

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

FEBRUARY 5, 1949



Maybe not too subtle, but nevertheless effective, is this shot dreamed up to illustrate a new disk light signing his latest record contract. Who else would we be talking about but Brother Bones, who with his Shadows zoomed oldie "Sweet Georgia Brown" on the Tempo label to a dominating position on virtually all best selling and most played charts. Col. Irving Fogel, Tempo's prexy, says the platter has hit a half million and looks like it will ride for some time yet. In the meantime Brother Bones has a new Tempo etching which could be the follow-up to "Georgia." It's "I Know That You Know," backed by "Red Wing." Who's the skeleton? Brother and the Colonel say it's the real head of the Bones family, Grandpappy Bones himself.

"THE GOLDEN TOUCH"

(IN THE JUKE BOX, TOO!)

Frankie

CARLE

HIS PIANO AND HIS ORCHESTRA



Latest COLUMBIA Record Album
"ROSES IN RHYTHM"

Latest COLUMBIA Record Hit Releases
LITTLE JACK FROST GET LOST
I COULDN'T STAY AWAY FROM YOU

AN OLD MAGNOLIA TREE
CONGRATULATIONS

Just Released
LET A SMILE BE YOUR UMBRELLA
SWEET SUE

Direction —



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

SALVAGING UNIONS' MERGER

Swank Houston Hotel Lines Up 2-Room Shows

NEW YORK, Jan. 29.—Millionaire oil man, Glen McCarthy, will open his fabled Shamrock Hotel in Houston March 17. The hotel, which has been tabbed the Waldorf-Astoria of the South, will house at least two night spots, a Shamrock Room and an Emerald Room.

Entertainment is being booked thru Bill Burnham, who has set the Russ Morgan and Nat Brandwynne orks and Dorothy Shay and Larry Adler for the opening. Morgan and Shay will work the Shamrock Room, with Brandwynne and Adler in the Emerald Room.

Kid Luncheons Go National

NEW YORK, Jan. 29.—For Children Only Luncheons and Matinees, launched at Pelham Heath Inn January 15 by the flock team of Kappi Jordan and Selma Rich (*The Billboard*, January 15), will now be offered to operators thruout the country on a 13-week subscription basis. The format, which the gals personally are supervising every Saturday at Caro's Restaurant in Manhasset, N. Y., calls for parents to leave their kids at the spot at 12:30 p.m. and to pick them up at 4 p.m. A hot lunch, games, (See *Kid Luncheons* on page 15)

BILLBOARD BACKSTAGE

Some Support From Buffalo & Memphis and Rock From L. A.

By Joe Csida

Our pieces on various phases of the current record evolution (Columbia's 33 1/3 r.p.m. and RCA Victor's 45 r.p.m. system) continue to please some readers and irk others. *The Buffalo Evening News* reprinted our entire January 8 column, in which we again stressed the urgent need for a real effort on the part of everyone in the record business to contribute to holding confusion to a minimum, and in which we outlined our idea of what a dealer ought to say to a customer inquiring about the new disks and players. Leon Ferguson's Record Shop in Memphis, wrote us a nice letter asking for permission to reprint the same piece in an ad he wants to run in the Memphis papers. He says of the column: "It's the best answer I've yet seen to give the public about the new records, and while a newspaper ad along this line wouldn't bring any immediate sales, I think it would be in the public interest and would benefit me in the long run. . . . I'm getting a little fed up with a few people complaining about RCA Victor and Columbia not getting together on this deal, but as long as it's a free country, and I believe in free competition, I think it's up to the general public to decide the eventual outcome of any new product." Blushing a little, we of course gave Mr. Ferguson permission to use

the *Backstage* piece. For our money, Mr. Ferguson is the kind of a dealer who will do all right no matter how this 33 1/3-45 situation works out. How many other dealers run ads genuinely in the public interest?

The Gent Dissents

Before getting on to the latest guy to throw a rock at us for the same col- (See *Billboard Backstage* on page 19)

No Kids Under 15 For London Stage?

LONDON, Jan. 29.—Children under 15 should not be employed in theatrical or ballet work, it was decided this week by the subcommittee appointed by the Education, Police and Public Health Committees of the Association of Municipal Corporations. Following the approval of the memorandum it will be submitted as evidence to the committee set up by Chuter Ede, Home Secretary, to consider safeguards to children in such jobs.

The report by the subcommittee says that any institution or group proposing to undertake the training of children for theater or ballet work should be registered, approved and (See *No Kids Under 15* on page 49)

Partnership And TA Seem To Be Answer

Can Avert Jurisdiction War

NEW YORK, Jan. 29.—With merger practically a dead issue because of the refusal of Actors Equity to okay the plan for amalgamation of the Association of Actors and Artistes of America (Four A's) unions, the performer unions are turning to a partnership agreement for video that would make full use of the Television Authority, a unit they have tentatively formed for the purpose of negotiating a tele agreement with the networks. Only the American Federation of Radio Artists (AFRA) has the slightest hope that merger can be reactivated and that would be only by a direct appeal to the membership of the other unions. Making this gimmick work would be comparable to a man's finding a million bucks in the street. It's possible, but not probable.

Otherwise, the Four A's unions will have to get together and make the (*Partnership, TA Seem* on page 15)

Congress Weighing Federal Theater

WASHINGTON, Jan. 29.—Representatives of the theater, opera and ballet would be called together by President Truman to work out plans for a federally supported art center under the terms of a resolution introduced in the House this week by Rep. Harold Javits (R., N. Y.). A companion bill is being sponsored in (See *Congress Weighing* on page 49)

Petrillo May Extend TV Pact

Trade Awaits Cue on AFM's Future Policy

Renegotiation Possible

NEW YORK, Jan. 29.—A pact covering the conditions and wage scales of musicians on television expires Monday (31). The situation is pregnant with meaning, regardless of whether James C. Petrillo, chief of the American Federation of Musicians (AFM), decides to extend the pact for another short term or renegotiate it on the basis of additional TV circulation, income, etc. Late this week, it was learned that no joint meetings between AFM and TV reps had been scheduled, but it was believed that Petrillo might extend the pact very quietly, without fanfare—as he did three months ago. But whatever he does will be regarded as the tipoff to Petrillo's future attitude not only toward TV, but also toward standard broadcasting.

During the last couple of years Petrillo has adopted a noticeably (See *AFM's Tele Pact* on page 12)

Take a Bow, Lee

NEW YORK, Jan. 29.—The four winners in the Newspaper Guild-Irving Geist Foundation awards competition were all writers on New York dailies, but in commenting on *The Billboard* entry, Lee Zhito's stories concerning alleged slanting of the news at KMPC, Hollywood, the judges said: ". . . The fact that Mr. Zhito did not win a prize does not lessen his contribution to the furtherance of inter-faith understanding and the fight against prejudice. The field of human relations constitutes one of the great and continuing news stories of our time, and the fact that he saw fit to explore this too-often-neglected channel certainly raises his stature in the newspaper field."

Judges in the contest were Herbert Bayard Swope, Lewis Gannett, Russel Crouse, Ed Sullivan and A. H. Raskin.

Nick Lucas Offered For Palladium Date

HOLLYWOOD, Jan. 29.—Negotiations are under way for Nick Lucas to do a p.-a. stint at the London Palladium, according to personal manager Jack Beekman. Beekman, who recently took over Lucas, is looking toward the London hop as another important step in the troubadour's comeback to the uppermost rungs of the showbiz ladder. Other essential factors in the Lucas climb were the latter's recording pact with (See *Miami Negro Show* on page 50)

1st Miami Beach Negro Show Set For Paddock

MIAMI, Jan. 29.—Negro entertainment will come to Miami Beach for the first time February 10 when Stepin Fetchit bows in as headliner of an all-Negro show at the Paddock Club.

The Paddock, located on South Beach, is the victim of a gradual (See *Miami Negro Show* on page 50)

Old Chestnut!

LONDON, Jan. 29.—*The Nude Look* has now taken on a new look following the disclosure that the Purity League, which has demanded the show be "banned," was a dream child of Johnny Riscoe, manager of the show.

Every time the touring show, *The Nude Look*, was due to visit town, propaganda denouncing the show poured in from the Purity League. Letters hit the local newspapers, and the cry was taken up by the ministers. The result—a full house at every performance.

The Purity League consisted, it was learned, of just one person, Riscoe, the British Broadcasting Corporation (BBC) comedian and variety agent.

"I had to think of a gag to draw in the customers, so I started the Purity League," he said. "Before the show went into a town I sent letters on Purity League stationery to the local press demanding the show be banned. Naturally people rushed to book seats."

Hub A-Jumpin': Legit Take Soars

Grosses Near 1 1/2 Mil, 500G Ahead of '48

More Shows, and Better Ones

BOSTON, Jan. 29.—On Broadway business gets worse, shows close and gloom deepens. The mood has passed to the provinces and, in reflex fashion, the local managers, press agents and theater-goers take up the chant.

But they are simply echoing somebody else's words. At least that is true in Boston. Business is not worse; it's better. There have not been fewer shows in the first half of this new season; there have been more. There have not been worse shows; there have been more successes.

Before launching into the tabulation of the season's offerings, roughly from September 1 to January 1, herewith are some random observations on facts and figures.

\$1,438,600 Crossed

From September 1 to December 31, 1947, the total gross in six Hub theaters reached \$982,500, as close as can be calculated. For the same period in 1948, it went sky high to \$1,438,600. In 1947, Boston had 36 shows during that period; in 1948, 40 (a week of opera repertory is figured as a single attraction). In 1947, the Hub had four Broadway plays beginning their tours; 12 musicals or operettas in the same category. There were four new musicals (including the week of San Carlo Opera) and none of the new ones could really be called hits after they got to Broadway. Boston had 16 new plays, of which only three were hits (*Streetcar Named Desire*, *For Love or Money*—a dubious hit—and *Man and Superman*, which was a revival).

The fall of 1948 had four plays coming from Broadway and five musicals or operettas. Of 15 new plays, three were hits, and out of seven new musicals, four were hits. In addition, Boston had two long-run

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Draper and Adler In 200G Libel Suit

NEW HAVEN, Jan. 29.—Paul Draper and Larry Adler filed a libel suit in U. S. District Court here this week against Mrs. John T. McCullough, of Greenwich, wife of a *Time* magazine editor, claiming damages of \$100,000 each. The action is based on statements attributed to Mrs. McCullough and published in *Greenwich Time* last December 21, implying that the dancer and the harmonica player were pro-Communist. At the time, there was a dispute over the scheduled appearance of Draper and Adler January 21 in a show sponsored by the Greenwich Community Concerts' Association, of which Mrs. McCullough is a member. She turned in her tickets.

Draper and Adler, playing a date at the Klein Memorial here for a one-nighter (24), drew fewer than 400 persons. The Klein is a 1,480-seater.

shows, *Finian's Rainbow* and *Harvey*, both of which helped to swell the half-season gross in 1948. Five weeks of *Oklahoma* in 1947 constituted the only long-run show for the first half of the season. In 1948 also three important roadshow films were added, *Hamlet*, *The Red Shoes* (still running) and *Macbeth*, which grossed together more than a quarter of a million. But this is not figured in the legit total. And there have also been five (up to the first of the year) well-done revivals by the Boston Repertory Association at the Copley Theater, and another brought into town by a Harvard group. It is these which jack (See *Hub Grosses* on page 48)

Way Paved in Pa. For Sunday Icers

HARRISBURG, Pa., Jan. 29.—Enabling legislation to permit Philadelphia and other cities in Pennsylvania to vote on the holding of ice shows on Sunday has been introduced in the State Senate by Sen. A. Evans Kephart, Philadelphia, Republican.

The bill provides that on petition of 2 per cent of the highest vote cast for any candidate at the preceding municipal election, a municipality can put the ice show question on the ballot every five years to decide on this form of "Sunday entertainment" after 2 p.m. The measure carries a fine of \$50 or 10 days for showing Sunday ice shows in cities which have not legalized them.

The Hershey Sports Arena, top ice palace in Central Pennsy, said it was "disinterested" in the bill. Manager John B. Sollenberger intimated that Hershey would not seek Sunday shows. The bill also applies to hockey and basketball.

2 New Bills Seek Admish Tax Slash

WASHINGTON, Jan. 29.—Support for slicing the 20 per cent federal tax on admissions is slowly growing in Congress, with two more such bills having been hopped this week to bring the total to about a dozen.

One bill, introduced by Rep. Abraham Multer (D., N. Y.), would abolish the levy as far as cabarets are concerned. The other, sponsored by Rep. Henry Halle, would cut the admissions tax back to the pre-war rate of 10 per cent.

Coin Machine Tax Take Up In Dec.; Other Showbiz Off

WASHINGTON, Jan. 29.—The coin machine tax was the only amusement excise to show a December gain, Internal Revenue Bureau reported this week. The levy on admissions to cabarets, theaters, concerts and the like brought in nearly as much as in December, 1947, but collections from the disk, liquor and radio-phono excises sagged sharply.

Dollar-wise, the biggest drop was in liquor taxes, which slumped some \$32,000,000 from December, 1947. The tax on radios, phonos, TV sets and parts dropped \$2,870,199, while collections from the disk tax were off about \$140,000. The 20 per cent levy

on admissions to theaters, concerts and sporting events brought in \$38,100,186—some \$69,000 above collections for the previous December. Admissions to cabarets, ballrooms and roof gardens declined to \$4,661,143, a drop of some 2 per cent. The coin machine levy soared by 120 per cent, to rack up \$836,117.

Revenue collections:

	Dec., 1948	Dec., 1947
Liquor	\$174,958,454	\$207,120,888
Radios, phonos, parts	5,633,973	8,504,172
Theater, concert admissions	38,100,186	38,031,187
Cabaret, ballroom admissions	4,661,143	4,899,727
Coin machines	836,117	395,433
Disks	612,989	751,889

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
A LITTLE BIRD TOLD ME
- No. 1 *Sheet Music Seller*
FAR AWAY PLACES
- No. 1 *Most Played on Disk Jockey Shows*
A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514
- No. 1 *Disk via Dealer Sales*
A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514
- No. 1 *Disk in the Nation's Juke Boxes*
A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514
- No. 1 *Most Played Juke Box Folk Record*
I LOVE YOU SO MUCH IT HURTS, J. Wakely and Cowboy Band, Capitol 15243
- No. 1 *Best Selling Retail Folk Record*
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162
- No. 1 *Most Played Juke Box Race Record*
CHICKEN SHACK BOOGIE, A. Milburn, Aladdin 3014
- No. 1 *Best Selling Retail Race Record*
CHICKEN SHACK BOOGIE, A. Milburn, Aladdin 3014
- No. 1 *Sheet Music Seller in England*
BUTTONS AND BOWS

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 38 in Music Section.

Q and A on Taxes: What Info Do You Need on Income?

By Lewis C. Lebish,

New York CPA and Attorney

If you have any questions concerning your income tax returns which you would like answered, address them to the Tax Department, *The Billboard*, 1564 Broadway, New York 19, N. Y. Here are this week's questions and answers:

Q—Should I file a joint return with my wife? Our incomes and deductions are about equal.

A—There will be no real saving by your filing a joint return if your income and deductions are roughly equal unless there is an odd number of dependents.

Q—My husband died in September. Can I file a joint return, or must I file a single return for myself and a single return for my deceased husband?

A—Under the new law you are entitled to file a joint return even though your husband died during a taxable year. The law states that a wife and a husband cannot file a joint return if they have different taxable years. However, if the difference in the taxable year is only due to the fact that one spouse died during the taxable year, you are entitled to file a joint return.

Q—My husband died in June of 1948 and I remarried in November. May I file a joint return with my deceased husband?

A—No. If the surviving spouse remarries before the close of the taxable year, he or she loses the privilege of filing a joint return with the deceased spouse.

Q—Is an administrator or an executor of a deceased spouse compelled to file a joint return with the surviving spouse?

A—No. The administrator or executor can use his discretion.

Q—Suppose the administrator or executor of an estate affirms a joint return with the surviving spouse. Is it possible that the administrator or executor can be held personally liable for the tax on the return?

A—Yes. The Internal Revenue (See *Q and A on Taxes* on page 56)

The Billboard

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The Billboard also publishes: *Vend*, the monthly magazine of automatic merchandising; *Turnover*, the monthly magazine for record and phonograph dealers.



NBC FACES "CLARIFY" DEMAND

Govt. Giving 'A.'n' A.' Gains Deal Re-Exam?

NEW YORK, Jan. 29.—Reports that the Bureau of Internal Revenue was re-examining the capital gains purchase by the Columbia Broadcasting System (CBS) of the Amos 'n' Andy radio-TV package could not be verified in Washington this week-end. The report, however, gained wide circulation in New York.

The story advanced is that an article on the deal, written by John Crosby, radio reviewer of *The New York Herald Tribune*, and published in *Collier's*, with a reprint in *Reader's Digest*, had reopened the issue. The reason was, it was reported, that Crosby's piece set forth that, without Charles Correll and Freeman Gosden, who created *A 'n' A.*, the show could not actually continue. The basis of the CBS capital gains deal was that the package was sold since it consisted of characters who could be portrayed by other actors.

Sid Strotz Stays With Net--Denny

NEW YORK, Jan. 29.—Reports that Sid Strotz, West Coast vice-president of the National Broadcasting Company (NBC), is leaving the network, were denied this week by Charles R. Denny, NBC exec veepee.

The reports gained circulation on the Coast following the most recent NBC program losses, Red Skelton and Ozzie and Harriet. Strotz came East last year to head up NBC's video operation, but since has returned to the Coast, where he wants to live, and has yielded the No. 1 TV spot.

CBS Preps "Mirror," Adult Psycho Series

NEW YORK, Jan. 29.—The Columbia Broadcasting System (CBS) adult education project is dramatizing the commonplace psychological problems of adults in its series *The Mirror* to begin in March. The program will replace *Tell It Again* from 1:30 to 2 p.m. Sundays. The first script will be written by Arnold Perl.

Werner Michel will produce the series. Robert Hudson, CBS director of education opinion broadcasts, will co-supervise the series with Michel. They will be on indefinitely.

Cows Ain't Comin' Home to Carnation No More, Moo Moo

HOLLYWOOD, Jan. 29.—Carnation's *Contented Hour*, one of the oldest shows in network radio (17 years), is undergoing a streamlining process to modernize the stanza's well-established format. Changes include shorter commercials, more emphasis on pop music in place of previous semi-longhair tunes, and elimination of the *Wait Till the Cows Come Home* theme melody.

Henceforth, the show will open cold with star Buddy Clark doing a short kick-off tune followed by intro of the guest line-up. Changes are part of drive to hypo show recently instituted by the Edwin-Wasey Company, agency for the Carnation account.

Affils Pledge Allegiance But Seek Clearer Net Policy; TV Raises Biggest Poser

Want Answers on CBS Inroads, Loss of Stars

NEW YORK, Jan. 29.—A demand that the National Broadcasting Company (NBC) clarify its position with respect to three major policies was made by that network's Stations' Planning and Advisory Committee (SPAC) at the committee's two-day meeting in New York this week. As a result, NBC has called a special business meeting—a sort of pre-convention convention, far ahead of the net's regularly scheduled September convention—for February 28 in Chicago. The affiliates hope to get the answers then.

This is not to convey the thought that this week's sessions closed on an anti-network note. Actually, the contrary is true, and the affiliates, it is reported, virtually pledged their continued allegiance to NBC—but they are still asking questions, they are still pressuring NBC for answers and they make no bones, in off-the-record talks, that they feel much of their economic future is involved.

Questions at Hand

The questions transcend the issue of the heavy program deprecations made lately on the NBC star roster under the free spending, shoot the works policy recently adopted by the Columbia Broadcasting System (CBS), altho this was the pivotal factor which developed the correlative questions. What the affiliates want to know is this:

How is NBC planning to counter the CBS moves?

How, if at all, is NBC planning to replace its lost stars?

And, above all, is NBC going to change its policy so as to de-emphasize and merely coast along with AM, while going in for a complete "marriage" with and dedication to television?

It's this last one that's really the poser, both for NBC and the affiliates, and the answer to this one will ultimately have to determine the answers to the other questions raised by the affiliates. For if NBC determines to de-emphasize AM—a policy which seems unlikely at this stage of the game, but is not beyond the realm of possibility—it will also mean that NBC will do comparatively little to block CBS, take new steps to prevent further inroads and consequently raise terrific problems for its affiliated stations. Indications are that NBC will not move in this direction—at least not for some time.

"Show Me" Policy

But if NBC does reply that it is in AM shoulder-high, the affiliates, according to authoritative reports, are going to adopt a "show me" attitude. Principally, they will call on NBC to maintain its program level and unwrap the bank roll if and where necessary. At the same time NBC stations apparently are accepting the network's intimation that after enjoying lush years, the stations may have to reconcile themselves to a weaker position in their own communities. This would not only be on a network program level, but would extend to the stations' positions on local competition.

As the affiliates see it, even the NBC has so enormous a stake in AM that it needs the AM income to defray TV, and that its AM profits, higher than before in 1948, play a big part in the general financial picture of its parent company, the Radio Corporation of America (RCA), it's still not beyond the realm of possibility that RCA and NBC may decide that the

(See NBC FACES on page 7)

CBS Woos Lum 'n' Abner For Purchase; Maybe Hope

NEW YORK, Jan. 29.—The latest program being romanced by Columbia Broadcasting System (CBS) is the *Lum 'n' Abner* series, now being bankrolled on that network by General Motors. CBS, it was said in Hollywood, is seeking an outright buy of the package, on a seven-year deal with a guaranteed annual income, irrespective of whether they had a sponsor. Both AM and TV rights would be involved.

Meanwhile CBS was still negotiating this week to acquire the Fibber McGee package as well as Hope Productions, Inc., Bo Hope's outfit. The latter deal, however, was the cause of considerable conjecture as to just how CBS was going about its pitch. It was said by authoritative sources on the Coast that CBS has not made any advance to Hope directly, and it was also declared that the network has not made any advances to Lever Bros., Hope's sponsor, to shift the show from National

Broadcasting Company. Hope, with several years to go on his Lever Bros.' contract, could not change webs without that company's approval.

Para Included?

Another report was that Hope, Paramount Pictures and CBS were slated for a huddle Friday (28), but that a delay in Hope's arrival time caused postponement. Just where Paramount fits into the picture also raises a question, since it is declared that the studio's contract with the comic does not include television rights. CBS aims to set up Hope and Bing Crosby back to back in an hour stanza billed as "Road to . . ." thereby capitalizing on their picture successes. To add to the confusion, however, a top CBS exec reported that no meeting had been arranged among the three parties involved.

Charles Luckman, Lever Bros.' president, was in New York the latter half of this week.

NAB Battles Baltimore Gag On Crime News

WASHINGTON, Jan. 29.—The National Association of Broadcasters (NAB) is expected to continue joint action with the American Newspaper Publishers Association (ANPA) in intervening in an appeal of the fines levied on three stations and a commentator yesterday (28) for violations of a Baltimore court order.

In levying a fine of \$500 on WITH, \$300 on WCBM and WFBR, and \$100 on commentator J. T. Connolly, Judge John B. Gray declared the rule did not involve press censorship but added that he expected his decision to be appealed. WSID, Essex, Md., was acquitted.

Earlier this week the NAB filed a brief calling the rule "repugnant" to the constitution and in conflict with Supreme Court rulings. The broadcaster group entered the squabble last July and was later joined by ANPA, with NAB Prexy Justin Miller stating at that time that the common cause of NAB and ANPA "emphasizes that basic freedoms are indivisible."

Lawyers for WFBR, WCBM, WSID and WITH (the citation against WBAL is still pending) argued that freedom of the news should not be restricted on the chance that it might prejudice a man's right to a fair trial. Such an interpretation constitutes news censorship, it was stated. The gag rule handed down by the Baltimore Supreme Court early last year bans the broadcasting or publishing of the background of an accused person, his confession, or any attempt to predict the course to be followed by the defense or prosecution.

Bristol-Myers Gardner Confab

NEW YORK, Jan. 29.—Ed Gardner, star of *Duffy's Tavern*, and owner of that show, was in New York this week to discuss contract renewal with his sponsor, Bristol-Myers Company. At the same time, Gardner huddled with execs of the National Broadcasting Company (NBC) and American Broadcasting Company (ABC), with a view to signing a deal with either one, presumably should be fail to work out a renewal with Bristol-Myers.

Gardner is under contract to Bristol-Myers until June, 1950, the sponsor having recently exercised its option for the last year of a three-year pact. The present package price is around \$13,000 and it's understood Gardner wants the ante raised in any new agreement he signs.

NBC-Gardner discussions are said to involve a five-year deal, during which NBC would guarantee the comic a basic annual income, even if the web did not sell him commercially.

AWB Meets in Chi March 10

WASHINGTON, Jan. 29.—The Association of Women Broadcasters (AWB) will stage its sixth annual convention in Chicago March 10-12. A board meeting will be held March 13. Commissioner Frieda Henneck, of the Federal Communications Commission (FCC) and President Justin Miller, of the National Association of Broadcasters (NAB), have been invited as main speakers. The theme of the convention will be "the business of broadcasting," with panels slated on the role of the woman broadcaster and her station manager.

SOLONS IN SEC. 326 SWITCH

FCC Probing Of Programs Is Doubtful

White Bill Change Unneeded

WASHINGTON, Jan. 29.—Strengthening of the powers of the Federal Communications Commission (FCC) to examine program content in deciding upon license renewals is likely to be abandoned by the Senate Interstate Commerce Committee when it draws up this session's edition of the old White bill. Tip-off on a switch in committee thinking on the controversial Section 326 of the Communications Act was contained this week in an interim report of a special Interstate Commerce subcommittee.

The subcommittee was careful to point out, however, that its recommendation to drop the change in Section 326 proposed in the White bill would place no limitation on the current renewal policy of the FCC. The report stated: "To us it appears ridiculous to hold that a person operating under a federal license shall not be answerable to a constituted authority for his performance under that license."

"No Need for Changes"

The report went on to say that in view of court decisions "which confirm our interpretation" there is "no need for changes" in Section 326. The change in the so-called censorship section of the act as proposed in the White bill consisted of an added clause stating that no language in the section "shall be construed to limit the authority of the commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has acted in the public interest."

Altho the subcommittee report was prepared by only two members of the 13-man committee—Sens. Charles W. Tobey (R., N. H.) and Ernest McFarland (D., Ariz.)—both rank directly behind Chairman Edwin C. Johnson (D., Colo.) in seniority. Johnson, himself, expressed his general approval of the report later in the week.

Cease and Desist Favored

One portion of the White bill indorsed by the subcommittee report is the section giving the FCC the same power to issue cease-and-desist orders that is exerted by the Federal Trade Commission (FTC). The report pointed out that the only sanction the FCC now can invoke is revocation of a license—undesirable in minor offenses.

Putting what should be the final quietus on the FCC's on-again, off-again plans to split itself into broadcast and non-broadcast panels, the subcommittee declared that adoption of the panel system without new legislation "is not contemplated by existing law." Tobey and McFarland further remarked that "the panel system has its weaknesses."

Briefly, the subcommittee's views on FCC administrative reorganization boil down as follows: Final decisions would be written by an FCC subcommittee, with all the commissioners voting on the draft. A legal review board would be established—apart from the legal staff engaged in preparing a particular case—to aid in the preparation of final decisions. This method, the subcommittee said, would be more fair and unbiased than the present system of having



KLZ Commercial Manager

R. MAIN MORRIS

A background of 25 years in ad circles, including some of the largest radio accounts in the Rocky Mountain region, qualifies R. Main Morris for his top job as KLZ's commercial manager.

KLZ, DENVER

NAB Program Clinic Due at Northwestern

NEW YORK, Jan. 29.—There is a strong likelihood that the first program clinic to be given by the National Association of Broadcasters (NAB) will be held at Northwestern University, Evanston, Ill., next June, it was learned this week. The NAB's program clinic committee is to meet in New York Tuesday (1) and settle on the date and location.

Northwestern and Purdue were among schools bidding for the clinic, with C. E. (Bee) Arney having recently visited the Northwestern campus to gander facilities. His report is said to favor Northwestern, with the three-day powwow to be held during the last week in June.

The clinic committee includes Curly Vadeboncoeur, Syracuse; John Hayes, Washington; Harold Fair, of the NAB, and Ted Cott, New York, chairman.

Hayes Headed for Coast

NEW YORK, Jan. 29.—Arthur Hull Hayes, recently designated by the Columbia Broadcasting System (CBS) to head its San Francisco operations, is scheduled to leave for the Coast next week. His departure was heralded this week by a luncheon tossed for him by brass of the New York stations and networks.

the same lawyers who prosecuted a case aid in drawing up the decision.

Functional Set-Up

The commission would be reorganized along functional lines as far as the law, accounting and engineering departments are concerned. Special teams of lawyers, accountants and engineers would be grouped according to the three functions of FCC work—broadcast, common carrier, and safety and special services. The heads of these departments would work directly under the commission.

On the question of clear channels, the subcommittee came out flatly in opposition to any power above 50-kw. and suggested that present clear channels be broken down—by legislation rather than by FCC action in the present clear channel docket. The issue, said the report, "is a fundamental policy issue of tremendous national import to be determined by the lawmaking body and not a technical engineering problem to be decided by a regulatory agency."

MGM Toes the AM Rubber, Winds Up, and Here Comes 'At Ole Production Pitch

Will Use Contract Talent on WMGM and KMGM

NEW YORK, Jan. 29.—The long-awaited entry of Metro-Goldwyn-Mayer (MGM) into active phases of radio production—more or less on the studio's agenda ever since its New York station changed its call letters six months ago from WHN to WMGM—soon will get under way. The picture company has set arrangements for a portfolio of radio shows using its contract talent, with the shows to be aired both on WMGM and KMGM, the MGM FM outlet in Hollywood, and to be syndicated thruout the country.

In addition, WMGM soon will inaugurate use of a large number of station break announcements to be recorded by Metro stars. These will be aired around the clock, with continuity cued to specific programs.

"Theater of the Air"

The MGM shows already set include the following:

A three-time-a-week quarter-hour series starring George Murphy, tagged *Good News From Hollywood*; a one-hour dramatic series called *MGM Theater of the Air*, starring MGM players and airing once weekly; an inspirational series, to air mornings, starring Lionel Barrymore; *Hollywood, U. S. A.*, an interview series with Paula Stone, to be picked up from various Hollywood spots; a radio adaptation of *Crime Doesn't Pay*, top-flight MGM two-reeler series. There will also be a once weekly 15-minute show starring talent under contract to MGM Records.

The Hollywood shows are being produced by Miss Stone, with Les Peterson in general supervision and

Louisville Battle In Round 1 Feb. 28

WASHINGTON, Jan. 29.—The first round in the three-way dog fight for the right to ante up \$1,925,000 and take over the radio and TV properties of *The Louisville Times* will be fought February 28, the Federal Communications Commission (FCC) announced this week. Competing bidders are Bob Hope, Fort Industry Company and Crosley Broadcasting Corporation.

Backing nobody, but strictly anti-Fort Industry, will be the American Federation of Radio Artists (AFRA), which claims the company fired a Miami union official after AFRA won an election.

Up for sale in the package deal are WHAS, WHAS-TV, WHAS-FM, W9XWT (fax) and a host of pick-up stations. All are in Louisville.

"Winner" Wins; Gets Rayve as Sponsor

NEW YORK, Jan. 29.—*Winner Take All* is practically set to go into the five times a week 4:30 to 4:45 afternoon slot for Rayve Shampoo in the near future. Robert Q. Lewis would be on the air for only a 15-minute period following *Winner* instead of a half-hour.

Bud Collyer will emcee the program. J. Walter Thompson is the agency.

Ray Katz, WMGM program director, handling the New York end. The shows will be cut on tape, but syndication will be via recordings. WMGM recently acquired extensive recording equipment, with the platters to be cut on metrolite—the MGM opposite number to vinylite. Syndication will be to one station in a market.

KMGM Future Dubious

The future of KMGM is still uncertain. Metro spent \$142,000 to build the station, but is now eager to sell the plant. Operational losses have been consistent.

Altho WMGM is one of the oldest stations in New York, its parent company thruout the years has extended scant co-operation on the program level. On the television side, even tho MGM has five applications filed for ultra-high-frequency outlets, the studio is adamant on keeping its contract players off video. So firm is its resolve that it will not permit its players to appear in parades that are to be televised or whose stills are to be used in video programs.

'Barn Dance' Back On Net, Hypes WLS

CHICAGO, Jan. 29.—Reactivation of WLS, local American Broadcasting Company (ABC) affiliate, as the leading Midwest station in the rural listenership category got its biggest hype last week when the station inked a one-year pact with Phillips Petroleum, calling for return of the *National Barn Dance* as a network feature. Show, which originally put WLS on the map as a farm and folk music center, was pulled from the web in 1946, but has since been going on only as a local ailer.

Lambert & Feasley, Inc., New York agency on the deal, had been bankrolling a half-hour seg of the local show for the past two years. Show will be carried on a 68-station hook-up in the Midwest and South, starting March 19.

George Biggar, former NBD director, who returned to the station about six months ago, will direct the show, with emphasis on pure oatune entertainment. Station has been inking name folk artists who, beside doing featured spots on the web, will work daily morning shows on WLS. Bob Atcher, previously with WBBM here and a Columbia recorder; Capt. Stubby and His Buccaneers, headed for a Decca recording build-up (*The Billboard*, January 29), and Lulu Belle and Scotty will get the heaviest spotlight, with other of the station's talent doing guest spots on the show weekly.

Network air time means a substantial increase, too, in activities of the WLS Artists' Bureau, which during the first span of network time for *National Barn Dance* did a heavy gross in booking talent promoted on the weekly web show. Inking of a WLS folk music show marks the first time in three years that any other station, outside of WSM, Nashville, NBC station, has had a sponsored network folk music show. The WLS ailer tees off at 9 p.m. (CST), with the NBC *Grand Ole Opry* following at 9:30 p.m.

DUFFY BURNS AS CBS RAIDS

Steel To Stay On ABC; NBC Shift Unsettled?

NEW YORK, Jan. 29.—Published reports that U. S. Steel had definitely decided not to shift its *Theater Guild on the Air* series from the American Broadcasting Company (ABC) to the National Broadcasting Company (NBC) are described by insiders as entirely premature. A final decision, it is said, will not be made until late spring and, possibly, not until summer.

Information is that with its present ABC contract calling for renewal or cancellation by March, Steel execs felt that they did not have time to study thoroughly the pitch placed before them by Niles Trammell, NBC president. Accordingly, they renewed on ABC for another 13 weeks, with a decision to come during that time. One objection Steel is said to have is the idea of competing with *Stop the Music* and Walter Winchell on ABC.

Steel's position, meanwhile, has placed NBC in a dilemma, since the network is unable to set any other contracts for Sunday night until it knows what Steel is going to do. The network declares it has a number of accounts waiting to buy time, but is unable to make any commitments, not knowing what periods will be available.

NBC Offering Tape To Airers at Cost

HOLLYWOOD, Jan. 29.—National Broadcasting Company (NBC) will offer its tape facilities on a cost basis, establishing a price which will take into account only the actual expense of recording airers. A committee of sales and engineering personnel was appointed this week by web Coast exec Lewis Frost to break down cost figures and recommend tape rates for remotes and studio airers.

NBC's Coast headquarters has been allocated 10 Ampex recorders to handle expected demand for taped shows. Until prices are set and Ampex machines are received, the web will make no firm deals. First official request to switch to tape was presented to the web by *People Are Funny* this week, seeking an okay to do several tape inserts on shows in the near future. Once prices are set the net expects at least a dozen shows to move to tape.

Tatum Joining DL In Exec Position

HOLLYWOOD, Jan. 29.—Donn B. Tatum, former counsel for both American Broadcasting Company (ABC) and National Broadcasting Company (NBC), will join Don Lee Broadcasting System (DLBS) as a member of the web's board of directors, general counsel and assistant secretary, it was learned this week. Tatum's appointment was confirmed by the net's prexy, Lewis Allen Weiss, who is also chairman of the board of Mutual Broadcasting System (MBS).

In his new berth, Tatum will devote full time to DLBS activities, resigning his law partnership and relinquishing other clients. In addition to legal functions, Tatum will assume a portion of executive operational duties for DLBS, working directly with Weiss and exec veepee Willet Brown. Appointment will strengthen Don Lee's operational staff and relieve both Brown and Weiss of many top exec functions.

NBC Faces a "Clarify" Demand; Affils Seek Clearer Net Policy

(Continued from page 5)

network gamble primarily for the bigger future stake, that of network television. They point out that RCA's own stakes in television are larger by far than any other company in the country. Its set sales account for 33 1/3 per cent of the present market; it makes 70 per cent of the present day tube production, and its transmitter installations far outnumber any of its competitors—actually they are greater by far than all of them combined.

RCA To Favor TV?

They add, too, that there is one more reason why RCA might want to favor TV. That involves the basic history of NBC itself. The network was formed to push radio receiver sales; a parallel repeat in video might not be out of the question.

The SPAC meeting, the station men add, did see several developments indicating that NBC is still fully pledged to sound broadcasting. One was the exposition by Charles R. Denny, NBC exec veepee, that NBC had decided against capital gains participation because it felt that such moves would be unwise in view of AM's present day position, and the questionable wisdom of making long-range, expensive commitments to talent. To do so, said Denny, would be to inflate talent prices, now and for the future, when, in NBC's thinking, it's dubious as to whether the investments may ever be retrieved.

Kopf Optimistic

The affiliates were reassured also by Harry Kopf, NBC's sales veepee, who told them that come this fall, NBC expects to carry just as much business as it has in past years, that Sunday night will be sold out, and that the only reason Sunday bookings are now not more complete is the network's aim to keep time open until U. S. Steel decides whether to shift *Theater Guild of the Air* to NBC. This will not be determined until late spring.

NBC also told its station men that it now has over 50 programs, each costing \$10,000 or less, ready to put on the air—but that no set times are available. It was pointed out that the Dean Martin-Jerry Lewis show is ready, but that NBC cannot put it on the air until it knows the time slot chosen will be available for 52 weeks, a contractual obligation NBC insisted upon. NBC also said that the show is hot for sale, but no sponsor was identified. One of the 50 shows is a \$25,000 weekly giveaway series, which would not be sold by the web and which would be spotted against Jack Benny.

Altho the SPAC members were described as truculent when the meeting opened, the huddle with NBC brass is said to have relieved many of their fears, if it did not succeed in giving them the firm answers they seek. The tip-off, however, on the change in attitude came at the end of the session when Walter Damm, of WTMJ, Milwaukee, who has been the sharpest thorn in NBC's side for years, praised the web for its stance, and wound up by suggesting the Chicago pre-convention convention.

National Grange Joins Drys To Curb Booze Ads on Air

WASHINGTON, Jan. 29.—Congress was given notice this week that the powerful National Grange is standing behind the new drive of the drys to hamstring liquor advertising on the air and in the press (*The Billboard*, January 29).

The 1949 legislative program of the Grange as inserted in the *Congressional Record* by Rep. Compton White (D., Idaho) includes a plank calling for "federal legislation banning liquor advertisements from interstate commerce."

This policy is identical with that expressed in the bill introduced in each of the last half-dozen sessions by former Sen. Arthur Capper (R., Kan.), who was the champion of the drys during his many years in the Senate.

