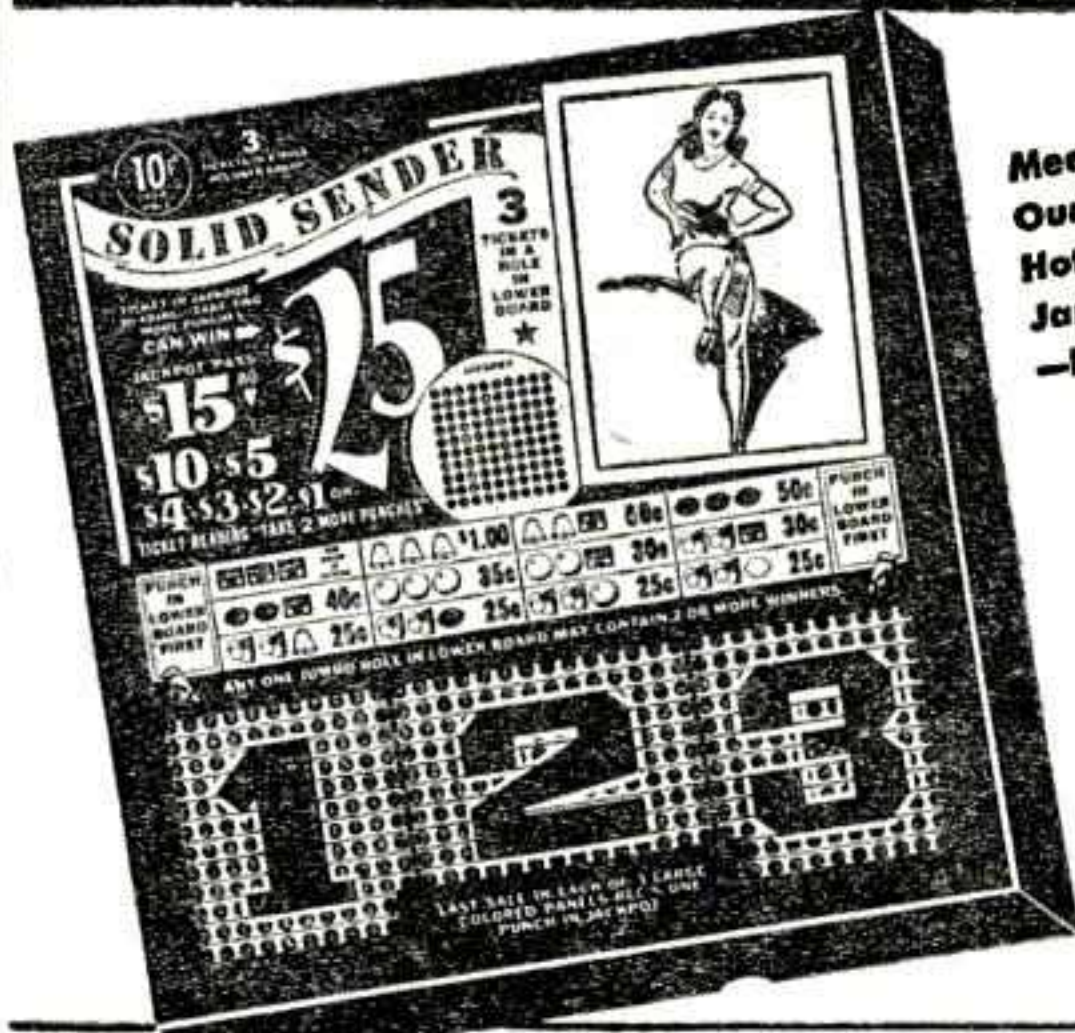
BIG PROFITS "HOT" NEW TICKET DEAL



Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route. Free pocket sales kit. No investment. No experience necessary. Big advance commission. Write today.

WORTHMORE SALES
1825 S. Michigan Ave., Dept. B-1, Chicago, Ill.

Solid Profits!



Meet Us During the Show at Our Display at the Sheraton Hotel, 505 N. Michigan Ave., Jan. 19 to 22. Refreshments — Entertainment.

NO. 400 SOLID SENDER
10c PER HOLE
3 TICKETS IN EACH HOLE
AVERAGE PROFIT \$25.00
MAXIMUM PROFIT \$27.10

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 37 ISSUES. OUR OPERATORS ARE DOING A REPEAT BUSINESS... GET YOURS NOW - IT'S REALLY HOT!!

Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seal.
Push Card Takes in \$21.
Your Cost \$10.
EXTRA PUSH CARDS 16c EA.

Your Profit \$17.00

Write J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.

DISTRIBUTORS AND QUANTITY USERS OF TICKET DEALS

AL DECKER AND JOHN MUNDY OF TRI-STATE CORPORATION

WILL BE REGISTERED AT THE SHERMAN HOTEL, CHICAGO, JAN. 19-22 WITH THE GREATEST DISPLAY OF TICKET DEALS EVER SHOWN

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

SALESBOARDS FOR IMMEDIATE DELIVERY

1000 HOLE JACK POT CHARLEY, EXTRA THICK	\$1.25
1200 HOLE TEXAS CHARLEY, EXTRA THICK, PROTECTED	1.85
2028 HOLE JAR-O-JACK, EXTRA THICK, PROTECTED	2.45
1000 HOLE, PLAIN	.62
200 HOLE KWIK FIN, 6 PUNCHES IN HOLE, 25¢	2.45
1260 BINGO ON WOOD	.84

T. & C. SALES CO.

207 N. SANDY ST.

JACKSONVILLE, ILL.

IMPORTANT

NOTICE!

FOR YOU

Don't fail to attend the exhibits of the newest and hottest deals in the salesboard and ticket line. There will be a welcoming committee with free food and drinks galore to greet you in the Tally Ho Room, Ninth Floor, Sheraton Hotel, 505 North Michigan Avenue, Chicago, Illinois, whenever you arrive—9 A.M. to 10:30 P.M. daily, January 19 thru 22, 1948.

FREE SHUTTLE BUS SERVICE FROM HOTEL SHERMAN

UNIVERSAL MANUFACTURING CO., INC.
405-11 E. 8TH STREET KANSAS CITY, MO.

BEE JAY PRODUCTS, INC.
6320-32 SO. HARVARD CHICAGO, ILL.

TRIANGLE MANUFACTURING CO., INC.
609 S. 10TH MINNEAPOLIS, MINN.

Circus Chronology

(Continued from page 52)

November

CLOSINGS: Mills Bros. (7), Orange, Tex.; Kelly-Miller (9), Valiant, Okla.; Stevens Bros. (9), Hugo, Okla.; Bailey Bros. (13), Indio, Calif.; Dailey Bros. (14), Seguin, Tex.; Ringling-Barnum (23), Sarasota, Fla.

KELLY-MILLER and Stevens returned to Hugo quarters; Dailey to Gonzales, Tex.; Mills established new quarters at Circleville, O., and Bailey went to El Monte, Calif., for the winter, in a position to play the Coast next spring.

FOURTH CHANGE in administration of Ringling-Barnum within the year took place (15) when John Ringling North was elected president to succeed James A. Haley. The Haleys disposed of their holdings in a deal that gave North control of 51 per cent of the show's stock. North named Art Concello manager, replacing George W. Smith.

HAROLD AND HILDA DAVIS, billed as the Alzanas, plunged from the high wire in the Big One at Miami (19), falling on their father, Charles. All three were seriously injured.

SI RUBENS announced that he had sold Roger Bros. to an Eastern syndicate but might remain as manager. Show had winter quarters at La Grange, Tex.

DEATHS: William Brown, 79, killed (6) by a Hamid-Morton elephant in car at Atlanta; Mrs. Ora O. Parks, 42, wife of Cole Bros.' press chief, Marion, Ind.; Lee T. Norman, 55, circus enthusiast and undertaker, of Fargo, N. D.

December

BEVERLY KELLEY resigned as publicity director of Ringling-Barnum, to be succeeded by Roland Butler, whom he had replaced at the end of 1944.

WALDO T. TUPPER, former g. a. for Russell Bros. and Clyde Beatty, was one of Art Concello's first appointments on the R-B staff.

POLACK BROS.' Eastern unit ended the 1947 season at Poughkeepsie, N. Y., and the Western show closed at Charleston, W. Va. Both units were to have new programs next season.

ORRIN DAVENPORT, back in Chicago from a big Shrine date at Wichita, Kan., produced the Coli-

seum's second annual circus, opening the 26th.

KING BROS. closed a 36-week season (13) at St. Augustine, Fla., and went into winter quarters at Central City Park, Macon, Ga.

DEATHS: Ruby Chapin (Orton), 54, ex-performer and daughter of W. C. Clark, of wagon-show fame (3), at Little Rock; Fletcher Kyes, 93, father of bandman Henry Kyes (13), Farmington, Ill.

ATTENTION

JAR TICKET DISTRIBUTORS

Try our new amazing Glassine Banded Tickets.
Easy To Snap
Easy To Sell
Proven Successful

Write for details and samples.

MILNER NOVELTY CO.

500 N. 9TH ST.
LA FAYETTE, IND.

PUSH CARDS
Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.
FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

SALESBOARDS

WHOLESALE "NET" PRICES—25% DEPOSIT

Holes	Name	Profit	Price
1000	25¢ J.P. Charley, XX Th.	Avr. \$52	\$1.49
1800	5¢ Lulu Board, XX Thk.	Def. 18	1.49
1200	25¢ J.P. Tex. Chas., Tk.	Avr. 102	2.25
1000	5¢ J.P. Siesta, Tk., Pr.	Avr. 25	2.25

NEW! 6 TICKETS PER HOLE BOARDS

200	25¢ 6 in 1, 6 Tickets	Max. \$39	\$3.08
200	50¢ 10 Sawbucks, 6 Tks.	Max. 79	3.08
200	25¢ Miss Q-T Slot, 6 Tks.	Max. 32	3.69

1200	25¢ J.P. Cheerful Chas.	Avr. \$77	\$2.62
1300	5¢ Bubbles, Thick, Jum.	Def. 30	2.75
965	5¢ J.P. Rosebud, Girlie	Avr. 28	2.95
1027	5¢ J.P. Hollywood, Jum.	Avr. 27	3.54
1000	5¢ J.P. Siesta, Tk., Pr.	Avr. 25	2.25

Write for "New Wholesale" Bulletin, 9th year giving immediate delivery on finest boards.
LEGALSHARE SALES
Box 86-C Huntington Beach, Calif. (Phone 2842)

ATTENTION, MANUFACTURERS

Put us on your mailing list for cheap Novelty Merchandise.

DIEDRICK SUPPLY CO.
CHASKA, MINNESOTA

PUSH CARD OPERATORS

Send for our circulars on exclusive irresistible novelties that sell on sight, complete with special cards.

ECONOMY DISTRIBUTING CO.

308½ West Superior Cleveland 13, O.

Another First **2 For 5¢ PLAY!**

TWO TICKETS IN EACH HOLE

Now is the right time for low priced play!

"SEVEN FIVES"

840 G L HOLES

5¢ PLAY
TWO TICKETS IN EACH HOLE

No. 18171-7
SPECIAL THICK
Takes in.....\$42.00
Av. Payout..... 19.17
PROFIT..... \$22.83
COMPLETE WITH EASEL

SEALS CONTAIN SEVEN \$5.00 WINNERS OR 25¢ TWO TICKETS IN EACH HOLE
RECEIVE ONE SEAL
101-102 107-108
103-104 109-110
105-106 111-112
107-107 113-114
111-114
LAST SEAL ON BOARD RECEIVES ONE SEAL

Extra! ANOTHER FIRST! TRIANGLE SHAPED SEALS!

HARLICH

MANUFACTURING COMPANY • 1200 N. HOMAN, CHICAGO 51, ILL.

"Where boards of BETTER QUALITY for BETTER PROFITS are made"

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

MULTI-GIANT, 6 Individual Punches in Each Hole

Name	No Holes	Per Play	Ticket	Profit	List Price
BIG CASH	200	25¢	Num.	\$23.12	\$6.50
BIG CHANCE	240	25¢	Slot	31.70	8.53
HAT BOX	200	25¢	Num.	25.15	6.60
ZIP	200	25¢	Num.	23.48	6.64
THEY ALL GO—DEF.	200	25¢	Slot	25.00	4.93
TRIAL TREAT—DEF.	200	25¢	Num.	27.00	4.40
POKER WIN—DEF.	280	25¢	Poker	35.60	7.47
FORTUNE FINDER	200	25¢	Poker	28.00	7.08
LINDA	250	25¢	Slot	34.36	7.87

SEND FOR LIST—REGULAR DISCOUNTS GIVEN TO THE TRADE.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. Phone: Lombard 3-2678 PHILADELPHIA 23, PA.



	NET PRICE
"PICK A FIN"	\$2.75
1200 Holes, 5c—Avr. Profit . . .	\$33.05
"TEN SPOTS"	
1200 Holes, 5c—Avr. Profit . . .	\$31.16
"WIN 'N' GRIN"	
1200 Holes, 5c—Avr. Profit . . .	\$32.84
"E Z CARTONS"	
1200 Holes, 5c—Avr. Profit . . .	\$33.96
"PICK A TEN"	
1200 Holes, 10c—Avr. Profit . . .	\$59.40
"\$25 SPECIAL"	
1200 Holes, 25c—Avr. Profit . . .	\$137.07
"SUPER CHARLEY"	
1200 Holes, 25c—Avr. Profit . . .	\$84.50

CROWN PRODUCTS
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SOUTH BEND 24, INDIANA

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.
RATE: 12¢ a word . . . Minimum \$2.00.
Remittance in full must accompany all ads for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. Ja3

A-1 BUYS—CANDY, GUM, PEANUT, POPCORN, SNUFFLES, SCALES, CENT-A-MINT, STAMP MACHINES, FOLDERS. U. S. P., 100 Grand, Waterbury 5, Conn. Ja3

BEST HANDS—NEARLY NEW, \$17.50; 5 A.B.T. model F, clean, like new, \$18.50; 1 Genco Whizz, \$29.50. Stewart Sales Company, 2200 Oneida St., Salt Lake City, Utah.

BIG BARGAIN FOR ONLY \$300.00—45 U-Select-It Candy Bar Machines; 65 5-Compartment Tab Gum Machines, 30 Stands included; 10 Victory Postage Stamp Machines. No packing or shipping. Bring your own truck. Devices Novelty, 467 N. Milwaukee, Chicago 10, Ill. Ja10

88 YU CHU, \$6.50 EACH; 10 AT \$60. 66 Advances, \$10; 14 Silver Kings, \$10; practically new; all Ball Gum, \$2.65 for Gum and Winners extra. Ready to go. M. O. only. C. M. Sooy, Woodcrest, Haddonfield, N. J.

8 PANAMA DIGGERS, ALL COUNTER models, hand operated, \$49.00 each; 10 Mutoscopes, 10 Buckeyes, 6 Exhibit Rotaries. National, 4243 Sansom, Philadelphia, Pa.

FOR IMMEDIATE SALE—25c-2 HOUR Radio Timers, American Time Corporation, original cost, \$7.50. Make us an offer. P. O. Box 150, Manchester, N. H.

FOR SALE—JUKE BOX ROUTE IN WEST Central Indiana or will sell any make machine at a reasonable price. Eyster Music Co., 1917 College Ave., Terre Haute, Ind.

FOUR STRIKES AND SPARES FOR SALE—\$500; very clean. Modern Coin, 2492 Rosemead Blvd., Rivera, Calif. Ja3

GUARANTEED PROFIT—RECEIVE A STEADY monthly check for your idle (5c) Silver King Vendors. Write today. Box 767, Milwaukee 1, Wis. Ja3

NICKEL, DIME, QUARTER MILLS CLUB Bells, new Cabinets, guaranteed equipment, three \$575; 1947 Three Bells, demonstrator, \$425; Nickel, Dime Bonus Bells, rebuilt Silver Hamerloid, write. Mills Slot Locks, \$16 dozen; Cash Boxes, \$10 dozen. Bargain List free. Coleman Novelty, Rockford, Ill. Ja3

PRECISION REBUILT INTERNATIONAL Ticket Weighing Scales, which vend printed ticket with weight and fortune. No batteries, no electricity used! Send for free descriptive leaflet and price. Adair Company, 6926 Roosevelt Road, Oak Park, Ill. Ja10

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1814 S. Wabash, Chicago 5, Ill. Fe28

RECONDITIONED RIOS, MYSTERYS, FIESTAS, Rockets, Smarty, Superscores, Kilroys, Doales. Make offer. Joe Kothkop Co., 1115 Douglas St., Omaha, Neb.

WANTED TO BUY—FIVE JACK-IN-THE-BOX Safe Stands. Lew Wolf Enterprises, 1022 Main St., Buffalo 2, N. Y.

WE WILL TRADE THE FOLLOWING MACHINES for almost anything or sell at the below sacrifice price: 2 1947 Photomats, \$500 each; Kicker and Catchers, slightly used, \$15 each; 1946 ABT Challengers, \$20 each; Best Handa, \$22.50 each; 1946 Gottlieb Grippers, \$22.50 each; Pop-Ups, \$19.50 each; Whirl-a-Balls, \$15 each. Pennies, Incorporated, 246 Charlotte St., Asheville, N. C. Ja10

9 REGAL PENNY VENDERS, 2 HAMILTON Venders. Good condition, \$6 each. The Boyce Sales Co., Box 1152, Salt Lake City, Utah. 1/2 deposit.

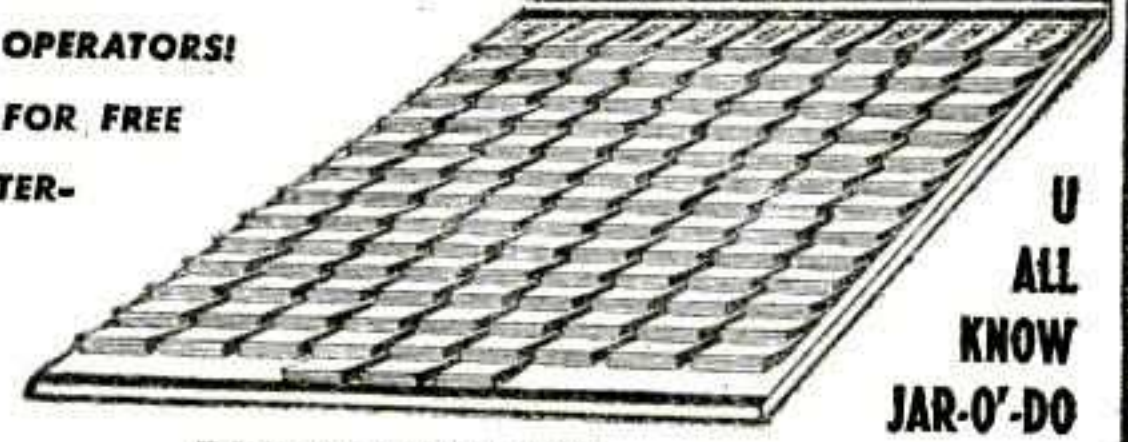
ORIGINAL JAR-O-DO ORIGINAL JAR-O-DO

JAR-O-DO Presents! "BIG SAWBUCKS"

WITH 4 BIG \$10.00 WINNERS
STARRING IN UNIVERSAL'S NEW SMASH HIT
"A PROSPEROUS NEW YEAR FOR YOU IN 1948"



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Takes in 1000 Tickets @ 5 in a Bundle for 25¢	\$50.00
Pays Out (Average)	26.00
Profit (Average)	\$24.00
If Used With 1200 Tickets — Profit (Avg.) \$34.00.	

Be sure to visit us in the Tally-Ho Room on the ninth floor of the Sheraton Hotel, 505 No. Michigan, Chicago, Ill., during the Coin Machine Convention—January 19 thru 22, 1948. Free Food and Drinks Galore.

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TICKETS

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1948

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Greetings

JOS. ZIMMERMAN DAVE M. RICE

BEE JAY

DREAM BOARD!!
LOOK WHAT BEE JAY HAS DREAMED UP JUST FOR YOU



JACKPOT POKER

BOARD TAKES IN 1200 HOLES @ 25¢ . . . \$300.00

JACKPOT CONTAINS

2 AT	\$20.00
1 AT	15.00
1 AT	10.00
6 AT	5.00
10 AVERAGE	\$9.50

COIN SEALS CONTAIN

2 Jackpots	\$9.50	\$19.00
4 Jackpots	5.00	20.00
4 Jackpots	4.00	16.00
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CONSOLATIONS

2 Flushes	\$3.00	\$ 6.00
5 Straights	2.00	10.00
102 Pairs	1.00	102.00
80 Sections	.50	40.00

AVERAGE PAYOUT . . . \$213.00
AVERAGE PROFIT . . . \$87.00
MAXIMUM PROFIT . . . \$96.00

THIS BOARD CONTAINS \$2.50 IN COINS

JOBBERS AND OPERATORS! WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE AND DISCOUNTS

—NOTICE—

BE SURE TO VISIT US IN THE TALLY-HO ROOM ON THE NINTH FLOOR OF THE SHERATON HOTEL, 505 No. Michigan, Chicago, Ill., during the Coin Machine Convention, January 19 thru 22, 1948. Free Food and Drinks Galore.

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"THE HOUSE OF QUALITY"
6320-32 S. HARVARD CHICAGO 21, ILL.

BEE JAY

Tough Year Ahead for Exports

Canadian Ban, New Mexican Tariff Law To Change Pace Of Coin Machine Shipments

Situation Tightens as 1947 Exports Hit All-Time High

WASHINGTON, Dec. 27.—As the new year approaches the outlook for the export market is anything but bright. With Canadian buyers already cut off from either new or used equipment, under terms of an embargo effective November 17, coin machine exporters this week are trying to wade thru complex duty increases affecting shipments to Mexico.

Since Mexico and Canada have led all other nations in post-war buying of coin machines, possibility that trading with Mexican operators and distributors might slacken loomed as a serious threat, even as Commerce Department statistics showed 1947 will triple pre-war export highs for coin machines.

New Higher Rates

Altho no one is too certain what the Mexican tariff law will do, this much was clear: All pin games and bells brought into Mexico will pay new, higher rates under a tariff act effective December 13. For the first time, too, phonograph records are liable to an import duty.

Commerce Department officials told *The Billboard* that neither pinballs nor bells are specifically mentioned in the rate increases, but they fall into two separate broad categories.

Pinballs, the Commerce Department interpretation held, evidently fall into the category described by Mexico as "apparatus of any system for entertainment in which are reproduced various aspects of games, scores of which are predicated on the skill of the operators."

40% Ad Valorem

This category is now taxed, under the new rates, at 20 pesos (approximately \$4) per machine, plus a 40 per cent ad valorem tax. In addition, a surtax of 3 per cent of the total duty is charged. Old duty was a flat 50 pesos (\$10) per machine.

Bell machines are tabbed by Commerce experts as coming under the category of "roulette and other mechanical apparatus of all kinds used for gambling and betting."

Import duty on bells is now 2 pesos per kiloweight, plus a 35 per cent ad valorem. The 3 per cent surtax also applies to this equipment. The Commerce Department says a peso is roughly equal to 20 cents, and the kilo is approximately 2.2 pounds. Old duty on bells was 3 pesos per kilo with no ad valorem charges.

Records Now Taxed

Under the old tariff rates, phonograph records were on the free list, but they are now taxed at 20 centavos per kilo (about one-tenth of a cent per pound), plus a 10 per cent ad valorem, plus the 3 per cent surtax.

Ad valorem taxes are computed on the price of each item as marked on the import invoice. In other words, a pin game, which would

sell to a Mexican operator at \$100, would pay a \$4 per machine duty, plus \$40 ad valorem plus 3 per cent surtax—or approximately \$148. On music machines, the new ad valorem and surtax will mount up considerably.

Phonos Banned

Actually, by an order effective July 11, 1947, phonographs are banned from the import list, and the new tariff rate makes no mention of phonograph rates, simply stating that "importation of phonographic apparatus of all kinds is prohibited."

Plan Dinner at CMI Meet For Local Assn. Officials

CHICAGO, Dec. 27.—Coin Machine Industries, Inc. (CMI), has invited presidents and executive secretaries of established State or local coin machine associations to be guests at a dinner scheduled for Monday, January 19, the opening night of the four-day 1948 convention and show. Dinner will start at 6 p.m. in the Crystal Room of the Sherman Hotel.

James A. Gilmore, CMI's secre-

Six Exhibitors Added to List For CMI Show

CHICAGO, Dec. 27.—Six new firms, not on previous lists, have been added as exhibitors at the coming Coin Machine Industries (CMI) convention and show January 19-22 in the Hotel Sherman here.

Exhibitors who have recently completed contract arrangements for booths include:

A & A Sales Co., to show the Frosti-Server ice cream vender in Booth 91; American Scale Manufacturing Co., Washington, to display its scales in Booth 206; Acme Coil Manufacturing Co., Chicago, to show coils and solenoids in Booth 182; Jacobs Novelty Co., Stevens Point, Wis., replacement tone arms for phonographs in Booth 204; Marion Machine Tool, Marion, O., scales, Booth 137; Standard Phonograph Corp., New York, phonograph records, Booth 138.

tary-manager, said this week that he had mailed out invitations to all association executives with whom he has regular contact. He added, "We know that this letter does not reach every president or executive secretary of State and local associations, but these officers, who are actively engaged in association work, are invited to attend."

Gilmore added that association executives who intend to be at the dinner-meeting should contact CMI in advance or on the opening day of the convention in CMI headquarters, Room 110 at the Sherman.

In his invitation to association leaders, Gilmore said, "Some suggestions have been made about what CMI should do in 1948 for the good of the coin machine industry as a whole. CMI hopes to establish a program that will deserve the support of every operator, distributor and jobber of coin-operated machines." He added that this program will be "a program that every association in the industry, State or local, can and will recommend their members to join and support."

Gilmore said that any active coin machine association which plans to hold a meeting during the January convention and show should contact CMI headquarters in Chicago, designating a preferred time and estimating the approximate attendance.

Boston Tables Plan To License Pinballs

BOSTON, Dec. 27.—The Boston City Council decided last week to take no action at this time on assessing pinball machine operators a license on each machine. The councilmen explained they were taking no action because State law now prohibits pinball machines in establishments selling liquor. Police Commissioner Sullivan originally proposed a \$25 fee for the machines, contending it was necessary to license them as a means of controlling juvenile delinquency here.

Altho the council itself voted to boost the fee to \$100, the order was referred to the ordinance committee, and now it will lie in committee until 15 votes can be mustered to take it out.

Tax Collections Lag

WASHINGTON, Dec. 27.—Coin machine tax collections continued to lag in November, Bureau of Internal Revenue disclosed this week, with collections for the current fiscal year now averaging some \$170,000 monthly less than for the last year.

November collections amounted to \$427,154 as compared with \$557,921 in November, 1946. Collections for the first five months of 1948 fiscal year came to \$15,699,353 as compared with \$16,552,122 for the same period of the 1947 fiscal year.

Halts Action To Legalize Games in N. Y.

Sharkey Withdraws Bill

NEW YORK, Dec. 27.—In a sudden move early this week, Joseph T. Sharkey, vice-chairman of city council, withdrew a bill he had introduced December 4 calling for licensing of amusement devices. He told the council:

"It was introduced by me at the request of the mayor, over the mayor's signature; it was drawn by the corporation counsel and had the approval of the police and license departments. There has been some talk the bill was loosely drawn, but that was not done here."

Introduction of the bill, which would have legalized "stripped" novelty games, caused a flurry of stories in the local press, referring to possible return of pinball games to the city. It was estimated that passage of the bill would bring in \$270,000 a year in license fees to the city.

While members of the coin machine field here had known of the bill for some time, the Associated Amusement Machine Operators of New York (AAMONY) had warned the membership to keep amusement machines off location pending outcome of the city council action.

At City Hall it was reported that nothing would be said about the measure until Mayor O'Dwyer returned early in the year from the West Coast where he is vacationing.

The Sharkey Bill, just prior to its withdrawal, was in the hands of the general welfare committee of the council, where it had been referred after its introduction.

Louisiana Tax Take Continues To Climb

BATON ROUGE, La., Dec. 27.—Louisiana tax collections continued to rise during the month of November, running more than \$1,000,000 above those of November 1946.

Figures released this week by the State tax collection agency show that collections thus far during the fiscal year that began July 1 have been \$5,464,470 more than for the corresponding period in 1946.

Sales taxes have accounted for \$1,151,033 of the rise. In spite of the general tax climb, however, the alcoholic beverage tax has brought in \$436,632 less than in the corresponding 1946 period.

Total collections for the fiscal year to the first of December have been \$51,355,123.

Ala. Liquor Ads Checked

MONTGOMERY, Ala., Dec. 27.—Chairman Lamar Kelly of the Alabama Alcoholic Beverage Control Board announced last week that the board has unanimously approved a resolution requiring distillers to furnish information on the amount and distribution of their advertising in Alabama newspapers, magazines or periodicals.

1947: RETURN TO NORMAL

Oregon Court Decision Adds Biz Troubles

Bookkeeping Increased

PORTLAND, Ore., Dec. 27.—Bookkeeping burdens of the coin machine industry and taxes of coin men are increased—along with those of other Oregon businessmen—as result of a decision by the State Supreme Court. The court held valid a 1947 legislative act requiring employers to withhold 1 per cent of employees' wages to apply on their income taxes and another act lowering exemptions on State income taxes.

The laws had been challenged by the Oregon Federation of Labor on the ground that the Legislature had made effective use of the two statutes contingent upon defeat in a referendum of a 2 per cent sales tax. The court held that the defeat of the sales tax by popular vote in October did make the laws effective and that their contingent nature did not impair their constitutionality.

Bond Plans Affected

Thus, as of January 1, coin machine employers will begin deducting 1 per cent from their employees' wages, a service that some will find burdensome. Certain concerns already have announced elimination of the savings bond deduction plan because their bookkeeping machines can not accommodate an additional column for deductions. The withholding tax is estimated to entail \$500,000 to \$1,000,000 new revenue annually for the State from workers not now paying income taxes.

Coinmen will share with other Oregonians the burden of paying an estimated \$4,000,000 annual revenue to the State as result of the lowered tax exemptions. Single person, formerly allowed \$750 exemption, is now allowed \$500 and a family head's exemption is lowered from \$1,500 to \$1,000.

Tenn. Tourists Predicted To Set Record During '48

NASHVILLE, Tenn., Dec. 27.—State Conservation Commissioner Howell Buntin has predicted that the number of tourists in Tennessee during the winter and spring of 1948 will set an all-time record for the State.

Buntin based his predictions on the fact that his department has received more inquiries about early season vacations in Tennessee than in any previous year.

Ben Coven Donates Games to Hospital

CHICAGO, Dec. 20.—Ben Coven, head of Coven Distributing Company, presented 10 pinball games to the Merchant Marine Hospital here recently thru Mrs. Jack Gould, head of the Gray Ladies' Association. Machines were installed in the hospital's recreation center.

Coven received a vote of thanks for his donation last week when Vince Garrity, disk jockey, mentioned the presentation on his Saturday and Monday night programs.

NAAMO Name Change Okayed By Exec Board

NEW YORK, Dec. 27.—In a meeting of the executive board held here Monday (22), the National Association of Amusement Machine Operators (NAAMO) unanimously voted to officially substitute the word "Automatic" in place of "Amusement" in its title. F. McKim Smith, NAAMO president, said the change was made because members have all types of automatic machines, and also because automatic is a more descriptive word in dealing with board of education and Veterans Administration officials in NAAMO's program sponsoring mechanics' schools thruout the country.

Board members established a committee headed by Herb Weaver to work out a more equitable basis of dues payment, with the committee (NAAMO Name Change, page 98)

Review Year as Possible Key to Industry's Future

Month-by-month summary of happenings within the coin machine industry indicates that the new normal means higher grosses than in prewar days

CHICAGO, Dec. 27.—With the new year at hand, coinmen the nation over are taking stock of happenings in the coin machine industry during 1947 and casting a curious eye to the future in an attempt to see what faces them during 1948.

As they moved into the 1947 year, the trade reflected a spirit of optimism. General indications seemed to be that business was in for a trend toward the better before the year was out and that great things would happen to bolster the industry.

In spite of developments that on the surface might seem to indicate

that 1947 wasn't all that it had been predicted to be, there is one factor that must not be overlooked: The return to "normal" established a normal for the coin machine industry with much higher grosses than those of pre-war days.

During 1947 equipment and supplies became more available than any time since the war put its restrictions on manufacturing. In spite of the fact that prices on all types of coin machines were higher than for similar equipment in pre-war days, buying was heavy and competition between manufacturers came back into the picture again.

Material shortages and other factors restricted the manufacture of many types of coin machines in a quantity sufficient to meet demand, but as a whole output was great enough for many items to allow for healthy competition.

On the operators' side of the picture, competition also was on the increase. New operators getting into the business in many sections of the nation were knocking hard on locations' doors.

Biggest handicap all of the way around, however, was the necessity of keeping coin chutes on a nickel basis for most machines while the cost of operating continued to spiral. Hardest pressed in the race against higher costs were operators of candy vendors whose outlook for better business at the beginning of the year was shattered by a reversal of candy bar price trends.

At the beginning of 1947 there seemed to be definite indications that prices on candy bars would take a drop. With the end of sugar rationing in July, this indication seemed even more definite. But prices of other ingredients, especially cocoa, put a halt to any downward price trend and the cost of bars began to rise, making profitable nickel operation with name brands just barely possible.

New manufacturing firms entering the coin machine industry made their mark during 1947 with several others due to show the results of their 1947 experiments early in 1948.

Particularly during the early part of 1947, operators kept an eagle eye on the activities of State and national legislative bodies as new tax and regulatory measures on coin machines got their airings.

Month-by-month the coin machine picture was highlighted by the following developments:

January

The sugar supply held the spotlight of the vending machine industry. Rumors were frequent that rationing controls would be dropped ahead of schedule and that price controls also would be dropped at the same time with a skyrocketing price situation resulting.

Buying of machines was slow as operators held back in order to take advantage of anything new that might be offered at the Coin Machine (See REVIEW YEAR on page 82)

\$1,000 Yearly License Fee For All Phoenix Operators

PHOENIX, Ariz., Dec. 27.—In a surprise move, the Phoenix City Commission set a yearly \$1,000 license fee for all coin machine operators, assertedly to make control and regulation of coin machine operation easier and eliminate "fly-by-night" operators. No such occupational fee existed here before.

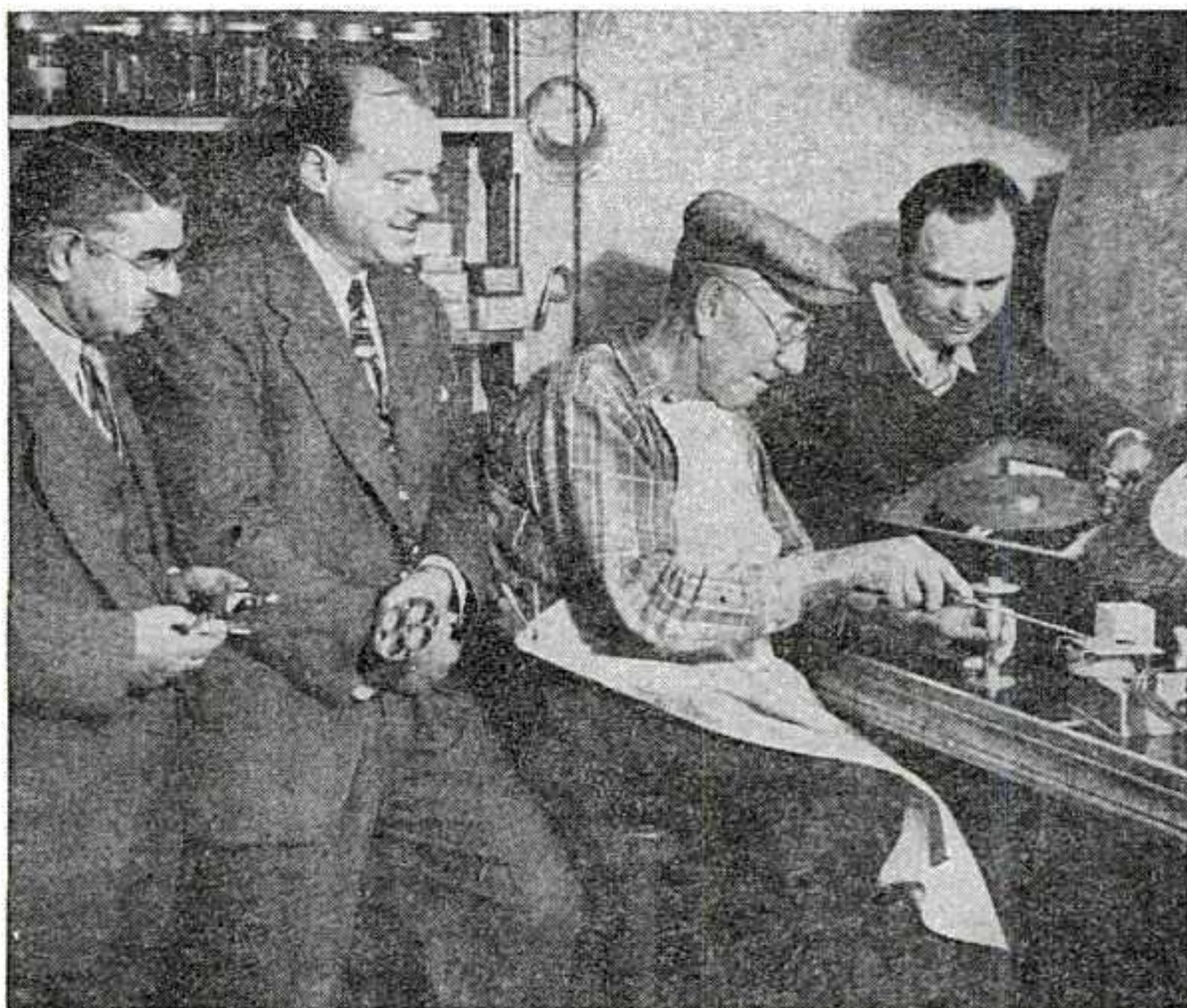
The commissioners likewise increased per machine licenses from \$50 to \$100—and then announced later that the \$100 license fee had been on the books since 1941 but had never been collected.

Tend to Monopoly

Operators here in Phoenix were quick to point out that the \$1,000

license fee may tend to set up a trade monopoly in the area, since the smaller operators will be hard-pressed to pay the stiff tax. The small operators termed the new license program "confiscatory and ruinous," said it opened the way for out-of-town operators to come in and take over locations.

There are approximately 20 large and small operators in the city. Some of the smaller operators indicated this week that they would make an attempt to pay the stiff fee to save their businesses, but the trade generally believes that the majority of the smaller firms will be forced out (See \$1,000 Yearly Fee on page 98)



JOHN SELBACH, WHO HAS HAD 51 years coin machine production experience, explains assembly line procedure on Bradley Associates' new amusement game, 7 Grand. Left to right: Al Koplo, firm sales representative; Morris Nozette, Bradley owner and president; Selbach, and C. F. Jackson, firm mechanic.

Offer Ice Cream, Record Vender Patents for Sale

WASHINGTON, Dec. 27.—Patents on two vending machines have been listed as available for licensing or sale and a third vender patent has been granted according to the *Official Gazette* of the United States Patent Office.

Patents offered for use by their owners are on an ice cream bar vender and a coin-operated selective dispenser for phonograph records. Assigned a patent was a beverage brewing and vending machine.

The ice cream bar vender carries Patent 2,413,454, owned by Ival E. Kidwell, Van Nuys, Calif. It is described in *The Gazette* as a "Coin-operated machine which dispenses ice cream bars. Bars are stacked in refrigerated compartment over a platform having spaced guide rails and a U-shaped strap fastened horizontally to sides of a wheeled plunger and sized to accommodate one bar. When inserted coin unlocks mechanism, inclined top surface of plunger separates lowest bar, raising stack to jar apart frozen bars and dropping lowest bar upon guide rails within confines of strap. As bar is pushed forward onto a chute, a spring returns plunger to position." Vender was patented December 31, 1946.

Phonograph record dispenser was patented September 16, 1947, by Hyman P. Silverman, Denver. Its description: "A coin-controlled vending machine for phonograph records comprises a cylindrical reservoir divided transversely into compartments with a slot at front of each compartment thru which records pass into a receiving pan. A pusher plate, released by coin-controlled mechanism, enters slot in rear of compartment and pushes out the record. Labels in front indicate records in compartment, and a signal shows when supply is exhausted. Records are inserted thru hinged openings at rear."

Patent 2,433,054 has been issued to Iola S. Lime, Jefferson City, Mo., 80-year-old mother of E. J. Lime, president of the Lymean Manufacturing Company, Inc., of Kansas City. It covers four claims in an application made November 10, 1943, on a "bev-

Make Hand Truck For Soft Drink Serv.

WATERTOWN, Mass., Dec. 27.—A two-wheel hand truck especially designed for handling soft drink coolers and venders has been announced by Lewis-Shepard Products, Inc., here.

Truck features reinforced felt padding on its tubular steel frame to prevent scratching of equipment, adjustable holding strap to keep load in position and a small wheel at each handle end to facilitate loading.

Wheels lock in two positions, forward position when loading equipment, retracted when transporting loads.

C-Eight Full Output Again by January 15

NEW BEDFORD, Mass., Dec. 27.—With the movement of equipment from the C-Eight Laboratories in Newark to the new factory site here now completed, Mario Caruso, president, expects to resume full production on the Electro cigarette vender by January 15.

The firm will have 125,000 square feet of floor space in the new factory and will start assembly work on parts completed in Newark prior to the move. It is planned to have the factory producing new parts by the time the current assembly is completed to insure continuous production.

erage brewing and vending machine."

Mrs. Lime's patent has been assigned to the Lymean company for use in the 400-cup coffee vender unveiled by the firm in August. (*The Billboard*, August 30.)

Gazette describes the device: "In a beverage brewing and vending machine, the combination with a structure having a filling station and a delivery station and a receptacle beneath the delivery station, of a foraminous rotatable drum within and extending above the receptacle, a receiver surrounded by the drum, said drum constituting a conveyor, a structure mounted for intermittent rotation, a transfer container hingedly connected to said structure and positioned to tilt downwardly along a plane radiating from the axis of rotation of said structure, separate means at the filling station for directing solid and fluid materials into the transfer container, means for rotating the structure intermittently in one direction to shift the transfer container from the filling station to the delivery station, stationary means interposed between said stations for holding the container against tilting movement, and for releasing the container for tilting upon reaching the delivery station, thereby to dump the solid material onto the drum, at a point above the receiver and direct liquid material thru the drum and into the receiver, and means operated by the movement of the rotatable structure for actuating the drum, thereby to convey the solid material thereon from above the receiver and into the receptacle beneath the drum."

Nelson Appoints New Corn Mach. Distributors

CHICAGO, Dec. 27.—Jack Nelson Company here announced this week the appointment of two firms to serve as distributors for Pop Corn Maid hot popcorn venders.

Superior Distributing Company of Denver and the McClure Distributing Company of St. Louis and Kansas City will handle sales of the popcorn venders in their respective areas.

Jack Nelson, head of the national distributing organization for the venders, which are made by the Dale Sales & Engineering Company, Chicago, also announced the availability of a new model which is designed for nickel operation.

Pop Corn Maid venders are now designed to vend 35 dime portions or 70 nickel portions of pre-popped corn from one filling of the storage compartment.

