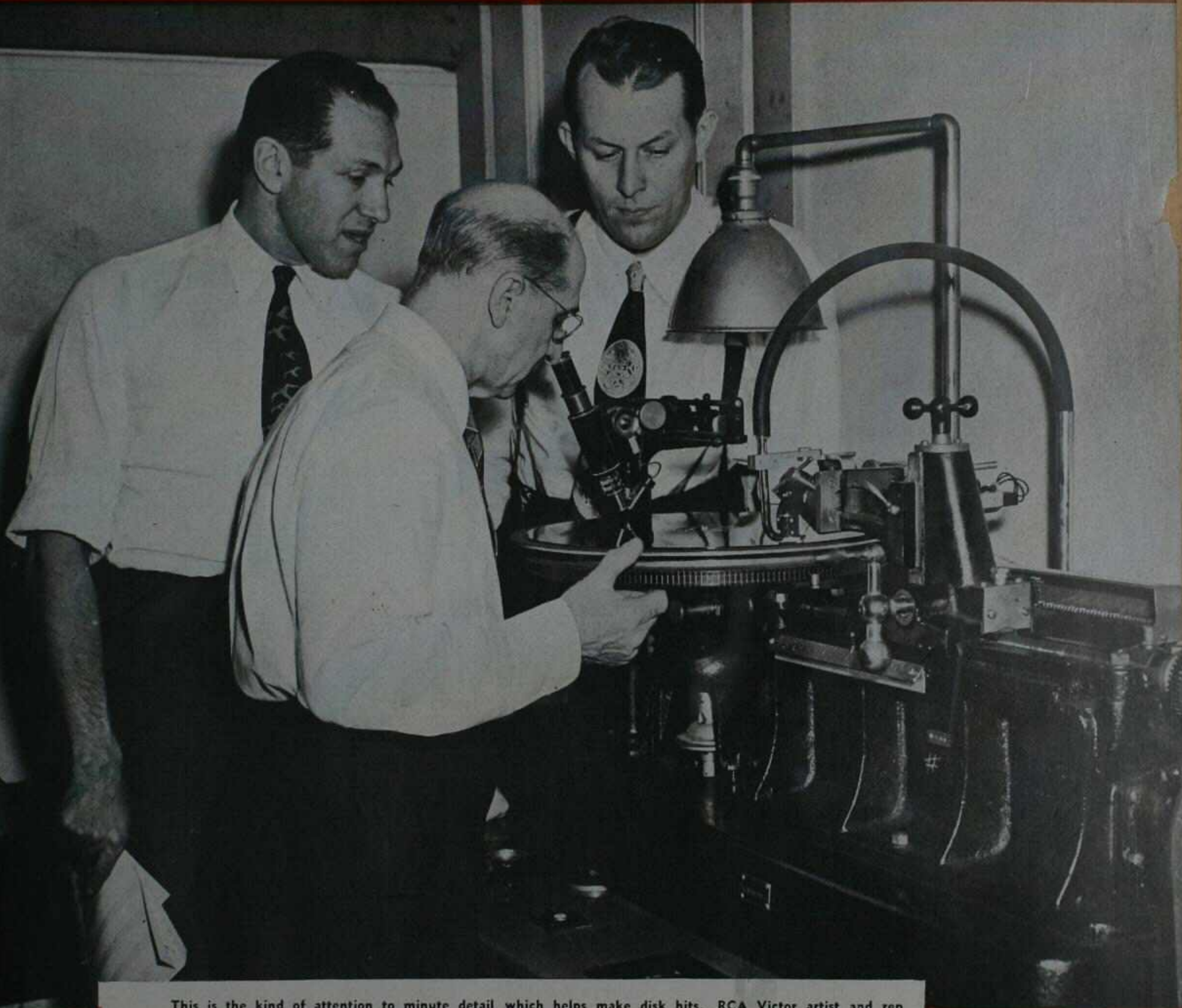


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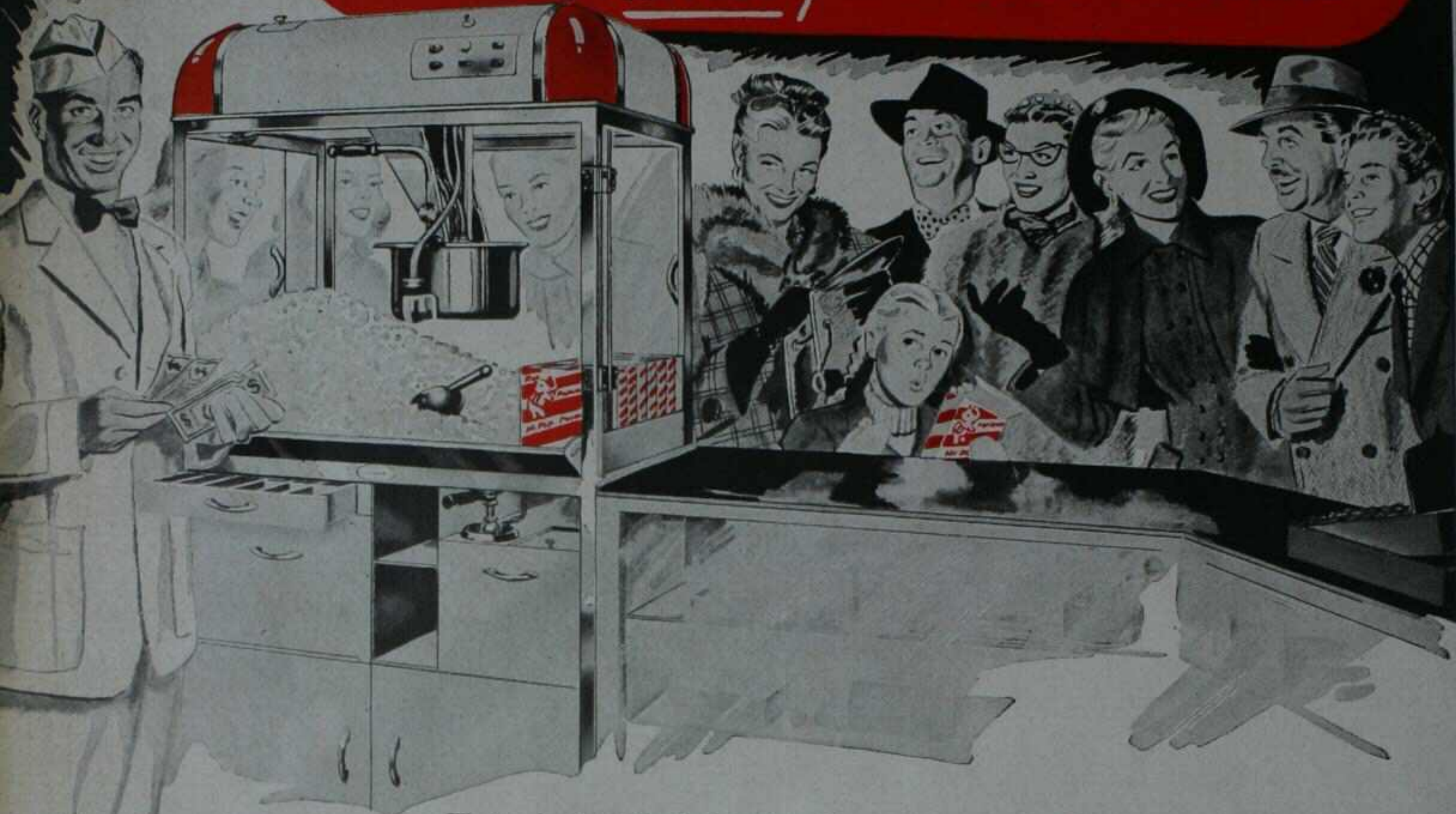
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STIX BIZ HYPOED: HOW LONG?

Too Rich?

MONTREAL, Jan. 3.—Arthur Blakely, parliamentary correspondent for *The Montreal Gazette*, got big laughs with a tag line on his story from Ottawa on the various phases of taxation during the past year.

After outlining how Canadians have had to shell out for various things during the past year, Blakely finished up:

"Canadians paid out \$17,061,-849 in excise tax for the privilege of amusing themselves (amusement taxes). There should be an easier way."

What did the guy mean?

Petrillo Waits Wed. Word in Lea Act Case

Could Get Year, 1G Fine

CHICAGO, Jan. 3.—Decision on the criminal information proceedings charging James C. Petrillo, president of the American Federation of Musicians (AFM), with violation of the Lea Act, which have been in progress here this week, will be handed down Wednesday (14). Case was heard in U. S. District Court by Judge Walter LaBuy after Petrillo had waived a jury trial. If convicted, Petrillo faces a maximum penalty of a year in jail and a \$1,000 fine.

The case stems from a strike called at WAAF, local indie, by Petrillo in (See Petrillo Hears on page 5)

It's an Ill Sleet That Doesn't Bless Some Air Outlets

NEW YORK, Jan. 3.—The paralyzing sleet and snow that hit New York this week in the wake of the Christmas snowstorm crippled several broadcasters but brought some pleasant surprises as well. Altho at least four stations were knocked off the air for various intervals and one was forced to operate under subnormal power, a number of broadcasters profited from unexpected spot announcement business, and at least one station learned that its community service announcements were genuinely interesting listening as well as valuable.

Cut off by power failures were WNBC, WNEW, WEVD and WOV. Thursday night (1) WNBC was knocked out but came back on within one minute at 9:43. WNEW was (See N. Y. Sleet Snarls on page 8)

Legit Has 37 Road Shows; Gravy Diluted

Outlook Not Too Juicy

By Leon Morse

NEW YORK, Jan. 3.—Altho there are more legit productions on the road now than at the same time last year, indications are that the pickings are leaner and the gravy more diluted and only too likely to continue getting so. Right now 37 shows, 15 of which are musicals and seven tryouts, are circulating thru the country as against 31 last year, 12 of which were musicals and six trying out.

Two of the miniature mints coining moo for their producers are Annie, (See Stix Biz Hypoed on page 40)

Theater Tele In Coast Bow

HOLLYWOOD, Jan. 3.—Theater tele will make its first appearance Saturday (10) in a Coast motion picture house when the Pantages Theater, Hollywood Boulevard pic palace, will show patrons KTLA's scanning of the Santa Anita \$50,000 Handicap. Rodney Pantages told *The Billboard* that he will install a nine by seven-foot Colonial receiver on his theater's elevated ork stage and will so arrange the day's pic sked that the five-minute tele pick-up of the racing event will be shown between film features. Pantages said the day is not far off when theater tele will be part of a film exhibitor's regular equipment, and the ice may as well be broken now.

Colonial receiver will be installed by Jack Richards (Richards' Television) and is the same set the latter used at the Hollywood Athletic Club during the scanning of the Rose Bowl (See Theater Tele on Coast, page 13)

IMC Shifts to High as AFM's Disking Ban Goes Into Effect

WASHINGTON, Jan. 3.—The Industry Music Committee (IMC) quietly went into high gear as New Year's Day made James C. Petrillo's disk-making ban a reality. Without fanfare, IMC began readying its legal and publicity ammunition, with the executive committee this week having formally chosen Sydney Kaye as legal counsel and Verne Burnett as public relations counsel.

The executive committee is planning to stage at least two meetings this month in conjunction with IMC's

activity at the House Labor Committee's hearings on American Federation of Musicians (AFM) activities. Burnett, who has his own p. r. firm and is a former vice-president of General Foods and the Association of National Advertisers (ANA), is already at work on a statistical survey of AFM membership, and his findings will be designed to augment a census compiled by House Labor Committee investigators seeking to determine the exact number of (See IMC in High on page 16)

Hey, Petrillo! How 'Bout This?

CHARLOTTE, N. C., Jan. 3.—A ballroom free to the public every night, and for teen-agers every Friday night, was opened here by Station WAYS New Year's Eve in conjunction with the Bomar Cafeteria. Dancing started at 10:30 p.m. and continued until 1 a.m. Ballroom doings were broadcast from the cafeteria and each night's program will be broadcast from there.

Ballroom plan has been given full approval by local teen-agers thru Alice Suiter and Virginia Jarrett.

Stem's Eve Not Bad, at That

Niteries Out From Under The Big Snow

Riviera Is Hardest Hit

By Bill Smith

NEW YORK, Jan. 3.—It wasn't such a bad New Year's Eve for Stem niteries, all things considered. Reservations didn't flood the phones, but by 10 p.m. practically all the hot spots were jammed.

Business wasn't outstanding, with the whoopee boys keeping a close count on their tabs. However, by and large the clubs which were around last year did about as well as they did last New Year's Eve.

Diamond Horseshoe with two (See Stem Gets Out on page 36)

Tough Dec. 31 for YOU, Huh? You Shudda Been in Montreal!

By Charles J. Lazarus

MONTREAL, Jan. 3.—It wasn't a happy new year for Montreal niteries ops, who this New Year's Eve received a financial battering the likes of which they haven't experienced in years. It wasn't the fault of the customers, who were ready to shell out. Reservations were practically at an all-time high a few days before New Year's Eve. The fault belonged to the Quebec Liquor Commission, which 36 hours before New Year's Eve decreed that New Year's Eve and New Year's Day would be treated as ordinary "Sundays," thus technically forcing a midnight curfew on the sale of liquor.

There was a big howl about it, but Edouard Rivard, chairman of the commission, was adamant at first, insisting that the curfew be rigidly enforced. Up to about 2 p.m. on December 31 Rivard stuck to his

guns. Then a strange thing happened—it was suddenly made known that the "traditional tolerance" would be effective and that the spots could operate as they had in past years—liquor could be sold wide open until 3 and 4 in the morning. But the reversal came too late—the damage already was done. The El Morocco, booked solid at \$10 a person plus tax, refunded \$1,000 in reservation deposits on the afternoon of December 31 and at 11:30 that night there was practically nobody in the joint.

Royal Takes to Air

The Mount Royal Hotel saved the day by getting in spot announcements on two local radio stations as soon as it heard of the reversed policy. The spot announcements (See Dec. 31 Snafu on page 35)

Video Fights L. A. Censoring

HOLLYWOOD, Jan. 3.—Local tele broadcasters, replying to a report that Los Angeles County was considering censorship of video programs, this week said that tele stands on its record of achievements in demanding the right to remain self-regulated. County Supervisor Roger W. Jessup proposed the censorship to prevent "blood and thunder" programs from entering homes where children might see them. Jessup's proposal was referred to the County Youth Commission, which will study the matter and issue a report. The commish already is analyzing the effect of radio and flickers on mop-pets.

The only two active tele broadcasters in the area, Klaus Landsberg, of KTLA, and Harry Lubcke, of Don Lee, both replied to the Jessup proposal. They said tele must remain free of governmental censorship, as must any other media of communication, if it is to operate in the best interest of the public.

Orks Resorting to Vaudeville Hambone To Give Biz Good Shot in the Old Soupbone

Kaye, Basie, Heidt, Jones Using New Gimmicks

NEW YORK, Jan. 3.—While the band biz pokes with a divining rod to find something new that will break the back of the box-office slump, a number of top maestri are converting theory to practice and are now building small vaude units within their orks.

Orksters Sammy Kaye and Count Basie have been among the most recent to embrace production-formula throwbacks from the days of Horace Heidt and Fred Waring as a means of slapping on bandaids. Heidt himself, one of the original entertainment band sponsors, recently reformed a band and is due to hit theaters and one-nighters soon with a new hatful of audience gimmicks.

Vaude Type Bands

Other batoneers, eying the Spike Jones road-tour results this past year, venture that either the 14-act contingent that went along with Jones hypood biz or else Jones simply proved that the public wanted vaude-type bands. In itself the Jones crew is considered virtually a comedy-vaude package.

Latest to fall into line with the vaude-conversion habit is Frankie Carle, who is currently readying additions to his dance crew. One of the more fortunate maestri at the box office, Carle revealed that during his two-month stay in Gotham (he opened the Hotel Pennsylvania this week) he intends to add at least four members to his band (now a 15-piecer with two vocalists and himself). According to Carle, the additions will include a whistler, maybe a dancer or dance team and a comic or comic singer in the Butch Stone vein. All would be selected for entertainment caliber primarily with musical talent secondary. Carle indicated he may even hire non-musical entertainers who would wear the band's uniform and sit on the band-

stand along with the regular tootler contingent.

Kaye Retains Diabolitos

Sammy Kaye, during his recent Hotel New Yorker engagement, added and will retain a rumba dancing specialist, Diabolitos, who came from the Cugat fold. Kaye, who soon will embark on a series of concerts, expects to hire some more entertainers to supplement his musical crew and

(See Band Biz Bites on page 15)

Here's That Man Jimmy Again!

HOLLYWOOD, Jan. 3.—Future recordings produced by the Armed Forces Radio Service (AFRS) for world-wide distribution to military posts were stymied Friday (2) when RCA Victor refused to record and process AFRS Personal Album show until governmental agency could produce a clearance from American Federation of Musicians (AFM). While held to be merely a temporary bottleneck, Victor steered clear of cutting show for fear of incurring the wrath of James C. Petrillo.

A spokesman for AFRS said outfit has been operating under a blanket clearance granted several years ago by AFM chieftain. Petrillo wired AFRS that Federation would not bar disks or transcriptions produced by government for dissemination to troops, but requested that each government agency seek a specific exemption to be acted upon individually by musicians' org. Request for a new blanket authorization was forwarded to AFM headquarters late Friday, with AFRS toppers anxious for okay in time for regular waxing of Command Performance, skedded for Tuesday (6).

At present, AFRS is recording and shipping 34 hours of decommercialized commercial radio shows to 85 overseas army, navy and air corps stations. In addition, 16 hours of specially prepared airshows (Command Performance, etc.) are being processed weekly for overseas use. AFRS will also continue to transcribe regular commercial record company disks on 16-inch platters for use by overseas G.I. disk jockeys and vet hospitals.

Experimental Theater

SKIPPER NEXT TO GOD

(Opened Sunday, January 4, 1948)

MAXINE ELLIOT, NEW YORK

A drama in three acts by Jan De Hartog. Direction, Lee Strasberg. Set, Boris Aronson. Stage manager, Harry Davis. Production supervisor, Cheryl Crawford. Presented by the Experimental Theater, Inc.

CAST (in order of appearance): Richters, Ship's Doctor..... Joseph Anthony Henry, Messroom Boy..... Robert White Willemse, Ship's Doctor of the Amsterdam Officer of South American Military Police..... Carmen Costi Meyer, Mate..... John Becher Joris Kuiper, Captain..... John Garfield South American Consul..... Wallace Acton Rabbi..... Wolfe Lewin Second Jew..... Peter Kase Chief Davelaar, First Engineer..... John Shellie Bruinsma, Captain of the Amsterdam..... Jabez Gray American Naval Officer..... Richard Ooogann Dutch Naval Officer..... Eugene Stuckmann The Clergyman..... Harry Irvine Passengers: Florence Aquino, Joe Bernard, Nola Chilton, Allan Frank, Frances Gear, Ruth K. Hill, Bill Lazarus, John Marley, Edwin Ross, Paul Wilson.

In Skipper Next to God, the Experimental Theater has come up with its second and best script of the season and one that this reporter tabs as very likely to wind up on the Stem. The Jan De Hartog play is an impressive bit of craftsmanship which holds the audience's interest to smash thru to a suspenseful climax.

The story is that of a devout-christian idealist, who owns and commands a ship that is carrying refugee Jews to places of sanctuary in South America. Everywhere the captain and his tragic cargo go they are refused admision, while he is subjected to pressure from governments, clergy and crew to return the refugees to Europe. However, he sacrifices his future, his freedom and his ship in a last ditch attempt to land the Jews.

This is a case of a script triumphing over a misguided but enthusiastic performance by John Garfield in the role of Joris Kuiper, the Dutch captain. Unfortunately, Garfield projects a good deal of his own personality into his parts. The role, in this instance, was stolid Dutch of a fanatic religious cast. Garfield overplays the part consistently, where underplaying would have given his lines tremendous impact. In many cases his emotional outburst even affects the playwright's development of the script. Most of his performance could easily have been corrected had Lee Strasberg, the director, exercised a restraining hand.

The rest of the cast were uniformly good. John Shellie, as an old sea dog linked to the destiny of the ship, registers strongly, and Joseph Anthony, in the part of the ship's doctor, is very effective. Jabez Gray makes the most of his few opportunities as a caustic captain of another ship. Eugene Stuckmann handles himself well as an officious Neth-

H'w'd Spots' Biz Dec. 31 Off 25%

HOLLYWOOD, Jan. 3.—New Year's Eve biz here averaged 25 per cent off last year's mark, with only a few spots bearing rosier tidings, a survey by The Billboard revealed. Florentine Gardens' Frank Bruni blamed general biz conditions for a 10 per cent dip in this year's take, while Ciro's H. D. Hover found his 25 per cent drop due to the "virus X" epidemic which bedded nearly a half million persons.

The Ambassador Hotel's Cocomat Grove reported biz as equal to last year's. The Hollywood Palladium credited Tex Beneke for ringing up a 10 per cent increase on last year's b.o., pulling in 6,000 persons. Another dancery thankful for a New Year's was the Aragon, which reported Ted Lewis drawing 5,200 people thru its doors, double the number pulled by Art Kassel last year.

NCCJ Luncheon in N. Y.

NEW YORK, Jan. 3.—The amusements division of the National Conference of Christians and Jews (NCCJ) will hold a luncheon meeting at the Waldorf-Astoria Hotel here Monday (6). Dr. Everett R. Clinchy, NCCJ president, will be the guest speaker, and Spyros P. Skouras, president of 20th Century-Fox, will outline the part that the movie industry will play in supporting Brotherhood Week, which will be observed February 22 to 29.

erlands' naval attache. Robert White lends character and interest to his role of a thieving messroom boy. In his one big scene Wolfe Barzell wrings the drama dry.

The staging by Lee Strasberg was one of the weakest parts of the production. He overuses the ship's noises to the distraction of the audience in act one and similarly seems to employ too much motion in the acting performances. Boris Aronson's single set of a captain's cabin is top drawer. All in all De Hartog gains tremendously from the evening as a scripter and shows that good social drama does not need to be contrived to sell an audience. Leon Morse.

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- No. 1 Most Played on Disk Jockey Shows
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BALLERINA by Vaughn Monroe, Victor 20-2433
- No. 1 Disk in the Nation's Juke Boxes
BALLERINA by Vaughn Monroe, Victor 20-2433
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I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) by Eddy Arnold and His Tennessee Plowboys, Victor 20-2332
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Editors
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1664 Broadway, New York 19, N. Y.
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C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager
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U.S. FROWNS ON FCC LAMSTERS'

How's That Again? AFL to Bankroll Canned Lombardo!

LOS ANGELES, Jan. 3.—A deal to sponsor the Frederick Ziv transcribed Guy Lombardo show beginning today (3) was signed by the United American Federation of Labor (AFL) of Los Angeles County, only three days after the ban on manufacturing records, including waxed shows, was put into effect by the American Federation of Musicians (AFM). The labor body is composed of several local trade union councils, including L. A.'s Central Labor Council, with which AFM Local 47 is affiliated. The musicians' org, like other union affiliates, will support the AFL's air show by contributing a prorated share of the dough to support the series.

Sale of the show marked the first deal by Ziv with a labor sponsor. Spokesman for the labor group said the show, which will air over KFI, costs \$1,000 weekly in time and talent charges. Time has been purchased for 26 weeks, with an option for second cycle. Show is being handled by Citizens' Ad Agency, local percentage house specializing in labor accounts. Commercials will be topical and slanted along public service, non-political lines.

Petrillo Hears Verdict on Lea Case Wednesday

(Continued from page 3)

May, 1946. After the strike, which Petrillo has admitted was an attempt to test the constitutionality of the Lea Act, his attorneys were successful in having LaBuy rule favorably on their motion to dismiss the government's case on the ground that the act was unconstitutional. Upon subsequent government pleas, the U. S. Supreme Court ruled that the act was constitutional and called for retrial of Petrillo in a criminal action based on merits of the case. It was this case which was heard here.

In pleading the new case, Daniel D. Carmell, Petrillo attorney, contended that parts of the Lea Act not ruled on by the Supreme Court still made the act unconstitutional and that Petrillo in no way violated the act. Otto Kerner Jr., U. S. attorney, argued that the Lea Act was constitutional and that Petrillo had willfully broken it in a flaunt of the government's power.

Testimony of most government witnesses, which included William Hutchinson, station general manager; Bradley Eidmann, manager; music librarians who were working at WAAF at the time of the strike; program personnel and those who have been performing work of union members who were called out, testified that librarians worked about 30 hours a week in doing little more than removing and filing records. They also contended that since three librarians had been withdrawn by the union, others had been able to do the work with little inconvenience. The strike was called after the union demanded that the station hire three musicians to play live music. The station offered to hire one, but this (See Petrillo Awaits on page 16)

NBC's Report For '47: Income All-Time Tops

NEW YORK, Jan. 3.—The National Broadcasting Company (NBC) during 1947 struck out boldly for an all-industry code of standards and practices, greatly expanded its television department, affected a major reshuffle of key personnel and wound up the year with a sizable increase in sales revenue, according to its year-end report.

In 1947 the web's programs continued their dominance in rating and listener polls, the Hooper survey for November, for instance, showing the seven most popular programs on the air were all NBC. An analysis by the Broadcast Measurement Bureau (BMB) showed NBC to be the top web in 70 per cent of all U. S. counties at night and 54 per cent of all counties in the daytime.

Revenue at Peak

Despite minimum of salable time, revenue reached a record peak, reflecting advertisers' use of expanded networks.

Realignment of executive organization of the web in midsummer resulted in appointment of three administrative vice-presidents, Harry C. Kopf in charge of sales, owned and operated stations and station relations; Ken R. Dyke, programing chief, and John H. MacDonald, heading up treasury, personnel and other posts. Frank E. Mullen, exec vice-president, took a firmer hold of video.

Other outstanding appointments included Charles R. Denny Jr., former Federal Communications Commission chairman, to post of vice-president and general counsel; I. E. Showerman to vice-presidency of Central Division; Charles P. Hammond, upped to vice-president and assistant to the exec vice-president, and Sydney H. (See NBC 1947 Income on page 8)

Petrillo Okays Transcribed Air Seg Playbacks

CHICAGO, Jan. 3.—Fear of broadcasters that after December 31 they would not be allowed to use transcribed playbacks of network shows was temporarily alleviated this week when James C. Petrillo, president of the American Federation of Musicians (AFM), stated that use of this type of broadcast would be allowed, even tho other forms of transcriptions were not being made.

Petrillo stated that the record ban pertains only to the making of disks by musicians for later use, and that he considered union requirements to be covered in regulations governing transcription for repeat use of original airings of live web shows.

Petrillo said, however, that transcribed playbacks would be permissible only until January 31, termination date of the present AFM contract with the networks. After that they would become a subject for discussion in network negotiations.

Friday (2) Petrillo denied rumors that he had notified musicians to continue working at the nets after January 31 if a new contract has not been signed by that date.

The Leaders

NEW YORK, Jan. 3.—Top 15 evening shows in the latest (December 15) Hooper report are as follows:

Fibber McGee.....	28.3
Jack Benny.....	28.2
Fred Allen.....	25.7
Edgar Bergen.....	24.9
Radio Theater.....	24.0
Red Skelton CH.....	23.7
Amos 'n' Andy.....	23.0
Bob Hope.....	22.4
Walter Winchell.....	21.9
Mr. District Attorney	20.1
Bandwagon.....	19.2
Music Hall.....	18.5
Talent Scouts.....	17.9
Truth or Consequences	17.5
Duffy's Tavern.....	17.1

Audience composition figures show that *The Shadow* is the current leader, with 3.16 listeners per set, followed by *Blondie* with 3.01; Jack Benny, 2.86; Coca-Cola (Percy Faith), 2.80, and Edgar Bergen, 2.79.

Webs Halt RDG Strike by New Huddle Request

NEW YORK, Jan. 5.—The possibility that a strike by members of the Radio Directors Guild (RDG) may be avoided still exists, with a resumption of negotiations scheduled for today (Monday). The strike would pull out staff directors at the four major network stations here, but would not affect meggers in other key originating cities.

Feeling in the situation was exceedingly tense all last week and Wednesday (31), when negotiations broke down, a walkout appeared inevitable. The Guild has already empowered its council to call a strike and, since the contract expired on the 31st, the strike has been pending ever since. What stopped it, outside of the New Year's holiday, was a request from the webs that negotiations be resumed despite the previous stalemates.

While the two groups are closer on the question of wages, the money issue is not the barrier to settlement. The stumbling block is a network practice of collecting commission on staff directors' commercial fees, paid above sustaining pay. RDG claims this is a kick-back.

The Guild has cut its original demands for \$250 and \$200 a week for full-fledged and assistant directors, respectively, to \$150 and \$115, while the nets have come up to \$115 and \$95. Another point of dispute has been a definition of a director, which the union insists is to be written into the contract as giving the director full responsibility for an entire production, both from technical and artistic standpoints.

AFRA Opens Talks For WMCA Contract

NEW YORK, Jan. 3.—American Federation of Radio Artists (AFRA) has opened negotiations for a new contract covering minimums for performers at WMCA, New York indie. Talks are in the preliminary stage.

The union has just completed setting new pacts at WINS and WHN here.

White Bill Proviso To Ban Jumpers

Cite Denny, Jett Cases

WASHINGTON, Jan. 3.—Congress is quietly preparing to crack down on what has developed into a commonplace practice of Federal Communications Commission (FCC) personnel leaping directly from their government posts into radio industry jobs that give them an advantage because of fresh government contracts and experience.

A short provision has been slipped unobtrusively into the revised White radio bill, forbidding any commissioner to work in the radio field "during the term for which he was appointed" and banning all other FCC personnel from working in the radio field for a year after leaving FCC. This provision is apparently designed not only to prevent recurrence of the situation which developed when Charles Denny quit the FCC chairmanship to join the National Broadcasting Company (NBC), but also to discourage a flow of FCC lawyers, engineers and accountants into lucrative private industry spots where they handle broadcast cases before the FCC.

Pretty Stiff

Since under the White Bill the term of a commissioner is increased to nine years, the restriction on top FCC officials is considered unusually stiff. If the White Bill is enacted, any commissioner appointed in 1948, for example, would be unable to accept a position in any part of the radio industry until 1957 even if he happens to resign in 1949. Had the provision been in effect when Denny resigned, he could not have joined NBC until his term officially expired in 1951. By the same token, former Chairman Paul A. Porter would not have been able to practice before FCC until 1949. Former Commissioner Ewall K. Jett, who resigned last week to look after the radio interests of *The Baltimore Sun* papers, would have been compelled to remain out of broadcasting until expiration of his term in 1950.

A steady trend of resignations from FCC lawyers and engineers going into private radio practice is believed responsible for extension of the proposed ban to FCC underlings. Under the provision, such employees would be prohibited from being sworn into the FCC bar or from handling radio accounts before FCC or from receiving an FCC license or permit for a full year after quitting the FCC. Nation's capital has become accustomed to the sight of legalists working on the FCC staff one week and turning up a week later in private practice representing lucrative accounts before the commission.

Opening Step

Congress is known to have long viewed with displeasure the habit of government officials' leaving regulatory agencies to accept positions with firms appearing before the agencies. The proposed White Bill ban on this practice is the first concrete step taken by Congress to end the practice in FCC, with restrictive clauses already having been written into (See Jumpers Banned on page 8)

AGENCIES '47 NETWORK SCORE

Y&R Picks Up 125 Minutes To Show Way

Biow's 120 Is Biggest Loss

NEW YORK, Jan. 3.—The 10 advertising agencies with the largest network billings at the start of 1947 had widely varying degrees of success during the past 12 months, ranging from the gain by Young & Rubicam (Y&R) of 125 minutes of network time per week to Biow Company's loss of 120 network minutes weekly. Of the top five agencies, all but J. Walter Thompson (JWT) scored sizable gains, while only Kenyon & Eckhardt (K&E) of the second five picked up more web time than was lost.

The Y&R time gain was made despite loss of the important Borden account to K&E, and even tho its half-hour show for General Foods, *McGarry and His Mouse*, petered out shortly after its inception. Major gain came from airing *House Party* for General Electric 25 minutes across the board, and Eric Sevareid's news show 15 minutes nightly, Monday thru Friday, for Metropolitan Life.

Biow's Picture

Biow added only two new time spots in 1947, and lost one of those when Adam Hats' *The Big Break* failed to survive. Five other Biow shows also either folded or departed for other agencies, including Eversharp's Henry Morgan show, one of the more original air experiments of recent seasons. Biow also showed considerable courage in bringing Milton Berle back to the airlines, after five earlier failures, as successor to the defunct Rudy Vallee program.

Right behind Y&R, gaining only five minutes per week less time, was Compton Advertising, which picked up 120 network minutes per week. Procter & Gamble (P&G), one of Compton's most important accounts, added three across-the-board shows to the agency's roster while taking two away. Apart from P&G, Compton added 75 minutes weekly with the Paul Whiteman disk jockey show for Nestles while losing Socony-Vacuum's Victor Borge-Benny Goodman opus, which folded.

The daddy of all agencies as far as network billings go, Dancer-Fitzgerald-Sample (D-F-S), gained 105 network minutes weekly, to tie for third best showing with Ruthrauff & Ryan (R&R). Specializing in five-a-week serials, D-F-S added two new ones to its stable in Whitehall's *Real Stories* and P&G's *Beulah*, as well as producing two 30-minute shows for General Mills, *Green Hornet* and *Famous Jury Trials*. R&R's big splurge mainly was the result of Pharmaco's scrapping its *Double or Nothing* quiz show for a trio of programs, *Charlie Chan*, *Jim Backus* and *Song of the Stranger*. The agency also handles Mutual Benefit Health & Accident Association's weekly Gabriel Heatter show.

JWT's Wind-Up

The No. 2 agency, JWT, wound up 1947 with 115 fewer network minutes weekly than at the start of the year. Besides losing the Ford show to K&E, JWT lost two Parker Pen programs with the cancellation of *Information, Please* and the Ned Calmer news

Ad Agency Gains and Losses for '47

TIME ADDED IN 1947

TIME LOST IN 1947

Sponsor and Program	Net-work	Minutes Per Week	Sponsor and Program	Net-work	Minutes Per Week
I. DANCER-FITZGERALD-SAMPLE (Gained 105 Minutes Weekly)					
Sterling Drug, <i>Zeke Manners</i>	ABC	75	Sterling Drug, <i>Zeke Manners</i>	ABC	75
Procter & Gamble, <i>Life of Riley</i>	NBC	30	Procter & Gamble, <i>Life of Riley</i>	NBC	30
Procter & Gamble, <i>Mystery of Week</i>	CBS	75	Procter & Gamble, <i>Mystery of Week</i>	CBS	75
General Mills, <i>Green Hornet</i>	ABC	30	Whitehall, <i>Hollywood Jackpot</i>	CBS	30
General Mills, <i>Famous Jury Trials</i>	ABC	30	Procter & Gamble, <i>Young Dr. Malone</i>	CBS	75
Whitehall Pharmacal, <i>Real Stories</i>	MBS	75	(Had shared with Compton Advertising)		
Procter & Gamble, <i>Beulah</i>	CBS	75			285
		390			
II. J. WALTER THOMPSON (Lost 115 Minutes Weekly)					
Swift, <i>Archie Andrews</i>	NBC	30	Ward Baking, <i>Tennessee Jed</i>	ABC	75
Swift, <i>Meet the Meeks</i>	NBC	30	Cole Milling, Smilin' Ed McConnell	MBS	15
		60	J. B. Williams, William L. Shirer	CBS	15
			Parker Pen, Ned Calmer	CBS	10
			Parker Pen, <i>Information, Please</i>	CBS	30
			Ford, Meredith Willson	CBS	30
					175
III. YOUNG & RUBICAM (Gained 125 Minutes Weekly)					
Drackett Co., Dorothy Kilgallen	ABC	15	Bristol-Myers, Alan Young	NBC	30
General Electric, <i>House Party</i>	CBS	125	General Foods, <i>McGarry & Mouse</i>	MBS	30
Met. Life Insurance, Eric Sevareid	CBS	75	Petri Wines, <i>Gregory Hood</i>	MBS	30
General Foods, <i>McGarry & Mouse</i>	MBS	30	Borden, Ginny Simms	CBS	30
		245			120
IV. COMPTON ADVERTISING (Gained 120 Minutes Weekly)					
Nestles, Paul Whiteman	ABC	75	Socony-Vacuum, Borge-Goodman Show	NBC	30
Procter & Gamble, <i>Guiding Light</i>	CBS	75	Procter & Gamble, <i>Road of Life</i>	CBS	75
Procter & Gamble, Lowell Thomas	CBS	75	Procter & Gamble, <i>Mystery of Week</i>	CBS	75
Procter & Gamble, <i>Perry Mason</i>	CBS	75			180
(Share with Dancer-Fitzgerald-Sample)		300			
V. RUTHRAUFF & RYAN (Gained 105 Minutes Weekly)					
Taylor-Reed, <i>Hop Harrigan</i>	MBS	75	Taylor-Reed, <i>Hop Harrigan</i>	MBS	75
Safeway Stores, <i>Bob and Victoria</i>	CBS	75	Safeway Stores, <i>Bob and Victoria</i>	CBS	75
Pharmaco, <i>Charlie Chan</i>	MBS	30	Pharmaco, <i>Double or Nothing</i>	MBS	30
Pharmaco, Jim Backus	MBS	30			180
Pharmaco, <i>Song of the Stranger</i>	MBS	45			
Mutual Insurance, Gabriel Heatter	MBS	30			
		285			
VI. BATTEN, BARTON, DURSTINE & OSBORN (Lost 5 Minutes Weekly)					
General Electric Lamps, <i>Willie Piper</i>	ABC	30	John Hancock, Boston Symphony	ABC	60
General Electric, Fred Waring	NBC	30	Murine, Cecil Brown	MBS	5
Chrysler, <i>Christopher Wells</i>	CBS	30	Cresta Blanca, <i>Hollywood Players</i>	CBS	30
		90			95
VII. BIOW COMPANY (Lost 120 Minutes Weekly)					
Adam Hat, <i>Big Break</i>	NBC	30	Adam Hat, <i>Big Break</i>	NBC	30
Philip Morris, Horace Heidt	NBC	30	Eversharp, Henry Morgan	ABC	30
		60	Procter & Gamble, <i>Life of Riley</i>	NBC	30
			Eversharp, <i>Maisie</i>	CBS	30
			Philip Morris, <i>Crime Doctor</i>	CBS	30
			Roma Wine, <i>Suspense</i>	CBS	30
					180
VIII. BENTON & BOWLES (Lost 45 Minutes Weekly)					
Procter & Gamble, <i>Life of Riley</i>	NBC	30	General Foods, <i>Buck Rogers</i>	MBS	75
General Foods, <i>Wendy Warren</i>	CBS	75	General Foods, <i>Kate Smith Speaks</i>	CBS	75
		105			150
IX. WADE ADVERTISING AGENCY (Lost 15 Minutes Weekly)					
Miles Laboratories, <i>Lum 'n' Abner</i>	CBS	15	Miles Laboratories, Roy Rogers	CBS	30
X. KENYON & ECKHARDT (Gained 90 Minutes Weekly)					
Ford, <i>Ford Theater</i>	NBC	60	Kellogg, <i>Superman</i>	MBS	75
Richard Hudnut, Jean Sablon	CBS	15	Richard Hudnut, Jean Sablon	CBS	15
Borden, <i>Borden Program</i>	CBS	30	Ford, Meredith Willson	CBS	30
Ford, Meredith Willson	CBS	30			120
Wesson Oil, Paul Whiteman	ABC	75			
		210			

show. Ward Baking dropped *Tennessee Jed*, slashing another 75 minutes from the agency, while William L. Shirer and Smilin' Ed McConnell, each airing 15 minutes weekly, were canceled by J. B. Williams Company and Cole Milling, respectively.

K&E suffered an up and down year, starting out like a prairie fire in lifting Ford from JWT and Borden's from Y&R. However, the Meredith Wilson show for Ford soon petered out, altho acquisition of the lush 60-minute *Ford Theater* helped soothe that loss. Another major fac-

tor in balancing K&E's business was addition of Wesson Oil's 15-minute across-the-board share in the Whiteman disk jockey show. A bitter setback to the agency was Kellogg's decision to cancel its award-winning cliff hanger, *Superman*.

Roy Rogers Dropped

Just about holding their own during 1947 were Wade, Benton & Bowles (B&B), and Batten, Barton, Durstine & Osborne (BBD&O). The first named, which concentrates on Miles Laboratories' vast radio usage, added 15 minutes when *Lum & Abner*

switched from four times weekly over American Broadcasting Company (ABC) to five-a-week over Columbia Broadcasting System (CBS). Same time, Miles dropped the half-hour Roy Rogers show. B&B lost two General Foods (GF) shows, each heard five times weekly, when *Kate Smith Speaks* and *Buck Rogers* were axed. But GF came thru with *Wendy Warren*, a new soaper, while P&G finally deposited its *Life of Riley* show with B&B after airing it previously thru Biow and D-F-S (See Agencies' '47 Score on page 8)

P & G Soaps Hold Top Tuner

Sterling Drug Up to No. 2 In Audiences

Lever, Gen. Foods Next

NEW YORK, Jan. 3.—The sponsor attracting the largest radio audience continues to be the Procter & Gamble (P&G) Company, according to the latest compilation of sponsor standings made in co-operation with the C. E. Hooper organization, prepared for *The Billboard's* Continuing Program Studies (CPS).



Standings are based upon total rated points accumulated by each sponsor in 15-minute periods during the week of November 15-21, 1947. Sterling Drug, which rated fourth in the last sponsor standings (March, 1947) improved its position to climb into second place, ahead of Lever Bros. and General Foods, which preceded it at that time. General Mills, which rounds out the first five, did not even make the top 10 list last March. Completing the big 10 are Whitehall Pharmacal, Colgate-Palmolive-Peet, Standard Brands, Bristol-Myers and American Tobacco. Missing from the list is Miles Laboratories, which ran 10th last March.

Indicating again that the evening audiences remain the backbone of listenership, only R. J. Reynolds, of the 10 leading sponsors of night- (See P&G Holds On on page 9)

Gillette Razor Cuts New Swath in Hair

CHICAGO, Jan. 3.—All stock of the Toni Company, which emerged only in 1947 as a national manufacturer of home permanent wave kits, was sold yesterday (2) to the Gillette Safety Razor Company for \$8,000,000 plus the true value of the firm as determined by audit, as of December 31. This sum is estimated in excess of \$4,000,000. Gillette paid a total of \$11,500,000 cash yesterday, with the balance payable July 1, 1948.

The rise of the Toni Company in 12 months from a tiny Minnesota organization to a giant firm with highest sales of any in its field is credited, in the main, to potent use of radio as its major advertising weapon. During that time, Toni bankrolled four web shows bringing its radio expenditures well over \$2,000,000 annually. Gillette, too, has been a strong user of radio over a period of many years.

PRESTON TO CHI MBS

CHICAGO, Jan. 3.—Walter Preston, former director of program operations for WBBM, Columbia Broadcasting System outlet, next week joins WGN, Mutual station, as commercial program director. Buckingham Gunn will continue as over-all program director of WGN. In his new post, a newly created position at the station, Preston will build new commercial packages and strengthen commercial shows now on the air.

Barr Due To Rise in FCC

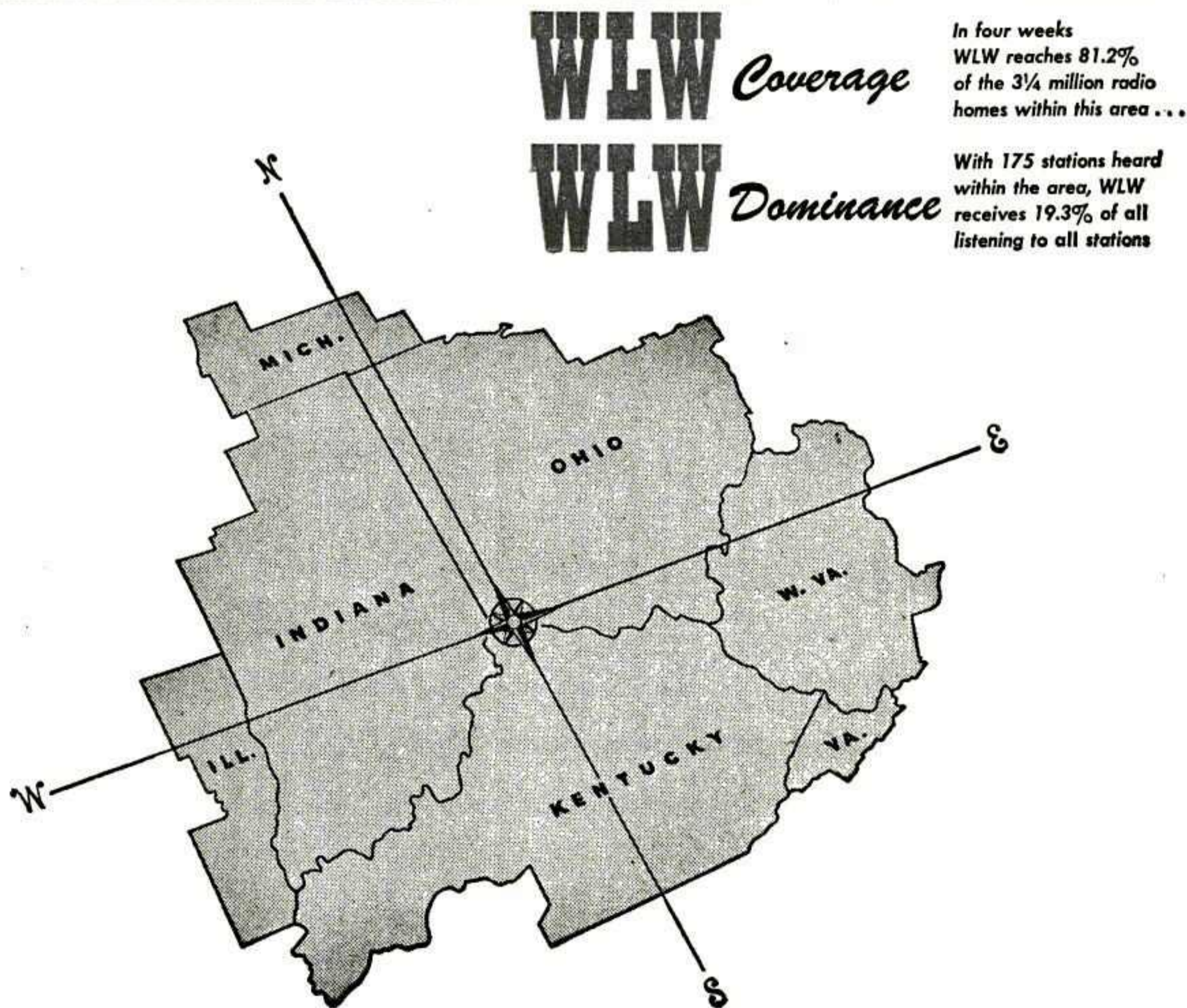
WASHINGTON, Jan. 3.—James Barr is expected to move up from assistant to chief engineer of the broadcast branch of the Federal Communications Commission (FCC), with John A. Willoughby having been formally designated this week as chief engineer of FCC. Willoughby is filling the vacancy caused by the promotion of George E. Sterling to FCC commissioner.

Schenley Reported Nixing Negro Show

NEW YORK, Jan. 3.—The all-Negro radio show packaged by the Biow Agency for Schenley was reported nixed by the sponsor this week. The program had received two hearings by Schenley ad executives, but final decision was reported to have been negative.

BBC SYMPH FOR N. Y.

NEW YORK, Jan. 3.—A new tie-up with the British Broadcasting Corporation (BBC) was set this week by WINS, which tomorrow (4) begins a series of full-hour broadcasts of the BBC Symphony. A unique feature of the transcribed 13-week series has each of the three top-name conductors personally reading program notes before every number played. Baton wielders on the series, which will air between 5 and 6 p.m., are Sir Thomas Beecham, Clarence Raybould and Sir Malcolm Sargent.



Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%—of the 3 1/4 million radio homes within the area, between 6 AM and midnight. *That's coverage!*

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of *all* listening to *all* stations. *That's dominance!*

How much did these homes listen? Taking all 3 1/4 million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of

the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. *That's penetration!*

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations—contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.



THE NATION'S MOST MERCHANDISE-ABLE STATION
CROSBY BROADCASTING CORPORATION

FCC's Clear Channel Dispute Complicated by New Members

WASHINGTON, Jan. 3.—The Federal Communications Commission (FCC) faces a new tangle in the long-standing clear channel controversy, with only two of its members having been present since the beginning of the hearings. Commissioners Clifford Durr and Paul Walker have been around for the entire session, and Rosel Hyde joined the FCC in time to take part in the last part of the hearings.

The four most recently appointed commissioners have appeared on the scene too late to hear any clear channel testimony except for the wind-up slated to start January 19.

Exhibits and testimony in the clear channel docket have piled up into thousands of pages in the FCC files, and the four commission newcomers face a herculean task to acquaint themselves with the numerous issues involved. Of the newcomers, only George Sterling has had prior opportunity to participate in the clear channel case to any extent in his role as FCC chief engineer.

Hedging on Bets

FCC insiders, who have long predicted that the final FCC decision would result in the break-up of two or more clear frequencies, are beginning to hedge their bets, since the heavy commission turn-over now makes it possible for the four new commissioners—by voting as a unit—to force a complete reversal of the partial clear break-up that looked like a sure thing.

Since any change in U. S. clear frequencies must be placed before the next meeting of the North American Regional Broadcasting Agreement (NARBA) in August, the FCC is racing against time. Still remaining in the clear docket are the wind-up of testimony, a proposed decision, oral argument on a tentative edict and a final decision.

If FCC is unable to reach a decision by August, any reshuffling of frequencies could not take effect until the next NARBA meeting—not before 1949.

Three Possible Steps

There are apparently only three steps FCC can take in an attempt to increase radio service in rural areas—its avowed objective. One would be a complete breakdown of U. S. clear channels and the throwing open of the frequencies to smaller powered stations. The second would be for the commission to dissolve or re-allocate some of the present clear channels. The third would be for it to adopt the recommendation of the Clear Channel Broadcasting Service (CCBS), which asked the FCC to authorize power of 750-kw. for two

clear stations each of 10 regions of the country—a total of 20.

In addition to the above possible changes in the clear channel set-up, there remains the chance the FCC will decide nothing further can be done with standard broadcasting to improve rural listening and that the status quo is as good as anything.

N. Y. Sleet Snarls Stations, But Also Needles Spot Biz

(Continued from page 3)

interrupted shortly before 8:30 p.m., just as a whodunit was reaching a climax, causing a flurry of inquiries about the outcome. WOV was delayed 40 minutes in coming on the air Friday morning. WEVD was cut off shortly after midnight Friday. WINS, with lead-in wires down, was forced to operate with 10,000 watts instead of its usual 50,000 from 7 a.m. to mid-afternoon yesterday.

Several stations which were called early Friday, in some cases by the police, to air spots warning against downed live wires, learned late that Consolidated Edison would pay for some if not all of them. Other spots were purchased by the telephone company, urging decreased use of telephones, and by several business establishments, notifying employees that the firms were closed for the day. Most stations continued public service announcements begun during the previous week's snowstorm, detailing weather, train, fire and other emergency conditions, with WNYC, the municipal outlet, the hub of such information.

Perhaps the most unusual programming to arise was WNEW's "Community Bulletin Board," aired on Friday every half hour beginning at noon. In the WNEW bulletins were included free announcements of every nature, with stress on cancellation of such events as weddings, country club dances, bar mitzvahs, DAR chapter meetings, and engagement showers. One plug, from a high school lad whose prom was called off, urged others from his class who had rented tuxes to meet at a night club so the suits would not go to waste. A bartender urged others not to serve too many to any customer, because some of his had slipped and broken arms. Slippery hills were pointed out and bird lovers were asked to put out crumbs. Who said New York isn't a hick town at heart?

75% of FM Bids In Urban Areas

WASHINGTON, Jan. 3.—First official acknowledgment that the great bulk of FM bids are for stations in metropolitan areas came this week in Federal Communications Commission's (FCC) annual report to Congress. By the end of May, 1947, the report stated, "applications for Class B stations outnumbered those for Class A by almost 6 to 1." FCC explained that the higher powered B stations are primarily designed to serve a metropolitan district.

Three-fourths of all FM bids at that time, the report continued, were from standard broadcast stations, while one-third were from newspapers. FCC indicated that it is unworried about this situation, remarking: "Since FM channels can

"Stay Outta That Chic Sale," Actors' Warning to Casters, "Or You'll Hear an Audition"

NEW YORK, Jan. 3.—Current decrease in radio employment has resulted in network and advertising agency casting directors being snowed under with a flood of ingenious post cards, blotters and other reminders pointing out, in effect, that actors must eat. The epistles range from the humorous thru the matter-of-fact to the desperate, all of them pointing up the plight of radio actors trying to make ends meet. A gander at the files of Marge Morrow, casting director for the Columbia Broadcasting System (CBS), reveals some startling pleas: "I can be had!" says Arnold Stang, with

suitable exclamation points. Tops in double entendre, however, are a number of missives from a character actor. One of these is a post card completely black on the picture side. The caption reads: "Not yet dear, I must listen to — first." Another creation shows a girl on a torture rack, with two gruesome characters about to rend her apart with saws and knives. "Listen," she says brightly, "It's —." But perhaps the brightest is a picture of a dog eyeing a fire hydrant. "Nope," soliloquizes the mutt, "I gotta go home and listen to —."

One hungry actor post cards to Miss Morrow: "Why do I have to run in a circle when they say prosperity is just around the corner?" Another writes: "Calling to you from the Red... Help!" Still another pleads: "There are 43,200 minutes every month. All I ask is five of them. I've been asking for over a year, so please."

Page Chic Sale

Others take a more jocular position. Jason Johnson used a caricature of himself in an outhouse, with the caption: "Busy now—Call me in 10 minutes."

Some try to woo Miss Morrow with verses. One writes: Mild Will Shakespeare's play, *Coriolanus*, We shall never present in Gowanus... For the citizens there, Raised on lustier fare, Would cast fruit and aspersions upon us.

Walter Black sends a picture which may or may not be a likeness of himself. He says: "I know, it doesn't look like me, but then, it doesn't look like Cotsworth, Ortega or Vicki Vola either, so there's no danger of confusion. Just idleness."

And Ed Latimer, from a doghouse, says: "Thoroughly housebroken and dependent." Scott Tennyson offers a bargain rate: "For a limited time only little girls rescued at the new low summer rates."

And one honest soul pens: "Just a reasonably good character actor."

JUMPERS BANNED

(Continued from page 5)

statutes covering a number of the other agencies. It is doubtful that the brand-new White Bill provision will survive in its present form, but it is believed certain that it will become the springboard for effective legislation in the new term of Congress. Significantly absent from the new White Bill provision is an enforcement clause, an oversight which might well be considered as deliberate as part of an attempt to place the issue squarely before Congress so that a final prohibitory section can be incorporated into the new White Bill or be drafted as a separate amendment to the Communications Act.

accommodate many more stations than are available in the standard band, there is little danger of AM interests monopolizing FM."

The report said that by the end of the 1947 fiscal year there were 1,795 AM stations licensed or authorized and 918 FM grants.

NBC 1947 Income Hits All-Time Tops

(Continued from page 5)

Eiges, vice-president in charge of press.

Pubserv Shake-Up

Program-wise, the web shook up its public service department with a view toward modernizing.

Promotion-wise, several new techniques were tried. These included use of the Berman caricatures, of which 60,000 sets were produced; preparation and distribution of *On the Air*, the story of NBC told in comic book form, and use of "block promotion" of programs.

The year 1947 was an eventful one for NBC video. Mullen took over active direction and affiliates were urged to jump into the picture while frequencies were still available. With Mullen predicting coast-to-coast video by 1950, NBC opened its second owned and operated station, WNBW, Washington, in June. With the New York outlet and WNBW, Schenectady, and WPTZ, Philadelphia, the East Coast commercial web became a reality. Late in '47, WBAL-TV, the web's fifth affiliate, went on the air with test programs preparatory to joining the net. Other affiliates debuted, including KSD-TV, St. Louis; WWJ, Detroit, and WTMJ, Milwaukee.

Program-wise, NBC video stepped out in the dramatic field, contracting for two series with top legit theater groups, the Theater Guild and the American National Theater and Academy.

7 CBS Renewals, Five With P&G

NEW YORK, Jan. 3.—Seven renewals were set by the Columbia Broadcasting System (CBS) this week—five with Procter & Gamble Company, the Sunday night Gene Autry show sponsored by William G. Wrigley Company, and General Motors' *Man Called X*, also Sunday night. Ruthrauff & Ryan and Foote, Cone & Belding are the respective agencies on the Wrigley and General Motors shows. P&G programs renewed include *Big Sister*, *Young Doctor Malone* and *The Guiding Light*, all across the board and set thru Compton Advertising; *Rosemary*, another five-a-week strip, thru Benton & Bowles, Inc., and Ma Perkins, across the board, thru Dancer-Fitzgerald-Sample, Inc.

AGENCIES' '47 SCORE

(Continued from page 6)

during 1947. BBD&O, emphasizing drama and music, wound up losing five minutes weekly after gaining *Willie Piper* for General Electric Lamps, Fred Waring for General Electric institutional and *Christopher Wells* for Chrysler. The agency meanwhile lost the full-hour Boston Symphony, aired for Hancock insurance, *Cresta Blanca's Hollywood Players* and *Murine's Cecil Brown* news show.



Sonora To Plug Packages; Sears Adds 10-Inchers

CHICAGO, Jan. 3.—Two changes of policy, predicted exclusively in *The Billboard* weeks ago, were confirmed this week by Midwest diskeries. Sonora Records, which was rumored to be ready to drop its heavy pop sked to concentrate on album releases, this week confirmed that report, Prexy Joe Gerl announcing that the firm would concentrate on packaged platters until the ban was over. Gerl said the backing of pops would be released slowly.

Sears-Roebuck, which set up its Silvertone Record Club 15 months ago, this week confirmed a previous report that with the start of the year it would add 10-inch vinylite platters to its regular releases. New 10-inch disk will retail for \$1.25, while 12-inchers will continue at \$1.50. Silvertone releases will continue at three platters per month.

Religious Workshop To Seek Seg Hypo

NEW YORK, Jan. 3.—Eighteen experts in the field of religious broadcasting will hold a workshop in religious radio Sunday (4) thru Friday (9) at the Prince George Hotel. The workshop, which is under the direction of Rev. Everett C. Parker, director of the Joint Religious Radio Committee; Elinor Inman, Columbia Broadcasting System (CBS) director of religious broadcasts, and Dr. Ross Snyder, of the Federated Theological Faculty of the University of Chicago, will seek a higher listenability in religious programming.

According to Parker, "Authoritative polls show that religious radio programs rank last, or next to last, in the interest of listeners. Our immediate interest . . . is the improvement of religious broadcasts over local stations. A radio station offering free broadcast time . . . has the right to expect that such time will be filled with a program which has high listener interest."

Morris L. Ernst, attorney, will discuss radio and freedom of speech. Others scheduled to talk include Wade Arnold assistant manager of the National Broadcasting Company's (NBC) script department; Sydney Eiges, vice-president in charge of press, NBC; Tore Hallonquist, director of the CBS program analysis division; Robert L. Shayon, CBS writer and director and others.

Part I

The Billboard



SPONSOR STANDINGS By Total Hooper Points

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



P-G Holds On; Sterling Drug Up to No. 2

Lever, Gen. Foods Next

(Continued from page 7) time programs, did not make the over-all top 10 list. At the same time, five bankrollers which appear among the 10 leading daytime sponsors were unable to make the over-all top 10 list. These include Kellogg, Toni, Swift, Libby-McNeill-Libby and Miles Laboratories.

General Mills Up

Only one change from the March standings marks the list of the 10 sponsors of evening programs with the highest total of Hooper points. This is the replacement of Whitehall Pharmacal by General Mills in 10th place. The switch was cued by Whitehall's cancellation of Bob Burns and *Ellery Queen* since the last analysis, while General Mills was adding *Famous Jury Trials* and *Green Hornet*.

Among the daytime sponsors with the largest audiences, Toni and Miles Laboratories are newcomers to the top 10 list. They replace American Meat Institute and the duo of Lever Bros. and Quaker Oats, which had tied for 10th. Toni, which this week was purchased by Gillette Safety Razor Company, became a major network factor only this year, when it achieved national distribution, and had three daytime shows included in the tabulations which placed it in seventh place ratingwise.

In achieving its spot as topmost Hooperanking sponsor, P&G aired 20 shows, blanketing the daytime ether with 14 shows as well as sponsoring six in the evening hours. This is one fewer than the total the soap outfit utilized in heading the list in the last study. Both P&G and Sterling, running one-two, placed heaviest emphasis on soap operas. While Lever Bros. gained third slot largely on the strength of its high-budgeted evening shows, General Foods, General Mills and Whitehall, which follow in that order, are strong believers in the daytime serial as a lure for listeners. That they have a point there is again proved by their lofty position among radio's bankrollers.

Top Ten Sponsors by Hooper Points

(Total rated points in all cases accumulated by 15-minute periods November 15-21, 1947.)

STANDINGS FOR FULL WEEK

(Includes Sunday thru Saturday evening, Monday thru Friday daytime, Sunday afternoon and Saturday daytime.)

Position in Mar., '47	Current Position	Advertiser	Total No. Evening and Daytime Shows	No. Evening Shows	No. Daytime Shows
1	1	PROCTER & GAMBLE	20	6	14
2	2	STERLING DRUG	11	6	5
3	3	LEVER BROS.	6	5	1
4	4	GENERAL FOODS	10	4	6
5	5	GENERAL MILLS	10	3	7
6	6	WHITEHALL PHARMACAL	6	2	4
7	7	COLGATE-PALMOLIVE-PEET	6	2	4
8	8	STANDARD BRANDS	3	3	0
9	9	BRISTOL-MYERS	3	3	0
10	10	AMERICAN TOBACCO	3	3	0

* Not in first 10 in March ratings. Miles Laboratories was 10th in March report. Since the figures in the following charts do not include Sunday afternoon and Saturday daytime, their totals will not necessarily be those given above.

STANDING FOR EVENING (TOP TEN) SUNDAY THRU SATURDAY

Position in Mar., '47	Current Position	Advertiser	Number of Programs
1	1	Lever Bros.	5
2	2	Procter & Gamble	6
3	3	Colgate-Palmolive-Peet	6
4	4	Sterling Drug	6
5	5	General Foods	4
6	6	Bristol-Myers	3
7	7	American Tobacco	3
8	8	Standard Brands	2
9	9	R. J. Reynolds	1
10	10	General Mills	3

* Not in first 10 in March ratings. Whitehall Pharmacal was 10th in March report.

STANDINGS FOR DAYTIME (TOP TEN) MONDAY THRU FRIDAY

Position in Mar., '47	Current Position	Advertiser	Number of Programs
1	1	Procter & Gamble	14
2	2	Sterling Drug	5
3	3	General Mills	7
4	4	Whitehall Pharmacal	4
5	5	General Foods	4
6	6	Kellogg	3
7	7	Toni	3
8	8	Swift	2
9	9	Libby, McNeill & Libby	1
10	10	Miles Laboratories	2

* Not in March ratings. American Meat Institute was 9th in March report, with Lever Bros. and Quaker Oats tied for 10th place.

SHOWS WHICH EARNED THE POINTS

In each case following the name of the sponsor are listed that advertiser'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).

PROCTER & GAMBLE—1-2E-1D

Big Sister; Breakfast in Hollywood; P. B. I. in Peace and War; Guiding Light; Jack Smith; Joyce Jordan, M. D.; Life Can Be Beautiful; Life of Riley; Lowell Thomas; Ma Perkins (CBS); Ma Perkins (NBC); Mystery of the Week; Pepper Young's Family; Perry Mason; Right to Happiness; Road of Life; Rosemary; Truth or Consequences; Welcome, Travelers; Young Dr. Malone.

STERLING DRUG—2-4E-2D

American Album of Familiar Music; American Melody Hour; Backstage Wife; Big Town; Bride and Groom; Lorenzo Jones; Manhattan Merry-Go-Round; Mystery Theater; Stella Dallas; Waltz Time; Young Widder Brown.

LEVER BROS.—3-1E

Amos 'n' Andy; Aunt Jenny; Bob Hope; My Friend, Irma; Radio Theater; Talent Scouts.

GENERAL FOODS—4-5E-5D

Thin Man; Aldrich Family; Fannie Brice; Burns and Allen; House of Mystery; Juvenile Jury; Portia Faces Life; Second Mrs. Burton; Wendy Warren and the News; When a Girl Marries.

GENERAL MILLS—5-10E-3D

Betty Crocker; Betty Crocker Magazine of the Air; Famous Jury Trials; Green Hornet; Jack Armstrong; Light of the World; Lone Ranger; Holly Sloan; Today's Children; Woman in White.

WHITEHALL PHARMACAL—6-4D

Front Page Farrell; Just Plain Bill; Mr. Keen; Our Gal, Sunday; Real Stories From Real Life; Helen Trent.

COLGATE-PALMOLIVE-PEET—7-3E

Blondie; Can You Top This?; Dennis Day; Judy Canova; Kay Kyser; Mr. and Mrs. North.

STANDARD BRANDS—8-8E

Edgar Bergen; Fred Allen; One Man's Family.

BRISTOL-MYERS—9-6E

Break the Bank; Duffy's Tavern; Mr. District Attorney.

AMERICAN TOBACCO—10-7E

Jack Benny; Jack Paar; Hit Parade.

KELLOGG—6D

Breakfast in Hollywood; Galen Drake; Superman.

TONI—7D

Breakfast Club; Ladies, Be Seated; Nora Drake.

SWIFT—8D

Breakfast Club (9:15); Breakfast Club (9:30).

R. J. REYNOLDS—9E

Bob Hawk; Grand Ole Opry; Screen Guild; Vaughn Monroe.

LIBBY—9D

My True Story.

MILES LABORATORIES—10D

Lum 'n' Abner; Queen for a Day.

WebConnection Bars Abilene Applicant

WASHINGTON, Jan. 3.—Federal Communications Commission (FCC) thinks network officials have no business being connected with an applicant for an individual station, altho it is unwilling to ban the practice outright. Situation was noted by FCC this week in denying the bid of Abilene Broadcasting Company for a new station in the Texas City.

In a final decision, FCC stated the Abilene bid was being rejected in favor of the competing application of Citizens Broadcasting Company chief-

ly because one of the former's stockholders is an official of the Texas State Network.

A grant of the Abilene bid, said the commission, would place the official in the position "of having obligations both to the network and to the station . . . altho the interests of the station and the network might well be opposed."

FCC remarked, however, that duplication of activities on the part of a network official "should not be considered as constituting grounds for absolute disqualification." In competing applications, however, said the commission, "such a situation will weigh the balance."



KLZ's National Sales Manager
LEE FONDREN

During his several years as KLZ's promotion manager, Lee Fondren became widely known in agency-sponsor circles for his bang-up job of program promotion and merchandising.

GENUINE GLOSSY PHOTOS 5 1/2" x 3 1/2" EA.

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8"x10", \$6.73	PRINTED ENLARGEMENTS 30"x40" \$3.85 EA. 20"x30" \$2.50 EA.
1000, 8"x10", \$55.00	
Fan Mail Photos 1000, 5"x7", \$34.00	
1000 Postcards, \$22.00	

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

COPYART 165 West 46th St.
Photographers Bryant 9-1723 N.Y.

WE DELIVER WHAT WE ADVERTISE

Part II

The Billboard



NETWORK PROGRAM
Reviews & Analyses

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



Danny Thomas Show

Reviewed January 2, 1948

GENERAL FOOD SALES COMPANY, INC.

H. M. Chapin, Sales & Advg. Mgr.
Thru Young & Rubicam, Inc.
Bernard Pagenstecher, Acct. Exec.

Via CBS

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

Estimated Talent Cost: \$7,500; producer, Sam Fuller; writers, Al and Sherwood Schwartz; director, Frank Gill; conductor of all-girl orchestra, Elliott Daniels; announcer, Ben Gage. Cast: Danny Thomas (comedian), Hans Conreid.

Current Hooperating of the program (Starts Jan. 2)	None
Average Hooperating for shows of this type (Variety)	14.1
Current Hooperating of show preceding ("Fannie Brice")	11.2
Current Hooperating of show following ("Johns-Manville News")	10.0
CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS	
ABC: "This Is Your FBI"	11.2
MBS: Sustaining	None
NEC: "Can You Top This?"	9.7

ABOUT THE ADVERTISER

General Foods during the past few years has allocated increasing sums to radio advertising for Sanka, and during the past year television has been used in an experimental capacity. The overall sum spent on radio during 1946 totaled about \$425,000, which represented a sizable increase over 1945, when the figure was approximately \$260,000. For comparative purposes, the 1944 and 1943 estimated totals were \$200,000 and \$250,000, respectively. It is interesting to note that in 1943, Sanka's magazine budget exceeded its radio budget by about \$75,000. In 1944 and 1945 the outlay in both mediums was virtually equal. In 1946, however, the mag budget was cut to an estimated \$145,000 as against \$425,000 for radio.

In Sanka's current radio program, the Danny Thomas Show, advertising theme parallels that used by Sanka in other media, namely, removal of caffeine from the product produces a flavorsome beverage which will not cause insomnia.

Danny Thomas, who did quite well in a number of guest shots on the Joan Davis and other programs, and who for a time had a so-so show of his own over CBS, is now a member of the web's Friday line-up of comedy talent. He's in a good spot, preceded by Fanny Brice and followed by the Frank Morgan-Don Ameche-Frances Langford show. Thomas, with the CBS programming support, should be able to hold his own if he has the talent and material.

The debut program was promising, with Thomas prefixing the program proper with a humorous soliloquy re his big radio break. Writers Al and Sherwood Schwartz worked some good situations into the script, notably one in which Thomas exchanged irreverent banter with a CBS veepee, and another in which Thomas, as "Danny Marconi" and other assorted personalities, hokily traced the history of broadcasting.

All-Fem Ork

There's an all-girl orchestra on this show, but the idea is regarded primarily as a situation conducive for laughs. Neither musical numbers nor gal instrumentalists were featured. Rather, Thomas asked the

It Happened in 1947

Reviewed January 1, 1948

Sustaining Via ABC

One broadcast only, Jan. 1, 10-11 p.m.

Producer, Michael Roshkind; writer, Vince Dempsey; director, George Weist; music, Bernie Green and his orchestra; narrator, Norman Rose. Cast: Ronnie Liss, Lou Clarke, Peggy Allenby, Alice Yourman, Wilmot Johnson; voices heard by transcription: President Truman, Secretary of State Marshall, Walter Winchell, Drew Pearson, Jimmy Fidler, Louella Parsons, Elmer Davis, Walter Kierman, Taylor Grant, Martin Agronsky, George Hicks, Bill Corum, Harry Wismer, Joe Hasel, Gordon Fraser, Phil Alampi, Pauline Frederick.

Current Hooperating of the program (Sustaining)	None
Current Hooperatings of shows preceding and following (Sustaining)	None
CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS	
CBS: "Reader's Digest" (10-10:30)	9.2
Sustaining (10:30-11)	None
MBS: Sustaining	None
NBC: "Bob Hawk" (10-10:30)	12.2
"Eddie Cantor" (10:30-11)	13.1

Michael Roshkind, who produced ABC's *It Happened in 1947*, managed to condense and collate within the confines of 60 minutes much of the drama, impact and significance of the past year's news developments in addition to the highlights, such as the Marshall Plan, the Taft-Hartley law, India, Pakistan and Palestine. The ABC program included a good dash of the whimsical and the pathetic. To the melange of forest fires, disasters and legislative development, for instance, were added the leavening influence of such light-hearted events as the battle of Newark Bay.

To tie together this vast news panorama, Roshkind used various techniques which made possible an effective change of pace. For instance, brief verses were used in different portions of the program to create proper atmosphere and set the theme for various periods of the year. These rhymes delivered by mixed voices, gave way to narrations by Norman Rose and dramatizations by a competent cast, backed by a fine orchestral background under the direction of Bernie Green. Lending a touch of additional authenticity to the whole, and recreating the feeling of immediacy associated with news, were the use of transcriptions giving comment and excerpts of talks by President Truman, Walter Winchell, Drew Pearson, Elmer Davis and numerous others in close touch with phases of domestic and international developments.

There was also a round-up of sports in 1947, with Bill Corum, Harry Wismer and other toppers interpreting the year, and finally, the orchestra did a review of hits in the music world.

The program, to put it conservatively, was a monumental job showing careful planning and preliminary work and smooth execution. Producer Roshkind was very measurably aided by Vince Dempsey's script, which had movement and variation. *Paul Ackerman.*

maestro, "Did you win 'em in a crap game with Phil Spitalny?" That's the idea—and it was aided and abetted by Hans Conreid, cast in the role of "L. T. Oppenheimer," a Vien- (See Danny Thomas, opposite page)

American Forum of the Air

Reviewed December 30, 1947

PILOT RADIO CORPORATION

Sydney Jurin, Advg. Mgr.

Thru Grey Advertising Agency, Inc.
Sidney Sundell, Acct. Exec.

Via MBS

Tuesdays, 10-10:30 p.m.

Estimated Talent Cost: \$3,500; producer, Nick Keesley; moderator, Theodore Granik; subject, this program, "What Is the Housing Outlook for 1948?" Speakers, this program: Nathan Straus, former U. S. housing administrator; Morgan L. Fitch, president of National Association of Real Estate Boards; Edward R. Carr, president of National Association of Home Builders; Leon H. Keyserling, vice-chairman of the President's council of economic advisors.

Current Hooperating of the program	1.9
Average Hooperating for shows of this type (Miscellaneous)	5.0
Current Hooperating of shows preceding and following (Sustaining)	None
CURRENT HOOPERATINGS OF SHOWS ON OPPOSITION NETWORKS	
ABC & CBS: Sustaining	None
NBC: Bob Hope	25.9

Now in its 18th year, *American Forum of the Air* this season is plugging one of the newest branches of broadcasting, with Pilot Corporation sponsoring the oldest radio forum on behalf of its new FM Pilotuner converter. It is less flamboyant than some of the latter day discussion shows, notably *America's Town Meeting*, but in its quiet way *American Forum* continues to do a serviceable job of informing the listener without nettling him too much. Moderator Ted Granik, who has nursed the show along since its inception, keeps himself unobtrusive, as befits the job, and does not inject his own theories, as do too many others who wield the gavels on similar programs.

Pilot's commercials, delivered at the start of the show and just before the final brief summations, were of the indorsement variety. Not only were they unusual, in that FM broadcasting was plugged, being described as "a wonderful new world of entertainment," but praises showered upon the product were those of rival radio manufacturers, whose names, however, were left unmentioned. Letters from these other firms were quoted, glowingly describing the Pilotuners. It made for convincing sales pitches.

Rent Controls Are Issue

The show caught dealt with the ever-present housing problem. Major antagonists were builder Edward R. Carr and Leon H. Kayserling, vice-chairman of the President's Council of Economic Advisors. Carr argued that if rent control were eliminated and the forces of building enterprise set free, the housing problem would be settled in six months. He also predicted a rosy future in housing for 1948, no matter what happened to the forces of building enterprise. Kayserling pointed out the inconsistency of blaming rent control but predicted success anyway, then urged tightening of such controls, halting of inflation on all fronts and enactment of long-term housing legislation, such as the Wagner-Taft-Ellender bill.

Unlike most speakers on this program, Carr grew progressively more (American Forum, opposite page)

Local Stations
Contribute Most
To Radio Income

WASHINGTON, Jan. 3.—The latest evidence that an influx of stations in previously broadcast-shy communities has contributed heavily to a record rise in radio revenues, emerged this week in a report by the National Association of Broadcasters' (NAB) research department. The report, compiled by the research department's director, Kenneth Baker, showed local retail gross revenues gaining 17 per cent over 1946, with national spot gross revenues gaining less than half that, percentage-wise, while gross revenues for national and regional nets showed declines.

As foretold (*The Billboard*, January 3), the report disclosed a record peak of gross billings for 1947, even exceeding earlier expectations of \$485,000,000 and soaring to \$500,900,000. This figure is regarded by statisticians as "theoretical" since it represents a gross "take" without deductions for rebates, discounts, etc. The gross revenue figure for 1947 with those deductions made is \$357,296,000, as compared with \$331,764,000 the previous year. Local retail gross revenues for the year were \$136,000,000, as compared with \$116,380,000 in 1946.

Others were: National spots, \$90,000,000, as compared with \$82,971,000 in 1946; National networks, \$125,796,000, as compared with \$126,739,000 in 1946, and regional nets \$5,500,000, as compared with \$5,728,000 in 1946. NAB's research department interpreted the findings as "reflecting radio's increasingly local character," particularly since local retail advertising in 1947 exceeds National network revenue for the first time in 20 years of recorded industry figures.

WGYN, "Mirror" Set First
N. Y. FM-Newspaper Deal

NEW YORK, Jan. 3.—The first local deal between a newspaper and an FM station was set here this week between *The New York Mirror* and WGYN. The paper is furnishing the station with 5-minute newscasts, plus on-the-spot coverage, when available, via the *Mirror's* trucks. The sheet owns several mobile units equipped with FM transmitters.

Altho the *Mirror* has AP, INS and UP news, only the latter is available for the WGYN broadcasts. The deal provides that the program be withheld from sponsorship.

The *Mirror* has had no radio affiliation since the Hearst interests sold WINS, New York.

USE THESE INEXPENSIVE

PERSONALIZED
POSTAL CARDS

FOR YOUR FAN MAIL

You get true photographic reproductions in our black-and-white "Gloss-Tone" Postal Cards quoted below. Delivery from 4 to 6 weeks. All we need is your photo.

	NEW	REPRINT
1,000	\$10.50 per M	\$7.50 per M
2,000	8.25 per M	6.25 per M
3,000	7.50 per M	5.85 per M
4,000	7.15 per M	5.65 per M
5,000	6.90 per M	5.50 per M
10,000	6.45 per M	5.25 per M

A flat charge of \$2.50 will be added to the total cost of order if paragraph is desired for the address side of card, not to exceed fifty words.

F. O. B. Fort Wayne, Ind.

Write for Free Samples—No Obligation

Fort Wayne Printing Co.

FORT WAYNE 2, INDIANA

BAND BIZ BITES HAMBONE!

Midwest Ops See Cut-Price Ducats as Top Patron Lure Despite Varied Promotions

Fee Drop Can't Be Effected Without Tussle

CHICAGO, Jan. 3.—First strong indication of the fight ahead on the part of ballroom operators and independent promoters to bring band prices down was seen here this week, with bookers, band managers and dancery ops reporting that the latest customer lure to hit the field is the cut-price admission ducats.

Oldsters who can remember the depression days recall that the drop in admission prices prefaced a haggle between ops and bookers over band prices. Several Midwest operators say they cannot charge a standard price for all name and semi-name attractions, except in the case of some double-barreled musickers who could always reap an extra harvest at the ticket window up to now.

While ops admit that they are utilizing every promotion gimmick in the book, the real incentive is a

lower admission stipend. Ops say they are able to do a fair job of estimating a band's value by announcing probable future attractions and watching audience reaction; questioning their regular customers to get their reaction, and consulting juke and disk jocks and record retailers to determine from the call they are getting for bands' platters what they'll do at the cash register.

Reports from bandsmen and bookers indicate that there's a hassle ahead before the price drop can be effected, for in most cases ops are offering a lower guarantee or a drop from 60 to a 50 in percentage. Bookers insist that they'd like to cut the price, but get plenty of crabbing from frontiers who dislike taking the cut in prices. Ops counter that the biggest factor in drawing patrons is the cut ducat price.

Feeling thru the territory is that band guarantees should be lowered and that percentages should be dropped in order to give the ballroom owner a better chance to recoup some of the losses of the last six months, when bands dropped eggs with heavy guarantees and even when they went into percentage, left the op with little dough after his guarantee, promotion cost and employees' salaries were subtracted.

Wax Org Dies A-Borning, of Sheer Apathy

CHICAGO, Jan. 3.—Efforts of the executives of the Universal Recording Studios to organize a national trade org of recording studios and pressing plants apparently have failed because of lack of interest. This week Universal execs revealed that they had received fewer than 10 answers to more than 100 letters they had sent out a few weeks ago suggesting that a first annual convention of the org be held here the middle of January. Universal execs cannot understand why their suggestion was not better received, claiming that the need for agreement on standardization and other problems, the Petrillo ban, production, etc., still exist and are worthy of attention by a trade org.

Favorable Responses

Altho response was poor, those who did answer in favor of the proposal included Egmont Sonderling, general manager of the United Broadcasting Company, Chicago; D. K. Broadhead, of the Allied Record Manufacturing Company, Hollywood; Gene O'Fallon, manager of KFEL, Denver, and its recording studios; Varian Fry, of Cinemart, Inc., New York recording studios, and Morton Sultan, president of the Sultan Recording Company, Detroit.

The possibility that this small group will take steps toward formation of a trade org is negligible at this time, but Universal execs are not giving up hope entirely. They are going to answer all letters replying to the original proposal and will seek additional advice. There is the possibility that a few of those answering affirmatively will still get together here in January to see if they can devise any ways of arousing interest.

Southern's "Song Of South" Suit On Court Docket

NEW YORK, Jan. 3.—The long-pending Southern Music suit against Walt Disney Productions and the Santly-Joy pubbery, involving ownership and pubbing rights to tunes composed by writer Ray Gilbert for the *Song of the South* flick, has finally made the court calendar. The trial, according to a stipulation filed in U. S. District Court this week, will begin February 23.

Disney's counterclaim suit for 600G against Southern, charging failure to properly exploit tunes previously assigned the pubbery, will go on trial at the same time.

Southern's suit seeks an injunction to restrain assignment of three songs, *Sooner or Later*, *Zip-a-Dee Doo-Dah* and *Everybody Has a Laughing Place*, to Santly.

Exclusive Opens Eastern Distrib

NEW YORK, Jan. 3.—Exclusive diskery marks the debut of its Eastern distrib division January 9 with a grand opening blowout. The firm, born on the West Coast, opens its own distrib layout here under the Exclusive Record Distributors, Inc., tag.

Exclusive Prexy Leon Rene, firm's musical director, Buddy Baker, and one of its top artists, Herb Jeffries, who now is appearing at the Blue Angel nitery here, are expected to be present for the debut shindig.

Orks Vamp to Vaude Tricks As B.-O. \$pur

Carle Latest; Kaye, Basie

(Continued from page 4)

his "so you want to lead a band" feature. Count Basie hired a line of girls to work a series of theater dates with the ork a couple of months ago. Lionel Hampton, who sometimes uses a tap dance team with his crew on location, has been fooling with male choir arrangements to further emphasize the music-plus theory.

The new look in band entertainment isn't rightfully new. Carle and others who are going to take their first fling at it are basing their plunge strictly on the box-office success accrued by Vaughn Monroe (some extra customers are believed attracted by Ziggy Talent), Les Brown (who until recently had Butch Stone as added gate incentive), Ted Weems (with Elmo Tanner's whistling) and others who have been applying the music-plus idea for a number of years. Even the extremists in musical righteousness have shown an inclination toward recognition of entertainment within the band. Most prominent example is Stan Kenton, whose *St. James Infirmary* stage presentation reeks with the old hambone.

Sablon, Mitted By Princess Liz, Gets 4G Better Biz

NEW YORK, Jan. 3.—Marty Goodman swears to it. He says that the preference of England's royalty, no less, has upped Jean Sablon's British booking price almost a thousand pounds, with Sablon due into Londons' Palladium March 4 at \$12,500 per.

The story is that Princess Elizabeth, in a fan mag interview overseas recently, indicated that Sablon's Victor platter of *Sur Le Pont* was her favorite disk. Liz's influence was such, goes the tale, that the Sablon tariff automatically jumped 4G; it had been about \$8,500 for England. Sablon has been playing the Waldorf-Astoria Hotel here at a reputed \$4,500 and allegedly is set for the Beverly, New Orleans, at \$6,500 per.

It is understood that the French crooner will get his dough out of England in the form of American dollar credits, but where and how is not disclosed.

Stock Gag!

NEW YORK, Jan. 3.—Mindful of the reorganizations and peculiar talent deals a few diskeries have been going thru these days, Charlie Ryan, of the Smoothies, got off an artful crack this week.

Ryan, whose trio is current at the Park Central here, was asked how come he hadn't recorded to beat the Petrillo ban.

"Why should I become a stockholder?" he replied.

Peatman's Annual Survey of Favorite Standards for 1947

The 25 standards with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year, December 28, 1946, thru December 26, 1947. All information compiled by The John G. Peatman's Office of Research, Inc.

Rank	Total ACI Points	Number of Weeks in ACI Survey	Song Title	P. #/fisher
1	7950	33	Begin the Beguine	Harms
2	5025	22	Night and Day	Harms
3	4140	14	Always	Berlin
4	4087	17	Somebody Loves Me	Harms
5	3915	18	Star Dust	Mills
6	3815	16	Just One of Those Things	Harms
7	3682	3	Easter Parade	Berlin
8	3540	14	Smoke Gets in Your Eyes	T. B. Harms
9	3419	17	All the Things You Are	Chappell
10	3062	12	On the Sunny Side of the Street	Shapiro-Bernstein
11	3001	14	Tico Tico	Chas. K. Harris
12	2766	13	Tea for Two	Harms
13	2707	10	Liza	Harms
14	2551	10	I May Be Wrong	Advanced
15	2401	12	Temptation	Robbins
16	2388	14	What Is This Thing Called Love?	Harms
17	2316	11	Dancing in the Dark	Harms
18	2037	10	Summertime	Chappell
19	1979	8	Embraceable You	Harms
20	1821	10	I'll See You in My Dreams	Feist
21	1769	9	Lover	Famous
22	1745	8	In the Still of the Night	Chappell
23	1731	8	Body and Soul	Harms
24	1687	8	Over the Rainbow	Feist
25	1603	9	Where or When	T. B. Harms

This One



8CCU-R1F-LDLC

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Vitacoustic Girds For Wax Bally; Adds Personnel

CHICAGO, Jan. 3.—Vitacoustic diskery this week girded for the forthcoming promotional and publicity battle between waxeries with a new contingent of personnel designed to accelerate co-operation with disk jockeys and the press.

Jim Pease and Bill Epple, local press relations firm, were pacted to do the job with the newspaper and trade paper reps nationally, while Art Ward, chief of disk jock promotion, named five aids to blanket the country for Vita. Ann Perry will handle jockey flacking in Chicago and Central Midwest, while other reps include Bob Morris, ex-jock, West Coast; Lee Phillips, west of the Mississippi to Denver; Johnny Roman and Ward himself, the East. In addition to working with jocks, the quintet will set up personal appearance publicity for Vita artists and cover retailers also.

Vita added three more distributors: G&S Distributing, St. Paul; M&M Distributing, Green Bay, Wis., and Arnie Liddell, Des Moines, with a total of 40 distributors in Canada and the States.

Late artist acquisitions included the Tone Talents, Hammond, accordion and guitar combo; Jack Surrell, race pianist-singer, and Adele Scott, ABC web Hammond organist. Jack Buckley and Lloyd Garrett, of Vita, reported that the firm has 250 masters cut prior to the ban, which will be released one per week after the middle of January. Vita's first album will be out early in April, with Joe Vera, society 88-er, and his band getting this first package.

Kenton Battles Cap On "Monotony"; Meadowbrook Gift

HOLLYWOOD, Jan. 3.—Stan Kenton and Capitol Records are wrangling over a waxing by the band leader of an item labeled *Monotony*, which he currently insists be included in his new album. The diskery, which in the past allowed Kenton a free hand with his platters, has nixed the disk, claiming it too radical for even the Kenton clan. When contacted in New York, the orkster admitted the squabble, stating he will stand by *Monotony* which he feels is no more radical than the other album offerings. Because of the tussle, Capitol has delayed release of the album from February to early April.

Meanwhile, Kenton, who was skedded to double during Christmas week between New Jersey's Meadowbrook and the New York Paramount Theater, came to a mutual agreement with Meadowbrook's Frank Dailey to terminate their pact after a three-day run due to the bad weather. Kenton stated he was taking no dough for the shortened stand, terming it his "Christmas gift" to the Meadowbrook owner.

As Ever, Petrillo

(Continued from page 14)

legiter *Inside U. S. A.* was completed, with Bea Lillie featured, and Vaughn Monroe finished off more pop sides, while James Melton and Marilyn Cotlow depleted the longhair tune reserve; Columbia's last-gasp honors to Frankie Carle's ork, kidisking with the *Let's Pretend* radio cast, Buddy Clark etchings and some soprano notes from Rise Stevens; Decca's tape-breaking with Russ Morgan, Fred Waring, Guy Lombardo and others.

Many a Free Plug

The pace was feverish and the splurge of newspaper and magazine coverage just as unusual. Only once, when the staid *New York Times* felt that a Jack Kapp telephone pick-up on a new Irving Berlin tune called in from Mexico City—heard, arranged and waxed within 24 hours—smacked of publicity intent, did the free plugging for the phono disk biz get a cross-eyed look.

As soon as the deadline ended and the free-flack handouts ceased, the diskers and artists slipped back into vacation talk, with most of the record men planning to hotfoot it to warmer climes for earned rests.

The bootleg, the a cappella, foreign import schemes to beat Petrillo now were occupying the conversational edge. The usually best informed music men, however, felt that none of these alleged dodges would really manifest themselves until after February 1 when the Petrillo stand on radio contracts becomes clearer or even longer thereafter when the recording ban's perpetuity can be more soundly gauged.

Eyes were now being turned on Washington, to which city the Petrillo scene of action must inevitably shift. Out of the capital's merry-go-round, the music-record users expect to pluck the brass ring of ban-finale.

Next week(s): Not *East Lynne*, but Petrillo vs. the politicians.

Flames Gut Int'l Studios

(Continued from page 14)

permission to re-record the selections that had been destroyed in the blaze. Presumably, if such permission were granted, the waxers would have to pay the additional recording fees. Most diskeries were deemed anxious to have the wax despite the cost, and it was figured that biggest blow of all would be if Petrillo said "No!"

Extent of the damage to various record firms was estimated by Mangan as affecting approximately 70 firms. He could not recall the exact number of masters involved but gave a break-down in terms of sessions. At each recording session the number of masters cut averages about four or five sides, with smaller firms usually piling in more per session than bigger platteries.

Manor Records, Mangan figured, lost 10 sessions of "masters"; Crown, 3 sessions; Dana, 6; Harmonia, 3; Continental, 8; DeLuxe, 5; Savoy, 1; Bullet, 1; Vitacoustic, 3, and King, 8. None of these firms had time enough to take their masters out of storage and leave "safeties" behind.

Artists whose masters went up in smoke included Marshall Young (Bullet); Riley Shepard (Banner and Vitacoustic); Esy Morales (Manor); Savannah Churchill (Manor); the Air Lane Trio, Annie Laurie (De Luxe); Jimmy Atkins (Continental); Don Baker (Harmonia) and Wynonie Harris, Bull Moose Jackson and Ivory Joe Hunter (King).

International Studios are run by Chick Vincent, well-known radio producer who heads the board which controls the corporation.

KLAC Will Not Abandon Tele Plans

HOLLYWOOD, Jan. 3.—Trade rumors that KLAC, Dorothy Thackrey-owned Hollywood outlet, would abandon plans for a local tele outlet were strongly denied last week by Don Fedderson, KLAC general manager. Fedderson said that station owners had sunk over \$75,000 in preliminary tele expenditures and would follow thru under any circumstances.

Fedderson said that shipments of video equipment have begun to arrive and that the tele transmitter was due early in March. Station plans to use its present radio personnel as the

Anson, Hubbard Set Drum Beating Deal; Exchange Platters

CHICAGO, Jan. 3.—Bill Anson, KFWB (Hollywood) platter pilot, and Eddie Hubbard, emcee of the local ABC Club on WIND, this week completed a deal that will find each plugging the other on their shows. Anson and Hubbard will exchange weekly five-minute chatter disks, on which each will relate the latest pop music gossip from his area. At the end of each platter the jock will introduce the top-requested disk from his section.

Jocks also worked out a deal whereby Anson will plug Hubbard's tunes, first of which (*Twelve o'Clock Flight*) was cut this week by Patti Page on Mercury, while Hubbard will push Anson's ditties on his show.

IMC IN HIGH

(Continued from page 3)

AFM musicians who have derived incomes from record-making and the total number of AFM musicians who have never participated in record-making or in any other professional music activity.

Another immediate objective of IMC strategy will be to bring to the congressional and public eye the issues involved in the networks contractual termination set by Petrillo for the month's end. Expectations are that Kaye and Burnett will avoid waging a personalized campaign against Petrillo, and instead will maintain a dignified but hard-hitting program.

The full membership of IMC is not expected to reconvene for some weeks unless an unforeseen emergency develops. Meanwhile, a single change in the IMC membership was announced this week as the result of the shift of Frank White from Columbia Broadcasting System (CBS) to presidency of Columbia Records. Joseph Ream, executive vice-president of CBS, replaces White as a network representative on IMC.

nucleus of the tele staff and hopes to be on the air by early fall.

Trade talk had it that KLAC would cancel out its tele license and that Columbia Broadcasting System would make a strong pitch for KLAC's video

Petrillo Awaits Wed. Decision On Lea Case

(Continued from page 5)

was turned down by Petrillo.

Petrillo's principal witness was Richard Gilbert, former professor of economics at Harvard and advisor to Secretary of Commerce Hopkins, who is now an economic consultant. Gilbert, using the Federal Communications Commission's (FCC) Blue and Yellow books as reference pieces, stated that FCC makes it clear that it considers the airing of live music by local stations a prime necessity in the consideration of whether a station is operating in the public interest, convenience and necessity. He also tried to show that the radio industry, in general, has had years of tremendous profit and thus could afford more live musicians. Gilbert stated that WAAF, which has recorded music as 90 per cent of its program content, could afford to hire the three musicians for live shows. He further stated that if the union did not try to get work for its members at fair wages, it could not continue to maintain music as a profession which would attract others. Without this attraction, Gilbert maintained, musical culture of the country could be damaged.

In closing arguments Kerner repeatedly stated that Petrillo violated the Lea Act. He said the act states that a union cannot willfully force or coerce an employer to hire more employees than he "needs," and that in this case Petrillo had willfully tried to make WAAF hire more musicians than it needed.

Carmell's closing arguments were replete with references to other laws and case history procedures in an attempt to show that the Lea Act is unconstitutional. At other times, in trying to show that Petrillo had not violated the Lea Act, he cited testimony which he claimed proved that Petrillo had not done anything which could be construed as action which would "coerce, compel or constrain," any one of which must be found present in any violation of the act. He reasoned that because the station did not have a contract with the union from 1944, and since the only contracts were those existing between the station and individual employees, action of the union and Petrillo could not be construed as a strike but merely a withdrawing of members originally tendered the station by the union.

If the decision goes against Petrillo, the union will immediately appeal, according to Milton Diamond, another AFM lawyer who was present during the proceedings. If the ruling is in Petrillo's favor, the case will be closed. The government cannot ask for appeal because of the constitutional provision which prohibits trying of a man twice on the same charge.

Correction!

NEW YORK, Jan. 3.—In *The Billboard's* Second Annual Music-Record Poll (last issue) the writers of *I Wonder Who's Kissing Her Now* should have read W. M. Hough, F. R. Adams and J. E. Howard, and the pubbery E. B. Marks; Shapiro-Bernstein should have been listed as publishing *The Old Lamp-Lighter*, and in the disk jockey poll the proper artist on Mercury's *That's My Desire* disk should have read Frankie Laine.



Join the
MARCH OF DIMES

JANUARY 15-30

GENE KRUPA



SET'S Philly ON FIRE!

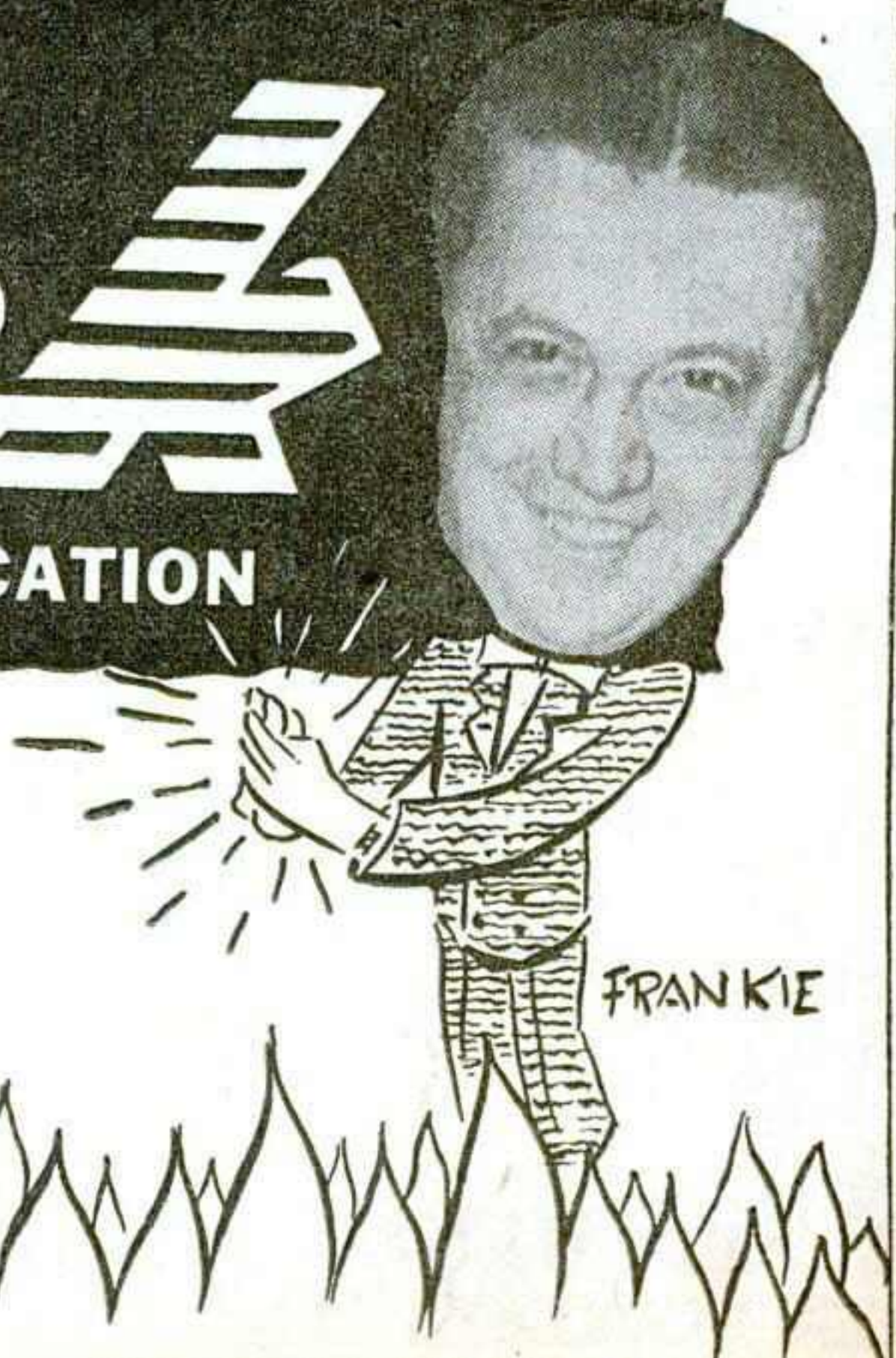
AT

Frank Palumbo's



AMERICA'S TOP BAND LOCATION

COLUMBIA RECORDS



DIRECTION MUSIC CORP. OF AMERICA

PERSONAL MANAGER IRA MANGEL

BMI Pin Up SHEET

Hit Tunes for January

On Records

A GIRL THAT I REMEMBER (BMI)

Tex Beneke—Vic. 20-2497 • Victor Lombardo—Maj. 7269
Tommy Tucker—Col. 37941

AS SWEET AS YOU (Regent)

Art Lund—MGM 10072 • Freddy Stewart—Cap. 479
Bill Millner—United Artist*

FOOL THAT I AM (Hill & Range)

Dinah Shore—Col. 37952 • Sammy Kaye—Vic. 20-2601
Billy Eckstine—MGM 10097 • Erskine Hawkins—Vic. 20-2470
Georgia Gibbs—Maj. 12013 • Brooks Brothers—Dec. 48049
Dinah Washington—Merc. 8050 • Gladys Palmer—Miracle 104

FORGIVING YOU (Mellin)

Harry James—Col. 37588 • Sammy Kaye—Vic. 20-2434
Jerry Cooper—Diamond 2084 • Johnny Johnston—MGM 10076

HILLS OF COLORADO (London)

Guy Lombardo—Dec. 24179 • Robert Scott—Mercury 3069

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)

Margaret Whiting—Cap. 15010 • Victor Lombardo—Maj. 7269
Blue Barron—MGM 10121 • Shep Fields—Musicraft 525
Guy Lombardo—Monica Lewis—Dec.* • Bill Johnson—Vic. 20-2591
Billy Leach—Merc.*

MADE FOR EACH OTHER (Peer)

Xavier Cugat—Buddy Clark—Col. 37939 • Dick Farney—Maj. 7273
Monica Lewis—Sig. 15105 • Enric Madriguera—National 9028
Desi Arnaz—Vic. 20-2550 • Machito—Cont. 9003
Rene Cabel—Dec. 50006 • Maria Lina Landin—Vic. 70-7345
Ethel Smith—Bob Everly—Dec. 24-272

MY RANCHO RIO GRANDE (Harwall-Criterion)

Jack Smith—Cap. 473 • Shep Fields—Musicraft 522
Dick Jurgens—Col. 38027 • Victor Lombardo—Maj. •
Esquire Trio—United Artist 114 • Murphy Sisters—Apollo •
Ken Carson—Variety *

THERE'LL BE SOME CHANGES MADE (Marks)

Dinah Shore—Col. 37263 • Peggy Lee—Cap. 15001
Ted Weems—Dec. 25288 • Eddie Condon—Dec. 18041
Fats Waller—Vic. 20-2216 • Vaughn Monroe—Vic. 20-2607
Ambrose Haley—Merc. 6067 • Cindy Walker—United Artist 903
Vaughn Monroe—Vic. 20-2607 • Cindy Walker—United Artists 903
Jimmy Dorsey—MGM *

WHY DOES IT HAVE TO RAIN ON SUNDAY? (Johnstone)

Freddy Martin—Vic. 20-2557 • Snooky Lanson—Merc. 5082
Milt Herth Trio—Dec.* • Beale Street Boys—MGM *

ZU-BI

Victor Lombardo—Maj. 7263 • Sammy Kaye—Vic. 20-2420
Tommy Tucker—Col. • Art Mooney—MGM *

*Soon to be released.