Since both radio and TV fall within the Supreme Court's broad view of interstate commerce, passage of such a measure would mean a complete ban on any liquor ads over the air as well as in newspapers and magazines.

Drys To Rally

Tho such an extreme bill has little chance of enactment, the frequently expressed strategy of dry forces is to peck away at liquor evils in any form possible. As far as radio is concerned, it is considered likely that the drys will rally around a bill now in preparation which would switch complete control over liquor ads to the Federal Trade Commission (FTC) and away from the

alcohol tax unit where such authority now lies.

The drys, of course, cannot tell whether the FTC would place any additional restrictions on liquor plugs or not, but they have expressed complete dissatisfaction with what they term the apathy of the tax unit and figure that any change would be better for their aims.

Mendy Brown Joins WOR Producer Staff

NEW YORK, Jan. 29.—Mendy Brown this week was set to join the WOR producer-director staff, effective February 9. Brown heretofore had been a free lance director.

Brown, who is the brother of Himan Brown, indie package producer, has handled such shows as *Bulldog Drummond*, *Terry and the Pirates* and *Dick Tracy*, as well as a kid record series with Victor Jory.

Lewin Joins "Reporter"

HOLLYWOOD, Jan. 29.—George Lewin, KFWB newsman and former KMPC news editor, was appointed radio editor of *The Hollywood Reporter*, effective Monday (1). Lewin will replace Joel Murcott, who vacated the slot to join Bruce Eells transcription firm. Lewin will continue to handle his KFWB chores while straddling the radio desk at *The Reporter*.

BBD&O Finds "Spade" Gets Top Opposish

Sore Ever Since Benny

NEW YORK, Jan. 29.—Ben Duffy, president of Batten, Barton, Durstine & Osborn (BBD&O), was authoritatively reported this week doing a terrific burn at the Columbia Broadcasting System. Duffy's peeve is said to have started with the CBS acquisition of Jack Benny, and to have reached full heat when CBS committed 8 p.m. Sunday to Coca-Cola, starting next September. This is the time spot now occupied by *Sam Spade* for Wildroot, the account being handled by BBD&O.

Coca-Cola intends using the time for Edgar Bergen, whom it recently signed after the comic had previously been placed under contract by CBS. The web's deal with Bergen is said to call for a three-year pact with a guarantee of around \$250,000 a year.

CBS Used To Be Hungry

What burns Duffy—and presumably execs of the Wildroot Company—is that the company stuck with CBS via *Spade* when the network was on the hungry side on its Sunday night ratings. Now that this position has been reversed lately, via the acquisition of *Amos 'n' Andy*, Edgar Bergen, Jack Benny and, next fall, Red Skelton and *Ozzie and Harriet*, the BBD&O-Wildroot cohorts are said to feel they're getting quite a shoving around.

Spade's last Sunday night airing is set for September 11, with CBS offering a Thursday night time instead. Adding to the peeve angle is that Wildroot, its advertising spearheaded by the Sunday night show, had its best year in 1948 and started 1949 off in royal fashion.

Cool To Benny's Shift

Duffy, it is understood, opposed Benny's shift to CBS for American Tobacco, yielded when Vincent Riggo, president of the smoke firm, said the shift was okay with him if Benny wanted it, as he did. Duffy is also said to have supported Phil Harris in the latter's contention that Rexall, Harris's sponsor, should remain on NBC. It now appears that should Rexall want to go to CBS, as is reported, it will be unable to do so, with Coca-Cola getting the 8 p.m. time; Procter & Gamble the 8:30 time with Red Skelton, and International Silver 6:30 with *Ozzie and Harriet*. The *Ozzie* show has not firmly committed itself to CBS, but is expected to do so shortly.

New Paley

DETROIT, Jan. 29.—Columbia Broadcasting System (CBS) soon may have an artist on its rolls named after its chief, William S. Paley. Cass Paley, pianist now at the Motor Bar here, is being set for an audition by Sonja Morse, talent scout for Arthur Godfrey. He started his professional career as Cass Pelecki, but was renamed Paley by Buddy Fields, of the Music Corporation of America office. Fields picked the name out of a trade story of the doings of William S. Paley.

No capital gains involved.

Shaky BMB Looks in Mirror — Also the Crystal Ball — And Rejects Feltis Ouster

But Bureau's Future Is Fast Growing Cloudier

NEW YORK, Jan. 29.—The shaky existence of the Broadcast Measurement Bureau (BMB) was again under scrutiny yesterday (28) when its executive committee met to discuss not only future policies, but the status of Hugh Feltis, BMB president. Authoritative reports are that a vote to seek Feltis's resignation was resoundingly defeated. Feltis is now on the road trying to bring in enough station subscribers to defray costs of the soon-to-be-made 1949 study. BMB is \$100,000 short of requirements.

Feltis's resignation, it is understood, was called for by Fred Gamble, representing the American Association of Advertising Agencies (Four A's), one of three organizations composing the BMB board. The other two are the National Association of Broadcasters (NAB) and the Association of National Advertisers (ANA). John Churchill, who had been in charge of the BMB research side, resigned a few weeks ago, and Phil Frank, the exec secretary, resigned this week. The last was in connection with BMB's enforced economy drive and in no way was construed as a slap at Frank, who on the contrary is being

highly praised by all concerned.

It is apparent that BMB's future is becoming more and more dubious. There is great support for the bureau in the industry, and many top radio execs insist that it is vital to keep the organization going. Actually, the bureau now seems to be paying the price for lack of clarification in its original set-up, when Feltis was named president and Churchill research head, with neither empowered to assume full responsibility for the operation, and a headless creature resulting.

Some radio execs are alarmed at the possibility of BMB's demise. It would give competitive media terrific anti-radio ammunition and it would deprive the industry of a basic yardstick urgently needed. This has led to some discussions by the BMB board to reorganize the bureau along lines similar to Broadcast Music, Inc. (BMI), which is owned by broadcaster stockholders. BMB is now supported only by radio stations and networks, and there is considerable sentiment that advertisers and agencies should participate along with radio, so as to give BMB a degree of financial security it cannot now achieve. One argument is that if BMB does fold, advertisers and agencies will be forced to resort to paying for their own measurements and in the long run it will cost them far more. The big question is whether this approach will be able to gain enough support to take the question mark out of the BMB future.

Attending this week's meeting were Justin Miller, NAB president; Paul West, ANA; Harold Ryan, Fort Industries; Joe Allen, Bristol-Myers; Leonard Bush, Compton Agency, and Roger Clipp, WFIL, Philadelphia.

Nielsen Service

Signs K&E, R&R

CHICAGO, Jan. 29.—Kenyon & Eckhardt (K&E), Inc., and Ruthrauff & Ryan (R&R), Inc., have been added to the list of agencies buying the national Nielsen Radio Index service, it was announced here this week.

K&E signed for a three-year agreement for the Nielsen Class A service.

The Nielsen org also stated that Esso Standard Oil and Standard Oil Company of New Jersey had jointly signed a three-year contract for the new national radio survey Class A service. With these recent sales Nielsen continues to add to its growing list of subscribers to the new index service it announced a few months ago.

Halifax Station Forces Lifting of Rink Airing Ban

HALIFAX, N. S., Jan. 29.—CJCH won a battle with the Halifax and Dartmouth hockey clubs this week over the broadcasting of hockey games at the Forum rink.

The two clubs had eliminated the airing of the games for a two weeks' trial period, and when that elapsed announced the ban would be permanent, on the contention the attendances had increased during the absence of the broadcasts. A group from CJCH was ejected from the gondola just as a broadcast was being started, Halifax police doing the bouncing.

Thereupon, CJCH launched a vigorous campaign for the lifting of the ban. Every 15 minutes a spot announcement was made from the station, asking listeners to write, telephone or visit the Halifax mayor (the city owns the rink), and demand lifting of the ban. The pressure proved irresistible, and the two clubs announced jointly they would allow the broadcasting because the illwill caused by the ban would more than offset the increased attendances.

Time Sells Fast On D. C. Bus FM

WASHINGTON, Jan. 29.—WWDC has sold nearly one-fourth of its available commercial time in the new transit radio system, which doesn't go on the air until early February. The station, which has been duplicating its AM and FM programs, will pipe special material to the transit system over FM during daytime hours.

Readying for the move, the station added Dar Shopoff, formerly of *The Washington Post*, to its commercial staff and shifted a half dozen other employees around.

Initial installation of sets is now being made in 20 busses, and programming is expected to start around February 10. Eventually the entire transportation system will be carrying WWDC-FM programs.

At a luncheon of the local advertising club this week, Frank Pellegrin, head of Transit Radio, Inc., reported excellent results in the cities already using the system. Pellegrin drew an unscheduled laugh when he remarked that transit radio gives the Capital Transit Company a chance "to turn an honest dollar." An out-of-towner, Pellegrin didn't realize the company was recently granted a 25 per cent fare boost over the anguished cries of citizens.

News Heads To Scan Wire Service News

MINNEAPOLIS, Jan. 29.—The National Association of Radio News Directors (NARND) has formed a committee to study press association radio reports. The committee was authorized last November because the NARND board of directors felt that radio station criticism of press association news should be supported by factual information and suggestions for improvement.

There will be a sample week's report on the major wire services now serving radio stations. Sheldon Peterson, KLZ, Denver, and Richard Oberlin, WHAS, Louisville, were named co-chairmen of the committee.

ard video station now under construction in this city.

Waite Hoyt will handle the play-by-play for tele, as well as for AM over WCPO. WLW-T is expected to carry all the games in the early part of the season because of delays in the construction of the other tele station.

2 Outlets To Share Cincy Reds' Games

CINCINNATI, Jan. 29.—All 77 home baseball games of the Cincinnati Reds, including Sunday and night games, will be telecast alternately by WLW-T, Crosley outlet here, and WCPO-TV, Scripps-How-

Levy Bros. Quit WCAU Duty; Outside Biz Pressing

PHILADELPHIA, Jan. 29.—Dr. Leon Levy, president and general manager of WCAU, Inc., and his brother, Isaac D. Levy, vice-president and general counsel of the stations taking in WCAU, WCAU-FM and WCAU-TV, will announce Monday their resignation from active management of the stations. The resignation will be effective April 1, but they will make themselves available "in advisory and consulting capacity" and will continue their positions as members of the board of directors of WCAU, Inc., wholly owned subsidiary of *The Philadelphia Evening Bulletin*.

The press of personal and outside business interests made it impossible for them to continue their active management of WCAU, Dr. Levy explained, and added that they will set up their own office in the Fidelity Philadelphia Trust Building April 1 to conduct their business interests. Both Levys are also on the board of directors of the Columbia Broadcasting System, and Isaac D. Levy is the owner of Columbia Records. The Levys also have interest in the

Atlantic City race track and extensive real estate holdings among other business interests.

Possible Successor

While no mention is made of a successor, it is commonly believed that Joseph Tinney, assistant to the president and assistant general manager, will take over Dr. Levy's mantle April 1.

The Levys, prominent in the radio industry since the founding days, first joined WCAU in 1924 when it was a 500 watt (it's a 50,000 watt today), and in 1927 became first link in the Columbia net, also serving as originating station for Columbia, then the Dixie Network. Last year WCAU-TV was also the first to join the Columbia video web. The Levys originally acquired WCAU for \$25,000 and when the station was sold to *The Philadelphia Record* in 1946, the station and all its holdings, including the broadcast building, went for \$6,000,000. *The Bulletin* purchased the stations in 1947 when it also took over the folded *Record* and its assets for a total of more than \$12,000,000.

Two-Way Pitch On H. Morgan

NEW YORK, Jan. 29.—Henry Morgan will cut an audition platter Tuesday (1) for National Broadcasting Company's (NBC) Sunday night lineup. The record will outline his proposed program and include Fred Allen doing a guest spot. Arnold Stang will be in the supporting cast, and Joe Stein will write the show.

Morgan is also being submitted to Foote, Cone & Belding by William Morris in an across the board 15-minute tele package. The program would cost the agency \$5,000 a week and use a 10-piece ork.

Nelson Vs. Leighton In New Conflict For WSNY Control

SCHENECTADY, N. Y., Jan. 29.—Action flared again last week in the conflict over control of local independent Station WSNY, when George R. Nelson, former vice-president and general manager of the station, disclosed that he had filed, thru his attorneys, with the Federal Communications Commission (FCC) a counter-petition to an application made by Winslow P. Leighton to the commission for authorization of the transfer of station control.

The statement said that Nelson was joined in the action by Bradley Kincaid and Benjamin Dubb, both original WSNY stockholders.

Leighton is president of the Western Gateway Broadcasting Corporation, operators of WSNY. Nelson is a former director and founder of the corporation.

Nelson's current action repeats allegations in a previously submitted petition which seeks investigation by the FCC of Leighton's actions in obtaining control of Western Gateway. The petition charges that Leighton chose the time of Nelson's absence on vacation in Florida with his family in early 1948 to "fraudulently, deceitfully and in breach of trust illegally acquire a sufficient number of shares of capital stock to enable him to exercise control" over the station.

Kincaid, who sold four shares of stock to Leighton for \$4,200, and Dubb, who received \$3,500 from Leighton for a similar number of shares, charge that they were induced to sell by misrepresentation and fraud on Leighton's part. They also have brought suit in the New York State Supreme Court for restitution of the shares they sold.

Nelson charges that Leighton, voting stock illegally purchased from the corporation's treasury without authorization by the board of directors, and by use of proxies for stock held by his family, caused the removal of Nelson as vice-president and director.

Nelson and 38 area business men and women also have formed the Public Service Broadcasting Corporation, incorporated for \$100,000, which requested on January 17 that the FCC grant this new corporation the assignment of the wave length of WSNY.

Atlas, Boggs In; WMCA Gets a Hypo

NEW YORK, Jan. 29.—What was construed as a move to hypo WMCA's commercial potency was taken this week by Owner Nathan Straus. He set Ralph Atlas, Chicago, as consultant to the operation and hired Norman Boggs, currently at WLOL, Minneapolis, as new general manager. The new deal is effective February 15.

Atlas has a major record of success in Chicago radio, via WBBM, WJJD and WIND. Boggs was previously with WGN, Chicago, as sales manager, and in the WGN New York office.

Leon Goldstein continues as the station's program veepee.

Broadway's Biggest Boost to Television

THE

ADMIRAL

BROADWAY REVUE

starring

SID CAESAR

with

MARY McCARTY

IMOGENE COCA

MARGE & GOWER CHAMPION



ROY ATWELL
RONNIE CUNNINGHAM
JUDSON LAIRE
ESTELLE LORING
BOBBY VAN
LOREN WELCH

Musical Conductor . . . CHARLES SANFORD

Set Designer . . . FREDRICK FOX

Costume Designer . . . PAUL duPONT

Choreographer . . . JAMES STARBUCK

Writers . . . RAY CARTER · LUCILLE KALLEN · MEL TOLKIN

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Telecast direct from the stage of New York's
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Dorothy Dix

Reviewed January 19

NATIONAL DAIRY PRODUCTS, INC.

Thur N. W. Ayer & Son, Inc.
Via ABC

Mondays-Fridays, 1:45-2 p.m.

Director, Perry Lafferty; producer, Marge Kerr; writer, announcer, Joe Ripley. Cast: Dorothy Dix (as played by Barbara Winthrop), Betty Furness.

Current Hooperating for the program (Started January 3).....None
Average Hooperating shows that type (Miscellaneous).....3.6
Current Hooperating of program preceding (Sustaining).....None
Current Hooperating of program following (Sustaining).....None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: "Guiding Light".....5.4
MBS: "Checkerboard Jamboree".....2.7
NBC: Sustaining.....None

With the newspaper readership and reputation that Dorothy Dix has achieved and with the many people saddled by problems and looking for solutions in this difficult age, the female soothsayer should find herself a ready audience. Nevertheless, what emerges over the air is not to be approved.

Miss Dix believes in putting a bright and shining face on everything. Her first piece of advice was: "Girls, be jolly or you'll never get a man." (This assumes, of course, that jolliness is a quality you can put on) (See Dorothy Dix on page 15)

Talking to the Stars

Reviewed (Monday) January 24

Via Trans-Canada Network

Canadian Broadcasting Corporation
Montreal Outlet, CFCF

Sponsored by SWEET CAPORAL CIGARETTES (IMPERIAL TOBACCO)

Thru Cockfield, Brown & Co., Ltd.

Producer, Bill Harwood; director, Bill Hannah, with Buddy Clarke and ork (22), Day Dreamers (4), Charles Baldpur and Sylvia Murphy. Announcer, Don Cameron.

Sundays 7-7:30 p.m.

This new airer, preemed January 9, can be considered about the top show of its type on Canadian radio.

Bankrolled by Imperial Tobacco, makers of Sweet Caporal cigarettes, the show, on its preem broadcast, hit a 15.1 Hooper.

One of the secrets for its audience pull, of course, is the fact that band leader Buddy Clarke, in (See Talking to the Stars on page 15)

Cross Question

Reviewed Tuesday (January 25) 8-9 p.m. Style—Court drama. Sustaining via CBS Television Network, originating at WGN-TV, Chicago. Producer-director, Bruno Ve Sota; supervisor, William Wines. Cast includes members of the Chicago Bar Association.

Here's a show with a strong enough impact perhaps to give the *Texaco Star Theater*, slotted against it, some competition. It's a mature, adult program which should appeal to listeners with a taste for drama.

Cross Question takes as its material actual Illinois court cases from the files and restages them on tele into one-hour shows. The audience sees and learns about people (See Cross Question on page 14)

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Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Dr. Paul

Reviewed January 26

Sustaining Via NBC

Monday thru Friday, 11-11:15 a.m.

Director, Gil Faust; writer, Virginia Crosby; music, Len Salvo. Cast: Russell Thorson, Peggy Webber, Janet Logan and Gloria Gordon.

Current Hooperating of the program (Started January 24).....None
Average Hooperating of shows of this type (Sustaining).....None
Current Hooperating of program preceding ("Brighter Day").....3.2
Current Hooperating of program following ("We Love and Learn").....3.4
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: Sustaining.....None
CBS: Arthur Godfrey.....7.4
MBS: Sustaining.....None

Dr. Paul is a slick, superior soap opera which no doubt will find its way into the hearts and minds of America's housewives, given half a chance. A sample program reveals the scripter has the medium well in hand as woe piles upon woe and cliché upon cliché. This time it's the trials and tribulations of Alice Logan, a sweet girl with her heart in the right place but sadly misunderstood by foster sister, Ruth, who, it seems, thinks Alice is too bossy and wants to leave home. To make matters even more sad, Dr. William Jamison, Alice's idea of Louis Pasteur, implies she is causing her sister harm by interfering in her affairs. As we leave Alice, she is crying her heart out, and the plot is preparing to thicken to a curdle.

Since it is recognized that soap operas sell products, Dr. Paul will, naturally, get himself a sponsor and live miserably ever after.

Leon Morse.

World Spotlight

Reviewed Wednesday (January 26), 8:30-9 p.m. Style — Panel discussion. Local sustaining, WNBW (National Broadcasting Company). Producer-director, Charles Christensen. Participants: Francis H. Russell, Wallace R. Deuel, Dean Pittman Potter and Lieut. Charles E. Henilan.

The tough job of exploring the tactical and human problems involved in the Berlin air lift was tackled in this half-hour sustainer. The format was a panel discussion featuring a State Department official, a university professor and a newspaperman, with an air forces pilot just back from the Berlin operations coming in for a brief first-hand eyewitness report. As a first-time venture, the show offers interesting possibilities as a regular public service feature.

Altho there were rough spots aplenty, the weighty subject was made quite palatable by deft camera work, skillful dramatic direction, and by ample use of visual objects, such as maps and placards, to clarify the points discussed. Typical of some of the techniques applied was the show's opener in which the camera eye was trained on a large studio globe, with the camera slowly retreating to bring into view the night's participants: Wallace R. Deuel, Washington correspondent and former European correspondent of *The Chicago Daily News*; Francis H. Russell, director of the office of public affairs at the State Department, and Dean Pittman Potter, of American University.

Time for Correctives

While there were numerous errors in the course of the program, they were mistakes which can easily be (See World Spotlight on page 15)

Get More Out of Life

Reviewed January 24

WILLIAM H. WISE & COMPANY, INC.

Thru Thwing & Altman

Margaret Fischer, Acct. Exec.

Via ABC

Monday thru Fridays, 11-11:15 a.m.

Director, Jacqueline James; writer, Alice Gershon; announcer, Sidney Walton. Cast: Jane Jordan and Hubbard Cobb.

Current Hooperating for the program (Started January 24).....None
Average Hooperating shows that type (Miscellaneous).....3.6
Current Hooperating programs preceding (Club Time-Tues.).....2.4
(Kilgallen-Thurs.).....2.1
Current Hooperating program following (Sustaining).....None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
CBS: Arthur Godfrey.....7.4
MBS: Sustaining.....None
NBC: Nora Drake.....3.5

The title of this program accurately represents what it seeks to do—help the female listeners *Get More Out of Life*. Its format is simple—Jane Jordan is the all-knowing authority on every aspect of home life and Sidney Walton, the announcer, acts as her straight man, asking her questions.

Miss Jordan has a nice mike personality. She gives helpful hints on how to save money by making cheap but unusual dishes, how to work a pressure cooker and how easy it is for the women to sew and make knitwear for their menfolk. All this, no doubt, is welcomed by women who want gimmicks to make their bucks stretch farther.

May Get Stale

There is a danger that with constant hearing this formula may become stale, because Sidney's reactions are known almost before he opens his mouth. Some tinkering which would achieve more spontaneity might pay off in freshness and interest in the show.

The program sells books — cook books, sewing books, etc. Commercials are a bit too long and suffer from being similar to a thousand other commercial pitches. Books are offered in giant sizes, with money-back guarantees and as "secret surprises." How redundant can you get?

Leon Morse.

The Story of Phyllis Wheatley

Reviewed January 25

Sustaining Via CBS

Tuesday, 10:30-11 p.m.

Director, Albert Ward; writer, Shirley Graham; supervisor, Werner Michel; music, Alfredo Antonini; announcer, Sancy Decker. Cast: Muriel Smith, John Mariot as narrator, Alice Yourman, Sybil Trent, Philip Wolf, Mary Michael, Ted Jewett, Whit Vernon, Janice Long, Ted Osborn, Scott Tennyson, Joe Wiseman, Gregory Morton.

Current Hooperating for the program (January 25 only).....None
Average Hooperating for shows of this type (Sustaining).....None
Current Hooperating for show preceding ("Hit the Jack Pot").....11.3
Current Hooperating for show following.....None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: Sustaining.....None
MBS: Sustaining.....None
NBC: "People Are Funny".....18.3

The Columbia Broadcasting System (CBS) performed a public service in presenting *The Story of Phyllis Wheatley*. Miss Wheatley, a Negro, was brought to America before the Revolutionary War and became a poetess and a credit to her country before she died at 31, partially from ill-treatment. It may seem pet- (See The Story on page 15)

Tournament of Champions

Reviewed Wednesday (January 26), 10 p.m. Style—Boxing. Sponsored by P. Ballantine & Sons thru J. Walter Thompson via CBS Television, New York. Director, Bernie London; announcer, Russ Hodges.

Bernie London, who directed this, the second in the CBS airings of the *Tournament of Champions*—in which the network is a partner—slipped from his usual high standards as a TV director in the treatment of the Billy Graham-Fritzie Pruden fight. There were, thruout the 10-rounder, any number of out-of-focus shots; there was poor judgment displayed in repeated use of long shots, reducing the ring to postage stamp size, and the between rounds shots, overly loaded with commercials, showed no imagination. Quite likely London has no control over the amount of burdensome commercials, but that's still no excuse for fuzzy camera work or for having announcer (See Tournament on page 14)

Share the Wealth

Reviewed January 11

Sustaining Via WOR

Tuesdays, 8:30-9 p.m. Director, Sylvan Patlinger; writer, Steve Carlin; emcee, Ward Wilson.

According to this program the problems of the American people are solved. This little job is being done by *Share the Wealth* Prentice, a clothing-happy merchant, who is sharing his wealth with his customers. He gives away things with each purchase as a bonus, doesn't charge any interest for installment buying and generally manages to pull stunts that make other business men look like tyros. All you need do is buy from him—then you're in.

The commercials are so blatant an overuse of overworn adjectives that they put carny talkers in the shade. The quiz show itself is an unpretentious little program whose only angle is co-operative answers to questions. Each contestant picks another to answer the quizmaster if he decides he wants to try for more dough.

Bill Slater handles the emseing chores capably and keeps the repartee going. However, the program is dwarfed by the huckstering.

Leon Morse.

Handwriting Analyst

Reviewed Tuesday (January 11), 7:20-7:40 p.m. Style—Miscellaneous. Sustaining, via WPIX, New York. Director, Dick Rose; production assistant, Ruth La Reau. Cast: Shirley Spencer.

Shirley Spencer is the handwriting analyst for *The New York Daily News* (the name sounds like a house property) and her 10-minute video stanza is an okay session which should be able to snare a sponsor. Following a little opening palaver, the gal analyzes various kinds of quill squiggles and describes the characteristics they're supposed to reveal. An interview with a viewer closes the show. Mitt reading, bump reading and allied arts invariably command an audience. This scribble session should be no exception. Jerry Franken.

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AM SEETHES AT TV RESEARCH

WNBW Gets 10 of 14 Firsts in D. C. Vote

WASHINGTON, Jan. 29.—WNBW, local TV outlet of the National Broadcasting Company (NBC), walked off this week with 10 of 14 firsts in a performer-and-program survey conducted by *Teleguide*, Washington-Baltimore video logbook, among its subscribers. WNBW's Johnny Bradford copped honors both as top male singer and as favorite TV personality. The *Television Journal* show conducted by Bradford was voted the best program.

Jeanne Warner, chirp on the Bradford show, won out as best girl singer. Favorite variety show was the NBC *Star Theater*, while Milton Berle took honors as favorite emcee and best comedian. Jimmy Gibbons, WMAL-TV, was voted the favorite announcer and his weekly wrestling show the best sports program. WTTG's Walter Compton won the best commentator award. Top news show was WNBW's *Washington Newsreel*.

"Mary Kaye" Shifts From NBC to CBS

NEW YORK, Jan. 29.—The *Mary Kaye and Johnny* show, now aired on the National Broadcasting Company (NBC), is slated to shift shortly to the Columbia Broadcasting System (CBS). Inability of NBC to give the sponsor, Whitehall Drugs, an outlet in Philadelphia is causing the shift. Program airs at 7 p.m. Sunday, with WPTZ, Philadelphia, the NBC affiliate, carrying a local show at that time.

The shift to CBS marks a virtual

Philip Morris Buys Tex, Jinx For CBS Tele

NEW YORK, Jan. 29.—Philip Morris cigarettes this week bought a new half-hour television show starring Tex and Jinx McCrary, to start next month. The program will air on the Columbia Broadcasting System (CBS), acquiring the Monday night time now filled by *The Goldbergs*.

The latter show, in turn, which debuted two weeks ago, is a hot prospect for sponsorship, with Lucky Strike cigarettes (American Tobacco) expected to sign for the show next week. Luckies, it is said, wanted the Monday night time, but by the time a decision was made, the Biow Company, agency for Philip, had grabbed it for Tex and Jinx, who are handled by Ted Ashley.

The Tex and Jinx show is a magazine format, with the two leads serving as "editors" and presenting top stories in various fields—foreign and national affairs, films, theater, etc.—each week. The team will continue to do their early morning show on WNBC, New York.

Meanwhile, Philip Morris is still said to be interested in Morey Amsterdam for a five-time-a-week AM series on CBS. Negotiations for this show are thru Cecil & Presbrey which handles daytime radio for the smoke account. N. W. Ayer handles Lucky Strike TV.

completion of the New York TV circuit for the program. It started on DuMont. Whitehall's agency is Dancer-Fitzgerald-Sample.

Gags to Rags

NEW YORK, Jan. 29.—On his past few Texaco television shows, Milton Berle has each week done one routine garbed in a woman's dress. So one night last week, as usual, the comic walked into Lindy's. A table hopper asked him, "Hey, Milton, who's writing your material now?"

Which led to another table hopper's crack: "Don't ask him about his material. All he's worried about now is who's gonna be his dressmaker."

Spot Rules Set By NBC's KNBH

HOLLYWOOD, Jan. 29.—Tele spots on National Broadcasting Company's (NBC) Coast station, KNBH, will henceforth be limited to 20-second station breaks between shows. Commercials of one or two-minute length will be allowed only in designated participating show slots or at the close of the day's telecasting sked.

Between-program spots will be restricted in order to enable the station to adhere to strict time skeds, similar to radio operations. Station programmers will henceforth shoot for precise timing, altho not pressed to begin or end shows on the button. By instituting this policy at this early stage, the station feels it will educate both trade and lookers to time limitations in anticipation of completion of the coaxial cable and launching of coast-to-coast tele transmission.

Stations Cry Comparative Polls Unfair

Challenge Phone Use

NEW YORK, Jan. 29.—Increasing anger is being expressed by AM broadcasters in New York at research organizations offering what the sound broadcasters describe as "distorted, inaccurate and unfair" television research. The result, they claim, has been a serious overemphasis on television, aggravated by the fact that TV is getting a terrific play in the press, with AM given no chance to talk back. It is having a serious effect, the AM broadcasters say, on both agencies and sponsors, who are reacting to an accumulation of this sort of palaver.

One New York AM exec declared this week that he planned to raise the entire issue at a meeting to be held Tuesday (1) between C. E. Hooper, Inc., and the New York City stations. He planned, he declared, to challenge the accuracy of Hooper's TV-AM comparative ratings, arguing that since some 75 to 80 per cent of New York television set owners have telephones, Hooper fails to weight his result properly, since he uses only telephone calls for his survey. It also means, he declared, that since only 50 per cent of New York AM owners have telephones, Hooper fails to get an accurate picture of AM-TV comparisons.

Another New York station exec, heading a research department, also challenged Hooper's accuracy in a report prepared for the management of the outlet involved, one of the top New York stations. The report showed that for November-December Hooper gave TV 16.4 per cent of the share of audience, while *The Pulse*, which makes its survey via personal interviews with a stratified sample, gave TV only 9 per cent. Hooper showed an average TV rating of 5.3 compared to *Pulse's* 3.5. The period involved was for evening viewing.

In analyzing this difference, the station involved also laid stress on Hooper's use of the phone exclusively and said the result was a considerable overweighting in favor of video, since a greater number of TV homes are covered than would be if both phone and non-phone homes were used. The station also challenged Hooper's continued use of a random telephone sample if accurate TV measurement is to be obtained.

Socony Gas Preps Show for WNBT

NEW YORK, Jan. 29.—Socony Gasoline is preparing a tele show to go over WNBT April 3. Compton Advertising, Inc., will be the agency on the program.

Details of the presentation are not known.

No TV Room for Disk Shows

The Medium May Remove AM Competish

Martin Block Opines

NEW YORK, Jan. 29.—There's no place for the disk jockey on television. That's the studied opinion of Martin Block, dean of all deejays, who's been purveying platter music via the air for some 17 years. Block, however, holds to the opinion that TV will nevertheless help the disk jockey by removing from the AM field those programs which are the jock's strongest competition, notably network productions and soap operas. In other words, the Jack Bennys and other top network airers will eventually all go TV, according to Block's point of view, thereby leaving the AM field less competitive for the record spinner.

Block elaborated: "There'll always be a place for music on AM, but music on TV has been dead." Taking angle shots, training the camera or a trombone or on the rhythmic tapping of a drummer's toe just has no TV appeal, and those who have seen this kind of thing, according to Block, remark that "it puts TV back five years."

"If he's smart," says Block, "the average deejay will steer clear of television. . . . He's a figment of the

BB Takes TV Veil In East for 70G

HOLLYWOOD, Jan. 29.—BB Pen Company will take the tele plunge via a \$70,000 spot campaign to be launched in Eastern markets. Coast pen maker will saturate the New York area via film spots to be aired on all Gotham stations.

Daily sked calling for a minimum of one spot per station each day will be used at the outset and be increased later. Deal will be handled thru Arnold McGuire, Coast tele topper for Foote, Cone & Belding.

Groucho Marx To Do Series of TV Films

HOLLYWOOD, Jan. 29.—Groucho Marx will take the tele plunge via a series of one-minute film commercials which the comic will make for Elgin-American, sponsors of his radio stanza, *You Bet Your Life*.

Series will be gag commercials produced by Atkins-Gilbert Film Productions in Hollywood and supervised by John Guedel. Strips will be filmed within a week or two for immediate tele release.

imagination, an illusion, maybe a *Make Believe Ballroom* . . . and when the camera hits him the illusion is gone." Music, according to Block's philosophy, is meant to be listened to, not looked at, and the dimension (See *NO ROOM* on page 16)

Emmys Awarded As ATAS Event Spotlights TV

HOLLYWOOD, Jan. 29.—Coast's Academy of Television Arts and Sciences (ATAS) awarded its first "Emmy" statuettes for video achievement Tuesday (25) to climax the first of series of annual seminars and banquets. Sparked by excellent daily newspaper coverage and publicity, the event served the dual purpose of establishing ATAS as a permanent org and calling attention to local tele progress.

Top honors went to Paramount's KTLA, which was awarded a special plaque for over-all achievement in station operations. Shirley Dinsdale, whose *Judy Splinters* kid show has been a long-time KTLA feature, received an Emmy as most outstanding television personality. Emmy for the most popular television program went to Mike Stokey's *Pantomime Quiz*, also on KTLA. (Ironically, Miss Dinsdale left KTLA this week to begin a new series on NBC's KNBH, while Stokey's show was snagged by KTTV, the Times-CBS outlet.)

Other Emmys went to Realm Television for the best tele film made and to Don Lee's engineer, Charles Mesak, for the best engineering achievement of the year. Realm's film, *The Necklace*, is one of a series of pix made by Marshall Grant—(See *Emmys Awarded* on page 15)

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WE DELIVER WHAT WE ADVERTISE

Admiral Bows Sock Revue With Top Artists, Yocks, Sizzling Pace Comparable to Best B'way Hits

NEW YORK, Jan. 29.—Everybody concerned can take long, deep and repeated bows on the first Admiral show. Elaborate shows don't always come off, but this one did. It had a sizzling pace, sustained interest, top performance, fine dancing, yock provoking comedy and a production comparable to the top smash musicals now playing the Stem. In fact, it was so good that the Kudner Agency, which brainchilded this show (getting it on the strength of its equally sock Berle-Texaco show), may have a tough time topping it in future weeks. The formula is a revue with Sid Caesar the star, backed by Mary McCarty, Imogene Coca, Marge and Gower Champion and a supporting cast of Estelle Loring, Bobby Van, Loren Welch, Roy Atwell and Judson Laire. Behind them were girl and boy singers and dancers. The entire company worked in various scenes, tho the brunt of the show was carried by Caesar, Miss McCarty and Miss Coca.

Skits ran from the hamburger scene from *Make Mine Manhattan* to opera as it would be at the Met if it followed the Billy Rose formula. In between was Mary McCarty's *Flaming Youth* from *Small Wonder*, tho probably the high spot was *Afternoon of a Faun* in which Miss Coca's pantomimics were convulsing. In this one a lad made like a faun working to beautiful mood music and an appropriate set, playing it straight, while Miss Coca hoked it up with some of her characteristic bits. The over-all effect of this case was hilarious. With running time not a problem, it would have stopped the show.

Caesar's Great

Sid Caesar's double talking and vocal sound effect abilities received full rein. At times the lad worked himself into a clearly discernible sweat, but he registered all the way. He was as great on TV as he's been in other branches of showbiz.

Mary McCarty punched out her lyrics with all the aplomb of the finished performer she is. Her anachronistic Southern drawls in the opera scene, her mugging in *Flaming Youth* and her deliberate overacting in other scenes were strictly smash.

Marge and Gower Champion danced as smoothly as ever. Some of their ingenious story dances failed to register because camera close-ups are impractical when the lens must catch foot action at the same time. Yet, in this medium, they did a good job.

Loring Misses

Estelle Loring's singing was adequate, tho her acting was unimaginative. In the baseball scene with McCarty and Coca, Miss Loring's efforts to play it straight indicated plenty need for improvement.

The camera work was probably the best seen on any TV show now transmitted. There were floor shots, angle shots and dissolves that caught practically every action to keep the pace running on the button and no let-down.

Frederick Fox's sets were appropriate without being obtrusive. Many of the background effects were attained thru cleverly conceived drops. When heavy sets were called for, they were well upstage, giving performers plenty of room to work.

Max Liebman's production and direction was crisp and skillful. James Starbuck's choreography made for pleasant backgrounds.

If there was any fault to find, it was in occasional misplacing of the mikes, making voices difficult to catch at times. This condition will probably be corrected in future shows. Lack of introducing performers was also confusing. Some title cards at the bottom of the picture might help.

Sock Plugs

The commercial in the middle highlighted Roy Atwell's tongue twisting half sentences. Atwell was in a store buying a TV set and the salesman demonstrating was so confused by Atwell's twisters he occasionally blew his lines. To top it off, the set which

the salesman tried to demonstrate was balky and the door of the record player became stuck, so the commercial became part of the show, and like Sid Stone's Texaco commercial, conceived also by the Kudner bunch, Atwell's act as a potential Admiral buyer drew terrific yocks, keeping up the pace even during the intermission.

The music by Charles Sanford was well handled, tho there were times when the brasses could have been muted. There were also times when the music occasionally played over somebody's lines, detracting from the effect sought.

But despite some of the preem stymies, the over-all impact was that this first one of the Admiral Friday night shows will pull as strong as any TV show now being shown, and possibly more so. Despite its hour length, it ran so fast, was so well paced, with no dull moments, it gave every indication of running to the top of the Hooper scale. *Bill Smith.*

Reviewed Friday (January 28), 8-9 p.m. Style—Musical variety. Sponsored by the Admiral Corporation. Seymour Mintz, adv. mgr., thru Kudner Agency. J. J. Cochran, acct. exec.; Myron P. Kirk, director of radio and TV, via NBC and DuMont television networks. Producer—Director, Max Liebman; writers, Mel Tolkin, Lucille Kallen; vocal writer, Ray Garter. Music, Charles Sanford; sets, Frederick Fox; costumes, Paul DuPont; choreographer, James Starbuck. Cast: Sid Caesar, Mary McCarty, Imogene Coca, Marge and Gower Champion.

Broadway Revue Smash Hit Sends Kudner's Stock Soaring

NEW YORK, Jan. 29.—The star of the Kudner Agency was expected to take a meteoric rise following the terrifically successful debut last night (Friday) of its second hour-long television show, the *Admiral Broadway Revue*. It is felt that the show has a good chance to equal, if not excel, the ratings achieved by the other Kudner top show, the *Texaco Star Theater*.

What made the Admiral debut all the more remarkable is that Myron (Mike) Kirb, radio-TV head for Kudner, and Max Liebman, producer-director of the Admiral show, were plagued by terrific last-minute headaches. The program originates at the International Theater, and the National Broadcasting Company (NBC), which recently rented the house for the tele show, ran 'way behind schedule in getting the house ready. As a result, it was impossible to get camera and lighting rehearsals until 5 p.m., just four hours before curtain. It also affected a thoro check on audio balance, a minor weakness occasionally noticeable during the show. The telecast itself, however, revealed just one or two camera slips, certainly understandable in the circumstances, and even at that, only momentary in character.