1947 Popcorn Crop Totals Less Than Half '46 Figure

WASHINGTON, Dec. 27.—The 1947 popcorn crop amounted to less than half the 1946 production, Department of Agriculture disclosed this week in its annual crop survey. Tobacco production was off slightly from 1946 figures, while the peanut crop increased about 10 per cent over last year's production.

The decrease in tobacco production from 2,319,409,000 pounds in 1946 to 2,167,702,000 pounds this year was due chiefly to reduced acreage, according to Agriculture Department. However, 1946 tobacco production represented the all-time high, and 1947 production is well above the average for the last 10 years.

A slight increase in acreage together with an increase in yield per acre accounted for the increase in peanut production this year, the

Sugar Going Up?

RALEIGH, N. C., Dec. 27.—Bottlers and candy bar makers were warned in a recent speech here that the price of refined sugar in 1948 is likely to be higher than current prices.

The prediction was made by Daniel Dyer, of the B. W. Dyer sugar brokerage firm in New York. Dyer, speaking before the North Carolina Bottlers' Association, said the bottlers should purchase now for delivery in 1948 as one way of avoiding subsequent price increases.

Cig Stamp Affixing Scale in New York Reduced to 3 1/2%

NEW YORK, Dec. 27.—Altho' the per case discount will rise, New York State cigarette vending machine operators will have their compensation for affixing tax stamps on cigarette packages cut from 5 to 3 1/2 per cent when the new tax rate becomes effective January 1.

The new tax will be 3 cents per pack—1 cent higher than before. Arrangements have been made to give vending machine operators a period of grace in which to change over inventories in their machines to cigarettes with the new tax stamps affixed.

Operators, under the new set-up, will receive 52 cents per case in payment for the work of affixing tax stamps as compared with a former compensation of 50 cents.

Altho there will be little added work involved in changing over from 2-cent stamps to 3-cent ones after already stamped inventories have been converted to the new scale, the drop in percentage will affect compensation for the risk involved in carrying a necessary inventory of stamps on hand.

Operators and cigarette jobbers have protested any drop in percentage, since they must run the same risk of loss of stamps due to damage, theft or other causes regardless of per case compensation.

Nash-Kelvinator Profits

At \$18,097,679 for Year

DETROIT, Dec. 27.—Nash-Kelvinator Corporation and its subsidiaries, manufacturer of refrigeration units for vending machines, this week reported a net profit of \$18,097,679 for the fiscal year ended September 30.

Profit equaled \$4.17 a share on outstanding stock, compared with 59 cents a share a year ago when net profit was only \$2,582,273.

Candy Sales at All-Time Peak During October

WASHINGTON, Dec. 27.—Dollar sales by candy manufacturers during October totaled \$88,401,000, a new all-time high for a single month, according to latest figures released this week by the Department of Commerce. For the first 10 months of this year candy dollar sales were 39 per cent above an identical period a year ago.

October total represents a 34 per cent gain over the previous month and tops the October, 1946, figure by more than 45 per cent. Pound sales during October also surpassed the October, 1946, figures, with the October, 1947, volume sale reaching 176,837,000 pounds as compared with 159,248,000 pounds recorded for the same period a year ago.

All Manufacturers Gain

Commerce figures indicated that all manufacturers reported increased dollar sales in the October to October comparison, with nine candy makers in the West North Central States reporting a 101 per cent gain for October, this year, over the October period in 1946. Second largest gain was made by 26 manufacturers in the New York-New Jersey area, which jointly registers a 64 per cent increase.

While pound sales of most types of candy showed increases over the previous October, candy bar goods volume sales dropped off almost 11,000,000 pounds. However, since the average wholesale price of a pound of bar goods jumped from 27.4 cents in October, 1946, to 38.4 cents for October this year, dollar sales remained about \$4,000,000 higher for October, 1947, over the same month a year ago.

Conn. Cig Smokers Increase Purchases

HARTFORD, Conn., Dec. 27.—State Tax Department statistics reveal that while Connecticut residents each consumed an average of 126 standard packages of cigarettes during 1946, figure has jumped to 140 packs per person for the first five months of the current fiscal year ended November 30.

Report is based on cigarette stamp sales since July 1, 1947, which brought in returns of \$3,200,613, a 4.9 per cent increase over the \$3,054,064 collected during the same period in 1946. If present average is maintained, department states, year's cigarette tax returns will total over \$7,600,000.

For the November returns on the three-cent tax, \$572,900 was received. For same month last year revenue was \$488,913. This represents an increase of 17.2 per cent.

State cigarette levy, which was instituted in 1935 (tax was 2 cents per pack until 1945, when another penny was added to build a \$25,000,000 Soldiers, Sailors and Marines Relief Fund), has returned over \$40,000,000 to the State to date.

Cigarette Tax Hike May Up N. Y. Price

ALBANY, N. Y., Dec. 27.—Increased cigarette tax, going into effect in this State January 1, may cause an increase in vender price, most operators in this area have agreed.

Alternative to the penny increase is a lowering of the percentage going to locations if profit margins are to be kept to a workable level, it was stated. Average operator here has been receiving 20 cents a pack.

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PROFITS



HERE'S WHY
'POP' CORN'S
AUTOMATIC VENDOR
IS THE BEST . . .
MOST PROFITABLE
MACHINE FOR YOU

- ✓ Fully automatic—electrically operated—no attendant necessary.
- ✓ Colorfully handsome! Has that "come-hither" look which SELLS popcorn.
- ✓ Quality throughout—stainless steel, durable baked enamel finish, plexiglass dome, national slug rejector and Veeder Root Counters.
- ✓ A complete and effective cooperative advertising program.
- ✓ Fresh and tasty top quality popcorn—pre-popped just right and readily available—properly packaged—simple to load.
- ✓ Over 25,000 electric popcorn machines now in use across nation—proved popularity.
- ✓ Over-all advertising—endorsement publicity—public acceptance and a nationally known trademark—ALL this to back you up!

operators SEE YOUR DISTRIBUTOR

or write
Auto-Vend, inc.
(FORMERLY T. A. C. CO.)
P.O. Box 5998
DALLAS, TEXAS

Set Westinghouse Coin Washer Goal for 1948 at 30,000 Units

NEW YORK, Dec. 27.—With a production schedule for 1948 geared to complete enough automatic, coin-operated washing machines to place at least 30,000 separate units on location during the coming year, Westinghouse Electric Corporation has disclosed that plans for the next few years aim at the establishment of 5,000 to 10,000 Laundromat Half-Hour Laundries throughout the country.

Up to the present time Westinghouse has supplied washers for some 600 self-service laundries, most of them located in urban areas. Of the 600 outlets, representing an aggregate of 15,000 machines, 200 are in or near metropolitan New York.

One thousand new operators will be able to open self-service laundries using Westinghouse washers during 1948, under the company's announced production and sales plans. With 30 units in the average location, prospective operators would require a minimum investment of \$9,000 per store for equipment alone, a company spokesman stated.

If Westinghouse's plans for 10,000 Laundromat Half-Hour Laundries are realized by 1950, in line with projected schedules, the number of units in such locations should total 300,000. Altho urban areas will not be neglected in the expansion program, increased attention will be given to the establishment of stores in smaller communities, with populations ranging from 1,000 to 1,500.

Since demand for automatic washers still exceeds the available supply,

Westinghouse now allots 10 per cent of its total sales to self-service outlets. However, it is probable that this percentage will be increased during the coming years, according to a company executive, with increased production making possible expansion in the automatic coin-operated laundry field.

J. Giesler Organizes Landis Distrib Firm

LOS ANGELES, Dec. 27.—J. R. Giesler has organized the firm of J. R. Giesler and Associates here to handle national distribution of the Landis Aristocrat popcorn vending machines manufactured by the Landis Manufacturing Company, Santa Monica, Calif.

Representatives of the distributing firm were present at the National Automatic Merchandising Association (NAMA) convention held in Chicago this week. The Landis machine was displayed there by Empire Coin Machine Exchange, Chicago, Midwestern distributor.

The Aristocrat operates from a motor shaft and is fully automatic. It is designed for use with any number one bag, but is adjustable by the operator (*The Billboard*, December 13).

Special Chocolate Sirup for Venders

CHICAGO, Dec. 27.—Introduction of a chocolate drink to be sold thru vending machines was the feature of the Sero Sirup Company (Liberty brand) display at the National Automatic Merchandising Association (NAMA) show last week. Developed over a three-year period, George T. Herald, Sero executive, reported that field tests of the new sirup would start this week in New York in Automatic Canteen and Spacarb machines. Chocolate sirups have, to date, usually been too thick for vending machine operation.

Also on display at the firm's booth were the lemon-lime, grape, cherry, root beer and other standard flavor sirups which are now used by both Canteen and Spacarb operators.

ABT Shows Scale, Changer, Rejector

CHICAGO, Dec. 27.—ABT Manufacturing Corporation showed its new three-in-one slug rejector, an odd-cent-changer and a guesser scale, at the NAMA convention exhibit last week.

New slug rejector, accepting 5, 10 and 25-cent coins, features hinged scavenger door and magnets, thus permitting cleaning without using tools. Unit is 6¼ inches high, 5 wide and 1½ deep.

New ABT Guesser Scale stresses mechanical simplicity for easy servicing. Standing five feet, 10 inches high, with a 24-inch width and 10-inch pillar depth at the base tapering to about six inches at the top, scale mounts a decorative mirror on pillar front below scale dial.

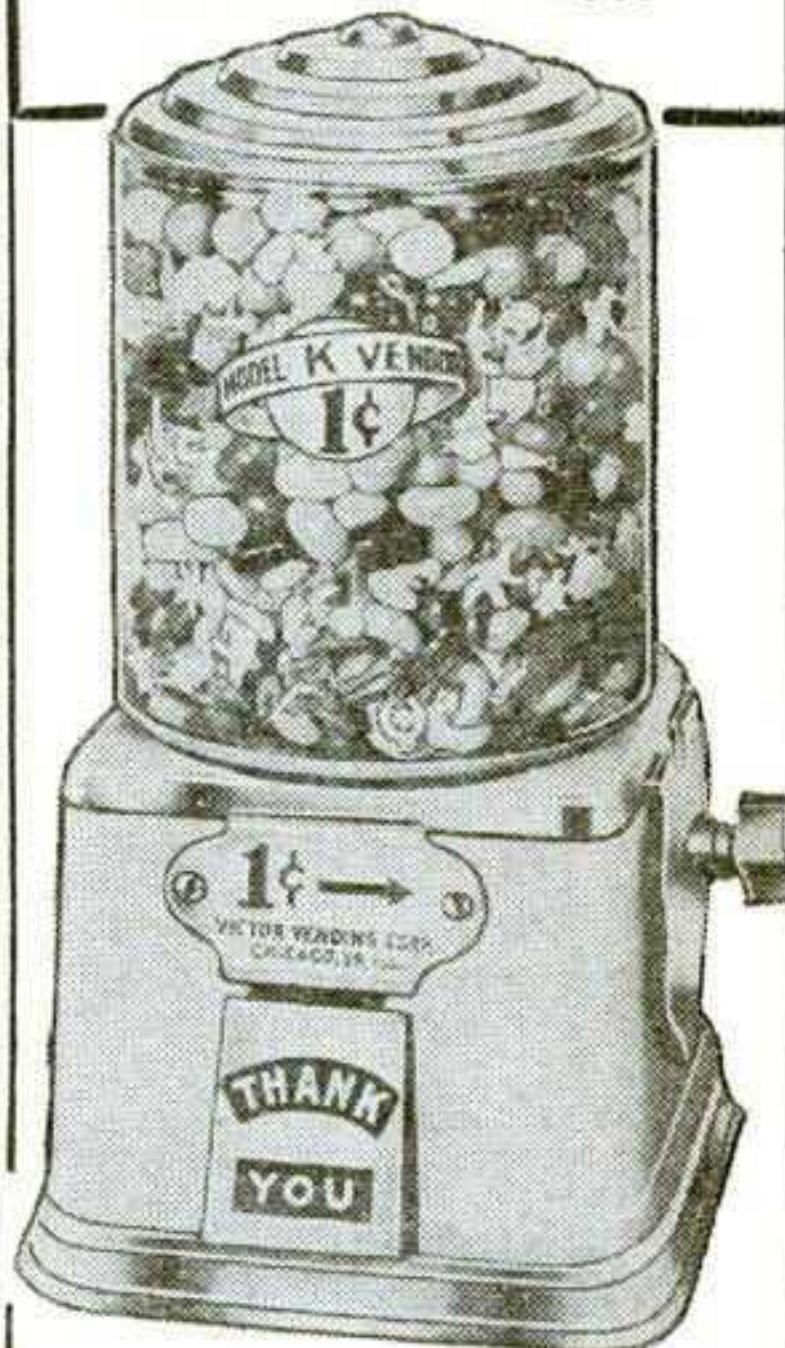
Appoint Drink-o-Mat Distrib in West Va.

NEW YORK, Dec. 27.—The West Virginia Drink-o-Mat Corporation has been appointed distributor for Drink-o-Mat Industries, Inc., in that State, M. B. Rapp, general sales manager of the parent company, announced this week.

Principals of the new firm, whose incorporation becomes effective January 1, are G. E. Carenbauer and J. W. Carenbauer Jr. Temporary headquarters of the West Virginia Drink-o-Mat outlet will be in Wheeling at 4409 Eoff Street.

A public showing of the Drink-o-Mat cup vender is scheduled by the new firm for January 10 at the McLure Hotel, Wheeling.

VICTOR'S New MODEL K With PORCELAIN ENAMEL FINISH

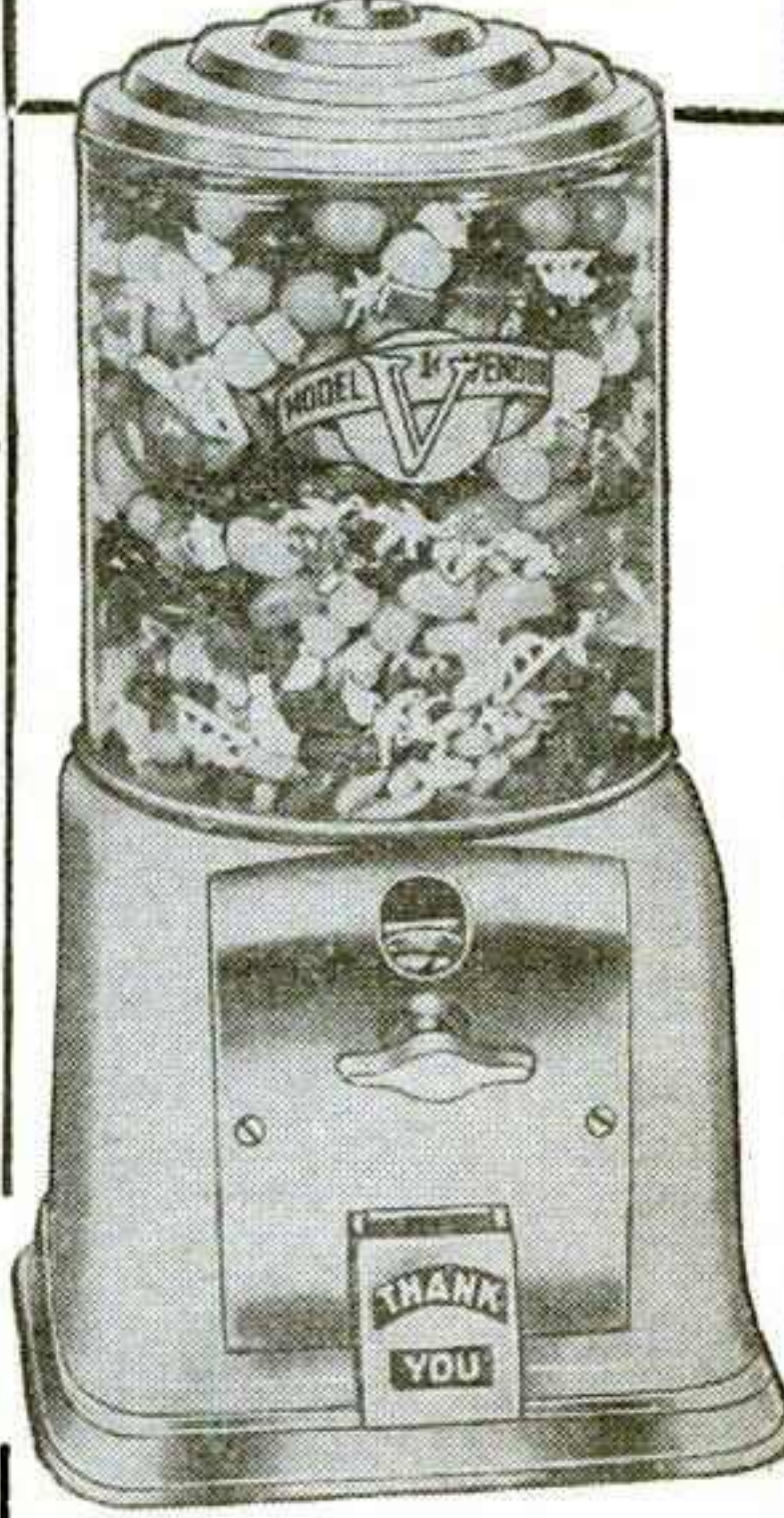


Featuring . . .
PLASTIC MERCHANDISE WHEEL

- Guaranteed Non-Corrosive Regardless of Climate or Merchandise Vended.
- Porcelain Enamel Body
 - Porcelain Enamel Delivery Chute
 - Porcelain Enamel Merchandise Hopper
 - Quick, Easy Servicing
 - Capacity: 5 to 6 Lbs. Bulk Merchandise or 1000-1200 Balls of Gum, ½", ⅝" and ¾"

VICTOR'S MODEL V

The Choice of Thousands of Successful Operators



Globe Type or DeLuxe Cabinet Type for Vending All Types of Bulk Merchandise. Capacity: 5 to 6 Lbs. or 1000-1200 Balls of Gum. Cabinet Type 25% Greater.

Atlas

1¢ ACE VENDOR

All-purpose, all-product vendor . . . beautiful, sturdily constructed. New low prices.

WRITE FOR PRICES AND DETAILS

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1920

VENDING MACHINE SALESMEN!

We offer three models of top-notch 1¢ and 5¢ Vending Machines for nuts, candy and ball gum. If you have the experience you can earn \$1,000 a week. Write for full details. State previous experience and the companies for whom you have sold.

ATLAS MFG. & SALES CORP.
12220 TRISKETT ROAD CLEVELAND 11, OHIO

VICTOR VENDING CORP.
5711 Grand Avenue Chicago 39, Illinois
Tel.: NATIONAL 0220

Review Year as a Possible Key to Coin Industry's Future

(Continued from page 79)

Industries Inc. (CMI) convention in February.

Juke box manufacturers, distributors and operators made plans for a concerted effort to obtain cancellation of the 10 per cent excise levied on juke boxes since 1941.

February

Nearly all interest in the industry was focused on the annual Coin Machine Convention held at Chicago's Hotel Sherman February 3-6. The first convention to be held since 1941, the final tabulation showed some 10,000 official registrations, a new high.

Altho the show was a definite success, many operators were disappointed in the lack of new ideas in equipment. The thought trend that the war's end would produce sensational and startling innovations in the industry was shattered when most manufacturers stuck to "building a better mouse trap" rather than developing new things.

Samuel (Curly) Robinson, managing director of the Associated Operators of Los Angeles County, Inc. (AOLAC), was named the first winner of CMI's annual public relations award. Robinson's award helped to point out the degree to which the industry was becoming public relations conscious. All thruout the year the trend toward greater public relations consciousness continued.

Newsreel of the convention made by *The Billboard* attracted a great deal of attention and drew large crowds during the year as it was shown at key cities thruout the nation.

By the end of the month attention had shifted from the convention to hearings on proposed legislative measures. Legislation was to hold attention on thru the spring and into the summer.

March

The coin machine industry received an encouraging report in March with the announcement by the Treasury Department's Bureau of Internal Revenue on tax collections during 1946. Report showed a \$3,000,000 increase in tax collections on coin-operated devices over 1945, indicating many more machines in use.

Shortages of freight cars caused worries to a lot of coinmen as shipments of equipment were held up awaiting free transportation space.

Final tabulation of U. S. Department of Commerce reports for 1946 showed that coin machine exports during the year totaled \$2,655,078, nearly double the 1939 pre-war high for a single year.

National Automatic Merchandising Association (NAMA) moved well into its program of holding regional meetings thruout the country. Attend-

ances at the regional meetings indicated growing interest in the NAMA program.

April

Cigarette vending machines came in for a great deal of attention at the annual convention of the National Association of Tobacco Distributors (NATD), with a special round-table clinic discussion devoted to the subject.

At the Frozen Food Institute's (FFI) annual convention in Boston, chairman of the institute's board, Dr. G. Hodges Bryant, told convention-goers that vending machines were a key to the future expansion of the frozen foods industry.

One of the largest local association meetings was held in April at Milwaukee, when the Wisconsin Phonograph Operators' Association (WPOA) held its convention and first equipment exhibition.

The campaign to raise juke box operation to one play, 10 cents; three plays, a quarter, fell victim to a lack of interest and poor acceptance by operators thruout the country. Meanwhile the ops looked to other sources for an income booster. In Cleveland hit-tune-of-the-month parties brought favorable publicity and a good deal of interest in juke boxes.

The annual meeting and election of officers of CMI was held in Chicago. Herb Jones, Bally Manufacturing Company; Harry Williams, Williams Manufacturing Company, and Sam Wolberg, Chicago Coin Machine Company, were named new directors.

May

The first coin machine mechanics' school sponsored by the National Association of Amusement Machine Owners' (NAAMO), with the cooperation of the New York City Board of Education and the Veterans' Administration, got its start in New York with 24 veterans in the first class.

Members of the Ohio State Automatic Phonograph Owners' Association (OSAPOA) held their annual meeting in Cleveland and elected Jack Cohen, Cleveland, president. Prices and replacement of equipment were prime topics on the convention bill of fare as they were wherever operators gathered during the year.

Philadelphia juke box operators held their first "click record of the month" party, based on the Cleveland plan.

Reports from the West Coast showed that coin machine manufacturing activities in that area were growing by leaps and bounds with over 50 firms turning out machines for the industry.

Confectioners gathered in Chicago to attend the 64th annual convention (See REVIEW YEAR on page 89)

All Victor Vending Corp. machines can be purchased on Torr Time Payment Plan

16 Weekly Payments

WRITE FOR PRICES AND TERMS

NEW PRICES ON LEAF GUM

Bubble Gum — All Sizes
100 lbs. to 999 lbs.33c lb.
1000 lbs. and over32c lb.

RAIN-BLO — All Sizes
100 lbs. to 999 lbs.....36c lb.
1000 lbs. and over.....34c lb.

2¢ per lb. additional on orders under 100 lbs.
Packed 25 lbs. to carton.

Full cash with order.
Freight paid to your door on orders 100 lbs. or more. Does your distributor do this?

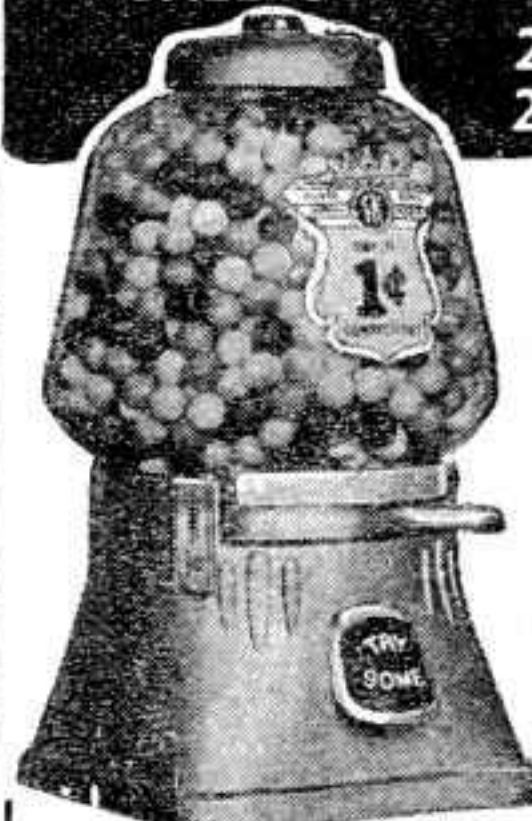
Colored Rain-Blo Stickers, 25 for 15¢.

Licorice Lozenges, 38 lb. ctns.27¢ Lb.
Rainbow Peanuts, 35 lb. ctns.27¢ lb.
Boston Baked Beans, 35 lb. ctns....25¢ lb.
F. O. B. Factory. Full cash with order.

ROY TORR LANSDOWNE PENNA.

Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR

2 for 5c
2 for 1c



Sensational new 2 for 1c and 2 for 5¢ ball gum vendor. Puts ball gum vending in 5¢ field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

AT THE BEST DEALERS OR WRITE SILVER-KING CORP. 622 DIVERSEY PARKWAY, CHICAGO 14, ILL.

ALL SILVER KINGS

Can be bought on TORR TIME PAYMENT PLAN 16 weekly payments. Write for details. **ROY TORR** Lansdowne, Pa.

SPECIAL

25 1/2 Col. Post Card Vendors, Late Models .. \$12.50 Ea.
25 5¢ Advance Vendors ... 12.50 Ea.
25 5¢ A.B.T. Challengers... 35.00 Ea.
10 9-Col. National Cigarette Machines 90.00 Ea.
100 1/8 Col. Adams Gum Vendors 12.50 Ea.
Brand New Silver Kings and Columbus Vendors... Write for Price
Ball Gum, Pistachio Nuts at Lowest Prices.

WANTED

Pikes Peaks—Bingos—Totalizers—Kicker and Catchers—Counter Games.
Immediate Shipment
Send 1/3 Deposit; Balance C. O. D.
CAMEO VENDING SERVICE
432 W. 42nd St., New York 18, N. Y.

K-25 GUESS-ER SCALE



ALL-MECHANICAL OPERATION

Available now for immediate shipment, the famous K-25 Guess-er Scale. Thoroughly reconditioned, beautifully refinished, mechanically perfect.

\$149.50 EACH

\$49.50 with order, balance \$10.00 per month.

When ordering on credit plan supply four commercial references or deduct 2% for cash with order. These ready to ship. Wire, phone or mail your order today.

The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U. S. A.

NEW KAYEM ASPIRIN VENDING MACHINE

Now available for immediate delivery. Territories now open for distributors. Distributors, contact us for prices and territories available. Operators, contact us for your local distributors' addresses.

McCLURE DISTRIBUTING CORP.

703 N. Vandeventer St. Louis, Mo. 3423 Main St. Kansas City, Mo.

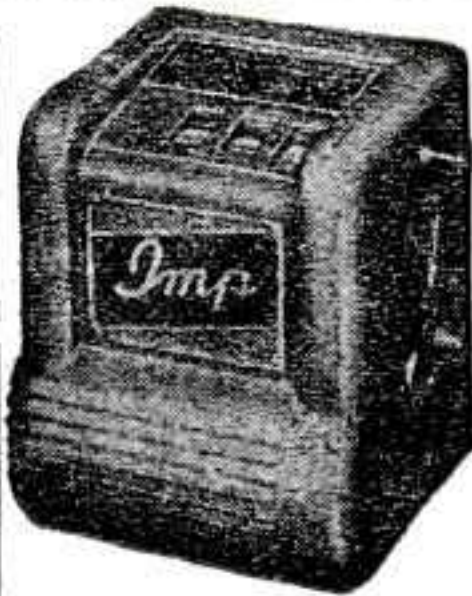
FAMOUS EPPY CHARMS

Series #1 Series #2
\$3.50 per M \$4.50 per M

Six other charm and prize items available from us. Write in and ask for free samples.

SAMUEL EPPY & CO., INC.

113-08 101ST AVENUE RICHMOND HILL 19, L. I., N. Y.



1948 IMPS

1¢ or 5¢ Cigarette or Fruit

\$12.95

Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE

Brand new! Vends 1¢, 3¢ and 5¢ Airmail Postage Stamps.

Sluggproof, compact, foolproof.

Immediate Delivery.

Operator's Price

\$39.50

Distributors interested in selling our advertised machines, write for details.



1/3 Deposit on All Orders.

Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

SEE IT AT CMI SHOW!



**New! 1948
POSTMASTER
STAMP VENDER**

Vends direct from THREE Government rolls... no folder expense! Efficient! Guaranteed! Outstanding!

Write for Circular

DAVAL PRODUCTS CORP.
1512 N. FREMONT ST., CHICAGO 22, ILL.

**Greene Dedicates
Memorial Fund to
Kimball, Morava**

NEW YORK, Dec. 27.—A \$5,000 memorial fund to further scientific research and education in heart disease has been established in tribute to two former directors of the National Automatic Merchandising Association (NAMA), who died of heart disease during the past year, by Robert Z. Greene, president of Rowe Corporation and past president of of NAMA.

Fund was established in memory of Paul Kimball, former president of the American Locker Company, Boston, and Ernest V. Morava, former vice-president of the Mills Automatic Merchandising Corporation, New York.

Kimball, 68 at the time of his death, was stricken as he boarded a train in Boston in September, preparatory for his departure for a meeting of the NAMA board of directors at Old Point Comfort, Va. In 1931, he and the late H. W. Baker organized the American Locker Company and in June, 1946, he became firm president following Baker's death. Kimball had been an NAMA director since 1942 and at one time was regional chairman for the association's Region 1.

Morava died at his home in Garden City, L. I., N. Y., in December, 1946, at the age of 48. He was associated with the Mills firm for 12 years and a long-time NAMA director.

Fund was contributed to the American Heart Association to be applied toward the association's drive for funds to carry forward its program of research, public and professional education, and development of local heart associations thruout the United States.

Greene, the second president of NAMA, is a member of the assembly of the American Heart Association, which has its headquarters in New York.

**Canada Dry Opens
New Bottle Plant
In Portland, Ore.**

PORTLAND, Ore., Dec. 27.—A new operation in the soft drink vending field is in the offing in this territory as result of opening of a bottling plant here by the Oregon branch of Canada Dry Company of New York. Branch is awaiting delivery of machines from a Chicago manufacturing concern.

The branch, with Charles Connor as sales manager, until this month has farmed out the bottling of beverages pending construction of the new plant. Bottling plant officially opened this month. Territory served by the branch includes Washington, except for the Puget Sound area; Oregon, Idaho and Montana.

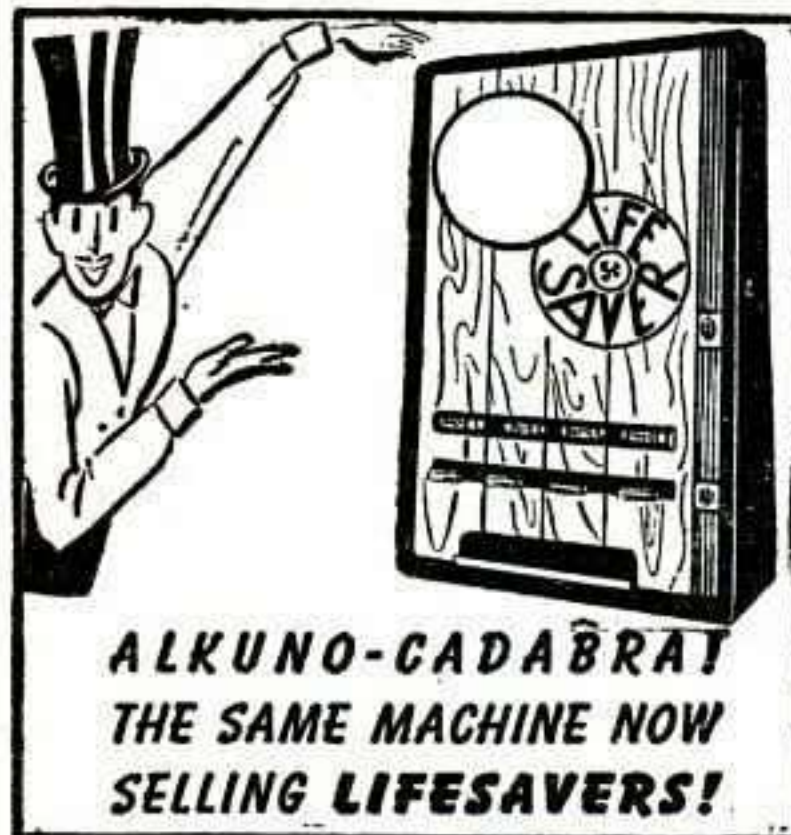
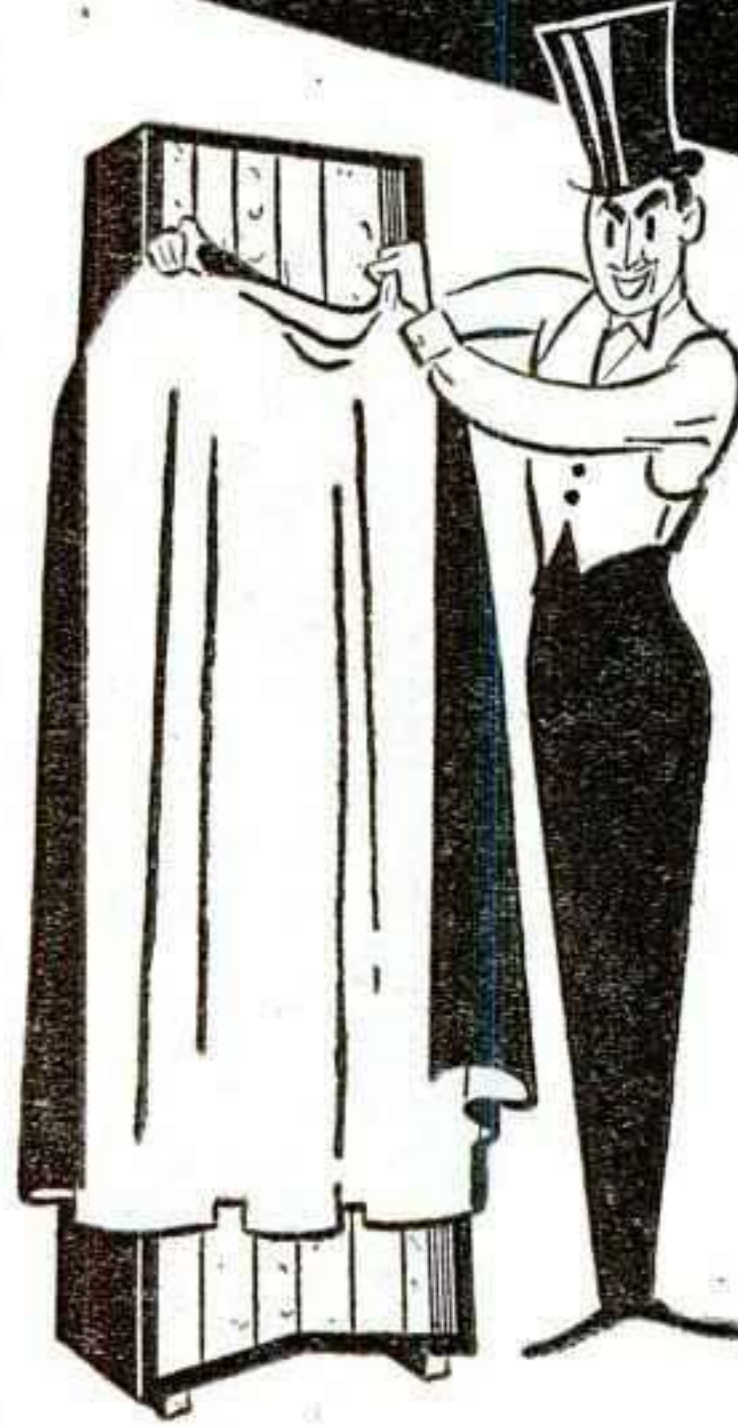
**Cig Revenue Shows
Uptrend in Florida**

TAMPA, Dec. 27.—State Beverage Director James T. Vocelle reports that the State tax of 4-cents per pack of cigarettes returned \$920,327 during November, bringing the total for the first five months of the fiscal year, beginning with July, to \$4,802,676. Figures compare with \$4,604,770 for same period in 1946.

Vocelle added that while liquor tax returns were declining, the cigarette returns showed a 4.27 per cent boost for the fiscal year, offsetting the loss from the former item.

I want to show you the greatest piece of profit magic ever created in the vending machine trade.

*I have here **ONE ALKUNO
CANDY MERCHANDISER***



This demonstration of hard selling magic was the hit of N. A. M. A. See for yourself how it will produce sensational sales for you.

WRITE, WIRE, PHONE TODAY

ALKUNO & CO. 408 Concord Avenue
Bronx, N. Y.
MECHANICAL MANUFACTURING LABORATORIES MELROSE 5-7757

**GREATEST TIME-SAVING
PENNY WEIGHING
SCALE**

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE



Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C. O. D., F. O. B. N. Y.
DISTRIBUTORS, WRITE FOR PRICES
J. SCHOENBACH
Distributor of Advance Vending Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

**BUILT for
OPERATORS**



**WORLD'S BEST
BULK VENDERS**

Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
85 EAST ARMSTRONG ST.—MORRIS, ILLINOIS

**K-80
ASTROLOGY SCALE**
Expertly rebuilt
\$169.50
Includes 18,000 (6 sets)
Astrology Tickets
1c Coin Chute



CAPRICORN

DECEMBER 22 to JAN. 19

TEMPERAMENT No. 1. While you are generally accurate and poised mentally, this period will find you influenced by flighty ideas. The best antidote for this negative condition, which may show itself as gloom, is to focus your mind on optimistic thoughts, control your nerves and avoid excitability. You must. (continued on next Card No. 2 about YOUR SUBCONSCIOUS MIND). 10

Tickets for
ASTROLOGY SCALE \$5.00
for Set of 3,000

1/3 Deposit with Order

The VENDING MACHINE CO.
FAYETTEVILLE NORTH CAROLINA
U. S. A.

**Article in Weekly
Mag Tells of Coin
Laundries Boom**

NEW YORK, Dec. 27.—Time magazine took notice of the growing boom in coin-operated automatic laundries this week with a page story about Telecoin Corporation's rapidly expanding string of Launderette stores.

Article pointed out that telecoin now has 1,322 launderettes in 700 cities and that "the boom has grown so fast that no one is sure just how big it is."

Altho franchised Launderettes number over 1,000 and Ald, Inc., has established over 500 installations of Laundromat half-hour laundries, many unrecorded installations have been established thruout the country using automatic laundry equipment purchased from local dealers.

Telecoin's Arthur Percival pointed out to the Time reporter, however, that as much as automatic laundries may sound like a get-rich-quick scheme, "you can't hire someone to run a store and just watch the quarters roll in. You have to keep a tight grip on it all the time or it'll get away from you."

**Pulver Drops Coin
Chute on New Penny
Manual Gum Vender**

ROCHESTER, N. Y., Dec. 27.—Shortly after January 1, the Pulver Company, Inc., will start shipping its new five-column manual gum dispensing machine, S. B. Burne, manager of the firm, announced this week.

Altho the firm had previously announced that it would come out in 1948 with a new vending machine, the dispenser announced this week does not have a coin slot. It is built to stand on counters near the cash register. When a stick of gum is removed from the dispenser, a bell rings, calling the cashier's attention to the purchase. Burne has been quoted as saying that the dispenser does not have a coin chute and therefore will not be subject to local taxes which might apply to vending machines.

Before the war, the Pulver Company offered a three-column vending machine, and operated a large number of the machines itself. When materials for gum became scarce, however, the firm sold its vending machine operations.

**New Line Animated
Mirrors for Venders**

CHICAGO, Dec. 27. — Animated mirrors for cigarette venders were shown at the NAMA convention last week by Bard Manufacturing Company. Mirrors, which carry a variety of designs in many colors, are air-brushed to order and present individual locations to "individualize" the vender. They are placed over the upper part of the vender face.

Animation is obtained thru use of two large light bulbs. Heat from the bulbs causes a vanned turntable in the upper part of the mirror to revolve and display the different brand labels of cigarettes mounted on its face.

Mirror box extends 4 3/4 inches away from the vender body, to provide a three dimensional effect and focus attention on the merchandise display. Sides of the mirror case may be either painted to match the vender or covered with flex-mirror, small mirrored sections mounted on a flexible backing.

NOW AVAILABLE THE Challenger

The most efficient profit-making Hot Nut Dispenser. 3-way vending means 3-way profits!

Has interchangeable slot. Can operate at 5¢ & 10¢ without extra operating cost. 25¢ slot available soon.

TROPICAL TRADING CO.
716 W. Madison St. • Chicago 6, Ill.

SPECIAL DEAL!
VICTOR MODEL V
FAMOUS PRE-WAR VENDORS
Globe Model V \$58.75
plus 50 Lbs. Regu-
lar Ball Gum, all for \$73.75
or RAIN-BLO GUM, for \$76.25
Mention Deal B When Ordering.
We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ Lb.
Pistachio Nuts, Large, 25 Lb. Ctns. 72¢ Lb.
Spanish Peanuts, 30-Lb. Ctns. 22¢ Lb.
Model V Deluxe Cab. Type \$13.75
Licorice Lozenges, 38 Lb. Ctns. 30¢ Lb.
Candy Coated Chocolates, Assorted Colors, Similar to M&M's 35¢ Lb.

BUBBLE BALL GUM
1/2", 25 or 45 Lb. Ctns. 32¢
170 Count 33¢
25 Lb. Ctns.—Full Cash With Order.

Rainbow Peanuts, 40 Lb. Ctns. 25¢ Lb.
Boston Baked Beans, 40 Lb. Ctns. 25¢ Lb.

FREIGHT PREPAID ON THE FOLLOWING:
Orders for 3 or more cartons of Rainbow Peanuts or Boston Baked Beans or 100 lbs. of 1/2" Bubble Ball Gum.
1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.
PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Sackman St., Brooklyn 12, N. Y.
Phone: Dickens 2-7992

BRUSH-UP SHOE SHINER

1st AND ONLY NOW DELIVERING

IT CLEANS IT SHINES IT BRUSHES

Tested and proven to get big money. Made of steel to last a lifetime. Flashy in appearance. 1000 hotels, cafes, recreation centers, bus stops, etc., waiting for this machine. Coin operated for 5¢ or 10¢ play.

WANTED
Distributors—Jobbers—Representatives everywhere.