COMING UP

A BED OF ROSES (Johnstone)

ALL DRESSED UP WITH A BROKEN HEART

(Marks)

LOVE IS SO TERRIFIC (Mellin)

NINA NANA (Encore)

PASSING FANCY (BMI)

TERESA (Duchess)

THERE I GO (BMI)

WHO PUT THAT DREAM IN YOUR EYES? (Stuart)

WHO'S GOT ALL THE DOUGH? (Alvin)

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)



BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

New York • Chicago • Hollywood

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending January 2



HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

1. BALLERINA

By Bob Russell and Carl Sigman
Published by Jefferson (ASCAP)

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; B. Clement Ork, Orpheus 255.
Electrical transcription libraries: Lenny Herman, Lang-Worth; Norman Cloutier, NBC Thesaurus; Jan Garber, Standard; Shep Fields, Lang-Worth; Charlie Spivak, World.

2. HOW SOON

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 Foy Ork, Trilon 195.
Electrical transcription libraries: Eddy Howard, World.

3. TOO FAT POLKA

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.

4. NEAR YOU

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 Audiotones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263; Lonzo and Oscar and Their Winston County Pea Pickers, Victor 20-2502; The Audiotones, Rainbow 10025; Four Bars and a Melody, Savoy 657; Vic Lombardo, Majestic 7263; Glenn Davis, Midwest Recorded Specialties 263; Dick (Two-Ton) Baker, Mercury 5068; 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.

5. CIVILIZATION

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.

6. SERENADE OF THE BELLS

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. GOLDEN EARRINGS

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.

8. I'LL DANCE AT YOUR WEDDING

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.)

9. —AND MIMI

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.

10. YOU DO

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.

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. TOO FAT POLKA

LOUIS PRIMA

RCA Victor 20-2609

4. NEAR YOU

LARRY GREEN

RCA Victor 20-2421

5. CIVILIZATION

LOUIS PRIMA

RCA Victor 20-2400

6. SERENADE OF THE BELLS

SAMMY KAYE

RCA Victor 20-2372

7. GOLDEN EARRINGS

CHARLIE SPIVAK

RCA Victor 20-2585

8. I'LL DANCE AT YOUR WEDDING

TONY MARTIN

RCA Victor 20-2512

9. —AND MIMI

CHARLIE SPIVAK

RCA Victor 20-2422

10. YOU DO

VAUGHN MONROE

RCA Victor 20-2361

THIS WEEK'S **RCA VICTOR** RELEASE

LOUIS ARMSTRONG

and his Hot Six

I Want a Little Girl

It's the old-style Louis in this famous McKinney Cotton Pickers hit.

Joseph and his Brudders

Louis' famous version of an old Biblical tale

RCA Victor 20-2612



PHIL HARRIS

Two Harris favorites whose popularity dates back to his one-nighter days; flip has a real old-time revival organ.

One More Time

and

Old Time Religion

Vocal by Phil and The Sportsmen

RCA Victor 20-2614



BERYL DAVIS

with Russ Case and his Orchestra.

Experience

A cinch to be a hit! It's from Dotty Lamour's new pic "Road to Rio."

Strangers in the Dark

(Noche De Ronda)

New English lyrics for an old Mexican favorite

RCA Victor 20-2685



VAUGHN MONROE

There I Go

BMI is going to town on this revival.

G'bye Now

A tune from the musical "Hell-a-Poppin'" that Monroe's fans have been clamoring for.

RCA Victor 20-2644

RE-ISSUED by Request



THE CALDWELLS

Singing with guitar, string bass and piano.

A sensational group that's wowing Philadelphia with these Caldwell originals.

I Don't Worry Anymore

and

I Gotta Move

RCA Victor 20-2613



HELEN CARROLL AND THE SATISFIERS

with Russ Case and his Orch.

Love is So Terrific

(Ouch! Terrific Thing)

Its new publisher is giving it a big plugging!

A Little Consideration

RCA Victor 20-2672



DESI ARNAZ

and his Orchestra

(RCA Victor Musical Smart Set "Babalu" Album P-198)

A terrific package of familiar South American hits. A sure bet for south-of-the-border enthusiasts. Vocals by Desi; Rene Touzet's sleek piano.

Tabu

and

La Cumparsita

RCA Victor 20-2279

Babalu'

and

Brazil

RCA Victor 20-2280

Tico Tico

and

Peanut Vendor

RCA Victor 20-2281

Cuban Pete

and

Green Eyes

RCA Victor 20-2282

OTHER BIG ONES COMING UP FAST:

PIANISSIMO and
I'VE GOT A FEELING
I'M FALLING

Perry Como
RCA Victor 20-2593

THEY'RE MINE, THEY'RE MINE, THEY'RE MINE
IT'S KIND OF LONESOME
OUT TONIGHT

Sammy Kaye
RCA Victor 20-2583

Sammy Kaye
RCA Victor 20-2558

GONNA GET A GIRL and
SONG OF NEW ORLEANS

Larry Green
RCA Victor 20-2560

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

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



VITA *coustic* "LIVING SOUND" house of harmonica hits
presents
LEO DIAMOND
Harmonicartist



9—"They Made It Twice As Nice As Paradise
AND THEY CALLED IT
DIXIELAND"

ACCLAIMED FROM COAST TO COAST BY
DISC JOCKEYS, JUKE BOX OPERATORS
AND RECORD DEALERS AS
A TREMENDOUS SUCCESS

VITA *coustic* CHICAGO · NEW YORK · HOLLYWOOD
OFFICES AND STUDIOS, 42nd Floor
20 N. Wacker Drive, Chicago 6, Ill.

The **Billboard** MUSIC POPULARITY CHARTS
Sheet Music
PART II
Week Ending January 2

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	SONG	Publisher
9	4	1	BALLERINA (R)	Jefferson
11	1	2	HOW SOON (R)	Supreme
19	2	3	NEAR YOU (R)	Supreme
8	6	4	SERENADE OF THE BELLS (R)	Melrose
10	4	5	CIVILIZATION (M) (R)	E. H. Morris
9	5	6	—AND MIMI (R)	Shapiro-Bernstein
7	7	7	TOO FAT POLKA	Shapiro-Bernstein
5	8	8	GOLDEN EARRINGS (F) (R)	Paramount
5	9	9	DON'T YOU LOVE ME ANYMORE (R)	Oxford
4	12	10	THE STARS WILL REMEMBER (R)	Harms, Inc.
4	11	11	I'LL DANCE AT YOUR WEDDING (R)	George Simon
16	10	12	YOU DO (F) (R)	Bregman-Vocco-Conn
9	11	13	SO FAR (M) (R)	Williamson
3	14	14	PASS THAT PEACE PIPE (F) (R)	Crawford
22	15	15	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount

ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	SONG	English	American
10	1	1	AN APPLE BLOSSOM WEDDING	Campbell-Connelly	Shapiro-Bernstein
12	3	2	I'LL MAKE UP FOR EVERYTHING	Peter Maurice	Peter Maurice
21	2	3	THE LITTLE OLD MILL	Irwin Dash	Mood
22	2	4	NOW IS THE HOUR	Keith Prowse	Leeds
8	5	5	PEG O' MY HEART	Ascherberg	Robbins
3	8	6	SOUTH AMERICA, TAKE IT AWAY	Feldman	Witmark
13	6	7	MY FIRST LOVE, LAST LOVE AND ALWAYS	Irwin Dash	*
30	4	8	COME BACK TO SORRENTO	Ricordi	Public Domain
3	13	9	THE COFFEE SONG	Southern	Valiant
3	9	10	—AND MIMI	Campbell-Connelly	Shapiro-Bernstein
6	7	11	BOW BELLS	Kassner	*
4	7	12	HOW ARE THINGS IN GLOCCA MORRA?	Chappell	Crawford
3	10	13	MY OWN DARBY AND JOAN	Box and Cox	*
12	11	14	THERE'S DANGER AHEAD, BEWARE	Yale	*
1	—	15	TREE IN THE MEADOW	Campbell-Connelly	*
17	12	16	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
1	—	17	I WONDER WHO'S KISSING HER NOW	Feldman	E. B. Marks
10	14	18	THAT'S MY DESIRE	Feldman	Mills
4	16	19	THE GIRL THAT I MARRY	Berlin	Berlin
5	17	20	ALL OF ME	Francis Day	Bourne

* Publisher not available as *The Billboard* goes to press.
The English Top Twenty for week ending December 26, 1947, omitted last week, cannot be listed in this issue as scheduled, as it is unavailable.

CANADA'S TOP TUNES

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

SONG	Rank Order According to CMS	Rank Order According to GVT	SONG	Rank Order According to CMS	Rank Order According to GVT
SERENADE OF THE BELLS	1	19	I STILL GET JEALOUS	15	—
BALLERINA	2	6	GOLDEN EARRINGS	16	—
CIVILIZATION	3	18	WHEN YOU WERE SWEET	—	8
TOO FAT POLKA	4	5	SIXTEEN	—	17
WHAT ARE YOU DOING	—	—	THAT'S MY DESIRE	—	18
NEW YEAR'S EVE?	5	—	FEUDIN' AND FIGHTIN'	—	19
THE STARS WILL REMEMBER	6	—	NEAR YOU	—	20
AN APPLE BLOSSOM WEDDING	7	7	HOW SOON	—	2
—AND MIMI	8	10	YOU DO	—	3
PAPA, WON'T YOU DANCE WITH ME?	9	—	I'LL DANCE AT YOUR WEDDING	—	4
I WONDER WHO'S KISSING HER NOW	10	—	DON'T YOU LOVE ME ANYMORE?	—	9
THE LADY FROM PALMS	11	—	PEG O' MY HEART	—	11
MADE FOR EACH OTHER	12	—	YA SHURE YOU BETCHA	—	12
I WISH I DIDN'T LOVE YOU SO	13	—	NAUGHTY ANGELINE	—	13
YOU DON'T HAVE TO KNOW THE LANGUAGE	14	—	ANNIVERSARY SONG	—	14
			THE LITTLE OLD MILL	—	14
			KOKOMO, INDIANA	—	15
			CHI-BABA, CHI-BABA	—	17
			LET'S BE SWEETHEARTS AGAIN	—	20

OPERATORS!!

Standard RECORDS

(The largest manufacturer specializing exclusively in foreign and international recordings) will be at

C. M. I. SHOW—CHICAGO

ROOM 342 — BOOTH 138 — JAN. 19 TO JAN. 22

See us and hear our

POLKAS AND NOVELTIES

ALSO STANDARD RECORDS IN

Bohemian, French Canadian, German, Greek, Hawaiian, Hungarian, Irish, Italian, Jewish, Latin American, Polish, Russian, Slovak, Scandinavian, Swedish.

ASK TO HEAR OUR SURPRISE NUMBER

recorded especially for you

YOU-KE-LEE YOU-KE-LAH

CATALOGS AND HANGERS IN INDIVIDUAL LANGUAGES

All plating, compounding and pressing of records in our own plants of the finest materials by expert workmen.

STANDARD PHONO CORP.

163 West 23d St.

New York 11, N. Y.

ART MOONEY'S "FOUR LEAF CLOVER" IS BLANKETING THE COUNTRY!

The Billboard
rates it "TOPS"

JUKE BOX OPS—

The Billboard says "it
should entice plenty of
nickels."

DISK JOCKEYS—

Four Leaf Clovers to You,
and many thanks for
making ours the TOP
"Clover" across the na-
tion.



"I'M LOOKING OVER
A FOUR LEAF CLOVER"

(Vocal by the
ART MOONEY
ENSEMBLE)

and

THE BIG BRASS BAND FROM BRAZIL

(Vocal
by the
GALLI SISTERS)

ART MOONEY

THAT
GENIAL
IRISH
GENTLEMAN

AND HIS

MGM RECORD No. 10119

NOW AT FRANK DAILEY'S MEADOWBROOK,

National Records NOW ON SALE

"FOOL THAT I AM"

"BE I BUMBLE BEE OR NOT"

BY THE

Ravens

NAT. 9040

THE RAVENS "Summertime" #9038
"Write Me a Letter"

THE RAVENS "Ol' Man River" #9035
"Would You Believe Me"

CHARLIE VENTURA "Blue Champagne" #9036
"Synthesis"

BILLY ECKSTINE "Cottage for Sale" #9014
"I Love the Rhythm in a Riff"

" " "Prisoner of Love" #9017
"All I Sing Is Blues"

" " "Gloomy Sunday" #9037
"In the Still of the Night"

DUSTY FLETCHER "Dusty's Mad Hour," Pt. 1, Pt. 2 #4013

ENRIC MADRIGUERA "Made for Each Other" #9028
"Jack, Jack, Jack"

ALAN GERARD "All Dressed Up With a Broken Heart" #7019
"If I Didn't Have You"

ALAN LOGIN "Jungle Rhumba" #7018
"Love Me"

ORDER FROM
YOUR NEAREST

NATIONAL DISTRIBUTOR



or NATIONAL
DISC SALES
1841 B'WAY,
N. Y. 23, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending
January 2

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, December 26, 8 a.m., and ending Friday, January 2, 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
Feudin' and Fightin' (R)	Chappell	ASCAP
Golden Earrings (F) (R)	Paramount	ASCAP
How Lucky You Are (R)	Peter Maurice	ASCAP
How Soon (R)	Supreme	ASCAP
I Still Get Jealous (M) (R)	E. H. Morris	ASCAP
I'll Dance at Your Wedding (R)	George Simon	ASCAP
Made for Each Other (R)	Peer	BMI
My, How the Time Goes By (R)	Chappell	ASCAP
Near You (R)	Supreme	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Papa, Won't You Dance With Me? (M) (R)	E. H. Morris	ASCAP
Pass That Peace Pipe (F) (R)	Crawford	ASCAP
Peg o' My Heart (R)	Robbins	ASCAP
Serenade of the Bells (R)	Melrose	ASCAP
So Far (M) (R)	Williamson	ASCAP
The Best Things in Life Are Free (F) (R)	Crawford	ASCAP
The Stars Will Remember (R)	Harms, Inc.	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
There'll Be Some Changes Made (R)	E. B. Marks	BMI
Too Fat Polka (R)	Shapiro-Bernstein	ASCAP
Two Loves Have I (R)	Miller	ASCAP
What Are You Doing New Year's Eve? (R)	Famous	ASCAP
What'll I Do? (R)	Berlin	ASCAP
White Christmas (R)	Berlin	ASCAP
Winter Wonderland (R)	Bregman-Vocco-Conn	ASCAP
With a Hey and a Hi and a Ho Ho Ho (R)	Bourne	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP

The Remaining 19 Songs of the Week

Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
Don't You Love Me Anymore? (R)	Oxford	ASCAP
Home Is Where the Heart Is (R)	Advanced	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I'm A-Comin' A-Courtin', Corabelle (R)	Dreyer	ASCAP
Let's Be Sweethearts Again (R)	Campbell-Porgie	BMI
Lone Star Moon (R)	Advanced	ASCAP
Love Is So Terrific (R)	Mellin	BMI
Mary Lou (R)	Mills	ASCAP
Mickey (R)	T. B. Harms	ASCAP
Peggy O'Neil (R)	Feist	ASCAP
Teresa (R)	Duchess	BMI
The Lady From 29 Palms (R)	Martin	ASCAP
The Little Old Mill (R)	Shapiro-Bernstein	ASCAP
The Treasure of Sierra Madre (F) (R)	Remick	ASCAP
They're Mine, They're Mine, They're Mine (R)	Sinatra Songs	ASCAP
True (R)	Santly-Joy	ASCAP
When I Write My Song (R)	Leon Rene	ASCAP

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,300 disk jockeys throuth the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	POSITION Last Week	This Week	Title	Artist	Lic. By
10	1	1	BALLERINA	Vaughn Monroe (Vaughn Monroe)	Victor 20-2433—ASCAP
11	2	1	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Arthur Godfrey (Archie Bleyer Ork))		Columbia 37921—ASCAP
9	4	3	GOLDEN EAR-RINGS (F)	Peggy Lee (Dave Barbour Ork)	Capitol 15009—ASCAP
23	4	4	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
6	5	5	I'LL DANCE AT YOUR WEDDING	Ray Noble-Buddy Clark	Columbia 37967—ASCAP
13	3	6	HOW SOON (Will Jack Owens (Eddie Ballantine Ork))		Tower 1258—ASCAP
4	6	7	SERENADE OF THE BELLS	Jo Stafford (Paul Weston Ork)	Capitol 15007—ASCAP
3	14	8	HOW SOON (Will Vaughn Monroe (Vaughn Monroe-The I Be Seeing You)?)	Moon Maids	Victor 20-2523—ASCAP
1	—	9	BALLERINA	Buddy Clark	Columbia 38040—ASCAP
7	12	10	THE WHISTLER	Sam Donahue (Shirley Lloyd)	Capitol 472—BMI
			(The Modernaires, Columbia 37980; Tommy Dorsey (Gordon Polk), Victor 20-2552)		
7	11	11	MICKEY	Ted Weems	Mercury 5062—ASCAP
			(Air Lane Trio, DeLuxe 1119; Blue Barron, MGM 10106; The Brooks Brothers, Decca 24287; Dennis Day (Charles Dant Ork), Victor 20-2551; L. Monti's Tu-Tones, Aristocrat 501; Tiny Hill, Columbia 37987)		
9	12	12	YOU DO (F)	Vic Damone (Jerry Gray Ork)	Mercury 5056—ASCAP
11	15	12	YOU DO (F)	Dinah Shore (Sonny Burke Ork)	Columbia 37587—ASCAP
5	7	14	CIVILIZATION (M)	Andrews Sisters-Danny Kaye	Decca 23940—ASCAP
6	12	14	CIVILIZATION (M)	Jack Smith (The Clark Sisters-Frank De-Vol Ork)	Capitol B-465—ASCAP

NOT / BUT 2

of the TOP selling recording artists
in the country!



Frankie *
* Laine..

Just closed 3 smash weeks
New York Paramount
Latest Top-Selling Hits!

"BUT BEAUTIFUL"
"I'VE ONLY MYSELF TO 'BLAME"
5096

"SHINE"
"WE'LL BE TOGETHER AGAIN"
5091

"TWO LOVES HAVE I"
"PUT YOURSELF IN MY PLACE, BABY"
5064



Vic *
* Damone

Now in his 3rd week
New York Paramount

Latest Top-Selling Hits!

"TERESA"
"AN OLD SOMBRERO"
5092

"SERENADE OF THE BELLS"
"I'LL DANCE AT YOUR WEDDING"
5090

"MUSIC FROM BEYOND THE MOON"
"I'LL ALWAYS BE IN LOVE WITH YOU"
5072



Both on **MERCURY RECORDS***

*The company that makes the STARS...

Rose Murphy

(The "Chi-Chi" Girl)



**WHEN I GROW
TOO OLD TO DREAM**

backed with

**I CAN'T GIVE YOU
ANYTHING BUT LOVE**

MAJESTIC RECORD
No. 1204

Majestic
RECORDS

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

The Billboard MUSIC POPULARITY CHARTS

PART
IV

Retail Record Sales

Week Ending
January 2



BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
10	1	1	BALLERINA	Vaughn Monroe	Victor 20-2433
			<i>The Stars Will Remember</i>		
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)	Columbia 37921
			<i>For Me and My Gal</i>		
8	3	3	CIVILIZATION (M)	Andrews Sisters-Danny Kaye	Decca 23940
			<i>Bread and Butter Woman</i>		
13	4	4	NEAR YOU	Francis Craig	Bullet 1001
			<i>Red Rose</i>		
8	6	5	HOW SOON (Will I Be Seeing You?)	Vaughn Monroe (Vaughn Monroe-Moon Maids)	Victor 20-2523
			<i>True</i>		
10	10	6	HOW SOON (Will I Be Seeing You?)	Jack Owens (Eddie Ballantine)	Tower 1258
			<i>Begin the Beguine</i>		
7	8	7	GOLDEN EARRINGS (F)	Peggy Lee (Dave Barbour)	Ork 15009
			<i>I'll Dance at Your Wedding</i>		
8	5	7	SERENADE OF THE BELLS	Sammy Kaye (Don Cornell-Choir)	Victor 20-2372
			<i>That's What Every Girl Should Know</i>		
4	7	9	I'LL DANCE AT YOUR WEDDING	Ray Noble-Buddy Clark	Columbia 37967
			<i>Those Things Money Can't Buy</i>		
1	—	10	BALLERINA	Buddy Clark	Columbia 38040
			<i>It Had To Be You</i>		
6	11	10	HOW SOON (Will I Be Seeing You?)	Bing Crosby-Carmen Cavallaro	Decca 24101
			<i>You Do (F)</i>		
4	9	12	SERENADE OF THE BELLS	Jo Stafford (Paul Weston)	Ork 15007
			<i>The Gentleman Is a Dope</i>		
7	12	13	CIVILIZATION (M)	Louis Prima (Louis Prima)	Ork 20-2400
			<i>Forsaking All Others</i>		
8	—	13	YOU DO (F)	Bing Crosby-Carmen Cavallaro	Decca 24101
			<i>How Soon (Will I Be Seeing You?)</i>		
2	14	15	CIVILIZATION (M)	Jack Smith (The Clark Sisters-Frank DeVol)	Ork B-465
			<i>Don't You Love Me Anymore?</i>		
14	12	15	NEAR YOU	Larry Green	Victor 20-2421
			<i>Pic-A-Nic-In</i>		

BEST-SELLING POPULAR RECORD ALBUMS

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

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
20	—	1	Al Jolson Souvenir Album	Al Jolson	Decca 575
9	—	2	Glenn Miller Masterpieces (Vol. 2)	Glenn Miller	Victor P-189
9	3	3	Dorothy Shay (The Park Avenue Hillbilly) Goes To Town	Dorothy Shay	Columbia C-155
17	—	4	Carle Comes Calling	Frankie Carle	Columbia C-129
39	5	5	Al Jolson Album	Al Jolson	Decca 469

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
118	1	1	Clair De Lune	Jose Iturbi	Victor 11-8851
132	2	2	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
6	3	3	Ave Maria	Marian Anderson	Victor 14210
106	2	4	Warsaw Concerto	Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
91	2	5	Jalousie	Boston Pops, Arthur Fiedler, conductor	Victor 12160

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
124	2	1	Rhapsody in Blue	Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor	Columbia X-251
49	1	2	Tchaikowsky Nutcracker Suite	Eugene Ormandy, conductor, Philadelphia Ork	Victor DM-1020
1	—	3	Tchaikowsky Nutcracker Suite	Andre Kostelanetz	Columbia MM-714
69	5	4	Rachmaninoff Concerto No. 2 in C Minor	Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann, conductor	Victor 1075
3	—	5	Kostelanetz Conducts	Andre Kostelanetz	Columbia MM-574
32	—	5	Rhapsody in Blue	Paul Whiteman	Signature GP-1



TEN TOPS!

Based on Actual Sales Records

PEGGY LEE
 'GOLDEN EARRINGS'
 •
 'I'LL DANCE AT
 YOUR WEDDING'
 CAPITOL RECORD 15009

MARGARET WHITING
 With the Crew Chiefs.
 'PASS THAT PEACE PIPE'
 •
 'LET'S BE
 SWEETHEARTS AGAIN'
 CAPITOL RECORD 15010

JO STAFFORD
 'SERENADE OF THE BELLS'
 •
 'THE GENTLEMAN
 IS A DOPE'
 CAPITOL RECORD 15007

MARGARET WHITING
 'YOU DO'
 •
 'MY FUTURE JUST PASSED'
 CAPITOL RECORD 438

TEX WILLIAMS
 And His Western Caravan
 'NEVER TRUST A WOMAN'
 •
 'WHAT IT MEANS
 TO BE BLUE'
 CAPITOL RECORD 40054

JACK SMITH
 With the Clark Sisters
 'CIVILIZATION
 (Bongo, Bongo, Bongo)'
 •
 'DON'T YOU LOVE
 ME ANY MORE'
 CAPITOL RECORD 465

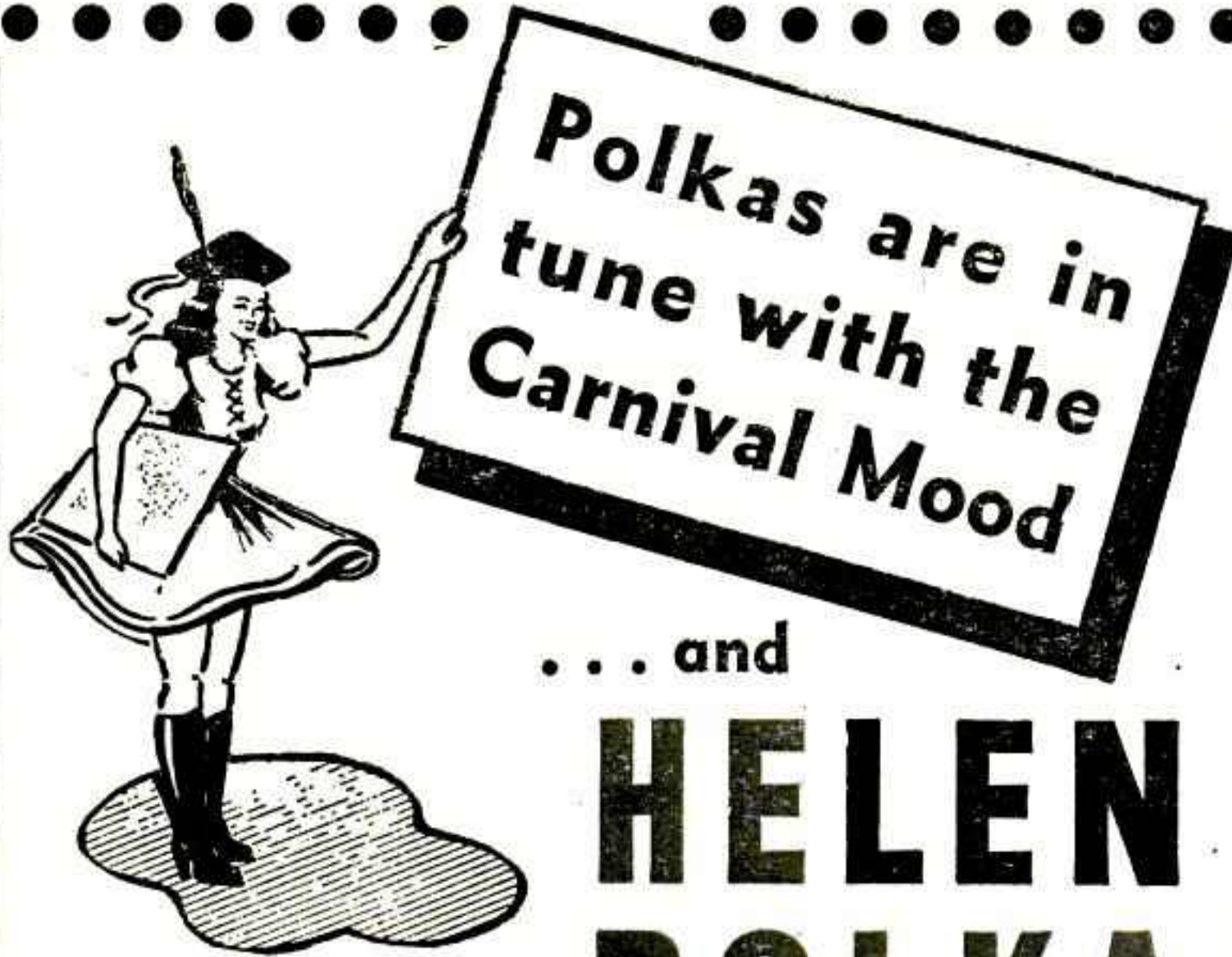
THE KING COLE TRIO
 'NOW HE TELLS ME'
 •
 'THOSE THINGS
 MONEY CAN'T BUY'
 CAPITOL RECORD 15011

RED INGLE
 And the Natural Seven
 'NOWHERE'
 •
 'PAGAN NINNY'S
 KEEP 'ER GOIN' STOMP'
 CAPITOL RECORD 476.

THE STARLIGHTERS
 'TOO FAT POLKA'
 •
 'YOUR RED WAGON'
 CAPITOL RECORD 480

JULIA LEE
 And Her Boy Friends
 'SNATCH AND GRAB IT'
 •
 'I WAS WRONG'
 CAPITOL RECORD 40028





Polkas are in
tune with the
Carnival Mood

... and
**HELEN
POLKA**
leads the Polka Parade

Walt Dana Orchestra with
Michael Chimes Harmon-
icas. English lyrics by
Albert Gamse, sung beau-
tifully by the Serenaders.

Backed by
**HAPPY
HARMONICA**

Instrumental on **DANA 2002**

Nick Kenny Speaking..
"A Polka lover's dream..."
Dana Records 'Helen Polka'
& 'Happy Harmonica'"

Distributor reports prove...IT'S CLICKING SOLIDLY
WITH OPS AND RETAILERS ACROSS THE NATION!

WESTERN UNION (19)
N15 PD-WUX PHILADELPHIA PENN 2 1100A
DANA RECORDS
286 FIFTH AVE
PLEASE RUSH AN ADDITIONAL 25000 HELEN POLKA STOP WE INTEND
TO SELL AT LEAST 75000
KAYLER CO ELLIOT WEXLER

TIP *on* **Coming TOP**
TOMORROW'S HITS
The information below is designed to help you secure more money-making records. It is culled from various parts of The Billboard Top Chart to be published in the coming week and sent to you in advance so you can place your orders ahead of the average record buyer. This advance issue is sent to you because you helped make at least one of the various feature records of The Billboard Music Popularity Chart possible by returning your questionnaire last week.
TIP—Happy-type bars and grills with energetic, robust partners should like the HELEN polka on their juke boxes. The vitality packed clicking of this polka is by the Walt Dana orchestra (DANA 2002). Flipover is HAPPY HARMONICA.

Ask for catalogue of the entire Dana Polka and Polish line. It's loaded with sure-fire nickel grubbers.

WRITE, WIRE, PHONE YOUR DISTRIBUTOR

James H. Martin, Inc. 1407 Diversey Pkwy. Chicago, Ill.	Polonia Distributing Co. 2215 W. Chicago Blvd. Detroit, Mich.	Standard Distributing Co. 1729 Fifth Ave. Pittsburgh, Pa.
Kavler Co. 131 S. 24th St. Philadelphia 3, Pa.	Dana Distributors of New England 612 E. Main St. Bridgeport, Conn.	Henry Schunke 1080 Broadway Buffalo, N. Y.
John Zmuda 558 Charles St. Fall River, Mass.	Music Suppliers of New England, Inc. 17 Chadwick St. Boston, Mass.	Co-Mar Distributing Co. 1738 Eastern Ave. Baltimore, Md.
Melody Record Shop 314 W. 52 St. New York 19, N. Y.		

DANA MUSIC COMPANY, INC.
286 FIFTH AVENUE NEW YORK 1, N. Y.
Wisconsin 7-9093

The **Billboard** MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART V
Week Ending January 2

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
10	1	1	BALLERINAVaughn Monroe (Vaughn Monroe).....Victor 20-2433
10	2	2	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Arthur Godfrey (Archie Bleyer).....Columbia 37921
7	5	3	CIVILIZATION (M)Andrews Sisters-Danny Kaye.....Decca 23940
19	2	4	NEAR YOUFrancis Craig.....Bullet 1001
10	4	5	HOW SOON (Will Jack Owens (Eddie Ballantine Ork).....Tower 1258
7	9	6	HOW SOON (Will Vaughn Monroe (Vaughn Monroe-Moon I Be Seeing You)?).....Victor 20-2523
8	8	7	HOW SOON (Will I Be Seeing You)?).....Bing Crosby-Carmen Cavallaro..Decca 24101
3	—	7	SERENADE OF THE BELLSSammy Kaye (Don Cornell-Choir).....Victor 20-2372
1	—	7	SERENADE OF THE BELLSJo Stafford (Paul Weston Ork).....Capitol 15007
3	10	10	CIVILIZATION (M)Louis Prima (Louis Prima Ork).....Victor 20-2400
2	—	11	GOLDEN EAR-RINGS (F)Peggy Lee (Dave Barbour Ork).....Capitol 15009
15	6	11	NEAR YOUAndrews Sisters (Vic Schoen Ork).....Decca 24171
3	7	13	I'LL DANCE AT YOUR WEDDING... Ray Noble-Buddy Clark....Columbia 37967
11	—	13	MICKEYTed Weems.....Mercury 5062 (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)
1	—	13	TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat for Me)Dick (Two Ton) Baker and His Music MakersMercury 5079

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
21	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
5	2	2	NEVER TRUST A WOMANTex Williams and the Western Caravan (Tex Williams).....Capitol Americana 40054
33	3	3	IT'S A SINEddy Arnold and His Tennessee PlowboysVictor 20-2241
9	—	4	TO MY SORROW.....Eddy Arnold and His Tennessee PlowboysVictor 20-2481
7	3	5	NEVER TRUST A WOMANRed Foley (The Cumberland Valley Boys)Decca 46074
1	—	5	NEVER TRUST A WOMANTiny Hill (Cactus Cutups).....Mercury 6062

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
14	1	1	SNATCH AND GRAB IT... Julia Lee and Her Boy Friends (Julia Lee)Capitol Americana 40028
4	2	2	I LOVE YOU, YES I DO... Bull Moose Jackson...King 4181
20	4	3	BOOGIE WOOGIE BLUE PLATELouis Jordan.....Decca 24104
14	—	4	HE'S A REAL GONE GUY...Nellie LutcherCapitol Americana 40017
1	—	5	WRITE ME A LETTER.....The Ravens.....National 9038

The Billboard
MUSIC POPULARITY CHARTS
PART VI

Record Possibilities

Week Ending
January 2



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.

- BUT BEAUTIFUL**.....Margaret Whiting with Frank DeVol Ork.....Capitol 15024
Art Lund with Johnny Thomson Ork.....MGM 10126
Tune's a natural. From the "Road to Rio" flick, the ballad has been well recorded, with the Whiting and Lund works shining among the initial waxings shipped. Whiting's soulful, tender, while Lund's braggadocio is not a stellar rendition yet an infectious one. Flip on the Lund is a better-suited, better interpreted "Love Is So Terrific."
- LITTLE WHITE LIES**.....Dick Haymes, Four Hits and a Miss with Gordon Jenkins Ork.....Decca 23280
Mood and arrangement styling of the T. Dorsey "I'll Never Smile Again." Haymes undersings and blends with the vocal group in the almost whispered fashion employed by Mel Tormé. Tune is a solidly established oldie.
- I'M MY OWN GRANDMAW**.....Jo Stafford, the Starlighters and Paul Weston's Mountain Boys..Capitol 15023
Clever novelty wrapped up in the fem version of the "Tintayshun" formula. Should click off juke and jock attention.
- NOW IS THE HOUR**.....Bing Crosby with Ken Darby Singers...Decca 24279
Gracie Fields with Phil Green Ork and Chorus.....London 110
Beery, Hawaiian-flavored ballad that appears to be attracting favor via the already released Fields dinking. The Crosby is a newer a capella rendition with home appeal, while other good waxings are available by Kate Smith on MGM and Eddy Howard on Majestic.

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. I CAN'T GIVE YOU ANYTHING BUT LOVE.....Rose Murphy.....Majestic 1204
2. BEG YOUR PARDON.....Francis Craig.....Bullet 1012
3. BLUE AND SENTIMENTAL.....Count Basie.....Victor 20-2602
4. TONIGHT BE TENDER TO ME.....Billy Eckstine.....MGM
5. I NEVER LOVED ANYONE.....Jo Stafford.....Capitol 15017
6. AT THE CANDLELIGHT CAFE.....Gordon MacRae.....Capitol 15014
7. I TOLD YA I LOVE YOU, NOW GET OUT.....Stan Kenton.....Capitol 15018
8. YOU'RE MY GIRL.....Frank Sinatra.....Columbia 37978

THE RETAILERS PICK:

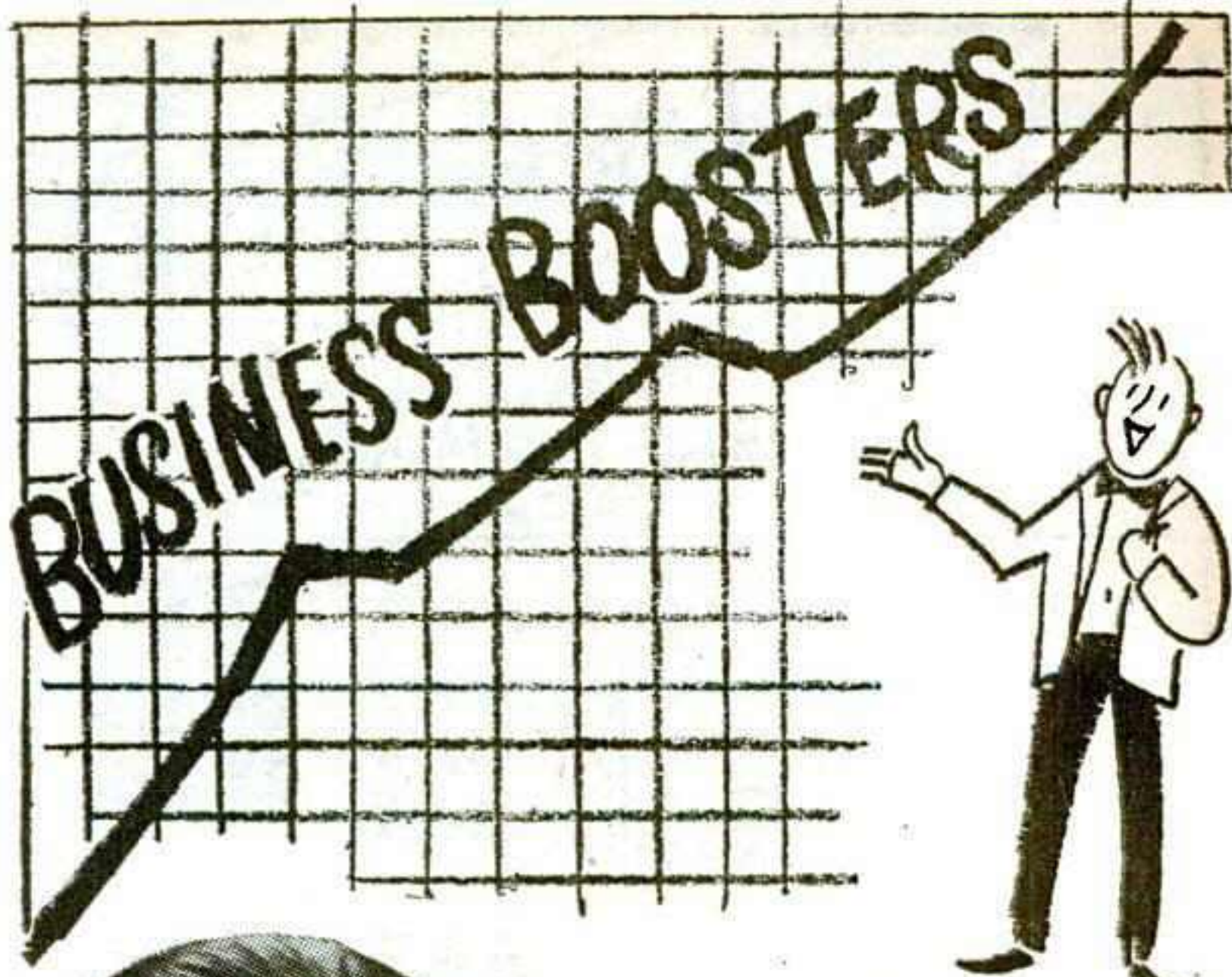
PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. I'M MY OWN GRANDPA.....Guy Lombardo.....Decca 24288
2. BEG YOUR PARDON.....Francis Craig.....Bullet 1012
3. I CAN'T GIVE YOU ANYTHING BUT LOVE.....Rose Murphy.....Majestic 1204
4. THE DUM DOT SONG.....Frank Sinatra (The Pied Pipers-Axel Stordahl Ork).....Columbia 37966
5. GONNA GET A GIRL.....Larry Green (Vocal Trio).....Victor 20-2560

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. I'M MY OWN GRANDPA.....Guy Lombardo.....Decca 24288
3. THE SECRETARY SONG.....Ted Weems.....Mercury 5081
4. I CAN'T GIVE YOU ANYTHING BUT LOVE.....Rose Murphy.....Majestic 1204
5. IN A LITTLE BOOKSHOP.....Vaughn Monroe.....Victor 20-2583
6. SHINE.....Frankie Laine.....Mercury 5091



BUDDY
CLARK
SINGS

"DON'T YOU LOVE ME ANY MORE"
"THE LITTLE OLD MILL"
(Went 'Round and 'Round)
Orchestra under the direction of Mitchell Ayres
Columbia 37920

"I'LL DANCE AT YOUR WEDDING"
"THOSE THINGS MONEY CAN'T BUY"
With Ray Noble and his Orchestra
Columbia 37967

"BALLERINA" "IT HAD TO BE YOU"
(from "It Had To Be You")
Orchestra under the direction of Dick Jones
Columbia 38040

(The Treasure of)
"SIERRA MADRE" "TWO LOVES HAVE I"
(J'ai Deux Amours)
With Ray Noble and his Orchestra
Columbia 38026

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The Billboard MUSIC POPULARITY CHARTS

PART VII



Record Reviews

With Ratings for Disk Jockeys, Dealers and Juke Box Operators

Week Ending January 2

How Ratings Are Determined

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

THE CATEGORIES

1. Song Calibre	15
2. Interpretation	15
3. Arrangement	15
4. "Name" Value	15
5. Record Quality (surface, etc.)	5
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)

90-100top
80-89excellent
70-79good
60-69satisfactory
0-59poor

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

POPULAR				
MARGARET WHITING (Frank De Vol Ork) (Capitol 15024) <i>Now Is the Hour</i> Maggie goes Hawaiian, coming up with soft, lilting rendition of the Maori farewell song. <i>But Beautiful</i> Pretty Burke-Van Heusen tune from flick "Road To Rio" gets the most from good lyric.	81	82	80	80
JO STAFFORD (Capitol 15023) <i>Haunted Heart</i> (Paul Weston Ork) New ballad from legit "Inside the U. S. A." done in usual good Stafford style. <i>I'm My Own Grandmaw</i> (The Starlighters-Paul Weston's Mountain Boys) New novelty waxed in the "Tintayshun" style. Should be heard from a-plenty.	91	93	89	91
CLARK DENNIS (Billy May Ork) (Capitol 485) <i>You Are Never Away</i> Tempo a bit too slow for pretty ballad from legit "Allegro." <i>I'll Never Say I Love You</i> Waltz from pic "Sign of the Ram." Tenor pipes okay here.	70	70	70	70
SKITCH HENDERSON ORK (Andy Roberts) (Capitol 488) <i>But None Like You</i> The Ray Noble tune gets acceptable handling by the ork, with okay Roberts vocal. <i>I'm A-Comin' A-Courtin', Corabelle</i> (Andy Roberts - Nancy Reed) Novelty disk replete with travelogue intro, and hillbilly takeoff.	75	78	74	74
JOHNNY MERCER-THE PIED PIPERS (Paul Weston Ork) (Capitol 15025) <i>My Gal Is Mine Once More</i> Catchy ditty from legit "Inside U. S. A." Good material for Mercer-Pipers vocal blend. <i>You Don't Have To Know the Language</i> Touch of L. A. rhythm used here for tune from pic "Road To Rio." Spins at bright pace.	81	83	79	81
ERNIE FILICE QUARTET (Capitol 486) <i>Solitude</i> Haunting Ellington, standard taken slow and easy, with a bit of eerie flavor. <i>Love Is So Terrific</i> (Ernie Filice) Scat-type Filice piping on the Sunny Skylar tune. Good guitar beat.	82	84	80	82
JOHNNY MERCER-THE PIED PIPERS (Paul Weston Ork) (Capitol 15025) <i>My Gal Is Mine Once More</i> Catchy ditty from legit "Inside U. S. A." Good material for Mercer-Pipers vocal blend. <i>You Don't Have To Know the Language</i> Touch of L. A. rhythm used here for tune from pic "Road To Rio." Spins at bright pace.	80	81	79	80

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

POPULAR				
ELLA MAE MORSE (Capitol 187) <i>On the Sunny Side of the Street</i> (Dave Cavanaugh Ork) Typical good Morse chirping. Disk features tricky sax and trumpet maneuvers and a good bass beat. <i>Early in the Morning</i> (Ella Mae Morse Boogie-Woogie Sextet-Dave Cavanaugh, Dir.) Boogie of the type that brought the thrush fame. Material just fair, but it gets solid run thru here.	81	84	79	81
BILL CLEMENT ORK (Bill Clement) (Orpheus 255) <i>Ballerina</i> Current hit tune gets acceptable treatment here. <i>When Did You Leave Heaven?</i> Richard Whiting oldie still sounds good. Pleasant, easy Clement vocal.	75	77	73	75
DICK HAYMES (Victor Young Ork) (Decca 24284) <i>At the Candlelight Cafe</i> Tho tune has many other disks don't sell the romantic Haymes warbling short. <i>When a Gypsy Makes His Violin Cry</i> Oldie that also has Gypsy flavor. Sincere Haymes piping here.	74	74	74	74
DICK HAYMES (Gordon, Jenkins Ork) (Decca 24280) <i>The Treasure of Sierra Madre</i> Haymes wraps his strong bary tones neatly around pic tune. Jenkins piano and ork backing effective. <i>Little White Lies</i> (Haymes & 4 Hits and a Miss) The oldie should strike pay dirt on strength of the T. Dorseyish "I'll Never Smile Again" mood and delivery.	84	87	82	84
ARTHUR GODFREY (Decca 25336) <i>I'd Give a Million Tommors</i> Reissued waltz rendered straight by the "Too Fat Polka" man. Curiosity makes for only interest. <i>Lay My Head Beneath a Rose</i> You can have it, it's too schmaltzy for most—but maybe a bar fly or two may care.	67	72	60	68
ANNE SHELTON (London 118) <i>You've Changed</i> Tune good, Shelton voice big and sincere, ork sparkles. <i>My Silent Love</i> Hampered by draggy pacing and over-arrangement.	80	81	79	79
ELLA MAE MORSE (Capitol 187) <i>On the Sunny Side of the Street</i> (Dave Cavanaugh Ork) Typical good Morse chirping. Disk features tricky sax and trumpet maneuvers and a good bass beat. <i>Early in the Morning</i> (Ella Mae Morse Boogie-Woogie Sextet-Dave Cavanaugh, Dir.) Boogie of the type that brought the thrush fame. Material just fair, but it gets solid run thru here.	81	85	76	82

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

POPULAR				
TED HEATH ORK (London 137) <i>Dichory Dock</i> Bright, moving novelty which falls down in second talking chorus. <i>Baia</i> England's top hot ork tenders modern instrumental treatment to moody melody. Good tram solo.	73	75	71	73
VERA LYNN (London 119) <i>I'll Make Up for Everything</i> Popular English chirp strains in top register thru fairish tune. <i>At the Candlelight Cafe</i> Pic tune ("Tisa") daubed with Gypsy fiddle backing and mournful Lynn chirping.	67	69	67	65
SNOOKY LANSON (George Sivaro Ork) (Mercury 5089) <i>Pianissimo</i> Lanson pipes new pop tune in easy relaxed tempo. Good Sivaro band backing. <i>You Can't Make Money Dreaming</i> Lanson tries and so does ork, but tune is just so-so.	81	83	79	80
TED WEEMS ORK (Mercury 5097) <i>I'm A-Comin' A-Courtin', Corabelle</i> (Glen Martin) One of best disks to date on new novelty ditty with stop-start vocal and solid band riffs. <i>You Don't Have To Know the Language</i> (Glen Martin) Treatment of ditty from flick "Road to Rio" just fair.	87	87	87	87
SEVA ALL-STARS ORK (Seva 2004) <i>Too Fat Polka</i> (Lanny Lindell-Wilson Sisters) Comedy vocal falls flat tho ork arrangement okay. <i>Oh, Marie!</i> (Wilson Sisters) Oldie dressed up in polka time. Chorus chirping poor.	60	61	60	60
JOHNNY JOHNSTON (Sonny Burke Ork & Crew Chiefs) (MGM 10127) <i>Passing Fancy</i> Blend of voices under par. Solo Johnston piping registers. <i>If Winter Comes</i> Title song from pic is pretty ballad. Disk slightly over average.	75	79	73	74
ART LUND (Johnny Thompson Ork) (MGM 10126) <i>But Beautiful</i> Romantic warbling by Lund on coming plug from movie "Road to Rio." Rates lots of spins. <i>Love Is So Terrific</i> Bright, rhythmic ditty. Lyric well suited for the Lund tonsils.	90	90	90	90
TED HEATH ORK (London 137) <i>Dichory Dock</i> Bright, moving novelty which falls down in second talking chorus. <i>Baia</i> England's top hot ork tenders modern instrumental treatment to moody melody. Good tram solo.	71	79	70	63

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

POPULAR				
KATE SMITH (Jack Miller Ork) (MGM 10125) <i>Now Is the Hour</i> Artist-material mating perfect. Should aid Kate's dwindling disk stock. <i>I'll Never Say I Love You</i> Waltz suited for the Smith style. Miller orking just fair.	80	82	80	79
GUY LOMBARDO ORK (Decca 24285) <i>Melancholy</i> (Kenny Gardner) Typical Lombardo handling of ballad. Ork, vocal add up to better than average disk. <i>In a Little Book Shop</i> (Don Rodney) New plug ditty gets real boost here.	82	82	82	82
SAM BROWNE (Bert Thompson Ork) (London 128) <i>An Old Sombra (and an Old Spanish Shawl)</i> Intro of another good British talent. Setting good, piping straight and clean in a thin but warm bary. <i>Tree in a Meadow</i> Pretty ditty is weakly arranged, neatly chanted.	80	83	79	79
SAM BROWNE (Bert Thompson Ork) (London 141) <i>Pianissimo</i> British crooner Browne chants engagingly in a properly clefted, properly timed background. <i>My Cousin Louella</i> Perfect tempo, good execution vocally in an average ork backing.	83	85	80	83
DENNY DENNIS (Stanley Black Ork) (London 142) <i>A Bed of Roses</i> Pretty melody, weak lyric. Clean scoring, good singing. <i>But Beautiful</i> Dennis disk of pretty ballad from pic "Road to Rio" is paced a bit too slowly.	72	70	74	71
EDDY HOWARD & ORK (Majestic 1191) <i>True</i> (Eddy Howard) Sweet Howard tonsils bend themselves capably around the standard. <i>Now Is the Hour</i> (Eddy Howard) Howard and trio sing it slow and schmaltzy.	79	80	78	79
DICK FARNEY (Paul Baron Ork) (Majestic 1181) <i>Marina</i> Farney takes a whirl at Portugese as well as English, coming up with one of his best waxed vocals. <i>There's No Sweeter Word Than Sweetheart</i> Pretty clefting, pretty tune brought down slightly by overslow first chorus in twin-tempoed score.	84	83	82	88
KATE SMITH (Jack Miller Ork) (MGM 10125) <i>Now Is the Hour</i> Artist-material mating perfect. Should aid Kate's dwindling disk stock. <i>I'll Never Say I Love You</i> Waltz suited for the Smith style. Miller orking just fair.	73	74	73	74
GUY LOMBARDO ORK (Decca 24285) <i>Melancholy</i> (Kenny Gardner) Typical Lombardo handling of ballad. Ork, vocal add up to better than average disk. <i>In a Little Book Shop</i> (Don Rodney) New plug ditty gets real boost here.	84	85	83	84
SAM BROWNE (Bert Thompson Ork) (London 128) <i>An Old Sombra (and an Old Spanish Shawl)</i> Intro of another good British talent. Setting good, piping straight and clean in a thin but warm bary. <i>Tree in a Meadow</i> Pretty ditty is weakly arranged, neatly chanted.	76	77	76	75
SAM BROWNE (Bert Thompson Ork) (London 141) <i>Pianissimo</i> British crooner Browne chants engagingly in a properly clefted, properly timed background. <i>My Cousin Louella</i> Perfect tempo, good execution vocally in an average ork backing.	84	85	83	85
DENNY DENNIS (Stanley Black Ork) (London 142) <i>A Bed of Roses</i> Pretty melody, weak lyric. Clean scoring, good singing. <i>But Beautiful</i> Dennis disk of pretty ballad from pic "Road to Rio" is paced a bit too slowly.	79	81	77	78
EDDY HOWARD & ORK (Majestic 1191) <i>True</i> (Eddy Howard) Sweet Howard tonsils bend themselves capably around the standard. <i>Now Is the Hour</i> (Eddy Howard) Howard and trio sing it slow and schmaltzy.	84	83	82	88
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(Continued on page 30)

The **Billboard** MUSIC POPULARITY CHARTS
PART VIII
Advance Information
 Week Ending January 2

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- A String of Pearls
B. Goodman (Jersey Bounce) Columbia 38062
- Annie's Trailer
C. Drew (The Book) Gala 2601D
- Ballerina
B. Clement Ork (When Did) Orpheus 255
- Barnyard Boogie
L. Jordan (How Long) Decca 24300
- Because
P. Como (If You) Victor 20-2653
- Big Brass Band From Brazil
K. Kyser (Teresa) Columbia 38067
- Blowing Bubbles
The Townsmen (Boy of) Raven 416
- Boy of Mine
The Townsmen (Blowing Bubbles) Raven 416
- But Beautiful
M. Whiting (Now Is) Capitol 15024
- But None Like You
S. Henderson Ork (I'm A-Comin') Capitol 488
- County Fair (12")
M. Torme (I Cover) Musicraft 5009
- Dark Avenue
S. Moore (My Love) Apollo 1091
- Deep Purple
C. Barnet (Jubilee Jump) Apollo 1092
- Don't Call It Love
M. Lewis-G. Lombardo (Let's Be) Decca 24298
- Dream Girl
L. Brown (Love Is) Columbia 38060
- Early in the Morning
E. Mae Morse (On the) Capitol 487
- East Coast Blues
H. James (I Understand) Columbia 38059
- Engagement Waltz
J. Atkins (One Raindrop) Continental C-11005
- Go Away Babe
B. Crosby (My Girl's) Decca 24295
- Gonna Get a Girl
H. Carmichael (The Feathery) Decca 24299
- Harmonica Fantasy
The D. Henry Harmonica Trio (Harmonica Rhythms) Raven 415
- Harmonica Rhythms
The D. Henry Harmonica Trio (Harmonica Fantasy) Raven 415
- Haunted Heart
J. Stafford (I'm My) Capitol 15023
- Havana Night
D. Fiske (Souvenir of) Gala 201
- How Long Must I Wait For You
L. Jordan (Barnyard Boogie) Decca 24300
- I Cover the Waterfront (12")
M. Torme (County Fair) Musicraft 5009
- I Evol Uoy (I Love You—Spelled Backward)
The Murphy Sisters (Tonight's -My) Apollo 1090
- I Fell in Love With You
R. Case Ork & Chorus (Saturday Night) Victor 20-2655
- I Love You, Yes I Do
S. Kaye (The Last) Victor 20-2674
- I Understand
H. James (East Coast) Columbia 38059
- If I Only Had a Match
A. Jolson (Let Me) Decca 24296
- If You Had All the World and Its Gold
P. Como-the Mariners (Because) Victor 20-2653
- I'll Never Say I Love You
C. Dennis (You Are) Capitol 485
- I'll Never Say I Love You (To Anyone But You)
H. Heidt (Now Is) Columbia 38061
- I'm A-Comin' A-Courtin', Corabelle
S. Henderson Ork (But None) Capitol 488
- I'm My Own Grandmaw
J. Stafford (Haunted Heart) Capitol 15023
- Jeannine (I Dream of Lilac Time)
J. Curtis (My Wild) Embassy 5-1001
- Jersey Bounce
B. Goodman (A String) Columbia 38062
- Kalmar-Ruby Song Parade Album
L. Reisman Ork . . . Decca A-567
- All Alone Monday . . . Decca 24177
- I Love You So Much . . . Decca 24178
- I Wanna Be Loved By You . . . Decca 24177
- My Sunny Tennessee . . . Decca 24176
- Nevertheless (I'm in Love With You) . . . Decca 24175
- Thinking of You . . . Decca 24178
- Three Little Words . . . Decca 24175
- Who's Sorry Now? . . . Decca 24176
- Jubilee Jump
C. Barnet (Deep Purple) Apollo 1092
- Let Me Sing and I'm Happy
A. Jolson (If I) Decca 24296
- Let's Be Sweethearts Again
M. Lewis-G. Lombardo (Don't Call) Decca 24298
- Guy Lombardo Latin Rhythms Album
G. Lombardo . . . Decca A-612
- Begin the Beguine . . . Decca 25267
- Frahngée-Pahnee . . . Decca 25269
- It's Love-Love-Love . . . Decca 25268
- Orchids in the Moonlight . . . Decca 25270
- Sing To Me, Guitar . . . Decca 25269
- Speak Low (When You Speak, Love) . . . Decca 25267
- Take It Easy . . . Decca 25268
- Valencia . . . Decca 25270
- Love Is So Terrific
E. Filice Quartet (Solitude) Capitol 486
- Love Is So Terrific (Ouch! Terrific Thing!)
L. Brown (Dream Girl) Columbia 38060
- Lucrezia Borgia
D. Fiske (Mary and) Gala 202
- Mary and Fred
D. Fiske (Lucrezia Borgia) Gala 202
- Mickey
Don Pablo Ork (Sentimental Rhapsody) Vargo 29031
- Morris
C. Drew (She Got) Gala 2605D
- My Gal Is Mine Once More
J. Mercer-The Pied Pipers (You Don't) Capitol 15025
- My Girl's an Irish Girl
B. Crosby (Go Away) Decca 24295
- My Love Dirge
S. Moore (Dark Avenue) Apollo 1091
- My Wild Irish Rose
J. Curtis (Jeannine) Embassy 5-1001
- Now Is the Hour (Maori Farewell Song)
H. Heidt (I'll Never) Columbia 38061
- Now Is the Hour (Maori Farewell Song)
M. Whiting (But Beautiful) Capitol 15024
- Oh Evening Star
D. Fiske (Thank You) Gala 200
- On the Sunny Side of the Street
E. Mae Morse (Early in) Capitol 487
- One Raindrop Doesn't Make a Shower
J. Atkins (Engagement Waltz) Continental C-11005
- Ooh! Look-a-There, Ain't She Pretty?
L. Clinton (The Dickey-Bird) Decca 24301
- Pianissimo
B. Clark (You're Too) Columbia 38051
- Saturday Night Central Park
R. Case Ork & Chorus (I Fell) Victor 20-2655
- Sentimental Rhapsody
Don Pablo Ork (Mickey) Vargo 29031
- She Got Them Caught in the Ringer
C. Drew (Morris) Gala 2606D
- Sleep My Love
W. King (When the) Victor 20-2654
- Solitude
E. Filice Quartet (Love Is) Capitol 486
- Souvenir of the Fair
D. Fiske (Havana Night) Gala 201
- Substitute for Love
C. Drew (The Newlywed) Gala 2604D
- Teresa
K. Kyser (Big Brass) Columbia 38067
- Thank You for Coming
D. Fiske (Oh, Evening) Gala 200
- The Book Song
C. Drew (Annie's Trailer) Gala 2602D
- The Dickey-Bird Song
L. Clinton (Ooh! Look-A) Decca 24301
- The Last Polka
S. Kaye (I Love) Victor 20-2674
- The Feathery Feelin'
H. Carmichael (Gonna Get) Decca 24299
- The Newlywed Song
C. Drew (Substitute for) Gala 2603D
- Tonight's My Night With Baby
The Murphy Sisters (I Evol) Apollo 1090
- What'll I Do
D. Haymes-G. Jenkins Ork (Your Kiss) Decca 24297
- When Did You Leave Heaven
B. Clement Ork (Ballerina) Orpheus 255
- When the Organ Played at Twilight
W. King (Sleep My) Victor 20-2654
- You Are Never Away
C. Dennis (I'll Never) Capitol 485
- You Don't Have To Know the Language
J. Mercer-The Pied Pipers (My Gal) Capitol 15025
- You're Too Dangerous Cherie
B. Clark (Pianissimo) Columbia 38051
- Your Kiss
D. Haymes (What'll I) Decca 24297

RELIGIOUS

- Going On
Selah Jubilee Quartet (I Want) Continental C-6041
- Gonna Have a Good Time
Two Gospel Keys (I Want) Disc 5065
- I Want My Crown
Two Gospel Keys (Gonna Have) Disc 5065
- I Want To Rest
Selah Jubilee Quartet (Going On) Continental C-6041
- Precious Lord
Two Gospel Keys (You've Got) Disc 5066
- You've Got To Move
Two Gospel Keys (Precious Lord) Disc
- Walking With My Jesus
The St. Paul Church Choir of Los Angeles (What Could) Capitol Americana 40076
- What Could I Do (If It Wasn't for the Lord)
The St. Paul Church Choir of Los Angeles (Walking With) Capitol Americana 40076

(Continued on page 101)

You Can't Overlook This One!
I'M LOOKING OVER

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 ★ **CLOVER** ★

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"WHISPERING" #103

"I WANT A GIRL"

"BOWERY BOYS" #104

"FIGHT ON, PENN"

"ALMA MATER-CORNELL U." #105

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The Billboard
MUSIC POPULARITY CHARTS
PART IX
Album Reviews

Week Ending
January 2



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

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

THE RATINGS

(100 points—the maximum)

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

THE CATEGORIES

Max. Pts.

1. Production Idea.....15
(grouping of selections continuity)
2. "Name" Value.....15
3. Caliber of Material.....15
4. Manufacturer's Distribution Power...10
5. Exploitation Aids.....10
(Record company and other adv'g-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)

SINGING THE BLUES 71

Louis Armstrong, Mildred Bailey,
Jack Teagarden, Ethel Waters)
RCA Victor P-192

Blues for Yesterday, Blues in the South, That Ain't Right, I Don't Want to Miss Mississippi, St. Louis Blues, Blues After Hours, Careless Love, Blues in My Heart. Production idea based on these four top exponents singing their interpretation of the most ancient of the hot jazz idioms—the 12 and 32-bar blues. Much of the blues material is pretty much mediocre, with the Teagarden "St. Louis Blues," the Bailey "That Ain't Right" and the Waters "Careless Love" stacking up as the top sides. All performances are on a generally good par but still below the standards set by these greatest in their field. Cover and inside jacket notes are adequate. Artists reps should help bolster counter values.

JUKES
Some race spots and fewer bar boxes may catch some coin on all sides.

JOCKS
Individual disks could make for interesting change-of-pace items.

HOLLYWOOD MELODIES 70

(Georgie Stoll & MGM Ork)
MGM 11

Pagan Love Song, Blue Moon, Temptation, You Were Meant for Me, Louise, I'm in the Mood for Love, Over the Rainbow.

September in the Rain.
Georgie Stoll has fashioned an album of oldies from the flickers that is very listenable. Tunes are well styled and competently handled. All are on the dreamy side, with possible standouts being "Louise," "Temptation" and "September in the Rain." Fine package, with musical history of the songs on inside flap.

JUKES
For the dreamy softlight spots.

JOCKS
Take your pick.

DRY BONES 79

(Delta Rhythm Boys)
RCA Victor P-193

Dry Bones, September Song, East of the Sun, West of the Moon, Take the "A" Train, St. Louis Blues, Ev'ry Time We Say Goodbye, If You Are But a Dream, One o'Clock Jump. Tried and tested oldies make up the "Dry Bones" album in the distinctive Delta Rhythm Boys group piping. On the credit side, the boys rack up "Dry Bones," East of the Sun, West of the Moon; "Take the 'A' Train" and "Ev'ry Time We Say Goodbye." On the debit side stands "September Song" and a too fast handling of "St. Louis Blues." Group varies arranging which helps to sustain listening. Package and production idea good.

JUKES
Okay for race boxes.

JOCKS
Disks rate a whirl or two.

RECORD REVIEWS

(Continued from page 28)

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

POPULAR				
GEORGE PAXTON ORK (MGM 10128) <i>Lost Moment</i> Fully arranged, pretty waxing of theme music from pic of same name.	74	83	72	66
<i>Mistakes</i> (Dick Merrick) Oldie tastefully styled the vocal fails to mate with musical standard.	77	82	74	74

FOLK				
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS (Capitol Americana 40077) <i>Red Headed Woman</i> (Paul South) Guitar and fiddling okay. Tune just fair.	70	72	67	70
<i>Misery in My Soul</i> Average hillbilly blues ditty.	65	66	65	65

JACK GUTHRIE AND HIS OKLAHOMANS (Capitol Americana 40075) <i>Next to the Soil</i> Boys take okay hill song at lively pace with guitar and vocal leading the way.	79	79	79	79
<i>Ida Red</i> Ever popular folk ditty in fine square dance time.	74	73	75	73

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

FOLK				
SMOKEY ROGERS (Tex Williams' Western Caravan) (Capitol Americana 40080) <i>Spanish Fandango</i> Vocal, song, band add up good here.	81	80	82	81
<i>Drinkin' and A' Thinkin'</i> Novelty hill tune just so-so despite Rogers piping.	72	74	71	71

JIMMY WAKELY (Capitol Americana 40078) <i>Oklahoma Blues</i> Snappy tempo here. Fancy instrumental riffing and usual okay Wakely warbling.	82	82	80	83
<i>Night After Night</i> Average hillbilly lament. Plaintive piping and instrument wailings help.	78	79	77	78

REX ALLEN-ARIZONA WRANGLERS (Mercury 6078) <i>That Little Boy of Mine</i> Tempo a bit draggy. Pleasant piping by Allen.	61	61	63	60
<i>Loaded Pistol</i> Tale of the loaded pistol, loaded dice, with a hillbilly twang.	76	77	75	77

(Continued on page 104)

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Larry Clinton

(Reviewed at the Hotel New Yorker December 30. Booked by General Artists Corporation. Manager, Alan Dale.)

TROMBONES: John Torick, Jerry Rosa and Lloyd Strang.
TRUMPET: Fred Dale.
REEDS: Steve Benoric, clarinet; Charles Di Maggio, alto.
RHYTHM: Dave Williams, drums; Bill Halfacre, bass; Clair Dorward, guitar, and Dick Style, piano.
LEADER: Larry Clinton (vibes and trumpet).
VOCALS: Helen Lee, Dick Style, Lloyd Strang and The Dipsy Doodlers.
ARRANGER: Larry Clinton.

The band biz conditions would indicate that now is not the hour for a case of "combackitis," there's more than meets the eye with this Larry Clinton ork. Once established as a top orkster (in the days of *My Reverie*, *Dipsy Doodle* and *Bea Wain's* vocals), since entrenched as arranger-artisan, Clinton has savvy and self-confidence and may pick his way nicely thru box-office pitfalls. He always has had firm, clean, modern and sensible ideas on contemporary music sounds and these show in his new ork which has jumped into the New Yorker after a few weeks preeming at Frank Dailey's Meadowbrook. The band is interesting, expressing Clinton's attempt to project dance tempos commercially but yet embrace a fresh idiom and fresh ork construction. Net effect is still not gorgeous—too much is contrived, however cleverly—but it does provoke suggestions of a helluva thing for the future.

A "new look" approach is obvious with sidemen and leader standing thruout sessions. But the money-wise Clinton has combined a fashionable musical taste with a sense of economy. Fullness of sound is reached thru novel, condensed ork sections; to wit, one trumpet playing against clarinet (Clinton fills in brass with his own valving) three trams, four rhythm with bass amplified and Larry frequently centered on vibes. With the tram boys playing soft the group sound is always hotel-like, altho the souped-up rhythm maintains a healthy beat. With Clinton doing all his own arranging and his horn men doubling, he gets close to a big ork sound with what should be an easy-going pay-roll nut. Incidentally, the arrangements, being all Clinton, are probably the clew to the nature of the ork. The muted tram behind a clarinet voice... the debibel shifts from loud to soft... are impressionistic and pleasant. Instrumentally, the harmonics are fine, with only one criticism to pass off. The sectional unorthodoxy seemingly deprives this ork of the really full melodic swells that should cap off the interesting figures. When Clinton joins in and blows on horn there's a bit more body, but once in a while the ersatz size of the band seems shallow.

All the effects to be had from Clinton's novel set-up, however, are undoubtedly yet to be realized. For now the ork deserves credit for achieving one thing... the retention of terp tempi while advancing the standards of contemporary ork music. Chirp Helen Lee, Southern collegian originally discovered by Orrin Tucker, handles the bulk of ballads. She's top-drawer as a band canary, phrases well, holds notes and has warm tone. A little more flash of the molars would relieve the deadpan appearance tho.

Adding up: With a batch of Decca platters to come, with his pocketbook prudence and with his new sound pitch, Clinton may come on strong with just the right break in "material."

Clinton's ork support for the ice show is excellent, altho producer Trudy McGee had better dampen her aspirations. Score music from *Duel in the Sun*, Stan Kenton's *Theme to the West*, etc., are fortunately fitted to 11 pieces. As it happened, Clinton had to hire another trumpeter to play the show. **Joe Carlton.**

ON THE STAND

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

Frankie Carle

(Reviewed at the Hotel Pennsylvania, New York, December 30. Personal manager, Warren Pearl. Booked by General Artists Corporation.)

TRUMPETS: Ralph Muzzillo, Casey Bork and Bob Jensen.
TROMBONES: Mitch Zarembo, Bill Wallace and Eddie Lucas.
REEDS: Toney Johnson, Gus Benvenuti, Percy Booth, Eddie Costanzo and Ray Hopfner.
RHYTHM: Lols Steel, piano; Gus Van Camp, bass; Sid Margolis, guitar; Evie Vale, drums.
ARRANGERS: Al Avola and Bob Jensen.
VOCALS: Nan Wright and Gregg Lawrence.
LEADER: Frankie Carle, piano.

New Year's edition of the Frankie Carle ork at the Cafe Rouge remains a sound, solid dance band. The crew's style has changed little since its formation some seven years ago, still clinging to the melody line and building most arrangements around the Carle piano.

This is one of the best sounding bands Carle has lead. The arrangements are fairly modern and clean, tempi danceable and the over-all result listenable. Ork mixes the sweet stuff with occasional rhythmic excursions like the *Carle Boogie*, but primarily it's a commercial group, giving out with current and coming ballads as well as the oldies. The mixed book runs the gauntlet from sweet, a touch of swing, rumba and waltz, to novelty.

Frankie's "golden touch" still keeps the dancers flocking around the bandstand to watch the execution of his simple, melodic 88-ing. His unique keyboard styling, heavily featured in the ork, continues to highlight his now famed piano-rhythm medley.

Vocally the ork spots Gregg Lawrence's piping, which from experience has grown stronger and is more relaxed. Nan Wright, who recently joined the Carle crew, is a bit stilted in her delivery, but good voice quality shows plenty of promise for the lass. In addition, she's pretty enough to dress up any bandstand.

The Carle ork still stacks up as one of the top dance bands in the biz—highly commercial, highly successful. **Tony Wilson.**

Sonny Dunham

(Reviewed at the Century Room, Hotel Commodore, New York, December 30. Personal manager, Shedd McWilliams. Booked by General Artists Corporation.)

TRUMPETS: Jerry Jensen, Billy Moore and Lee Dissette.
TROMBONES: Roy Olsen, Dick Gould and Earl Holt.
REEDS: Bob Cheney, Bill Usselson, Sam DeMartino, Hy Robbins and Irwin Ludin.
RHYTHM: Ralph Donerly, drums; Hank Linden, piano; Irwin Manaday, bass.
VOCALS: Pete Hanley.
ARRANGERS: David Rhodes and Hubey Wheeler.

TRUMPET, TROMBONE, VOCALS AND LEADER: Sonny Dunham.

For his first important New York location date in many moons, trumpet-and-tram-footin' Sonny Dunham has come up with what is unquestionably the most commercial—and probably the best—band he has ever fronted. Gone is the heaviness that clogged the ork when it was a Lunceford-styled unit and in its place Dunham is using utilitarian four-four tempi (hindered slightly by a stiff drummer) underneath some pleasant, competent but not world-shaking cleffing. The result is first-rate dance music which lends itself to almost any situation.

Dunham, whose musical versatility was recognized over a decade ago when he worked with the Casa Loma crew, still plays plenty of creditable notes on both his trumpet and trombone. And he has added to his fronting personality by occasionally contributing a vocal chorus on novelties of the *Civilization* type.

Band vocalist Pete Hanley shows off a virile set of bary pipes that

Russ Morgan

(Reviewed at the Biltmore Hotel, New York, December 30. Booked by Music Corporation of America.)

TRUMPETS: Nick Craig, Lee Jolly, Tommy Thunen.
TROMBONES: Wayne Werb, Al Jennings.
REEDS: Ellis Gusky, Joe Estren, George Kaitz, Wally Curtis.
RHYTHM: Al Sutton, piano; Bernie Miller, bass; Bill Ames, drums.
VIOLINS: Al Bandy, Bob Bein, Art Davis.
VOCALISTS: Pat Laird, Al Jennings.
LEADER (trombone and piano): Russ Morgan.
ARRANGERS: George Kaitz, Russ Morgan.

Suffice it to say that Russ Morgan has great admiration for Guy Lombardo's ork, and Lombardo returns the compliment for Morgan's crew. This is understandable, for Morgan points his crew right in the Lombardo school—accent on tempo, taste and tidiness, with heavily melodic ballads coming off as soft, cooing sounds accompanied by soft, clean breaks.

The modernists rightfully may dispute their share of the band gravy, box-office recognition still goes to the maestri of old who stress what Morgan stresses. The style may be sticky for some musicians, but it's great for hotel dancing and it still adds up as right for the customer.

Softness and Taste

Softness and taste mark the Morgan manner. There's the familiar wah-wah trombone fades via the maestro's hand movements over the mute; the brass plays down to delicate level; three strings sing harmony voicings in the background and absolute contempt is shown for jump music. In his favor, Morgan rates the inevitable bow for musicianship. He still has that great ear; his men play tidy music—to repeat a word—and the arranging touch remains sufficiently and consistently fresh.

Library selection in the main shows the same conscientious devotion to the whim of the patron. Rare is the cheap pop in the library and full are the lush old standards that the dancing crowd enjoys.

Vocals Not 100 Per Cent

About the only criticism would be directed at the vocal department. Al Jennings sings novelties in adequate fashion, but his choice of material here is poor. *I Can't Get Offa My Horse* and *He Went Thattaway* aren't worth the choral treatment they get. Morgan can find funnier and finer ditties, even in the zany class. Pert little warbler Pat Laird sings a winsome song that fits the ork style. Her presentation and voice are attractive.

Morgan has been away from an Eastern location too long for his own good, but this Biltmore stand may mark the end of that deficiency and may spur his sales on Decca records in his territory. Such, should it happen, means better days ahead for him. It is only fair to point out, however, that the maestro has been making more gold than most these many years, no matter how little he's been heard in Gotham. **Joe Carlton.**

proffer a good deal of promise for the ex-G.I. working on his first ork job. Save for the occasional Dunham chants, Hanley handles all the remaining singing chores. These are fashioned in the library of current pops and oldies, which are crammed into neat medley packages alternating four-tram harmony with a couple of vocal choruses sandwiched in between three instrumental bits. The rhythm tunes and jumpers are kept at a minimum both in quantity and volume.

With some new Tune-Disk records under its belt, the Dunham ork may find the additional promotion that could attract the band buyers provided they are looking for dance music—and who isn't these days? **Hal Webman.**

Jack Fina

(Reviewed at Ciro's, Hollywood, December 30. Booked thru Music Corporation of America.)

VIOLINS: Rickey Marino, Pepe Lauderos, Ben Rothstein and Frank Garramane.
TRUMPETS: Leroy Crouch, Eugene Foerstel and Al King.
SAXES: John Krichies, Bill Pfeil, Dean Bartlucce, Buddy Balbo and Lenny Layson.
RHYTHM: Jack Fina, piano; James Morris, bass, and Bob Morrison, drums.
VOCALIST: Charles Martin.
ARRANGERS: Bill Pfeil, Pepe Lauderos and Eugene Foerstel.
LEADER AND PIANO SOLO: Jack Fina.

With proper handling this ork could climb high on the band ladder. All the necessary ingredients are present: A very capable maestro, Jack Fina, whose Steinwaying can spark plug any aggregation; a group that produces a fine ensemble tone; a library that includes plenty of the old tunes along with a healthy representation of the current crop, plus arrangements which are patterned for listening pleasure and dancing ease.

Fina, whose keyboarding once sparked the Freddy Martin aggregation, unconsciously reveals admiration for his old boss in that the band's style often mirrors the Martin brand of music making. The FM formula is followed even to the point of a vocal quartet which is featured with the Fina group, closely resembling the Martin Men. However, ork has a measure of individuality all its own. Fina throws the full weight of the melody line almost solely to the strings, using the reeds and brass for tonal support. His shimmering Steinway tops the instrumental blends to add flash and color. Fina possesses a concert tone, and a flawless technique seldom found in dance band thumpers.

Among selections particularly favored by the customers were *Claire De Lune* (arrangement of the Debussy classic similar to the Freddy Martin version), Fina's own *Bumbleboogie*, *Rhapsody in Blue*, *Golden Earrings*, etc. Charles Martin passes the ear test but would do a better job in selling the ballad lyrics if he were to relax while at mike side. **Lee Zhitto.**

Across the Palm-Alo

NEW YORK, Jan. 3.—Capitol Songs, Leslie Music (Stan Kenton's pubbery) and tunesmith Joe Greene were sued for \$5,000 damages this week by songwriter William F. Peters. Peters charges that the recent hit tune *Across the Alley From the Alamo* incorporated the melody and chorus of his 1928 copyrighted tune *Al for All—All for Al*, written at that time with Sam Wanger. *Across the Alley* originally was pubbed by the Leslie firm but later was transferred to the parent Capitol firm in an accounting transaction involving 25G.

Page Fun!

NEW YORK, Jan. 3.—The Raleigh Room of the Warwick Hotel here has hit a jackpot of free talent since the Page Cavanaugh Trio opened just before Christmas. Singers have been piling into the room every night, asking Page if they can sing a set and give the customers the best business-getting gimmick of them all—something for free. Among the warblers who have taken over the mike are Mel Torme (four times), Johnny Desmond, Connie Haines, Eileen Barton, Jerry Sellers and Gordon MacRae.

Cavanaugh Trio is getting yocks, by the way, with a new arrangement pegged, *I Can't Give You Anything But Rose Murphy*.

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**Mathews Corp.
Asks Judgment
Against Signature**

NEW YORK, Jan. 3. — A suit against Signature diskery, which now is making an effort to keep its biz together via arrangement proceedings filed under Chapter XI of the Chandler Act, was disclosed this week when plaintiff Howard Mathews, Inc., moved for summary judgment in an action in the New York Supreme Court. The action seeks to recover \$5,486.33 for labor and services furnished in making record albums.

According to the complainant, the money has been due since November 3 for material supplied July 8. Aho a promise to pay was made, it is alleged, no part has been paid to date. A general denial, which the plaintiff asked to have stricken out, was made by the diskery.

Meanwhile, the wax execs are awaiting a formal meeting of creditors which will determine whether or not Signature's arrangement proceedings plan will be acceptable. It is reported that the creditors will meet Monday (5) in another of a series of huddles which have occurred since the initial announcement of the new Signature plan two weeks ago.

MUSIC PUBLISHERS' BATTING AVGS.

(BY PUBLISHING GROUPS)

JULY, 1947, THRU DECEMBER, 1947



In the adjoining columns the music publishers' batting averages are scored individually. Robbins, Feist and Miller, for example, are listed singly, altho all are controlled by one management. To give both sides of the picture, The Billboard has broken down the breakdown and presents below an additional batting average revealing which group, combine or business management had the highest point-scoring songs for the last six months of the year.

Publishing Group	Points (Per Tune and Total)	Tune
1. BREGMAN-VOCCO-CONN		
Supreme	156	NEAR YOU
	51	HOW SOON?
Bregman-Vocco-Conn	77	YOU DO
TOTAL	284	
2. ROBBINS-FEIST-MILLER		
Robbins	156	PEG O' MY HEART
	84	I WONDER, I WONDER, I WONDER
Miller	15	THE WHIFFENPOOF SONG
Feist	28	MAM'ELLE
TOTAL	283	
3. SHAPIRO-BERNSTEIN		
	49	WHEN YOU WERE SWEET SIXTEEN
	33	AN APPLE BLOSSOM WEDDING
	29	TOO FAT POLKA
	17	—AND MIMI
	3	MIDNIGHT MASQUERADE
TOTAL	131	
4. E. B. MARKS		
	124	I WONDER WHO'S KISSING HER NOW
TOTAL	124	
5. FAMOUS-PARAMOUNT		
Paramount	99	I WISH I DIDN'T LOVE YOU SO
	7	GOLDEN EARRINGS
Famous	15	TALLAHASSEE
TOTAL	121	
6. MILLS		
	112	THAT'S MY DESIRE
TOTAL	112	
7. CHAPPELL		
Chappell	77	FEUDIN' AND FIGHTIN'
Williamson	2	SO FAR
TOTAL	79	
8. SANTLY-JOY		
Oxford	61	CHI-BABA, CHI-BABA
TOTAL	61	
9. E. H. (BUDDY) MORRIS		
E. H. Morris	25	CIVILIZATION
	16	LINDA
Melrose	11	SERENADE OF THE BELLS
Burke-Van Heusen	2	IVY
TOTAL	54	
10. JEFFERSON-VALIANT		
Jefferson	45	BALLERINA
TOTAL	45	
11. CAPITOL SONGS		
	43	ACROSS THE ALLEY FROM THE ALAMO
TOTAL	43	
12. AMERICAN		
	40	SMOKE, SMOKE, SMOKE (THAT CIGARETTE)
TOTAL	40	
13. MARTIN		
	26	THE LADY FROM 29 PALMS
TOTAL	26	
14. WARNER'S MPHIC		
Witmark	22	ASK ANYONE WHO KNOWS
TOTAL	22	
15. PEER INTERNATIONAL		
	14	MY ADOBE HACIENDA
TOTAL	14	
16. BARTON		
	3	I HAVE BUT ONE HEART
TOTAL	3	
17. GEORGE SIMON		
	2	I'LL DANCE AT YOUR WEDDING
TOTAL	2	
17. LEEDS		
	2	HEARTACHES
TOTAL	2	
18. SAM FOX		
	1	ALMOST LIKE BEING IN LOVE
TOTAL	1	

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December 18, 1947

Dear Mr. Kenny:
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Sincerely yours,
Max Conert
Secretary-Treasurer

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Robbins Sets Swede Deal
NEW YORK, Jan. 3. — Jack Robbins this week closed negotiations with Leonard Reuterskiold, Swedish music pub, to handle copyrights for Robbins' American firms in Sweden. The deal was made for the J. J. Robbins & Sons, Hamilton Gordon and John Franklin catalog, all owned

and operated by the one-time chief of the Loews-Robbins empire. The Swedish pact is one in a series of negotiations which Robbins is conducting with foreign pubs in France, Italy, Spain, Argentina, etc. He is setting similar but separate foreign arrangements for the firm he co-owns with Hector Villa-Lobos, Brazilian composer.

MUSIC PUBLISHERS' BATTING AVGS.

(BY INDIVIDUAL FIRMS)

JULY, 1947, THRU DECEMBER, 1947



The following batting averages of music publishers (a regular semi-annual feature) are based on the numbers of points scored in the last half of 1947 in *The Billboard's* Honor Roll of Hits. Scoring was done as follows: Ten points for every week a song was No. 1 in the Honor Roll; nine per week for No. 2 song, and so on, down to one point for No. 10 song. These totals cover only the last six months of the year; a similar breakdown will be made next July.

Publishers	Points (Per Tune and Total)	Tune	Number of Weeks and Position in Honor Roll of Hits
1. ROBBINS	156	PEG O' MY HEART	Twelve Weeks #1, Two Weeks #2, One Week #4, One Week #5, One Week #8, One Week #9.
	84	I WONDER, I WONDER, I WONDER	Twelve Weeks #2, Four Weeks #3, Two Weeks #4, Two Weeks #7, Two Weeks #9, Two Weeks #10.
	TOTAL 240		
2. SUPREME	156	NEAR YOU	Thirteen Weeks #1, One Week #2, One Week #4, Two Weeks #6.
	51	HOW SOON?	One Week #2, Two Weeks #3, Three Weeks #4, One Week #7, One Week #10.
TOTAL 207			
3. SHAPIRO-BERNSTEIN	49	WHEN YOU WERE SWEET SIXTEEN	One Week #5, Two Weeks #6, Five Weeks #7, Two Weeks #8, Two Weeks #9, Three Weeks #10.
	33	AN APPLE BLOSSOM WEDDING	Four Weeks #6, Two Weeks #7, One Week #8, One Week #9.
	29	TOO FAT POLKA	One Week #3, One Week #4, One Week #5, Two Weeks #7.
	17	—AND MIMI	Five Weeks #8, One Week #9.
	3	MIDNIGHT MASQUERADE	One Week #9, One Week #10.
TOTAL 131			
4. E. B. MARKS	124	I WONDER WHO'S KISSING HER NOW	Three Weeks #2, Seven Weeks #3, Three Weeks #4, One Week #5, Two Weeks #6, One Week #8, One Week #10.
	TOTAL 124		
5. MILLS	112	THAT'S MY DESIRE	Five Weeks #2, Two Weeks #3, Five Weeks #4, Two Weeks #5, One Week #8, One Week #10.
	TOTAL 112		
6. PARAMOUNT	99	I WISH I DIDN'T LOVE YOU SO	Six Weeks #2, Three Weeks #3, Two Weeks #6, Two Weeks #8, One Week #9, Three Weeks #10.
	7	GOLDEN EARRINGS	One Week #8, One Week #9, Two Weeks #10.
TOTAL 106			
7. BREGMAN-YOCCO-CONN	77	YOU DO	Three Weeks #2, Three Weeks #3, One Week #4, Two Weeks #5, One Week #6, One Week #9.
	TOTAL 77		
8. OXFORD	61	CHI-BABA, CHI-BABA	Three Weeks #3, Three Weeks #4, Two Weeks #5, One Week #7.
	TOTAL 61		
9. JEFFERSON	45	BALLERINA	One Week #1, Two Weeks #4, Three Weeks #5, One Week #8.
	TOTAL 45		
10. CAPITOL SONGS	43	ACROSS THE ALLEY FROM THE ALAMO	Five Weeks #5, Two Weeks #6, One Week #8.
	TOTAL 43		
11. E. H. MORRIS	25	CIVILIZATION	Three Weeks #6, One Week #7.
	16	LINDA	One Week #5, Four Weeks #7.
TOTAL 41			
12. AMERICAN	40	SMOKE, SMOKE, SMOKE (THAT CIGARETTE)	Two Weeks #3, Two Weeks #4, One Week #5, One Week #8, One Week #10.
	TOTAL 40		
13. FEIST	28	MAM'SELLE	One Week #3, Three Weeks #6, One Week #8, Two Weeks #10.
	TOTAL 28		
14. MARTIN	26	THE LADY FROM 29 PALMS	Three Weeks #7, One Week #8, Five Weeks #9, One Week #10.
	TOTAL 26		
15. WITMARK	22	ASK ANYONE WHO KNOWS	Four Weeks #7, Three Weeks #9.
	TOTAL 22		
16. MILLER	15	THE WHIFFENPOOF SONG	One Week #6, Two Weeks #8, Two Weeks #9.
	TOTAL 15		
16. FAMOUS	15	TALLHASSEE	One Week #6, Two Weeks #8, One Week #9, Two Weeks #10.
	TOTAL 15		
17. PEER	14	MY ADOBE HACIENDA	One Week #6, Three Weeks #8.
	TOTAL 14		

18. MELROSE	11	SERENADE OF THE BELLS	Two Weeks #7, One Week #9, One Week #10.
	TOTAL 11		
19. BARTON	3	I HAVE BUT ONE HEART	Three Weeks #10.
	TOTAL 3		
20. WILLIAMSON	2	SO FAR	One Week #9.
	TOTAL 2		
20. GEORGE SIMON	2	I'LL DANCE AT YOUR WEDDING	Two Weeks #10.
	TOTAL 2		
20. LEEDS	2	HEARTACHES	One Week #9.
	TOTAL 2		
20. BURKE-VAN HEUSEN	2	IVY	One Week #9.
	TOTAL 2		
21. SAM FOX	1	ALMOST LIKE BEING IN LOVE	One Week #10.
	TOTAL 1		

Rowley Leaves MCA To Head Frisco Mus-Art

CHICAGO, Jan. 3. — Art Rowley, for the past three years head of the Music Corporation of America's (MCA) San Francisco office, this week resigned to assume a similar position with the Mus-Art Agency. Rowley will open a San Francisco office for Mus-Art next week, marking the fifth new branch for the agency. Others now operating are in New York, Hollywood, Kansas City and here. A sixth may open shortly in Dallas.

Rowley, during his MCA period, was at one time skedded to take over the agency's Canadian office, which never opened, after Mae Johnson's break-away from MCA and the establishment of her own Canadian office which tied up most of the lucrative bookings in the country. When the Canadian deal fell thru, Rowley was placed in the agency's New York office, whence he was again sent out to head the agency's San Francisco office. Traders rate Rowley as a top-notch local booker in his territory. MCA will replace Rowley with Bill Loeb, from the agency's Hollywood office.

Other booker activity this week had former orkster-turned-agent Gray Gordon moving into the Chi offices of the Associated Booking Corporation after having spent a brief period with Mus-Art in Gotham.

The agency also added Jimmy Joy's Midwest territory ork this week after the orkster had obtained his release from MCA.

'Pepper Pot Polka' No. 1 Wants No. 2 To Get Off Disk

NEW YORK, Jan. 3.—Country Music pubbery of Chicago last week retained attorney Benjamin Starr here to level a claim against the Vox diskery, seeking withdrawal of a waxing tabbed *Pepper Pot Polka*, which is the identical title of one of the pubbery's current exploited tunes. Starr notified Bill Simon, of Vox, by letter of the pubbery's demand that the Vox waxing be withdrawn and that the diskery account to the pubbery for the damage sustained by the sale of the platter.

Pubbery claims that its *Polka* was initially recorded in 1942 and has been pubbed and waxed since. The tune is on back of the Lawrence Duchow hit *Swiss Boy* waxing. Vox claims that its *Polka*, entirely different in composition but bearing the same title, was originally waxed in France several years ago by Manuel Puig's ork and that the song was written by John Yaklevich and Russ Hull.

Piano Quartet Plans 33-Date Concert Junket

NEW YORK, Jan. 3. — The First Piano Quartet, Victor recording group, will launch a 33-date coast-to-coast one-night concert tour this month, following up their recent short but highly successful junket thru the East and Midwest. The group appears to be one of the newest hot properties in the longhair concert field, having racked up such attendance figures as 14,000 in St. Paul, 8,000 in Cleveland and 6,800 at Purdue University.

The group's sellout houses, coming at a time when the classical concert trade is reported to be in almost as poor a state as pop band biz, are mainly attributed to the foursome's twice-weekly coast-to-coast National Broadcasting Company air shots.

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Music—As Written

New York:

The icy sleet that glazed Eastern roads and added to the misfortunes of last week's record snowfall marooned many a musicdom figure who lived in the suburbs. Friday (2) those unable to reach Gotham from Connecticut, Westchester, Long Island, etc., included attorney Julian Abeles, ASCAP's Dick Murray, GAC's Art Weems, WM's Phil Brown and a host of others. The only gloaters were the lucky publishers and diskers who hopped to Florida and Hollywood for a breather-vacation after the hectic beat-the-ban sprint.

Personal manager Marty Goodman has his future mapped out like a Fitzpatrick catalog. Flies to Montreal (6) for Germaine Sablon's opening; thence to Miami where Joan Edwards holds down at the Colonial and Bernice Parks is featured at the Copacabana; doubles back to New Orleans (12) for Jean Sablon's opening and finally planes to Mexico City to set bookings at Ciro's. . . . Ina Ray Hutton due in New York over the week-end.

Jack Mason back in New York to stay and work on stocks for music publishers. . . . A recent error in *The Billboard* had Eddy Howard cutting some sides for Victor. Howard is still with Majestic. The artist referred to was Eddie Heywood. . . . MGM company excited over orders for Art Mooney's *I'm Looking Over a Four Leaf Clover*. Boston outlet, Northeastern Distributors, asked for 20,000 copies after WHDH, Boston, plugged the platter, and other distributors are flooding the home office.

Gene Autry has started first p.a. tour in eight years and will cover 17 cities in 10 Southern states. . . . Helen Forrest into Paramount Theater here for three weeks January 21. . . . King Guion cut eight sides for Majestic before the ban. . . . Dean Hudson drew 1,500 at the Christmas night dance at Hotel Asheville, Asheville, N. C., despite an all-day snow. . . . Keynote to release first diskings of Shostakovich's *Third Quartet* this week.

Leeds Music feted Dorothy Stewart, one of the writers on *Now Is the Hour*, day before New Year's in Gotham. . . . MGM's Charlie Roberts soon to be a poppa. . . . Mike Sukin to the Coast as Dreyer Music's West Coast representative, taking over Ted Grouya's duties. . . . Newest showbiz personality to sponsor a pugilist is Count Basie who interrupts one-night tour to catch Al Hoosman's bout in Chi, January 9. . . . Robbins pubbing *Catana* ditty from 20th Century-Fox pic *Captain From Castile*.

Chicago:

Joe Sudy set to follow Tony DiPardo's band into the Bismarck Hotel early in February. . . . Bela Babai, outstanding gypsy violinist, has been inked by Tower Records, who will release his famed *Canary Concerto* within the next six weeks. Deal for Babai to go with Tower was set by the fiddler's personal rep, Natt Hale, head of MGM record distribution here. . . . Doodles Weaver, comic and singer with Spike Jones, has been pacted by Universal platters.

Muggsy Spanier's combo, currently in its ninth week at the Blue Note, downtown jazz spot, has been pacted to an indefinite stay, with Mel Henke sharing billing currently. . . . Teddy Phillips has a new boy singer, Lanny Adams, formerly with Ray Anthony. . . . Jack Owens, the *How Soon* tunespinner-crooner, leaves for a month's vacation January 28, heading for the Hawaiian Islands, where he intends to rest except for several appearances before servicemen.

Cincinnati:

Andre Kostelanetz set for January 7 and February 4 appearances as conductor of the Cincinnati Symphony Orchestra. . . . Duke Ellington ork into Taft Theater for a one-nighter January 9. . . . Teddy Raymore Trio at Danny's Musical Bar for an indefinite stay. . . . Bob Garry, electric guitar, and Bob Taylor, 88er, have concluded a three-month stand at Tiny Cove, Cheviot, O. . . . Dick Averre ork opened its third winter at Hotel Gibson, Cincinnati, December 19.

Robert Morris, pianist, renewed at King's Restaurant and Cocktail Bar. Bryce (Pop) Wilson into Milcroft Inn. . . . Carl Cunningham combo set indefinitely at Rainbow Club. . . . Jimmie James ork into Music Hall's Topper Club for January 9-10 stands. . . . The Jordanares new at Listermann's. . . . Charlie Colbert and His Purple Shadows at the Yacht Club. . . . Eddie Roe ork new at Kitty Kat Club, Millville, O. . . . Howard Early Trio renewed at Gypsy Inn. . . . Step Weigand Trio into La Normandie Restaurant for indefinite stay. . . . Bob Quigley Duo, with Roy Lanham on guitar, at Jack's Tavern Musical Mirror Bar.

Hollywood:

Bill Millner, young ork leader who boasts of one trumpet in his 12-man crew and features a legitimate woodwind section, plays his first location date since band was formed at Slapsy Maxie's opening January 5. . . . Modern Records head, Saul Bihari, to New York to open new distribution offices. . . . Lou Levy planning another trek to England shortly.

Louis Armstrong does his stuff at the Paris Jazz Festival opening February 25. . . . Beryl Davis will get more air plugs in guesting on Mark Warnow's *Sound Off*. . . . Benny Goodman recorded a special series of transcriptions to be used in promoting Samuel Goldwyn's *A Song Is Born*, the Danny Kaye pic comedy.

Philadelphia:

Joe Grady and Ed Hurst, WPEN disk jockey team, will be given a gold record by Mercury of the one-millionth copy of Frankie Laine's waxing of *That's My Desire*, January 10, for having done so much to plug the platter in these parts. . . . Arqueso's rumba band makes its local bow at the Chateau Crillon Rumba Room. Pat Dennis gets the band call at the New Look nitery. . . . Bob Morton, local bary sax sideman, joins with Gene Krupa to replace Larry Patton, who was ordered by a doctor to quit one-nighters.

Detroit:

Morton Sultan has revived the Sultan Record label, dormant for several months, with a whole stable of recordings in the foreign language and hill-billy fields. . . . Richard Pascoe, Irish lyric writer, recorded a series of eight Irish numbers, including some of his own compositions, for Arcadia Records.

Ernie Anderson Plans Philly Jazz Concert Dates

PHILADELPHIA, Jan. 3.—Ernie Anderson, jive impresario at New York's Carnegie and Town halls, is invading the local jazz concert field on a permanent basis. Following his November success at the Academy of Music with the Louis Armstrong-Jack Teagarden combination, Anderson has lined up three local concert promotions within the next six weeks.

Marking the first time, locally at least, that the concert spotlight is on the singer, Anderson is presenting Frankie Laine, Mercury Records troubadour, at a \$3.25 top, next Friday (9) at Town Hall. Carl Fisher at the piano gets billing with an extra inducement in Sam Donahue's band, who stays over in town to take in the prom at Villanova College the following night. At the same \$3.25 top, Anderson has also scheduled a Saturday matinee at Town Hall January 17, with sax-tooting Illinois Jacquet sharing the spotlight with songbird Ella Fitzgerald.

Stan Kenton Concert

For a third date, Anderson has taken over the Academy of Music, with the same \$1.30 to \$3.25 price scale on February 13 to present Stan Kenton's band. The concert date will have more than usual interest, because Kenton band comes in later this month for a week's stand at Frank Palumbo's Click nitery.

NEW YORK, Jan. 3.—Promoter Ernie Anderson, whose Town and Carnegie halls' series with disk jockey Freddie Robbins have been box office bonanzas, has been wandering further into the promotional field, having taken on long one-night concert promotion tours on Dizzy Gillespie's and Illinois Jacquet's orks and chirp Ella Fitzgerald. The tours are pegged for Eastern and Southern territories. Anderson's bookings, procured thru the Gale Agency, will make tours for two packages over some 17 dates.

Our Man Godfrey

NEW YORK, Jan. 3.—The funny thing about Arthur Godfrey's *Too Fat Polka* success on Columbia Records, tradesters recall, is that originally the major waxeries were playing "I don't want him, you can have him" with the Columbia Broadcasting System (CBS) talent scout.

Even as Decca this week climbed into the act by releasing its own Arthur Godfrey pairing of *I'd Give a Million Tomorrows*, backed by *Lay My Head Beneath a Rose*, music men were pointing back some months and telling an ironic tale.

At that time Godfrey was negotiating with RCA Victor for a wax pact and some extra exploitation. The deal was so close that listeners to his air broadcast heard him say he was going with Victor. Promptly CBS moved in and kiboshed the deal and tried to play Godfrey with its own Columbia Records subsid. The record branch squawked but CBS rammed the choice down a few throats.

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Ops Refuse To Pay Akron 3% Minimum Service Tax Levies

AKRON, Jan. 3.—A number of Akron night club operators are refusing to pay the 3 per cent city tax on minimum service charges, Law Director Roy E. Browne has revealed.

At least one owner of a club is ready to challenge the validity of the city tax in the courts. Another has removed a \$2 Saturday night minimum charge to get away from the city tax.

The principal objection by the night club managers is that the city levy is a "tax on a tax." They contend that the city is collecting tax on a charge which includes a 3 per cent State sales tax charge.

The new city ordinance was passed last October by the council and replaced the State amusement tax that expired at that time. Finance Director John D. Currie has estimated that the ordinance will produce approximately \$75,000 a year.

Unfair to Customers

In contending that the tax is a "tax on a tax," one night club owner said: "We charge a \$2 minimum on Saturday nights. Usually, a customer receives \$2 worth of food or drinks for this charge. We must charge State sales tax on this. Therefore, it is unfair to the customer if he must pay another tax on this bill."

Browne said he will give the night club owners "enough time to make up their minds to pay the city. We're ready to take the case to court any time an owner decides to challenge the ordinance."

Since the law went into effect last October, a total of \$12,435 has been collected from the tax. Two inspectors have checked admissions at theaters, night clubs, sports events, dances and public performances.

Restaurant and Niteriy Biz For October Tops a Billion

WASHINGTON, Jan. 3.—The American public spent over a billion dollars in niteries and restaurants during October, marking the fifth consecutive month the billion-dollar mark has been passed, the Commerce Department disclosed this week.

The total October eatery-niteriy tab was \$1,082,000,000, an increase of \$34,000,000 over September business and \$10,000,000 more than October, 1946. Business done by eating and drinking places for the first 10 months of 1947 is estimated at approximately \$9,985,000,000.

Current business, according to Commerce Department estimates, is running about four times the average for the years 1935-1939—designated by the department as the last five "normal" years.

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IN SHORT

New York:

Maxie Rosenbloom working as a single at Charley Foy's, altho team of Baer and Rosenbloom is still in biz. . . . Orkster Frankie Masters reported going into radio as a single, after, breaking up his ork.

Jennie Grossinger's dickering with Abe Ellis for the 57th Street Reubens'. Ellis has the mortgage on the shuttered restaurant. . . . With show-biz being what it is, more and more local percenters are talking about going to the Coast to make a buck.

A chain theater booker being blamed by some agents as being responsible for lack of band shows in his houses is actually fighting hard to keep his houses open and is doing more to give acts work than he's given credit for. . . . Jerry Rosen has opened a Buenos Aires office.

Wally Boas writes from the Palladium, London, that the one-egg-a-week problem is hitting him in the waistline. . . . Vivian Marshall, chirp at the Kona Club, San Francisco, cut a record for Tag called *What I Did Between Covers I Can't Do on the Screen*.

Agents Jack Finck and Hal Edwards have merged their offices and will book about 20 Lakewood, N. J., spots this winter. . . . Phil Irving will sing his Yiddish songs at Times Hall accompanied by Ruth Post, January 7.

New television set with the huge screen at Leon and Eddie's cost \$1,900, not as previously typo-erred at \$1,100. . . . Johnny Lastfogel, for the past eight years with the William Morris office, 10-percenting on his own.

Harvey Stone will have a nose job after he winds up at the Latin Quarter. . . . Herbert Jacoby, now in Miami Beach, may wind up getting Kay Thompson for his new room. . . . William Morris bonus day came and went with most of the lads getting about the same dough they received last year. . . . Hugo Morris (William Sr.'s brother) spent New Year's in Roosevelt Hospital—broken leg.

Jimmy Durante's sudden illness (kidney trouble) has the Copa running in circles. He was due to open there in February. . . . Music Corporation of America's biz took about an 18 per cent drop in 1947. Radio department was hardest hit with cafe biz the least. . . . Mike Todd was offered the Rainbow Room. Turned it down. "I don't like the saloon business," he said.