Berle Did It

Kudner got the Admiral account strictly on the strength of its sock click with Milton Berle and Texaco, the account inviting the agency to

AFM's Tele Pact Expires; Will Petrillo Extend It Again, Short-Term, Quietly?

Softer Attitude May Well Be Continued

(Continued from page 3)

softer attitude toward management in general. Reasons given for this are various. There was, for instance, the pressure of the Taft-Hartley Act. With Petrillo's more conciliatory attitude there was also an accompanying change in the AFM's press relations—all of which gained for the AFM leader a more favorable newspaper reaction. This era of conciliation was noted strongly by the last AFM pact covering musicians on AM networks—a pact which maintained the status quo in employment and secured no increases in scale.

No Cause for Alarm

The subsequent TV contract also gave the TV operators no cause for alarm, Petrillo being ready to grant the point that no high scale should be set until surveys prove TV to be in a better condition financially. Perhaps the ultimate in good will was attained a couple of months ago during Petrillo's Anschluss with the record manufacturers—a seance marked by laudatory comments from Petrillo

apropos David Sarnoff, chief of Radio Corporation of America (RCA), and from Sarnoff apropos Petrillo.

An obvious tho interesting fillip, of course, is the fact that the Petrillo-Sarnoff camaraderie during the record negotiations was previously mirrored in the AM network radio pact. (See Petrillo May on page 16)

New Sets Soar; '49 Outlook Is 1½-2 Million

WASHINGTON, Jan. 31.—Production of television sets soared to a record of 975,000 receivers in 1948, bringing total post-war production to 1,160,000, the Radio Manufacturers' Association (RMA) reported today. December output of the sets by RMA members was reported at 161,179, highest total for any month in the year, representing a total only 17,500 shy of the output of the entire year of 1947.

Indicative of the soaring trend, almost 44 per cent of the 1948 production came during the last quarter of the year, and by the final month the output had reached a weekly rate of 39,000. At the current pace, barring any economic setbacks and taking into consideration seasonal slumps, the 1949 output is now being figured at 1,500,000 sets and possibly as high as 2,000,000.

AM Sets Decrease

With set manufacturers applying a growingly large part of their facilities to producing video sets, output of radio receivers in 1948 declined about 20 per cent under the all-time peak reached by the industry in 1947, RMA reported. Total industry production of radio sets in 1948 reached 16,000,000 as compared with 20,000,000 the previous year. FM-AM combination sets and FM-only sets reached a production total 35 per cent above the 1947 output, despite the general 1948 decline. RMA companies reported 1,590,056 FM-AM sets produced in 1948, compared with 1,175,104 in 1947. Over 100,000 of the 1948 output were FM-only sets. AM-only sets produced in 1948 totaled 11,675,747.

More than 200,000,000 radio receiving tubes were sold by RMA-member companies in 1948, it was reported, an increase of 5,000,000 over the previous year.

Shaw Advertising Sets TV Division

CHICAGO, Jan. 29. — John W. Shaw Advertising, Inc., another in the list of smaller Chi agencies that are going all out for television, last week established a new video department.

Robert Zalens, local radio and video writer and producer, will head up the new television department for Shaw. Zalens has been in television since 1941, when he served as a news commentator on WBKB and assisted on some of the earliest commercial telecasts in this city.

PHONEMAN

Big cut on radio time sale pitch. Live market—established station. Write or wire

BILL ENGEL

54 Essex St.

Lawrence, Mass.

Fights' TV Fee Hike Planned

NEW YORK, Jan. 29.—The 20th Century Sporting Club is planning to seek a terrific hike in video fees for its fights, it was reported this week. The club's present contract with Gillette expires in May and is said to call for \$150,000 annually, plus additional payment for rights to the heavy-weight championship matches.

The club in previous years had its contract with the National Broadcasting Company (NBC), with Gillette taking over on the last pact. Since the Columbia Broadcasting System (CBS) recently acquired a small interest in Madison Square Garden, whence most of the fights originate, it is held possible CBS may make a strong pitch to Gillette for the next season's matches. CBS now televises most of other Garden events, with WPIX, New York, also covering some.

BBC Exec Quits, Says Tele Progress Slow

LONDON, Jan. 29.—The slow progress of the British Broadcasting Corporation (BBC) in equipping the television service with postwar apparatus has prompted C. Ian Orr-Ewing, manager of the BBC outside television broadcasts, to resign.

"Many wartime developments in television could have been used, but in the last three years there has been no notable advance," he said. "Improved studio and outside broadcast facilities are badly needed if British television is to regain its technical lead."

Maurice Gorham, former BBC television chief, in commenting, said: "American equipment is far ahead of the BBC set-up. Yet America has far less experience in program arrangements. The pay is low, too. The film people offer far better rewards. The BBC is bound to get resignations until it puts this matter right."

Raytheon on Carpet For Delay on WRBT

WASHINGTON, Jan. 29.—The Federal Communications Commission (FCC) doesn't think the Raytheon Manufacturing Company is proceeding in a "diligent" fashion with the building of WRBT, Waltham, Mass., and has "invited" Raytheon to appear before a hearing examiner Wednesday (2).

The FCC this week turned down the firm's plea for the granting, without hearing, of a request for additional time to finish the station and another petition for permission to operate WRBT with a half-pint transmitter for the purpose of testing equipment. The commission said nothing about Raytheon's pending bid to sell its construction permit to the Columbia Broadcasting System (CBS).

Falsies

SCHENECTADY, N. Y., Jan. 29.—One never knows who's watching his television performance. Eugene Pronk, magician over WRGB here, was surprised to receive a phone call from Bill Hickock, WXXW, Albany, N. Y., announcer, whom he hadn't seen since they were army sergeants and worked in shows together on Guadalcanal and other Pacific Islands. Hickock said, "It's a good thing you still wear that goatee and mustache, or I never would have known you." Funny part of it is that Pronk doesn't have his own goatee and mustache anymore. He wears falsies for his tele performances.

Neighbors Plague Tele Set Owners

DETROIT, Jan. 29.—The question of television etiquette has been raging in the "experience" column of *The Detroit News*, sparked by a set owner who complained that neighbors had taken over his home. If the family were out at the time a show was due on the screen, the neighbors waited patiently on the steps for their return. According to this and other contributors, the family owning a tele set lost all privacy and weren't even allowed to select the program to be shown—among the three stations available—not to mention wear and tear on the household furniture and nerves, and the cost of food and drink.

Other contributors gave their experiences and views pro and con, including suggestions for controlling the undesired visitors. Jane Lee, column editor, finally counseled the perplexed video owners that it was up to them to stand up for their own rights of privacy in their own homes and to insist upon neighbors visiting only as they would to enjoy any other form of hospitality.

Advance TV Service Sues CBS for 25G

NEW YORK, Jan. 29.—A suit by the Advance Television Service against the Columbia Broadcasting System (CBS) was disclosed this week when N. Y. Supreme Court Judge Ferdinand Pecora, yesterday (28), granted a CBS motion that a further bill of particulars be furnished the network.

Advance asks for 25G damages alleging 2,700 feet of film furnished CBS between August 7 and 31, 1946, was never returned.

WBKB, WABD on Limited Basis Over Para-TV Fuss

WASHINGTON, Jan. 29.—The TV future of Paramount Pictures is darker than ever as a result of the action of the Federal Communications Commission (FCC) this week in placing the licenses of the Balaban & Katz Chicago station, WBKB, and the New York outlet of Allen B. Dumont Laboratories, WABD, on a temporary basis. The move was made pending what may develop into an FCC monopoly investigation rivaling that made by the Justice Department in its anti-trust prosecution against several movie industry biggies, including Paramount.

For the first time the FCC has taken official cognizance of the recent Supreme Court decision, tossing back into a New York court for a rehearing the Department of Justice's demand that flicker companies divorce their film producing functions from their theater holdings. With RKO having already dropped out of the court battle by agreeing to separate its activities, Justice Department legalists feel sure of winning out in court.

Quiet Action

The FCC's announcement of its action was issued without fanfare, stating simply that the licenses of WABD and WBKB are "placed on a temporary basis pending examination of the qualifications of the licensee in light of the decision of the Supreme Court" in the Paramount case.

The ramifications of the simple order, however, are far-reaching. Since the FCC could have made an investigation without placing the licenses of the Paramount subsidiaries on a temporary basis, such action is taken to indicate that the FCC is impressed by the Justice Department's contention that Paramount has en-

Hire Flickers' Know-How, End Costly Audition Pix, Bonafield Advises Tele

RKO-Pathé Head Says Agencies Must Wise Up

NEW YORK, Jan. 29.—Advertising agencies making television films must learn to rely on flicker producers if they and their clients are not to get financially burned, according to Jay Bonafield, vice-president and general manager for RKO-Pathé. Bonafield believes the only successful way to make tele films is for the three interested parties—movie producers, agencies and sponsors—to work together.

The present practice in many cases is for the agency to hire studio facilities but do their own production master-minding. Several times, however, Bonafield found agencies had such erroneous judgment of what constituted good movie material that he turned down requests for leasing of the studio facilities on the basis of scripts submitted. He claims the agencies' use of radio writers instead of film scripters costs them money. Film writers obviously know the short cuts and techniques that can save advertising plenty; their radio brothers are just feeling their way.

Auditions Costly

Many agencies are extremely concerned over the high costs of making audition films which they use to sell tele programs to bankrollers. The agencies remember the good old days when only records were needed. An example of the expense of making audition films is apparent in the kind of loot shelled out by one major agency—a half-hour quiz show for

video cost \$10,000 and six one-minute spots \$6,000.

To motion picture studios, making audition films is an entirely new concept. They can't understand why these are needed. In the past, the film studios have sold their facilities just by showing samples of their work. It is apparent to Bonafield that in the audition film, as in the final print, perfection is the objective, and if that is the goal, the cost should be the same.

Needed: Know-How

Obviously, the money needed to make films is prohibitive. Bonafield claims the only protection for either the agency or the sponsor lies in using heavyweights—people who know what to do in film studios; who won't make the kind of mistakes that may even mean bankruptcy to the agency. After a few such clinkers, agencies will learn and in self-protection hire motion picture execs, audition films probably will be a thing of the past, and movies and prospective tele programs may be sold from script.

Army Library For TV Films

WASHINGTON, Jan. 29.—A central TV library stocked with films has been opened by the army at the Signal Corps Photographic Center, Long Island City.

The library was established to facilitate circulation of army films among TV stations and to ease difficulties previously encountered in clearing restricted movies. Films can be borrowed thru public information offices in the nation's six army area headquarters; Governors Island, N. Y.; Fort Meade, Md.; Fort McPherson, Ga.; San Antonio, Chicago and San Francisco. Stations in the Washington area should apply for films thru the radio-television section of the Public Information Division at the Pentagon.

Speegle New KNBC Program Manager

SAN FRANCISCO, Jan. 29.—Paul Speegle, for the past year radio editor of *The San Francisco Chronicle*, resigned last week to become program manager of KNBC effective Monday (24). He succeeds Harry Bubeck, who goes to Hollywood as production manager for the Western division of the National Broadcasting Company (NBC), a post vacant for six months.

Speegle's successor at *The Chronicle* has not yet been named. KNBC is owned by NBC.

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Canada Orders Full Probe Of Radio and TV; Critics Of CBC Are Disappointed

Had Hoped for More Drastic Attack

MONTREAL, Jan. 29.—A Royal Commission will be appointed soon to investigate the entire radio, television and film set-ups in Canada, it was officially announced at the opening of the Parliament's session Wednesday (26) by Viscount Alexander, Governor-General of Canada.

This confirms an earlier report (*The Billboard*, December 11), and added significance is given to the investigation by the fact that it was announced in the Throne Speech, which is, in importance, similar to the State of the Union address by the U. S. President when Congress reconvenes.

However, not everybody is happy with the announcement, the main objectors being the Progressive Conservative party, official parliamentary opposition, the host of independent radio ops, and just plain ordinary citizens who had hoped to hear the Canadian Broadcasting Corporation (CBC) roasted and made to explain in official debate the whys and wherefores of certain CBC actions, especially where television is concerned. The fact remains that in Canada, when anything is being investigated by a Royal Commission, the subject becomes taboo for Parliamentary debate, the reason being that a public debate could prejudice the investigators. This means, of course, that once radio and video are being probed by the commission, the government won't have to face any embarrassing questions in the House of Commons.

Vincent Massey, brother of actor Raymond Massey and chancellor of the University of Toronto, is reliably reported to be in line to head the commission.

Sources close to the CBC claim that they are happy that a Royal Commission has been named because, they say, it will lay down once and for all the powers and prerogatives of the government radio agency. As it stands now, the CBC operates and controls Canadian radio on a system laid down by Sir John Aird's Royal Commission 20 years ago. It is felt by CBC biggies, moreover, that the system needs overhauling and something must be done to end the continuous bickering between CBC and

indies, provoked mostly by the fact that CBC is both policeman of the indies and their competitor by having its own networks.

As far as video is concerned, the new commission might well bring to light certain findings helpful to indies, but it will take months and months before the findings are released. There was some hope that by parliamentary debate the government might grant CBC the coin to enter video, but if TV legislation will have to await the commission findings it'll take a long, long time.

Chief beef against CBC in respect to television is the fact that CBC will not give anybody else the green light as long as CBC itself is not in position to enter the field, which it isn't until it gets its hands on some loot. This, it's felt, is a dog-in-manger attitude, but CBC claims that if the indies go ahead on their own, they will have to depend on U. S. programs, which would not give video aspirants in Canada a chance.

Eastern TV Makes Inroads Into Coast Via Kinescope

HOLLYWOOD, Jan. 29. — East Coast video has begun to find its mark with Coast listeners via gradual increase in number of kinescoped transcriptions of Gotham-originated shows now being aired locally. Altho total kine coverage is rated as a drop in the bucket by programers, set owners now have a choice of 14 weekly film recorded shows totaling 10 hours of program time to augment local offerings. Leader from point of quantity is KTTV, CBS-Times outlet currently skedding seven kine airers weekly. Newly launched KNBH (NBC) has a choice of three, while Don Lee's KTSL is beaming four DuMont-originated shows.

At this stage in local video development, most programers are welcoming good kine shows since airers round out local programing, afford name talent, not here available, and generally mean dough since majority of the kine airings are sponsored. Complaints of film quality still simmer thru the ranks, but promised improvements in processing are anticipated.

Still another blessing of kinescope at this stage is local exploitation

Pa. Drops Ban on Female Wrestlers

PHILADELPHIA, Jan. 29.—Television has created such a demand for wrestling that the Pennsylvania sports commissioner has given in to the public and let the female grunt-and-groan artists come into the State after banning them for many years. Within five days, the gal hair pullers will be making three appearances—taking the local Met and arena and the Camden (N. J.) Convention Hall across the river.

That wrestling has boomed here because of TV is attested by bulging arenas. Helped by video pick-ups, Gorgeous George packed the Philadelphia arena for three consecutive weeks.

New Phone Quiz for WBJK

DETROIT, Jan. 29.—The new firm of National Radio Productions, recently organized as a free-lance production unit by Paul Kaczander, who is also assistant director of radio at Wayne University, is now staging a three-a-week telephone quiz show on WBJK. The program is sponsored by the Detroit Retail Grocers' Association and is built around the theme of supporting the independent grocer in order to keep the money spent for basic foods within the community as far as possible.

KTSL Using Ax On Free Plugs; Cites AM Rule

HOLLYWOOD, Jan. 29.—Don Lee television station, KTSL (W6XAO), this week adopted a firm stand against free plugs, henceforth ruling out outside tele credits for either performers, packagers or producers. Hereafter, no artist appearing on KTSL will be given more than identifying credit, regardless of film, radio, or other tie-ups. Exceptions will be made, but only after careful examination of each request.

Top Don Lee spokesman said move was to prevent runaway plugs or establishing "dangerous precedents." Talent appearing on Don Lee tele will be paid rates comparable to rival stations, and as paid entertainers, will not be entitled to "special plugs." Package owners, likewise, will work sans credits.

Station holds that it will be unfair to extend credit courtesy to favored few and ignore other performers or production experts, hence the blanket ruling will be enforced. Ruling will not apply, however, to public service or other features where free talent or production aid is used.

Tele ban is in keeping with Don Lee's long standing anti-plug ruling which is generally enforced on its AM network. Nevertheless, restriction will be blow to talent, press agents and smaller ops who put much stock on free tele mention of a performer's record tie-ups, film commitments and club work.

CROSS QUESTION

(Continued from page 10)

faced with almost life and death issues, who are on trial or concerned with the proceedings. The lawyers and the judge in the case are chosen from the Chicago bar and bench, the jury from the audience and the individuals on trial or serving as witnesses are actors.

The case considered on this show (25) was of a woman who was put away for 13 years in the Chicago hospital for the criminally insane because she had killed her child while under delusions. She was trying for a discharge, but the State's attorney and her husband were both opposed to her petition.

The finish was really sock and unpremeditated when the foreman of the jury read the wrong verdict, and after he had been corrected by one of the jurors, the program was ended because the air time was up. Thus, the audience didn't know whether she was or wasn't to be freed, altho later it was announced the jury had ruled for her.

The manifold assets of the program are evident. There is an air of reality, of authenticity, of seeing character under stress and strain that only the great and real drama gives.

Except for a slight tendency to hold the camera too long on individuals, the lensmen's work was good. There was a superb shot of the husband while the wife was telling how and why she killed the child. His mobile face registered all his emotions. Intelligent, creative direction naturally was behind the show's superiority.

If this is a sample of what Chicago tele has to offer, I'll buy.

Leon Morse.

TOURNAMENT

(Continued from page 10)

Russ Hodges talk over the referee's instructions.

While CBS may be a T. of C. partner, it apparently hasn't been able to place its cameras in any more advantageous position than those at the average fight arena. It shouldn't be too much to expect an outfit holding a quarter interest to have a voice in obtaining greater camera range. That's especially so in the case of the T. of C., which needs all the good video treatment it can get. It would be nice, for instance, to be able to get full and close shots of the fighters in their corners between rounds. And there must be something else TV cameras can do besides pan the audience during the breathing spell.

Hodges does a fair job at speling, holding his gab down to a minimum, but every once in awhile electing to talk during moments of peak action when the crowd noises drown out his comments. At least, he doesn't constantly refer to "the third man in the ring"—in fact, I don't recall his having identified the referee at all during the fight. The poor guy also has to handle real bright fresh drop-in plugs like, "time to fill up another glass with Ballantine" and stuff like that. *Jerry Franken.*

What Television Means

NEW YORK, Jan. 29.—Some idea of the enormous production facilities television is already using today and the facilities it will need as it grows is shown in a report on studios used by the National Broadcasting Company (NBC) TV network Thursday (27) of this week. Six live studios and two film studios were used in New York plus coax cable feeds from Chicago, Washington and Philadelphia.

In New York Studio 3H was used by *Howdy Doody*, 8G by the Swift show, 3B by the Phil Silvers show, 6B by Dunninger and Paul Winchell, while a studio at the web's uptown plant handled *Easy Does It*. Chicago fed *Kukla, Fran and Ollie*; Philadelphia, *The Nature of Things*, and Washington, *The Eyes Have It*. On top of that the web was putting the finishing touches on converting its newly rented International Theater for the new Admiral show, which bowed in.

Some idea of the investment involved in this operation may be gained from this: Each live studio in Radio City has a battery of three image orthicon cameras, with four in use in 8G on the Swift show. Each of these batteries, with the necessary correlative equipment, costs around \$100,000.

Wanna get in network TV?

Picture of Health

DETROIT, Jan. 29.—The medical fraternity can trade in their supply of old outer-office magazines for television sets now, according to Dr. L. L. Denison, who has installed a set in the waiting room of his office. The result has intrigued patients so much that he reported they will occasionally voluntarily skip their turns to see the doctor in order not to miss part of a program.

4 More Firms Make TV Pix

NEW YORK, Jan. 29.—Four more outfits are going into the business of producing films for television.

Jam Handy, an old Detroit commercial film production company, has started a separate video department under the direction of William Murray. Realizing that speed is essential in the production of tele films and that commercial movie work takes about 60 days, the organization has geared its new department to get things done at a swift pace. Present production is mostly one-minute film commercials.

Television Productions, a newly formed Detroit outfit, is going after film business from low-budget sponsors. Robert J. Anderson and Don Cooper, heading the org, will concentrate on one-minute commercials and 15-minute shows and also do straight commercial movie production. The company has facilities for sound and silent work.

Sterling Films Television has been organized by Sterling Films, Inc., to devote itself exclusively to production and distribution of movies for video. Sterling has been active distributing its 16-mm. home movies to agencies and tele stations, but now also has plans for handling other producers' products for the medium.

Hartley Productions, Inc., has just finished work on its 12-minute film, *Operation Fun Club*, starring Leon Janney. The script was written by Elda Hartley and directed by Irving Hartley.

WORLD SPOTLIGHT

(Continued from page 10)

corrected. Visibly nervous, Deuel had difficulty in getting the subject braced, and it was not always clear whether he was appearing in the role of a press inquisitor or as an expert on foreign affairs. Dean Pittman, obviously ill at ease and shifting his weight from one leg to the other, slowed the action and discussion, and was completely ineffective when his turn came at explaining some of the points. There was a particularly embarrassing interlude when the scholarly looking dean fumbled to reach for some three-dimensional objects to illustrate what he was saying and finally yielded to Russell, who had excellent stage presence. Russell carried the discussion in a casual and effective manner, even slipping in some diplomatic wisecracks, such as the gag about Germany having been divided in such a way that Russia got the industrial centers, Britain got the farm areas and "U. S. got the scenery."

The show can be improved by more ad libbing and by the presence of big-name government experts in the various fields of foreign affairs. Also, it needs a rough-and-tumble interlocutor to enliven the discussion and produce an impromptu effect which this opener lacked. Ben Atlas.

10,000 New Sets in London

LONDON, Jan. 29.—Television receiving licenses here have increased between November, 1948, and December, 1948, from 82,400 to 92,800.

SHORT SCANNINGS

A CLEARANCE bureau for television films and a directory of television films is being planned by the distribution committee of the National Television Council. . . . The same org recommended a registration fee of \$10 and an increase of \$15 in annual dues. . . . Michael S. Freeman appointed director of sales promotion and advertising for E. L. Cournand Company, manufacturer of Walco-Tele-Vue-Lens. . . . *Identify*, new sports quiz show with Bob Elson as emcee, starts over 12 American Broadcasting Company (ABC) stations February 14. . . . Helen M. Korday now tele personnel supervisor for the National Broadcasting Company (NBC). Doris Ann becomes placement manager.

Patsy Kelly signed by A. B. T. Productions for a series of 13 two-reel tele films. . . . Sightmaster Corporation, sole set manufacturer, is using WQXR, New York indie, to advertise its product. . . . KPIX, San Francisco's first video station, has appointed R. W. Wassenberg operations manager and George Janda and Herbert Brett production assistants. . . . KDYL-TV, Salt Lake City, has worked out a tele production course with the University of Utah.

Hair-Raising!

SCHENECTADY, N. Y., Jan. 29.—Bob Wallace, WSNY newscaster, got his operations "air lift" and "hay lift" mixed on a recent spot. The words came out: "Operation hair lift."

THE STORY

(Continued from page 10)

ty, in the face of CBS's going out on a limb and tackling this controversial theme, to ask for a stronger script, something that would sock home with greater impact man's inhumanity to man, but it would have helped the message. Writing on a social plane seeking to overcome prejudice needs to be greater to conquer beliefs which are not easily given up.

The script told of humble beginnings, how Mary Wheatley adopted Phyllis and educated her even though opposed by practically the entire community. Her education accomplished, people refused to believe the evidence of their eyes and ears, and the Phyllis Wheatley became an accomplished poetess, no American publisher would print her writings for years.

Phyllis' Demise

When Mary Wheatley died, Phyllis Wheatley was as good as dead because she could find no work and thus had no support. She died a broken woman, with little notice of her great achievements.

Several of the scenes were interesting tho not sustained enough. Rounded characters were not developed, and lack of shading weakened the script's argument. But the point wasn't lost—education without opportunity means nothing.

John Marriot made a very effective narrator and Muriel Smith was equally good as Phyllis Wheatley. Leon Morse.

EMMYS AWARDED

(Continued from page 11)

Realm Productions for American Tobacco.

The awards dinner climaxed a day's activities in which industry leaders were featured in tele discussions. Among those participating in the seminar were Hal Roach, Mike Stokey, Don Tatum, Klaus Landberg and Leonard Erikson.

Banquet entertainment, which was televised over Don Lee Station KTSL (W6XAO), featured Walter O'Keefe as emcee with Frankie Laine, Herb Jeffries, Ben Beri, Marais and Miranda, Eadie and Rack, Connie Haines, Frank Veloz, Clark Dennis and Bill Thompson.

Harry Lubcke, Don Lee television topper, was installed as ATAS president for the coming year, succeeding Charles Brown.

COKE'S NBC OPTION

NEW YORK, Jan. 29.—Coca-Cola has taken an option on the 7:30 p.m. Sunday time on the National Broadcasting Company. This is the spot vacated by Admiral Radio, which shifted to Friday night. No program has been selected yet.

Partnership, TA Seem Answer To Salvaging Union's Merger

(Continued from page 3)

Television Authority work or else there will be an all-out jurisdictional squabble among them. No jurisdictional trouble is anticipated until they try to make the Television Authority function.

The details of how the Television Authority would be worked out, have not been devised, but the general outline is to get each union to elect a representative to its board. They in turn would negotiate agreements with the webs and appoint administrators to run the union. In effect, the Television Authority would become another union, which is what AFRA has always opposed.

Two Sources of Income

The money to set up the new labor org would come from the various Four A's unions in accord with their present financial status. This inde-

pendent entity would get its operating expenses from two sources: Members of other Four A's unions working in tele, and Television Authority members who perform only in video.

The American Guild of Variety Artists (AGVA), one of the prime stumbling blocks to the merger plan, is entirely in harmony with the Television Authority. Insiders claim that AGVA was entirely responsible for merger's death. Dewey Barto, executive secretary of the org, fought merger from the time he came into the variety artists' union.

The same talk is that Equity, which feared AFRA's dominance of the merged unions thru George Heller, executive secretary of the radio artists, tried to make a deal to combine with AGVA and hold the balance of power in the new organization. This idea fell thru because the two unions never could work out a deal.

Margaret Webster Opposed

Equity voted down the merger plan after Margaret Webster, an Equity council member, had turned in a report analyzing the amalgamation for the legit actors' union's viewpoint. The high spots of this report were that merger would not mean one card for performers, since the Screen Actors Guild (SAG) and AGVA would remain outside it, that Equity would be footing much of the bill for the merged organization and that Equity would lose its autonomy. AFRA only recently got a copy of the document and asked Equity for a meeting to discuss it. The request was turned down.

With the enormous strides that the medium has made in the past year and with the demand that Four A's membership has made and is making for some sort of union conditions, partnership and the reconstruction of the Television Authority seem to be the answer to the performer's prayer for protection in video.

KID LUNCHEONS

(Continued from page 3)

prizes, souvenirs and live-act entertainment are all included in the admission price of \$2, which is split between the girls and the spot owner.

A booklet and kit, including plans for setting up, hostess functions, menus, games, souvenirs, etc., and where to obtain same, are all included, along with advertising mats and publicity releases. Cost of \$50 for 13 programs, also buys the exclusive right to use the name in one community and entitles the subscriber to a special advice service.

Before the service is sold, however, Jordan-Rich Associates decide whether the room meets their standards, using information from the National Restaurant Association as their guide. At the end of the 13-week period, operators may renew their subscriptions for another \$50 and receive a new 13-week book. The material is being published by the House of Little Books.

Screen Test Suit Dropped

NEW YORK, Jan. 29.—The Screen Test, Inc., suit against Hollywood Screen Test, the American Broadcasting Company and Lester Lewis was dismissed after one day in the New York Supreme Court by Justice Aaron Steuer, Friday (28). The plaintiff had claimed infringement and asked for \$500,000 damages.

DOROTHY DIX

(Continued from page 10)

and take off like lipstick.) Next she answered letters. One was from a mother who discovered she was married to a philanderer but decided to live for her children. Another was from a man of 40 who wanted to marry a girl half his age. Miss Dix unhesitatingly approved.

"True Life Drama"

Her last clinker was a "true life drama." It was as true to life as a soap opera. Some foolish girl wanted to marry a lout, but the gal's ma outfoxed him by inviting him to supper and showing him up for the crude character he was.

That Miss Dix can prescribe for patients from the bare facts she has available remains a tribute to her confidence and her public's faith. It is to be deplored, however, that radio will permit people who apply mostly soft-soap and the obvious to attempt to heal the sick when so much harm can unwittingly be done. Medical treatment when applied by an unlicensed individual has a name.

The commercial for Sealtest was fairly good, but was hit home too strongly. Leon Morse.

TALKING TO THE STARS

(Continued from page 10)

the years he's been playing at and broadcasting from the Mount Royal Hotel, has become about the best known band personality in Canada. Added to this is the fact that Clarke is supported by a slick vocal quartet, the Day Dreamers; the smooth tenoring of Charles Baldour, plus the gimmick of having a letter-writing winner given a junket and a chance to talk by phone to his or her favorite star. Phone interviews are recorded and are played back on the live show. On the show caught, Irene Rich was the star and was good for plugs for her show, *As Girls Go*. Clarke's band featured clever arrangements of the show's hits. Clarke himself does some of the chatting in an informal and personable manner.

All in all, it's a solid show, probably the first in Canada having a U. S. touch in its format. It should click for a nice run. Commercials are handled adeptly and never interfere with the entertainment. And, of course, Jack Benny not being piped into Canada, there's all the more reason to believe that here, for once, Canadian talent won't be overshadowed by a big U. S. competitor. Charles J. Lazarus.

SPECIAL PRINTED ROLL OF MACHINE 100,000 FOR \$30.00	TICKETS RESERVED SEAT PAD STRIP COUPON BOOKS WAITER CHECKS PARKING & LAUNDERETTE TAGS ALL FORMS OF TRANSPORTATION TICKETS	STOCK ROLL TICKETS One Roll... \$1.45 Five Rolls... 4.15 Ten Rolls... 6.90 Fifty Rolls... 25.50 Rolls, 2,000 Each Double Coupons Double Price. No C. O. D. Orders Accepted.
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No Room for Deejays on TV

The Medium May Remove AM Competish

Block Makes Study

(Continued from page 11)

of sight added to such a program only detracts from it. Block pointed up the problem another way by stating that whereas a music show can be strong over AM, a music show over TV needs more than music.

A show can be produced in such a way as to make it suitable for performance over both AM and TV, said Block, who pointed out that this is being done with his Chesterfield show. But from a program point of view a better job could be done on such shows if they were tailored either for AM alone or TV alone.

Lack of Production

TV will not reduce AM to the point where it will be a minor entertainment form, in Block's opinion. TV's greatest weakness currently, says Block, is its lack of production-wise personnel. The latter will be acquired, he feels, only when TV operators lay out heavy dough—as picture companies do.

Block, whose rating today—on the eve of his 14th anniversary with *Make Believe Ballroom* over WNEW—is higher than ever, sees an expanding field for music and platter shows in industry. This field boomed during the war and has now reached the point where some plants, such as that of the Radio Corporation of America (RCA) in Kearney, N. J., maintain program staffs to set up a good musical background for 4-6,000 employees.

For the platter shows, too, Block sees a tremendous and continuing field via AM receivers in automobiles. Both these fields have never been adequately measured by rating services.

Congress Group Studies Kayo of Tax on Pianos

WASHINGTON, Jan. 29. — What may prove to be an opening wedge in abolishing the excise tax on musical instruments is now under consideration by the House Ways and Means Committee. A bill to exempt pianos from the tax was introduced in the House this week by Rep. Gerald R. Ford (D., Mich.).

Ford's measure is the first introduced this session to exempt a single instrument from the excise. His argument is that the piano is so widely used in the American home that it should not be included with the so-called professional musical instruments.

Meanwhile the National Association of Music Merchants (NAMM) is preparing for an all-out drive before the Ways and Means group for complete repeal of the excise on all instruments. NAMM has finished making a survey of its members regarding their sales of instruments. The survey, which shows that the average American citizen is the largest buyer of instruments, is to be placed before the committee within the next couple of months.

NAMM will also try to show that purchases of instruments have declined because of the tax.

Basie and Thornhill Leave WM For GAC; See "Curtailment" End

NEW YORK, Jan. 29.—The William Morris Agency (WM) band wing this week "curtailed" down to a shadow as orksters Count Basie and Claude Thornhill were granted releases from their pacts. Basie, early this week, inked a one-year management pact with the General Artists Corporation (GAC), this following in the footsteps of most of the other WM ork properties including Buddy Rich, Hal McIntyre, Bobby Byrne, Red Ingle and Jan Garber.

Thornhill was the first WM ork to succeed in obtaining his release via American Federation of Musician (AFM) intervention. The orkster was granted his release on grounds that the Morris office did not live up to the Thornhill management pact. This is interpreted in trade circles to mean that the agency failed to live up to the required booking minimums for the orkster and therefore made him eligible to obtain his release.

It also is understood that GAC will probably land the Joe Mooney Quartet sometime next week. The remaining Morris ork properties are Duke Ellington and Charlie Spivak, and tradesters are opining that both will end up with GAC shortly. This, despite earlier reports that Ellington was being approached by the Willard Alexander Agency and Spivak was said to be eyeing a Music Corporation of America (MCA) pact.

Brown Leaves WM

Phil Brown, Morris one-night booker here, who a couple of months ago declared his intention to leave the booking biz to manage Thornhill, left WM today (29) to assume his responsibilities to the orkster. Brown declared that it was undecided at this point which agency would land the Thornhill ork. It is predicted in the trade that MCA has the edge, but Brown points out that Willard Alexander and GAC are not out of the running.

Previous to the Brown departure from the agency, ork salesman Pat Lombard, who was working in the agency's New York office, was given his notice. And prior to that, Joe Wolfson, who booked the Morris orks in theaters, was shifted to the agency's cafe department. Adding these personnel losses to the dismissal of the WM Chicago bandmen, Jack Archer and Bob O'Conner, and the shifting of the agency's Hollywood ork salesmen, Pat Robkins and Archie Loveland, into other WM departments, it leaves the agency with but one man, Cress

Victor Shuts Camden Plant; Columbia Scrams Kings Mills

CAMDEN, N. J., Jan. 29.—RCA Victor is shutting down its disk pressing plant here for an indeterminate period. The shutdown is an enforced one, dictated primarily by building maintenance engineers' findings that the flooring on the eighth floor, where the pressing facilities are situated, is on the weak side. While RCA execs make no secret of the fact that business is considerably off from last year, they point to this as a somewhat happy coincidence.

Reopening of the plant will not, in any circumstances, take place until the safety factors have been completely adjusted, and even then the probabilities are that reopening will depend to a large extent on a hoped for pick-up in the industry once the current new record speed contest is resolved.

Courtney, who is the head of the agency's band wing.

Countney, who has been reported as going into his own personal management biz and as going to GAC in an executive capacity, told *The Billboard* that he had no idea as to what he was going to do.

802 Has Plan To Get Orkster Off Tax Spot

NEW YORK, Jan. 29.—In the face of the government ruling forcing band leaders, as "true employers," to assume Social Security and unemployment responsibilities for sidemen, Local 802, American Federation of Musicians (AFM), is working out a formula whereby the financial onus may be taken off the batoneers. Local officials are mum as to the exact nature of the plan, but it is understood that 802 may follow the pattern of other locals in attacking the problem—simply tacking a percentage increase on to scale to cover tax expenses.

Other locals have added from 4 to 10 per cent to scale to equalize the tax and bookkeeping nut.

Meanwhile, it has been a regular practice in the case of semi and name bands booked by agencies for the agency to secure inclusion of tax and bookkeeping costs in contract arrangements.

MCA Strategy Huddle Friday

CHICAGO, Jan. 29.—Heads of all nine band departments of the Music Corporation of America (MCA) will hold a confab here Friday (4) and Saturday (5) to go over plans.

The session is the brainchild of Larry Barnett, MCA topper, who is plotting strategy to stimulate business. It's figured the time is ripe, in view of fact that a few individual bands are coming up with good grosses despite the general doldrums and that band promotion value is expected to result from the cumulative impetus of the waxing ban lift.

London Widens Distrib Set-Up; Adds Longhairs

NEW YORK, Jan. 29. — London Records has set up a distributorship in Cleveland called Ohio Record Sales, Inc., to handle Miracle, Savoy, Regent, Bop, Modern, Exclusive and 4-Star, in addition to its own label, for Ohio and part of Kentucky. The operation, under the supervision of London Treasurer Dan Byrne, will use the office and warehouse space of the W. E. Harvey distribbery which is undergoing voluntary liquidation. The Harvey company's Detroit branch has already been closed, with physical assets purchased by Central Record Sales.

James H. O'Brien, formerly with London's sales staff, will be manager of Ohio Record Sales, and Ted King, formerly with Harvey, will head a Cincinnati branch. The firm will be staffed largely with ex-Harvey people.

This is the second London-owned distribbery to be activated, the other being in Pittsburgh under Merle Weiss. Byrne stated that these enterprises are not to be considered branch operations but rather London investments in the distribution of independent labels. "We feel that we can elevate the status of distribution for independents because they'll be dealing with a distributor who can pay his bills," he said. Furthermore, he pointed out, London will benefit in that its salesmen will now be able to service retailers with a full line.

London also announced that its library service, after some six months of operation, now has 75 subscribers—35 wired music services, 25 radio stations and 15 industrial accounts.

The firm has also pacted a flock of longhair artists in recent weeks, including Marjorie Lawrence, Helge Roswanger, Marcel Wittrisch, Franz Volker, William Strienz, Heinrich Schlusnus, Hilde Gueden and Guiseppe Valdengo. Performers are signed with the parent outfit, English Decca, but will cut considerable material in the light and semi vein to augment London's growing light catalog.

Petrillo May Extend TV Pact

(Continued from page 12) and now may be mirrored in the new TV pact.

Or will it? Therein lies the key to Petrillo's true attitude to management in general. With a new administration in the saddle in Washington and the Taft-Hartley Act slated for more or less drastic revisions, will Petrillo revert to a tougher pitch on both AM and TV? Or will the Petrillo-Sarnoff idyll remain substantially that? The answer should come very soon. Should Petrillo, over this week-end, extend the AFM-TV pact for another short term, the answer will have to wait a while. But his attitude on the new TV term will reveal whether the future going is to be tough or easy with regard to cost of musicians.

Basic Problems Unsolved

A curious angle to the Petrillo-TV situation is the fact that TV, now being given the benefit of millions of dollars of programing, promotion, additional facilities, etc., still has not settled its more elementary talent and source material problems. The musicians union pact, even if renewed over this week-end, is likely to be just another short-term. If it's not renewed, TV will be sans a contract covering musicians, sans a genuine commercial contract covering use of ASCAP music, and sans a contract covering scales for actors and performing talent.