SIROS MFG. CO.
1001 Louisiana Houston, Texas **\$189.50**

CIGARETTE MACHINES

NEW ROWE CRUSADER, 8 COLS. \$210.00	NATIONAL 930 SPEC. . \$ 82.50
NEW UNEEDA, 8 COLS. 159.50	NATIONAL 930 75.00
NEW DU GRENIER CHALLENGER, 7 COLS. 125.00	ROWE ROYALS, 10 COLS. 105.00
UNEEDA MODEL 500, 9 COLS., 350 PACK CAP. \$115.00	ROWE, 6 COLS., 150 PK. 32.50
UNEEDA MODEL E, 15 COLS. 72.50	DU GRENIER "W." 9 COLS., 300 PACK CAP. 62.50
UNEEDA MODEL E, 12 COLS. 62.50	DU GRENIER "S." 7 COLS., 210 PACK CAP. 50.00
UNEEDA MODEL E, 8 COLS. 57.50	DU GRENIER, 6 COLS., 150 PACK CAP. 32.50
NATIONAL 950, K.S. 110.00	DU GRENIER, 4 COLS., 100 PACK CAP. 25.00
NATIONAL 750, K.S. 87.50	STEWART-McGUIRE, 8 COLS. 35.00

CANDY MACHINES

NATIONAL 9-18, 9 COLS. \$110.00	UNEEDA, 5 COLS., 102 BAR CAP. \$ 75.00
ROWE DELUXE, 120 BAR CAP. 100.00	
STONER, 8 COL., 160 BAR CAP. 125.00	

5¢ GUM AND MINT MACHINES
9 Col., Cap. 250 \$22.50 | 7 Col., Cap. 150 \$15.00

10¢ CIGAR MACHINES 7 Col., Cap. 175 \$32.50
Single Col., Cap. 50 22.50

SPECIAL!
Du Grenier Champion, 11 Col., 485 Pack Cap. **\$80.00**

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11, NEW YORK

WRITE FOR OUR CATALOG VENDORS' SPECIALS

- Mdso. Stands, Solid Steel—Weight 35 Lbs. \$4.50
- Double Plates for Two Machines 1.15
- BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.35

1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.
2113 Market St. Philadelphia 3, Pa.

DRINK-O-MAT

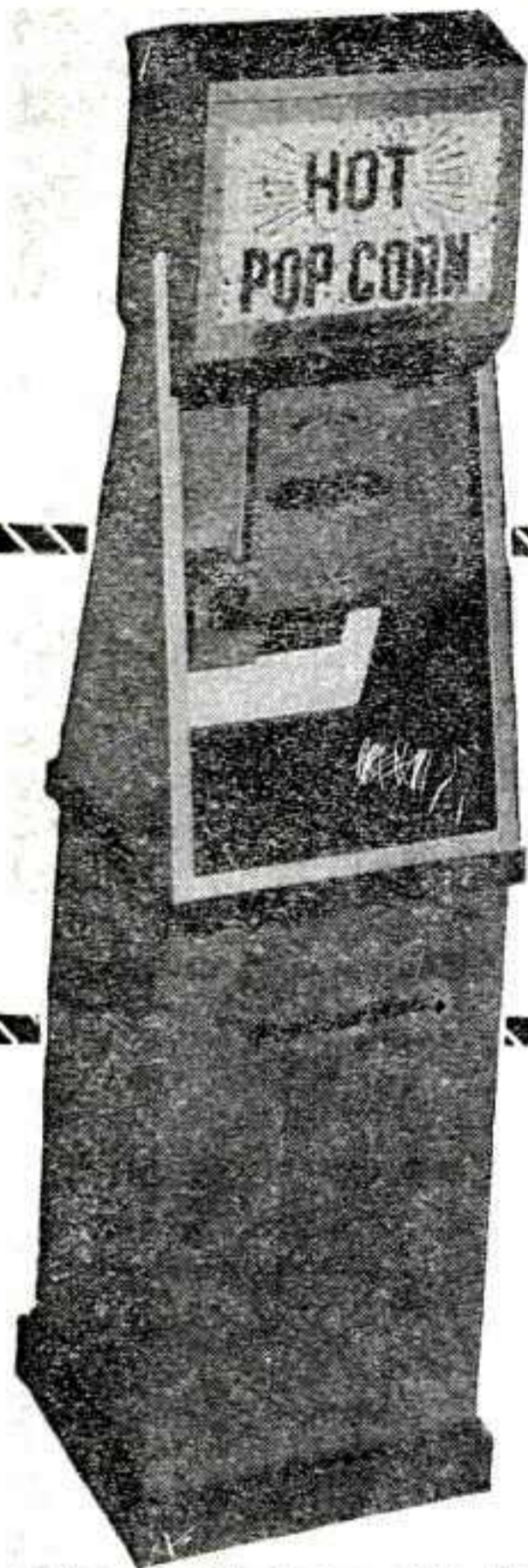
AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS

DRINK-O-MAT INDUSTRIES CORPORATION
General Sales Office:
250 West 57 Street, New York 19
Phone: Circle 6-5941
Factories: Lawrence, Mass.

LOWEST PRICE EVER!

50 Brand New 5c Cash Tray Tiny Almond Machines, Ea. \$5.00
50 Brand New 1c Hawkeye Peanut Machines, Ea. 5.00

BOSTON SALES AGENCY, INC.
1206 TREMONT ST., BOSTON 20, MASS.



POPCORN MAID
COIN OPERATED
HOT POP CORN VENDER

\$89.95 COMPLETE WITH STEEL STAND
EA.

5¢ or 10¢ Models optional.

CAPACITY

35-10¢ or 70-5¢ portions.
3 Heat Elements keep corn hot.
7 1/2¢ Profit on each 10¢ sale.
Machine pays for itself in few weeks.
Some territories open. Distributors write.

COUNTER MODEL

Same as above, without stand **\$79.50**

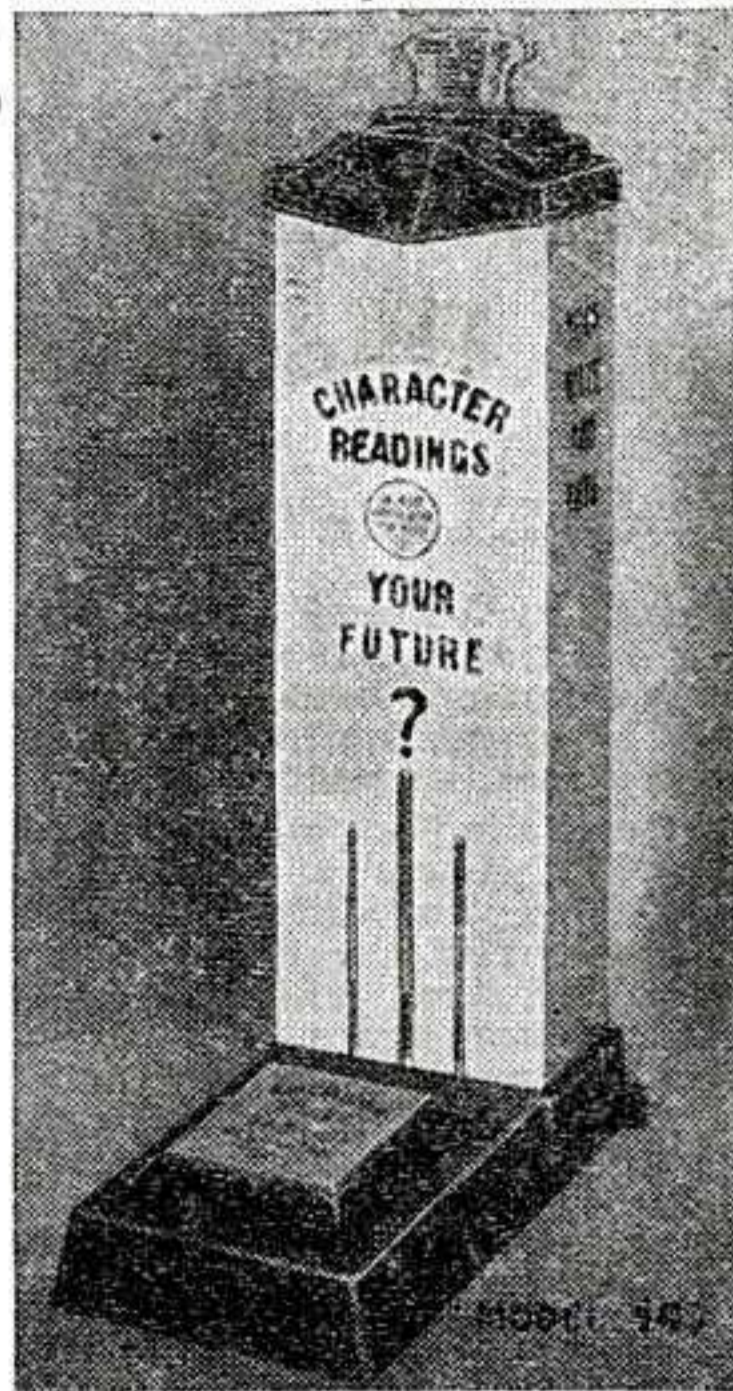
Send \$20.00 deposit with order, Bal. C. O. D. Ry. Ex.

JACK NELSON & CO.

2320 Milwaukee Ave. Chicago 47, Ill.

**They Are In Stock
Awaiting Your
Order**

**THE GREATEST MONEY
MAKING SCALE ON
THE MARKET, AND
100 PER CENT
AUTOMATIC
NO KNOBS OR HANDLES
TO TURN—THE COIN
DOES ALL THE
WORK**



Gets locations and holds them. A fortune or character reading with each weight, and a slot for each month of the year.

WRITE OR WIRE TODAY FOR DETAILS

AMERICAN SCALE MFG. CO.

3206 Grace St., N. W.

Washington 7, D. C.

Cable Address: "AMSCA"

**THE BEST
ADVERTISING "BUY"
OF THE YEAR**

The
Billboard

**COIN MACHINE
CONVENTION ISSUE**

WITH THE MOST
READER INTEREST
CIRCULATION
ADVERTISING MESSAGES
PLUS
A SPECIAL JUKE BOX OPERATOR
SUPPLEMENT

Dated—**JANUARY 24**
Distributed—**JANUARY 19**
OPENING DAY OF THE CONVENTION
For Further Details—Contact
Your Nearest Billboard Office



Northwestern

**MODEL 33
BALL GUM
\$11.40 EA.
25 OR MORE,
\$11.10 EA.**

All other models in stock ready for shipment.

NORTHWESTERN DE LUXE—the best buy in 5¢ bulk vendors. Don't gamble with unknown vendors. 100% slug proof.

\$27.00, Glass • \$30.20, Plastic

BRAND NEW IMPS

EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels

\$12.95 ea.

LOTS OF 12 OR MORE
5 or More, Ea. . . . \$13.75
Sample 14.50



MILLS VEST BELL

SIZE 8"x8"x8", 5¢

OPERATOR'S PRICE

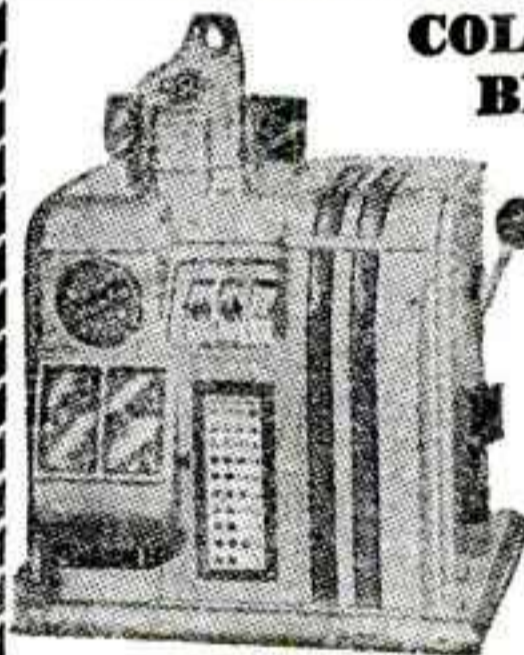
\$65.00

Rebuilt, \$49.50.

A pocket-size slot with automatic payout system. Awards from 3 to 20 nickels.



COLUMBIA BELLS



Twin Jackpot

1947 Models

\$99.50

EA.

While They Last.

Changeable to 1¢, 5¢, 10¢, 25¢ Play

LARGE DE LUXE MODEL . . \$159.50

NEW PRICES ON LEAF GUM

BUBBL-CHEWS—ALL SIZES

100 Lbs. to 999 Lbs. 34¢ Lb.

1000 Lbs. up 33¢ Lb.

RAIN-BLO—ALL SIZES

100 Lbs. to 999 Lbs. 37¢ Lb.

1000 Lbs. up 36¢ Lb.

Full cash with order. Packed in 25-lb. cartons. Minimum shipment freight prepaid, 100 lbs. Less than 100 lbs., freight collect.

A.B.T. Challengers \$49.50

A.B.T. Stands 7.50

Lots of 10 or More 5.00

40-Lb. Pipe Stands 4.00

WRITE FOR COMPLETE LIST!

1/3 deposit must accompany all orders.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

NEW BULK VENDORS

Victor Model V Globe Type 1-23 . . \$12.50

Victor Model V Globe Type 24

or More 11.75

Victor Model K Globe Type 1-23 . . 12.95

Victor Model K Globe Type 24

or More 12.25

Model V & Model K, DeLuxe Cab. Type, \$2.00 additional.

Silver King, 1¢ or 5¢ \$13.95

Silver King, 1¢ or 5¢, 2-5 12.50

Silver King, 1¢ or 5¢, 6-11 11.55

Silver King, 1¢ or 5¢, 12-49 11.05

Silver King, 1¢ or 5¢, 50 or more . . 10.55

Silver King Ball Gum Vendors, price same as above.

Silver King Hot Nut Machine . . . \$29.50

Columbus 46ZB, 5¢ all purpose . . . 12.95

Columbus 46ZB, 5¢ all purpose, 2-11 . 11.95

Columbus 46ZB, 5¢ all purpose, 12-47 11.40

Advance Model D Ball Gum 11.25

IMMEDIATE DELIVERY FROM STOCK ON ALL MODELS

Send for Free Catalog and Quantity Prices on All Machines.

1/3 Deposit Required With Orders. Address All Mail to Dept. B.

FRANK DISTRIBUTING CO.

605 SPRING GARDEN ST., PHILA. 23, PA.

BEST OFFER TAKES

12 BALLY BEVERAGE MACHINES

Cup type—160 drink capacity, in good working condition.

BOSTON SALES AGENCY, INC.

1206 Tremont St., Boston 20, Mass.

NEW & REBUILT VENDING MACHINES

- Selective Candy Bar Vendors
- Bulk Merchandisers Scales
- Drink Vendors Gum Machines
- Special Vending Equipment

Tell us just what you need. We will be glad to quote you promptly.

profit that increases

RH Adair

6926 W. Roosevelt Rd. Oak Park, Illinois

DISTRIBUTORS WANTED TO SELL

Victor, Silver King, Advance, and other leading vendors and games. The States of West Virginia, Virginia, Washington, D. C., Maryland, Delaware, and also Philadelphia, Pa., are available. An excellent opportunity and a real money making proposition is being offered by one of the largest distributors in the East. Experience preferred but not essential.

BOX D-193
c/o The Billboard Cincinnati 22, O.

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.

2189 Central Ave., Memphis 4, Tenn. Telephone: 2-6410

Runyon Sales To Operate Own Phonos in New York As Buying by Ops Drops

Distrib Firm Plans Placement of 500 Jukes in City Area

NEW YORK, Dec. 27.—To keep profits up, in the face of declining sales of new equipment, the Runyon Sales Company, local distributors of AMI juke boxes, announced this week that effective immediately the firm would enter the operating field here on a large scale. Company spokesmen disclosed that they expected to have 500 new Runyon-operated AMIs on location in the metropolitan area within 60 days.

Move brought into sharp focus the current clash of economic interests here between some operators and distributors. With the average take per machine on location having dropped considerably since the highly profitable war years, and manufacturers once again able to produce new equipment in quantity, the industry, locally, is faced with severe internal contradictions.

Ops' Profit Edge Too Small

A large number of operators report that their present small profit margin, resulting from reduced play on location and higher operating expenses, makes the purchase of new machines in quantity prohibitive. This despite the realization up-to-date equipment tends, in general, to increase location play. However, their contention is that this increase in play would not boost their revenue to a point where substantial route modernization would pay for itself.

On the other hand, distributors, as the manufacturers' representatives, are faced with increased juke box quotas. New equipment rolling off the assembly lines must be sold within a reasonable length of time if the producer and the distributor are to realize a profit.

In an explanation of the move, which upset the firm's established policy here of dealing only thru operators, Runyon stated he was convinced that there was a demand by locations for new units. And it is his belief that new juke boxes can be operated today to show a profit.

Denver Demurs

This point of view was challenged by Al Denver, president of the Automatic Music Operators' Association here, who declared that a "point of saturation has been reached" with regard to new machines in the local operating picture. "How can manufacturers expect operators to put new machines, each costing approximately \$1,000, out on locations returning a gross of \$8 a week?" he asked.

Denver also pointed out that music operators had suffered from competition by free television and the increasing introduction of amusement games into standard locations. These factors, together with the growing reluctance of consumers to

part with hard-earned nickels, will prove a substantial obstacle to distributor-operators seeking quick profits by by-passing the normal industry pattern, he predicted.

Runyon Sales Company, which has operated AMI equipment in New Jersey, is implementing its decision by circularizing locations in the metropolitan area urging location owners to have new juke boxes installed and promising such installation within a week. Its mail campaign is being supplemented by location-to-location canvassing.

Cleveland Hit Tune Parties Good for 1948

CLEVELAND, Dec. 27.—The hit tune parties, sponsored here by the Cleveland Phonograph Merchants' Association, will be continued into 1948, Jimmy Ross, vice-president of the association, said this week. Last Sunday (21), more than 300 record fans gathered in the Victory Room of Chin's Golden Dragon Restaurant here to pick *Pass That Peace Pipe* as the tune to be plugged during January.

The party was broadcast over WJMO by disk jockey Howie Lund, who introduced eight new releases from which the selection was made. After the record fans had listened to all releases they balloted for number one choice.

Other tunes played at the party, in order of their audience popularity rating were *You Were Meant for Me*; *I Feel So Smoochie*; *Now Is the Hour*; *Please Don't Play Number Six Tonight*; *We'll Be Together Again*; *Perhaps, Perhaps, Perhaps*; and *Sophisticated Swing*. The January hit tune will be placed in the number one spot on all association members' phonographs during January.

Started Pre-War

The hit tune promotion was launched before the war, revived in 1946 with association members picking the hit to be plugged. In March, 1947, the operators took over the Cleveland Auditorium for their first public hit tune party, co-sponsored by *The Cleveland Press*. Since that time the association has held monthly parties, presenting live entertainment when possible to supplement the platters played. As an additional crowd attraction, the association regularly gives away door prizes.

After the initial success of the public hit tune parties, music machine associations in other cities, notably Philadelphia, picked up the idea as a good-will builder.

Michigan Phono Owners' Assn. Opens Grand Rapids Chapter

DETROIT, Dec. 27.—The Michigan Automatic Phonograph Owners' Association (MAPOA) has just completed formal inauguration of a new up-State chapter at Grand Rapids as part of a long-range program designed to extend MAPOA coverage thru the entire State of Michigan. Organization, formed four years ago in Detroit, has gradually extended its coverage thru local and largely autonomous chapters to become a State-wide organization.

The Grand Rapids group covers a wide range of territory in Southwestern Michigan extending as far as Kalamazoo and Benton Harbor. Formal announcement of the new setup was made this week by Roy Clason, who is a field representative for the State association.

Miller President

William Miller, of the Miller Vending Company, Grand Rapids, was elected president. The other new officers are Sam Clark, Clark Music Company, of Benton Harbor, vice-president; Harold Shank, of Shank Bros.' Music Company, Kalamazoo, secretary-treasurer; John Pegorus, of Lansing, trustee, and Paul Andre, of Lansing, trustee.

The new chapter will meet regularly in Grand Rapids at the Pantling Hotel. They already have a membership roster representing 2,000 machines. Next meeting will be held on January 8.

MAPOA is making no move to take in operators of coin-controlled radios, television or similar equipment, Clason said, altho operators of wired

music are now included in the organization.

Detroit office activity is centered at present on the annual convention scheduled for February 2 and to be climaxed by a banquet at the Latin Quarter in Detroit.

Atlanta Fire Cause Of Juke Destruction

ATLANTA, Dec. 27.—Causing an estimated \$25,000 damage in juke boxes, records and radios, fire gutted a one-story building occupied by the Cohen Record Shop at 305 Edgewood Avenue, S. E., here last week.

Combination of fire and water, used to extinguish the fire, destroyed 15 jukes, several thousand records and a number of radios, police and fire officials at the scene reported. A number of Atlanta fire companies answered the alarm, fought a blaze that was intense enough to break a 15 by 20 foot display window and hurl jagged pieces of glass across the street.

By an unusual coincidence, firemen investigating the ruins after the fire discovered a twisted record titled *How Hot the Old Stove Is*.

J. Malone Appointed Aero Sales Manager

CHICAGO, Dec. 27.—W. F. Hemminger, Aero Needle Company president, announced the appointment of J. Dan Malone as firm sales manager this week. Malone, well known in the phonograph needle business, will assume his new duties January 1, 1948.

Aireon Moves Offices

KANSAS CITY, Dec. 27.—Officials of Aireon Manufacturing Corporation here took advantage of the holidays to move their executive offices—formerly located in a building apart from the manufacturing plant—into the plant proper. Since the move was merely from one end of Aireon's property to another, office address remains 1401 Fairfax Trafficway.

Ev'rythin' Happens To Ohio Music Man

CANTON, O., Dec. 27.—Carl Hershberger, local music operator, is beginning to wish he had never heard of civilization and all the complexities that make up everyday life in these United States.

The telephone at the Hershberger residence has been ringing incessantly for two weeks with calls from "some crank," Hershberger told police. The mysterious caller always hangs up when a call is answered, he added.

Hershberger then proceeded to list these annoyances:

Five taxicabs pulled up at the house within 15 minutes to "answer a call."

Four ambulances rushed to the house with sirens screaming.

Nine laundry trucks called in one day for deliveries.

Unordered deliveries of four quarts of milk, one gallon of ice cream and six tons of coal have been made.

Two fumigating companies answered a "call" to deodorize the house.

Two commercial photographers called to photograph the children.

And a drugstore sent an \$11 bill for a purchase which was never made.

ABC Music Hosts 80 At Christmas Party

CHICAGO, Dec. 27.—ABC Music Service entertained a group of 80 employees, officials and their families at its annual banquet and Christmas party in the Boulevard Room of the Oak Park Arms Hotel, Oak Park, Ill., last week, according to Bob Gnarro, firm's vice-president and general manager.

Altho an annual affair, it was the first celebration in which all of the firm's officials and stockholders participated along with the employees. Entertainment was provided by a three-piece orchestra and a new model juke box. Presentation of Christmas bonus checks to employees was a highlight of the party.

ABC officials present, in addition to Gnarro, were Bert Bondioli, president; Ray Cunliffe, treasurer, and Andy Oomens, secretary. Stockholders attending the party were Jack Pasche, Robert Lindelof, Julius Mohill, Mrs. H. Gillette, Jerry Schuman, Charles Hoffman, Nate Turner, Thomas Dickenson and Jake Nomden.

During the banquet informal talks were delivered by Bondi, Cunliffe and Gnarro, dealing with trends in the music industry in general and progress of ABC as an operating firm.

Kiddies' Juke To Debut in New York

NEW YORK, Dec. 27.—A new coin-operated phonograph for children will be marketed by Amphion, Ltd., here late in January. Machine, which is a portable-type electric player, has a coin chute which accepts coins up to a quarter. Motor stops at the end of each record and requires another coin to restart.

Coin box, which serves as a savings bank, can be locked.

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:

YEAR END ROUND-UP. A review of the news of 1947 with some predictions of things to come in '48.

MUSIC-DISK TOPPERS. More winners in *The Billboard's* annual chart count.

HAMMOND NAMED MERCURY VEEPEE. Move is further development in Keynote tie-up with Chicago diskery.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

ROCK-OLA



Don't forget
to see the new

Rock-ola
Magic-ola

at your
Rock-ola distributor
today

The Phonograph
That Sells
Music



ROCK-OLA Manufacturing Corp.
800 NORTH KEDZIE AVENUE
CHICAGO 51, ILLINOIS

BILLBOARD SECOND ANNUAL MUSIC-RECORD POLL

Year's Top Pop Records on Nation's Juke Boxes

LABEL	RECORDS	POINTS
1. Victor	20-2126—Anniversary Song (Tex Beneke-Miller Ork) 20-2433—Ballerina (Vaughn Monroe) 20-2259—Chi-Baba, Chi-Baba (Perry Como) 20-2175—Heartaches (Ted Weems) 20-2315—I Wonder Who's Kissing Her Now (Perry Como) 20-2294—I Wish I Didn't Love You So (Vaughn Monroe) 20-2047—Linda (Charlie Spivak) 20-2026—Managua, Nicaragua (Freddy Martin) 20-2421—Near You (Larry Green) 20-2272—Peg o' My Heart (The Three Suns) 20-1963—The Old Lamplighter (Sammy Kaye) 20-2251—That's My Desire (Sammy Kaye) 20-2255—When You Were Sweet Sixteen (Perry Como)	1813
2. Decca	23799—Anniversary Song (Guy Lombardo) 23714—Anniversary Song (Al Jolson) 23863—Across the Alley From the Alamo (Mills Brothers) 23675—Huggin' and Chalkin' (Hoagy Carmichael) 25017—Heartaches (Ted Weems) 23865—I Wonder, I Wonder (Guy Lombardo) 25078—I Wonder Who's Kissing Her Now (Ted Weems-Perry Como) 23782—Managua, Nicaragua (Guy Lombardo) 23861—Mam'selle (Dick Haymes) 24171—Near You (Andrews Sisters)	1424
3. Majestic	7204—(I Love You) For Sentimental Reasons (Eddy Howard) 1124—I Wonder, I Wonder (Eddy Howard) 1117—My Adobe Hacienda (Eddy Howard)	448
4. Columbia	37234—Anniversary Song (Dinah Shore) 37215—Linda (Ray Noble-Buddy Clark) 37073—Ole Buttermilk Sky (Kay Kyser) 37095—The Old Lamplighter (Kay Kyser)	416
5. Capitol	304—(I Love You) For Sentimental Reasons (King Cole Trio) (Americana) 40001—Smoke, Smoke, Smoke (That Cigarette) (Tex Williams Western Caravan) 412—Timtayshun (Red Ingle's Natural Seven-Jo Stafford)	

The Year's Top Male Vocalists on the Nation's Juke Boxes

VOCALIST	RECORD NAME, LABEL AND NO.	POINTS
1. Perry Como	Chi-Baba, Chi-Baba (Victor 20-2259) I Wonder Who's Kissing Her Now (Decca 25078 and Victor 20-2315) When You Were Sweet Sixteen (Victor 20-2259)	432
2. Hoagy Carmichael	Huggin' and Chalkin' (Decca 23675) Ole Buttermilk Sky (ARA 155)	209
3. Buddy Clark	Linda (Columbia 37215)	196
3. Art Lund	Mam'selle (MGM 10011) Peg o' My Heart (MGM 10037)	196
4. Frankie Laine	That's My Desire (Mercury 5007)	111
5. Dick Haymes	Mam'selle (Decca 23861)	94
6. Jack Owens	How Soon (Tower 1258)	75
7. Al Jolson	Anniversary Song (Decca 23714)	71

The Year's Top Bands on Race Records on Nation's Juke Boxes

BAND	RECORDS IN TOP RACE RECORD LIST	POINTS
1. Louis Jordan	Ain't Nobody Here But Us Chickens (Decca 23741) Choo Choo Ch' Boogie (Decca 23610) Ain't That Just Like a Woman (Decca 23669) Let the Good Times Roll (Decca 23741) Open the Door, Richard (Decca 23841) Texas and Pacific (Decca 23841) Jack, You're Dead (Decca 23901) Boogie Woogie Blue Plate (Decca 24104) Look Out! (Decca 24155) Early in the Morning (Decca 24155)	388
2. Eddie Vinson	Old Maid Boogie (Mercury 8028)	63
3. Lionel Hampton	I Want To Be Loved (Decca 23879)	23
4. Jack McVea	Open the Door, Richard (Black & White BW 792)	19
5. Erskine Hawkins	Hawk's Boogie (Victor 20-2169)	17
6. Count Basie	Open the Door, Richard (Victor 20-2127)	14
7. Joe Liggins Honeydrippers	Tanya (Exclusive 231)	6
7. Bill Johnson and His Musical Notes	Don't You Think I Ought To Know (Queen 4171 and Victor 20-2225)	6

Year's Most-Played Race Records on Nation's Juke Boxes

RECORD	ARTIST	LABEL AND NO.	POINTS
1. Ain't Nobody Here But Us Chickens	Louis Jordan	Decca 23741	93
2. Boogie Woogie Blue Plate	Louis Jordan	Decca 24104	80
3. I Want To Be Loved	Savannah Churchill	Manor 1046	77
4. Jack, You're Dead	Louis Jordan	Decca 23901	67
5. Old Maid Boogie	Eddie Vinson Ork	Mercury 8028	63
6. Snatch and Grab It	Julia Lee and Her Boy Friends	Capitol Americana 40028	45
7. Let the Good Times Roll	Louis Jordan	Decca 23741	43
8. Texas and Pacific	Louis Jordan	Decca 23810	37
9. He's a Real Gone Guy	Nellie Lutcher	Capitol Americana 40017	33
10. Hurry on Down	Nellie Lutcher	Capital Americana 40002	28
11. New Orleans Blues	Johnny Moore's Three Blazers	Exclusive 240	27
12. I Want To Be Loved	Lionel Hampton	Decca 23879	23
13. Across the Alley From the Alamo	Mills Brothers	Decca 23863	22
14. Open the Door, Richard	Louis Jordan	Decca 23841	21
15. Open the Door, Richard	Dusty Fletcher	National 4012	20
16. Open the Door, Richard	Jack McVea	Black & White BW-792	19
17. Hawk's Boogie	Erskine Hawkins	Victor 20-2169	17
17. Since I Fell for You	Paul Gayten-Trio	De Luxe 1082	17
18. Ain't That Just Like a Woman	Louis Jordan	Decca 23 669	16
19. Open the Door, Richard	Count Basie	Victor 20-2127	14
19. That's My Desire	Frankie Laine	Mercury 5007	14
20. Early in the Morning	Louis Jordan	Decca 24155	13
21. Choo Choo Ch' Boogie	Louis Jordan	Decca 23610	12
22. True Blues	Roy Milton Ork	Specialty SP-510	8
23. (I Love You) For Sentimental Reasons	King Cole Trio	Capitol 304	7
23. That's My Desire	Hadda Brooks	Modern Music 147	7
23. Meet Me at No Special Place (And I'll Be There at No Particular Time)	King Cole Trio	Capitol 393	7
24. Don't You Think I Ought to Know?	Bill Johnson and His Musical Notes	Queen 4171	6
24. Tanya	Joe Liggins-Honeydrippers	Victor 20-2225	6
24. Look Out!	Louis Jordan	Decca 24155	6

The Year's Top Race Records on Nation's Juke Boxes

LABEL	RACE RECORD	POINTS
1. Decca	23741—Ain't Nobody Here But Us Chickens (Louis Jordan) 23610—Choo Choo Ch' Boogie (Louis Jordan) 23669—Ain't That Just Like a Woman (Louis Jordan) 23741—Let the Good Times Roll (Louis Jordan) 23841—Open the Door, Richard (Louis Jordan) 23810—Texas and Pacific (Louis Jordan) 23879—I Want To Be Loved (Lionel Hampton) 23863—Across the Alley From the Alamo (Mills Brothers) 23901—Jack, You're Dead (Louis Jordan) 24104—Boogie Woogie Blue Plate (Louis Jordan) 24155—Look Out! (Louis Jordan) 24155—Early in the Morning (Louis Jordan)	433
2. Capitol	304—(I Love You) For Sentimental Reasons (King Cole Trio) 393—Meet Me at No Special Place (And I'll Be There at No Particular Time) (King Cole Trio) Americana 40002—Hurry on Down (Nellie Lutcher) Americana 40017—He's a Real Gone Guy (Nellie Lutcher) Americana 40028—Snatch and Grab It (Julia Lee)	120
3. Manor	1046—I Want To Be Loved (Savannah Churchill)	77
3. Mercury	8028—Old Maid Boogie (Eddie Vinson) 5007—That's My Desire (Frankie Laine)	77
4. Victor	20-2127—Open the Door, Richard (Count Basie) 20-2169—Hawk's Boogie (Erskine Hawkins) 20-2225—Don't You Think I Ought to Know (Bill Johnson and His Musical Notes)	37
5. Exclusive	231—Tanya (Joe Liggins Honeydrippers) 240—New Orleans Blues (Johnny Moore's 3 Blazers)	33
6. National	4012—Open the Door, Richard (Dusty Fletcher)	20
7. Black & White	BW-792—Open the Door, Richard (Jack McVea Ork)	19

Review Year as a Possible Key to Coin Industry's Future

(Continued from page 82)

of the National Confectioners' Association (NCA). Supplies of raw materials were the main topic of discussion with the price angle running hand-in-hand.

June

A national association of juke box operators thru city and State associations received attention. Sol L. Kesselman, attorney associated with the Music Guild, Newark, N. J., proposed such a program to operators in Philadelphia.

Thruout the nation, television was given serious consideration by juke box operators who found that the new entertainment medium was cutting into their play on locations where television sets were placed.

Sugar rationing ended for all but industrial users and manufacturers who use sugar in their business began getting ready for a complete drop of control. Ball gum prices led a price drop in vender supplies, coming down 10 cents a pound.

Tourist trade in Northern resorts suffered somewhat from a "late" summer season, with chilly weather running right up to July making coin machine play light. Floods in many sections of the country also took a toll in coin machine business.

Another candy meeting was held in Chicago, this time the convention of the National Candy Wholesalers' Association (NCWA). Prices of bars again was a leading topic of conversation.

July

As the mid-point in the year rolled around eyes focused on the growing

export market which had gone zooming over the January thru June period. During those six months, exports of coin machines hit an all-time high of \$2,754,236—even higher than the record total for the entire year of 1946, \$2,655,078.

CMI announced the biggest thing yet in public relations activities of the industry—a drive to raise the largest single donation for the Damon Runyon Memorial Fund for Cancer Research. First announcement of the drive was made by Walter Winchell on his weekly radio broadcast (NBC) July 13. The drive got off to a fast start.

In New York, announcement of the merger of several large vending machine operating companies touched off speculation on the future developments of the vending machine industry. Largest groups joined were the Berlo Vending Company, Philadelphia, and the Sanitary Automatic Candy Corporation, New York. New name for the vender network: ABC Vending Corporation.

During the same month the Automatic Canteen Company of America announced to its stockholders that it did a business totaling \$18,288,938 during the 52-week period ended June 7, 1947, with a net profit of \$688,449, a \$125,312 rise over profits during the fiscal year ended September 30, 1946.

Business, in general, was slow except in the resort sections where business was on the climb after a slow start. Many manufacturing firms operated short-handed during July with employees on vacation.

Coin-operated self-service laundries came in for a back-handed slap

when Rep. O'Toole charged in Congress that they were unsanitary. City health departments and other sanitation authorities came forward to defend the automatic laundries and in the end most sections reported that the net result of O'Toole's charges had been better business relations with customers since they had had a good chance for a favorable press.

Eastern operators reported increased sale of old juke boxes for home recreation room use.

August

Sugar-using manufacturers moved rapidly into higher production with the first week of August bringing an end to all sugar rationing. Actually the end of the wartime measure came July 28 and caught most of the big sugar-users by surprise and it took at least a week to take advantage of the move.

Finis was written for one of the most famous arcades in the country as expansion plans of Hotel Sherman forced the vacating of the Sherman Arcade, which for 14 years had been not only a busy arcade, but a show place for the latest in amusement games.

Regional NAMA meetings—concentrating on legislative problems—continued to interest wherever they were held, with heavy attendance at all sessions.

Confectioners were busy trying to influence Congress to do something about the peanut parity situation which seemed to place impossible prices on peanuts. Meanwhile another commodity was skyrocketing far out of line—cocoa.

August weather did great things for the operators of drink venders. As the thermometer kept at all-time highs, the sales made by drink and ice cream venders marched all-time peaks as well.

After only a month of campaigning, CMI presented Walter Winchell with an initial donation check of

\$200,000 for the Damon Runyon Memorial Fund for Cancer Research. Meanwhile, the drive for funds moved along at a fast pace.

September

Arcades, finishing up their summer (See REVIEW YEAR on page 98)

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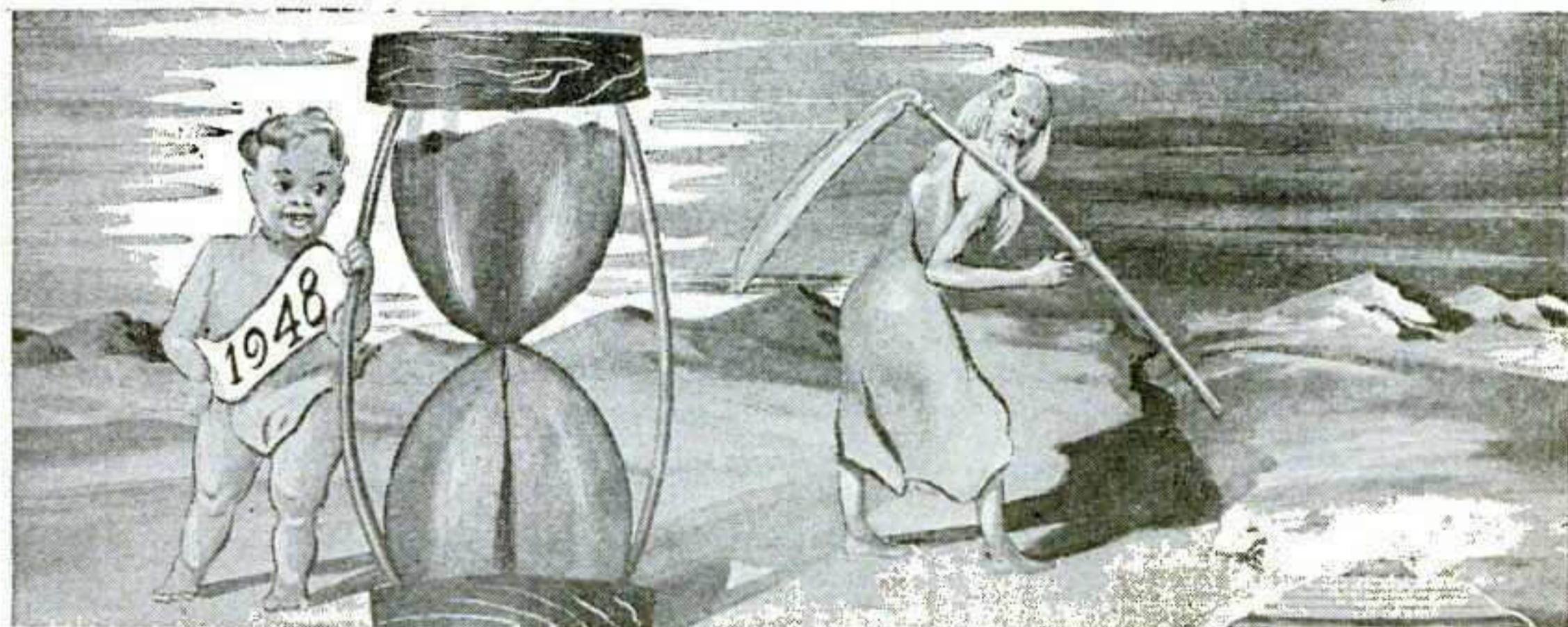
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BILLBOARD SECOND ANNUAL MUSIC-RECORD POLL

Year's Most-Played Folk Records on Nation's Juke Boxes

RECORD	ARTIST	LABEL AND NO.	POINTS
1. Smoke, Smoke, Smoke (That Cigarette)	Tex Williams	Capitol Americana 40001	103
2. It's a Sin	Eddy Arnold	Victor 20-2241	96
3. So Round, So Firm, So Fully Packed	Merle Travis	Capitol 349	91
4. What Is Life Without Love	Eddy Arnold	Victor 20-2058	72
5. I'll Hold You in My Heart (Till I Can Hold You in My Arms)	Eddy Arnold and His Tennessee Plowboys	Victor 20-2332	69
6. Timtayshun	Red Ingle Natural Seven-Jo Stafford	Capitol 412	61
7. New Jolie Blonde	Red Foley	Decca 46034	48
8. Rainbow at Midnight	Ernest Tubb	Decca 46018	36
9. New Pretty Blonde	Moon Mullican	King 578	31
10. Divorce Me C. O. D.	Merle Travis	Capitol 290	29
11. Sugar Moon	Bob Wills	Columbia 37313	20
12. To My Sorrow	Eddy Arnold and His Tennessee Plowboys	Victor 20-2481	19
13. Filipino Baby	Ernest Tubb	Decca 46019	17
14. That's What I Like About the West	Tex Williams Western Caravan	capitol Americana A-40031	14
15. Jole Blon	Roy Acuff	Columbia 37287	10
16. Down at the Roadside Inn	Al Dexter	Columbia 37303	9
16. Feudin' and Fightin'	Dorothy Shay	Columbia 37189	9
16. Never Trust a Woman	Red Foley	Decca 46074	9

The Year's Top Folk Records on Nation's Juke Boxes

LABEL	FOLK RECORD	POINTS
1. Victor	20-2058—What Is Life Without Love (Eddy Arnold) 20-2241—It's a Sin (Eddy Arnold) 20-2332—I'll Hold You in My Heart ('Till I Can Hold You in My Arms) (Eddy Arnold and His Tennessee Plowboys) 20-2481—To My Sorrow (Eddy Arnold and His Tennessee Plowboys)	256
2. Capitol	290—Divorce Me C. O. D. (Merle Travis) 412—Timtayshun (Red Ingle Natural Seven-Jo Stafford) Americana 40001—Smoke, Smoke, Smoke (That Cigarette) (Tex Williams Western Caravan) Americana 40031—That's What I Like About the West (Tex Williams Western Caravan)	207
3. Decca	46018—Rainbow at Midnight (Ernest Tubb) 46019—Filipino Baby (Ernest Tubb) 46037—New Jolie Blonde (Red Foley) 46074—Never Trust a Woman (Red Foley)	110
4. Columbia	37287—Jole Blon (Roy Acuff) 37303—Down at the Roadside Inn (Al Dexter) 37313—Sugar Moon (Bob Wills and His Texas Playboys) 37189—Feudin' and Fightin' (Dorothy Shay)	48
5. King	578—New Pretty Blonde (Moon Mullican)	31

The Year's Top Female Vocalists on Race Records on the Nation's Juke Boxes

VOCALIST	RECORDS IN TOP RACE RECORD LIST	POINTS
1. Savannah Churchill	I Want To Be Loved (Manor 1046)	77
2. Nellie Lutcher	Hurry On Down (Capitol Americana 40002) He's A Real Gone Guy (Capitol Americana 40017)	61
3. Julia Lee	Snatch and Grab It (Capitol Americana 40028)	45
4. Hadda Brooks	That's My Desire (Modern Music 147)	7

Year's Top Singing and Instrumental Groups on the Nation's Juke Boxes

ARTISTS	RECORD NAME, LABEL AND NO.	POINTS
1. The Harmonicats	Peg o' My Heart (Vitacoustic 1)	281
2. The Three Suns	Peg o' My Heart (Victor 20-2272)	208
3. Mills Brothers	Across the Alley From the Alamo (Decca 23863)	136
4. Andrews Sisters	Near You (Decca 24171)	131
5. King Cole Trio	(I Love You) For Sentimental Reasons (Capitol 304)	91

The Most-Played Records on Nation's Juke Boxes

RECORD	ARTIST	LABEL AND NO.	POINTS
1. Peg o' My Heart	The Harmonicats	Vitacoustic 1	281
2. Heartaches	Ted Weems	Decca 25017 & Victor 20-2175	255
3. Near You	Francis Craig	Bullet 1001	214
4. Peg o' My Heart	The Three Suns	Victor 20-2272	208
5. Linda	Ray Noble-Buddy Clark	Columbia 37215	196
6. That's My Desire	Sammy Kaye	Victor 20-2251	190
7. I Wonder Who's Kissing Her Now	Ted Weems-Perry Como	Decca 25078 & Victor 20-2315	182
8. Smoke, Smoke, Smoke (That Cigarette)	Tex Williams Western Caravan	capitol Americana 40001	181
9. I Wonder, I Wonder, I Wonder	Eddy Howard	Majestic 1124	180
10. I Wonder, I Wonder, I Wonder	Guy Lombardo	Decca 23865	162
11. My Adobe Hacienda	Eddy Howard	Majestic 1117	161
12. Managua, Nicaragua	Freddy Martin	Victor 20-2026	150
13. Managua, Nicaragua	Guy Lombardo	Decca 23782	146
14. When You Were Sweet Sixteen	Perry Como	Victor 20-2259	144
15. Across the Alley From the Alamo	Mills Brothers	Decca 23863	136
16. I Wish I Didn't Love You So	Vaughn Monroe	Victor 20-2294	134
17. Anniversary Song	Guy Lombardo	Decca 23799	131
17. Near You	Andrews Sisters	Decca 24171	131
18. Mam'selle	Art Lund	MGM 10011	126
19. Huggin' and Chalkin'	Hoagy Carmichael	Decca 23675	116
20. The Old Lamplighter	Sammy Kaye	Victor 20-1963	115
21. That's My Desire	Frankie Laine	Mercury 5007	111
22. (I Love You) For Sentimental Reasons	Eddy Howard	Majestic 7204	107
23. Chi-Baba, Chi-Baba	Perry Como	Victor 20-2259	106
24. Anniversary Song	Tex Beneke-Miller Ork	Victor 20-2126	98
25. Mam'selle	Dick Haymes	Decca 23861	94
26. Ole Buttermilk Sky	Hoagy Carmichael	ARA 155	93
27. (I Love You) For Sentimental Reasons	King Cole Trio	Capitol 304	91
28. Linda	Charlie Spivak	Victor 20-2047	89
28. Timtayshun	Red Ingle Natural Seven-Jo Stafford	Capitol 412	89
29. Mickey	Ted Weems	Mercury 5062	77
30. The Old Lamplighter	Kay Kyser	Columbia 37095	76
31. How Soon	Jack Owens	Tower 1258	75
32. Anniversary Song	Dinah Shore	Columbia 37234	73
32. Near You	Larry Green Ork	Victor 20-2421	73
33. Anniversary Song	Al Jolson	Decca 23714	71
33. Ole Buttermilk Sky	Kay Kyser	Columbia 37073	71
34. Peg o' My Heart	Art Lund	MGM 10037	70
35. Ballerina	Vaughn Monroe	Victor 20-2433	69

The Year's Top Bands on Nation's Juke Boxes

BAND	RECORD NAME, LABEL AND NO.	POINTS
1. Ted Weems	Heartaches (Decca 25017 & Victor 20-2175) I Wonder Who's Kissing Her Now (Decca 25078) Mickey (Mercury 5062)	514
2. Eddy Howard	(I Love You) For Sentimental Reasons (Majestic 7204) I Wonder, I Wonder, I Wonder (Majestic 1124) My Adobe Hacienda (Majestic 1117)	448
3. Guy Lombardo	Anniversary Song (Decca 23799) I Wonder, I Wonder, I Wonder (Decca 23865) Managua, Nicaragua (Decca 23782)	439
4. Sammy Kaye	The Old Lamplighter (Victor 20-1963) That's My Desire (Victor 20-2251)	305
5. Francis Craig	Near You (Bullet 1001)	214
6. Vaughn Monroe	Ballerina (Victor 20-2433) I Wish I Didn't Love You So (Victor 20-2294)	203
7. Ray Noble	Linda (Columbia 37215)	196
8. Tex Williams Western Caravan	Smoke, Smoke, Smoke (That Cigarette) (Capitol Americana 40001)	181
9. Freddy Martin	Managua, Nicaragua (Victor 20-2026)	150
10. Kay Kyser	Ole Buttermilk Sky (Columbia 37073)	147
11. Tex Beneke-Miller Ork	Anniversary Song (Victor 20-2126)	98
12. Charlie Spivak	Linda (Victor 20-2047)	89
12. Red Ingle Natural Seven	Timtayshun (Capitol 412)	89
13. Larry Green	Near You (Victor 20-2421)	73

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Fox Hunters

Marty Licklider, Fidelity recording artist, and his Missouri Fox Hunters worked New York State on their International Harvester series last week. . . . Toby Stroud, formerly of WWVA, Wheeling, W. Va., is now at WWSA, Harrisonburg, Va., with Curley Joe, Paula and Jolly Joe. Jackie Osborne and Slim Stewart have left WWSA.