Kitty Kallen and Buddy Granoff will say their "I do's" in Chicago. . . . Buddy Lester hurriedly booked into Miami Beach Beachcomber to offset the competition given it by the Copa. . . . Maxie Rosenbloom and Maxie Baer have finally parted. Rosenbloom will use a girl, Bobby Martin, in his new act.

Chicago:

First bill at the State-Lake Theater here will be the Mills Brothers opening January 8. . . . Jimmy Ray, the tumbler, broke his knee at the Brown Hotel, Louisville, during the opening night show. . . . Elynore Ott joined Phil Albright in the club date department, while Julie Dale, ex-GAC and FB cocktail skedder, heads National Attractions lounge booking, with Thelma Sills, ex-Gervis and independent office, and Bob Hall, ex-fronter, assisting.

Stratford, South Side nabe theater here, may add another day to its two-day week-end vaude schedule. . . . Ralph Foote, ex ork leader, is handling booking for the Bismarck Hotel since Ed Beck's death.

Pittsburgh:

George Claire, newest agent here, landed five new accounts during the past two weeks. He is now booking the Hollywood Show Bar, Club LuMarba, Club 413, Vogue Terrace and Lepous Club. LuMarba has changed over to a black and tan spot, while the 413 is now a nut house.

Col. Harry Fox, who bought Mercur's Music Bar from Len Litman recently, has turned the booking chores over to Morry Fremont, who is using musical entertainment only. This policy was adopted after the city imposed the new amusement tax. . . . Biz is still way off but ops are figuring present biz as the best they can figure on for the next year or so.

San Francisco:

The 365 Club is testing a two-band policy, using Picante's rumba outfit and the Derle Knox ork. . . . Hal Morris has bought the Dorothy Gray Theatrical Agency.

Montreal:

Sam Cleaver, owner of Esquire, bought into Chez Maurice Danceland after almost being squeezed out by the landlord from his Esquire premises. . . . Chez Maurice plans to revert to the big-time nitery it was before the war. . . . Normandie Roof to close in January for extensive decorating of the room.

Here and There:

Irene Vermillion and Kermit Dart, returned to Hotel Last Frontier, Las Vegas, Nev., New Year's Eve for Hal Braudis and Kathryn Duffy. While on the road, their Hotel Vermillion in Hollywood is operated by relatives. . . . Pedro and Durand are set at the Cabana Club, Providence, until January 14. . . . Berke and Lee, after closing their unit in Midwestern theaters, hopped to the West Coast for a visit with the latter's mother before beginning a trek over the Bert Levey time. . . . Barry Breden's *Drunkard* Company is in its seventh week at the Riviera, Newport, Ky. . . . Jerry Wayne, Three Extremes and Victor Charles head up new show at Lookout House, Covington, Ky.

Dec. 31 Snafu By Rummoguls Socks Niteries

(Continued from page 3)

were heard every hour. So the hotel, which had about 2,100 covers booked for its Normandie Roof and Corinthian Room, was practically sold out.

The El Morocco filled up a little later on, as did spots like the Salmover, Esquire and Quartier Latin. Places that didn't require advance reservations did okay, but generally speaking it was one of the quietest New Year's eves ever in Montreal.

This blow to the niteries, coming after most of the spots were forced to close on Christmas Eve under a similar "Sunday" ruling, may be something of a good thing since it blew the top off the politically snarled liquor situation in Quebec where operators of niteries, cocktail lounges, taverns, bars or restaurants have been forced to "contribute" as much as \$20,000 to the party fund for the privilege of getting a liquor license. There is no question that Montreal niteries will continue to operate. This is too good a tourist town for the government to close them; neither is there any desire to close them, because the 30 per cent tax bite (provincial and federal) on nitery tabs (for places with entertainment only) is too good a thing for the government to give up. What actually may happen is that the nitery ops, who have for years not dared to buck the government for fear of losing their licenses, will get together now that the whole business (which was never actually a secret) has come into the open and demand a fair play such as any other legitimate business gets.

Several Versions

What happened at New Year's and Christmas is explained in various theories, none confirmed. One story said that the curfew was aimed directly at the Sacred Heart League, which has been trying to put the crimp in the government's "leniency" with night spots. In other words, the government figured like this: "Okay, we'll curfew the joints, everybody will be hot about it, and when they protest, they'll blame the Sacred Heart League, which is okay with us because that will take the wind out of the league's sails."

Another report said that a certain liquor commission biggie misinterpreted an order and thru his mistake told all the spots to stop selling liquor at 12. The Sunday law says that liquor selling must stop at 12. Ordinary days have a 2 a.m. curfew, but these laws are seldom observed.

The latest report—and this comes from fairly reliable sources—is that the provincial government now finds itself in the embarrassing position where it must fire some of the biggies who have to take the rap for the snafued New Year's and Christmas incidents. This is expected within the next few weeks, with a possible shake-up in the entire liquor set-up in Quebec.

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4A'S MAKE FIRST BATTLE MOVE

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Shelvey's Order Voided

NEW YORK, Jan. 3.—The first, in what will probably be a series of steps, was taken last week by the Associated Actors and Artistes of America (Four A's) in its battle to make the discharge of Matt Shelvey, former national administrator of the American Guild of Variety Artists (AGVA), stick.

The Four A's five-man committee, headed by Hy Faine, has decided to move in on Shelvey in Philadelphia, open a Four A's authorized office and retain William Schnader, ex-attorney general of that State and its former gubernatorial candidate, to represent it in all Pennsylvania court actions. Schnader will replace Arthur W. A. Cowan, Shelvey-hired AGVA lawyer. Cowan was originally hired to handle the Dick Jones case in Philadelphia and was subsequently made national counsel by Shelvey after the Four A's removed him.

While no definite plans are known, it is believed the Four A's will start court proceedings to stop Shelvey from running an AGVA office, account for all the money he and his associates have collected and stop him from representing himself as AGVA head.

Fund Collections

Now all monies collected by Shelvey and his associates are deposited in either regional banks (areas where they're collected) or in a Philadelphia bank. All, however, are subject to withdrawal by Shelvey.

Last week Shelvey's special counsel, Morris L. Ernst, obtained a court order which would have hurt the Four A's if it had gone into effect. However, the order didn't become operative until served. Samuel I. Rosenman, acting for the Four A's, agreed to read the order but refused to accept it in the legal sense. Inasmuch as it expired Monday (29), it became void. Ernst, Rosenman and Paul Dulzell, Equity head and president of the Four A's, have huddled a number of times in the past week but nothing has developed from these conversations.

Des Moines Club Revives Floorshow

DES MOINES, Jan. 3.—Floorshows are making a comeback here after a lull of several years, with the New Chesterfield Club, situated in the Loop, using a three-act show. It is the second Loop spot to use acts, Toney's Venetian Room having used shows for some time.

Before the war two of the outlying night clubs, the Mainliner and Club 100, used floorshows. When both folded, the city was without any shows.

The Chesterfield started its floorshow December 29 with Jackie Jay, Dick Wong and Sharron Lynn, and Irving Grossman booked.

Shrewd, Eh?

NEW YORK, Jan. 3.—Stem nitery owners and talent buyers are pretty shrewd. They'll tell you that at the drop of an option. But at least one New York percentor is doing a burn because "these guys wouldn't know talent if they fell over it."

It all goes back to Kay Thompson and the Williams Brothers, regarded today as one of the hottest properties around and practically a mortgage lifter at the box office. The act opened at Ciro's and reports started to drift East, but nobody believed them. Meanwhile, Val Irving, a local agent, was asked by Mark Hanna to get them a New York date. ". . . never mind the money—just get us a date," were his instructions. Irving knocked himself out. He called on every Stem cafe op. One replied, "That dame! Are you crazy?" Another said he'd never heard of them. Still another offered to throw Irving out if he brought him any more "kokomania" acts. Result was no offer, even the act could have been bought for around \$1,000.

Today Kay Thompson and the Williams boys get between \$5,000 and \$6,500 and have plenty of offers, more than they can fill. The same "talent" buyers who couldn't see the act a couple of months ago are now bidding like mad trying to get it for their clubs.

Cincy Group Preps Dine-Dancery Plans

CINCINNATI, Jan. 3.—Plans for construction of the Marlborough Club, a restaurant-ballroom-bar at the edge of suburban Mount Auburn, overlooking the basin district of the city 250 feet below, were revealed Saturday, December 27.

Under announced plans the club would be of concrete construction with an open-air terrace for dining and dancing, a ballroom with capacity of 1,000 couples, a restaurant for 500 diners and a swank bar.

At a recent hearing before the Ohio Securities Division on activities of the promoters, Attorney George W. Platt, who was listed as vice-president, declared that Herman B. Cohle, local broker, had accepted the presidency. Some property already has been purchased and a leasehold taken on other property, according to the division. Platt said Saturday that work on the club would not start until all stock was subscribed.

Incorporated August 27, 1947, incorporators are listed as Malcolm J. Steible, M. P. Harris and W. H. Steible.

New Philly Intimate Spot

PHILADELPHIA, Jan. 3.—A new intimate nitery was added to the midtown scene as the year faded out, with the unveiling of the New Look. The intimate spot returned Paul Hildebrand to after-dark operations. He formerly operated the 69th Street Rathskeller and in earlier years managed the Evergreen Casino. The opening show includes Josephine Boyer, Olive White, line of girls and Pat Dennis's rumba band.

Stem Gets Out From Under Snow in Time

New Year's Eve Not So Bad

(Continued from page 3)

shows took in about \$1,500 more for the '48 new year than it did last year. The Latin Quarter was about \$1,200 ahead, tho it admitted that its hike in ringside tables partly accounted for it. Last year its New Year's Eve attendance was 598; this year the total was 608.

Harem Sells Out

The Harem had about 20 empty tables at 9 p.m. Between 9:30 and 10 they were all sold, and from then on it was all standing room. Nat Harris, Harem op, said: "We were packed but nobody was spending." The same thing was true all over the Stem. Customers came in, paid the original bite, then stuck within the limit. Only rarely did they dig down for more than the original tariff called for.

The Carnival, with two shows (the first went for a \$3.50 minimum), had about 300 for the first show and between 500 and 600 for the second, when New Year's Eve prices went into effect. Business was good, but as in the other spots, not terrific.

Leon and Eddie's, which closed down four days before New Year's Eve because trucks couldn't deliver fuel and provisions, actually was better off than some of its competitors. With the week before New Year's and the week after being historically bad ones, Eddie Davis, by shuttering a week ahead, saved himself a lot of dough. His holiday night biz was good and comparable to last year's.

Riviera Hardest Hit

Hardest hit was Bill Miller's Riviera at Fort Lee, N. J., reachable only by car. At first the storm knocked him out of action and the day before New Year's Eve a New York police order keeping all but essential motor traffic off the streets capped the whole thing. It is figured that the police order alone cost the Riviera about \$16,000. The club finally put its show on at 3 a.m. to about 300 people, mostly from the immediate neighborhood.

The argument about New Year's Eve biz is again in the fore. Experienced ops flatly say that it would be more profitable to close the week ahead of and the week following New Year's Eve—that even if New York's Eve biz is terrific, it can't make up for the losses immediately prior to and after the hot night.

Vaude-pic biz, with most houses upping their prices around 7 p.m., held up fairly well, with grosses about the same as last year. Radio City Music Hall took in over \$30,000. The Paramount collected 21G. The Roxy's count at the end of the day was \$20,000. The Capitol tally was \$14,500 and the Strand's take was 10G. The only exception was Loew's State, which didn't have flesh this year. Trade sources say that biz here was so bad that at no time were there more than 1,500 people in the house.

Carroll Grosses Top 1½ Million Av. for 11 Yrs.

HOLLYWOOD, Jan. 3.—Now in its 11th year, Earl Carroll's Theater-Restaurant has grossed an average of \$1,600,000 yearly, altho in the boom year of 1945, grosses zoomed to over \$2,000,000. Highest weekly gross (during 1945) was \$57,000 against an operating nut of \$25,000 a week.

In addition to revenues from nitery, Carroll will gross more than \$100,000 this year from rentals to radio networks (*Queen for a Day* and *Heart's Desire* origination point on Mutual). This figure is topped by an additional \$1,000 weekly take from air-show audiences who remain to lunch at Carroll's. Concessions, such as programs, favors, bring in an additional \$3,000 weekly.

Carroll originally purchased the Sunset Boulevard property in 1939 for \$75,000 but current value is appraised at \$325,000. Building costs totaled \$400,000, with value up well over \$1,000,000 at today's market prices. The Carroll parking lot adjoining the theater was originally purchased for \$83,000 and is currently worth \$700,000.

Carroll in 11th Year; 1948 Vanities Click

HOLLYWOOD, Jan. 3.—Earl Carroll entered his 11th year of operating his lavish Hollywood Theater-Restaurant with the formal launching of the 1948 version of his *Vanities* Tuesday (30). Before a packed house, the veteran showman cut the birthday cake, commenting on the fact that his filmland showplace remains the only spot outside of Broadway where nitery customers can see a lavish, spectacular musical show on a grand scale. Truth is borne out by the beautiful costuming, intricate production numbers, and inevitable raft of beautiful showgirls which trademark the Carroll revue with the pomp and splendor of his old-time Broadway hits.

The new show is almost a complete holdover from last year's edition. Here and there a number has been altered, new costumes added and the stage redressed. But for the most part routines and talent are intact from the past season. Principals Beryl Wallace, Bobby Morris and Billy Rayes continue to hold forth with the same routines, by now well integrated, and performed with ease and adeptness. Most noticeably improved is the comic work of Bobby Morris whose timing and delivery are of the best. Rayes is a competent comedy juggler and amiable straight man while Miss Wallace remains the queen bee of the entire revue.

Of the supporting acts held over, the Costello Twins are still tops with their amazing precision terps routines and acro ballet work. Jean Richey, bicyclist-roller skater par excellence, and singers Rickey Jordan and Jimmy Dolan handle solo musical chores, assisted ably by Carolliers. As for the Carroll gals, this year's crop is the best for looks and talent seen in several seasons.

While Hollywood's sophisticated nitery patrons may find the Carroll offering a bit heavy with corn, show is still a must for tourists.

Alan Fischler.

Plenty Strings Attached To Billy Rose's New Idea

Capacity, 700. Price policy, \$3-\$4 minimum. Shows at 8:30 and 12:30. Owner-operator, Billy Rose. Booking policy, non-exclusive; publicity, Charles Washburn. Estimated budget, \$7,500.

(Monday, December 29)

If Billy Rose wanted to set the trade back on its heels, he couldn't have done better than by putting on his *Violins Over Broadway*. The Lindy mob talked fast and furiously about whether or not this would be a turkey. Those who disagreed almost got their ears pinned back with finger-stabbing arguments about how much Rose has built his rep on hokum and how this adventure into the Arts (tho they didn't call it that) would give him his come-uppance (and they didn't call it that either).

The wild verbal tussles can be explained because the lads who boast they know showbiz never saw anything like Rose's new show. So anything they can't understand is promptly labeled "lousy" or, more charitably, gets a sad shake of the head.

Dario's Imported Idea

A couple of months ago Dario, who runs La Martinique, came back from Paris all wound up with a new idea he got from a Parisian cafe, and put

in Nicola Matthey and 14 gypsy fiddles, plus a couple of acts. Violinists huddled on the floor in circus jackets, but the customers apparently didn't go for them. Reasons were many, the chief one being that the decorations and the room were all wrong.

Then along came Rose, spent a lot of dough in changing his room over from the old rococo decor, painting the whole place black (even the new raised circular floor) with gold and silver touches. He added a king-sized crystal chandelier, put electrically controlled candelabra on the tables and had all the lights, including those on the table, rheostat-controlled, and then put on a show.

The show has 19 fiddles (in red tails), two violas, two harps (fems) and two cellos. Headed by sideburned Harold Sandler, the group does the lighter pieces of Brahms, Dnicu, Massenet, Schumann and Tschaiowsky, made still lighter by the additions of Strauss waltzes. There's no denying that it was effective. In fact, the spirited Enesco's *Roumanian Rhapsody* was thrilling enough almost to stop the show, which is something from a crowd that thinks Enesco is the understander in an adagio act.

Twenty Gals

With the fiddles, there are 20 girls divided between show girls, choral group and a ballet. When the show girls or the ballet come on, the violins scatter thruout the house, playing all the time. The strings get added heft from a brass section seated stage right.

Another departure from the Rose formula is the costuming of the girls. The choral group wears somber, almost puritan gray dresses; the line wears long flowing gowns of pastel shades. Incidentally, the show girls come downstage from a shuttered door backdrop onto a turntable. Whole thing sounds slow, but it's slow only in the sense that it's dreamy, light and almost ethereal. With the fiddles wailing away, the effect is lovely rather than exciting. The ballet arranged by Esther Junger wasn't particularly startling, but was adequate. Incidentally, a ballet in a night club is a novel idea.

The only familiar act was Mata and Hari. Their standard *Carnegie Hall* routine was better than ever. With a big fiddle section their panto registered tops. The couple's East Indian number, later in the show, got laughs, which, incidentally, were the only laughs in the show.

Manolo Alvarez Mera, a short, pudgy Latin lad, did a couple of songs, showing a big tenor voice plus a mouthful of enviable dental equipment.

Jack Gansert, boy ballet dancer, did the customary leaps and got a hand for looks and a flowing Turkish costume if for nothing else.

Billy Banks

Billy Banks, now a Rose fixture, fronts a band and chants in Jolsonesque fashion. Banks obviously has plenty of stamina. He sang and sang and sang. If he keeps it for all shows the way he did opening night, he'll have to get himself a new throat.

Staging by John Murray Anderson was appropriate. Biggest was the backdrop consisting of a series of doors which opened to show stars or clouds.

Whether or not the Rose metamorphosis will make money is one of those debatable things the lads who make like they're in the know are willing to argue until the lights go out. The locals will probably give the show a gander if for nothing else

Harem, New York

(Sunday, December 28)

Capacity, 675. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Nat Harris; exclusive booker, Arthur Fisher; publicity, Carl Erbe. Estimated budget this show, \$10,000. Estimated budget last show, \$12,500.

If the Martha Raye mob that came out on a bad night to see her on the floor, while her husband Nick Condos made like a greeter out front keeps it up, the show will do business.

There was no doubt that the rubber-mouthed comedienne was terrific opening night. She gave with everything, including some blue stuff she doesn't need. Her material is too well known to describe again. In her first spot she killed them with her vocal double takes and innocent stares after she threw blue lines. In the second spot, where she works with Ben Yost's lads, she was equally effective, tho her semi-unbuttoned uniform and her bits of biz were hardly for the blue-nose trade. The crowd guffawed. A customer sitting alongside us howled so hard he slid off his chair, actually rolling between the tables.

The rest of the show has all the flash and zip necessary to make it a sock spectacle for the tourist as well as the local trade. The Kanazawas (three Oriental lads) did a fast Risley, using two boards, foot-juggling either a barrel or the third guy. The boys showed a fine act, an exciting routine, and good salesmanship.

Beatrice Kraft, plus two boys and the Harem line (latter flanked the dancers) was effective as usual in the modern East Indian terps, winding up to big hands.

The Mack Triplets, who did the production vocals as well as their own spots, showed well-blended voices that sold. They sell on pipes as well as looks. The three girls' first was a radio commercial rib which paid off well. Their second was a sly calypso that also registered.

The Ben Yost Guardsmen (5) worked thruout in productions, in their own spot, and with Martha Raye. The boys gave out with full rounded tones in he-man fashion, selling operetta tunes with gusto. Ben Yost, who is with the boys, does a competent job. Eddie Hoffman, muscular dramatic tenor of the group, did an outstanding bit of chanting.

Arthur Roman's band backed the show without a hitch, giving it the necessary heft. Intermission music was by Ernie Ardi, who in turn was spelled by Dave Roberts at the organ.

Bill Smith.

Oshrin Out of Spotlight, Brown's Brother Joins It

NEW YORK, Jan. 3.—Sid Oshrin, president of Spotlight Attractions, Inc., has severed relations with the corporation and will continue to operate as an agent on his own. Ten percent John Brown, secretary of Spotlight, will retain the firm moniker with brother George Brown as president.

Formerly a straight cocktail booking agency, the new set-up will attempt to crash the cafe biz with semi-names.

than curiosity. The tourists who come in to see well-filled gams and a fat dame dropping her bloomers, which is the sort of thing Rose made his rep on, will be confused, because *Violins Over Broadway* is not a girlie show. It's culture instead of corn. But even culture can be sold if pushed hard enough.

In any case, the new policy cost Rose about \$100,000 (that's including the redecorations). It is estimated he can break with it between \$25,000 and \$30,000. With no names to buy, or to follow, the chances of making it click are at least even.

Bill Smith.

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New York:

Xmas Week Good 500G; MH 154G, Para 105, Cap 73

NEW YORK, Jan. 3.—The Christmas week period in the five Stem vaude-pic theaters registered a respectable \$500,500.

The session commenced with the heaviest snowstorm to hit New York Friday (26) followed by a week-end of clogged transportation and weather report rumors of new blizzards to

come. The latter never materialized but took its toll of attendance figures nevertheless. The all-over gross includes the New Year's Eve bonanzas in three houses. The Strand's and Paramount's weeks ending on Tuesday (30) don't include New Year's Eve. All but the Radio City Music Hall preemed new shows. Loew's

State, sans flesh, with a second run *Cass Timberlane* and a first run *Blondie's Holiday*, grossed \$19,000 as against \$34,000 for the comparable week last year.

Radio City Music Hall (6,200 seats; average \$130,000) rang the gong at \$154,500 for the fourth period after opening with \$131,000, followed by \$133,000 and \$132,000 stanzas respectively. The total for the Christmas package so far is \$550,500 with Myrtill and Picaud, the Gaudsmith Brothers, the Acromaniacs and *Good News*.

Roxy Juicy 120G

The Roxy (6,000 seats; average \$89,000) opened its holiday bill for a juicy \$120,000. The show has Lanny Ross, the Weire Brothers, Bernice Kraft, Senor Wences, Hollace Shaw and *Daisy Kenyon*.

Paramount (3,654 seats; average \$76,000) preemed a new show for a smash \$105,000 with Stan Kenton's ork, Vic Damone, June Christy and *Where There's Life*.

The Capitol (4,627 seats; average \$66,000) did a handy \$73,000 with an opening session of T. Dorsey and his ork, Professor Backwards, George Church and Marilyn Hale. Pic, *High Wall*.

The Strand (2,700 seats; average \$50,000) garnered \$48,000 as a starter

Boston:

Show Pulls 40G, Held 3 Weeks

BOSTON, Jan. 3.—RKO Boston will run its current show for three weeks, the first time in history that it has had a stage show held over for so long.

The bill, consisting of Helen Forrest, Dick Buckley, Curry, Byrd and Leroy, Johnson and Owen and *Captain From Castile*, did about \$40,000 for its first week, an increase over last year's New Year's Eve week.

Cleveland Show Held Over

CLEVELAND, Jan. 3.—RKO chain will keep its Cleveland show for two weeks, with a possibility of three. The show has Gautier's dog act, Lane Brothers, June Richman, Johnny Morgan and *Captain From Castile*.

for the Ink Spots, Herbie Fields and his ork, Frank Marlowe, Miriam Lavelle, Carol Kay and *My Wild Irish Rose*.

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VAUDEVILLE REVIEWS

Metropolitan, Seattle (Monday, December 29)

Capacity, 1,400 seats. Prices, 50 cents to \$2. Number of shows: Two daily. Ten days a month. House booker, Joe Daniels. Show played by Bernie Stephens and band (8).

Tabbed *Varieties of 1948*, the third of Joe Daniels' two-a-day vaude bills at this house proved definitely on the beam, tho not as sharp in general delivery as the November and December offerings. The house was packed and pliable, however, which shows that Seattle can be made into a definite money stop-over for more acts.

The Three Nonchalants, fifth on the seven-acter, got biggest mitts with their acro-comic routine climaxed by their familiar high fall and tumble, which was the best seller of the evening. The act's appeal still rests on its unexpected change from patter to flips. The trio being ex-Seattlelites helped aud reaction.

Capitol's Philharmonica Trio, using a dressed up Minevitch laugh slant, hit hard as opener with *Peg o' My Heart* and an excellently arranged job called *Rhapsody From Hunter*. The callback was *Two o'Clock Boogie*. The act's singing intro could well be dropped.

Benny Ross's emseeing gave the show fair pace. He also got good results in his own niche, making use of low and sultry gags with his blonde pard, Maxine Stone, for a straighter. Ross's vocal delivery of *There's No Business Like Show Business* is so-so schmaltz.

Ventrilo Hank Sieman with "Archie" gained his best laughs by using a pair of customers as subs for dummy. Charlotte Lamberton, deaf dancer, drew well, following sympathetic emsee job. Duke, Art and Junior, a quick clay sculpting filler, is always good for a repeater here.

In the final spot the Four Vagabonds capped proceedings with a sock two-guitar, accordion and bass combo. Their slap-happy arrangements always seem to start on a quiet, almost classic note, and then work into an explosive exploration of everything but the main theme. *Angelina* and *When My Baby Smiles at Me* were good warmers, topped by a free-for-all *You Are My Sunshine*. Encores included Hawaiian, Russian and Mex satires, followed by a chain gang trek to the wings.

Wil Stevens.

Gayety, Montreal (Wednesday, December 31, 1947)

Capacity, 1,550. Prices, 30 cents to \$1.50. Two shows daily, three Saturday, none Sunday. Booker-house manager, Tom Conway, thru A. & B. Dow, in New York. Show played by Len Howard ork in the pit.

Gayety is cashing in nicely on the foreign acts that are coming over on this side to pick up North American shekels. Unger Twins top the bill and are ready for any good nitery. Chief quality of their act is the ability to combine Continental flavor (always a big seller here) with a down-to-earth entertainment knack that's punchy all the way.

White-tied, the duo makes with the bounce tunes with one of the brothers at the ivories. They also do a French item for good applause. Duet on the 88 is solid and the general deportment garners a warm mitt from the audience. It's the kind of entertainment that makes you realize that good vaude is still salable outside New York.

The rest of the layout is also strong. Trixie McCormick, in cowboy garb, clicks in her stint of rope twirling, bowing off with a flash skipping bit with special lighting effect.

Ralph English shows nice polish in his juggling turn, bringing a good reaction thru his personality. The lad is affable and easy to dig. The Two Mirths also get across in their knockabout stint, with the dummy bit being especially clicko.

The Wallace Puppets, as solid as ever, register in what amounts to a complete revue in itself. The Latin American dolls are lifelike and the material and costuming of the other marionettes is also strong.

The Skyriders, a vocal quartet, garner hefty palming by nicely arranged routines. The act is in good voice and arrangements are well paced. Sammy Moss as emsee does adequately.

Lily Christine is in the strip spot with an unorthodox cat number. She's one of the better ones. Biz good.

Charles J. Lazarus.

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Magic

By Bill Sachs

HARRY BLACKSTONE is at the Morrison Hotel, Chicago, recuperating from his recent illness. . . . Famous O'Connor and partner, Betty Lou, continue to give much of their time to presenting free shows for the crippled children in the Salt Lake City area. . . . Hazel Gallagher (Jackie Frost) is working as instructor at the Beacon Dance Studio, Philadelphia. . . . After a string of dates in the Indianapolis and St. Louis sectors, Gerber the Magician returned to the El Morocco Club, Cairo, Ill., for a 16-day stand, booked by the Edna Deal office, St. Louis. . . . Ray W. Bonner, of the Allen Theater, Detroit, is reported to be hitting the market soon with a number of precision magic tricks said to be unique in this country since German production in that field was stopped. . . . Lucille and Eddie Roberts closed Sunday (4) at Hotel Statler, Boston. . . . Landrus the Magician opened Monday (5) at Bay City, Tex., on a tour that will take him thru the Rio Grande Valley. He has been in the Lone Star State the last several months. . . . Baffling Bill Ballard, youthful Houston magus, was the loser recently when a thief cracked the trunk of his car and made off with \$700 worth of magic paraphernalia. . . . Dell O'Dell and Charles Carrer are wowing 'em in the usual fashion in the Paradise Room of the Henry Grady Hotel, Atlanta. . . . Stuart Cramer, Ohio magician-mentalist, has begun a series of telecasts over Cleveland's new television station WEWS. His first video program, aired December 20 from the ballroom of the Statler Hotel, Cleveland, pulled good press notices. Second in the series, which is slated to continue thru January, was televised December 30.

JOHN CALVERT has purchased a new DC-2 plane to transport his cast and props when he resumes his magic tour next week. Calvert has just completed work on a new *Falcon* picture, having taken over the title role from Tom Conway and George Sanders. . . . Jo-Del, fem mentalist-magician who has been playing club dates in the Chicago area, has readied a full-evening illusion show which is slated to hit the road soon. Featured will be two new illusions invented and built by her husband, Khi-Ron. Show gets a break-in showing at 1729 North Halsted, Chicago, Wednesday night, January 21. . . . Marquis the Magician, who closed his show just before the holidays after a two-month trek thru Indiana and Illinois, reopened December 29 under the direction of Kroger Babb, managing director of Hygenic Productions of Wilmington, O., and Hollywood. Ed Gardiner is piloting the unit. A publicity campaign has been mapped by Babb, Jack Crouthers and M. A. Horn. Company travels in a Lincoln Zephyr that pulls a custom-built baggage trailer. A huge army searchlight is used in front of the theaters for street and sky bally. Show was outlined by Calvert. . . . A well-known magic lad, who for obvious reasons prefers to remain anonymous, writes from Fort Wayne, Ind.: "Congratulations to John Calvert's manager for his legitimate beef on Calvert's being left out of George Boston's new book, *Inside Magic*. It (See *MAGIC* on page 42)

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PALACE THEATER
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Two Companies Join Winter Stock Lists

NEW YORK, Jan. 3.—Two more contestants have been entered in the winter stock sweepstakes—Berwyn, Pa., and Lowell, Mass. The latter, which will be operated by Otto Simmetti and Mark Allen, will open February 10 at the State Theater there, formerly an opera house, with *Dear Ruth*, starring Sidney Blackmer. The house will seat about 650 with most of the ducats going for 50 cents and \$1.25 and a few boxes at \$2. Company will have a population of 100,000 to draw from in the city alone. Simmetti, a former Czech director, will handle the staging.

Other company will open January 12 at the Berwyn Playhouse which seats 561 with *Kiss and Tell*, followed by *The Male Animal* and *Petrified Forest*. Organized by the business men of the town, the legit outfit will have a 10-week season and will not bring in stars but depend solely on its own acting group. Ducats will be \$1 and \$2 and there will be six performances given each week. Si Vario will direct.

Foreign Opening

L'INVITATION AU CHATEAU

(December 20, 1947)

THEATRE DE L'ATELIER, PARIS

Comedy by Jean Anouilh. Costumes and set, Andre Barsacq. Music, Francis Poulenc. Directed by Andre Barsacq.

Horace.....	Michel Bouquet
Josue, Maitre d'Hotel.....	Henri Gaudier
Frederick.....	Michel Bouquet
Diana Messerschmann.....	Edith Vignaud
Patrice Bombelles.....	Maurice Merlo
Lady Dorothee India.....	Katherine Kath
Madame Desmormort.....	Betty Dausmond
Miss Capulat.....	Marcelle Arnold
Romainville.....	Marcel Peres
Messerschmann.....	Robert Vattier
The Mother.....	Madeleine Geoffroy
Isabelle.....	Dany Robin

Following his excellent adaptation of the *Antigone* tragedy, Jean Anouilh has written a scintillating, charming comedy, *Invitation to the Chateau*. Except for the first few minutes, which were confusing, this comedy of intrigue is a lively change from the conventional triangle. The story builds in a series of sketches, music-hall style, and the witty, sparkling dialog is amusing from opening to final curtain, in spite of a dusty plot.

Young Michel Bouquet alternately plays a pair of twins, the one hard, mean, a lady's man who is always sure of himself, the other shy, sensitive and loved by none. He changes from one to the other with veteran ease. Dany Robin is charmingly truthful and innocent as the lovely ballet dancer Isabelle, invited to the chateau to outshine its habitues, and her scene with the wealthy financier (Robert Vattier), where she refuses payment for her share in the intrigue and both of them madly tear up thousands of francs, is played with real feeling for theater fantasy. Marcelle Arnold as the lady's maid exaggerates and caricatures in the best Moliere tradition. Henri Gaudier is the ubiquitous maitre d'hotel, Madeleine Geoffroy the fluttering "has-been" mother of Isabelle, Edith Vignaud the wealthy fiancée of one twin and madly in love with the other. All well cast.

Andre Barsacq has designed a too-hotel-like set of the chateau winter garden, but his costumes are stunning, each more original than the other. His direction is swiftly paced and never slackens. Francis Poulenc's music is entirely fitting to the lighter-than-air atmosphere in which it all takes place.

Jean White.

Burlesque

By UNO

HUDSON, Union City, N. J., suffered from the recent blizzard to the extent that no busses from New York were running all day Friday (26) and Saturday (27) with the natural result of a considerable loss in attendance. Transportation on the Orange & Black line eventually got under way Sunday (28). Eleanor Sheridan, featured strip, and Gerri Green, dancer, missed both performances Friday. Ditto several of the chorus. Balance of unit, including Tommy (Bozo) Snyder, Joey Cowan, Bob Lee, Lorraine Gilbert, Floride Fuller, Mickey Scott and the Musical Johnsons managed to best the record heavy snowfall and get to the theater in time to make the Friday mat. . . . Mike Sacks, blind comic, was a guest on *We the People* air program December 30. His text was laughs or comedy routines of yesterday as compared with those of today. . . . Ray Valins, Russian-acro dancer, who just finished 10 weeks at the Sky Way, Jacksonville, Fla., to migrate to the Red Barn, Miami, is being held over for the remainder of the season. . . . Vernon Hoff, after seven weeks at the My-O-My Club, New Orleans, opened at the Club Circus, Houston. . . . Ann Meyers, former burly ace, is now Ann Leslie, and resides in Hollywood.

JESSICA ROGERS, after spending the holidays with her family in Tampa, piloted her new car, with Cy Messitte as her guest, to Miami Beach, where she will vacation until spot-bookings in burly call her elsewhere. . . . Dixie Sullivan and Russell Trent are at the Colony Club and Renee Andre and Frank Scannell are at the Toole House, Los Angeles. . . . Rose Bernard, former burly feature, now ball pen expert, is mourning the death of Inez DeVerdier September 13, and also of Bob Travers, Inez's husband, nine weeks later in Stamford, Conn. Both Inez and Bob were burly-renowned, the former as principal woman in shows of the old big wheels and the latter as manager of shows. . . . Si Liff spent Christmas at his Cleveland home with his wife, Elayne (Floresca); daughter, Ronnie, and the twins, Sherrill and Sharlane. . . . Sammy Smith jumped into a Hirst unit at the Howard, Boston, December 29, for a week as a substitute for Bozo Snyder. . . . Dolly Malone, who subbed for Nancy Hart Christmas week at the Club Terris, returned to the Club Milwaukeean, Milwaukee. . . . Jan Murray, comic of *Music in My Heart* at the Adelphi, Manhattan, is a burly grad from the late Max Rudnick's Eltinge, a few blocks further downtown. . . . George (Bettlepuss) Lewis completed 10 weeks at the Follies, Los Angeles, and is now eastbound to do personal appearances with Alva. . . . Kayos, acro duo, chaperoned by three Kayo Juniors, are a spot-booked act on the Hirst wheel. . . . Diana Lynn is the current strip at the Cliquot Club, Atlantic City.

Gayety, Columbus, Resumes

COLUMBUS, O., Jan. 3.—Gayety Theater, local burlesque stand, has instituted a policy of "family burlesque," vaude and films after running several weeks with a straight flicker fare. The line girls have been dispensed with. Opening line-up had Walter Brown, Arty Lloyd, Neena, Pat O'Connor, Joan De Lee, Trudy Wynn; Marylynn Gilbert, specialty dancer, and Billy D'Armor, juggler. Featured was Ceil Von Dell. Production is handled by Stanley Montfort, who doubles as straight and vocalist.

Gervis and Morris Break Partnership

HOLLYWOOD, Jan. 3.—Partnership of vet talent agents Bert Gervis and Al Morris, formed October 15, was dissolved last week by mutual consent, following disagreement on policy. Gervis moved out of the office headquarters to return to his former cocktail unit booking activities.

Under the agreement breaking up the partnership, Morris will retain radio, motion picture and act properties. Howard Bruce and Jimmy Doolittle, who left the Frederick Bros. Agency several months ago to head up the act and radio departments of the Morris-Gervis office, respectively, will remain with Morris, as will Ernie Ohman, head of the motion pic department.

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STIX BIZ HYPOED: HOW LONG?

Legit Has 37 Road Shows; Gravy Diluted

Outlook Not Too Juicy

(Continued from page 3)

Get Your Gun and Oklahoma, both of which hit capacity wherever they go. Right behind them are Harvey and the Lunts in *O' Mistress Mine*. Spike Jones' *Musical Depreciation Revue* and Tallullah Bankhead in *Private Lives* both outstayed their initial welcome in Chicago, as recent lowered b.-o. grosses have proved, but they should get back into the higher cabbage brackets when they start hitting other cities for shorter stays.

Hot and Cold

Among the shows which blow hot and cold in different towns, sometimes ringing the bell and other times hitting off key, are *Tonight at 8:30*, *Carousel*, *Lady Windermere's Fan*, *Showboat*, *I Remember Mama*, *The Red Mill* and *Song of Norway*. Both *Showboat* and *Carousel* are saddled with heavy weekly budgets, which makes the lettuce-reaping problem a must to keep on the boards.

Seven shows have already thrown in the towel. *Alice in Wonderland*, *Another Part of the Forest*, *Tobacco Road*, *All My Sons*, *Rosemarie*, *The Merry Widow* and the *Swing Mikado* found the going too tough. *Alice* had such a high weekly nut that a 19G gross the first week out in Boston wasn't enough to make a tour profitable. *Tobacco Road*, which had trekked for more than 10 years, was hampered first by the death of John Barton, its perennial Jeeter, then ran into rough treatment at the b. o. Both *Another Part of the Forest* and *All My Sons* are of the heavier type of drama for which customers in the hinterlands seem to have no demand. Musicals are more to their taste, almost half the shows being song-and-dancers.

Anna Lucasta, a show which gets a good word of mouth, has been having trouble on its return engagements. On its return this season to Cleveland, where it did \$25,800 the first time in, *Lucasta* pulled only 15G, about \$5,000 under what was expected. In Newark on a second engagement the take was \$12,600 where it was \$21,800 the initial stay. *Tonight at 8:30*, a show blessed with good reviews and a star, Gertrude Lawrence, hasn't been drawing the way it should.

Except for transportation costs, which have hiked about 25 per cent, expenses haven't jumped radically. Of course, producers, because of the rising living costs, are paying more for actors on the road, where it is almost impossible to live at the minimum—\$60 a week these days.

All these facts, the trade points out, make producing for the road even more hazardous than ever before. The accent, they state, should be to give the customers more for their money—the only way to keep them satisfied and the only way to keep in the struggle for the public's dough, what with more places to spend less dough and most of them cheaper.



BROADWAY SHOWLOG

Performances Thru January 3, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	37
A Young Man's Fancy (Cort Theater)	4-29, '47	287
An Inspector Calls (Booth)	10-21, '47	87
Antony and Cleopatra (Martin Beck)	11-26, '47	45
Born Yesterday (Lyceum)	2-4, '46	808
Command Decision (Fulton)	10-1, '47	109
Cradle Will Rock, The (Mansfield)	12-26, '47	11
Crime and Punishment (National)	12-22, '47	16
For Love or Money (Henry Miller)	11-4, '47	71
Happy Birthday (Broadhurst)	10-31, '46	488
Harvey (48th Street)	11-1, '44	1,342
Heiress, The (Biltmore)	9-29, '47	113
John Loves Mary (Music Box)	2-4, '47	383
Man and Superman (Alvin)	10-8, '47	101
Medea (National)	10-20, '47	88
Winslow Boy, The (Empire)	10-29, '47	77

DRAMA REVIVALS

Burlesque (Belasco)	12-25, '46	430
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Musicals

Allegro (Majestic)	10-10, '47	99
Angel in the Wings (Coronet)	12-11, '47	28
Annie, Get Your Gun (Imperial)	5-16, '46	684
Brigadoon (Ziegfeld)	3-13, '47	340
Call Me Mister (National)	4-18, '46	719
Finian's Rainbow (46th Street Theater)	1-10, '47	429
High Button Shoes (Century)	10-9, '47	100
Music in My Heart (Adelphi)	10-2, '47	108
Oklahoma (St. James)	3-13, '43	2,156

ICE SHOWS

Icetime of 1948 (Center)	5-23, '47	248
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OPENED

D'Oyly Carte Opera Company (Century Theater)	12-29, '47	8
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CLOSED

Topaz (Morosco)	12-27, '47	1
Voice of the Turtle, The (Hudson)	12-3, '43	1,559

COMING UP

Volpone (City Center)	1-8, '47	
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"Flag Is Born" for Road

NEW YORK, Jan. 3.—After winding up a five-day engagement at the Mosque Theater in Newark Sunday (28), *A Flag Is Born* will take to the road in several weeks. The show will strike out for the Coast and hit such towns as Pittsburgh, Akron, Youngstown, Cleveland, Columbus and Cincinnati on the way. Sidney Lumet, Jonathan Harris and Dora Weissman have been set for the tour. The producer hasn't been chosen yet.

Changes in "Last Dance"

NEW YORK, Jan. 3.—Philip Bourneuf replaces Paul Cavanaugh as one of the leads in *The Last Dance*. Ralph Alswang is designing the costumes and sets, with Peggy Morrison assisting him with the costumes. Miss Morrison's last chore was the costumes for Arthur Beckhard's *The Harvest of Years*.

"Oklahoma" Tests Akron

AKRON, Jan. 3.—Legit in Akron gets its first big-time test next week, when *Oklahoma* plays the Colonial Theater for an entire week of eight performances. Akron has had only occasional one-night stands each season, with only such entertainments as Blackstone, the magician, getting a two-night booking. The week stand for the Theater Guild musical will be a test of the city's drawing power for stage attractions. Show comes here from two-week stand at the Hanna, Cleveland, which usually draws considerable Akron business, Cleveland being only 30 miles distant.

Off-Broadway

RAIN

(Opened Friday, December 26, 1947)

AMERICAN NEGRO THEATER PLAYHOUSE

A drama in three acts, adapted by John Colton and Clemence Randolph from a story by Somerset Maugham. Staged by Ted Post. Scenery, Roger Furman. Lights, George Lewis. Costumes, Lurline Smaulding. Stage manager, Howard Augusta. Press representative, Evello Grillo. Presented by the American Negro Theater.

Ameena.....Doris Block
Private Griggs, USMC.....Dots Johnson
Corporal Hodgeson.....Franklin Thomas
Sergeant O'Hara.....Maxwell Glanville
Trader Joe Horn.....Bootsie Davis
Mrs. Alfred Davidson.....Geneva Fitch
Dr. McPhail.....Kenneth Mannigault
Mrs. McPhail.....Lettitia Toole
Quartermaster Bates.....Howard Augusta
Sadie Thompson.....Alice Childress
Rev. Alfred Davidson.....Alvin Childress
Native Girl.....Lurline Smaulding
Native Boy.....Maurice Thompson

While the John Colton-Clemence Randolph adaptation of Somerset Maugham's *Rain* might have seemed a wise choice as a vehicle for the American Negro Theater (ANT), unfortunately it isn't. The play, a superb indictment of hypocrisy, is of a cloth that needs superb tailoring to highlight its virtues. Without it, it reflects even more strongly on the workmen. The material is to hand, but the ANT company version of *Rain* does not pack the thesping savvy, as a whole, to do it justice.

In the part of Sadie Thompson, an answer to any actress's prayer, Alice Childress blows more hot than cold, managing to give an effective performance over-all. Her entrance, for example, is more reminiscently Mae Westish than her role demands, and her conversion is more stary-eyed than real. However, in her big scenes, where she tells off the Rev. Davidson, Miss Childress projects with a strength that grips the audience. Alvin Childress, portraying the difficult role of the cleric, tho offering an adequate reading, never seems to get into his part enough to make it come alive.

Rest of Cast Weak

With a few exceptions the rest of the company also fall into this error—they read but don't feel their parts. Geneva Fitch, the wife of the minister, has one bit where she really emerges as a person, but she sells herself short otherwise. Kenneth Mannigault, the urbane physician, devised by the scripter to point up the clergyman's hypocrisy, does no such thing—he mumbles thru his lines. Maxwell Glanville, virile, a good looking Negro juvenile, needs more experience to make the big time. A general tendency on the part of the cast to read their lines fast is also manifested by the troupe. This can easily be corrected.

Staging by Ted Post is good except

Broadway Opening

THE MIKADO

(Opened Monday, December 29, 1947)

CENTURY THEATER

Operetta by W. S. Gilbert and Arthur Sullivan. Sets and costumes, Charles Ricketts. Orchestra directed by Isidore Godfrey. Company manager, R. Hugh Jones. Stage manager, Robert A. Gibson. Director, Anne Bethell. Press representatives, Leo Freedman, June Greenwald. Presented by the D'Oyly Carte Opera Company.

The Mikado of Japan.....Darrell Fancourt
Nanki-Poo.....Thomas Round
Ko-Ko.....Martyn Green
Pooh-Bah.....Richard Watson
Pish-Tush.....Charles Dornning
Go-To.....Peter Pratt
Yum-Yum.....Margaret Mitchell
Pitti-Sing.....Marian Smith
Peep-Bo.....Joan Gillingham
Katisha.....Ella Halman
Chorus of school girls, nobles, guards and coolies.

To borrow a line from the current happenings at the Martin Beck: "Age cannot wither nor custom stale, etc." seems the obvious intro for the seven-week season of the D'Oyly Carte troupe at the new Century. The London Savoyards are back on the Stem after a lapse of eight years to be vociferously welcomed as of yore by avid Gilbert and Sullivan fans. It is a pretty safe bet that the Londoners' skedded stay will be extended. G. and S. fanatics just can't seem to get enough.

Time and the war have wrought considerable changes in the Savoyard line-up. New faces are the order of the day. But at least two of the fine old standbys, Martyn Green and Darrell Fancourt, were on hand for the troupe's preem-night unveiling of *The Mikado*, and the newcomers have already achieved a satisfactory veneer of the tradition which sets the D'Oyly Carters apart from all other groups in their field. In addition, Isidore Godfrey, without whose batoning no G. and S. score would be complete, is back in the pit. In sum, practically everything is right with this latest W. S. Gilbert-Arthur Sullivan invasion.

It is also obvious that a Savoyard review must underscore the efforts of Green and Fancourt. Green's *Ko-Ko* is a matter which transcends the years—a lord high executioner to end all such. Green's l. h. e. is indefatigable both vocally and physically. Your reporter likes him better in other G. and S. chores, but there is no question but that he fulfills the requirements of Yum-Yum's silly guardian. Fancourt is once more at home as the slightly sadistic emperor, altho he should speak up clearer and louder to meet the needs of the Century's acoustics. Richard Watson makes a more than competent Pooh-Bah. Thomas Round unfortunately comes across as a slightly precious Nanki-Poo. Margaret Mitchell's Yum-Yum tabs a fine vocal talent (her *Sun and I* number is sock), but she also is inclined to over-cuteness in playing. Ella Halman's *Katisha* is exactly in the Savoyard contralto groove.

But even with some slight playing defects, the D'Oyly Carte gals and boys stick to their familiar last—and as G. and S. patterns go, it's the best there is. It is good to have them back for another session.

Bob Francis.

that he fails to point up the Reverend's sexual pull toward Sadie soon enough. Roger Furman has devised a living room of a South Seas hotel to set a fine mood. Leon Morse.

STRANGE BEDFELLOWS

(Opened Saturday, December 27, 1947)

LOCUST STREET THEATER, PHILADELPHIA

A comedy by Florence Ryerson and Colin Clements. Directed by Benno Schneider. Set, by Ralph Alswang. Costumes, Morton Haack. Publicity, Bernard Simon. Presented by Philip A. Waxman.

CAST: Ruth Amos, Leta Bonynge, Carl Benton Reid, Mary Kay Jones, Billy Nevard, John Archer, Nydia Westman, Joan Tetzel, Doris Rich, Percy Helton, Ruth Miles, Ann Thompson, Stephanie Foster, Tom Chung Yun, Frieda Altman, Marlon Weeks, Robin Craven, Michael Hall.

Here's still another in the stream of period plays, this one going back to the parlor of a Senator's manse on Nob Hill in the San Francisco of 1896, where all the action takes place. And while sex figures figuratively in the running, along with providing its best moments of amusement, the title takes off from the shop-worn aphorism, "politics makes strange bedfellows."

Against the background of the fight for women's suffrage in the lavish 1896 setting of the Senator's home, the playwrights have patterned stock characters placed in thread-worn situations with tag quips of that early vintage. However, it is entirely to the credit of the players, hardly to the penmanship of the playwrights, that *Strange Bedfellows* allows for a fair measure of amusement. The cast is uniformly excellent. And with fine direction and pace, they give real substance to their own parts, even tho there is none in the play itself.

Joan Tetzel

Joan Tetzel, all the more lovely by contrast with the other fem portrayals, is the embattled spearhead of the red-hot women's rights movement who is married and in love with her husband, John Archer, a member of the legislature, whose politics would withhold the ballot box from the fems. Carl Benton Reid, as the outraged Senator and domineering father-in-law, is a generous contributor to the fun as he uses every political trick of the trade to keep the gals down. Ruth Amos, taking over the part intended originally for the ailing Aline MacMahon, plays with as much perfection the role of the Senator's not-so-acquiescent wife.

Nydia Westman is splendid as the bewildered daughter; Robin Craven is ditto as the carousing husband who finally agrees that the Barbary Coast brothels should keep out the young kids—at least until they're 18. Mary Kay Jones and Michael Hall provide the adolescent courtship. Percy Helton does well as the dim-witted mayor. And Doris Rich steals a big chunk of the comedy honors in her enactment of the brothel madam whose tribute fills the coffers of the anti-suffragists.

In true story-book tradition, after ringing in a bit of *Lysistrata* strategy, the charming bride wins over the entire household to her feminine point of view.

While the play does not ring true as did a *Life With Father* or *Harriet*, it is most fortunate that the players never take the play seriously. Therefore they get ample opportunity to milk comedy situations and lines, with the end result that it makes for many delightful moments of comedy and the play be hanged.

Accepting it on that score, theatergoers may find it well worth their while to spend an evening at the theater. They won't take anything back with them, but they'll be reasonably entertained in the expectation that something will happen, even if it doesn't. *Maurie Orodener.*

For review of "Skipper Next to God" at the Maxine Elliott Theater in New York see page 4 of this issue.

OUT-OF-TOWN OPENINGS

BONANZA BOUND

(Opened Friday, December 26, 1947)

SHUBERT THEATER, PHILADELPHIA

A musical comedy in two acts and 20 scenes. Book and lyrics by Betty Conden and Adolph Green. Music, Saul Chaplin. Choreography, Jack Cole. Costumes, Irene Sharaff. Staged by Charles Friedman. Settings, Oliver Smith. Orchestra directed by Lehman Engel. Press representatives, Karl Bernstein. Presented by Paul Feigay, Oliver Smith and Herman Levin.

CAST: Sidney Melton, Tina Prescott, George Coulouris, Ben Miller, Robert Penn, Hal Hackett, Vic Raaf, Adolph Green, Betty Lou Barto, Carol Raye, Allyn McLerie, Zama Cunningham, Sydney Arnold.

Considering the wealth of talent and experience both front and back stage associated with this new musical enterprise, the array adds up to plenty of pay dirt on paper. But in the playing, *Bonanza Bound* just isn't. In fact, it ain't bound for any place. In setting forth this musical caricature of the Klondike gold rush of '98 with its cavalcade of gamblers, sourdoughs, con men and loose ladies, the producers lavished plenty of lucre on scenes, settings and costumes. But save for Jack Cole's inventive choreography, it's largely in the stage props that the musical takes refuge.

In this book-bound chronicle of the Alaskan boom, George Coulouris is the big bad man of the frozen North who hokes a gold strike to set up a gimrack town and fleece the excited sourdoughs. To break the monotony, of which the musical has a full bounty, he brings in a family vaude team of Carol Raye, British import without the accent who is easier on the eyes than on the ears and nimble on the hoof; a gullible Adolph Green, who had a hand in authoring this tome; and Betty Lou Barto, who gives faint suggestion of the comedy talents of her older sister, Nancy Walker.

The Plot Thickens

Coulouris, snowbound by the words and music, falls for la Carol, who reserves her heart interest for Hal Hackett, a poetic prospector of some baritone proportions. The lovers are forced to flee with the mustached villain in hot pursuit. Taking refuge in a cave, the hero discovers a time bomb just in time. And where he heaves it is uncovered the richest lode in the Klondike, accompanied by the hisses of the foiled villain. Tent players could have more fun with *East Lynne* than the cast makes out of this one.

Allyn McLerie, as the villain's daughter, doesn't do much with her dancing. But when joined by Green, gives the show about its brightest moments with an *Inspiration* song specialty. Zama Cunningham, as the impoverished society dame, and Sydney Arnold, as a butler, also work hard to salvage the offering. The only other real asset is Cole's *Totem Pole* ballet.

Saul Chaplin, vet Tin Pan Alleyite, loaded the score with music. But little of it will bear repeated hearing on the airwaves or on records. The ailing lyrics also making it harder for the song pluggers.

It all adds up to a mighty dull evening at the theater. Show delayed its preem by 24 hours. The kindest thing that can be said about *Bonanza Bound* is that it isn't ready yet. *Maurie Ordenker.*

Freedley Joins A&S Lyons

NEW YORK, Jan. 3.—George Freedley has just been appointed to replace Richard Madden as head of the A. & S. Lyons play department. Freedley is founder and curator of the New York Public Library theater collection, drama critic for *The Morning Telegraph*, member of the executive board of the American National Theater Academy and holder of other distinguished positions in the legit field.

POWER WITHOUT GLORY

(Opened Tuesday Evening, December 30, 1947)

WILBUR THEATER, BOSTON

Play by Michael Clayton Hutton. Staged by Chloe Gibson. Setting, Charles Elson. General Manager, C. Edwin Knill. Press Representatives, Willard Keefe and David Tebet. Stage Manager, Marjorie Page. Presented by John C. Wilson and the Shuberts.

PL......Joan Newell
Maggie.....Marjorie Rhodes
Edith.....Helen Misener
Eddie.....Lewis Stringer
Anna.....Hilary Liddell
Cliff.....Peter Murray
John.....Trevor Ward

John C. Wilson and the Shuberts have struck it about right with *Power Without Glory*, which they have imported from London. This is one of those well-made, logical, forward-moving melodramas which quickly draw an audience into the mood and keep it pretty closely gripped thru the evening. *Power* is a murder story with a difference. The murder takes place, offstage, in the early moments of the play. And the action goes on to show its effect on the members of the family housing the murderer.

The murderer owns up, almost at once. He is under tension anyway, for he has taken his brother's girl friend while the brother is at war. Yet he dallied with the girl across the street. And when he got her in a family way, he tried to desert, then killed her. His mother and stolen girl friend stand by him and scheme to find a way out. But their hands are tipped at every turn, first by evidence left behind, then by a younger sister who hears them plotting.

The ex-soldier brother tries to take the blame for the murder, but his noble purpose is seen thru by his former girl. Finally, when the police come for the murderer, he goes off to the jail under wing of his protecting mother.

Simple Structure

Power is basically a simply constructed play. Its action is nearly all implicit in the interplay between the characters, their acts and their motives. Because of the understanding writing, and absence of any phony theatricalism, it is effective and gripping nearly all the way.

Wilson and the Shuberts have imported the London cast to do the play here and they give a superb performance of ensemble acting. Every movement, gesture and nuance is part of the picture. Credit Chloe Gibson, who directed the original London production, for putting the play together on the stage, and the actors for sound performances. No one player is better than another, altho among the young people Lewis Stringer stands out as the returned, slighted soldier. Marjorie is dowdy, but understanding as the mother; Trevor Ward is a perplexed father; Joan Newell a distraught younger sister who admired the murdered girl. Helen Misener offers some fine comic touches as a friend of the family. Hilary Liddell does a fine job as the fiancée, and Peter Murray goes to pieces, all but convincingly, as the murderer. The setting by Charles Elson is properly gloomy and dingy.

A tough first-night audience stayed behind long enough to give the visiting players a resounding ovation for their work. The chances look pretty good for *Power*. *Bill Riley.*

Locust St. Dropping Legit

PHILADELPHIA, Jan. 3.—With interest in legit on the wane here and the Shuberts having difficulty keeping their four houses lighted on a profitable basis, there are reports that the Locust Street Theater will return to a flicker policy for a spell. The house is the only local legit equipped for the celluloiders. According to reports, *Mourning Becomes Electra* and *Arch of Triumph* are slated for the theater's screen on a two-a-day basis.

PARIS SINGS AGAIN

(Opened Thursday, December 25, 1947)

MAJESTIC THEATER, BOSTON

Continental revue conceived and staged by Jo Bouillon. Starring Josephine Baker, with Jo Bouillon and orchestra, Roland Gerbeau, Hurtado De Cordoba. Music by various hands. General manager, Harry Shapiro. Press representatives, Samuel J. Friedman, Lewis Harmon. Stage manager, Murray Queen. Presented by Aaron H. Payne.

There is no reason why a continental revue after the manner of *Paris Sings Again* should not offer a splendid diversion for a special kind of cosmopolitan audience. Even a flashing star of the magnitude of Josephine Baker cannot carry a show alone, as she tries to do here. But she can give it the flavor, tone and style to distinguish it, provided she is properly supported by the right kind of entertainers. But *Paris* has been badly routined. It lacks variety, comedy, even a touch of decent dancing. Baker waits until the second half to appear, and then occupies the spotlight almost alone.

The first half offers Jo Bouillon (Baker's French husband) and his 25-piece orchestra in light classics and popular French songs, done up in handsome arrangements of the pseudo-symphonic style. They are pleasant tho undistinguished. Hurtado De Cordoba does a couple of Spanish dances and Roland Gerbeau, young French crooner, sings a tune of Charles Trenet, his master. That's all! It's not enough. Baker should top the first half with some of her best material. And there should be some good variety acts. The nearest thing to it is Bouillon's antics as a conductor.

Baker Sparkles

The second half alternates between orchestral interludes and specialties, both dance and vocal, by Josephine Baker, with Gerbeau giving an occasional assist. All the songs are attractive, none particularly socko. Some tell stories, in the French manner. Some are just romantic tidbits. Always the warm Baker personality sparkles. Her vocalism and her style are superb. Her costumes, some of the most stunning seen in years, add to the effect. But Josephine cannot do it alone for American audiences. She needs support.

Broadway might like the novelty of *Paris* for a week or two. But to hang on, it must be completely restaged. *Bill Riley.*

ROUTES

Dramatic and Musical

- Annie Get Your Gun (Shubert) Chicago.
- Anna Lucasta (Civic) Chicago.
- Blossom Time (Shubert) New Haven, Conn., 8-10.
- Baker, Josephine (Majestic) Boston.
- Bonanza Bound (Shubert) Philadelphia.
- Chocolate Soldier (Lyceum) Minneapolis 7-10.
- Carousel (National) Washington.
- Dunham, Katharine (Geary) San Francisco.
- Dream Girl (Biltmore) Los Angeles.
- Fatal Weakness, with Ina Claire (Metropolitan) Seattle.
- Firefly, The (Blackstone) Chicago.
- Friend of the Family (Walnut St.) Philadelphia.
- Harvey, with Joe E. Brown (Musc Hall) Kansas City, Mo.
- I Remember Mama (Colonial) Boston.
- Kathleen (Playhouse) Wilmington, Del., 9-10.
- Lady Windermere's Fan (Cass) Detroit.
- Late Christopher Bean (American) St. Louis.
- Look Ma, I'm Dancing (Shubert) Boston.
- Medium & Telephone (Studebaker) Chicago.
- Men We Marry (Plymouth) Boston.
- Make Mine Manhattan (Forrest) Philadelphia.
- Master's Chair (Temple) Tacoma, Wash., 8; (Mayfair) Portland, Ore., 9-11.
- Oklahoma (Colonial) Youngstown, O.
- O Mistress Mine, with Lunt & Fontaine (Selwyn) Chicago.
- Private Lives (Harris) Chicago.
- Power Without Glory (Wilbur) Boston.
- Red Mill (Forum) Wichita, Kan., 7; (Convention Hall) Tulsa, Okla., 8; (Home) Oklahoma City 9-10.
- State of the Union (Fischer) Springfield, Ill., 7; (Palace) Rockford 8; (Palace) South Bend, Ind., 9; (Purdue Univ.) Lafayette 10.
- Sweethearts, with Bobby Clark (Erlanger) Buffalo.
- Show Boat (Nixon) Pittsburgh.
- Song of Norway (Ford) Baltimore.
- Student Prince (Opera House) Boston.
- Strange Bedfellows (Locust St.) Philadelphia.
- Tonight at 8:30 (Curran) San Francisco.
- Voice of the Turtle (Erlanger) Chicago.

THE FINAL CURTAIN

ALLEN—Edward B., 85, president and manager of the Flemington (N. J.) Fair the past 35 years, December 25 in Mercer Hospital, Trenton, N. J. He was also well known in harness racing circles. His widow, Ella, survives.

ANDERSON—Daniel, 74, former vaude and dramatic stock actor, recently in Baltimore. He organized and headed the Anderson-Gunn Stock Company, which operated some years ago. Survived by his widow, Florence; daughter, Ruth, and two sons, Ivan and Drew.

BEAUDET—Louise, 87, actress and singer, December 31 in New York. She appeared on stages on three continents and at one time headed the Louise Beudet Opera Company. She acted in a number of Shakespearean roles and sang in vaude and light opera. She last appeared in 1932 in a revival of *Hay Fever*.

BECK—Konrad C. (Koonie), 72, marshal of the Hutchinson (Kan.) City Court and former amusement park owner, December 24 in Grace Hospital, that city. Beck started Riverside Park in Hutchinson in 1909 on the site that is now known as Carey Park and operated the park most of the time until 1932. During that time he also incorporated the city's first zoo in the park and booked many present-day vaude performers. Survived by his widow, Alta; three daughters, Mrs. Olive Cole; Mrs. Beulah Harmon, Wichita, Kan.; Mrs. D. P. Wilson; two sons, Lieut. Col. Konrad D., and H. Clyde; three brothers, John and Bismarck, both of Ventura, Calif.; Fred Nickerson, Kan., and a sister, Mrs. Lena Arnold. Burial in Park Cemetery, Hutchinson, December 26.

BLACK—Joseph E., 26, ork leader, recently in Portsmouth, O.

BRACHARD—Paul Sr., 69, former well-known contortionist and hand balancer, featured with leading circuses, December 14 in Hollywood of a heart attack. Brachard had trouped with the Ringling, Sells-Floto, the old Forepaugh-Sells, Joe McMann and Lemon Bros. circuses, the old Orren Bros. Circus in Mexico and had toured Europe, England and Central and South America. In later years he was a member of the Paul Brachard Family on the Pantages and Loews vaude circuits, remaining active until 1941. Survived by two sons, Paul Jr., and Joseph, and a daughter, Mrs. Verna Sweeny. Burial in Forest Lawn Memorial Park, Glendale, Calif.

BROZA—Jacob B., 68, father of Stan Lee Broza, personal manager for bands and singers in New York and former program director of WCAU, Philadelphia, December 24 at his home in Devon, Pa. He was the grandfather of Elliot Lawrence, band leader. He also leaves his wife, Theresa.

BUELL—Mrs. Nina Giles, head of the New York theatrical designers, Buell Scenic Company, December 31 in New York. She was a member of the National Vaudeville Artists' Club.

CAIRNS—James Shearer, 76, a director of the Carnduff (Sask.) Agricultural Society, in Regina, Sask., recently. Burial in Carnduff.

COLLINS—Sinon D., 40, circus trouper for 25 years and formerly associated with Tom Packs in the presentation of outdoor thrill shows, December 27 in St. John's Hospital, Leavenworth, Kan. Collins had been associated with the Ringling, Hagenbeck-Wallace and Shrine circuses and had done some movie work. Survived by his parents, Mr. and Mrs. Sam Collins, and a sister, Catherine, all of Leavenworth. Burial in Leavenworth December 29.

DUNLOP—John, 95, first president of the Foam Lake (Sask.) Agricultural Society, at Foam Lake December 32. Survived by four sons and one daughter. Burial in Birtle, Man.

FAULKNER—Rex Ernest, 65,

vaude manager, December 24 in Los Angeles. He founded and managed the American Newsboys' Quartet, vaude group.

FEAGAN—Bob (Slats), musician and rep show performer, recently at his home in Albuquerque, N. M., of a heart ailment. Feagan had trouped with the Lasses White Minstrels and for a time was publisher of *The Bulletin*, at Kansas City, Mo. At the time of death he was manager and buyer for the Kirtland Field Post Exchange in Albuquerque. Survived by his widow, Gladys, and four sons, Charles, Russell, Warren and Lynn.

GRAHAM—John B. (Hop), circus prop hand and for many years in various phases of outdoor showbiz, December 28 in Oak Forest Infirmary, Chicago. Burial in Showmen's Rest, Chicago, January 2 (Details in General Outdoor Section.)

HARVEY—H. M. (Pop), 57, ex-mayor of Weyburn, Sask., and a director of the Weyburn Agricultural Society, at Weyburn December 28. Survived by his widow and son. Interment in Weyburn.

HORNING—Louis, 45, credited with the invention of the radio-phonograph, December 29 in Elizabeth, N. J.

JOHNSON—Mrs. Emma Taylor, 90, former Broadway actress, known as Marie Taylor, December 22 in the Edwin Forrest Home, Philadelphia. She held leading parts in *The Round-Up*, *Get Rich Quick Wallingford*, *The Virginian* and scores of other plays. Her last appearance before Broadway audiences was in *At the Inn*. When it closed at the Music Box Theater, New York, in November, 1938, she retired from the stage, but appeared later in radio dramas. In 1942 she retired to the Edwin Forrest Home for Actors. Services December 26 in Philadelphia, with burial in Lake Clear Junction, N. Y.

LEWIS—Pearl Virginia, 36, wife of William T. Lewis, concessionaire, suddenly in Richmond, Va., December 26. Besides her husband she leaves a daughter, Edith Mae; a son, W. T. Jr., and her mother, Mrs. Mary Ayers. Burial in Forest Lawn Cemetery, Richmond, December 29.

MURRAY—John V., 58, park and beach concessionaire, in San Diego, Calif., December 22. He was a member of the Pacific Coast Showmen's Association. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles, December 26.

MURRAY—Thomas A., 73, owner of the Thalia Theater, Chicago, December 23 in that city.

NALLY—Frank J., retired movie theater operator, of Nitro, W. Va., December 23 in a hospital at Charleston, W. Va. He also operated theaters at Carnegie, Pa. Survivors include his widow, a brother and a sister.

PICKARD—Charles (Dixon), 53, seal trainer here and abroad for over 30 years, December 23 in Buffalo General Hospital of Bright's Disease. Survived by his widow. Burial in Tonawanda, N. Y.

PORTER—Roy, 40, former National Broadcasting Company and Associated Press overseas correspondent, December 25 in Fairfield, Ia.

PRYOR—Maude Russell, 72, mother of Roger Pryor, band leader, in Los Angeles December 27. She was the widow of Arthur Pryor Sr., famed military band leader who was the contemporary of John Philip Sousa. Survived by two sons. Burial in Asbury Park, N. J.

QUIRK—Mrs. Kathryn R., 69, mother of James T. Quirk, promotion director of Station WFIL, Philadelphia, and announcer on Station WFIL-TV, December 27 in Fitzgerald Mercy Hospital, Philadelphia. Three other sons and two daughters also survive. Interment in Holy Cross Cemetery, Philadelphia, December 31.

SEELY—Vernon (Possum), for many years with World of Mirth, Cavalcade of Amusements and

Johnny J. Jones Exposition, in Tampa December 8. Survived by his parents, Mr. and Mrs. H. J. Seely; two brothers, H. J. Jr., and Gordon, of Tampa; a sister, Mrs. Sam Watson, Miami, and a daughter, Peggy Ann, Charleston, S. C. Burial in Garden of Memories Cemetery, Tampa.

SHAVITCH—Vladimir, 59, orchestra conductor and husband of Tina Lerner, concert pianist, in Palm Beach, Fla., December 26. Shavitch was conductor of the Syracuse Symphony Orchestra from 1922 to 1931.

SIMPSON—Roland Montgomery, 41, usher with Ringling Bros. and Barnum & Bailey Circus, found dead in a pond at East Sarasota, Fla. Before being an usher, Simpson was employed in the Ringling-Barnum ring stock department. (Details in Circus Section.)

SKEAN—Mrs. Elizabeth H., 51, wife of Albert H. Skean, manager of Atlantic City's Convention Hall and the resort's convention bureau, in Atlantic City Hospital December 29. Also surviving is a daughter. Interment in Laurel Memorial Park, Pleasantville, N. J.

SWANSON—Sture (Big Ole), 64, well-known Swedish comedian, December 26 in St. Cloud (Minn.) Hospital. Swanson organized the Big Ole Show Company after the first World War and at times operated three units of the show thruout the Minnesota and North Dakota territory. He had also been affiliated with various carnivals.

TAYLOR—Marie, 90, former legit and radio actress, December 23 in Philadelphia.

WALDRON—John A., 56, former general manager of Mack Sennett Studios, in Santa Monica, Calif., December 26 of a heart attack while en route to MGM Studios where he was employed as an accountant. He joined MGM eight years ago. Survived by his widow and three children. Burial in Hollywood.

WILLIAMS—Addison, old-time med show magician professionally known as Harry Clark, recently in Pontiac, Mich.

WILSON—Homer C., 84, for many years director of the Lyndonville (Vt.) Military Band, recently at his home in that city. He was widely known as a band leader thruout Northern New England.

WINKLEMAN—Louis, 67, assistant manager and treasurer of the Gayety Theater, Cincinnati burly house, for 12 years, December 31 in that city of a heart attack. Formerly prominent in show business in Chicago, he was one of the producers of the stage hit *The Time, Place and Girl*, which had a long run in Chicago theaters years ago. He also served as treasurer of theaters in Chicago and Milwaukee and was employed for 47 years by the Clamage & Rothstein Company, burlesque house operators. Winkelman was vice-president of the Treasurers and Ticket Sellers' Union, Local 754 (Cincinnati) AFL. Survived by two sons, Louis Jr., Hollywood, and Walter, Lincoln, Neb., and a brother, Edward, of Milwaukee. Burial in Chicago.

WISE—Harry, 76, former vaude singer, December 26 in New York.

Marriages

BROWER-PORTER—Bobby Brower and Marcella Porter January 1 in Des Moines. Both are midgets, the bride having been with Kramer's Midgets the past seven years.

CRAIG-PAGE—Donald Craig, director of the Pitchfork Playhouse, Sharon, Conn., summer theater, and Virginia Page, actress, in Collinsville, Conn., December 27. Bridegroom is also director of the Trinity Jesters, dramatic organization at Trinity College, Hartford, Conn.

DUNBAR-HAMILTON—George Dunbar Jr., and May Raynor Hamilton, radio and television actress, in Hartford, Conn., December 15.

IRVING-POINTER—Jules Irving

and Priscilla Pointer, legit players, December 28 in New York.

JOHNSON-JACKSON—Edward (Slim) Johnson, of Midwest Merchandise Company, Kansas City, Mo., and Zella Jackson, in that city December 28.

KING-PETTY—Nelson King, disk jockey on Station WCKY, Cincinnati, and Sarah Jane Petty, assistant to Charles H. Topmiller, that station's manager, December 30 in Cincinnati.

MARTINELLI-PAIGE—Frank Martinelli Jr., non-pro, and Janis Paige, film star, in Los Angeles December 27.

Births

A daughter, Rose Lynn, to William (Red) and Gladys Munger in United Memorial Hospital, Greenville, Mich., December 29. Parents are with the John Chapman bingo on the Gooding Greater Shows.

A son to Mr. and Mrs. Les Radatz in Los Angeles December 28. Father is West Coast press chief for the National Broadcasting Company.

A daughter to Mr. and Mrs. Tony Bartley at Cedars of Lebanon Hospital, Hollywood, December 28. Mother is Deborah Kerr, British film star.

A son to Mr. and Mrs. William Sabo December 15 in Pittsburgh. Father is on the WCAE staff.

A son to Mr. and Mrs. Steve Blumberg December 25 in New York. Father is with Brook's Costumers. Mother is Patricia Bright, comedienne.

A son to Mr. and Mrs. Skip Nelson December 13 in Pittsburgh. Father was formerly with Glenn Miller and Tommy Dorsey.

A daughter to Mr. and Mrs. Bob Horn in Women's Hospital, Philadelphia, December 25. Father is disk jockey on WIP, that city. Mother is the former vocalist Linda Stevens.

A daughter to Mr. and Mrs. Harry LeBrun in Hartford, Conn., recently. Father is manager of WCCC, Hartford.

A son, Stanley, to Mr. and Mrs. Erwin Needles in Hartford (Conn.) Hospital December 14. Father is with Gross Advertising Agency, Hartford.

A son, Charles Edward, to Mr. and Mrs. Charles Staunko in St. Joseph's Hospital, Tampa, recently. Father is a former ride superintendent with the Crystal Exposition Shows. Mother is professionally billed as Irene, an Imp in the Clouds.

MAGIC

(Continued from page 39)

seems that Boston, tho writing in an authoritative vein, refutes himself as an authority not by what he put into the book but by what he left out. Calvert's position in magic today surely warrants mention in a supposedly comprehensive work on illusionists, both past and present. In one chapter Boston lists a group of 'successful' magicians of today who were at one time connected with large magic shows. One couple listed under the 'highly successful' heading do not have a magic act, never had one and, furthermore, has no desire whatsoever to embark on a career of magic. In listing this 'highly successful' group he overlooked the dismal failures who were formerly with big magic shows. How about Card Mondor, formerly with Virgil? This 'dismal failure' in magic is still playing the best spots in the night club field. Eddie and Lucille Roberts, formerly with the Nicola show, bury their feelings of not being 'highly successful' by steadily playing the highest-paying hotels. Another couple, formerly with the Blackstone show, George and Betty Johnstone, are so 'unsuccessful' they have to beg for a day off between dates. So, Mr. Calvert, don't feel to bad about being left out of the Boston book. You're still making magic pay off—and in a big way."

New Paducah Tax Hits Outdoor Shows

PADUCAH, Ky., Jan. 3.—Outdoor show business, including carnivals, street fairs and circuses, comes under the new occupational-license ordinance here, designed to produce between \$75,000 and \$85,000 in additional revenue, which recently was enacted by the Board of City Commissioners.

The ordinance represented the third draft of one of the most controversial pieces of revenue-producing legislation faced in 1947 by the board.

The new fee schedule establishes six classifications and No. 6, as pertains to outdoor show business, reads: "Four tenths of 1 per cent; carnivals, street fairs, circuses, peddlers, solicitors, temporary merchants, itinerant merchants and bondsmen." The No. 4 classification reads: "Two tenths of 1 per cent; finance and loan companies, retail merchants, contractors and builders, machine shops, advertising and sign painting, furnaces and plumbing, coal haulers, amusements and entertainments, etc."

Dadswell Manager Inverness Annual

INVERNESS, Fla., Jan. 3.—Citrus County Fair Association directors have authorized Secretary O. M. Maines Jr. to contract for the services of Jack E. Dadswell, author-reporter-columnist-showman, as manager of the event here January 19-24. Remuneration will be on a percentage basis.

The *Citrus County Chronicle*, in announcing Dadswell's appointment, praised him for his long experience in the show and writing business. "His experiences have ranged from carnival talker thru press agent to general manager, in the course of which he accumulated the kind of information the fair directors expect to find particularly valuable in setting the first Citrus County Fair on its feet," the article said.

Tax-Free Existence To End For Calif. Trailer Owners

SACRAMENTO, Jan. 3.—Thousands of California house-trailer owners, most of them in Los Angeles and San Diego, are to end their tax-free existence, according to an announcement by Edgar E. Lampton, State director of motor vehicles. Move also will affect California showfolk who make their year-around homes in trailers.

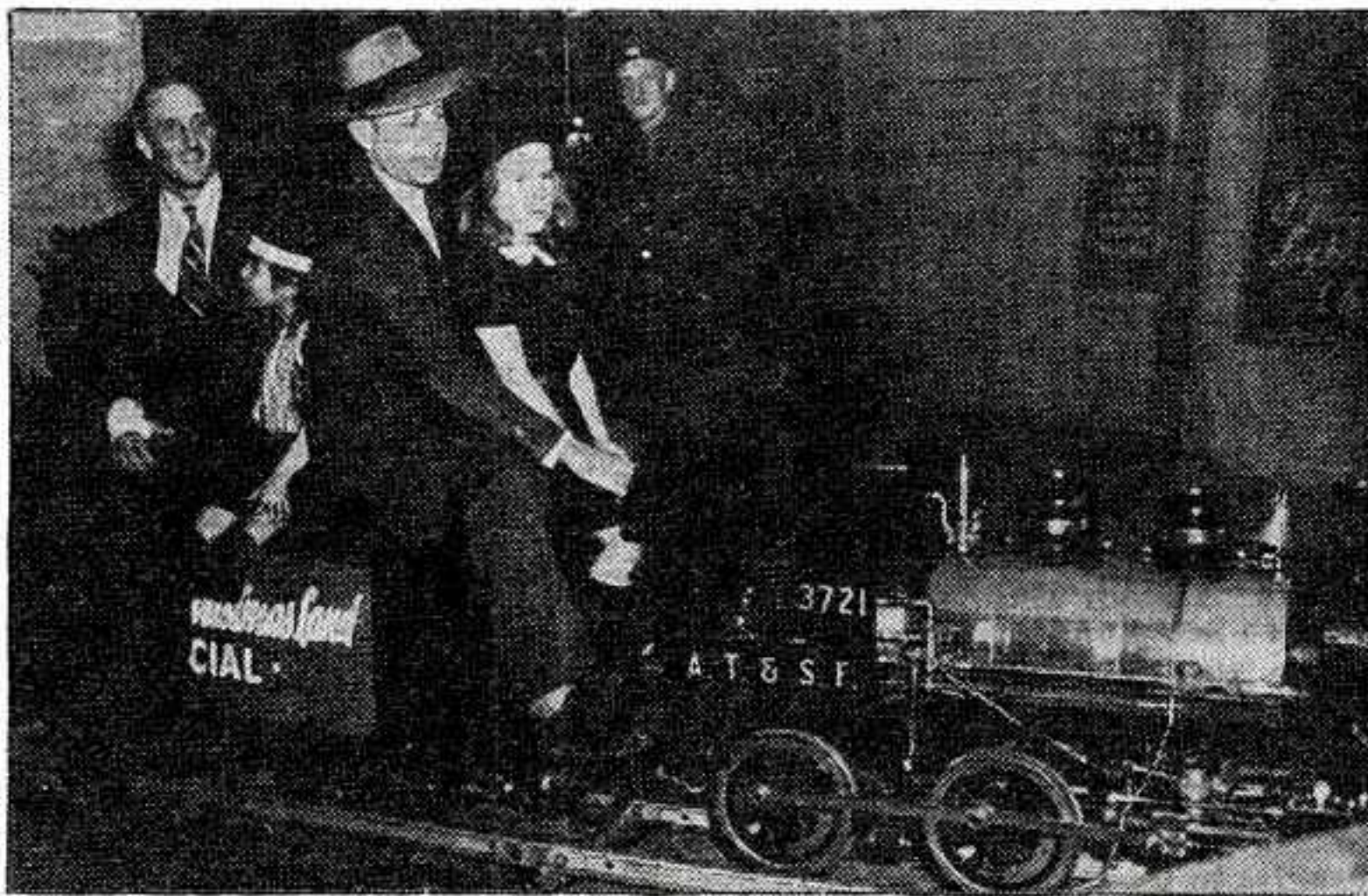
Lampton said trailer residents must pay a registration and a vehicle license fee, assessed in lieu of local taxes, or pay a tax on residential property occupied by the trailers.

State vehicle code requires a house trailer to be licensed only when moved on a highway, but the health and safety codes require it to have a valid license from the State motor vehicle department before it can be parked in a trailer camp.

Orange Jubilee Festival Revival Set at Cocoa, Fla.

COCOA, Fla., Jan. 3.—The Orange Jubilee Festival, an annual event here before the war, will be revived, with a lot of extra events thrown in.

Set for February 18-21, the festival will include such events as an aquacade, boat races, a rodeo, a street dance with Mardi Gras costumes and fireworks.



SALES MANAGER HAROLD E. SWANSON, of the Ottoway Amusement Company, was host to Basil Rathbone and daughter, Dorothy, at the Grand Central Palace, New York, where Swanson said the Ottoway steam train carried 3,000 to 6,000 kiddies per day during the nine-day run of "Merry Christmas Land."

Zacchini To Shoot 2 Daughters From Cannon; Set for Chi Stad

TAMPA, Jan. 3.—Members of the Zacchini family, at their winter home here, are working on a new invention that Edmondo, the elder brother, hopes will bring them a booming year in 1948.

Santa Claus brought a new seven-ton truck, and in one of the vast machine shops, in the planning stage, was the newest cannon—No. 14 in the Zacchini armada.

The truck and cannon will go forth this spring, Edmondo said, with a new human bullet act.

Edmondo, who has built and designed all the family's cannons since the first was produced in 1922, explained that this new one "will outshoot 'em all." It will be a streamlined, double-barreled affair, to shoot two human bullets—Edmondo's daughters, Egle and Duina.

Edmondo said he already had a contract to open with the new cannon in the Chicago Stadium in late spring, plus other bookings that will keep the act busy thruout the summer.

Edmondo and daughter Egle (Miss Victory) will go to Chicago this month to appear in court in connection with their suit for damages for the destruction of their No. 12 cannon in a traffic accident near Gary, Ind., in 1946. Edmondo estimated the loss at \$60,000, including \$10,000 in cash which he had in the truck.

The Christmas celebration at the Zacchini home this year brought to-

gether 21 of the 31 members of the family. Hugo, his wife and two children were in Texas; Bruno, his wife and four children were at Sarasota. The families celebrating in Tampa were those of Edmondo, Emmanuel, Victoria, Tio and Mario. The festivities honored Father and Mother Zacchini, former circus performers, who conceived the idea of shooting human beings from guns.

Mitchell Named Southern Rep. for Calif. Centennial

LOS ANGELES, Jan. 3.—Lloyd D. Mitchell, California theatrical man, has been named by the California Centennial Commission as its Southern California representative during the State's three-year celebration in 1948-50. It was announced that Mitchell will take office immediately.

Appointment of Mitchell climaxed an all-day session of the commission here December 1 and materially advanced the centennial plans which hitherto have been in a state of uncertainty.

Mitchell's selection was based on his 20 years of experience in all forms of community and theatrical entertainment. At the meeting, Northern California's executive secretary, George Heinz outlined plans for the first event, a pageant at Coloma, marking the 100th anniversary of the discovery of gold at Sutter's Mill, January 24, 1848. Top pic talent will portray the roles of historical characters.

New London Show Lot Sold

NEW LONDON, Conn., Jan. 3.—Davis Field, a 30-acre plot just across the city line in Waterford, which for many years has served as a show lot, has been purchased by Joseph Y. Gloth, a concessionaire at Ocean Beach Park, who, in association with his brother, Robert, will establish a large drive-in movie theater on the field. Another lot large enough for the biggest show is located only a block from the Davis field and has the advantage of being on higher ground with good drainage.

Fiberglas Material Tough Stuff—Just Ask Bill de L'horbe

CHICAGO, Jan. 3.—Never one to pass up an advertising opportunity, Bill de L'horbe, sales manager of the National Amusement Device Company, Dayton, O., comes thru via mail with this one:

"Remember that boat we had at the convention made of fiberglas and equipped with two wheels on the rear for trailing purposes? Well, it proved to be quite a boat. . . I had it on the rear of my car on a recent trip, which took me from Dayton into Michigan, Toledo and then east and as far north as Scranton, Pa., and Philadelphia.

"I was caught in Michigan with icy roads and while riding out a skid the boat came loose and turned several cartwheels down the highway. Damage was chiefly to metal air vents and wheel. Damage to the boat was nil. Then returning from Pennsylvania I was caught in a sleet storm and skidded down a small mountain. Damage again was nil, but right after my car skidded to the bottom of the hill, a truck followed, went out of control and smashed into the rear of my car and hit the boat broadside. Damage: A bent wheel and axle, a smashed in rear and left side of my car for a total damage of about \$150. Damage to the boat was two six-inch dents that can be repaired like new for about \$5.

"Yes sir, that fiberglas material is okay and will fill many uses in our industry within the next five years."

Burial of John Graham Handled by SLA in Chi

CHICAGO, Jan. 3.—Burial in Showmen's Rest followed funeral services held here Friday (2) for John B. (Hop) Graham, who died of tuberculosis in Oak Forest Infirmary December 28.

Born in Nova Scotia, he had long been in various phases of outdoor show business in this country. At one time he was with the Royal American Shows, and for several years he worked the fair dates of Thearle-Duffield. He long had been a familiar figure at indoor circuses. His nickname, Hop, derived from a lame leg.

Last summer, friends arranged a job for Hop in Phoenix to benefit his health, but after a few weeks he found the life too lonesome. In the fall, he made the Shrine Circus dates at Cleveland, Houston and Fort Worth. He was in Oak Forest several weeks before his death.

Amusement Tax Threat Heard in Portsmouth, Va.

PORTSMOUTH, Va., Jan. 3.—The amusement tax bugaboo has reared its ugly head here again.

City Manager Arthur S. Owens told the council recently such a tax is the only means with which to meet a proposed increase in the cost of living bonus for city employees.

Owens said he did not favor such a tax, but that there was no other solution.

Melvin Koontz Injured

HOLLYWOOD, Jan. 3.—Melvin Koontz, 37-year-old veteran wild animal trainer for circuses, zoos and motion pictures, was clawed about the arms and chest by a tiger here December 16. Koontz was working the cat in a movie scene at General Service Studios when the animal turned on him.

Seek To Limit Novelty Men

MILWAUKEE, Jan. 3.—Enforcement of ordinance regulating transient merchants when the Freedom Train arrives in Milwaukee next June was asked by Mayor John L. Bohn in a letter to Chief of Police John W. Polcyn. Edward Shugru, national director of the American Heritage Foundation, told the mayor that in other cities the approaches to the train looked "like a carnival midway." Enforcement of the transient merchant ordinance would cut down the number of souvenir concessionaires near the train, Bohn said. The ordinance requires a year's residence in Milwaukee before a license is granted.

Closing Days To Tell Story Of Chicago Holiday Venture

January 4 wind-up to determine whether it wins or loses —New Year's storm takes toll at gate—Cristianis head program with Cole Bros. animals and Joe Walch cat act

CHICAGO, Jan. 3.—Box office over the week-end holds the answer to whether the second annual International in Chicago Coliseum gets off the nut or drops money as last year's venture did.

Leo A. Selzer, the building's boss, estimated at the halfway mark that attendance was 50 per cent ahead of last year. Up until then, the show had received a much better break in the weather. But the storm New Year's Day, with its severe blow to traffic, was another story and took an unmistakable toll on business. Holders of tickets unable to buck the elements were told they'd be honored at future performances, and the Loop sale for today and Sunday was promising.

Selzer's Hope High

Selzer has contended all along that it would be a matter of educating the public to put a Chicago circus at holiday time on a really paying basis. Encouraged by the gain registered this week in face of an advance ticket promotion he termed disappointing, he expressed confidence that in another year or two, his circus would be well enough established to run 30 days. That, he made it clear, is his goal.

Opening the night after Christmas as a charity benefit, show has had daily matinees since and ends tomorrow night. A press and radio party, featuring a buffet supper in the wild animal arena, was given between performances Saturday (27). Start of the New Year's Eve performance was delayed until 10 p.m., there being a difference of opinion as to the wisdom of this move.

Interior of the Coliseum presents

King Opens Zoo At Macon Quarters

MACON, Ga., Jan. 3.—Starting Sunday (4), by arrangement with the Macon Chamber of Commerce, King Bros.' Circus free zoo will be open every week-end from noon to sundown at Central City Park. An estimated 3,000 persons visited quarters last Sunday (28), even tho the opening had been announced for a week later.

Co-owner Harold and Dorothy Rumbaugh presided over Christmas festivities at quarters, which included a turkey dinner prepared by Napoleon Reed.

General Manager Floyd King has returned from a business trip to get preparations started for the 1948 tour. Show will be the same size as last year, augmented by a menagerie. New canvas has been ordered from the O. Henry Tent & Awning Company for April 1 delivery.

Joe and Crystal Peet are in charge of the elephants and menagerie animals at quarters. The Albert Powell Trio will spend most of the lay-off months here but plans to play some indoor dates. Fred Wenzel and Ted Hodgini, clown alley, also are Macon winter residents.

General Agent James M. Beach is at Seneca Falls, N. Y.; Enoch Bradford, boss canvasman, at Gastonia, N. C.; James Salter, 24-hour man, at Milledgeville, Ga., and Arthur Stahlman, concession manager, at Los Angeles.

Recent visitors at quarters were Izzy Cetlin, Roy C. McCarter, Nat D. Rodgers, Roy Fox, Arnold Maley, and Gilbert and Lillian Wilson.

an improved appearance this year with a new coat of light paint on the domed ceiling and nifty new steel chairs on both sides of the arena stands. The lighting still is admittedly deficient, but the producers feel that until their enterprise starts paying off, the high cost of spotlights is not justified.

With so many show folks in Chicago at this time of year, the circus has come in for the critical inspection of an unusual number of professional visitors. Produced by Orrin Davenport, the performance is pleasing cash customers. Program is divided by an intermission, with 14 displays in the first half and 11 in the second. The printed program, by the way, has the rare distinction of following the exact running order. Only omission is the Hippodrome Races, which failed to materialize. Most of the acts go to Toledo for Davenport's Shrine date, having been preceded by Press Agent Ora Parks, who left Monday (29).

Walch Presents Cat Act

Backbone of the performance is again furnished by the Cristianis Family and Cole Bros.' stock. After pony drills for an opener, the show gets under way with Joe Walch and the Benson Wild Animal Farm cat act—
(See *Finale to Tell* on page 62)

Kelly-Miller Adding 4 Bulls, Cat Animals

HUGO, Okla., Jan. 3.—Obert Miller, back from another buying trip, this week announced the purchase of four more elephants for the Al G. Kelly and Miller Bros.' Circus. This will give the show a total of 10 bulls, said to be the largest to be carried by a motorized circus.

Miller also announced that the menagerie would be augmented by a tiger, a black leopard and two pumas, and that a rosin-back and two menage horses were being added to the ring stock.

Mills Bros. W. Q. Personnel Feted With Yuletide Dinner

CIRCLEVILLE, O., Jan. 3.—Jack and Jake Mills, thru their winter quarters manager, Sam Burnstein played Santa Claus to their employees with an elaborate Christmas dinner, comprised of three large turkeys and all the trimmings. Praises were sung to Jeanette Wallace for lending the women's touch to preparation of the feast. Each employee received a gift.

Those present included Jeanette and Burt Wallace, Marie and Bert Pettus and their three children, Lee, Tommy and Sandra; Charlie Brady, Charles and Virginia Schuler, Fred Abbott, Sam Burnstein, Billy Sheets, J. W. Dotson, Robert Barnes, Bobby Jones, Walter Peasley, Harry (Steamboat) Cole, Ishmie Beckleheimer, Ray (Curly) Dunn, Don Allen, Clarence Sanes, Eddie Mason, Ed (Bill) Brandt and Harry Cone.

Unable to attend because of illness were Ethel Brady and Mary and Kermit Herrick.

Clyde Bros. Reopens Jan. 26

JACKSON, Miss., Jan. 3.—Clyde Bros.' Circus will open its 1948 season with a four-day engagement in Municipal Auditorium here January 26. Show will be sponsored by the Optimist Club.

Jay Gould To Mark 25th Anniversary

OTTAWA, Ill., Jan. 3.—Jay Gould announced here this week that the Jay Gould Million-Dollar Circus is making preparations to celebrate its 25th anniversary in 1948. Show has quarters in Ottawa tho still maintaining Glencoe, Minn., as its permanent address.

Gould makes a specialty of selling his show outright to local auspices for community events. With the conclusion of his pre-Christmas merchants' dates at Gilman, Ill., December 24, he reported his org rounded out the longest and best season in its history.

"We are a little proud of our record," Gould said. "We started in 1923 with our family of nine children as the Gould Family Band. As our family grew up we added our in-laws. Now we have six sons-in-law and three daughters-in-law and 20 grandchildren, with more coming."

Bad Meat Blamed in Death of Animals At Dailey Quarters

GONZALES, Tex., Jan. 3.—The wild-animal department of Dailey Bros.' Circus has been hard hit recently with a batch of tainted meat blamed for the death of three lions, three pumas and two polar bears in quarters here. In addition, Tillie, billed as the show's "talking" elephant, has been seriously ill for several weeks. Tillie is under care of Dr. James Hamiter, Dallas veterinarian.

Lewis Reed has cabled Owner Ben Davenport that one of the 10 young elephants he is bringing back from India died as a result of stormy weather and high seas. Boat bearing the shipment is scheduled to arrive in this country around January 8.

Ralph Noble, Dailey general superintendent, reported for duty last week from his home at Joplin, Mo., and has gone on to Norfolk, Va., to supervise the manufacture of new tents for the show.

Two tourist sleepers recently purchased by Davenport from the Pullman Company, have arrived in Texas. Present berths are to be retained in one for a sleeper back on the show, the other will be converted into an advance advertising car, the drawing room in one end to be adapted as office and quarters for Car Manager William Oliver.

Show is also buying a new stock car and two more flats, making a total of 25 cars for the 1948 tour. Flats are extras already owned by Davenport which have been out on lease.

Polack Personnel Party in Richmond

RICHMOND, Va., Jan. 3.—Members of the two units of Polack Bros.' Circus, wintering here preparatory to playing the Acca Temple Shrine Circus, January 19-25, were guests at a Christmas party at the local fairgrounds December 24 tendered them by Mr. and Mrs. C. V. Badger.

Refreshments were dispensed by Joe Easten, and a feature was the presentation of a large bale of hay and a peppermint candy cane to each of the seven elephants. In attendance were the Badgers, Mr. and Mrs. Cliff Darling, Gene Chambers, Joe Easten, Bobby and Rose Harrison, Mickey and Peggy Rose, Slivers and Joe Madison, Cheerful and Mary Gardner, Irish Donovan, Bob Feigel, Frenchy Durant, Van Thomas, Pee-wee Miller and Mr. and Mrs. Dick Pokrass, who were honored guests.

Polack Western Reopens Jan. 11

Midwest dates carry into April — unit played 31 cities in 41 weeks of 1947

CHICAGO, Jan. 3.—Polack Bros.' Western Show launches its 1948 season at Saginaw, Mich., January 11, with a seven-day Shrine engagement for El Kurafeh Temple. Advance promotion is being handled by A. E. (Buck) Waltrip.

Following the same procedure as last year, show will go next to Flint, Mich. Dates to follow in the Middle West include Hammond, Ind.; Louisville, Cincinnati, Chicago; Dayton, O., and Indianapolis. These dates will take the show up to the middle of April.

In addition to talent already announced, Ethel Robinson has signed Paul Jerome and Harry Dann as clowns with the unit. Both are from Ringling-Barnum. The Ward-Bell Flyers and Great Francisco, sway pole, will not join until Flint because height of building at Saginaw will not permit them to work there.

General Agent T. Dwight Pepple has compiled statistics showing that Polack Western in 1947 traveled 11,926 miles, played 41 weeks and exhibited in 31 cities in 14 States. Longest run was 2,365 miles from Indianapolis to Sacramento; shortest was 8 miles from Oakland to San Francisco. Thirty-two railroads were used to transport the show's stock and equipment.

Engagements in terms of days were as follows: 17 days, Chicago; 14 days, Indianapolis; 11 days, Oakland and San Francisco; 10 days, Cincinnati, Dayton, Sacramento, Seattle and Denver. Week stands were played in Saginaw, Hammond, Louisville; Fresno, Stockton, San Jose and Long Beach, Calif.; San Antonio, Oklahoma City; Springfield and Peoria, Ill.; Davenport, Ia., and Charleston, W. Va. Five days were played in Flint; four days, Eureka and Bakersfield, Calif.; Yakima, Wash.; Little Rock, Ark., and Rockford, Ill.; three days, Santa Rosa, Santa Barbara, San Bernardino and Riverside, Calif.; New Westminster, B. C.; Wenatchee, Wash., and Wichita Falls, Tex.; two days, Salinas, Modesto, Merced and Napa, Calif., and Nanaimo, B. C.; one day, Los Angeles Coliseum, July 4; night show only.

Mystery Prompts Inquest In Roland Simpson's Death

SARASOTA, Fla., Jan. 3.—An inquest has been called by Sarasota County Judge Forrest Chapman to investigate the death of Roland Montgomery Simpson, 41, usher for Ringling Bros. and Barnum & Bailey Circus, whose body was found floating in a pond in a swampy area in East Sarasota.

Sheriff's officials said the condition of the body indicated Simpson had been dead for several days. They expressed no opinion as to the cause of death and said the inquest was delayed to permit an autopsy and further investigation. Circus officials said Simpson had been missing for several days before his body was found.

Elliott To Furnish Stock For Cheyenne Frontier Days

CHEYENNE, Wyo., Jan. 3.—Livestock for the Cheyenne, Wyo., frontier Days will be furnished by Vern Elliott, Platteville, Colo.

Elliott will provide 125 head of bucking horses, 75 wild horses, 45 Brahma bulls, 75 saddle horses and all personnel needed to stage the show.

George Valentine Establishes Circus Haven at Normal, Ill.

BLOOMINGTON, Ill., Jan. 3.—Prospect of this community regaining its former standing as a training center for circus acts received impetus with the announcement by George Valentine, of the Flying Valentines, that he is establishing the George Valentine Circus Haven in Bloomington's sister city of Normal.

Valentine purchased from William Caudell Sr. the Happy Acres stables and eight acres of ground on Grove Street, west of Normal Community High School, and is converting the area and building into a training quarters and rest center for show people.

The stables are to be removed from the barn to allow space for acts to train under the roof. One end will be for trapeze performers, and at the other end of the 175-foot structure will be a practice ring. The middle of the barn will have a stage for the rehearsal of platform acts.

Valentine said that with lumber from above the present stables he will erect a structure containing showers and a recreation room. South of the buildings a parking area for trailers will be provided.

The Flying Valentines will live at Circus Haven. Their group, which formerly wintered at Houston, consists of George and Lorraine Valentine, natives of Bloomington-Normal, and Geraldine (Sue) Pelto, of Duluth, Minn., who has been with the act for 13 years.

William Valentine has the Flying LaVals, Fred the Flying Valentinos and Roy the Flying Romas. George broke into the flying act field with Harry Lamar, who still has the Flying

Lamars and maintains a home in Bloomington. George also was the first catcher for Art Concello, now general manager of Ringling Bros. and Barnum & Bailey Circus.

Clyde V. Noble, of Bloomington, who remembers when he and other aerialists used Bloomington's Coliseum and an ice house as practice quarters, is assisting George in his project.

Diamond B Preps for '48; Blackmon Buys Stallion

SILVER SPRINGS, Fla., Jan. 3.—Preparations for the 1948 season are already under way at the new ranch winter quarters of the Diamond B Rodeo here. Personnel, stock and mobile equipment are all quartered on the 1,000-acre ranch which Owner Lewis S. Blackmon leased following the completion of fair dates this year.

Blackmon recently purchased a quarter horse stallion sired by Gonzales Joe Bailey. All equipment, including transportation units, is being repaired and painted.

In quarters are Hub Hubbell, Bob Cobb, Red Pilz, Dan and Buddy Carroll, Chick Martindale and family, Bud Gilliam, Pee Wee Frabatta, Shorty Lanoue, Johnny Cannell, Bob Layman, Joe and Rose Ferris and the Blackmon family.

Merle Evans Feted in Joplin; Making High School Tour

JOPLIN, Mo., Jan. 3.—Merle Evans, bandmaster of Ringling Bros. and Barnum & Bailey, who has been visiting his aged mother at Columbus, Kan., was guest Monday (29) at the annual CFA party given here in his honor. He later left on an extended tour of high schools to work with their bands and give a lecture titled *Behind the Scenes at the Circus*. His itinerary is to include such Southern States as Mississippi and the Carolinas, and Wisconsin and Minnesota in the North.

It is understood Evans is contracted to return to the Big One this season.

Armin B. Barney Heads Colo. Springs Rodeo Group

DENVER, Jan. 3. — Colorado Springs Rodeo Association will be headed by Armin B. Barney, cashier of the Colorado Springs National Bank. Barney succeeds Mayor J. N. McCullough, who held the post two years.

Thayer Tutt, Broadmoor Hotel executive, will be vice-president. J. D. Ackerman continues as secretary of the organization which annually stages a four-day rodeo in Spencer Penrose Stadium at Colorado Springs during August.

Medrano Switches to Circus Acts After Fling at Vaude

PARIS, Jan. 3.—Cirque Medrano presented a good holiday bill featuring Pierre Alizes, flying trapeze; Kavaljo's horses; Francis Brunn, juggler; the Rolling Stars, skaters, and Collins and Elizabeth, knife-throwing.

Medrano is apparently back to straight circus bills after several programs starring American vaude acts, such as the Nicholas Brothers, Peters Sisters, Glen Pope, and Georgette and Buster Keaton.

Joe and Bebe Siegrist, last season with Polack Bros.' Western Show, are in Shreveport, La., framing a high act to be booked thru Barnes-Carruthers.

Children's Hospital Gets 50G As Bit From Polack Chi Date

CHICAGO, Jan. 3.—At an annual ceremony Sunday (21), the Shriners' Hospital for Crippled Children at Oak Park, Ill., received \$50,000 from Potentate John B. Morgan of Medinah Temple, representing a portion of the take from Polack Bros.' 1947 date

for Medinah in Chicago.

The check was received for the hospital by one of its patients, 11-year-old Jerry Kvamme, Voltaire, N. D., who was born legless and on that day walked for the first time on artificial legs. Al Sweeney handled publicity for the event, which was covered by the local press and AP Wirephotos.