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the great **ELLA FITZGERALD**

**EVERYBODY'S
FAVORITE SINGER!**



Special Release!
ELLA FITZGERALD
DECCA 24562
Both Vocal with Orchestra
SOMEONE LIKE YOU
I COULDN'T STAY AWAY FROM YOU

THE QUEEN OF BE-BOP

- DECCA **ROBBINS NEST**
24538 **NO SENSE**
- DECCA **HOW HIGH THE MOON**
24387 **(YOU TURNED THE TABLES ON ME)**
- DECCA **OH, LADY BE GOOD!**
23956 **FLYING HOME**
- DECCA **MY BABY LIKES TO BE-BOP**
24332 **(And I Like To Be-Bop Too)**
(I'VE GOT A FEELING I'M FALLING)

ELLA FITZGERALD sings
with **MILLS BROTHERS, LOUIS JORDAN, LOUIS ARMSTRONG**
and **DELTA RHYTHM BOYS**
DECCA ALBUM A-662 \$3.75

- DECCA **DEDICATED TO YOU**
25361 **BIG BOY BLUES**
Both with Mills Brothers
- DECCA **STONE COLD DEAD IN THE MARKET**
23546 **(He Had It Coming)**
PETOOTIE PIE
Both with Louis Jordan and His Tympany Five
- DECCA **YOU WON'T BE SATISFIED**
23496 **(Until You Break My Heart)**
THE FRIM FRAM SAUCE
Both with Louis Armstrong and Bob Haggart's Orchestra
- DECCA **IT'S ONLY A PAPER MOON**
23425 **(I'm Gonna Hurry You Out Of My Mind And)**
CRY YOU OUT OF MY HEART
Both with Delta Rhythm Boys

MEMORABLE BALLADS

- DECCA **TO MAKE A MISTAKE IS HUMAN**
24529 **IN MY DREAMS**
- DECCA **IT'S TOO SOON TO KNOW**
24497 **I CAN'T GO ON (Without You)**
- DECCA **MY HAPPINESS** With The Song Spinners
24446 **TEA LEAVES** With The Song Spinners
- DECCA **YOU'RE BREAKING IN A NEW HEART**
24157 **(While You're Breaking Mine)**
DON'T YOU THINK I OUGHT TO KNOW
- DECCA **THAT'S MY DESIRE**
23866 **A SUNDAY KIND OF LOVE**
With Andy Love Quintet
- DECCA **GUILTY**
23844 **With Eddie Heywood and His Orchestra**
SENTIMENTAL JOURNEY
With Eddie Heywood and His Orchestra
- DECCA **(I Love You)**
23670 **FOR SENTIMENTAL REASONS**
With Delta Rhythm Boys
IT'S A PITY TO SAY GOODNIGHT
With Delta Rhythm Boys
- DECCA **I'M BEGINNING TO SEE THE LIGHT**
23399 **THAT'S THE WAY IT IS** With Ink Spots
- DECCA **S-H-I-N-E**
25354 **THE DARK TOWN STRUTTERS' BALL**
- DECCA **STAIRWAY TO THE STARS**
25292 **OUT OF NOWHERE**
- DECCA **I DIDN'T MEAN A WORD I SAID**
18814 **I'M JUST A LUCKY SO-AND-SO**
- DECCA **A KISS GOODNIGHT**
18713 **BENNY'S COMING HOME ON SATURDAY**
- DECCA **AND HER TEARS FLOWED LIKE WINE**
18633 **CONFESSIN' (That I Love You)**
With The Song Spinners
- DECCA **ONCE TOO OFTEN**
18605 **TIME ALONE WILL TELL**
- DECCA **(Nobody Knows Better Than I That)**
18472 **HE'S MY GUY**
I PUT A FOUR LEAF CLOVER IN YOUR POCKET
- DECCA **ALL I NEED IS YOU**
18347 **MAMA COME HOME**

SOUVENIR ALBUM

- DECCA ALBUM A-473 \$3.75
- DECCA **I'M THE LONESOMEST GAL IN TOWN**
25123 **THE ONE I LOVE (Belongs To Somebody Else)**
 - DECCA **BABY, WON'T YOU PLEASE COME HOME**
25124 **I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME**
 - DECCA **I GOT IT BAD (And That Ain't Good)**
25125 **CABIN IN THE SKY**
 - DECCA **I MUST HAVE THAT MAN CAN'T HELP LOVIN' DAT MAN**
25126

ELLA FITZGERALD

- sings with **THE INK SPOTS**
DECCA ALBUM A-657 \$3.00
- DECCA **I'M MAKING BELIEVE INTO EACH LIFE SOME RAIN MUST FALL**
23356
 - DECCA **COW COW BOOGIE (Cuma-Ti-Yi-Yi-Ay)**
25047 **THAT'S THE WAY IT IS**
 - DECCA **I'M BEGINNING TO SEE THE LIGHT**
25344 **I'M GONNA TURN OFF THE TEARDROPS**

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All album records may be purchased as singles.



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

AFM Tightens 10% Travel Tax Procedure; Agencies, Orks, Fear Harassment

By Jerry Wexler and Hal Webman

NEW YORK, Jan. 29.—The American Federation of Musicians (AFM) served band leaders notice this week that union rules concerning payment of the 10 per cent traveling surcharge will hereafter be strictly enforced. The news, in the form of a letter to booking agencies from recently elected AFM Treasurer Harry Steeper, is the first policy move of his regime, and is part of a general tightening of union by-law enforcement which has caused considerable concern among agencies and orksters.

The rule states that the orchestra leader must file a copy of the contract for his engagement with the local having jurisdiction prior to playing the date. He then must hand over 10 per cent of the scale price to the local delegate. If the date is a one-nighter, and a delegate fails to show, as frequently happens, the orkster is asked to communicate immediately with the AFM treasurer's office in Boston for information.

Steeper's letter points out that there is a penalty for failure to observe this procedure: The leader committing the violation is to lose his card. He must reapply for admittance, pay a \$50 reinstatement fee, the tax money owed and whatever penalty taxes the offended local directs. Until now this penance provision has been disregarded phraseology, but the Federation has already demonstrated that it means business by lifting cards of two name-band leaders this week for violation of the traveling surcharge procedure.

Harassing Procedure

Immediate reaction of agencies and orksters was that literal enforcement of the by-law will result only in unnecessary and pointless harassment of traveling orks. They point out that there are innumerable opportunities for error in the proposed modus operandi, and that leaders now can be deprived of cards thru no fault of their own. If the delegate fails to appear at the date, the onus falls immediately on the leader to send notification to Boston. Letters or telegrams can easily be delayed, mis-sent or lost in an office. Without a union card the orkster can't fulfill engagements and loses income that can never be made up. Agencies contend that the old informal system worked well for all parties: If no delegate appeared the local would notify the orkster the amount due, which he would then forward.

The situation, bookers feel, points

EMI Appoints 5 In Moody Spot; May Revise Org

NEW YORK, Jan. 29.—Electrical Manufacturing Industries (EMI) has appointed five men to take over the duties formerly supervised by Walter R. Moody, who recently signed a long-term pact as English representative of American Decca. The men are Len Smith, Oscar Preuss, David Bicknell and the Messrs. Hughes and Dockerall.

On this side of the ocean, speculation centered around the possibility that EMI might have in mind assigning one man to handle each of the five different EMI labels, His Master's Voice, Columbia, Parlophone, Regal-Zonophone and MGM. The set-up, it's considered here, could approximate the artist committee idea, similar to RCA Victor's operation here.

up the longstanding conflict of the interests between hinterland small AFM locals and the major locals, under whose jurisdiction most name band and band agency operations fall. It is feared that this Steeper move, which is construed in band circles as a small-local inspired action, may be the beginning of further hinterland union activity to cut into the already heavily pinched traveling band and band leader. The harried agents are hoping that Prexy Pettrillo, who at the last AFM convention warned the conclave that the name band represents a backbone of the union structure, will intervene and prevent any further restriction on traveling orksters.

Canned Music Out, English Theaters Told

LONDON, Jan. 29.—Records have been banned for interval music or for playing the national anthem in all British theaters except movies, according to Phonographic Performance, Ltd., the company controlling the public use of records. Existing licenses will be withdrawn as they expire and no new licenses will be issued.

The charge for using records in a theater is less than \$40 a week, but an orchestra of four will cost \$180 a week in London. In the provinces the cost will be about \$100.

Provinces Hard Hit

Sixteen West End theaters now use records. Others have three or four. (See Canned Music on page 44)

AGMA Sets Organizational Drive, Employment Campaign

NEW YORK, Jan. 29.—The American Guild of Musical Artists (AGMA) is getting set for a strong organizational drive in key cities thru-out the country. Development of the union outside New York is now possible as the result of changes in the constitution effected at the annual convention held here last week. The convention itself, representing the first attempt by AGMA to have members from cities other than New York participate, brought delegates from Boston, Philadelphia, New Orleans, Chicago, Los Angeles and San Francisco.

Convention voted to set up local executive committees in all large cities (these would not function as union locals, however), with paid representatives set up in most. Chicago, San Francisco and L.A. are already set, and Philadelphia rep will be appointed soon. Each local group can elect representatives to the national board of governors.

Employment Hypo

Local committees will be the key in a drive to raise nationwide employment for the dancers, singers and musicians that comprise the Guild, according to Hy Faine, executive secretary. Each local group is to comprise a nucleus to encourage small opera and ballet companies. Already cited as instances of AGMA activity are the San Francisco Dollar Opera Company's open-air performances (at a \$1 top), the birth of the New England Opera Theater in Boston

Decca Present

In a story in last week's issue commenting on the sparse representation, booth-wise and even insofar as personal representation was concerned, of disk makers at the Coin Machine Institute convention in Chicago, Decca Records was inadvertently omitted in the list of companies that did have booths and hotel suite headquarters at the show. Decca not only had an exhibit for its own label but for its newer Coral line. And—in addition to being represented by its Chicago people, Sellman Schultz and Jimmy Hilliard, for example—the firm sent some of its New York toppers out to the show. Leonard Schneider, vice-president; Sid Goldberg, sales manager, Paul Cohen and others made the trip from New York.

Seek E.T. Scale For Tape Shows

HOLLYWOOD, Jan. 29.—Phil Fischer, American Federation of Musicians (AFM), Local 47 radio rep, this week made recommendations for increased scales on all shows currently being aired live on National Broadcasting Company (NBC) if and when such stanzas switch to tape recording. Union exec held that taped shows be classed as transcriptions and scaled at the higher rate of \$27 per hour for each man, as compared with the regular radio scale of \$37.50 for three hours of radio work. Same rates will apply to taped shows on other nets.

If Local 47 recommendations are okayed by union's national office, sidemen will be guaranteed a minimum of \$54 per taped show. With NBC and CBS both set to switch to tape, over-all pay for local radio musickers will be appreciably hiked. Only Coast shows currently on tape are Abbott and Costello, the Groucho Marx stanza and Crosby's Philco show, all of which are paying sidemen regular transcription scales.

Philly Symphony To Push Stubs To Cut Deficit

PHILADELPHIA, Jan. 29.—A major attempt to stimulate support of the Philadelphia Orchestra by industries, banks and similar institutions in this area will soon be launched by the symphony association.

Industry will be asked to buy blocks of seats at the Academy of Music concerts for distribution or resale to employees as a practical way of affording cultural opportunities for those outside the mink and monocle set. The local symphony is now struggling with the problem of a deficit of \$100,000 incurred since 1937, and is eager, Orville H. Bullitt, prexy of the orchestra association, said, to widen the base of community support and concert attendance, which he called "the heart of the whole enterprise."

Even at completely sold-out houses for all concerts, Bullitt pointed out, the orchestra could not operate at a profit without other sources of revenue. A sold-out house at the Academy of Music for a Saturday evening concert, for example, grosses \$4,500, while the concert costs \$6,000.

But the Philadelphia Orchestra "now sells more phonograph records than any orchestra in the world," Bullitt said, and consequently has escaped the enormous deficits customary in the operation of orchestras of similar stature, deficits ranging from \$100,000 to more than \$200,000 a year.

Bullitt also pointed out that the local symphony regularly loses money on its annual U. S. tours, but will escape the loss this year, since for the first time the orchestra will go abroad to play 28 concerts in England and Scotland. A profit is not expected, Bullitt said, "but we will not lose the money we would on an American tour."

The tours, while money-losers, he said, had been undertaken primarily to provide more employment for the musicians than the 28 weeks of the basic local concert season, and more importantly, to stimulate record sales, "in which a rise can always be directly traced after a tour." The local symphony waxes for the Columbia label.

Tootlers Who Panto Get Hike

DETROIT, Jan. 29.—A boost in scale for musicians doing pantomime has been placed in effect by the Detroit Federation of Musicians (DFM) with little opposition. According to Prexy Jack Ferentz, the new scale provides for a fee of one-half above salary scale for any such engagement. The boost is in effect a charge for doubling, but is the only doubling fee set by the DFM and does not apply to vocalists as such. Ferentz commented that "the boys can sing all they want to," with no effect on the union scale.

The boost in union scales for pantos came about as a result of the wave of popularity for such talent which has swept Detroit in the past year, with some neighborhood spots using advertising for "5—different pantomimics—5." Origin of the trend probably can be ascribed to George Scotti, who has remained at the top of the heap, after two years at the Club Ball where his earnings are reported to be up around \$40,000, with perhaps \$10,000-\$15,000 on top of that for his television shows.

Major union justification for the tilt is the extra hours of preparatory work and rehearsal necessary for a musician who is working with records, on top of his work as a musician.

No conflict with the American Guild of Variety Artists (AGVA) is involved in the boost, and regulations between the two unions locally have remained friendly.

BILLBOARD BACKSTAGE

Some Support From Buffalo & Memphis and Rock From L. A.

By Joe Csida

(Continued from page 3)

umns, we want to thank *The Buffalo News* and Ferguson for helping spread our thoughts on this record deal. We were just beginning to get a little weary of being a lone voice in the wilderness, to coin a phrase.

And here's the rock-heaver, a gent named Leon Ronnel, of the Dan B. Miner Advertising Agency in Los Angeles. "Your magazine," he writes, "is routed around this office, so I did not see your December 4 issue until today. That's the issue where you criticize two *Saturday Review* of Literature writer. (Ed. Note: Mr. Ronnel doesn't name them, but we think he should have. They were Irving Kolodin and Edward Tatnall Canby) for moaning about the situation where there will be three different types of record players. I am a typical consumer. I was going to buy a radio-phonograph . . . until RCA announced the 45 r.p.m. deal. Now I don't mind having two record players—but I'll be damned if I'll buy three. (Ed. Note: You don't have to, Kid. Many set manufacturers have made radio-phono combinations with dual tone arms to play both 78 and 33 1/3, others will make 'em to play 78 and 45, and Scott radio has already brought out a set that'll play all three, 78, 33 1/3 and 45.)

"So I'm sitting tight and using just my table-model radio for the next year or so. Or until the mess clears. (Ed. Note: Good for you.)

"That is what most prospective phonograph purchasers will do. Sales will fall 'way off. Dealers will be hard hit; so will the record companies. (You're probably right, and our point was that Kolodin, Canby and all the guys who are screaming in print, and thus further beclouding and upsetting people like you, are making the situation worse.)

Re the Public

"There is room in the phonograph record industry for the old 78 r.p.m. for those people who now have speed, and for one new speed, which would represent an improvement. Anything more is just a lot of boloney, to put it mildly. It is against the best interests of the consumer, and therefore against the best interests of the industry. That you should criticize, in a very poor taste, those who hold those views is very shortsighted, again to put it mildly. Your column is typical of what is wrong with much of the commerce of the country today. . . . 'The public be damned.' You ignore the customer until the very last few lines of your piece. And then you merely say that the customer will decide what is best of the r.p.m.s. (Ed. Note: Did you say 'merely,' kid?) As I see it the chaos is the direct result of lack of co-ordination by two companies so interested in promoting their own lines 'hat they can't see how they are wrecking the industry."

(Ed. Note: It's like this, Mr. Ronnel, about that last statement of yours: Sometimes competitive companies don't co-ordinate too well. Especially in this silly country where they lack the guidance of some guy on a Politburo.)

Mr. Ronnel characterizes several of our references to Messrs. Kolodin and Canby as "snide." We really try not to take the advantage inherent in having this "trade platform" available to us each week, while all the defenseless reader can do is write a letter, which may or may not get published. We want to be fair, but we stand by what we've said before on this situation: The consumer can still buy any records he wants on 78 r.p.m. He can sit back and wait to see what happens with the two new speeds. He can buy either one of the new play-

ers in combination with 78 or players combining all three speeds. Nobody's forcing him to buy anything. RCA and Columbia each believe they have a better product, for less money, than ever issued before. They're entitled to a chance to introduce these better, cheaper products to the market. And the wailers contribute nothing but additional confusion with their hand-wringing.

Mary Martin, Dennis Morgan On Columbia

NEW YORK, Jan. 29.—Columbia's masterworks division, headed by Goddard Lieberson, this week added several popular names to its artists' roster. Stage-screen star Mary Martin, who formerly waxed for Decca, was signed to cut an album of special musical comedy tunes, and Dennis Morgan, star of the *One Sunday Afternoon* flick, will cut tunes from this and other films in which he has appeared.

Lauritz Melchior, the Danish tenor of the Metropolitan Opera, who has a film and disk pact with MGM, has signed a non-exclusive pact with Columbia to cut Wagnerian excerpts with soprano Helen Traubel. The Philharmonic Piano Quartet was also signed.

Facade, the William Walton setting to poems by Edith Sitwell, introduced here last week in a special performance at the Museum of Modern Art, will be waxed in its entirety for the first time at an early future session, with Dr. Sitwell reciting. The work will cover eight 12-inch sides.

802 Lists Ops Of Martinique, Embassy Unfair

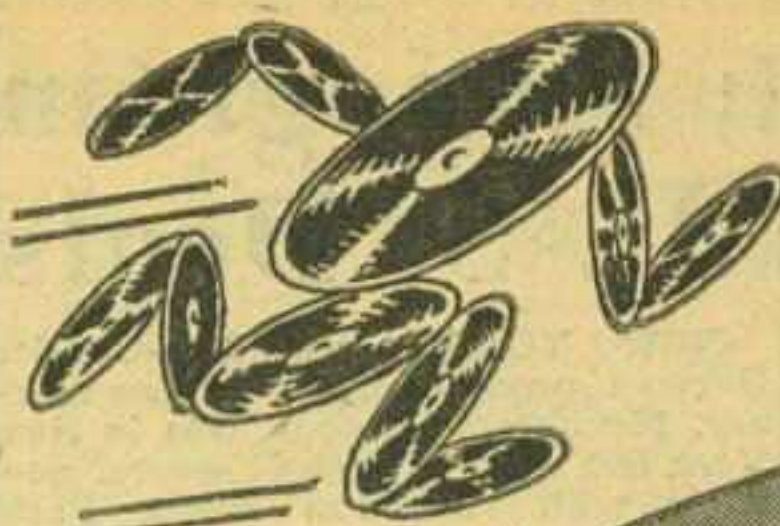
NEW YORK, Jan. 29. — Managements of the Martinique and Embassy niteries, which recently shuttered, were placed on the unfair list by Local 802, American Federation of Musicians (AFM), this week. According to the union, the Martinique not only committed a breach of contract in failing to pay the bands of Jack Lopez and Ralph Font for a week they had coming, but they paid off in rubber checks before closing down.

In the case of the Embassy, the local's complaint is that the club owes the Miguelito Valdez ork two weeks pay, the contract having that much more to go when the spot shuttered. Both matters are in the hands of 802's attorneys, who are weighing possibilities of court action.

Cap Inks More Be-Bop Artists

NEW YORK, Jan. 29.—Capitol Records continued to develop its be-bop campaign, with the inking of another batch of bopping faves this week.

Added to the already stellar list, which includes the Woody Herman crew, Charlie Barnet band, the Three Bips and a Bop and others, are pianists George Shearing and Errol Garner, clarinetist Buddy DeFranco and trumpeter Miles Davis.



Up and coming!

DECCA RECORDS

BING CROSBY

THE LA, LA, LA, LA SONG

(A BLUEBIRD SINGING IN MY HEART)

Decca 24508

PLUS THESE OTHER SMASHES!

- POWDER YOUR FACE WITH SUNSHINE (Smile! Smile! Smile!)
ONE SUNDAY AFTERNOON
EVELYN KNIGHT and THE STARDUSTERS DECCA 24530
- FAR AWAY PLACES
TARRA TA-LARA TA-LAR
BING CROSBY DECCA 24532
- THE PUSSY CAT SONG (Nyow! Nyot Nyow!)
DON'T WORRY 'BOUT STRANGERS
PATTY ANDREWS and BOB CROSBY
ANDREWS SISTERS DECCA 24533
- MORE BEER!
LET A SMILE BE YOUR UMBRELLA (On A Rainy Day)
ANDREWS SISTERS DECCA 24548
- I'VE GOT MY LOVE TO KEEP ME WARM
I LOVE YOU SO MUCH IT HURTS
MILLS BROTHERS DECCA 24550
- DOWN AMONG THE SHELTERING PALMS
IS IT TRUE WHAT THEY SAY ABOUT DIXIE?
AL JOLSON—MILLS BROTHERS DECCA 24534
- RED ROSES FOR A BLUE LADY
EVERYWHERE YOU GO
GUY LOMBARDO DECCA 24549
- DOWN BY THE STATION
SWEET GEORGIA BROWN
GUY LOMBARDO DECCA 24555
- AMELIA CORDELIA McHUGH (Mc Who?)
BEATIN', BANGIN', 'N SCRATCHIN'
DANNY KAYE—ANDREWS SISTERS DECCA 24536
- LAVENDER BLUE (Dilly Dilly)
BILLY BOY
BURL IVES with STUBBY and THE BUCCANEERS DECCA 24547



JUST RELEASED!

- SO IN LOVE
WHY CAN'T YOU BEHAVE
BING CROSBY DECCA 24559
- MY SILENT LOVE
WHERE IS THE ONE
DICK HAYMES DECCA 24558
- BOLERO (Ravel)—Two Parts
Accordion Solo
CHARLES MAGNANTE DECCA 25321
- BLUE SKIRT WALTZ
UNCLE NICK'S POLKA
SOKACH-HABAT POLKA ORCHESTRA DECCA 45068

Single Records,
75c each (plus tax)

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DECCA RECORDS

America's Fastest Selling Records!



Quality Records Gets MGM Canada Grant; Monogram Diskery Sets U. S. Deals

NEW YORK, Jan. 29.—MGM Records has granted a franchise to Quality Records, Ltd., Toronto, for the right to manufacture exclusively and distribute MGM records in Canada and Newfoundland. A plant for the purpose is being set up in Toronto.

Under the arrangement, MGM will provide matrices of its disks for pressing in the Canadian plant. Also, recordings originating in Canada will be made available to MGM in the U. S.

World coverage of MGM is now quite extensive. The company has a similar pact with Electrical & Music Industries, Ltd. (EMI), of Great Britain, whereby MGM gets far-flung distribution.

Quality is a recently organized corporation controlled by All-Canada Radio Facilities (ACRF), Ltd. On the Quality board of directors are Harold Carson, president of ACRF; Clifford Sifton and Eric Harvie, newspaper chain execs; Guy Herbert, general manager of ACRF; A. G. A. Spence, Canadian investment banker; C. C. Moskowitz and Leopold Friedman, of Loew's, Inc., and Frank Walker, chief of MGM Records.

RCA Winning LP Fight With Col For Cap's Hand

HOLLYWOOD, Jan. 29.—Capitol Records, wooed for many months by both RCA Victor (45 r.p.m.) and Columbia (33 1/3 r.p.m.) to join their respective speed ranks, is expected to give its hand to Victor despite amorous advances by Columbia. Latter put in its final plea to Capitol last week when Frank White, Columbia prexy, and William Paley, Columbia Broadcasting System (parent company) board chairman, huddled with Glenn E. Wallichs, Capitol prexy, and other top execs of the Coast major. While Cap still chose to remain mum on its speed choice, all indications pointed to it definitely joining Victor. Understood only factor holding up Cap's 45 r.p.m. announcement was the problem of setting up production facilities for the big-spindle, rapid-change platters.

Cap will bend all efforts to hit the market with the 45 r.p.m. disks as close to the RCA Victor kick-off as possible. Reconversion of its own plants to the disks will take more time than is available. Victor has been selling its pressing plant facilities to Cap for standard disks. Understood deal is on for Victor to take over Cap's 45 r.p.m. pressing until the Coast major can convert its own plant.

In the meantime, Decca will remain on the 78 r.p.m. fence without joining either Victor or Columbia. Waxery intends to follow the wait-and-watch policy until it's sure which plattery emerges victorious in the battle of the speeds. Since one of the outstanding attractions of both 33 1/3 r.p.m. and 45 r.p.m.—rapid change platters is to the classical disk buyers, Decca, who still emphasizes its pop platter biz (despite the English Decca tie) can afford to take its time before invading the slower speed field. Capitol, who intends to throw its full promotional weight behind its newly acquired Telefunken longhair line, feels that it is to its competitive advantage to offer a slower r.p.m. disk, now that both Victor and Columbia are stopping down the turntables.

NEW YORK, Jan. 29.—Charles Darwyn, prexy of the Canadian diskery, Monogram Records, was in New York last week to cement several new deals with American labels. Pacts with Dial, Imperial and Hub, like earlier deals with Supreme, Aladdin, Rainbow, Crystal-Tone and Dance-land, call for the Toronto firm to press, and via its subsidiary, the Ambassador Music Company, distribute the U. S. wax in Canada on the Monogram label. The Dial deal gives Canada its first be-bop wax. Another agreement with Harmonia, the polka line, is likely to be signed this week. The new Spotlite pop label, selling here for 44 cents, tax included, will be pressed and distributed by Monogram in Canada but will retain the Spotlite name. The Canadian price has not yet been decided, but, according to Darwyn, it will probably be 50 cents, the same price as the Varsity label in Canada.

Monogram has also instituted a policy of waxing pop tunes with Canadian artists who heretofore have waxed only standards. Darwyn plans to conduct at least two pop waxing dates per month. The first of these new sides, to appear next week, are *The Pussy Cat Song* and *Powder Your Face With Sunshine*. They feature Phyllis Marshall, thrush of Mutual Broadcasting System shows, and the Norm Alexander Quartet. Ellis McClintock and his orchestra, featured on the Canadian Wrigley Gum broadcasts, will cut several sides next week.

NEW YORK, Jan. 29.—Chirp Ginnie Powell has been signed to slice wax for the Decca diskery. The chirp cut her initial sides for the firm Thursday (27) with an ork conducted by Sy Oliver.

Musicraft Okays Trustee For Liquidating Subsidiaries

NEW YORK, Jan. 29.—Musicraft Records this week agreed to have a trustee appointed for the purpose of liquidating two of its subsidiary companies, the Musicraft Manufacturing Company of Ossining, N. Y., and the Olympic Recording Company of Los Angeles, which previously had filed under Chapter XI of the Chandler Act. These two companies represent the diskery's plants which formerly manufactured disks for the firm but which have been closed down for some time as a part of the parent company's effort to maintain an economic operation.

Under the terms of Chapter XI, the Warren Yorke & Associates firm, which holds a first lien bond issue of \$250,000 against the diskery, will be entitled to first crack at the realization from liquidation. Yorke and second lien bondholder Atlas Corporation, which holds a \$200,000 issue, are considered preferred creditors and cannot be prevented by general creditors from reimbursement via the liquidation.

Subsidiaries Not Needed

In agreeing to the liquidation proceedings, Musicraft pointed out to the court that the subsidiaries "are no longer essential to any plan of reorganization of the parent company and in the interest of all parties concerned . . . this move will permit Musicraft Records to continue its operations in all phases of the record business on a more economical and practical basis." This basis has the diskery obtaining pressings from independent outside sources.

Meanwhile, the diskery also made

To the Hills, Men!

NEW YORK, Jan. 29.—RCA Victor's country artists will be flockin' to Atlanta this week for their first big post-ban waxing jamboree. Steve Sholes, the diskery's folk, race and jazz recording chief, accompanied by music consultant Charlie Grean, are traveling from New York, to be met in Atlanta by Southern artists-repertoire rep Bob Ross, who works out of Nashville. A Victor engineering corps also makes the trip to wax the following talent: The Blue Sky Boys, Charlie Monroe, Cecil Campbell, Ernie Lee, the Carter Sisters, Johnny and Jack, Kitty Wells, Slim Whitman and Chet Atkins.

Two new race spiritual groups inked by Victor last week are the Five Trumpets and Freddie Evans and the Evans Trio.

New Confab Set For TV Music

NEW YORK, Jan. 29.—Reps of the American Society of Composers, Authors and Publishers (ASCAP) will meet with a committee representing telecasters Tuesday (1) for another session of negotiations covering use of ASCAP music on TV. The problem is still knotty, the nub of the situation being TV's desire to get ASCAP to broaden the proposed general license in order that telecasters might not have to clear certain important music uses thru a special license.

Another unsettled piece of ASCAP business is the matter of whether a network or station pays for music on co-op programs used on AM networks. Confabs on this are still going on, and when settled, the matter will become part of the ASCAP contract covering music on standard broadcasting stations and webs.

Radio and Hotels Fight CAPAC Royalty Hike

MONTREAL, Jan. 29.—A battle against the increase in royalty charges, proposed by the Composers, Authors and Publishers Association of Canada (CAPAC), is being waged by various radio producing companies and by the Hotel Association. The latter has warned that if the boosts are brought into effect, it will result in wholesale firings of musicians from the hostleries.

The matter is now before the Copyright Appeal Board (CAB) in Canada. This government body must approve all proposed hikes. The film exhibitors and CAPAC have already reached an understanding, but as far as radio and the hotels are concerned, they're putting up a big beef in Ottawa.

Increase in Sets

CAPAC charges on radio stations are based on the number of receiving sets in operation, which, CAPAC claims, is higher this year than ever. It asks for the Canadian Broadcasting Corporation (CBC) to pay \$136,081, with the indie stations jointly paying a like amount. Last year the take was \$126,547 from each—the CBC and indies.

The fee is set at 14 cents on each receiving set. There has been no objection to the proposed Broadcast Music, Inc. (BMI) Canada, Ltd., bite, which is 2 cents per receiving set or a total of \$38,880 for private stations.

The government board turned down flatly a CAPAC application to increase the assessment on the CBC shortwave station from \$5,000 to \$7,500. The Associated Broadcasters, Ltd., Telenews Company and Down-sound Company, all objected to a hike in fees for firms which pipe music to stores, plants, etc.

100% Hotel Bite

As far as hotels are concerned, the beef is that the proposed hike would amount to 100 per cent, an increase which they say is beyond consideration. The point is, the Hotel Association claims, that the inns have until now been placed in a special category and objected to being classified with dance halls, skating rinks, taverns and other spots that cannot operate without music. The association has warned that the hotels could very easily do without music in dining rooms.

Phila. Cops Shift; Heat Off Clubs

PHILADELPHIA, Jan. 29.—The night club raiding of the Police Crime Prevention Bureau, which has plagued the nitery ops for several months, was finally curbed by Superintendent of Police Howard P. Sutton, who restricted the police unit to its primary job of investigating and preventing juvenile crime. The police chief also removed two men most active in the recent raiding spree of the bureau and transferred them to beat duty in uniform.

The raiding of niteries by the Crime Prevention detectives was ostensibly in pursuit of minors. What hurt most was the fact that the Crime Prevention squad, in raiding a nitery, would chase everybody out of the place without giving the owner a chance to collect the tabs from the fleeing patrons. A new low was reached by the squad when they emptied the Little Rathskeller on a Saturday night on charges that minors were in the room. The rathskeller management threatened to sue the city for damages.

Hereafter, responsibility of supervising the niteries will remain with the other police units and the Crime Prevention squad will stick to the juvenile delinquency field.

Two Cafe Socs. May Be Sold

NEW YORK, Jan. 29.—Both Cafe Societys, downtown and the uptown spot, which is now the shuttered Le Directoire, may be sold soon if present talks get to the point where the money comes up.

The potential buyer for the uptown spot is Phil Rosen, owner of the Penthouse and the Kungsholm (the latter an East Side restaurant). The prospective buyer for the downtown spot is Tony Collucci, operator of another Village club, Don Julio's.

The sale for the uptown room will still leave Barney Josephson, present owner of the two Cafe Societys, in possession, since it would involve only the room. Josephson owns the building. The sale of the downtown spot would be outright. Josephson holds a five-year lease on the cellar premises.

NBC Thesaurus Waxing Again

NEW YORK, Jan. 29. — NBC Thesaurus, a transcription library service which was dormant during the ban, is now waxing at a rapid rate. In what is regarded as record time, the waxery will have cut and released 128 tunes during January and February. The number of tunes to be waxed during March, according to Robert W. Friedheim, thesaurus director, is likely to hit 60. The three-month output, in other words, will add about 188 tunes to a station subscriber's library.

In production are waxworks by Sammy Kaye, Vincent Lopez, Allen Roth, the Jumpin' Jacks, Patti Dugan, Manhattan Nighthawks, with Johnny Guarnieri, and Thomas Hayward, with the Cloutier Strings.

Tape as Mass Recording Medium Hypoed by MM&M Development; Flock of M'fers Tooling Up

CHICAGO, Jan. 29.—Solution of a major problem in the production of recorded material on tape by the Minnesota Mining & Manufacturing Company this week cast more light on the possibility of establishing tape as an important media for e. t. and home recording use. Up to now, tape had not received serious consideration as a media for mass production of recorded material because no equipment had been designed to maintain production.

The new machine, designed by the firm's sound recording division, is 5 feet high, 5 feet wide and 12 feet long. It will turn out 48 reels of 600 feet of double-track tape, which plays at three-and-a-quarter inches per second, or 1,200 feet of double-track tape that plays at seven-and-a-half inches per second. The faster playing rate increases fidelity of recorded music. The machinery will be almost automatic. Roy Gavin, sales manager for the division said. Machines will probably be equipped with removable reels which will enable a workman to put on new spools in a matter of seconds.

See Output Tripled

While the first machine will work 48 reels, it's felt by MM&M engineers that output can eventually be tripled on a single machine. The tape, patented by the firm, carries a coating of iron oxide which is magnetized by electrical impulses of varying intensity from the recording machine. It's claimed that the tape has a tensile strength of 10 pounds as compared to two pounds for recorded wire, and can be patched easily in case of a break.

Deals are pending with several manufacturers to make the multiple-recorder. The machine will then be

leased or sold to waxeries or e. t. firms. Price for a one-hour roll of the tape has not been established, but the firm believes the price would compete with that of shellac and vinyl disks.

Initial pitch for use of the machine will be made to e. t. firms. A spokesman for MM&M said that thus far reaction of record makers has been that they must be able to see a larger number of tape sets in homes before they go into recorded tape music production.

35,000 Sets Sold

Thus far, between 35,000 and 40,000 tape recorders have been sold, but MM&M now has opened a larger market with its tape. Previously only one other manufacturer, who also produced a tape-player, supplied the industry. In the past six months, six more manufacturers of tape recording sets have entered the field, with Eicor, a Chicago tape recorder builder, which last week started selling a \$125 set, most economical. Revere Camera announced a set to retail from \$100 to \$110 four months ago, but no sets are yet on the market.

Surveys by MM&M revealed that another two dozen manufacturers are tooling for tape recording devices. Sears & Webster, Chicago, which produces electrical play-back equipment for all types of media for 16 radio manufacturers, has signified its intention to go into tape research.

NEW YORK, Jan. 29. — Maestro Johnny Long was recently signed to a recording session by Signature, not a long-term pact, as indicated in these columns. Long is not yet attached to a diskery.

Moore Boosted By Discovery

NEW YORK, Jan. 29.—Discovery Records this week named composer-conductor- pianist Phil Moore to its board of directors as veepee, and also contracted with Moore to serve as musical director for the waxery.

Discovery prexy Albert Marx is here setting up a New York branch for the firm, whose main office is in Hollywood. Marx is also arranging for additional distributors for the line. To date he has distribbers in New York, Baltimore, Boston, Philadelphia, Chicago, Buffalo, San Francisco and Canada. The firm distributes for itself in Hollywood, and has recently arranged to handle Blue Note and Dial for that area.

In addition to its progressive jazz and pop line, the firm will also release some longhair works, beginning with eight recently purchased Columbus Symphony masters.

Cole Trio Added To Herman Tour

NEW YORK, Jan. 29.—The King Cole Trio is set for its first concert tour with Woody Herman. For the occasion Cole will switch to a bebop pattern, and as an added attraction he'll take along Vidal, bongo player, who did Latin-American material with Stan Kenton's band.

The tour gets under way February 14 in Champagne, Ill. Subsequent dates include Ames, Ia., February 15; South Bend, Ind., February 17; Kalamazoo, Mich., February 18; Carnegie Hall, New York, February 20; Pittsburgh, February 22; Uline Arena, Washington, February 24; Town Hall, Philadelphia, February 25, and Symphony Hall, Boston, February 27.

VARIETY

Glass Hat, N. Y.
(BELMONT PLAZA HOTEL)
Ames Bros. (4), Bert Stone,
Mary Jane Brown, Eddie Stone
Orch, Al Castellanos Orch; \$3.50
minimum.

The Belmont Plaza hotel's Glass Hat has attained a reputation among performers as being one of the more difficult rooms to play. Top acts have every reason to brag when a pair of encores are attained, but a show-stop is a rara avis in these environs. This feat was accomplished at the opening night of the current layout when the Ames Bros., a song quartet, achieved such reception.

The lads, who started out a few years ago as the Amory Quartet at Leon & Eddie's, N. Y., have progressed to the point that indicates potentialities for the upper strata of performer ranks. They still ex-

... a show-stop is a rara avis in these environs!
AND NOW HELD OVER AGAIN
with the biggest gross in over 2 years!

THE AMES BROTHERS

Latest Coral Record Smash!
YOU, YOU, YOU ARE THE ONE
Watch for
CRUISING DOWN THE RIVER and CLANCY LOWERED THE BOOM!

Featured On The Air
"ROBERT Q. LEWIS SHOW"
CBS COAST-TO-COAST
4:30—5:00 P. M. EST Monday through Friday

MUSIC CORPORATION OF AMERICA

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

Copyrighted material

"RIDE ALONG ON THE CREST
OF A HIT WAVE"

CRUISING DOWN
THE RIVER

(ON A SUNDAY AFTERNOON)

backed by...

POWDER YOUR FACE
WITH SUNSHINE

MGM
10346



Blue

BARRON

And His

Music Of Yesterday And Today

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes



Based on reports received last three days of Week Ending January 28

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

1. A LITTLE BIRD TOLD ME

By Harvey O'Brooks
Published by Bourne (ASCAP) 1

Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Knight-Stardusters, Decca 24514; P. Watson, Supreme S-1507; Smokey Rogers, Capitol 15326; Varsity 121; J. Wayne-J. Davis, Columbia 38386; Rose Murphy, Victor 20-3320; The Wayfarers, London 389; P. Watson, Monogram 101.
Electrical transcription libraries: Patti Dugan-The Jumpin' Jacks, NBC Thesaurus.