Jack Price and His Rhythm Range Riders are airing their show, *Hillbilly Breakfast*, over WTNB, Birmingham. Personnel includes Jim Price, guitar and vocals; Darrel Price, mandolin and steel guitar; Glenn Price, singer, and Mahlon Hurst, baritone. . . . Gurney Thomas has left WDVA, Danville, Va. . . . Jim Hall has been added to the staff of WPTF, Raleigh, N. C.

Stoney Cooper and the Clinch Mountain Boys are heard three times

weekly on a new sponsored show over WWVA, Wheeling, W. Va. Cooper's combo includes Ab Cole, comedian, Wilma Lee Cooper, singer, and Bill Colvin, guitar. . . . Buster Moore and His Dixie Partners have left WPTF, Raleigh, and are now airing from WNOX, Knoxville. . . . Hank Smith and His Buckaroos are now heard over WVOK, a new 10,000-watt in Alabama.

Buckaroos

Harry Wilson and His Buckaroos, who work on WAPI, Birmingham, are also working in the local Club Pla-Mor. Two of the original Golden River Boys, Hardrock Gunter, steel guitar and songwriter, and Bob Strickland, bass, have left the act and are living in Minnesota. Jim O'Day is handling bass, with Sammy Pruitt on guitar. Billy Tucker and Charlie Best, fiddle and accordion respectively, fill out the unit. The group is heard on Vulcan platters.

Newest station to feature folk music successfully is WTNS, Coshocton, O., which now has the *Covered Wagon Gang* show, featuring Wynn and Dot Clipper, Jack Pepper, Paul Regan, Charles Haley and Andrew Porter. Other acts on the station are the Roscoe Ramblers, and Tommy Thomason and His Tennessee Playboys. . . . Woody Woodell and His Ridin' Rangers, heard over WPIC, Sharon, Pa., have just cut eight sides for Country Music label. Their first release will be *Ranger Boogie* and *There's a Welcome Sign Outside My Door*.

Lulu Belle and Scotty, of WLS, Chicago, are readying an open-end transcribed series for local sponsorship, utilizing the setting of the Blue Ridge Mountain area which will be titled *Breakfast in Blue Ridge*. Supporting music will be done by a band led by Red Blanchard. . . . The Original Blue Mountain Boys have reorganized and are now appearing over WMVA, Martinsville, Pa., and WLOE, Leaksville, N. C. New line-up includes Red Nance, fiddle; Buddy Gray, banjo; Lucky Bradley, guitar and vocals; Slim Nance, fiddle and bass, and Uncle Joe Johnson, singer, guitar and manager. They are still cutting National platters.

Fan Club

Don Sullivan, the Ozark Mountain Boy of KMBC, Kansas City, Mo., has a national fan club of over 300 members who will start their own paper for their favorite shortly. Sullivan waxes for KayCee platters. . . . Randy Blake, emcee of WJJD's popular *Supper-time Frolic*, has already sold a first order of 5,000 copies of his first Gold Seal records.

Guy Bowman (Brother Bill) and Harry Smith (Shorty) have been given added time for their *Hillbilly Hit Parade*, aired over WJBK, Detroit, now having four hours per day. Boys are building a huge audience in that area.

The Western Aces, new cowboy unit, are heard daily over WPWA, new Chester, Pa., outlet. Group is composed of Yodeling Bill Haley, Spanish guitar; Bashful Barney, bass; Al Constantine, accordion; Smiling Joe Dennis, electric guitar, and Tex King, Spanish guitar. . . . Billy Strickland did a guest shot on the *Hayloft Hoedown*, WFIL-ABC Saturday night jamboree out of Philadelphia. He will make records for Super Discs.

Uncle Elmer Newman, of the *Hayloft Hoedown*, WFIL, Philadelphia, has many of the original cast of the show on its third anniversary December 6, including Jack Steck, Carol Wynne, Pan Cake Pete Newman, the Murray Sisters, Monty Rosci, Pewee Miller, the Sheriff, Mil Spooner, Sammy Penn and the Willow Ranch Dancers.

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BILLBOARD SECOND ANNUAL MUSIC-RECORD POLL

The Year's Top Artists on Folk Records on Nation's Juke Boxes

ARTIST	RECORDS IN TOP FOLK RECORD LIST	POINTS
1. Eddy Arnold	What Is Life Without Love? (Victor 20-2058) It's a Sin (Victor 20-2241) I'll Hold You In My Heart ('Till I Can Hold You In My Arms) (Victor 20-2332) To My Sorrow (Victor 20-2481)	256
2. Tex Williams Western Caravan	Smoke, Smoke, Smoke (That Cigarette) (Capitol Americana 40001) That's What I Like About the West (Capitol Americana 40031)	117
3. Red Ingle Natural Seven-Jo Stafford	Timtayshun (Capitol 412)	61
4. Red Foley	New Jolie Blonde (Decca 46037) Never Trust A Woman (Decca 46074)	57
5. Ernest Tubb	Rainbow at Midnight (Decca 46018) Filipino Baby (Decca 46019)	53
6. Moon Mullican	New Pretty Blonde (King 578)	31
7. Merle Travis	Divorce Me C.O.D. (Capitol 240)	29
8. Bob Wills And His Texas Plowboys	Sugar Moon (Columbia 37313)	20
9. Roy Acuff	Jole Blon (Columbia 37287)	10
10. Al Dexter	Down at the Roadside Inn (Columbia 37303)	9
10. Dorothy Shay	Feudin' And Fightin' (Columbia 37189)	9

The Year's Top Singing and Instrumental Group on Race Records on Nation's Juke Boxes

ARTIST	RECORDS IN TOP RACE RECORD LIST	POINTS
1. Johnny Moore's 3 Blazers	New Orleans Blues (Exclusive 240)	27
2. Mills Brothers	Across the Alley From the Alamo (Decca 23863)	22
3. Paul Gayten Trio	Since I Fell For You (De Luxe 1082)	17

Year's Top Female Vocalists on the Nation's Juke Boxes

VOCALIST	RECORD NAME, LABEL AND NO.	POINTS
1. Jo Stafford	Timtayshun (Capitol 412)	89
2. Dinah Shore	Anniversary Song (Columbia 37234)	73

The Year's Top Male Vocalists on Race Records on Nation's Juke Boxes

VOCALIST	RECORDS IN TOP RACE RECORD LIST	POINTS
1. Dusty Fletcher	Open The Door, Richard (National 4012)	20
2. Frankie Laine	That's My Desire (Mercury 5007)	14

More Music Poll Charts in General, Radio and Music

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 30)

What Did He Say? (The Mumble Song) The Charlotteers (Ooh! Look-a) Columbia 38065	When a Gypsy Makes His Violin Cry D. Haymes (At the) Decca 24284
What More Is There to Say B. Hickok-The Girl Friends-D. Costa Combo (Charmaine) Stellar SR-1008	Yesterdays H. James (Try a) Manor 1107
Who Were You Kissing (When You Kissed Me Last Night) Brooks Brothers (The Things) Decca 24287	You Don't Have to Know the Language E. Crosby-Andrews Sisters (Apalachicola, Fla.) Decca 24282
	You Don't Have to Know the Language T. Weems (I'm A-Comin') Mercury 5097

FOLK

A Rocky Mountain Lullaby Red River Dave-The Texas Tophands (Bottle Talk) Continental C-8033	Honest As the Day Is Long Denver Darling (Tuck Me) MGM 10129
Ain't Nature Grand Esmeraldy (I'm My) Musiercraft 536	Houndin Blues B. Everetts (I've Got) 4 Star 1226
All the World Is Lonely Now B. Carlisle-The Buckeye Boys (You Can't) Victor 20-2649	I'd Love to Live a Lifetime for You S. Gibson (Wedding Bells) Mercury 8069
Baby, Won't You Settle Down R. Hogged-Rainbow Riders (Short Cut) Coast 266	I Guess I've Been Asleep R. Johnson (Indiana Waltz) MGM 10130
Bad Conditions St. Louis Jimmy (Dog House) Victor 20-2650	I Should Have Known J. Dale and His Prides of the Prairie (Wreck of) Continental C-8035
Back to Tennessee Red Foley-Cumberland Valley Boys (Easy To) Decca 46031	If You Knew Susie T. Hill Ork (San) Mercury 6076
Be I Humblebee Or Not The Ravens (Fool That) National 9040	I'm My Own Grandpaw Esmeraldy (Ain't Nature) Musiercraft 536
Blue Ridge Ballads Texas Gladden-H. Smith . . . Disc 737	Indiana Waltz R. Johnson (I Guess) MGM 10130
Arkansas Traveler . . . Disc 6079	Information Please M. Travis (The Devil) Capitol 40072
Down in the Willow Garden . . . Disc 6081	I've Got a Red Head Now B. Everetts (Houndin Blues) 4 Star 1226
I'm Never to Marry . . . Disc 6080	Lost in a Dream B. Everetts (Choo Choo) 4 Star 1225
Lonesome Road Blues . . . Disc 6082	Loaded Pistols, Loaded Dice R. Allen and His Arizona Wranglers (That Little) Mercury 6078
Poor Ellen Smith . . . Disc 6080	(Love Is the) Song of the Stars Beaver Valley Sweethearts (Soft Mellow) Process 503
Railroad Bill . . . Disc 6081	Mean & Wicked Boogie Maddox Bros.-Rose (Sweet Little) 4 Star 1210
The Devil and the Farmer; Sourwood Mountain . . . Disc 6082	Tom Mix Album Curly Bradley (The Tom Mix of Radio) Universal U-2
The House Carpenter . . . Disc 6079	Carry Me Back to the Lone Prairie . . . Universal U-32
Bottle Talk Red River Dave-The Texas Tophands (A Rocky) Continental C-8033	Hills of Old Wyoming . . . Universal U-31
Cattle Call Song C. Tyler (Chimes Yodel) Disc 5086	Riding Down the Canyon . . . Universal U-32
Chimes Yodel C. Tyler (Cattle Call) Disc 5086	San Antonio Rose . . . Universal U-33
Choo Choo Blues B. Everetts (Lost in) 4 Star 1225	Tumbling Tumbleweed . . . Universal U-33
Cowboy's Lament (Streets of Laredo) T. Glazer (Go Tell) Disc 607-2	When the Bloom Is on the Sage . . . Universal U-31
Deck of Cards T. Texas Tyler (Sweet Thing) 4 Star 1223	Peepin' Through a Keyhole (Watchin' Jole Blon) J. Tyler-The Riders of the Rio Grande (That Wild) Victor 20-2620
Deep in the Bottom of the Sea Texas Jim Robertson-The Panhandle Punchers (Signed, Sealed) Victor 20-2651	Railroad Bill H. Smith (Down in) Disc 6081
Dog House Blues St. Louis Jimmy (Bad Conditions) Victor 20-2650	Rye Whiskey J. Smith (The New) FM 263
Don't You Want to Go to Heaven When You Die? W. Fowler (Everybody's Gonna) Mercury 6077	Sadie Brown Cousin Joe-S. Price Trio (Evolution Blues) Decca 48061
Down in the Willow Garden H. Smith (Railroad Bill) Disc 6081	San T. Hill Ork (If You) Mercury 6076
Easy To Please Red Foley-Cumberland Valley Boys (Back To) Decca 46031	Short Cut Cutie Polka R. Hogged-Rainbow Riders (Baby Won't) Coast 266
End of the World J. Carman (Hillbilly Hula) 4 Star 1229	Signed, Sealed and Delivered Texas Jim Robertson-The Panhandle Punchers (Deep in) Victor 20-2651
Everybody's Gonna Have a Wonderful Time Up There W. Fowler (Don't You) Mercury 6077	Soft Mellow Moonlight Beaver Valley Sweethearts (Song of) Process 503
Evolution Blues Cousin Joe-S. Price Trio (Sadie Brown) Decca 48061	Spanish Fandango Spade Cooley Band (The Best) Victor 20-2663
Fool That I Am The Ravens (Be I) National 9040	Sugar Gal Sonny Boy Williams (Willow Tree) Victor 20-2623
Go and Cry Yourself To Sleep W. Tuttle (There's a) Capitol 40073	Sweet Little You Maddox Bros.-Rose (Mean &) 4 Star 1210
Go Tell Aunt Nancy T. Glazer (Cowboy's Lament) Disc 607-2	
Hillbilly Hula J. Carman (End of) 4 Star 1229	

Sweet Thing T. Texas Tyler (Deck of) 4 Star 1228	Tuck Me To Sleep (In My Old Tucky Home) Denver Darling (Honest As) MGM 10129
That Little Boy of Mine R. Allen and His Arizona Wranglers (Loaded Pistols) Mercury 6078	Waitin' for That Train Delmore Bros. (Mobile Boogie) King 680
That Wild and Wicked Look in Your Eyes J. Tyler-The Riders of the Rio Grande (Peepin' Through) Victor 20-2620	Wedding Bells Are Breaking Up That Old Gang of Mine S. Gibson (I'd Love) Mercury 8069
The Best Deal in Town Spade Cooley Band (Spanish Fandango) Victor 20-2668	What Will I Do? S. Cooper and His Clinch Mountain Boys (The Little) Rich-R-Tone 415
The Daughter of Jole Blon J. Smith (When My) FM 261	When I Hold a Bit of Heaven J. Day-Santa Fe Rangers (I'm Gonna) Cowboy CR 204
The Devil to Pay M. Travis (Information, Please) Capitol 40072	When It's Night Time in Nevada Smilin' Red Maxedon and His Radio Gang (That Old) Arcadia AP 1948
The New San Antonio Rose J. Smith (Rye Whiskey) FM 262	When the Old Cow Went Dry B. Carlisle (Love in) King 679
The Sheik of Araby A. Ammons Rhythm Kings (You Are) Mercury 8070	When My Blue Moon Turns to Gold Again J. Smith (The Daughter) FM 261
The Songbirds are Singing in Heaven R. Acuff and His Smoky Mountain Boys (The Waltz) Columbia 38042	Where the Old Red River Flows C. Moody (Next Sunday) King 671
The Waltz of the Wind R. Acuff and His Smokey Mountain Boys (The Songbirds) Columbia 38042	Who's That Blonde? A. Gibson (No More) Mercury 6075
There's a Star Spangled Rainbow W. Tuttle (Go and) Capitol 40073	Willow Tree Blues Sonny Boy Williams (Sugar Gal) Victor 20-2623
Those Dark Clouds Don't Bother Me E. Kirk (Sad and) Capitol Americana 40069	Wrangler Boogie Willis Bros (I Don't) Mercury 6071
Tomorrow Is Another Day E. Lee and His Midwesterners (Easy To) Victor 20-2645	Wreck of the Old 97 J. Dale and His Prides of the Prairie (I Should) Continental C-8035
Too Fat Polka J. Dale and His Prides of the Prairie (Jolly Polka) Continental C-1220	You Are My Sunshine A. Ammons Rhythm Kings (The Sheik) Mercury 8070
Twentieth Century Minstrel Album R. Dyer-Bennett . . . Decca A-573	You Can't Erase a Memory B. Carlisle-The Buckeye Boys (All the) Victor 20-2649
Eggs and Marrow Bone . . . Decca 24209	You Cooked Your Goose With Me The Ranch House Boys (Bats in) Gold Seal 333
Greensleeves . . . Decca 24212	You Will Pay With Your Heart Red Woodward and His Red Hawks (Chicken in) Signature 1024
Oh, Sally, My Dear . . . Decca 24212	You're the Fly in My Ointment Prairie Ramblers (You've Got) Mercury 6072
Swapping Song . . . Decca 24211	You've Got Me in the Doghouse Now Prairie Ramblers (You're the) Mercury 6072
The Devil and the Farmer's Wife . . . Decca 24209	
1. The Old Maid; 2. Early One Morning . . . Decca 24211	
The Willow Tree . . . Decca 24210	
Villikens and His Dinah . . . Decca 24210	

INTERNATIONAL

Beseda Album Dr. V. King, Dir. . . . American Relief for Czechoslovakia	Titika Epitropakis-Kalamopoulos (Nin Agapas) Victor 26-8036
Czech Beseda, Parts 1, 2, 3 and 4 Moravian Beseda, Parts 1, 2, 3 and 4	To Hrima Dem To Logarizao J. Degaitas (Roumeliotissa) Standard F-9048
Byzantine Singers Album Byzantine Singers . . . Disc 722	To Neo Hanoumaki R. Eskinazi (Xanthi Evreopoula) Victor 26-8041
Axon Estin, Magnificat (Praise to the Mother of God) Disc 6036	Tombe Du Ciel (Falling From the Sky) C. Trenet; A. Lasry, Dir. (Retour Des) Columbia 4502-M
Helenaki . . . Disc 6087	Too Fat Polka (She's Too Fat for Me) Accordion Masters (Dolores) Standard T-135
Kyrie Eleison (Lord Have Mercy) Disc 6068	Tra Veglia E Sonno G. Vicari Original Ork (Non Ritorna) Harmonia H-2062
Laylarni (Shepherd's Lament) Disc 6087	Vienna Flood (Weiner Blut) Accordion Masters (Emperor Waltz) Standard T-133
We Praise Thee, O Lord; One Holy, One Lord . . . Disc 6085	Valse Vanite H. Rene Ork (The Whistler) Victor 25-0105
Meadowland Chorus Zora (Silent Night) Universal U-29	Walc Cesarza (Emperor Waltz) V. Bazan (Gwizdanie Zolnierz) Standard F-3033
Music of the Orient Album Native Artists and Instruments . . . Parlophone P 57	Woodshed Polka The Six Fat Dutchmen-H. Loesselmacher, Dir. (Old Folks) Victor 25-1102
Silent Night Chorus Zora (Meadowland) Universal U-29	Wesoia Kaska B. Kryger (Pojde Do) Harmonia H-1185
Tha Girissis S. Vembo (Ela Na) Victor 26-8042	Windy City (Chicago) B. Kryger Country Dance Ork (Pay Day) Harmonia H-1124
The Blintz Rumba (Crepes Suzette) Radio Aces (Scratch My) Banner B-2064	Wla. Na Filithoume K. Mendri-A. Pagonis (The Girissis) Victor 26-8042
The Darlin' Girl From Clare T. O'Toole-J. Kiley (McGuire's Musketiers) Crystal-Tone 503	Xanthi Evreopoula R. Ampatzl (To Neo) Victor 26-8041
The Whistler and His Dog H. Rene Ork (Valse Vanite) Victor 25-0105	
Ti Kian Hathi Danal (Irthes San) Standard F-9034	
Tinuicia G. Vicari Original Ork (Per Te) Harmonia H-2061	

(Continued on page 99)

Juke Ops Eye Biz Outlook As Boston Readies Video

BOSTON, Dec. 27.—With television scheduled to start here early in February, Boston location owners and juke box operators alike are getting anxious to see what video will mean to their business.

In order to be set for the first local video programs, bars, cafes, restaurants, clubs and other locations are already installing tele sets to supplement their entertainment offerings.

Actually Boston has had a taste of television. Television Sales & Engineering Company, Inc., and Filene's department store have both demonstrated video for Bostonians, using programs piped into Boston from New York over the newly opened microwave link of the American Telephone & Telegraph Company (AT&T).

Blocked Traffic

So much interest was shown in the first Boston television presentations that mounted police were called out to dispense the throng which blocked traffic around Filene's where 14 sets were operating in show windows.

The sudden interest in television here has left juke box operators and location owners guessing at just what will happen when television goes on daily schedules. There appears to be no question about installing video in public locations here, but the ques-

tion of what to do next is troubling location owners.

Some locations have indicated that they plan to up prices to cover the cost of installing and operating video sets, while others feel that video will increase their business enough to cover the added cost.

No Coin Sets

Some consideration has been given the use of coin-operated television sets, but so far none of the video distributors here have any coin-operated sets, and most of them say that they feel coin-operated sets are not the answer at this time.

Boston will have more than its share of television stations if all planned outlets get into operation. WBZ-WBZA expects to be ready with its transmitters by early spring. WNAC is moving ahead with construction; a license has been granted to WEEI which expects to begin televising in the near future, and there are plans to carry video shows from New York to Boston by wire for other stations to rebroadcast.

Remote Unit K. O. To Profits When Disks Spin Free

KANSAS CITY, Kan., Dec. 27.—When the juke box in the Defense Club tavern here began spinning a series of free disks recently, both music operator and location owner were a pair of puzzled fellows. After exhaustive examination of the machine, cause of the "free-for-all" was still undetected. According to the tavern manager, this nickless condition prevailed for over a week before the cause of the coinless juke jamborees were tracked down.

It all centered around the juke's remote-control equipment and a typewriter in an adjoining building, an electric typewriter. When the juke's owner, after exhausting a futile frenzy of possible theories, finally descended upon the typewriter in a next-door print shop, the mystery was solved.

It appeared that every time the electric typewriter was used, it set off the cycle that caused the remote-control unit to operate. Result was that the juke went into action, at all odd moments, without benefit of coins.

Problem now is how to get the juke box back on a paying basis without removing the remote-control unit. From last reports, the operator was still trying to figure it out.

Veeder-Root Income Rises

HARTFORD, Conn., Dec. 27.—Veeder-Root, Inc., manufacturer of counting devices for coin machines, reported a net income of \$1,723,301 for the period of January 1 to November 2, 1947. Earnings for corresponding period in 1946 were \$1,018,618. Earned surplus on November 2 amounted to \$5,195,509, an increase of \$1,100,401 since the beginning of the year.

Report showed firm's total current assets at \$6,366,897; liabilities, \$995,440.

Stockholders received a dividend of 50-cents a share earlier this month.

START THE NEW YEAR RIGHT WITH THESE PRICES!

Keeney Submarine Gun, \$35.00; Super Skee Roll Alley, \$75.00; Mills Thrones, \$59.50 ea.; Wurl. Victory 24's, \$75.00 ea.; Total Rolls, \$125.00 ea.; Super Triangles, \$65.00 ea.; Chloco Hockey, \$45.00; Goalee, \$150.00; Buckley Dice Machine, \$35.00; Super Bell Comb., \$75.00.

OLSHEIN DISTRIBUTING CO.

1100-02 Broadway, Albany 4, N. Y.

Operate **NATIONALLY**
ADVERTISED

WURLITZER PHONOGRAPHS

★
**Get more locations—
make more money!**

OPERATORS, ATTENTION!

We've moved to new and larger quarters

TOP PRICES PAID FOR USED RECORDS

SELL to Chicago's Largest Distributor of Used Records.

WE PAY THE FREIGHT
WRITE, CALL OR SHIP TO

USED RECORD EXCHANGE

4142 W. Armitage Ave.
Chicago 39, Ill.

Will pick up within 100 mile radius

New Telephone No. **DICKENS 7060**

FOR ONLY \$295.00

You can secure one of these phonographs that will make as much money and work as well as any phonograph. 15 Late Super De Luxe Aircons with all the latest improvements, including NEW GUARDIAN ACCUMULATORS, REWIRED CONTROL BOXES, NEW MECHANISMS, EXTERNAL VOLUME CONTROLS, KEYBOARD REWIRED, SLUG REJECTORS REWORKED AND IMPROVED. We are Aircon distributors. Write, Wire or Phone.

Tri-State Distributing Co., 248 Charlotte St., Asheville, N. C.

In Every Way...

No. **1**

AMI phonograph

MAKE HIGHER JUKE BOX PROFITS WITH "MIRACLE POINT" NEEDLES

Longer record life—more records played between needle changes—clearer and truer tones—lower over-all needle costs . . . These are benefits you enjoy with "MIRACLE-POINT," the needle with the famous precious metal alloy round tip. Choose MIRACLE POINT for your finest machines . . . Price, 1 to 12, 30c each at your record jobber.



M. A. GERETT CORP.

722-724 W. Winnebago St., Milwaukee 5, Wis.

\$10,000-\$15,000 A YEAR

Do You Want a Protected Territory Selling Commercial Phonographs to Established Operators??

If you will work intelligently and hard you can make from \$10,000 to \$15,000 annually. This is a direct factory connection. All information strictly confidential. Give us full details.

BOX D-179

Care The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

FOR SALE

One twenty-unit AMI hostess outfit. Original cost \$14,800.00—now selling at \$5,500.00. Sale includes records and record racks. All equipment guaranteed to be as good as new. Ready for immediate installation.

GEORGE NOVELTY CO.

1716 Washington Ave.

Northampton, Pa.

GIVE TO THE DAMON RUNYON CANCER FUND

New York:

Bert Lane, Atlantic New York Corporation executive, back in town after attending the NAMA convention. Also arriving back in the city after the Chicago show were Fred Myer, Ben Golob Company; Murray Weiner, general sales manager of Uneeda, who returned on the Broadway Limited with J. Breidt, Uneeda's president, and George T. Herald, Liberty Brand Syrup, whose new chocolate flavor drew loads of visitors to the Liberty booth at the Palmer House.

I. Huston, Spacarb president, and Jack Pero, sales and advertising director, resting up after a strenuous week in Chicago where the firm introduced its new three-flavored Fountainette.

Dave Simon, Simon Sales, and Ben Rodins, Marlin Corporation prexy, in Washington, flew to Chicago for one day to see the NAMA show, then returned to New York. . . . Mario Caruso's C-Eight Laboratories completed the move to its new headquarters in New Bedford, Mass., ahead of schedule. Full production on the electro cigarette vender will be under way by January 15 according to Lew Jaffa, sales manager.

Lionel (Hank) Harris, back in town after addressing the NAMA beverage session Monday (15). . . . K. C. (Cy) Meliklan, Rudd-Meliklan, Philadelphia, telling operators at the NAMA show that cups are still one of Kwik Kafe's major problems.

Coin-operated turnstiles, the same as those in use in New York subways, will be placed at Newark outdoor swimming pools for use next summer. City has asked for bids on eight turnstiles.

Bart Hartnett, business manager of the Associated Amusement Machine Operators of New York, reports that a collective bargaining agreement has been reached with the United Coin Machine Employees' Union, Local 254, CIO. . . . Harry Nrsnowsky, of the Rex Novelty Company, Wilkes-Barre, Pa., visiting the avenue on biz last week.

Filben showing by Charlie Lichtman's New York Distributing Company scheduled for Friday (19) was postponed. . . . George Briggs, chief of the George E. Briggs Company, informs that John Van Kirk is back on (See New York on page 96)

Portland, Ore.:

Dan Huguenin, director of sales, Jack R. Moore Company, says trade has been brisk, owing to what he calls "a better feeling" in the industry as result of promise of clarification of the State's legal attitude. This stems from a determination by the administration headed by the new governor, John H. Hall, to finally settle the status of pins.

Arnold Caplan, of the A&B Candy Company, reports an upswing in machines sales this month resulting, he feels, from incentive to augment income as outgrowth of continued increase in living costs. . . . Bob Portale, manager, M. S. Wolf Distributing Company, also notes an improvement in sales of phonographs and games this month.

Jimmy Harris, head of J. H. Harris, Inc., cigarette vender operator in the Portland-Vancouver area, reports volume holding up well in the face of seasonal competition, such as Christmas carton buying by the public. Smokes formerly bringing 17 cents in Portland venders command 20 cents now in some clubs where the company has given out concessions, Harris says.

Stan Terry, music and pinball operator, reports that, while there has not been a noticeable pick-up in play as yet, there is a better feeling among the accounts in view of the more promising legal situation thruout the State.

COINMEN YOU KNOW**Buffalo:**

Al Bassan, Albill Service Company, Wellsville, N. Y., who already has a string of juke boxes around Rochester, Olean and Wellesville territory, has just added 25 new Wurlitzers in the Bradford, Pa., vicinity, and is busy getting these locations going. Bassan did the night spots the other evening with Jim Niederpruem, another Wurlitzer man, and their wives, taking in the excitement at the Statler Hotel, Stuyvesant and ending up at the Parkridge.

Virginia Reiser, Redd Distributing Company office worker, recently became engaged to Howard Bell, nephew of well-known coin man Earl Snyder, of Empire Vending Company. This is a real coin machine romance, couple having met while Howard learned the trade at Redd's last year. He is now, however, studying law as an ex-G.I. Wedding is set for April. . . . Allen Zander, is said to be getting ready with a hot, new television idea for coin spots around here. Bernie Simon, who has done very well with his de luxe Music House, record and music store, is supposedly tied up with Zander in the operating biz, and Bernie knows a good thing every time. . . . Joe Molien, Niagara Midland, has added war bride Gisela Wrubel to his office staff. She has only been in the U. S. three months, hails from Wuerzburg, Germany. She met her American officer husband in Germany while working for Americans there, and her English is surprising.

Frank J. Bradley, well-known candy op, attended the national NAMA convention in Chicago with Mrs. Bradley, who is active in his firm. He is chairman of NAMA's Region II (New York State), but wasn't active on national meet's doing. He mentioned that the candy op is now caught squarely between high costs of candy bars (about a 25 per cent increase over former years) and stable nickel per-bar price to vender customers, and that it is tough to stay in there pitching. . . . Music man Murray Siedman claims that Golden Earrings is still one of the best juke numbers, especially by Peggy Lee. He recently was seen at the Golden Gloves Tournament, together with coinmen Vincent McCabe, Jim Niederpruem and Al Bassan. Herb Ross, prominent operator here, was

Detroit:

Robert Robertson Jr., is forming the Automatic Phonograph Company, new operating firm, with headquarters at 2811 Hudson Avenue. . . . George M. Burgess, and Max Marston, of the Marston Distributing Company, are bringing out a new machine for aspirin and other tin pack products under the name of Burgess Products Company. . . . Dr. Martin P. Freese, Continental Vending Machine Company, was in Chicago to attend the NAMA convention. . . . Thomas A. Kinsworthy, a newcomer to the vending field, is forming the Food Products Vending Company to operate a route of popcorn machines in partnership with Victor J. De Schryver, of Marquette Distributing Company.

Theodore J. Krula, who worked for the Modern Music Company during the war, has established his own business as Ted's Music, operating a route of juke boxes from an East Side location. . . . Fred Mitchell is switching his newly established business of manufacturing folders for stamp vending machines to the U. S. Postage Stamp Machine Sales Company, instead of the Mitchell Agency, which carries on his other business activities.

Leo Angott, of Angott Sales Company, is taking over a route of Tradio coin-operated radios, and establishing the new Tradio Service of Detroit. . . . Bill Doyle, juke box distributor, has taken over Wurlitzer distribution in Grand Rapids as a branch of the Atol Distributing Company. Latter company is a family affair, with Mike Atol president, his brother, Elias, vice-president, and his son, Fred, secretary.

Vernon L. Huntoon Jr., of the Ace Amusement Company, Skee Ball and juke box operators, was on a trip to Chicago this past week.

Irving Ackerman and Leon H. Lewis, of the Detroit Tradio Company, are concentrating on operation in local hotels and other locations, and have (See Detroit on page 96)

very active on the promotion end of the boxing event, as in other years, and many of the coin machine gang were on hand.

Chicago:

Pat Buckley returned last week from a trip to New Orleans where he attended a showing of the complete Buckley line, sponsored by the Console Distributing Company. Pat says that Sam Tridico and Bob Buckley, who head the Console firm, put on a fine show. Among visitors at the Buckley plant last week were Alex Adams, Lawrenceville, Ill., and Al Lund, Daytona Beach, Fla. Nils Peterson, Buckley representative in Pennsylvania, is due back in Chicago this week after an extensive tour thru his territory. Buckley employees were feted Monday (22) at a firm Christmas party. Dancing to a top-flight band, refreshments and good food were part of the program.

Most firms here had special Christmas parties during the past week. One of the first was the United Manufacturing Company. Employees of the firm spent Wednesday (24) afternoon celebrating the holiday season at the United headquarters. Buffet lunch, cocktails and gifts highlighted the affair.

Rock-Ola Manufacturing Corporation held a special Christmas party at the Lake Shore Athletic Club December 23. Plant personnel have been extra busy during the past couple of weeks rushing production on first models of Rock-Ola's 1948 juke boxes.

Saturday (20) employees of both Illinois Simplex and Indiana Simplex, Wurlitzer distributing activities in Chicago and Indianapolis respectively, were guests at a joint Christmas party at Hotel Bismarck here. It was also more-or-less a farewell party for Gordon Sutton, who will leave the first of the year for New York to head up Wurlitzer distribution activities there.

B. O. Springer, United States Vending Corporation regional manager, was on crutches this week after spraining his ankle in a fall on ice.

John Haddock, AMI president, and Lindy Force, firm sales manager, were among the many music men who took in the convention sponsored by the National Automatic Merchandising Association (NAMA). . . . Several local vender distributor and manufacturing firms not exhibiting at the NAMA event were kept busy by the deluge of visitors from out of town who were in Chicago for the show.

Visitors at the D. Gottlieb Company last week were particularly heavy (See Chicago on page 97)

Los Angeles:

Friends of Vance Mape Sr., one-time manager of the E. T. Mape Distributing Company, are saddened to learn of his death in San Mateo December 16. His survivors include his brother, E. T. Mape, and his son Vance Jr., who is manager of the firm's Stockton branch. He was active in the coin machine field for the past 25 years and was well known in the field. Services were held in San Mateo December 20. . . . Paul Bertram, formerly an operator in Los Angeles, has opened a distributing office at 1709 W. Pico Boulevard. Called Monarch Sales and Service Paul Markwith has joined the new firm and will handle the service end of the business.

Al Bettelman, of the C. A. Robinson Company, is in Nevada on business. Charlie Robinson, same company, has returned from a trip North. . . . Ray Powers, of E. T. Mape Distributing Company, spent Christmas in Sacramento with relatives. . . . Walter Gerke, Automatic Machines, Inc., back from a two-week extended trip in the northern part of the State. . . . Matt Pratt, foreman of the Mape service department, off to Texas for the holidays. . . . Leonard Baskfield was in town on business. . . . First Douglas shoeshine machines started coming (See Los Angeles on page 97)



BALTIMORE COINMEN FIGHT CANCER with dollars. Pictured above are members of the Baltimore Distributors' Sponsoring Committee who helped to raise \$3,925.40 at a recent dinner for CMI's Damon Runyon Memorial Cancer Fund drive. Left to right: George Lang, Waldrop Distributors; Sol Silverstein, Hub Enterprises; Max Lesnick, Music Sales; Irv Blumenfeld, General Vending Service; O. L. Nyberg, Calvert Novelty; Earl Lipe, of the Roy McGinnis Company, and Virgil Christopher, Chris Novelty.

Indianapolis:

Sam Weinberger, Southern Music Company, distributor for the Seeburg phonograph, was in Chicago visiting the Seeburg factory. . . . Richard White, bookkeeper at the Southern Automatic Music Company, will take his second week of vacation. . . . William T. Bolles, advertising manager for Packard Manufacturing Company, was the guest speaker at a meeting of journalism class at Butler University December 17, with the assistance of a Manhattan phonograph.

Bob Campbell, of the Manhattan Music Company, with tentative headquarters in the Pennsylvania Hotel, reports the sale of three Manhattan phonographs in one day. . . . Thieves, who recently entered the showrooms of the Janes Music Company, broke open the safe and took \$500 in cash. They entered by breaking a hole in the rear brick wall, then broke the combination of the safe. The loss is partly covered by insurance.

Tommie Thomas, salesman for P. Distributing Company, Inc., called on operators in the Northern Indiana territory during the week. . . . Peter Stone, Indiana Automatic Sales Company, distributor for Rock-Ola phonographs, called on operators in Southern Indiana during the week. . . . Indiana operators visiting coin row during the week included C. L. Hutinger, A.B.C. Novelty Company, Fort Jayne; Paul Deaton, Western Sales Corporation, Connorsville; Loyd Anderson, Automatic Distributing Company, Terre Haute, and George Moran, operator at Peru, Ind. . . . Paul Rock, P. J. Distributing Company, Inc., distributor of AMI phonographs, who has returned from a trip over Indiana, reports conditions greatly improved and an increasing demand for coin-operated equipment.

H. R. Nash, manager of the Fort Jayne branch of the Indiana Automatic Sales Company, distributor for Rock-Ola phonographs, spent Monday at the main office here and made satisfactory report of business conditions in his territory, North-eastern Indiana. . . . S. T. Fowler, operator at Cambridge City, Ind., visited coin row during the week, buying new equipment.

The Indiana Music Corporation, Aircor phonograph distributors located at 542 South Meridian Street, has moved its headquarters to 544 and 548 Massachusetts Avenue, to larger quarters, as announced by L. B. Manley, manager of the company. . . . J. E. Miller, Columbus, Ind., operator, visited coin row Tuesday and bought new phonographs and parts. Miller also presented Mrs. Peter Stone with a Christmas present.

The Janes Music Company reports satisfactory business in the record department where Christmas music and carols were in demand more than ever. Jack Deibel, a student at Manual Training High School, and Walter Welsh, a student at Technical High School, have entered the mechanical training class at Indiana Automatic Sales Company, with the intention of keeping phonographs at all the city's teen-age canteens in repair.

Homer E. Capehart was the guest speaker in a nationwide hook-up at the dinner December 21 at the Claypool Hotel, given in honor of Judge Oscar E. Bland, of Linton, Ind., retired recently from the United States Court of Customs and Patent Appeals in Washington.

The Manhattan phonograph furnished the musical program at the meeting of the journalism class at Butler University. . . . The usual holiday slump has hit the coin-operated phonograph business with the ke scraping bottom. Operators in all locations, especially the taverns, are complaining no end. . . . Lavish preparations are being made for the production of the new Rock-Ola phonograph January 3.

Twin Cities:

Coin machine operators in Minnesota, North and South Dakota are reporting—via telephone—that the pre-holiday lull plus poor roads due to heavy snowfalls has resulted in a slump in operations. The bad weather has served to keep the country folk from their closest towns as a result that locations have had drop-off in play of phonos, pin games and other amusement devices. The situation on the roads also has served to keep some operators from servicing their equipment as required, with a number of units thus carrying the "out-of-order" sign.

Ben Molstre, of Glenwood, Minn., a veteran coin machine operator, has sold his medium route to Ralph Skinner, also of Glenwood, who has a similar size juke box pin game and amusement devices route in that area. Molstre has bought a theater near Glenwood which he will manage personally. Acquisition of Molstre's business enables Skinner to consolidate the two Glenwood area routes into a good-sized operation.

Dick Henderson, serviceman for Bob Moore, Willmar, Minn., operator, has bought his boss's interest in the business and takes over the juke box-pin game route January 1. Moore has been in the coin machine business for a number of years and has built up a good-sized route. . . . Fred Gates, operator of the Playland Arcade and Gates Record & Music Shop, within three doors of each other at Hennepin Avenue near Eighth Street, in Minneapolis, is opening a new retail record shop at Fifth Street and Hennepin Avenue, same city.