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RHESUS MONKEYS

4 Fully Acclimated Giant Rhesus, Yearly Breeders, Males or Females	\$ 40.00 Each
Small and Medium Size	25.00 Each
Mother and Baby Combinations	75.00 Set
5 Sets—\$350.00 for the Lot	350.00
BABY RINGTAILS	40.00 Each
MEDIUM RINGTAILS	35.00 Each
3 MALE PIC TAIL MONKEYS, Young and Tame	50.00 Each
SPOT NOSE MONKEYS	25.00 Each
MONA MONKEYS	25.00 Each
SOOTY MANGABEYS	25.00 Each
AFRICAN GREEN MONKEYS	20.00 Each

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ZEFTA LOYAL REPENSKY, on Dec. 25, 1947, was decorated with a solid gold medal of honor by The Empresas Santos y Artigas for her great performance of being the only lady in the world doing somersaults on a bareback horse, and at the same time Zefta was proclaimed and given a diploma as **QUEEN OF THE CIRCUS**.

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E. F. KINDLAN'S CIRCLE (K) RANCH RODEO

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All this stock may be seen and inspected by any Fair Committees and organizations who may be interested, at the E. F. Kindlan's Circle (K) Ranch, Norristown, Pa.

YOUR INSPECTION INVITED.

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PROMOTERS AND PHONE MEN WANTED

On Program Book, Banners, Tickets and Queen Contest. All season work. Must be sober. To start immediate on big Police Rodeo, Savannah, Ga., March 10th thru 11th; followed by Columbus, Ga.; then the big one, Jr. Chamber of Commerce Rodeo, Charlotte, N. C., April 6th thru 11th; then big Firemen's Rodeo, Macon, Ga., April 15th thru 18th; 4 more Police Rodeos booked. Don't come in, but write or wire (pay yours) to

MILT HINKLE, Mgr. Police Rodeo

WHITNEY HOTEL, SAVANNAH, GA.

P. S.: Will sell Grandstand Concessions. Can use few Wild West Acts and Rodeo people.

WANTED FOR DAILEY BROTHERS' 5-RING RAILROAD CIRCUS

ALL AROUND BILLERS

Long season assured to sober, diligent men.

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ST. LOUIS, MO.

Schultz-Vallee in W. Q. After Season in Canada

ST. BENOIT-BEAUCE, Que., Jan. 3. —Schultz - Vallee Wild Animal Show, which closed November 4, is in quarters here at Vallee's amusement center on Lake Poulin. Show opened early in June and toured Quebec and the maritime provinces, playing indoors the last six weeks of its season.

Capt. William Schultz is adding a male lion act, ponies and pigeons to his program, which included 5 black bears, 12 dogs and 2 monkeys. He also is breaking his baboon, Annabella, to do an act. Schultz is the veteran European animal trainer who came to Canada 12 years ago under George Hamid's booking and is credited with giving this country its first permanent circus.

Florian Vallee, Schultz's partner, recently visited the Benson animal farm at Nashua, N. H., and various animal shops in New York.

Charles Sparks Tent, CFA, Holds First Winter Meeting

NORWICH, Conn., Jan. 3.—The first winter meeting of Charles Sparks Tent No. 14, Circus Fans Association of America, was held recently in Norwichtown. Felix P. Callahan, boss canvasman, conducted the business meeting, following a chicken pie supper served by Mr. and Mrs. L. Perry Raymond. The tent plans to attend the Shrine Circus at Hartford in February, with C. A. Gager in charge of the arrangements.

Attending the meeting were Mr. and Mrs. Callahan, Mr. and Mrs. Gager, Mr. and Mrs. Raymond, Mr. and Mrs. James H. Craney, Mr. and Mrs. Joseph Daley, Mrs. Mary Palmer, Christine and Elizabeth Barry, Mrs. Ruth Coit, Margaret and Lillian Roarke, Ione Breckenridge and Edmund Smith.

ANIMALS WANTED

1 Female India Elephant (must be gentle, describe fully).
1 Camel, Yak, Zebra, Sacred Cow, Bear, Water Buffalo, Male Lion. Several Midget Horses and Mules. State age, condition and lowest cash price.

HELP WANTED—HELP

Circus Mechanic with tools, Lot Superintendent, two good Animal Lecturers, good Livestock Man, Magician that does magic, Vent. or Punch that can peddle, Mitt Reader.

Dick (Heavy) Ellis, Wingy Saunders, Sandy Sallee, Howard Williams, Sam Daniels, write me at once. Show opens early in March.

PAN-AMERICAN MUSEUM and WILD ANIMAL EXHIBITION

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116 FEDERICA ST., JACKSON, MISS.

ATTENTION ACTS!

I am now contracting Feature Acts for my 1948 Circuses and Fairs.

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INSIDE FRONT COVER
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POPCORN MACHINES AND SUPPLIES

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95.
Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors, Chaiquette Fringes. Other Items. Folder? Yes.

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3 new Suits of Silkolene Tights No. 2; 3 Leotards to match, 64" girth, yellow, white, rose; Single Trapeze, 7 ft. ropes, nickel ball ends, 30 ft. white web, \$27.00. Half with order, balance C. O. D.

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WANTED

Ground and Animal Acts doing two or more for first and second week of February, Ohio and Indiana cities. Phonemen for Gary, Ind. Don't wire, come to Gary Armory.

Patterson Bros.' Circus

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WILL BUY

80, 90 or 100 Round End "Big Top"; give sizes of middles and condition when replying. Also interested in other Circus Property, describe in detail, with cash price.

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UNDER THE MARQUEE

The Three Fearless Stars are at Tampa after a 34-week season.

Atomic energy would be useful on circuses if they could get it to pole wagons.

Jim Stutz will mark his 30th season on the road in 1948 by joining the World Wide Animal Exhibit.

Wyatt Davies, clown, cards from Bogalusa, La., that he visited friends at the New Orleans Shrine Circus.

John Lynn, superintendent of Clyde Bros.' Circus, recently was in Hugo, Okla.

Showlife is coming back to normal but no one yet dares to beef too loud at workingmen.

Jack Bell, circus bandmaster, last with C. R. Montgomery, is spending some time in Chicago.

I. S. Douglas, Dailey Bros.' mechanical superintendent, is wintering at Joplin, Mo.

Jerry and Vornne Martin recently did their high ladder act at Veterans' Hospital, Bay Pine, Fla.

Nowadays a veteran circus sage is anyone who has been in the business for three years.

Walter L. Main told of his circus experiences at the recent Ladies' Night party of the Geneva, O., Junior Chamber of Commerce.

Ray Brison, who finished his kiddie bookings Christmas Day, is playing schools with his clown magic, marionettes and Punch.

R. L. Staver, Williamsport, Pa., circus agent, gifted his friends with hand-painted oil pictures done by his mother, 84.

A rustic from the backwoods is a guy who still thinks it worthwhile to count his change.

Arthur and Marie Henry went to Gainesville, Tex., after playing the Tom Packs Shrine date at New Orleans.

The Russell family, last season with Stevens Bros.' Circus, has returned to Coalgate, Okla., after spending three months in Iowa.

Paul (Boddie) Brase, of the Ringling show, has located in Fort Wayne, Ind., and will be associated with the Anderson Concession Company for 1948.

Public opinion may be invisible but it's there when an agent returns to rebook a town.

Milt Herriott writes from St. Peter, Minn., that he'll be out this year with three new acts of horses, ponies and dogs to play fairs, parks and indoor circuses.

December issue of *Hobby Bandwagon* had stories of the Walter L. Main parade season 1904, and reminisces of Jake Posey, 84, last of the 40-horse drivers.

Al Butler, R-B contracting agent, is out ahead of a road company of *Show Boat*. Sam Stratton, formerly of the R-B press staff, is fronting for Bobby Clark's *Sweethearts*.

Only after the invention of the grapevine did showmen realize how fast bad news could carry.

Joe Farnan reports that John Sabo, former Ringling-Barnum menagerie superintendent, stopped in Chicago recently long enough to visit Farnan, Lou Clayton and Roy Weaver.

Terrell Jacobs attended the International Circus in Chicago December 27, accompanied by Bob Zimmerman, Madison, Wis., a member of the Circus Fans Association.

Merle Evans, band leader of the Ringling circus, will make a personal appearance with the high school band of Whitewater, Wis., in that city January 21.

Winter is a cooling-off period for the trouper who closed broke and swears that he'll never troupe again.

Baron Novak, 19-year-old midget of York, S. C., and stepson of the late Ray Rogers, appeared with Santa Claus at the Charlotte, N. C., Variety Club's Christmas party.

Martin Moran, usher with Ringling-Barnum in 1945 and part of 1947, writes that he played Santa Claus in a Washington department store and plans to troupe as a clown this season.

Thomas F. Heney, veteran agent of Dailey Bros.' Circus, was the guest of Jack Belden at his country estate in San Francisco Christmas Day. Guests also included Ben Davenport and R. M. Harvey.

Leo Francis, musical clown and blackface comic, has been booked for 11 weeks on an International Harvester unit thru Indiana and Illinois. Jimmy Trimble, magician, also is on the bill. Unit opened January 5.

On finding that the Chariot & Tableau Circus practiced no discrimination among its performers and workingmen, a workingman left to join a show that did.

Thomas M. Crum and Rebel Marchetti, after closing with King Bros.' Circus, stopped off in Mobile, Ala., to say hello to Mr. and Mrs. Walter B. Fox, en route to their homes in Nashville and Hopkinsville, Ky.

Myron R. Kyle (Huey the Clown) reports that he played a five-week engagement in a Los Angeles department store as well as other Christmas dates there, and that he will make Clyde Beatty's Los Angeles and San Diego dates in the spring.

J. S. Ramsey, who became ill last June while in Maine with Bailey Bros., writes that he now is at his home in Southern Pines, N. C., improved in health. He is grateful to folks who wrote and called during his illness.

Lou Berg is recovering from an illness at the home of his sister, 2293 Agate Avenue, Eugene, Ore. To Charles Haley, well-known Los Angeles hotel man and showman, he writes that he is getting plenty of rest and hopes soon to be up and around.

Frank Verdi and Lloyd Watton are keeping in shape at Roger Bros.' Circus quarters at the La Grange, Tex., fairgrounds with daily practice sessions at the band box. Frenchy LeBouff is an occasional visitor to watch the boys go thru their paces.

Smoky Rouse writes from Arcata, Calif., that he has been visiting his parents there since playing the New Orleans Shrine Circus. He previously made Hamid-Morton and Tom Packs's dates and was with B. Ward Beam's thrill show. He plans to open February 14 with Hamid-Morton at Memphis.

Fred Guthrie, performer playing circuses and fairs, who recently underwent an operation at the Good Samaritan Hospital, Cincinnati, was released January 2. Following a stay

of two weeks at his home, 1606 Elm Street, Cincinnati, Fred will go to Tampa. His address there is Box 1129, Route 3.

Bert and Corrine Dearo, in Chicago for the Coliseum show and set for the rest of Orrin Davenport's dates, recently vacationed in San Antonio. While there they drove into Mexico with Don and Helen Hartley, who recently closed with Barnes-Carruthers and Clyde Bros. At Nuevo Laredo, they visited Gran Circo.

L. E. Roba Collins, who was at his home in Patterson, Mo., for the holidays, again has his mystery act in school auditoriums. He expects to close the last of January and spend a few weeks in Hot Springs. Last season he was with Patterson Bros.' Circus as side show manager and program director and again will be with the big tops this season.

R. K. Spidell Concession Company, Chambersburg, Pa., did the catering for the Stanley Clothing Company's Christmas party to its 1,200 employees there December 26. Manager Ralph Spidell, circus fan and model builder, has received contract to sell novelties and hamburgers at the high school basketball games in Chambersburg.

Clarinetist Ernest L. Thompson, with the James M. Cole Circus last season, passed thru Cincinnati last week and called at *The Billboard* January 2. He was en route to St. Louis, where he is visiting his mother. From there he will go to Houston for remainder of the winter. Thompson stated that he again will be with the big tops in 1948.

E. Deacon Albright, with King Bros.' Circus the past season, left Macon, Ga., December 18 for his home in Evansville, Ind. After New Year's, he will visit James Shropshire, former side show manager, at London, Ky. Jimmy operates the 4-Paw Hotel there. Albright will return to Macon about February 20.

A. J. Clarke, last season contracting agent with Clyde Beatty, is general manager for Lawrence Stanhope and his *The Master's Chair*, a new legit show with Richard Ney and Ona Munson, which opened Friday (26) at Santa Barbara, Calif. A West Coast tour of about 10 weeks is scheduled, including San Francisco and Los Angeles, and if show clicks it is to be taken to New York.

First of May always believes he's doing all right and having lots of fun, but hesitates to say so for fear of giving the old-timers a laugh.

Glen Tracy, member of the John Robinson-Loyal Repensky Tent of Circus Fans, Cincinnati, an artist and painter of big top subjects, landed heavily in the Pictorial Magazine of *The Cincinnati Enquirer*, December 14. He hit the front cover in colors and there were five other shots covering two pages in rotogravure. Glen and wife, Mimi, are dyed-in-the-wool fans.

Burt L. Wilson, Chicago circus collector, has dug up this title from an 1888 program and wonders if (See *Under the Marquee* on page 62)

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OPS OPTIMISTIC ABOUT 1948

Gruberg Installs 15 Rides at Long Beach Playland

NEW YORK, Jan. 3.—Max Gruberg, the carnival operator, has lined up close to 15 rides for Playland Amusement Park which he is installing at Long Beach, L. I. Site fronts on the boardwalk and covers the block front along Broadway to Jackson Boulevard.

Rides being erected at the new park include an Octopus, Rocket and Skooters, plus 10 kiddie rides, among which is a mechanical elephant ride, said to be the only one of its kind. In addition the park will have refreshment stands, novelty booths and other concessions. A rest room, with a nurse in attendance, will be equipped to care for younger children.

Gruberg is expending \$60,000 for the park layout. Park site will be (See Gruberg Adds Rides on page 62)

New Rides and Entranceway Planned for Carsonia Spot

READING, Pa., Jan. 3.—Many improvements at Carsonia Park here are planned for 1948, including several new rides, additional kiddie rides, and a new entranceway, according to R. Leonard Bibbus Jr., who operates the Merry-Go-Round at the park here. Bibbus' father operates the Roller Coaster.

The large parking lot will be paved this season and a new drive-in bus station will be constructed. Bibbus also said the lake will be enlarged and new motor boats, canoes and row boats will be purchased.

Bibbus, a recent bridegroom, leaves here shortly, with his wife, for a vacation in Miami.

Strolling Thru the Park

New Owner at Craig Beach Park Is Drafting Many Innovations

Charlie Rennels, new owner of Craig Beach Park at Milton Dam, east of Akron, says his spot will have a face-lifting this spring and he currently is drafting the plans, using much information, he says, that he gathered at the recent convention of the National Association of Amusement Parks, Pools and Beaches.

Ben Sterling reports that construction already has started on the new ballroom for Rocky Glen Park, Scranton, Pa.

An attractive piece of park advertising is that put out in calendar form by Walled Lake Park, Detroit, and Excelsior Park, Minneapolis. Both spots are owned by Fred Pearce, Detroit. The calendar pictorially shows jungle animals having fun in an amusement park, with central attraction being a Coaster car, loaded with an elephant, lion, monkeys, etc., racing downward into the dips.

Along with all other parks on the Eastern Seaboard, Idlewild Park, Ligonier, Pa., was transformed into a fairy wonderland by the recent record snowfall in the East. Park is managed by Jack Macdonald, while his father, C. C. Macdonald spends the winter at his cattle ranch in San Antonio.

The Roy Richwines, senior and junior, are trying out National Amusement Device's new fiberglas boat on their lake in Williams Grove

Park and Speedway near Harrisburg, Pa.

James E. Gooding Jr., eight months old and feature member of the family's annual Christmas gathering, already is walking enough so that James Sr., the Puritas Springs Park (Cleveland) vice-president, says he soon will have another engineer for the spot's Miniature Train.

West Point Park, West Point, Pa., recently acquired by William Y. Okamoto, plans a new installation of Lusse Auto Scooters before the spring opening.

W. I. Warrensford, head man at Sandy Beach Park, is vacationing in Florida these cold days.

Charlie Paige is supervising the erection of a Kiddie Coaster at State Fair Park, Dallas. Coaster, being erected for Sam Bert, will have 750 feet of track and will accommodate two five-car trains. The maximum summit will be 14 feet and the Coaster is described by W. H. Hitzelberger, vice-president and general manager, as the ideal type for children. Cars will be upholstered in foam rubber and will be stream- (Strolling Thru the Park, page 62)

Some Few See Biz Decline

Promotions to be stressed in effort to keep attendance at peak of year ago

By Hank Hurley

CHICAGO, Jan. 3.—With the dawn of a new year, business in general is wondering what's ahead. Some will tell you there will be a recession; others say the 1947 pace will be maintained, and still others—few to be sure—predict a decline.

Park owners and operators throughout the country are, for the most part, optimistic about what's ahead this year in their industry. In replying to a questionnaire sent out by The Billboard regarding their views on business for 1948 as compared to 1947, most of them expressed optimism, with those predicting a decline in business being in the minority.

For the most part, ops went on (Park Operators Optimistic, page 75)

Visits in New York

NEW YORK, Jan. 3. — Harry (Waggy) Prince, co-owner of Lincoln Park, North Dartmouth, Mass., visited in New York for a few days, en route from Miami to his office in North Dartmouth.

Sitting 'Round the Table

(Editor's Note: The last call for views on the current subject, "What is your opinion on special kiddie days and special reduced prices for children on everything in the park?" is about to be given. If you wish to let other park owners and operators know what you do at your spot regarding special kiddie days, etc., send in your views now before the new question is put up for grabs.)

Searle Votes No

The only time we make special rates to children is during the second and third week in June when the school children's picnics are held. We then offer a 10-cent ticket good on any of the rides or for hot dogs.

We used to have kiddie days during the 1930's on every Tuesday after school let out. We gave this up, however, around 1940. They did not draw enough extra to really pay for the extra expense of contests, prizes, etc.

It is our belief also that it is not good to sell something for half-price one day a week and try to get full price for the same thing on the other six days. We believe with good rides and fair prices, you are further ahead to maintain the same prices every day.

We appreciate your round table.—FRED W. SEARLE, Suburban Park, Manlius, N. Y.

He's in Favor

My opinion regarding special kiddie days and reduced prices for children on everything in the park is that it is a very good idea. I am new in the park business, this season just passed being my first. I found that kiddie days helped business a lot.

Regarding free parking, which subject was up for discussion in this column previously, I find if you have a park which charges admission, it is good business to offer free parking.—TOMMY TEXIS, Augustine Beach Park, Port Penn, Del.

LARGE MINIATURE TRAIN FOR SALE
OR would rather place in good Park. 3-ton steam-type gas-driven locomotive, 4 roof-type coaches, seat 48 adults or 72 children, approx. 5000 feet of rail. A beautiful outfit and a real money getter. Complete \$7000.00.
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1838 Wynhurst St., N. S. Pittsburgh 12, Pa. Rosewood 8451

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COASTERS AND STREAMLINED CARS
MILL CHUTES OLD MILLS AND BOATS
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Length: 14' 0"
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WFA Seminar Will Precede Fairman's Fair

Draft Model Annual's Plans

SACRAMENTO, Jan. 3.—Designed to continue improvement of management of non-profit fairs in California and the Far West, a "seminar of fairs" will be held January 12-13 at the State fairgrounds here, according to an announcement by the Western Fairs Association which will sponsor the meeting. Tho designed primarily for new fair managers, all directors and managers of the 90 Western fairs are also invited to attend.

This is one of the many WFA projects to maintain continuous improvement in fair management and will be a preparation for the Fairman's Fair slated for February 11-14 at the same address.

The Fairman's Fair will be unique in that it will be the first time actual exhibits, displays and demonstrations of a good working fair will have been presented. The event will feature everything that goes into a fair—from pigs to "cheeseecake."

The WFA has organized a colorful animated program including such a wide variety of fair fare as exhibit booths, entertainment auditions, publicity-advertising and photography contests, advertising mat displays, art work, illustrations, architects' drawings, animated cartoon movies, live motion pictures, and a 20-page three-color brochure for national advertisers on the value of buying space at fairs.

The variation of the association's traditional College of Fairs is also planning a living demonstration in more efficient fair management. It will be a preparation for the vast non-profit fair industry expansion program, which will mean \$40,000,000 in new buildings in five Far Western States and Canada. Most of this will be in California and will be available for year-around use by the public. It will be paid largely out of revenues from horse racing and wagering in the State.

Zuber Again Heads Norwich; 1947 Cent. Grosses \$41,808

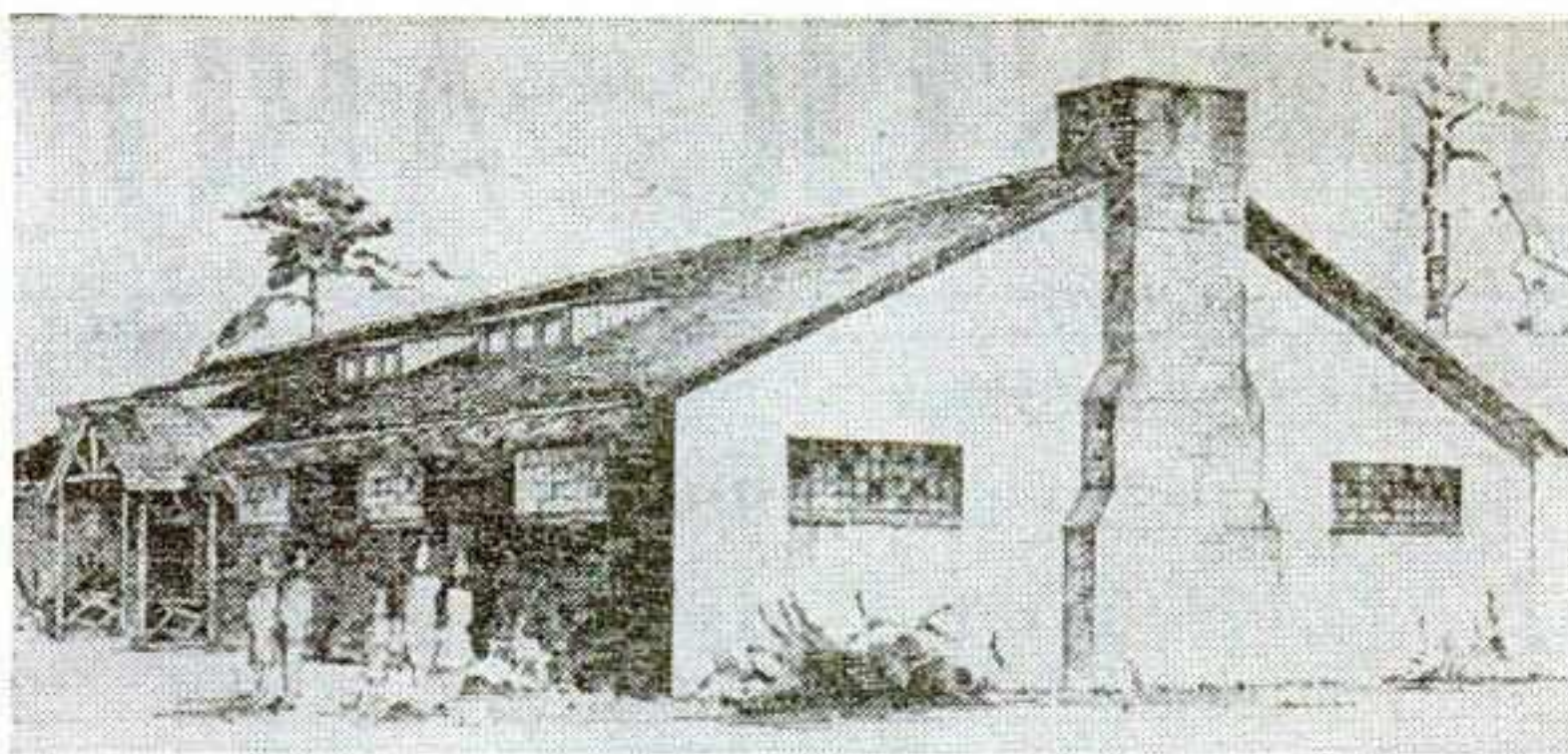
NORWICH, N. Y., Jan. 3.—Frank Zuber was re-elected president of the Chenango County Agricultural Society December 22. Other officers are Fred Emmick, first vice-president; Dr. J. L. Weiler, second vice-president; E. R. Hargrave, secretary, and Charles E. Baker, treasurer.

Elected directors were Richard Goodwin, Fred Emmick, Glenn Wallace, Nicholas Jamba, Dr. J. Leo Weller, Melevin C. Eaton, Dr. J. M. Flannery and William P. McNulty.

According to the annual report receipts for 1947 totaled \$41,808.37, including a balance of \$1,183.36 from 1946. Gate receipts were reported at \$5,754.46; pre-sale tickets \$1,422.14, and grandstand receipts \$5,721.20. Disbursements totaled \$41,696.36 with \$8,684.40 paid for attractions and music; \$1,905.64 for salaries; \$6,536.20 for premiums and \$3,716.68 in race purses. Balance on hand at the end of the year was \$112.01.

Bligh A. Dodds, New York State director of agricultural fairs, was guest speaker at the meeting which was attended by more than 100 persons. He paid tribute to the officers, present and past, who made it possible for the fair to celebrate its centennial last year.

Dates for the 1948 events were set for August 22 thru 23.



OUTDOOR LIFE BUILDING to be constructed at the Northern Wisconsin District Fair, Chippewa Falls, is shown above as depicted by the architect. Building will house 20 built-in tanks, deep freeze units for the display of prize-winning fish and space for exhibits by sporting goods outlets.

Around the Grounds:

Flash Williams Crashes Papers With Imported Swede Male Twins

Flash Williams, one-time thrill show operator, more recently an iron lung operator and currently one half of the American Theatrical Agency, Inc., has been piling up a mass of clippings with that org's importation, Gustav and Bertil Unger, 27, Swedish singers, dancers and piano players.

When the Ungers arrived in New York December 8, they were greeted with an avalanche of publicity which has since built up. Their pictures crashed leading New York gazettes and broke, via AP wirephoto, in the major papers of the country.

Edgar I. Schooley, the other half of American Theatrical Agency, felt

the impact of the publicity while representing the firm at the Iowa Fair Managers' Convention in Des Moines. A three-column picture of the Unger twins broke, thanks to wirephoto, in *The Des Moines Register* the day after the Ungers arrived in New York and just as Ed was assuring Iowa fair men that his outfit was bringing in foreign acts for fairs.

The Ungers, incidentally, opened December 28 in the Gayety Theater in Montreal, and after that engagement they were slated to start rehearsals for a revival of the musical comedy, *Sally*.

William B. Quarton, manager of Station WMT, Cedar Rapids, Ia., has been named to book concessions for the All-Iowa Fair, that city. R. H. Buresch, Cedar Rapids, will be in charge of attractions.

Special Days Set At Tampa Annual

TAMPA, Jan. 3.—A tentative line-up for special days at the Florida State Fair was announced by P. T. Strieder, general manager. The fair will run from February 3 thru February 14.

Inaugural day will be Auto Race Day, with a thrill show scheduled the next day. February 6 will be Children's Day, and Future Farmers Day will be observed following day. February 9 will be Gasparilla Day, to be followed next day by Governor's Day, honoring Florida's Gov. Millard F. Caldwell. February 12 has been designated Shriner's Day. The final day will be Auto Race Day.

Each of the counties entering exhibits also will have a day set aside in their honor, Strieder said.

New Hampshire Annuals To Hold Meeting Jan. 19

CONCORD, N. H., Jan. 3.—Dr. Robinson W. Smith, secretary of the New Hampshire Fairs' Association, announces that the annual banquet and election of officers will be held at the Eagle Hotel here, January 19. The business session will be held in the afternoon, with the banquet program in the evening. Governor Dale and other State officials will be special guests in the evening.

Later the same week, many of the New Hampshire fair officials will attend the Massachusetts Fairs' Association meeting at Boston, by special invitation.

Chippewa Falls Starts Outdoor Life Building

CHIPPEWA FALLS, Wis., Jan. 3.—Footings and foundations have been set for a new Outdoor Life Building at the Northern Wisconsin District Fair here. Construction, slated to start when weather permits, will be completed in time for the 1948 annual, scheduled August 3-8.

The structure, which will be 120 feet long and 46 feet wide, will house 20 built-in aquarium tanks in which native game fish of the State will be displayed. The tanks will be arranged in a rectangle, 36 feet long and 9 feet wide, permitting a complete walk-around view.

To Show Frozen Fish

In addition to the tanks, the building will house deep freeze display cases, in which prize-winning fish caught in Wisconsin waters will be exhibited. The fair association proposes to offer prizes for first, second and third best muskellunge, northern pike, wall-eyed pike, large and small-mouth bass and three popular varieties of trout. Entries in this competition will be frozen shortly after being caught and stored, with the prize winners later going on display at the fair.

The building also will provide space for rental to sporting goods outlets. This will free some space in the Industrial Arts Building previously occupied by such commercial exhibits and allow for a greater representation of commercial exhibitors.

Rustic Interior

The outdoor life building will be 10 feet high, with walls of Waylite block. The roof will be fabricated trusses made out of 10-inch Western spruce logs. Six of these will give the building a rustic effect. A large fireplace capable of taking a six-foot log will be built into one end of the building. The fireplace will be built of native river granite, both red and blue. The roof will be of Western fir stained inside to add to the rustic effect. Roofing will be of asbestos shingles, with eaves projecting three feet all around the building and with log tail rafters exposed.

There will be three entrances. These will be built of canopies, with a rustig log effect. There will be eight dormer windows for ventilation, with other windows constructed of glass brick.

Detailed plans for the building were announced recently by A. L. Putnam, secretary and former president of the International Association of Fairs and Expositions. Other fair officers besides Putnam are Dr. F. T. McHugh, vice-president, and Roy B. Hanson, treasurer.

50-Yr. Grounds Lease For Red Bluff, Calif.

RED BLUFF, Calif., Jan. 3.—The Tehama County board of supervisors has granted the 30th District Agricultural Association a 50-year lease on the Tehama County fairgrounds, according to fair officials.

L. A. McDonald, fair board president, said the action will speed up the building program, which includes spending of \$500,000 during the next five years. It is hoped the exhibit building, a white stucco structure costing \$150,000, will be ready for use by next September, when the fair is held. The building also will house a restaurant with a seating capacity of 800 persons.

During the five-year period all old buildings are to be torn down and the present wooden grandstand will be replaced by a modern steel and concrete structure.

S. J. Andreen Elected

ELSTOW, Sask., Jan. 3.—S. J. Andreen has been elected president of the Elstow Agricultural Society. Vice-presidents are Fred Hodge and J. A. Stewart. The financial report, presented by W. Stewart, treasurer, showed the society had a satisfactory balance.

Dave Shearer Re-Elected

TANTALLON, Sask., Jan. 3.—Dave Shearer was re-elected president of the Tantallon Agricultural Society. Mrs. Douglas Godwin is secretary.

Program Set For Mass. Meet

WORCESTER, Mass., Jan. 3.—Frederick E. Cole, State Commissioner of Agriculture, will be one of the principal speakers at the 28th annual meeting of the Massachusetts Agricultural Fairs Association to be held here at Hotel Sheraton January 19-21. His subject will be "How We Can Get the Most Out of Our Fairs."

Other speakers, as listed in the program prepared by Secretary Robert P. Trask, Topsfield, will be Commissioner Harry Allen, of the racing commission on "Pari-Mutuel Racing at Massachusetts Fairs," and Roy Beaudry, of the Massachusetts department of public safety, on "Public Safety Regulations That Concern Fairs." Scheduled to speak at the midway clinic are E. W. Burr, Robert Colbert and C. S. Borggaard. Arthur Porter, of the Rutland (Vt.) State Fair; W. J. Neal, of the Plymouth (N. H.) Fair, and John Leahy, of the Danbury (Conn.) Fair, will speak on "What's New at Fairs in Neighboring States."

A. W. Lombard will have as his subject "A Brochure of New England Fairs," Director Louis A. Webster, of the Massachusetts Division of Fairs, will speak on "State Aid to Fairs," Earle S. Carpenter, of the extension service, on "Friendly Comments from the Extension Service." A panel discussion on "4-H Work at Our Fairs" will have as panel members Harley A. Leland, assistant State club leader; Margaret Fitzpatrick, assistant county club agent, Essex County, and Milford W. Atwood, Franklin agent.

The banquet will be held Tuesday evening (20). Entertainment will be provided by George A. Hamid and Al Martin. Chet Nelson's ork will play. Novelties and favors will be provided by the Interstate Fireworks Manufacturing and Display Company. The Ford Motor Company will present the flicker, *Men of Gloucester*.

Plan Gold Theme For Napa Annual

NAPA, Calif., Jan. 3.—Members of the Napa County Agricultural Exhibitors' Association, key organization behind the Napa District Fair, will recommend the theme for the 1948 event here be based on the gold discovery centennial in California.

J. U. Friend, new president of the exhibitors' unit, said the recommendation will be made to directors of the 25th District Agricultural Association in January.

The exhibitors have endorsed the proposed August 12-15 dates for the 1948 district fair, stating that agricultural produce will be at its height then. For early varieties, the association will seek a means of mass refrigeration to preserve items for later display.

Friend was elected head of the unit, succeeding George Von Garden. Other officers include Albert Anderson, vice-president, and George McCann, secretary.

Directors of the 25th District board commented that discussions will be held with the Napa County Centennial Committee relative to the fair theme before a final decision. The centennial committee, headed by Phillip Malloy, Napa, has not yet determined on the type of observance to be held here, it was announced.

New Pasco County Promotion

DADE CITY, Fla., Jan. 3.—Commercial exhibits committee of Pasco County Fair is promoting construction of an exhibit building in which spaces with an area of 100 square feet will be leased for a two-year period at a cost of \$50.



Meetings of Fairs Assns.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 13-14. R. M. Sawhill, Glasco, secretary.

Maine Fairs Meeting, Fal-mouth Hotel, Portland, January 14. James S. Butler, Lewiston, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 14-15. Mrs. Don A. Detrick, Bellefontaine, secretary.

North Dakota Association of Fairs, Dacotah Hotel, Grand Forks, January 15-16. Dr. G. A. Ottinger, Jamestown, secretary.

Oregon Fairs' Association, Imperial Hotel, Portland, January 15-17. H. H. Chindgren, Mollalla, president.

Missouri Association of Fairs and Agricultural Exhibitions (MAFAE), Jefferson City, January 16-17. Headquarters, Governor Hotel. Rollo E. Singleton, secretary-treasurer.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 18-20. Harry B. Kelley, Hillsdale, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 19-20. C. C. Hunter, Taylorville, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, Man., January 19-21. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

Georgia Association of Agricultural Fairs, Georgian Terrace Hotel, Atlanta, January 19. Mike Benton, president.

Massachusetts Agricultural Fairs Association, Hotel Sheraton, Worcester, Mass., January 19-21. Robert P. Trask, Topsfield, secretary.

West Virginia Association of Fairs, Charleston, January 20-21. J. O. Knapp, Morgantown, secretary.

South Carolina Association of Fairs, Hotel Wade Hampton, Columbia, January 21. J. Cliff Brown, Sumter, president.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 22-24.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 23. A. H. Fleming, secretary, Louisburg.

Washington Fairs' Association, Washington Hotel, Seattle, January 23-24. Charles T. Meenach, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 25-27. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 26-27. C. B. Ralston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 26-28.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 28-30. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 29-31. Oscar B. Jones, secretary, Marshall.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 9-10. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 12. J. M. Dean, Jackson, secretary.

INQUIRIES are being made and secretaries of associations and fairs should send in the dates of their annual meetings to *The Billboard*, 155 North Clark Street, Chicago 1, Ill.

N. Y. Legislator To Ask More Fair Aid

ALBANY, N. Y., Jan. 3.—State Assemblyman Wilson S. Van Duzer, Republican, of Middletown, announced here December 24 that he would introduce legislation to double the annual appropriations for county fair prize money from \$450,000 to \$900,000.

Citing the "devaluation of the dollar," Van Duzer said that present prize money was not worth while. He suggested that some of the State's pari-mutuel profits from horse racing could be used to "incite enthusiasm" among exhibitors.

Horse Show To Be Run At Largo, Fla., Annual

LARGO, Fla., Jan. 3.—John Logan, manager of Pinellas County Fair here, announces a horse show, with \$1,200 in prizes, will be held in conjunction with the annual in January. S. C. Boardman, emcee at the Tampa Horse Show and the St. Petersburg Jaycee Horse Show, will be emcee and handle details of the show.

The show will be presented the first three days of the fair, January 27-29. A special committee of the Pinellas County Cattlemen's Association is co-operating in presenting the show.

Gr. Barrington Seeks Earlier Racing Dates

GREAT BARRINGTON, Mass., Jan. 3.—Harry J. Storin, public relations director of the Barrington Fair Association, has announced that the annual's application for new racing dates for next year's Barrington Fair would mean if granted, a radical change in the fair dates.

He said the application for racing dates had been filed in Boston for August 30-September 4, which would mean that the fair's run would be advanced to that period.

Edward J. Carroll, president, said the chief reasons for the changes are elimination of conflicting dates, better interest in the Agriculture Department because cool weather injures crops to be in competition, more comfortable weather for patrons, and an opportunity to get better entertainments.

If granted, the dates sought will be the earliest in the 107-year-old fair's history.

Seek N. Y. State Revival

OSWEGO, N. Y., Jan. 3.—The New York State Grange passed a resolution at its 75th annual meeting here asking that a State fair be held in 1948. Resolutions asking for the revival of the State fair were submitted by 16 county units. The resolution adopted failed to specify a location, which in pre-war years was Syracuse.

E. P. Rae Re-Elected Estevan President; Urge Member Drive

ESTEVAN, Sask., Jan. 3.—E. P. Rae was re-elected president of the Estevan Agricultural Society at its annual meeting. Vice-presidents are Walter Gates, G. A. Dunbar and Nat Davidson. Mrs. Ethel Dean again was engaged as secretary-manager.

President Rae and Joseph Hill, past president in 1946, urged that the society consider a membership drive. Hill said the objective would be to create wider interest in the work of the society, rather than for giving away any privileges with a membership ticket.

R. Horrocks asked the fair board to determine what could be done about having the border situation altered in favor of Americans bringing in race horses. Americans now have to pay a fee at the border, whereas Canadians can take horses to the United States without paying at the border customs, he said.

Hill explained that Estevan would never be able to get a three-day fair or the dates they wanted each year until the Class B Circuit was divided into two separate circuits. At present, the B circuit membership is so large that fair dates must be allotted so as to include all the member societies and the fairs must be arranged so that attractions can cover all fairs equally well, he said.

Radio Show Pulls 'Em—

"Queen for a Day" Potent Lure; Wins for Self, Fairs in P.A.'s

By James C. Morgan

Producer-Manager, Queen for a Day

WHEN men, women and children start queuing before a State fair box office at 8:30 in the morning for three mornings straight, fair officials must realize that they've hit an attendance jackpot. The people that poured into the State Fair of Texas at Dallas this year might very well have attended the fair, but certainly not at the unprecedented early-morning hour.

That has been the history of *Queen for a Day's* box-office drag at festivals around the country and at the State fairs in Illinois and Wisconsin. Crowds not normally attracted by annuals at an hour of usual show lag have been the incentive for radio audience participation show bookings.

Pre-Sold Over 419 Outlets

The same glamour hypo that needles *Queen for a Day's* daily ticket drag to overflow the 1,400 seating capacity of Earl Carroll's Restaurant in Hollywood is intensified by the enchantment of distance to almost limitless attendance. This is said advisedly. Attendance in the past has been limited only by available audience, since it is a show pre-sold over 419 Mutual radio stations.

The *Queen for a Day* is extremely flexible in personal-appearance possibilities, fair officials should keep in mind that it is best played as an intimate show brought as close to the audience as possible. At Dallas the Cotton Bowl seated the vast audience. A cannon could have been fired from the center of the field to the first row of seats without injuring a spectator. Acting on our advice, a stage was built close enough so that emcee Jack Bailey could, if he wished, reach out and pluck the silliest hat from the nearest woman. The show works better, and a better broadcast goes on the air, under those conditions.

For that reason almost any situation can be played. A stage can be built before a race-track grandstand or blues can be pitched in an open field. Primary requisites are: (1) Availability of broadcasting facilities; (2) a stage from which the show can be seen, and (3) an audience that enthusiastically wants to see the show.

Oddly enough, weather conditions are not too important in measuring the *Queen for a Day* audience reception. Jack Bailey was wildly received in Springfield, Mo., during a sweltering, humid August heat wave and was as loudly cheered by a Portland, Ore., crowd that sat thru four rainstorms during two hours of warm-up and broadcast.

Fair play dates are extremely attractive to the *Queen for a Day* show because of what we term "the compressibility of population." Our personal-appearance tours are made for the publicity value involved, as well as an attempt to maintain the intimacy we normally enjoy with our listening audience. When a State fair gathers a State-wide audience for us to reach during a three to five-day booking, it obviates the necessity of making back-breaking daily appearances in as many cities entailing lost travel time.

Show Supplies Major Props

When *Queen for a Day* travels, all that is necessary to put on the show, excepting the queen's throne, is carried by the show. Backings, trim, merchandise and props are provided by the unit. Heavy queen gifts, such as stoves, deep-freezers and refrigerators that normally are expressed to the winner, must be shown on the stage for the dramatic value. These props are generally obtained locally by queen's own advance men from local dealers or shipped from the factory.

Actually the fair is called on only for two guarantees. First, is that the normal "out of pocket" expenses incurred in bringing the show to the fair is covered, and secondly—and probably most important—is that *Queen for a Day* receive an intensified advertising and exploitation campaign announcing its play dates. Naturally, thru our own public relations department and advance men, we co-operate fully to make the show as successful as it has always been in the past. Thru the combined efforts of the fairs and *Queen for a Day* show personnel, our bookings have been successful—we can always go back!

Rutland Reports Profit at \$2,884

RUTLAND, Vt., Jan. 3.—A net profit of \$2,884.07 for the 1947 Rutland Fair—\$20,670 under the 1946 net income—was reported at the recent annual meeting of the Rutland County Agricultural Society.

While receipts of \$138,438.64 were only \$5,003.44 under last year's, disbursements showed an increase of \$15,666.56, made up largely of increases in wages, insurance premiums and cost of repairing and resurfacing the race track.

A rise in insurance costs from \$3,884 in 1946 to \$9,497.41 was attributed by Treasurer George C. Smith to a reappraisal of buildings and to a change of the insurance to a master policy plan.

Cost of work on the track prior to December 1 amounted to \$7,025.74. Before the 1947 fair, the turns were widened and the banks built up three to five feet with dirt fill. Workmen are now in the process of widening the homestretch and resurfacing the track with 3,000 yards of clay, Arthur B. Porter, secretary-manager, reported.

Receipts reported for the year ended December 1 included: Gate admissions, day, \$50,499.55; night, \$6,189.80; grandstand and bleachers, day, \$15,521.08; night, \$16,928.99; rentals, contracts and privileges, \$33,666.25; race entries, \$3,320, and special privileges, \$11,267.55.

Disbursements included \$22,832.95 for attractions (vaudeville, auto racing, Hell Drivers, etc.) and \$20,050 for harness racing purses.

Kilpatrick To Pilot Troy's 1948 Miami County Annual

TROY, O., Jan. 3.—A number of changes were made in the directorship of the Miami County Agricultural Society's annual meeting in the courthouse here December 27.

Dr. M. E. Kilpatrick was elected president, replacing Richard Levering, a member of the board for the past 10 years, who did not come out for re-election in Washington Township the November elections.

Charles Rodger assumed the secretarial chores, taking over from E. O. Ritter, secretary for the last 17 years, and a member of the board for 30 years. He retains his board membership.

Other officers are Robert Walker, vice-president, and Floyd Blauser, treasurer.

Winter Fairs

ARIZONA

Tucson—Pima Co. Fair. Feb. 12-15. Charles Fowler Jr.

CALIFORNIA

Imperial—Calif. Mid-Winter Fair. Feb. 28-March 7. D. V. Stewart.
Indio—Riverside Co. Fair & Date Festival. Feb. 11-15. R. M. C. Pullenwider.

FLORIDA

Bowling Green—Hardee Co. Strawberry Festival. Jan. 19-25. G. W. Glendening.
Clearwater—Pinellas Co. Fair. Jan. 27-31.
Dade City—Pasco Co. Fair. Jan. 20-24.
Eustis—Fla. Sportsmen's Expo. & Lake Co. Fair. March 15-20. Karl Lehmann.
Fort Myers—Southwest Fla. Fair. Feb. 16-21. J. Fred Huber.
Homestead—Redland Dist. Fruit & Vegetable Festival. Feb. 22-March 1. Mont J. Baker, Box 396.
Largo—Pinellas Co. Fair. Jan. 27-31. J. H. Logan, Box 267.
Miami—Dade Co. Fair & Expo. March 5-14. Ross Jordan.
Orlando—Central Fla. Expo. Feb. 23-28. C. T. Bickford.
San Bernardino—National Orange Show. March 11-21. Russell Z. Smith, Box 29.
Sarasota—Sarasota Fair. Opens Feb. 16.
Tampa—Fla. State Fair & Gasparilla Assn. Feb. 3-14. P. T. Strieder.
Vero Beach—Indian River Co. Fair & Fruit Festival. Jan. 26-31. B. H. Phillips.
Winter Haven—Fla. Citrus Expo. Feb. 16-21. Philip E. Lucey.

TEXAS

Fort Worth—Southwestern Expo. & Stock Show. Jan. 30-Feb. 8. Edgar Deen.
Houston—Houston Stock Show & Livestock Expo. Feb. 4-15. W. O. Cox.

Cheshire Assn. Re-Elects

Charles Richardson Prez

NORTH SWANZEY, N. H., Jan. 3.—Cheshire Fair Association, meeting here, re-elected President Charles T. Richardson. Also elected were: Vice-President, Arthur P. Reed, Winchester; clerk, Harold Nims, Keene, and treasurer, Joseph Kershaw, North Swanzeay. Directors chosen include Harold J. Adams, North Swanzeay; Elwin C. Jewell, West Rindge; Cornelius J. Ahearn, Keene; Harry Swanson, Keene; Burleigh Darling, Keene, and Lawry W. Churchill, Westmoreland, all for three-year terms.

New Hampshire Begins Audit Of State's 10 Major Annuals

CONCORD, N. H., Jan. 3.—The State Tax Commission is working on the job of auditing the finances of the 10 major fairs in New Hampshire. First fairs examined were the Lancaster and Rochester associations.

This audit is in accordance with a new law passed by the last State Legislative session in an effort to find out what the fairs do with the Rockingham Racetrack subsidy, first voted in 1939 and based on the amount of cash premiums paid out each year.

Cremer Again To Supply Rodeo Stock at Pueblo

PUEBLO, Colo., Jan. 3.—Leo J. Cremer, Big Timber, Mont., again will furnish the livestock for the rodeo held during the Colorado State Fair here August 23-27, Frank H. Means, fair manager, announced. Cremer has held the contract for nine years.

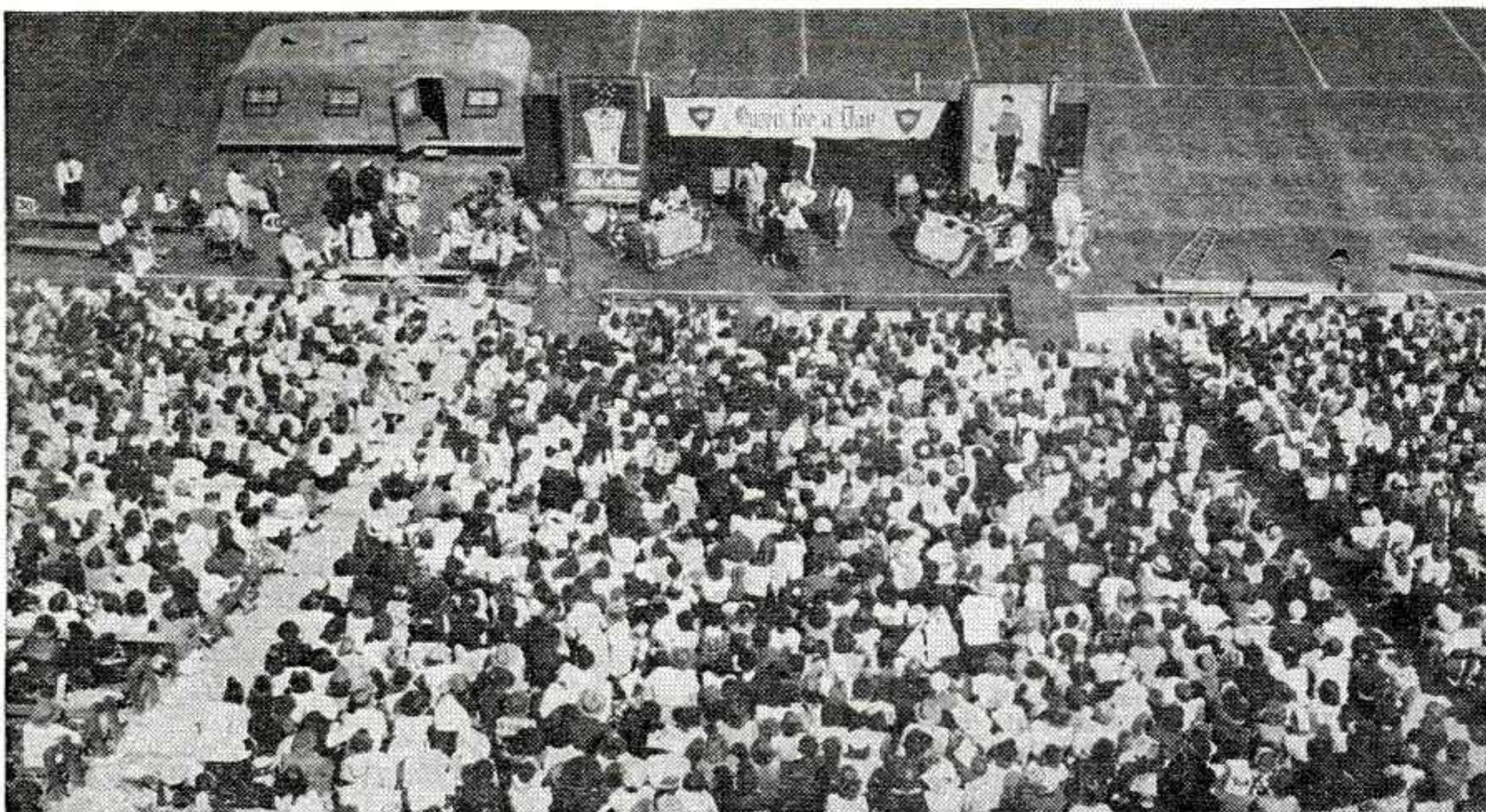
A 140-head capacity cattle barn will be erected this year to relieve congestion in the 4-H cattle department.

Ak-Sar-Ben Sets Dates

OMAHA, Jan. 3.—Twenty-first annual Ak-Sar-Ben Livestock Show will be held October 4-8, J. J. Isaacson, general manager, announced. Event will be held in conjunction with the World's Championship Rodeo October 1-10.

Exhibit Tents for Largo

LARGO, Fla., Jan. 3.—Pinellas County Fair has outgrown its buildings, it was revealed this week when plans were announced for housing at least two exhibits in tents.



PHYSICAL SET-UP FOR THE "QUEEN FOR A DAY" PROGRAM at the Cotton Bowl, Dallas, during the State Fair of Texas. Photo shows only a small portion of the huge turnout for the show at the Dallas expo. The "Queen" program this year also was originated from the Wisconsin State Fair, Milwaukee, and the Illinois State Fair, Springfield.

**Lyall A. Doan Elected
Regina, Sask., President**

REGINA, Sask., Jan. 3.—Lyall A. Doan was elected president of the Regina Exhibition Association succeeding D. A. R. McCannel, who had held the post two years. Doan is a widely known percheron breeder and judge of Regina and near-by Stony Beach, Sask. He has been an exhibition director since 1932.

Fred G. England was elected first vice-president and C. B. McKee second vice-president. T. H. McLeod continues as manager and Miss A. E. Hall as treasurer.

Shareholders learned that the summer fair showed a surplus of \$21,301, the winter fair a net surplus of \$4,358, and grounds and buildings a net expense of \$7,287, leaving a net operating revenue of \$18,372. Deductions left a net surplus of \$18,208 for the year.

**Exhibition Planned
For England in 1951**

LONDON, Jan. 3.—England is planning a large exhibition in 1951, according to Herbert Morrison, lord president of the council, who presented an outline of the government's preliminary plans for the project to the House of Commons Friday (5).

The exhibition, celebrating the centenary of London's Great Exhibition of 1851, originally was designed to surpass the New York World's Fair of 1939-'40 and the Paris Exhibition of 1937, but this grandiose project will probably have to be modified.

**Year-Round Activities
Urged for Sask., Annual**

ASSINIBOIA, Sask., Jan. 3.—Speaker at a meeting of the Assiniboia Agricultural Society was Prof. K. Gordon, University of Saskatchewan, who said it was wrong to build up interest in an agricultural society until fair time and then let things fall flat.

Year-round interest should be maintained with special meetings, lectures, field days and other events, he suggested.

Yorkton Re-Elects Wilkinson

YORKTON, Sask., Jan. 3.—Members of the Yorkton fair board re-elected W. H. Wilkinson Jr., president for 1948. Norman Roebuck was elected first vice-president, succeeding James Harris, who resigned because of ill health. E. E. Lamson is second vice-president and Charles W. McBride, treasurer. Toni Drahtenza continues as secretary. Board plans to apply to the government for two army H-huts to be used to further junior agricultural activities.

Nashua Annual Set for Aug.

NASHUA, Ia., Jan. 3.—The 1948 Big Four Fair will be held during the third week of August, it was voted at the annual meeting of the fair board. Officers elected were R. R. Waite, president; William Woodruff, vice-president; Norton Bloom, secretary, and A. L. Kout, treasurer.

Elect Mrs. H. G. Johnson

PERDUE, Sask., Jan. 3.—Mrs. H. G. Johnson has been elected president of the Perdue Agricultural Society. Other officers are Mrs. S. Rains and G. H. Saunders, vice-presidents; Mrs. Dora Weir, secretary-treasurer.

Alameda Officers Re-Elected

ALAMEDA, Sask., Jan. 3.—E. Bean was re-elected president and A. W. Young secretary of the Alameda Agricultural Society, which has entered its 60th year of operation.

Fair Management:

Ways To Improve Livestock Shows Suggested by Judge

By Carroll Plager

ARE the livestock exhibits at our fairs running down at the heels? Are they developing into an institution to which we can point with pride? Do they render a service? What can be done to increase their value and appeal? I propose to answer these questions.

I am writing from personal experiences and observations. Many of my observations come from the ringside seat occupied by the livestock judge. It has been my privilege to serve in that capacity at 14 shows in five States this year.

Many "Down at Heels"

The livestock exhibit at entirely too many of our fairs must be reported as "run down at the heels." I have reported for duty at fairs and have had to wade thru mud, trip over baling wire and walk over or around manure piles in order to get to the livestock exhibits and then fail to find anyone in charge.

The actual interest in the welfare of the show becomes more evident when the superintendent finally makes his appearance and admits that he isn't familiar with the rules in the premium book or the method of reporting the winnings in the clerk's book and suggests that I help him with it.

Morale-Breaker

The next announcement is the one that is the most discouraging, and it never fails to break my morale. The superintendent very casually announces, "There isn't much competition, so I told the exhibitors they didn't need to be here. We always judge the cattle in the stalls, and the pigs and lambs in their pens anyhow. We can get this job out of the road quicker that way. The ribbons are up at the office. We can check on them later and mail them."

If you have worked around very many fairs you will agree the example just cited is not an exaggeration. The livestock show conducted in that manner fails to render a service to anyone. It fails as a drawing card for the fair, and the advertising value is practically nil. Thank goodness, not all livestock shows are like this. None of them need to be.

Challenge Standards

What should a good livestock show do? I think it should be one of the strong features of every fair. It should be attractive and educational. It should be recognized as the display window for the best livestock that can be assembled. It should strive to keep abreast of the trends in demand. The animals shown should serve as a challenge to the standards of perfection.

The livestock show at some fairs is the main attraction and great pride is taken in it. What does the management do at these fairs to promote that kind of interest? It starts with a nucleus of men who have faith in the future of livestock development. They begin by telling everyone they see that there is going to be a grand livestock exhibit at the fair this coming year. The publicity program starts to roll via the press and by word of mouth. Before long more people leave the ranks of critics of the fair and become co-operators. As soon as they become convinced it will be a going concern, they welcome the opportunity to become a part of it. One man can't run a fair and I have never seen one that had too many people helping with it.

Put 'Em on Committees

The premiums offered should meet with the approval of the exhibitors. Farmers should want to exhibit live-

stock at fairs and not merely bring their stock thru a sense of duty or co-operation. They will spar for stall and pen room if the premium money, publicity and the facilities offered please them. The simplest way to please them is to consult them and to place them on various committees. The show takes on new life when the exhibitor becomes convinced he is part of the show and not merely a patron of it.

The facilities are next in line for attention. Don't ask the exhibitor to unload his livestock at a dilapidated unloading chute or to tie his prize stock in some musty dark barns that are loaded with cobwebs and debris from the previous fair. It is far better to greet each exhibitor, tell him how pleased you are to see him and show him to his reserved stalls or pens. Assure him the space has been thoroughly disinfected within the past week and liberal use has been made of DDT. Tell him the first bedding is on the house, the judging schedule has been posted and you will be around handy if anything else is needed.

Dress Up Area

Decorations are often overlooked. They help materially in dressing up the place. It lets people know that something big, something important is happening. The management should set the stage with liberal use of flags. The idea is contagious. The exhibitors will add decorations of their own. The judging schedule comes next. The best possible site should be selected. It should provide ample and pleasant room for both spectators and exhibitors. If indoors, it should be clean and well lighted. If out of doors, it should be convenient to the barns. The spot should be high and dry and preferably shady.

Oftentimes a public-address system can be used to good advantage. The judge should be encouraged to comment on each class and give reasons for his placings. He should answer questions if there are any. It doesn't cost a dime to praise the exhibitors for their fine showing and it does a lot of good.

Prompt Payments

Premiums should be paid promptly. It costs the same and it is more businesslike. It will help as much as anything to induce an exhibitor to come back again next year. News of this will spread and other exhibitors will decide to come to your next fair.

You will note my observations are not directed specifically to the exhibitors of breeding or market animals. Neither have I specified livestock shown by F.F.A. members, 4-H members or adults. The reason should be obvious. The fundamentals which apply to one apply to all. We need each of these shows. In my estimation an improper balance of interest has developed in them at some fairs. I believe as strongly as anyone in 4-H livestock shows. The roles played by the purebred and commercial livestock men are just as important. They are entitled to as much encouragement and recognition.

Contests Add Much

Contests of various kinds do much to add color and interest. Caution should be taken, however, to offer only those contests which can be properly conducted. The showmanship contests are a good illustration. Exhibitors will profit much by such a contest and will put on a real show for the spectators. The prize need not be large. The honor of winning the contest overshadows any material prize offer.

I am strongly in favor of educa-

**Harry Cline Named Prexy
Of West Union, Ia., Annual**

WEST UNION, Ia., Jan. 3.—Harry Cline has been elected president of the Fayette County Fair Board, to succeed La Salle Bloomfield, who resigned. Bloomfield had served on the fair board for over 20 years and was vice-president for 10 years prior to becoming president last year.

Carl Palmer, a board member, was elected vice-president, succeeding Cline. Ed Bauder was re-elected secretary, defeating B. W. Patsey, 84-38. C. W. Grimes re-elected treasurer and Grant Lauer and L. D. Hitch were renamed as directors.

The association had a record year, with receipts totaling over \$66,000. The association is temporarily in the red, however, due to the heavy expense of new improvements, which included a new track and grandstand.

**Committee To Confer
On Fairgrounds Shift**

ORLANDO, Fla., Jan. 3.—Mayor Beardall's five-man committee will meet with directors of the Florida Livestock Exposition to work out terms under which the transfer of the Exposition grounds will be made to the city.

Directors, thru L. B. McLeod, president, recently offered the 113-acre tract, buildings and race track on Lake Fairview, north of Orlando, to the city with the stipulation that the city assume liabilities of \$41,578 and appoint a board to supervise administration.

The entire grounds would be operated as a municipal enterprise. Value of the property, buildings and equipment was estimated at more than \$200,000, which would be increased upon completion of the State's \$60,000 cattle barns.

Porcupine, Sask., Elects

PORCUPINE, Sask., Jan. 3.—Robert Bell was elected president of the Porcupine Agricultural Society at its 17th annual meeting. J. C. Savage is vice-president and D. B. Butterfield continues as secretary-treasurer. The organization wound up its year with a good financial standing. The society decided to sponsor the town's music festival.

tional features at our livestock shows. I believe farmers will attend them if they believe there is a chance to learn something. I believe in programs that correlate values. Specific illustrations include show-ring standards supplemented by production records and carcass excellence. Present show-ring standards and carcass values are too far apart. I believe the solution rests with a program that calls for participation of the same livestock in both live and carcass exhibitions.

**NOTICE
ANNUAL MAINE
FAIR MEETING**

To be held at Portland, Maine, Headquarters,
the Falmouth Hotel, January 14, 1948.
JAS. S. BUTLER, Sec.

**Wanted High Aerial Act
for
FIREMEN'S FAIR**

May 19th to May 29th, 1948.
All replies address to
WILLIAM E. KOFFEL, Secretary
Carnival Committee
Eagleville (Montgomery County), Pa.

FOREST PARK FREE FAIR

Hanover, Pa., Sept. 6 to 12 Inclusive.
Want Shows, Concessions, High Acts, Platform Acts.
We have 9 Rides.
A. KARST, FOREST PARK
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Charleston, S. C., Renews Strates Org for Five Years

JACKSONVILLE, Fla., Jan. 3.—James E. Strates, owner-manager of the shows bearing his name, announced from quarters here this week that his org has been awarded a five-year contract to provide the midway at the Charleston (S. C.) Agricultural and Industrial Fair. Strates held the midway contract at the annual for the last five years.

The city has started work on remodeling and enlarging the fair plant. Two new buildings are to be added, with acquired land behind the old buildings to be filled in to provide more midway and exhibit space.

General Agent William C. Fleming said that the New York State fair route played by Strates for many seasons has been rebooked intact. With the North Carolina State Fair, Raleigh; Southern States Exposition, Charlotte, and Shelby County Fair, Shelby, added to the 1948 northern bookings, shows boast a stronger route than last year.

Manager Dick O'Brien reported that work in quarters, which was to be held to a minimum until after the holidays, was started in mid-December when a large crew arrived before the scheduled date. James Yotas Sr., and crew of carpenters are building a new Colored Show front of modern design. *Charm Hour Revue* front, built last winter, will be remodeled. Finishing touches are under way on the Music Land front, which was built on the road.

Superintendent Mike Olson started building 26 new dual-wheel, pneumatic tired, wagons, which will do away with the hard-rubbered wheeled wagons purchased following the 1946 fire. Red Holdridge, utility department superintendent, is rebuilding his rolling stock. Artist

W. F. (Tex) Weaver, Show Worker, Kills Wife, Self in Tampa

TAMPA, Jan. 3.—While their two-year-old son, Tommy, stood nearby, a 33-year-old Royal American Shows employee fired two bullets into his wife's head and then put a bullet into his own December 27 in their hotel room here as the climax of a domestic quarrel.

The man, W. F. (Tex) Weaver, died instantly. His wife, Margaret, 23, died in an ambulance en route to the hospital. The hotel manager said Mrs. Weaver was preparing to leave her husband, and had her luggage in a waiting cab when the tragedy occurred.

The manager, William Bailey, told police he heard the woman's screams and the shots. The Weaver child was standing in the doorway watching, wearing a cowboy suit and pistol that had been gifts for Christmas.

Weaver left a note in the room saying that he would make one more effort for a reconciliation before killing himself and his wife. Mrs. Weaver worked in a downtown bar, and her husband had been employed as a ticket seller on a Royal American side show.

Weaver is survived by his sister, Mrs. Kathleen Jones, Madison, Tenn., and grandparents, Mr. and Mrs. D. H. Grain, Dayton, O. Mrs. Weaver is survived by her mother, Mrs. Margaret Bennett; two brothers, Amos and George Bennett, and two sisters, Mrs. Ruth Allen and Mrs. Elizabeth Mize, all of Knoxville, and another brother, Tommy Bennett, Johnson City, Tenn.

The couple's child is temporarily housed at the Tampa Children's Home.

Benny Wells has finished painting and lettering the coaches and is painting Merry-Go-Round scenery. Warren Murphy, Penny Arcade operator, advised from Miami that he would arrive in quarters soon to start building his new show.

George Murry and crew are building a new Motordrome.

Percy Morency is handling the office. Doc Hartwick advised from his recently-purchased home near Sarasota, Fla., that he booked his Wild Life and Stella shows with the org for 1948 and that between fishing and vacationing hours he is building a new 85-foot front for his animal exhibit. A new steaming plant, to be used in cleaning wagons, gears and ride iron, arrived.

Business Manager and Mrs. Roy B. Jones, vacationing in Dallas, are expected back in quarters soon. Mr. and Mrs. Clifford Ralyea, after spending the holidays at their home in Savannah, Ga., have returned, he to take up his duties as chief electrician. Mr. and Mrs. Earl Truax, ride operators, are vacationing in Tampa.

Those in quarters include Mr. and Mrs. James Yotas Sr., and Mr. and Mrs. Percy Morency, Red and Betty Holdridge, Benny Wells, Donald Jefferies, Gilbert Stout, Wilbur Weinert, Ernest Kolaski, A. G. Spelce, Ernest Carr, Eugene Hargrave, Charles Buchhaltz, John Shotsberger, Mr. and Mrs. Harry Hendrick, Fred and Frances Fournier, James Yotas Jr., LeRoy Nelson, Adia Griffith, Johnny Gray, Mr. and Mrs. K. W. McNeir, Mr. and Mrs. Jack Roberts, Elmer Hale, Charles Taylor, George Taylor, B. A. Stevens, Mr. and Mrs. George Murry and Sam Austin.

Tassell Unit Sets Fla. Fair Stands

TAMPA, Jan. 3.—Barney Tassell Unit Show has been contracted to play the Mulberry, Fla., Phosphate Fair January 9-17, it was revealed here last week by Agent Nina Scott. Following the Mulberry date, unit has been inked into the Great Pasco County Fair at Dade City, Fla., January 19-24.

Show also has been signed to play the Veterans Manatee County Fair at

Who's Dennis Day?

CHICAGO, Jan. 3.—"Dennis Day? Who's he? He's only got two shows. I've got three," ha-had Louie (Junior) Berger.

In this challenging spirit Louie blew back into town this week after a booking tour in behalf of three shows—Hennies Bros.' Shows, Imperial Exposition and the Cavalcade of Amusements.

Louie planned to be off again next week to attend the Indiana fairs convention in Indianapolis. Meanwhile J. C. McCaffery, top man in the agenting of the three railroad shows, will continue to enjoy a vacation in Florida.

Robinson Buys Snapp Interest In Model Org

TEXARKANA, Tex., Jan. 3.—Model Shows, Inc., sole ownership of which went to John L. Robinson, who recently purchased William R. Snapp's (Snapp Greater Shows) interest in the org, will open their 1948 tour with eight rides and a Motordrome, Mrs. John L. Robinson, secretary, announced from local quarters. Robinson, who recently returned from Des Moines, said the shows will have an improved fair route in 1948. Equipment has been enhanced by the addition of three new tractors.

Quarters work continues good and Chief Carpenter Peter Roberts is building a new cookhouse and several new concessions. Elbert Taiclet, chief electrician, is getting electrical equipment in top shape. He recently took delivery on a new house trailer.

Mrs. Robinson said that Captain Hugo, Kansas City, Mo., has booked three concessions with the shows for the season. Among concessionaires wintering here are Mr. and Mrs. Frank Richmond, Mr. and Mrs. Fred Miller, and children and Virgil Boone.

Palmetto, Fla., which will be held January 26-31, marking the first annual to be held there since before the war. Unit will open with 9 shows, 12 rides and about 35 concessions, it was reported.



HARRY GREEN, popular clown of Edgewater Beach Park, Detroit, snapped as he did his stuff to entertain the kiddies at the annual Christmas party for underprivileged children given by the Michigan Showmen's Association at the clubrooms in Detroit December 21. At the right, the happy kiddies are seen waiting in line for gifts after witnessing a two-hour entertainment program in the main ballroom.

Continental Org Sets 1948 Plans; Staff Re-Signed

LOWELL, Mass., Jan. 3.—Plans for Continental Shows' 1948 tour are rapidly taking shape in quarters here, where it was announced last week that the org's 1947 office staff will remain intact, with Roland E. Champagne, general manager; Steve Decker, general agent, and Al Champagne, secretary, again handling the reins. Shows will carry 9 rides, 4 shows and about 35 concessions, it was announced. An aerial act will be presented with the shows working under a pay gate.

Shows have not deviated from their announced policy of new canvas each season and as a result the new trappings are slated for an early March delivery. Four new trucks have been delivered, giving the org a total of 15 trucks and trailer on which to transport the shows' equipment.

A large plot adjoining the shows' quarters was purchased recently and a modern cement block building has been erected on the site. Another building is scheduled to go up as soon as the weather clears.

Mr. and Mrs. Dan Dorson visited and booked their bingo on the shows for 1948. Dorso, since his discharge from the navy, has been successfully managing corn games for other operators. The coming tour will mark his debut as an owner. He recently purchased a new trailer and tractor on which to transport the game.

Mr. and Mrs. Thornton Hoar, Rolloplane operators, visited while en route to Florida for a vacation. Mr. and Mrs. George Chesley, cookhouse operators, also visited and advised they recently purchased a hotel in New Hampshire, Harry Wenderborn visited, as did Mr. and Mrs. Carroll Miller, who are in the construction business in Florida.

Vangel Balam and Anne Luna are vacationing in Florida. A crew of six men was retained in quarters since the shows closed last October. Much work has been accomplished under the direction of Charles Taft, assisted by Frenchy Doucette, Bob and Leo Levy, Tony Falato and John Falato.

General Agent Steve Decker visited briefly and advised that he will begin shaping up the route the latter part of February. He and General Manager Champagne will attend the New England and Albany, N. Y., fair meetings.

Carl Rankin to P. A. Bright Lights Expo.

PITTSBURGH, Jan. 3.—Carl Rankin, radio commentator-newspaperman, formerly of Boston, has been named to handle publicity for the Bright Lights Exposition Shows, Managers John Gecoma and Lew Heck announced here this week.

Rankin is skedded to report February 1 at the Bright Lights' winter quarters in Lynchburg, Va., Gecoma and Heck said. Make-ready work on the shows' equipment will begin at that time. Heck, currently vacationing, will be back at the quarters then.

Gecoma has been directing the activities of his booking office here in recent weeks and he points out that he booked acts into 12 spots New Year's Eve.

Frank Z. Hyde, now wintering at his home in Buchanan, Va., is slated to handle the Bright Lights' office again this year.

Gangler Bros.' Circus again will be featured on the midway. In all probability the Lucas brothers, John and Mike, again will handle their dining room and the French fry concession, with Mary Lucas again operating her ball game.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 5 1/2 x 14 1/2. 10c each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Ping-Pong Balls, printed 2 sides, \$30.00 Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M 1.50
3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads, M 1.75
Adv. Display Posters, Size 24x36, Each Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 place layout for 15.00
Thin Transp. Plastic Markers, Ewn. 1/4 M 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 this Size \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

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DICK O'BRIEN, for 11 years manager of the James E. Strates Shows, announced last week that he again has been contracted in that capacity for next season. O'Brien in the past served as manager with the John Francis Railroad Shows, the Isler Greater and the Dodson's World's Fair Shows. After operating the Famous O'Brien Minstrels, a two-car show, for a number of seasons, he built his own carnival, which operated successfully thru the South and Middle West.

Left Handers Club Holds First Winter Confab at Gibsonton

GIBSONTON, Fla., Jan. 3.—The Left Handers Club of Gibsonton, a showmen's organization, held its first meeting of the winter at the Hut here. Approximately 100 members attended.

Hosts were Eddie and Grace LeMay, assisted by Kiki Nolan, Hipper Dipper, Carl Holzapfel and Wilma Devos.

Following a dinner, a floorshow was presented. Acts were offered by Kiki Dolan, Nancy Young, Bobby Aughtmon, June Boyles and Buck Allsup.

Attending were Mr. and Mrs. Bennie Smith, Lillian Booker, Mrs. Sam Prell, Mr. and Mrs. G. Novak, Mr. and Mrs. William Sylvester and Pinkey, Mr. and Mrs. Archie C. Feathers, Mr. and Mrs. Emmitt Bejano, Mr. and Mrs. Joseph C. Ward, Mr. and Mrs. LeRoy Hunter, Peggy Wilson, Gertie Barr, Mr. and Mrs. Zeke Shumway, Mr. and Mrs. Tommy Allen, Mr. and Mrs. Phil LeMay, Mr. and Mrs. Don Crown, Mr. and Mrs. Anthony Baress, W. M. Wilson, Mr. and Mrs. Joe Alexander.

Mr. and Mrs. C. I. Smythe, Stanley Barbay, Lee Erdman, Whitey and Rose Erdman, Pancakes Montanaro, Pearl R. Keyes, Betty Reynold, Charlie Gross, Joe Pearl, H. D. (Doc) and Betty Hartwick, Sammy Smith, Samuel D. Eddy, Sealo Aughtmon, Rodger Young, Mr. and Mrs. Charles Guttermuth, Wesley Charles, Jim Hoeffner, John Dolan, Mr. and Mrs. Everett Fillingham, Mr. and Mrs. Gean Berni, Mr. and Mrs. Jay, Charley Hujber, Mr. and Mrs. Joe Centanni, John Bender, Betty Reynolds, Mr. and Mrs. Cash Miller, Harry Suss, Mr. and Mrs. Bubbie Buzbee, Harry Boyles, Robert and Joe Allsup, Pearl Allsup, Mr. and Mrs. Norman Easton, Mr. and Mrs. Barney Williams, Eddie Strebau, Ray Sutton, Mr. and Mrs. Jack Fink, Bill Clairmont, Mr. and Mrs. Whitey Sutton and Cathy, Sailor Katzy and Irene Henley.

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Two Trailers. One Quick Finish Photo Studio, built into 27-ft. House Trailer, 4-wheel Tandem, bedroom in rear end, Double Unit Photo Camera; one Sandwich Shop, built into 20-ft. House Trailer. Both well equipped, good tires, both now located on same lot, doing good business. Ideal for permanent or Show business. Equipped with public address system. Both Trailers well equipped and practically new. \$4,500.00 takes it all.
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124 Walnut St., Helena, Ark. Phone: Main 1493.

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First Truck Show To Buy a 1948 C-Cruise Ride
A Truck Show With Ride Earning Power of One on Rails

Attention: Fairs in Minnesota and North Dakota

Better Attractions for Your 1948 Fair
1948 DODGEM, 1948 AUTO RIDE, OCTOPUS, TRIPLE FERRIS WHEELS
NEW CATERPILLAR, NEW SPITFIRE, TILT-A-WHIRL, 1948 ROTO WHIP, MINIATURE TRAIN, 1948 C-CRUISE, MERRY-GO-ROUND, GLIDER, KIDDIE RIDES
10 MODERN SHOWS--NEON ENTRANCE--LIGHT TOWERS

ATTENTION

SHOWMEN
New Side Show Top, etc., for proven showman. Other equipment open for worth-while attractions.

INDEPENDENT SHOWS
Now booking your attraction for an excellent route of still and fair dates.

RIDE OWNERS
Will book flashy Pony Ride, Roll-o-Plane, Fun House and Arcade.

CONCESSIONS
We are now ready to book anything in the legitimate line except Percentage, Corn Game, Photos, Diggers, Palmistry, Pop Corn and Candy Floss.

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RIDE MEN
If you are sober and capable we have an opening for you. Salary and bonus. Must be a Semi Driver. References now required.

FRONT GATE
Capable and sober Man and Helper to handle. Must be Semi Driver.

MODEL SHOWS, INC. WANTS FOR 1948 SEASON

SHOWS—10-in-1, Animal, Snake, Glass House, Fun House, Illusion, Mechanical, Hawaiian or any show of merit with own equipment.

CONCESSIONS—Bingo, Pop Corn, Lead Shooting Gallery, Photo or any legitimate Stock Concessions that are well framed.

WANT—MAN OR MAN AND WIFE TO TAKE COMPLETE CHARGE OF MOTOR DROME; VERY GOOD PROPOSITION TO RIGHT PARTY. MUST BE RIDERS.

RIDES—Kiddy Airplane, Train or Roto Whip.

RIDE HELP—Capable Dodgem and Merry-Go-Round Foremen, also Second Men.

FOR SALE—Custard Machine on trailer with hot and cold running water, fluorescent lights built in; also Candy Floss and Snow Cone. Will sell all for \$2250.00. Will sell X for same on show.

Show plays Iowa's outstanding Fourth spot at Independence and also have ten weeks of bona fide Northern Fairs and Celebrations. Also a long season south. Open in March.

All address **JOHN L. ROBINSON, Model Shows, Inc.**
1302 Buchanan, Texarkana, Texas

PRICE'S JOLLY TIME SHOWS NOW CONTRACTING FOR 1948

RIDES: Will buy #5 Eli or two-abreast Merry-Go-Round or book on small percentage.
CONCESSIONS: Want Huckley Buck, String Game, Bowling Alley, Coca-Cola or any 10c Grind Stores. Bingo, Pop Corn, Candy Apples, Duck and Fish Pond, Watch La, Short Range Gallery, Cook House and P. C. sold. All others open.

SHOWS: Want 5-in-1, Monkey Drome, Girl Show or any Grind Show; Doc Anderson, contact. This Show will give a long route of proven spots and operates with a free gate.

All above contact **W. R. PRICE, Box 105, Berwick, Pa.**

P. S.: Agents for Slum Stores, P. C., Bingo and Relief Caller. Agents with me last season, acknowledge this ad or see me at the Ohio Fair Meeting, Columbus, Jan. 14th. Naylor Harrison, contact Floyd Sheaks, Box 154, St. Marys, Ohio.

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WANT

First Class Mechanic with own Hand Tools. Electrician who understands GMC Diesel Light Plants. **COOK HOUSE FOR SALE.** Will book same. No drunks or chasers wanted.

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Late Model Spit-Fire \$4,500.00
Super Roll-o-Plane 3,500.00
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#5 Eli Ferris Wheel (Near New Condition), V belt drive
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Set of Platforms for 7-Car Tilt, made of Wagon Hickory, used one season 600.00
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All rides are set up awaiting your inspection. Will sell as a unit or separately.

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Root Beer Barrel, complete with carbonator and gas tanks, used one season, A-1 condition and ready to operate; also 6x6 Top and Frame with 4-way awnings for same. Will sell separate or together, and book for season, \$400.00.

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HARRY CRAIG'S HEART OF TEXAS SHOWS

Now contracting for season of 1948, Shows, Free Acts and Concessions.
HARRY CRAIG
BOX 158 BROWNWOOD, TEXAS



PENNY PITCH GAMES
 Size 48x48", 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
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 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample 20¢

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 5240 EAST VAN BUREN PHOENIX, ARIZONA



MIDWAY CONFAB

Sam Alfred, Detroit concessionaire, is on a two-week tour of the East.

Then there was the ad, "Palms at liberty. Have witchy look. Can also do half-and-half impersonations."

William Zakoor, Detroit supply man, is due back from a Florida vacation.

E. H. Rucker, Negro comedian with carnival minstrels, is seriously ill with pneumonia at his home in Eustis, Fla.

T. A. Fuzzell, of Fuzzell's United Shows, was host to his winter quarters personnel at a Christmas dinner in Little Rock.

Side show lecturer: "You will notice that the boy has two heads, which accounts for his over-dressed look."

Billposter for the last three seasons with Cavalcade of Amusements, Eddie Newcomer has signed in the same capacity with the John R. Ward Shows for 1948.

Following the close of a successful season with H. B. Rosen Amusements

Sincerest boosters for any show are the mechanics and their helpers who work for winter salaries when they could do better.

Chris M. Smith, retired and living in Richlands, Va., sent his old friends a specially designed Christmas greeting card embellished with an old-time midway scene and topped with a recent photo of himself and wife, Jessie.

Frank Saenz, of Home State Shows, is in Room 203, Spohn Hospital, Corpus Christi, Tex., with six broken ribs, a fractured pelvis and broken leg sustained recently in a three-car wreck. He'd like to read letters from friends.

Winter quarters are so crowded with help this winter that when two carpenters try to use the saw at the same time the walls bulge.

Inadvertently left out in the January 3 issue of *The Billboard*, in the story on the Showmen's League of America Christmas party for underprivileged children, were the names of Jim Snell and Larry Anderson, who did the clown numbers; Dave Malcolm, who acted as emcee, and Jimmie Marks, bicycle act, and who



SANTA CLAUS WAS A LITTLE AWED at the kiddie Christmas party put on by the Showmen's League of America Christmas Eve—and no wonder. Here is a picture of Santa surrounded by part of the 250 underprivileged kiddies who were guests of SLA at the annual Christmas party. (Photo by Harry Atwell.)

in Hartselle, Ala., Ray Johnson and sons left on a shopping tour which took them thru Birmingham and then to their home in Jackson, Ga.

Walter A. Schafer, Wade show press agent, and Florence Schafer made sure their friends got Christmas cards by sending from two to six cards each to the names on their list.

Finance made easy: All the money in a jackpotter's pocket, if any, could disappear and no one would be any wiser.

Jack B. Moore, owner of Moore's Modern Shows, is vacationing in Aransas Pass, Tex. Mr. and Mrs. Moore will return to their home in Searcy, Ark., soon. Org is wintering in that spot.

Cameron Murray, manager of the W. G. Wade No. 2 Shows, reports that new construction at improvised winter quarters in Detroit has replaced the show equipment destroyed by fire six weeks ago at Coldwater, Mich.

also helped Snell and Anderson in the clown numbers.

Among recent visitors to Pioneer Shows' quarters in Waverly, N. Y., were Tom Kubecca, Robert Tuttle and J. P. Harris. Mrs. Mickey Percell is recovering from a recent operation in a Waverly hospital, and Pete Percell took delivery on a new panel truck.

Mr. and Mrs. H. N. Capell, of Capell Bros.' Shows, spent two days in Little Rock recently visiting Mr. and Mrs. Tom Fuzzell, Carl Byers, Pearl Wyatt and J. T. McCleanen. Capell purchased an Octopus from the Fuzzells.

One never realizes how hard, and yet interesting, a house trailer wife's work is until one hears her in a cookhouse for four hours telling about it.

Arizona Showmen's Association, Phoenix, has nominated the following for office during 1948: Charles Denny, president; Paul Pesicka, first vice-president; Norman Prather, second vice-president; John Siebrand, third

F. E. GOODING SAYS:



"Our eight No. 12 BIG ELI Wheels grossed \$143,918.68 in 1947. This is an average of \$17,989.21 for each Wheel. "I think this is remarkable considering that the first three months of the season we encountered very bad weather." BIG ELI Wheels continue to earn profits for their owners. Sorry we cannot handle any more orders for 1948. Consider a BIG ELI for 1949. Ask for Price List A-59.

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Bar Performers. Also Girl Flyers or Girls interested in learning flying trapeze for Circus season. This is a good opportunity for advancement. Contact me until Jan. 16.

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Victory Exposition Shows
Harlingen, Tex.

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228 W. 42nd St., New York, N. Y.
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Want Freaks and Novelty Acts.
State salary and all particulars in first letter.

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Now Booking for 1948 Season
Shows, Rides, Concessions of all kind that don't
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Palms. We play in proven territory. If money
is what you want, we can take you where it is.
All connected with this show answer.
FRANK DIKERSON, Gen. Del., Tampa, Fla.

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Eli Ferris Wheel, two Kiddie Rides, Popcorn,
Peanuts, Candy Apple, Few Concessions. Com-
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Dobson's United Shows WANT

Will book flashy Photo with royal blue top, any
well-flashed Grind Show. Also Spitfire for our
strong route of fairs and celebrations, also a few
choice still dates.

Address: Willernie, Minn.

vice-president; J. B. Austin, secre-
tary, and Don Hanna, treasurer.

Harry Stahl, Detroit supply man,
is recovering from an illness which
incapacitated him for three weeks.

Sam Prell, of Prell's Broadway
Shows, was a New York visitor De-
cember 30, en route from Hot Springs
to Miami.

Al Devine reports from Sarasota,
Fla., that he again will have his sound
truck with Florida Amusement Com-
pany in 1948, which will mark his
20th season in the sound truck field.
He has been with Florida Amuse-
ment the past three years.

Those who note the titles of unfamiliar
shows in route lists begin to suspect that
the number of midways has been doubled
while no one was looking.

The veteran publicist, Col. Bill E.
Green, while in Cincinnati last week
on a business and pleasure trip, called
at *The Billboard* offices January 2.
He hopped in from Cleveland for a
visit with George Westerman, the
Polack show biggie, who is again han-
dling the Cincinnati Shrine engage-
ment.

Mildred Justice underwent a seri-
ous operation December 27 at the
Martin Hospital, Mount Pleasant,
Tex., shortly after she and her hus-
band, Lee, had returned with Tommie
and Etta Henderson from Chicago,
where they attended the outdoor con-
ventions. Mildred is a niece of Etta
Henderson.

Willard C. Morgan, ice cream con-
cessionaire at Midwestern fairs, is
operating a retail ice cream store in
Weslaco, Tex. He plans to make the
Charro Days Celebration at Browns-
ville in February, as well as the
Fort Worth and Houston livestock
shows before heading north in April.

Ed A. Kennedy, special agent for
the Johnny J. Jones Exposition for
12 years and for Rubin & Cherry
and George L. Dobyns for a number
of years, who lives in retirement,
writes that he is approaching his 80th
birthday and would like to receive
cards from old friends. His address
is 3183 32d Street, Long Island City
2, N. Y.

First of May who aspires to be a front
talker always gets frightened the first
time he stands before a mike, a condition,
unfortunately, that doesn't last long enough.

About 250 showfolk turned out for
the reception for newlyweds Mr. and
Mrs. Edward (Slim) Johnson (Zella
Jackson) at their home in Kansas
City, Mo., December 28 following the
ceremony at the home of Johnson's
partner in the operation of Midwest
Merchandise Company. Chester I.
Levin was Johnson's best man, with
Verne Dixon giving the bride away.
Wedding arrangements were pre-
pared by Chester and Ruth Ann
Levin. Following the annual ban-
quet and ball of the Heart of Ameri-
can Showmen's Club New Year's Eve,
the couple left on an extended honey-
moon trip to Arizona.

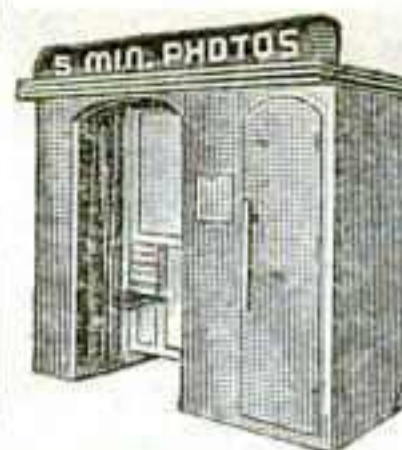
C. W. Cable pens from Buras, La.,
that the recent annual Orange Fes-
tival of the Plaquemines Parish
Growers' Association was big. The
event, he writes, drew nearly 10,000
persons. His org, Cable & Sons
Amusements, were on the midway
and supplied 10 concessions. He
added that he will operate six con-
cessions across from the Rex Club
for 60 days before starting north.

J. L. Johns, lessor of several rides
and a Funhouse with the Jim McCall
Shows, visited his Macon, Ga., home
last week after spending several days
in a hospital in Gainesville, Fla.,

where he had been treated for a
stroke. The McCall org went to
quarters in Adel, Ga., after closing
December 27 in Chiefland, Fla. Johns,
an old-time carnival owner, is able
to be out a short while daily and
expects to be active during the com-
ing season.

Mr. and Mrs. C. F. Gifford and fam-
ily spent an enjoyable week-end re-
cently visiting Mr. and Mrs. H. B.
Dickson and daughter at Tishomingo,
Okla., where they viewed the new
trailer home Dickson gave his wife
for Christmas. One evening a fish
fry was held and the Giffords' string
band, consisting of five sons and two
daughters, dressed in Western style,
gave out with Western songs. Gifford
is manager of Giffords Rides &
Amusements, with winter quarters on
Highway 77, Noble, Okla.

Nate Tash, operator of the scale,
age, novelties and sweet concessions
on the Johnny J. Jones Exposition
and concession manager for the Gay-
ety Theater, Washington, and the
Globe Theater, Atlantic City, and his
wife were hosts at their annual
Christmas Eve party in their Wash-
ington home. Guests included
Charles C. Wehn, road manager of
the Tash Enterprises; Harry (Stinky)
Fields, of Stinky and Shorty of bur-
lesque note; Mac Dennison, Bill Ma-
lone, Laura Bruce, Charlie Morris,
Tommy Fern, Arthur (Whitey)
Crawford, Lester Potar, Harry Rol-
lins, Sid Gold, Mike Thomas and
Mr. and Mrs. Elmer Burns.



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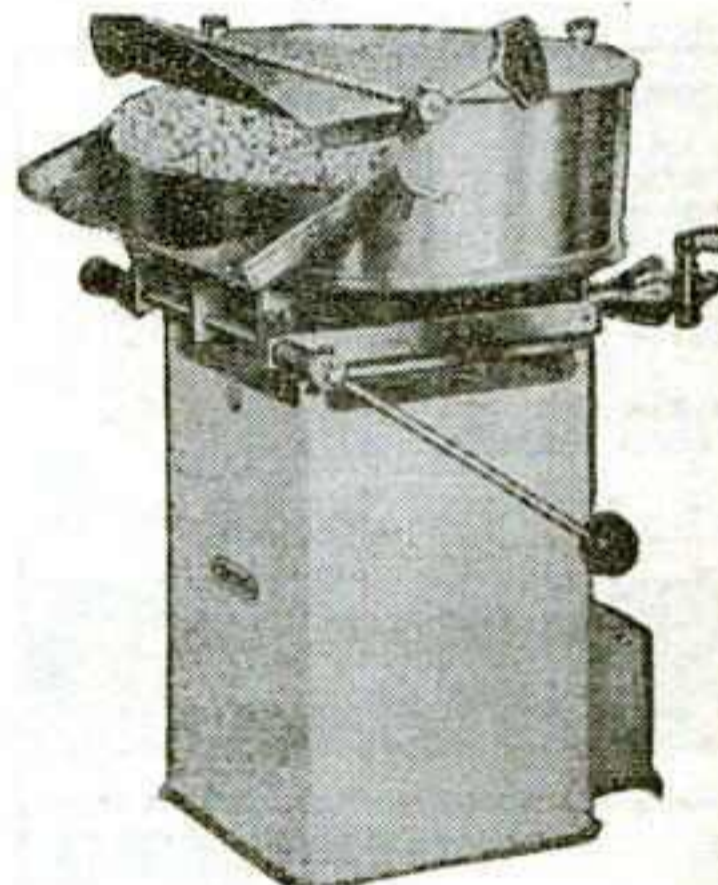
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5 sizes boxes—cones—bags—snow cones—floss papers—colors—nap-
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All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—
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One new 1947 24-seat Chairplane complete, tubular fence, etc., \$1,800.00, or will trade on any other Ride. Also for sale: 10 aluminum jumping Horses with saddles, excellent shape; also good platforms and hook rods, formerly small Merry-Co-Round, \$300.00.

All replies

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CLUB ACTIVITIES

National Showmen's Association 1564 Broadway, New York

NEW YORK, Jan. 3.—About 200 members assembled in the clubrooms New Year's Eve to usher in the new year. Many of our out-of-towners were absent this year due to the impossible condition of the roads.

Mrs. Joe Prell entertained with a number of songs. Larry Gale's orchestra furnished the music for dancing. Frank (Shrimpsy) Rappaport, club's caterer, did his usual competent job. He had as special guests, Joe Costigan and Dan Morrison, of the MCM Amusement Company, who came in from Providence for the party.

Exodus to the South is in full swing. Arthur Campfield left for Miami New Year's Day, primarily to attend the Miami Showmen's Association's banquet. Frank, Paul and Max Miller have disappeared, as have Sid Goodwalt, Oscar Buck, Ross Manning and a number of others.

Out-of-Town Guests

Recent out-of-town visitors included Aynsley Lambert, of the Barnes-Carruthers offices, Chicago—Lambert's first trip to New York in nine years. Another welcome traveler was Marty Kaye, of California, guest of Jack Alfred. Joe Scorotino, of the Slim Kelly Attractions, dropped in before leaving for winter quarters in Florida. Sam Prell was here on business from quarters in Gibsonton, Fla. John Vasvag, of the Showmen's League of America, was here from Chicago as a guest of the club. Larry Benn and Leo LaSalle closed their Christmas shop in Hackensack, N. J., after a successful season. Dick Gilsdorf returned from Hot Springs. Bibs Malang off to the Veterans' Hospital in the Bronx for his annual check-up.

Letters were received from J. W. (Patty) and Frank Conklin, R. J. Marroletti, Morris Fisher, Dr. Dudley Cooper, Leo Martin, Bernard Williams, Ben Hoff, Charles Burkbaum, Harry Weiss, Jack R. Hoffman, Morris Lipsky, James Strepolis and Thomas O'Keefe.

Officers Installed

Installation of officers will be held January 14, a regular meeting night. Final report of the monument committee will be announced soon and each donor to the fund will receive a copy of it as well as photos, so that they will know just what was done with the money they contributed.

Club is holding mail for Stanley Wathon, Sam Lone, Gerald Snellens, Sim Kerner, Sam Berger, Pete Gasca, Francis Murphy, Murray Friedland, William H. Redmond Jr., Morris Gustow, Paul Patrick, Sam Berk and Jackie Owens.

Show Folks of America San Francisco

SAN FRANCISCO, Jan. 3.—Harry Seder, 1947 president, was in the chair at the December 29 meeting. Before taking up the regular business, Seder announced that he was leaving the Pacific Coast for the East and, because of this, tendered his resignation to the positions and assignments to which he had been appointed to fill in 1948. Pointing out that he was not feeling well, Seber then asked Fred Weidemann to take the chair.

Membership applications passed included those of William Ablon, Anthony De Marco, Mrs. Estelle McNish, Carlo Farry and Judy Spiller.

A letter from Mabel Thomas was read. An accident to Sister Boheman was reported and flowers were ordered sent to her.

Danny Meggs has sold his interest in the concessions atop the Emporium, but Bill Meyers says he will keep his new rides there all spring. Edna

Showmen's League of America 400 So. State St., Chicago

CHICAGO, Jan. 3.—Vice-President Lou Keller presided at the January 2 meeting. Also at the table were Treasurer Walter F. Driver and Secretary Joe Streibich.

Andre E. Dumont, Theodore Burek and Joe Solutin were elected to membership. Their applications were credited to Roger S. Littleford, Petey Pivor and Hank Shelby.

The sick list includes Tom Vollmer, H. D. Wilson, W. C. Deneke and Ben Kaplan. Marshall Green is home recuperating following his release from a Cincinnati hospital. He plans to spend the remainder of the winter in Florida.

John Lefebvre is now somewhere in New Mexico, recuperating after his discharge from the Denver General Hospital.

Lou Keller presented a gold life membership card to Treasurer Walter Driver. The award had been voted at the last regular meeting.

Letters have been received from the Ulich Home and St. Patrick's Parish expressing appreciation for the fine time the children had at the club's Christmas party December 24.

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, Jan. 3.—Over 100 members enjoyed our Christmas party Thursday (18), which was also election night. On the rostrum were Clara and Doc Zeiger, Allie Wrightsman and Bertha and Eddie Harris. In the absence of President Jimmy Lynch, Nell Robideaux, first vice-president, presided. Three articles raffled off brought \$66.50 to the sick and relief fund. First prize was won by Mush Ellison, who donated it to the next bazaar; second prize by Mrs. Green and the third prize by Ed Kennedy.

The following were accepted as members: Michael and Irene Goldberg, Glenn Loomis, Jeanne Branson and Tony and Minnie Spring.

Clarence and Inez Allton recently returned from an extended trip across the United States and into Cuba.

Our thanks to Johnny Castle for the autographed picture of President Truman. Thanks also to the following: Nancy Meyers for donating the Christmas tree and to Dave Friedenheim, Harry Golub, Sam Dolman, Harold Robideaux, Lucille Dolman and Nell Robideaux for assisting in trimming it. To Larry Nathan for cookies and nuts; June Gilligan for a fine Christmas cake; Lillabelle Williams for candy; Fuzzy Hughes for \$10; Allie Wrightsman for a lovely crocheted apron and C. H. and Inez Allton for a beautiful alligator bag brought from Cuba to be raffled off at a later date.

Called on for remarks were Clara Zeiger, Doc Zeiger, Allie Wrightsman, Sis Dyer, Berta Harris, Ed Harris, Spot Ragland, Sammy Corenson and Sam Brown. Guests included Mr. and Mrs. Cleveland and Mr. Morrow, of Toronto.

Sunshine Jackson played the piano while we all sang and Santa Claus (Dave Friedenheim) came in. The presents were given out with the help of Al Rodin and Sam Dolman.

New officers for 1948 are: President, Marie Bailey; first vice-president, Norman Schue; second vice-president, Babe Herman; third vice-president, Harry Golub; fourth vice-president, Inez Allton; treasurer, Sammy Corenson; secretary, Helen Brainerd Smith.

Door prize winners: Fussy Hughes and Fay Curran.

Raiford, recording, is recovering from illness.

Show Folks of America 1839 W. Monroe St., Chicago

CHICAGO, Jan. 3.—The banquet at the Hotel Sherman, with the newly elected president, Wade Booth, as emcee, was a huge success. Seventy-four plates were served.

Regular meetings and Christmas party was held in the West Room of the hotel, with President Stoker presiding and Bergie Berman as emcee. There was a present for everyone.

Regular meeting of the board of directors, held December 29 at the club's home, was presided over by Darrell Lyall, chairman.

Pending arrangements for a new headquarters, all mail should be addressed to the Show Folks at the Hotel Sherman, where monthly meetings now are held following the sale of the West Monroe Street home.

Nellie Grosch, welfare chairman, reports Past President Mort Schaeffer, Mrs. Schaeffer and Florence Reisel were in an auto smash-up at Nashville while en route to Miami and Daytona Beach, Fla. Florence suffered a broken ankle and Mrs. Schaeffer a broken collar bone. The car was badly damaged. After receiving medical treatment the victims proceeded by air to Florida for their vacation.

Warren Warren is seriously ill at Hines (Ill.) Hospital.

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Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 3.—Christmas week meeting, with 65 present, was called to order by President Elliott, with Secretary G. C. McGinnis and Treasurer George Carpenter in their respective stations.

Petition of Chester W. McGrury, assistant fire chief, for membership was voted on and accepted. Secretary was instructed to wire Gilbert Mayman in Miami to represent HASC at the Miami Showmen's Club banquet.

Secretary read communications from Roy Marr, now residing at Aransas Pass, Tex., and Miami Showmen's Club. Russell Jewett has returned from Hot Springs and Dave Lachman, Jack Weiner and Eddie Strassberg visited during the holidays.

Friday (9) will be installation of the officers elected for 1948. Following the meeting luncheon was served by the entertainment committee.

There is considerable mail for members who have failed to send the secretary their addresses.

Annual memorial services were held in clubrooms December 28. Al C. Wilson, chaplain, conducted the services. President Elliott was unable to attend and Past President Dave Lachman presided. Soloists were Rev. Robert Armour, of Budd Park Christian Church, and Mrs. Grace Armour.

Mrs. Jess Nathan, past president of the Ladies' Auxiliary, was at the piano, and May Wilson, auxiliary chaplain, gave the invocation. Following the services a large group of members motored to Showmen's Rest in Memorial Park Cemetery where brief services were held. They then motored to Forest Hills Cemetery and placed a wreath at the grave of Orville Hennies.

Michigan's Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Jan. 3.—Regular meeting was held December 22, in the club home. On the rostrum were Jack Dickstein, first vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and Harry Stahl, past president. Milton J. Pierce, Theodore Burek and Julius Gelfand were voted membership. The Joey Moss Michigan Showmen's American Legion Post will have a dance some time in February in the club ballroom. The exact date will be announced later.

The annual Christmas party for underprivileged children, held December 21, was a huge success; 285 children attended to be entertained by an orchestra, magician and clowns; served lunch by the Ladies' Auxiliary; greeted by Santa Claus and loaded with gifts. The committee, Sam (Pork Chops) Ginsburg and Fats Norton did a marvelous job.

Application of P. J. Scott was approved by the membership committee. Harry Stahl, chairman of the entertainment committee, reported that the New Year's Eve dance in the club ballroom was a sellout.

A committee, consisting of Roscoe T. Wade, Robert Templeton, Robert Morrison, Joe Bennett, Sam Ginsburg and Ben Morrison has been appointed to select the member to receive the annual Oscar for outstanding service to the association.

FOR EXPORT
Popcorn Machines & Concession
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International Showmen's Association
415A Chestnut St., St. Louis

ST. LOUIS, Jan. 3.—Regular meeting was called to order by First Vice-President Earl H. Bunting. Euby Cobb, secretary, gave a detailed report to those who have been away from the club for some time. Treasurer's report showed that the club is well ahead financially. Leo Lang is doing a good job in keeping the books open and clear to those who are interested.

Morris Lipsky, of the Johnny J. Jones Exposition, started the ball rolling for the hottest election of officers for the coming year, with the regulars and independents both out to win. Election will be held at the clubrooms January 6, at 9 p.m.

Report on the Christmas party was given by Happy Raye, and showed that over 500 children were entertained. The members voted to make it an annual event.

The New Year's party was a sell-out. A number of prominent speakers graced the dais, among them Vernon Huff, secretary-manager of the St. Louis County Fair; A. P. Greensfelder, one of the chairmen of the proposed World's Fair here; Rev. B. W. Dempsey, who will represent Father Hollaron, president of the St. Louis University, and Cy Casper, toastmaster.

Bill Snyder passes the cheer along in the clubrooms daily with his glad welcome to visitors. Many new faces are seen daily around the club. Red Kelly has the club looking in tiptop shape. Billy (Zoot) Reid is a daily visitor between shows at the Grand Theater.

Don't forget the election January 6.

Pacific Coast Showmen's Association
1106 S. Broadway, Los Angeles 15

LOS ANGELES, Jan. 3.—President-Elect George Coe conducted the December 29 meeting in the absence of President Bill Hobday who was unable to be present because of a broken leg suffered in an accident. Secretary Ed Mann, Past Presidents Patty Conklin and Doc Zeiger also were on the rostrum.

New members elected were Graven Haycraft and Irving Greenberg. Clarence Krug was initiated by George Coe, Harry Hargrave and J. Ed Brown.