2. FAR AWAY PLACES

By Whitney and Kramer
Published by Laurel (ASCAP) 4

Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15278; Vic Damone, Mercury 5198; Dinah Shore, Columbia 38356; Varsity 127; Perry Como-H. Rene Ork; Victor 20-3316; Ames Brothers, Coral 60016; O. Tucker, Double Feature 2002.
Electrical transcription libraries: Stanley Black Ork, London; Kaye Armen, Associated; Waltz Festival Ork, NBC Thesaurus.

3. ON A SLOW BOAT TO CHINA

By Frank Loesser
Published by E. H. Morris (ASCAP) 3

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

4. BUTTONS AND BOWS

By Livingston and Evans
Published by Famous (ASCAP) 2

Records available: Gene Autry, Columbia 20469; The Dinning Sisters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown, Varsity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Gracie Fields, London 355; H. O'Connell, Coast 8032.
Electrical transcription libraries: Sterling Young Ork, MacGregor; The Swingstones-The Jumpin' Jacks, NBC Thesaurus.

5. LAVENDER BLUE (Dilly, Dilly)

By Eliot Daniel and Larry Morey
Published by Santly-Joy (ASCAP) 6

From the Walt Disney Film "So Dear to My Heart."
Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225; Varsity 124; B. Ives-Capt. Stubby & the Buccaneers, Decca 24547; H. Cameron-B. Adlam Ork, Crystal 185; Double Feature 2000; A. Vincent, Mercury 5246.
Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; Curt Massey, Standard; Cyril Stapleton Ork, London; Sammy Kaye, NBC Thesaurus; George Wright, NBC Thesaurus.

6. MY DARLING, MY DARLING

By Frank Loesser
Published by E. H. Morris (ASCAP) 5

From the Broadway musical production "Where's Charley?"
Records available: E. Young & J. Lathrop, Victor 20-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes, Decca 24519; Varsity 121; G. Fields-B. Farnon Ork, London 369.
Electrical transcription libraries: Phil Brito, Associated; Stanley Black Ork, London; Novatime Trio, NBC Thesaurus; Anita Ellis, Standard.

7. POWDER YOUR FACE WITH SUNSHINE

By Lombardo and Rochinski
Published by Lombardo (ASCAP) 7

Records available: D. Bryon-T. Black Ork, Dana 2031; E. Knight-The Stardusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B. Barron, MGM 10346; D. Martin-P. Weston Ork, Capitol 15351; Doris Day-Buddy Clark, Columbia 38394; Sammy Kaye, Victor 20-3321; Double Feature, 2000; A. Vincent-J. Laurenz, Mercury 5247; Phyllis Marshall-Norm Alexander Quartet, Monogram 104.
Electrical transcription libraries: Blue Barron, Lang-Worth; Sammy Kaye, NBC Thesaurus; Manhattan Madcaps, NBC Thesaurus.

8. GALWAY BAY

By Dr. Arthur Colahan
Published by Leeds (ASCAP) 8

Records available: Bing Crosby, Decca 24295; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; J. McNally-P. Green Ork, MGM 10270; J. Pickens, Victor 20-3238; A. Shelton, London 287; Varsity 127; Bobby Worth, Castle 1257; Fran Allison-Eddie Ballantine Ork, Rondo R-184.
Electrical transcription libraries: Shep Fields, Lang-Worth.

9. I'VE GOT MY LOVE TO KEEP ME WARM

By Irving Berlin
Published by Berlin (ASCAP) 10

Records available: Mills Brothers, Decca 24550; L. Brown Ork, Columbia 38324; R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330; A. Lund, MGM 10348.
(No information on electrical transcription libraries available as The Billboard goes to press.)

10. SO TIRED

By Russ Morgan and Jack Siuani
Published by Glenmore (ASCAP)

Records available: N. Donovan, DeLuxe 1165; K. Starr, Capitol 15314; R. Morgan Ork, Decca 24521 & 24449; W. Scott, Super Disc 1059; L. Johnson, King 4263.
(No information on electrical transcription libraries available as The Billboard goes to press.)

Top folk man on radio and records...

EDDY ARNOLD

THE TENNESSEE PLOWBOY'S FIRST "POST-BAN" WAXING...

There's Not A Thing
(I WOULDN'T DO FOR YOU)

AND

Don't Rob Another Man's Castle

RCA VICTOR 21-0002



Top tenor
on radio and records...

DENNIS DAY

Tarra Ta-Larra Ta-Lar

AND

Streets of Laredo

from Paramount's "Streets of Laredo"

RCA VICTOR 20-3323

AND THE RECORD THAT HIT AGAIN... ONE OF DENNIS' MOST REQUESTED RADIO NUMBERS!

Clancy Lowered the Boom

RCA VICTOR 20-2810



THE CERTAIN SEVEN

- 20-3317 "Down by the Station" - Tommy Dorsey
- 20-3319 "Red Roses for a Blue Lady" - Vaughn Monroe
- 20-3174 "Then I Turned and Walked Slowly Away" - Eddy Arnold
- 20-3100 "Lavender Blue" - Sammy Kaye
- 20-3316 "Far Away Places" - Perry Como
- 20-2806 "Bouquet of Roses" - Eddy Arnold
- 11-9007 "Bluebird of Happiness" - Jan Peerce

THIS WEEK'S RELEASES!

Popular

EVE YOUNG
Laughing Boy
I Can't Think of a Thing to Do 20-3338

TONY MARTIN
No Orchids For My Lady
We're Not Getting Any Younger, Baby 20-3336

CLAUDE THORNHILL
My Dream Is Yours
Wind In My Sails 20-3337

Blues

SONNY BOY WILLIAMSON
Wonderful Time
Blues About My Baby 22-0001

Folk

EDDY ARNOLD
There's Not A Thing (I Wouldn't Do for You)
Don't Rob Another Man's Castle 21-0002

DAVE DENNEY
Out of Control
If The Truth Were Ever Known 21-0003

Pop Specialty

SIX FAT DUTCHMEN
Firemen's Polka
Oomp-Pah Waltz 20-3332

New Perry Como Album!

SUPPER CLUB FAVORITES P-237
Prisoner of Love
Temptation 20-3298
Because
Till The End Of Time 20-3299
When You Were Sweet Sixteen
Song of Songs 20-3300

The stars who
make the hits
are on



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



IMPORTED
LONDON RECORDS
FULL RANGE RECORDING

HIT!

No. 362
GRACIE FIELDS
"FOREVER AND EVER"
"UNDERNEATH THE LINDEN TREE"
Gracie Fields Vocal with Bob Farnon and his Orchestra
10" Blue Label Series - 75c plus tax

HIT!

No. 239
ANNE SHELTON
"BE MINE"
"TIME OUT FOR TEARS"
Anne Shelton Vocals with The Keynotes and Roy Robertson Orchestra
10" Blue Label Series - 75c plus tax

HIT!

No. 352
GRACIE FIELDS
"LET US BE SWEETHEARTS OVER AGAIN"
"SUZY"
Vocal with Bob Farnon Orchestra with The Wardour Singers
10" Blue Label Series - 75c plus tax

HIT!

No. 373
ANNE SHELTON
"WHILE THE ANGELUS WAS RINGING"
"KISS ME GOOD-NIGHT"
Vocal with the Wardour Singers and Roy Robertson Orchestra
10" Blue Label Series - 75c plus tax

HIT!

No. 356
PRIMO SCALA
"CRUISING DOWN THE RIVER"
"DREAMING"
Primo Scala Banjo and Accordion Band and The Keynotes
10" Blue Label Series - 75c plus tax



See your London Records
Distributor or Salesman **NOW!**

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

The **Billboard**

MUSIC POPULARITY CHARTS

PART II

Sheet Music

Based on reports received last three days of Week Ending January 28



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	Last Week	This Week	POSITION		Publisher
			Week	Week	
7	2	1	1.	FAR AWAY PLACES (R)	Laurel
9	4	2.	2.	LAVENDER BLUE (DILLY, DILLY) (F) (R)	Santly-Joy
19	1	3.	3.	BUTTONS AND BOWS (F) (R)	Famous
10	5	4.	4.	A LITTLE BIRD TOLD ME (R)	Bourne
15	3	5.	5.	ON A SLOW BOAT TO CHINA (R)	Melrose
8	7	5.	5.	GALWAY BAY (R)	Leeds
12	6	7.	7.	MY DARLING, MY DARLING (M) (R)	E. H. Morris
4	8	8.	8.	POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
3	11	9.	9.	I'VE GOT MY LOVE TO KEEP ME WARM (R)	Berlin
4	11	10.	10.	SO TIRED (R)	Glenmore
3	14	11.	11.	I LOVE YOU SO MUCH IT HURTS (R)	Melody Lane
4	9	12.	12.	THE PUSSYCAT SONG (R)	Leeds
1	—	13.	13.	TARA TALARRA TALA (R)	Oxford
1	—	14.	14.	RED ROSES FOR A BLUE LADY (R)	Mills
1	—	15.	15.	DOWN AMONG THE SHELTERING PALMS (R)	Miller

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	POSITION		English	American
			Week	Week		
17	1	1.	1.	BUTTONS AND BOWS	Victoria	Famous
4	4	2.	2.	ON A SLOW BOAT TO CHINA	Morris	Melrose
18	2	3.	3.	WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
21	3	4.	4.	MY HAPPINESS	Chappell	Blasco
7	6	5.	5.	CUCKOO WALTZ	Keith Prowse	Criterion
8	6	6.	6.	HEART OF LOCH LOMOND	Unit	*
7	8	7.	7.	CUANTO LE GUSTA	Southern	Peer
1	—	8.	8.	MAHARAJAH OF MAGADOR	Chappell	Mutual
38	7	8.	8.	DREAM OF OLWEN	Lawrence Wright	Mills
9	12	10.	10.	MAYBE YOU'LL BE THERE	Victoria	Triangle
21	10	11.	11.	SO TIRED	Campbell-Connelly	Glenmore
13	11	12.	12.	ANYTHING I DREAM IS POSSIBLE	Reid	Laurel Music
4	13	13.	13.	AH, BUT IT HAPPENS	Peter Maurice	Bourne
3	15	14.	14.	LITTLE GIRL	Campbell-Connelly	Leeds
9	18	15.	15.	SABRE DANCE	Leeds	Leeds
3	17	16.	16.	A LITTLE BIRD TOLD ME	Noel Gay	Bourne
11	8	16.	16.	BALLIN' THE JACK	Francis Day	E. B. Marks
11	8	17.	17.	I'D LOVE TO LIVE IN LOVELAND	Sun	Bregman-Vocco-Conn
26	14	18.	18.	RAMBLING ROSE	Irwin Dash	Laurel Music
1	—	19.	19.	FELLA WITH AN UMBRELLA	Fiest	Berlin

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

CANADA'S TOP TUNES

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

Weeks to date	Last Week	This Week	POSITION	
			Week	Week
5	3	1.	1.	FAR AWAY PLACES
8	2	2.	2.	LAVENDER BLUE (DILLY, DILLY)
18	1	3.	3.	BUTTONS AND BOWS
7	5	4.	4.	A LITTLE BIRD TOLD ME
11	3	5.	5.	GALWAY BAY
13	5	6.	6.	ON A SLOW BOAT TO CHINA
4	13	7.	7.	BRUSH THOSE TEARS FROM YOUR EYES
3	12	8.	8.	POWDER YOUR FACE WITH SUNSHINE
8	7	9.	9.	MY DARLING, MY DARLING
4	9	10.	10.	BOUQUET OF ROSES
10	10	11.	11.	UNTIL
11	8	12.	12.	YOU WERE ONLY FOOLIN'
34	11	12.	12.	MY HAPPINESS
2	—	14.	14.	SO TIRED
20	18	15.	15.	TWELFTH STREET RAG

The Billboard
MUSIC POPULARITY CHARTS
Radio Popularity
 PART III
 Based on reports received last three days of Week Ending January 28

RECORDS MOST PLAYED BY DISK JOCKEYS

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

POSITION	Weeks to date	Last Week	This Week	Title	Artists	Label	By
11	1	1	1	A LITTLE BIRD TOLD ME...	E. Knight-The Stardusters	Decca 24514	ASCAP
10	2	2	2	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278	ASCAP
13	3	3	3	MY DARLING, MY DARLING	J. Stafford-G. MacRae and the Starlighters	Capitol 15270	ASCAP
8	7	4	4	A LITTLE BIRD TOLD ME...	Blue Lu Barker Ork.	Capitol 15308	ASCAP
15	4	5	5	ON A SLOW BOAT TO CHINA	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301	ASCAP
21	5	6	6	BUTTONS AND BOWS	Dinah Shore	Columbia 38284	ASCAP
5	6	7	7	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530	ASCAP
11	8	8	8	A LITTLE BIRD TOLD ME...	P. Watson	Supreme S-1507	ASCAP
5	12	9	9	FAR AWAY PLACES	P. Como-H. Rene Ork.	Victor 20-3316	ASCAP
10	10	10	10	MY DARLING, MY DARLING	D. Day-B. Clark	Columbia 38353	ASCAP
11	13	11	11	ON A SLOW BOAT TO CHINA	E. Howard Ork.	Mercury 5210	ASCAP
6	16	12	12	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork.	Columbia 38324	ASCAP

(Continued on page 105)

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

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

Week of January 21-27

Songs	Publisher	N. Y.				Chi.				Calif.				Add. Sur. Tot. Pts.	
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV		
A Bluebird Singing in My Heart	Advanced	3	3	0	2	0	5	4	4	8	2	0	2	1	76
A Little Bird Told Me	Bourne	0	0	0	12	1	12	4	12	3	8	0	11		208
A Rosewood Spinnet	Shapiro-Bernstein	2	13	0	6	4	2	3	4	0	4	0	5		113
Bouquet of Roses	Hill & Range	8	11	0	4	5	4	5	4	4	7	0	2	3	119
Brush Those Tears From Your Eyes	Leeds	2	7	0	3	0	3	0	3	0	4	0	9		130
Buttons and Bows (Pale Face)	Famous	0	4	0	4	1	4	4	4	0	9	0	4		95
By the Way	B.V.O.	4	7	0	3	3	2	1	3	2	2	0	3	3	73

(Continued on page 104)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, January 21, 8 a.m., and ending Friday, January 28, 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)

A Bluebird Singing in My Heart (R)	Advanced	ASCAP
A Little Bird Told Me (F) (R)	Bourne	ASCAP
A Rosewood Spinnet (R)	Shapiro-Bernstein	ASCAP
Bouquet of Roses (R)	Hill & Range	ASCAP
Brush Those Tears From Your Eyes (R)	Peter Maurice	ASCAP
Buttons and Bows (F) (R)	Famous	ASCAP
By the Way (R)	Bregman-Vocco-Conn	ASCAP
Cuanto Le Gusta (F) (R)	Peer	BMI
Down Among the Sheltering Palms (R)	Miller	ASCAP
Down by the Station (R)	American Academy	ASCAP
Far Away Places (R)	Laurel	ASCAP
For You (R)	Witmark	ASCAP
Galway Bay (R)	Leeds	ASCAP
Here I'll Stay (M) (R)	Chappell	ASCAP
I Got Lucky in the Rain (M) (R)	Sam Fox	ASCAP
I Love You So Much It Hurts (R)	Melody Lane	BMI
I've Got My Love To Keep Me Warm (R)	Berlin	ASCAP
Lavender Blue (Dilly, Dilly) (F) (R)	Santly-Joy	ASCAP

(Continued on page 29)

BILLBOARD Says:

"Howard figures to have a double-headed winner in this pairing of a cream-smooth ballad and a fetching bounce ditty." Billboard Picks....Jan. 14

VARIETY Says:

"Rosewood Spinnet is a good tune and he beribboned it smartly in the vocal style that brought him to attention. It's the best recording of the tune."

FIRST POST BAN RECORDING

'A ROSEWOOD SPINET'

AND

'LOVE ME, LOVE ME, LOVE ME'

MERCURY RECORD 5238

EDDY HOWARD AND HIS ORCHESTRA

The Most Consistent TOP Record Seller in America

CLICKING LIKE A TURNSTILE!

 "Two Ton" Baker "SUNFLOWER" 5239	 John Laurenz • Anne Vincent "PUSSY CAT SONG" "POWDER YOUR FACE" 5247	 Madeline Russell "TOO DARN HOT" 5237
 Patti Page "SO IN LOVE" "WHERE'S THE MAN" 5230	 Patti Page • Vic Damone "YOU WAS" "YES, YES, YES" 5234	 Anne Vincent "LAVENDER BLUE" "SO DEAR TO MY HEART" 5246

EXTRA! NEW HILLBILLY HIT!

Available for Immediate Delivery on Mercury Records

"TENNESSE BORDER"

"I WATCHED YOU WALK AWAY"

CARL STORY RAMBLING MOUNTAINEERS
MERCURY RECORD 6165



MERCURY RECORDS



I told you that
FOUR LEAF CLOVER
would be a sensational record!



I told you that
BABY FACE
would be a juke box favorite!



I told you that
BLUE BIRD OF HAPPINESS
would be a best-seller!



AND NOW—
I'm telling you that

DOO-DEE-DOO
ON AN OLD KAZOO

will be
MY BIGGEST RECORD YET!

art
mooney

MGM 10357

The **Billboard** MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
 Based on reports received last three days of Week Ending January 28

BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	Last Week	This Week	POSITION	RECORD	ARTIST	Label
12	1	1	1.	A LITTLE BIRD TOLD ME... <i>Brush Those Tears From Your Eyes</i>	E. Knight-The Stardusters	Decca 24514—ASCAP
20	2	2	2.	BUTTONS AND BOWS... <i>Daddy-O</i>	Dinah Shore	Columbia 38284—ASCAP
5	7	3	3.	FAR AWAY PLACES... <i>Tarra Ta-Larra Ta-Lar</i>	B. Crosby-K. Darby Choir	Decca 24532—ASCAP
6	6	4	4.	POWDER YOUR FACE WITH SUNSHINE... <i>One Sunday Afternoon</i>	E. Knight-The Stardusters	Decca 24530—ASCAP
13	4	5	5.	MY DARLING, MY DARLING... <i>Girls Were Made To Take Care of Boys</i>	J. Stafford-G. MacRae and the Starlighters	Capitol 15270—ASCAP
6	8	6	6.	FAR AWAY PLACES... <i>My Own True Love</i>	M. Whiting and the Crew Chiefs	Capitol 15278—ASCAP
8	9	7	7.	LAVENDER BLUE... <i>Down Among the Sheltering Palms</i>	S. Kaye Ork	Victor 20-3100—ASCAP
16	3	8	8.	ON A SLOW BOAT TO CHINA... <i>In the Market Place of Old Monterey</i>	K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301—ASCAP
7	19	9	9.	LAVENDER BLUE... <i>So Dear To My Heart</i>	D. Shore-H. Zimmerman Ork	Columbia 38299—ASCAP
9	12	10	10.	SWEET GEORGIA BROWN... <i>Margie</i>	Brother Bones and His Shadows	Tempo 652—ASCAP
4	18	11	11.	FAR AWAY PLACES... <i>Missouri Waltz</i>	P. Como-H. Rene Ork	Victor 20-3316—ASCAP
3	25	12	12.	CRUISING DOWN THE RIVER... <i>Powder Your Face with Sunshine</i>	Blue Barron Ork	MGM 10346
10	5	13	13.	SO TIRED... <i>I Hear Music</i>	J. Smith-The Clark Sisters-F. DeVol Ork	Capitol 15372
6	10	14	14.	I'VE GOT MY LOVE TO KEEP ME WARM... <i>I'm A-Tellin' You</i>	L. Brown Ork	Columbia 38324—ASCAP
2	14	15	15.	GALWAY BAY... <i>My Girl's An Irish Girl</i>	B. Crosby	Decca 24295—ASCAP
14	11	16	16.	ON A SLOW BOAT TO CHINA... <i>Czardis</i>	F. Martin Ork-G. Hughes	Victor 20-3123—ASCAP
3	22	17	17.	RED ROSES FOR A BLUE LADY... <i>Melancholy Minstrel</i>	V. Monroe Ork	Victor 20-3319—ASCAP

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

4	—	18.	A LITTLE BIRD TOLD ME... <i>What Did I Do?</i>	Blue Lu Barker Ork	Capitol 15308—ASCAP
15	16	19.	BUTTONS AND BOWS... <i>San Antonio</i>	The Dinning Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP
2	15	20.	THE PUSSY CAT SONG... <i>Don't Worry 'Bout Strangers</i>	P. Andrews-B. Crosby Ork	Decca 24533—ASCAP
3	22	21.	DOWN BY THE STATION... <i>How Many Tears Must Fall?</i>	T. Dorsey-D. Dennis	Victor 20-3317—ASCAP
4	21	21.	THE PUSSY CAT SONG... <i>Roses of Picardy</i>	P. Como	Victor 20-3288—ASCAP
12	20	23.	MY DARLING, MY DARLING... <i>That Certain Party</i>	D. Day-B. Clark	Columbia 38353—ASCAP
1	—	24.	POWDER YOUR FACE WITH SUNSHINE... <i>Careless Hands</i>	Sammy Kaye	Victor 20-3321—ASCAP
15	17	25.	ON A SLOW BOAT TO CHINA... <i>I Hate To Lose You</i>	B. Goodman Ork-A. Hendrickson	Capitol 15208—ASCAP
2	18	26.	GLORIA... <i>I Want To Be the Only One</i>	Mills Brothers	Decca 24509—ASCAP
9	—	26.	A LITTLE BIRD TOLD ME... <i>Pretty Papa</i>	P. Watson	Supreme S-1507—ASCAP
1	—	28.	FAR AWAY PLACES... <i>Say It Everyday</i>	D. Shore	Columbia 38356—ASCAP
1	—	29.	CARELESS HANDS... <i>Powder Your Face</i>	S. Kaye Ork	Victor 20-3321
2	—	30.	BRUSH THOSE TEARS FROM YOUR EYES... <i>A Little Bird Told Me</i>	E. Knight-The Stardusters	Decca 24514—ASCAP
1	—	30.	I LOVE YOU SO MUCH IT HURTS... <i>I Don't Want Your Sympathy</i>	J. Wakely and Cowboy Band	Capitol 15243—BMI

Woody Herman and the whole HERMAN HERD Switches to Capitol!



Fans everywhere are waiting for his first record—Sensational!

"LEMON DROP"

over for
"I AIN'T GETTIN' ANY YOUNGER
(I AIN'T GONNA WAIT TOO LONG)"

Capitol Record No. 15365

Watch this one go!

Peggy Lee



in her latest novelty
(TERRIFIC!)

Peggy and Dave's original

"BLUM BLUM

(I WONDER WHO I AM?)"

With Dave Barbour and His Pixieland Band

over for "IF YOU COULD SEE ME NOW"

With Dave Barbour and His Orchestra

Capitol Record No. 15371

HEADLINE NEWS FROM *Capitol*

that means new business for you!

"WHEN THE ANGELUS IS RINGING"

MARGARET WHITING
With Frank DeVol and His Orchestra

"MY DREAM IS YOURS"

MARGARET WHITING
With Orchestra
Capitol Record 15364

"YOU WAS"

PEGGY LEE and DEAN MARTIN
With Orchestra

"SOMEONE LIKE YOU"

PEGGY LEE *with Orchestra*
Capitol Record 15349

"SO IN LOVE"

"A ROSEWOOD SPINET"

GORDON MacRAE *with Orchestra*
Capitol Record 15357

"THE PUSSY CAT SONG (Nyow! Nyow! Nyow!)"

JO STAFFORD - GORDON MacRAE
And THE STARLIGHTERS with Orchestra

"I'LL STRING ALONG WITH YOU"

JO STAFFORD - GORDON MacRAE
With Paul Weston and His Orchestra
Capitol Record 15342

"FAR AWAY PLACES"

MARGARET WHITING and The Crew Chiefs
With Orchestral Accompaniment

"MY OWN TRUE LOVE"

MARGARET WHITING
With Frank DeVol and His Orchestra
Capitol Record 15278

"COCA ROCA"

JACK SMITH
With Frank DeVol and His Orchestra

"CRUISING DOWN THE RIVER"

JACK SMITH
AND THE CLARK SISTERS
With Frank DeVol and His Orchestra
Capitol Record 15372

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

"LET'S FLY"

JOHNNY MERCER - THE PIED PIPERS
With Paul Weston and His Orchestra
Capitol Record 15337

"THESE WILL BE THE BEST YEARS OF OUR LIVES"

"FUNNY LITTLE MONEY MAN"

JO STAFFORD
With Paul Weston and His Orchestra
Capitol Record 15336

"YOU BROKE YOUR PROMISE"

"SECOND-HAND LOVE"

KAY STARR
With Dave Cavanaugh's Music
Capitol Record 15380

"IS IT YES OR IS IT NO?"

"ROSITA AND JOE"

ANDY and DELLA RUSSELL
With Orchestra
Capitol Record 15343

"POWDER YOUR FACE WITH SUNSHINE (Smile! Smile! Smile!)"

"ABSENCE MAKES THE HEART GROW FONDER (For Somebody Else)"

DEAN MARTIN
With Paul Weston and His Orchestra
Capitol Record 15351

"I LOVE YOU SO MUCH IT HURTS"

"I DON'T WANT YOUR SYMPATHY"

JIMMY WAKELY
Capitol Record 15243

PHONE OR WRITE YOUR NEAREST DISTRIBUTOR TODAY!

Capitol RECORDS
HOLLYWOOD



LONG ON SALES!

LONG ON SWEET SUE



JOHNNY LONG
THAT IS!!
on Sig 15243

Signature records
 P. O. BOX 393 • SHELTON, CONNECTICUT

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
 Based on reports received last three days of Week Ending January 28



BEST-SELLING CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
34	1	1.	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
34	2	2.	2.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-34
23	4	3.	3.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
19	3	4.	4.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig-Billy May Ork.....	Capitol DBX-99
13	6	5.	5.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians.....	Decca CUS-7
34	5	6.	6.	BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
1	—	7.	7.	SO DEAR TO MY HEART ALBUM—Walt Disney (Four Records) B. May, director.....	Capitol BD-124—Capitol DD-109
14	9	8.	8.	BAMBI ALBUM (Three Records) S. Temple-Chorus; P. Smith, director.....	Victor Y-395
19	11	9.	9.	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....	Decca CU-102
27	7	10.	10.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol DBS-84
20	13	11.	11.	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....	Victor Y-375
28	7	12.	12.	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....	Capitol CC-40
17	—	13.	13.	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Allen Livingston-Henry Blair.....	Capitol BC-35
2	—	14.	14.	MOTHER GOOSE (One Record) F. Luther.....	Decca CU-100
3	—	14.	14.	SPARKY'S MAGIC PIANO ALBUM (Three Records) Billy May Ork.....	Capitol BC-73—Capitol DC-78
2	—	14.	14.	PETER AND THE WOLF (Two Records) Sterling Holloway.....	Victor Y-345

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label
8	1	1.	1.	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator.....	Columbia MM-800
83	2	2.	2.	Tchaikovsky: Nutcracker Suite (Three Records) Eugene Ormandy, conductor; Philadelphia Ork....	Victor 1020
7	—	2.	2.	Grieg's Concerto In A Minor (Three Records) A. Rubinstein.....	Victor DM-900
3	—	2.	2.	Beethoven's Fifth Symphony (Four Records) NBC Symphony; Toscanini, director.....	Victor DM-640
5	3	2.	2.	Rimsky-Korsakov: Scheherazade Album (Five Records) San Francisco Symphony Ork; Pierre Monteaux, conductor.....	Victor DM-920

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Album Title	Label
170	4	1.	1.	Clair De Lune Jose Iturbi.....	Victor 11-8851
163	4	2.	2.	Chopin's Polonaise Jose Iturbi.....	Victor 11-8848
128	3	2.	2.	Jealousie Boston Pops Ork; Arthur Fiedler, conductor.....	Victor 12160
4	1	4.	4.	Liszt: Second Hungarian Rhapsody Philadelphia Ork; Stokowski, director.....	Victor 14422
7	—	4.	4.	Liszt: Second Hungarian Rhapsody First Piano Quartet.....	Victor 12-0251
52	1	4.	4.	Bluebird of Happiness Jan Peerce-RCA Victor Ork; S. Levin, director.....	Victor 11-9007, Victor 10-1454, Victor 18-1074

BEST-SELLING POPULAR RECORD ALBUMS

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

POSITION	Weeks to date	Last Week	This Week	Album Title	Label
4	2	1.	1.	VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork.....	Victor P-234
3	3	2.	2.	WORDS AND MUSIC ALBUM (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern-L. Hayton Ork.....	MGM 37
11	1	3.	3.	ROSES IN RHYTHM (Four Records) F. Carle.....	Columbia C-174
5	5	4.	4.	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow.....	Columbia MM-800
7	6	5.	5.	COMIN' ROUND THE MOUNTAIN ALBUM (Four Records) D. Shay-M. Ayres Ork.....	Columbia C-171
11	7	6.	6.	DUSTY MANUSCRIPTS ALBUM (Four Records) S. Kaye-D. Cornell-L. Leslie-Three Kaydets-Kaye Choir.....	Victor P-228
22	9	7.	7.	THEME SONGS (Four Records) S. Kaye, T. Dorsey, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns.....	Victor P-217
106	4	8.	8.	GLENN MILLER (Four Records) Glenn Miller.....	Victor P-148
2	10	9.	9.	GIANTS OF JAZZ B. Goodman-J. Dorsey.....	Capitol CC-106
1	—	10.	10.	COCKTAIL CAPERS ALBUM (Three Records) A. Van Damme Quintet.....	Capitol CC-105

The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays

PART
V



Based on reports received last three days of Week Ending January 28

MOST-PLAYED JUKE BOX RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
11	1	1	1	A LITTLE BIRD TOLD ME... E. Knight-The Stardusters	Decca 24514—ASCAP
16	3	2	2	ON A SLOW BOAT TO CHINA... K. Kyser Ork-H. Babbitt-G. Woods	Columbia 38301—ASCAP
19	2	3	3	BUTTONS AND BOWS... D. Shore	Columbia 38284—ASCAP
6	4	4	4	POWDER YOUR FACE WITH SUNSHINE... E. Knight-The Stardusters	Decca 24530—ASCAP
8	8	5	5	LAVENDER BLUE... Sammy Kaye	Victor 20-3100—ASCAP
5	8	6	6	FAR AWAY PLACES... B. Crosby-K. Darby Choir	Decca 24532—ASCAP
12	6	7	7	MY DARLING, MY DARLING... J. Stafford-G. MacRae and The Starlighters	Capitol 15270—ASCAP
8	7	8	8	FAR AWAY PLACES... M. Whiting and The Crew Chiefs	Capitol 15278—ASCAP
13	10	9	9	ON A SLOW BOAT TO CHINA... F. Martin-G. Hughes	Victor 20-3123—ASCAP
4	13	10	10	A LITTLE BIRD TOLD ME... Blue Lu Barker Ork.	Capitol 15308—ASCAP
4	11	11	11	FAR AWAY PLACES... P. Como-H. Rene Ork.	Victor 20-3316—ASCAP
10	9	12	12	A LITTLE BIRD TOLD ME... P. Watson	Supreme S-1507—ASCAP
10	16	13	13	BRUSH THOSE TEARS FROM YOUR EYES... E. Knight-The Stardusters	Decca 24514—ASCAP
6	16	14	14	SWEET GEORGIA BROWN... Brother Bones and His Shadows	Tempo 652—ASCAP

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9	13	13	13	SO TIRED... R. Morgan Ork.	Decca 24521—ASCAP
3	21	16	16	I'VE GOT MY LOVE TO KEEP ME WARM... L. Brown Ork.	Columbia 38324—ASCAP
4	16	17	17	RED ROSES FOR A BLUE LADY... V. Monroes Ork.	Victor 20-3319—ASCAP
1	—	18	18	CRUISING DOWN THE RIVER... Blue Barron Ork.	MGM 10346
10	16	19	19	MY DARLING, MY DARLING... D. Day-B. Clark	Columbia 38353—ASCAP
1	—	20	20	LAVENDER BLUE... J. Smith and The Clark Sisters	Capitol 15225—ASCAP
3	23	21	21	THE PUSSY CAT SONG... P. Andrews-B. Crosby Ork.	Decca 24533—ASCAP
1	—	21	21	POWDER YOUR FACE WITH SUNSHINE... S. Kaye Ork.	Victor 20-3321—ASCAP
14	20	23	23	BUTTONS AND BOWS... The Dining Sisters and Art Van Damme Quintet	Capitol 15184—ASCAP
5	30	24	24	YOU WERE ONLY FOOLIN'... K. Starr	Capitol 15226—ASCAP
18	23	25	25	UNTIL... Tommy Dorsey Ork-H. Prime	Victor 20-3061—ASCAP
11	14	23	23	ON A SLOW BOAT TO CHINA... E. Howard Ork.	Mercury 5210—ASCAP
1	—	23	23	GALWAY BAY... B. Crosby	Decca 24295—ASCAP
3	29	28	28	I LOVE YOU SO MUCH IT HURTS... J. Wakely and Cowboy Band	Capitol 15243—BMI
9	—	29	29	CUANTO LE GUSTA... C. Miranda-The Andrews Sisters	Decca 24479—BMI
1	—	29	29	GALWAY BAY... A. Shelton	London 287—ASCAP

SONGS WITH GREATEST RADIO AUDIENCES

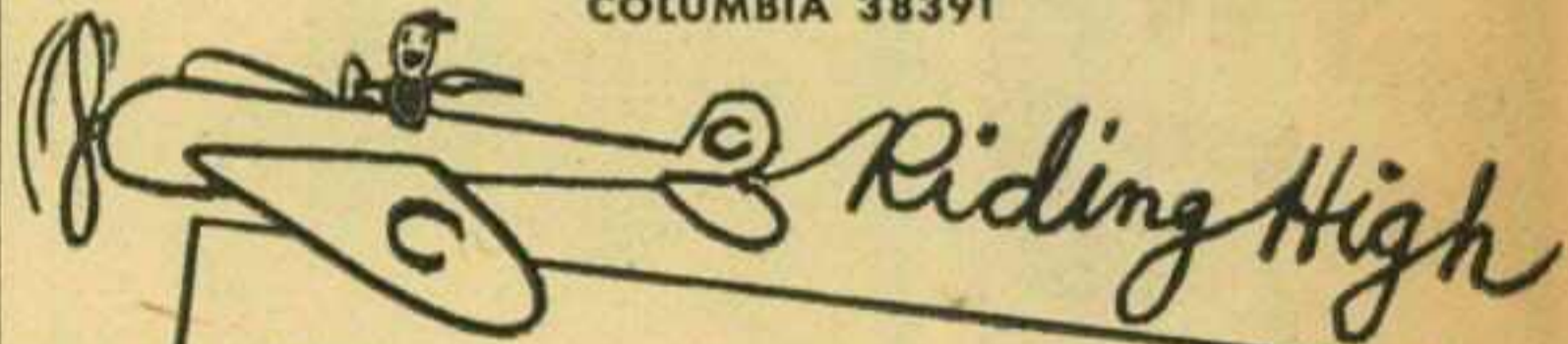
(Continued from page 25)

Little Jack Frost Get Lost (R)	Henry Spitzer—ASCAP
Look Up (R)	Patmar—BMI
My Darling, My Darling (M) (R)	E. H. Morris—ASCAP
My Dream Is Yours (R)	Witmark—ASCAP
My Own True Love (R)	Paramount—ASCAP
On a Slow Boat to China (R)	Melrose—ASCAP
Powder Your Face With Sunshine (R)	Lombardo—ASCAP
Pretty Baby (R)	Remick—ASCAP
So In Love (M) (R)	T. B. Harms—ASCAP
Sunflower (R)	Famous—ASCAP
Tara Talara Tale (R)	Oxford—ASCAP
That Certain Party (R)	Bourne—ASCAP
Too Much Love (R)	Harms—ASCAP
You Were Only Fooling (R)	Shapiro-Bernstein—ASCAP



FRANK SINATRA'S
ONCE IN LOVE WITH AMY
 AND
SUNFLOWER

COLUMBIA 38391



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

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

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

MY DREAM IS YOURS
 SOMEONE LIKE YOU **Doris Day 38375**

LAVENDER BLUE
 So Dear To My Heart **Dinah Shore 38299**

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

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





NICKLES ARE POURING INTO THE... BOXES

on

"FADED LOVE and WINTER ROSES"

Written by **FRED ROSE** A.S.C.A.P.

Coupled with **"WHAT A DIFF'ERENCE"**



By **ROME JOHNSON**

on **MGM 10316**

Acuff-Rose

PUBLICATIONS

2510 FRANKLIN ROAD
NASHVILLE 4, TENNESSEE

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Folk Record Section

Based on reports received last three days of Week Ending January 28

MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION			Weeks		Last This		Week Week	
14	3	1.	to date	Last	This	Week	Week	
14	3	1.	I LOVE YOU SO MUCH IT	J. Wakely and Cowboy Band	...	Capitol 15243	—	BMI
23	1	2.	HURTS
12	2	3.	ONE HAS MY NAME	J. Wakely	...	Capitol 15162	—	BMI
12	4	4.	THEN I TURNED AND WALKED SLOWLY AWAY	E. Arnold	...	Victor 20-3174	—	BMI
37	5	5.	A HEART FULL OF LOVE	Eddy Arnold	...	Victor 20-3174	—	BMI
23	7	6.	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	...	Victor 20-2806	—	BMI
2	—	7.	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plowboy and His Guitar	...	Victor 20-3013	—	BMI
			GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	...	Capitol 15187	—	BMI

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

5	—	8.	MINE, ALL MINE	J. Wakely and Cowboy Band	...	Capitol 15236	—	BMI
7	12	9.	HAVE YOU EVER BEEN LONELY?	E. Tubb	...	Decca 46144	—	ASCAP
1	—	10.	FOREVER MORE	J. Wakely and Cowboy Band	...	Capitol 15333	—	
1	—	10.	WHAT ARE WE GONNA DO ABOUT THE MOON-LIGHT?	H. Thompson and His Brazos Valley Boys	...	Capitol 15132	—	
1	—	10.	MANY TEARS AGO	Eddy Arnold	...	Victor 20-1871	—	
1	—	13.	JACK AND JILL BOOGIE	W. Raney	...	King 732	—	
1	—	13.	WHAT A SHAME	M. Travis and Cowboy Band	...	Capitol 15317	—	
6	9	13.	GUITAR BOOGIE	A. Smith and His Cracker Jacks	...	MGM 10293	—	ASCAP

FOLK TALENT AND TUNES

By *Johnny Sippel*

Biggest revival of folk music interest in years took place last week at WLS, Chicago, when that station worked out deals for the *National Barn Dance* to return to the ABC network both as a radio show and a tele seg (see Radio and Television section).

Bob and Martha Carson have returned to WSB, Atlanta, after a nine-month absence. . . . Chuck Harding's Colorado Cowhands, who vacationed the first two weeks in January, have returned to KBOA, Kennett, Mo. Their February release on Dome is *Jump, Jackrabbit, Jump and Poor Little Girl*. . . . Famous Lashua, the Duluth, Minn., warbler, lost his dad a month ago.