Harold Lieberman, head of Acme Music Company, Minneapolis, is vacationing in California but is expected back in the Midwest in time to attend the Coin Machine Industries CMI convention in Chicago January 19-22. Meanwhile, Lieberman keeps close contact on the operation of his business thru the constant use of long-distance telephone facilities. . . . Harry Foeste, Seeburg service engineer from Chicago, is in Minneapolis, headquartering at Hy-G Music Company, Seeburg distributors, as he contacts Twin Cities operators and assists them with any Seeburg problems which may be confronting them.

Harry Sheppard, Coin-a-Matic Amusement Company, Minneapolis, is anxious for the summer season to get here. He recently bought out a boat works at Orono, Lake Minnetonka, and is busy getting set for next year's business season. . . . Oscar Truppman, of Bush Distributing Company, is back from Chicago where he attended the National Automatic Merchandising Association (NAMA) convention.

Despite bad roads Con Kaluza, Browerville, Minn., coin man, availed himself of the pre-Christmas lull in business to come to the Twin Cities market looking for new phonographs for his route. . . . Jim Karusis, of JAK Sales, Minneapolis, is being kept busy making new Seeburg phonograph installations. . . . Herman Paster, head of Paster Distributing Company, is back at his desk in St. Paul tending to operator needs for Wurlitzers following a visit to his Des Moines branch office. . . . Sol Stone, Gopher Novelty Company, Minneapolis, and his wife were proud parents the other night as they watched their 10-year-old, Donna, take part in a special Christmas-Hanukah pageant at John Hay School here.

Coinmen in the Twin Cities using business telephones in their headquarters face a 6 per cent increase in phone rates effective with the January billing, as a result of an order issued by the Minnesota Railroad & Warehouse Commission. The Northwestern Bell Telephone Company, subsidiary of the Bell System, was (See Twin Cities on page 97)

Look To The GENERAL For LEADERSHIP

We Are Proud and Honored To Announce That Effective January 1st We Will Be Distributors For ROCK-OLA MFG. CORP. In Md., Del., D.C. and Northern Va.

You Are Invited To The Showing of The New 1948 Magic-Glo



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Monarch Wishes All a Happy New Year. In Original Cases SPECIALS! PHOTOMATIC BRAND NEW SHOOTING STARS, \$69.50. NEW EQUIPMENT IMMEDIATE DELIVERY. Thoroughly Reconditioned Five-Ball Free Plays. EXTRA SPECIAL . . . ALL BRAND NEW! Packard Hideaway, Eight Pla-Mor Boxes, 100 feet of 30-Wire Cable, Complete . . . \$675.00

Remember—IN NEW ENGLAND IT'S TRIMOUNT. IT'S TRIMOUNT For Quality, Leading Lines, Price, Service, Quality Equipment, Repairs. MAY WE CONTINUE TO SERVE YOU IN 1948? TRIMOUNT COIN MACHINE CO. 40 WALTHAM ST. BOSTON 18, MASS. PHONE: LIB. 9480

COINMEN YOU KNOW

New York:

(Continued from page 94)

the job, much improved after an attack of heart trouble.

Increased activity in local vending machine circles is expected as distributors, manufacturers and operators return from the Chicago show of the National Automatic Merchandising Association (NAMA). Having seen and shown the latest in new equipment, vending machine executives are back at their desks with optimistic plans for business expansion during the coming year.

John Connolly Jr. is back on the job with his father at the Connolly Vending Company after his recent honorable discharge from the U. S. Marine Corps. John had the distinction of being chosen as the personal attendant of President Truman during the Chief Executive's cruise to South America a short while ago. . . . Harry Ranier, Los Angeles operator, is in town for the holiday season and a visit with his parents.

Jack Ehrlich, who operates under the name of the Hart Music Company, has set up shop as a distributor of games in Brooklyn. Jack, who will specialize in roll-downs, has his headquarters at 781 Coney Island Avenue. . . . Sal Trella, of Elkay Music Company, writes he is enjoying his stay in Sarasota. Nice and warm there, he says.

Al Bloom, president of Speedway Products, Inc., reports that a redesign of the inner workings of his combination television-juke box set has positioned all the electrical units in four separate sub-assemblies. This will make for easy servicing, Al says. . . . Phil Mason reports that exports of juke boxes at Dave Lowy & Company continue at a high level.

Harry Pearl and Dave Stern, Seacoast Distributors, Inc., executives, have switched locations. Harry now makes his headquarters at the firm's New York office, while Dave is on duty at Harry's former spot in the Newark branch. . . . Morris Rosenthal, of Standard Novelty Company, Williamsport, Pa., was a visitor to the avenue last week.

Ben Chicofsky, Benray Music Company, has had a tumor removed from his neck and is well on the way to recovery. . . . Ben Horowitz, top man at Albena Sales, sounds an optimistic note regarding trends in the music business with the report that juke box sales at Albena in 1947 have exceeded 1945 and 1946 totals respectively.

Jack Banner and Eddie Grief, Banner & Grief, handling the promotion for the Toy Show at Grand Central Palace, featuring coin-operated midget movies, Voice-o-Graphs and Photomats. . . . Mel Adams, Telecoin, in Los Angeles for the holidays. . . . Karl D. Beattie and John W. Ward, Parent Distributing Company, back to Oakland, Calif., for the holidays after showing the Douglas Shoeshiner in New York and Chicago.

F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAMO), is inviting a number of Chicago manufacturers of coin-operated amusement, music, vending and service machines to a dinner January 8 at the Stevens Hotel. Plans to sponsor additional mechanics schools throught the country will be discussed at the dinner meeting.

Music Corporation of America (MCA) is lining up entertainment for the Coca-Cola meeting in Florida next month, which will include coin-operated popcorn machines and other equipment for the convenience of

Detroit:

(Continued from page 94)

discontinued their special department for manufacturing tables for Tradio-type radios. . . . James Ashley, veteran of Detroit distributor-operators, is taking over the territory for the United States Vending Company with a new refrigerated candy vender.

Joseph Brilliant, former MAPOA president, was uninjured in an auto accident on a slippery road in Grand Rapids when he went up to meet leaders of the juke box field there. . . . Bruce Bryan, of the Batter-Up Company, is working on plans for increased production of games during the coming season.

Andrew McLean, of the State Amusement Company, has been on the sick list with a severe cold. . . . Ben Robinson, of the Robinson Distributing Company, New Orleans, is due back in town in a couple of weeks. He was a major distributor here for a number of years. . . . Charlie and Bert Nichols, of N & N Novelty Company, Port Huron, have installed several of the new style roll-down games on their route and report them going over well. . . . Stan Pietrczak, of Stan's Amusement Company, Flint, is adding a string of new games to his operation. . . . Al Edwards, of Valley Coin Machine, Saginaw, is building a new lodge in Northern Michigan.

J. McLouth, of the McLouth Steel Corporation, is buying coin-operated amusement and arcade equipment for his employees at the Gaylord Manufacturing Company, and installing it in the clubrooms. . . . Sam Finazzo, Hyman Levinson and David Berger are incorporating the Por-Meter Distributing Company to manufacture a new type of liquid vender.

James A. Passanante, of Gay-Coin Distributors, now headquartered in Miami, sent his friends a reproduction of an old-time winter scene as a holiday remembrance. . . . Al Cheboygan, the parking meters are being used as standards for Christmas trees on the street—the meters are "turned off" at the end of the tourist season when visitors to the town drop in numbers.

Max Marston, of the Marston Distributing Company, reports a big interest in the six-plays-for-a-quarter policy among operators in this territory. . . . Henry C. Lemke, of the Lemke Coin Machine Company, reports renewed interest in photo machines in this field. . . . Albert A. Weidman, of Weidman National Sales, is developing some new plans in the vending field for unveiling late in January.

the attendees. . . . Murray Weiner, Uneeda general sales manager, recovering from laryngitis.

With Nat Choderker in charge, the new 42d Street Playland finally opened its doors last week and doing a rush business at its Poker tables. . . . Ira Becker, vice-president of Colonial Television, will meet with ops in Chicago during the Coin Machine Industries (CMI) show, January.

Vaughn Monroe's treatment of There I Go is being revived by Broadcast Music, Inc. (BMI). . . . Sol Wohlman, of Pan Coast Distributing, is reshuffling the stock on the floor of his 10th Avenue outlet to make room for new games. . . . Albert and Richard Cole Drink-o-Mat Industries executives, are spending the holiday season at their home in Florida.



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		One World, Roll Down	149.50
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Chicago:

(Continued from page 94)

both in number and quality. Among them were several firm distributors who managed to get together with Gottlieb officials for an impromptu meeting. Those attending from out of town included J. D. Lazar, Pittsburgh; David Bond and his associates, Irwin Margold, both from Boston; Clarence Camp, Memphis; Hynie Zorinsky, Omaha; Leo Weinberger, Louisville; Irv Blumenfeld, Baltimore, and T. B. Holliday, Charlotte, N. C. Sol Gottlieb, who had been on a business trip thru the Southwest and South, returned to the Gottlieb plant Tuesday (16).

Bally Manufacturing Company put out a sizable welcome carpet for its host of visitors this week. Boys were all eagerly looking forward to the big doings at the Sherman next month. Herb Jones reports. Among the Bally callers were R. F. Jones, Jones Distributing Company, Salt Lake City, and M. R. McMerdie, same firm; J. R. Peiters, King-Pin Equipment Company, Kalamazoo; Ben Becker, Ben Becker Sales Corporation, New York; Clarence Camp, Southern Amusement Company, Memphis; Bill Marmer, Sicking, Inc., Cincinnati; Herman Paster, Mayflower Distributing Company, St. Paul; Jack Rosenfeld, Jack Rosenfeld Company, St. Louis, and O. J. Mullinix, Mullinix Amusement Company, Savannah, Ga.

Edward E. Levin, Chicago Coin Machine Company sales manager, was up Wisconsin way last week for a bit of a vacation. . . . B. E. Hall, general manager of Holli-Ware Manufacturing Company, is currently on the West Coast on a business trip. . . . Amusement Corporation callers during the past week included F. McKim Smith, NAAMO president; Herb Weaver, Brooklyn, and Mike Munves, New York.

Clayton Nemeroff and Roy Bazelon, Monarch Coin Machine Company, put out the right hand to a parade of visitors this week. Among the visiting coinmen were L. Holbrook, Huntington, Ind.; H. Zorinski, Omaha; Harold Klein, Milwaukee; Carl Tripp, St. Louis; Harry Jacobs, Milwaukee, and one long-distance importer from Buenos Aires, whom Clayton lists simply as Senior Gould. Exporting business is holding up, in spite of the difficulty in getting money into the country by the importers, Clayton contends.

Jimmy Johnson, Globe Distributing Company, after catching his second wind after the NAMA meet last week, goes on record as favoring repeats on the big event. Says cigarette operators made up the biggest group of buyers of firm's coin sorting and counting machines during the exhibition. Jimmy adds that business the last day of the meet was just as heavy as on the first. The Filben juke in the Globe show window is drawing much favorable comment, he reports.

New Beacon Junior mechanical and Beacon electric coin changers were on display at the Bell Products show-rooms recently and drew many venter visitors who gave them a look-see. Al Sebring reports changers are becoming increasingly important to venter operators.

Murray Rosenthal, Coinex Corporation, gave his wife, Ethel, a cross-country Christmas present. In

Twin Cities:

(Continued from page 95)

granted increases in 147 Minnesota communities. In the Twin Cities and Duluth, however, the rate boosts were confined to business phones only. Interstate long distance rates were jumped 10 per cent for all, however.

Edward C. Hampe, vice-president and general manager for Griggs, Cooper & Company, St. Paul grocery-confectionery-tobacco jobbing house, has been named King Boreas XI to reign over the St. Paul Winter Carnival January 31-February 8. . . . The Tobacco Table of the Twin Cities, of which a number of cigarette venter ops are members, plans a New Year's party January 3 at the Andrews Hotel, Minneapolis. . . . Charles R. Goldstein, district manager here for Universal Match Company, played host recently to a number of Twin City jobbers at a party reminiscent of the affairs given by the parent companies at conventions. The response was almost unanimous and reports were that everyone had a good time.

A. Weisman Company, local tobacco-candy-confectionery jobber, has appointed Murray J. Mansdorf as sales manager to direct distribution of the firm's growing list of items. . . . From LaCrosse, Wis., comes word of the recent death of William Sikorski, city salesman for Joseph Miller Company, tobacco-confectionery jobbing house. . . . Mrs. Katherine McCarthy, owner of Tri-County Tobacco Company, wholesalers, at Watertown, Wis., has named Herman Baumann as manager. Mrs. McCarthy took over the business following the death of her husband. The firm jobs candies, nuts, confections and tobacco products.

Los Angeles:

(Continued from page 94)

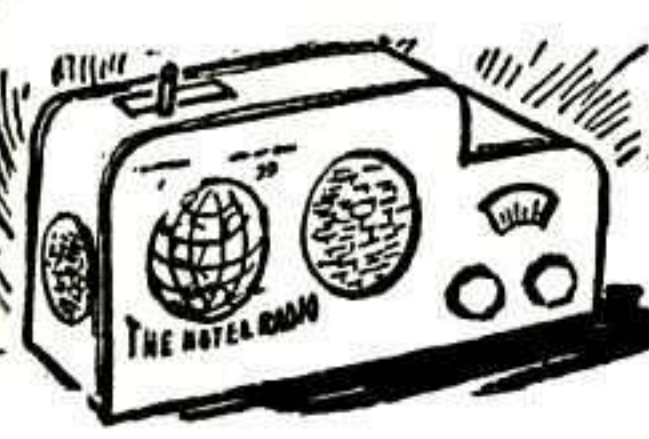
off the production line at Kinmont Manufacturing Company this week.

Hal Smoot, Kwik Kafe of California, Inc., flew to Salt Lake City with his wife, Ann, to spend the holidays with relatives while Bill Aldridge, president of the firm, is already in the East. . . . Golden Williams is back at her desk at M. S. Wolf Distributing Company. . . . Recent visitors along coin machine row include Stanley Little, Lakewood Village; Claude Sharpensteen and son from Yuma, Ariz.; Niles Smith, Oildale; L. Berlinghoff and E. A. Jerome, San Bernardino, and Lee Walker, of Gardena.

addition to the regular kind that come in packages, Murray added a California trip to his wife's Christmas stocking. Leaving Saturday (20) she will visit friends in Los Angeles and remain there about seven weeks. Meanwhile, Murray himself will take off for a short vacation in St. Joseph soon. Son Robert, who recently came in third in the 42-school high school swim meet, is sporting a medal and letter.


World Wide Distributors was a proud host to many visitors last week. Al Stern and Wallace Fink taking many bows for the fine new showroom and building housing the coin equipment. Among the numerous callers were Hermie Cohen, Los Angeles; Guy Moon, Galesburg, Ill.; Leo Remillard, Kankakee, Ill.; Dick Savoie, Gilman, Ill.; Les Geeting, Michigan; Robert Hax, Michigan; Ed Peters, Peoria, Ill.; William Wrigney, Peoria, Ill.; William Martin, Ottawa, Ill.; William Happel, Los Angeles; Fred Blazer, Rock Island, Ill.; Bert Lane, New York; Dan Cohen, New Orleans; Irving Fandler, Des Moines; Herman Paster, St. Paul; Milt Cohen, Myco Automatic, Columbus, O., and Charles Rosen, Louisville. World Wide is preparing elaborate plans for its booth set-up at the CMI show next month, and expects to have some interesting equipment to present. Wallace states.

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Review Year as a Possible Key to Coin Industry's Future

(Continued from page 89)
season, reported that "the return to normal" had been good, with business well above the pre-war level.

Popcorn vender operators, heeding indications of a shortage of corn because of poor growing conditions, were lining up supplies for 1948.

Reports of direct sales of juke boxes to location owners increased and operators' associations thruout the country took steps to prevent damage to their businesses.

A special dinner at Hotel Bismarck in Chicago to boost the CMI drive for the Damon Runyon fund highlighted the month's public relations activities of the industry. An individual contribution of \$50,000 by Lyn Durant, of United Manufacturing Company, Chicago, helped boost contributions over the \$100,000 mark and a new goal of \$250,000 was set for the campaign.

Candy bar prices began an upward trend as cocoa prices continued climbing. The rise destroyed hopes of most operators for a return to pre-war candy prices.

Another shortage continued to hamper manufacturers. Steel, in continued short supply, forced many firms to hold down production of top demand items such as soft drink venders, and firms who were able to turn out enough production to meet the demand were having to pay premium prices for the steel used in their products.

A hurricane ripping thru the Southeast caused a good deal of damage to equipment of many operators and put a serious dent in business in those sections.

October

Increased freight rates added to the operators' cost of equipment as the Interstate Commerce Commission (ICC) granted an emergency 10 per cent rise to the nation's railroads. Meanwhile hearings continued on a proposal to change the classifications of various types of coin machines.

Chicago health authorities concluded tests of local automatic laundry installations with inconclusive results. However, tests in several other key cities thruout the country gave the self-service laundries a clean bill of health.

Coinmen gave a healthy boost to the NAAMO veterans' training program at a \$100-a-plate dinner held in New York.

CMI continued its drive to aid the Damon Runyon fund. The trade association also announced the opening of its new legal bureau with Dudley Ruttenberg as counsel.

Druggists attending the National Association of Retail Druggists (NARD) convention in Chicago predicted the possibility of increased use of venders in drugstores thruout the nation.

Independent cigarette manufacturers opened a drive for a new congressional bill which would change the federal tax on cigarettes from a flat 7-cent-per-pack rate to a graduated tax to be determined by the retail selling price.

November

Members of the first graduating class of the NAAMO-sponsored coin machine mechanics school received their diplomas in New York. Many promptly accepted jobs within the industry, and another class began instructions.

The Federal Trade Commission (FTC) laid down a ruling outlawing "discrimination" in candy prices. Ruling was aimed at the Curtiss Candy Company.

The trade received a blow with the announcement that no more coin machines were to be exported to Canada

after November 17. Canada was the leading country on the American coin machine exportation list.

Hearings were held in Los Angeles on a sanitation code for cup-type soft drink venders. Results of the Los Angeles meetings were expected to be used thruout the nation as a model for local sanitation ordinances on cup venders.

Vending machine exhibits highlighted the annual American Bottlers of Carbonated Beverages (ABCB) convention in Atlantic City. Vending machines, likewise, were featured at the National Association of Popcorn Manufacturers (NAPM) convention where Paul H. Rice, head of Auto-Vend, Inc., was elected president of the association.

Alabama's Alcoholic Beverage Control board moved to permit the use of juke boxes in Alabama taverns after a five-year ban. As the year ran out, however, there was still a question whether or not the jukes would be allowed, as the board vacillated in its opinion.

Special dinners were held in key cities thruout the country to boost the CMI drive for the Damon Runyon Fund. At every city where a dinner was scheduled, large crowds of coinmen joined in to aid the drive.

December

Greatest interest in December was focused on the National Automatic Merchandising Association (NAMA) convention in Chicago where over 5,000 saw the latest in coin-operated vending machines. Elected new president of the association was Elmer F. Pierson, president of the Vendo Company, Kansas City, Mo.

Arcade owners attending the annual outdoor show in Chicago were treated to displays of the latest in coin-operated amusement devices.

NAAMO's president, F. McKim Smith, announced completion of plans for coin machine mechanics training schools, based on the one established in New York, for Chicago, Dallas and Los Angeles.

NAAMO NAME CHANGE

(Continued from page 79)
to submit its new schedule at the annual meeting at the Sherman Hotel, Chicago, January 21.

Another change approved by the board was elimination of associated members, with all parties now classified as full, or voting members. This means that operator, jobber, distributor and manufacturer members will now have a voice in NAAMO activities.

Those attending the meeting, in addition to Smith, were: Max Schaffer and Louis Fox, vice-presidents; Al Meyers, secretary; Bernard Katz, treasurer; A. Joseph Geist, NAAMO counsel; Al Blendow, Herb Weaver, Bob Jacobs, Harvey Schneider, and Miss E. Vaughan, acting executive secretary.

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\$1,000 Yearly Fee For Phoenix Ops

(Continued from page 79)

of business leaving the field in the hands of a few.

Roy Garrison, of Garrison Sales Company here, said smaller operators were particularly disturbed but that they had not yet decided on a protest plan. Garrison said he had talked with the majority of the city's operators, and concluded that, "it is certain that when the field is reduced to a few big operators able to pay the \$1,000 fee," it won't be long until the local coin machine business becomes a monopoly.

Currently, Phoenix has approximately 209 licensed machines, which would produce \$20,900 under the new rate.

Commission: No Comment

When operators expressed opposition to the new fees, three members of the commission refused to comment, one could not be reached, and the fifth member, Roy D. Stone, said, "I questioned the \$1,000 fee when the matter was discussed. I was particularly concerned about the creation of a monopoly and was assured there are only three or four operators in the city and they can afford to pay the fee."

Informed of the small operators' opposition to the fees, Stone said, "I am not in favor of creating a monopoly and if we have made a mistake I will be glad to bring the matter up. I must have the facts as to the activities of the operators before I can decide whether the ordinance should be modified."

Stone concluded that he "wasn't entirely sold on the idea in the first place," and that he is "certainly not in favor of putting any Phoenix resident out of business."

The new ordinance was proposed and supported by James T. Deppe, Phoenix city manager.

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ADVANCE RECORD RELEASES

(Continued from page 92)

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- Aufenthalt: Schubert (12")**
M. Anderson (Ave Maria) Victor 11-9836
- "Aida": Verdi—D'Amor Sull' All' Rosee (12")**
Z. Milanov; RCA Victor Ork ("Aida"—Verdi) Victor 11-9839
- "Aida": Verdi—Ritorna Vincitori (12")**
Z. Milanov-RCA Victor Ork ("Aida"—Verdi) Victor 11-9839
- Ave Maria—Schubert (12")**
M. Anderson (Aufenthalt-Schubert) Victor 11-9836
- Ave Maria**
L. Melchior (The Rosary) MGM 30053
- Bach: Sonatas for Harpsichord and Violin Album, Volume 1 and 2 (14"-12")**
R. Kirk-Patrick-A. Schneider . . . Columbia MM-719
Sonata No. 5 in F Minor
Sonata No. 4 in C Minor
Sonata No. 1 in B Minor
Sonata No. 6 in G Major
Sonata No. 3 in E Major
Sonata No. 2 in A Major
- *Bach Toccatas and Fugues, Volume 1, Album**
C. Weinrich . . . Musicraft M-36
- Beethoven: Sonata No. 9 in A Major, Op. 47 (Kreutzer) Album**
L. Kraus-S. Goldberg . . . Parlophone AP 34
- Beethoven: Concerto No. 5 in E-Flat Major for Piano and Orchestra ("Emperor") Album**
R. Serkin-B. Walter, Dir., The Philharmonic-Symphony Ork of New York . . . Columbia MM-500
- Bohemian Polka**
M. Morrow, MGM Ork (Sabre Dance) MGM 30048
- Bizet: Carmen (Le Fleur Que Tu M'Avais Jettee) (12")**
R. Tauber (Mozart: Zauberflote) . . . Parlophone R 20550
- Chopin: Berceuse, Op. 47 (12")**
E. Joyce (Chopin: Fantasia) . . . Parlophone E 11432
- Chopin: Fantasia Impromptu, Op. 66 (12")**
E. Joyce (Chopin: Berceuse) Parlophone E 11432
- Chopin: Nocturnes No. 2 in E Flat, Op. 9, No. 2; No. 9 in B Major, Op. 32, No. 1 (12")**
E. Joyce . . . Parlophone E 11448
- Christmas Music—Handel (From "The Messiah") (12")**
L. Stokowski (Russian Christmas) Victor 11-9837
- Concerto in A Minor: Schumann Album**
A. Rubinstein-RCA Victor Symphony Ork . . . Victor DM-1176
- Daisies: Oriental Sketch—Rachmaninoff J. Heifetz (Gavotta; March) Victor 10-1355**
- De Falla: Seven Popular Spanish Songs Album**
C. Supervia . . . Parlophone P 52
- "Faust"—Gounod Air Des Bijoux (12")**
E. Steber-RCA Victor Ork ("Faust"—Gounod) Victor 11-9838
- "Faust"—Gounod Ballade: Il Etait Un Roi De Thule (12")**
E. Steber-RCA Victor Ork ("Faust"—Gounod) Victor 11-9838
- Four Pieces—Suk (12")**
G. Neveu . . . Victor 11-9840
- Gaite Parisienne—Offenbach Album**
Boston "Pops" Ork; A. Fiedler, Dir. . . Victor DM-1147
- Gavotta: March-Prokofieff**
J. Heifetz (Daisies; Oriental) Victor 20-1355
- Gould: Interplay for Piano and Orchestra (American Concertette) Album (2-12")**
M. Gould-Robin Hood Dell Ork of Philadelphia . . . Columbia MX-289
- Handel: Sonata in D Major for Violin Album (2-12")**
S. Goldberg . . . Parlophone P 59
- Haydn Chamber Music Society (Trios No. 2, 3, 5) Album**
L. Kraus-S. Goldberg-A. Pini . . . Parlophone AP 35
- Haydn: Concerto in C Major for Violin and Orchestra Album (3-12")**
S. Goldberg . . . Parlophone AP 60
- "I Pagliacci"—Leoncavallo Ballatella: Qual Fiamma Avea Nel Guardo! (12")**
L. Albanese-RCA Victor Ork ("I Pagliacci"—Leoncavallo) Victor 11-9848
- "I Pagliacci"—Leoncavallo L'Altra Notte in Fondo Al Mare (12")**
L. Albanese-RCA Victor Ork ("I Pagliacci") Victor 11-9848
- International Song Imitations**
Betove . . . Parlophone DP 116
- Lucia Di Lammermoor Album**
L. Pagliughi-G. Mallipero-L. I. A. R. Chorus & Ork-U. Tansini, Dir. . . Parlophone AP 31
- Masquerade—Khatchaturian (Symphonic Suite) Album**
Boston "Pops" Ork; A. Fiedler, Dir. . . Victor DM-1166
- Mozart Chamber Music Society, Volume I (Sonatas No. 24, 34, 40) Album**
L. Kraus-S. Goldberg . . . Parlophone AP 18
- Mozart Chamber Music Society, Volume II (Sonatas No. 32, 33, 36) Album**
L. Kraus-S. Goldberg . . . Parlophone AP 19
- Mozart: Fantasia in C Minor; Sonata in C Minor Album**
L. Kraus . . . Parlophone AP 29
- Mozart: Piano Concerto No. 18 in B Flat Major Album**
L. Kraus . . . Parlophone AP 25
- Mozart: Rondo in A Major (12")**
E. Joyce . . . Parlophone E 11292
- Mozart: Zauberflote (Bildnisarie) (12")**
R. Tauber (Bizet: Carmen) Parlophone R 20550
- Mozart-Kreisler: Rondo (12")**
Goldberg (Mozart-Kreisler: Serenade) Parlophone PXO 1037
- Mozart-Kreisler: Serenade in D Minor (12")**
S. Goldberg (Mozart-Kreisler: Serenade) Parlophone PXO 1037
- Norma Album**
G. Cigna-E. Stignani-E.I.A.R. Chorus & Ork-V. Gui, Dir. . . Parlophone AP 20 & 21
- Oh Come, All Ye Faithful (Adeste Fidelis)**
L. Lehmann-RCA Victor Chamber Ork (Stille Nacht) Victor 10-1367
- Oh Come, All Ye Faithful (Adeste Fidelis)**
J. Melton-RCA Victor Ork, F. Black, Dir. (Silent Night) Victor 10-1356
- Puccini: Madame Butterfly (Butterfly's Entrance, Act 1)**
L. Lehmann . . . Parlophone PO 157
- Pierne: Entrance of the Little Fauns (From "Cydalise Et Le Chevre-Pied") (12")**
W. Hendl, Dir., Carnegie Pops Ork (Waldteufel: Espana) Columbia 7591-M
- Lily Pons in Mozart Arias Album**
L. Pons; B. Walter, Dir. . . Columbia MM-518
- Rimsky-Korsakov: Scheherazade, Op. 35 Album**
A. Rodzinski, Dir., the Cleveland Ork . . . Columbia MM-398
- Russian Christmas Music (12")**
L. Stokowski (Christmas Music) Victor 11-9837
- Sabre Dance**
M. Morrow-MGM Ork (Bohemian Polka) MGM 30048
- Schubert: Die Winterreise Album**
R. Tauber . . . Parlophone P 9
- Schubert: Faith in Spring**
R. Tauber (Schubert: Hark!) Parlophone PO 166
- Schubert: Hark! Hark! the Lark**
R. Tauber (Schubert: Faith) Parlophone PO 166
- Schubert: Heidenroslein**
R. Tauber (Silcher: Die) Parlophone RO 20442
- Schubert: Impatience**
R. Tauber (Schubert: Serenade) Parlophone RO 20260
- Schubert: Impromptu in A Flat Major, Op. 90, No. 2 (12")**
E. Joyce . . . Parlophone E 11440
- Schubert: Serenade**
R. Tauber (Schubert: Impatience) Parlophone RO 20260
- Schubert: Vaises Nobles, Op. 77 (12")**
L. Kraus . . . Parlophone PXO 1039
- Schumann: Carnaval Suite Album**
C. Arrau . . . Parlophone AP 30
- Silcher: Die Lorelei**
R. Tauber (Schubert: Heidenroslein) Parlophone RO 20442
- Silent Night**
J. Melton-RCA Ork-F. Black, Dir. (Oh, Come) Victor 10-1356
- Song About Lieutenant Chikchiroff**
Don Cossack Chorus-S. Jaroff, Dir. (Song About) Columbia 4503-M
- Song About Pakhom**
Don Cossack Chorus-S. Jaroff, Dir. (Song About) Columbia 4503-M
- Stille Nacht, Heilige Nacht (Silent Night, Holy Night)**
L. Lehmann-RCA Victor Chamber Ork (Oh, Come) Victor 10-1367
- Strauss: Die Fledermaus (Finale, Act II) (12")**
L. Lehmann-R. Tauber . . . Parlophone PXO 1032
- The Nutcracker, Suite No. 2, Tchaikovsky Album**
Boston "Pops" Ork-A. Fiedler, Dir. . . Victor DM-1164
- The Rosary**
L. Melchior (Ave Maria) MGM 30053
- Turandot Album**
G. Cigna-F. Merli-E.I.A.R. Chorus & Ork-F. Ghione, Dir. . . Parlophone AP 26 & 27
- "Tosca"—Puccini E Lucevan Le Stelle**
J. Melton-RCA Victor Ork ("Tosca"—Puccini) Victor 10-1357
- "Tosca"—Puccini Recondita Armonia**
J. Melton-RCA Victor Ork ("Tosca"—Puccini) Victor 10-1357
- Turina: Rapsodia Sinfonica (12")**
E. Joyce . . . Parlophone E 11299
- Two Thousand Years of Music Album**
Parlophone P 58
- Von Weber: Der Freischutz (Max's Aria)**
R. Tauber . . . Parlophone RO 20551
- Waldteufel: Espana-Waltz, Op. 236 (12")**
W. Hendl, Dir., Carnegie Pops Ork (Pierne: Entrance) Columbia 7591-M

HOT JAZZ

- (What Did I Do To Be So) Black and Blue
L. Armstrong Ork (I Can't) Columbia 38052
- I Can't Give You Anything But Love
L. Armstrong Ork (Black and) Columbia 38052

LATIN-AMERICAN

- Manilla Samba**
A. Federico Latin-American Ork (Tico Tico) Pan-American Pan 078
- Joe and Paul Rumba**
P. Campo Ork (Wha' Happen?) Seeco 4100
- Noro in Rumbaland**
N. Morales Sexteto (Stop 21) Seeco 4101
- Stop 21**
N. Morales Sexteto (Noro In) Seeco 4101
- Tico Tico No Fuba**
A. Federico Latin-American Ork (Manilla Samba) Pan-American Pan 078
- Trinidad Steel Band Album**
Trinidad Street Musicians . . . Disc 719
- Bandy Legs . . . Disc 6077**
- Calypso Rumba . . . Disc 6078**
- Jive . . . Disc 6078**
- Medley . . . Disc 6077**
- Wha' Happen?**
P. Campo Ork (Joe and) Seeco 4100
- *Reissue.



For once
they actually agree!



Hope and Crosby, in the movies, seldom see eye to eye.

But there's one thing they really do agree on—they both think U. S. Savings Bonds make wonderful Christmas gifts!

SAYS BOB: "They're swell for anybody on your list. You couldn't pick a nicer, more sensible, more welcome present. Even Crosby knows that."

SAYS BING: "I hate to admit it, folks, but Hope is right. And remember this—you can buy Bonds at any bank or post office in the U. S. A."

BOB AND BING (together): "This Christmas, why not give the finest gift of all—U. S. Savings Bonds!"

Give the finest gift of all . . .
U.S. SAVINGS BONDS

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



Midget Gum Vender Displayed by N. Y. Firm at NAMA Show

CHICAGO, Dec. 27.—Pioneer Vending Machine Company, Inc., New York, featured a special exhibit of its midget gum vender at the NAMA Palmer House meet last week. Machine, first patented in 1940, has been improved and location tested during the last several years, according to Theodore Jelenk, president.

Vender, finished in chrome, is 8¼ inches high, 3½ inches wide and 1½ inches deep, holds 25 pieces of tab size gum. Coin entrance is at the upper right hand side, with a manual half-moon slide lever delivering gum at the bottom left hand corner. Small oblong window set in center of vender face displays merchandise. Unit can be attached to location walls by two screws.

Jelenk said the vender was given a three-month experimental test in busses in Long Island City in 1942, with satisfactory results. Average number per bus was 12 to 16, mounted alongside bus windows.

Currently, Jelenk is setting up distributors to handle the vender, and promises a 2,000 unit per week production within two months.

Half-Hour Laundry To Push Home Sale

MANSFIELD, O., Dec. 27.—I. F. Brownson, manager of the laundry equipment division of the Westinghouse Electric Appliance Division, announced here this week that a plan has been instituted by the firm to co-ordinate the promotion of Laundromat Half-Hour Laundries

POSITION		RECORDS MOST-PLAYED ON THE AIR
Weeks to date	This Week	
6	—	11. MICKEYTed Weems.....Mercury 5062—ASCAP (Air Lane Trio, DeLuxe 1119; Blue Barron, MGM 10106; The Brooks Brothers, Decca 24267; Dennis Day (Charles Dant Ork), Victor 20-2551; L. Monti's Tu Tones, Aristocrat 501; Tiny Hill, Columbia 37987)
5	11	12. CIVILIZATION Jack Smith (The Clark Sisters-Frank (M)DeVol Ork).....Capitol B-465—ASCAP
13	15	12. NEAR YOU.....Elliot Lawrence (Rosalind Patton).....Columbia 37838—ASCAP
6	—	12. THE WHISTLER..Sam Donahue (Shirley Lloyd).....Capitol 472—BMI (The Modernaires, Columbia 37980; Tommy Dorsey (Gordon Folk), Victor 20-2552)
8	—	12. YOU DO (F).....Vic Damone (Jerry Gray Ork).....Mercury 5056—ASCAP
1	—	13. HERE COMES SANTA CLAUS ...Gene Autry.....Columbia 37942 (101 Ranch Boys, Security S-1007)
1	—	13. I CAN'T GIVE YOU ANYTHING BUT LOVE.....Rose Murphy.....Majestic 1204—ASCAP
1	—	13. I'LL DANCE AT YOUR WEDDING... Peggy Lee (Dave Barbour Ork).....Capitol 15009—ASCAP
2	—	14. HOW SOON (Will Vaughn Monroe (Vaughn Monroe-The I Be Seeing You)?).. Moon Maids)....Victor 20-2523—ASCAP
4	—	15. CIVILIZATION (M)Ray McKinley.....Majestic 7274—ASCAP
12	—	15. I WISH I DIDN'T LOVE YOU SO (F).....Dinah Shore (Sonny Burke Ork).....Columbia 37506—ASCAP (Phil Brito (Ted Dale Ork), Musicraft 15117; Helen Forrest (Harold Mooney Ork), MGM 10040; Carol Gable (Clyde Trask Ork), Radio Artist 211; Dick Haymes, Decca 23977; Phil Reed, Dance-Tone 120; Dinah Shore (Sonny Burke Ork), Columbia 37506)
10	—	15. NEAR YOU.....Larry Green.....Victor 20-2421—ASCAP
2	—	15. YOU DO (F).....Bing Crosby (Carmen Cavallaro).....Decca 24101—ASCAP
1	—	15. YOU DO (F).....Vaughn Monroe (Vaughn Monroe-Moon Maids).....Victor 20-2361—ASCAP (Kokomo, Ind.)
10	12	15. YOU DO (F).....Dinah Shore (Sonny Burke Ork).....Columbia 37587—ASCAP

and local Westinghouse dealers. Under the new set-up the Westinghouse dealers will take advantage of the opportunity to demonstrate Laundromats by recommending Half-Hour Laundry installations to customers, and the laundries, in return, will promote Westinghouse dealers thru display advertising the laundries, themselves.

Dealers have been urged to join in promoting opening days of laundry installations particularly.

Thatcher Glass Dividend

ELMIRA, N. Y., Dec. 27.—Thatcher Glass Manufacturing Company, Inc., declared quarterly stock dividends at the regular monthly meeting of the board of directors here last week. For firm's convertible preference stock, a regular 60-cent per share dividend was declared and 15-cents per share on common stock. Both are payable February 15, 1948, to stockholders of record January 31, 1948.

CMI Invites 2,000 Orphans to Movie

CHICAGO, Dec. 27.—Coin Machine Industries, Inc. (CMI), treated 2,000 children from 34 orphanages to a special showing of Walt Disney's *Pinocchio* at the Palace Theater here Tuesday morning (23). The youngsters also received 2,000 candy bars and some 900 pounds of hard candy.


Orphanages which received the invitation represent Jewish, Catholic and Protestant charities, include the Allendale Association, Bensenville Home; Catharine Kasper Industrial School for Girls; Catholic Dependent Child Commission; Catholic Home Bureau of Chicago; Central Baptist Children's Home; Chicago Home for the Friendless, and the Daughters of Zion for Jewish Day Nursery and Infant Home.

Honolulu Gets 1st Automatic Laundry

HONOLULU, Dec. 27.—Honolulu's first self-service laundry got its start on famed Waikiki Boulevard last week. Operated by Homer E. Bray, the Launderette has 21 coin-operated Bendix automatic washers.

Bray featured free washing on his two opening days with special service to customers by four attendants who have been employed to instruct housewives in proper operation of the automatic equipment.

The Waikiki installation is the first of six self-service laundries planned for Honolulu. After January 1, others will be opened in Kaimuki, Kalihi and Kailua areas of the city.



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Dated - JANUARY 24

Distributed - JANUARY 19

Opening Day of the Convention

for further details
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BILLBOARD OFFICE

RECORD REVIEWS

(Continued from page 31)

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

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

RACE

ROSETTA HOWARD (Accompanied by the BIG THREE TRIO) (Columbia 38029) <i>Help Me, Baby</i> Bluesy with nice trio beat.	73	72	70	77
<i>Too Many Drivers</i> Boogie piano intro to tune with insinuating lyrics may be off color for jocks but fine for jukes.	70	60	71	79
EDDIE CHAMBLEE ORK (Miracle 119) <i>Last Call</i> Average instrumental with solo rides too few.	63	66	60	63
<i>Certain Other Someone</i> (Browley Guy) (The Skyscrapers) Fair ditty. Vocal so-so, ork hardly there.	67	69	64	67
BOBBE CASTON—TED BUCKNER'S ORK (Staff 602) <i>God Bless the Child</i> Disk drags at times, tho Caston chirping emerges okay.	70	70	68	72
<i>Call Me Darling</i> Poor song too much for Caston and ork.	58	58	56	60
ARNOLD WILEY (Apollo 391) <i>Plain Food Blues</i> Lyrics so-so, with Wiley piping just fair.	59	59	58	60
<i>Wiley's Boogie</i> Wiley's fingers do some fancy 88-ing.	69	70	71	65

RACE

CROWN PRINCE WATERFORD (Capitol Americana 40074) <i>Move Your Hand, Baby</i> Off-color for jocks. Race jukes should get nickel play here.	70	50	73	86
<i>Weeping Willow Blues</i> Shout style blues vocal. Repetitious piano plunking hurts disk.	69	69	68	71
MYRA TAYLOR—REISER-MEYERS TRIO (Mercury 8068) <i>Move Out</i> Soft trio vocal under Taylor thrush effective. Adds up o.k.	81	82	78	82
<i>Quit Barking in My Rhubarb</i> Novelty ditty take-off on "Old MacDonald."	73	74	71	73
EDDIE VINSON ORK (Mercury 8067) <i>Oil Man Blues</i> Suggestive lyrics not for jocks. May nibble a nickel or two in race boxes.	66	50	70	79
<i>Wandering Mind Blues</i> Average tune, vocal, arranging adds up to average disk.	65	65	65	65
SONNY THOMPSON ORK (Miracle 123) <i>If I Didn't Have You</i> (Gladys Palmer) Palmer gal uses bit of the Billie Holiday style. Chirps okay on fair bluesy ditty.	70	71	68	71
<i>Palmer's Boogie</i> (Gladys Palmer) Thrush switches to piano plunking which registers pretty fair.	68	69	68	69

NEW YEAR SPECIALS

ARCADES	
Bally Defender	\$ 49.50
Midget Movies (New)	Write
Mutoscope Voice-o-Graph, '46	849.50
Under Sea Raider	99.50
CONSOLES	
5¢ Watling Big Game, F/P	\$ 29.50
5¢ Saratoga, F/P (W/Rails)	29.50
Triple Entry, F/O (Cracked Glass)	29.50
5¢ Keeney Super Bell, F/P Comb.	69.50
5¢-5¢ Duo Bell, '46, F/P	89.50
3-Way Keeney Bonus Bell (Flr. S.)	975.00
High Hand, F/P	39.50
NEW YEAR PRESENTS	
Rock-Ola '39 Standard	\$109.50
Rock-Ola Premier	129.50
Rock-Ola Commando	129.50
MUSIC	
Rock-Ola 16 (Illum. Cab.)	\$ 99.50
Rock-Ola Commando, H/A (No Amp.)	99.50
Seeburg 8200 Hi-Tone	159.50
Wurlitzer 24	89.50
Wurlitzer 700	249.50
Wurlitzer 24, H/A W/12	
Keeney W/Boxes	139.50

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CLASSICAL

NATIONAL SYMPH. ORK Anatole Fistoulari, Conductor (Decca London K-1108) <i>Invitation to the Dance</i> Op. 65 (2 sides) The Berlioz orchestration of the Weber waltz is delightfully and spiritedly performed. Recording is tops.	84	87	80	NS.
--	----	----	----	-----

RELIGIOUS

SELAH JUBILEE QUARTET (Mercury 8066) <i>New Jerusalem</i> Quartet takes spiritual softly. Lyrics interpreted well.	67	66	73	61
<i>Done With Trouble</i> Traditional spiritual done well. Quartet abstains for the most part from loud screaming chants.	67	66	73	61

Iowans Get Inside Story of Juke Biz

CEDAR RAPIDS, Ia., Dec. 27.—Readers of *The Cedar Rapids Gazette* have no excuse for not knowing the problems of a juke box operator. In a recent issue a staff writer did a comprehensive survey of the local operators and reported his findings in an extensive article. The writer, Loyal Meek, reported that altho there has been a decline in juke-box play here, operators are withstanding the loss and proudly pointing out that juke-box play is one of the few items that hasn't increased in price.