Short talks were given by Doc Zeiger, Patty Conklin and Harry Hargrave.

An amendment to the club's by-laws, relating to the election of the annual nominating committee, was discussed and approved on the floor.

Present after absences were John R. Castle, Jack Hobday, John Lorman Sr.; William Green, of Honolulu; Bob Schoonover, Sam Bosworth and C. B. Segrest.

Harry Rawlings conducted his usual building fund campaign on the floor and raised \$54 toward the purchase of new furniture for the clubrooms.

Drawing was won by Leo Haggarty.

Ladies' Auxiliary

President Jessie Loomis called December 29 meeting to order with all officers, 56 members and four guests present. This was past presidents and birthday night, and President Loomis invited all past presidents present to sit on the rostrum. Among those present were Nell Ziv, Clara Zeiger, Ethel Krug, Peggy Forstall, Nina Rogers, Alerita Foster and Betty G. Coe. A cake was donated by Charlotte Cohn and Past President Clara Zeiger furnished the ice cream.

Reported on the sick list were: Sally Flynn, Edith Hargrave, Minerva Boyd, Lille Schue, Elsie Suker and Margie Latiker. Guests represented were Ginger Horton, Gloria Barth and Mabel and Rose Davis. Called (See PCSA on page 63)

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PINELLAS COUNTY FAIR, Largo, Fla., January 26th
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Space Limited. Wire at Once for Space.

CONCESSIONS—Ball Games, Fish Ponds, Jewelry, Novelties, Ice Cream, French Fry, and any Hanky Pank Concession.

SHOWS—Monkey Show, Hillbilly, or any worth-while attraction not conflicting. Must have high-class fronts and equipment, and have own transportation and be fully organized.

RIDE HELP—Can use Second Men for Rides that drive Semis. No drunks or chasers. Apply Jan. 20th.

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Like new, including Top, five Motorcycles, Public Address System and \$2,000 worth of Parts and Tools. Complete equipment cost me \$7,000. Sacrifice everything for \$3,000. Have operated at Playland at the Beach, S. F., for the past two years. My lease expires Feb. 2. Will manage and operate this drome for you if desired. Terms—Cash, or if I manage drome one-half cash, balance on Fourth of July. I would like to play the East this season. "JACK RUBACK, answer." Answer:

CURTIS PROSSER, Playland at the Beach
 SAN FRANCISCO, CALIFORNIA

WINTER QUARTERS

Buffalo

BUFFALO, Jan. 3. — Work in winter quarters is in progress under direction of Morris Tinkler, wood worker and show builder. Unable to troupe last season, Tinkler is greatly improved in health and is looking forward to taking to the road again in 1948.

A wood-working shop has been equipped with power saws and other electrically operated machinery and Tinkler is building enclosed van bodies for straight trucks. General Manager Howard Potter recently bought a large quantity of hardwood lumber sawed to specifications.

Show will go out next season with a complete mobile machine shop. Mounted on a Ford truck, unit will include an electric welding outfit, power sprayer for painting rides, and a winch for emergencies on highways and wet lots.

Management is working out a new system for hiring and checking truck drivers. A rigid test will be required of all new drivers before they are given a wheel. Two high-powered main entrance sound systems will be carried next year.

Mrs. Gloria Buck will have the frozen custard truck with the office. Marty and Livona Smith, with their pet Dane, Baron, were missed last season after they left to play Southern fair dates.

Eastern showmen who visited in 1947 included Max Cohen, secretary of the American Carnival Association; Carl D. Ferris, owner of Ferris's Rides; Earl Leonard, carnival and park operator; Varius Germaine, owner of Germaine's Rides; Mickey Percell, owner of the Pioneer Shows; Mr. Colgrove, owner of his own shows, and Tom Hocter, former owner of the Sunburst Exposition Shows, now retired.

Mail has been received from Fred Calkins, Richard Arcand, Bob Strobe, Walter B. Fox, Baron Smith, Mr. and Mrs. C. H. Bush, and Roy F. Randall. —PAUL LANG.

Virginia Greater

SUFFOLK, Va., Jan. 3. — Only preliminary work has been accomplished in local quarters since shows were stored at the Tidewater Fairgrounds in November. Weather here has been good, with only one snowfall to date. This year is shows' seventh in winter quarters in Suffolk. When Manager Rocco Masucci returns after the holidays from his home in Orange, N. J., a full crew will be put to work.

William C. Murray is in charge of quarters until then. Crew at present includes Bob Milligan, Dad Nixon, Dutch Kirchner, Robert Poole; the midgets, Ike, Mike and Leo Matina; William Bowser and Arthur Smith.

Louis Augustino visited Thanksgiving Day, coming up from Florida. Three large exhibit buildings are used to store the rides, equipment and several of the tractors. Three smaller buildings are used for the crew's living quarters, while the main dining hall and commissary are presided over by Leo Matina and the writer.—BOB MILLIGAN.

Del-Mar

YOUNGSTOWN, O., Jan. 3.— Owner Al Del Flore reports that work in quarters is progressing. All rides have been painted and stored in one of the fairgrounds buildings. A new office is being built and a new Chairplane and light plant have been delivered.

Current plans call for the org to open early in April, playing celebrations thru Ohio, Western Pennsylvania and New York. Mrs. Del Flore reports that her daughter, Rose Marie, is out of the hospital and recuperating.

Recent visitors included Mr. and Mrs. E. Hall, Mr. and Mrs. R. Foster and M. Minoski.—M. CERCELLO.

FOR SALE

Kiddie Airplane\$350.00
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pos. 3/4"x22"; neg. 7/16"x12", packed 25 pairs to metal cylinder; 8 cylinders to a case, 25¢ per pair, P. O. B. New Orleans, in case lots only; 20¢ per pair in orders of 1,000 pairs.

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Mulberry, Fla., Jan. 9th thru 17th
 Pitch Men, Demonstrators, Jewelry Workers, Novelties, Exhibit Building, and many other fairs to follow. Bookings reasonable. Write or wire, or come on. **NINA SCOTT, Agt.; WM. MARTIN, Secy.**, Mulberry, Florida.

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Excellent condition. Four seasons old. For further details write

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A & P AMUSEMENT CO.

Turner Bros.

PETERSBURG, Ill., Jan. 3.—Christmas Eve was the scene of much festivity around quarters when Katherine Marie, four-year-old daughter of R. V. Collins, show mechanic, was getting ready for Santa's visit. She is the only child at quarters.

The crew stopped work at noon so that preparations would be complete by early afternoon when the party got under way. A tree was erected in the Turner brothers' home and all present were placed beneath it.

Aside from those present at quarters, there were remembrances from Mr. and Mrs. Walter Fellis and W. F. (Bill) Johnson, sojourning at Hot Springs for the winter. To top off a perfect day, Katherine Marie played hostess to the gang at an informal tea for the ladies.

Charles (Pop) Gozia, foreman at quarters, was visited by his son, Junior, over the holidays. Other recent visitors were Mr. and Mrs. Lloyd Burge and Burge's brother.

Work starts this week on rebuilding and repairing equipment for the coming season.

Cherokee Amusement

ERIE, Kan., Jan. 3.—Shows' equipment was stored in quarters here after the org closed a successful 28-week tour November 11. Owner J. W. Mahaffey and family went on a fishing junket after the season's close.

Quarters are slated to open soon to make ready for the 1948 tour. Shows will carry 7 rides, 3 shows and 35 concessions.

Two new tractors have been delivered and the rolling stock already is in excellent shape. Returning with their concessions in 1948 will be Mr. and Mrs. W. A. Davis, 4; H. E. Nelson, 2; Mr. and Mrs. C. A. Audiss, 2, and George Carpenter, 2.

Playland United

DETROIT, Jan. 3.—Work in local quarters will get under way soon. C. J. Bennett, co-owner, returned from a booking tour and shows are slated to open the season in May with 7 rides, 5 shows and about 30 concessions. Two huge search lights have been added.

All rides will be repainted before their scheduled opening on local lots March 15. Mr. and Mrs. Jack Gallagher were hosts at a Christmas dinner in their home here. Guests included Mr. and Mrs. C. J. Bennett, Charles Rafel, Hattie Wagner, Jack Baillie and Joe Collier. — **BILL LUNNEY.**

Kuntz Bros.

LEONIA, N. J., Jan. 3.—Albert Kuntz Jr., co-owner, reports plans for 1948 are in progress. In addition to the five rides last year, shows will add an Octopus, Comet and a new Ferris Wheel.

Work in quarters is progressing. Fritz Stolzenhagen, Dave D. Voll and John Henderson are doing the bulk of the work, with Frank Mullholland supervising activities. Part of the success of the org's 1947 tour can be credited to Frank Mullholland, who joined in July. Plans call for several shows to join early in April for our opening spot, a 40-concession midway, bingo and a free act.

Staff this year will consist of Albert Kuntz Jr., co-owner and general manager; Otto Bleeda, secretary-treasurer; Frank Mullholland, general superintendent; John Henderson, electrician, and Thomas Dolly, advertising.

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Only \$500 EACH
 F. O. B. Miami, Fla.



Your children ride in a bona fide Link Trainer, the same as used by the U. S. Government in training its pilots. Gives you the same sensation as a ride in the air. The original cost of this apparatus by the Government was \$8500.00. We have 2 brand-new Link Trainers for immediate delivery, crated for overseas shipment, for the sum of \$500.00 each, F. O. B. Miami, Florida.

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W. C. WELCH, Prop.

2340 ENGLISH ST. TELEPHONE 44389 HIGH POINT, N. C.
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Beautiful newly designed Fun Houses built on Semi-Trailers. Erected and dismantled in an hour's time. New models complete with full line of tricks. Write for full information. Terms available.

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Now booking for 1948 season. Opening early in April, closing November 1st. Already have ten big Fair dates booked. Want good Shows, with or without equipment and transportation. What have you? Have openings for legitimate Concessions. Want Ride Help for seven major Rides and three Kiddie Rides.
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Now booking Shows and Concessions for 1948 season

Want Tilt Foreman, any good Ride Help. For Sale—Mechanical Show on 1937 Chevy Truck, overhauled, special built body, formerly owned by Al Gifford. Also Photo Machine, new last year; two size camera. Can have "X" on Show with same.
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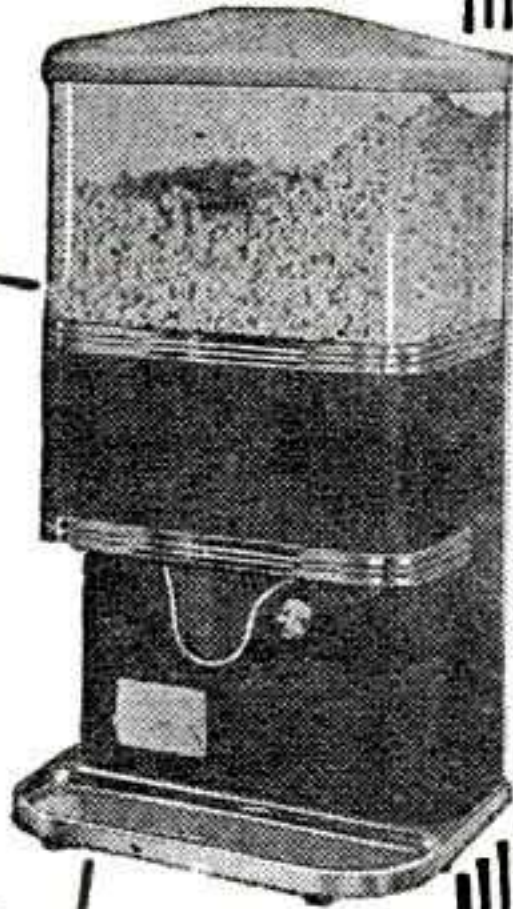
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I. T. Shows Awarded Mineola '48 Midway

NEW YORK, Jan. 3.—I. T. Shows, Inc., has been awarded the contract to provide the midway at 1948 Mineola (L. I.) Fair, September 14-18. General Manager Phil Isser expects to furnish an even greater number of attractions for the 1948 midway than he had at the 1947 fair. In addition to 14 of his own rides, Isser will have many new attractions and concessions.

I. T. Shows have held down the midway at Mineola for several consecutive years, but last year Isser provided the largest number of rides, shows and concessions ever seen at that fair and received high praise from the fair association's officials for his handling of the midway.

Fraser Named Secy.-Mgr. Of Halifax Celebration

HALIFAX, N. S., Jan. 3.—L. W. Fraser, local attorney, has been named by Mayor J. Ahern as secretary-manager of the bi-centenary celebration. He succeeds A. M. Butler, resigned.

The mayor urges limiting the celebration to 10 days and the outlay to \$50,000. Originally, it had been planned to have a celebration lasting at least a month and costing \$200,000.

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Consisting of 10 Rides, 8 Shows and 35 Concessions. Must be sober and reliable and understand all taxes, social security, amusement taxes, income and bookkeeping. Salary by the month or by the year. Must have references. ADDRESS: BOX 111, c/o Billboard 390 Arcade Bldg. St. Louis 1, Mo.

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No. 144	Midway Plaid Hemmed Edge	60x80	2.50	2.80
No. 145	Magnet Plaid Bound Edge	66x80	3.15	3.25
No. 146	Mingo Indian Bound Edge	66x80	3.15	3.25
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Playing the Cream Fairs of Florida

Place all legitimate Concessions, any new novel Flat Ride not conflicting. Bowling Green Fair, Jan. 19th. Vero Beach Fair follows. Be with a winner, play the best. All address:

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1947 Model, 30 Gallon, Easy Freeze Custard Machine

Mounted in Yellow Coach bus, Chevrolet motor. Electric hot water heater, storage tank, sink, electric refrigerator and colored fluorescent lights throughout. Back and sides open to serve from, meets all health requirements. Costs over \$5,000.00 to frame. Will sacrifice for \$3,500.00. Will take A-1 Chair-o-Plane or Kiddie Train on trade.

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Opens May 1 with Eight Rides, Five Shows and Thirty Concessions. WANT: Shows and Grind Concessions.

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10 RIDES — 2 FREE ACTS — 40 CONCESSIONS — 10 SHOWS
Opening April. Playing Kansas, Nebraska, Iowa, Missouri, Oklahoma.

Fair and Celebration Committees, we have a few open dates. Wanted Shows—Little Farm, Snake, Wild Life, Five-One, Funhouse or any other worth-while Show. Will furnish tops. Will finance same for the right party. Wanted Concessions—Diggers, American Palmistry (no gypsy), Hanky Panks of all kind, Snow, Popcorn, Penny Pitch, Photo sold, No Flats, sorry. Wanted Help—Truck Mechanic, Electrician, First and Second Men on Fly-o-Plane, Ride-o-Wheel, Merry-Go-Round, Man to take charge of three Kid Rides. Must be able to drive semi trailers. Pay top wages. Will be at the Kansas and Nebraska Fair Meetings. Want Paper Man. Would like to hear from Fred Webster. ROY FREAR, Owner-Manager, Box 1277, Wichita, Kansas.

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American Midway: Hebronville, Tex.
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Owensboro, Ky., 17.
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Bradley & Benson Hillbilly Jamboree: Madison, Minn., 9; Appleton 10.
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40x80 USED DRAMATIC TENT

Must be as represented or any top suitable for movie presentation. Must be A-1.

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Winter Quarters: Care J. B. Burnham, Box 56, Loxahatchee, Fla.

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Opens in St. Louis early. Want Concessions, Ride Foremen, Useful Carnival People, Family Free Act. Will book one more Ride. This is our 37th year. Address HAROLD BARLOW, Mgr. 529 N. 52nd St. East St. Louis, Ill.

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8-Car Auto Ride, 20-Seat Mix-Up, 4 Trucks, one set of Diggers on Trailer, one 16mm. Projector with 6 Shows, Tops, Frames, Stakes and Merchandise, P.C. Tables, Roll Downs, Logs and Dice and House Trailers. All replies:

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In perfect condition

JACK RUBACK

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Martin Bros.' Indoor Circus Dale, Ind.

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OR ANYONE KNOWING HIS WHEREABOUTS, CONTACT ME BY WIRE COLLECT.

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101 N. Broadway St. Louis, Mo.

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Must Obey Orders. Watch our Route. Write

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WANTED TO BUY

2-Abreast Merry-Go-Round with transportation if possible, or without. Must be in good condition. Will pay all cash. Describe fully.

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WANTED

100 KVA Transformer. Must be in good condition. Write or Wire CURLEY LITTLE

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FOR SALE

Have for immediate sale 2 new 1947 Model Benson Electric Snow Machines at a discount. New Models going on the market Feb. 15th. Also 1 22 H.P. Gasoline Hercules Motor, mounted on wheels, fine for major ride, first class condition.

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Box 367 Henderson, Texas

PAN GAME FOR SALE COMPLETE

Anchor canvas, ply board, 18 in. counters, 9 colors, size 12x12, new and only used few weeks last season. Bargain price \$200. First deposit gets it.

KENNETH TAYLOR

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HIPPODROME 3-RING CIRCUS

COMBINED

WANT FOR ABOUT 44 WEEKS' WORK

OPENING FEB. 10-15, PIMA COUNTY FAIR, TUCSON, ARIZ.

FIRST-CLASS TEN-IN-ONE (Joe Darpel, answer), FUN HOUSE, WORKING WORLD, CLASS HOUSE. ANY GOOD UP-TO-DATE SHOW THAT IS CAPABLE OF GETTING MONEY, WILL PLACE A HIGH-CLASS PENNY ARCADE. LEGITIMATE CONCESSIONS ONLY. WILL SELL "EX" ON NOVELTIES. WILL BOOK PRETZEL RIDE, RIDE HELP—CAPABLE RIDE FOREMEN AND SECOND MEN. Good Male Quartette—4 good String Hawaiian Players. All above write, wire or phone:

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WANT FOR CIRCUS

First-class Uniformed Band, with Calliope Player; Boss Canvasman for new Big Top, Circus Acts of all kinds. Can use good Elephant Act. Working Men in all departments. Real Circus Riggers. Big Show Ticket Sellers. Girls for Aerial Ballet, Ladders, Webs, Iron Jaw and Menage; Menagerie Men and Grooms. All Circus People wire or write:

BIG BILL BLOMBERG, Wabasha, Minn.

WORLD OF PLEASURE SHOWS

WANT WANT WANT

SHOWS—Monkey, Fun House, Mechanical City, Wild Life, Unborn, Glass House, Animal, and other worth-while attractions. Especially want attractive Penny Arcade.

RIDES—Fly-o-Plane, Spitfire or Flying Scooter.

CONCESSIONS—Merchandise Concessions of all kinds. Ride Foremen and Helpers for 10 major Rides; Semi Drivers given preference.

A-1 Mechanic for Ride Motors and Trucks; good salary to sober and capable man (Clark Davies, would like to hear from you at once).

This Show will open around the middle of April in the industrial area of Detroit, Mich.

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Phone:
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THANKS A MILLION

To All Our Good Friends
for Your Kind Wishes for a
Prosperous New Year.
Please Accept Ours for
Many More Years to Come.

MR. & MRS. MAX GOODMAN

CALEDONIA SHOWS

NOW BOOKING SHOWS, RIDES, CONCESSIONS FOR THE SEASON OF 1948

WANT Grind Shows, Snake, Fun House, Motor Drome, Side Show, Monkey Show.

WANT Rides, Tilt, Chairplane, Octopus, Roll-o-Plane and Merry-Go-Round.

WANT Concessions—Pitch To Win, Hoop-La, Duck Pond, Fish Pond, Dart Stores, Ball Games, Add 'Em Up Pan Stores or any Stores that can work for 15¢ grind.
The Show will play in New York, Vermont, New Hampshire. All replies to

FRED B. PERKINS

40 STAPLES STREET

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FOR SALE

Complete set of Tubs for 1937 Octopus, each in heavy built shipping crates, outside blanked out ready to paint, perfect condition, only need upholstery. Price, \$350.00.

E. L. YOUNG, ROYAL CROWN SHOWS
BOX 824, LARGO, FLA.

PEPPERS all States SHOWS

AMERICA'S FINEST

40 TRUCKS

20,000 FEET OF NEON—
LIGHT TOWERS—LIGHT PLANTS

40 TRUCKS

— FOR 1948 —

40 TRUCKS — 10 RIDES — 10 SHOWS — 6 LIGHT TOWERS — 3 DIESEL LIGHT PLANTS
2 GIGANTIC SEARCHLIGHTS — FREE ACTS

GENTLEMEN: I Claim to have the finest show in the business. To have this I must have the best show people in the business. "First of Mays," agitators, tourists and chasers, save your energy—we mean business.

CONCESSIONS: Will book you! What have you? Want A-1 Cook House that will cater to Show People. Want Long Range Lead Gallery, American Palmistry, Scales, Guess-Your-Age, Novelties, Jewelry, High Striker, Bowling Alley, String Game, Hoop La, Jingle Board, Cigarette Pitch, Candied Apples, Snow Cones, Frozen Custard; Mr. Bosco and Fred Groff, write. Want Grind Stores, any Hanky Panks; Eddie Colle, let me hear from you. For Sale: Bucket Store, complete; also 16-Ft. Basket Ball Game, can book on Show. Want Young Girls for Percentage Stores and Ball Games.

RIDES: Will book Fly-o-Plane, Caterpillar, Looper, Pony Ride, Baby Swings, Spit Fire, with transportation. Bill Jennes, will book your Ride for the season or lease it; get in touch with me. Roy Townsend, let me know, yes-no.

RIDE HELP: Foremen on all Rides and Second Men; wives to sell tickets. Foremen for Ferris Wheel, 1946 Tilt-a-Whirl, Smith & Smith Chairplane, Super Roll-o-Plane. Ray Miller, did you get my letter? Mac, Curley, Shaddow, McCane, Tennessee, let me hear from you. Bill Noel, come on. All Ride Men must have driver's license and able to drive.

SHOWS: Want Managers for office-owned Shows. Jack Korte, Joe Darpel, C. H. Thomson, Sid Crane, have complete 30x90 Top, 147-ft. Front, 11 Banners and transportation. Can you produce the inside? What have you? Let me hear from you. Speedy Willson, will book your Motor Drome. Minstrel Show, complete with bus for the performers and a semi truck. Robert Terrel, Jim Ayers, Bill Cornell, get in touch with me. Monkey Show, 86-ft. Front, Banners, plenty of Monkeys. Charles Aldrich, Eddie Fitzsimmons, John Dolan, let me hear from you.

GIRL SHOWS: "Nite in Rio," "Hawaiian Paradise," beautiful painting, Panel Fronts with neon. What can you produce? Want not less than 4 Girls on each Show. Will furnish complete outfits, you furnish performers and sound systems.

WANT man and wife to manage complete Snake Show, 50-ft. front. Want man that can dress as a clown and manage Fun House built on a semi trailer. Show goes up in 2 hours. Must drive truck. Want Ticket Sellers, useful Show People. Want Colored Porter to clean midway, take care all house trailers. Wages depend on your work; not less than \$40.00 per week. Want Night Watchman that will stay up all night. Must be sober and reliable; also have references. Want middle-aged gentleman that understands carnival equipment to take full charge of stock equipment, like transformers, light bulbs, tires, truck parts, etc.

FREE ACT WANTED — My good friends Selden, Ricardo, Freddie Reckless, please let me hear from you.

F. W. PEPPERS, Owner
TOM MEHL, Manager
E. H. BROOME, Business Manager
c/o FAIR GROUNDS, FLORENCE, SOUTH CAROLINA

Levys Purchase Herman Interest In Lawrence Org

NEW YORK, Jan. 3.—Ben Herman announced here Tuesday (30) the sale of his interest in the Lawrence Greater Shows to his partners, Mr. and Mrs. Sam Levy. Included in the deal was the purchase by Levy of concession equipment operated in partnership with Herman. Herman said he was associated with the late Sam Lawrence, founder of the shows, for 30 years. He did not reveal his plans for the future but said he would remain in the business.

Staff personnel for 1948, according to Herb Shive, agent and manager, will include Mr. and Mrs. Levy, owners-operators; Tommy Carson, business manager; J. C. McDevitt, secretary-treasurer, and Bob Beckman, special agent and billposter.

Negotiations for the purchase of new light plants are now under way, Shive said. Two new major rides, one a Moon Rocket, will be added. Equipment is being refurbished by a crew of 12 in Kingstree, S. C., winter quarters.

Shive was recently gifted with a diamond star sapphire ring by the Levys. He plans to make most of the Eastern fair meetings.

The show will open the last week in March.

Under the Marquee

(Continued from page 46)
anyone can produce another that will exceed it in length: "P. T. Barnum's Greatest Show on Earth Combined with the Great London Circus, Sanger's Royal British Double Menageries and International Allied Show, Triple Circus, 2 Museums, 2 Menageries, 3 Rings, Circular Elevated Stage, Artificial Lake of Real Water, Aquarium, Aviary and Trained Animal Exhibitions, Grand Monster World's Fair, 15 Enormous Combined New Expositions 15."

Hughie Fitz and Witz, clowns, and their trick dogs are playing clubs in and around New York. Witz is a fem joey.

STROLLING THRU PARK

(Continued from page 47)
lined with stainless steel and chrome-copper covering and will feature "safety-lock" handle bars.

Rolling Green Park owner, R. M. Spangler, Sunbury, Pa., took time out the Sunday before Christmas to open the park lake to public ice skating. Admission fee is charged, which provides for supervision and safety measures. Attendance was good, but the low temperature did much to motivate the Spanglers' decision to vacation in California for a spell.

Finale To Tell Story of Chicago Holiday Venture

(Continued from page 44)
first appearance in Chicago since it was one of three Alfred Court acts on Ringling-Barnum.

A strong display in the first half is composed of perch acts of the Antaleks, Orantos and Davisos. Albert Fleet's chimpanzees hold a solo spot, as do the Monte DeOcas and their finished hand-to-hand trampoline routine. Fleet's chimp, Mickey, makes a distinct hit with his self-assurance and professional styling.

Cristianis Score

The Cristianis' contributions are evenly spotted in the program. In the first half are Daviso and Louise in the perch number, and Ortans' teeterboard act. In the second, Louise stars in the aerial ballet, and the family riding act furnishes the show's undisputed highlight. Two popular offerings bear the name of Velarde. Eleanor, billed as Princess Musetta, registers strongly with her heel and toe catches, and her brother, Louis, clicks on the bounding rope. Both make difficult tricks look easy.

The clowns have only two walk-arounds as against five other numbers, outstanding of which is the clown band. Earl Shipley is producing clown, and others on the roster are Dick Lewis, Brownie Gudath, Joe Lewis, Otto Griebing, Freddie Freeman, George LaSalle, Hubert Dyer, Jimmy Davison, Gabby DeKoe, Chester and Joe Sherman, Irving Romig and Baghongli.

Staff and Program

Band is under the baton of Frank Cervone. Program is kept moving by Col. Harry Thomas. Prop hands are supervised by Charles Jones and wardrobe is handled by Nena Thomas and Helen Scott. For Cole Bros., Paul Nelson has charge of the ring stock and Eugene (Arky) Scott the elephants. Program runs as follows:

- 1—Tournament, with Cole Bros.' wardrobe.
- 2—Cole Bros.' pony drills: Mahlon (Alabama) Campbell, Ring 1; John Smith, Ring 3.
- 3—Joe Walch and his trained wild animals (4 lions, 9 tigers) in steel arena.
- 4—"Swing and Sway the Orton Way:" Vern Orton on the swaying pole.
- 5—Hubert Dyer Duo, comedy rings, Ring 1; Redolas, comedy novelty resembling table rock, Center Ring; Brownie Gudath, comedy bicycle, Ring 3. Clowns on track, with Irving Romig and his trick mule.
- 6—Perch acts: Orantos (3), Ring 1; Antaleks (3), Center Ring; Davisos (2), Ring 3.
- 7—Clown Reducing Cabinets: Brownie Gudath, Ring 1; George LaSalle Ring 3.
- 8—Albert Fleet's chimpanzees, Center Ring.
- 9—Brownie Gudath's Atomic Rocket Gag, Center Ring.
- 10—Monte DeOcas, hand-balancing trampoline, Center Ring.
- 11—Corrine Dearo, single traps and muscle grind, Ring 1; Princess Musetta (Eleanor Velarde), Center Ring; Miss Violetta (Viola Rooks), head-balancing traps.
- 12—George LaSalle's clown cannon gag, Center Ring.
- 13—Cristiani Teeterboard act, featuring Ortans, Center Ring.
- 14—Cole Bros.' Liberty Horses; John Smith, Ring 1; Paul Nelson, mounted, Center Ring; Mahlon Campbell, Ring 3.

Intermission

- 15—Cole Bros.' menage horses in three rings. Riders: Ruth Nelson, Bobbie Donovan, Gee Gee Engesser, Georgia Sweet, Rose Lamont, Helen Scott, John Smith and Mahlon Campbell.
- 16—Clown Automobile Gag.
- 17—Dog Acts: Cleo Fleet and Caroline Adams, Ring 1; Ruby Haag, Center Ring; Harry Haag, with ponies, Ring 3.
- 18—Clown boxing, Otto Griebing and Freddie Freeman, center ring.
- 19—Aerial Ballet: Louise Cristianis, web and single traps, Center Ring; web girls around track—Olga, Melanie and Ruth Antalek; June, Corky and Marion Cristianis; Janet LaPisque, Jeanie Sleeter, Lucille Miller, Doris Orton, Corrine Dearo, Gee Gee Engesser, Rose Lamont and Viola Rooks.
- 20—Clown band: Earl Shipley, leader; Dick Lewis, strip, Center Ring.
- 21—Bert Dearo, slack wire, Ring 1; The Great (Louis) Velarde, bounding rope, Center Ring; Paul Velarde, slack wire, Ring 3.
- 22—Cristiani Family Riding Act, Center Ring.
- 23—Cole Bros.' Elephants: Helen Scott (3), Ring 1; Ruth Nelson (4), Center Ring; Bobbie Donovan (3), Ring 3.
- 24—Clown Crazy Number on track.
- 25—Flying Artionys: Bones Brown, comedy; Walter Graybeal and Jeanie Sleeter, leapers; Jimmy Crocker, catcher.

Install Reg. Assoc. Troupers' Officers On New Year's Eve

LOS ANGELES, Jan. 3.—Regular Associated Troupers installed their 1948 officers at the Sixth Annual Installation and New Year's Party in the clubrooms here New Year's Eve. Jimmy Lynch, retiring president, in dismissing the 1947 officers, thanked them and the members of his committees for their efforts and cooperation.

John Lorman was in the chair during the installation and Sunshine Jackson escorted the new officers to the rostrum. Those installed were Marie Bailey, president; Norman Schue, first vice-president; Babe Herman, second vice-president; Harry Golub, third vice-president; Inez Allton, fourth vice-president, and Helen Brainerd Smith, secretary.

Sammy Corenson, treasurer, was unable to be present and was represented by Clarence Allton.

Following the installation, Harry Golub, serving as emcee, read telegrams from the Butler family, Bertha and Milton Cohen, and Moe and Lill Eisenman. The Jewel Tones provided musical numbers, after which a luncheon was served in the dining rooms by Lucille King and Lucille Dolman, co-chairmen. Dancing and entertainment followed. Awards of the evening went to Sam Dolman and Emily and Dave Friedenheim.

GRUBERG ADDS RIDES

(Continued from page 47)
cemented and surrounded by an ornamental fence. Admission will be free.

Playland is scheduled to open April 1 and will operate week-ends until Decoration Day, after which it will be open daily. This is the first amusement park to get a green light at Long Beach, which boasts numerous hotels and bathing establishments but few amusements other than the usual beach recreations.

Gruberg will continue his carnival activities, all rides for the park being equipment acquired especially for that spot.

Mickey Sullivan reports from Worcester, Mass., that he will have his band on Frank Wirth's Shrine Circus dates at Hartford, Conn., week of February 22, and at Syracuse week of March 7. He played the Elks' Charity Circus at Portland, Me., in November.

POP CORN MACHINE OPERATORS OF FLORIDA

If you wish a sample of Hoosier Pride Hybrid large yellow bulk pop corn, or if interested in an Excel Pop Corn Machine for \$79.50, write us at Delray Beach, Fla. We have samples for you and will be pleased to mail or call personally.

INDIANA POP CORN CO.
DELRAY BEACH, FLA.

NEW IMPROVED
CHAIR PLANE SWINGS
V Belt Drives. Steel Cut Pinions. Disk Clutches. Le Roi Power Units. Steel Tubing Fences. Split Towers.
RIDE-HI MFG. CO.
Pinckneyville, Ill.

BARNEY TASSELL UNIT SHOW
OPENING FRIDAY, JAN. 9 TO JAN. 17, PHOSPHATE FAIR, MULBERRY, FLORIDA
Mines Working Day and Night
WEEK JAN. 19, PASCO COUNTY FAIR, DADE CITY, FLORIDA
A Maiden Fair
Should be a real red one. Also 8 more to follow. Can place Shows of merit and Concessions (no graft). Write, wire Mulberry, Florida.

WANTED GROUND OR LOW ACTS FOR JACKSONVILLE FRATERNAL ORDER OF POLICE THRILL CONTEST

1ST PRIZE \$2,000.00
2D PRIZE 1,500.00
3D PRIZE 1,000.00

ALL OTHER PRIZES \$300.00

DATE—JANUARY 19-24 PLACE—GATOR BOWL

WIRE, DON'T WRITE ALSO WANTED—10 MORE CLOWNS

FRATERNAL ORDER OF POLICE OF JACKSONVILLE, FLORIDA

P.S.: On account of some remarks made, wish to state money to pay all prizes and salaries is on deposit at the Barnett National Bank in Jacksonville, Florida.

★ RIDES ★ RIDES ★ RIDES ★ AT LIBERTY FOR FAIRS — CELEBRATIONS

Would consider booking with reliable RIDE owner or Show owner for Northern and Southern FAIRS. Have 15 Rides, including Looper, Octopus, Tilt, Roll-o-Plane, three Wheels, Merry-Go-Rounds and Kids' Rides. Have own transportation, will book all or part. WILL BUY two 50 or 75 Kw. Transformers with or without transportation. Plan to attend the Virginia and Pennsylvania Fair Meetings. Write

THOMPSON BROS. 2906 4th Avenue, Altoona, Pennsylvania

JOHN McKEE SHOWS WANT FOR SPRING OPENING IN MARCH IN MISSISSIPPI

STOCK CONCESSIONS OF ALL KINDS. SHOWS THAT DO NOT CONFLICT. WILL BOOK THREE OR FOUR KIDDIE RIDES. WILL BOOK PRETZEL RIDE OR OTHER FLAT RIDES THAT DO NOT CONFLICT. FOREMAN FOR MERRY-GO-ROUND, SECOND MEN ON OTHER RIDES. This Show carries 11 Rides, 7 Shows and 40 Concessions.

C. B. Moore is no longer connected with this Show. No Phone Calls. Address:
JOHN McKEE, Mgr. Yazoo City, Miss.

Communications to 2160 Patterson St., Cincinnati 22, O.

Rep Ripples

VAN AND ARRIVOLA, who recently worked the Frontier Club, Charles City, Ia., card that Hazel M. Cass, former rep show performer and owner, is mistress of ceremonies at that spot. She still has a part interest in Electric Park, Waterloo, Ia. . . . Rand Barker, rep and radio performer, is around New Orleans. . . . Don Beck has a flesh unit, with Rochester, Minn., as headquarters. . . . Allan Simons has a 16mm. pic unit in the Colburn, Ind., area. . . . K. H. Armstrong has 16mm. pix around Hornell, N. Y. . . . Carol Players will operate under tent in Alabama the coming season. . . . G. D. Meyer has a school show in Western Pennsylvania, using 16mm. pix and short-cast bills. . . . Bird's Show is in Central Florida. . . . Butler's Show, playing schools and halls with films, is around Ocala, Fla. . . . Feller and Nyson have a miniature minstrel outfit playing sponsored dates out of Tampa. . . . West Coast Players have been around Orlando, Fla. . . . Foster Gray is in the Savannah, Ga., area, presenting religious films along with regular pix for sponsored dates.

Charles R. Sadler spent the holidays visiting friends in Kansas City, Mo. . . . Emil T. Conley, erstwhile repster and tent show performer, is still in the liquor business in Aberdeen, S. D.

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EUGENE M. WILSON, Sales Mgr.
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\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write SOUTHERN VISUAL FILMS, 68 Monroe (Dept. BB), Memphis, Tenn.

SPECIAL SALE

16mm. Features, \$50.00 each. Cartoon, Short Subjects, late Musical Single Reels, \$7.50 each; in nearly new condition. Free list of 35mm. and 16mm. Projectors.

SIMPSON FILMS

155 High Street DAYTON 3, OHIO

9,500 BEAUTIFUL THEATRE CHAIRS

Rebuilt, Refinished \$3.95 UP
Send for Chair Bulletin, also 48-page Bargain Catalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House.
S. O. S. CINEMA SUPPLY CORP.
449 West 42nd Street New York 18, N. Y.

WANTED IMMEDIATELY!

Names of Roadshowmen interested in Sound Projector built for Roadshowmen only. 1 1/2 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, \$5500., complete, \$2974.00. Theater Equipment, \$2280.00 and \$1345.00. All new.

ACE CAMERA SUPPLY

150 N. Irby Street FLORENCE, S. C.

30x50 TENT

Complete with sidewall, all poles except two center poles, flameproof, waterproof, top used 6 months, \$300. Ampro Premier 10, like new, \$325. Victor Model B, \$225. 5x7 Roll Screen, washable, \$15. Bell and Howell #179, like new, \$395 (worth \$579). Sound Features and Shorts, good shape, reduced prices. Send 1/3 down, balance C. O. D.

CHAS. RUPP

110-A West Columbus Drive Tampa, Fla.

Plunkett Plans Feb. Inaugural

Equipment, program in make ready stage — only four days lost in 1947

ARANSAS PASS, Tex., Jan. 1.—Plunkett's Stage Show, which wound up a profitable season in Yoakum, Tex., December 13, is in winter quarters here where equipment is being made ready, and plans are being mapped for re-opening in February. Unit lost only four days on the season, three in Columbus, and one in Yoakum.

During the Yoakum engagement, Sledge Wilson, piano player, was host to the personnel at a turkey dinner. Yoakum is his home town. Billie Plunkett was given a party in Hallettsville, Tex., in celebration of a birthday.

A stork shower was tendered Mrs. Jack Leopard, the former Pricilla Plunkett, during the Yoakum stand. A surprise of the season was the announcement of the wedding of Snooks Plunkett and Kennedy Swain, show's dramatic director.

Recent visitors included Mr. and Mrs. Ben Davenport, Cork and Norma Plunkett, Jimmy Vann, Vernon Thomas, Whitey Haley, Hazel King, Jack Knight, Rosemary Stock; Si Reubern, Roger Bros.' Circus; Slayman Ali, Mr. and Mrs. Herby Webber, and Mr. and Mrs. Dave Midget, who have joined the show.

Mr. and Mrs. Fuzz Plunkett, Mr. and Mrs. Ed Plunkett, Cleo Plunkett and Sonny Noel spent the holidays in San Antonio.

Long Prepping Minstrel

Show for One-Night Tour
CONCORD, N. C., Jan. 3.—Leon Long announced here this week that he will build a colored minstrel show for Wardell Howie, local merchant, for a May inaugural of one-night stands. Show, according to Long, will spring with all new trucks and canvas.

Long came here from Charlotte, N. C., where he presented his magic turn with a five-act vaude unit.

PCSA

(Continued from page 57)

on for short talks were Esther Carle, Nora Bagby, Betty Schoonover, Babe Miller, and Past President Ann Doolan, of Chicago.

New officers for 1948 are Madge Buckley, president; Charlotte Cohn, first vice-president; Vivian Jacobi, second vice-president; Estelle Wampler, third vice-president; Edith Hargrave, secretary, and Peggy Steinbery, treasurer. Lilliebelle Williams won the over-night case donated by Trudie Di Santi; Minerva Boyd, the down comfort, donated by Past President Peggy Forstall; Laura Scott, the electric grill, donated by Past President Betty G. Coe; Fay Prosser, the electric iron, donated by Madge Buckley; Theo Forstall, a hand-made comfort, donated by Jenny Perry; an afghan, donated by Mr. and Mrs. Axel Johnson, was bought by Past President Nina Rogers. The doll donated by Past President Margaret Farmer was won by Past President Nina Rogeos, who presented it to Ermabelle Goodin.

Bank night award went to Vivian Jacobi. Door prizes donated by Peggy Steinbery and Marie Rhodes were won by Minnie Fisher and Ann Doolan. Past President Clara Zeiger gave liberally to our furniture fund. A check was given to Nina Rogers for the car she won at the drawing on home-coming night. She gave one-third to the ladies and remainder to the men's club. Harry Hargrave did likewise with his check for the washing machine he won.

The Old Days and the New In Showbiz; "Greats" Gone

By Col. Bill E. Green

TROUPERS who once arrived in town and visited all the hotels for rates without dogs or cats for pets (unless they were with a circus) have gone to the great beyond. The depots which had the horse and wagon expressman take the baggage of scenery and trunks (mostly Taylor Theatrical Trunk Guaranteed for 17 years) is no longer in vogue. The musical organizations, such as Sousa, Ellery Royal Italian Band, Serrentino's Band, Gilmore's Band and many more, no longer purvey their popular, as well as grand opera music, to the public. Gone, too, are the old minstrels like Primrose & Wests, Haverly's, Fields, Hi Henry's, Dockstader's, Honey Boy Evans, and many more with such stars as Billy Emerson, Bill Rice, Thatcher, Barlow, George Wilson and Mazier and King, as end men, and such other greats as Thompson, the basso; Richard Jose, the best tenor of them all; George Windom, a swell baritone, and many more whose coming to the cities throughout these United States was the assurance of a week of enjoyment.

Mansfield Tops

We recall such stars as Johnny and Emma Ray in *A Hot Old Time*; Hal-len and Hart (he of Foxy Grandpa note) in *The Parlor Match*; Hanlon's Superba, and Richard Mansfield, the greatest actor of all time. His *Dr. Jekyll and Mr. Hyde* was without a doubt his best effort, tho his ability as a Shakespearean performer was the acme of everything on the legitimate stage. Robert Mantell also was a splendid actor, while Julia Marlowe was without a doubt the sweetest leading lady of all time. When *Knighthood Was in Flower* was her leading play. Eddie Foy in *Off the Earth* and Wang kept his audiences in convulsions of laughter.

Francis Wilson, Jeff De Angeles and many more of yesteryear's stars would faint were they to see the attempts made by the so-called stars of the screen today, portraying their characters. Circuses were many and Barnum & Bailey were the leaders. P. T. Barnum introduced Tom Thumb, the smallest man in the world. Ringling Bros. were seven years old in 1892, but started the war for other circuses to compete with the big B & B show; and John Robinson, Sells Floto, Adam Forepaugh and Walter Main shows, were the leading contenders.

Vaude Big

Vaudeville was also one of the most frequented of the varied forms of entertainment and stars of every color were programmed. Magicians such as Herman the Great, Keller and Thurston, preceded Blackstone, who has kept the magician's art foremost in the minds of the public. Another coming star of this art of entertainment is Preston.

Rep shows gave to motion pictures their stars of the early days, as they did to stock companies.

It is not my intention to criticize present-day theatricals, but give me the old-time performer and I will show you a human being who was always your friend even if your bank roll was depleted. Many a performer wore his wardrobe or parts of it to a booking agent to get a place to entertain the public, and once he received his contract the hotel at a dollar a day fed him three meals and

lodged him.

Let me live once again, the days of yesteryear. The days of good fellowship and good cheer. The days when ability was given its reward. When the "Pen Was Mightier Than the Sword". When theaters welcomed the thespian and merchants too. But today that's over with, that business is thru. Give me that welcome with its outstretched hand. Then I'm willing to leave for the promised land.

Rooney Rehearsing '48 Hot Spot Unit

CHICAGO, Jan. 1.—Howard Rooney, director of the Masque Little Theater Players here, is rehearsing *Hot Spots of 1948*, he announced this week. Review, which consists of a number of blackouts and variety acts will appear at institutions and veterans' hospitals. Group played over 20 such dates during December, Rooney said.

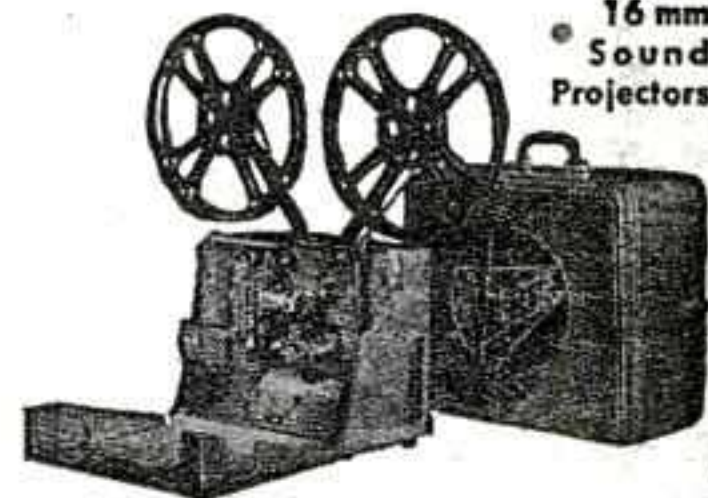
Carol Lynne, former leading woman with the Masquers and currently with the Town Hall Players touring Wisconsin, visited the group during the Christmas layoff.

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Plastic Isn't the Ballyhooed Dream Floor of Ad Pamphlets

By Perry B. Giles

President, Curvecrest, Inc.

URING THE PAST YEAR the roller skating industry has been a more or less revolutionized by the conversion from powder to plastic as the accepted coating for a floor, and during this time the production of aspirin has doubtless given a corresponding increase in care of the operators' headaches. In the natural course of events, it became evident that plastic was the coming thing, manufacturers began reaching toward this new material for profits, with the result that magazines and mails began to be flooded with ads and pretty little pamphlets which seem to promise the operator that by buying a few gallons of some fancy concoction his worries are over. Plastic, they promise, will eliminate all dust, preserve the natural color of the wood, do away with waxing, give unlimited traction, be easily cleaned, etc.

And, in truth, plastic will confer these benefits, but not without giving the inexperienced operator many problems such as he has never before encountered. Chief of these is that of maintaining this surface by proper cleaning. The development of the plastic itself has far outstripped the development of cleaning methods, and improper cleaning has ruined many a good plastic surface. During the past three years I have traveled from Coast to Coast, and in the heart of Texas to the center of Canada, supervising the application of plastic surfaces; but for each trip there have been two or three emergency visits to those same places to rescue some operator from plastic problems, and 100 per cent of these calls (as well as the innumerable long-distance calls) have been brought about because inadequate or improper cleaning methods ruined the finish altogether, or made the surface so slippery as to be unusable.

No Cure-All

The operator who confidently sends neck for a few gallons of plastic then forgets all about it is in for a rude awakening. Plastic by itself is no cure-all or wonder worker. The first plastic conversion to plastic is an expensive matter. The cost of readying the floor for the first application, and the cost of the material to apply the proper initial surface is considerable. In addition, however, expensive machinery is needed for proper cleaning, which increases the cost, at first glance, prohibitive for the average small operator—especially if he is not foresighted enough to reckon in future benefits. Once applied the plastic surface requires plenty of specialized attention, foreign to the ways of the old-

time operator who was content to send out a couple of skate boys for a hasty sweeping before a session. Up-to-date developments in the plastic compound have produced a surface which will give traction without scrubbing for a considerable longer period than that promised with earlier compounds, even up to a year ago, but regular and thorough scrubbing at stated intervals are still necessary or the result will not be only a darkened surface and loss of traction, but worse; the presence of so much foreign material on the floor that future applications of plastic, necessary for maintenance, will not adhere, but will loosen and peel off. I am sure every plastic operator has already encountered this condition.

Scrub Twice Weekly

Curvecrest, the first rink to experiment with plastic, has been operating solely on this surface for about six years now, during which time not one ounce of powder has been used at any time, even for competitive events. We have, in the course of our experiments, encountered about all the difficulties reported above, but are at present operating on a surface which is giving plenty of traction for all types of skating without the use of powder. We believe we have made further strides toward easier methods of cleaning, as we are now on a twice-a-week scrubbing schedule with no perceptible darkening or loss of traction. And—the real test—our customers have remained satisfied with this surface in all of its stages of experiment and development.

So, far from being a pipe dream to laugh at, the plastic surface is the accepted surface in rinks not only all over the United States, but in several foreign countries. Most operators have seen it and hundreds of them have tried it. A large percentage, unable or unwilling to cope with its special problems, abandoned the surface at the first signs of trouble. Others have fought it thru and are enthusiastic about it. I have even seen rinks whose operators are reaching for the new and hanging onto the old by using both powder and plastic on the same surface, a procedure which, I admit, I find most puzzling.

But tho rink owners are sadly beginning to realize that plastic is not the dream surface of the advertising pamphlets, it looks like it is here to stay, and the rink with the good plastic surface is the one which will hold the skaters.

Coliseum Dance and Figure Club of Coliseum Roller Rink, Tampa, claims to have a scrapbook of record size on display in its clubrooms.

Biz on Upbeat In AOW Racing At Mid-Season

ELIZABETH, N. J., Jan. 3.—America on Wheels closed the first half of its inter-rink racing season December 20 at Capitol Arena, Trenton, N. J., with a fine turnout of spectators and over-all attendance for the September-December period well ahead of the corresponding period of 1946, according to Jack Edwards, the chain's director of speed. The competitions were the first ever held at Capitol. Last year, said Edwards, AOW drew 10,000 spectators with its contests, while attendance to date has passed the 6,000 mark despite the fact that general business has been below par.

The 1947 season has been notable in several other respects, said Edwards. Program sales have hit a new high, thus boosting the championship racing fund, and the league has about 140 members in uniform, of which 80 per cent race in each meet. The season has also seen about 20 girls enter the contests, a new high, and the inauguration of a large speed club at Capitol Arena and growth of the Perth Amboy, N. J., club. The new National Arena, Washington, is now recruiting a speed team and expects to enter competitions soon.

Mount Vernon (N. Y.) Arena now holds the lead in team standings with 145 points, followed by Hackensack (N. J.) Arena with 120; Passaic (N. J.) Skating Rink, 60; Twin City Arena, Elizabeth, 50; Perth Amboy, 35; Capitol, 20, and Boulevard, 10.

Capitol drew another excellent crowd the following week when its team met the Reading (Pa.) Roller Racing Club of Carsonia Park Roller-drome, the visitors winning by a 3-2 count. Reading took 440-yard and 880-yard women's races and the two-mile men's race, while Capitol won the 880-yard and one-mile races for men.

Following the contests Reading accepted a challenge from Perth Amboy for matches to be held at Perth Amboy January 10. AOW inter-rink races resume tonight at Mount Vernon, with Twin City Arena set for races January 17.

Lovetere Broaches Pact

NEW LONDON, Conn., Jan. 3.—At a recent meeting of the Ocean Beach Park Board here a roller skating concession offer by Michael Lovetere was referred to the concessions committee. Lovetere offered to operate a roller rink in Recreation Hall of the city-owned Recreation Park. Lovetere said he would guarantee \$2,000 for the season—eight months beginning with April—and give 50 per cent of his gross over \$4,000. As an alternative, he offered to split the gross 50-50 with the city if it provided the cashier.

Gregg at Fort Worth Spot

FORT WORTH, Jan. 3.—D. R. Gregg reports he has been engaged to play the new Hammond organ that Mr. and Mrs. Buford Moran, operators of the rink here, have installed in the rink. Gregg played at Skateland in 1939 when it was owned by Pullman, and for the past six years has been with South Side Roller Rink, Fort Worth. He said the Morans are planning to enlarge the rink.

Bradford Buys Yuma Rollery

YUMA, Jan. 3.—Arizona Skating Rink here has reopened under the ownership of Paul E. Bradford. Rink was formerly operated by Charles Rogers, who sold it and retired for reasons of health. Bradford is president of the Yuma Junior Chamber of Commerce.

Farm Kids Spend For Skating at Ludwig Rollery

CARROLL, Ia., Jan. 3.—Aided by unprecedented prosperity of the agricultural population, which forms the bulk of his business, Charles C. Ludwig reports excellent business at his Parkview Roller Skating Palace here.

Ludwig credits much of his success to a steady advertising campaign and the promotion of novelty events, claiming that such promotions are necessary to keep patrons coming to his rink, inasmuch as it operates the year-round. Ludwig believes that alert programing is the basis of successful operation, pointing out that events and advertising should be planned to fit the season.

Ludwig currently has plans under way to remodel the Palace into "one of the best in the State." It will include, he says, ideas that have proven successful in other rinks and will offer customers a complete service, including food and refreshment facilities.

The Carroll Skating Club holds classes each Friday and is now in rehearsal for its fifth annual show. Following their initial showing here, club members will take the presentation to near-by rinks as a free offering.

Good Year at Mich. Stadium

SAULT STE. MARIE, Mich., Jan. 3.—Ice skating business at Pullar Stadium here has shown a good increase during the past year, officials report. The summer session, July 8 thru Labor Day, was well attended by vacationing skaters. Attractions included hockey games and platter parties. Margaret Manahan and Harriett Matson are the professionals. Officials are planning the addition of an auditorium and stage, a new lobby approach and reading rooms. Two league hockey teams, the Soo Greyhounds and Soo Indians, are currently using the stadium.

Two new skating clubs have been organized at Coliseum Roller Rink, Baltimore, and the rink started its second elementary class November 14 under the direction of pro Phyllis Spracles. Bob Spracles is handling the Coliseum roller hockey team.

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OPERATORS TALK IT OVER

(Editor's Note—"Should the roughhouse element be ejected from a rink immediately or should a thoro effort be made to convert those skaters into well-behaved, steady customers?" That is the current question up for discussion in this column. This is a problem that faces all operators and it is one of importance. Regardless of how you handle it, your experience, your ideas, your troubles, etc., are of interest to everyone in the trade, so if you have not yet expressed your opinion now is the chance to do so. Mail your opinion to Rinks and Skaters Editor, The Billboard, 2160 Patterson Street, Cincinnati 22, O.)

Offers Varied Program

In 1946 when we opened our new rink, one of the largest in Michigan, we began tossing them out when they didn't behave, but soon found that from 1 to 15 people left and didn't come back.

The problem is now simplified by the varied program we offer. After the bulk of the crowd has arrived we announce that all trick skating must be confined to the center of the floor and that "tag," fast skating and cutting thru the center will not be per-

mitted. We then stage a bell number in which the man advances to the lady ahead of him every time the bell rings. This is followed by an all-skate number and men only and ladies only numbers. This gives all skaters a chance to get rid of excess energy and also gives our snack bar a business spurt. We employ no floor people and our skaters for the most part are well behaved, since they know that after they have been warned once they will have to stop skating. — HARRY J. COLLINS, Operator, Collins Roller Rink, Imlay City, Mich.

Dancing, Figures Featured at Arena Gardens Benefit

DETROIT, Jan. 3.—First major event presented at Arena Gardens since the rink was taken over under the management of Mrs. Marie Weismuller was an elaborate revue and style show staged December 22 and 23. Event was a benefit show sanctioned by the Roller Skating Rink Operators' Association of the United States, presented by Arena Gardens Skating Club, Detroit Figure Skating Club and junior figure classes, and was supervised by Eileen Ashenbrenner.

Show was presented to music by organist Russell Bice, with emphasis upon skate dancing and figure work. Specialties included *Cinderella*, John Matejec, Patricia Martino and Robertine Carlson; *Concerto*, Donald Ettinger; *Stormy Weather*, William Pate; *Portrait*, Inga Hoffman; *Superskate*, Louise Moore, Marion Schasney and Dick Martin (professionals); *Terrace Triangle*, Geanne-Lee Smith, William Pate and John Matejec; *Graduation Dance*, Patrick Hogan, Garney Darrian and Virginia Andrews; *Clare de Lune*, Louise Moore (professional); *Jewel Ball*, Inga Hoffman, Patrick Hogan and Richard McDonald; *City of Dreams*, Mary B. Markley; *Tango of Roses*, Robert Hodges and Karen Larsen; *Me and My Shadow*, Patricia Martino and Slim, and *Accent on Youth*, Virginia Irwin and Robert Quick.

Party Nights Draw At Del Monte Drome

MONTEREY, Calif., Jan. 3.—A capacity crowd turned out December 20 for the junior skating club party at Del Monte Roller-drome here, reported Manager Paul J. Gilbert. Guests accompanying club members were given candy, and each member received a gift. Highlight of the evening was a club show directed by Gilbert. The presentation served to introduce Margaret Ridge, new Roller-drome pro, who did a solo number and a pairs number with Gilbert.

Introduction on December 16 of School Night brought out another crowd, said Gilbert. Cards distributed to students permit them to skate for 20 cents each Tuesday night and receive skating instruction. Games and skate dancing are featured.

New Year's Eve attractions brought out another good crowd. Featured were a hockey game between Fort Ord soldiers and personnel of the Del Monte naval station, a show by professional staff and club members, and distribution of prizes and souvenirs.

NORWOOD, O., Jan. 3.—Mayor Frank J. Ward sponsored a December 23 Christmas party for school children at Ed J. Von Hagen's Norwood Roller Rink, highlighted by the appearance of Santa on skates. The mayor is president of the Norwood Dance and Figure Club and affiliated with the Amateur Athletic Union.

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#162—Ballerina	Mickey	Fox Trot	92
#193—The Waltz You Saved for Me	The Girl That I Marry	Waltz	92
#164—Buckle Down, Winsocki	Sky Anchors	March	100
NON-ASCAP			
#165—Hills of Colorado	Let's Be Sweethearts Again	Fox Trot	92
#166—Beloved, Be Mine (OGP*)	A Girl That I Remember (OGP*)	Fox Trot	92
#167—Emperor Waltz (OGP*)	We'll Meet Again in Old Hawaii	Waltz	92
#168—Under the Double Eagle	Sharpshooters' March	March	100
#169—Latch (OGP*)	Y' Gotta Quit Swinging	Blues	92

(Please note: #193 is the correct number—no mistake in numbering.)
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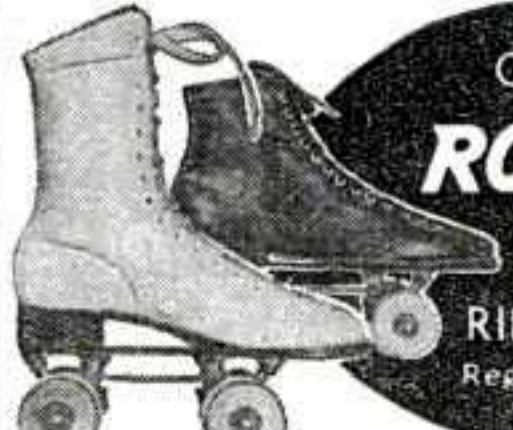
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PARODIES, SPECIAL SONGS, BITS, MATERIAL for any act. 1948 catalogue free. Kleinman, #1735 N. Bronson, Hollywood 28, Calif. fe21
FOUR MONOLOGUES AND 100 GAG LINES by Hollywood gag-writer. \$1. Rosenblum, 754 N. Forest Avenue, Los Angeles, Calif.
“HANNAH, QUIT YO' TICKLIN' ME.” “GEE! But I Was a Purty Baby.” “When the Golden Sun is Sinking in the West,” “Dreamy Old Moon.” Waxers, write; you can record these songs on your own terms. Free copies to singers and players (enclosing postage). Ohio Music Pub. Co., Box 255, Newark, Ohio.
MASTERS-RECORDS—MADE FOR JUKE boxes, transcriptions; any quantity. Catalog. (Stamp) Reasonable. Urab, BB, 245 West 34 St., New York 1, N. Y. fe7

RECORDS EXCHANGED—SEND TEN RECORDS and one dollar. Receive ten new records. Address: The Record Man, 314 Spring St., Del Rio, Texas. ja31

SENSATIONAL SONG PARODIES—DIFFERENT situations, original material, socko endings. 1948 list on request. Manny Gordon, 819 W. North Ave., Milwaukee, Wis. mrb

SMART SONGS, PARODIES, MONOLOGUES. Old English Music Hall Ditties. Ventriloquial Dialogues, Special Instructions for Beginners. State list required. Tizzard, 110 W. 76th Street, New York.

AGENTS & DISTRIBUTORS

AAAAA NEW “HOT” NUMBERS—CATALOG, 10c. 25c Lie Detector, \$0.50 gross. Sample dozen, \$1. Arlane, 4462-B, Germantown, Pa.
AMAZING OFFER—\$25 IS YOURS FOR SELLING fifty \$1 boxes of entirely different, new Deluxe All-occasion Cards. Each box sells for \$1, your profit, 50c. It costs nothing to try. Write today for samples. Cheerful Card Co., Dept. 210, White Plains, N. Y. fe28

AGENTS—FULL OR SPARE TIME, SELL chenille bedspreads and housecoats. Many designs, large commissions, every home a prospect. Stylecraft, Cartersville, Ga. ja17

A SELF-TYING NECKTIE—UNBELIEVABLE demonstration. Exclusive territories. Sample, \$1, postpaid. Deductible from first order. Ty-Self, Fulton 10, Ill. ja17

BEAUTIFUL SHELL JEWELRY AND GLASS. Novelties, wholesale only. \$2 brings 5 samples, returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. ja24

BIG CASH PROFITS DAILY TAKING orders. Uniforms, Shirts, Ties, Personal Initialed Individualized Buckles, Belts, Cap Badges, Tie Holders, 2,000 emblems. Repeats. Write today. Special outfit offer. Hook-Fast Co., Box 480-BB, Roanoke, Va. ja31

DISTRIBUTORS WANTED—MAKE BIG MONEY selling our new sensational films. Send for sample movie: \$10 16mm. sound; \$7.50 16mm. silent; \$2.50 8mm., and free wholesale price list. Standard Pictures Corp., Universal City, Calif., Dept. M. ja17

EARN MONEY QUICKLY, EASILY, SHOWING Greeting Cards, Stationery, Wrappings, many unusual items. No experience. Up to 100% profit. Send today for everyday assortment on approval. Free display folder. Thomas Terry Studios, 200 Union Avenue, Westfield, Mass. np

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

LARGE VARIETY GENERAL AND ESSENTIAL Merchandise. 50c to \$3 sellers. Manufacturers, 26 Fifth Ave., New York City. ja10

NEW “SPONGE” WALL CLEANER—ERASES dirt like magic. Wallpaper, painted walls, ceilings. Saves redecorating. Lightning seller. Sample sent on trial. Kristee 117, Akron, Ohio.

OUR NEW “PIC TEASE” PIN UP GIRL Photos sell like hot cakes. Generous samples and details, 25c. Walter Fox, Box 147, Mobile 2, Ala. ja10

PENNY THAT NAILS TO FLOOR—140% profit! Dozen, \$1.25, on cards. Sample, 25c. Scheetz's, Sellersville, Penna.
RUN MENDERS—BIG YEAR 'ROUND PROFITS. Full particulars; 5 samples, one of each, \$1. Run Mender Works, Waukesha, Wis. ja31

SACHETS GETS QUICK DOUGH FOR HUSTLERS. Beautiful six color package; jobbers prices. Free sample. Mission, 2328A West Pico, Los Angeles 6, Calif. ja31

SALESMEN, JOBBERS—SELL \$1.00 GUARANTEED Ball Pens on cards to stores. Earn \$25 daily. Details free. Opal Pen, Box 295-1 Plymouth, Mich. ja31

SOMETHING NEW FOR '48—DICE-O-MAT. Retail for \$1. Mechanical, attractive, fascinating; factory guaranteed. Eliminates dice. Can be used in any game. The biggest dollar value for profit and appeal; sample and price list, 50 cents. Pamrod, Keystone Theater Bldg., 11th & Lehigh, Philadelphia 33, Pa. ja10

TERRIFIC SELLING CIGAR STORE NOV-ELTY. Rush 25c (refundable) for sample and distributor's money making offer. Robbins Co., 152 W. 42d, New York City. ja17

WESTERN AND OTHER PLASTER NOVELTIES. Prompt shipping, reasonable prices. Special 25 items large and small, all different, \$3.35. Fred Tuller Enterprises, 1646 E. Washington, Phoenix, Ariz. ja24

WORLD'S LATEST—SINCO LINE OF CALENDARS and advertising specialties open for swift, hard-hitting, full or part time men. Large commissions. Write today. H. W. Singleton Co., Dept. BB, Salt Lake City, Utah. ja10

75 MEN TO CALL ON GROCERS AND GAS stations. Can earn \$100 weekly. 90c six-piece stainless steel Tableware Set on trade-stimulator deal. Ideal Distributors, Pineville, La.

ANIMALS, BIRDS, PETS

FEATURE DOG FOR BIG ACT—LARGE Police. Finest pick-out dog in business. Walks long distance on hind legs, balances on slack rope; one of the few 12 foot wall-scaling dogs in business. Beautiful props, \$300. R. E. Leonard, Junction City, Kan.

FOR SALE—MALE BACK SOMERSAULT DOG. Cap't Ferguson, 1912 Daulton Ave., Huntington, W. Va.

MOTHER AND BABY RIESUS MONKEYS. Bonnet Monkeys, Young Ringtails, Javars, African Greens, Babboons, Eagles, Vultures, Civets, Puma Cubs, deodorized Skunks, Ringtail Cats, Agoutis. Chase Wild Animal Farm, Egypt, Mass. ja17

ORDER NOW!—10% WILL HOLD UNTIL March 31. Going into the jungle; bringing back rare animals, birds and snakes. Boas over 10 feet. All stock 100% feeders. We buy, sell and exchange all over the world. Animal Importers Exchange, Rt. 2, Box 853, Miami, Fla. fe7

SEND 25c COIN FOR LARGE 24 PAGE CATALOGUE of Monkeys, Birds, Animals and Pet Supplies. Tampa Pet & Supply Co., No. 1112 Tampa St., Tampa, Fla.

SPECIAL OFFER FOR SNAKE SHOWMEN—Have unusually fine assortment of Snakes ready for prompt delivery. Prices reduced. Ross Allen, Silver Springs, Fla. ja24

BUSINESS OPPORTUNITIES

BE YOUR OWN OPERATOR OF PUSH CARDS—Make \$200 a week. Buy premiums at rock bottom prices; details free. American Distributors, 5421 Nelson Ave., Baltimore 15, Md. ja17

GET 400 MONEY MAKING DEALS, PLANS, Formulas, Tips, Ideas, Success Secrets, Schemes. Folio free. Formico Mil, Box 572, Dayton, Ohio. ja24

MAKE EXTRA CASH—GAIN WEALTH! USE our sound business plans. Free literature. Sackett, 92F., Waring Ave., Mansfield, O. ja10

MAKE MONEY BY MAIL—PROGRESSIVE Mail Trade Magazine teaches you. Sample, 10c. \$1 per year. Big Mail included. Mallo, 767-B Leith, Flint 5, Mich. ja10

OPERATE PROFITABLE BUSINESS SELLING repeat items by mail or local. 3 Samples, \$1. George Porter Co., Waukesha, Wis. ja17

PUSH CARD OPERATORS WHO WANT TO make \$200 a week and up without investing one penny, contact: L. Stanley, 675 N. 15th St., Philadelphia, Pa.

SPECIAL—INCH DISPLAY ADVERTISEMENT “Mail Order World,” year, \$24. Wood's Popular Advertising Service, Atlantic City, N. J. ja17

WANTED—EXPERIENCED PARTY TO ESTABLISH 16mm. home movie circuit. Very liberal conditions and sound financing. Write Pennsylvania Dutchman, Inc., 303 West 42nd St., New York City.

WE HAVE AVAILABLE TEN THOUSAND Cologne-ets. This purse atomizer has outsold all other makes. Never sold for less than \$2.95 retail. Make us an offer for the entire lot. Sample piece (one only), \$1.50. Pamrod, Keystone Theater Bldg., 11th & Lehigh, Philadelphia 33, Pa. ja10



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

ROHDE-SPENCER CO. 223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

NOW! Turn to INSIDE FRONT COVER for an important story on POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO. "The Biggest name in Popcorn" POPCORN MACHINES AND SUPPLIES

COMBINATION CAKE DECORATOR
ALL-METAL COOKIE PRESS and CAKE DECORATOR SET
14 pieces, boxed \$1.00 Retail
Immediate delivery
Deposit on all orders
Zachman & Co., 5004 Wilson Ave., Chicago 30

DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!
We are distributors for every kind of fireworks; catering to jobbers and retail outlets. WHOLESALE ONLY.
ACME SALES CO., Inc. Dept. E, 781 Marietta St. ATLANTA, GA.

PRINTING PRESS
Prints Postcards, Letterheads, Business Cards, etc.
\$1.95
No C.O.D.'s
MIDTOWN DIST. CO. 170 Myrtle Ave. Jersey City 5, N. J.

Fancy Assorted CHOCOLATES
Attractive Cellophaned Two-Layer 1-Lb. Boxes, \$6.40 Doz. Two Doz. to Case. Freight Pd. on 10 Cases. Sample, \$1. 25% Cash on C. O. D.
Barbara Fritchie Chocolates, Frederick, Md.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 76 of this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWNS' AND BURLESQUE COMICS' PROPS and Accessories. Free lists. (Assortments, \$5). "Happy" Morgan's Clown Headquarters, 2401-N. Fifteenth, Philadelphia. ja24

MINSTREL MEN—FULL LINE OF MINSTREL needs and accessories for sale, new goods. The Costumer, 238 State St., Schenectady, N. Y. ml20

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y. ma27

FORMULAS & PLANS

CANDY APPLES, CARMEL CORN, BARBE- que Sauce, Chili Con Carne, Bleach Wash. All Recipes for \$2. Zehnder Sales, Phillipsburg, N. J.

GET 300 MONEY MAKING IDEAS—RARE Formulas, Success Plans, Schemes, Expenses, Secrets. Folio free. Formico-KA, Box 572, Dayton, O. ja17

FOR SALE SECONDHAND GOODS

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianola, Iowa. fe14

CONDORMAN WHEEL—GOOD RUNNING CON- dition. Power unit overhauled. New cable ordered; new paint job. First \$2,000 takes it. Chas. R. Taber, Elay, Arizona, Gen. Del.

FOR SALE—250 VULCANIZED FIBRE SAM- ple 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

FOR SALE—PERMANENT AIR CONDITIONED Roller Skating Rink. Fully equipped including Hammond Organ. Write Flint Rollerdomo, 3450 E. Carpenter Road, Flint 7, Mich. ja24

GEARED ALUMINUM POPPING KETTLES, all Electric Popping Units, Peanut Roasters, Copper Carmel, Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. ja10

PUBLIC ADDRESS SYSTEM FOR SOUND car or indoors, 2 Suitcase and 2 Horn Speakers, thirty watts, Turner Mike and stand. Complete, ready to use. First \$150. One half down, balance collect on delivery. Photo on request. Box 808, Wheeling, W. Va.

USED UNIVERSAL 1600 FT. 16MM. REELS— Lots of 20, \$5. Also factory reconditioned Holmes Type 10 16mm. Sound Projector, complete with pedestal. Reasonable. Dennis Films Bureau, Wabash, Indiana. ja17

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE— 50 complete Candy Corn Machines and Cookers, \$225; complete set, 50 All-Electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh6

CANDY FLOSS TRAILER AND MACHINE— Aluminum Trailer, 6 months old. First \$500 gets both. C. F. Riley, 1303 Front St., Conway, Ark.

COMPLETE EQUIPMENT FOR 400 SEAT Movie Theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. ja24

COMPLETE ROAD SHOW—HOLMES 16MM. Projector, complete; Star Counter Model Pop Corn Machine, mounted in 6x9 trailer, used for booth and concessions. Wired inside and out. Complete outfit practically new, perfect condition; nearest on road; all or separate. Charles Patterson, Florence, Ind.

FOR SALE—TWENTY FOUR SEAT CHAIR Plane. Le Roi engine, fence, Ticket Booth, complete. Calvin Gruner, Pinckneyville, Ill. ja10

FOR SALE—TWO TENTS IN FIRST CLASS condition, 30x60 and 20x50. Will buy Dell House Illusion and good pick out Pony. Arthur Whittier, Hazel Green, Ala.

FOR SALE—ORCHESTRA CAR, 1946, 8 PAS- senger DeSoto; 10,000 miles, just like new. \$2800 takes it. Wire or write or bring cash and get it. Al Schuh, 213 1/2 Lincoln Drive, Grand Forks, N. D.

FOR SALE—TENT 60x96, USED 4 WEEKS; seats, 2 trucks, light plant, complete show. Mrs. E. D. Rodenberger, 409 E. Hamilton Ave., Tampa, Fla.

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

NAPOLION'S COACH—FROM MADAME TUS- sand's Exhibition, London. Wonderful historical vehicle known as "The Sedan Carriage" in which Napoleon III of France drove to his surrender following the Battle of Sedan. Emblazoned imperial crests. Original silk brocade. \$5,000. G. Scammel & Nephew, Ltd., Fashion St., London, E. L., England. ja23

POPCORN TRAILERS—NEW, TEN AVAIL- able; two sizes. Krispy Korn, 120 S. Halsted St., Chicago, Ill. ja24

POPCORN MACHINE — LARGE MANLEY Electric, \$275. Wilhoit's Popcorn Concessions, 103 N.E. 60th Ave., Portland 15, Ore. ja17

ROLLER COASTER AND WATER RIDES DE- signed and built by A. E. Vettal, Rt. 4, Springfield, O. Old Coasters remodeled.

SMITH CHAIRPLANE WITH NEW GEARS and new clutch, 5 h.p. motor, perfect shape, \$1,250. Will buy for cash Rollo-Whip. Amusement Supply Co., 1501 3rd Ave., Huntington, W. Va.

TESTED KIDDIE RIDE BUILDING PLANS— Auto, Airplane, Chairplane, Boat, each \$5. Ferris Wheel, \$8. Free 9 plan catalog. Brill, 228-B North University, Peoria, Ill.

THEATER SEATS, PROJECTORS, FOLDING Chairs, Screens, Tents, Stage, Scoll 16mm., Sunm. Film. Fibre Cases. Lone Star Film Company, Dallas, Tex.

16MM. SOUND-SILENT OPERATORS—JOIN "Film-X-Change Club." Take turn using all members' private films! Eliminate buying-renting expenses! Send your film, immediately receive another, same length, color and condition; your choice comedies, musicals, dancers, models, travelogs, sports. Membership, \$2; application, prospectus, 25c. Film-X-Change Club, Laton, Calif.

HELP WANTED

ADVANCE MAN FOR SCHOOLS IN ALABAMA and Georgia. Must have car. This is an educational circus unit playing white and colored schools; both large and small. Good proposition. Wire or write at once. J. M. Cooke, Pritchard, Ala.

AUDITORIUM BOOKING COMPANY, WORTHY Hotel, Charleston, West Virginia, books motorized percentage basis attractions in theaters and schools, etc. ja17

DRUMMER AND TROMBONE MAN FOR ES- tablished band. Salary, no lay-offs. Box C-402, care Billboard, Cincinnati. ja10

INSTRUCTOR—PART TIME FOR A SMALL Chicago Roller Rink. State all in letter as to pay and etc. Box C-408, care Billboard, Cincinnati 22, Ohio.

MUSICIANS WANTED FOR ESTABLISHED name band. Attractive salary. Box 186, care Billboard, Chicago.

NEED PIANO AND BASS MAN IMMEDIATELY —\$50 minimum; steady work. Wire Al Schuh Orchestra, Grand Forks, N. D.

PIANIST—FOR FIVE-PIECE COMMERCIAL band; must read, fake; sober on the job. Box C-410, c/o Billboard, Cincinnati 22, O.

WANTED—MAN OR WOMAN GUITAR IN- structor to teach classes in Octave and Actual Notation. Salary and commission. Flood Music Company, 404 Fifth St., Sioux City, Iowa. ja10

WANTED—TENOR MAN AT ONCE, ALSO Vocalist. Other musicians write or wire. Bennett-Greten, Rochester, Minn. ja10

WANTED—MUSICIANS FOR MIDWEST BAND. Road and location; steady work, guaranteed salary. Write giving phone number. Jack Cole, 807 4th Street, Savanna, Ill.

WANTED—SAX AND CLARINET MAN FOR polka band. Good salary, steady work. Write or wire Viking Accordion Band, Albert Lea, Minn.

WANTED—BLACKOUTS, SCENES, 3-4 MIN- utes long, must have good comedy, sock finish. Contact Mel Hummitchsch, 1943 N. 19th St., Sheboygan, Wis.

WANTED, IMMEDIATELY—ACTORS AND Musicians for three week show-dance circle. Prefer those who double. Tell all. "Toby and Ora," Vermontville, Mich.

INSTRUCTIONS BOOKS & CARTOONS

ATTENTION!—WE HAVE POST-WAR PIN Games. Will trade for Seeburg Guns, Western Baseballs, Lite League and or Goalee. Write, call, Coin Amusement Games, Inc., 1023 E. 47th Street, Chicago, Ill. Kenwood 5556. ja10

LEARN PIANO TUNING AT HOME, ETC.— (Dr. Wm. B. White), Karl Bartenbach, Piano Technician, 1001 Wells St., La Fayette, Ind. Phone 4926. ja31

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. fe7

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10c— World's largest line, lowest prices! (Pitchmen's headquarters.) Arlane Manufacturing Co., 4462-B Germantown, Philadelphia. ja24

A BRAND NEW CATALOG—MINDREAD- ing, Mentalism, Spirit Effects, Magic Horoscopes, 1948 Forecasts, Crystals, Palmistry, Graphology, Facial Charts, Books. 148-page illustrated Catalogue plus Magic Catalogue, 30c. Wholesale. Nelson Enterprises, 336 S. High, Columbus, O. ja10

BLADE BOX—NEVER USED, \$60. USED Magic for cash or trade. Universal, Box 1076, Peoria, Ill. ja17

COMPLETE APPARATUS FOR CLUB MAGIC show, including two illusions. Used, but excellent condition. \$50 for unit. Sanders, 810 Maple, Columbia, S. C.

HYPNOTIZE—CONTROL THE MINDS AND AC- tions of others! Completely illustrated course, \$1. Money back guarantee. Fowler, Box 1284, Boston 4, Mass. ja10

MAGICIANS' HEADQUARTERS — 400-PAGE professional catalogue, pocket, parlor, stage 'tricks'. World's finest magic. Send \$1 for catalogue (refunded first \$5 order). Kanter's, B-1311 Walnut, Philadelphia 7, Pa. ja17

MASTER CIGARETTE VANISHER — WILL fool even your wife! 25c, including 1948 catalogue. Scheetz, Sellersville, Pa.

NEW SUB-MINIATURE RADIOPHONE FOR Mentalist, Mindreaders, Horoscope pitch. Each unit weighs less than pound, easily concealed. Write for brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, O. ja10

PHILADELPHIA'S NEWEST, FINEST MAGIC Shop. Largest stock in world! Lowest prices! Catalog, 25c. 12-B Church Lane, Germantown, Philadelphia. ja24

MISCELLANEOUS

ATTENTION, BALL GUM OPERATORS—WE have amazing new items to speed up your locations. Write for prices; samples, 50c. Jolly Hop Nut Co., 5404 Second Ave., Pittsburgh 7, Pa.

BELLY TANKS—FREE PICTURE. ANZO Boat Co., Box 89E, Merced 14, Calif. ja31

NEW KIDDIE FERRIS WHEEL—ALL STEEL, metal seats. Children or adults. Write for prices, photo. Inners Amusement Co., 830 E. Boundary Ave., York, Pa.

New Big Sellers In RINGS



No. 4R159—Gold Filled ... \$24.00 Doz.
No. 4R160—Sterling 21.00 Doz.



No. 4R65—Gold Filled \$27.00 Doz.
No. 4R64—Sterling 22.50 Doz.



No. 2R269—Gold Filled ... \$10.80 Doz.
No. 2R268—Sterling 9.00 Doz.



No. 2R249—Gold Filled ... \$ 9.00 Doz.
No. 2R256—Sterling 7.20 Doz.



No. 2R281
Gold Filled
\$6.75 Doz.
No. 2R252
Sterling
\$6.00 Doz.



No. 2R304
Gold Filled
\$6.75 Doz.
No. 2R303
Sterling
\$6.00 Doz.



No. 2R255
Gold Filled
\$7.80 Doz.
No. 2R254
Sterling
\$6.75 Doz.



No. 2R307
Gold Filled
\$6.75 Doz.
No. 2R301
Sterling
\$6.00 Doz.

WRITE FOR NEW BIG 1948 CATALOG — STATE YOUR BUSINESS

HARRY PAKULA & CO.

5 NORTH WABASH AVE.
CHICAGO 2, ILLINOIS

Amazing Lens Invention Makes New Advertising Sign Brilliant as Neon! **Costs only 1/2 as Much!**

600 Powerful Magnifying Lenses to EVERY SQ. INCH

Center of every letter is clear so light shines through. Translucent edges give "aura" effect of Neon.

CHOICE OF THOUSANDS OF DIFFERENT GLASS PANELS
Change Advertising Message in 10 Seconds!



Agents Fast Sales In Every Kind of Retail Store. Big Profit on Every Sale!

A FEW years ago, men who got in on the "ground floor" with Neon, cleaned up millions. Today, a few wide-awake men are offered a chance to cash in on another advertising opportunity, that may be even bigger—a "once-in-a-lifetime" chance to get in on the "ground floor" with the new Fluorescent MAXILUME Business Builder—the Advertising Display Sign that can change sales messages in 10 seconds! Here is an invention as startling, as revolutionary, as Neon was 10 years ago. For it offers all the advantages of Neon at 1/2 the original cost and at an operating cost of only 2¢ a day!

FREE! Send Name for SAMPLE OFFER and FREE SELLING OUTFIT
Every retail store, every large manufacturer, every of, you'll get the facts in a hurry! Don't send a penny. Just your name on a penny post card brings Free Selling Outfit. Do this quick—for the biggest cash cleanup in the history of Direct Selling.

MAXILUME COMPANY 125 W. Hubbard, Dept. 131-A CHICAGO 10, ILLINOIS

STILL IN TERRIFIC DEMAND!!!

Both Items Packed With Unusual Novel Appeal
KILROY WAS HERE!! | **THE RUBBER BARREL MAN**
\$10.50 Per 100 | \$2.50 Per Doz.
\$50.00—Lots of 500 | \$18.75 Per 100
25% Deposit With Order, Balance C. O. D.

THE STEINBERG-WILLS CO. 105 W. 9th St. KANSAS CITY 6, MO.

198

NON-TIPPING HARD WOOD FOLDING CHAIRS

- ★ Ideal for groups from 10 to 10,000
- ★ May be used singly or fastened in sections!
- ★ Easy to store—folds flat

Many other types of chairs for all purposes

U. S. SEATING CO.
 850 7th Ave. (34th St.) New York 1
 LO 4-3524
 When you think of chairs, think of U. S.

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$4.50

1 Bundle or 1600 1 1/2" Crackers 5.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS\$1.50

NO. K20—PER GROSS 3.00

Cash With Order

United Fireworks Mfg. Company, Inc.
 DAYTON 7, OHIO

LEADING SELLERS IN FUR COATS

LOW JACKETS PRICES CHOKERS • SCARFS

ALL GENUINE FURS

Our new 1948 Sure Fire Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

H.M.J. FUR CO.
 150-B W. 28th St., New York 1

CHEWING GUM

WHOLESALE ONLY

Fine quality. Popular flavors. 5-stick packs—also 3 multi-color bubble gums.

AMERICAN CHEWING PRODUCTS CORP.
 4th and Mt. Pleasant Ave., NEWARK 4, N. J.

COMPOSITION NUGGET JEWELRY

LOOKS LIKE GOLD!

Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address:

J. P. EDGAR
 P. O. Box 424 RED BLUFF, CALIF.

PERSONALS

MAINTAIN NEW YORK OFFICE ADDRESS—
 Your mail received, forwarded, confidential. Free details. Arlington, 131-T West 42nd, New York. fe7

ROBERT T. JACKSON WILL LEARN SOMETHING to his advantage by writing to The Billboard, Box C-404, Cincinnati 22, Ohio. ja24

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION, DIRECT POSITIVE OPERATORS—
 1 1/4"x2 1/2" Eastman D.P. Paper, \$4.04 per roll; 2" \$5.23, including tax; other sizes proportionately reduced. Write for 1948 catalog announcing new line medium priced Metal Frames, also Glass Frames, Folders, Chemicals, hand-painted Backgrounds, Comic Foregrounds, Paper and our new Double Unit Photo Machine. Haisley Photo Supply Co., 1414 McGee, Kansas City, Mo. ja31

COMPLETE LINE OF EASTMAN AND MARFOL Direct Positive Supplies. Write for price list. Marks & Fuller, Inc., 70 Scio Street, Rochester 4, N. Y. ja31

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. fe28

MINUTE STREET CAMERAS — COMPLETE with Lens and Shutter, \$60. New Booth Roller Cameras, \$35. Glossick Mfg., 544 Monson St., East Peoria, Ill. np

PHOTO MACHINES—SINGLE, DOUBLE, TRIPLES, 1948 streamliners. Also Cameras only. Best made. Federal Identification Co., Box 3388, Oklahoma City, Okla. np

THREE SIZE CAMERA—PORTABLE PHOTO Booth for sale. Used less than roll paper. Must sell; best offer over \$300 gets someone bargain. Would trade. Paul Enloe, Roaring Springs, Tex. Phone 616.

PRINTING

ATTRACTIVE 100 8 1/4"x11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. fe21

At Liberty—Advertisements

5c A WORD, MINIMUM \$1, CASH WITH COPY

AGENTS AND MANAGERS

BUSINESS ADMINISTRATION GRADUATE—
 State college, desire position as booking agent or band manager, after March 15. Union musician. H. Y. Reeves, 60 Maple, Lebanon, Ore. ja17

CIRCUS AND CARNIVAL

SPECIAL — NEW ESCAPE ATTRACTION. "The Man With the Magic Nose" for side show blow-offs, annex, etc. It is different. Roy Wallace, 2211 Bellefontaine, Indianapolis 5, Ind. ja31

BANDS AND ORCHESTRAS

COLORED BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc. Four men, entertaining and singing. Jump Jackson, 4719 S. Dearborn, Chicago, Ill. ja10

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

MISCELLANEOUS

AT LIBERTY—WOULD LIKE TO POST PA-
 per and work percentage or stock joint on medium size show; have car, can do some building. Address Floyd Stockdale, Flemingsburg, Ky., Route 1.

COMEDY HILLBILLY FLOOR SHOW MAGI-
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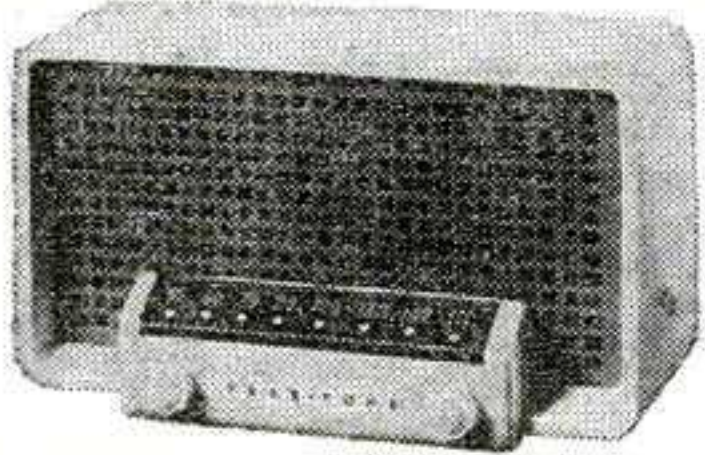
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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

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Reik, Ray C. 15¢ Wilson, Glenda, 5¢
Rush, B. J. 25¢

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Aberle, Willy
Acker, Benny
Acker, Benny
Adams, Berle
Adams, Mike
Adler, Felix
Allen, Archie T.
Allen, Casey P.
Altman, Dave
Anders, Frank L.
Anderson, John
Andrews, Maurice
Andrews, Louise
Andrican, C. E.
Annon, Ralph J.
Annon, Karl and Alice

Arger, Tom
Arnold, Edward W.
Arthur, Bob
Arthur Bros. Circus
Arthur, Prophet
Austin, Mrs. Winifred
Baber, Fred
Bagwell, James
Bagwell, Wm. A.
Bailey, Chas.
Bailey, Mrs. Dolly
Bailey, S. H.
Baker, Carl J.
Baker, E. E.
Balvine, James
Barber, John
Barbetti, Jos.
Barlow, Blackie
Barnes, Daniel
Barnes, Nellie Mae
Barton, Red
Bateman, Murray
Bartlett, Harry
Baxter, Joe
Beach, Harry
Beardsley, Geo.

Beaudry, Harold A.
Bejano, Emmitt
Bell, Billie
Belle, Barbara
Bell, Lloyd H.
Bender, H.
Bennett, Bryce
Bennett, Chuck
Bennett, Jerome
Benton, Edw. G.
Benton, Jean E.
Berman, Joe
Bernardi, Eugene
Bickett, J. H.
Billet, Frank
Billett, Eddie
Birnie, Wm. James
Blair, Joseph
Blair, S. D.
Bockman, Ted
Boden, Arthur
Bond, John
Booker, Edw. H.
Bostwick, N. L.
Braceconer, H. L.
Brady, L. P.
Brandon, Wm.
Brandt, Albert
Breese, Sole Mfrg.
Brewer, Bert
Brin, Emile
Britt, Bert
Brodey, Al
Brooks, Al
Brooks, Wm. H.
Brown, A. C.
Brown, Elwood A.
Brown, Evans
Brown, Fredrick & Geraldine
Brown, Wm. Artis
Browning, J. J.
Bruce, C.
Bruce, Kid
Bryan, James W.
Buchanan, Vickie
Buckholz, Eddie
Burdick, Edmund R.

Burlich, Charles
Burge, Lloyd
Burns, Eunice M.
Burns, James G.
Burton, Bobbie
Butler, A. B.
Butler, (Frenchie)
Butler, G. H.
Buxbaum, Felix
Byers, Pearl & Olin
Byers, Robt. H.

Caldwell, Edw. S.
Campbell, Geo.
Campi, John
Carawan, Lillian
Carey, Maxine
Carland, Buck
Carlin, W. H.
Carlin, Robert
Carpenter, E. W.
Carr, Genevieve
Carr, Wm.
Carrington, Herbert
Carsey, B.
Carsey, Jingle
Cary, Norwood
Casey, Wm. R.

Casling, Donald
Cassare, Mike
Cassard, Mrs.
Carter, Glendon T.
Carter, Roscoe
Carver, Doc. Al
Cavanaugh, Geo.
Chanda, Magician
Chapman, Happy
Chase, Frank & Mildred
Chase, Sam
Check, Edna
Chickrell, James
Chilson, Roy S.
Christiansen, Augar
Church, L. C.
Ciesla, James
Clapp, S. James
Clark, Fenley
Clayton, Ray
Cloom, Wm.
Cobler, Walter P.
Coe, E. E.
Coffee, Clementine
Cohen, Harry
Cohen, Milt
Cole, Edw.
Congo, Chief
Conklin, Mrs. Lola
Converse, Art
Cooke, Bobby Gene
Cooper, J. W.
Coriell, Mrs. Dottie
Coronado, Dolores
Costello, Mrs.
Costello, Mrs. Eva
Cowell, John & Lois Scott
Crawford, E. V.
Crawford, Tex.
Crosby, Wm. C.
Cusack, Bob
Dabney, Bertha
Dabney, Tex
Dann, Harry
Darezzi, Frank
Darge, John J.
Data, Mary
Daelo, Suzan
Davenport, Geraldine & Carl
Davis, Bill
Davis, Donald Leo
Davis, Eddie
Davis, Frank James
Davis, Frank T.
Dean, Russell
DeCobb, Jimmie
De Witt, Ted R.
Decker, John M.
Deisler, Roy
Delaney, Sam
Delawater, Leroy
Delp, Bill
Dely, Mrs. Ann
Demetro, John
Demick, John
Dengler, Geo. O.
Denham, Elbert H.
Deninger, Austin
Derrickson, G. W.
Dersherlio, Sam
Dickerson, Frank E.
Dickinson, Geo. L.
Dill, Mary L.
Dillman, N. W.
Dillman, Norman & Colene

Dine, Don
Dix, Dan
Donahue, Mrs. Alice
Dove, Jimmy
Dover, Roy
Dowd, Robt.
Downs, Jack
Drake, Erwin W.
Drake, Ken
Duehene, L. P.
DuFour Lou
Dugan, J. H.
Dukes, Danny
Dunlap, Claude Slim
Dunlevy, Joe
Dunn, Lyman H.
Dunn, Sonya
Duval, Fred
Earl, Frank
Eakins, Rodney
Eastern State Show
Eaton, Clayton C.
Eckman, Paul H.
Edenfield, Danny
Edwards, Bert
Edwards, Winnie
Eldstrom, Nector
Eller, Eli J.
Elliot, Mrs. M. Raymond
Ellis, Dick
Ellis, Frances C.
Emswiler, A. L.
Engerer, Capt. E.
Englebrecht, Walter
Evans, Daniel C.
Evans, James H.
Exler, Jos.
Eyster, C. W.
Farrell, J. W.
Farrell, Jack
Fankner, J. D.
Ferguson, Bob & Mary
Ferguson, Pete
Ferron, James
Finch, Mr. & Mrs.

Finn, J.
Finn, Mrs. James
Foley, John
Fitz, C. H.
Ford, Grady C.
Ford, Prof. C.
Foreman, Bud
Forest, Geneva
Forsythe, Walter
Fortner, Wm. H.
Fournier, Wm. J.
Fowler, J. Carl
Fox, Thomas J.
Francis, Eva B.
Francis, Mrs. Olive
Frank, Tennis
Frazier, Art
Fremont, J. H. "Rich"
Frick, Jack
Gardner, Cheerful
Garlock, Edw. K.
Garnet, Thomas M.
Gatto, Michael
Geraghty, W.
Geritz, Carl
Gibbs, Margaret & Mary
Gilliland, Homer
Gilmore, James J.
Gipson, Gilbert
Gloden, Chas.
Golden, Jack
Gordon, Chuck
Glosser, Ephraim L.
Goldman, Jack D.
Goody, Ray
Gordon, Dixie
Gordon, Harry
Gorman, Johnny
Gorman, Tom
Gowdy, M. A.
Gray, James M.
Gray, Roy
Green, Johnny
Greenman, Marguerite
Gregory, Robert W.
Grimes, Paul (Cowboy)
Gross, Chas.
Gitman, Eugene
Gwens, Ruby
Haag, Mrs. Alice
Hagen, Gladys
Haltzman, Fred
Hamilton, Mrs. Eileen
Hamilton, Woodrow
Rammond, Billie Coy
Handy, Frank
Hanlon, Pat
Hanlon, Tom Agt.
Hansen, Mrs. Edna
Hansen, Gus
Hansen, Robt.
Harding, Lloyd W. B.
Harms, Geo.
Harrington, Herman
Harris, Jack
Harris, John W.
Harris, Sarah Lou
Harrison, Dan
Harrison, James
Harrison, Kitty
Hartford, Gertrude
Hartwick, Doc
Hassen, Tom
Hassett, Frank F.
Houssels, Bob
Hawk, Pat
Hawkins, J. R.
Hayes, Wm. Curly
Heckendorn, Clarence
Hemphill, Robt.
Henson, James L. (Henson Shows)
Hensley, Jimmie
Herbert, Dorothy
Hern, Gary
Heron, Jimmie
Herrington, Sam
Herzog, Mrs. Ruby & Al
Hewitt, Whitey
Hill, Cadd
Hill, J. C.
Hiller, Fred
Hinkle, Milt
Hirley, Joe
Hirschberg, Carole
Hodge, Clifford M.
Hoff, Earl
Holmes, Lillie
Holt, Russell
Weldon
Holton, O. G.
Hood, Thos.
Hornby, Mrs. Sarah L.
Horrell, Betty (Baby Betty)
Horrell, Betty Sue
Hos, Marcel
House, Sam
Houston, Lee
Houston, Leonia Lee
Howe, A. J.
Howell, Morton
Hoyt, Hattie
Hughes, Jack
Hukill, Henry
Hull, Josephine
Humphrey, Loretta
Humphries, Mickey
Hunter, Lilly Mae
Hyland, Dick
Intrire, Franchy J.
Ireland, Agnes
Ireland, Val
Irman, Betty Jean
Jabalonsky, Ruby & Frances
Jackson, Eddie
Jackson, Robt.
Jacobs, Frank
Jameson, Edward
Jason, Fred
Jeannette, Duke
Jeffries, George
Jennings, Mrs. W. J. Vickie
Joe, Skinny
John, Groffo

Johns, Vince
Johnson, Mrs. A. F.
Johnson, Buster
Johnson, James D.
Johnson, Ollie (Buddy)
Johnson, Michael H.
Johnson, Raymond E.
Johnson, Mrs. Stanley
Johnston, Henry D.
Johnston, Mac
Johnston, Wm. (Scotty)
Jones, Curtis
Jones, Harold
Jones, Harry L.
Jones, Mrs. Marie
Joseph, Pete
Joudson, Louis
Joyce, Jack
Judy, Nell
Kaiser, Mrs. Rene
Kales, Arthur
Kalin, Mitchell
Kane, Herman
Kane, Irma
Kanthe, Mary
Kauffman, Elmer
Keaton, Monty
Keeler, John
Keith, Johnny
Kelley, Kitty
Kelly, Andy
Kelly, Malcolm
Kelly, Sonny
Kelly, Slim
Kelly, Wm. F. (Jack)
Ketchum, Mrs. Ruth
Kilpatrick, Harold M.
Kimris, Les
King, Edward
Kirkwood, Eugene
Kliker, Paul
Knight, Ira
Kolb, Miss Jessie
Komorny, Paul G.
Kortes, Peter
Kowald, Walter
Kranick, Andrew J.
Kuntz, Mrs. Wm.
Kuropatwa, Vincent
Kyle, Raymond
Lacey, Will
Lamb, Frances B.
Lamont, Bert
Lamont, J. A.
Lane, George
Larkin, Charles
La Maiz, Monte
La Pearl, Mrs. Harry
La Vell, Frank X.
Lantz, Johnny
Lary & Lena
Larson, Tommy
Lauther, Carl
Lawrence, Geo.
Henry
Le Bouef, Frenchie
Leary, Eileen
Leatherman, Fred
Leavitt, John H.
Lecardo, Fritz
Lee, Betty D.
Lee, Cecil
Lee, Sandra
Lee, So
Leoston, Jack
Lehman, Chas.
Leiberknecht, Mrs. Tommye
Lester, Mrs. Melba
Leonard, Lou
Lester, Wm. Curly
Levine, Chas. & Evelyn
Lewellyn, John
Lewis, Charles
Lewis, Irving N.
Lewis, Woodrow W.
Lincoln, Mrs. Mimi
Lind, Harry
Lindley, C. A.
Little, James
Livingston, James
Lock, Arley B.
Lockbox, D. D.
Locks, F. B.
Logsdon, Mrs. Ellen Maxine
Lombard, Larry
Lombard, Mrs. Louise
Lott, Bobby
Lowande, Oscar
Lowery, Mrs. Gladys
Lowry, Joseph Wm.
Lucas, Leslie B.
Luck, Bill
Lundzulse, T.
Lusson, Leo J.
Lydick, Jack
Lynes, Eirill
McClain, O. C.
McCrary, B. W. & Hazel
McCarthy, James E.
McCumber, Leslie C.
McCurdy, Mrs. Myrtle
McDonald, C. W.
McDonald, Mrs. Peggy
McGee, Jimmy
McGregor, Robt.
McKeown, Eddie
McKinnon, Charles
McNally, Harry
McNatt, J. L.
McNeal, James S. Jr.
McSpadden, Myrtle
McSpadden, R. M.
Mack, Billy B.
Maddon, Earl
Madison, C. J.
Magner, T. (Geo. Carsson)
Mahar, Arthur
Joseph
Malanga, George
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Mahoney, Daniel Francis
Maley, Arnold
Mallencro, Chas. G.
Maloney, Robt. F.
Maness, Luther
Manette, Rudy
Manson, Francis J. M.
Marchette, Robert
Marion Greater Shows
Markel, Arlie
Marlowe, Sam
Marsh, Curley
Martini, Benny
Martin, Jerry D.
Martin, Mrs. R. M.
Martini, Tony
Mason, Bud
Mason, Tommie
Mawthera, Frank
Mayes, John
Mayman, Gilbert
Mays, Sam E.
Mcade, Wm. Henderson
Meadows, Ted
Medeiros, John Vincent
Mespelt, Alva
Mercer, Eslyn Jean
Merri, Al
Mercy, Nat
Merkle, Fred J.
Mespelt, Wm. J. Jr.
Merritt, James
Meyers, Leo
Miles, Bonnie
Miller, Cash
Miller, Mrs. Charles K.
Miller, Irvin C.
Miller, Jack V.
Miller, Peggy
Miller, Ralph
Mitchell, Mrs. Pat
Mitchell, Wm. M.
Mitchell, Wm. M.
Mitze, Prof.
Moeller, James
Moore, Eddie
Moore, Jeanne
Moore, Louis B.
Morales, Pedro
Morgan, Buster
Morgan, Charley
Morgan, Donnie
Morrill, Mrs. Margaret
Morris, A. W.
Morris, Chip
Mort, Ben
Mosely, C. R.
Mosley, Thelma
Mott, Mrs. C. W.
Mudry, Pete
Munert, Wilbur
Munday, Marvin
Murphy, Donald F.
Murphy, Reckless Rex
Murphy, Warren W.
Murray, C. D.
Murray, Bernard James
Murrel, Jack
Myers, Sailor
Nash, Fred
Neal, Mrs. Anne
Nealand, Walter
Nelson Bros. Shows
Nelson, Capt. (Sword Swallower)
Nelson, Zeb
Neville, Jack
Newstadt, Coleman
Nicholas, E.
Nidis, Miri
Noble, Art
Nolan, Geo. W.
Norman, Bonnie & Jack
Norton, Greta M.
Norwood, John T.
Novella, Joseph
O'Dare, Jack
O'Malley, Doc
O'Neal, Lige
O'Satyrdae, Major
O'Toole, Patrick
Oakley, Julius
Oddi, Joseph
Ogilvia, Lemuel Benton
Olsen, Paul
Olson, Ole
Olzowski, Charles S.
Orcar, Johnny
Oren, Bill
Osborne, Bill
Osborn, James Walker
Otis, S.
Ott & Presscott
Owens, Frank
Owen, Richard (Irish)

Page, Al
Page, Bob Hicks
Page, Chas. G.
Palfrey, Stanley
Pape, Billy
Pappas, Pete
Parker, Herbert W.
Parker, Raymond
Parker, Tony
Parks Bros. Show
Parris & McIntyre Shows
Parroffs, The
Parsons, Jean
Parton, Mrs. Louise
Pasullo, Mrs. Helen M.
Patton, Cliff
Payton, H. P.
Peavey, John E.
Perry, Mrs. Frank
Perry, Lucille
Peterson, Ruth
Petronitis, Mike
Phalin, Malvin Alvin
Phelan, Peter
Pine Tree Shows
Piper, Miss Farnette

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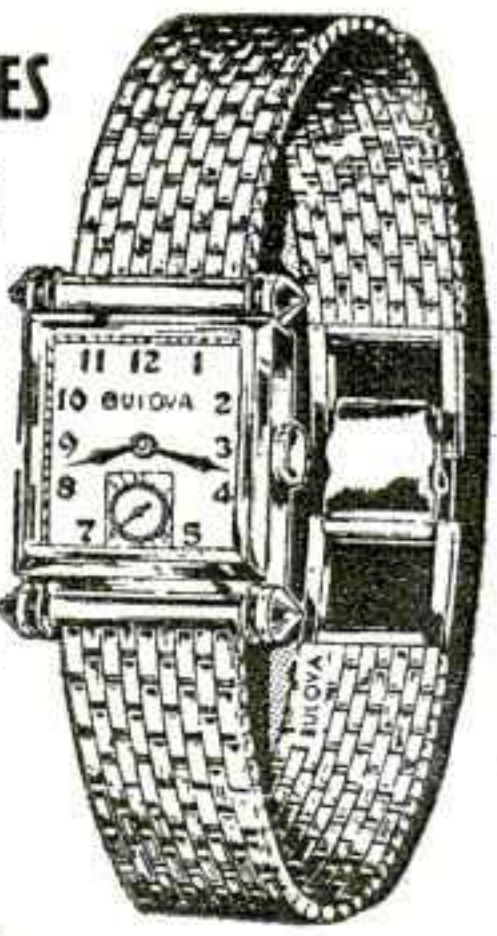
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LETTER LIST

(Continued from page 69)

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one of the top wire workers in the business, Chief Ed Eagle is working jewelry to lucrative business in Harlingen, Tex. Eagle formerly worked with Tom Dean's med show.