Leon McAuliffe, who is heard with his band over EVOO, Tulsa, and who previously cut for Majestic, has signed with Columbia, cutting his first sides recently. . . . Gene Autry is on a one-night tour. Troupe includes Johnny Bond, Cass County Boys, Melody Ranch Gang and the Pinafors. Autry's itinerary includes: Omaha, January 26; Des Moines, 27; Cedar Rapids, 28; Chicago, 29; Davenport, Ia., 30; Hammond, Ind., 31; Muncie, Ind., Feb. 3; Toledo, 4; Cleveland, 6; Buffalo, 7; Syracuse, 8; Rochester, N. Y., 9; Scranton, Pa., 10; Philadelphia, 11; Washington, 13; Altoona Pa., 14; Pittsburgh, 15; Wheeling, W. Va., 16; Charleston, W. Va., 17; Huntington, W. Va., 18; Louisville, 19 and 21; Lexington, Ky., 20; Owensboro, Ky., 22; Evansville, Ind., 23; Nashville, 24; Paducah, Ky., 25, and St. Louis, 26.

Rex Allen, Mercury and WLS, Chicago, warbler, has signed a seven-year contract with Republic Pictures and will leave soon for Hollywood. Pact calls for four pictures during 1949 and at least six pictures the following year.

Shorty Long, formerly with the Cowboy label, Philadelphia, wound up on Victor's roster. . . . Victor is sending out 100 albums of 10 vinylite copies of Pee Wee King's past releases to top folk music disk jockeys.

Captain Stubby's Buccaneers, a recent addition to Decca's fold, have signed with WLS, Chicago, with a clause in the pact calling for a place on a network show for which WLS is angling. . . . Americana Corporation has been formed by Steve Stebbins, personal manager for Cliffie Stone and Merle Travis, with a number of artists including Eddie Kirk, Tennessee Ernie Stone and Travis holding stock. Carolton L. Carolton is firm's secretary-treasurer.

Oklahoma Sweethearts, Jean and Jane Peeper, featured on KXLA, Pasadena, and Capitol, are handled by AC. Their brother, Ted Leeper, owns and operates WVOT, Wilson, N. C. . . . Shorty Warren's Western Rangers have their own video show every Sunday over WATV, Newark, N. J. Other folksters regularly on video are Pee Wee King's Golden West Cowboys, WAVE-TV, Louisville; Range Riders, WWTV, Cleveland, and Spade Cooley on a Los Angeles video outlet.

Harry and Eleanor Smythe are vacationing at Hollywood Beach, Fla. Smythe operates Buck Lake Ranch, Angola, Ind. . . . The Hoosier Hot Shots, following completion of an Eastern theater tour, returned to Hollywood to do the first of four pix set for this year. They also are being submitted on a tele and radio show, called the *Old Hokum Bucket* by producer Fritz Blocki.

(Continued on page 104)

The Billboard
MUSIC POPULARITY CHARTS
Folk Record Section
 Based on reports received last three days of Week Ending January 28

PART VI
 TRADE SERVICE FEATURE

BEST-SELLING RETAIL FOLK RECORDS

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

Weeks to date	Last Week	This Week	Record Title	Artist	Label
23	1	1	ONE HAS MY NAME	J. Wakely	Capitol 15162—BMI
12	5	2	A HEART FULL OF LOVE	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3174—BMI
15	3	2	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
18	5	4	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
39	2	5	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-2806—BMI
12	4	6	THEN I TURNED AND WALKED SLOWLY AWAY	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3174—BMI

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

9	8	7	LET'S SAY GOODBYE LIKE WE SAID HELLO	E. Tubb	Decca 46144—BMI
8	10	8	GREEN LIGHT	Hank Thompson and His Brazos Valley Boys	Capitol 15187—BMI
13	11	8	I LOVE YOU SO MUCH IT HURTS	F. Tillman	Columbia 20430—BMI
24	7	10	JUST A LITTLE LOVIN'	Eddy Arnold, the Tennessee Plow-boy and His Guitar	Victor 20-3013—BMI
4	14	11	HAVE YOU EVER BEEN LONELY?	E. Tubb	Decca 46144—ASCAP
25	9	12	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224—ASCAP
7	—	12	LIFE GETS TEE-JUS, DON'T IT?	T. Williams	Capitol 15271—ASCAP
6	—	14	CHIME BELLS	Elton Britt	Victor 20-3090—ASCAP
1	—	14	I FIND YOU CHEATIN' ON ME	H. Thompson and His Brazos Valley Boys	Capitol 15345

ADVANCE FOLK RECORD RELEASES

- A Dollar Ain't a Dollar Any More
D. Darling (Ding Dong) DeLuxe 5019
- A Heart Full of Love (For a Handful of Kisses)
J. Bond (Tennessee Saturday) Columbia 20545
- A Prisoner's Last Letter
V. Fox & His Sun Valley Rangers (Accordion Polka) Tru-Blue 307
- Accordion Polka
V. Fox & His Sun Valley Rangers (A Prisoner's) Tru-Blue 307
- Bluetail Fly
B. Atcher (Foggy Foggy) Columbia 20538
- Brown Eyes
Maddox Bros. & Rose (New Mule-Skinner) 4-Star 1288
- Come a Little Bit Closer
J. Widener (Take It) DeLuxe 5055
- Ding Dong Polka
D. Darling (A Dollar) DeLuxe 5019
- Ding Dong Polka
A. Wright-Shorty Warren & His Western Rangers (Hillbilly Heart) Trope 777
- Don't Bother Me
"Cousin" F. Lewis (I'll Never) 4-Star 1220
- Don't Bother To Cry
E. Arnold (I'll Hold) Victor 20-2332
- Don't Look Down on Me
Oklahoma Ed Moody (No Alibis) DeLuxe 5054
- Dreams of Carolina
The Blue Ridge Rangers (Roll Me) Tru-Blue 305
- Electric Guitar Rag
P. Freeman & His Trio (I Left) 4-Star 1287
- Foggy, Foggy Dew
B. Atcher (Bluetail) Columbia 20538
- Grandpa Boogie
E. West & His Friendly Country Boys (Sweet Pauline) 4-Star 1223
- Hillbilly Heart
A. Wright-Shorty Warren & His Western Rangers (Ding Dong) Trope 777
- I Can't Believe You ('Cause You Lied)
A. Vaughn (Why Kid) 4-Star 1286
- I Don't Want You Anymore
T. Ritter & Western Band (Tenha, Timpson) Capitol 15375
- I Left My Heart in Mississippi
P. Freeman & His Trio (Electric Guitar) 4-Star 1287
- I Lost My Little Darlin'
G. Autry (The Bible) Columbia 20539
- I'll Hold You in My Heart
E. Arnold (Don't Bother) Victor 20-2332
- I'll Never Lose You
"Cousin" F. Lewis (Don't Bother) 4-Star 1220
- Jump, Jackrabbit, Jump
C. Harding & the Colorado Cowhands (Poor Little) Dome 1003
- Let's Try It Again
B. Christian & His Texas Cowboys (Moonlight Island) 4-Star 1270
- Money, Marbles and Chalk
Stubby & the Buccaneers (Tennessee Tears) Decca 46149
- Moonlight Island
B. Christian & His Texas Cowboys (Let's Try) 4-Star 1270
- New Muleskinner Blues
Maddox Bros. & Rose (Brown Eyes) 4-Star 1288
- No Alibis
Oklahoma Ed Moody (Don't Look) DeLuxe 5054
- Philadelphia Lawyer
Maddox Bros. & Rose (Sunset Trail) 4-Star 1289
- Poor Little Girl
C. Harding & the Colorado Cowhands (Jump, Jackrabbit) Dome 1003
- Put My Little Shoes Away
"T" Texas Tyler (There Ain't) 4-Star 1290
- Roll Me On Home
The Blue Ridge Rangers (Dreams of) Tru-Blue 305
- Since You've Been Gone
Boots Woodall (Do You) King 645
- Skip to My Lou
B. Carlisle (Old Joe) King 758
- Somebody Lied
H. Hawkins (Memories Always) King 756
- Something Got Hold of Me
Balles Bros. (Down In) King 753
- Speak to Me, Little Darling
Shorty Morris (Angel Mother) Mercury 6159
- Stop That Boogie
Delmore Bros. (Shame on) King 751
- Sunset Trail
Maddox Bros. & Rose (Philadelphia Lawyer) 4-Star 1289
- Sweet Pauline
E. West & His Friendly Country Boys (Grandpa Boogie) 4-Star 1223
- Sweeter Than the Flowers
J. Rogers & His '49ers (Within This) Victor 21-0001
- Sweetheart I Still Remember
T. Grande (Have I) DeLuxe 5004
- Take It or Leave It
J. Widener (Come a) DeLuxe 5055
- Tenha, Timpson, Bobo and Blair
T. Ritter & Western Band (I Don't) Capitol 15375
- Tennessee Saturday Night
J. Bond (A Heart) Columbia 20545
- Tennessee Tears
Stubby & the Buccaneers (Money, Marbles) Decca 46149
- That Miss From Mississippi
R. Rogers (I'm A-Rollin') Victor 20-3313
- The Almighty Dollar
F. Kirby (God Made) MGM 10353
- The Lonely Train
J. E. Mainer's Mountaineers (Pale Moonlight) King 762
- The Bible on the Table
G. Autry (I Lost) Columbia 20539
- There Ain't Gonna Be No Doggone After Awhile
"T" Texas Tyler (Put My) 4-Star 1290

KING and DE LUXE
2 GREAT HITS ON ONE RECORD
COWBOY COPAS
 TOP WESTERN ARTIST OF 1948
CANDY KISSES
 BACKED BY
FOREVER
KING 777
 KING RECORDS INC. DISTRIBUTORS OF
KING and DE LUXE
 1540 BREWSTER AVE. CINCINNATI 7, OHIO.

New DAMON
 Releases Click at Chicago CMI Show

Thousands in advance sales on every Disc. Plants start rolling on these original and ONLY recordings by

AL TRACE
 and by
JON and SONDR A STEELE

Original D11216 "I'M THRU CALLIN' EVERYBODY DARLIN'"
 and
 Al Trace "I COULDN'T BELIEVE MY EYES"

Original D11215 "BRUSH THOSE TEARS FROM YOUR EYES"
 and
 Al Trace "SOMEBODY'S LYIN'"

D11220 "LONESOME FOR YOU"
 Jon and Sondra Steele "I'LL BE IN LOVE WITH YOU"

by Larry McMahon "GOT NO TIME"
 D11212 and
 by Harold Henley "DON'T ASK ME WHY"

DAMON RECORDING STUDIOS, INC.
 1221 Baltimore Kansas City, Mo.

For That
Magic
Touch

ALADDIN

DOES IT AGAIN
WITH



CHARLES BROWN'S

SENSATIONAL NEW RECORDING

"A LONG TIME"

CHARLES BROWN TRIO WITH ANITA
ALADDIN No. 3021

ALADDIN'S NEWEST CONTENDER FOR ALL
TIME MONEY HONORS



Going Strong . . .

CHARLES BROWN'S

"GET YOURSELF ANOTHER FOOL"

ALADDIN No. 3020



For That
Magic
Touch

ALADDIN

RECORDS

HOLLYWOOD 27, CALIFORNIA

The
Billboard

MUSIC POPULARITY CHARTS

PART
VII

Race Records

Based on reports received last three days of Week Ending January 28



BEST-SELLING RETAIL RACE RECORDS

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

POSITION			Weeks		Record
Weeks to date	Last Week	This Week	Week	Week	
11	2	1	2	1	CHICKEN SHACK BOOGIE.. A. Milburn.. Aladdin 3014—ASCAP
11	1	2	1	2	BEWILDERED R. Miller Trio.. Bullet 295—ASCAP
9	3	3	1	3	BEWILDERED A. Milburn.. Aladdin 3018—ASCAP
13	4	4	1	4	LONG ABOUT MIDNIGHT.. R. Brown Mighty, Mighty Men.. De Luxe 1154—BMI
19	13	5	1	13	CORN BREAD Hal Singer Sextette..... Savoy 671—BMI
4	14	6	1	14	BOOGIE CHILLEN..... J. L. Hooker..... Modern 627
12	—	7	1	—	BLUES FOR THE RED BOY.. Todd Rhodes..... King 4240
2	5	8	1	5	DEACON'S HOP Big Jay McNeely..... Savoy 685
5	6	9	1	6	TREES A. Hibbler.. Miracle M-501—ASCAP
5	7	9	1	7	UP ABOVE MY HEAD, I HEAR MUSIC IN THE AIR.. S. Price Trio.. Decca 48090—BMI
4	8	11	1	8	WRAPPED UP IN A DREAM Do, Ray and Me..... Commodore C-7505—ASCAP
3	—	12	1	—	HOT BISCUITS J. McShann..... Downbeat 165
1	—	13	1	—	FOOLS RUSH IN..... B. Eckstine..... MGM 10311
12	—	13	1	—	A LITTLE BIRD TOLD ME.. P. Watson..... Supreme S-1507—ASCAP
5	—	15	1	—	PETTIN' AND POKIN'..... L. Jordan and His Tympany Five..... Decca 24257—ASCAP

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MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION			Weeks		Record
Weeks to date	Last Week	This Week	Week	Week	
11	2	1	2	1	CHICKEN SHACK BOOGIE.. A. Milburn.. Aladdin 3014—ASCAP
12	1	2	1	2	BEWILDERED Red Miller Trio..... Bullet 295—ASCAP
2	—	3	1	—	TREES A. Hibbler..... Miracle M-501—ASCAP
2	3	4	1	3	DEACON'S HOP Big Jay McNeely..... Savoy 685
2	11	5	1	11	I'LL ALWAYS BE IN LOVE WITH YOU The X-Rays..... Savoy 881—ASCAP
1	—	6	1	—	FOOLS RUSH IN B. Eckstine..... MGM 10311
13	—	7	1	—	LONG ABOUT MIDNIGHT.. R. Brown Mighty, Mighty Men.. De Luxe 3154—BMI
3	3	8	1	3	A LITTLE BIRD TOLD ME.. P. Watson..... Supreme S-1507—ASCAP
5	6	9	1	6	TEXAS HOP Pee Wee Crayton..... Modern 643
17	—	9	1	—	IT'S TOO SOON TO KNOW.. The Orioles..... Natural 5000—ASCAP
1	—	11	1	—	HUCKLEBUCK P. Williams..... Savoy 683
2	9	12	1	9	UP ABOVE MY HEAD, MUSIC IN THE AIR..... S. Price Trio.. Decca 48090—BMI
5	10	13	1	10	WRAPPED UP IN A DREAM Do, Ray and Me..... Commodore C-7505—ASCAP
1	—	13	1	—	COOL WATER N. Lutchter..... Capitol 15148
1	—	13	1	—	BEWILDERED B. Eckstine.. MGM 10340—ASCAP

ADVANCE RACE RECORD RELEASES

Aln't Nobody's Business, Parts I & II—J. Witherspoon Supreme 1506	Five Melody Brother Bones & His Shadows (Ja-Da) Tempo 672
As Though You Don't Know Deek Watson & the Brown Dots (Darktown Strutters) Manor 1166	Me and My Dog Blues B. McGhee (Picking My) Columbia 30152
Cloudy Weather Blues A. Jackson Ork (The Ways) Capitol 15377	Move On Up a Little Higher, Parts I & II Sister R. Thorpe & S. Price Trio . . . Decca 48093
Crazy 'Bout Your Cookin' J. Swift-J. Otis Ork (Right Now) Exclusive 80X	Nightmare Blues T. Grimes Quintet (Hot in) Atlantic 869
Darktown Strutters Ball Deek Watson & the Brown Dots (As Though) Manor 1166	Picking My Tomatoes B. McGhee (Me and) Columbia 30152
Description Blues T-Bone Walker (That Old) Comet T 52	Proposition Baby S. Henderson Ork (Studs' Boogie) Capitol 15376
Don't Let the Sun Catch You Crying E. Andrews-W. Baranco's Ork (Too Bad) Exclusive 81X	Right Now Baby J. Swift-J. Otis Ork (Crazy 'Bout) Exclusive 80X
End of a Kiss J. Liggins & His "Honeydrippers" (He Knows) Exclusive 79X	Singing World Blues J. Dieval Quartet (Hit That) Tempo 644
Groove To Remember B. Butler's Four Stars (I Made) Phenix P 1102	Sit Down and Drink It Over Julia Lee & Her Boy Friends (I Didn't) Capitol 15367
He Knows How to Knock Me Out J. Liggins & His "Honeydrippers" (End of) Exclusive 79X	So Tired L. Johnson (Tell Me) King 4263
Hit That Jive, Jack J. Dieval Quartet (Singing World) Tempo 644	Stidham Jumps Arbee Stidham (Your Heart) Victor 22-0000
Hot in Harlem T. Grimes Quintet (Nightmare Blues) Atlantic 869	Studs' Boogie S. Henderson Ork (Proposition Baby) Capitol 15376
I Made a Big Mistake B. Butler's Four Stars (Groove to) Phenix P 1102	Tell Me Little Woman L. Johnson (So Tired) King 4263
Ja-Da Brother Bones & His Shadows (Jive Melody) Tempo 672	That Old Feelin' Is Gone T-Bone Walker (Description Blues) Comet T 52
	The Ways of a Woman A. Jackson Ork (Cloudy Weather) Capitol 15377

The Billboard
MUSIC POPULARITY CHARTS
PART VIII
Record Reviews

Based on reports received last three days of **Week Ending January 28**



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

How Ratings Are Determined

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

The Categories

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

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

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

POPULAR
SAMMY KAYE
 (Don Cornell-Kaydets and Choir)
 (Victor 20-3328)
The Rosewood Spinet 87--87--87--87
 Fine rendition of the strong plug tune. Rich orking and vocal combine in effect of lacey gentility.
I Got a Gal in Galveston 84--84--84--84
 A novel—and catchy—departure for Kaye here as he swings a Dixieland arrangement of a lively new novelty. Cornell, Kaydets and choir get off the right, light-bounce vocal.
PEGGY LEE AND DEAN MARTIN
 (Capitol 15349)
You Was 81-83--79--80
 Capitol expends Miss Lee on Dean Martin with fair result here, as she skillfully carries the team to a commercially acceptable treatment of the pert boy-gal jingle.
Someone Like You 80--80--80--80
 Thrush does the pretty "My Dream Is Yours" flick tune solo, gives it one of her characteristically engaging rhythm treatments.
NICK LUCAS
 (Capitol 15353)
Don't Gamble With Romance 63--63--62--65
 Old-time vaude singer ambles thru this sleeper tune without special force or sympathy. Organ backing.
Tea Time on the Thames 58--58--57--60
 Dull, feelingless performance of a complicated, no-appeal tune.
JACK SMITH AND MARGARET WHITING
 (Capitol 15350)
Make a Miracle 69--73--70--65
 Production number from "Where's Charley?" may be a good show item, but has no wax-appeal as rendered here.
Frankie and Johnnie 72--72--70--74
 Add another good-enough but unsensational waxing to the list of platters of the legendary Americana item.
FREDDY MARTIN
 (Merv Griffin-The Martin Men)
 (Victor 20-3324)
Once in Love With Amy 84--84--84--84
 A different, and winning interpretation of the "Where's Charley?" ballad, as ork and warblers take it in a choppy, light bounce beat.
You Was 75--78--78--73
 Griffin sings the novelty straight and uninspired.

POPULAR
NELLIE LUTCHER
 (Capitol 15352)
My New Papa's Got To Have Everything 71--72--70--72
 Diffuse, somewhat rambling treatment of a lightweight hunk of material, with Nellie singing with clouded diction.
Say a Little Prayer for Me 66--66--65--67
 The Gone Gal strays far from the melody line of the good oldie without adding any sparkle of her own invention in this slow-tempo ballad effort.
GUY LOMBARDO
 (Don Rodney)
 (Decca 24549)
Red Roses for a Blue Lady 85--85--85--85
 Potent version of the plug tune should garner a good piece of the number's intake.
Everywhere You Go 81--81--80--82
 New ballad tune is promising, with Rodney and the ork giving it a happy go.
GUY LOMBARDO
 (Decca 24555)
Down by the Station 88--89--88--87
 Lombardo's Trio and ork make an attractive job of the trimmed round.
Sweet Georgia Brown 88--89--88--87
 Guy does a wonderfully humorous version of the Brother Bones' revival with bones, straight vocal and duck-quacking trumpet solo.
PAUL CHAPMAN
 (Melody Men)
 (DC 1200)
There Is Time 61--61--60--62
 Warbler shows fair tenor voice, but material and mediocre small group backing don't set him off well.
Who Are Ya Gonna Dream About Tonight, Baby 66--66--66--66
 Better results with this lively novelty tune, sung and played with zest and beat.
CHUCK FOSTER ORK
 (Tommy Ryan)
 (Mercury 5235)
Dream a Little Dream of Me 73--73--73--73
 Hushed Ryan pipes project the nostalgic oldie handsomely.
Amelia Cornelia McHugh 74--75--74--76
 The delightfully daffy waltz novelty gets good, casual treatment here, with Tommy Ryan delivering appealingly and backing to match.

(Continued on page 34)

WARNING!



Don't try to imitate this one!

A New Hit By

PAULA

"A LITTLE BIRD TOLD ME"

WATSON

Playing and Singing

YOU BROKE YOUR PROMISE

Backed by

I'VE GOT THE SWEETEST MAN

(Supreme Record No. 1512)

Personal Management **BERLE ADAMS HOLLYWOOD**

Direction—

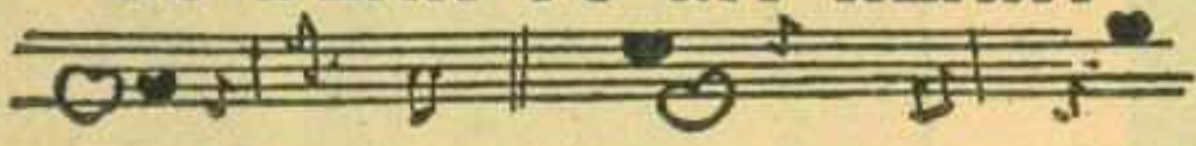


GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President
 NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON



Walt Disney's
"SO DEAR TO MY HEART"



And a Great Score!
 WITH GREAT RECORDINGS *

LAVENDER BLUE (Dilly Dilly)

- Hugh Cameron.....Crystal 185
- Burl Ives.....Decca 24547
- Sammy Kaye.....Victor 20-3100
- Vera Lynn.....London 310
- Dinah Shore.....Columbia 38299
- Jack Smith.....Capitol 15225
- Anne Vincent.....Mercury 5246
- Mitch Miller's Orch.

SO DEAR TO MY HEART

- Peggy Lee.....Capitol 15232
- Freddy Martin.....Victor 20-3130
- Dinah Shore.....Columbia 38299
- Anne Vincent.....Mercury 5246
- Mitch Miller's Orch.

IT'S WHATCHA DO WITH WHATCHA GOT

- Johnny Johnston.....Capitol 103138
- Gene Krupa.....Columbia 38296
- Freddy Martin.....Victor 20-3130
- Pied Pipers.....Capitol 15233

* ARTISTS LISTED ALPHABETICALLY

SANTLY-JOY, Inc.
 EDDIE JOY, Gen. Prof. Mgr.
 1619 BROADWAY NEW YORK 19, N. Y.
 NEW YORK • BOSTON • CHICAGO • HOLLYWOOD

Record Reviews

(Continued from page 33)

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

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

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

POPULAR

MONICA LEWIS
 (The Stardusters)
 (Decca 24558)
Don't Hang Around 72--72--70--75
 Monica tackles Sunny Skylar's "Hair of Gold" follow-up; there's some infection in it but the tune and Monica are not up to past performances.
The Tree With the Red, Red Leaves 63--65--63--60
 Special material which is better suited for club work than it is for records.

JOE MOONEY QUARTET
 (Decca 24546)
A Man With One Million Dollars 76--82--75--70
 This is the best Mooney wax to date; the wonderful little group horses around with their own approach to a clever material piece which should most satisfy the spinner clan.
Nancy 76--82--75--70
 Joe sings a warm, simple vocal on the Sinatra song with the usual extremely tasty backing of his group.

GUY LOMBARDO
 (Decca 24544)
June in January 72--74--74--68
 Tony Craig delivers the lyric of the pretty Robin-Rainger oldie as Lombardo lays down the usual firm dance tempo.
Swinging on a Star 69--72--70--66
 The recent picture rhythm hit draws typical Lombardo treatment but it's difficult to figure why this etching was released now.

BEN LIGHT-HERB KERN
 (Tempo TR 624)
La Cumparsita 67--68--68--65
 The familiar tango melody is played in an organ-piano duet and is pleasing; good for dancing as well.
After You've Gone 68--68--66--70
 The old-fashioned approach is the device employed to make the evergreen a pleasant piano-organ offering which barroom jukes should favor.

ARTIE MALVIN
 (Metrotone M-3017)
While the Angelus Was Ringing 78--80--78--76
 Malvin's feelingful vocal, backed by fine choir work marks this version as one that will do well despite competition of several excellent major-label etchings of the tune.
Thanks to You 71--71--70--72
 Listenable, but not up to flip in conception and performance.

JACK PALMER
 (Opal 205)
Promise 60--60--60--60
 Fair tango tune gets mediocre performance.
Adoration Waltz 60--60--60--60
 Same story with this listenable waltz tune.

ELLA FITZGERALD
 (Decca 24538)
Robbins Nest 69--72--68--68
 Ella's magnificent talent does wonders with a trifle which was originally an attractive instrumental for spinner Fred Robbins.
No Sense 64--65--64--63
 There's no sense in Ella's slicing such third grade material even though she wrote half of it.

POPULAR

ART LUND
 (Johnny Thompson Ork)
 (MGM 10348)
Someone Like You 84--86--84--81
 Lund's relaxed vocal and a loose but hefty beat propel the best version to date of a new picture.
I've Got My Love To Keep Me Warm 84--86--84--82
 Again a fine beat and relaxed Lund make for a fine etching of the revived Berlin song.

MARY ANN McCALL
 (Phil Moore Ork)
 (Discovery 502)
I Hadn't Anyone Till You 75--78--74--73
 Talented thruah does a quality job with the standard, abetted by a class backing from Phil Moore. Appeal figures to be esoteric rather than general.
You're Mine You 73--76--72--70
 Lesser material here, but same artistry of performance prevails. Mary Ann does this one on a Sarah Vaughan kick.

BING CROSBY
 (Vic Schoen Ork)
 (Decca 24559)
So In Love 88--88--88--88
 The Bing isn't at peak form here, the combination of Crosby and a sock Porter ballad should be money in the bank.
Why Can't You Behave 84--84--84--84
 The Groaner does another pretty "Kiss Me Kate" tune in appealing, nonchalant style.

MILLS BROTHERS
 (Decca 24550)
I've Got My Love To Keep Me Warm 84--86--84--82
 The group sink their teeth into the meaty Berlin revival and turn in a fine rhythmic singing job.
I Love You So Much It Hurts 78--78--78--78
 The folk hit makes for pleasing pop corn in ballad form and the Mills deliver it convincingly.

JOHNNY DESMOND
 (Tony Mottola Ork)
 (MGM 10349)
Careless Hands 71--73--70--69
 Straightforward rhythmic treatment of the new Western-styled ditty with Desmond's pipes in good form.
These Will Be the Best Years of Our Lives 73--75--73--71
 Desmond's pleasant style makes a good etching of the promising Hilliard-Mann plug tune; tasty background by the Mottola ork.

TONY MARTIN
 (The Skyrockets Ork-W. Phillips, Dir.)
 (Victor 20-3274)
Tenement Symphony, Pts. I & II 79--80--77--NS
 This Manhattan cantata, from the old Marx Bros.' pic, "The Big Store," was waxed in England some months ago by Martin. It's success there brought about this U.S. release. Work is chanted in handsome full voice, but material stacks up as a bit pretentious. Still, its special nature should appeal to jocks and plenty of home spinners.
 (Continued on page 110)

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

Based on reports received last three days of Week Ending January 28

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.

DOO DE DOO ON AN OLD KAZOO
BEAUTIFUL EYES.....Art Mooney Ork.....MGM 10357

Brash, ricky-tick and corny as a shucking bee in Iowa, circa 1919, the Mooney organization has produced two razzmatazzers back-to-back here that may well convert the current penchant for musical stativisms into large wads of greenbacks for MGM. "Kazoo" has kazooos; "Eyes" has shuffle rhythms and banjos; both have easily remembered melodies. Another earlier version of "Kazoo" that may also step out is the Blue Jays' job on Coral.

SUNFLOWER
CRUISING DOWN THE RIVER.....Russ Morgan.....Decca 24566

"River" is already here via the Barron etching. "Sunflower" shows every sign of blossoming—and the substantial Morgan manner interpretations they get here mark this platter as one the retailers and ops will do well to watch.

MONEY, MARBLES AND CHALK.....Stubby and the Buccaneers..Decca 46149

Look out, fellers. Here's a hillbilly-styled novelty that already started the folk waxers on a recording race. But while it is almost certain to catch a heap of country coin, this one has enough charm and quality to make pop noise as well. It spots a recitative type vocal by Windy Breeze and a catch-phrase refrain by a trio. It's got some of the stuff that made life so tee-jussly happy for ops.

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. RED ROSES FOR A BLUE LADY.....Guy Lombardo.....Decca 24549
2. CARELESS HANDSSammy Kaye.....Victor 20-3321
3. ROSEWOOD SPINETSammy Kaye.....Victor 20-3326
4. I'LL STRING ALONG WITH YOU.....Doris Day-Buddy Clark.....Columbia 38394
5. HERE I'LL STAYJo Stafford.....Capitol 15319
6. YOU WASDoris Day-Buddy Clark.....Columbia 38392

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'LL STRING ALONG WITH YOU.....Jo Stafford-Gordon MacRae.....Capitol 15342
2. ROSEWOOD SPINETSammy Kaye.....Victor 20-3326
3. THE BEST YEARS OF OUR LIVES....Jo Stafford.....Capitol 15336
4. YOU WASDoris Day-Buddy Clark.....Columbia 38392
5. SO IN LOVEGordon MacRae.....Capitol 15357
6. BLUE ROOMPerry Como.....Victor 20-3329
7. ONCE IN LOVE WITH AMY.....Freddy Martin.....Victor 20-3324
8. RED ROSES FOR A BLUE LADY.....Guy Lombardo.....Decca 24549

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. CARELESS HANDSSammy Kaye.....Victor 20-3321
2. GRIEVING FOR YOUTony Pastor.....Columbia 38363
3. YOU WASDoris Day-Buddy Clark.....Columbia 38392
4. PLEASE GIVE MY HEART A BREAK..The Orioles.....Jubilee 5002
5. BEWILDEREDBilly Eckstine.....MGM 10340
6. IT'S A BIG WIDE WONDERFUL WORLDBuddy Clark.....Columbia 38370
7. I'LL STRING ALONG WITH YOU.....Doris Day-Buddy Clark.....Columbia 38394
8. I'LL STRING ALONG WITH YOU.....Jo Stafford-Gordon MacRae.....Capitol 15342
9. ONCE IN LOVE WITH AMY.....Frank Sinatra.....Columbia 38391
10. SOMEONE LIKE YOUDoris Day.....Columbia 38375

BING CROSBY
Decca 24532

FRANKIE LAINE
Mercury 5177

DINAH SHORE
Columbia 38385

THERE'S DYNAMITE IN THIS LULLABY

TARRA TALARRA TALAR

DENNIS DAY
Victor 20-3323A

MINDY CARSON
Musicraft 591

ALAN DALE
Signature 15248

DEAN MARTIN
Capitol 15329

JOHNNY DESMOND
MGM 10287

OXFORD MUSIC Corp.
GEO. JOY, Pres.

1619 BROADWAY NEW YORK 19, N. Y.
NEW YORK • BOSTON • CHICAGO • HOLLYWOOD

MARTIN BLOCK

One of the Nation's
Foremost Disk Jockeys



picks the

Sammy Kaye



RECORDING OF 'I GOT A GAL IN GALVESTON'

RCA VICTOR #20-3328

as the **RECORD OF THE WEEK***
and says:

"Perfect follow-up for DON'T FENCE ME IN. Best all-around record for musical content, lyrics and performance. Would like to have the nickels this will pull in Juke Boxes."

*Broadcast of
January 22, 1949.

RCA Victor Records

The
Billboard

MUSIC POPULARITY CHARTS

PART
X

Advance Information

Based on reports received last three days of Week Ending January 28

Billboard
TRADE
SERVICE
FEATURE

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

- Adoration Waltz
J. Palmer (Promise) Opal 206
- After You've Gone
B. Light-H. Kern (La Cumparsita) Tempo 624
- *Always in My Heart
K. Baker (Blue Tahitian) Decca 25419
- Any State in the Forty-Eight Is Great
J. Durante-B. Garrett (The Pussy Cat) MGM 30176
- Bless the Night
B. Hayward-A. Schrader (Rough Ridin') Black & White 870
- Blue Moon
P. Langford (Fallin' in) Decca 25418
- *Blue Tahitian Moon
K. Baker (Always in) Decca 25419
- Blum Blum (I Wonder Who I Am)
P. Lee-D. Barbour & His Pixieland Band (If You) Capitol 15371
- Careless Hands
Bob & Jean (Don't Gamble) Decca 24563
- Careless Hands
J. Desmond (These Will) MGM 10349
- Carmen Cavallaro at the Piano Album—C. Cavallaro (4-10")
Decca A 704
- Ain't Misbehavin' . . . Decca 24552
- Always in My Heart . . . Decca 24554
- Between the Devil and the Deep Blue Sea . . . Decca 24545
- Falling in Love With Love . . . Decca 24553
- September Song . . . Decca 24545
- Stairway to the Stars . . . Decca 24552
- The Moon Was Yellow . . . Decca 24553
- You Made Me Love You . . . Decca 24554
- Coca Roca
J. Smith-F. DeVol Ork (Cruising Down) Capitol 15372
- Comme Ci Comme Ca
F. Sinatra (While the) Columbia 38407
- Cruising Down the River
J. Smith-The Clark Sisters-F. DeVol Ork (Coca Roca) Capitol 15372
- Don't Gamble With Romance
Bob & Jean (Careless Hands) Decca 24563
- Down by the Station
R. Noble Ork-the Noblemen (Just Reminiscing) Columbia 38404
- *Falling in Love With Love
F. Langford (Blue Moon) Decca 25418
- Happy Feet
Don Henry Harmonica Trio (Harmonicas on) DeLuxe 1174
- Harmonicas on Parade
Don Henry Harmonica Trio (Happy Feet) DeLuxe 1174
- Hasta la Vista
The Highway Serenaders (Need You) Highway H 3459
- Victor Herbert Melodies Album—A. Goodman Ork (4-10")
Columbia C-179
- A Kiss in the Dark . . . Columbia 38396
- Ah! Sweet Mystery of Life . . . Columbia 38395
- For I'm Falling in Love With Someone . . . Columbia 38397
- Gypsy Love Song . . . Columbia 38398
- Kiss Me Again . . . Columbia 38396
- Sweethearts . . . Columbia 38395
- Thine Alone . . . Columbia 38397
- When You're Away . . . Columbia 38398
- Hold Me
L. Diamond (Little Pug) Gong 1
- Hollywood Bandbox Review Album — B. Gray's Hollywood Band Box Review (3-10")
DeLuxe 27
- Alta Conga . . . DeLuxe 1162
- Everybody Wants a Little Peace . . . DeLuxe 1161
- Frailach Tantz . . . DeLuxe 1162
- Hollywood U.S.L.S. . . . DeLuxe 1160
- Let's Spend a Night at the Band Box . . . DeLuxe 1160
- The Kellys' Morellis, and the Lipshitzes . . . DeLuxe 1161
- I Couldn't Stay Away From You
E. Fitzgerald (Someone Like) Decca 24562
- I Don't See Me in Your Eyes Anymore
B. Clark-E. Hagen Ork (I Get) Columbia 38408
- I Get Up Ev'ry Morning (What Do I Do, What Do I Do, What Do I Do?)
B. Clark-E. Hagen Ork (I Don't) Columbia 38408
- I Hadn't Anyone Till You
M. A. McCall-P. Moore Ork (You're Mine) Discovery 502
- I Love You So Much It Hurts
B. Clark-F. Hagen (Love Mel) Columbia 38406
- I Wish Somebody Cared Enough To Cry
Kenmore Karavan (Things That) 20th Century TC 20-80
- If You Could See Me Now
P. Lee-D. Barbour Ork (Blum Blum) Capitol 15371
- Just Reminiscing
R. Noble Ork-K. Carson (Down by) Columbia 38404
- La Cumparsita
B. Light-H. Kern (After You've) Tempo 624
- I've Got My Love To Keep Me Warm
A. Lund (Someone Like) MGM 10348
- La Raspa
P. Weston Ork (The Hot) Capitol 15373
- Little Pug Nose and Eyes of Blue
L. Diamond (Hold Me) Gong 1
- Love Me! Love Me! Love Me!
B. Clark-E. Hagen Ork (I Love) Columbia 38408
- Molly O'Reilly
C. Dennis-P. Weston Ork (The Rose) Capitol 15374
- Need You
The Highway Serenaders (Hasta la) Highway H-3459
- Pal-ing Around With You
T. Lewis Ork (The Little) Decca 24564
- Passing Fancy
R. Anthony Ork (Peace of) Signature 15250
- Peace of Mind
R. Anthony Ork (Passing Fancy) Signature 15250
- Promise
J. Palmer (Adoration Waltz) Opal 206
- Railroad Songs by the Jesters Album (4-10")
The Jesters . . . Decca A-639
- Casey Jones . . . Decca 24354
- 1. I've Been Working on the Railroad;
2. Where Do You Work-a John?
3. The Runaway Train . . . Decca 24353
- 1. Just Set a Light; 2. The Train Was Saved; 3. In the Baggage Coach Ahead . . . Decca 24355
- 1. My Dad's the Engineer; 2. Pappa's Signal; 3. At the Sound of the Signal Bell . . . Decca 24354
- 1. On the 5:15; 2. On the 7:28; 3. Railroad Jim . . . Decca 24356
- 1. On the New York, New Haven & Hartford; 2. On the Dummy Line; 3. What the Engine Done . . . Decca 24353
- 1. Stop, Look and Listen; 2. On the Honeymoon Express; 3. When the Midnight Choo Choo Leaves for Alabama' . . . Decca 24356
- The Wreck of the Old 97 . . . Decca 24355
- Rough Ridin' Willie
B. Hayward-A. Schrader (Bless the) Black & White 870
- Say It Isn't So
D. Haymes (Where or When) Decca 24561
- So in Love
T. Dorsey Ork (While the) Victor 20-3331
- Second-Hand Love
K. Starr-D. Cavanaugh Ork (You Broke) Capitol 15380
- Someone Like You
E. Fitzgerald (I Couldn't) Decca 24562
- Someone Like You
A. Lund (I've Got) MGM 10348
- M. A. McCall (I Hadn't) Discovery 502
- Supper Club Favorites—P. Como-E. Case Ork-The Satisfiers-L. Shaffer Ork (3-10")
Victor P-237
- Because . . . Victor 20-3299
- Prisoner of Love . . . Victor 20-3298
- Song of Songs . . . Victor 20-3300
- Temptation . . . Victor 20-3298
- Till the End of Time . . . Victor 20-3299
- When You Were Sweet Sixteen . . . Victor 20-3300
- Thanks to You
A. Malvin (While the) Metrotone M-3017
- The Hot Canary
P. Weston Ork-P. Nero (La Raspa) Capitol 15373
- The Little Old Church in the Valley
T. Lewis Ork (Pal-ing Around) Decca 24564
- The Pussy Cat Song
J. Durante-B. Garrett (Any State) MGM 30176
- The Rose of Tralee
C. Dennis-P. Weston Ork (Molly O'Reilly) Capitol 15374
- The Streets of Laredo
R. Noble Ork-K. Carson & the Noblemen (Underneath the) Columbia 38409
- These Will Be the Best Years of Our Lives
J. Desmond (Careless Hands) MGM 10349
- Things That You Say
Kenmore Karavan (I Wish) 20th Century TC 20-80
- Underneath the Linden Tree
Andrews Sisters (You Was) Decca 24568
- Underneath the Linden Tree
R. Noble Ork-K. Carson (The Streets) Columbia 38409
- Where or When
D. Haymes (Say It) Decca 24561
- While the Angelus Was Ringing
A. Malvin (Thanks to) Metrotone M-3017
- While the Angelus Was Ringing
F. Sinatra (Comme Ci) Columbia 38407
- You Broke Your Promise
K. Starr-D. Cavanaugh Ork (Second-Hand Love) Capitol 15380
- You Was
P. Andrews-B. Crosby (Underneath the) Decca 24568
- You're Mine You

Operators Say...