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Wurlitzer 800 275	Keeney New Twin Bonus Super Bell ..1000
Wurlitzer 500 165	Mills Original Three-Bells, 5c-10c-25c, Reconditioned, repainted 250
Rock-Ola DeLuxe 150	Mills 1947 Three Bells, 5c-10c-25c . 410
Seeburg 8800 Lo-Tone 295	Pace Twin Reels, 10c-25c 125
Seeburg Plaza 185	Jenn. Silver Moon, 5c. 75
Mills Empress 150	One New Advance Roll \$350
Mills Throne 125	
Aireon, 1946, like new 325	

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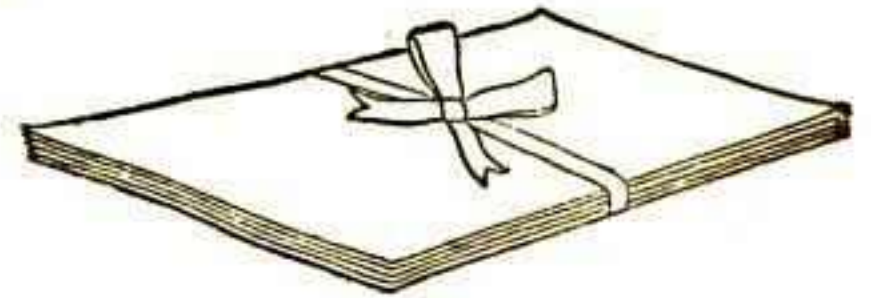
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SAYS BING: "I hate to admit it, folks, but Hope is right. And remember this—you can buy Bonds at any bank or post office in the U. S. A."

BING AND BOB (together): "This Christmas, why not give the finest gift of all—U. S. Savings Bonds!"



Give the finest gift of all ... U.S. SAVINGS BONDS

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Full Production for New Popcorn Vender By Hawkeye Novelty

DES MOINES, Dec. 27.—Hawkeye Novelty Company here announced last week that it is now making deliveries of its new Hawkeye Popt-Corn Vender, with production figures expected to reach 1,000 units per month by the end of January.

New vender was exhibited publicly for the first time at Hotel Bismarck in Chicago during the National Automatic Merchandising Association (NAMA) convention, with Neil Deimling, firm sales representative, on hand to explain operation.

Hawkeye Popt-Corn Vender was developed by F. A. (Art) Wittern, head of the manufacturing firm, after several years of experimenting and field location tests.

Place Pilot Models

Wittern started his experiments with an automatic popcorn vender shortly before the war and has been working on the project since. Last summer the firm began tooling up for regular production on the new machine. Between 600 and 700 pilot models have been placed on test locations, mostly in the Middle West.

The new Hawkeye vender has an aluminum cabinet with baked enamel finish. It is 61x15x16 inches and weighs 67 pounds. A corn storage compartment at the top of the machine holds two bushels of pre-popped corn. Windows on the two sides and front, at the top of the cabinet, display the stored corn. A mirror backs up the compartment. Cabinet has an illuminated plastic top.

Altho the machine is electrically heated and illuminated, operation is manual. On insertion of a coin, the customer pushes a lever which delivers corn from a hopper to the delivery chute. A retaining cover holds the corn in the chute until the customer places a bag under it and lifts the cover. The door covering the delivery chute has special sideboards and a lip which channels the corn directly into the bag without excess spilling.

Standard machine has a single heating unit, but a model with double heating unit for heavy traffic locations is available.

Nickel or Dime

Machine has a corn hopper with adjustable bins for different sized bags. Machine can be adapted to either 5 or 10-cent operation on location.

Easy breakdown of component parts is included to facilitate cleaning and transporting of the vender.

Deimling said that a distributor organization is being established to handle sales of the vender, and that announcement of firms appointed for sales spots will be made soon.

The Hawkeye Novelty Company was founded by Wittern in 1931 as an engineering plant for other factories. Later it manufactured free-portion peanut machines and match dispensers, many of which are still being sold. Plans for the future include a new-type hot peanut vending machine as a companion item with the Popt-Corn Vender.

Pitney-Bowes Net Tripled

STAMFORD, Conn., Dec. 27.—Pitney-Bowes, Inc., makers of Mail-o-Mat and postage meters, recently reported net income for the six months ended September 30, 1947, was \$658,134 (67 cents a share, common stock) compared with \$205,670 (29 cents a share) for same period in 1946.

Firm paid out \$377,000 last week in employees dividends, based on a profit-sharing plan, which amounted to about a month's pay or 8.8 per cent of annual base pay for employees with over three years' service.

Four States Move To Stop Cig Sales From Mail-Order Houses

CHICAGO, Dec. 27.—The fight to ward off competition from out-of-State mail-order cigarette houses—in which both vending machine operators and over-the-counter retailers have participated during the past two years—has gotten concrete results in at least four States.

Illinois newspapers, whose columns were once filled with Indiana advertisements, are no longer taking ads offering tax-free cigarettes. Since the newspapers refused the advertising, the firms are now taking to radio. In only a few instances have the newspaper advertisements appeared from Indiana firms where the firm noted that the Illinois tax stamps had been affixed.

N. H. Amends Statutes

New Hampshire's Legislature this year amended the tobacco tax statutes to include a rule regulating either express or parcel post shipments of out-of-State cigarette dealers. The new regulation requires all who buy from such companies to secure a license for such business, and a line must be inserted in their advertising noting that, "A license must be obtained from the State Tax Commission to import cigarettes or tobacco products from without the State."

A similar revision in the Maine

Georgia Campaigns For Tourist Trade

ATLANTA, Dec. 27.—Public and private agencies are campaigning to boost Georgia's tourist industry up to a \$300,000,000 level during the next 10 years, according to spokesmen for chambers of commerce throughout the State. Coinmen, aware of the benefits of this action, are closely watching its progress.

Leading agency in the tourist movement is the distributive education service of the Georgia Department of Education. Headed by Director J. R. Wommack, the department is presenting a two-night training course to Georgians to acquaint them with the advantages and the "know how" of attracting larger tourist trade. Presenting this course is Richard H. Smith, who, working with officers of the U. S. Highway 27 Association, is conducting classes in various towns on the Chattanooga-Tallahassee route.

To Develop Trade

As a result of this training and related programs, observers report, people of Georgia are showing signs of increasing tourist-consciousness.

One concrete result of the organization of leading highways of the State into organizations determined to build up tourist trade, and the increased activities of chambers of commerce has been the noticeable interest in erection of new, modern tourist courts.

Becoming more evident as the program expands, is the tendency of giving tourists better services at reasonable prices. "More and more Georgians are coming to realize that the tourist trade is big business," Wommack states.

"We haven't even scratched the surface yet," Smith comments, "but we're on the way to that \$300,000,000 goal in annual tourist income."

Patent for Chicago Game

WASHINGTON, Dec. 27.—Patent 2,433,224 has been issued to Jerry G. Koci and Albert J. Schlapa and assigned to Chicago Coin Machine Company for Chicago Coin's basketball game. Application for the patent was made July 22, 1946.

tobacco laws now requires "unclassified importers" of cigarettes to secure a license before obtaining tobacco products. This has the effect of cutting off cigarettes from other States, since the importer is required to pay a use tax on cigarettes shipped in tax-free.

The Pennsylvania State police have been given authority to search, without warrant, any vehicle or store which they suspect of containing cigarettes on which the Pennsylvania tax has not been paid.

After Pennsylvania police spent three hours spot checking automobiles and trucks at a bridge which crosses into New Jersey, they reported that they had confiscated approximately 40 cartons of cigarettes to which tax stamps had not been affixed. Fines at the rate of \$25 per carton were handed out to all who had untaxed cigarettes in their possession.

Patent Vending Ejecting Device

WASHINGTON, Dec. 27.—Patent No. 2,432,561 has been issued to Armand De Mott, Fords, N. J., for an article-ejecting device for vending machines, according to the latest issue of the U. S. Patent Office's *Official Gazette*.

Device has been assigned to Amity Foundry & Machine Company, Inc., Perth Amboy, N. J., manufacturers of automatic cigar vending machines.

Official description of the device follows:

"An article ejecting device comprising a shaft, a cam member positioned on said shaft and secured against shifting motion thereon and for rotation in unison therewith, a second cam member positioned on said shaft, said cam members being provided with interengaging cam faces whereby, on rotation of the shaft, the second cam member will be shifted away from the first mentioned cam member, a slide member, a ledge member on which said slide member is positioned, said slide member ejecting articles when shifted on said ledge member, and means connecting the second cam member to said slide member to shift the latter in unison with the shifting of said second cam member on rotation of said shaft."

Coffee Patent

Another patent, No. 2,432,759, has been issued to Wilbert A. Heyman, New York, and assigned to Baker Importing Company, New York, on a process to make coffee concentrates.

Official description of the patent, as appearing in the patent publication, reads:

"A method of producing a concentrated coffee extract containing substantially all desirable flavor and aroma constituents of coffee which comprises subjecting a ground and roasted coffee to steam in a closed chamber to extract the volatile constituents therefrom, condensing the condensable elements of said volatile constituents, absorbing the relatively non-condensable elements in a solvent, extracting with hot water the residue of ground coffee from which the volatile constituents have been removed by steam distillation, concentrating said solution of soluble coffee solids with said volatile condensables and said volatile relatively non-condensables in solvent in substantially the following proportions: Concentrated soluble coffee solids of about thirty-six degrees Baume, 60 oz., solvent containing volatile relatively non-condensables, 25 oz., and volatile condensables 44 oz."

Frosted Foods Exposition in March, Chicago

CHICAGO, Dec. 27.—National Association of Frozen Food Packers (NAFFP) is currently preparing plans for the second National Frozen Food Industry convention and exposition which will be held at the Stevens Hotel here March 15-18, 1948.

Industry spokesmen say the meet will be larger than the San Francisco convention in March, 1947. Vender operators and manufacturers are expected to be among those to attend because of the importance of frozen food as future vender items.

Chairman of the 1948 convention and exposition committee will be Howard Lochrie, Birds-Eye-Snyder, Inc., New York. Other committee members are Karl Reynolds, Reynolds Bros., Sturgeon Bay, Wis.; Frank J. Owens, Brown's Frosted Foods, Inc., Philadelphia; W. E. Booker, the Winter Garden Company, Knoxville; B. F. Logan Jr., R. D. Bodle Company, Seattle, and James S. Lawless, Frosted Fruit Products.



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Mrs. Helen Casson Assumes Management Of Jack Moore Co.

PORTLAND, Ore., Dec. 27.—Active management of the Jack R. Moore Company, with headquarters here and branches in San Francisco, Seattle and Spokane, falls to Mrs. Helen Casson, of Portland, as result of executorship named following the death here late in November of Jackson R. Moore, company president.

The First National Bank of Portland has accepted the executorship, and Robert T. Jacob, of Portland, attorney for and vice-president of the firm, has been named president temporarily. Mrs. Casson, office manager for the entire firm, took over management during the 22 months Moore was in the armed service during the war. The board of directors had comprised Moore, Jacob and Mrs. Casson, the latter two retaining the offices.

Operation of the branches will continue under the present managers, including J. E. Cusson, of the Portland branch. Half of the shares held by Moore, majority stockholder, were left to several employees, including the branch managers and Mrs. Casson.

Burlington Meters Success

BURLINGTON, N. C., Dec. 27.—Since installation in September, 330 parking meters located along the main business streets here have returned the city \$8,473.54 in collections and an additional \$2,215 in fines for parking violations.

Cancer Efforts of Boston Ops Lauded

BOSTON, Dec. 27.—Coin machine operators in Boston and New England have been receiving much praise for their efforts in behalf of the Damon Runyon Memorial Fund for Cancer Research, and a great deal of the praise stems from the excellent publicity operators received thru the efforts of Francis P. L. Cronin, Boston public relations counsel, who was retained by the committee to handle the drive.

Complimentary items were run in George Clarke's column in *The Boston Record*, Alan Frazer's column in *The Boston American* and Tom McGovern's column in *The Lynn Telegram*. Latest report is that drive will top the \$10,000 figure and will continue well into February. Operators here have gotten solidly behind the drive, and in addition to their pledges raised considerable sums at all the Christmas parties held by the industry.

Ravreby Hosts Ops, Staff at Yule Party

BOSTON, Dec. 27.—Ed Ravreby, of Associated Amusements, Inc., played host to 150 operators and friends at a Christmas party at his showrooms here December 24.

During the festivities, which were highlighted by entertainment, refreshments and dancing, Ravreby passed out Christmas bonuses to his staff.

Daval Products Corp. Names 15 Firms as Postmaster Distributors

CHICAGO, Dec. 27.—Officials of Daval Products Corporation announced here this week the appointment of 15 distributors to provide nationwide sales coverage for their new postage stamp vender, the Postmaster.

S. H. Lynch Company, Dallas, one of the newly appointed distributors, conducted exhaustive location tests with the Postmaster over a period of several months from its offices in Dallas, San Antonio, Houston, Oklahoma City and Memphis, resulting in several changes which have been incorporated into the latest model (*The Billboard*, December 20). Similar location tests were made in California, Minnesota, Missouri, Illinois, New York, Maryland and Georgia.

Other Postmaster distributors, besides Lynch, include Modern Music Sales Company, New York; Redd Distributing Company, Boston; Scott-Crosse Company, Philadelphia; General Vending Corporation, Baltimore; H & L Distributing Company, Atlanta; Ohio Specialty Company, Louisville; Shaffer Music Company, Columbus, O.; Markepp Company, Cleveland; Triangle Sales Company, Minneapolis; J. Rosenfeld, St. Louis; Automatic Coin Machine Company, Kansas City; Los Angeles Distributing Company; Western Distributing Company, San Francisco, and Kelner Venders, Chicago.

Mendelson Named Dynamic Sales Head

NEW YORK, Dec. 27.—Sam Mendelson has joined the staff of Dynamic Devices, Inc., as sales director, Mac Pollay and Nat Goros, principals of the amusement machine manufacturing firm, announced. A member of the coin machine industry for the past 12 years, Mendelson, for a time, was with the J. P. Seeburg Corporation in Chicago. His most recent association was with the Premier Coin Machine Manufacturing Corporation, also as sales director.

The appointment highlights Dynamic's plans for expanding its operations. Having produced its first roll-down, Roll-ette, the firm is presently completing the engineering of two new amusement games, Pollay said, to be shown to the trade at the Coin Machine Industries, Inc., convention in Chicago, January 19-22.

Olshein To Handle Packard in Albany

ALBANY, N. Y., Dec. 27.—Olshein Distributing Company here has purchased property adjoining its present building on Broadway and plans an addition to its offices and show room in the near future.

Recently appointed to handle sales for the Packard Manhattan phonograph, Olshein will hold a special showing of this model soon. In addition to Packard, the firm is distributor for several types of pin games, including those of Exhibit Supply, Chicago Coin, United, Williams, Bally and Genco.

J. Olshein, head of the firm, reports demand for roll-downs in the Albany area is increasing.

Salisbury Meter Conscious

SALISBURY, Fla., Dec. 27.—Parking meter returns here are running well ahead of previous predictions, city officials report. For first nine months of operation meters brought in \$32,156.93 against the \$40,000 total anticipated for the entire 12-month period. Latter figure was based on records of other cities of similar size.

Marvin Bland Ups Cancer Fund With Ind. Lodge Drive

TERRE HAUTE, Ind., Dec. 27.—One of the biggest one-man campaigns for donations to the Coin Machine Industries, Inc., (CMI) drive for the Damon Runyon Memorial Fund for Cancer Research is being conducted by Marvin Bland of the Indiana Music Company here.

Bland, from the inception of the drive, has gone all out in contacting clubs and fraternal organizations in Indiana for aid to the fund, and the weekly tabulation of drive donations indicates his success.

Each week checks pour into the CMI drive headquarters here as the result of Bland's work. So far there have been donations from the following groups:

List of Donors

Muncie Lodge No. 33, Loyal Order of Moose, Muncie; Terre Haute Lodge No. 1009, Loyal Order of Moose, Terre Haute; Meshingomesia Country Club, Marion; NAW 662 Club, Anderson; Elkhart Lodge No. 599, Loyal Order of Moose, Elkhart; Huntington Post No. 7, American Legion, Huntington; Fraternal Order of Eagles, Brazil; Mishawaka Aerie No. 2083, FOE, Mishawaka; Pendleton Post No. 117, American Legion, Pendleton; Warrick Post No. 200, American Legion, Booneville; Bluffton Lodge No. 242, Loyal Order of Moose, Bluffton; Kosciuszko Post No. 207, Gary; Bicknell Lodge No. 1287, Loyal Order of Moose, Bicknell; Gilbert Davis Post No. 157, Churubusco; Hobart Beach Post No. 169, VFW, New Albany; Osceola Post No. 308, American Legion, Mishawaka; Polich Alliance Club, LaPorte; Reynard Hunting Club, Madison; Sullivan Post No. 139, Sullivan; Bruceville Rod and Gun Club, Inc., Bruceville; Connersville Lodge No. 1160, Loyal Order of Moose, Connersville; Pioneer Post No. 340, American Legion, Terre Haute; Quigley-Minor Post No. 3151, East Chicago; San Mateo Post No. 60, VFW, Marion; American Legion Post No. 289, Gary; William A. Books Post No. 985, VFW, Goshen; Phoenix Country Club, Terre Haute; Charles B. Reeve Post No. 27, American Legion, Plymouth; American Legion Building Fund, Post No. 20, Crown Point; Herbert Kuhn Post No. 253, American Legion, North Webster; South Whitley Post No. 2919, VFW, South Whitley; American Legion Post No. 202, Butler; Willard E. Hensley Post No. 102, Morristown; E. F. Lockwood, Fort Wayne, and many others.

Trimount Coin Party For 200 Operators

BOSTON, Dec. 27.—More than 200 operators attended the annual Christmas party held by Trimount Coin Machine Company at its showrooms here December 24. Dave Bond and Irwin Margold were hosts.

Food, music, refreshments and dancing contributed to the gala affair.



GUARANTEED SLOTS RECONDITIONED, REFINISHED, REPAINTED

Mills 5c War Eagle	\$ 69.50
Mills 10c War Eagle	74.50
Mills 25c War Eagle	79.50
Mills Blue Front, 5c	89.50
Mills Blue Front, 10c	94.50
Mills Blue Front, 25c	99.50
Mills Brown Front, 5c	89.50
Mills Brown Front, 10c	94.50
Mills Brown Front, 25c	99.50
Mills Bonus Bell, 5c	119.50
Mills Bonus Bell, 10c	124.50
Mills Silver Chrome, 5c	139.50
Mills Silver Chrome, 10c	144.50
Mills Silver Chrome, 25c	149.50
Pace Comet, 5c	49.50
Jennings Chief, 5c	59.50
Jennings Chief, 10c	64.50
Jennings Chief, 25c	69.50
Jennings Bronze Chief, 10c	89.50
Jennings Black Hawk Chief, 25c	89.50

CONSOLES

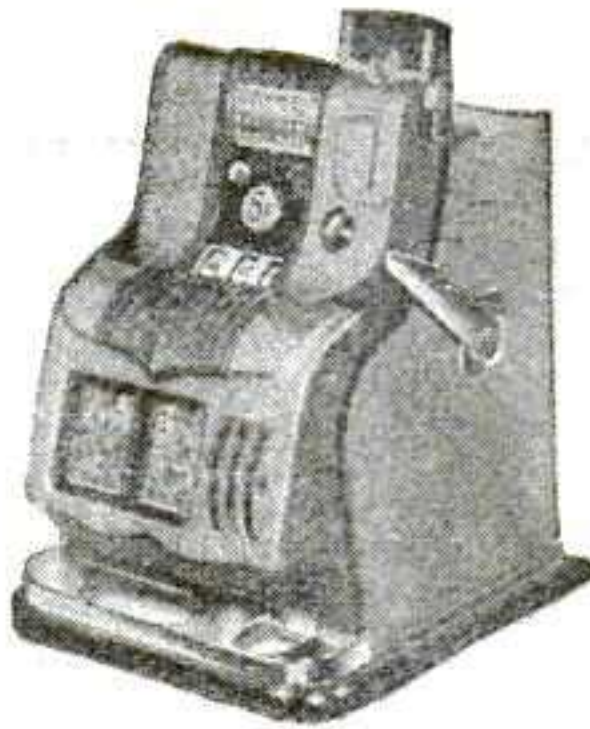
Mills 4-Bells, Lufe Head	\$139.50
Keeney 3-Way Bonus Super Bell	850.00
Mills Jumbo, Cash Payout	69.50
Pace Twin Reels, 5c & 5c or 5c & 10c	89.50
Evans Bang Tails, Jackpot (2-Tone Cabinef)	149.50

NEW 5-BALL FREE PLAY GAMES

Chicago Coin Sea Isle	
Chicago Coin Roll Down	
United Singapore	Genco Bing-A-Roll
Star Life	Bonanza

WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

Exclusive Distributors for MILLS SLOTS Illinois, Iowa, Nebraska, Northern Indiana



BRAND NEW 1947 MILLS 5c Q. T. \$115.00

Reconditioned Post-War Pin Games Bally Big League \$89.50 Exhibit Big Hit 89.50 Superliner 79.50 Surf Queen 49.50



BOOTH 115

Terms: 1/3 Deposit, Balance C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

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SEASON'S GREETINGS

From the

ARCADE

OUTFITTERS



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Carolina Wurlitzer Distributorship to New Charlotte Firm

CHARLOTTE, N. C., Dec. 27.—Redd Distributing Company here has taken over the Wurlitzer distribution activities of the former Brady Distributing Company.

Recently incorporated (*The Billboard*, December 20), the new firm will serve North Carolina and part of South Carolina with the complete Wurlitzer juke box line.

J. H. Wilburn, assistant secretary of the new concern who is in charge of the company office, announced the purchase of the distribution activities of C. B. Brady.

Other officers of Redd Distributing are W. S. Redd, Boston, president, and Hugh McGarrity, Chicago, vice-president and treasurer. McGarrity will move to Charlotte from Chicago and will be in charge of sales.



HENRY W. ZINNER, who was recently appointed assistant to President J. W. Coan, of the Coan Manufacturing Company, Madison, Wis. Zinner has had wide experience in banking circles, was formerly an executive with the Chicago Terminal National Bank.

Cig Wholesalers in Nebraska, Montana Weigh New Rulings

CHICAGO, Dec. 27.—Cigarette operators who are also wholesalers and affix tax stamps in either Montana or Nebraska are affected by two recent rulings handed down by the attorneys general in each State. Both States enacted cigarette taxes during 1947.

In Montana, the attorney general ruled that the Board of Equalization has authority to require that cigarette distributors who use tax meters post security over and above the security bond which is required by the tobacco statute. Each tobacco wholesaler who uses a metering machine to stamp on taxes, must post a \$5,000 bond. In event the metering machines are set to affix more than \$5,000 of taxes, the State has the right to demand additional security.

Metering machines may be set in advance of tax payment, provided that the cigarette tax is paid before the wholesaler disposes of his cigarettes, under a ruling handed down recently by Nebraska's attorney general. Department of Agriculture and inspection sets the metering devices, and may postpone collection of the tax until the meter is re-set.

Beech-Nut To Pay Bonus

CANAJOHARIE, N. J., Dec. 27.—Beech-Nut Packing Company officials have announced that firm's employees will receive a year-end bonus amounting to \$400,000. Basis for distribution will be partly length of service of individual employees and partly their salary bracket. All employees engaged prior to October 1, 1947, and actively employed as of December 18, 1947, will share in the company bonus.

Op Plugs Supplier Firms With Cards

ROCHESTER, N. Y., Dec. 27.—Helmuth H. Winter, operating Helmut Vending Service here, believes in personalized, attention-getting business cards and stationery. Winter owns a one-man candy venter operation and has some valuable public relation ideas of his own when it comes to creating interest in his business, from both the customer and supplier angles.

Winter uses blue business cards and stationery because they will stand out from the usual white cards and paper used by business men. As an added touch he has printed on the back of his cards the names of firms supplying him with candy.

Coin Game Licenses Upped in Tarrytown

TARRYTOWN, N. Y., Dec. 27.—Despite protests from Seymour Pollak, only member of the trade to appear at hearings held here last week, the North Tarrytown trustees adopted a stringent ordinance which imposes a \$100 per year tax on pin games, skee-ball and any form of bagatelle. In addition to the per-machine tax, the trustee-approved ordinance calls for a \$500 operator tax.

Pollak, music and games operator here since 1929, asserted that the amusement game industry could not afford the high fees since its return is too small. Pollak pointed out that the cost of amusement games has greatly increased, that commissions to locations are still 50 per cent of the gross despite the fact that the games still dispense amusement at a nickel.

Trustee John B. Whalen moved that the ordinance be adopted. A roll call vote passed the new license fees and put the ordinance into effect.

Nov. Connecticut Cig Sales Up Over 1946

HARTFORD, Conn., Dec. 27.—Connecticut cigarette sales during November, as judged by the sale of 3-cent-per-pack State impost stamps, amounted to \$572,900 against \$488,913 in the same period in 1946, according to a State tax department report.

Total cigarette revenue for first five months of the State's fiscal year, which began July 1, totalled \$3,200,613 compared to \$3,054,064 in same period a year ago, a 5 per cent increase.

Fla. Chamber of Commerce Plans Tax Investigation

ST. PETERSBURG, Fla., Dec. 27.—The Florida State Chamber of Commerce has moved to investigate the problem surrounding taxation in Florida and after a survey has been completed recommend steps to be taken by government officials.

The Chamber, in its annual meeting recently, adopted unanimously a committee report submitted by Dan McCarthy, of Fort Pierce, calling for establishment of a permanent division within the organization on State taxation and governmental affairs.

The division will employ economists to look into tax matters. No definite stand will be taken by the Chamber, however, until the entire membership has voted on tax proposals in a referendum.



M. S. GISSER, Sales Mgr.

OUTSTANDING VALUES

50 PANORAMS	\$195.00
Crating \$15.00 Extra	
100 CASH TRAY 5c VENDERS	4.50
125 EXHIBIT MERCHANTMEN	85.00
5 SPORTSMAN ROLL DOWNS	125.00
10 TOTAL ROLLS	125.00
6 PINCH HITTERS	95.00
2 TALLY ROLLS	75.00
5 ADVANCE ROLLS	295.00
3 SLIGHTLY USED MUTOSCOPE	
1946 VOICE-O-GRAPHS	575.00

BUBBLE BALL GUM

Finest Quality—38¢ Per Pound. Packed 25 Pounds to a Carton.

VICTORS

1¢ Globe Type	\$11.75
1¢ Model K Porcelain	12.95
For ball gum or any other merchandise, self adjustable, no parts required.	

SILVER KING

1¢ Peanut Vendors, Samples	\$13.95
1¢ Ball Gum Vendors	13.95
5¢ Nuts or Pistachio	13.95
Special quantity discounts in lots of 10 or more. Write.	

MASTER

1¢-5¢ Combination Vendors, will handle pistachios or any other merchandise. The finest combination vendor—\$16.95.

USED VENDERS

6 15-Col. U 500 U-Need-a-Pak Cigarette Vendors	\$110.00
2 7-Col. S. & M. Cigarette Vendors	65.00
12 Silver King 1¢ Ball Gums	8.50
100 Cash Tray Vendors	4.50
12 Lighter Fluid Vendors	15.00
6 10-Col. Rowe Presidents	85.00

BRAND NEW SCALES

Watling Tom Thumb Jr.	Write
Watling 500	Write
Ideal Lo Boy	\$125.00
Marion Scale	97.50
Subject to quantity discount.	

5 Strikes & Spares, \$450.00 ea.

ARCADE EQUIPMENT

2 Lite-o-Leagues	\$175.00
1 Evans in the Barrel	110.00
2 Rapid Fires	110.00
1 Pitchem & Katchem	85.00
1 Scientific Baseball	95.00
2 Exhibit Iron Claws	69.50
Jafco 8 Ft. Barrel Roll	150.00
3 Ten Strikes	69.50
2 Battering Practices	95.00
3 Chicken Sams	95.00
3 Keeney Air Raiders	110.00
3 New Bowl-a-Scores	125.00
5 Heavy Hitters	136.00
Champion Hockey	65.00
Blow Ball	135.00
Keeney Submarine	95.00
Evans Super Bomber	195.00
Texas Leaguer	39.00
1 Scientific Field Goal	165.00
1 K.O. Fighter	150.00
2 Rotary Claw Type	175.00
1 Drive Mobile	165.00
2 Sky Fighters	145.00
1 Bally Defender	145.00
2 Western Baseballs	95.00
1 World Series	95.00
1 Goalee	175.00

75 MILLS, 1c

5-Column Short Tab Vendors	\$17.50 Ea.
----------------------------	-------------

100 BALLY 1 BALLS

Sport Kings, Surf Kings, Kentuckys and Fairmounts	\$65.00 Each
---	--------------

ADVANCE

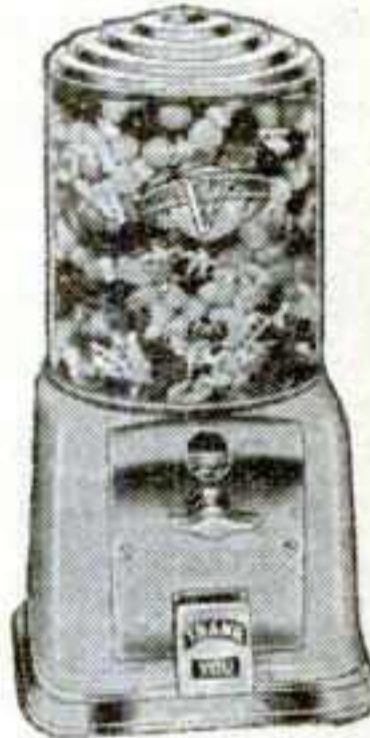
1¢ Ball Gum, Samples	\$13.75
1¢ Stick Gum Vendors, Samples	15.40
25¢ Special Products Vendors	22.00
Write for Quantity Prices.	
1¢ Electric Shockers, Samples	\$22.50
100 or More	16.50

USED CONSOLES

3 Mills 4 Nickel	
4 Bells	\$150.00
1 Mills 3 Bells	245.00
3 Baker's Pacers, D.D.	175.00
2 Bally Big Tops, F.P.	79.50
2 Bally Club Bells, Comb.	95.00
3 Keeney 5¢ Super Bells, Comb.	95.00
8 Keeney 5-5-5-25 Super Bells	225.00
1 Keeney 5¢ Super Bonus Bell	300.00
1 Silver Moon, F.P.	89.50
4 Paces Reels, Comb.	75.00
2 Bob Tails, F.P.	89.50
6 Bally Draw Bells	295.00
3 Keeney 3-Way Super Bonus Bells	850.00
3 Keeney 2 Way Super Bonus Bells	550.00

SPECIAL

24 Brand new Packard Wall Boxes	\$ 31.00
10 Slightly used Buckley Wall Boxes	12.50



VICTOR V

IMMEDIATE DELIVERY

NEW COUNTER GAMES

A.B.T. Challengers	\$42.50
Kicker & Catcher	35.00
Gushers, 5¢	25.00
Non Coin Operated American Eagles	25.00

USED COUNTER GAMES

2 Bombers Gum Vendors	\$12.00
2 Genco Pee Wees	25.00
15 Smileys	12.00
2 A.B.T. Red, White & Blues	20.00
20 Bat-a-Balls Jr.	19.50

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS. BALANCE C. O. D., F. O. B. CLEVELAND.

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
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BEN RODINS IS DELIVERING NOW

CONTACT US FOR PRICES

AVAILABLE NOW All the Latest USED GAMES

GUARANTEED CHECKED • SCRAPED • CLEANED

Latest 5-Ball Games

CHICOIN'S BERMUDA UNITED'S SINGAPORE EXHIBIT'S STAR LITE WILLIAMS' BONANZA KEENEY'S HI-RIDE

COMPLETE LEAD SHOOTING GALLERY FOR SALE!



District 1625

412 9th Street, N. W. WASHINGTON, D. C.

YOU'VE GOT A
BIG HEAD START

with
ATLAS BETTER BUYS!



HOME OF FRIENDLY PERSONAL SERVICE

Headquarters for the Finest in New and Used Equipment

PHONOGRAPHS

WURLITZER 500	\$219.50
SEEBURG CADET	250.00
WURLITZER 600	195.00
WURLITZER 610	95.00
WURLITZER 24	149.50
SEEBURG ROYAL	149.50
SEEBURG VOGUE	245.00
SEEBURG CLASSIC	245.00
SEEBURG GEM	175.00
SEEBURG HI-TONE, R.C.	295.00
SEEBURG LO-TONE	325.00
SEEBURG CONCERT GRAND	175.00
SEEBURG CROWN	175.00
ROCK-OLA DELUXE	195.00
CONCERT MASTER, '40	245.00
ROCK-OLA COMMANDO	195.00

ATTENTION, FOREIGN BUYERS

Write for Our Illustrated Catalog, Specially Prepared for Export Trade, Featuring America's Best Selection of Beautifully Reconditioned Phonographs.



MEMBER

NEW BELLS

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
\$1.00	599.00
Jennings Super DeLuxe (Lite-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
Jennings Std. Club Console	369.00
Jennings Super Del. Club Cons.	424.00
\$1.00 Pace DeLuxe Bell	550.00
Columbia DeLuxe Bell	179.50
Columbia Jackpot Bell	145.00
Weighted Slot Stands	25.00
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

All Used Equipment
Completely Rebuilt
and Refinished

NEW EQUIPMENT

- UNITED SINGAPORE
 - SEA ISLE
 - STAR LITE
 - HUMPTY DUMPTY
 - BRONCHO
 - OSCAR
 - TALLY HO
 - JENNINGS CHALLENGER
 - CENCO BING-A-ROLL
 - BANG TAILS, COMBINATION
- IMMEDIATE DELIVERY

SPECIAL! SHOOTING STARS

Fast, Flashy, Exciting Action! High Score, Disappearing Skill Hole! A real money maker! IN ORIGINAL CARTONS.

\$74.50 EACH
\$69.50 In Lots of 10

United SINGAPORE



5-BALL
NOVELTY
REPLAY

ORDER NOW!

SEE US AT THE SHOW
BOOTHS 75-76

TERMS: 1/3 Deposit, Balance C.O.D.

ATLAS
NOVELTY COMPANY

2200 N. WESTERN AVE. • PHONE ARmitage 5005 • CHICAGO 47
ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19
ATLAS MUSIC CO., 271 NINTH ST., DES MOINES 9

FRIENDLY
PERSONAL
SERVICE



State Tax Calendar

Alabama
Jan. 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
Jan. 19: Corporation property tax return due (last day).
Jan. 20: Sales tax report and payment due.
Jan. 30: Sales tax annual report due.

Arizona
Jan. 15: Gross income report and payment due.
Jan. 30: Gross income tax annual report due.

Arkansas
Jan. 20: Gross receipts tax report and payment due.

California
Jan. 31: Sales tax report and payment due.

Colorado
Jan. 14: Sales tax report and payment due.

Delaware
Jan. 30: Income tax fourth installment due.

Florida
Jan. 10: Agents' and wholesalers' cigarette tax report due.

Georgia
Jan. 10: Cigar and cigarette wholesale dealers' report due.

Idaho
Jan. 15: Cigarette wholesalers' drop shipment report due.

Illinois
Jan. 15: Cigarette tax return due. Sales tax report and payment due.

Indiana
Jan. 10: Cigarette distributors' interstate business report due.
Jan. 15: Cigarette distributors' drop shipment report due.
Jan. 31: Gross income tax report and payment due.

Iowa
Jan. 20: Sales tax report and payment due.

Kansas
Jan. 20: Sales tax report and payment due.

Kentucky
Jan. 10: Amusement and entertainment report and tax due. Cigarette wholesalers' report due.

Louisiana
Jan. 1: Tobacco wholesalers' report due.
Jan. 15: Soft drink wholesalers' report due. Tobacco wholesalers' report due.
Jan. 20: New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland
Jan. 15: Sales and use tax report and payment due.

Massachusetts
Jan. 20: Cigarette tax report and payment due.

Michigan
Jan. 15: Sales tax report and payment due.

Mississippi
Jan. 15: Sales tax report and payment due.
Jan. 30: Sales tax annual report and payment due.

Missouri
Jan. 31: Soft drink manufacturers' report and payment due.

Nevada
Jan. 14: Cigarette wholesalers' license fee delinquent.

New Mexico
Jan. 1: Merchants' license tax payment due.
Jan. 15: Occupational gross income tax report and payment due.

North Carolina
Jan. 15: Sales tax report and payment due.

North Dakota
Jan. 10: Cigarette distributors' report due.
Jan. 20: Sales tax report and payment due.

Ohio
Jan. 10: Cigarette wholesalers' report due.
Jan. 15: Cigarette use tax and report due.
Jan. 31: Sales tax supplemental report and payment due.

Oklahoma
Jan. 10: Cigarette wholesalers', retailers', and vending machine owners' report due.
Jan. 15: Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

Utah
Jan. 15: Sales tax return and payment due.

Virginia
Jan. 1: Business license tax due.

Washington
Jan. 15: Cigarette wholesalers' report of drop shipments due. Gross income tax return and payment due. Sales tax report and payment due.

West Virginia
Jan. 15: Cigarette use tax report and payment due.
Jan. 30: Occupational gross income tax annual report due. Sales tax annual report and payment due.

Wisconsin
Jan. 10: Cigarette wholesalers' and manufacturers' report due.

Wyoming
Jan. 15: Sales tax report and payment due.

Parts Firms To Exhibit Varied Items at Show

CHICAGO, Dec. 27.—In addition to the many new coin-operated machines that are scheduled for a first showing at the Coin Machine Industries' (CMI) convention and show at the Sherman Hotel here January 19-22, a wide variety of component parts will also be debuted.

Heath Distributing Company, occupying booths 159 and 161, will feature a display consisting of its "feather touch" coin chute, which has had wide acceptance with several game manufacturers and also its "silk tone" music systems and Heath units. The latter, a nickel-dime-quarter coin chute built into one component part, is used on older coin phonographs. Heath will also display a complete line of pin game parts and parts and supplies for phonographs. Firm will be represented at the show by Ed Heath, Dickie Buford and Bill Ray.

Gray Mills Corporation will introduce a new parts cleaning system for coin-operated machines, including juke boxes, wall boxes and venders.

Other firms which have released information on their displays for the convention include Coin Amusement Games, Booth 95, who plan to show conversion units for amusement gun featuring moving targets; United Manufacturing Company, a firm which will feature phonograph attachments in addition to its well established pinball and rolldown game equipment, and the Watlin Manufacturing Company, which plan to exhibit fortune, guessing and straight weighing machines beside other machines. American Scales Manufacturing Company will also show fortune and weight scales.

San Francisco Ordinance to Supervisors

Rebound on Pinball Law

SAN FRANCISCO, Dec. 27.—The proposed city ordinance which would ban operation of all pin games, went thru the buck-passing stage before the board of supervisors' police committee hearing here Tuesday (23). After much ball handling between District Attorney Edmund G. Brown and Police Chief Michael Riordan, both officials finally laid the whole matter of the proposed ban in the laps of the supervisors.

All concerned agreed, however, to another hearing which is to be held January 6. At the January hearing, proposed amendments to the present ordinance licensing pinballs will be presented by Marshall E. Leahy, counsel representing pin game operators here.

Leahy said these amendments will suggest that licensing be limited to five-ball pins, and that an amendment be drawn to prohibit anyone under 18 from playing the games.

Police Chief Riordan told the committee that pin games have presented no policing problem. Brown, who had previously termed all pin balls gaming devices, assailed only the one-balls at the committee hearing. Only opposition to the games came from the Parent-Teachers' Association, whose representatives asked for elimination of all five and one-balls. Officials here got themselves involved in a dispute involving the legality of one-balls late in November (*The Billboard*, December 6) when Riordan, who had issued a general order okaying the licensing of one-balls, engaged in a verbal exchange with the city attorney.

Riordan said it was his opinion that one-ball pin games should be licensed as amusement devices, since the law does not distinguish between the number of balls in a game.

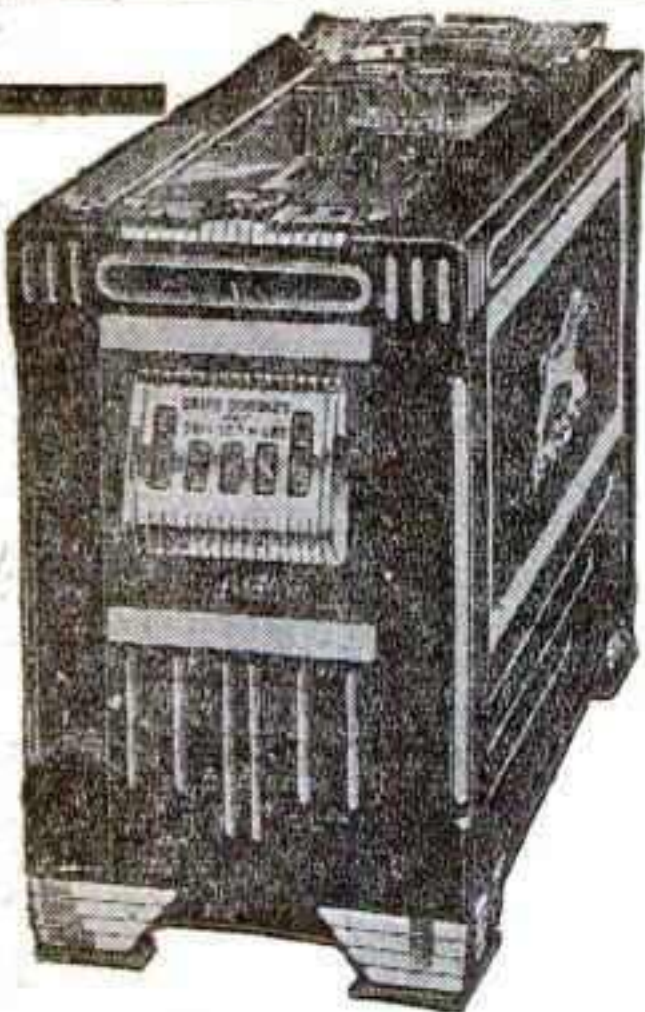
At that time, Riordan defined an amusement device as "any machine or device which, upon insertion of a coin, slug or token in any slot or receptacle attached to said machine which may be operated for use as a game, contest or amusement, and which does not contain a pay-off device for the return of slugs, money, checks or tokens."

Later, pin game operators in the city got into the argument, with a few demanding that one-ball games be declared inoperable. At that point, the board of supervisors said that if the trade itself could not agree on the subject then the city should consider prohibiting the operation of any type of game.

Parkway Expands Balto Operation

BALTIMORE, Dec. 27.—The Parkway Machine Corporation here has annexed the third and fourth floors of a building which they have occupied since 1946. Irvin Kovens, president of the distributing firm, said that the move is designed to increase showroom space and enlarge service facilities.

When the expansion program is completed, Parkway's first floor will be given over entirely to display space for amusement games and larger types of automatic merchandise equipment. The second floor will be devoted to bulk vendors, scales and counter games. Entire third floor will be taken up by the servicing department.



GET IN THE MONEY WITH THE NEW BAKERS PACERS

The Aristocrat of Consoles

Galloping Horses • Flashing Odds • 7 Coin Play • Illuminated Track.

GUARANTEED! The Best Money Maker Ever Built or Your Money Back!