A RECENT ADDITION . . .
to the pitch field, Mac Sarfaty is pitching candy at the Embassy Theater, Rochester, N. Y., for Sports Service, Inc.

CHARLES McQUINN . . .
of the McQuinn Trio, came thru with the following from Harlingen, Tex., after a lengthy silence: "I'm down here in the Rio Grande Valley working 10 and 25-cent articles to good results. We have plenty of good fruit and vegetables to eat and the weather has been good. Formerly worked with Doc Potter when he was in Blytheville, Ark."

ABE D. GILLEY . . .
who has been touring Florida to get some slants on a pitchmen's organization, worked the Sugar Bowl football game New Year's Day at New Orleans to convincing scores.

HOWARD HOPPE . . .
erstwhile pitcher, is directing a four-piece musical combo at Maury Steinert's Tap Room in Sheboygan, Wis.

FOLLOWING . . .
a successful two-day pen sale in a Mobile, Ala., drugstore two weeks before Christmas, Mr. and Mrs. George Lucas left for Miami where they will combine business with pleasure for the next two months.

THAT OLD PERENNIAL . . .
Morris Kahntroff is wintering in Miami trying his luck with daily jaunts to Marathon, Fla., where he's been making good scores with the finny tribe.

WORD SEEPS THRU . . .
from Tampa that some of the boys are cutting up plenty of jackpots at Mike Sweeny's Snooker Parlor in the Florida city.

HOW ABOUT . . .
some pipes from the following: Red McDonald, Slim McCrew, Abbie D. Gilley, Denver Klein, Morris Gutais, Dave Bloom, Sam Kelly, Rubin Bluestein, Pup Tent Brooks and Tomato Face Red.

MAJER MUSTER . . .
well known in Pitchdom, is attending the Rochester, N. Y., Business Institute. He expects to be graduated in about eight months when he will go into business for himself.

THAT EXPERT . . .
of former years, I. W. (Hi) Hightower, who has settled in the peach grove belt of Georgia, where he is a wholesaler of foodstuffs, provides some food for thought for current-day pitcheroos in a contribution from his East Point home. Says Hightower: "When I was on the road in 1925 and '26, I used to write to the column, giving the boys and girls as much help and information as I could about readers, licenses and conditions in the various towns I made. Recently I read where some fellow got his cues mixed up. He pointed out that a pitchman was—just a pitchman! That might ring true for the kids of today for, frankly, I've watched a number of the lads try to make a pitch in the past few years and I can't say that I was impressed. The pitchman of a few years back was in reality a super salesman, a demonstrator, a peddler, jam man and real estate man—a jack of all trades. He had to be for there were many times when the smart boys lost their moola. Then their course of action differed until

(See PIPES on page 72)

VALENTINES

Comics
8x11 inches
16 ass't subjects
Gross... 85c

1c AND 2 FOR 1c VALENTINES
Comio or Animal Cutouts, Gross... \$.45
Comio or Animal Cutouts w/Envelopes, Gross... 1.00

LARGE VALENTINES
Assorted Cutouts w/Envelopes, Gross \$1.50

VALENTINE GREETING CARDS
Double your money with these cards!

Per Cabinet.....\$2.50
5¢ Assorted, 100 in Cabinet.
5¢ Juvenile Relation, 100 in Cab.
5¢ Assorted Humorous, 100 in Cab.
10¢ Assorted, 50 in Cabinet.
10¢ Relation, 50 in Cabinet.
25¢ Assorted, 20 in Cabinet.
50¢ Assorted, 10 in Cabinet.

RED HEARTS
3-Inch Hearts, Per 1000 \$3.25
4-Inch Hearts, Per 1000 5.25
5-Inch Hearts, Per 1000 8.00

GIANT TISSUE HEART
Excellent Display Piece. Honeycomb Tissue Heart, Die-Out Arrow With Valentine Greeting, 13x15 Inches. Dozen \$2.25

Write for Complete Valentine Price List
25% Deposit With All C. O. D. Orders.
Prices F. O. B. Indianapolis.

KIPP BROTHERS
117-19 South Meridian Street
Indianapolis 4, Indiana

OAK HYTEX BALLOONS

QUALITY VALUE FLASH VARIETY

Sold Through Jobbers Only

Top Money Getters
Safeguard your profits... buy only OAK-HYTEX in the Blue Box with the Yellow Diamond label.

The OAK RUBBER CO.
RAVENNA, OHIO.

FAST SELLERS!

MAGIC LIGHT BULB
Mysteriously lights while held in hand. No visible connection. Every demonstration a sale!
\$7.80 Doz. Sample \$1.50

ELECTRIC BOW TIE
Complete with battery, wire, colored bulbs. Individually boxed.
\$9.80 Doz. Sample \$1.50

ROLL-UP NECKTIE TERRIFIC
Fun Novelty! A necktie that ROLLS UP and hits your chin whenever desired.
\$9.00 Doz. Sample \$1.50

TERMS: Remit 1/2 With Order, Balance C.O.D. Remit in Full for Samples.
152-B W. 42nd St. New York 18, N. Y.

D. ROBBINS & CO.

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INSIDE FRONT COVER
for an important story on
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MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

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Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets.
Write for bulletin.

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THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are MANUFACTURING PHARMACISTS established 1934.

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137 E. SPRING ST. Dept. X COLUMBUS 2, OHIO

CHOCOLATES

In CEDAR CHESTS, MAPLE CHESTS Filled with 2 pounds delicious assorted hand-dipped, hand-rolled and hand-strung chocolates. \$30.00 Dozen. Sample, \$3.50 1/3 Deposit, Balance C. O. D. Complete Board Deals. Send for Complete Catalog.

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221 N. CICERO AVE., CHICAGO 44, ILL.

FOLDING CHAIRS AND TABLES
IN STEEL OR WOOD
WRITE FOR CATALOG

J. P. REDINGTON & CO
DEPT. 28 SCRANTON 2, PENNA.

\$1 STARTS YOU IN BUSINESS

TIES LINED ON BOTH ENDS
100% WOOL INTERLINING
Latest creations. Large assortment of patterns. RAPID FIRE \$1.00 meter.
Costs you \$7.00 per doz. You make \$5.00 per doz.
SEND \$1.00 FOR SPECIAL INTRODUCTORY OFFER OF 2 lined ties.

PHILIP'S NECKWEAR
20 WEST 22nd STREET, Dept. B-84
NEW YORK 10, N. Y.

MEDICINE WORKERS

Here are tried and proven formulas that have been giving satisfaction for over a quarter century. We are now supplying some of the biggest users of medicine in the field, who have been using these formulas season after season for many, many years.

- ZEST-O-LAX (Laxative Compound) One pint \$36.00 gross
- TON-KO-LAH (Laxative Compound) 8-ounces 18.00 gross
- PENETRATING OIL (Red Oil Liniment) 2-ounces 9.00 gross
- SPEED (Liquid Dentifrice) 1-ounce 9.00 gross
- SEPTO-SALVE (A general all around salve) 1 1/2-ounces 7.20 gross
- CORNO (Corn Remedy packed in bottle with bakelite cap, glass applicator) 9.00 gross

The above prices apply to gross quantities only. For prices on less than gross lots, write for quotations. We allow free goods to cover transportation charges to any point in the United States.

Write for our illustrated catalog, showing hundreds of daily used items such as Perfumes, Cosmetics, Flavors, Household Items, Premiums, and many other Medicinal Items.

Terms on all orders: at least one-half deposit with order, balance C. O. D.

GOODIER COMPANY—MANUFACTURING CHEMISTS
321 N. BISHOP AVE., DALLAS 8, TEXAS
DIVISION UNIVERSAL LABORATORIES



Pipes

(Continued from page 71)

the purse was replenished. When I say pitch, I mean a \$50 take about every hour, not \$20 every week at 10 cents per throw. What the kids of today expect to accomplish I cannot see. It's easier now days to pitch for \$2 a throw than it was in my day for 50 cents a toss."

THE VETERAN . . .

George H. Brooks fogs thru some salient facts on operations in New Orleans, where he has been wintering: "Rambled in here from Houston, where I played to good results at the Shrine Circus and *Skating Vanities* attraction. Also worked the ice hockey games and the New Year's Day bowl game between Texas and Alabama Universities. New Orleans is closed to pitchmen on Canal Street and the license to sell novelties, blades, etc., is \$2.75 and an additional fee of \$1.25 is charged shopping bag workers. No one, however, is permitted to sell anything on Canal

(See PIPES on page 74)

CHROME SAILS WITH IVORY or MAHOGANY FINISH HULL



SHIP LAMP, 13 inches high, 12 inches long. Complete with bulb which illuminates cabin and creates colorful reflections. Shipped set up. Ready for use.

BOX #148, Care THE BILLBOARD
155 N. Clark St. Chicago 1, Ill.

GET THE COMBINATION CIGARETTE CASE AND LIGHTER WITH AMAZING MAGIC ACTION

FULLY AUTOMATIC



If Lights As If By Magic When You Close The Case! It holds a full pack of cigarettes or 16 King Size. Attracts attention wherever used.

CHROME FINISH
Beautifully Packaged and Guaranteed
LIMITED QUANTITIES

25% Deposit with order. Balance C.O.D. Price in lots of 12 or more: **\$6.00 Ea.** Samples: **\$7.25 Ea.**

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SILTON SALES CO.
39 SO. LA SALLE ST. CHICAGO, ILL.

DELICIOUS CANDY

In 1-lb. Transparent Plastic Show Boxes

RETAIL \$1.00
COST YOU 48¢!

These beautiful ribbon-tied 1-lb. transparent Plastic Show Boxes sell fast at \$1 retail. Cost you only 48¢ each, \$5.76 per dozen, with choice of Mint Patties, Butter Creams, Fruit Drops, Sugar Wafers or assorted cases. \$48.00 per (100 Show Boxes) case. Sample assortment of four 1-lb. Show Boxes, \$3.00 postpaid. Terms: Net cash or 1/3 deposit on case lots. Write for details on our complete line.

CASTERLINE BROS. 2030 Sunnyside, Dept. M Chicago 25, Ill.

BINGO MARKERS

VESCO-PLASTIC and RUBBER
5/8" Diameter — 50# to 10 Ton

PROMPT SHIPPING

Write for Samples and Prices

V. E. SUPPLY CO.
282 West Market St. AKRON 3, OHIO
Phone: BLackstone 2169

CHOCOLATES for VALENTINE'S DAY AND EASTER

- 1/2-lb. Heart Box, 36 boxes to master carton \$.45 Ea.
- 1-lb. Heart Box, 24 boxes to master carton90 Ea.
- 2-lb. Heart Box, 12 boxes to master carton 1.80 Ea.
- 1/2-lb. Chocolate Covered Fruit and Nut Easter Egg, pkd. 36 to master carton32 Ea.
- 1-lb. Chocolate Covered Fruit and Nut Easter Egg, pkd. 24 to master carton52 Ea.

Minimum Order—1 Doz. Boxes. Terms: 1/3 Deposit With Order, Balance C. O. D., Net 10 Days to Rated Firms.

LAKEVIEW SALES, 636 Cornelia Ave., Chicago 13, Ill.
LAkeview 3643

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.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

HEADQUARTERS—For Complete Line of BAZAAR, CARNIVAL and BINGO Merchandise

SEND FOR ILLUSTRATED CATALOG

JOE END & CO. MIKE TISSER, General Manager Telephone
Inc. 435 WEST BROADWAY WALKER
Cor. Prince St., N. Y. 12, N. Y. 5-8280

NEW 1948 PRICES! NEW HEAVY QUALITY WATERPROOF TABLECLOTH IN BEAUTIFUL COLORS

Packed in individual envelopes. Build a repeat business on a quality product. Here's an item really in demand in HOMES, RESTAURANTS, TAVERNS and HOTELS. Saves laundering! Just wipe clean with a damp cloth.

Size 52x52 was \$12.00 per doz. NOW \$8.00 per doz. assorted
\$7.44 doz. in 2 doz. lots—assorted colors

NEW LIGHTWEIGHT QUALITY

Awarded Good Housekeeping Approval

CLEAR TRANSPARENT 52x52, ONLY \$6.00 DOZ.

PACKED 6 TO A PACKAGE, 52x74, ONLY \$7.20 DOZ.

LIGHT WEIGHT TABLECLOTH—AVAILABLE IN CLEAR TRANSPARENT ONLY—NOT IN ASSORTED COLORS—MINIMUM ORDER 1/2 Doz. WE PAY FREIGHT WHEN CASH IN FULL ACCOMPANIES ORDER.

Terms: 1 Doz. or More, 1/2 Cash With Order. 1/2 Doz. Lots, All Cash With Order.

E. F. BERNHOLD, INC., Box 128, Brookfield, Illinois

STERLING VALUES MEAN GREATER PROFIT!

Matched 5-Stone Solitaire and 6-Stone Wedding Band. In Sterling Silver, #4775S and B65S
\$9.00 per doz. sets
Sold singly at \$4.50 per doz.

Same set Gold Filled
\$10.75 per doz. sets
Solitaire only
#4776F, \$5.50 per doz.
#B66F, \$5.25 per doz.

Men's flashy gold plated on base metal whitestone solitaire.
#97-PL, \$3.00 per doz.

Men's very attractive whitestone center with either ruby or whitestone sides.
#3002, \$15.00 per doz.
#0902, \$18.75 per doz.

Ladies' exquisite Sterling "marcasite" birthstone ring. Available in all birthstone colors.
#MS-SS, \$ 5.00 per doz.
\$54.00 per gr.

Sterling offers over 100 styles of fast selling rings. Every size available. Write for free catalog or send \$10.00 for sample assortment.

STERLING JEWELERS 85 East Gay Street Columbus 15, Ohio

SALESBOARD SIDELIGHTS

New York:

Hy Greenglass, Greenglass Sales Company prexy, was host at a gay New Year's Eve party in his home on Long Island. Joining in the fun, firm salesmen and Hy's associates toasted in the new year with predictions of a good year ahead. Hy has completed arrangements to exhibit his line of merchandise and boards at the Sheraton Hotel in Chicago during the industry show January 19-22.

Otto (Goldie) Goldman, of the Globe Cardboard Novelty Company, Inc., predicts a few surprises for the trade with the seven new boards he will introduce at the Sheraton during the show. In addition to Goldie, Globe executives at the annual event will be Jack Gloss, field sales manager, and Harry Rivkin and E. J. MacDonald, salesmen.

Chicago:

Superior Products district managers, Manny Neider and Irving Greenfield, arrived in Chicago last week. Manny covers New York and Irving, Indiana and Michigan. Current plans of Superior are centered about the salesboard show this month, 19-22, at the Sheraton, when some 25 or 30 new releases are scheduled for presentation, Jack Morley says. . . . Container Manufacturing Company, St. Louis, will debut a new type of board during the board show here, it is reported. New line, firm officials say, will rival last year's multi-ticket boards, presented by Container at the Sherman hotel exhibit.

Novelty Manufacturers' Credit Bureau (NMCB) will hold its January 7-8 meet at the Drake Hotel instead of at the Stevens, as was announced previously. . . . Harlich Manufacturing Company, in addition to presenting 12 new salesboards at its Sheraton exhibit, will introduce an innovation in mass sales of boards by actual demonstration, according to Sam Feldman, sales manager. Idea is that with the new type of presentation, operators can sell a quantity of boards instead of one when making contacts. It centers about the method of board display, and will be featured at the Harlich booth.

Charles B. Leedy, Gardner & Company, radiating optimism for the 1948 board outlook, forecast a big attendance at the salesboard show this month. This was confirmed by firm's assistant sales managers John E. Rife and Maurie Kaye. Rife, in addition to putting steam behind the newly enlarged Gardner sales organization which took to the field after January 1, and setting up new men in new territories, found time to report favorable comment in the trade on the Chicago showing. Kaye, who made a recent survey of the East, South and Midwest, comes up with the word that business conditions are good and that operator interest in the exhibit is high. Leedy says Gardner will show some new type boards at the convention.

Gardner's private bar was pressed into service for the firm's New Year's employees party Wednesday (31). The only blue notes floating about the Gardner atmosphere are Saul Wyatt's bout with the flu, which he is conducting while confined to his home, and the sudden hospitalization of Irving Feltler on New Year's Eve. Irving underwent an emergency appendectomy at Michael Reese Hospital but is now resting at home and doing okay, Miss S. Zinder, assistant to the sales manager, says.

SALESBOARDS

Holes	Name	Def.	Price
300 25¢	Kuter Color X Tk.	\$15.00	\$.85
1000 25¢	Charley	50.00	.89
1000 5¢	Double Finn	24.00	.98
1000 5¢	Lulu Jr.	18.00	.98
1800 5¢	LULU X THICK	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. 81.56	2.49
1000 5¢	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

200 25¢	Kwik Fin	Max. Avr. \$39.50	\$2.92 1/2
200 25¢	6 in 1	Max. Avr. \$37.50	\$2.92 1/2
2160 5¢	Rd. Wh. Bl. Tickets	\$38.00	\$1.39
2172 5¢	Rd. Wh. Bl. Tickets	36.50	1.48
2170 5¢	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.

SALESBOARDS

Immediate Delivery

Holes	Name	Profit	Price
240	Tip Seal Board		\$.65
300	Tip Seal Board		.70
300	5¢ Game of Hands	\$ 4.75	.70
400	5¢ Dollar Game	7.00	.55
1000	5¢ Cutout (Mdse.)		1.50
1200	5¢ Cutout (Mdse.)		2.00
1200	Plain		.85
1500	5¢ 3 Prize Mdse.	63.00	2.75
2000	5¢ 3 Prize Mdse.	77.00	3.00
1800	5¢ Red, White, Blue	18.00	1.75
1200	25¢ Prof. Quiz	70.00	2.00
2000	5¢ LuLu Belle	23.00	1.95

1440	5¢ Barrel Board	\$21.00	\$1.25
1440	10¢ Kato Color Parade	54.00	1.40

"WRITE FOR OUR SPECIAL PRICE LIST."
 25% Deposit With Orders, Balance C.O.D.

WILLES SALES COMPANY

1713 Leavenworth OMAHA, NEBR.

SORRY

We couldn't deliver as many of our SALESBOARD HITS as you wanted in 1947 . . . **BUT** in 1948 WE HOPE TO BE ABLE TO FILL ALL YOUR NEEDS!

SEE OUR EXHIBIT AT THE
SHERATON HOTEL

SUITE 3403-3404

While Here for the Coin Machine Convention

FREE BAR FREE BUFFET

SCORE & SCORE

735 Karlov Ave., Chicago 24, Ill.

BE FIRST

WITH

WERTS

"SHOOT"

7-11

TRADE MARK

SOMETHING NEW
 IN TICKET GAMES

WRITE FOR
 INFORMATION AND PRICES

*"You May Buy Cheaper,
 But You Never Can Buy Better"*

WERTS NOVELTY CO., INC.

920 S. PERSHING DR.

MUNCIE, IND.

WHEN IT
 COMES TO
 TICKET GAMES

YOU ALWAYS
 GET MORE
 FOR YOUR
 MONEY IN
 MUNCIE, INDIANA

GAY GAMES, INC.
 COMMERCIAL PRINTING CO.
 A. B. C. NOVELTY CO.
 WERTS NOVELTY CO., INC.
 MUNCIE NOVELTY CO.
 HOME TALLY CO.
 NOEL MANUFACTURING CO.

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

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

Entertainment, Buffet Lunches At Board Meets

CHICAGO, Jan. 3.—Salesboard displays in the Gothic Room of the Sheraton Hotel here (formerly the Continental) during the four-day showing, January 19-22, will be accompanied by free buffet lunches, entertainment and a ready welcome to all visitors, spokesmen for participating firms stated this week.

Strolling musicians will entertain visitors daily during the three-hour period from 7:30 p.m. to closing time, 10:30 p.m.

Registration desk for Gothic Room visitors will be at the entrance to the room, and will be open thruout the exhibit hours each day of the show. Visitors coming from the Sheraton Hotel will find the free bus, which will take them to the Sheraton, stationed at the Sherman's LaSalle Street entrance. Two busses will leave both hotels regularly at half-hour intervals.

Running simultaneously with the Gothic Room exhibit, a second salesboard presentation, to be housed in the Sheraton Tally Ho Room, will also feature free refreshments.

Boston store's toy department with an item he calls the Dagwood Sandwich, a timely form of the old-fashioned gazoo.

"FROM WHERE I . . . sit," pencils Paul Houck from Huntington, W. Va., "the score for organization stands about three for and six against. Why don't the ones who are for it start an organization and let those against it have one of their own? I personally am for organization."

PAT MALONE . . . and Charlie (Fast-Money) Madison are working Culpeper, Va., on the sheet and collecting a fair share of the geedus.

SALESBOARDS

LARGEST SELECTION IN THE NATION LOWEST PRICES

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
41 West 23rd St.,
New York 10, N.Y.

Pipes

(Continued from page 72)
Street. You can work the Todd-Johnston Shipyards for an additional 75 cents. Rooms are hard to obtain here, with sky-high prices prevailing. Altho I've been coming down here for a number of years, they can give the city back to the Indians. It's no good for pitchers."

ROBIN ITZKOWITZ . . . former pitcher, has sold another article to *Juvenile Trade* mag and is about convinced he should stick to writing and get more out of putting his chatter to writing instead of talking to a crowd.

WALLY GRANDPRE . . . former pitcher is leading an orchestra at the Club 26 in Milwaukee.

HOMER BULLOCK . . . Coast pitcher, is making his home in Rosemead, Calif.

HANK STUART . . . former corn punk worker, is getting big tips and takes in the Milwaukee

EMPIRE

MANUFACTURERS OF A COMPLETE LINE OF QUALITY SALESBOARDS

EMPIRE PRESS
637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

TICKETS

BASEBALL — TIP — TAKES JACKPOT OR JAR DEALS
WHEELING NOVELTY Co., Inc.
57 14th Street Wheeling, W. Va.

ANOTHER WINNER! ANOTHER GLOBE HIT!

KWIK TEN SAWBUCKS

A STUPENDOUS PROFIT board with SIX 10c tickets in each hole for 50c. 220 Multi-Giant Holes in thick board.

PROFIT (Average) \$70.10
Tremendous "try-again" appeal with its TEN \$10 Winners.

IMMEDIATE DELIVERY Send for Illustrated Catalog of Our Full Line

GLOBE PRINTING CO.
1023-25-27 Race St., Philadelphia 7, Pa.

THIS DEAL HAS BEEN ADV. IN BILLBOARD FOR THE PAST 38 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 strap second hand. Genuine leather band.

Watches Styled for Beauty and Built for Accuracy!

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 1 or 2 days. You can place hundreds of these cards each week.

25% Deposit with Order, Bal. C.O.D., P.O.O. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning soul.

Your Profit \$11.00

Push Card Takes in \$21.
Year Cost \$18.
EXTRA PUSH CARDS 10c ea.

Write **J & M SALES CO.** — 708 S. STATE ST. — CHICAGO 5, ILL.

You are invited

TO ATTEND OUR
SHERATON HOTEL EXHIBIT

WHILE HERE FOR THE COIN MACHINE CONVENTION
JANUARY 19, 20, 21, 22
SUITE 3403-3404

See ➡

TAKE A CAB AT OUR EXPENSE . . . OUR HOSTESS WILL REIMBURSE YOU AND SERVE YOU WITH REFRESHMENTS

★ BAR ★ BUFFET

SECORE & SECORE

735 So. Karlov Chicago 24, 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

PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY — WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 340 **COLUMBIA SALES CO.** 302 MAIN ST. WHEELING, W. VA.

Park Operators Optimistic Over Chances in New Year

(Continued from page 47)
 record as saying that they expected business this year to be on a par with last year, providing, of course, they get suitable weather. Still others predicted even better business.

Several operators, while not predicting a downward trend, warned that it will be necessary this year for owners and operators, at least in some cases, they said, to give more attention to promotions, free acts, picnics, etc., in order to lure all the customers possible.

A. B. (Brady) McSwigan, owner of Kennywood Park, Pittsburgh, and former president of the National Association of Amusement Parks, Pools and Beaches, sized up the outlook for 1948 in his territory thusly:

"The year 1948 gives promise of being comparable to 1947. Pittsburgh's great steel mills are booming, its other industries also are thriving. The people of Western Pennsylvania have money to spend for the things they want and in the summertime they want to go to picnics at Kennywood."

Doss Sees Increase

George A. Doss, owner-manager of Pismo Playway Park, Pismo Beach, Calif., is one who looks for a sharp increase in 1948, and he mentions at least three good reasons for his optimism. Said Doss: "I expect a sharp increase over 1947, due to 1948 being the first year of the California Centennial Years, plus the fact the present highway will soon become a four-lane proposition and the possibility of Universal Military Training camps."

As if to prove that all is not gold that glitters, several park men expect a drop, both in attendance and spending. F. L. Hall, general manager of Crystal Beach Amusement Park, Buffalo, for instance, had this to say:

"I look for a slight drop from 1947 because of the higher cost of living which leaves the public with fewer amusement dollars to spend. However, we are looking forward to increased picnic bookings, both Canadian and American, which should make up some of the dollar amount which we think will be lost this coming season from daily patronage."

A bit more pessimistic is H. J. Hefner, manager of American Legion Park, Hawthorn, Pa., who predicts the park business will take a drop, because "fewer people are working and prices are up."

Proving that some ops are concentrating on various promotions, including picnics, to help hypo business this year is the statement from R. Bollinger, vice-president of Oaks Park, Portland, Ore., who said: "Taking the outlook of other businesses and conditions, we should expect a normal drop in attendance and revenue. We hope to keep this drop to a minimum by more concentration on industrial and fraternal picnics. Our picnic inducements will be more liberal this year. I find this is the best way to fill our park to capacity."

Ora Colbert, manager of Wenona

Beach, Bay City, Mich., is another who thinks promotions will be needed more than ever this year to increase attendance and spending. He wrote: "Business will need more promotion this year."

Here are the quotes, from questionnaires received to date, on the business outlook for 1948:

TOM BALDWIN, Baldwin Park, Quincy, Ill.—Looks like a slow-up in this territory.

GEORGE L. BUCHNAU, Mid-State Fair Park, Columbia, Tenn.—Look for better business.

GEORGE H. JONES, Edgewood Park, Shamokin, Pa.—The year 1947 was poor during May and June because of rain and cold weather. We expect 1948 to be much better from a business standpoint, providing we get the right weather.

E. A. BUCHMAN SR., Dyne's Resort, Hortonville, Wis.—Expect business to be good... people have more time for recreation.

A. J. TEECE, Black Rock Beach, Salt Lake City.—Our business should be much better because last season we had the Utah Centennial to compete with as well as the worst weather in several years.

WILLIAM MUAR, Roseland Park, Canandaigua, N. Y.—We hope to hold our own in spite of odds in 1947, which turned out to be our peak year. He hope to do as good in 1948.

W. D. NEWCOMB JR., Santa Monica Pier.—We hope it keeps up; it has been holding up fairly well.

LOUIS ST. JOHN, Central Pier, Atlantic City.—We anticipate the year 1948 to at least equal 1947.

W. H. O'LEARY, Bayside Amusement Park, Clear Lake, Ia.—It looks okay for this area.

HENRY S. WILSON, Menlo Park, Perkaskie, Pa.—I feel it will be much better in 1948... 1947 was our poorest season in five years.

JACK STOWE, Old Vienna Gardens, Russells Point, O.—Business should be better. The people should be somewhat more settled than a year ago. We are planning for a good season, providing the weather behaves, which it didn't last year.

H. J. TERRILL, Silver Beach, St. Joseph, Mich.—We feel the easy money period is over and that business will be good, but that the big boom days are over.

H. S. LEWIS, Fair Park, Memphis—Bad weather hurt us in 1947. We hope for a slightly better year in 1948.

ANTON FENOGLU, Aragon Park Swim Pool, Clinton, Ind.—The year 1948 will be better for the pool business because the pool became more widely known due to the extreme hot spell during August.

H. A. GETTERT, Mississippi Valley Park, Davenport, Ia.—I don't think it will be any better.

JOHN A. FLEMING, American Legion Park, Mayport, Pa.—Expect better business; plan to give more attractions and expect money to be spent just as freely as in 1947.

HAROLD E. MIESE, Tuscora Park, New Philadelphia, O.—We think 1948 will be very good again.

ERNEST HENDRICK, Lookout Park, Jacksonville, Tex.—My business in 1947 was fair, but the weather was very much against me. I am looking forward to more sunshine and less cool weather in 1948.

S. C. REYNOLDS, Riverside Park, Maidsville, W. Va.—Expect much larger attendance. This is a big mining country and wages are high and work steadier than heretofore. Miners and others anxious to find recreation spots.

ROGER E. HANEY, Lake Lansing Park, Haslett, Mich.—We are quite convinced we will encourage the picnic business for the coming season. However, our local outlook is encouraging.

EDWARD J. CARROLL, Riverside Park, Agawam, Mass.—Watching for trends in national picture.

HERBERT H. TODD, Natatorium Park, Spokane.—We believe 1948 will be about the same as a year ago, altho there may be a drop in business. The fact remains there is not much money available for the average man to spend on amusements for his family. Living costs, rent, food, etc., take practically all of a man's wages today.

WALTER P. WILSON, Riverside Park, Timmins, Ont.—Business will not pick up much over 1947 until the cost of living goes back somewhat or wages go up. The mining of gold is not too good at present, altho it might take a turn for the better.

M. G. SIMONDS, Bay Beach Park, Green Bay, Wis.—Look for less business than last year.



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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BIG SAWBUCKS JACKPOT

Takes in 1000 Tickets @ 5 in a Bundle for 25¢	\$50.00
Pays Out (Average)	26.00
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JACKPOT POKER

BOARD TAKES IN 1200 HOLES @ 25¢\$300.00

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2 AT	\$20.00
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COIN SEALS CONTAIN

2 Jackpots	\$.95	\$19.00
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CONSOLATIONS

2 Flushes	\$.30	\$ 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
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"THE HOUSE OF QUALITY"

6320-32 S. HARVARD CHICAGO 21, ILL.

BEE JAY

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.	260	25¢	Poker	35.60	7.47
FORTUNE FINDER	200	25¢	Poker	28.00	7.08
LINDA	250	25¢	Slot	34.36	7.87
THREE RINGER	600	3 FOR 10¢	Slot	29.94	8.60
MYSTERY FINIS	250	25¢	Num.	24.41	7.88
PULL A FIN	200	25¢	Num.	24.17	5.62
WORM'S EYE VIEW	DEF. 200	25¢	(5 Nos. Ea. Ticket) Num.	23.25	4.40

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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.

EARLIER CLOSING DATE

Because the January 24 issue will be the Big Annual Coin Machine Convention Issue the closing date for Classified Advertising will be Wednesday, January 14.

A-1 BUYS—CANDY, GUM, PEANUT, POPCORN, Sanitary, Scales, Cent-a-Mint, Stamp Machines, Folders, U.S.P., 100 Grand, Waterbury 5, Conn. fe7

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postal, 6750 N. Ashland, Chicago ma13

ALMOST NEW CHICAGO COIN'S BASEBALL, \$175. Flying Trapeze, \$185. 1948 Wurlitzer 3 wire Wall Boxes 5, 10, 25¢ Slot, \$35. Texas Leaguer, \$45. 1/2 deposit. A. T. Snyder, Wilton, Conn.

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 Nov-city, 467 N. Milwaukee, Chicago 10, Ill. ja10

DIGGERS—10 JUNIORS \$49, 8 PANAMAS \$45.00 each, all hand operated. 12 Microscopes, 10 Exhibit Iron Claw Diggers, 4 Exhibit Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

FOR IMMEDIATE SALE—25¢-2 HOUR RADIO Timers, American Time Corporation, original cost, \$7.50. Make us an offer. P.O. Box 150, Manchester, N. H.

FOR SALE—CLEAN, IN GOOD CONDITION, 2 Viking Mini-Pop Popcorn Machines, \$200 each. Goodman Vending Service, 119 Cumberland St., Lebanon, Pa.

FOR SALE—GENCO WHIZ, PERFECT WITH Stand, \$40; Rock-Ola World Series, \$60; Polar Football, \$60; Evans Super Bomber, \$90; Pitchem and Catchem, \$60; Standard Metal Typewriter, \$235; Exhibit Streamline Card Vendor, \$44; Microscope Punch Bag, \$95. Baldrige, 6678 Academy Rd., Brighton, Mich.

FOR SALE—50 "POP" CORN SEZ VENDING Machines, refinished; guaranteed A-1 condition; \$150 each, F. O. B. Miami, Fla. Vendors Distributors, Inc., 3128 N. E. 2nd Ave., Miami, Fla.

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, 1314 S. Wabash, Chicago 5, Ill. fe28

TEN SUN BULK VENDORS—USED TWO weeks, \$7.50 each. Tony Santarsiero, 24 Liberty St., Stamford, Conn.

WANT—EXPERIENCED CIGARETTE Machine mechanic. Permanent position for right man. Good salary. State experience, references, salary expected. Automatic Sales Company, 440 Park, Beaumont, Texas.

WANT TO BUY—DU GRENIER "S" MODEL Cigarette Machines. J. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

WANTED—A.B.T. CHALLENGERS IN ANY condition. State lowest price. Also Bally Heavy Hitters; Counter Games; Pin Games. M. Hirsch, 2401 Davidson Ave., Bronx, 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 A.B.T. Challengers, \$20 each; Best Hands, \$22.50 each; 1946 Gottlieb Grippers, \$22.50 each; Pop-Ups, \$19.50 each; Whirl-a-Balls, \$15 each. Pennies, Incorporated, 248 Charlotte St., Asheville, N. C. ja10

70 ROWE 1¢ GUM MACHINES (5 COLUMN) Slightly used, \$12 each. Sam Kanter, 6940 Corbitt, University City, Mo.



Machine	Holes	Play	Avr. Profit	NET PRICE
"PICK A FIN"	1200	5¢	Avr. Profit . . .	\$33.05
"TEN SPOTS"	1200	5¢	Avr. Profit . . .	\$31.16
"WIN 'N' GRIN"	1200	5¢	Avr. Profit . . .	\$32.54
"E Z CARTONS"	1200	5¢	Avr. Profit . . .	\$33.96
"PICK A TEN"	1200	10¢	Avr. Profit . . .	\$59.40
"\$25¢ SPECIAL"	1200	25¢	Avr. Profit . . .	\$137.07
"SUPER CHARLEY"	1200	25¢	Avr. Profit . . .	\$84.50

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Perfect Items for SALESBOARDS HAND PAINTED

COSTUME JEWELRY SETS \$12 Dozen

Beautiful HAND-PAINTED Earrings and Pin combinations—with plenty of "eye appeal". No Slum—this is QUALITY merchandise.

Sample Set—\$1.25 Prepaid

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3 for 10c Play!

Three Tickets in Each Hole!
TWO \$5.00 WINNERS
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360 GL Holes
No. 13134

Takes In \$36.00
Definite P. O. \$18.00
PROFIT \$18.00



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1200 N. Homan Ave.
Chicago 51, Illinois

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	5¢	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	58.57	3.80
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	8.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS

IMMEDIATE DELIVERY

Size	Play	Description	Profit	Price
400	5¢	Dollar Game	\$ 9.00	\$.65
1000	25¢	J.P. Charlie, Thick	51.95	1.50
1000	25¢	Charlie Bd., Def. Thick	50.00	1.25
1000	25¢	Charlie Bd., Def. Thin	50.00	.90
1000	5¢	Nickel Charlie	17.00	.75
1200	25¢	Texas Charlie, Thick	102.98	1.98
Large Stock	5¢	Girls Jumbos	27.50	2.25
1000		Penny Cigarette Board		.75
900	1-2-3¢	Cigarette Boards		.85

WRITE FOR SPECIAL PRICE LIST

25% Deposit with orders, balance C. O. D.

BANNER PRODUCTS CO.

SPECIAL 240 HOLE 6 for 25¢ GIANT HOLE BOARDS 7 Ass'd. Nos. \$2.75 EACH

1526 Luxor
Cleveland, Ohio

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.

Communications to 155 No. Clark St., Chicago 1, Ill.

STEEL ALLOCATIONS COMING?

Four Firms Get Space at CMI Exhibit

Add Nelson, Leaf, Dale

CHICAGO, Jan. 3.—Four additional companies have been assigned exhibit space for the 1948 Coin Machine Industries' (CMI) convention and show, James A. Gilmore, CMI secretary-manager, announced this week.

The firms are: Jack Nelson Company, Chicago, Booth 114; Dale Engineering Company, Long Beach, Calif., Booth 97; Leaf Gum, Chicago, Booth 112, and Knapway Devices, Inc., Kansas City, Mo., Booth 113.

These firms will occupy space which has originally been assigned to Automatic Devices, Inc., East Longmeadow, Mass., and the Allite Manufacturing Company, Los Angeles, both game manufacturers.

Nelson will display popcorn vendors, wall box brackets and a variety of other equipment. Dale Engineering will show its new Mauser Pistol Range and Leaf Gum will slant its exhibit at the automatic merchandising operators present. Knapway Devices, Inc., will show its cup-type soup and hot coffee vender.

Mills Granted Time Extension To Meet Debts

CHICAGO, Jan. 3.—Mills Industries here this week filed a petition in Federal Court, under Section 11 of the Chandler Act, asking an extension of time in which to pay its debts. Attorneys representing Mills said that the company was solvent, but that it was experiencing difficulty meeting its obligations. Actual debt, the attorneys said, amounts to approximately \$5,000,000.

Spokesmen for the company emphasized that the company is not taking bankruptcy action, and said that all debts will be paid in full. Meantime, production of Mills juke boxes, soft drink vender and refrigeration equipment will continue.

Four-Year Plan

Judge Walter LaBuy, who heard the Mills petition, granted the firm permission to pay its outstanding debts over a period of four years and in four equal annual installments. Pending the payments, the firm requested authority to operate under court supervision, and Judge LaBuy ordered Referee Wallace Streeter to exercise general supervision over the four-year payment plan.

The petition for an extension of time to meet obligations listed total liabilities of \$13,971,642. Company officials pointed out to the court, however, that actual debt is approximately \$5,000,000, with the remainder representing projected liabilities arising out of extended contracts which are cancellable.

Mills listed assets of \$9,117,021 which included stock with a value of

CMI Head Predicts Fulfillment Of \$250,000 Cancer Fund Goal

CHICAGO, Jan. 3.—Coin Machine Industries, Inc. (CMI), drive for the Damon Runyon Memorial Fund for Cancer Research moved into its sixth and final month with the \$250,000 goal set early in the drive well in sight.

To date coinmen thruout the nation have contributed \$193,533.04 directly to CMI for the fund, but contributions by coinmen sent to the New York headquarters of the Damon Runyon fund are believed to total well over \$50,000, bringing the total contribution by the nation's coinmen over the quarter million dollar mark set for the drive.

At present CMI officials are working with Damon Runyon fund chiefs to determine the exact amount which coinmen have produced to aid in the drive for cancer research.

See Goal Met

Dave Gottlieb, CMI president, said here this week that he is sure that the final accounting will show that nation's coinmen have met the aim set for the drive even before the CMI campaign ends January 22.

Meanwhile contributions continued to arrive at CMI headquarters here. Contributions received during the holiday season include:

\$200—Roanoke Vending Machine Exchange, Inc., Roanoke, Va.; Lion Manufacturing Corp., Chicago; Williams Manufacturing Co., Chicago. \$102.50—Personnel of Coin Machine Acceptance Corp., Chicago.

\$100—Star Metal Manufacturing Co., Chicago; General Laminated Products, Inc., Chicago; Coin Machine Acceptance Corp., Chicago; Westerhaus Co., Cheviot, O.; Becker & Long, Havana, Ill.; S. C. Sansbury, Live Oak, Fla.; Coin Machine Distributing Co., Pittsburgh; Berteau-Lowell Plating Works, Inc., Chicago; Standard Transformer Corp., Chicago.

\$66.65—Gordon Stout, Pierre, S. D. \$61—William Goebel & Associates, Portland. \$50—Arthur E. Heimke, St. Louis. \$25—Everett B. Eckland, Chicago; Ben T. Smith Co., Reno, Nev.; California Games Co., Los Angeles; Tri-State Music Co., Harrisburg; Bay Shore Novelty, Tacoma, Wash.; C. I. Martin, Macon, Ga.; Ohio Specialty Co., Louisville.

\$15—Novelty Music Co., Abilene, Kan. \$10—Belmont Amusement Co., Glen Burnie, Md.; Clarence A. Cleere, Fort Worth; Mutual Music, Inc., Cassopolis, Mich. \$7—Arthur L. Silknitter, Lansing, Mich.

\$5—Baraboo Coin Machine Co., Inc., Baraboo, Wis.; Clyde O. Walker, Mount Vernon, Ill.; White Amusement Co., Inc., Logan, W. Va.; Central Service Sales Co., Kokomo, Ind.; Permo Amusement Co., Nanticoke, Pa.; Clarence Spain, Tunica, Miss.; Richard Johnson Amusement Co., Charleston, S. C.; Nick Navigato, Chicago; Italo Bernardino, Sacramento. \$4—Anonymous. \$2—Whipple Novelty Co., North Charleston, S. C.

Possible Cut In Supply for Coin Machines

See Strong Gray Market

WASHINGTON, Jan. 3. — Steel companies will be asked Thursday (8) to make a voluntary agreement, which will result in the allocation of steel to "essential" users, when representatives of the steel industry meet here with Secretary of Commerce W. Averell Harriman. A spokesman for the Commerce Department announced that there is a possibility steel makers will be asked to cut back the quantity of steel being furnished coin machine manufacturers.

Since the end of the war steel has been one of the major production headaches facing coin machine manufacturers. The introduction of many new machines—principally in the merchandising field—has been held up because of short steel supplies. How hard the proposed steel allocation plan might hit the industry remains a matter for conjecture until the results of the January 8 meeting are made public. This much is certain: The industry's steel program will not be quickly resolved, and any allocation plan will be reflected shortly in both production and prices.

Eye Tighter Quotas

For the past two months, leading up to the passage of the anti-inflation law in the closing hours of the special session of Congress, steel users have understood that a tighter allocation program might be set up. Since the end of the war coin machine manufacturers, like other users, have been buying on quarterly allocation, but the January 8 meeting could mean a sizable cutback in the amount of steel available for equipment makers.

This meeting is the first attempt at voluntary allocation under terms of the anti-inflation law. The steel conference may set the pace for the entire voluntary allocation program, and in the event it fails President Truman is expected to ask Congress for compulsory power to allocate scarce materials.

Steel has been chosen as the first industry to be tackled under provisions of the anti-inflation bill because of the continuing shortage of all types of steel products. In the latest Commerce Department compilation of production and consumption of steel products, unfilled orders for many steel items exceeded stock on hand by more than 300 per cent.

Cutback Would Hurt

Since steel is widely used in automatic phonographs, vending machines and to some extent in games, any allocation program cutting back manufacturers' purchases will be felt thruout the industry.

(In Chicago, coin machine manufacturers said they were aware of the possibility that they might be cut back in steel. One phonograph manufacturer said that his office has lately been flooded with offers to deliver steel. Many say they have
(See Possible Cut on page 98)

Watch Legislative Hopper With Six States Meeting

CHICAGO, Jan. 3.—Five State legislatures are due to convene in regular session, and one Legislature has already announced that it will begin a special session January 7, focusing attention again on measures which might affect the coin machine industry.

Schedule of the lawmaking bodies, with pertinent information, follows:

Kentucky will convene January 6 in a session limited by statute to 60 days. Measures enacted by the Kentucky Legislature become effective 90 days after adjournment unless specifically provided otherwise. If the Legislature fails to act on a proposed law either during or after the session, the measure becomes law.

Massachusetts will convene January 7 in a session which is not limited. Bills passed, unless otherwise stated, are effective 90 days after approval.

Mississippi lawmakers convene in \$5,668,849; machinery and tools valued at \$2,874,186; real estate of \$500,000 and cash in the bank of \$67,398.

Officials of the company explained that Mills encountered difficulty meeting its obligations because of its expanded post-war activities and because of inventory problems. In both 1946 and 1947, Mills showed a profit.

an unlimited session January 6. Bills approved here take effect 60 days after their approval unless otherwise noted. As in Kentucky, measures not acted upon by the Legislature either during or after the session become law.

In Missouri the Legislature recessed from July 14 to January 7 at which time it will consider new business.

New York lawmakers convene January 7 in an unlimited session. Measures approved in this State become effected 20 days after approval unless the measure itself provides otherwise.

Rhode Island

Rhode Island Legislature is set to convene January 6. The length of the Rhode Island session is not limited by constitutional provision, but the pay of the members is limited to a total of 60 days. No bills may be introduced into the Legislature after the 42d day without the unanimous consent of the lawmakers. Measures approved become effective 10 days after the Legislature adjourns.

The industry does not expect any flurry of proposals affecting coin machine operation, since 44 State legislatures were in regular session during 1947 and most wound up consideration of bills pertaining to the industry before they adjourned or recessed.

Early Vote on Juke Disk Royalty Top Coin Machine Item Before New Congress

Other Business: Vender Census, Taxes, Allocations

WASHINGTON, Jan. 3.—An early vote on the Scott-Fellows juke box bills by the House Judiciary Committee tops a number of items affecting the coin machine industry on the agenda of Congress following its return to Capitol Hill next week Tuesday (6). Other matters in which the industry has a high stake include authorization for a census covering soft drink venders, distiller restrictions, metals allocations, taxes, and construction curbs.

Members of the House Judiciary group feel that last summer's hearings on the juke legislation covered all angles sufficiently to make further public discussion unnecessary. A vote on whether juke disks will continue free from copyright royalties is slated as soon as the committee finishes with what it feels is more pressing legislation. Betting is still even on whether one of the bills will be approved, altho another measure to give recording artists a crack at the juke take appears to be out of the running.

Drink Vender Census

Funds for a special census involving various manufacturers, including makers of beverage venders, are contained in the 1949 budget for the

Commerce Department and are to be discussed by the House Appropriations Committee. Commerce officials are no more hopeful that funds will be appropriated for this census since the department was one of the chief victims of the GOP ax last year.

Supply of drinks available to taverns for years to come will be determined by congressional action late this month on grain restrictions for distillers. Special authority under which Secretary of Agriculture Clinton Anderson ordered this week's 50 per cent grain cut expires with the end of January. GOP leaders have announced that Congress will set up a permanent program of grain curbs for liquor and beer producers some time this month.

Liquor stocks are ample for the next two or three years, but 1948 grain cuts will affect the supply beginning about 1951, according to the secretary of agriculture. Any new curbs on beer production, however, will be felt early since beer stocks are low.

Voluntary Allocations

No early congressional action is expected on any new method of allocating metals used in coin machine manufacture, but the legislators will be watching the present voluntary set-up with a view toward enacting compulsory controls should the voluntary system fail. First metal tackled by the administration will be steel and a system whereby steel makers will voluntarily allocate their product on a priority basis is likely to be set up following Thursday's (8) meeting between steel officials and Commerce Department. (See steel story elsewhere in this issue.)

No hint of the next commodities to be allocated has been given by the administration, but copper and lumber are likely to be on the list—both products being short in supply at present.

Continuing shortage of building materials makes it unlikely that Congress will lift the red tape tying up amusement construction during 1948. Construction of new arcades is certain to be as difficult as during 1947.

Possibility that Congress will cut the federal tax on coin-operated amusement and gaming machines is discounted completely by most members of congressional tax committees. They feel that the only possible major tax reduction this year will be on personal incomes. A few excise cuts may be considered, such as the telephone tax, but the coin machine levy is certain to remain at present levels.

Monopoly Fees Draw Fire of Phoenix Trade

PHOENIX, Ariz., Jan. 3.—Pinball operators here have retained an attorney to fight a \$1,000 annual license fee set in a surprise move by the Phoenix city commission (*The Billboard*, January 3). The new fee, termed "confiscatory and ruinous" by the city's smaller operators, was looked upon as inviting a trade monopoly freezing out small operators.

With opposition apparent, City Manager James T. Deppe said that he would grant a few days of grace for payment of fees. He promised rigid enforcement, however.

The occupational fee, which the commission said it had set to make control of coin machine operation easier and to eliminate fly-by-night operators, was pyramided on an increased per-machine fee, upped from \$50 to \$100 annually.

It is the view of the smaller operators, who compose most of the 20 operators active in the city, that the fee would have exactly the opposite effect on the character of the trade. The way would be opened, these operators say, for out-of-town operators to come in and take over locations. In addition, they maintain that smaller operators would be eliminated, leaving the business to a monopoly group which could stand the huge fee.

Among the 20 active operators, only four operate more than 20 pinball games. Most of the other operators have less than 10. One effect of the license measure, if it remains unchanged, might be that some small operators would pool their machines and obtain a single \$1,000 license.

The city manager, in announcing enforcement plans, disclosed that licenses to operate pinball games have been issued by the city assessor for nine years in direct violation of a city ordinance which places responsibility on the chief of police.

Penny Patter

PHILADELPHIA, Jan. 3.—Because of the increasing number of odd-cent prices, State sales taxes and coin machines, the U. S. penny is in top demand these days, according to Edwin H. Dressel, superintendent of the U. S. Mint here.

Dressel stated there are more than enough "copper" to fill all needs. "We have more 1-cent pieces than the nation can handle and we're now making about 250,000 daily, in addition to which there are 97,786,000 pennies in the vaults," he said.

There were 991,655,000 pennies coined in the mint here during 1946, and in the first 10 months of 1947 the total was 171,880,000. "And we're not getting rid of these," Dressel said.

Postpone New Hoboken Plan To Hike Fees

Kesselman Argues for Ops

HOBOKEN, N. J., Jan. 3.—Final action on a new ordinance by the Hoboken City Commission, stipulating an increase in annual license fees for venders and juke boxes, was delayed for one week following a vigorous protest before the commissioners by Sol E. Kesselman, speaking as the legal representative of a number of operators. The new ordinance, fixing the fees for 1948 at \$25 for music machines, \$15 for cigarette venders, and \$5 for all other venders, was brought up for final passage at a public hearing Tuesday (30).

Arguing that the proposed fees are "unreasonable and inconsistent with the position of other jurisdictions in the State," Kesselman stressed the fact that many operators may be forced to remove their machines from locations if the ordinance, as drawn, is written into municipal law. He said that music operators would be especially hard hit, since many of them are presently doing business on a very small profit margin.

Realtors Favor

In his presentation of the juke box operator's case, which was opposed by local realty interests who felt the bill might tend to lighten their own tax burden, Kesselman offered the commission figures on cost of operation and average revenue. He contended that many operators only realize about \$2 net profit weekly per machine after deducting costs (See *Postpone New* on page 100)

Educators To Help NAAMO Map Course

Confer During CMI Show

ATLANTIC CITY, Jan. 3.—National Association of Automatic Machine Owners' (NAAMO) program for training veterans as coin machine mechanics will be enlarged shortly, according to F. McKim Smith, president, who announced this week that educators from four major cities would be represented in Chicago at a special NAAMO meeting on January 20 and 21. Smith said representatives of vocational schools in New York, Chicago, Dallas and Los Angeles had been invited to be guests of the association during the Coin Machine Industries (CMI) show in Chicago, and to attend a round-table conference with industry leaders.

Purpose of the get-together, Smith said, is for the educators to meet with top engineers from leading manufacturing companies and NAAMO technical advisors to map out a uniform course for training coin machine mechanics at schools in each city. In addition to viewing the exhibits at the CMI show, the educators will be taken on a guided tour of some of the larger manufacturers in Chicago so that they can better acquaint themselves with the industry as a whole.

Henry To Be There

A. P. Henry, in charge of the Manhattan Trades Center, New York, where the second class of mechanics is now being held, said he would be present at the Chicago meeting to outline the course being taught in his school.

Also invited to the meeting were James Crowe, assistant director in charge of the Chicago Board of Education's vocational training program for veterans; James Goode, principal of the Dallas Vocational School, and Leslie Stier, principal of the Frank (See *Educators To Help*, page 98)

Printers Get Copy For Special CMI Cancer Fund Book

CHICAGO, Jan. 3.—Coin Machine Industries, Inc., (CMI) public relations bureau announced this week that initial copy for the special cancer fund drive book to be distributed at the coming CMI convention (*The Billboard*, November 8) has been released to the printers.

Book will be a pocket-sized edition running between 50 and 100 pages. 15,000 copies will be distributed at the convention at the Sherman Hotel this month.

Names of all coinmen who have donated to the Damon Runyon Memorial Fund for Cancer Research thru CMI's fund drive headquarters up to and including January 5 will be listed.

Also included in the editorial content of the book will be a summary of all special events conducted in connection with the drive. The full text of the speech delivered by Sen. James W. Murray of Montana at the special banquet to boost the drive held at Chicago's Hotel Bismarck on September 21 will also be printed in the book.

Other material to be used includes pictures of various drive events and additional news stories.

All proceeds from the book will be used to bolster the cancer fund drive which is scheduled to end January 22.

Big Snow, Ban on Traffic Freezes All New York Trade

NEW YORK, Jan. 3.—A crippling storm, which saw 25.8 inches of snow blanket this area last week-end, completely disrupted all coin machine activity in New York and northern section of New Jersey. Climax came late Tuesday (30) when a police department order stopped all non-essential automobile and truck traffic in the area, thus bringing to a halt all activity along Tenth Avenue, as well as route activities thruout the five boroughs.

Tradesters here reported that holiday activity, which is normally light

from the jobber, dealer, distributor and manufacturer viewpoint, came to a complete halt as of December 26 when the snow started to fall. By Wednesday (31) the main arteries had been cleared, and shipments as well as deliveries were expected to start, but the police were on hand to make sure all trucks were off the streets. With traffic crackdown, Tenth Avenue outlets shut down for the New Year holiday and many prepared to stay closed thru the end of the week to allow for street clearing (See *Snow, Traffic* on page 100)

PRICES BIG '48 QUESTION MARK

Stoner Calls Canteen Work Operator Aid

More Output, Price Cut

AURORA, Ill., Jan. 3.—As a result of its contract to manufacture candy vending machines for Automatic Canteen Company of America, the Stoner Manufacturing Company will be able to produce more and better machines for the independent operator market at a lower price, according to Clarence Adelberg, vice-president.

Dispelling rumors that the Canteen contract might leave independent operators out in the cold, Adelberg declared that production of the firm's Univendor machine for the general market will remain Stoner's chief business.

Cites Price Cut

Adelberg cited a price reduction, which became effective Friday (2), as the first beneficial result of the recently signed contract. Together with a previous reduction placed in effect about a month ago, this rolls back the Stoner machine price to the post-war low from which spiralling steel and materials costs had forced it, he said.

More than \$150,000 has been spent by the company to increase production facilities to the point where Canteen units can be turned out over and above the normal schedule of machines for the general market.

Adelberg also pointed out that engineering advances are being made possible thru the larger scale manufacturing operations, and that the benefit of these would be reaped by the firm's normal customers.

Machine made for Canteen is identical with the regular Stoner model, except that it is finished in the maroon color standard for Canteen equipment and carries the name "Canteen" prominently on the mirror.

Set Interstate Sales as Agent For Cup Vender

LOS ANGELES, Jan. 3.—Newest distributing firm here is a company formed by three well-known executives in the vending machine field who have been named national sales agents to handle the cup vender made by Interstate Engineering Company. New firm will be called Interstate Sales and is headed by L. H. Kahn as president, with George Klore, vice-president, and Jack Greenfield, secretary-treasurer.

Interstate cup dispenser has been location tested for more than a year and is now ready for large scale production. The plant, located near the Los Angeles Municipal Airport, has floor space of 104,000 square feet. Already in production, the factory is expected to be turning out at least 30 cup dispensers per day within a month and it is hoped that peak output will be reached in six or seven months.

Machine will be shown at Booth 170 at the CMI convention in Chicago, according to Greenfield, who said that the new company's regional sales and distribution set-up will be announced at a later date.

Distributor Throws Christmas Party for 2,400 K. C. Children

KANSAS CITY, Mo., Jan. 3.—Bernard K. Kitterman, distributor here for Victor bulk vending machines, wrapped up an unusual public relations stunt during the holiday season by sponsoring a bubble gum blowing contest and theater party complete with Santa Claus for 2,400 Kansas City children.

Party was staged in co-operation with the Park View drugstore chain of 16 outlets, all of which are locations for the venders distributed by Kitterman. The drug chain furnished 16 prizes for the bubble gum contestants, including an electric train, dolls and a variety of other toys.

Santa Presents Gifts

Santa Claus was on hand to pass out a gift of four pieces of bubble gum—furnished by Kitterman—to each of the 2,400 guests. To promote the venders and the stores co-operatively, each gift package carried an advertising message slanted toward selling the gum vender service in these particular locations. Actually, the public relations value extended to other locations in the city as well.

Kitterman, who is active in Kansas City civic circles and heads the city's B'nai B'rith organization, temporarily is operating the drugstore and other locations himself. He plans to withdraw from operating the venders as his distributing business expands.

Trains New Blood

Citing the shortsightedness of indiscriminate vender sales to inexperienced operators, Kitterman outlines a plan for training "new blood."

Denver Vending Levy Adds 1% to Ops' Tax

DENVER, Jan. 3.—Vending machine operators here are being levied an additional 1 per cent on their gross sales following application of the city's newly adopted 1 per cent city sales tax. Collection of the tax started January 1, 1948. The State has a 2 per cent sales tax now in force.

City sales tax bracket is set at 1 cent on sales of 19 cents to \$1.18. Music machine operators are not affected by the new tax since the machines are considered to be rendering a service which is not taxed. Liquors, beer, wine, cigarettes and tobaccos are exempt from the tax.

Cocoa Prices Advance for Twelfth Successive Month

WASHINGTON, Jan. 3.—Wholesale price of cocoa advanced 9 cents a pound in October, marking the twelfth successive monthly increase, the Commerce Department reported this week.

October price of 49.5 cents represents an increase of nearly 400 per cent from the October, 1946, wholesale tab of 14 cents a pound. While the cocoa price has advanced steadily, the 9-cent jump over September figures is the largest monthly increase in the past five years.

He has a standing offer to give every new operator a week's on-the-job training. After purchasing machines, the operator spends the week with Kitterman's route man, getting a first-hand picture of the details of servicing and establishing a route. If the new operator lives outside of the city he pays his own expenses during the training period. Kitterman expects to keep a master route of venders in order to continue this service.

Sugar Tie-Up Threatens in Cuban Fight

Harvest Wage Dispute

HAVANA, Jan. 3.—Tie-up of Cuba's huge sugar crop, with the annual harvest scheduled to begin officially Friday (2), is threatened by a wage dispute between growers and planters and the Cuban government.

Government, responding to union demands, has ordered cane producers here to pay the same wages in 1948 that prevailed during 1947. Growers and millers maintain that they are unable to pay such wages because of a drastic price drop.

During 1947, Cuba sold about 6,000,000 short tons of sugar, approximately 90 per cent of the island's production to United States buyers at an average price of 4.96 cents per pound thru contract with the Commodity Credit Corporation (CCC).

With the CCC contract no longer in effect, most Cuban sugar will be sold on the open market, where price estimates range from 4.12 to 4.25 cents per pound.

Cuban sugar workers' wages are usually based upon the price of sugar—their wages during the past year averaging \$3.18 per day for cutters and \$4.47 for haulers.

Growers and millers claim the government's decree ordering maintenance of 1947 wages is illegal because they were not consulted before it was issued. The government, however, has retained its wartime power to rule by decree and placed the order in effect on that basis.

See Some Drop Later in Year

Price uncertainties loom for equipment, supplies—availability on upgrade

CHICAGO, Jan. 3.—While 1947 marked the clearing of several stifling obstructions to full production of equipment and supplies for the automatic merchandising industry, operators are likely to continue on the anxious seat well into the coming year.

Major gains, such as the removal of sugar rationing and the progress made in vending machine production, are offset by left-over problems which seem destined to become worse before they become better. Of top concern to operators are prices—both for supplies and certain high-demand types of venders—and a tight supply situation for a few essential products.

The 1948 situation for the automatic merchandiser has three important facets: (1) Will he be able to procure supplies during 1948 at a price which will make it possible for him to stay at his pegged penny, nickel or dime unit price? (2) If supply prices continue their upward spiral can he adjust his equipment to a profitable operation at a higher unit price? (3) Will he be able to purchase enough of the equipment and supplies he needs?

Survey Major Products

To get at the supply answers—which the operator must know before he considers adjusting his sale price—a survey of prospects for the major vended products is necessary.

Candy bars, biggest worry for the greatest number of operators, will continue to be a special vending machine problem. Price rises of last fall, which brought the normal bar price level up to "6" or "7" cents will continue their upward trend during the first part of the year, candy industry authorities say, with a leveling off seen later in the year. Those candy manufacturers who have been unable to fill operators' orders completely during recent months expect to have more candy bars available as 1948 progresses.

The extent of the rise or fall in price and supply of candy bars will be determined largely by the changing status of bar makers with regard to ingredients, labor and equipment.

Cocoa beans, which rose to the 50-cent-a-pound level by the end of 1947, with corresponding increases in chocolate-coating prices, will remain the most serious problem. The predicament of candymakers is not so serious as the 50-cent figure would indicate, however. Chocolate traders expect cocoa bean prices to decline early in 1948. If there should be a rise early in the year, a reduction will follow, with prices as low as 35 cents per pound seen by the end of the year.

See Consumer Resistance

Most effective force in shaving cocoa bean and chocolate-coating prices is expected to be noted in consumer resistance to products which reflect these prices. Such resistance may be felt temporarily by candy merchandisers, including operators who try higher than nickel prices, but it may influence prices quickly enough to hold a long-range (See Prices Big on page 26)

JANUARY Vend

Out Next Week:



With stories and articles of vital interest to everyone in Automatic Merchandising. Don't miss . . .

WHAT DOES THE LOS ANGELES SANITATION CODE MEAN TO OPERATORS?

Here at last is a clear-cut code set up by the Los Angeles Board of Health to govern cup vender sanitation. This article reports in full their findings and gives you a chance to compare your operation. Read what

they have to say about self-closing delivery doors, germicidal lamps and the new design features of cup venders. Don't miss reading this article . . . it's on page 20 in January Vend.

PLANTS MAKE GOOD CIGARETTE VENDER LOCATIONS

Despite the ban of on-the-job smoking, Edward Baratz, of Q Automatic Sales Co., in Aurora, Ill., counts 90 per cent of the leading industrial plants in the highly industrialized Fox River Valley as top cigarette vender locations. How he has sold industrial leaders on cigarette vending in plants makes interesting educational reading. You will find it on page 23 in January Vend.

HOW CHAIN VENDING WORKS FOR ABC . . .

This is the story of ABC Vending Corporation . . . revealing little-known facts about a new concern and its far-flung operations. Size, methods and earnings of this great combine as reported to the Securities and Exchange Commission are analyzed here. It's on page 26 in January Vend.

DEPRECIATION: TOP INCOME TAX PROBLEM FOR OPERATORS

With replacement of equipment normal once again, depreciation again becomes a key factor as income tax time rolls around. Here's a refresher course for all operators, a result of intense research, that can be adapted to your individual operation. One idea gleaned from this article will be well worth the time spent reading it. It's on page 29 in January Vend.

PLUS FORT WAYNE STAFF SURVEY

Vend turns the spotlight on a solid Midwest American city and reports on its automatic merchandising operations. Read how operators fare in this bustling, friendly city of 130,000. It's on page 32 in January Vend.

NAMA CONVENTION STORY

Here the highlights of the NAMA Convention are reported with nine pages of pictures and a summary of meetings, speeches and discussions. A convention-in-print story starting on page 35 in January Vend.

VENDING AT THE CMI CONVENTION

A complete report on exhibitors and what they plan to exhibit in the way of Automatic Merchandising Equipment at the Coin Machine Industries Convention.

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Stewart Plans Paper Carton Milk Machines

GREENWICH, Conn., Jan. 3.—A new carton container milk vender having a possible selection of 12 flavors will be introduced by Stewart Products Corporation in 1948, President James E. Stewart announced.

Outstanding feature of the machine, according to Stewart, is the dispensing device which holds throw-away paper containers of milk or dairy drinks, each in their individual tray. Each tray holds the liquid contents of the package, eliminating leakage and seepage which have created objections in the carton-type milk vender.

Servicing Explained

The individual tray selected by one of the 12 push buttons, comes forward with a container of milk, and only the container of milk can be removed. Tray returns into the machine. However, any trays into which the container has leaked can be removed by the serviceman and replaced with new, sterilized trays. The machine thus is made a completely sterilized unit after each servicing.

Cabinet of the machine and dispensing mechanism resembles that of the bottle-type selective soft drink vender shown by Stewart at the National Automatic Merchandising Association (NAMA) convention in December. Twelve cartons are displayed in a vertical row at the front of the cylindrical cabinet. Dispensing apparatus consists of 12 rotary units, in 12 layers. Upon coin insertion, unit for which button is pressed revolves, causing the display carton to disappear as the carton to be delivered appears in its tray.

It is assumed that the 12 selections would normally carry a number of duplications in products, with the variety of dairy-type drinks available.

Propose End to Mass. Cig Tax

SPRINGFIELD, Mass., Jan. 3.—The Senate Taxation Committee of the Massachusetts Legislature is now considering a proposal (Senate Bill 394) which would repeal all taxes on tobacco and all so-called nuisance taxes, replacing these taxes with a levy on bank deposits.

The measure calls for "an annual tax of 1 per cent . . . on all commercial deposits in all banks and trust companies of this commonwealth. This levy shall be imposed upon the basis of the amount of money in commercial deposits in each bank or trust company in this commonwealth as of January 2, 1948, and shall be paid to the State treasurer of this commonwealth on or before October 1, 1948. This levy shall be paid by the banks and shall not become in any way an obligation of the depositors."

Gov't Issues Patent for New Type Fruit Vender Mechanism

WASHINGTON, Jan. 3.—Leading to a belief that the fruit juice vender field is in for extensive development in the near future is the issuance of a patent for a fruit feeding mechanism on fruit juice machines to Charles Zienus Monroe, Detroit, with the assignor to the Sealdsweet Sales Monroe Association, of Tampa, a corporation of Florida.

Originally applied for January 15, 1941, the patent bears number 2,433,619 and lists four claims. One of the unusual features of the new fruit juice machine is that it is apparently designed to handle fresh fruit, slicing the fruit and vending the fresh juice, where most other venders in the development stage are designed to handle canned juice, bottled juice or concentrates of fruit products.

Resembles Acosta Machine

Altho it was not possible to confirm the information at this time, it is believed that Monroe's vender may be an improved model of one that Tracy Acosta, citrus grower, was placed in charge of development proceedings by the Sealdsweet Sales Association some time ago. Latest information on the Acosta vender project was that after field tests were completed it developed that the machine contained mechanical "bugs," mostly because citrus products vary in size,

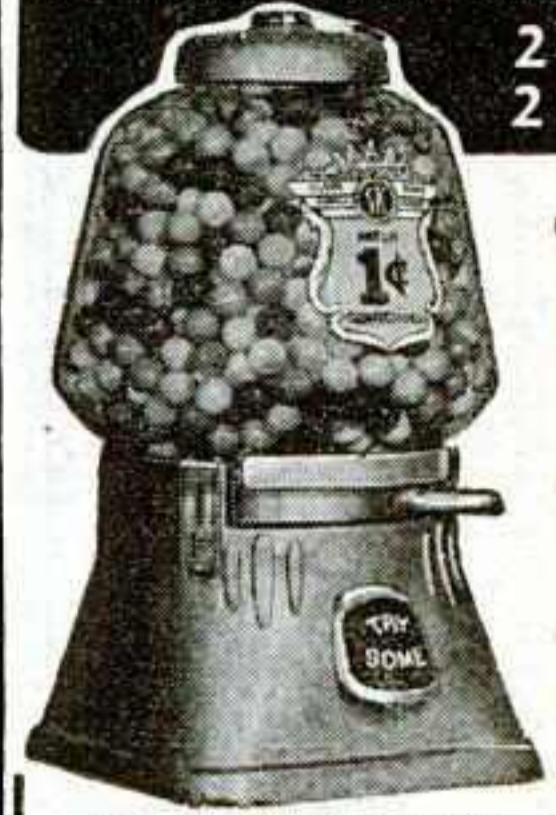
and the vender was returned to the drawing board.

Description of the Monroe juice machine as appearing in the latest issue of the U. S. Patent Office's *Official Gazette* follows:

"In a machine of the class described, a hopper for containing a quantity of spherical fruits, said hopper having a conical bottom provided with a central opening of a diameter substantially greater than the diameter of said fruits, an agitator having an annular portion mounted to rotate in said opening and equally spaced arms projecting from said annular portion into said hopper, said arms lying close to the conical bottom and a member having an inclined surface extending between the inner parts of at least two of said arms and means of rotating said agitator to avoid jamming about the opening.

"In a machine of the class described, a fruit hopper, a horizontally arranged gate having fruit-locating means thereon and normally closing said hopper, means for feeding a fruit into the gate where it is held by said locating means, said gate comprising parts pivoted to swing in opposite directions to drop a fruit resting thereon between them, and means for actuating said gate."

Silver-King's NEW "PRIZE-KING" BALL GUM VENDOR



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2 for 1c

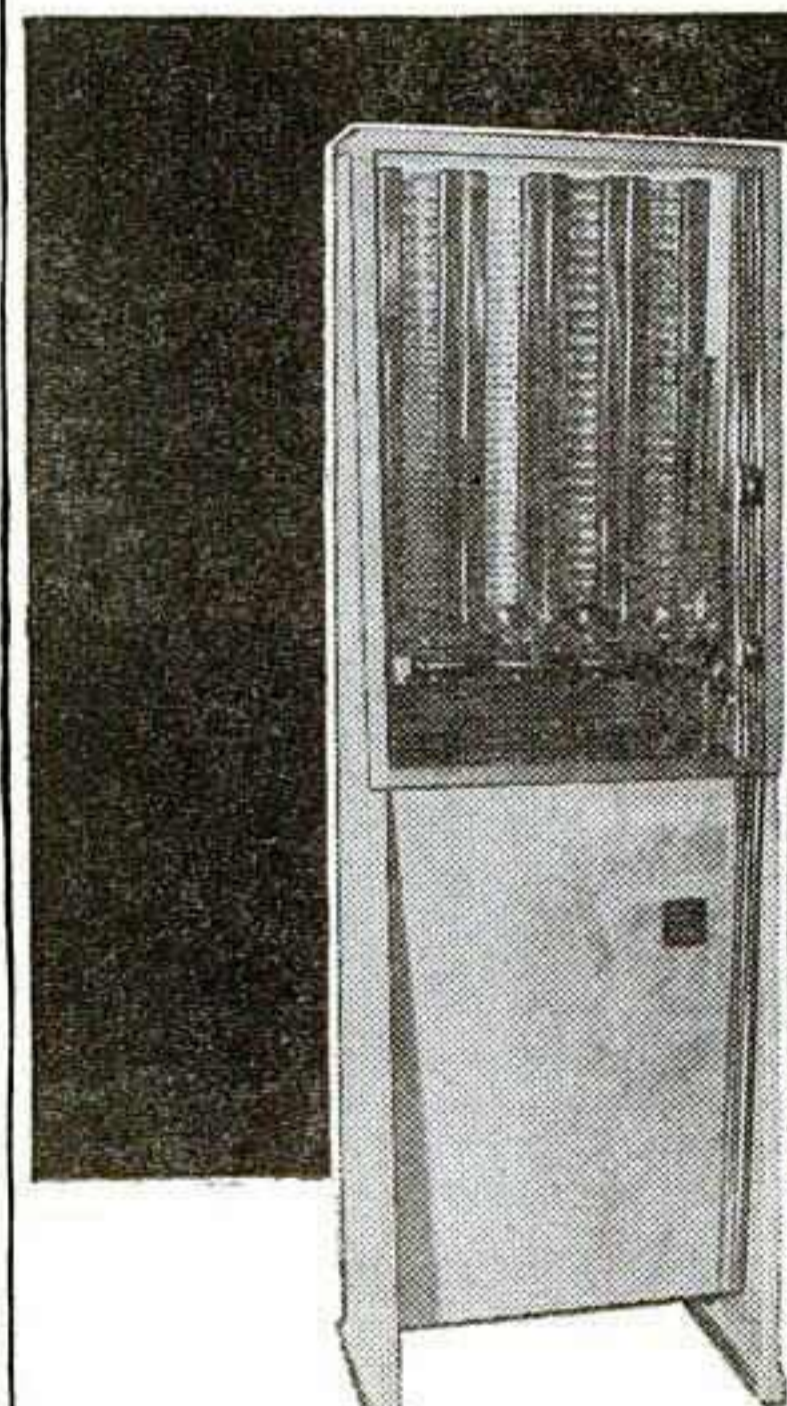
Sensational new 2 for 1c and 2 for 5c ball gum vendor. Puts ball gum vending in 5¢ field with appeal to adults as well as children. Bigger play and bigger profits for all types of locations. The most sensational ball gum vendor ever developed!

(Patent Pending)

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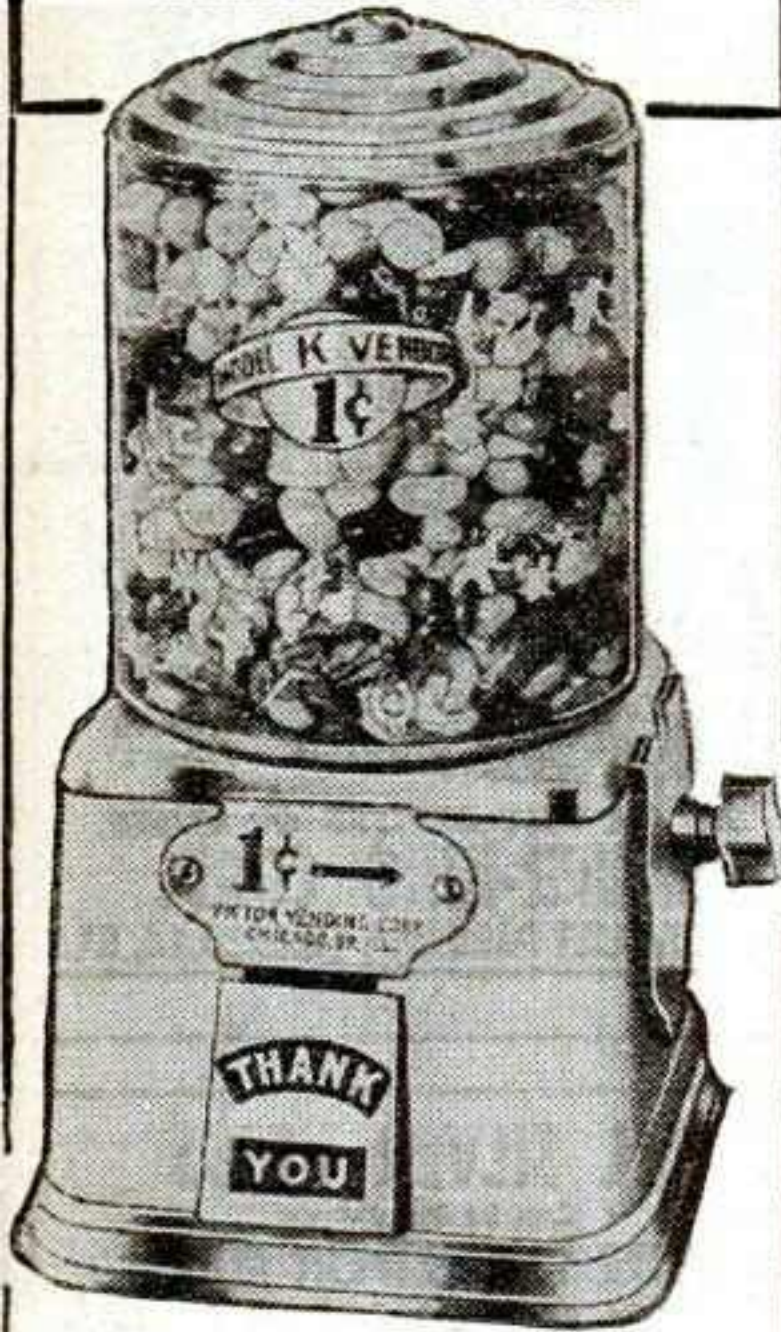
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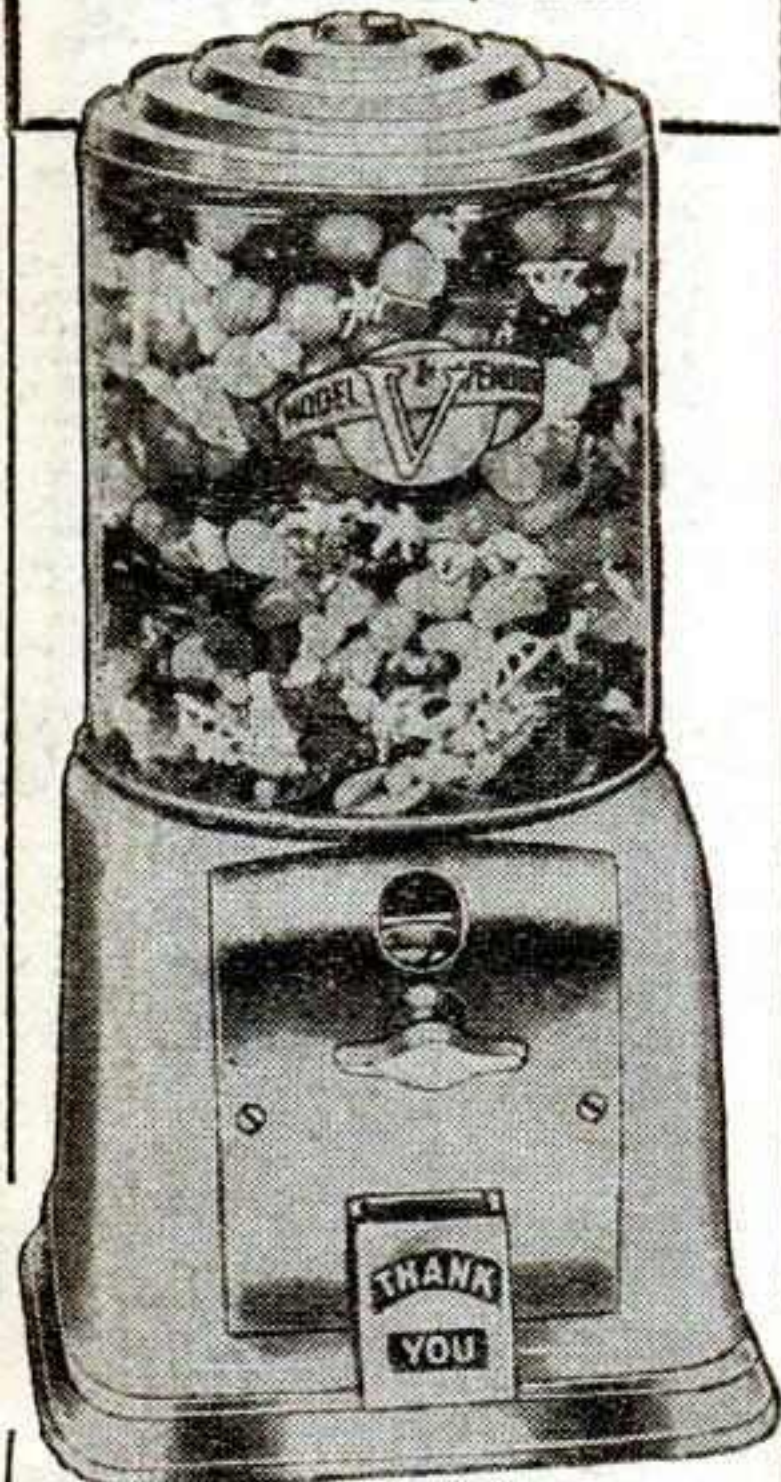
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Novel Candy Bar Ad Goes With Bowl Film to 2,900 Theaters

CHICAGO, Jan. 3.—Chase Candy Company is sponsoring showings in 2,900 theaters of a 25-minute film of the Michigan-University of Southern California Rose Bowl football game in what is believed to be the first use by a candy bar manufacturer of motion picture entertainment as an advertising medium.

The film is to be released this week-end and will be shown during the next two months in theaters throughout the central part of the U. S., covering States bounded on the south by Kentucky and Mississippi, on the east by Ohio, and the west by Idaho, Utah and California.

Plugs Bar

Produced for the newsreel feature, *Tele-Topics*, by Televisual Production Company, of Des Moines, the

film plugs Chase's nickel bar, Bob Cat, between quarters and halves of the game, as well as before and after.

H. B. Murphy, Chase sales manager in the Chicago district, says that the novel theater advertising ties in with the company's expanded advertising budget, and is aimed at building bigger consumer markets for candy retailers and vending machine operators. He pointed out that Rose Bowl game films had been used in the same manner in previous years to advertise Gillette razor blades and Vicks products.

In the film a reproduction of the Bob Cat bar is superimposed on the Rose Bowl's scoreboard.

Painless Ads

Opening sequence of the picture shows parts of the Tournament of Roses in Pasadena which traditionally is associated with the game. "Painless" commercials between quarters and halves are suitable for a theater newsreel. One brief sequence, for example, shows a candy hawker selling a Bob Cat to a youngster, who removes the wrapper as the camera moves up close. At the end of the game, as crowds gather down on the field for the usual ceremony of uprooting goal posts, another shot contrives the impression of hundreds of game-goers fighting for a bar.

Murphy said that the newsreel would give impetus to Chase's greatly expanded consumer advertising schedule. Present budget also includes cards on streetcars and busses, as well as billboards, radio and newspaper media.

In Chicago, for example, the firm will soon have 80 billboards, half of them illuminated; seven spot announcements daily on Station WBBM, cards on streetcars and elevated trains, and rotogravure newspaper lineage.

Cig Ops Urged To Join NAMA By CMA Heads

PITTSBURGH, Jan. 3.—Members of the Cigarette Merchandisers' Association, Inc. (CMA), were urged to join the National Automatic Merchandising Association (NAMA) at a meeting held at Hotel Webster Hall here last week, by officials of the Pennsylvania association.

CMA President Joseph McGlenn, McGlenn Distributing Company, Pittsburgh, and association secretary, Harry Rosen, Allegheny Cigarette Service Company, Wilkingsburg, Pa., explained the work done by NAMA.

Also discussed at the meeting was the proposed mercantile tax which went into effect in Pittsburgh January 1.

Members present at the meeting were Joseph McGlenn, president; Edward Ferguson, first vice-president; Theodore Huettner, second vice-president; Harry Rosen, secretary-treasurer; Marcus Cohen, director; Glen Gillette, J. L. Coltellaro, Alexander Blair, Simon Goodman, B. F. Hurney, R. J. MacNeil, G. Bales and Pete Antonopoulos.

Develop New Curing Method For Bright Leaf Tobaccos

WASHINGTON, Jan. 3.—Tobacco experiment station at Oxford, N. C., will be the center of research work now under way to develop a new type of curing for bright-leaf tobacco, according to the U. S. Department of Agriculture.

New curing procedure is sought so as to reduce labor and fuel costs and improve tobacco quality. Reason for the research is that American bright-leaf growers are facing increased competition for foreign markets which they have supplied for over a century. It is felt that reduced production costs and improved quality would materially help them in meeting this competition.

Julian E. McGiffert, Dixie Cup President, Dies at 63

EASTON, Pa., Jan. 3.—Julian E. McGiffert, 63, president of the Dixie Cup Company, died here last week following a stroke at the company plant Wednesday (24).

McGiffert joined the Dixie company in 1933 as sales director and later was made vice-president in charge of sales. He was a native of Hudson, N. Y., and graduated from Princeton University in 1906.

The Dixie executive is survived by his widow, three sons and two daughters.

New Laundry in Greenville

GREENVILLE, S. C., Jan. 3.—Newest self-service laundry to open here is the Launderite store which began operating Monday (29). Store management stresses fact that inclement weather does not interfere with a complete laundry job; an ironer, extractor and dryers finish up after the actual washing process. Store features 20 Bendix washers.

Cigarette Consumption Up

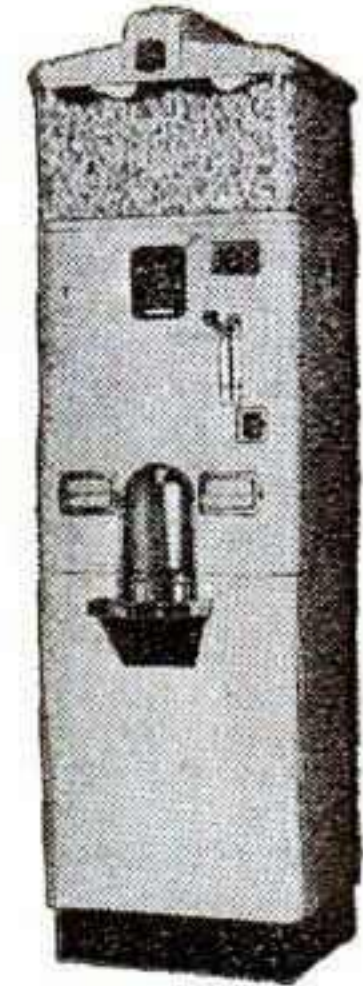
WASHINGTON, Jan. 3.—Cigarette smokers set a new 1947 record in October by consuming 33,237,000,000 cigarettes, the Department of Commerce disclosed this week.

Cigarette consumption in October, according to Commerce statistics, topped the previous monthly high by some 4,000,000,000 units.

Cigar smoking also hit a new high in October, with the consumption of 587,000,000 cigars, representing an increase of nearly 20 per cent over the previous months.

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DuGrenier 7-Col. Challenger, New	100.00
Phillips 10¢ Cigar Mach., wall type, coin return, 50 capacity. Ea.	15.00
Rowe Aristocrat, 9 Col., operates on all combinations of 20 or 25 cents—a real buy—150 capacity. Ea.	22.50
Penny Inserting Mach., foot model	47.50
Half Deposit.	Phone: BA 9-0608

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

Mdse. Stands, Solid Steel— Weight 35 Lbs.	\$4.50
Double Plates for Two Machines	1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb.35
1/3 Deposit. Balance O. O. D. Fast Delivery.		

VEEDCO SALES CO.

2113 Market St. Philadelphia 3, Pa.

FAMOUS EPPY

CHARMS

Series #1	Series #2
\$3.50	\$4.50
per M	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.

Pistachios

**JUST ARRIVED
NEW CROP**

ask for ZALOOM'S

4 STAR RED OR WHITE

Perfect for Vending Machines and Packages. No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.

- packed in 5-lb. moisture-proof bags
- 12 2-lb. bags to a carton

"4 STAR WHITE" with the pure, thin, white salt coating.

"4 STAR RED" with the pure, certified, attractive red color.

**DELICIOUSLY ROASTED & SALTED
RECOGNIZED DISTRIBUTORS IN
ALL TERRITORIES
WRITE US TODAY**

ZALOOM'S PISTACHIO NUTS

Zaloom & Co.

AMERICA'S ORIGINAL
MASTERS IN IMPORTING, ROASTING
AND SALTING OF PISTACHIO NUTS
122 HUDSON ST., NEW YORK 13, N. Y.

**Write today for
ROCK BOTTOM PRICES**

on the following:

BALL BUBBLE GUM
RAIN-BLO BUBBLE GUM
PRIZE BALL GUM

Freight paid to your door on gum orders.
"Does your jobber do this?"

SMALL BOSTON BAKED BEANS
SMALL RAINBOW PEANUTS
LICORICE LOZENGES

SALTED SPANISH PEANUTS
SALTED VIRGINIA PEANUTS

**VICTOR VENDING CORP.
MACHINES**

Can be bought on
Time Payment
16 weeks to pay for same.

You will find it better to deal with

ROY TORR LANSDOWNE PENNA.

NOW!

turn to
INSIDE FRONT COVER
for an important story on

POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

Travel Broadening But No Bubble Gum

JOHNSTOWN, Pa., Jan. 3.—Bubble gum manufacturers are assured of a constant market for their product if the attitude of a local juvenile is any criterion of the amount of present and future kiddie clamor for the billowy confection.

Prediction of continued bubble gum popularity is based on the reaction of Kay Bornobus, a seven-year-old, who recently returned from a 15-month stay on the island of Aruba in the Dutch West Indies. Seems that her only comment upon setting foot back in the States was that the island had no bubble gum.

Pulver Readies New Bubble Gum Package

ROCHESTER, N. Y., Jan. 3.—Pulver Company Inc., chewing gum manufacturers, which will bring out a new five-column manual gum dispensing machine shortly (*The Billboard*, January 3), is going to introduce a new bubble gum within the next few weeks. Firm, which before the war manufactured and operated gum venders, reports the new gum will be wrapped in a kiss-type package with two pieces of gum sold for one cent. New 120-count boxes will be sold to the trade for 70 cents, it was reported by S. B. Burne, company head.

Eastern Electric Moves to New Offices in G. M. Bldg.

NEW YORK, Jan. 3.—Eastern Electric Vending Machine Corporation, national sales representative for C-Eight Laboratories' Electro cigarette vending machine, moved into

172,256 See Council On Candy Picture at Special Trade Shows

CHICAGO, Jan. 3.—Total attendance figures for the Council on Candy film, *Candy and Nutrition*, reached 172,256 with the inclusion of the November showings before 82,837 persons, council officials stated this week.

Leading in State attendance is Texas, with 29,544 persons, thus passing the California record of 21,532. Third in audience totals is Pennsylvania, with 14,344. Only State from which no attendance was reported is Montana.

To date the film has carried the story of candy and its nutritive value to 139,069 school children thruout the country. Majority viewed the film at school showings, rather than thru civic organization, club or church booking, altho these three groups accounted for the majority of adult audiences.

According to Modern Talking Picture Service, distributing agency which handles the film's bookings, solid bookings have been made for schools, church groups and civic organizations thru March of this year. To accommodate members of the candy industry, however, special provision has been made to deliver prints on the dates requested whenever possible.

Candy manufacturers and distributors who may wish to show the movie are requested to contact Modern Talking Picture Service, 9 Rockefeller Plaza, New York, instead of the Council on Candy Chicago office. Former agency holds prints of the film.

new offices in the General Motors Building here January 1.

Firm is headed by Joseph P. Marcel. Lew Jaffa is sales manager.



**HEADQUARTERS FOR
THE FIRST CHOICE OF
SUCCESSFUL OPERATORS**

MASTER #2

**PENNY-NICKEL
COMBINATION VENDOR**

Handles Pistachios or Any Other Merchandise. **\$17.50**
Time Tested and Proved.

"TEENY" California Almonds—Packed in handy wax-lined 5-lb. boxes, with 6 boxes packed in a shipping case. Per Lb. **90c**
CASHEW BUTTS, packed in wax-lined 10-lb. cartons. Per Lb. **50c**

**Complete Stock of Parts for
MASTER VENDORS**

TERMS: 1/3 Deposit, Balance C. O. D.,
F. O. B. New York, N. Y.

FACTORY DISTRIBUTOR

TRI-STATE VENDING CO.

561 10th Avenue New York, N. Y.

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"

**BUILT for
OPERATORS**

Northwestern

**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



**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.

**K-80
ASTROLOGY SCALE**
Expertly rebuilt
\$169.50
Includes 18,000 (6 sets)
Astrology Tickets
1c Coin Chute



CAPRICORN
DECEMBER 22 to JAN. 19
I. TEMPERAMENT No. 1.
While you are generally accurate and poised mentally, this period will find you influenced by flighty ideas. The best antidote for this negative condition, which may show itself as gloom, is to focus your mind on optimistic thoughts, control your nerves and avoid excitability. You must. (continued on next Card No. 2 about YOUR SUBCONSCIOUS MIND). 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.

Snow, Tax Men Give N. Y. Ops Time on Stamps

NEW YORK, Jan. 3.—With the elements joining hands with the State to offer cigarette machine operators a period of grace, the affixing of additional 1-cent stamps to all packages of cigarettes in vending machines is expected to be completed by Wednesday (7). Prior to the allotting of additional time in which to have all stock on hand as of January 1 stamped with the additional tax notice, ops in this area reported it would be virtually a physical impossibility to meet the January 1 deadline. Calls are so spaced that servicemen hit different groups of equipment each of their five or six working days, and with conditions as they are, ops were against stamping stock that might move prior to the deadline, thereby taking a loss of 1 cent per pack.

The storm that swept over the city and surrounding areas December 26 and left roads impassible further complicated the situation. On Tuesday (30) New York police ordered non-essential car and truck traffic off the roads. The lifting of the ban on trucks Friday (2) did little to help, since by that time the freeze had set in and it was impossible to reach any locations except those on main arteries which had previously been swept clear of snow. Operators in Brooklyn, the Bronx, Long Island, Westchester and Staten Island, however, reported operations practically at a standstill.

One of the largest cigarette operations in the area, that conducted by the Rowe Company, reported its adding of stamps to stock in machines was going smoothly, complicated only by the elements, and the process would be completed probably by the end of the week.

Smaller ops, however, were far from optimistic. Herman Weisser, reporting that his servicemen were unable to keep up with their calls, said he figured it would be toward the end of next week before he would be able to catch up with the additional stamping. Weisser and other ops queried by *The Billboard* said they felt reasonably certain that

Newspaper Ad of Erie Bank Plugs Local Vender Op

ERIE, Pa., Jan. 3.—Arthur F. Schultz, leading Northwestern Pennsylvania vending machine operator, was singled out for a full page of praise in a local newspaper recently when the Security-Peoples Trust Company, Erie bank, paid credit to him and his firm—the Arthur F. Schultz Company.

The bank used its regular advertising space to tell the story of the development of the Schultz company, which, along with the position of leading operator of cigarette, candy, tobacco, cigar and snuff vending company in this area, has also developed into a three-State supplier of electrical appliances.

Schultz got his start in 1913 when, as a young man fresh out of high school, he started up a tobacco business—selling from a horse-drawn wagon.

Today, as in all of the years since 1913, Schultz has based his business on personal contact with those he does business with. Even today, with his large, well-established firm, he makes it a practice to call upon location owners who have his vending machines in their establishments and cements his business relations with them.

HILLSIDE, N. J., Jan. 3.—Vendex, Inc., local vending machine operating firm, has announced new quarters located in Evans Terminal here.

they would be caught up before Saturday (10).

Meanwhile, the question of retail prices was still under consideration by most operators. Many cigar and other chain stores in the city increased their prices by a cent a pack Thursday (1) to meet the new tax, bringing their consumer price to 20 cents a pack for those cigarettes sold thru their machines, and most ops felt they might have to increase their price a cent, too. The alternative, cutting the percentage to locations, is now being surveyed by some ops. Most of them feel the extra cent will be required, if locations won't accept a cut, in order to keep profit at a workable level.

SPECIAL DEAL!
VICTOR MODEL V
FAMOUS PRE-WAR VENDORS
6 Globe Type Model V
\$58.75
plus 50 Lbs. Regu-
lar Bubble
Ball Gum, all
for **\$73.75**
or **RAIN-BLO**
GUM, for
\$78.25
Mention
When
Ordering.
We Accept Trade-ins. We Buy & Sell Used Machines.

Pistachio Nuts, Large, 25 Lb. Ctns. . . . 28¢ Lb.
Spanish Peanuts, 30-Lb. Ctns. . . . 72¢ 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
5/8", 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 5/8" Bubble Ball Gum.
10 ADAMS HEXAGON GUM MACHINES \$10.00 Ea.
6 POST CARD VENDORS 10.00 Ea.
1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
481 Seckman St., Brooklyn 12, N. Y.
Phone: Dickens 2-7892

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.

DRINK-O-MAT
Coke
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.

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 UNEEDA, 6 COLS. . 149.50	NATIONAL 630, 150 32.50
NEW DU GRENIER CHALLENGER, 7 COLS. . . . 125.00	PACK CAP. 32.50
UNEEDA MODEL 500, 9 COLS., 350 PACK CAP. \$115.00	ROWE ROYALS, 10 COLS. 105.00
UNEEDA MODEL E, 15 COLS. 72.50	ROWE, 6 COLS., 150 PK. 32.50
UNEEDA MODEL E, 12 COLS. 62.50	DU GRENIER "W," 9 COLS., 300 PACK CAP. 62.50
UNEEDA MODEL E, 8 COLS. 57.50	DU GRENIER "S," 7 COLS., 210 PACK CAP. 50.00
NATIONAL 950, K.S. . . 110.00	DU GRENIER, 6 COLS., 150 PACK CAP. . . . 32.50
NATIONAL 750, K.S. . . 87.50	DU GRENIER, 4 COLS., 100 PACK CAP. . . . 25.00
	STEWART-McGUIRE, 8 COLS. 35.00

CANDY MACHINES

NATIONAL 9-18, 9 COLS. \$110.00	UNEEDA, 5 COLS., 102 BAR CAP. \$ 75.00
STONER, 8 COL., 160 BAR CAP. 135.00	
ROWE DELUXE, 120 BAR CAP. 100.00	

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 Cols., 485 Pack Cap. **\$80.00**

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.
Parts and Mirrors available, including the 25¢ 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

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

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 1928



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

QUANTITY PRICES TO WHOLESALE BUYERS

MILLS VEST BELL
POCKET BELL

SIZE 8"x8"x8", 5c

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
RAIN-BLO—ALL SIZES

100 Lbs. to 999 Lbs. 34¢ Lb.
1000 Lbs. Up 33¢ 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
32-Lb. Pipe Stands 4.50
Double Cross Bars 1.00
Triple Cross Bars 1.50

WRITE FOR COMPLETE LIST!
1/3 deposit must accompany all orders.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23, PA.
LOmbard 3-2676

John Snively Heads Planners for 1948's Florida Citrus Show

WINTER HAVEN, Fla., Jan. 3.—The Florida Citrus Exposition, an annual event until the beginning of World War II, will be revived this year, it has been announced by John A. Snively Jr., president of the show and also affiliated with Snively Groves, who market a canned orange-grapefruit vending machine thru the Snively Vending and Sales firm located here.

Included in the big exposition will be a parade of floats from high schools all over the State, fraternal and patriotic organizations and other marching units. The parade will be held on the morning of the opening day of the exposition, February 16, with its terminus on the esplanade of the citrus show grounds, Snively said.

Stadium Ready

The exposition's president revealed that the amphitheater on Silver Lake, planned to seat more than 4,000 people, will be completed in time for the opening of the show.

An additional feature during the 1948 event will be the attendance of 50 prominent brokers and receivers of Florida fruit who will be special guests during the week, including attendance at the annual Fruitmen's Dinner, which is booked for February 18. These men who handle thousands of cars of fruit will be guided thru the packing houses, groves and canning plants in this area in order to give them a clearer view into the problems of the industry.

Snively pointed out that the exposition committee "is planning the most comprehensive display of fresh and processed citrus in the history of the exposition and its predecessor, the Florida Orange Festival."

Week's Calendar

The special calendar for the week of February 16 follows: February 16, Children's Day and the annual queen contest; February 17, Cannery and Associated Industries Day and coronation of the exposition's queen; February 17, Nathan Mayo and Fruitmen's Day; February 19, Tourist, Fraternal and Civic Day; February 20, Governor's and Press Day, and February 21, Shrine Day.

Since the war, citrus growers have redoubled their research in an effort to add additional markets for their fresh and canned products. Among the outlets they have studied as a big potential for citrus products are vendors that handle either fresh or canned juice. Thus far Snively Groves have been among the leaders in the move to get into the venter field. Snively Vending and Sales does the marketing of the Snively Dispensolator, a venter that dispenses mixed orange and grapefruit from 46-ounce cans of Snively juice. Operators who eventually will have Snively venders on location will lease the venders from the manufacturing firm and all canned juice used in the venter will be the Snively product.

OUR PRE-POPPED FRENCH FRIED POPCORN

(Melt in Your Mouth Quality)

PACKED IN HEAVY SHIPPING CARTONS —\$6.00 VEND FROM \$1.75 CARTON. (One Pound Bag.) ALSO CHEEZ POPCORN, \$2.25 CARTON. POPCORN MAID MACHINE OPERATORS, TRY A CARTON. ONE FREE WITH 10 CASES. GUARANTEED. TWO SUPER STAR THEATRE POPCORN MACHINES (Brand New). MAKE US AN OFFER. WE DISTRIBUTE MINITPOP (COIN OPERATED 10¢ Play Popper also). WHEN IT'S POPCORN MACHINES OR POPCORN, WE HAVE . . . EVERYTHING.

THE P. K. SALES COMPANY
507-09 Wheeling Avenue Cambridge, Ohio



ADVANCE BALL GUM VENDERS

Sample \$13.75
2 thru 11 11.90
12 thru 19 11.40
50 and up 11.00

"TOT" Brand Premium
5/8" Bubble Gum
40c Lb.

Rain-Blo
Bubble Gum
38c Lb.

FREIGHT PAID ON BALL GUM
100 Lbs. or More. Less Than 100 Lbs. F. O. B. Paducah.




VICTOR MODEL V
Globe Type .. \$11.75
Cabinet Type. 13.75

Terms: 1/3 Deposit, Bal. C. O. D.