AMOS MILBURN

thanks for

"BEWILDERED"

ALADDIN No. 3018

IT'S THE LONGEST RIDING, MOST CONSISTENT
NICKEL NABBER WE'VE EVER HAD

Another Money in the Bank Sure Thing Is

AMOS MILBURN'S "CHICKEN SHACK BOOGIE"

ALADDIN No. 3014

*BOTH NUMBERS ARE ONE-TWO ON
THE BILLBOARD 'POP' CHARTS

For
That Magic
Touch

ALADDIN RECORDS

HOLLYWOOD 27, CALIFORNIA

(Continued on page 102)

The Billboard
MUSIC POPULARITY CHARTS

PART
XI
Billboard
TRADE
SERVICE
FEATURE

Album Reviews

Based on reports received last three days of Week Ending January 28

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 club jockeys is indicated in boldface comment under the separate headings within each review.

THE RATINGS
(100 points—the maximum)

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

THE CATEGORIES

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

SEQUENCE IN JAZZ ALBUM— 74

Woody Herman Ork (3-10")
Columbia C-177
Summer Sequences; Lady McGowan's Dream.
Ralph Burns, who writes and arranges for the Woody Herman band, is a 23-year-old who in some four years with the Herd has shown flashes of brilliance in his work. In this album his work is so magnificent that he must be elevated to the rank of a foremost American composer. In "Sequence," which takes up four sides, Burns has successfully fused the elements of jazz with some of the elements of formal modern classicism to suit the individual musicians of our finest big jazz band. It is a beautiful moving opus which is wonderfully played and recorded. "Lady," which takes up the remaining two sides, also shows much of the Burns' classic-jazz approach. This package will delight collectors.

JUKES
Not suitable.

JOCKS
"Sequence" can fit into lounge, middle brow and jazz shows.

TCHAIKOVSKY SYMPHONY NO. 3, In D, Op. 29 ALBUM—Sir 76

Thomas Beecham Conducting the Royal Philharmonic Ork (5-12")
Victor DM-1279
Known as the "Polish" symphony because of the polonaise styling of its final movement, this is one of Tchaikovsky's early and lesser works. However, it does have considerable charm and offers a maturing example of the composer's gift for exploiting fully the instruments of the symphony orchestra. Much of the music is in the nature of ballet material. The score's possibilities are fully exploited by Beecham in this set and he draws a good performance from the Royal Philharmonic group. The work was recorded in England. It is the only available recording of the work over here.

JUKES
Not suitable.

JOCKS
FM and lounge spinners could use.

MOZART: SYMPHONY NO. 39 IN E FLAT MAJOR (K. 543)— 82

The Cleveland Ork-G. Szell, Dir. (3-12")
Columbia MM-801
One of last symphonies Mozart wrote, the E-flat, in its tranquil beauty and quiet joy is the essence of the fully developed, mature artist. Szell leads the Cleveland orchestra thru a wonderfully sympathetic performance, achieving a rich variety of tone colors, tasteful dynamic shadings, and, most important, a fine feeling for the composer's intentions. Recording has unusually good clarity. Attractive cover and comprehensive liner notes round out a package that should do nicely in this, a strong Mozart period.

JUKES
Not suitable.

JOCKS
Solid material for classical ailers.

NEW DIXIELAND JAZZ — Zep 68

MEISSNER'S ALL-STARS (4-10")
MGM-35 (30165-30168)
Riverboat Shuffle; New Orleans Masquerade; Beale Street Mama; Dixie Downbeat; Louella, Ain't Misbehavin', Who's Sorry Now, Leavin' Town.
Altho the liner notes explain that the adjective "new" in the titles owes to the fact that to the orthodox Dixie instrumentation, clarinetist-arranger Zep Meissner has added a tenor and bass sax, included a couple of original tunes, and used fine young California musicians, there's nothing really new here. What there is is bright, fresh, enthusiastic Dixie jazz. Collectors will appreciate the musicianship—and be nostalgically reminded of the groups that starred Bix, Tram and Rollini, the Wolverines, Bix and His Gang, the Trumbauer band. Ex-Crosby horn Charlie Mackery peals out a bell-toned Bix lead, bass sax Joe Rushon lays down a fine bass line underneath, and the total sound is the clean, driving "New York" jazz sound of the later 'twenties. Meissner's originals are first-rate, especially "Louella," a catchy rhythm novelty, and "Masquerade," a romping march in the "Rampart Street" tradition.

JUKES
For two-beat emperla only.

JOCKS
Good jazz pre-grass material.

MILHAUD: LE BOEUF SUR LE 72

TOIT or "THE NOTHING DOING BAR"—Minneapolis Symphony Ork, D. Mitropoulos, Dir. (2-12")
Columbia MX-308
Composer Darius Milhaud has framed a diverting hunk of mad modernism in this work. It is a loosely constructed piece which pours out one melody after another scored in the tradition of modernism, even embracing some of the influence of jazz elements. Mitropoulos exerts complete control of his group, extracting a performance which is superbly executed. Jean Cocteau has written a pantomime to the music which is quite on the fantastic side. Liner notes outline this pantomime and fills in other background. Attractive cover and well recorded technically.

JUKES
Not suitable.

JOCKS
First recording which should make interesting diversion for FM and lounge spinners.

JUSSI BJOERLING SINGING 82

FAVORITE OPERATIC ARIAS ALBUM—J. Bjoerling-N. Gre-villius, Dir. (2-12")
Victor MO1275
Puccini: Che Gelida Manina; Verdi: Celeste Aida; Bizet: Air de la Fleur; Mascagni: Addio alla Madre; Plotow; M'Appari; Gounod; Salut, demeure.
...The Swedish tenor, one of the great voices of our time, is presented here in some of the more popular tenor arias. Some of the sides have been available as singles for some time, but the excellence of the selection, the voice, and the recording should skyrocket the package sales as well. The liner notes are especially noteworthy. The action in each opera, leading up to the particular aria is summarized, followed by the French or Italian words, and the English translation of the aria itself. . .

JUKES
Not suitable.

JOCKS
Spinners on vocal shows have something to work with here.

GEORGE GERSHWIN SUITE AL- 78

BUM—Louis Levy and His Concert Ork (2-12")
London LA-64
Embraceable You; Strikes Up the Band; Do Do Do; Love Walked In; Swanee; Someone To Watch Over Me; S'Wonderful; I Got Rhythm; Bidin' My Time; But Not for Me; Somebody Loves Me; Of These I Sing.
The English label's follow-up to its Cole Porter Suite is in a similar style. The interpretations are smooth but not too soupy, and many of the rough, brash characteristics of our great jazz-age composer come out rounded via the English temperament filter. Polite, but for the most part, pleasing, these are well-paced, well-integrated medleys, beautifully recorded. Cover and notes are likewise tasty.

JUKES
Not suitable.

JOCKS
A rich, spin-worthy air package.

BLUE DANUBE AND OTHER 65

STRAUSS WALTZES—Harry Horlick and His Orchestra (4-10")
Decca A-605 (25008, 25363, 25364, 25365)
Blue Danube Waltz, Where the Citrons Bloom; Southern Roses; Voices of Spring; Acceleration Waltz; Enjoy Your Life; Morning Papers; Kiss Waltz.
The third album of Strauss waltzes performed by Horlick, these eight sides continue in the light, "salon" tradition. The orchestra is small, the tempo an unmitigatedly even dance tempo. Arrangements are straight, with a minimum of embellishment, and the sound is small, with little color or sweep. However, a great segment of the pop market has been conditioned to hear and like its Strauss played in this way thru years of radio listening. Horlick's fans, dating back to A & P Gypsy days, and the younger group who need the titles to fill in their waltz collections figure to constitute a fair market for this package.

JUKES
Only for the very quiet, conservative spots.

JOCKS
O. K. to fill out waltz section of station libraries.

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136 BEAUTIFUL EYES ROSE COLORED GLASSES The Rangers

134 BRUSH THOSE TEARS ANYTIME AT ALL Alan Foster

133 MUSKRAT RAMBLE BASIN STREET BLUES Pee Wee Hunt

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Billboard

MUSIC POPULARITY CHARTS

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XIIBillboard
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No. 8—VICTOR HERBERT

By Jack Burton

IN THE board of directors' room of the American Society of Composers, Authors and Publishers (ASCAP) is an upright piano that bears a gold plate with the following inscription:

"Victor Herbert
1859 - 1924

It was upon this piano that he composed many of his most beloved works. A gift to ASCAP from his daughter, Ella, in 1935."

Probably few pianos ever were more deserving of retirement than this venerable Steinway. It enjoyed little if any rest at the hands of Victor Herbert, who spared neither himself nor it in composing two grand operas, *Natoma* (1911) and *Madeleine* (1914), and 43 comic operas in 30 years. Only Sigmund Romberg, in the musical comedy field, has exceeded this output of scores.

Certainly this historic piano belongs in the ASCAP museum, for ASCAP, like *Kiss Me Again* and *Toyland*, is an enduring heritage left to the world of music by Victor Herbert. He it was who in 1914 sparked and fathered this organization, dedicated to the principle that "no man or woman in the United States who writes successful music, nor anyone depending upon them, shall ever want" and serving as a central clearing house for the collection and disbursement of royalties.

Had it not been for Walter Dam-

rosch, with an assist from a little guy called Cupid, America might never have been able to claim Victor Herbert as one of his most distinguished composers. Herbert was born in Dublin, Ireland, where he lived as a boy with his gifted grandfather, Samuel Lover, novelist, painter, actor, poet and composer. He later moved to Germany where he received his musical education and played cello under the batons of such eminent conductor-composers as Liszt, Brahms, Anton Rubenstein, Saint-Saens and Delibes.

Atlantic Honeymoon

In 1886, however, when Victor Herbert's future seemed to be destined for the concert halls and opera houses of Europe, Damrosch, who had succeeded his father, Leopold, as director of the New York Metropolitan Opera, came to Germany in search of new talent. He offered a contract to Theresa Foerster, a young German soprano, who accepted only on the condition that her fiancé, Victor Herbert, be made first cellist in the Met orchestra. Damrosch agreed, the young couple were married and spent their honeymoon on the Atlantic.

America proved a land of golden opportunity for the bridegroom-cello. In addition to playing in the pit at the Met, he was a featured soloist with the concert orchestras of Theodore Thomas and Anton Seidl, and in 1892 wrote the score for his

Brief biographies of the great writers of popular music, complete with . . .

- . . . CHRONOLOGICAL LIST OF THEIR GREATEST SONGS
- . . . PUBLISHERS (Where no publisher listed, song is in Public Domain)
- . . . BACKGROUND DATA ON SELECTED SONGS
- . . . MAJOR LABEL RECORDINGS AVAILABLE ON SONGS

This anthology of American popular music, which covers mainly a 60-year period from 1890 to the present day, is based on 20 years of research by the author, a former newspaper, magazine and advertising copy writer who has made the study of popular music his hobby.

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

In the musical comedy and film musical fields, however, the complete scores will be listed in order to provide something new and vitally needed in an anthology of this kind: A comprehensive record of stage and motion picture songs.

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

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

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

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

first comic opera, *Prince Ananias*. Two years later he was made bandmaster of New York's 22d Regiment Band, which had gained national repute under the direction of Pat Gilmore, and in 1898, with four highly successful musical comedies to his credit, he took over the leadership of the Pittsburgh Symphony Orchestra. He resigned the latter in 1903 to devote himself solely to musical composition.

Noted Gourmet

By the turn of the century Victor Herbert was recognized in musical and theatrical circles not only as a talented and prolific composer but as a celebrated gourmet whose love of fine foods and vintage wines ran second in a photo finish to his love of music. He ate prodigiously and

thought nothing of ordering a five or six-course luncheon at his favorite restaurant, Luchow's. While engaged in his favorite and only pastime—eating—he refused to discuss music or the theater, regarded the drinking of water with a meal as the height of vulgarity, and celebrated the signing of a contract with a music publisher or theatrical producer with magnums of champagne.

On one occasion, however, he himself broke his inviolate rule about mixing music with food when he reached for a wine card, hastily scrawled a few bars of music on the back and then put it in his pocket without comment. Today this wine card is a treasured bit of Herbertiana, for it bears the opening strains of *The Gypsy Love Song*.

(To be continued next week.)

★★★ VICTOR HERBERT'S GREATEST SONGS AND RECORDINGS AVAILABLE ★★★

Comic Operas

- 1894—PRINCE ANANIAS
Book and lyrics by Francis Neilson. First presented by The Bostonians at the Broadway Theater, New York, December 20, 1894. Edward Schuberth and Company.
- UNDER AN OAK
WHO MIGHT YOU BE?
IT NEEDS NO POET
AN AUTHOR-MANAGER AM I
THE HAMLET OF FANCY
WHEN I WAS BORN I WEIGHED TEN STONE
I AM NO QUEEN
AMARYLLIS
AH, CUPID, MEDDLESOME BOY
LOVE NE'ER CAME NIGH
TITLED WIDOWS ARE WE
A ROYAL SADNESS SITS ON ME
LOVE IS SPRING
- 1895—THE WIZARD OF THE NILE
Book and lyrics by Harry B. Smith. In this comic opera, which was Victor Herbert's first hit, Frank Daniels played the comedy role of "Kibosh," a Persian wizard, and repeatedly asked, "Am I a wizard?" a phrase that soon found its way in the American vernacular of that day. M. Witmark & Sons.
- SONG OF THE OPTIMIST
I AM THE RULER
I HAVE BEEN A-MAYING
IF I WERE KING
STONE CUTTER'S SONG
STAR LIGHT, STAR BRIGHT
AH, LOVE, WE KNOW
ORIENTAL MARCH
THERE'S ONE THING A WIZARD CAN DO
ON CLEOPATRA'S WEDDING DAY
MY ANGELINE
IN DREAMLAND
THE ECHO SONG
- 1896—THE GOLD BUG
Book and lyrics by Glen MacDonough. This was not a comic opera but a farce with music for which Victor Herbert wrote only three numbers, and while not a distinguished production, it served to introduce to New York audiences for the first time one of the greatest Negro teams in stage history—Bert Williams, the comedian, and George Walker, his cake-walking partner.
- THE GOLD BUG MARCH
- 1897—THE SERENADE
Book and lyrics by Harry B. Smith. First produced as a successor to "Robin Hood" by the Bostonians in Chicago and later at the Knickerbocker Theater, New York, with Alice Neilson in the starring role. Carl Fisher, Inc.

HIST! HUSH!

SONG OF THE CARBINE
PEERING LEFT, PEERING RIGHT
WITH CRACKING OF WHIP
THE FUNNY SIDE OF THAT
I LOVE THEE, I ADORE THEE
THE SINGING LESSON
GAZE ON THIS FACE SO NOBLE
THE SERENADE
FOR LOVE—FIF! PAF! PAF!
IN OUR QUIET CLOISTER
IN FAIR ANDALUSIA
THE MONK AND THE MAID
WOMAN, LOVELY WOMAN
THE ANGELUS
CUPID AND I
HERE MERRILY THE BANDIT TRIBE
DON JOSE OF SEVILLE
I ENVY THE BIRD
DREAMING, DREAMING

1897—THE IDOL'S EYE
Book and lyrics by Harry B. Smith, and starring Frank Daniels. Edward Schuberth & Company.

PRETTY ISABELLA
CUBAN SONG
BALLOON SONG
I JUST DROPPED IN
I'M CAPTAIN CHOLLY CHUMLEY
THE LADY AND THE KICK
THOU ART GUILTY
WITH DANCES WILD
HERE IN THE TEMPLE I'VE WAITED FOR THEE
THE TATTOOED MAN
TALK ABOUT YO' LUCK
FAIRY TALES
COME, BE OFF!

1898—THE FORTUNE TELLER
Book and lyrics by Harry B. Smith, with a cast headed by Alice Neilson, Marguerita Sylva, Eugene Cowles, Joseph Cawthorn and Joseph Herbert. M. Witmark & Sons.

ALWAYS DO AS PEOPLE SAY YOU SHOULD
ROMANY LIFE
(Available on RCA Victor M-10-1242 in Album M-1071, Jeanette MacDonald with orchestra.)

GYPSY JAN
HUNGARY'S HUSSARS
SERENADES OF ALL NATIONS
HO, YE TOWNSMEN
THE LILY AND THE NIGHTINGALE
GYPSY LOVE SONG (LITTLE GYPSY SWEETHEART)
(Available on the following records: RCA Victor #22333, Jesse Crawford, organist; Columbia #7367-M, Andre Kostelanetz Orchestra; Columbia #17135-D, Charles Kullman, tenor, with orchestra, and

Decca #23814, Bing Crosby, Frances Langford and orchestra.

THE POWER OF THE HUMAN EYE
SIGNOR MONSIEUR MULDONI
SPEAK, IRMA, I IMPLORE THEE
HERE WE ARE A GYPSY TROUPE

1899—CYRANO DE BERGERAC
Book by Stuart Reed and lyrics by Harry B. Smith, with Francis Wilson and Lulu Glaser. M. Witmark & Sons.

I AM A COURT COQUETTE
WALTZ SONG
CHORUS OF POETS
SINCE I'M NOT FOR THEE
SERENADE
SONG OF THE NOSE
DIPLOMACY
THE KING'S MUSKETEERS
CADETS OF GASCONY
THE SINGING GIRL
Book and lyrics by Harry B. Smith, with a cast that included Alice Neilson, Eugene Cowles, Joseph W. Herbert, Joseph Cawthorn, John C. Slavin and May Boley. M. Witmark & Sons.

THE WELL BELOVED
IF YOU WERE ONLY NINE
SONG OF THE DANUBE
LOVE IS A TYRANT
THE SIREN OF THE BALLET
CHINK, CHINK
GRETA'S WALTZ SONG
THE AMEER

Book and lyrics by Fred W. Ranken and Kirke LaSelle, starring Frank Daniels. M. Witmark & Sons.

IN OLD BEN FRANKLIN'S DAY
THE AMOURED KNIGHT
WITH STEALTHY FOOTSTEPS FALLING
SWEET CLARISSA
CUPID WILL GUIDE THEE
THE LITTLE POSTER MAID
OLD MAIDS ARE WILLING TO PLEASE
FOND LOVE, TRUE LOVE

1900—THE VICEROY
Book and lyrics by Harry B. Smith, and presented by The Bostonians. M. Witmark & Sons.

HEAR ME
WE'LL CATCH YOU AT LAST
TIVOLINI
THE ROBIN AND THE ROSE
I'M A LEADER OF SOCIETY
ALL MEN HAVE TROUBLE OF THEIR OWN
JUST FOR TODAY
'NEATH THE BLUE NEAPOLITAN SKIES
THAT'S MY IDEA OF LOVE

1903—BABES IN TOYLAND
Book and lyrics by Glen MacDonough, with a cast headed by William Norris, Mabel Harrison, George W. Denham and Bessie Wynn. M. Witmark & Sons.

TOYLAND
(Available on Columbia #7364-M, Andre Kostelanetz and his orchestra.)

FLORETTA
THE MOON WILL HELP YOU OUT
JANE

NEVER MIND BO-PEEP
BEFORE AND AFTER
MARCH OF THE TOYS
(Available on Columbia #7364-M, Andre Kostelanetz and his orchestra.)

I CAN'T DO THAT SUM
HE WON'T BE HAPPY TILL HE GETS IT
GO TO SLEEP, SLUMBER DEEP
SONG OF THE POET
THE MILITARY BALL
HAIL TO CHRISTMAS
(Selections from "Babes in Toyland" are available in Decca Album #DA-419 with Kenny Baker, Karen Kemple, chorus and orchestra in the following numbers: "Never Mind Bo-Beep," "Floretta," "I Can't Do That Sum"; "Go To Sleep, Slumber Deep"; "Hail To Christmas," "Song of the Poet," "March of the Toys," "The Military Ball" and "Toyland.")

BABETTE
Book and lyrics by Harry B. Smith, and with a cast headed by Fritz Scheff, Eugene Cowles and Louis B. Harrison. M. Witmark & Sons.

MY HONOR AND MY SWORD
I'LL BRIBE THE STARS
MY LADY 'TIS FOR THEE
WE ARE VERY HIGHLY POLISHED
BE KIND TO POOR PIERROT
THERE ONCE WAS AN OWL
LETTERS
MADRIGAL
CLOCK MAKER'S SONG
MY LADY OF THE MANOR
WHERE THE FAIREST FLOWERS ARE
BLOOMING

1904—IT HAPPENED IN NORDLAND
Book and lyrics by Glen MacDonough, with a cast that included Lew Fields, Marie Cahill, Harry Davenport, Joseph Herbert, Harry Fisher, May Robson, Julius Steger, Bessie Clayton and Pauline Frederick. M. Witmark & Sons.

BANDANNA LAND
THE MATINEE GIRL
BEATRICE BAREFACTS
SLIPPERY JAMES
THE MAN MEANT WELL
MY CATAMARAN
THE COON BANSHEE
ABSINTHE FRAPPE
THE JACK O' LANTERN GIRL
THE KNOT OF BLUE
OYANETAH
LITTLE CLASS OF ONE
THE COMMANDRESS-IN-CHIEF

**SONGWRITERS
COMING UP!**

February 12 Issue
VICTOR HERBERT

February 19 Issue
JOE HOWARD

February 26 Issue
**JOHN PHILIP SOUSA
and
JOHN STROMBERG**

(Writer of Weber & Fields Shows)

March 5 Issue
**REGINALD DE KOVEN
and
FRED FISHER**

March 12 Issue
**GUSTAV KERKER
and
GUS EDWARDS**

March 19 Issue
**HARRY VON TILZER
and
AL VON TILZER**

March 26 Issue
GEORGE M. COHAN

April 2 Issue
JEAN SCHWARTZ

April 9 Issue
**ERNEST BALL
and
J. ROSAMUND JOHNSON**

1905—MISS DOLLY DOLLARS
Book and lyrics by Harry B. Smith, with a cast headed by Lulu Glaser, Ralph Herz, Carter DeHaven and Elsie Ferguson. M. Witmark & Sons.
THE SELF-MADE FAMILY
DOLLY DOLLARS
AN EDUCATED FOOL
THE MOTH AND THE MOON
LIFE'S A MASQUERADE
AMERICAN MUSIC
JUST GET OUT AND WALK
A WOMAN IS ONLY A WOMAN BUT A GOOD CIGAR IS A SMOKE
AN AMERICAN HEIRESS
IT'S ALL IN THE BOOK YOU KNOW
IT KEEPS ME GUESSING ALL THE TIME
WONDERLAND
Book and lyrics by Glen MacDonough, with a cast headed by Sam Chip, Eva Davenport, Lotta Faust and Bessie Wynn. M. Witmark & Sons.
HAIL, HAIL HALLOWE'EN
THE NATURE CLASS
THE ONLY ONE
POPULAR PAULINE
COMPANIONS OF THE BLADE
JOGRAPHER
WHEN PERRICO PLAYS
INDIAN DANCE
I AND MYSELF AND ME
MYLE, MODISTE
Book and lyrics by Henry Blossom and starring Fritz Scheff with William Pruette, Walter Percival and Claude Gillingwater in the supporting cast. M. Witmark & Sons.
CHARITY BAZAAR
THE TIME, THE PLACE AND THE GIRL
LOVE ME, LOVE MY DOG
KEOKUK KULTURE KLUB
WHEN THE CAT'S AWAY
***KISS ME AGAIN**
(Available on the following records: RCA Victor Album M-1069, Dorothy Kirsten, Felix Knight and orchestra; Columbia #7365-M, Andre Kostelanetz and his orchestra; Columbia #71731-D, Lily Pons with orchestra; Columbia #36048, Kate Smith with Jack Miller's orchestra; Columbia #7559-D, Rise Stevens with male chorus and orchestra; Decca #18199 and Decca #23867, both with Deanna Durbin and orchestra; Capitol #20071, Lois Butler with orchestra.)
WHEN YOU'RE PRETTY AND THE WORLD IS FAIR
ZE ENGLISH LANGUAGE
CHORUS OF FOOTMEN
HATS MAKE THE WOMAN
I WANT WHAT I WANT WHEN I WANT IT
(Available on RCA Victor #M10-1149 in Album M-990, Lauritz Melchior with chorus and orchestra.)
IF I WERE ON THE STAGE
MASCOT OF THE TROOP

1906—THE RED MILL
Book and lyrics by Henry Blossom, starring Montgomery and Stone, M. Witmark & Sons.
EVERY DAY IS LADY'S DAY WITH ME
WHISTLE IT
YOU NEVER CAN TELL ABOUT A WOMAN
GOODA-BYE JOHN
MOONBEAMS
(Available on the following records: RCA Victor #1371, Richard Crooks and orchestra; Columbia #7367-M, Andre Kostelanetz and his orchestra.)
THE STREETS OF NEW YORK
(Available on Columbia record #7364-M, Andre Kostelanetz and his orchestra.)
THE ISLE OF OUR DREAMS
I WANT YOU TO MARRY ME
THE LEGEND OF THE MILL
ALWAYS GO WHILE THE GOIN'S GOOD
I'M ALWAYS DOING SOMETHING I DON'T WANT TO DO
BECAUSE YOU'RE YOU
(Selections from "The Red Mill" are available in the following albums: RCA Victor Album K-1 with Al Goodman's orchestra, Mary Martha Briney, soprano; Donald Dame, tenor; Earl Wrightson, baritone; the Mullen Sisters and Guild Choristers. "The Isle of Our Dreams," "The Streets of New York," "When You're Pretty and the World Is Fair," "Moonbeams," "Every Day Is Lady's Day With Me," "I Want You To Marry Me" and "Because You're You." Decca Album A-411 with Wilbur Evans, Eileen Farrell and Felix Knight with chorus and orchestra. "Moonbeams," "When You're Pretty and the World Is Fair," "Every Day Is Lady's Day With Me," "The Streets of New York," "Because You're You" and "The Isle of Our Dreams.")
DREAM CITY AND THE MAGIC KNIGHT
Book and lyrics by Edgar Smith and with a cast that included Joe Weber, Otis Harlan, William T. Hodge, Maurice Parkos, Cecilia Loftus and Lillian Blauvelt. M. Witmark & Sons.
I DON'T BELIEVE I'LL EVER BE A LADY
LOVE BY TELEPHONE
THE RAVENOUS ROOSTER
I LOVE YOU
DOWN A SHADY LANE
THE VOLUNTEER FIREMAN
AN OPERATIC MAID
A FARMER'S LIFE
TA-TA MY DAINTY LITTLE DARLING
NANCY, I FANCY YOU
IN VAUDEVILLE
IMPROVEMENTS
HANNAH
A SHY SUBURBAN MAID

1907—THE TATTOOED MAN
Book and lyrics by A. C. N. Fowler and Harry B. Smith, with a cast that included Frank Daniels, May Vokes, Sallie Fisher, Harry Clarke and Herbert Waterous. M. Witmark & Sons.
THINGS WE ARE SUPPOSED TO KNOW
OMAR KHAYYAM
BOYS WILL BE BOYS AND GIRLS WILL BE GIRLS
HEAR MY SONG OF LOVE
THE LAND OF DREAMS
THE LEGEND OF THE DJIN
THE FLORAL WEDDING
WATCH THE PROFESSOR
TAKE THINGS EASY
NOBODY LOVES ME
THERE'S JUST ONE GIRL I'D LIKE TO MARRY

1908—THE ROSE OF ALGERIA
Book and lyrics by Glen MacDonough, with a cast that included William Fruette, Ida Brooks Hunt, George Marion, Ernest Lambert, Florence Nash, Katherine Howland, William Cameron and Helen Broderick. M. Witmark & Sons.
THE BOULE MICH
THE GREAT WHITE EASIEST WAY
LOVE IS LIKE A CIGARETTE
ASK HER WHILE THE BAND IS PLAYING (lyrics by Vincent Bryan)
ONLY ONE OF ANYTHING
LITTLE BIRD OF PARADISE
BOHEMIA, GOOD-BYE
THANKSGIVING DAY
ROSE OF THE WORLD
(Available on RCA Victor #18466, James Melton and RCA Victor Orchestra.)
YOU'LL FEEL BETTER THEN
TWILIGHT IN BARAKEESH
I'LL DREAM OF THEE
HE WAS A SOLDIER BOY
THE FOOLISH GARDENER
IN JAIL
I'VE BEEN DECORATED

1908—LITTLE NEMO
Book and lyrics by Harry B. Smith, with a cast headed by Master Gabriel, Joseph Cawthorn, Billy B. Van, Harry Kelly and Florence Tempest. M. Witmark & Sons.
MARCH OF THE VALENTINES
WHEN CUPID IS THE POSTMAN
WON'T YOU BE MY VALENTINE?
THE HEN AND THE WEATHER VANE
I WON'T BE A NAUGHTY LITTLE GIRL
THE HAPPY LAND OF ONCE-UPON-A-TIME
IF I COULD TEACH MY TEDDY BEAR TO DANCE
WILL-O-THE-WISP
I GUESS I TALK TOO MUCH
WHAT FOOLS WE MORTALS BE
WON'T YOU BE MY PLAYMATE?
REMEMBER THE OLD CONTINENTALS
THERE'S NOTHING THE MATTER WITH YOU
GIVE US A FLEET
THEY WERE IRISH
IN HAPPY SLUMBERLAND

1908—THE PRIMA DONNA
Book and lyrics by Henry Blossom Jr., starring Fritz Scheff with St. Claire Bayfield and William J. Harcourt in the supporting cast. M. Witmark & Sons.
HERE'S TO MY COMRADE AND ME
EVERYBODY ELSE'S GIRL LOOKS BETTER THAN MINE
I'LL BE MARRIED TO THE MUSIC OF A MILITARY BAND
YOU'D BE SURPRISED

**NBOA Loses 20%
Tax Plea, Plans
Fight in Court**

CHICAGO, Jan. 29.—The National Ballroom Operators' Association (NBOA) this week received a setback in its campaign to stymie the attempt of the Treasury Department to place ballrooms under the 20 per cent cabaret tax classification, but NBOA execs are switching their planning to a prolonged court attack on the Internal Revenue move. Tom Roberts, NBOA counsel, said that recent developments in the campaign make it look as if NBOA will have to duplicate its successful fight of three years ago, which ended when the Supreme Court ruled that a switch of the then enforced Form B contract was in order.

Roberts was notified this week that an NBOA attempt to obtain a refund on a quarterly payment of the 20 per cent cabaret tax by a Midwest terper operator was denied by brass of the I. R. office in Washington. As a result, NBOA will institute suit within 30 days to regain the sum, paid out under the cabaret tax provision, in the Seventh District Court of Iowa. If the NBOA wins the case, the action will then go to the Circuit Court of Appeals, from where it would be carried to the Supreme Court, following the route of the Form B litigation.

Such a prolonged legal battle might easily mean at least three years of work and expense to NBOA. Therefore, the current campaign by NBOA members to effect some changes in the code itself, whereby ballrooms would definitely be placed outside of the 20 per cent tax scope thru a congressional provision, is also continuing.

A SOLDIER'S LOVE
IF YOU WERE I AND I WERE YOU
DREAM LOVE

1900—OLD DUTCH
Book by Edgar Smith and lyrics by George V. Hobart. Helen Hayes made her debut as a child actress in this production, and the cast was headed by Lew Fields, Alice Dovey, Ada Lewis, John Bunny and Vernon Castle. M. Witmark & Sons.
MRS. GRUNDY
RICH MAN, POOR MAN
PRETENDING
I LOVE ZE PARISIENNE
MY GYPSY SWEETHEART
I WANT A MAN TO LOVE ME
ALGY
YOU DEARIE
CLIMB, CLIMB
THAT IS LOVE

1910—NAUGHTY MARIETTA
Book and lyrics by Rida Johnson Young, and co-starring Emma Trentini and Orville Harrold. M. Witmark & Sons.
(Available on RCA Victor #4280 with Nelson Eddy, male chorus and orchestra.)
DREAM MELODY
DANCE OF THE MARIONETTES
IT'S PRETTY SOFT FOR SIMON
I'M FALLING IN LOVE WITH SOMEONE
(Available on the following records: RCA Victor #1371, Richard Crooks with orchestra; RCA Victor #4280, Nelson Eddy and orchestra; RCA Victor #4446, Allan Jones and orchestra; Columbia P-17141D, Charles Kullman with orchestra; Columbia #37511, Abe Lyman's Orchestra; Columbia #4433-M, Rise Stevens with orchestra, and Decca #23814, Bing Crosby and Frances Langford with orchestra.)
ITALIAN STREET SONG
(Available on the following records: RCA Victor #10-1134, Jeanette MacDonald with orchestra; Columbia #35808, Beatrice Kay with Ray Block's Orchestra; Columbia #7367-M, Andre Kostelanetz and his orchestra; Columbia #4458-M, Jane Powell (soprano) with orchestra.)
CONVENT MAIDS
'NEATH THE SOUTHERN MOON
(Available on the following records: RCA Victor #4281, Nelson Eddy and orchestra; Columbia #7367-M, Andre Kostelanetz and his orchestra.)
SAN DOMINGO GIRLS
NAUGHTY MARIETTA
***AH SWEET MYSTERY OF LIFE**
(Available on the following records: Decca #23815, Bing Crosby and orchestra; Columbia #7557-M, Rise Stevens, male chorus and orchestra; Columbia #4107-M, Charles Kullman and orchestra; Columbia #7364-M, Andre Kostelanetz and his orchestra; RCA Victor #4323, Jeanette MacDonald and Nelson Eddy with orchestra; RCA Victor #4281, Nelson Eddy, male chorus and orchestra; RCA Victor, #1343, Richard Crooks and orchestra; RCA Victor #22335, Jesse Crawford, organist.)
SWEET BYE-AND-BYE
IF I WERE ANYBODY ELSE BUT ME
ALL I CRAVE IS MORE OF LIFE
(To be continued next week.)

**THE NATION'S GOING WILD
OVER
THESE
NEW RELEASES**

**#685 THE DEACON'S HOP
ARTIE'S JUMP**
Big Jay McNealey's
Blue Jays—Instr.

**#683 THE HUCKLE-BUCK
HOPPIN' JOHN**
Paul Williams and His
Hucklebuckers—Instr.

**#682 BENSON'S GROOVE
WILD WIG**
Big Jay McNealey's
Blue Jays—Instr.

**#681 I'LL ALWAYS BE IN LOVE
WITH YOU
TEDDY'S DREAM**
X-Rays—Voc.
Instr.

**#671 CORN BREAD
PLUG FOR CLIFF**
Hal Singer Sextette—Instr.

**#5557 I WAS FOOLED
CONFUSED**
Brownie McGhee—Tenor
Sax Hal Singer—Voc.

**#5551 MY FAULT
MARRIED WOMEN BLUES**
Brownie McGhee—Voc.

**#934 MILESTONES
SIPPING AT BELL'S**
Miles Davis All Stars
(Charlie Parker)

**#936 BARBADOS
PARKER'S MOOD**
Charlie Parker All Stars

**#4002 JESUS
STRETCH OUT**
Ward Singers—Spiritual

**#4001 I CRIED HOLY
YOU CAN RUN ON**
The Progressive Four—Spiritual

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9063—SWEET GEORGIA
BROWN

'DUSTY' (Open the Door, Fletcher
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4018—THE LAST CLEAN SHIRT
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Music—As Written

New York:

Harold Orenstein, formerly assistant director of non-radio licensing at Broadcast Music, Inc. (BMI), has been named assistant to Roy Harlow, director of station relations. . . Continental Records has opened a distributing office on 10th Avenue along juke box row. . . Phil Moore was in town from the Coast last week doing promotion on his Discovery sides. . . Fernando Castro has been appointed professional manager for Southern Music's Latin-American department. . . Murray Massey returned to Hollywood after a junket here to set platters on his tunes, *Pin Stripe Pants* and *The Story of My Life*. . . Parker Prescott, of Exclusive Records, made a brief tour of distributors in Philadelphia, Washington, Pittsburgh and Buffalo last week.

Duke Niles is professional manager of tunesmith Ruth Poll's new firm, Maypole Music. Chicago and Hollywood offices will be set up in the near future. . . Lou Dreyer, who has been associated with the law firm of Zissu and Marcus, joins Hartman, Sheridan and Tekulsky as copyright-publishing specialist. He'll also establish a private practice. . . The Barton Brothers opened Thursday (27) at Kitty Davis's Miami Beach nitery for a four-week engagement. . . Cass Franklin and Monica Moore open at Chicago's Bismarck Hotel February 9 for a four-week stay. . . Vi Burnside and Her Fem-Tones, featuring Apollo disk chirp Shirley Moore, are set for the Apollo Theater the week of February 4.

Len Wolf, Decca's Eastern division publicity manager, was the judge last week on the premiere television showing of Dave Miller's *Hometown Frolic*, hillbilly talent contest over WATV, Newark, N. J. . . Mabel (*Elevator Boogie*) Scott married Charlie Brown, pianist with the Three Blazes. . . Benny Carter is organizing a new big band on the Coast. . . J. J. Robbins publicity has set March 15 as the release date for Leonard Feather's new book, *Inside Be-Bop*. . . Leslie Distributors this week took over New York State distributing for Allegro and Bibletone waxeries. The territory does not include the metropolitan area.

Alfred Drake, music-comedy singer who signed with RCA Victor (*The Billboard*, January 22), will also cut wax for that diskery's children's department, according to kidisk head Steve Carlin. . . Pubber Georgie Joy, of Santly-Joy, was to leave for the Coast January 31, to return in two weeks. . . Tunesmith Sylvia Dee (*Chickery Chick*, *Barefoot Boy With Cheek* score), has written a novel, *And Never Been Kissed*, which MacMillan is publishing for February 15 release. . . Vera Franceschl, San Francisco-born pianist, cut four sides of early Italian piano music for Italian Cetra during her recent European tour. Disks are being imported and marketed here thru Cetra-Soria. . . Apollo Records' Bess Berman is visiting in Los Angeles for two weeks. The diskery's sales head, Irv Katz, left on a Southern sales jaunt last week-end.