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BAKER NOVELTY CO., Inc.

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Special!

SHOOT the BEAR RAY GUN

Completely reconditioned. Fully repainted.

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Money-back guarantee

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Amplifiers, Motors and Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS. Write for list.

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Chgo. 0317 CHICAGO 13, ILL.

COUNTER GAMES

All A-1 Reconditioned

MILLS VEST POCKET CHROME... \$49.50

MILLS VEST POCKET BLUE AND GOLD 39.50

MILLS VEST POCKET GREEN.... 29.50

1/3 Deposit, Balance C. O. D.

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3147 Locust St. St. Louis 3, Mo. **CALL NOVELTY CO.**

CASH PAID FOR BALLY ENTRIES

We will buy several Bally Entry automatic pay-out games. Must be complete and undamaged and carefully crated. State guaranteed condition and lowest price by air mail or phone Salt Lake City #5-0461, or wire fully.

THE R. F. VOGT DISTRIBUTORS

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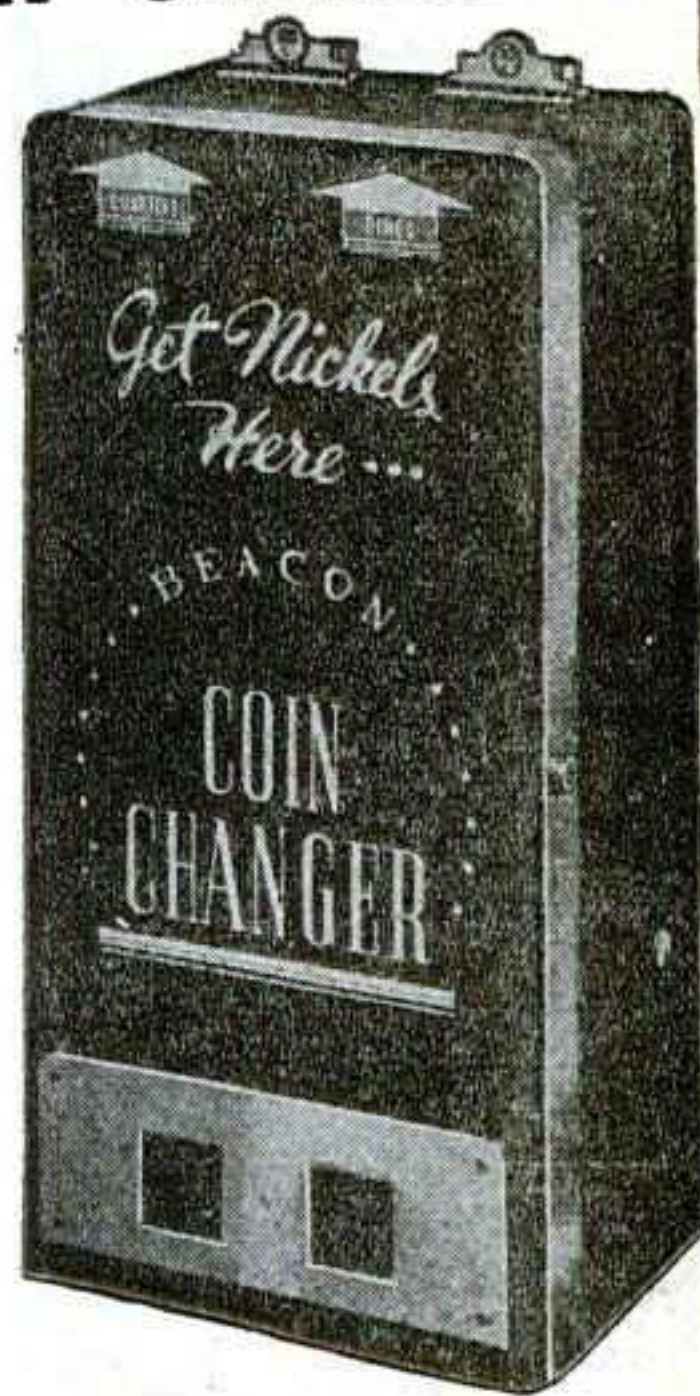
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TESTED AND APPROVED BY LEADING OPERATORS AT SENSATIONALLY LOW PRICES

BEACON Electrically Operated COIN CHANGER

IMMEDIATE DELIVERY \$79.50

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HOLDS \$22.00 IN NICKELS \$49.50

Efficient, foolproof, for use where it is more practical to use a manually operated coin changer.

FRANCHISED TERRITORIES ARE AVAILABLE FOR RESPONSIBLE DISTRIBUTORS



BELL PRODUCTS CO.

2000 N. OAKLEY BLVD.

HUMBOLDT 3027

CHICAGO 47, ILL.

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St. Chicago 24, Ill.

GENERAL MANAGER

For well-established Pin Game Manufacturer. Sales and production experience desirable. Opportunity for capable, high-caliber man.

Write, giving full background. Reply will be held in strictest confidence.

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155 N. CLARK ST., CHICAGO, ILL.



WITH BEST WISHES
FOR
A VERY HAPPY
HOLIDAY
SEASON

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

CMI Cancer Fund Drive Draws Praise From Nation's Newsmen

CHICAGO, Dec. 27.—Drive for contributions to the Damon Runyon Memorial Fund for Cancer Research being conducted by Coin Machine Industries, Inc. (CMI), is coming in for a great deal of favorable publicity in newspapers thruout the country.

Newspaper columnists particularly have heaped praise upon the industry for its whole-hearted support of the worthy cause.

Contributions the past week brought the total thus far collected in the campaign, which will end January 22, to \$190,708.89—approximately \$60,000 short of the quarter-million-dollar goal set for the campaign.

List New Donors

\$250—Power Amusement Co., Sioux Falls, S. D.

\$100—Muncie Lodge No. 33, Loyal Order of Moose, Muncie, Ind.; Palmer Cigarette Service, Inc., New York.

\$80—Earl F. Lockwood, Fort Wayne, Ind.

\$60—NAW 662 Club, Anderson, Ind.

\$50—Fairmont Novelty Co., Fairmont, Minn.; Earl A. Magelsen, Kennewick, Wash.; Sacramento Lodge No. 6, BPOE, Sacramento.

\$30—Hobart Beach Post No. 1693, VFW, New Albany, Ind.; Sullivan Post No. 139, American Legion, Sullivan, Ind.

\$25—Anonymous; Bruceville Rod & Gun Club, Inc., Bruceville, Ind.; Finley B. Duncan, Valparaiso, Fla.; James A. Gilmore, Chicago; Gopher Sales Co., Faribault, Minn.; Bard Music Co., Los Angeles; Bard Manufacturing Co., Inc., Los Angeles; W. C. Johnson, Rawlins, Wyo.; R. C. King, Scottsbluff, Neb.; M & M Sales Co., Champaign, Ill.; Ohio Specialty Co., Inc., Louisville; William Parr,

Los Angeles; Quigley-Minor Post No. 3151, VFW, East Chicago, Ind.; M. R. Richardson, Barbourville, Ky.; Triangle Vending Machine Co., Providence.

\$20—Jerry Edwards, Sacramento; Charles B. Reeve Post No. 27, Plymouth, Ind.; Redd Music Co., Laurel, Miss.

\$15—American Legion Building Fund, Post No. 20, Crown Point, Ind.; Soo Music Service, Inc., Sioux City, Ia.; South Whitley Post No. 2919, VFW, South Whitley, Ind.

\$10—Ace Tobacco Co., Cleveland; Automatic Amusement Service, Inc., Trenton, N. J.; American Legion Post No. 202, Butler, Ind.; Automatic Merchandising, El Paso, Tex.; G. Barron Music Co., San Mateo, Calif.; R. L. Carper Co., Salem, Va.; Del Paso Amusement Co., Del Paso, Calif.; David J. Foppiano, Memphis; Willard E. Hensley Post No. 102, Morrilton, Ind.; W. R. Little, Sheldon, Ia.; Paranty Distributing Co., Oakland, Calif.; Whit's Music Shop, Hopkinsville, Ky.; C. T. Williams, Sacramento; Williams Amusement Co., Trenton, N. J.; John W. Young, Falls City, Neb.

\$5—Bryan Bros. Music Co., Cadillac, Mich.; James Roy Clemens, Beckley, W. Va.; Everett Davies, Sacramento; Indiana Automatic Music Corp., East Chicago, Ind.; Richard Johnson Amusement Co., Charleston, S. C.; Earl's Novelty Service, Crowley, La.; Maestro Music Co., Tucson, Ariz.; T. M. Madden, Virginia, Minn.; Rex Novelty Co., Sacramento; Sam Stept, Johnstown, Pa.; T & J Bar & Cafe, Hayden, Colo.; W. M. Wright, Santa Cruz, Calif.

\$4—Anonymous.

This is how we told them in Pittsburgh!

B. D. LAZAR COMPANY
requests the honor
of your presence
at a
special preview showing
of
the remarkable new
ROCK-OLA MAGIC-GLO PHONOGRAPH
at
1635 Fifth Avenue, Pittsburgh
on
January 3, 4 and 5

B. D. Lazar Co.
1635 FIFTH AVENUE
Pittsburgh • Phone Grant 7818
29 Years the Leader in the Field

Baltimore Coin Trade Donates To Cancer Fund

BALTIMORE, Dec. 27.—A total of \$3,925.40 was donated to the Damon Runyon Memorial Cancer Fund by Baltimore and Washington coinmen at a recent dinner held in the Emerson Hotel here, it has just been announced.

Principal speaker at the dinner was Dr. Edward F. Lewison, cancer specialist, who is affiliated with both Johns Hopkins and Sinai hospitals, Baltimore.

Largest single donation made at the dinner was contributed by the Silent Sales System, of both Washington and Baltimore. Donations of \$50 each were made by the Washington Coin Machine Association; Horace Biederman, Washington distributor, and Irvin Pushkin, photographer from the Beaux Arts Studio, who took pictures of the dinner guests and contributed profits from their sale to the cancer fund. During the dinner the Folkemer Photo Service donated the services of a projectionist and projection equipment in order to present a showing of the Walter Winchell Cancer Fund movie.

It was announced during the dinner that Irvin Blumenfeld, a member of the Baltimore Distributors' Sponsoring Committee, had collected \$1,935 from coinmen in his territory. Other committee members at the dinner included George Lang, Sol Silverstein, Max Lesnick, O. L. Nyberg, Earl Lipe and Virgil Christopher.

USED GAMES READY FOR LOCATION

Bally Heavy Hitter\$129.50
Suspense 79.50
Superliner 89.50
Baffle Card 99.50
Show Girl 99.50
Dynamite 99.50
Cyclone 139.50
Tornado 109.50
Play Boy 139.50
Rocket 149.50
Midget Races 99.50
Spellbound 99.50
Canteen 69.50
Kilroy 125.00

Terms: 1/2 Certified Deposit, Bal. C.O.D.



Sterling
NOVELTY CO.
669-671 S. Broadway
LEXINGTON 20, KY.

WILL TRADE

10 Late Phonographs, just like new, for late One Ball Machines or late Consoles.

5 1947 Evans Ten Strikes, used, free play, \$149.50 Each.

10 Used A. B. T. Challengers, like new, \$15.00 Each.

All Late Pin Games—Write for Price. Now it's time to save money on new games.

FRANK SWARTZ SALES CO.
515-A Fourth Ave., S., Nashville 10, Tenn.



METAL TYPER DISCS

Plain and Colored
Priced From \$7.50 Per 1,000
SAMPLES ON REQUEST

TYPER MACHINES

New and Used
Parts, Supplies,
Expert Repair Service

Write For Prices

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

COLUMBIA DOUBLE JACKPOT BELL

SPECIAL \$85.00 Ea.



Factory re-conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/4" high, 14 1/2" wide, 12" deep, 80 lbs. wt.

1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO
WRITE FOR FREE NEW CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

Abco Novelty Co.

K. C.'S SPECIALS

USED FIVE BALLS

- List of various machines and prices: Suspense \$40.00, Lucky Star \$119.50, Surf Queen 40.00, Stage Door 35.00, Big League 40.00, Canteen 35.00, etc.

Write for complete list on close out of machines that are new at special prices.

TERMS: 1/3 Deposit, Balance C. O. D.

K. C. NOVELTY CO.

419 MARKET ST. PHILA. 6, PA.
Market 7-6841 Market 7-6891

"TALKING GOLD"

Plastic Grille Cloth

Now Available in COLORS

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Al Bloom, President
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Operators Information On Request

- Army and Navy \$15.00, Amber 75.00, Baseball (Chico) 165.00, Broncho 165.00, Big League 37.50, Big Parade 18.00



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Reconditioned Pin Games Ready for Location

- Baffle Cards \$72.50, Big Hit 32.50, Cyclone 122.50, Carousel 95.00, Dynamite 77.50, Dude Ranch 12.00, Defense (Baker) 14.00, Fiesta 75.00, Fox Hunt 15.00, Surf Queens 35.00, Ginger 190.00, Gold Star 18.00, Kismet 27.50, Midget Racer 42.50, Maisie 132.50, Monicker 17.50, Play Boy 105.00, Production 16.00, Ranger 129.50



This week we are not advertising the best used pin ball games in the country. We are using this space to wish our many friends

A VERY HAPPY AND PROSPEROUS NEW YEAR



(MEMBER)

OLIVE NOVELTY CO

2675 E. 125th St., Franklin, Ohio
Phone: Franklin 36201

CENTRAL OHIO COIN'S QUALITY BUYS SACRIFICE SALE—PRICES SLASHED

Multiple columns of machine listings under categories: PIN BALLS, MUSIC, CONSOLES, ARCADE EQUIPMENT, COUNTER GAMES, NEW SLOTS, SAFES & STANDS, CIGARETTE VENDORS, USED AND FACTORY REBUILT SLOTS.

IMMEDIATE DELIVERY!

KEENEY'S GOLD NUGGET HY-RIDE



AMI PHONOS and AUTOMATIC HOSTESS

ORDER TODAY!

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PACE THE BIGGEST

NAMF IN BELLS

★ DELUXE CHROME BELLS

1c-5c-10c-25c-50c-1

PACE

MANUFACTURING CO., INC. 2909 INDIANA AVE. CHICAGO, ILL.

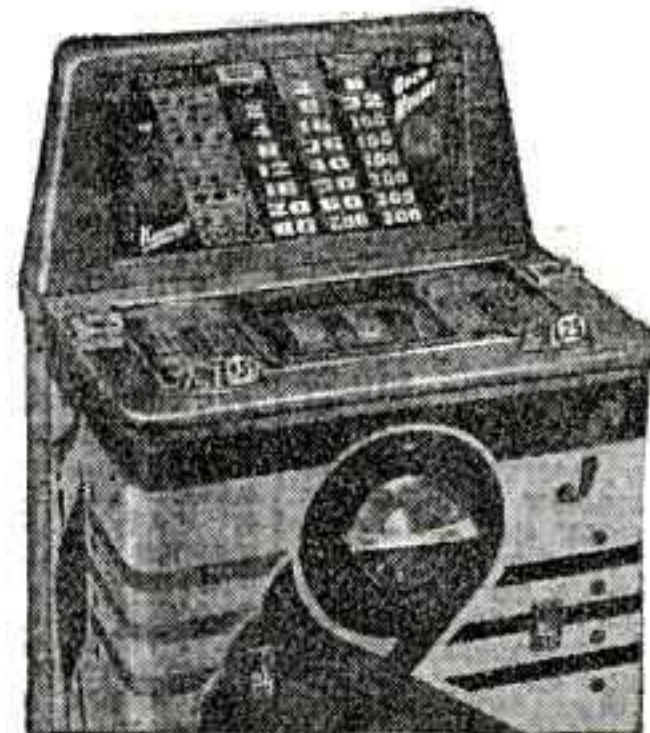


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"Fastest Money Maker Ever Built"

ADDED AWARDS KEEP THE PLAYERS HAPPY
2 WAY COMBINATION
FREE PLAY & CASH PAYOUT
MULTIPLE COIN CHUTES

Any combination of 5c-10c-25c Chutes available
More \$\$\$\$ in the Cash Pan



Phone Immediately for Prompt Delivery in This Territory

EXCLUSIVE FACTORY DISTRIBUTORS FOR

OHIO AND WEST VIRGINIA

CENTRAL OHIO COIN MACHINE EXCHANGE

185 E. TOWN ST.

PHONES: AD 7949 - AD 7993

COLUMBUS 15, OHIO

READY FOR OPERATION!

\$30 EACH OR 4 FOR \$100!

BARGAIN!
Slightly Used
POP-UP
\$12.50

also NEW
at \$14.95.

SHOWBOAT
SPOT POOL
MAJORS
DIXIE
STAR ATTRACTION
SEVEN UP
A.B.C. BOWLER
SNAPPY, '41
JUNGLE
DEFENSE
VICTORY
BOLAWAY

TEN SPOT
BELLE HOP
DOUBLE PLAY
SLUGGER
WILD FIRE
SCHOOL DAYS
MIAMI BEACH
ALL AMERICAN
SECOND FRONT
PURSUIT
FLICKER
CHAMP

ON DECK
SPORTS PARADE
PARADISE
GOLD STAR
TWIN SIX
SHORT STOP
MARINES AT PLAY
HOROSCOPE
LIBERTY (Bally)
G.I. JOE
STRATOLINER

1/3 Deposit With Order, Balance C. O. D.

Mid-State Co.

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Phone: Everglade 2545

A HAPPY NEW YEAR TO ALL!

Watch for our full page announcement in Jan. 24 issue
FLASH BOWLER—Bowling Game, and
EDELCO'S TIN PAN ALLEY—Rolldown
EDELMAN AMUSEMENT DEVICES

2459 Grand River Phone RAndolph 8547 Detroit 1, Mich.



Mercury Steel Adds Space in Expansion For Mass Production

DETROIT, Dec. 27. — Expansion program of the Mercury Steel Corporation, manufacturers of the Mercury Athletic Scale, were completed this week with move on Wednesday into new quarters. The firm has taken over the second floor of the large factory building in which it is located and will use this in addition to its original first floor space, adding an additional 10,000 square feet of floor space.

The second floor, which was originally used by another firm, was destroyed by fire last summer but has been rebuilt to Mercury's specifications.

New equipment has also been installed on the main floor to allow heavier mass production of Mercury models. Total cost of the expansion program was about \$42,000, according to Edward A. Gorney, president of the company.

Mercury is bringing out two new types of machines.

AS IS

REAL CHRISTMAS GIVE-AWAYS AT...

\$35.00
EA.

BALLY CLUB BELL
JENNINGS SILVER MOON

MILLS JUMBO PARADE

BALLY BIG TOP

PACES REELS

MILLS VEST POCKET

(Like New)

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EMPIRE'S SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

VISIT BOOTHS 92-93-94 AT THE CMI SHOW

NEW PIN GAMES

HUMPTY DUMPTY ... **W**
UNITED SINGAPORE ... **R**
WMS. BONANZA ... **I**
KEENEY HI RIDE ... **T**
EXH. STAR LITE ... **E**
CHICOIN SEA ISLE ... **E**
BALLY BALLYHOOD \$160.00
EX. TALLY-HO ... 190.00

NEW ONE BALLS

JOCKEY CLUB, P.O. \$645.00
JOCKEY SPECIAL .. 645.00
DAILY RACES, P.O. .. 645.00

ROLL DOWN GAMES

BING-A-ROLL .. \$499.50
OH! ROLL DOWN .. 395.00
BALLY HY-ROLL .. 499.50
ADVANCE ROLL .. 499.50
BUCCANEER .. 499.50
ESSO ARROWS .. 499.50
PRO-SCORE .. 499.50

NEW COUNTER GAMES

POP-UP .. \$ 17.50
ABT CHALLENGER .. 49.50
BASKET BALL, 1¢ .. 34.50
GOTT. GRIP SCALE .. 39.50
GRIP-VUE .. 49.50
DAVAL BEST HAND 30.00

WARVELOIG REELS \$ 39.50
MEX. BASEBALL .. 30.00
SKILL THRILL .. 30.00
FREE PLAY .. 30.00
IMP, 1¢ or 5¢ .. 14.50

NEW SLOTS

JENNINGS LITE-UP CHIEF ..
JENNINGS STANDARD CHIEF ..
MILLS JEWEL BELL ..
MILLS BLACK CHERRY ..
GROETOHEN DE LUXE CLUB COLUMBIA .. \$129.50
GROETOHEN COLUMBIA, JP .. 109.50
VEST PICKETS .. \$65.00 | MILLS Q.T. .. 12.50

WRITE!

SLOT SAFES, STANDS

CHICAGO METAL REVOLVAROUND SAFES—
UNIVERSAL, Single, \$79.50; Double .. \$116.75
BOX STANDS .. \$27.50 • FOLDING STANDS .. 12.50

NEW BAT-A-BALL UPRIGHT MODEL \$84.50
JR., WITH STAND 29.50

NEW CONSOLES

BAL. WILD LEMON .. \$542.50
BAL. DOUBLE UP .. 542.50
BAL. TRIPLE BELL .. 595.00
DE L. DRAW BELL .. 512.50
MILLS 3 BELLS .. 645.00
JENN. CHALLENGER 595.00
EVANS BANGTAILS .. 671.50
EVANS RACES .. 831.00

NEW VENDORS

ARISTOCRAT POP
CORN VENDORS .. \$225.00
SILVER KING, 1¢ ..
5¢ NUT OR B.G. .. 13.95
SILVER KING HOT
NUT VENDOR .. 29.95
VICTOR MODEL K .. 12.95
VICTOR MODEL V, 1¢
GLOBE TYPE .. 11.75
5¢ 4-WAY MINT .. 27.50

RECONDITIONED 5 BALLS

LUCKY STAR \$169.50
MAISIE .. 145.00
ROCKET .. 139.50
HAVANA .. 139.50
CYCLONE .. 129.50
VANITIES .. 119.50
MYSTERY .. 129.50
KILROY .. 119.50
DYNAMITE .. 99.50
SMARTY .. 99.50
SHOW GIRL .. 99.50
SPELLBOUND .. 99.50
SUPER SCORE .. 99.50
BAFFLE CARD .. 99.50
OPPORTUNITY .. 99.50
FAST BALL .. 79.50
SUPERLINER .. 99.50
STEP UP .. 79.50
MID. RACER .. 44.50
CANTEEN .. 44.50
SURF QUEEN .. 44.50
LITE-O-CARD .. 44.50
YANK DOODLE .. 44.50
FLAT TOP .. 44.50
LIBERTY .. 44.50
SKY CHIEF .. 44.50
BIG PARADE .. 44.50
AIR CIRCUS .. 44.50

KNOCK OUT, \$ 44.50
SOUTH SEAS 44.50
SANTA FE .. 44.50
BRAZIL .. 44.50
TRADE WINDS 44.50
5-10-20 .. 44.50
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CLOVER .. 44.50
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PRODUCTION 39.50
SEA HAWK .. 39.50
JUNGLE .. 39.50
STAR ATTRAC. 39.50
BELLE HOP .. 39.50
BOLAWAY .. 39.50
SHOW BOAT .. 39.50
VENUS .. 39.50
TOWERS .. 39.50
ABC BOWLER 39.50
'41 MAJORS .. 39.50
SEVEN UP .. 39.50
TEN SPOT .. 39.50

SLOTS

50¢ WATLING ROLATOP, 3-5 .. \$145.00
5¢ MILLS ORIG. CHROME, 2-5 .. 109.50
5¢ MILLS BLUE FRONT, ORIG. .. 89.50
10¢ BROWN FRONTS .. 109.50
25¢ MILLS OLUB CONSOLE .. 149.50
10¢ JENN. SILVER CHIEF .. 89.50
5¢ JENN. OLUB CONSOLE CHIEF 109.50
5¢ JENN. BRONZE CHIEF .. 189.50
JENN. OIGAROLA XV .. 99.50
JENN. LITE-UP CHIEFS, Used 10 Days,
5¢, \$215; 10¢, \$225; 25¢ .. 235.00

ARCADE

AIR RAIDER .. \$ 69.50
BIYOLE, EXH. .. 189.50
DRIVEMOBILE .. 189.50
FOOTBALL, IDEAL .. 189.50
HOCKEY, CHICAGO .. 39.50
HOCKEY, CHAMPION .. 49.50
LIFT-O-GRAPH .. 195.00
RAPID FIRE .. 74.50
WATL. QUESSER SCALE .. 149.50
SKY FIGHTER .. 129.50
SUPER BOMBER .. 149.50
SUPER TORPEDO .. 109.50
TEN STRIKE, '46 MOD. .. 189.50
TEN STRIKE .. 69.50
VITALIZER, EXH. .. 79.50
WHIZZ, WITH STAND .. 59.50

ONE BALLS

VICTORY SPECIAL, Auto. Shuf. .. \$249.50
OLUB TROPHY, F.P. .. 74.50
DARK HORSE, F.P. .. 69.50
'41 DERBY, F.P. .. 79.50
RECORD TIME, F.P. .. 69.50
LONGACRE, F.P. .. 109.50
TURF KING, P.O. .. 99.50
JOCKEY CLUB, P.O. .. 89.50
LONGSHOT, P.O. .. 69.50
KENTUCKY, P.O. .. 74.50
SPORT KING, P.O. .. 64.50
VICTORY DERBY, Auto. Shuf. ... 159.50

CONSOLES

5¢ KEEN. BONUS SUPER BELL. \$345.00
25¢ KEEN. BONUS SUPER BELL. 395.00
BAKER'S PACERS, D.D., J.P. .. 895.00
5¢ OMB. SUPER BELLS .. 79.50
BALLY SUN RAYS, F.P. .. 69.50
HI HAND, OMB. .. 99.50
WATLING BIG GAME, P.O. or F.P. 69.50
5¢ PACE SARATOGA SR., P.O. .. 69.50
5¢ PACE REELS OMB. .. 89.50
JENN. FAST TIME, P.O. .. 59.50
BALLY BIG TOP, P.O. or F.P. .. 69.50
MILLS JUMBO, LATE HEAD .. 69.50
EVANS LUCKY STAR .. 109.50
GALLOPING DOMINOS, J.P. .. 119.50
MILLS 4-BELLS, 5-5-5-5 .. 89.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

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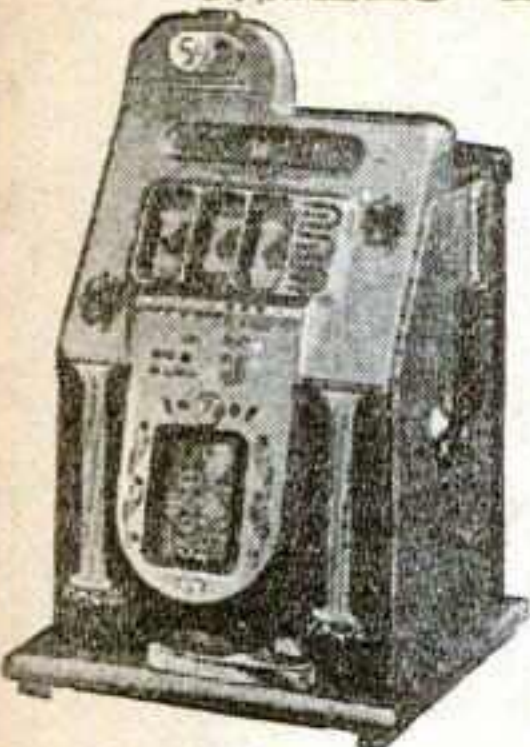
PARTS

FOR ALL TYPES OF PIN GAMES, SLOTS,
ROLL-DOWNS AND PHONOGRAPHS

Write for Our
LATEST PRICE LIST

COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, ILL.
Phone: Humboldt 3476

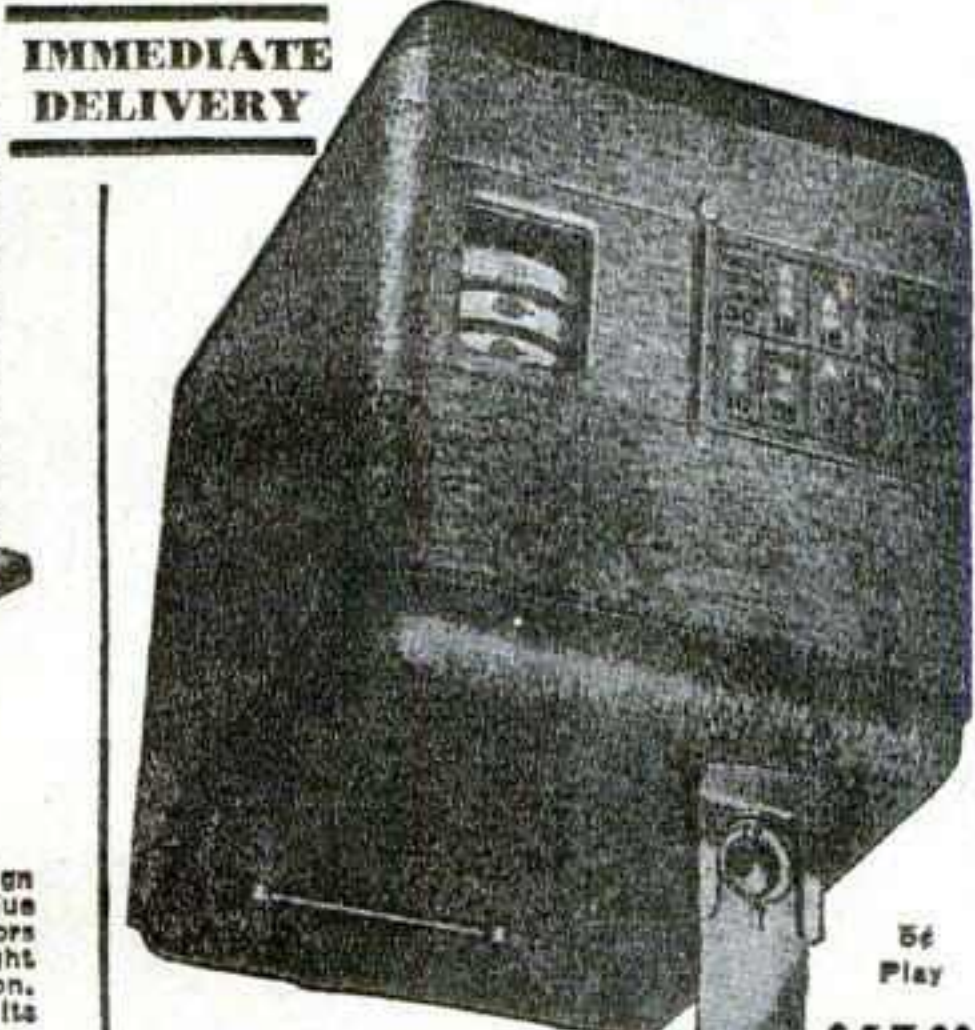
MILLS LATEST MACHINES



GOLDEN FALLS
 You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.
WRITE FOR PRICES



JEWEL BELL
 If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.
WRITE FOR PRICES



IMMEDIATE DELIVERY

MILLS Q T
 A "Pony-Size" Bell. Weighs only 35 lbs.
 The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

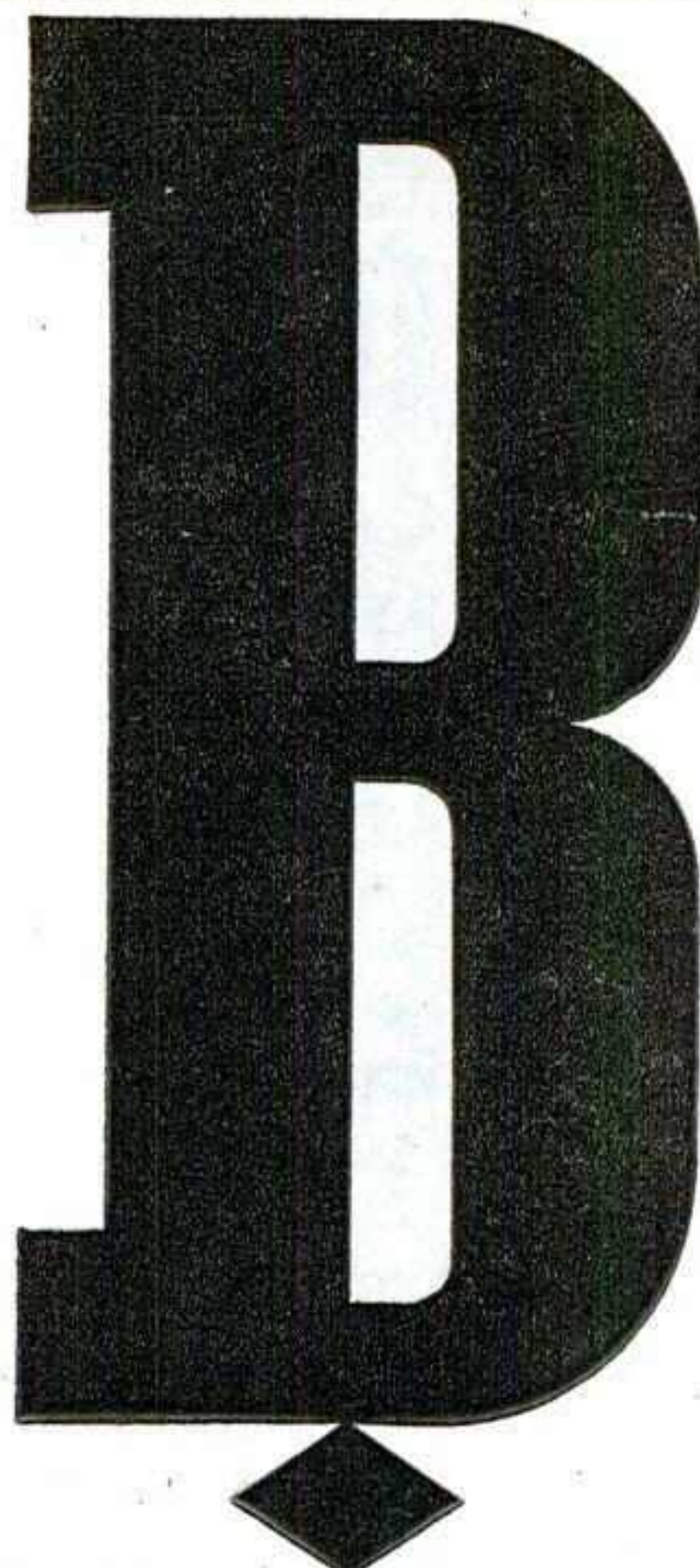
NEW VEST POCKET BELL
 The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight.
BLUE & SILVER or GOLD & SILVER.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO



Buying bells?

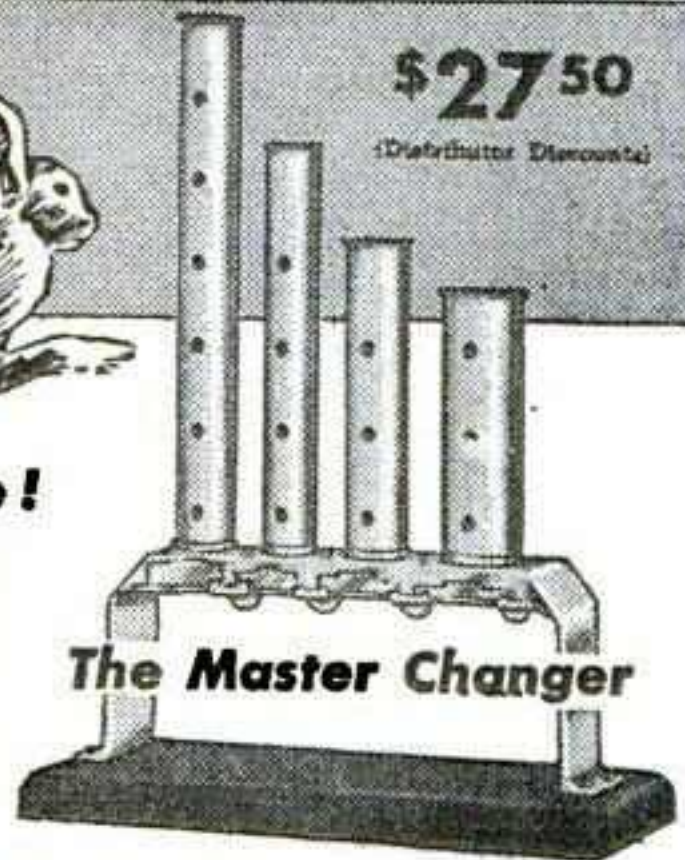
buy bell-O-Matic bargains!

BELL-O-MATIC CORPORATION
 4100 FULLERTON AVENUE · CHICAGO 39, ILLINOIS
 EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS

JACKRABBIT SPEED

It's Accurate!
It's Attractive!

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction... finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.



The Master Changer

Northwest Sales Co.
 EXCLUSIVE NATIONAL DISTRIBUTOR
 3144 ELLIOTT AVENUE SEATTLE 9, WASH.

IN PRODUCTION—ORDER NOW!

The NEW Mercury ATHLETIC SCALE

Operators report it the best Penny money maker ever made.

15 different moneymakers in one great machine. Invites repeat plays.

NEW — SENSATIONAL — LEGAL — BUGPROOF — DURABLE

PRICE **\$195.00** F. O. B. Detroit

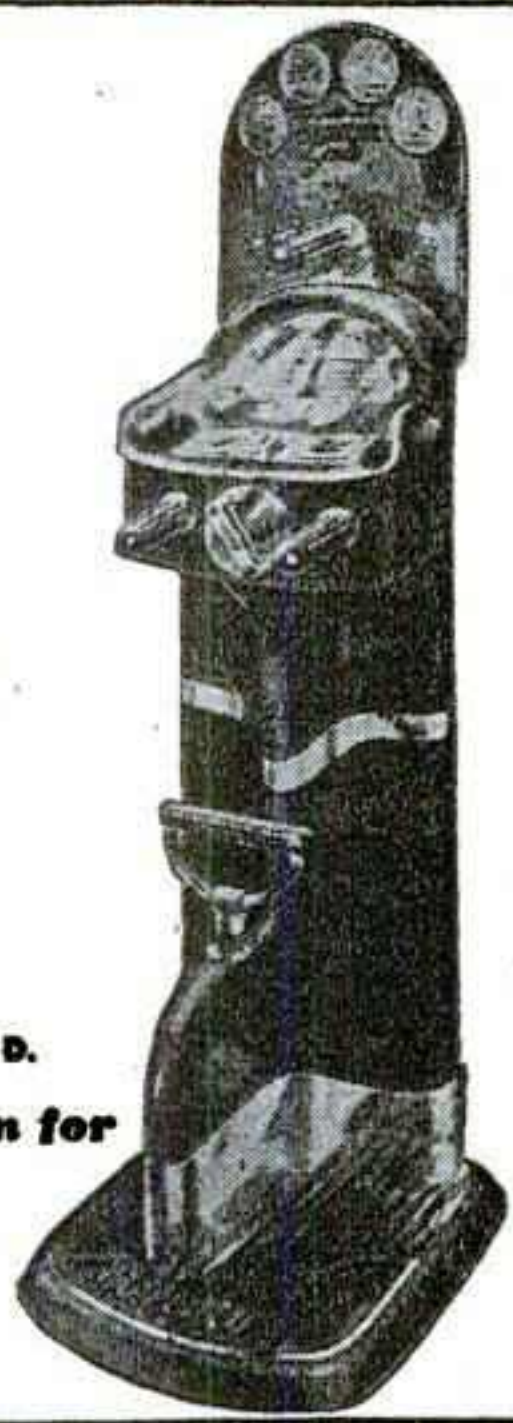


1/3 Deposit with order, balance C. O. D.

Some protected territories open for bona fide distributors

MERCURY STEEL CORPORATION

3830 Holbrook Ave. Detroit 12, Michigan



Your Grandest Opportunity with

"7-Grand" The Operators' Counter Game

Grand Operator Appeal
 Grand Location Appeal
 Grand Player Appeal
 it's **"7 Grand"**



See "7-Grand" at our offices when in Chicago for the CMI Convention.

2 Cash Boxes—one for location owner and one for operator.

Order from your distributor DISTRIBUTORS: write—wire—phone for territories and quantity prices. OPERATORS' PRICE

Write for illustrated literature today!
Bradley Industries BRADLEY ASSOCIATES, INC. **\$6995**
 1652 N. Damen Ave., Phone ARMitage 8198, Chicago 47, Ill. F. O. B. Chicago

WEST SIDE WEEKLY SPECIALS!

- ROCK-OLA COMMANDO (Perfect)\$ 99.50
- WURLITZER 950 (Perfect) 265.00
- SEEBURG LO-TONE, R. C. (Perfect) 265.00

WRITE FOR COMPLETE LIST

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WEST SIDE DISTRIBUTING CORP.

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NOTICE!

CHICAGO COIN IS NOW SHIPPING ITS REMARKABLE, NEW FLIP-UP TYPE 5 BALL NOVELTY GAME

BERMUDA

★ WEST COAST REPRESENTATIVE:
PHIL ROBINSON—607 KELTON,
LOS ANGELES, CALIFORNIA

EASTERN SALES REPRESENTATIVE:
ALBERT SIMON—215 W. 64TH ST.,
NEW YORK, NEW YORK

GUARANTEE YOURSELF A HAPPY NEW YEAR

TRADE WITH THE PALISADE SPECIALTIES—THE COMPANY THAT ADVISES YOU ON WINNERS AND SERVICES ANY TYPE OF GAME

NOW DELIVERING **BERMUDA** THE LATEST WINNER

PALISADE SPECIALTIES COMPANY

498 ANDERSON AVENUE CLIFFSIDE 6-2892 CLIFFSIDE PARK, N. J.
20 MINUTES FROM NEW YORK CITY

DOWN GO PHONOGRAPH PRICES

Following are new low prices on used phonographs

WURLITZER		SEEBURG	
850-850-800	\$225.00	Hitone, RC	\$149.50
500	119.50	Hitone, ES	139.50
600K	109.50	Commander, Cadet, Maestro, Major	149.50
600	99.50	Plaza	89.50
24 Victory	79.50	Casino	89.50
616, Ill.	59.50	Royal	89.50
616, Plain	49.50	Rex 30-Wire Cellar Job	89.50
50	39.50	1941 Factory R.C. Special	159.50

ROCK-OLA	
Commando	\$129.50
Super & Master	129.50
Deluxe	119.50
Standard	109.50

The above prices are for equipment right off location. They will be complete and in working order, but not reconditioned, if you want them expertly refinished, mechanism washed, all parts checked, tone head renewed and Talking Gold used, add \$35.00 per phonograph. At this price they are UNCONDITIONALLY GUARANTEED.

WALL BOXES	
Seeburg 8-24-1Z	\$ 3.95
Seeburg 8-20-1Z	3.95
Seeburg 3-Wire Baromatic	22.50
WS-2Z Wireless	19.50
DS-20-1Z 3-Wire	15.00
Wurlitzer 120	5.00

1946 PHONOGRAPHS LIKE NEW	
Wurlitzer	\$575.00
Rock-Ola	375.00
Seeburg	Write

All Tubes and Miniature Bulbs . . . 40% Discount.
Terms: 1/3 Cash With Order, Balance C. O. D.

DAVIS DISTRIBUTING CORPORATION

Seeburg Factory Distributors
12 YEARS OF OPERATORS' CONFIDENCE
BUFFALO, NEW YORK SYRACUSE, NEW YORK ROCHESTER, NEW YORK
738 ERIE BLVD., EAST
Tel. 5-5194

Pre-war Games and Conversions, 7 for \$100.00; Gold Ball, \$145.00; Amber, Dynamite, Show Girl, Smarty, \$65.00 each; Big League, Surf Queen, Suspense, \$45.00 each; Rio, Havana, Kilroy, Carousel, \$90.00 each

LEHIGH SPECIALTY CO.