YES, WE HAVE—

- Boston Baked Beans
- Spanish Peanuts
- Cinnamon Peanuts
- Pistachios

T. O. THOMAS CO.
1572 JEFFERSON PHONE: 2131 PADUCAH, KY.



1948 IMPS

1¢ or 5¢ Cigarette or Fruit

\$12.95

Lots of 12

\$13.75, Lots of 5, Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.

Sluggproof, compact, foolproof. Immediate Delivery. Operator's Price

\$39.50

STAMP FOLDERS
For Shipman, Schermack, Victory.

10,000 ... \$ 5.75
25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

NEW BULK VENDORS

Victor Model V Globe Type 1 to 23, Ea. \$12.50
Victor Model V Globe Type 24 or More 11.75
Victor Model K Globe Type 1 to 23, Ea. 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 to 5, Ea. 12.50
Silver King, 1¢ or 5¢, 6 to 11, Ea. 11.55
Silver King, 1¢ or 5¢, 12 to 49, Ea. 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 \$29.95
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 13.75
Advance Model D Ball Gum, 2 to 11, Ea. 11.00
Advance Model D Ball Gum, 12 to 49, Ea. 11.40

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.

FOR VENDING MACHINES and SUPPLIES write RUSS THOMAS CO.
2189 Central Ave., Memphis 4, Tenn. Telephone: 2-6410

BRAND NEW—IN ORIGINAL CASES

ROWE CRUSADER

CIGARETTE VENDING MACHINES
8 Column—380 Pack Capacity—Regular and King Size

LOTS OF 10 OR MORE **\$175.00 Ea.**
Less Than 10 — \$185.00 Ea.

1/3 With Order — Balance C. O. D., F. O. B. N. Y.

EMPIRE CIGARETTE SERVICE, INC.
924 Southern Boulevard, Bronx 59, N. Y.
Tel.: Academy 2-4465

SALES RECORDS PROVE PAN'S "HARD SHELL" CANDIES

Sell fast as counter goods or bulk vendors. If you are not on our mailing list, write us today.

PAN CONFECTIONS
DIVISION OF CHASE CANDY COMPANY

311 WEST SUPERIOR STREET • CHICAGO 10, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

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.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

Prices Big '48 Question Mark; Drop To Come Later in Year

(Continued from page 79)

advantage for the vending machine trade.

Prices and supplies of other vital bar goods ingredients are expected to be fairly stable. Possibilities, however, are a relatively sharp rise in the price of sugar and some variations in prices of flavorings, corn products and oils. There is little reason to expect general ingredient price declines—other than for chocolate—which could materially affect the price of the finished bar.

Factors affecting chances for greater availability of certain hard-to-get brands will be the plus effect of increases in deliveries of new candy manufacturing facilities, and the negative effect of a continuing tight, high-priced labor outlook.

Nickel Planning

Encouragement for operators, who universally want to hold the nickel price line, is evidence of planning by candymakers for bars which can retail at a nickel. Double effect of consumer resistance now being felt and of a reduction in cocoa bean prices may knock down the current 85-cent price level enough to make the difference in profit margins for operators.

Meanwhile the dime bar market is expected to grow in importance, and a number of operators doubtless will continue their experiments with marketing this class of bars. As more new equipment geared to handle varying prices comes on the market, the mechanical dependence of the operator on a hard-and-fast price unit will tend to decline. This trend will grow more significant if the inflationary trend evident thruout the nation's economy continues to gain momentum.

In chewing gum the problem is one of adequate supplies, rather than of prices which are now enough lower per unit to make packaged gum one of the supplementary items vending

machine operators may be using more and more to fill candy machine columns.

End of sugar rationing saw a sharp increase in gum production and brought brands of several manufacturers back into the free supply category. By the end of the year only three makers—Wrigley's, Beechnut and American Chicle—were still rationing shipments. During the year's closing months the size of allocations was being expanded. One sign that vending machine operators may soon be able to order adequate supplies of top brands was the opening of chewing gum venders in New York subways in December for the first time since before the war.

Popcorn is the third supply item which operators are concerned. Year-end report by the Department of Agriculture indicated that the total 1947 crop would amount to less than half of that for 1946. Cutting the crop in half had an electrical effect on popcorn prices, causing growers to demand higher figures even for corn which had been contracted for much earlier in the year.

Margin on which popcorn operators have normally been working, however, has led to assurances that price increases will not be an insoluble problem. Despite a decline in quality of corn, it is expected that there will be enough to supply operator demands.

Steel Allocation Prospect

Equipment outlook for operators is clouded chiefly by one factor—possibility of steel allocations which may put vending machine manufacturers in the non-essential user class. (See steel story elsewhere in this issue.) Altho the extent and the likelihood of such action is still uncertain, it is self-evident that the merchandising machine industry would be hard hit.

Manufacture of merchandising machines was severely retarded well into 1947 because of the shortage of steel—primary material used in construction. During the last three months of the year, however, most manufacturers evinced optimism over chances of getting into quantity production early in 1948 if they had not already done so. Their estimates were based on commitments held for deliveries of required steel.

Thus, imposition of an allocation system which would cut off steel supplies would dislocate production planning of the industry generally. Biggest disappointment would be shared by the large number of operators who have been waiting for cup-type soft drink machines. This equipment is perhaps in greatest demand, and it has been the last type of equipment to reach the production stage during the two-year period following the war.

Machine Price Factor

Super-imposed on the problem which would be posed by steel allocations is the machine problem. In 1947 those manufacturers who were able to get steel often paid premium prices which skyrocketed construction costs. Again the hardest hit type of equipment was the cup vender. Even on the basis of normal manufacturing costs the cup vender must be a costly investment. Because manufacturing costs have risen so far above normal, the price of the cup machine now may represent a stumbling block in its development.

Offsetting all of the special problems with which vending machine operators must deal during the coming year is the prediction, generally concurred in by business leaders, for continuing high employment and prosperity which will mean increasing volume sales for vending machines.

Mobile Hikes License Fees

MOBILE, Ala., Jan. 3.—Mobile City Commission last week voted to raise from \$1 per machine the licenses on vending machines and juke boxes to new sums based on the type of item vended.

Under the new Mobile code, the following fees will be charged: "For each machine for vending gum, peanuts or on which a person is weighed, where a machine is operated by pennies, \$2; for each machine vending candy, \$6; for cigarette vending machines, \$10; for soda water vending machines, \$10; for electric music vending machines (juke boxes), \$15."

Geo. H. Fox Named New NCA Field Man

CHICAGO, Jan. 3.—Philip P. Gott, president of National Confectioners' Association (NCA), has announced the appointment of George H. Fox as field representative.

Fox, a member of the bar of the State of Illinois, is scheduled to work with candy manufacturers in the various States where special situations warrant. State legislation in the retail sales tax, food and drug fields will receive Fox's pointed attention.

During the past five years Fox served as secretary of the legislative committee of the American Dental Association, with headquarters in this city.

Plan \$2,000,000 Coca-Cola Bottling Plant, Cleveland

CLEVELAND, Jan. 3.—Coca-Cola Bottling Corporation here and its subsidiary, the Cup Vending Machine Company, will erect a \$2,000,000 bottling plant in Cleveland this year, it was announced by William O. Mashburn Jr., president, and his brother, J. C. Mashburn, vice-president of the companies. The brothers operate bottling plants in Cleveland, Cincinnati and Springfield, O.

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ANALYZE JUKE BOX TRENDS

John Gabel Co. Considers New Juke for 1948

Survey Phono Field

CHICAGO, Jan. 3.—The John Gabel Manufacturing Company, a firm that manufactured coin-operated music machines from 1906 until the beginning of World War II, may re-enter the automatic phonograph field sometime in 1948, it was disclosed this week by Robert Gabel, firm president.

The Gabel firm's last coin phonograph was the Gabel Kuro, an extremely modern piece of equipment that compares favorably with the designs of music machines introduced during the past year. Following the United States' entry in World War II, the Gabel firm began manufacturing 100 per cent for the armed forces. Since the war the company has manufactured continuous play mechanisms for telephone music systems.

Surveys Field

Robert Gabel said that he had recently completed a survey of the coin phonograph field in order to get a clear picture on the needs of the industry as a whole. While the final results of the survey have not been completely mulled as yet, he indicated that one of the prime needs of the music machine business is a phonograph that can be sold to operators for \$500 to \$600. Gabel stated that his firm is making every effort to further investigate all the conditions regarding supplies and manufacturing conditions for coin phonographs to see if a quality music machine can be turned out at this price.

Robert Gabel also revealed that just a year ago the firm had planned a new coin phonograph which was to have been introduced at the coin machine show in February, 1947, but due to uncertainties in the general business world prevalent at that time including the high price on music machines, the firm decided to specialize in parts manufacturing and put aside its coin phonograph manufacture.

New Officers Set for Miss. Phono Group

JACKSON, Miss., Jan. 3.—Election of both new officers and additional members of the board of directors highlighted the December meeting of the Mississippi Phonograph Operators' Association, Inc. (MPOA), which took place here recently in the Hotel Heidelberg. During the meeting it was announced that MPOA headquarters had been moved to 118 South Farish Street, this city.

Results of the election follow: T. C. Null, Meridian, president; S. P. McCormick, Jackson, vice-president, and Roscoe Redd, secretary-treasurer. W. F. Pratt, Jackson, remains as association attorney.

Add Board Members

Until now the board of directors had been represented by nine key members, but in order to have each (See Miss. Phono on page 97)

Wolf Roberts Puts Up Safety Prizes For Denver Youth

DENVER, Jan. 3.—Wolf R. Roberts, head of Wolf Sales Company here, is offering U. S. Savings Bonds as prizes to Colorado high school students who write the best essays on traffic safety, according to an announcement by Colorado Governor Lee Knous this week.

Three bonds will be offered as prizes: a \$100, \$50 and \$25 bond as first, second and third awards. Members of the State Highway Safety Council will be appointed by the governor to act as judges of the contest.

Roberts, who is a distributor for Wurlitzer juke boxes, added to his public relations activities with the recent presentation of a juke to the governor for installation in the State Industrial School for Boys. This donation, which was his 20th to charitable institutions during 1947, was publicly acknowledged by radio commentator Jimmy Fidler in a recent broadcast. Upon the recommendation of Dick Haymes, Roberts was awarded a watch and a \$50 savings bond for his humanitarian work.

Music Machine Industry Enters 1948 With Trio Of Problems To Solve

Many Changes Ahead for Automatic Phonograph Business

CHICAGO, Jan. 3.—With the price of a juke box tune pegged at a nickel, and phonographs selling for prices no one would have believed possible four years ago, the coin-operated music industry is likely to look on the new year with a somewhat jaundiced eye. The average music operator is not welcoming 1948 with bubbling optimism, nor will the average distributor and manufacturer. All is not well in the music machine industry, and the trade is the first to recognize the need to deal constructively this year with the serious problems now facing it.

Three of the major problems the industry faces in 1948 are:

1. What realistic production goals can be set?
2. What to do about the apparent weakening of manufacturer-distributor relationships.
3. How to strengthen the industry at the operator-location level.

Output Planning Problem

A dislocation in manufacturers' production planning during 1947 constitutes one major problem. When the juke box makers began converting to peacetime pursuits after four years of war work, producers, distributors and operators wondered whether output would ever be sufficient to equal demand. More than one manufacturer confidently expected no real selling problem for as long as two years. By mid-1947, everyone was ready to admit that the market had slowed down, that operators were not buying in quantity sufficient to equal production.

Altho there are no concrete statis-

tics available for juke box production during 1946 and 1947, juke box manufacturers themselves estimate that nearly 200,000 boxes came off the assembly lines during that two-year period. This is a remarkable record when it is remembered that the average yearly production for the 1936-1939 period was approximately 72,000 phonographs. In that four-year pre-war period the music industry was just getting on its feet. It had not yet arrived.

Boxes Stack Up

After the initial burst of replacement orders, operators' buying slacked off. But most phonograph manufacturers' production held steady or continued to gain, and it was not long before some distributors reported new boxes were stacking up on them. When this fact was apparent, at least one manufacturer—in March, 1947—ordered a cut-back in production, followed the initial cut-back with two more in May and September. But for the most part, in 1947, juke box makers continued to turn out phonographs at peak or near-peak capacity.

The second problem, stemming out of the first, is the state of manufacturer-distributor relationships at the beginning of this new year.

Top Juke Box Problems

1. What realistic production goals can be set?
2. What to do about the apparent weakening of manufacturer-distributor relationships.
3. How to strengthen the industry at the operator-location level.

At the end of December, 1947, it was apparent that the link between manufacturer and operator was weakening, because more than one distributing organization was not functioning smoothly. Beginning in late summer, and continuing thru December, *The Billboard* reported an average of five distributor changes per month, changes which involved giving a local franchise to another firm, enlarging a particularly aggressive firm's territory and splitting territories.

Climax Announcement

As a kind of climax, the Packard Manufacturing Corporation announced in the final month (*The Billboard*, December 27) that beginning with the first of the year it would (See Juke Box on page 92)

Rock-Ola Introduces 1948 Juke Box at Distrib Shows

CHICAGO, Jan. 3.—Juke box operators throught the country got their first look at Rock-Ola Manufacturing Corporation's new 1948 Magic-Glo juke box at special showings held simultaneously starting today at all Rock-Ola distributors.

Showings are scheduled to continue thru Sunday and Monday and in some localities thru Tuesday. (*The Billboard*, December 27.)

Several improvements are featured in the new Rock-Ola, including a new accumulator and debit-credit mechanism. Cabinet is bleached mahogany, with a special finish accomplished thru a special Rock-Ola process.

New Lighting Effect

The name, Magic-Glo, is derived from a special cylinder and shadow box which produce an unusual lighting effect in the face of the cabinet which is designed with a new color scheme of green and cherry red.

An all-steel front door has been

designed for the cabinet to prevent sagging and warping. The complete light-up assembly, slug ejector, drop switch and debit-credit unit are built into the door.

A new "skid-type" base has casters set into a heavy single block designed to make moving easy and yet keep the cabinet steady. A scuff-proof two-piece chrome base is used on the cabinet.

Playing mechanism is visible thru a window in the front of the cabinet. Inside appointments have been completely redesigned as have the coin slots, program, "thank you" register and the cancel button.

Selection has been simplified thru a new Lin-o-Selector which places title strips in direct alignment with corresponding selector buttons. Center 10 keys—juke is 20-selection—are of a special color so that hit tunes can be quickly designated. The program plate quickly snaps out for

(See Rock-Ola Intro on page 88)

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:

CAPITOL DISTRIBUTOR OFFICE DESTROYED BY FIRE. Heavy loss of records involved, with distribution for New York shifted to Brooklyn and Hartford. International studios also involved in blaze.

VITACOUSTIC IN PROMOTION DRIVE. Recording firm adding personnel to push new releases.

ANALYSIS OF SECOND ANNUAL BILLBOARD MUSIC RECORD POLL. Trends in the industry during 1947.

And other informative news stories as well as the Honor Roll of Hits, pop charts and record reviews.

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Confusion Grows on Grant Of Alabama Juke Licenses

MOBILE, Ala., Jan. 3.—Alabama's case of the "in-again-out-again" juke boxes is still keeping State operators guessing this week as the Alabama Alcoholic Beverage Control board indicated that it would continue to accept license applications, but took no action on those thus far received.

Hundreds of applications are reported on file now with the board and awaiting the green light. Some operators believe that machines will go on location by January 15, but there has been no official indication.

Col. R. E. L. Choate, executive secretary of the Alabama Music Operators' Association (AMOA) announced that "Lamar Kelly, chairman of the Alabama Alcoholic Beverage Control (ABC) board has advised that regardless of action taken by the board to suspend action on licensees' applications for music permits that they will continue to receive further applications from licensees."

Forward Applications

Choate said that applications for music permits would be picked up by ABC license inspectors in the various counties who will forward them to the ABC board headquarters in Montgomery. A request was made that no applications be made direct to the board headquarters.

Juke boxes in question are for tavern locations. Operators thought the situation had been cleared up when they were officially notified November 21 that the ban on music in places where alcoholic beverages are sold had been lifted by the ABC board. (*The Billboard*, November 29.)

However, confusion entered the picture December 10, five days before the order opening taverns to juke boxes was to become effective, when the board voted unanimously to suspend consideration of juke permits until it was assured that there would be proper compliance with regulations regarding them. (*The Billboard*, December 20.)

The decision came after board members noticed juke boxes on location before the effective date of the ban lifting. AMOA officials explained that their understanding had been that machines could be placed on location ahead of December 15 deadline if they were not put in operation.

The ban on music in taverns was slapped on Alabama locations in February, 1943, by ex-Governor Chauncey Sparks. The five years of the ban were punctuated with constant attacks against the measure and it played a big role in the successful election campaign of Gov-

ernor "Big Jim" Folsom, who declared that he intended to see that "the little man in Alabama gets his juke box and beer."

Folsom particularly attacked "discrimination" in enforcement of the measure, pointing out that if members of private clubs, which under the ban were allowed to have music and dancing along with their drinks, could escape the restriction "then the average person ought to have music with his beer."

Alabama operators, and particularly the AMOA, worked hard to see that the ban was repealed, but their pleas met deaf ears until the Folsom administration took over the State capitol.

Pointing out the work of the association in fighting the ban and in promoting favorable legislation which was passed at recent sessions of the State Legislature and has saved juke box operators in Alabama thousands of dollars in licenses this year, AMOA officials are increasing their efforts to enlist non-members to join the group.

To Make Tour

Secretary Choate is scheduled to make a tour of the leading cities of the State in the near future to promote the membership drive. He points out: "It's my hope that the outsiders will come in and join with us in our efforts to build up a standard of the music machine business in Alabama. So many operators are prone to sit back and 'let George do all the work' and bear all the cost of improving conditions, and this leads us to feel that we are more or less butting our heads up against a brick wall to try and do anything for this business."

It will be an association policy to see that the rules established for the use of juke boxes in taverns by the ABC board are adhered to by AMOA members, Choate pointed out.

**AMI
phonograph**

CHOPS SERVICE COSTS!

ROCK-OLA INTROES

(Continued from page 87)

easy title-strip changing.

New "anti-cheat" selection switch assembly is also featured. The new debit-credit unit is cased in a dust-proof housing. Again featured is a composite unit for the entire electrical system used in the 1947 Rock-Ola machine. An "anti-cheat" total play register is included in the new model.

Featured for the first time is a special pick-up arm which, altho using a standard phonograph needle, places only one ounce of pressure on records. Record trip switch operates on only one-half ounce pick-up arm pressure. The new tone arm has a special crystal cartridge.

An improved amplified unit has been developed for the phono. It features matched tubes, rubber cushion mounting, a single jack-plug for use with local or remote speakers, with 500 ohm output for remote speakers.

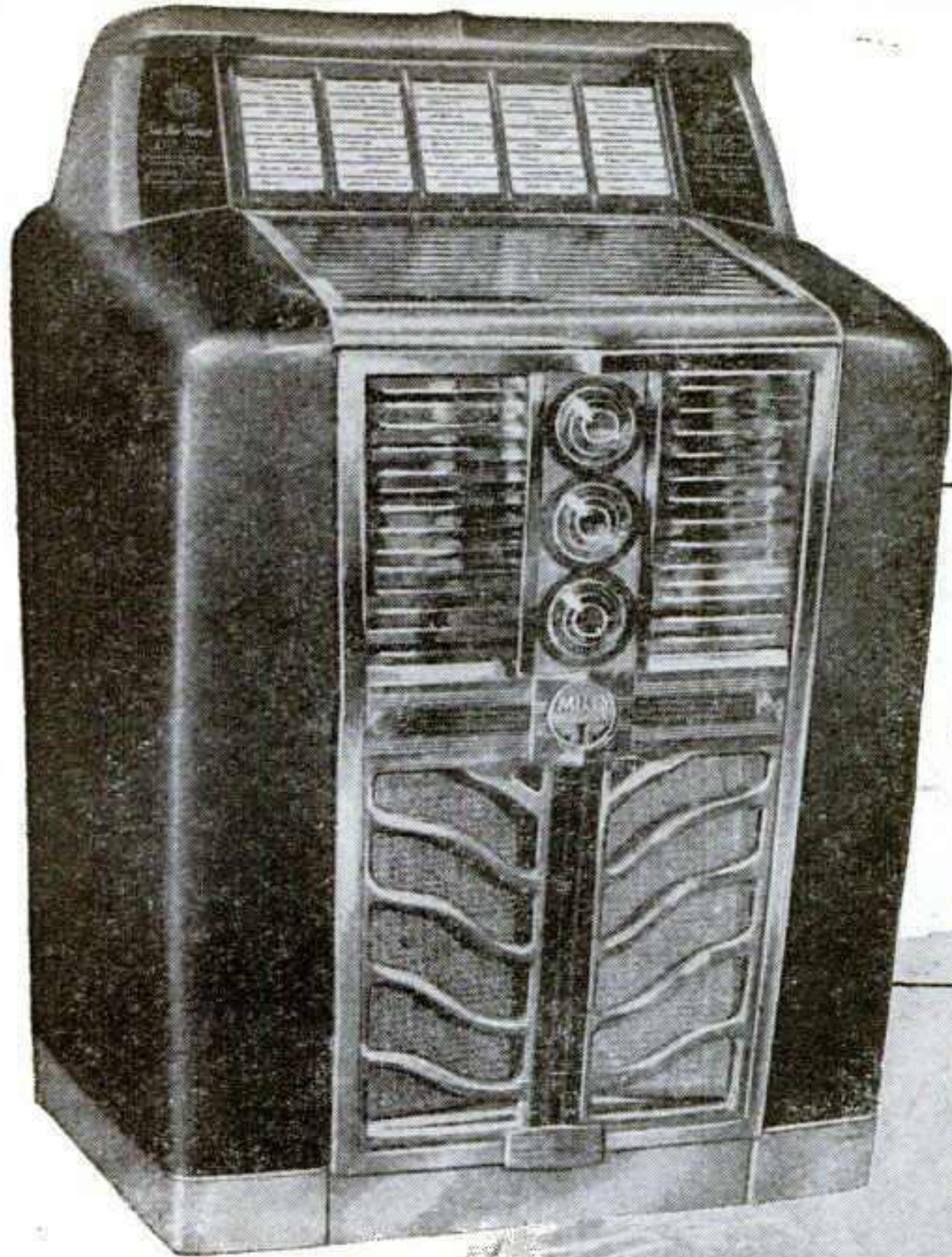
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Uncle Art Satherly, Columbia v.-p. and recording executive for folk music, spent the last couple of weeks cutting hillbilly and Western sides in Chicago, Nashville, Knoxville and Charlotte. . . . Bill Nettles, of KOGI, Orange, Tex., has two more tunes on wax, with his *Troubles All I've Ever Known*, done by the 101 Ranch Boys on Canzonet Records, and *Have I Waited Too Long?* by Odie (Pop) Nichols and His Melody Boys on Red Barn label.

The Down Homers, formerly with WOWO, Fort Wayne, Ind., and the

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Hoosier Hop, ABC network, are now heard over the New England regional web, originating from WTIC, Hartford, Conn., with two different shows. Their latest releases on Down Home platters are *Cool Water*, *Old Shep*, the *Yodel Polka* and *Out Where the West Winds Blow*. . . . Roy Wallace has returned to his home in Indianapolis after completing a tour of New York State with

Tex Maynard's Hillbilly Circus. On his way home he did a show with Curley Miller, the emcee, from WWVA, Wheeling, W. Va.

Jim Allen, of the *Western Jamboree*, New York, reports that Elton Britt leaves Gotham for the Coast after the first of the year to discuss picture work with one of the major studios and do a series of personals in California. . . . Rosalie Allen will make a series of shorts for Columbia pix in New York and will continue her production of *Western Jamboree* shows in the New York area, with the next one set for White Plains, N. J., January 17. Rosalie is currently conducting the only hillbilly disk show in Gotham over WOV, called *Prairie Stars*, from 10 to midnight each evening.

Curly Fox and Texas Ruby, ex-Columbia diskers, have been inked by King platters. . . . "Lonesome Gal," fem platter pilot whose identity is unknown to her Dayton, O., listeners, has cut her first eight sides for King, which will be released in an album.

She is heard over WING, Dayton, six nights per week. . . . Hawkshaw Hawkins, of WWVA, Wheeling, W. Va., has purchased two show ponies and will train them for use on his next p.a. tour of the East.

Victor has cut some special platters pairing Rosalie Allen and Billy Williams in sweetheart duets. . . . Gaby Drake, ex-cowboy single, has organized a group, called the Herdsmen, and opened at Kay Sweeney's in Union City, N. J. . . . Smoky Warren, brother of band leader Shorty, became the pappy of a daughter last week.

Eddie Arnold cut 16 sides for Victor last week in New York. . . . Newest band sensation in the East is Shorty Warren and His Western Swing Band, broadcasting over WAAT, Newark. The Warren combo has cut 10 sides for Trope Records and is appearing nightly at the Club Argyle, Newark. . . . Ray Whitley finishes his Southern tour and returns to New York January 15.

Art Young, formerly at WKBW, Buffalo, has moved to WWOL, Lackawanna, N. Y., where he is doing a three-times-per-week shot. His former partner, Harmonica Bill Russell, is now with Smiley Burnette.

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Ops Report Return to Normal In Holiday Juke Box Rentals

CHICAGO, Jan. 3.—Juke box rentals for holiday occasions have reached their leveling off point if the experiences of Chicago operators during the past holiday season are any indication.

Phonograph rentals here during the Christmas season showed a marked increase over 1946 with some operators having as high as 100 per cent increase in rentals. However, use of rented juke boxes for New Year's Eve parties took a turn the other direction, dropping 30 to 50 per cent from the peak reached a year ago.

1946 Record Year

Use of rented juke boxes for holiday parties showed a steady increase during the war years and broke all records last year, but with the social life of the nation on a more even plane this year, what is believed by operators to be a "normal" has been reached.

Increased availability of equipment for short-time rental use has helped operators capitalize upon the demand this year as machines not suitable for regular location use any longer are replaced with newer juke boxes. Most any type of used equipment that is still able to turn out tunes with or without a coin chute to guide them can be used to meet holiday party requirements. Some parties demand "fancy" equipment, but the majority are most interested in getting music that sounds good and overlook defects in cabinets and such incidentals.

ABC Rentals Up

Bob Gnarro, of ABC Music Service here, told *The Billboard* that his Christmas rentals went up by 100 per cent over last year. This he attributed to the increase in the number of plant and office Christmas parties which called for juke boxes to furnish music.

Other operators, likewise, reported increases in rental business this Christmas, and it was pointed out that since larger parties, such as those held at plants and offices, usually require larger or more elaborate equipment the income from this source is greater than for rentals for use at private home parties.

Jukes for Homes Drop

Home parties which use juke boxes for music are on the decline, it was reported. This has accounted for the decline in phonograph rentals for New Year's Eve, operators say.

Adolph Raymond, head of A & M

Music Company, whose New Year's juke rentals are down 50 per cent from last year, says that 80 per cent of his year-end rentals go to private homes, with only 20 per cent to halls and other semi-public spots. Anton Oomens, Walter Oomens Sons, also reported a reduction in such rentals.

Two Factors

Operators said that two factors account for most of the drop in use of juke boxes at home parties: (1) The tendency of more families to spend the evening outside of their homes, and (2) an increase in the number and use of home phonographs.

Following the war, ex-servicemen often desired to spend the evening at home with their families, but now that their home life has again been established and, in most cases, their income is greater, night clubs and other spots for celebration are getting the nod for New Year's Eve.

The increase in home phonographs has been marked by a large sales rise in radio-phonograph combinations during the past year. Record buying by the public has followed suite, making juke box rental, in most cases, unnecessary for private parties.

New Year Requests Off

Other operators surveyed by *The Billboard* reported a definite trend toward an increase in juke rentals at Christmas as compared with New Year's Eve, which until this year has been the No. 1 rental date.

Christmas rentals have always been mainly for office and plant parties, with home celebrations accounting for but a small percentage of the yule business.

Giving impetus to the idea that the increased number of home combinations cut into juke rentals for the year-end events, Mrs. H. Gillette, head of Gillette Distributing Company, stated that the first two days after Christmas saw a 20 to 25 per cent increase in record sales over her retail record counter. (Firm does not rent juke boxes, altho it operates them.) This would indicate that many people were preparing to use their own phonographs for home parties, she said. Anton Oomens, concurring in this belief, stated that his retail sales of home combinations showed a big increase immediately preceding Christmas, which will mean more homes so equipped this season, he pointed out.

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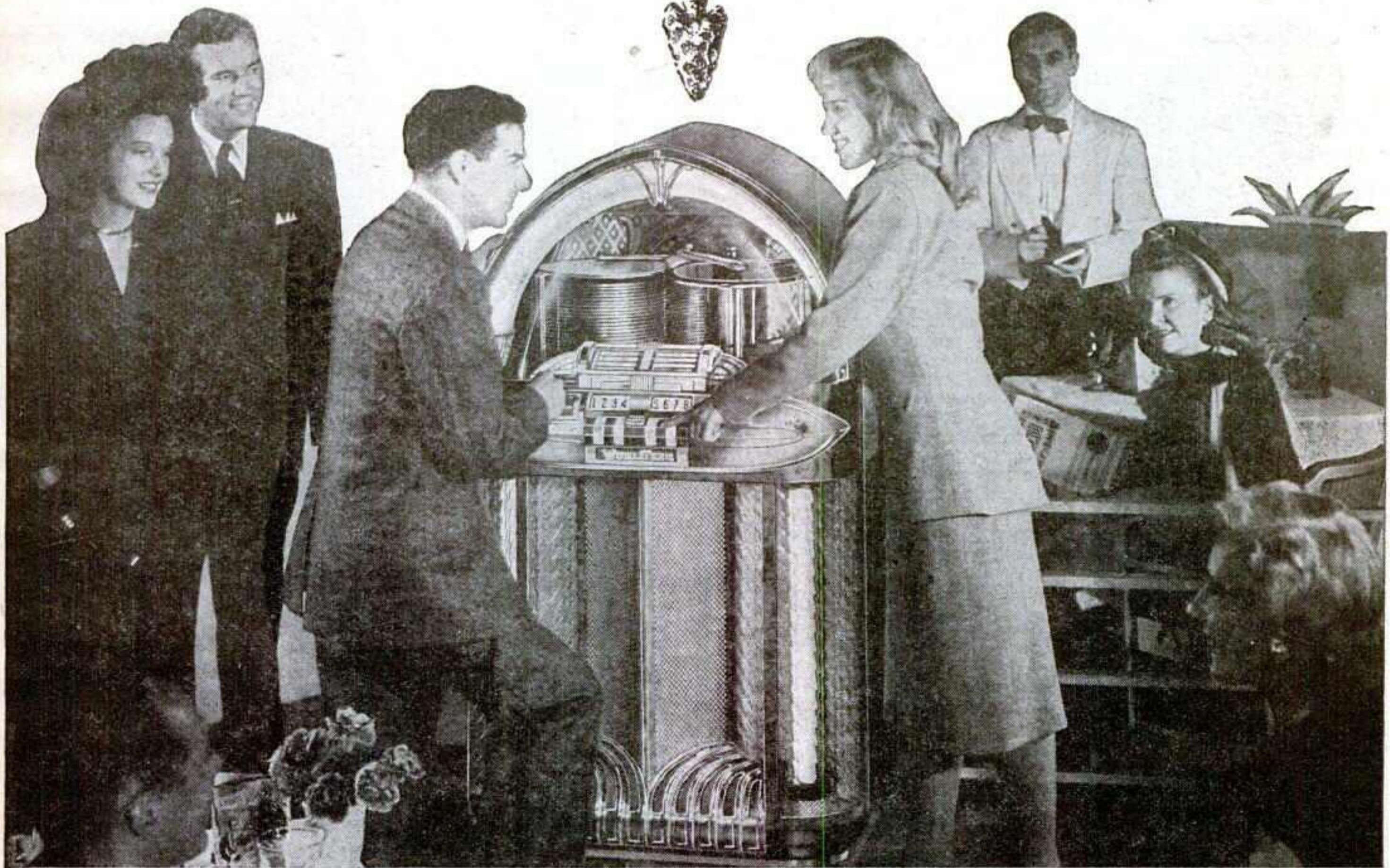
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➔ From its full-vue Sky-Top Turret window to its glistening metal base... from its revolutionary Encore Program Selector to its crystal clear plastic pilasters, this Wurlitzer 1100 is loaded with money-making eye appeal. Add tone so thrilling, so true that you'd swear the entertainers were right in the room, and you have the Wurlitzer 1100 *with an earning power as brilliant as this gorgeous instrument itself.*

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➔ Up to 2000 plays from a single record with amazingly little loss of fidelity! That's what the Zenith Cobra Tone Arm contributes to the economy of operating the Wurlitzer 1100. Quick-as-a-Flash Replacement Units carry that economy further. They make parts removal and replacement from 2 to 100 times faster. A play stimulator! A service cost saver! The Wurlitzer 1100 is both. See and hear it in action—NOW!



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PHONO RECORDS



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7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO

Juke Box Trends Analyzed; Problems Confront Industry

(Continued from page 87)

revert to selling policies established when commercial phonographs were first springing to popularity. All Packard distributor contracts expired December 31, and in their place the distributors were offered new contracts, at reduced commissions, which makes them sales agents.

Under terms of the new Packard contracts, these sales agents will merely take orders for equipment, turn the orders into the manufacturing firm which will then ship direct to the operator. Service, formerly provided by the distributors, will be rendered thru a number of regional service agencies.

By mid-January, a second juke box manufacturer is expected to announce a new sales program similar to the plan already put into effect by Packard.

Lower Price

The Packard plan will have the effect of lowering the price on that firm's juke box. Altho there has been no official announcement from company officials, the trade understands that the Packard Manhattan, which formerly listed at \$1,000, will sell to operators at \$625 cash or \$695 on a time-payment plan, whereby the operators are given two years in which to pay off the equipment.

Price of equipment again seems to be the principal reason for the new selling program.

Music operators are currently operating machines more than they ever did before. More than one distributor, dissatisfied with his sales, started his own routes when phonographs consigned to him on a quota basis began mounting up in his stockroom. Other distributors, who have sold equipment on time with little or no down payment have since had to pick up the paper. Rather than turn the equipment over at a loss, many of these distributors have kept the repossessed routes intact and are now operating them.

Something Wrong

Whatever the fundamental reasons for the weakening of the distributor chain—whether production is not gauged properly to demand, or prices are just too steep to induce operators to replace equipment in reasonable quantity—one fact is clear: When a distributing organization can no longer make distribution its main function, but must turn instead to operating, something is wrong.

Complicating, and interwoven with these two problems, is the essential change in the industry at the operator-location level—a change which has become increasingly evident during the past year.

During 1947, no one in the commercial phonograph business has failed to sense this change. It came about slowly in the war years, when manufacturers were unable to produce new equipment. During that four-year war period, the juke box industry matured, and when it came of age it lost a great deal of that quality which gave it its start in the early '30s—in other words, it lost much of its novelty appeal.

No Longer a Novelty

Now that juke boxes have become a familiar object in every conceivable location, and home phonographs are numerous, the automatic phonograph has come out of the novelty or gadget stage. This does not mean that the juke box is less popular today than it was in 1943, but operators have found the maturing process has opened the door to new problems because the juke box must now compete commercially with new entertainment ideas. And some of these new ideas have the same sort of novelty appeal which the juke box

offered in its early days.

Television is probably the best example. Now that the initial flurry over tavern video has died down, and operators have had a chance to look at the record books, many say that television did not bite as deeply into their grosses as they first expected. But they remember that television is still in its infancy and that its biggest growth is yet to come. The juke box will have to face up to this competition.

Telephone music systems—like Muzak—have cut into juke box business. The smaller spots into which telephone music is now piped might well have supported juke boxes. With modern sound distribution, auxiliary speakers and wall boxes, the phonograph operator could easily service the type of smaller location into which telephone music is now being piped.

Shy From Dime Play

With its gadget or novelty value worn thin, the juke box must gain and hold locations on the basis of its acceptance and popularity. And unlike other entertainment businesses, the automatic phonograph seems committed to a fixed price. Both operators and the public have thus far shied away from dime play, and there are no indications that this shyness will change.

Early in 1947, operators indicated that they would not attempt to increase the price per play from the established nickel, despite the fact that two manufacturers—Wurlitzer and AMI—urged that the dime, three-for-a-quarter idea be given a try. But there was no mass movement to experiment with the dime price, since operators said they were largely convinced that the business could only continue at a nickel price. Behind operators' reluctance to adopt the dime, three-for-a-quarter play price, of course, was the lack of unanimity.

(See Juke Box on page 96)

Protest Juke Box Tax Rise

NEW LONDON, Conn., Jan. 3.—Location owners here have protested a proposed tax on juke boxes, which they claim would hurt them and be "of little benefit to the city."

Plans call for a per machine tax of \$25 with an additional \$5 for each wall-box outlet. Along with the proposal is another aimed at raising the per-machine tax on pinball games from \$10 to \$25.

Restaurateurs have led the protest against the tax, pointing out that their business is off considerably and that the high tax would mean that things would be even worse.

Baltimore Firm Gets Juke Distributorship

CHICAGO, Jan. 3.—J. A. Weinand, sales manager of the Rock-Ola Manufacturing Corporation, this week announced the appointment of General Vending Sales Corporation of Baltimore as Rock-Ola distributor in that area effective January 1.

General Vending will begin its activities as a Rock-Ola distributor with a special showing of the new 1948 Magic-Glo model beginning today and running thru Monday (5).

Irvin Blumenfeld, Harry Hoffman and George Goldman, General Vending officials, have invited all coinmen in the Baltimore area to attend the special showing, which will be held in their display rooms at 237-45 West Biddle Street in Baltimore.

Chi Tavern Owners Boost Placement of Own Disks on Jukes

CHICAGO, Jan. 3.—Local tavern owners have increased the number of their own disks going on juke turntables, it was observed this week.

Usually, disks are old favorites the location owner has kept for his own enjoyment and which he feels will appeal to his patrons. Many operators and tavern men reason that the oldies appeal to the sentimental side of the customers, and altho they do not have the sustained pulling power of the newest hit, they do make profitable juke material.

Operators here say this indicates a big potential field for come-back numbers made from old masters, which will help keep record stocks full when the last of the pre-December 31 releases are served up.

New Territory For G. Sutton

LOUISVILLE, Jan. 3.—A new firm known as Sutton Distributing Company has been established here to service this area as distributor of Wurlitzer phonograph equipment.

Headed by Gordon Sutton, the new firm will have its headquarters at 650 South First Street. Ted Parker, formerly of Detroit, will be manager of the new firm, with Sutton handling the presidency in addition to his duties as head of Wurlitzer distribution firms in Indianapolis and New York.

Sutton will leave Chicago this week and pay calls to his Indianapolis and Louisville offices before establishing residence in New York. He plans to commute by air between his three distribution activities.

S. C. Charter to Music Firm

COLUMBIA, S. C., Jan. 3.—The secretary of state has issued a charter to Service Music Company to deal in coin-operated machines at York. Capital stock, \$10,000. John W. Wilson is president.

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New York:

New York's record snowfall last week froze activity on coin machine row close to the zero point. Deliveries of equipment slowed to a skidding halt. Sidewalk business transactions were not to be seen, as those brave enough to face the elements munched their way to store interiors—where there was usually a prescription of holiday spirits to restore circulation. And, strangest phenomenon of all on the avenue this week—no double parking.

The National Association of Tobacco Distributors invites all its members and friends to visit its new and larger quarters at 200 Fifth Avenue. . . . Rudy Greenbaum, general sales manager of the Aireon Manufacturing Corporation, in town for a few days last week. . . . Phil Mason's office at Dave Lowy & Company decorated with scores of Christmas cards.

Lou Hirsch, Silvertone Music prexy, back in town after a three-week vacation in Miami, with regards from former New York operators Moish Marder, Murray Blane, Willie Blatt, Bob Jacobson, Lee Rubinow and Herman Gross. . . . Al Pasternack no longer with Runyon Sales Company. . . . Irving Fenishel, Milrose Music Company, back on the job after a bout with the flu.

A. E. Kessler, public relations director of United States Television, invited to lecture the journalism students of Long Island University on public relations next week. . . . Tom Manca at his farm in New Paltz for the holidays. . . . Robert Mishelow, of Reliance Music, laid up with a heart ailment.

Mario Caruso, president of C-Eight Laboratories, has set up housekeeping in New Bedford, Mass., near the site of his firm's new plant. *The Standard-Times*, New Bedford paper, recently front-paged a feature story on the new plant, which is scheduled to resume production on the Electro cigarette vender soon. . . . *Merry Christmas Land*, the show which drew thousands of youngsters to the Grand Central Palace last week, featured among its many attractions coin-operated Voice-o-Graphs, Atomic (See New York on page 94)

Los Angeles:

Vend-o-Matic Sales Company received their first 10 Kwik-Kafe coffee machines which they will operate in the San Francisco area. . . . Smith & Bell Automatic Enterprises are lining up candy bars to be dispensed in their new candy venders. . . . M. S. Winters and J. B. Powell, Automatic Equipment Maintenance & Sales Company, visiting old friends along coin row. . . . Bill Aldridge, president of Kwik-Kafe of California, spent the holidays with relatives in the East after attending the NAMA convention. Rush Rusherton, also of Kwik-Kafe, was seen passing out cigars in celebration of a new arrival at his house.

J. Kurtz, Kayem Products, Inc., due back in town after spending the holidays in the East. . . . Jack Greenfield, Coast Enterprises, returning from the NAMA convention, declares it was the greatest show ever. . . . C. A. Robinson, of C. A. Robinson & Company, says he will remain in town until time to go to the CMI show. . . . Aubrey Stemler, of Stemler Distributing Company, home after attending NAMA show.

A. V. and Bob Shipman, of Shipman Manufacturing Company, are taking two hand-made models of candy machines back to the Chicago CMI show. Production is expected to be in swing on or soon after February 1. Jack Olson, sales manager, is busy preparing a brochure on the new equipment. . . . Visitors along coin row at Badger Sales include Niles Smith, Oildale; Claude Sharpsteen Sr. and Claude Jr., both

Detroit:

Ben Filkoff, of the American Distributors, has returned from a vacation in Florida, where he was joined by his associate Morris Richman. . . . The McGee-Hale Parking Meter Company is installing 85 parking meters at Tecumseh. . . . Harry Atkinson, city treasurer at Battle Creek, reports the local parking meters have yielded coins from 15 foreign countries for his own collection.

Robert Robertson Jr. has established the Automatic Phonograph Service to handle servicing of juke boxes for local operators. He may go into the operating field at a later date, but at present will handle servicing only. Robertson was with various distributors here for several years, and was service manager for Martin Distributing Company for three and a half years. . . . Nu-Way Popcorn Sales has been formed here to operate a route of the T and C hot popcorn venders. Owners are Anthony A. Szwarga, Mrs. Florence Rake, and Nicholas B. Porosky, a former law student who is handling the legal end of the business.

Michael Radlow and William E. Smith, both newcomers to the vending business, are starting a route as the Greater Midwest Canteen Company. They are operating a route of nut vendors at present, and may add other types of machines later. . . . Roy W. Clason, field representative of the Michigan Automatic Phonograph Owners Association, is completing arrangements for the group's big annual convention, to be held at the Latin Quarter in Detroit. . . . Joseph Brilliant, of the Brilliant Music Company, was to be host over the week-end at a preview of the new Magic-Glo Rock-Ola.

Carl Angott, of the Angott Sales Company, was another flu victim last week. Madeline Gorman, secretary of the Angott Company, was just able to return to the office after a holiday flu attack. . . . Dr. Martin P. Freese, head of the Continental Vending Machine Company, is planning to move to larger quarters because of rapid expansion of the company.

Joseph H. O'Connor, of Consolidated Productions, reports the adaptation of their Radiotel coin-operated radio for individual beauty parlor use by the provision of special ear phones. . . . Iz Levin, Cadet Record Distributing Company, was on the sick list with a severe cold last week. . . . Morry Kaplan reports business good, with several new record favorites coming up in his field.

Event marked formal housewarming for the new MMBA headquarters on Fenkell Avenue, which were opened several weeks ago, and give the new organization a permanent home of its own. Front space, laid out in a store building, is utilized as office and conference room, while the rear is used as a clubroom and assembly hall.

Michigan Miniature Bowling Association (MMBA) held open house for members, wives and friends at their new clubrooms and headquarters Wednesday (31) as a preliminary to New Year's Eve. President Charles Curtis was in charge of arrangements. Leading operators of amusement equipment, as well as distributors and guests from other branches of the coin machine industry, attended. Generous buffet luncheon and appropriate refreshments were served to all.

of Yuma, Ariz.; John McGee, Downey; Ben Korte, Glendale; Fred Householder, Hemet, and Lee Wirt and John Harvath, of Montebello.

Indianapolis:

Indiana Motor Vehicle Bureau announced the names of those upon whom it will confer state license plates in 1948 and unveiled two new categories of distinctive licenses: Plates designating members of the United States Senate and House of Representatives. Senator Homer E. Capehart will get No. 1 senatorial plate. . . . Peter Stone, of the Indiana Automatic Sales Company, announced that over 900 reservations have been made for the dinner at the Athenaeum in connection with the introduction of the Rock-Ola model for 1948. According to Stone, no person in Indianapolis has seen or will see the new coin-operated phonograph until the official unveiling tonight (3).

Paul Bemis, local coin-operated phonograph operator, purchased new equipment while visiting coin row last week. . . . Indiana Music Corporation has a new 150 by 170-foot parking place at the rear of its new location for the accommodation of visiting operators. . . . Charles McDonald, service manager, Michiana Music Company, South Bend, Ind., was on coin row purchasing new equipment for his employer, Paul Paden. . . . R. E. Boyd, local amusement center operator, was on coin row purchasing arcade and carnival equipment.

Dan Brennan, of the Indiana Music Corporation, Aireon distributors, planned to Kansas City, Mo., and stopped at St. Louis and Des Moines on his return. . . . B. Manley, manager of the Indiana Music Corporation, is confined to his home by influenza. . . . Dan Brennan has gone to New York to visit his family, and while there will also attend to some business matters, combining business with pleasure. . . . Paul Jock, head of the P. J. Distributing Company, Inc., distributors of AMI phonographs, visited operators in Western Indiana.

Chicago:

Visitors to coin firms are few and far between these days with most out-of-towners staying at home during the holiday season and waiting for the January coin machine show to visit the Windy City.

Christmas and New Year's parties were the order at many coin firms during the past two weeks. Office force and department heads at the United Manufacturing Company got a special treat in the form of a big New Year's Eve party at the Chez Paree as guests of Lyn Durant, head of the firm. United is still going strong on its Singapore pin game and roll-down, Billy DeSelm reports.

Empire Coin Machine Exchange reports a very good month of sales during December, topping December 1946 by a healthy margin. Paul Glaser plans a trip to New York if he can get thru all of the snow in that section. He will stay a week.

Gordon Sutton leaves Illinois Simplex this week to make his headquarters in New York. He plans frequent trips back to the Chicago area, however, where his family will remain for the present.

Rock-Ola Manufacturing Corporation has been busy getting set for the premiere showing of their new 1948 juke box, Magic-Glo. All field representatives have been in the factory headquarters here during the past week being briefed on the new model. The main offices will be an empty place over the week-end as most of the personnel takes off for the various showings at distributors throught the country.

Jack Nelson & Company is busy getting ready for its display at the coming coin machine show. Its exhibit at the show will feature the Pop Corn Maid popcorn vender and other vending equipment handled by the firm. Also shown will be the special phono bar box brackets manufactured by Nelson.

Phil Rubey and Bruno Kosek, of Mid-State Company, are planning to (See Chicago on page 95)



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Ginger	190.00	Superliner	52.50
Gold Star	18.00	Sun Valley	19.50
Kismet	27.50	Super Score	77.50
Midget Racer	42.50	Sun Beam	\$17.00
Maisie	132.50	Suspense	57.50
Monicker	17.50	South Paw	16.00
Play Boy	105.00	Show Girl	67.50
Broncho	165.00	Torchy	135.00
Big League	37.50	Tornado	97.50
Big Parade	18.00		
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COINMEN YOU KNOW

New York:

(Continued from page 93)

Bombers, card venders, metal typers and Electroplanes.

Barney Saphrin's associates at Boro Automatic Music and his many friends are mourning his passing. Barney died of a heart attack last week, at the age of 52.

Hamilton Hoge, president of United States Television (UST), announced four new distributors this week for the firm's home and large-screen, public-location tele sets. National Television Corporation will handle UST products in Baltimore; Domestic Heat & Engineering Company, Cleveland; Hastings Sales Engineering Company, in Boston, and Television Distributing, Inc., in Buffalo.

Eddie Slevin, Dynamic Devices' assistant engineer, hard at work these days readying the manufacturing firm's two new roll-downs for the CMI show. . . Ralph Hotkins, president of Capitol Projector Corporation, relaxing a bit after the hectic holiday season. Midget Movies proved a popular draw for kiddie play at toy sections in many department stores. With the post-holiday slack, Ralph has a chance to devote more time to Capitol's new coin-operated sound movie machine.

Nat Cohn gave up the unequal struggle against the elements Friday (2), when sleet and rain ganged up on the commuter traffic. Rather than beat his way to his office at Modern Music Sales, Nat decided to remain in the comfort of his Long Island home. . . Irv Katz, of Apollo Records, planning to attend the CMI show.

George and Victor Trad, key men at Tradio, Inc., have set up a television theater in their Asbury Park plant, built around the company's console unit, Tradiovision. Up for an evening's entertainment recently was Asbury Park's mayor. . . Bob Jacobs has completely modernized his Coney Island arcade.

The Republic Theater, one of the first Broadway movie houses to install coin-operated popcorn venders, has added a Photomatic in its lounge. . . Sam Sacks, of Acme Sales Company, enjoying a vacation in Florida. Sam isn't expected back until January 19. . . Max Schaffer sailing on the Mauretania for an extended European vacation.

F. McKim Smith, Atlantic City arcade operator, president of National Association of Automatic Machine Owners, reports that heavy snows have kept visitors away in droves from Atlantic City coin emporiums. However, Mac informs that the New Jersey resort town has escaped the

sleet and ice which followed snows in New York City.

Julius Levy, local district representative of Lehigh Foundries, Inc., was kept busy this week servicing his firm's coin-operated nylon venders, on test location in three Whelan drug stores here. Incidentally, he reports that the shade of stockings receiving the biggest play currently is smoke, the color which shows slush stains the least of all.



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Chicago:

(Continued from page 93)

spend quite a bit of time around the floor at the coin machine show. Kosek has recently completed a trip thru Indiana, contacting coinmen there.

Jim Mangan, Coin Machine Industries, Inc. (CMI), public relations director, has offered his top-spinning ability to improve international relations. Mangan recently offered to take a trip to Russia to demonstrate his skill at the spinning art there. Mangan says that top-spinning is an ancient art in Russia and he believes that a demonstration of American ability in the sport would help to cement good relations between America and the USSR. He made his offer to the Soviet ambassador in Washington.

Chicago Coin Machine Company welcomed back Sam Wolberg Sunday (28) from his two-week stay in Florida. Firm's sales manager, Edward Levin, returned from a week vacation in Wisconsin last week. Chicago Coin boys all boost the firm's new Bermuda game, reporting good acceptance in the East upon its introduction.

Harold Pincus, Coin Machine Service, is preparing a new parts list which he will give out during the CMI show this month. Harold says the new list is much larger, containing many more parts and supplies than previous lists. . . . Atlas Novelty

Company, as has been its custom in former years, will hold open house at its headquarters here during the CMI show week. Personnel from firm's Detroit, Pittsburgh and Des Moines offices will meet in Chicago for the convention. Harold Schwartz reports.

Tom Dorociak, Forreston, Ill., was a Monarch Coin Machine Company visitor last week. Clayton Nemeroff also gives out with the information that Ruth Slutzky, formerly connected with the coin machine business, is now an aunt.

Vince Murphy, Globe Distributing, says that the two blind operators who were interested in the counting devices displayed at their NAMA booth last month are experts in the vending field. Both are bulk vender operators and showed an avid interest in the exhibits, particularly the bulk machine booths. Operators were Gordon Dietrich, from South Carolina, and F. Winslit, of Sheboygan, Wis.

Jimmy Martin, James H. Martin Company, reports that the record business will still whirl along at a good pace in spite of the big ban. . . . New Silver King penny gum ball vender, dispensing two balls for a cent, is right in line with the bulk gum vending trend, says H. L. Burt, head of Silver King Corporation. New unit is being widely placed, including spots in Alaska and also in Mexico. Burt keeps pretty well up on the vending trends; last year he got off to a good start in the nickel ball gum swing, and is currently up front in the two-for-a-penny field.

Vendall Company's new five-column candy vender attracted pointed operator attention at the recent NAMA show. Bert Riel reports. Need for the small unit was admitted by operators, who invariably could put their finger on certain of their own locations that would benefit by such equipment. Bert says indications are that candy prices have hit their peak.

The beginning of the new year found coin row here digging in the tedious but important business of taking inventory. Most of the coin manufacturing firms had reduced their working staffs during Friday and Saturday (2, 3) to those personnel who were directly working on inventory, with the rest of the staffs enjoying an extended holiday.

Nate Gottlieb reports that brother Dave made a quick trip to Dallas to spend a few days with their parents who live there. Dave got back in time to see the New Year in the Windy City among snow flurries. Morrie Gottlieb, who also resides in Dallas, was among the coin machine fraternity who saw the rugged Cotton Bowl game in Dallas on New Year's Day. He telephoned Nate to tell him both Penn State and Southern Methodist put up a titanic struggle. Nate reports that Humpy Dumpty popularity remains at the lofty peak that the game achieved when it was first introduced.

Lindy Force, AMI's sales manager, now fully recovered from the after-effects of the operation he had performed in November, was host to a group of friends at a New Year's Eve party in his Glenview, Ill., home. Joe Caldron, the firm's assistant sales manager, and Mrs. Caldron were among those who saw the New Year in with Lindy and Mrs. Force. . . . Robert Gabel, president of the Gabel Manufacturing Company here, reports that the firm is still interested in the juke box field. Gabel firm was in the coin-operated music field from 1906 to 1941, at which time the firm began producing parts for equipment used by the armed forces.

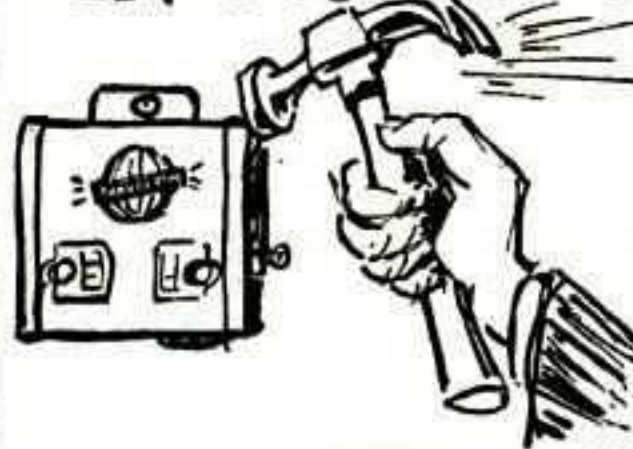
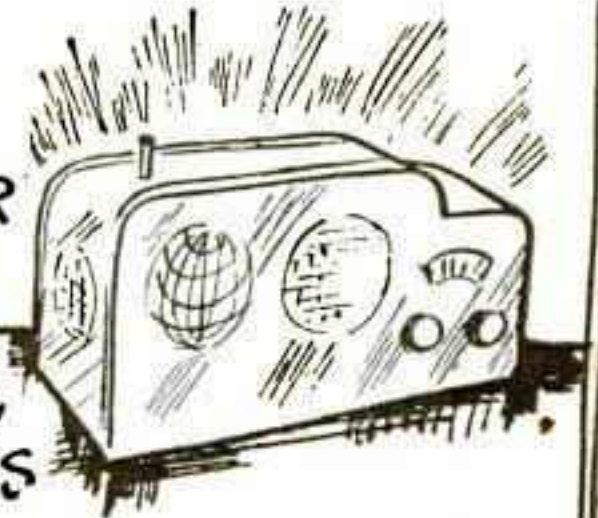
Frank Mercuri, of Exhibit Supply Company, reports that the firm's parts catalog will be released soon after the firm has a chance to get inventory taking out of the way. Probable release date for the catalog is about January 15.

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Flying Trapeze	140.00	Smarty	74.50	Midway	30.00
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Rio	130.00	Stage Door Canteen	44.50	Jeep	25.00
Lightning	90.00	Liberty	35.00	5-10-20	25.00
Kilroy	89.50	Trade Winds	30.00	Cover Girl	25.00
Super Score	89.50	Arizona	30.00	Big Parade	25.00
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KEENEY HIGH RIDE EXHIBIT STAR LITE**

★ ★ ★ NEW SLOTS ★ ★ ★	
Jennings Lite Up Chiefs, 5¢	\$324.00; 10¢...\$334.00; 25¢...\$344.00; 50¢...\$454.00
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5¢ MILLS BLACK CHERRY BELLS, Used.....\$135.00

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**Juke Box Trends Analyzed;
Problems Confront Industry**

(Continued from page 92)

imous opinion and the fear that unless every operator made the conversion to the increased price those who did convert would be placed in a vulnerable competitive position.

Front Money Common

At the end of 1947, having tossed the increased play price aside, operators could report that they were attempting to make adjustments in commissions paid locations. But competitive practices again held back any mass movement toward revising commissions paid locations. In the larger cities, most operators are taking top or front money, and that practice is expected to grow as more and more operating firms are able to show location management that profitable operation of new equipment cannot always be maintained under a 50-50 arrangement.

As it moves into 1948, then, the juke box industry faces a manufacturing problem, a distributing problem and a competitive problem at the operator-location level. No one in the industry is prepared to furnish the complete solution to these fundamental problems. But definite progress toward solutions is being made.

For the manufacturer, 1948 should call for a more realistic appraisal of the juke box market, gauging production to that market and making every effort to produce boxes at the best possible prices thru the most efficient distributing channels.

Question Need of Distributions

With one firm already departing from current selling methods, and another expected to do so shortly, the manufacturer must determine whether he needs a distributing organization—as the majority of the industry now believes he does—and whether he can make his franchises profitable for his distributors.

One juke box manufacturer, who has requested that his firm name not be used until the program is completely set up, plans to open entirely new markets to his distributors in the spring of 1948. Products which this firm has long marketed successfully thru other channels will then be turned over to the company's phonograph distributors, largely because the manufacturer believes these distributors can do a comprehensive selling job but also because the manufacturer recognizes that the profit potential in music machine distribution has declined. Not every manufacturer is in position to offer his distributors a diversified line to open up new markets, nor are all distributors in position to follow thru were they given the go-ahead signal. But the first step in that direction, to be announced within the next two months, may touch off a trend.

Re-Examine Quota System

Over and beyond this, 1948 would seem to call for re-examination of the quota system, where manufacturers are shipping a fixed amount of equipment monthly regardless of the distributor's real need. The year may likewise call for some changes in the functions of the distributor to bring manufacturer and distributor into closer co-operation. Careful scrutiny of the distributor's functions and liabilities may uncover responsibilities which should be more equally shared by both manufacturer and distributor, thus easing the distributor's load and making for more profitable and efficient handling of sales.

On the operator-location level, 1948 will certainly call for renewed selling efforts. The average operator knows he has a real educational job to do with location management. He knows that with a fixed return and increased cost he cannot add new equipment or replace old machines and still pay locations the same commission rate.

No pat rule for commissions can be set down, because conditions vary so widely between routes and between stops. The solution may lie in some commission arrangement similar to the "sliding scale" commission play now being successfully used in the vending machine industry. The sliding scale arrangement puts locations on a graduated scale, and the machine's gross determines the percentage to be paid the location. As the gross increases, so does the percentage paid the location.

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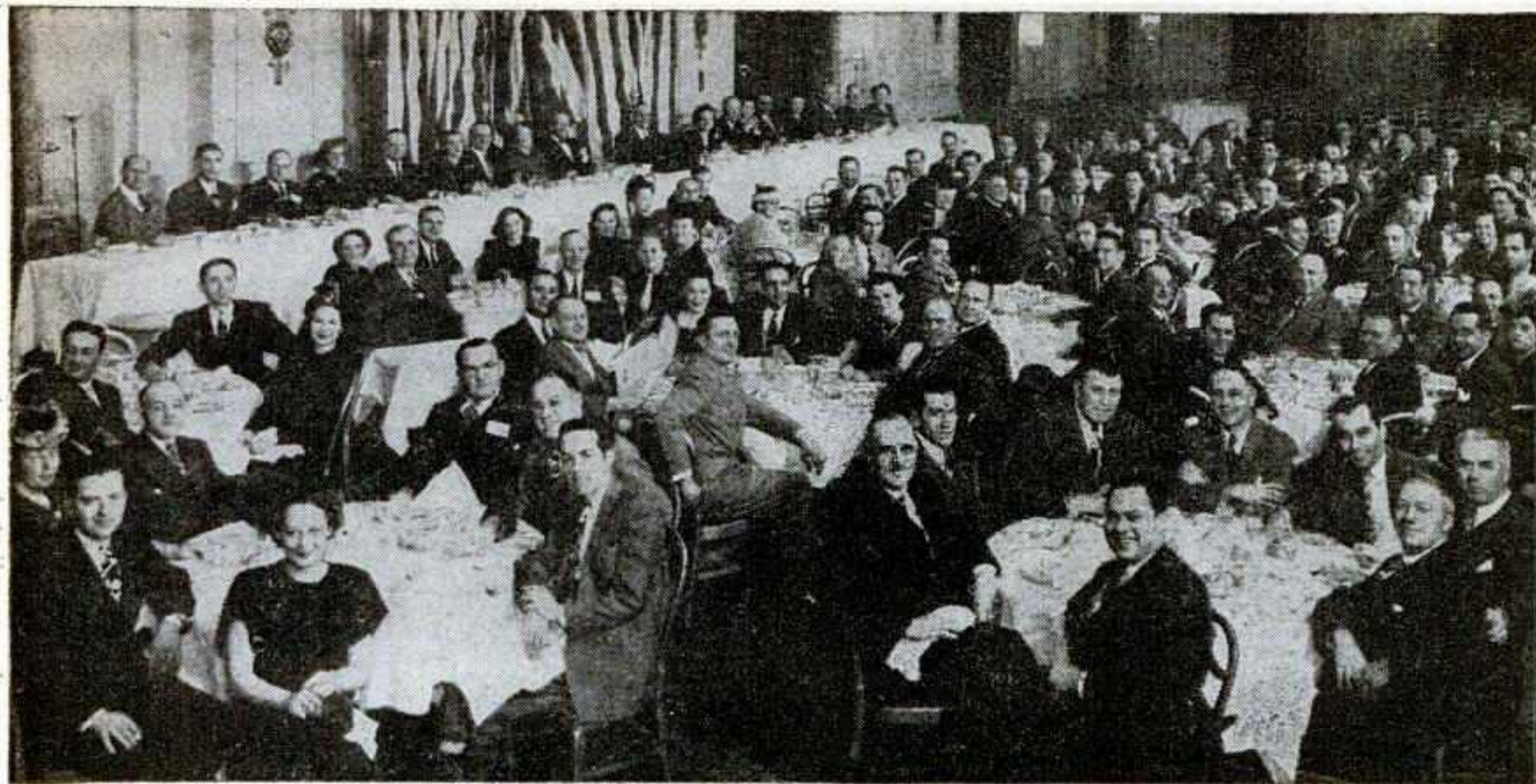


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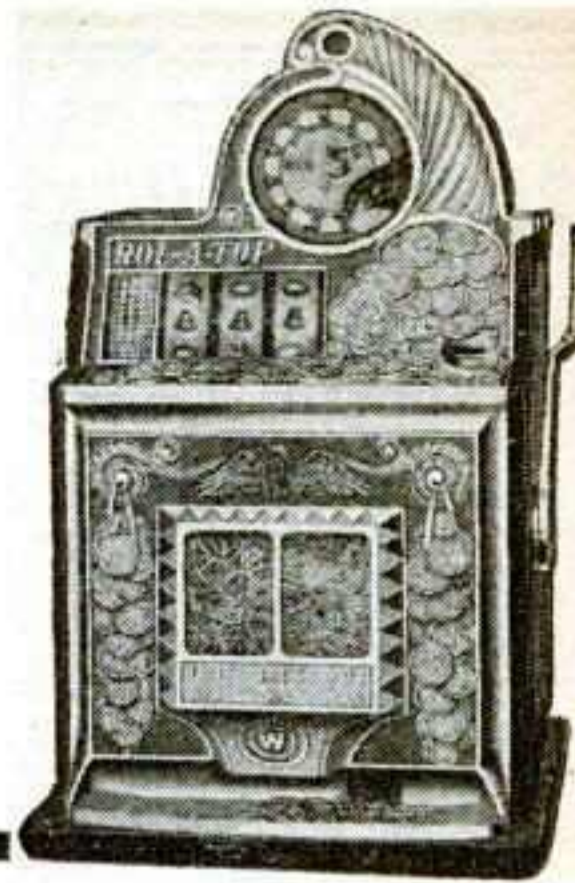
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MILLS VEST POCKET CHROME...\$49.50
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PART OF THE HUGE CROWD that attended the dinner party sponsored by the Coan Manufacturing Company, Madison, Wis. Event took place in Chicago's LaSalle Hotel during the National Automatic Merchandising Association convention and exhibit week. During the party J. W. Coan, firm president, presented several employees and operators with medals signifying 25 years of meritorious service. Gen. George E. Leach (U. S. A. retired), former mayor of Minneapolis, was toastmaster during the after-dinner festivities.



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Wholesale Prices Approach Record High Hit in 1920

WASHINGTON, Jan. 3.—Wholesale price index, which is generally considered to be a key to the cost of living, edged nearer to the all-time peak set in May, 1920, as wholesale prices of 900 commodities during mid-December were computed.

With the exception of a few food items, wholesale prices set another post-war high during the week ended December 20, officials of the Bureau of Labor Statistics (BLS) said here.

BLS index reached 162.5 for that date. (Bureau uses average prices prevailing in 1926 as its 100 on the index scale.) In May, 1920, BLS officials pointed out, the index was at 167.2, only 4.7 points higher than wholesale prices today.

At the present rate of climb, wholesale prices should top the 1920 peak by the end of February, with no immediate end to their soaring in sight, government experts said.

Statisticians say employment is constant near the 60,000,000 mark and wholesale prices will keep climbing until at least next spring.

Miss. Phono Group Sets New Offices

(Continued from page 87)

section of the State represented an amendment was made to MPOA's constitution last August, expanding the board's number to 15 if necessary. At the meeting the following additional members were elected to the board, making the present total 14: Dick Farr, who was the retiring president; W. C. Webb, Woodrow Gammill, Joe P. Levine and Jake Ford.

During the November meeting it was suggested that officers would be elected from a list of nominations drawn up by a committee of three. The three who were named to the nominating committee were Charlie Hall, Guy Slay and John Hall, all members of the board of directors. The nominating committee then designated the following men as candidates for office: President, Null and J. C. Weaver; for vice-president, H. E. (Bunker) Hill and McCormick, and for secretary-treasurer, Redd and Slay. Ballot sheets were then prepared and mailed to all the mem-

National Gets Patent Rights

WASHINGTON, Jan. 3.—A patent for a coin mechanism, presumably a coin counting device, has been granted to Benjamin W. Fry, of Ladue, Mo., with the assignor to National Vendors, Inc., St. Louis, manufacturers of cigarette and candy vending machines.

Bearing the number 2,433,689, the patent lists 23 claims, was originally applied for November 8, 1944. A technical description of the coin mechanism as appearing in latest issue of the U. S. Patent Office's publication, *Official Gazette* reads as follows:

In apparatus of the class described, a coin chute, means associated with the chute for engaging and moving a coin along a portion of the chute, means for driving said moving means, a movable coin-registering member adapted to be driven to effect a registration during the time that the coin-moving means drives a coin, and means for coupling said driving means for said registering member to drive it including a device engaged and actuated by the coin being moved by said coin-moving means, said device being of a predetermined length along the length of the chute, whereby said registering member is moved proportionately to the length of time that a coin engages and actuates said device.

bership so that all would have an opportunity to vote whether or not they attended the election meeting.

1948 Outlook

In addition to the election of officers and board members, a lively discussion regarding legislative outlook for 1948 helped to make the December meeting one of the best in recent months. Members attending the meeting were A. B. Fort, V. H. Cahoon; A. B. Chessar, New Orleans, and Null, McCormick, Levine, Hall, Haley, Hill and Weaver. Retiring President Farr was unable to attend the meeting due to the fact that a baby girl was born to his wife on the night of the meeting.

Next meeting of the group will take place at 2 p.m. Thursday (8) in the Heidelberg Hotel. It was announced that the January meet was scheduled earlier in the month than usual so that operators could get together before the next session of the Legislature convenes.

Radio Shop Boasts 50-Year-Old Juke

CHARLOTTE, N. C., Jan. 3.—A 50-year-old Graphophone, coin-operated music machine, is attracting much attention in the show window of Emerson's Radio Repair here.

Originally purchased in 1897 by Clarence L. Emerson, father of Harry J. Emerson, owner of the firm which is displaying it, the juke box's grandpappy is housed in a wood and glass cabinet and has an old-fashioned loud speaker on top.

Even the coin-operated, the Graphophone is not fully automatic like the 1948 juke boxes, for upon inserting a nickel in the machine's coin chute the customer must turn a crank to wind up the device. The machine then goes into operation and will provide music upon the insertion of a record on the cylinder.

The old Edison-type records are not likely to draw many nickels today, however, since they bear such titles as *The Husking Bee*, *Goo Goo Eyes*, *The Possum Hunt* and *Lincoln's Speech at Gettysburg*.

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I'M QUALIFIED TO BE YOUR DISTRIBUTOR

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What have YOU got for me on an exclusive basis?

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USED PINBALL GAMES — CLEAN, A-1 CONDITION

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BAFFLE CARDS	90.00	GOLD BALL	130.00
MAISIE	130.00	STAGE DOOR	37.50
ROCKET	115.00	SCHOOL DAYS	37.50
MILLS EXTRAORDINARY SLOTS, 10c			98.50
MILLS EXTRAORDINARY SLOTS, 5c			79.50

1/3 DEPOSIT, BALANCE C. O. D.

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AUTOMATIC COIN
America's Bell Machine Center

**GUARANTEED SLOTS
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Mills 5c War Eagle	\$ 69.50
Mills 10c War Eagle	74.50
Mills 25c War Eagle	79.50
Mills Blue Front, 5c	89.50
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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, Late 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 Cabinet)	149.50

NEW 5-BALL FREE PLAY GAMES

Chicago Coin Sea Isle	
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United Singapore	Genco Bing-A-Roll
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 Illinois, Iowa, Nebraska,
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**BRAND NEW 1947
 MILLS
 5c Q. T. \$115.00**

Reconditioned Post-War Pin Games	
Bally Big League	\$89.50
Baffle Card	109.50
Super Score	99.50
Exhibit Big Hit	89.50
Superliner	79.50
Surf Queen	49.50



**BOOTH
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**Possible Cut
 Seen in Steel
 For Machines**

(Continued from page 77)

commitments which they feel will be honored. But the manufacturers were definitely concerned that an allocation program might put most available steel back in the "grey market," shooting the price even higher.)

As long as a month ago, Washington sources were hinting at the prospect of a steel cutback. *United States News*, Washington weekly magazine, in its December 5 issue forecast "toys, amusement equipment, juke boxes and other non-essential products are likely to be cut back on steel."

No List Yet

In Washington this week it was learned that no list of so-called non-essentials has been drawn up. When steel industry and Commerce leaders meet behind closed doors January 8 they will simply discuss the broad aspects of setting up a voluntary allocation program, and there is strong feeling in Washington that the steel makers' recommendations will be followed. No quick action is expected on the steel allocation program, but Commerce Secretary Harri-man has already indicated that he will set up an advisory board—similar to the advisory boards set up during the days of the War Production Board (WPB)—to help formulate policies.

Tight supplies of other materials for coin machines are in prospect for 1948. Copper wiring, which has been on the "inadequate supply" list since the early days of the war, is coming into better production, but Commerce Department spokesmen say supply still lags behind demand.

Lumber Problem

Better grade lumber is becoming increasingly difficult to obtain. Consumption of all types of hard wood in November exceeded production by more than 50,000,000 board feet. A continuation of this trend will soon eat away the hard wood stockpile of some 1,800,000,000 board feet. The situation is a little better for soft wood, with November production exceeding shipments by some 20,000,000 feet.

Glass is one item which the coin machine industry will not have to worry about. Monthly production of soft drink bottles, for example, is running about double the figures for 1946. Production of plate glass is averaging some 22,000,000 square feet monthly, or about 15 per cent above the demand.

EDUCATORS TO HELP

(Continued from page 78)

Wiggins Trade School, Los Angeles. All expenses of the trip will be underwritten by NAAMO for each visitor.

Industry engineers who will meet with the educators will represent the International Mutoscope Corporation, Imperial Distributors, Capitol Projector and Scientific Machine Corporation, New York; National Rejector Company, St. Louis, and ABT Corporation, Bally Manufacturing Company, J. H. Keeney & Company, D. Gottlieb & Company, Chicago Coin Machine Manufacturing Company, United Manufacturing Company, Williams Manufacturing Company Amusematic Corporation, Genco, George Ponser Company, H. C. Evans, and Exhibit, all of Chicago.

School officials will be guests of NAAMO at the association's annual luncheon at the Hotel Sherman January 21.

**NOW DELIVERING
 THE NEW 1948
 MODEL**

**KICKER and
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**NEW FLASH — NEW BEAUTY
 NEW SCORING ARRANGEMENT**



100 PER CENT SKILL!

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Operators report it the best Penny money
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15 different moneymakers in one great
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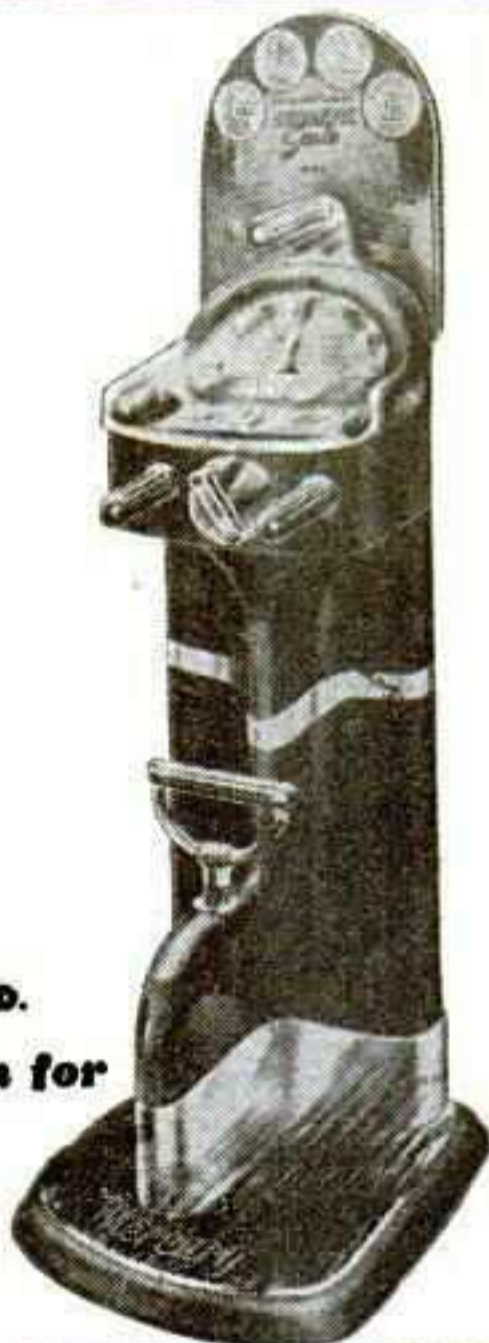
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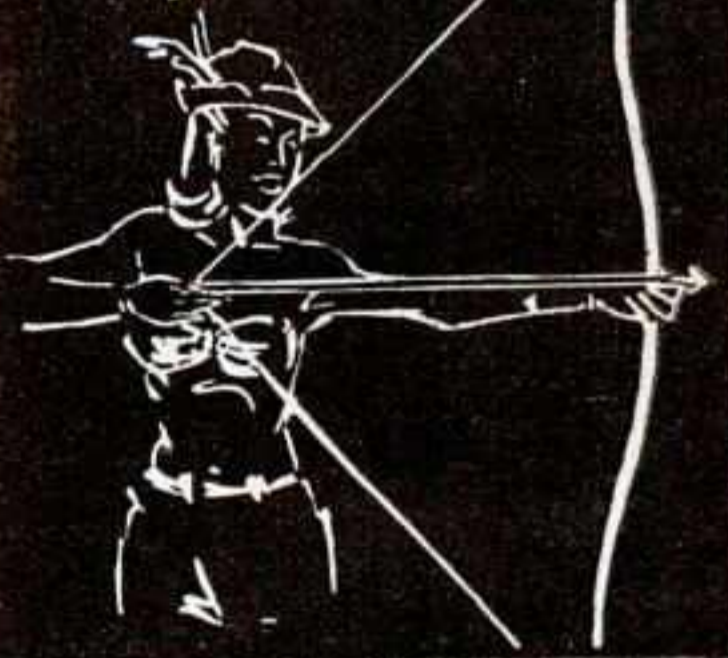
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"TOM TOM"

Now in production.
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 Phone: DIVersey 2414

Holiday Play Sparks New Year Outlook for Arcade Operators

CHICAGO, Jan. 3.—Arcade business in this area, generally, experienced a definite upswing during the holidays, with a fair to good year looked for in 1948 and an acute need for new and more rugged arcade-type equipment, local operators told *The Billboard* this week.

Individual increases in play during the holiday week ranged from 10 to 50 per cent, surpassing record business for the same week in 1946. In specialized locations, such as the several spots on South State Street, Christmas-week business took the customary nosedive which operators here say is normal. Reason is the absence of juvenile patrons in this area and fact that majority of customers are made up of persons "taking in the sights" who look elsewhere for entertainment during the year-end holidays. This, coupled with cold weather necessitating closing up the open fronts which mark the South State Street arcades in summer months, acts as a play stopper.

See Good Year Ahead

Average operator looked for a good level of business during 1948. While most hesitated to predict an increase over the 1947 level, they thought that it would at least remain on a par with last year.

Equipment was the big question in the minds of Chicago arcade owners. Lack of suitable new pieces to create fresh interest on the part of the public remained as the biggest break to an increase in arcade play during

coming months. What little selection is available in arcade machines falls down on the construction angle, operators feel. Units should be made more rugged, was their unanimous comment.

Fewer Arcades

One of the main reasons for the absence of new arcade machines is the almost 50 per cent reduction in the nation's arcades since the end of war. Many of these were situated in small towns which were near army camps and training centers, and with the elimination of these highly populous military sites, could not support an arcade with their own population. With the closing up of these arcades, an influx of used equipment was thrown on the market which meant competition with new equipment for the narrowed field of remaining arcades. Thus manufacturers became slow to turn out new pieces until an established market was seen to exist for their product. Now that the most of this used equipment has been absorbed, manufacturing firms are still reluctant to put out new units, citing the limited number of arcades as the reason.

Operators were found to be looking for the introduction of one or more high-play-appeal games at the CMI show this month which would serve to hypo arcade play thru 1948.

Up to 10 Per Cent

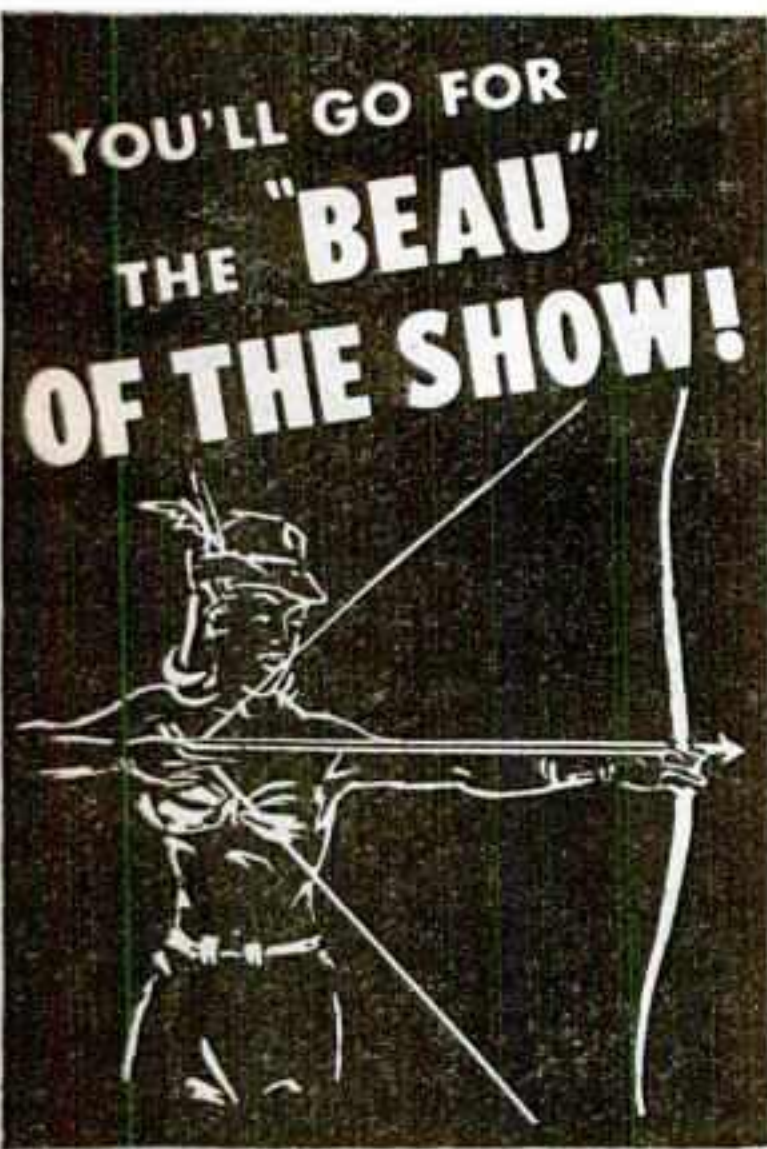
Ted Kruse, who with Vince Connors heads the Kruse & Connors Amusematic Playroom at Michigan and Randolph streets, reported a 10 per cent increase in play during the holiday week this year over same period in 1946. Latter, Kruse said, chalked up a 30 per cent gain over the 1945 holiday play. Firm's bowling alley arcades, containing from eight to 15 machines, showed up to a 15 per cent gain in holiday business. After the slow months of January and February, during which arcade play hits lowest levels of the year, Kruse forecast a good amount of business for remainder of the year. "Altho business during summer of 1947 was 15 per cent over summer of 1946, I don't look for any comparable increase this year. It will most likely remain the same as last year," Kruse said.

Gene Wilhelm, Finer Amusements Arcade, spotted in Chicago's Loop, stated that a 30 per cent increase in play was experienced during the 1947 holiday season. He attributed this to the good weather that prevailed, in contrast to the abnormally cold period that occurred during the 1946 Christmas week. Succeeding months thruout 1947 showed a steady up-trend in business, serving to somewhat counteract the over-all drop from the high 1946 play. Wilhelm feels that the same general monthly increase will be evident thruout 1948. Leading piece in his arcade, he said, is the baseball type game.

Cites Big Gain

Elsa Springer, manager of the Air-o-Matic Rifle Range and Arcade on the city's West Side, said that a 50 per cent boost in play was recorded during the holidays over pre-Christmas levels. Recent addition of a photo machine helped to perk up play, she stated.

Al Tigerman's Arcade, on South State Street, experienced a 60 per cent drop in holiday-week business, according to Louis Santos, manager. However, this was not looked upon as an unusual occurrence, for reasons stated earlier. Santos predicted a fair level of business during 1948, but thought the trend could be easily in the upward direction if several new ideas in arcade equipment were introduced at lower prices.



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- 1 Box Stand, Like New, Lot \$95.00
- 2 Dble. 2D Chicago Safes, Like New 35.00
- 8 Columbia Bells, '47, Like New 35.00
- 1 Columbia G Award, '47, Like New 35.00
- 3 Grotchon Sparks, Like New 15.00
- 1 King Six (7 Grand), Good 15.00
- 1 Po-Ko-Reel, Late Model 15.00

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CUMBERLAND, MD. PHONE: 4682

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6-16	\$250.00
500	500.00
600	500.00
700	700.00
750	700.00
800	700.00
24C	425.00

SEEBURGS	Price
Classics	\$600.00
Hi Tone	550.00
Vogue	550.00
Commander	500.00
Casino	425.00
Plaza	400.00

Brand New 1947 Model ROCK-OLAS ... \$1000.00

Mills THRONES ... \$325.00
Mills EMPRESS ... 375.00

Singing Tower in 750 Cabinet ... \$450.00

Singing Towers ... \$325.00

Mills Panorams, 60cy ... \$300.00

BRAND NEW Double Barrels! With 1948 Conversion \$400.00

VOICE-O-GRAPH .. \$2200.00 PHOTOMATIC .. \$2200.00

All Machines will be sold individually or in blocks

Routes in 25 or 60-Cycle Areas

ON LOCATION!

Write—Wire—Phone

Sales Manager AL CLAVIR

TORONTO TRADING POST

736-8 YONGE STREET, TORONTO, CAN. ... KI. 0186

Parts for ALL Coin Operated Machines

EXTRA SPECIAL!!!

Quality Merchandise! Buy With Confidence at Prices That Can't Be Beat!

GORGEOUS LOOKING JUKE BOXES—A-1 MECHANICALLY

ROCK-OLAS ALL	WURLITZER
Standards ONE	600R \$ 85.00
Deluxes PRICE:	800 210.00
Masters \$85.00	850 225.00
Commandos	1015 (Like
Supers	New) 545.00

AND MANY MORE GOOD BUYS

- Wurlitzer (New) Metal Title Strip Holders 1¢ Ea.
- Seeburg Hi Tone Pick-Up Heads (Used) \$2.50
- Wurlitzer Tone Arms, Complete All Models 7.50
- Parts—New and Used for All Makes and Models—At Sensible Prices.

Juke Box Bulbs, 7 1/2 W.—15W.—40W.—60W.—Case of 120, Tax Included, \$10.15. Gold Grille Cloth, 22x25", Worth \$2.50. Each 90¢.

- Heavy Duty 12" P.M. Speakers \$5.75
- Baffle Boards (Cabinets) ... 2.85
- Rubber Male Plugs, Each06
- 18" Lumalines, Each80

SEEBURG WALL BOXES WS2Z, 20 Sel., 5¢ Wireless. \$17.50 3 Wire, 20 Sel., 5¢ Wired. 12.50 Steppers, Remotes, Receivers, Etc. WRITE

MINIATURE BULBS

- #44, #46, #47, #63, Box of 10 50¢
 - #50, Box of 10 55¢
 - #51, #55, Box of 10 ... 42¢
- Tax Included

WE HAVE PRACTICALLY EVERY TUBE MANUFACTURED. SEND FOR FREE CATALOG. DEPOSIT REQUIRED WITH ALL ORDERS.

TUBES (NEW) GUARANTEED		
2A3 \$1.05	2A4G \$1.50	6A6 \$.45
5Z355	6C450	3050
8040	205090	5Y340
6H640	6S760	6J545
6SL760	6SN760	6K755
12SA760	5U4G50	6L685
12SK760	6CS50	6L685
12SQ760	205190	4550

ALBENA SALES CO.

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WILL PAY TOP PRICES!

BALLY DRAW BELLS (reg. or deluxe)

BALLY SPECIAL ENTRY

BALLY TRIPLE BELLS

KEENEY BONUS SUPER BELLS (single or two-way)

CONTACT US IMMEDIATELY

EMPIRE COIN MACHINE EXCHANGE

1012 MILWAUKEE AVE.

Phone: EVerglade 2600

CHICAGO 22, ILL.



M. S. GISSER, Sales Mgr.

OUTSTANDING VALUES

50 PANORAMS	\$195.00
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
5 BRAND NEW PACKARD HIDE-AWAYS	WRITE
8 BOOMERANGS	122.50

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 Venders, Samples\$13.95
1¢ Ball Gum Venders . 13.95
5¢ Nuts or Pistachio . 13.95
Special quantity discounts in lots of 10 or more. Write.

MASTER

1¢-5¢ Combination Venders, will handle pistachios or any other merchandise. The finest combination vender—\$16.95.

USED VENDERS

6 15-Col. U-Need-A-Pak Cigarette Venders\$ 95.00
2 7-Col. S. & M. Cigarette Venders 65.00
12 Silver King 1¢ Ball Gums . 8.50
12 Lighter Fluid Venders . 15.00
6 10-Col. Rowe Presidents 95.00

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 & Katchom 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 Batting Practices 95.00
3 Chicken Sams 95.00
3 Keeney Air Raiders 110.00
3 New Bowl-a-Scores 125.00
5 Heavy Hitters 110.00
Champion Hockey 65.00
Blow Ball 135.00
Keeney Submarine 95.00
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 Goatee 175.00

75 MILLS, 1c

5-Column Short Tab Venders\$17.50 Ea.

100 BALLY 1 BALLS

Sport Kings, Surf Kings, Kentuckys and Fairmounts Each \$65.00

ADVANCE

1¢ Ball Gum, Samples \$13.75
1¢ Stick Gum Venders, Samples 15.40
25¢ Special Products Venders 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 Talls, 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\$ 29.00
10 Slightly used Buckley Wall Boxes . . . 12.50

IMMEDIATE DELIVERY

FACTORY DISTRIBUTORS
Exhibit's TALLY-HO
Exhibit's STAR LITE
Chicago Coin's BERMUDA
United's SINGAPORE
United's SINGAPORE ROLL DOWN
Keeney's HI RIDE
Keeney's GOLD NUGGET
Genco's BING-A-ROLL
Evans' Consoles
Jennings' CHALLENGERS
WRITE

NEW COUNTER GAMES

A.B.T. Challengers\$42.50
Kicker & Catcher 35.00
Gushers, 5¢ 25.00
Non Coin Operated American Eagles 25.00
15 Champion Basket Balls . . 22.50

USED COUNTER GAMES

2 Bombers Gum Venders\$12.00
2 Genco Pee Wees 25.00
15 Smileys 12.00
2 A.B.T. Red, White & Blues 20.00
20 Bat-a-Balls Jr. 19.50

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
Phones: PProspect 6316-17

Snow, Traffic Ban Freezes N. Y. Trade

(Continued from page 78)

ance. Among those on the avenue who were affected by the trucking shutdown were Dave Lowy and Company, whose export activities came to a complete standstill; Charlie Lichtman's Hub and New York distributing companies, Harry Berger's West Side Distributing Company and others.

Ops Suffer Most

While the jobbers, dealers, distributors and manufacturers were affected by the storm, the major impact fell on the operators. With most roads impassible thru the middle of this week, servicing of equipment was practically impossible in Brooklyn, Queens, the Bronx, Staten Island and near-by New Jersey communities. Prior to the traffic crack-down, servicemen were attempting emergency calls only (to fix breakdowns, etc.) and were ignoring the re-stocking of vending equipment.

Typical of the operators was Herman Weisser, cigarette machine route owner, who reported that not only were his men unable to keep up with their calls, but the problem of adding the new 1-cent stamp tax to all stock on hand as of January 1 was impossible to solve. Other cigarette operators in the area, concurring with Weisser, said they estimated it would take at least one week to add the new stamp to their stock on location. (See story in Vending Machine Section of this issue.)

New Year's Eve Blow

Unable to service breakdowns, juke box operators were faced with the loss of revenue from some of their locations on one of the biggest nights in the year, New Year's Eve. With servicemen forced off the road by the police, the operators were unable to do anything about breakdowns other than those in the immediate area of their headquarters. A spokesman for the Automatic Music Operators' Association reported that operators on Long Island were especially hard hit, as their stops were less frequently spaced and servicing normally is a difficult task. With outlying roads still closed New Year's Eve, it became impossible to answer any calls. This same condition existed for operators of vending and amusement equipment in such locales as Great Neck, Manhasset, Roslyn, Port Washington, etc.

Barring additional snow, the industry expected to be functioning normally by Monday (5).

POSTPONE NEW

(Continued from page 78)

for maintenance, records, needles, and after meeting notes on units not purchased outright. And added to the normal operating costs is the \$10 federal tax, imposed as a wartime measure and still in force, he declared.

"Operators are now at the breaking point," he continued, "and have met their costs and the \$15 license fee in effect during 1947 by short cuts, sharp economy and saving a penny here and there. Expecting them to do more during 1948 is unreasonable."

To consider the objections brought to their attention by Kesselman, the city commission voted to table the proposed ordinance until Tuesday (6). During the intervening week, the commission announced it would consult further with Kesselman.

CLOSE OUT

NEW COUNTER GAMES

MARVEL 1c POP UP\$16.50
MEXICAN BASEBALL, 1c 24.50
BEST HAND, 1c 24.50
OOMPH GIRL 24.50
DAVALS 5c FREE PLAY WITH CIGARETTE OR FRUIT REELS 29.50
SMILEYS 9.50

Reconditioned Pin Games

Any one game \$19.50
3 for \$50.00

ZOMBIE HI HAT
BRITE SPOT
DEFENSE (BAKER)
BOOMTOWN
ARIZONA
SKY CHIEF
FOUR ROSES
SKY RAY
G. I. JOE
BARRAGE
STRATOLINER
DIXIE
VICTORY

PIN-UP GIRL
MONICKER
DEFENSE (GENCO)
KNOCK OUT
SEA HAWK
SKY BLAZER
SMACK THE JAP
MIDWAY
GIRLS AHOY
BROADCAST
BIG CHIEF
SPORTS PARADE
WEST WIND

1/3 Deposit, Balance C. O. D.

Write—Wire—or Phone

CONSOLIDATED DISTRIBUTING CO.

1910 GRAND AVE., KANSAS CITY, MO.
VICTOR 2353

NEW GAMES No Waiting Immediate Delivery
Gottlieb HUMPTY DUMPTY
Exhibit TREASURE CHEST
United SINGAPORE
Chicago BERMUDA
Keeney HI RIDE
Williams GINGER

COUNTER GAMES
ABT CHALLENGER\$45.00
Gottlieb CRIPS 30.00
Gottlieb CRIPS (Used) 20.00
TEST QUEST 37.50
WIND MILL 15.00



USED POST-WAR GAMES (MEMBER)
Big Hit\$ 50.00
Canteen 60.00
Fiesta 95.00
Havana (new motor) 145.00
Honey 135.00
Kilroy \$115.00
Play Boy 125.00
Sea Breeze 90.00
Smarty 95.00
Spellbound 70.00
State Fair \$ 80.00
Step Up 80.00
Superliner 80.00
Suspense 70.00
Superscore 90.00

USED GAMES—Cleaned and Checked, \$20.00 Each. "As Is," \$15.00 Each
Action
All American
Attention
Big Parade
Big Time
Champs
Dixie
Fox Hunt
Gold Star
Horoscope
Legionnaire
Marines
Paradise
Play Ball
Sara-Suzy
School Days
Sho-Me (Roxy)
Silver Skates
Snappy
Star Attraction
Strat-o-Liner
Topic
Ump
Wild Fire

ONE BALL—FREE PLAY—Thoroughly Reconditioned
Special Entry\$375.00
Victory Special 225.00
Daily Races 325.00
Hot Tip 300.00
Club Trophy \$ 50.00
Sport Special 40.00
Record Time 40.00
Dark Horse \$ 30.00
Foreign Colors 30.00
Skylark 30.00

OLIVE NOVELTY CO.
2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

WANTED WANTED WANTED
Distributors everywhere to handle our Pin Ball Accessories. Designed to increase operator Pin Ball earnings or no cost to you. Write for details.
THE FLIPPER-BALL MFG. CO.
BILL UTTZ, Owner
COVINGTON, TENN. PHONE 777

DISTRIBUTORS
for
PACKARD MFG. CO.
EXHIBIT SUPPLY CO.
U. S. VENDING CORP.
in
The North Central States
We can furnish the finest music and amusement machines!
ALL LATEST PIN TABLE AND ROLL-DOWN GAMES AVAILABLE!
TWIN PORTS SALES CO.
230 Lake Ave., So., Duluth, Minn.
2029 Washington Ave., So., Minneapolis, Minn.

ADVANCE RECORD RELEASES

(Continued from page 29)

FOLK

- Lonely Heart Knows
E. Tubb (A Woman) Decca 46113
A Woman Has Wrecked Many a Good Man
E. Tubb (A Lonely) Decca 46113
Boy, Am I Glad (To Be Back Home Again!)
Pie Plant Pete-Bashful Harmonica Joe
(I'm Gonna) Process 509
Can't Get My Foot Off the Rail
J. Tyler-the Riders of the Rio Grande
(Tell a) Victor 20-2656
Drinkin' and A'Thinkin'
Smokey Rogers (Spanish Pandango)
Capitol Americana 40080
Gee! You Must Have Fun in Hurting Me
Cowboy Jack Hunt and His Rhythm
Ranch Hands (Sombros in) Process 506
I Guess I've Been Dreaming Again
S. Cooley Ork (Steel Guitar) Columbia 38054
Ida Red
J. Guthrie and His Oklahomans (Next
To) Capitol Americana 40075
I'm Gonna Take My Linda Home To Stay
Pie Plant Pete-Bashful Harmonica Joe
(Boy Am) Process 509
Misery in My Soul
Uncle Henry's Original Kentucky Moun-
taineers (Red Headed) Capitol Ameri-
cana 40077
My Blue Skies Have Turned To Grey Skies
Now!
Pie Plant Pete-Bashful Harmonica Joe
(The Rooster) Process 508
My Valley Heaven
Cowboy Jack Hunt and His Rhythm
Ranch Hands (Those Naggin') Process 510
Next to the Sall
J. Guthrie and His Oklahomans (Ida
Red) Capitol Americana 40075
Night After Night
J. Wakely (Oklahoma Blues) Capitol
Americana 40078
Oklahoma Blues
J. Wakely (Night After) Capitol Ameri-
cana 40078
Red Headed Woman
Uncle Henry's Original Kentucky Moun-
taineers (Misery In) Capitol Ameri-
cana 40077
Shenandoah Waltz
C. Monroe and His Kentucky Partners
(Walking With) Victor 20-2657
Sombros in the Sun
Cowboy Jack Hunt and His Rhythm
Ranch Hands (Gee! You) Process 506
Spanish Fandango
Smokey Rogers (Drinkin' and) Capitol
Americana 40080
Steel Guitar Rag
S. Cooley Ork (I Guess) Columbia 38054
Tell a Woman
J. Tyler-the Riders of the Rio Grande
(Can't Get) Victor 20-2656
That Beaver Valley Sweetheart of Mine
Cowboy Jack Hunt and His Rhythm
Ranch Hands (When You) Process 511
The Rooster Serenade
Pie Plant Pete-Bashful Harmonica Joe
(My Blue) Process 508
Those Naggin' Blues
Cowboy Jack Hunt and His Rhythm
Ranch Hands (My Valley) Process 510
Walking With You in My Dreams
C. Monroe and His Kentucky Partners
(Shenandoah Waltz) Victor 20-2657
When You Told Me Goodbye
Cowboy Jack Hunt and His Rhythm
Ranch Hands (That Beaver) Process 511

RACE

- Blues in the Red
Doc Pomus-Tab Smith Septette (Blues
Without) Apollo 393
Blues Without Booze
Doc Pomus-Tab Smith Septette (Blues
In) Apollo 393
Give It Up Daddy Blues
A. Jones-S. Price Trio (I Have) Decca 48069
Heaven or Hell Blues
R. Sykes Original Honey Drippers (I'm
Her) Victor 20-2658
Hold Me
J. Alexander (When I) Capitol Ameri-
cana 40079
I Have a Way of Lovin'
A. Jones-S. Price Quartet (Give It)
Decca 48069
I'm Her Honey Dropper
R. Sykes Original Honey Drippers
(Heaven or) Victor 20-2658
Mellow Apples
J. Williams (Stack of) Columbia 38055
*I'm in the Mood
A. (Big Boy) Crudup (Mean Old) Victor 20-2659
It's My Nerves, Baby
Manhattan Paul (There Ain't) Manor 1106
*Mean Old 'Frisco Blues
A. (Big Boy) Crudup (I'm in) Victor 20-2659
Serves Me Right
Buddy Johnson Ork (You Can't) Decca 48060
Stack of Dollars
J. Williams (Mellow Apples) Columbia 38055
There Ain't None Bad
Manhattan Paul (It's My) Manor 1106
When I Close My Eyes
J. Alexander (Hold Me) Capitol Ameri-
cana 40079
You Can't Tell Who's Lovin' Who
Buddy Johnson Ork (Serves Me) Decca 48060

INTERNATIONAL

- Ay-Bassilis
Male Chorus (Kalanda Christoughenon)
Standard F-9062
Czyja To Dziewczyna (Whose Girl Are
You)
W. Dombkowski Ork (Gwizdalka Polka)
Victor 25-9182
En Sjomansvisa (Sailor Song)
H. Brandelius (I Penningby) Victor 26-1067
Etsi Itan Tyhero
F. Valli (Me Ti) Standard F-9061
Folk Music of Ethiopia Album (4-10")
Disc 141
Dance Song . . . Disc 1509
I Have No Refuge . . . Disc 1508
Lyre . . . Disc 1510
Good News
A. Nowicki Ork (Jumpin' Jack) Columbia 38071
Gwizdalka Polka (The Whistle Polka)
W. Dombkowski Ork (Czyja To) Victor 25-9182
Horseshoe Laendler
L. Duchow Red Raven Ork (Humdinger
Polka) Victor 25-1105
Humdinger Polka
L. Duchow Red Raven Ork (Horseshoe
Laendler) Victor 25-1105
I Penningby
H. Brandelius (En Sjomansvisa) Victor 26-1067
Irthes San Tin Anixi
S. Greca (Ya Sena) Columbia 7233-F
Jumpin' Jack
A. Nowicki Ork (Good News) Columbia 38071
Men's Song, Oh, My Country . . .
Disc 1508
Three Dance Pieces . . . Disc 1510
Two Sudanese Festival Songs . . .
Disc 1511
War Song . . . Disc 1509
Haim Asem Range
M. Katz Koshor Jammers (Yiddish
Square) Victor 25-5081
Jolly Polka
F. Yankovic Ork (Too Fat) Continental
C-1220
Kalanda Christoughenon
Male Chorus (Ay-Bassilis) Standard
F-9062
Me Ti Varkoula
F. Valli (Etsi Itan) Standard F-9061
Non Canta Plu Firenze
C. Buti (Scettico Stornello) Columbia 15168-F
Papa, Won't You Dance With Me
Musettes (Swinging Down) Musicraft 537
Quadriglia Siciliana
Quartetto Eccelsior (Tra Veglia) Stand-
ard F-6038
Reel De Cabano
J. Allard (Reel Des) Victor 25-1106
Reel Des Skieurs
J. Allard (Reel De) Victor 25-1106
Scettico Stornello
C. Buti (Non Canta) Columbia 15168-F
Serenata Del Cuore
S. Lombardi (Un Saluta) Victor 25-7090
*Songs of the South African Veld Album
J. Marais Bushveld Band . . . Decca
A-113
Henrietta's Wedding . . . Decca 18048
Here Am I . . . Decca 18047
1. Pack Your Things and Trek, Ferreira;
2. Brandy, Leave Me Alone . . .
Decca 18047
Sarrie Marais . . . Decca 18048
Stay, Polly, Stay . . . Decca 18046
1. Stellenbosch Boys; W. Canto Koba
(Antique Koba) Decca 18046
*Songs of the Veld, Volume II, Album
J. Marais Bushveld Band . . . Decca
A-302
As the Sun Goes Down . . . Decca
18232
Jan Pieriewit . . . Decca 18233
Marching to Pretoria . . . Decca 18230
Meisiesfontein . . . Decca 18231
My Heart Is So Sad . . . Decca 18230
1. Siem Bamba; W. "Al" the Pied
Crow Cried . . . Decca 18232
1. There Comes Alibam; 2. Train to
Kimberley . . . Decca 18233
There's the Cape-Cart . . . Decca
18231
Swinging Down the Lane
Musettes (Papa, Won't) Musicraft 537
Tarantella Siciliana
R. De Russo-Sampleri Coloniale Ork
(Where Do) Standard F-6039
Tra Veglia E Sonno
Quartetto Eccelsior (Quadriglia Sici-
liana) Standard F-6038
Un Saluta A Mama
S. Lombardi (Serenata Del) Victor 25-
7090
Varsoviana
J. Biviano-RCA Victor Accordion Ork
(Viennese Polka) Victor 25-1004
Viennese Polka
J. Biviano-RCA Victor Accordion Ork
(Varsoviana) Victor 25-1104
Where Do You Work, John?
R. De Russo-Sampleri Coloniale Ork
(Tarantella Siciliana) Standard F-6039
Yiddish Square Dances
M. Katz Koshor Jammers (Haim Asem)
Victor 25-5081
Ya Sena
Molly and T. Maroudas (Irthes San)
Columbia 7233-F
*Reissue

West Side Distrib
Opens New Office

NEW YORK, Jan. 3.—West Side Distributing Company will open a new sales outlet by the middle of January, Harry H. Berger, firm head, announced this week. The new office, which will display a full line of amusement games, reconditioned juke boxes and cigarette machines, is located at 602 10th Avenue. While sales of complete units will be the main function of the new store, Berger declared it would also make available to transient trade the parts and repair facilities of West Side's main store at 698 10th Avenue.