1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.

COVEN'S COIN CORNER

USED FIVE BALLS

Action	\$19.50	Stage Door Canteen	\$49.50
Baffle Card	79.50	State Fair	69.50
Big Hit	49.50	Super Liner	69.50
Big Parade	84.50	Surf Queen	49.50
Captain Kidd	19.50	Suspense	69.50
Double Barrel	39.50	Ten Spot	19.50
Eagle Squadron	29.50		
Flat Top	29.50		
Knockout	39.50		
Land Slide	19.50		
Laura	49.50		
Liberty	49.50		
Sea Hawk	24.50		

USED CONSOLES

Big Game, F.P., 5¢ \$24.50

USED SLOTS

Mills Black Cherry, 10¢ (Orig.) \$149.50
Mills Chroma, 10¢ (Rebuilt) .. 129.50
Mills Chroma, 25¢ (Rebuilt) .. 129.50
Columbia Fruit, 5-10 49.50
Columbia DeLuxe, 5-10 59.50

SPECIALS

Silver Streak (New) \$149.50
(Final Closeout)

PARTS SPECIAL

Rubber Rings,
Extra Large \$2.25 per 100
Large 2.00 per 100
Medium 1.75 per 100
Small 1.50 per 100
Heavy Hitter Stands
(Wood) 5.00 each
Collection Books 8.00 per 100

USED ARCADE EQUIPMENT

Advance Shocker . . \$15.00
Evans Ski Ball 59.50

Terms: 1/2 Deposit—Balance C. O. D. or Sight Draft.

EXCLUSIVE BALLY DISTRIBUTOR

COVEN distributing Co.

3181 ELSTON AVE. CHICAGO, ILL.

Phone: INDEPENDENCE 2210



Ride with Keeney's HI-RIDE

TO RICHER PROFITS IN 5 BALL NOVELTY AND FREE GAME PLAY...It's New...It's Better

★ Join the parade to Keeney's "HI-RIDE" if you want to build up richer profits in 5 ball novelty and free game locations. Keeney's "HI-RIDE" offers more than the average bumper game. Much more! See and play Keeney's "HI-RIDE." Find out why it stimulates real playing delight to capture steady customers:

- Fast criss-cross bumper action starts higher speed scoring.
- Scores boost to 20,000 in center column with lifted bumpers.
- Four "special" lanes! Five 10,000 kickouts! A 50,000 score jumper with one high value bumper! Top Score — 950,000!

Keeney's "HI-RIDE" is terrific in action — ORDER YOURS TODAY.



IT'S NEW

And the FASTEST MONEY MAKING CONSOLE Keeney's GOLD NUGGET

To the right is Keeney's "GOLD NUGGET"—the fastest money maker in America. Smart. Rich. Impressive. Styled to command the best spots. A play principle combining all the appeal of the bell-fruit reel machine plus the magic of flashing lights, two coin play and multiple scoring.

Each time the machine operates, a flasher lights up one of 8 scoring combinations such as 2 cherries, 3 oranges, etc., for a much greater award should the reels stop on a like combination. Example: 3 lemons across the reels and 3 lemons on the flasher automatically increase the award from 8 to 36. Two coins boost it from 8 to 100 on the same combination. A mighty attraction! Standard 2 Way "GOLD NUGGET" equipped with 5¢ and 25¢ chutes. Any combination of 5¢—10¢—25¢ chutes available at regular cost. Fifty-cent chutes extra. Order Keeney's "GOLD NUGGET" now—today.

See Your KEENEY DISTRIBUTOR!



IT'S NEW

I. H. Keeney & CO., INC.
 "THE HOUSE THAT JACK BUILT"
 2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



The BEST Advertising "BUY" of the year

Coin Machine Convention Issue

WITH THE MOST

Reader Interest
 Circulation
 Advertising Messages
 plus

A SPECIAL JUKE BOX OPERATOR SUPPLEMENT

Dated - **JANUARY 24**
 Distributed - **JANUARY 19**
 Opening Day of the Convention

for further details
CONTACT YOUR NEAREST BILLBOARD OFFICE

START THE NEW YEAR RIGHT!
 Large Assortment of Late Used
 Games in A-1 Shape at New
LOW PRICES!

NOW ONLY \$39.50 EACH
BIG HIT-OPPORTUNITY-STAGE DOOR CANTEEN

BASEBALL	\$169.50
BRONCHO	159.50
BAFFLE CARD	129.50
CAROUSEL	109.50
CLICK	119.50
DYNAMITE	79.50
DOUBLE BARREL	59.50
FAST BALL	79.50
FLYING TRAPEZE	179.50
GOLD BALL	159.50
HAVANA	139.50
KILROY	119.50
LUCKY STAR	159.50
MARJORIE	139.50
MAISIE	149.50
MISS AMERICA	119.50
MYSTERY	119.50
PLAYBOY	139.50
RANGER	129.50
RIO	129.50
ROCKET	119.50
SUPER SCORE	89.50
SMARTY	79.50
SHOW GIRL	89.50
SEA BREEZE	69.50
STEP UP	89.50
SUSPENSE	59.50
SUPERLINER	69.50
TORCHY	159.50
TALLYHO	169.50

ORDER TODAY!

TERMS: 1/3 Deposit
 Balance Sight Draft

WRITE FOR NEW LIST:
 All Types of Used Phonographs, Wall
 Boxes, One-Ball Games, Consoles, Etc.

"The House that Confidence Built"

SOUTHERN AUTOMATIC
 MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
 CINCINNATI · DAYTON · FT. WAYNE
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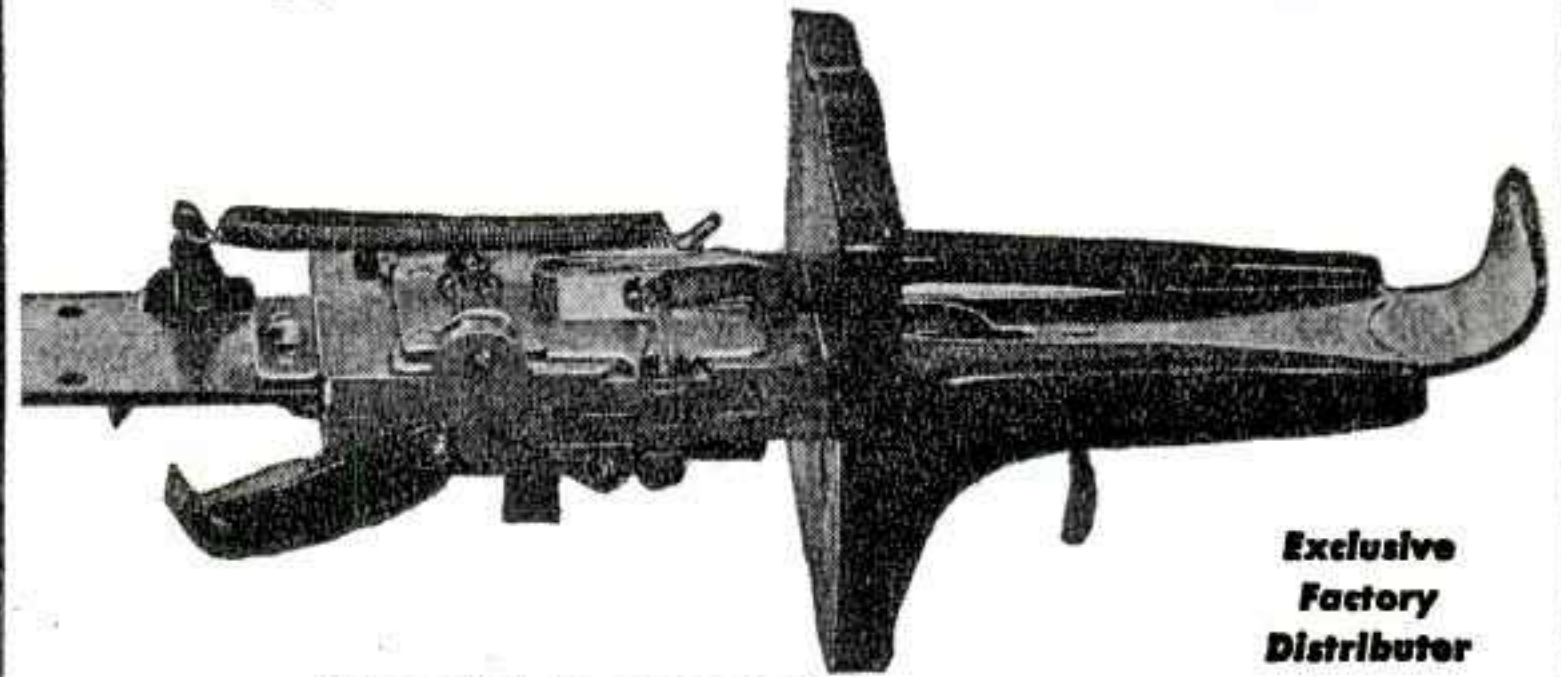
624 S. THIRD ST., LOUISVILLE 2, KY.
 242 JEFFERSON ST., LEXINGTON 2, KY.
 1329 S. CALHOUN ST., FT. WAYNE 2, IND.
 228 W. 7TH ST., CINCINNATI 2, OHIO
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



HEATH'S "Feather Touch"

COIN CHUTES
 For Pin Games • Roll Downs • etc.



Exclusive
 Factory
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Beautiful in appearance.
 Highest quality materials assure long,
 trouble free operation.
 Almost 100% slug proof — CAN'T take
 pennies.

Order sample—convince yourself today.

FREE PLAY MODEL \$3.95

REGULAR MODEL 3.65

Also available in 1c, 2c, 10c, 25c free play
 or regular. Write us your coin chute
 problems. We have all types of chutes
 for domestic and foreign coins.

PHONOGRAPH REPLACEMENT CHUTES--(Heath Units)

These Heath Units are complete assem-
 blies for Wurlitzer 412, 616, 24, 600, 500.
 Set of 3 Chutes (5c, 10c, 25c), \$16.85 per set.
 "Satisfaction guaranteed or your money
 back."

HEATH DISTRIBUTING CO.

217 THIRD STREET

MACON, GEORGIA

Phones: 2681-2682



The Season's Greetings

to

ALL MY FRIENDS

**And Best Wishes
 for the Coming Year**

Dave Simon

SIMON SALES

INCORPORATED

627 10th Avenue, New York 19, N. Y.

Longacre 3-0241, 0242, 0243



**COIN MACHINE
INDUSTRIES,
INC.**

CMI SHOW

Monday, Jan. 19

10 A.M. to 9 P.M.—EXHIBIT
Evening—Dinner for Assn. Officers

Tuesday, Jan. 20

10 A.M. to 12 Noon—EXHIBIT
4 P.M. to 10 P.M.—EXHIBIT
Noon to 4 P.M.—Luncheon
Address by Dr. Preston Bradley
Public Relations Program
and Announcement of Award Winners

Wednesday, Jan. 21

10 A.M. to 9 P.M.—EXHIBIT
Noon—Luncheon, NAAMO
Evening—Annual CMI Dinner Meeting

Thursday, Jan. 22

10 A.M. to 4 P.M.—EXHIBIT
Evening—Banquet, Stevens Hotel
Grand Ballroom

Prepare for Prosperity in '48! See the biggest Coin Machine Show of all time! See your entire industry—amusement, music, vending—display its newest, most exciting equipment, efficient and economical profit makers to suit the exacting needs of every coin machine operator today! This is an exhibition of machines now being produced and ready for delivery—no disastrous waits between ordering and getting them on location. Over 10,000 operators expected—room for everybody. Every minute of every day interesting, inspiring. Our program is compact, fast moving, keyed to the 1948 tempo. This is the ONE SHOW you cannot afford to miss! There's no better way to insure your personal prosperity in the coming year! No better place to pick up the new ideas and information so necessary for successful operating! Once again—red pencil the dates—

January 19, 20, 21, 22, 1948, Hotel Sherman, Chicago, Illinois.

PUBLIC RELATIONS WINNERS

At our mammoth luncheon Tuesday, January 20th, we announce the four Public Relations winners for 1947, awards for the four men who have done most for their industry in their respective territories. First Prize, \$1000 Cash. Second Prize, \$750 Cash; Third Prize, \$500 Cash; Fourth Prize, \$250 Cash. You are eligible! Don't miss this great event!

\$250,000 CANCER FIGHT

Be sure your name is on the published list of donors to the Coin Machine Industries campaign for the Damon Runyon Memorial Fund for Cancer Research. Send your donation now to Coin Machine Industries, Inc., 134 N. LaSalle St. Deductible for income tax purposes.



**\$250,000
for Cancer Research!**

Best Wishes to all our
many friends for a
Happy and Prosperous
New Year



Genco Mfg.
and
Sales Company

LONDON VALUES GET YOU OFF TO A GOOD START FOR 1948!

EXTRA! Pfanstiehl Needles . . .
REGULARS OR SPECIALS: **35c EA.** Lots of 1000 — **37c EA.** Lots of 100
SPECIAL #18 ZIP CORD—1½c PER FOOT

PIN TABLES
ALL CLEANED, CHECKED, READY FOR IMMEDIATE LOCATION! SPECIFY 1ST AND 2ND CHOICE WHEN ORDERING.
\$24.50 EACH — 5 FOR \$100.00

Glamour Majors, '41	White Sails Sport Parade	Lone Star Metro	Capt. Kidd Hold Over
Vacation Bomb the Axis	Play Mate Barrage	Line Up Dough Boy	Super Charger Spot Pool
Seven Up Box Score	Double Feature Play Ball	Big Chief C. I. Joe	Boom Town Entry
Hi Hat Big League	Golden Gate Roxy	School Days Ten Spot	Twin Six Belle Hop
Border Town Jolly	Stop and Go Big Show	Limelight	Tops
Eagle Squadron Airport	Dixie Gold Star		

\$39.50 EACH — 4 FOR \$130.00

5-10-20 Jungle Hi Dive	Exh. Bowling Alley Kismet	Four Aces	Keep 'Em Flying . . . \$ 69.50
			Western Baseball . . . 49.50
			Nudgy . . . 139.50
			Sky Chief . . . 59.50
			Surf Queen . . . 59.50

PHONOGRAPHS

All Phonographs Completely Reconditioned and Ready for Immediate Location!

WURLITZERS	ROCK-OLA	SEEBURG
412 \$ 49.50	Imperial 20 \$ 49.50	Gem \$ 94.50
616 79.50	Standard or DeLuxe. 119.50	Regals or Crowns . . . 139.50
24 and 24A 89.50	Masters of Supers . . . 139.50	Plaza or Mayfair . . . 124.50
600-R 89.50	1946 Rock-Olas	Classics or Vogues . . . 194.50
600K or 600K 125.00	Write for Prices	Colonel or Envoy, ES 250.00
Victory Model, Rotary . . . 79.50	AMI Top Flite 49.50	Colonel or Envoy, ESRO . . . 275.00
Victory Model, Key-board 124.50		ESRO 275.00
780-M 229.50	AIREONS, Used, Like New..\$250.00	8800 or 9800, ES . . . 175.00
790-E 249.50	Write for Quantity Prices	8800 or 9800, ESRO 210.00
1015 (like new)		8200, ES 200.00
Write for Prices		8200, ESRO 285.00

PHONOGRAPH ACCESSORIES

Seeburg Selectomatic, 20-Selection, 24-Wire, Ea. \$ 5.00	Rock-Ola Dial-a-Tune Wall and Bar Boxes, Ea. \$ 5.00
WS2Z Seeburg Wireless Wallomatics. . . 19.50	Wurlitzer Model 125, 5-10-25¢ Wall Boxes, Ea. 15.00
3-Wire Seeburg Wired Wallomatic . . . 15.00	Buckley 24-Selection Wall Boxes, Ea. . . 5.00
WS10Z Seeburg Wireless 5-10-25 Wallomatic 39.50	
WB1Z Seeburg Wireless 5-10-25 Baromatic 44.50	

MISCELLANEOUS

A.B.T. Challengers, slightly used \$ 24.50	Bally Rapid Fire, crating included . . \$ 49.50
A.B.T. Challengers (New) Write for Price	Boomerang (like new) 99.50
Gottlieb 3-Way Grippers 12.50	Roll-a-Ball (Firestone), like new . . 99.50
Genco Advance Roll, like new Write for Price	Tally Roll (like new) 99.50
Chicago Coin All Star Hockey, crating included 49.50	Pinch Hitter (like new) 99.50
Scientific Batting Practice, crating included 49.50	Chicken Sam, with Rifle Range Conv., crating included 49.50
Keeney Air Raider, crating included . . . 49.50	Champion Hockey, crating included . . 29.50
Tall Gunner, crating included 49.50	Goalee, crating included 124.50
Bang-a-Deer, crating included 74.50	Mills Owl, crating included 15.00
Score-a-Barral (like new) 99.50	Total Rolls (like new), crating included 124.50
Skill Roll (like new) 99.50	
Atomic Bomber (floor sample) 149.50	

Seeburg
DEPENDABLE MUSIC SYSTEMS
WITH SOUND DISTRIBUTION

EXCLUSIVE DISTRIBUTOR WISCONSIN AND UPPER MICHIGAN

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. PHONE: KILBOURN 7323
FORMERLY MILWAUKEE COIN MACHINE CO.

J. L. Londen Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE, WISCONSIN

HOW TO INSURE A MORE PROSPEROUS NEW YEAR!



Williams

BOX SCORE

SUPER DELUXE

ROLL DOWN

**Voted "Most Valuable"
By Leading Operators!**



Bonanza

There's a wealth of appeal . . . a mine of wealth in the EXTRA-SPECIAL

**BONANZA
FEATURE**

and

**PREMIUM
FEATURE**

SCORES UP TO 5 MILLION!

**ORDER FROM YOUR
DISTRIBUTOR TODAY!**

Williams
**MANUFACTURING
COMPANY**
161 W. Huron St.
Chicago 10, Illinois



SENSATIONALLY NEW! CASINO BELL Sr.

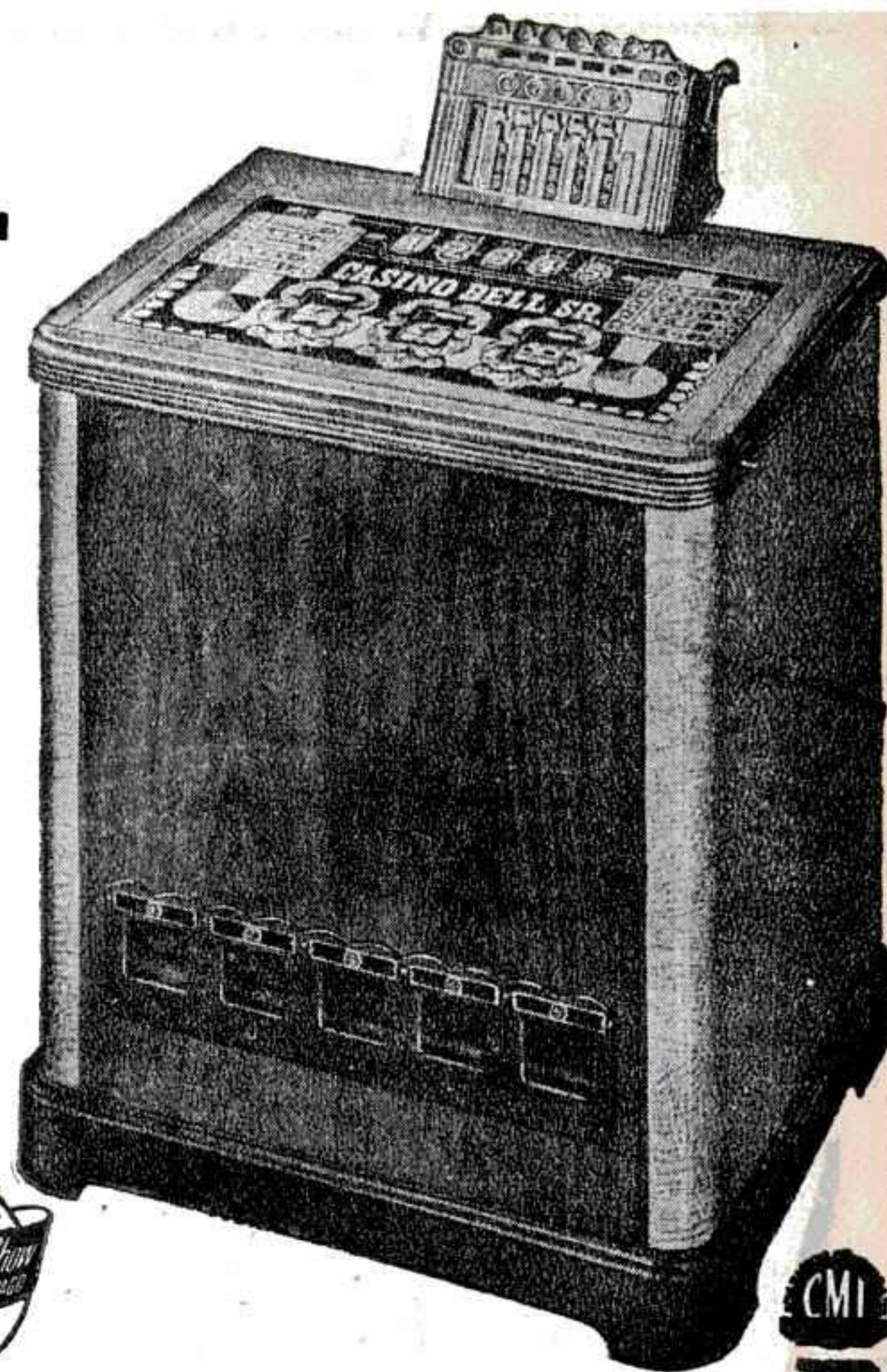
ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

- 5-COIN HEAD! 5 PLAYERS!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- STANDARD MODEL, 3/5c and 2/25c. ALSO AVAILABLE IN STRAIGHT 5c or 25c FIVE PLAY MODELS!

SEE YOUR DISTRIBUTOR TODAY

H. C. EVANS & CO.
1528 W. ADAMS STREET, CHICAGO 7, ILLINOIS



BOOTHS 43
44 - 45 - 46



ACTIVE RECONDITIONED GAMES 'NUFF SAID

COMPLETELY RECONDITIONED—READY FOR LOCATION!

SPELL BOUND . . . \$69.50	DYNAMITE \$79.50
HAVANA 99.50	MISS AMERICA . . . 84.50
KILROY 99.50	SUSPENSE 54.50
RIO 99.50	SURF QUEEN . . . 49.50
BAFFLE CARD . . . 89.50	BIG LEAGUE 49.50

KEENEY SUPER BELL . . . \$64.50

1/3 WITH ORDER, BALANCE C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

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Philadelphia 30, Pa.
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BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Hoppel
MILWAUKEE see Carl Hoppel

NEW CONSOLES

NEW KEENEY GOLD NUGGET WRITE	NEW BALLY DOUBLE UP WRITE
NEW BALLY TRIPLE BELLS WRITE	NEW BALLY DE L. DRAW BELLS WRITE
NEW BALLY WILD LEMON WRITE	NEW EVANS BANGTAILS WRITE

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY \$324.50	MILLS JUMBO, LATE P.O. \$ 49.50
KEENEY BONUS, 2-WAY 545.00	BALLY DRAW BELLS 245.00
KEENEY 4-WAY SUPER BELLS, 5c-5c-5c-25c 189.50	EVANS BANGTAILS, F.P., P.O. 395.00
MILLS 1947 THREE BELLS 595.00	BALLY CLUB BELLS, F.P., P.O. 49.50
MILLS 1947 THREE BELLS 245.00	BALLY HI HANDS, F.P., P.O. 49.50
JENNINGS CHALLENGER, 5c-25c 395.00	EVANS LUCKY LUORE, P.O. 49.50
LATE MILLS 4-BELLS, 5c-5c-5c 199.50	MILLS JUMBO, F.P. 39.50
MILLS JUMBO, LATE F.P., P.O. 59.50	PACE SARATOGA, F.P., P.O. 49.50
	BALLY DELUXE DRAW BELLS WRITE

SPECIAL

KEENEY BONUS 3-WAY,
5c-10c-25c,
REFINISHED

\$695.00

KEENEY SUPER SINGLE, 5c, F.P., P.O., REBUILT AND REFINISHED LIKE NEW.. **\$59.50**

KEENEY TWINS, 5c-25c, F.P., P.O., REBUILT AND REFINISHED LIKE NEW.. **\$89.50**

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015 \$565.00	ROCK-OLA MODEL 1422 (1946) WRITE
SEEBURG MODEL 1-48 495.00	A.M.I. 1948 MODEL WRITE
AIREON 1948 MODELS 295.00	PAKARD 1948 MODEL WRITE
WURLITZER MODEL 750E 324.50	WURLITZER MODEL 950 \$345.00

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ADVANCE ROLLS,
REFINISHED LIKE NEW

\$269.50

SHIPPED FREIGHT PREPAID ANYWHERE IN THE UNITED STATES

RECONDITIONED ONE-BALLS AND ROLL-DOWNS

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KEENEY BIG PARLAY, F.P., P.O. 195.00	GENCO TOTAL ROLL 124.50
BALLY VICTORY SPECIAL, F.P. 245.00	SPORTSMAN ROLL 124.50
BALLY LONGACRE, F.P. 89.50	TALLY ROLL 89.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

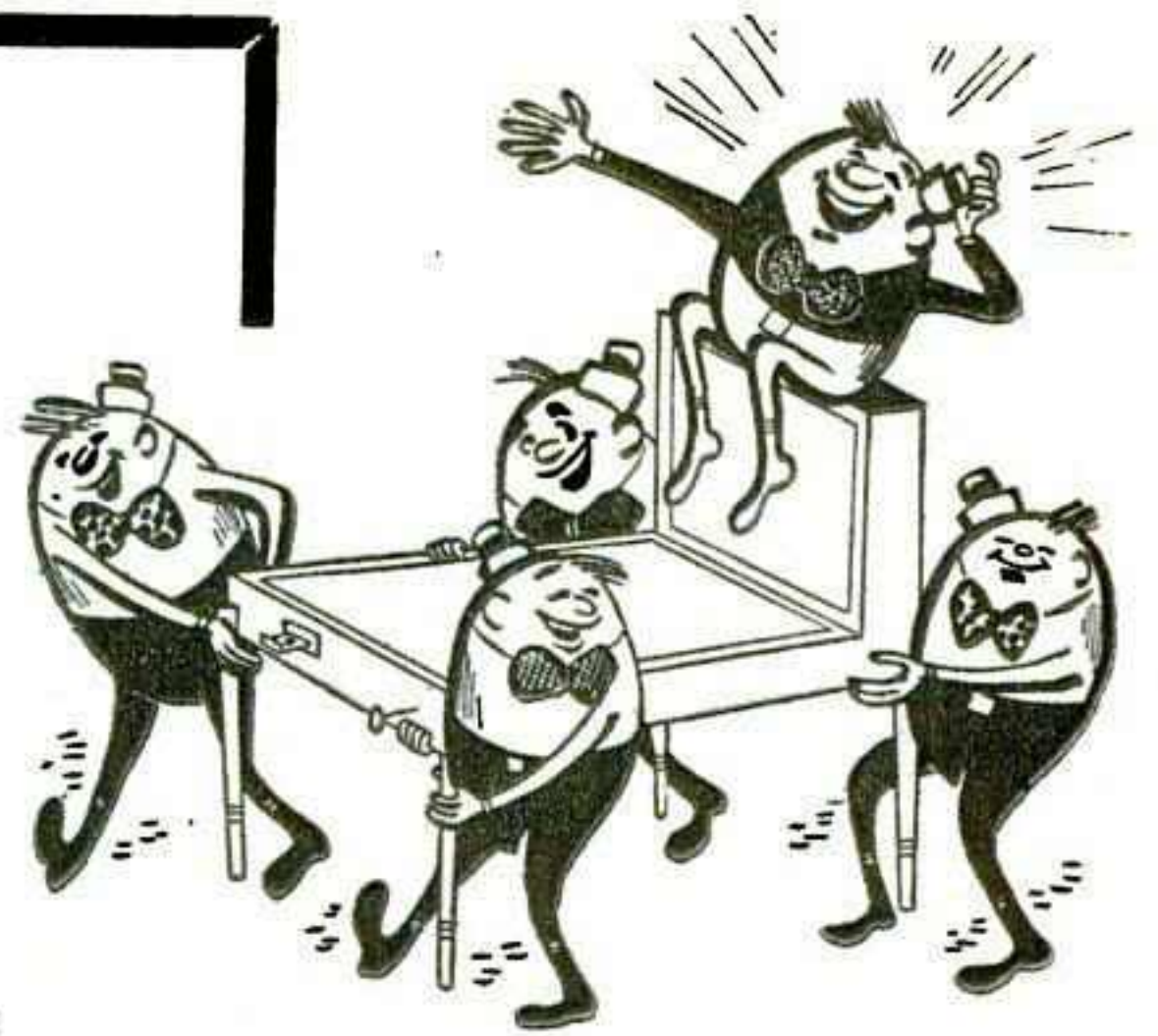
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ALL PHONE DR. 4326.

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ALL PHONE KIL. 3030.

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WORTH WAITING FOR!**

HUMPTY DUMPTY

THE
GREATEST
INNOVATION
IN THE
HISTORY
OF
PIN GAMES!



THE PLAYER WILL **LAUGH!**
THE SPECTATOR WILL **ROAR!**
THE OPERATOR WILL BE **THRILLED!**

YES . . . SOMETHING NEW HAS BEEN ADDED . . .
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FLIPPER BUMPERS

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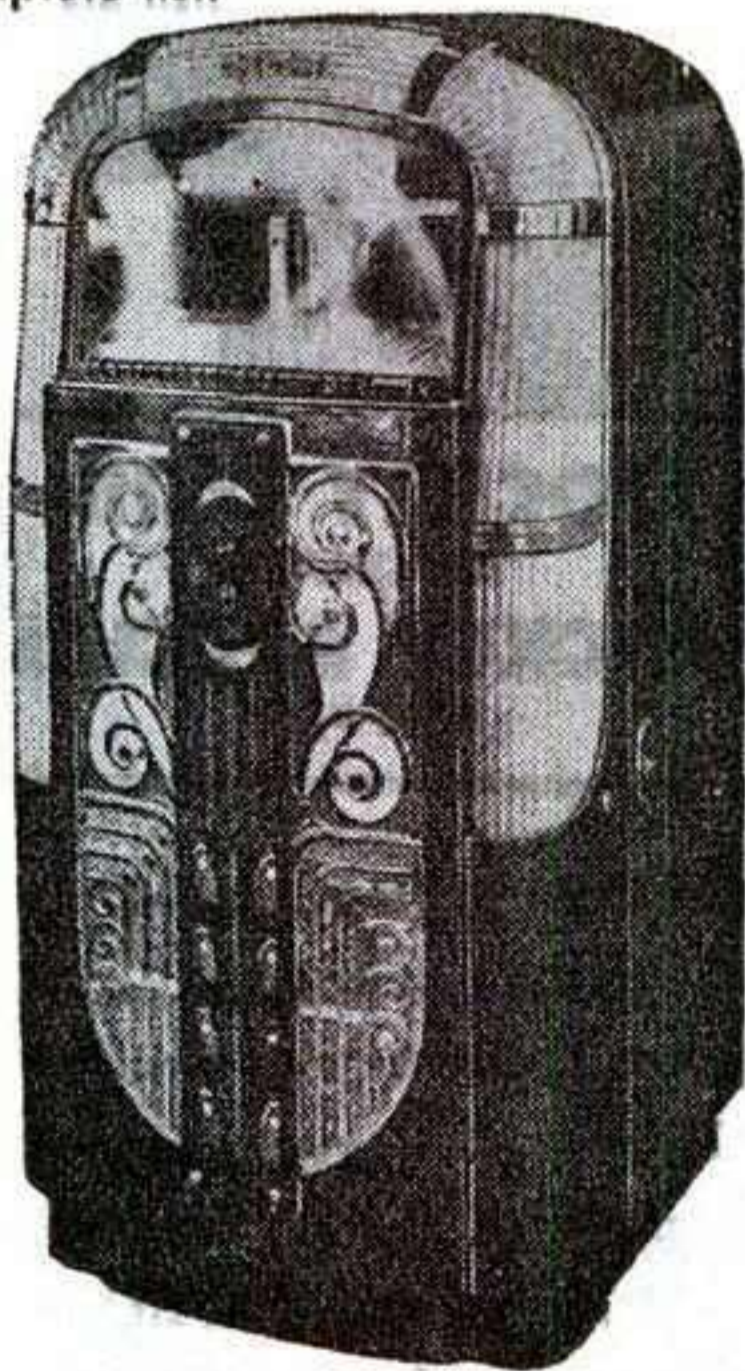
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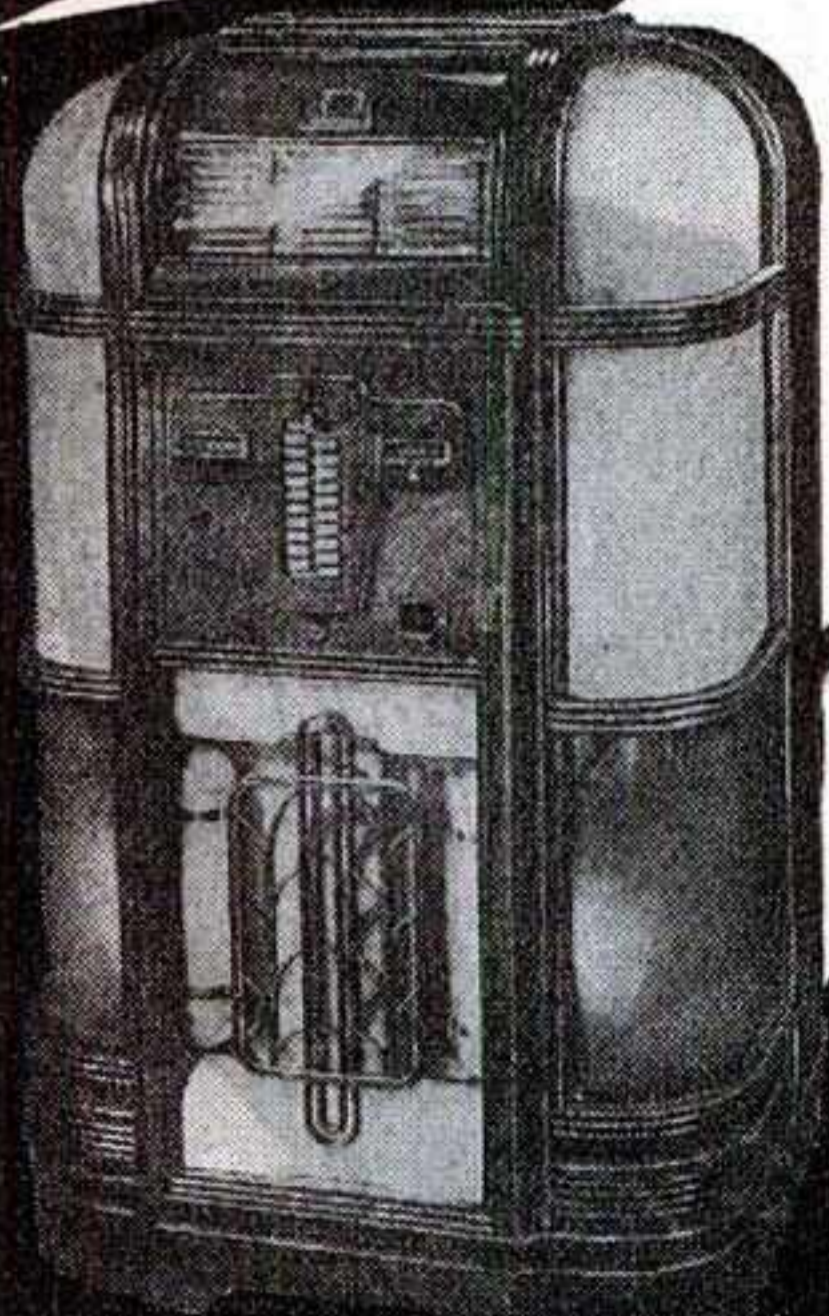


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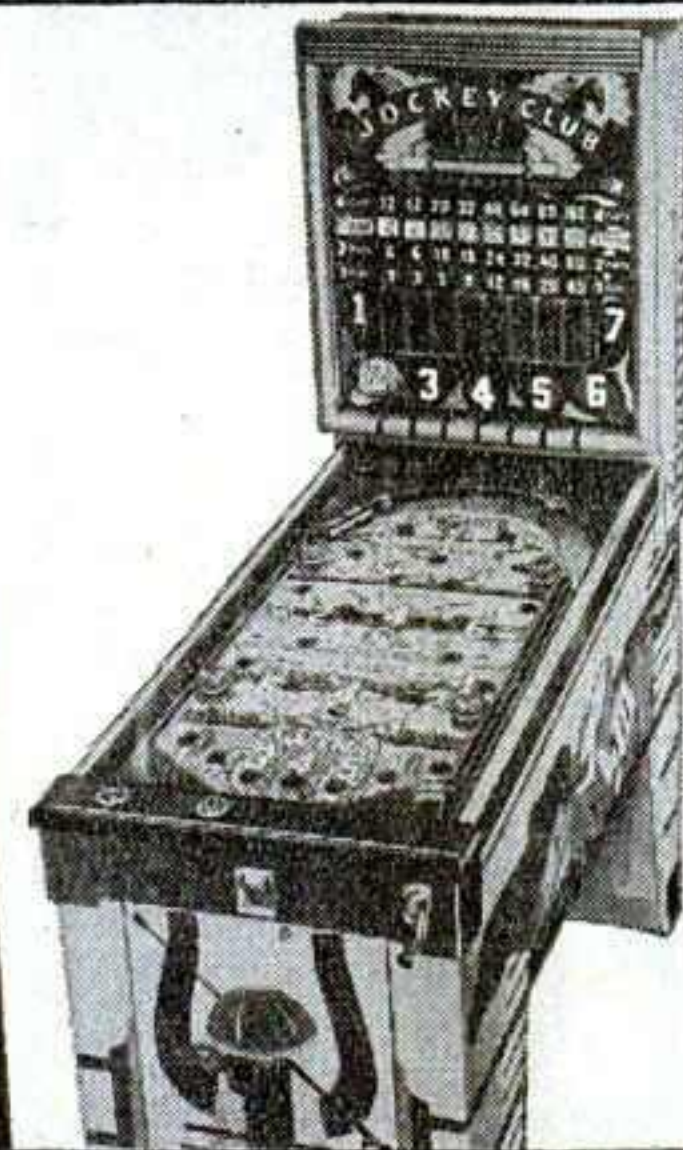
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JANUARY 3, 1948

VVVV 1/3



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cross
no knob

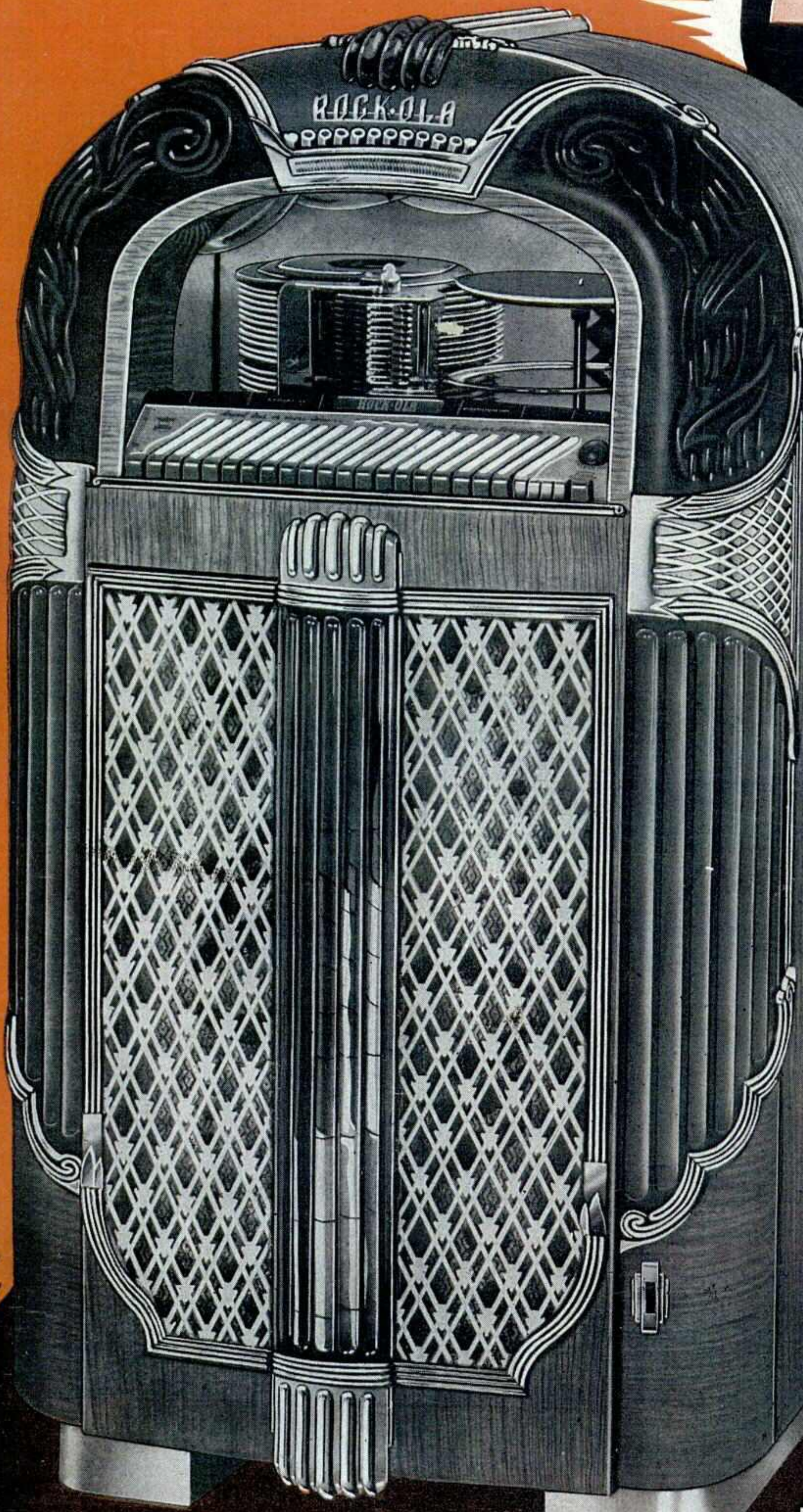
EVERYTH
require for
complete S
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Distributor has fo
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equipment requir
in time—in cost.

3

Rehearsal at Hollywood's NBC Studios for the Chesterfield Supper Club Show finds Jo Stafford working over arrangements of a new tune with the kind of thoughtful intensity which has been responsible for her meteoric rise to top namedom. Jo has just started her third year for Chesterfield and continues a leading seller on her Capitol disks, among the latest of which are "The Best Things in Life Are Free" and "I've Never Loved Anyone." Her all-round popularity is indicated by her high standing in all trade polls.

the ROCK-OLA



is



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