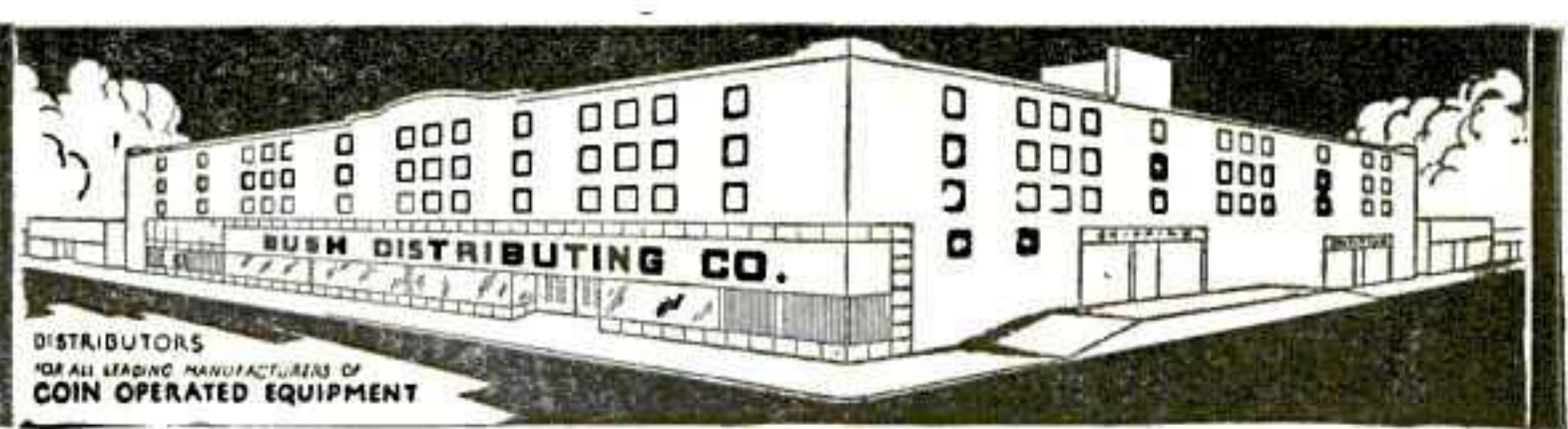
Fire Levels Arcade
In S. C. Resort Town

MYRTLE BEACH, S. C., Jan. 3.—Fire of undetermined origin here last week caused damage of between \$75,000 and \$100,000 to a Penny Arcade, two restaurants and a section of the boardwalk in this resort area. Buildings destroyed, in addition to

Exhibit Supply Co.
Plans Distribution
Of New Parts Book

CHICAGO, Jan. 3.—Exhibit Supply Company's parts catalog will begin reaching amusement game operators on or about January 15, the firm announced this week. Planned over a period of several months, the new catalog features illustrations and explanations of sub assemblies of units used in the manufacture of Exhibit equipment. Originally the firm announced that the catalog would be ready for operators during the last week in December, but because corrected price lists that are to accompany the publication could not be made up until the firm's year-end inventories had been completed, Exhibit decided to withhold distribution of the catalog until mid-January.

the Penny Arcade, were Dan's Cafe, built about 20 years ago, and a next-door eating establishment known as the Neptune and erected about the same time.



WE MUST REDUCE OUR INVENTORY—OUR LOSS YOUR GAIN—BUY AT THESE LOW PRICES
***** CONSOLES *****
KEENEY SUPER BELLS, Like New, 5 & 25, FP & PO Convert. . . \$179.50
KEENEY SUPER BELL, 5 & 5, PO . . . \$139.50
MILLS THREE BELLS, Brand New . . . \$495.00
Mills 4 Bells, 5-5-5-25 . . . \$125.00
Mills 4 Bells, 5-5-5-5 . . . 99.50
Mills 3 Bells . . . 149.50
Mills Jumbo Parades . . . 49.50
Jennings Silver Moon . . . \$ 49.50
Jennings Bob Tails . . . 49.50
***** SLOTS *****
BRAND NEW 1946 PACE
CHROME, 5c . . . \$145.00
DE LUXE BELLS, 25c . . . 165.00
JENNINGS '46 Club Chief, Liteup . . . \$195.00
JENNINGS Silver Moon Chiefs, 5c . . . \$ 89.50
Like New, 10c . . . 99.50
MILLS BLACK CHERRY BELL, 5c . . . \$109.50
Mills Orig. Chrome Bell, 25c . . . 129.50
MILLS WAR EAGLE, 25c . . . 79.50
MILLS VEST POCKET BELLS, Late . . . 35.00
DAVAL FREE PLAY, Brand New . . . \$ 19.50
DAVAL Mex. Baseball, Brand New . . . 29.50
***** ONE BALL PAYOUTS *****
VICTORY DERBIES, Chrome Rail . . . \$139.50
TURF KINGS . . . 49.50
JOCKEY CLUBS . . . 49.50
KENTUCKY . . . 39.50
'44 JUMBOS . . . 39.50
LONGSHOTS . . . 39.50
AMERICAN DERBIES . . . 39.50
SANTA ANITAS . . . 29.50
GRAND STAND . . . 25.00
GRAND NATIONAL . . . 25.00
SPORT PAGE . . . 25.00
WINNING TICKETS . . . 25.00
***** ANNOUNCEMENT *****
THE BUSH DISTRIBUTING CO. HAS BEEN APPOINTED EXCLUSIVE NATIONAL DISTRIBUTOR FOR THE FAMOUS TALYTE LIGHT WEIGHT TONE ARM FOR USE ON ALL MODELS OF WURLITZER PHONOGRAPHS. IT IS THE ONLY ARM INCORPORATING ALL THESE FEATURES:
1. Less than one oz. pressure.
2. Adaptable to ALL models of Wurlitzer Phonographs.
3. Uses standard, instantly replaceable crystal and needle.
4. Saves up to 75% on record wear. Hundreds of plays per record.
5. Can be installed in five minutes.
6. PAYS FOR ITSELF IN THREE WEEKS OF OPERATION.
GET YOUR SAMPLE NOW . . . \$12.45 EACH
***** A FEW FRANCHISE TERRITORIES AVAILABLE TO DISTRIBUTORS *****
BUSH DISTRIBUTING CO.
757-9 PLYMOUTH AVE. • All Phones GE.0325 • MINNEAPOLIS, MINN.

BUSH DISTRIBUTING CO.
757-9 PLYMOUTH AVE. • All Phones GE.0325 • MINNEAPOLIS, MINN.

COIN MACHINE
PARTS
FOR ALL TYPES OF PIN GAMES, SLOTS,
ROLL-DOWNS AND PHONOGRAPHS
Write for Our
LATEST PRICE LIST
COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.
Phone: Humboldt 3476

Third Freight Rate Hike To Hit Equipment Buyers

WASHINGTON, Jan. 3.—The Interstate Commerce Commission (ICC) Tuesday (30) granted the nation's railroads a second 10 per cent emergency freight rate increase, boosting the temporary hike granted in October to 20 per cent (*The Billboard*, October 18).
Action came after long hearings on the railroads' plea for a 30 per

cent increase. Commission announced that for the time being a 20 per cent boost is approved, effective until June 30, 1948. The measure goes into effect immediately.

See Third Hike

Study is still being made of the railroads' request for the 30 per cent boost and transportation authorities here said that the decision is a strong indication that the ICC will grant a major portion of the larger rate hike requested when investigations of the situation are completed.

In the coin machine industry the rate hike will mean increased costs of equipment for operators, altho such increases will be small compared with over-all cost of equipment. On juke box shipments via rail between Chicago and the East Coast, for instance, the rise per machine will amount to about \$1-50 cents over the cost after the initial October 10 per cent rise.

Ops To Pay

Operators will have to absorb the additional cost since manufacturers' prices are F. O. B. factory, and distributors are unable to take the rise themselves.

Coin machine shipments by trucks are increasing, however, making the railroad freight rise less important within the industry. This is particularly true of shipments between distributors and operators, where the average distance is small.

In the past the policy of most firms has been to use railroad freight shipments only in cases where the distances are long and the amount of equipment to be shipped is large enough to make use of full carload shipments.

Cite RR Costs

Increases were granted to the railroads because of the vast rise in operating costs they have encountered. It was estimated by the ICC that the railroads will reap about \$1,230,000 as a result of the increased rates.

The commission rejected, however, the railroad plea to increase rates on protective services, declaring that this proposal requires further study. The 20 per cent increase is for all railroad and water carriers and freight forwarders. Increase becomes effective after required five days'

Gross Receipts Tax For Paducah Firms Under New Plan

PADUCAH, Ky., Jan. 3.—City commissioners rebuffed protests from city business and professional men here last week and cast a unanimous vote for a new city tax measure which will put business taxes on a percentage-of-gross-receipts basis.

Under the new tax set-up, different types of businesses will be classified into six groups, each subjected to a different percentage tax. Taxes run from 3/100 of 1 percent to 4/10 of 1 percent.

Retail food dealers are taxed 5/100 of 1 per cent with the exception of retail milk dealers whose tax is only 3/100 of 1 per cent of gross receipts.

Amusements and entertainments are subject to a 2/10 of 1 per cent tax while other classifications run up to 4/10 of 1 per cent.

Paducah taxes were formerly on a flat yearly fee basis.

notice to the public.
In making the announcement of the increase the ICC pointed out that it granted the carriers' request for further interim rate relief "to enable them to meet increased costs for wages and materials, and to give them net earning to carry out the national transportation policy announced by Congress in 1940."

Congress' Request

Congress had asked the commission to see that the rail-rate structure permitted the carriers to maintain a healthy financial condition as a necessary public service.

The commission declared that it is convinced a need for immediate action in the matter of rate increases exists, and that the action taken this week was necessary without awaiting the completion of its study of the carriers' appeal for a long-range rate hike of 29.2 per cent.

In October ICC officials told *The Billboard* that when the commission gets around to ordering a permanent increase in freight rates, coin machines will probably be treated as a "general commodity," rather than being subjected to a special increase.

Tuesday's move has been anticipated by shippers and came about thru a unanimous vote of commission members.

2 GREAT COIN CHANGERS

TESTED AND APPROVED
BY LEADING OPERATORS
AT
SENSATIONALLY
LOW PRICES

BEACON Electrically Operated COIN CHANGER

IMMEDIATE DELIVERY **\$79.50**

Changes dimes or quarters into nickels with the speed of lightning! Makes change in less than a second! Holds \$40.00 in nickels. The first electrically operated coin changer at the lowest price.



★ BEACON JR. ★ MANUALLY OPERATED COIN CHANGER

HOLDS \$22.00 IN NICKELS **\$49.50**

Efficient, foolproof, for use where it is more practical to use a manually operated coin changer.

FRANCHISED TERRITORIES ARE AVAILABLE FOR RESPONSIBLE DISTRIBUTORS

SEE US AT
BOOTH 98
CMI SHOW

BELL PRODUCTS CO.

2000 N. OAKLEY BLVD. HUMBOLDT 3027 CHICAGO 47, ILL.

In Original Cases **SPECIALS!** EXTRA SPECIAL—ALL BRAND NEW!

SHOOTING STARS, \$69.50 Packard Hideaway, Eight Plam-Mor Boxes, 100 Feet of 30-Wire Cable, Complete **\$675.00**

NEW EQUIPMENT	RECONDITIONED CONSOLES
Humpty Dumpty	Baker's Pacers, DDJP \$195.00
Sea Isle	Bally Club Bells, 5¢ 89.50
Singapore	Bally Club Bells, 25¢ 109.50
Star Lite	Bally HI Hands, 5¢ 89.50
Bonanza	Bally HI Hands, 25¢ 109.50
Nevada	Deluxe Draw Bells, 325.00
Broncho	Mills Jumbo, FP or PO 59.50
Marvel Dolly	Jenn. Silvermoon, Tot., FP, 5¢ 59.50
Keeney HI Ride	10¢, \$69.50; 25¢ 79.50
Chicoin Roll Down	Super Bell, 5¢ Comb, 79.50
	5¢-25¢ Super Bonus Bell \$565.00
	5¢ Super Bonus Bell 345.00
	Mills Jumbo, FP & PO Comb. 94.50
	Keeney Twin Super Bells 149.50
	Pace Twin Reels, 5¢-25¢ 117.50
	Pace Saratoga, 5¢ 59.50
	Evans Bang Talls, JP, '41 199.50

WRITE FOR COMPLETE LIST NEW AND USED EQUIPMENT: FULLY RECONDITIONED ARCADE, ONE-BALLS, 5-BALL FREE PLAYS, PHONOGRAPHS, COUNTER GAMES AND ALL OTHERS.

Send in your Mills Blue Fronts and War Eagles and we will rebuild them to resemble late model machines, thoroughly reconditioned and guaranteed like new! Write for Prices! Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. Cable Address: MOCOIN

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.



EARLY ARRIVALS get big welcome from Jim Gilmore, secretary-manager of Coin Machine Industries, Inc. (CMI), and Robert Mayer, RKO theater manager, during the big holiday party sponsored by CMI for 2,000 children at Palace Theater, Chicago. The kids saw Walt Disney's "Pinocchio," received candy bars and other sweets.

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NEW!

LIVE ACTION!



ADVANCING BONUS SCORES

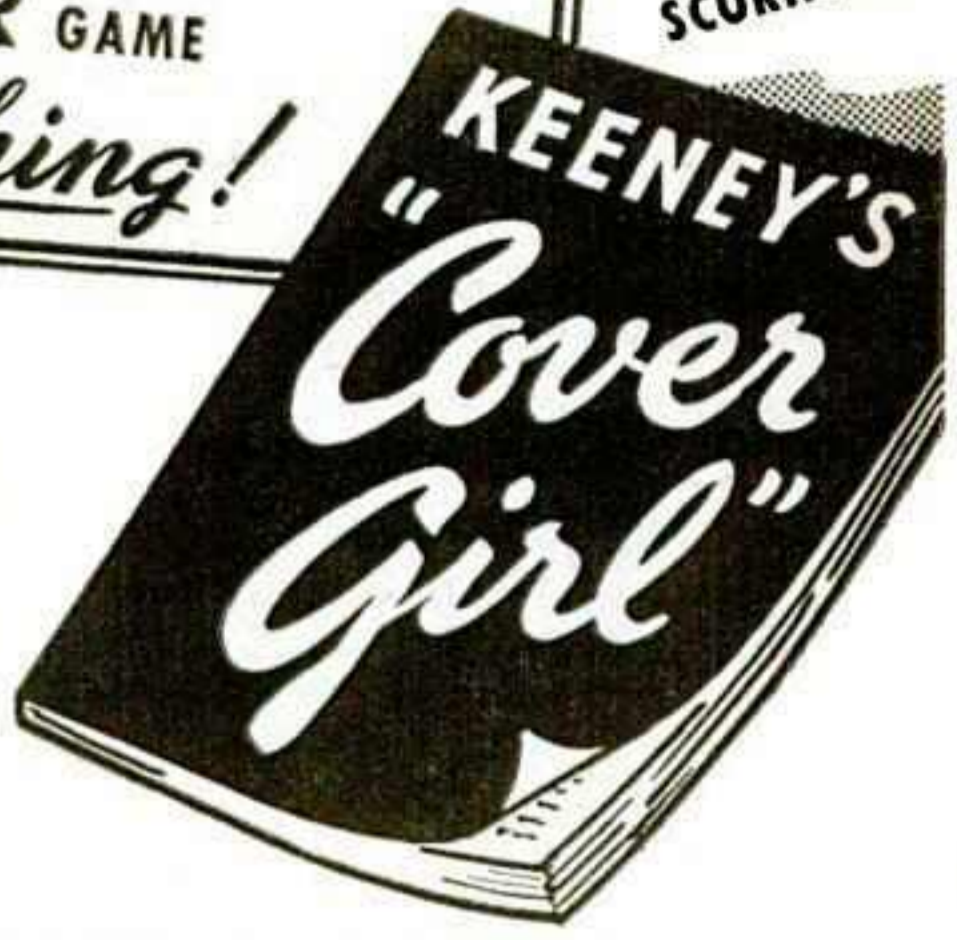
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FOR NOVELTY AND FREE GAME PLAY

THE FLIPPER GAME

THAT HAS *Everything!*

SPECIAL SCORING!



★ Exciting! Thrilling! Sensational! Big Money! Keeney's "Cover Girl" has SEVEN player-controlled FLIPPERS located at each side and bottom of playfield. Player flips balls from side to side, zooms 'em from bottom to top at the touch of a button. Big ADVANCING BONUS SCORES plus "special" scores of 50,000 send totals bouncing up to a possible top of 950,000!



7 FLIPPERS

Advancing BONUS SCORES

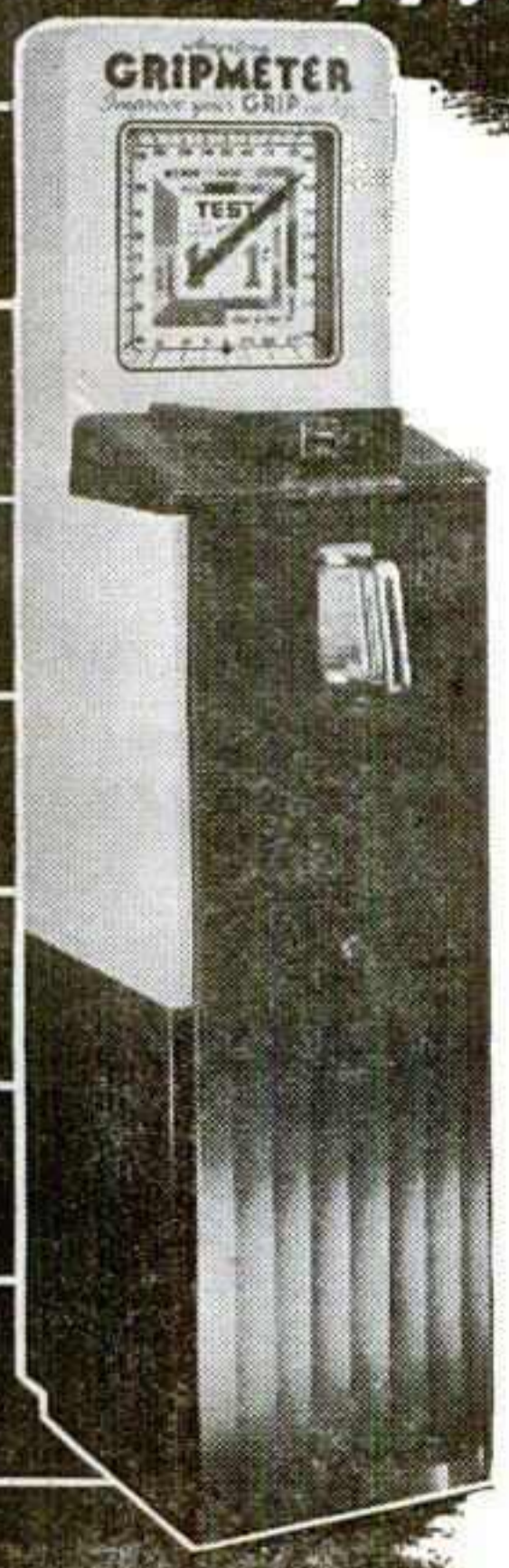
THE FASTEST NOVELTY GAME ACTION OF TODAY! Never before such a riot of hi-scoring action. Also available as a Keeney's Cover Girl captures choice locations for RICH EARNINGS! 5-ball straight novelty roll-down game with console cabinet.

Order from your Keeney Distributor

FLIPPER ACTION
is from center and bottom, as well as from both sides. It's FAST!

J. H. *Keeney* & CO., INC.
"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

Modern



American GRIPMETER

The sound, proven idea of a grip machine in powerful modern design!

We made the Gripmeter for our own operation and it's been sensationally successful, but we can't cover the whole country.

Operators all over have asked for it—and here it is!

Gripmeter has such terrific appeal that almost everyone stops to test his grip. It's perfect for all types of locations and the only time you service the machine is when you collect.

CERTIFIED TAX FREE

3-color, baked enamel, all-steel cabinet of strikingly clean, modern design. For indoor or outdoor installation. Built to stand up indefinitely with an absolute minimum of service.

Write for Descriptive Circular and Prices.

AMERICAN GRIPMETER CO., INC.
101-15 Metropolitan Ave.
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AN EYE OPENER...

If you're not operating this sensation of the year—you're missing the biggest money maker in a decade.



George Ponser's

Pro-Score



THE ROLL DOWN WITH BUMPER GAME ACTION

Your money buys more when you buy Pro-Score

MORE ACTION!

MORE PLAYER APPEAL! MORE PROFITS FOR YOU!

ORDER TODAY FROM YOUR NEAREST DISTRIBUTOR DISTRIBUTORS! Act Fast for Available Territories

GEORGE PONSER CO. 158 East Grand Avenue
Chicago 11, Illinois
Superior 4427

Cig Revenue Up in 3 Florida Counties

MIAMI, Jan. 3.—Revenue from cigarette taxes in Dade, Broward and Monroe counties increased almost \$500,000 in 1947 as compared with 1946, Mark Erwin, State beverage department district supervisor, reported. The boost in cigarette revenue was attributed to a population increase in the area, he said.

The tax brought \$3,477,142 during 1947. The previous year revenue was \$2,910,366. Erwin said that mail-order sales of cigarettes seems to have affected the revenue in this area very little.

Meanwhile revenue from liquor taxes in the three counties showed a decided drop.

Chi Traffic Department Proposes Parking Meters

CHICAGO, Jan. 3.—City traffic department here is currently surveying four heavily patronized business districts in an endeavor to select locations for proposed parking meters, Leslie J. Sorensen, city traffic engineer, announced this week.

RECORD REVIEWS

(Continued from page 30)

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS				ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKER	DEALER	OPERATOR		OVER-ALL	DISK JOCKER	DEALER	OPERATOR
FOLK					RELIGIOUS				
HARRY LESTER AND HIS HAYSEEDS (London 127) <i>The Farmyard Melody ("Goolus")</i> Replete with animal noises. English accent on folk tune hurts. Arrangement too repetitious.	47	51	43	48	THE ST. PAUL CHURCH CHOIR OF LOS ANGELES (J. Earle Hines, Dir.) (Capitol Americana 40076) <i>What Could I Do (If It Wasn't for the Lord)?</i> (Erie Gladney) Strong Gladney chanting a bit shattering in spots. Balance poor for the most part.	59	62	65	50
<i>Headin' Home to Texas</i> Has that prairie touch. Good harmonica solo and some okay fiddling. Tune so-so.	61	64	59	61	<i>Walking With My Jesus</i> Group vocal on spiritual too loud. Harmony good.	61	64	70	50

Mass. Firm Plans Coin Pistol Range

EAST LONGMEADOW, Mass., Jan. 3. — New coin-operated miniature electric pistol range will be introduced shortly by Automatic Devices, Inc., here.

Designed to occupy less than one square foot of space, the new game is engineered with a combination of electronic circuits and optical assemblies designed for signaling purposes during World War II.

Somebody asked.. WHY?
WHY does

KEENEY'S
GOLD NUGGET

pull such terrific play!

The Answer Is Simple!

Gold Nugget gives every player the chance to win the highest odds offered by any console.



Order from SCOTT-CROSSE
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Rittenhouse 6-7712

5-BALL FREE PLAY SACRIFICE!

STAGE DOOR CANTEN	\$34.50
SURF QUEEN	34.50
SUSPENSE	49.50
BIG HIT	34.50
DOUBLE BARREL	44.50
LAURA	24.50
ARIZONA	24.50
FLAT TOP	24.50
STREAMLINER	24.50

WHILE THEY LAST!

METAL TYPER DISCS
FOR GROETCHEN TYPER
Finest Aluminum—Standard Thickness \$8.50 Per 1000
Satin Finish
PRECISION DIES Sample on Request
MONEY BACK GUARANTEE
1/3 With Order, Balance C. O. D.

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DISTRIBUTING COMPANY

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WANT TO BUY

SKILL DRAW COUNTER GAMES

Will Pay Top Prices

PARKER AMUSEMENT COMPANY

7 W. HASKELL TULSA, OKLAHOMA

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

America's foremost and most complete music system with

All Aluminum Cabinet

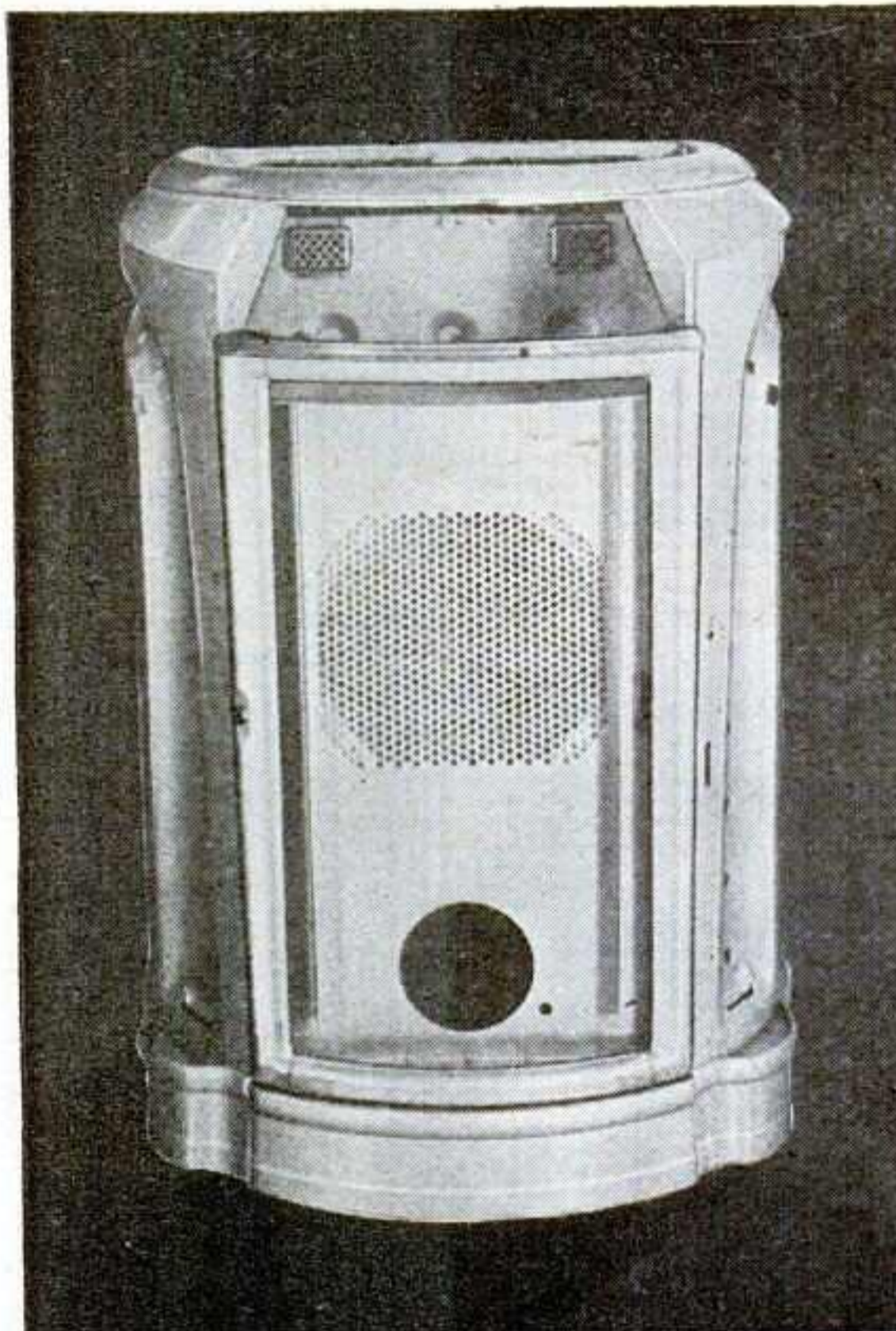
Be sure the music systems you install are truly modern. Seeburg's Symphonola "148" is America's finest phonograph . . . and has proven its superiority in locations all over the country. Just check these outstanding features:

- Unaffected by age.
- Moisture resistant.
- No warpage or shrinkage.
- All parts remain in alignment.
- Unaffected by changes in temperature.

Contact Atlas today for a demonstration of the money-making advantages that only Seeburg Sound Distribution possesses.

ATLAS MUSIC COMPANY

2200 N. Western Ave., Chicago 47, Illinois
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The All-Aluminum Symphonola is available in either rich walnut burl or light finish. Each model has ripple dome and an animated door.



Give!
TO DAMON RUNYON
Cancer Fund
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**FACTORY
CLOSEOUT!
SHOOTING
STARS**

In Original Cartons

\$74.50 each

\$69.50 EACH IN LOTS OF 10

Fast! Flashy! Exciting Action! High Score—Disappearing Skill Hole! A Real Money Maker!

RUSH YOUR ORDER!

Terms: 1/3 Dep., Balance C. O. D.

ATLAS NOVELTY CO.

2200 N. Western Ave. Chicago 47, Ill.

**Sound Movies
Set by Capitol**

NEW YORK, Jan. 3.—A coin-operated sound movie machine is in the final stages of engineering by Capitol Projector Corporation, Ralph Hotkins, president, announced here this week, and will be in quantity production within 60 days. For 5 cents the new unit will screen 100 feet of 16mm. sound film, for about two minutes of playing time.

The projection mechanism of the new device is the same as that used in Midget Movies, the silent movie machine produced by Capitol, according to Hotkins, but its screen is approximately four times larger, measuring 9 by 11 inches. Cabinets for both machines are substantially the same. Hotkins said his firm would convert silent Midget Movies to sound, for those operators desiring a changeover.

One sound movie projector has been on test location for three months, during which time a number of modifications have been incorporated to increase the machine's performing characteristics.

**Dave Franco Sells
Montgomery Co. to
3 Employees, Son**

MONTGOMERY, Ala., Jan. 3.—David R. Franco, owner of Franco Distributing Company, of Birmingham and Montgomery, and the Franco Novelty Company, Montgomery, announced this week the sale of the operating firm as of July 1, 1947, to three former employees, Morris R. Piha, Clifford B. Thornell and Joseph E. Capilouto, and Franco's son, Rubin A.

Franco retains ownership of the distributing firm, which handles automatic phonographs and other coin-operated devices.

Franco Novelty Company, founded in 1930, has engaged in the operation of automatic phonographs and all types of coin-operated machines. The new owners will specialize in installation of Scientific Sound Distribution music systems in all types of locations, according to Franco, and will operate cigarette vending machines and amusement devices. Officers and a department aimed at giving up-to-the-minute service will be maintained by the new owners at 1203 B Madison Avenue.

**ROLL
DOWN
GAMES**

- Genco Advance Roll ..\$289.00
- Genco Total Roll..... 79.00
- Dynamic Rollette 149.00
- Sportsman Roll 89.00
- Kickaroll 179.00

**ALSO
IN
STOCK**

- United Singapore
- Bally's Hi-Roll
- Chicago Coin Roll Down
- Genco's Bing-A-Roll

SPECIAL PRICE
ROCK-OLA DELUXE ..\$89.00

**EMPIRE AUTOMATIC
CORP.**

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BUCKMASTER 7-7300

EMPIRE'S SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

VISIT BOOTHS 92-93-94 AT THE CMI SHOW

NEW PIN GAMES

- CHICOIN BERMUDA .. W
- HUMPTY DUMPTY .. R
- UNITED SINGAPORE .. I
- WMS. BONANZA .. T
- KEENEY HI RIDE .. E
- EXH. STAR LITE ..
- CHICOIN SEA ISLE ..
- BALLY BALLYHOO ..\$149.50
- CHICOIN PLAY BOY ..\$149.50
- EX. TALLY-HO .. 190.00

NEW ONE BALLS

- JOCKEY CLUB, P.O. \$645.00
- JOCKEY SPECIAL .. 645.00
- DAILY RACES, P.O. .. 545.00

ROLL DOWN GAMES

- BING-A-ROLL ..\$499.50
- CHI. ROLL DOWN .. 395.00
- BALLY HY-ROLL .. 499.50
- ADVANCE ROLL .. 449.50
- BUCCANEER .. 499.50
- ESSO ARROWS .. 499.50
- PRO-SCORE .. 499.50

NEW COUNTER GAMES

- ABT CHALLENGER ..\$ 49.50
- FOLDING STAND .. 11.95
- BASKET BALL, 1¢ .. 34.50
- GOTT. GRIP SCALE .. 39.50
- GRIP-VUE .. 49.50
- DAVAL BEST HAND .. 30.00
- MARVELOIG. 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 ..
- GROET. COLUMBIA, ..
- JP ..\$109.50
- DE LUXE COLUMBIA ..\$129.50
- BIA ..\$129.50
- MILLS Q.T. 115.00
- VEST POCKETS .. 65.00

WRITE!

SLOT SAFES, STANDS

- CHICAGO METAL REVOLVING 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 .. 895.00
- JENN. CHALLENGER .. 595.00
- EVANS BANGTAILS .. 671.50
- EVANS RACES .. 931.00
- EV. WINTERBOOK .. 826.00
- EV. CASINO BELL .. 637.50

NEW VENDORS

- ARISTOCRAT POP ..
- CORN VENDORS ..\$225.00
- SILVER KING, 1¢ or ..
- 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

- MEXICO ..\$179.50
- LUCKY STAR .. 169.50
- CROSSFIRE .. 149.50
- HONEY .. 149.50
- MAISIE .. 145.00
- RANGER .. 139.50
- PLAY BOY .. 139.50
- ROCKET .. 139.50
- HAVANA .. 139.50
- RIO .. 121.50
- CYCLONE .. 129.50
- CAROUSEL .. 129.50
- TORNADO .. 129.50
- CLICK .. 129.50
- MYSTERY .. 129.50
- VANITIES .. 119.50
- KILROY .. 119.50
- SMOKY .. 119.50
- BALLYHOO .. 109.50
- DYNAMITE .. 99.50
- SMARTY .. 99.50
- SHOW GIRL .. 99.50
- SUPER SCORE .. 99.50
- BAFFLE CARD .. 99.50
- OPPORTUNITY .. 99.50
- SPELLBOUND .. 99.50
- SUPERLINER .. 99.50
- FAST BALL .. 79.50
- STEP UP ..\$ 79.50
- MID. RACER .. 44.50
- CANTEEN .. 44.50
- SURF QUEEN .. 44.50
- BIG LEAGUE .. 44.50
- BIG HIT .. 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
- S-10-20 .. 44.50
- BOSCO .. 44.50
- HI HAT .. 44.50
- PRODUCTION .. 39.50
- SEA HAWK .. 39.50
- JUNGLE .. 39.50
- BOLAWAY .. 39.50
- SHOW BOAT .. 39.50
- VENUS .. 39.50
- ABC BOWLER .. 39.50
- SEVEN UP .. 39.50

SLOTS

- 50¢ WATLING ROLATOP, 3-5 ..\$145.00
- 5¢ MILLS BONUS BELL .. 119.50
- 5¢ MILLS ORIG. CHROME, 2-5 .. 109.50
- 5¢ MILLS BLUE FRONT, ORIG. .. 89.50
- 10¢ BROWN FRONTS .. 109.50
- 25¢ MILLS CLUB CONSOLE .. 149.50
- 10¢ JENN. SILVER CHIEF .. 99.50
- 5¢ JENN. CLUB CONSOLE CHIEF .. 109.50
- JENN. CIGAROLA XV .. 99.50
- JENN. LITE-UP CHIEFS, Used 10 Days, ..
- 5¢, \$215; 10¢, \$225; 25¢ .. 235.00

ARCADE

- AIR RAIDER ..\$ 69.50
- BICYCLE, EXH. .. 189.50
- DRIVEMOBILE .. 189.50
- FOOTBALL, IDEAL .. 189.50
- HOCKEY, CHICOIN .. 89.50
- HOCKEY, CHAMPION .. 49.50
- LIFT-O-GRAPH .. 195.00
- RAPID FIRE .. 74.50
- WATL. GUESSER SCALE .. 149.50
- SKY FIGHTER .. 129.50
- SUPER BOMBER .. 149.50
- SUPER TORPEDO .. 109.50
- TEN STRIKE, '46 MOD. .. 189.50
- TEN STRIKE .. 89.50
- VITALIZER, EXH. .. 79.50
- WHIZZ, WITH STAND .. 69.50

ONE BALLS

- VICTORY SPECIAL, Auto. Shuf. ..\$249.50
- CLUB 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. 395.00
- 5¢ COMB. SUPER BELLS .. 78.50
- BALLY SUN RAYS, F.P. 89.50
- HI HAND, COMB. 99.50
- WATLING BIG GAME, P.O. or F.P. 89.50
- 5¢ PACE SARATOGA SR., P.O. 89.50
- 5¢ PACE REELS, COMB. 89.50
- JENN. FAST TIME, P.O. 59.50
- BALLY BIG TOP, P.O. or F.P. 89.50
- MILLS LUMBO, LATE HEAD .. 89.50
- EVANS JUCKY STAR .. 109.50
- GALLOPING DOMINOS, J.P. 119.50
- MILLS 4-BELLS, 5-5-5-5 .. 99.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone EVERGLADE 2600 • CHICAGO 22, ILL.

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IMMEDIATE DELIVERY

NEW EQUIPMENT

- Bally Double Up Consoles Write
- Bally Wild Lemon Consoles Write
- Bally Triple Bells Write
- Bally Jockey Specials Write
- Bally Big Inning Write
- Bally Hy Rolls Write
- Bally Nudgys\$175.00
- Bally Silver Streaks 119.50

USED EQUIPMENT

- Bally Deluxe Draw Bells\$319.50
- Keeney Single Bonus Bells 319.50
- Keeney Twin Bonus Bells (5c-5c) 489.50
- Bally Victory Specials 189.50
- Bally Special Entrys 375.00
- Bally Triple Bells (All Combinations) Write
- Bally Ballyhoo 99.50
- Bally Silver Streaks 109.50
- Bally High Hands 45.00

One-Half Deposit With Order

Chris Novelty Company

1217 N. Charles St. Baltimore 1, Md.
Phone: Vernon 4223

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, 50 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.
812 W. RANDOLPH ST. HAYMARKET 1695 CHICAGO 7, ILLINOIS

SENSATIONAL OPERATORS ARE GOING WILD OVER THE NEW CHICAGO COIN 5 BALL FLIP-UP 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

MUSIC—ROLL-DOWNS

WURLITZER

Wurlitzer 616 Plain	\$ 45.00
Wurlitzer 412	39.50
Wurlitzer 616 Lite Up	59.50
Wurlitzer 24	75.00
Wurlitzer 600	100.00
Wurlitzer 500	100.00
Wurlitzer 700	245.00
Wurlitzer 750	259.50
Wurlitzer 42/24 Victory	79.50
Wurlitzer 41 Counter Model	79.50
Wurlitzer 81 Counter Model	89.50
Wurlitzer 71 Counter Model	89.50
WURLITZER MODEL #1015	495.00
Wurlitzer Twin 12 Cellar Job	89.50
Wurlitzer 24 Cellar Job	89.50

SEEBURG

Seeburg Rex	\$ 59.50
Seeburg Casino	69.50
Seeburg Plaza or Regal	79.50
Seeburg 8200 Conversion	79.50
Seeburg Gem	89.50
Seeburg Vogue	99.50
Seeburg Classic	99.50
Seeburg Cadet, ES	129.50
Seeburg Cadet, ESRC	159.50
Seeburg Envoy, ESRC	179.50
Seeburg Hi-Tone, ES	149.50
Seeburg Hi-Tone, ESRC	169.50

ROCK-OLA

Rock-Ola Windsor-Monarch	\$ 59.50
Rock-Ola Standard	95.00
Rock-Ola DeLuxe	100.00
Rock-Ola Master	110.00
Rock-Ola Spectravox and Playmaster	99.50
Rock-Ola Imperial	49.50
ROCK-OLA 1946, Like New	375.00

MILLS

Mills Throne	\$ 69.50
Mills Empress	99.50

ARCADE AND

Genco Advance Roll	\$275.00
Square Sportsman	89.50
Genco Total Rolls	89.50
Premier Roll-a-Score	65.00
Roll-a-Score, With Bumpers	99.50
Esso Stars	175.00
Pancoast Hi Score	69.50
Hi Score, With Bumpers	99.50
Total Roll, With Buttons	175.00
Dynamic Roulette	215.00

Western Baseball	\$ 79.50
Western Baseball, Major League	99.50
Evans Ten Strike	49.50
Total Roll, With Bumpers	199.50
Super Triangle	49.50
One World, Roll Down	125.00
Sportsman Blue Cabinet	149.50
Tally Rolls	59.50
Buccaneer, Like New	295.00
Race Horse Glass for Advance Roll	12.50

Send 1/3 Deposit, Balance C. O. D.

HUB DISTRIBUTING CO.

632 Tenth Ave., cor. 45th St.
New York 19, N. Y. Circle 6-9570

COME TO HEADQUARTERS FOR THE LATEST MODELS SLOT MACHINES

BOUGHT, SOLD AND EXCHANGED
SEND FOR CATALOG

QUICK, EFFICIENT SLOT MACHINE REPAIRS

BAKER NOVELTY CO. 1700 WASHINGTON
CHICAGO 12, ILL.

THIS YEAR . . . AND EVERY YEAR IT'S CHEAPER TO BUY THE BEST!

CONSOLES

Guaranteed and Reconditioned

Keeney Three Way Bonus Super Bell, 5-10-25c	\$795
Keeney Twin Super Bell	595
Keeney NEW Twin Bonus Super Bell	Write
Mills 1947 Three Bells, 5-10-25c	410
Mills Original Three Bells, 5-10-25c	250
Pace Twin Reels, 10-25c	125
Bally DeLuxe Draw Bell	345
Mills Jumbo Parade, P.O., Late	75
Evans Galloping Dominoes, Floor Sample	395

SPECIAL

Keeney
HOT TIP

One-Ball 4-coin multiple free play with Jackpot. Brand new, Original crates. 2 available.
\$350 each

PHONOGRAPHS

Completely Reconditioned

Wurlitzer 850	\$295
Wurlitzer 800	275
Wurlitzer 780	295
Wurlitzer 500	165
Seeburg 8800 Lo-Tone	295
Seeburg Plaza	185
Rock-Ola DeLuxe	150
Alroon, 1946, Like New	325
Genco ADVANCE ROLL	Brand New, Original Crate, One, special \$350

Terms: 1/3 down. Balance sight draft or C. O. D.

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IN THE INDUSTRY

See Our Exhibit at
CMI Show
BOOTH 71



2330 N. WESTERN AVE.

CHICAGO 47 Phone: EVERGLADE 2300

RENT A MACHINE KEEP THAT LOCATION HOT

Established Operators—Save money by renting games and phonographs. 1/2 rental fee may be applied against purchase. Send Us Your Name and Address for Full Details. Receive Our Monthly Newsletter.

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SPECIALTY!

*All Coin Machine Operators
Welcome*

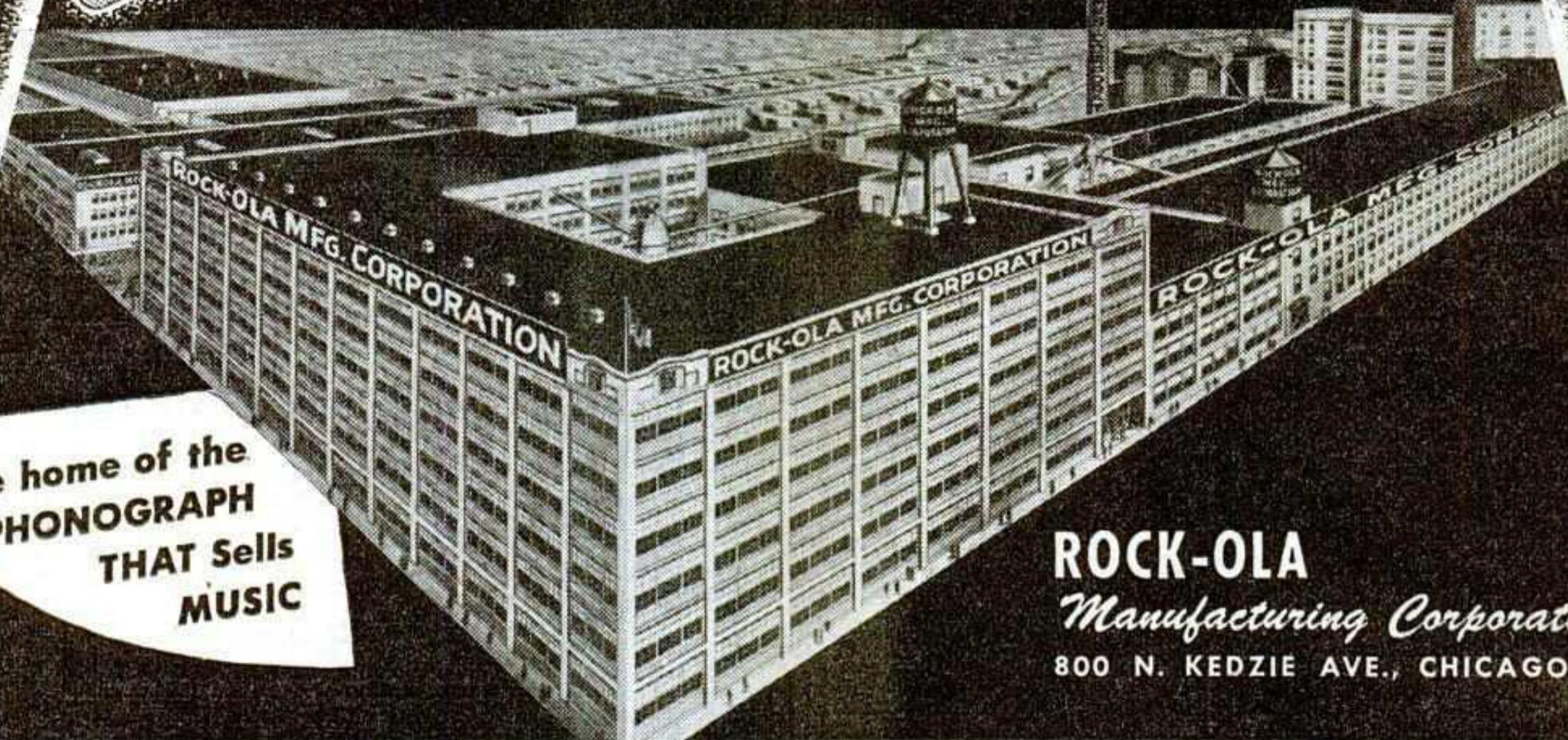
OPEN HOUSE AT

ROCK-OLA

**JAN.
19-
20-
21-
22**



The home of the
**PHONOGRAPH
THAT Sells
MUSIC**



ROCK-OLA
Manufacturing Corporation
800 N. KEDZIE AVE., CHICAGO 51

JACKPOT BELL
5c — 10c — 25c

FACTORY REBUILT
LOOK AND OPERATE
LIKE NEW

GUARANTEED
\$150.00

**AUTOMATIC OR GUARANTEED
JACKPOT MODELS**



TRACK ODDS \$650.00
PARLAY LONG SHOT 750.00

Thoroughly Factory Rebuilt

BRAND NEW BUCKLEY MUSIC BOX
24 Selections \$25.00 32 Selections

USED MILLS 4 BELLS \$150.00

NEW FOURWAY COIN CHANGERS 27.50

REBUILT WATLING J. P. BELL, 5c. 75.00

GET OUR COMPLETE LIST OF SLOT PARTS

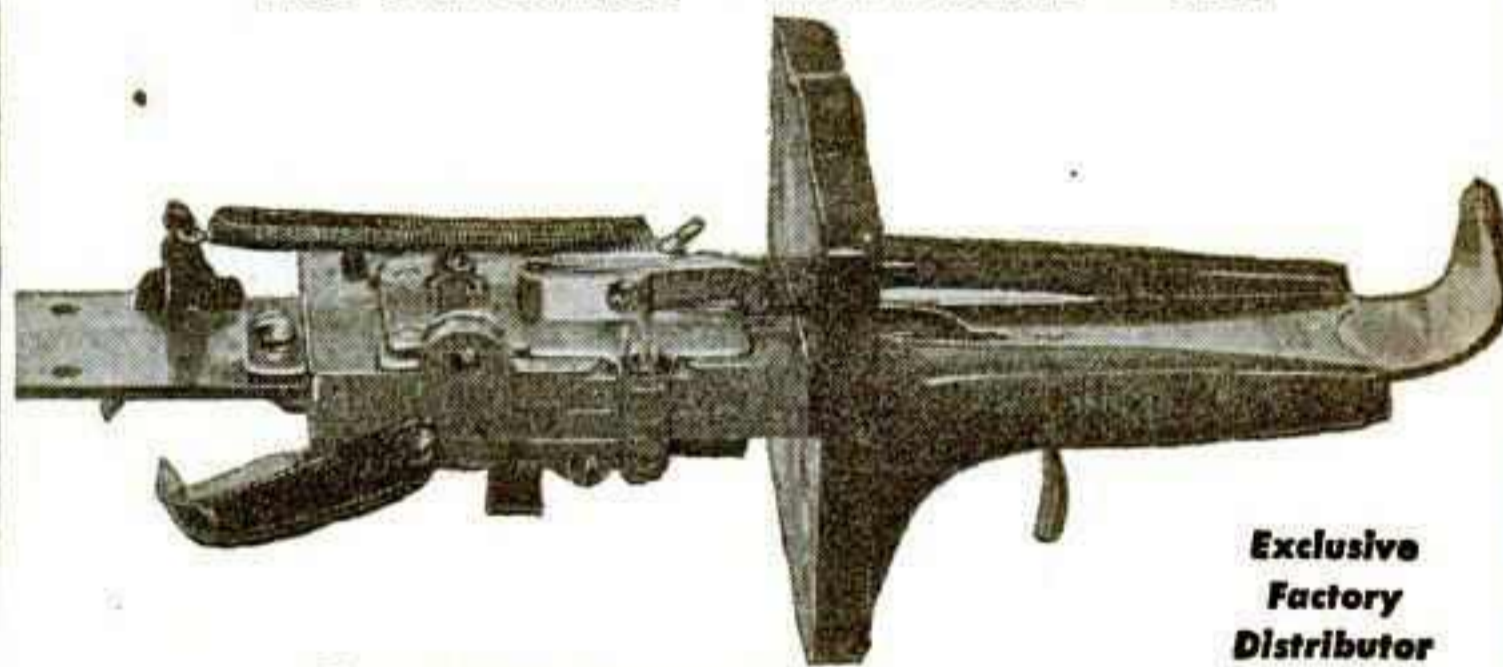
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PHONES: VAN BUREN 6636-6637-6638-6533

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COIN CHUTES
For Pin Games • Roll Downs • etc.



**Exclusive
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Beautiful in appearance.
Highest quality materials assure long,
trouble free operation.
Almost 100% slug proof — CANT 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
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HEATH DISTRIBUTING CO.

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COIN MACHINE SHOW

JANUARY 19, 20, 21, 22. HOTEL SHERMAN, CHICAGO.

Prepare for Prosperity in '48. Start packing your grip, get your ticket for Chi, and have your handsome phiz appear among the 10,000 old familiar faces at the Annual Coin Machine Show. You'll live a whole year in these four big days, inspecting the largest and most impressive collection of amusement, music, and vending machines ever assembled in one place!

★ AMUSEMENT ★

COIN MACHINE INDUSTRIES, INC.

is the trade association of the entire Coin Machine Industry. Our Show is the only Exhibition of ALL types of coin operated equipment, machines in production and ready to make big profits for you in every month of '48 and all the years to follow! You'll be proud of your part in our industry's great drive, "\$250,000 for Cancer Research," which concludes on night of January 22.

MUSIC

EXCITING, INSPIRING PROGRAM.

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.

☞ VENDING ☜

Worth Talking About!



GENCO'S

BING-A-ROLL



and here's why...

A high score of 285,000 can be obtained by skillful playing of balls.

Each ball played scores from 1,000 to 24,000.

PLUS a bonus score of 50,000 when a line is completed VERTICALLY—HORIZONTALLY or DIAGONALLY.

All balls can be played at once, yet the ingenious automatic scoring device will register the score of individual balls ACCURATELY plus the bonus!

Arrangement of playfield is duplicated in colorful lightup design on backboard glass; score lights up rapidly as played balls fall into pockets.

No waiting for balls to register. Scoring device registers while other balls are played.

ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

HERE ARE JUST THE MUSIC PARTS YOU NEED!

- | | | | |
|--------------------------|---------|-------------------------------|---------|
| 616 Amplifiers | \$19.50 | Tone Arms for Wurlitzer | \$15.50 |
| 412 Amplifiers | 14.50 | Wurlitzer Motors | 19.50 |
| 24 Amplifiers | 27.50 | Speakers for 24 or 616 | 15.50 |
| Coin Chutes for 24 | | \$14.50 | |

1/3 WITH ORDER — BALANCE C. O. D.

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RUNYON SALES COMPANY

123 W. RUNYON ST., NEWARK 8, NEW JERSEY — TEL. BIGELOW 3-8777
593 TENTH AVE., NEW YORK 18, NEW YORK — TEL. LONGacre 5-1880

WEST SIDE WEEKLY SPECIALS!

- ROCK-OLA COMMANDO (Perfect)\$ 99.50
- WURLITZER 950 (Perfect) 265.00
- ROCK-OLA DE LUXE (Perfect) ' 115.00

WRITE FOR COMPLETE LIST

1/2 Deposit, Balance C. O. D., F. O. B. Warehouse

WEST SIDE DISTRIBUTING CORP.

698 Tenth Avenue (49th Street) New York 18, N. Y.
Phone Circle 6-8464



Will See Your Advertising in

The Billboard

COIN MACHINE CONVENTION ISSUE

DATED JANUARY 24th

DISTRIBUTED JANUARY 19TH ➔ **OPENING DAY AT THE CONVENTION**

The Most Important Issue of the Year

WITH THE MOST {

- CIRCULATION
- READER INTEREST
- ADVERTISING

RESERVE YOUR SPACE NOW—ADVERTISING DEADLINE JANUARY 14TH

CONTACT YOUR NEAREST BILLBOARD OFFICE

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PHONE: CENTRAL 8761

IN CINCINNATI
2160 PATTERSON ST.
PHONE: DUNBAR 6450

IN HOLLYWOOD
6000 SUNSET BLVD.
PHONE: HOLLYWOOD 5831

IN ST. LOUIS
390 ARCADE BLDG.
PHONE: CHESTNUT 0443



PHONO PRICES DOWN IN SHAFFER'S "ALL OUT" SACRIFICE of rebuilt phonographs

We are forced to sacrifice these guaranteed rebuilt phonographs to make room for more trade-ins coming in. Every machine is a quality buy that will give A-1 performance on location.

SEEBURG 146-M	Write	SEEBURG, 5-10-25c Baromatic	\$ 35.00
SEEBURG H-146-M	Write	WURLITZER 950	279.50
SEEBURG 8200, R. C.	\$279.50	WURLITZER 850	279.50
SEEBURG 9800, R. C.	279.50	WURLITZER 500-A	149.50
SEEBURG 9800, E. S.	259.50	WURLITZER 600	149.50
SEEBURG 8800, R. C.	279.50	WURLITZER 616	89.50
SEEBURG 8800, E. S.	259.50	ROCKOLA 1422	399.50
SEEBURG COLONEL, R. C.	244.50	ROCKOLA MASTER	159.50
SEEBURG CADET, R. C.	244.50	ROCKOLA SUPER	159.50
SEEBURG COMMANDER, R. C.	239.50	ROCKOLA PLAYMASTER HIDEAWAY (Metal or Wood)	89.50
SEEBURG COMMANDER, E. S.	234.50	ROCKOLA '39 Std.	149.50
SEEBURG CLASSIC	159.50	ROCKOLA WALL AND BAR BOXES.	5.00
SEEBURG PLAZA	139.50	AIREON 1200-A	299.50
SEEBURG HIDEAWAY	189.50		
SEEBURG WS-2Z WOM.	28.50		

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.
ALL ITEMS OFFERED SUBJECT TO PRIOR SALE.



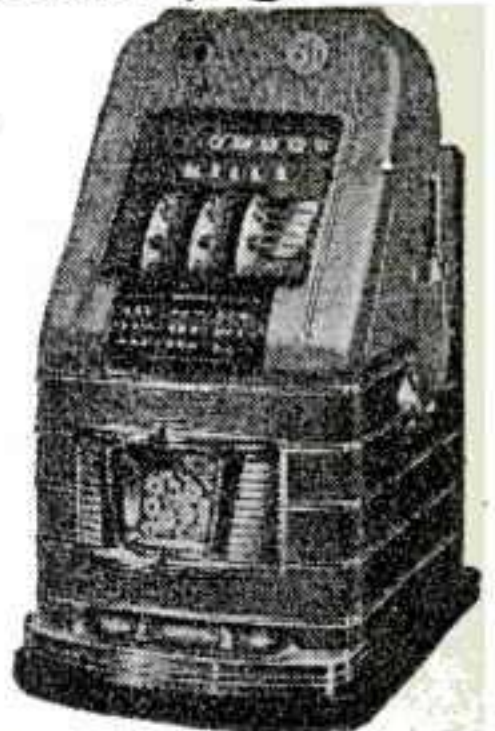
SHAFFER MUSIC COMPANY

606 South High St. Columbus 15, Ohio
PHONE: MAIN 5563

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.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play
\$65.00
1/3 Deposit

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

NOW DELIVERING EXHIBIT'S LATEST RELEASE

TREASURE CHEST

A REAL WINNER

WRITE, WIRE, PHONE—IMMEDIATE DELIVERY

SIMON SALES, INC.

DAVE SIMON

Note New Address: 627 10th Ave., New York 19, N. Y.
All Phones: LOnacre 3-0241-0242-0243

BADGER'S Bargains

LOS ANGELES see Bill Happel
MILWAUKEE see Carl Happel

Often a few dollars less - Seldom a penny more

GUARANTEED RECONDITIONED CONSOLES	
KEENEY BONUS, 1-WAY	\$324.50
KEENEY BONUS, 2-WAY	645.00
KEENEY 4-WAY SUPER BELLS, 5¢-5¢-5¢-25¢	169.50
BALLY TRIPLE BELLS, 5¢-5¢-25¢	595.00
MILLS 1941 THREE BELLS	245.00
JENNINGS CHALLENGER, 5¢-25¢	395.00
LATE MILLS 4-BELLS, 5¢-5¢-5¢	189.50
MILLS JUMBO, LATE F.P., P.O.	59.50
KEENEY SUPER SINGLE, 5¢, F.P., P.O.	59.50
MILLS JUMBO, LATE P.O.	\$ 49.50
BALLY DRAW BELLS	245.00
EVANS BANGTAILS, F.P., P.O.	395.00
BALLY CLUB BELLS, F.P., P.O.	49.50
BALLY HI HANDS, F.P., P.O.	49.50
EVANS LUCKY LUCRE, P.O.	49.50
MILLS JUMBO, F.P.	39.50
PACE SARATOGA, F.P., P.O.	49.50
BALLY DELUXE DRAW BELLS	325.00
KEENEY SUPER TWINS, 5¢-25¢, F.P., P.O.	89.50

SPECIAL KEENEY BONUS 3-WAY, 5¢-10¢-25¢, REFINISHED **\$695.00**

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$550.00	ROCKOLA MODEL 1422 (1946)	\$395.00
SEEBURG MODEL 1-48	495.00	A.M.I. 1948 MODEL	695.00
AIREON 1948 MODELS	1295.00	PACKARD 1948 MODEL	495.00

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc. 2251 WEST PICO BLVD., LOS ANGELES 6, CALIF. ALL PHONE DR. 4326.

Badger Novelty Co. 2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL. 3030.

COVEN'S COIN CORNER

USED FIVE BALLS

Action	\$19.50	Liberty	\$49.50
Baffle Card	79.50	Sea Hawk	24.50
Big Hit	49.50	Stage Door Canteen	49.50
Big Parade	34.50	State Fair	89.50
Bolaway	19.50	Super Liner	69.50
Captain Kidd	19.50	Surf Queen	49.50
Double Barrel	39.50	Suspense	69.50
Eagle Squadron	29.50	Ten Spot	19.50
Flat Top	29.50		
Jeep	19.50		
Knockout	39.50		
Land Slide	19.50		
Laura	49.50		

USED SLOTS

Mills Black Cherry, 10c (Orig.)	\$149.50
Mills Chrome, 10c, (Rebuilt)	129.50
Mills Chrome, 25c, (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

USED CONSOLES

Big Game, F.P., 5c	\$24.50
--------------------	---------

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



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
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LIBERTY (Bally)
G.I. JOE
STRATOLINER

1/2 Deposit With Order, Balance C. O. D.

Mid-State Co.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545

Invitation

COME TO

Bell-O-Matic's Funfest!

Sweet music! Succulent morsels of food; cool, smooth, colorful liquids! Buzzing conversation, tall stories, doubtful stories, clever stories—all on the fourth story of the Morrison Hotel, Presidential Suite, Room 440, Sunday, January 18 to Thursday, January 22, 1948. Meet the "big spenders from the East," the "citrus fruit peddlers" from the West, the "cowboys" from "The Panhandle" and the "suntans" from Florida. Find out why it never rains in California—why grapefruits in Texas are so large that seven make a dozen. Listen to the boys from Washington and Oregon spread their applesauce. Lend your ear to the Iowans corn-y jokes. Hear and join them all in blending voices to the refrain, "Sweet Adeline" and "Down by the Old Mill Stream." In other words, for a helluva time—*come to Bell-O-Matic's Funfest!*

Bell-O-Matic Corporation

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS
4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

A PERFECT START FOR A BIG NEW YEAR... Fine Equipment at SOUTHERN'S RIGHT PRICES!

\$129.50 EACH	BAFFLE CARD RIO	RANGER SMOKEY
\$39.50 EACH	BIG HIT STAGE DOOR	OPPORTUNITY CANTEN
\$139.50 EACH	BALLYHOO MARJORIE	HAVANA PLAYBOY
\$49.50 EACH	BIG LEAGUE MIDGET RACER	CARNIVAL
\$159.50 EACH	BRONCHO LUCKY STAR	GOLD BALL TORCHY
\$69.50 EACH	SEA BREEZE	SPELLBOUND
\$119.50 EACH	CLICK KILROY MYSTERY ROCKET TORNADO MISS AMERICA	

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON



WURLITZERS

1015	\$525.00	780	\$195.00
616	69.50	24 HIDEAWAY	50.00
800	225.00	500 or 600	125.00
24 VICTORY	65.00	700	200.00
850	200.00	71 or 81 WITH STAND	110.00
1015 WITH 216 RECEIVER AND 219 STEPPER		\$565.00	
WURLITZER, #3020, 5-10-25c WIRELESS BOXES, LIKE NEW		65.00	
WURLITZER 216 RECEIVER AND 219 STEPPER		50.00	

ROCK-OLAS

SUPER	\$165.00	STANDARD	\$125.00
COMMANDO	135.00	'40 MASTER	149.50
WINDSOR	79.50	IMPERIAL 20	65.00
1939 DELUXE	125.00	HIDEAWAY	50.00
SPECTRAVOX	50.00	SPEAKER 1807	15.00
PLAYMASTER AND LUXURY LITEUP		\$139.50	

WRITE FOR NEW LIST OF OTHER GAMES,
MUSIC, ONE-BALLS, ETC., ETC.

624 S. THIRD ST., LOUISVILLE 2, KY.
242 JEFFERSON ST., LEXINGTON 2, KY.
1329 S. CALHOUN ST., FT. WAYNE 2, IND.
228 W. 7TH ST., CINCINNATI 2, OHIO
603 LINDEN AVE., DAYTON 3, OHIO
325 N. ILLINOIS ST., INDIANAPOLIS 4, IND.
410 MARKET ST., CHATTANOOGA 2, TENN.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



JOE ASH

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.

666 N. Broad St.
Philadelphia 30, Pa.
Fremont 7-4495

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Mitchell 2-8527

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

DON'T PASS THIS SALE!

FIVE BALLS

1 American Beauty	\$ 15
2 Argentins. Ea.	15
1 Atom Buster	15
2 Air Circus. Ea.	15
1 Big Three	12
2 Big Hit. Ea.	42
1 Bosco	15
1 Bolaway	15
1 Captain Kidd	15
1 Duplex	15
1 Dynamite	75
1 Four Aces	15
1 Flat Top	15
1 Ginger	180
1 Cold Ball	130
1 Hollywood	20
1 Honey	130
1 Horoscope	15
1 Keep-'Em-Flying	15
1 Kilroy	95
1 Liberty	18
1 Legionnaire	15
1 Maisie	115
1 Midget Races	55
1 Moniker	15
1 Majors, '41	15
2 1-2-3. Ea.	12
1 Oscar	120
1 Ranger	135
1 Riviera	22
2 South Seas. Ea.	22
1 Star Attraction	15
1 Second Front	15
1 Shangri-La	15
1 Smoky	115
1 Surf Queen	38
1 Spot Pool	15
1 Step Up	90
1 Sun Valley	15
1 Suspense	50
1 Spellbound	6
2 Trade Winds. Ea.	20
3 Texas Mustang. Ea.	15
1 Vacation	15
2 Venus. Ea.	15

ONE BALLS

4 '41 Derby. Ea.	\$ 35
1 Dust Whirl	40
2 Daily Races. Ea.	275
3 Longacre. Ea.	65
1 Pimlico	47
1 Record Time	30
1 Victory Derby	140

ARCADE AND COUNTER

1 Amusement Lite League	\$ 47
1 Bally Heavy Hitter ..	100
1 Midget Movie Theatre, 5¢	250

2 Advance Roll	\$250
1 Undersea Raider	85
1 Franz 1¢ Scale, New ..	85
1 Watling 1¢ Scale	42
3 Champion 1¢ Basketball. Ea.	29
1 Daval 1¢ Gun	19
3 Daval 5¢ Free Play. Ea.	15
1 Gottlieb 3-Way Gripper	18
1 Mills Around World, 5¢, Free Play	25
2 ABT 1¢ Big Game Hunter Guns. Ea.	18
2 ABT Challenger 1¢ Guns, New. Ea.	41
6 ABT Gun Stands, Used. Ea.	\$3.50
1 Mills Strength Lifter ..	\$ 25
2 Skyfighter. Ea.	95
1 Goalee	135
1 Total Roll	170
1 Genco Whizz	45

MUSIC

WURLITZER	
1 12-Record	\$ 40
1 Model #850	245
2 16-Record. Ea.	55
3 Twin 12, in Metal Cabinet. Ea.	45
1 Counter Model Stand ..	15
1 Counter Model #61	58
1 750E	235

SEEBURG	
1 Model #8200, RC, 30-Wire Adaptor	\$200
2 Classic. Ea.	130
1 Lo-Tone #8800	280
2 Royal. Ea.	95
1 12-Record	40
1 20-Record Hideaway w/3-Wire Adaptor ..	135
1 1946 Wall Box, 3-Wire	30
1 146S	525

ROCK-OLA	
1 12-Record Counter Model	\$ 80
1 1424 Playmaster Hideaway	290
1 20-Record Mechanism w/Adaptor ..	40
11 Wall Boxes, Dial-a-Tune. Ea.	4
1 Imperial, 20-Record Lite-Up	80

MILLS	
1 Empress	\$110
1 Throne	90
PACKARD	
1 Model #7, Like New ..	\$500



LEN
PERSONAL MUSIC
10 Boxes With Brackets, 800 ft. 4-wire cable, studio amplifier, distribution panel. All for

CABLE
100 Ft. 30-Wire Plastic. Per Ft. 25¢
800 Ft. 4-Wire Rubber. Per Ft. 7¢

CONSOLES

1 Big Game, 5¢	\$ 35
2 Good Luck, 5¢, Cash Pay-Out. Ea.	20
1 Jungle Camp, 5¢	35
5 Jumbo, Free Play, 5¢. Ea.	35
1 Lucky Lucre, 5¢, Cash Pay-Out	60

MISCELLANEOUS

3 Salesboards, Walters Automatic. Ea.	\$ 16
1 Ace Coin Counter, 5¢-10¢-25¢	80
1 Johnson 1¢ Coin Counter	40
15 Coin Changers, 5¢. Ea.	\$7.50
1 Coin Changer, 25¢ ..	\$ 15
12 Ball Gum Vendors, Columbus, 1¢. Ea.	12
5 Peanut Vendors, Columbus, 1¢. Ea.	12
5 Silver King 1¢ Vendors. Ea.	12
38 5¢ Peanut Vendors, Sun Mfg. Ea.	6
Tubular Wrappers, 5¢. Box	95¢

WE ARE BUYING
JOCKEY SPECIALS AND
SPECIAL ENTRIES

1/3 dep. State 2nd choice where possible.

T. & L. DISTRIBUTING CO.

1321 CENTRAL PARKWAY MAIn 8751—Phones—MAIn 0477 CINCINNATI 14, O.

Mr. Operator: Begin the New Year Right...

*By getting all of the facts
and figures of the special*

1948 JENNINGS' PLAN FOR OPERATORS

WHETHER you are a large or small buyer, whether you use two machines or two thousand machines a month, we have a plan that will fit your needs. A plan designed to save you real cash on each machine. A plan that shows bigger savings each month of the year.

Just tell us approximately how many Chief type machines you can use a month during 1948 and say—
“Let's have the 1948 Jennings' Plan for me.”

Write, wire or phone today.

That's all . . . you'll get the facts and figures right away

O. D. JENNINGS & Co.

4339 W. LAKE ST.

CHICAGO 24, ILL.

PHONE: MANSFIELD 2618

EVANS' LONG SHOT RACES

WITH HIGH PAYOUT
50c to \$25.00 for 5c Play

FAST PLAY — GREATER EARNINGS!

Evans' new electro-pneumatic control speeds up play faster than ever before!

MYSTERY ODDS! On each play odds change with flashing lights and mechanical action!

7 COIN DROPS with Individual Coin Detectors!

NEW REFINEMENTS! NEW DESIGN!

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

GUARANTEED!
Try Evans' Long Shot Races at Our Risk!
Satisfaction Guaranteed or Money Back!

WRITE, WIRE OR PHONE FACTORY
or
SEE YOUR DISTRIBUTOR

SEE OUR EXHIBIT
AT THE
Coin Machine Show
SHERMAN HOTEL, CHICAGO
JANUARY
19, 20, 21, 22
BOOTH 43
44 - 45 - 46



H. C. EVANS & CO. 1520-1530 W. ADAMS ST.
CHICAGO 7, ILLINOIS

REACH YOUR PROFIT GOAL IN '48—VIA THE LONDON "BUY"-WAY!

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

Clamour	White Sails	Lone Star	Capt. Kidd
Majors, '41	Sport Parade	Metro	Hold Over
Vacation	Play Mate	Line Up	Super Charger
Bomb the Axis	Barrage	Dough Boy	Spot Pool
Seven Up	Double Feature	Big Chief	Boom Town
Box Score	Play Ball	C. I. Joe	Entry
Hi Hat	Golden Gate	School Days	Twin Six
Big League	Roxy	Ten Spot	Belle Hop
Border Town	Stop and Go	Limelight	Tops
Jolly	Big Show		
Eagle Squadron	Dixie		
Airport	Gold Star		

\$39.50 EACH — 4 FOR \$130.00

Jungle	Hi Dive	Keep 'Em Flying . . . \$ 69.50
5-10-20	Exh. Bowling Alley	Western Baseball . . . 49.50
	Four Aces	Nudgy . . . 139.50
		Sky Chief . . . 59.50
		Surf Queen . . . 59.50

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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 or Supers . . 139.50	Plaza or Mayfair . . . 124.50
600-R 99.50	1946 Rock-Olas . . .	Classics or Vogues . . 194.50
500K or 600K . . . 125.00	AMI Top Fiite . . . 49.50	Colonel or Envoy, ES 250.00
Victory Model, Rotary 79.50	Write for Prices	Colonel or Envoy, ESRC . . . 275.00
Victory Model, Key-board . . . 124.50	AIREONS, Used, Like New..\$250.00	8800 or 9800, ES . . 175.00
780-M 229.50	Write for Quantity Prices	8800 or 9800, ESRC 210.00
780-E 249.50		8200, ES 200.00
1015 (like new) . . .		8200, ESRC 235.00
Write for Prices		

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, 5-10-25f 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	Goaler, crating included 124.50
Bang-a-Deer, crating included 74.50	Mills Owl, crating included 15.00
Score-a-Barrel (like new) 99.50	Total Rolls (like new), crating included 124.50
Skill Roll (like new) 99.50	
Atomic Bomber (floor sample) 149.50	

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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.

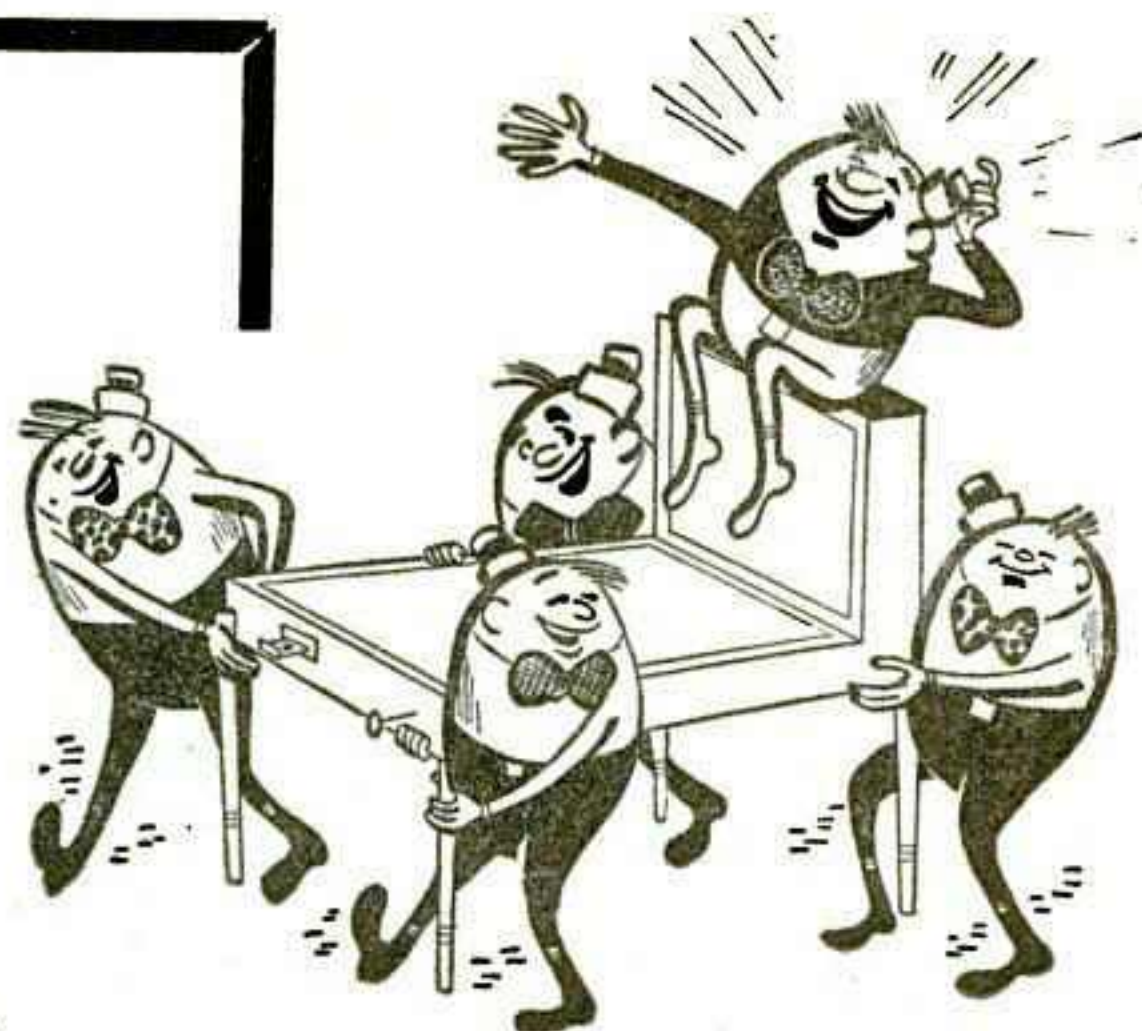
J. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

**WORTH HAVING...
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 . . .
SENSATIONAL PLAYER-CONTROLLED

FLIPPER BUMPERS

Super-sensitive Flipper Button, on side of Cabinet, controls 6 unique FLIPPER BUMPERS on Playing Field. With SKILL and timing, player can control balls . . . can send them zooming from the bottom right back to the top . . . whizzing and bounding around the field for additional scoring! It's positively terrific!

PLUS
HIGH SCORE • SEQUENCE
BONUS • KICKER POCKETS

A GAME OF
SKILL and
TIMING!
PLAYER
CONTROLS
FLIPPER
BUMPERS!

ORDER FROM
YOUR DISTRIBUTOR
NOW!



SUPER-SENSITIVE
CONTROL BUTTONS
ON BOTH SIDES

"There is no substitute
for Quality!"



SEE OUR EXHIBIT
AT THE
Coin Machine Show
SHERMAN HOTEL CHICAGO
JANUARY
19, 20, 21, 22

BOOTHS
2-3-4

WRITE FOR
NEW
PARTS
CATALOG
FACTORY PARTS FOR
GOTTLIEB GAMES

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The Dawn of a New Day for Operators!

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SUNNY

**PREMIUM SCORE • RESERVE SCORE
HIGH SCORE TO 5 MILLION**

Plus

F-L-I-P-P-E-R A-C-T-I-O-N

Convenient Feather-touch Dual Button Controls

SEE YOUR DISTRIBUTOR NOW

Williams **SUPER DELUXE**

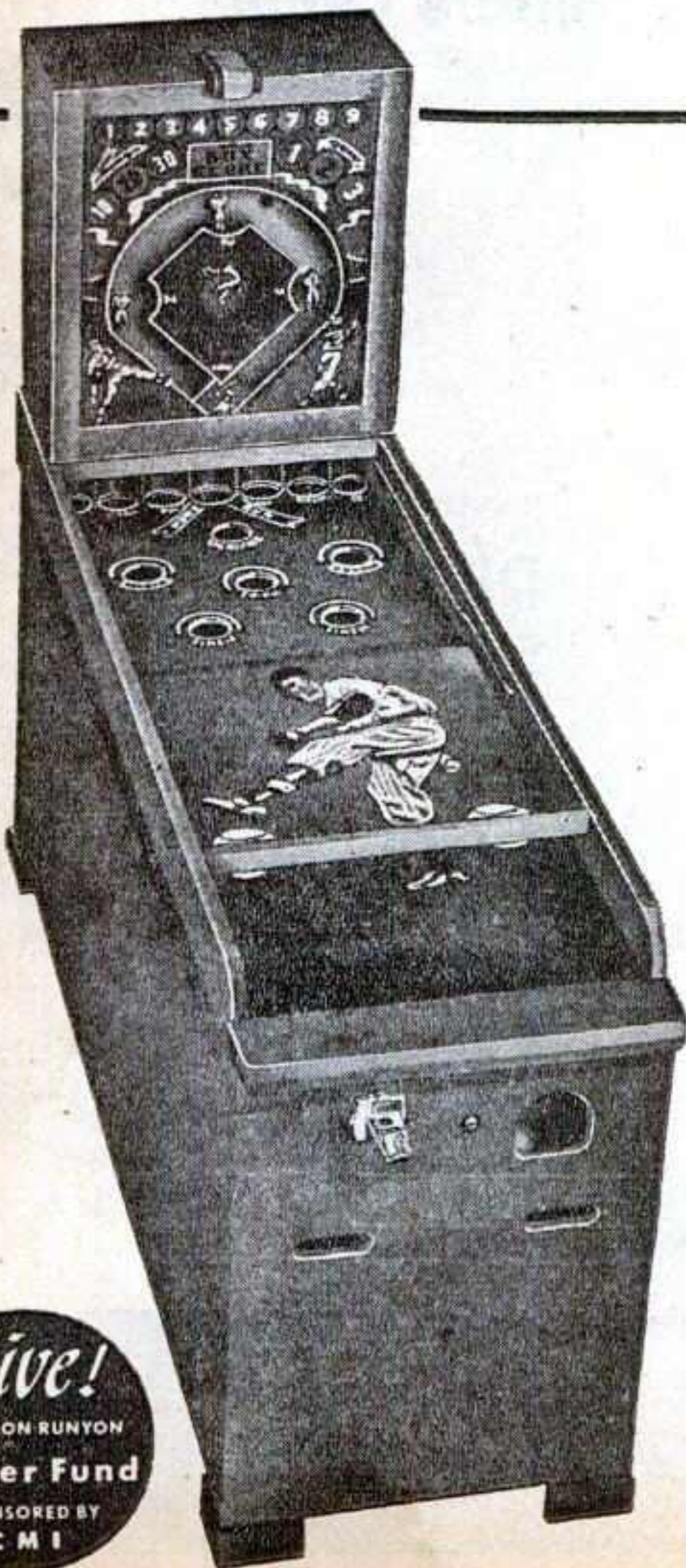
ROLL DOWN

BOX SCORE

**IN THE 1,000 HIT
COLUMN EVERYWHERE!**

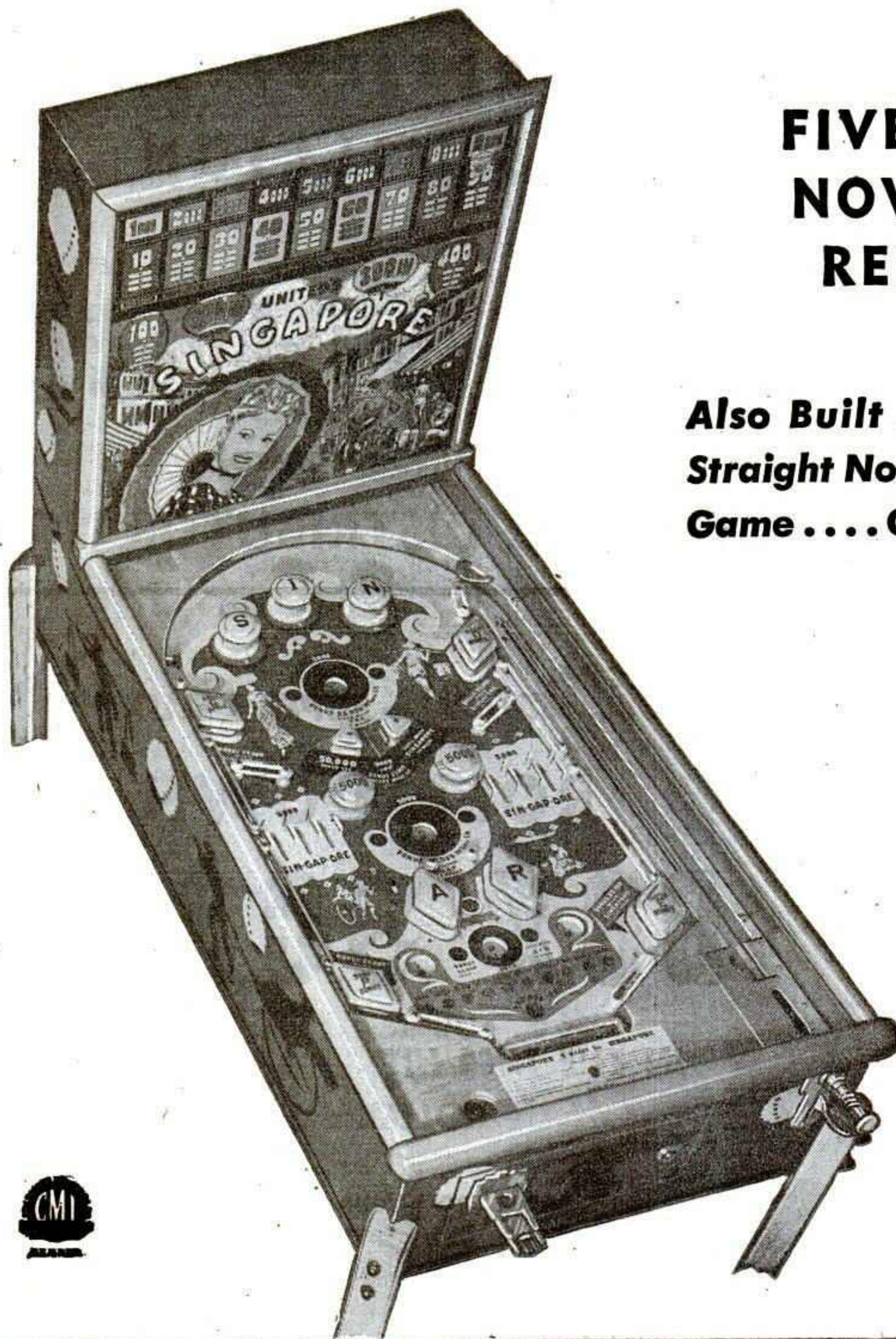
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**FIVE-BALL
NOVELTY
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**Also Built As a Five-Ball
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Special Buys

USED PHONOGRAPHS

(OFFERED TO MUSIC OPERATORS ONLY)

These Seeburg Symphonolas and other trade-ins are completely repaired and refinished in our own shops . . . our guarantee of a good-looking instrument that will operate properly! In a few cases . . . minor substitutions of parts are made . . . but we consider our selection of used phonographs the outstanding buys available in this type of instrument. Write your S. H. Lynch & Company office for complete list!

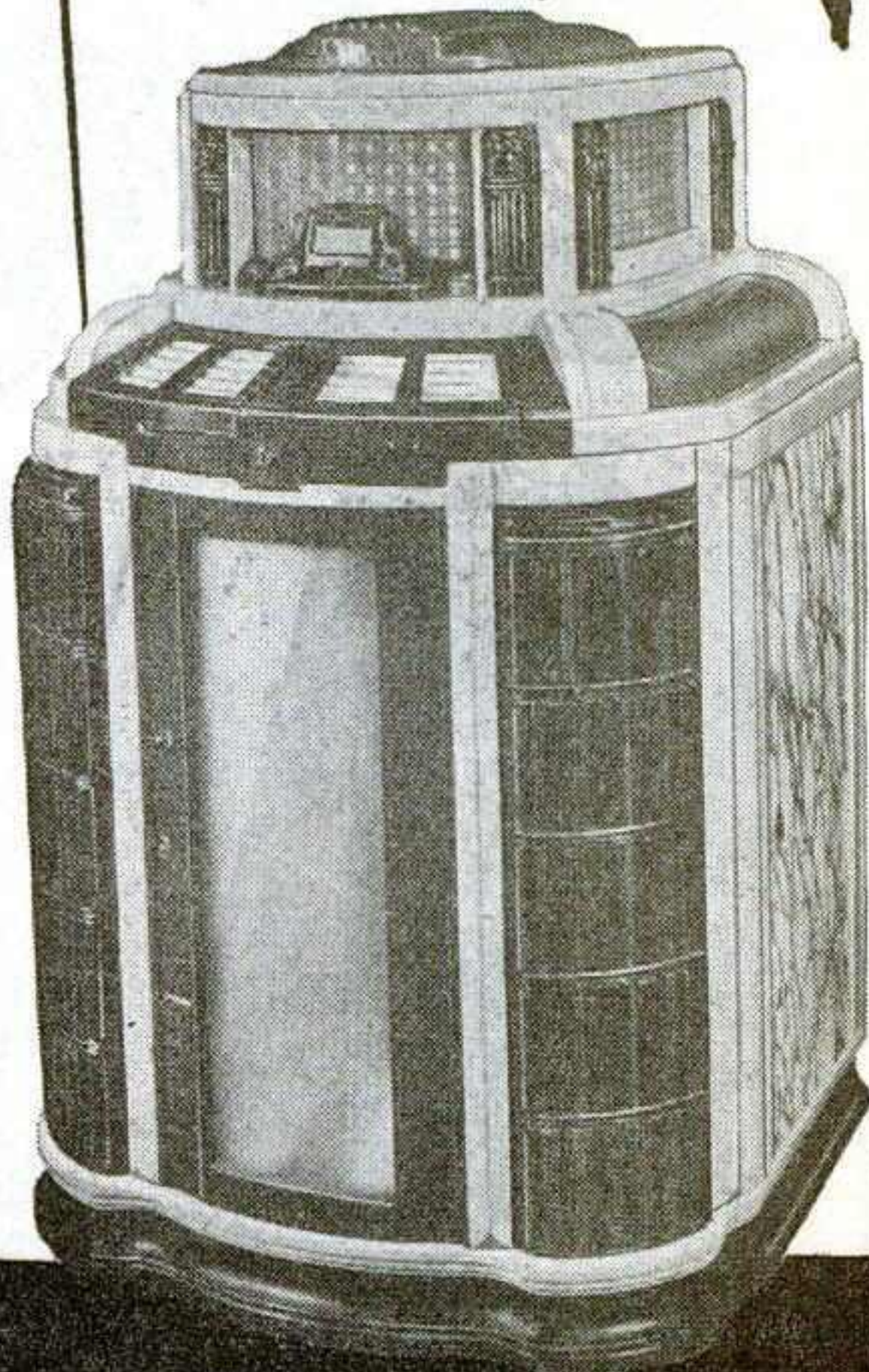
AVAILABLE FOR IMMEDIATE DELIVERY:

1939 Wurlitzer Model 600 Piano Keyboard	175.00
1941 Wurlitzer Model 850E	300.00
1941 Wurlitzer Model 950E	250.00
1939 Standard Rock-Ola	190.00
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*Illustrated on right

AVAILABLE FROM TIME TO TIME:

1938 Seeburg Gem	165.00	1940 Seeburg Envoy RCES	290.00
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1940 Seeburg Major Manual	225.00	1940 Wurlitzer Model 800	250.00
1940 Seeburg Standard	250.00	1941 Wurlitzer Model 750	300.00
1940 Seeburg Envoy Electric Selector	265.00	1941 Wurlitzer Model 750E	325.00



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Exclusive Southwest Seeburg Distributors

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TERMS:

5% Discount for cash.
OUR SOUTHWEST TERRITORY: 1/3 down - balance 10 months. One half of 1% per month carrying charge.
OUTSIDE SOUTHWEST TERRITORY: 1/3 cash with order, balance C. O. D., or 5/9 Bill of Lading attached.
In case you're not on our list of recognized music operators, it will be necessary to substantiate your status as such.

Start the New Year Right

with these great *Bally* hits!



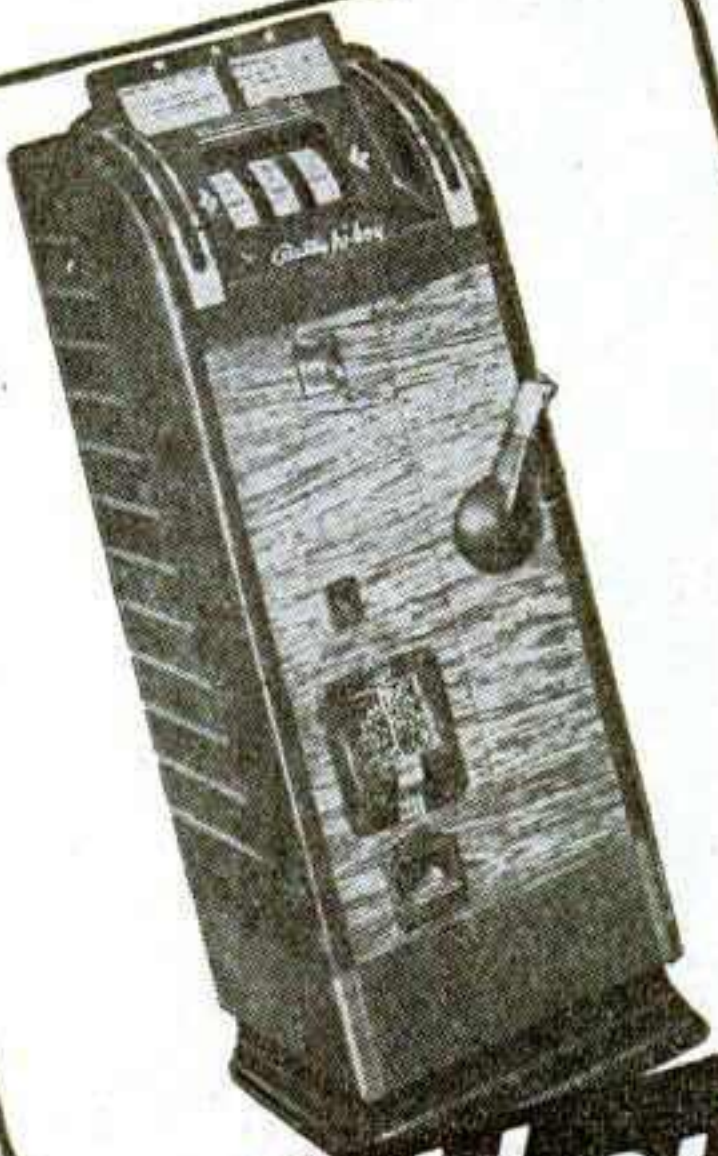
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CHANGING ODDS CONSOLE



JOCKEY CLUB
AUTOMATIC
JOCKEY SPECIAL
FREE-PLAY



DOUBLE-UP
HOLD AND DRAW BELL CONSOLE



hi-boy
LUXURIOUS CLUB-TYPE BELL CONSOLE

If you're tired of "tough times" and want to be in the money again . . . if you have confidence in your own operating ability . . . if you really want prosperity in 1948 . . . then pick out the Bally games that fit your territory and order from your nearest distributor. You'll be headed for real prosperity in '48.

- OTHER *Bally* HITS
- BIG INNING
 - HEAVY HITTER
 - BALLY BOWLER
 - HY-ROLL
 - EUREKA



TRIPLE BELL
TRIPLE PLAY! TRIPLE PROFIT!



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



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Royal

Crown



—AMERICA'S FINEST CARNIVAL—

"Greater in '48!"

WE PROUDLY OFFER

THE FINEST, MOST MODERN AND UP-TO-DATE MOTORIZED SHOW TO EVER TAKE THE ROAD.

THE ROYAL CROWN SHOWS IN 1948 WILL BE THE EQUAL OF THE FINEST 30 CAR RAILROAD SHOW.

BALL OF FIRE AT NIGHT—BRILLIANTLY LIGHTED MIDWAY. ALL WAGON FRONT SHOWS—SHOW FRONTS OF ARTISTIC DESIGN. THE NEWEST AND LATEST RIDING DEVICES.

14 Modern Rides
New Light Plants

12 Shows of Distinction
Mammoth Light Towers

TRULY

AMERICA'S FINEST MOTORIZED CARNIVAL

FAIR SECRETARIES

WOULD YOU BUY A CAR UNSEEN?
BY THE SAME TOKEN, DO NOT BUY A SHOW UNSEEN!
BEFORE BUYING A SHOW FOR YOUR FAIR OR CELEBRATION,
VISIT THIS SHOW IN FLORIDA THIS WINTER OR EN ROUTE OR
CONTACT US BEFORE SIGNING CONTRACTS FOR YOUR 1948
EVENTS.

Wire or write us at our permanent address or see us in Chicago or at the various State Fair meetings.

WANTS

SHOWS:

CAN PLACE CAPABLE SHOWMEN FOR OUTSTANDING OFFICE SHOWS

WILL BOOK ANY HIGH TYPE ATTRACTIONS OR SHOWS NOT CONFLICTING.

RIDES:

WILL CONTRACT FOR A FEW FLAT RIDES.

CONCESSIONS:

NOW CONTRACTING FOR CONCESSIONS OF ALL KINDS. Get on the Bandwagon—a long season in proven money spots.

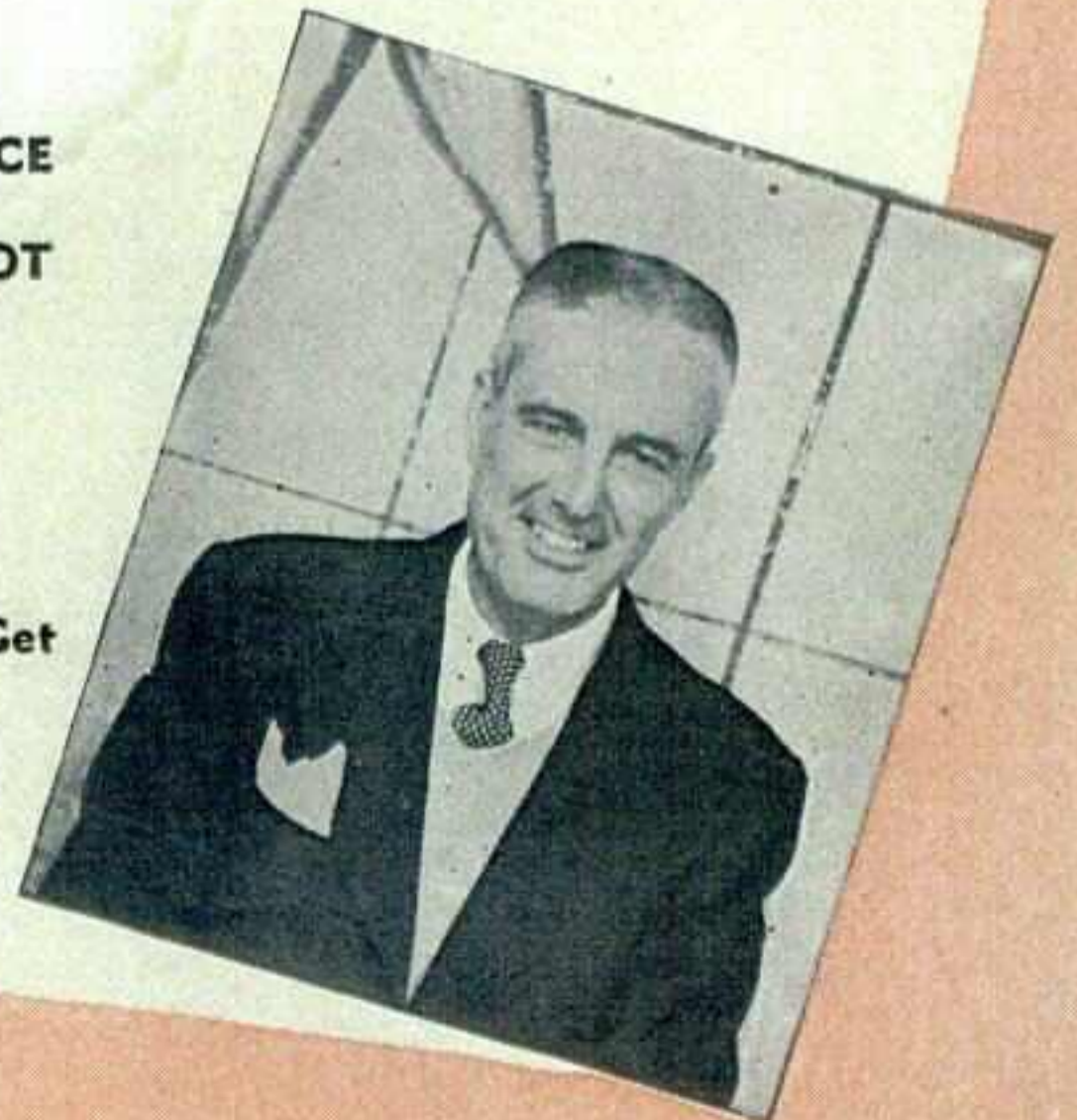
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ROYAL CROWN SHOWS

P. O. BOX 824

LARGO, FLORIDA



JOSEPH J. KIRKWOOD SHOWS



RALPH DECKER
Co-Owner

America's
BEST ADVERTISED
Midway



TOMMY CARSON
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FOR 1948 OFFER:

10 Major Rides

10 Outstanding Shows

4 Diesel Light Plants

8 Modernistic Light Towers

World's Greatest Free Acts

A Midway of Entertaining Shows, New, Thrilling Modern Rides, the Finest in Merchandise Concessions.

Thanks . . . to all Fair Secretaries, Committees and our Loyal Employees who helped make the 1947 season a success. We will open early in 1948 and again exhibit in cities that want the best in entertainment.

FAIR SECRETARIES

Wanting a new modern midway for their annual event, contact us for open dates at all the Fair Meetings.

WANTS

SHOWMEN—With new and novel shows, invited to write for our proposition or see us at the Fair Meetings.

CONCESSIONS—Now booking legitimate stock concessions for our 1948 tour.

HELP—Experienced Ride Foremen for 10 major rides. Semi Drivers.

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