Chicago:

Chuck Foster and Griff Williams make their first starts at the Aragon and Trianon, respectively, with Foster opening March 22 for four weeks, while Williams opens February 22 and will continue thru Easter Sunday. . . Sherman Hayes is convalescing following an ulcer operation. Band will reorganize in mid-February. . . Sy Stern, assistant to Art Talmadge in Mercury's flack department, will marry Lois Carol Stitzberg, Chicago model, in March.

Nob Hill, South Side lounge with a 190 capacity, is experimenting with a big band jazz policy, using Jay Burkhardt's 20-piece local ork on Monday nights. . . Vaughn Monroe did 2,100 people January 16 at the Prom Terrace Ballroom, Fort Wayne, Ind., to set a new attendance record. Ducats went for \$2.25. Following night Monroe did 6,000 at the Muncie Fieldhouse on a promotion by Johnny Apt, Prom Terrace operator, with ducats scaled at \$1.20 and \$2.40.

Marvin Lee, 68-year-old songplugger with M. M. Cole and formerly associated with many other firms, died January 22. . . Mary K. Sarlow, sister of Rose Sarlow, secretary of the Ionia Free Fair, Ionia, Mich., has had two songs published by Detroit Music. . . Fran Jackson, flack, is now personally managing Kay Kenton, singer and comedienne.

Bristol, Conn., AFM Elects '49 Leaders

NEW YORK, Jan. 29.—The American Federation of Musicians (AFM) Local 432, Bristol, Conn., last week elected officers for 1949. They are president-business agent, Karl Otto; vice-president, Jack Humphrey; secretary-treasurer, Joe Cooke; sergeant at arms, John Brooks, and exec board members, Karl Reiche Jr., Al DeCaro, Bill Johnson, Bill Thompson and Hugo Grignoli.

Schenectady Jazz Org Plans 2d "Band Ball"

SCHENECTADY, N. Y., Jan. 29.—Art Hodes, Wild Bill Davison, Tony Parenti, James J. Johnson, Frank Orchard, Freddy Moore and Wellman Braud are slated for the Jazz Appreciation Society of Schenectady's second Jazz Band Ball on February 13 at Circle Inn, Latham, N. Y.

The first affair, held November 21, featured Brunies, Davison, Sutton and others from Condon's and packed the house.

Siders Quits Gale, Joins Alexander

NEW YORK, Jan. 29.—Irving Siders, one-night booker, this week left his post with the Gale Agency to join the Willard Alexander Agency. In the Alexander set-up, Siders will share one-nighter booking with Doc Richardson and will also sell to locations. With the departure of Siders and the earlier severance from the partnership of Billy Shaw, the Gale office has but one New York office night man in the person of Frank Sands.

N. Y. Disk Dealers Set Confab

NEW YORK, Jan. 29.—A meeting of the Retail Record Dealers Association of New York (RRDA) has been called for February 23 at the Hotel Astor to discuss dealers' problems arising from the introduction of RCA Victor's 45 r.p.m. disk system and Columbia's 33 1/3 r.p.m. LP disks. Representatives of the major companies will be invited to air their views, with a question period and round-table discussion to follow.

Varsity Selling 2 Mil a Month

NEW YORK, Jan. 29.—Eli Oberstein's Varsity 44-cent label, introduced some six months ago, is selling at the rate of 2,000,000 disks monthly, it's claimed. The diskery's sales org now lists 130 department store accounts and chain stores whose outlets total 8,000.

The label's recent innovation, packaging three records in an envelope selling for \$1.25, is reported to have sold 11,000 in one day when put on sale at Macy's recently. This was a package of Strauss waltzes. A second series of three in one envelope will be released soon and will comprise light classical music, such as *Nutcracker Suite* and selections from Brahms, taken from unreleased Sonora masters.

Kidisk Prices Down; More Plastic Disks

NEW YORK, Jan. 29.—Price reductions and switches to plastic pressings continue in the kidisk field. Caravan, the original 98-cent plastic line, has cut the price of its Merry-Go-Round albums from \$2.38 to \$1.98. There are seven titles in the series, with each set containing two disks. Three new singles, produced by WNEW Program Director Ted Cott, the label's first waxing since the ban, are ready for release this week.

Animal Records, novel pop tune kidisks produced by Stapleton Industries, Cleveland, has switched its entire line to unbreakable vinylite. Disks are to retail for \$1.05.

Sofradi To Record Comedie Francaise

NEW YORK, Jan. 29.—Charles Biegle, officer of the Societe Francaise du Disque, producers of Sofradi records and head of the company's New York office, left for France Thursday (27) to supervise several waxing sessions there with the Comedie Francaise. Plans call for the internationally known dramatic group to cut several full-length plays by Moliere, Racine and Corneille. Each play will be issued here in albums containing six 12-inch vinylite disks.

Sofradi, whose main office is in Paris, also operates branches in Belgium and North Africa.

Modern Race Drive Inks Lutch, King

HOLLYWOOD, Jan. 29.—Continuing the drive to strengthen its stable of race artists, Modern Records' topper, Jules Bihari, this week inked Joe Lutch and Saunders King to exclusive dishing pacts. Both were signed to three-year deals with first sessions set for next week.

Modern also acquired national rights to *A Long Time* master from Sensation Records of Detroit. Tune was cut by Don Juan Trio and has created interest in Midwest area.

ROMMEL SETS NEW ORK

BRIDGEPORT, Jan. 29.—Ronny Rommel, Bridgeport's "young man with a horn," who has been at Glorieta Manor since its opening several years ago, quit in a huff last week after a dispute with the management. He left his band, which was taken over by Ed Pascal, who will remain at the spot.

Rommel has now organized a new crew, consisting of tenor Al Yost, Ivan Hubbard, Charles Morris and Bob Wilkins, George Kregling doubling on baritone and vibes, Gene Bergmark on piano, Bill Siering on drums, and Roland Young, bass. Ralph Hill, formerly with Dean Hudson, will handle vocals.

"Kid" Disk

NEW YORK, Jan. 29.—Angel Lopez, Hayana-Madrid operator and co-manager of Kid Gavilan, is sponsoring diskings of a tune titled *Kid Gavilan*, which he will give away to patrons of his misery. The tune was written by Mundito Medina, trainer for the kid, and published by Southern Music. Miguelito Valdez will cut the platter, which will now have the additional fillip of Gavilan's sensational defeat of Ike Williams at Madison Square Garden, Friday night (28).

Cugat for L-A Tour, Dodges Argentina

NEW YORK, Jan. 29.—Despite refusal of the Argentine Musicians' Union to permit Xavier Cugat's ork to play there, the Latin maestro has managed to piece together a South American tour. Wednesday (2) he opens a three-day stay at the Escabrom Beach Club, San Juan, Puerto Rico, and while there he will give three concerts over government-owned Station WIPR. He next flies to Tampa for the annual Cuban Festival there, then jumps to Caracas, Venezuela, for a three-week stint commencing February 10. Here, where Cugat is reported to be getting the biggest guarantee in the city's history, he will be rejoined by Lina Romay, his former band thrush now starring in films. Other appearances will follow in Uruguay and Chile.

The Argentine union has expressed its willingness to admit the orkster himself, provided he uses local men. Cugat rejected that proposal and canceled that part of the tour.

Put Up or Shut Up, Court Orders Susie

NEW YORK, Jan. 29.—Federal Judge Alfred C. Coxe this week ordered Susie Anderson, plaintiff in an infringement suit against Columbia Pictures, to file a copy of the song, *Hollywood Cowboy*, allegedly written by her, within 20 days. Miss Anderson charges that Columbia used the song in a picture without her consent, and asks an injunction and accounting of profits.

Judge Coxe, on motion by Columbia, also ordered plaintiff to deposit \$250 with the court within 30 days, the money representing costs which will be awarded Columbia if the case is decided against her. If she fails to comply, Columbia can move for dismissal.

MPCE Pact Deal Stalls

NEW YORK, Jan. 29.—Contract negotiations between reps of music publishers and contact men will be delayed three or four weeks, while Bob Miller, chief of the Music Publishers' Contact Employees (MPCE) goes to the Coast to hold the annual meeting of the MPCE Coast chapter. He'll also do some work in connection with the union's 1949 official journal. Miller figures the time is right for a break, inasmuch as many of the pubs are vacationing.

Granada, New Det. Waxery

DETROIT, Jan. 29.—Another indie wax org has started here under the name of the Granada Recording Company. The firm has not decided upon its record label yet, and is now doing only local private recording, pending establishment of an actual record line.

The firm is owned jointly by George A. Hill; Walter Farris Jr., formerly with the RCA Victor distributing organization at Cincinnati, and Robert A. Beatty, formerly with Idessa Malone Distributors, Detroit independent distributing firm.

King Records Planning Pops?

NEW YORK, Jan. 29.—It was reported here this week that King Records, the Cincinnati headquartered race, folk and hillbilly diskery, is about to enter the popular disk biz.

It is understood that the firm is now shopping for pop artists and will undertake the pop project just as soon as it has rounded up some reputable talent.

Dayton Idle Hour Shucks All Shows

DAYTON, O., Jan. 29.—The Idle Hour Club, which has been using names for three years, is dropping shows but will stay open using music on week-ends only.

The spot started off strong about 1946 with a three-shows-a-night policy. Military personnel from Wright Field and other establishments was an important factor. A drop in personnel and turnover in manufacturing conditions forced the spot to shift to a two-show policy.

The Idle Hour, operated by Clarence Kuhns, tried with revues, name bands—standard weekly policy has been a 10-piece band—and a variety of show policies, with budgets (exclusive of music) as high as \$2,000. The booker was John Anthony, of Amusement Booking Service.

This semi-shutter leaves Dayton with only two spots using shows, the Swing Bar and the Rink. Both use about three acts, largely Negro attractions, without name value.

Rocmar Bashes Bow With Teddy Wilson

SCHENECTADY, N. Y., Jan. 29.—Jazz pianist Teddy Wilson inaugurated the Club Rocmar's *Sunday at Four* series of concerts last Sunday (23). Wilson was featured, with the regular house band augmented by other musicians from the area to total seven men. The house band is led by Mickey Folus, former tenor sax with Woody Herman and Claude Thornhill. Disk jockey Marty Ross, WPTR, Albany, N. Y., emceed the show, and regular club acts were worked into the four-hour program.

Concerts will feature one name musician each week. Tenor saxman Flip Phillips is set for tomorrow. Others tentatively set are "Lips" Page, Joe Marsala and Adele Girard, Georgie Auld and Bill Harris.

The policy is \$1.20 admission charge. House capacity is 300.

'Requestfully Yours' Televised by WATV

NEW YORK, Jan. 29.—With exclusive Eastern rights to Soundies, short musical films, tele Station WATV is now programming a video version of Paul Brenner's *Requestfully Yours* show once a week. Beginning with the theme music, Brenner is shown putting a needle to a platter, with the view then dissolving into the Soundy.

In addition to the flicks, Brenner also has guest stars. On his first show last Friday (21), Phil Brito and Alan Dale were present. Vaughn Monroe, the Three Suns and Fran Warren are skedded.

Decca Sells Plating Plant

NEW YORK, Jan. 29.—Decca Records' New York 54th Street plating plant, one of the country's largest, has been sold to Mastercraft Record Plating, Inc. The plant, with a capacity of between 500 to 800 masters daily, will be run by Al Osier, chemical engineer, who formerly worked in a similar capacity for World Plating, Muzak and Columbia's West Coast plant.

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Fall Guy Lombardo

NEW YORK, Jan. 29.—Guy Lombardo added a new wreath to his laurels here yesterday when the Circus Saints and Sinners (CSS) made the orkster their fall guy. In a wild two-hour show paced by ex-New Jersey Gov. Harold Hoffman and topped off by a typical CSS speech by Tex O'Rourke, Lombardo was crowned and attired as the King of Corn. The turnout jammed the main ballroom of the Waldorf with showbiz and political toppers from all around.

Distrib Deals Set Up for DF

CHICAGO, Jan. 29.—Primary distribution set-up for the new Double-Feature disks (DF), which will carry a pair of two-and-a-half-minute selections on each side of the 10-inch standard platter under a new micro-grooved process, were revealed this week by Jimmy Martin, chief of his own distribution org in Chi and new distribution exec for DF.

Martin set distribution deals this week with the following firms: Pan-American, Detroit, Ohio and Michigan; Bruce Distributing, New York, New Jersey and Connecticut; Sam Taran, Jacksonville, Fla.; Triangle Records, Pittsburgh, Pennsylvania and West Virginia, and Larry Mead, of Perfection Plastics, Los Angeles. Mead's deal required him to take over distribution and pressing facilities for 12 Western States. He will also appoint five other distributors to complement his own coverage of a part of that territory. Martin is expanding his sales territory of Wisconsin, Michigan, Indiana and Illinois to include Missouri for the DF sales.

Exclusive department store deals have been made with the May chain, 28-store outlet; the Famous-Barr Company, St. Louis outlet, and the Katz drug chain, Western chain with Kansas City headquarters. Deal with these stores specifies them to be the only kind of their particular type to handle disks exclusively in their respective cities, but additional selected retailers may handle DF wax.

Menin for Trustee In Asch Proceedings

NEW YORK, Jan. 29.—Creditors of Moe Asch (Disc Company of America) met Thursday (27) and appointed Abraham I. Menin, a former assistant U. S. attorney, as trustee for the group. Representatives for more than 20 creditors, including the American Federation of Musicians (AFM), were on hand to question the bankrupt and determine the possibilities of a settlement.

Asch claimed no assets, with the exception of 10 shares in the Italdisc Corporation. The Disc masters, according to Asch, had been assigned or sold previously. A motion was made and granted to postpone further hearings until February 17.

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RCA Internat'l Forges Ahead

NEW YORK, Jan. 29.—RCA Victor's international department resumed its polka waxing with a vengeance last week. The department chief, Alex Bard, in a quick trip to Chicago, cut sessions with Ernie Benedict and His Polkateers and Johnny Vadnal's ork, both specialists in Slovenian-type polkas. Lawrence Duchow's Red Raven Orchestra was also waxed there. In New York the Silver Bell Orchestra cut several Polish-type sides, some with English lyrics. Bard returns to Chicago Monday (31) to cut more dates with the Six Fat Dutchmen.

Several Marlene Dietrich etchings, made in Germany shortly before the war, will be issued here soon in the Victor German series, according to Bard. More Dietrich German sides, cut in 1932 and issued here some years back, are slated for reissue during the next few months. La Dietrich, incidentally, has just waxed two tunes from her Foreign Affair flick for Decca.

Irish tenor Michael Duffy, who has just taken out his first U. S. citizenship papers, has signed a direct contract with Victor and will do his future waxing in this country. His former contract was with Victor's British affiliate, His Master's Voice (HMV), and all of his previous U. S. releases were pressed from HMV masters.

Col's LP Coast Sales Up 300%

HOLLYWOOD, Jan. 29.—Spokesman for Ray Thomas Company, local Columbia Records distrib, reported this week that the sale of Columbia's long-playing (LP) platters and record players took a 300 per cent jump during January. Sweeping increase was attributed to special promotional campaign which local dealers launched January 1 offering consumers the standard \$31 LP player for \$15 with purchase of 3 LP platters. Tie-in deal expires this month and so far has accounted for sale of well over 1,000 new players in this area.

Thomas org exec said more than 100,000 LP platters and 20,000 instruments have been sold in metropolitan Los Angeles since LP first hit the market. Current sales rate on both players and disks have far exceeded quotas previously established, it was claimed.

Bibletone Offering Outlets Disk Segs

NEW YORK, Jan. 29.—Bibletone, producer of religious disks, is offering radio stations thruout the country records and radio scripts for Bibletone Hymn Time shows. The idea, similar to RCA Victor's Music You Want format, calls for the diskery to provide each subscribing station with five albums per month and accompanying scripts, covering a 26-week schedule. Altho this material is provided gratis, stations pay the shipping charges.

The series is already running on 10 stations, and in some cases commercial sponsors have come in. The diskery doesn't rule out sponsors as long as its disks are used exclusively, and the name of the show remains unaltered.

Shaw Adds More Artists

NEW YORK, Jan. 29.—Billy Shaw continued to enlarge his growing race and jazz stable this week. Additions include bopper Thelonius Monk, trumpeter Fats Navarro and the Tiny Grimes Quintet.

No Listerine?

HARTFORD, Jan. 29.—Crean Patterson, disk jockey on WONS, had a slip of the tongue the other day, while introducing a record by the Andrews Sisters.

"And now, friends," he said, "here are the famous Andrews Sisters—Patty, Macern and Laverie."

Later he apologized to his audience. "It should have been Patty, Maxern and Laveriae," he noted.

Sarah Vaughan Cuts for Col

NEW YORK, Jan. 29.—Despite the fact that Musicraft Records maintains its claim to Sarah Vaughan contractually, the chirp this week etched six sides for the Columbia diskery, with which she has reached an agreement whereby she will join Columbia following the anticipated dissolution of her Musicraft ties.

Upon learning of the record date for Miss Vaughan and claiming to have warned Columbia execs prior to the date, Musicraft Prexy Jack Meyerson turned the matter into the hands of his attorneys.

It was reported at press time that two weeks ago Musicraft execs offered terms under which they might have considered releasing Miss Vaughan from her paper. The terms included the singer's waiving all claims to money owed her, her waiving any claims to her Musicraft masters—both those released and those in the bin—and for the chirp to cut two more sides for the firm at her or Columbia's expense. At press time the parties were unable to be reached for further comment.

BVH, Prosen Bury Hatchet

NEW YORK, Jan. 29.—The Burke-Van Heusen (BVH) pubbery, subsidiary of the E. H. Morris group, this week settled out of court with tunesmith-pubber Sid Prosen, who had instituted suit alleging that BVH had broken a publishing contract made with him in 1947. Under the settlement Prosen received a cash payment, title to the name Hometown Music and some 40 tune copyrights.

Prosen had entered into an agreement with BVH whereby he was to become professional manager of and have a stock interest in a folk music subsidiary, Hometown Music. Some of the tunes in the catalog were written by Prosen. With the advent of the recording ban, Hometown, according to a BVH spokesman, operated in the red, owing partly to lack of records for the catalog. BVH sought to terminate the agreement, the spokesman said, but thru oversight failed by a matter of days to give Prosen formal notification.

Prosen this week formed a new folk pubbery, Village Music, and contracted with George Simon to act as selling agent for both Village and Hometown.

Gale Inks Ink Spots To 1st 3-Year Pact

NEW YORK, Jan. 29.—The Gale Agency has signed a new pact with the Ink Spots, renewing them for another three years. Heretofore they were never pacted for more than one year.

During 1948 the Ink Spots played more class locations than ever before. They recently closed at the Capitol Theater here.

Bob Crosby-Col Contract Near

HOLLYWOOD, Jan. 29.—Bob Crosby appears set to sign a long-term pact with Columbia Records, joining the plattery's stable of pop vocalists. Deal, currently in negotiation, follows on heels of Crosby's wax date for Columbia last week, during which he cut tunes Molly O'Reilly and O'Leary Is Leery of Love with the Modernaires and Jerry Grey's ork.

Crosby was formerly under contract to Decca but has waxed for several labels recently, including Decca, which currently is plugging his Pussy Cat Song which he did with Patti Andrews.

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Excl. Bookers Break AGVA Rule B Limiting Bite to 5%

NEW YORK, Jan. 29.—A situation involving commissions to exclusive bookers is slowly developing and may explode in the immediate future, it was predicted this week by various independent agents. These repercussions, it was pointed out, will affect percenters all over the country.

According to Rule B of the American Guild of Variety Artists (AGVA) under which all franchised agents operate, a registered exclusive booker is entitled to 5 per cent on all acts he buys. This rule has been accepted by the Artists Representatives Association (ARA) and similar agent orgs thru which percenters work.

But despite the agreement to abide by Rule B, it was pointed out that one of the top offices in the country and some bookers in the Chicago area insist on a flat 10 per cent before they will buy outside acts. In practically every case where such a 10 is demanded, the agent who owns the act is forced to agree or the act simply will not work. In some instances the originating agent gets 5 per cent, with 10 going to the booker. In many other cases, the act is forced to shell out 20 per cent.

MCA Situation

The Music Corporation of America (MCA), top brass of which is on the board of governors of ARA, says it doesn't have any exclusives. It is well known, however, that few acts can get into either of two New York hotels without going thru that office. The Belmont Plaza's officials, for example, flatly say that MCA has an exclusive. MCA, tho it denies it, asks acts—theirs or somebody else's—that all contracts issued for that hotel

be less 10 per cent to MCA.

Around Chicago, Cincy and Pittsburgh, a flat 10 paid to bookers is now almost accepted practice. The only performers exempt from this are attractions who usually are bought net. Outside of this group, the rank and file acts now have to pay what in effect amounts to 20 per cent to get work.

None of the agents spoken to were willing for their names to be used in making complaints, because of fear of retaliation. But with ARA already asking members for suggestions on its forthcoming negotiations with AGVA, the charge that the 5 per cent rule was being broken all over the lot was brought up.

AGVA's Position

AGVA has maintained all along that it wouldn't tolerate any infraction of the 5 per cent rule. It has flatly said that if any charges of violations can be substantiated it will seek to have the offending agent's franchise removed.

ARA topper Bill Kent, now in Miami, was unavailable for comment. But in the past, Kent has said that charges of unethical practice by ARA members made to him in friendly fashion were never substantiated with documentary or supporting evidence on which ARA could act.

Detroit Stage Bar Bought

DETROIT, Jan. 29.—Jack Flusty, former bar owner, is taking over the Stage Bar, a North-end spot. The current entertainment policy, using Jack Minor at the organ, will be continued.

Gaming Heat Off, 2 Pitt Spots Open

NEW YORK, Jan. 29.—The heat which developed in Pittsburgh a few months ago and knocked most of the gambling spots over has apparently been turned off.

Two clubs have reopened in recent weeks, the Lepus and the Erectus. Neither of these rooms, however, is spending any real money for talent. Budgets, limited to about \$1,000 and under, call for comedy emcees and girl singers.

Canned Music Out, English Theaters Told

(Continued from page 18)

piece bands. Few of the 150 provincial rep theaters can afford bands, and most of the small club theaters will do without music.

The move is expected to stimulate the use of live music. Many West End theater ork pits have been empty for years.

"We have been discussing the use of records in theaters with the gramophone companies for some time," said Hardie Ratcliff, general secretary of the British Musicians' Union, "and we welcome this ban. It will mean more work for our members."

Brian Bramall, director of Phonographic Performance, Ltd., said: "We think there is a case that theaters are keeping musicians out of work by using records."

There are 402 theaters in Britain, besides seaside pier pavilions and concert party halls.

L. A.'s Mayfair Room Shutters; May Go Again

NEW YORK, Jan. 29.—The Beverly-Wilshire's Mayfair, Los Angeles, which opened at a cost estimated at \$100,000, with Kay Thompson as the first attraction, folded this week because of insufficient business, according to Edwin Kirkeby.

Trade believes that the shuttering is temporary and the room will reopen in July. Kirkeby, however, refused to say when the reopening would occur. He said the room would be closed indefinitely.

Shuttering of the Beverly-Wilshire has led booker Herbert Jacoby to resign. Besides the Beverly-Wilshire, Jacoby also booked the Kirkeby-owned Blackstone in Chicago. Jacoby said there wasn't enough work in booking just one room to continue as the booker. He is the co-operator of the Blue Angel here with Max Gordon.

HOLLYWOOD, Jan. 29. — Quiet closing of the Beverly-Wilshire's Mayfair Room did not result in a lost bankroll, according to Anthony Padden, the Kirkeby hotel's Coast general manager. Room, which came in like a storm with Kay Thompson and the Four Williams Brothers in November and went out like a lamb last week, shuttered only temporarily, according to the Kirkeby exec. Room is now being rented for style shows, banquets and similar functions.

Padden said reason for shuttering was threefold: (1) Nitery biz during the winter is n.s.h. in Los Angeles, hence room may relight during the summer; (2) top name attractions sufficiently strong to follow the Thompson troupe are not available to Coast bookings, what with the lure of Florida gold, and (3) hotel has had to turn down numerous bids for special functions during the time that the room had been used as a nitery. Padden scoffed at talk that the Beverly-Wilshire lost heavily on the Thompson date. He said that room did better than break even from the standpoint of operating nut. As to the \$200,000 investment in re-decorating and modernizing room, he said hotel had planned to make similar investment even if it hadn't undertaken the nitery venture. Padden said the Mayfair Room (formerly tagged the Florentine) hadn't been touched in 20 years and modernization (air conditioning, new lighting and sound installations) were needed.

Rickard Buys Out Fishers in Agency

NEW YORK, Jan. 29.—Al Rickard has finally bought out the Arthur Fisher family interest in the Arthur Fisher office for an undisclosed amount and will open his own agency in the Bond Building under the name of Albert Rickard Agency.

The new office will book the Patio, Brooklyn, a Century chain house, which will start using flesh on week-ends February 11. The opening bill will have Joe Adams, Tony Cannoneri, Mark Plant, Mack Triplets and Billy Wells and the Four Fays.

In addition to the Century chain, Rickard will continue to book the Skouras, Brandt and Ralph Snyder New England houses.

Can Loew's Make Fleshers Stick?

Acts Needed By Buffalo & Cleve. Spots

But They Face Competish

NEW YORK, Jan. 29.—The recently started flesh policies at two Loew's houses, the State in Cleveland, and the Buffalo in Buffalo, may continue as full-weekers on a year-round basis if the theaters can come up with attractions.

But getting top names isn't the only problem the houses face in the two cities. Competition is a factor. In Cleveland, Loew's State bucks the RKO Palace. In Buffalo, Loew's has potential competition to start about mid-March when Paramount takes over the Hippodrome and Great Lakes. All of these would like to run with consecutive shows, tho the chain bookers, Sidney Piermont for Loew's, Harry Levine for Paramount, and Danny Friendly for RKO, say there aren't enough attractions to warrant any set policy.

Levine, just back from the West Coast, is trying to work out a vaude policy at the Hipp and Great Lakes, depending on what pictures the houses can come up with. At present,

Nov. Guzzling Gurgles Up 2%

WASHINGTON, Jan. 29.—November tipping in the 29 States that keep records showed an over-all increase of 2 per cent over November of 1947, the Commerce Department said this week, but State reports varied all the way from 5.1 per cent increase in Rhode Island to a 32 per cent slump in Nebraska.

Long noted as the country's most liquored-up spot, the District of Columbia jumped sales 24 per cent on a per capita basis, every man, woman and child in the nation's capital tossed down a fifth of the stuff in November. New York gained 13 per cent, New Jersey 20 per cent. Most of the Southern States reported declines of around 10 per cent.

however, both Paramount-run houses expect to play spot shows, unless a vaude policy is worked out.

The Loew's Buffalo, theoretically, has the field to itself, for now, at least, until Paramount comes into the competitive picture. The house has no radical plans, but will just play what's available, using about the same policy that it follows at the New York and Washington Capitols. It has Frankie Laine set for Cleveland, March 10; Sammy Kaye (See CAN LOEW'S MAKE, page 46)

Thomas Piles Up 25G for Hub L-Q

NEW YORK, Jan. 29.—Danny Thomas broke the house record at the Boston Latin Quarter when the club took in \$24,900 for his week's (January 16-23) stand. The previous record was held by Ted Lewis, who drew about \$21,000.

The entire LQ show cost about \$11,000, of which Thomas got \$8,500. According to a rule of thumb used in cafe operations, a show has to bring in between two and three times its cost to break even. Insiders feel that the Boston operation calls for a break point at two times its show cost, so the club made money on Thomas.

Kitty Davis Back In Miami, With All-Jewish Show

MIAMI, Jan. 29.—Kitty and Danny Davis, after a brief and unsuccessful attempt to crack Southern California with a spot in Los Angeles, are back in Miami Beach on the site of their old Kitty Davis Airliner, now called the Roumanian Theater-Restaurant.

Davis is operating now with an all-Jewish show policy, starring Paul Burstein and Lillian Lux, and has been doing a good business.

Touring Pkg. Units Cut Into Theater Biz In St. John, N.B., Area

ST. JOHN, N. B., Jan. 29.—Touring package units, particularly those with Western and hillbilly acts, have been cutting into theater business while playing halls and night spots. There has been a big increase in the number of these touring troupes. Practically all carry their own orks and travel by busses or cars with trailers attached. The unusually mild weather and open roads so far this winter have made transportation conditions favorable.

Capacity audiences have been the rule, with and without the dancing which sometimes is added to the show. A deviation from the hillbilly is the Adriano Family, acrobats, equilibrists, tumblers and jugglers, with singing and music between these numbers. Troupes which have been covering the Canadian Atlantic provinces to good business include Arizona Slim, Sunny Bill Waters, the Texas Playboys, the Lumberjacks, the Islanders, the Maritime Farmers, Bill Caswell, the Texas Cowhands, Georgia Wanderers, the Singing Ranger, the Sunshine Boys and the Whitebones.

Most of the touring outfits arrange with broadcasting stations for 15-minute programs daily while in each area. The dual pay-off for the station being a free show, usually sustaining, and for the acts, free advertising of dates a week ahead. Most of the traveling units also carry candy, popcorn, ice cream, soft drinks and smokes which they sell before and during the shows. The outfits use local peddlers and also put up stands at the doors. The crowds are also canvassed for songbook sales and for pictures of the performers.

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Cab Calloway at Clover Club Is 4th To Crack Miami J. Crow

MIAMI, Jan. 29.—Opening of Cab Calloway at the Clover Club here marks the fourth Negro name act to be booked into Miami clubs this season—and with no unfavorable reaction by the rabble element from which trouble might have been expected. Others were the Ink Spots, Bill Robinson and Ella Fitzgerald, all at the Monte Carlo, operated by Tony Lopez, pioneer in this field here.

The Clover's owner, Jack Goldman, said he queried Mayor Robert E. Floyd before signing Calloway and was told there was no official objection to such an act.

Indications now are that booking of Negro talent into white clubs will become a matter of routine, with the degree of talent possessed by the act the only factor in determining public reaction.

Robinson didn't do too well, with fewer than 50 people on his opening night. This is a startling illustration of the hardboiled attitude the public

Sacramento Motel Has a Class Show

SACRAMENTO, Jan. 29.—Hotel El Rancho, swank auto motel-night club operated by Tommy Hull, launched a class entertainment policy last week with the debut of George Arnold's *Carnival on Ice*.

The show, in for two weeks, will be followed by another, possibly Hilo Hattie. It is the first time a Sacramento hotel-type establishment has attempted an entertainment policy involving real expense.

El Rancho's cocktail lounge and dining quarters were remodeled at a cost of about \$35,000, increasing capacity from 275 to 325-50. Entertainment space is covered with ice for the current skate deal, and after performances a sectionalized dance floor is put down over the ice for dancing.

Arnold and Phil Richards were outstanding on the small floor, which made some of their jumps and whirls breath-taking. Girls in the show are Bonnie Shelley, Kay Stark, Anne Purdy, Stephen King and Karene Kane. Bruce McAllister is a third male skater.

Dick Dildine's ork cuts the show and plays for dancing.

Annex to Bowling Alley Grows to Big-Time Spot

DETROIT, Jan. 29.—The Falcon Show Bar, opened a month ago in northeast Detroit, is building to a steadily enlarged show policy. The 350-seat show bar, designed at an estimated cost of over \$100,000, was opened by Fred and Hank Sobczak as an addition to their bowling alley.

The opening policy used trios, starting with the Coronets, and following with the Metronomes. Currently, Pee Wee Hunt is in with a six-piece unit, at a reported \$1,200 figure, nearly double the prices paid for trios at the opening. The place is booked by Steve Massie, of Amusement Booking Service.

"RUSTY" FIELDS One Man Comedy Show



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takes when it comes to spending money. Apparently a magnificent reputation is no asset once the physical ability to put on a real show is gone.

Ella Fitzgerald is not drawing too heavily, tho her show, with Stump

and Stumpy, is stronger and may build.

But one thing seems certain by now. Neither the public nor any element of it has any objection to Negro talent appearing in white clubs, on the same bill and stage with white performers. There is no question of Negro patrons being admitted to the clubs. Miami is still Jim Crow to this extent, and so far nobody has shown any desire to attempt to break down this taboo. Only when such an attempt is made is trouble likely to break out.

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Idaho Tours Fair For Lee, Fernald

COUNCIL, Idaho, Jan. 29.—Altho hampered by much inclement weather, V. F. Fernald has his three-person unit playing halls and school dates in this area to fair business.

Lee Players, also playing the territory, have felt the weather and have been working to average business.

Darien Mulling Realty Firm's Drive-In Plea

HARTFORD, Conn., Jan. 29.—Darien, Conn., board of adjustment has reserved decision on a petition filed by the Jenvir Realty Company, Norwalk, Conn., to change zoning in a section of Darien to allow construction of an outdoor picture theater. The board said this week that it would reserve decision on the matter pending further study.

A public hearing was held last week, with numerous Darien residents appearing to protest plans for erection of an outdoor theater. Representing the realty company at the hearing was Attorney A. D. Slavitt. He told the board that "drive-in theaters are as much an American institution as hot dogs and hamburgers." He said the project would cost about \$250,000 and would be in operation for at least 20 years. He introduced Martin Bennett, of Radio Corporation of America (RCA), as "the top authority on drive-in theaters in America."

Bennett, reviewing American drive-in theater history, said that there are 756 theaters in the United States, that individual speakers for each car are used, and that modern engineering and careful handling have taken them out of the novelty class. Outdoor theaters are ideal for cripples, couples who cannot afford sitters and for informality, he said.

Terrell Sets Up Profitable Pic Venture in La.

ROSELAND, La., Jan. 29.—Billy Terrell, owner-manager of the former Billy Terrell's Comedians, has been operating two small theaters to good business in this thriving little community, and recently opened a new cafe and bar which has been named Billy's Place.

Terrell said that a number of rep and tent show performers have passed thru the city and all report a good season for 1948. "So much has been said and written about shows which operated in the '80s," Terrell says, "that I wonder why some of the repertoire fans don't come forward with the activities of the roaring '20s. I still say those were the days when everyone had plenty of money, regardless of what happened before that period."

"Perhaps we can learn thru this medium what has become of the old bunch of managers who always drove big cars, wore large diamonds and paid off regularly. I understand that a few of the old-timers are out and doing well, but where are the rest of them?"

C. C. Carle Frames Tenter for La. Trek

NEW ORLEANS, Jan. 29.—C. C. Carle, who has been wintering here, is framing a small tent unit that he plans to present thruout the State.

Opening has been set for May 1, with pix and vaude the features.

Burns Adds Fuel To Discussion of Old Tom Shows

CINCINNATI, Jan. 29.—The "How It Ended and Where" pot continues to boil, with Larry R. Burns coming thru this week with a refuter to refute Henry (Hank) Phillips' stack of Tom facts which appeared in these columns last week.

"Inasmuch as I never stated in my recent effusion on Tom Shows," says Burns from his Paris, Tenn., headquarters, "that Finn operated a Tom Show in 1934, I don't know how Hank could have become so mixed up. I said that Finn had a good year in 1934. The title of the show was Hank Wallace's Hillbilly Comedians and Tom Warren was Hank Wallace."

"Finn trouped his last Uncle Tom's Cabin show in 1935 under a 60-foot, one-pole, round top and the top was formerly owned by a lawyer from Windsor, Vt. Mr. Berest was agent and Gus Bemis and family were there. Since I have proof of what I write, I must point out that Phillips is wrong again."

"Finn and I visited William Reap in Bennington, Vt., in 1935 when Reap was ill. Phil J. Houlton, of Hoosick Falls, N. Y., was with Finn until 1931. The following year in company with Harry Sturgis, formerly of Finn's show, they took charge of the sales and advertising for a product called Soldax, which was manufactured in Hoosick Falls."

"The last Tom shows I saw were in the years 1939 and 1946. For years Finn had played Vermont and especially villages like Arlington. Prior to 1935 it was possible to show East Arlington and not pay Arlington tax. However, in 1935 the show was liable under township tax, which added to the nut."

"I knew Gus Bemis for years since I made Hoosick Falls, N. Y., my home whenever I was not on the road. Bemis lived in a neighboring town. I believe that Tom Warren was musical director in 1921, not 1931 as Phillips says."

REP RIPPLES

ARTHUR BROMFIELD, who bills himself as the Boy Wonder, has a magic and hypnotic show playing sponsored dates to good business in Billings, Mont. . . . Freel Players have been making New Castle, Pa., their stamping grounds in recent weeks. . . . E. E. Flye, owner of Flye's Family Show, writes from Hobbs, N. M., that altho the unit has encountered plenty of bad weather it has come thru okay thus far. He adds that business in New Mexico has shown an increase, with the show playing two-day stands in halls, with school dates sandwiched in. Earle Rehandis is with Flye, presenting his hypnotic act to good results. "My son," says Flye, "has about the best traveling pic show that we have ever seen in this sector." . . . Charles and Herbert Morrison are showing religious pix in the Columbia, Mo., sector. . . . A new colored tent minstrel attraction is in the making at Tampa. Unit will be owned and operated by R. P. Thaddeus, who has been making sponsored dates for several years with a short-cast minstrel attraction. Show plans to play some one-day stands and later make celebration and fair dates. A feature will be E. F. Hannan's *Old Plantation Minstrels*. . . . Devine's show is playing territory in Quebec. . . . Bird's Show, having been off the road since before Christmas, got going January 20 and will make some sponsored dates in Pennsylvania. . . . Thayer Players are a new group that will operate around Salt Lake City with five people. . . . Carleton Hovey

Could It Be Faulty Memory Derives From Tom Hazards?

—By Harry Birdoff—

THE admirable manner in which Henry (Hank) Phillips answered his Tom show critics, with head bloody, but unbowed, reveals that he must have excelled as Uncle Tom during the years when he enacted the role for the Stetson company. The cherished part always has had its occupational hazards, including blows from Simon Legree's rawhide whip, and perhaps that explains Phillips' faulty memory.

Healthy Barking

As I did considerable healthy barking as an off-stage bloodhound about the time that Phillips was winning his martyrdom, my memory is rather the clearer for all that. In recalling the all-time champ of roadshow, Stetson's, I attempted to point out in my article that the company met with immense success right after the turn of the century.

L. W. Washburn, its manager, claimed that he had originated the idea of the big street parade, with two bands, two Topseys, two Markses. A full-page ad in the December 20, 1902, edition of *The New York Dramatic Mirror* describes the show as the "Big Double Spectacular Uncle Tom's Cabin Company," otherwise known as Stetson's, and enumerates in a scoreboard-box fashion: Ponies used—56, Bloodhounds—25, Chariots—20, Donkeys—8, Cars—8."

Huge Street Parade

Washburn, or the Governor as he was called, realized soon after that a street parade which is said to have excelled anything hitherto seen in

Carol Players Okay in Ala.

MONTGOMERY, Ala., Jan. 29.—Carol Players have been playing sponsored dates in this section to reported successful business.

is showing religious pix in St. Lawrence County, New York, his second season there. He reports business is fair, but off from last season. . . . Penn Players worked to fair returns the past two weeks in the Wilmington, Del., area. . . . Al F. Tuck, who is promoting amateur minstrels in Birmingham, is mulling a colored flesh show to play Alabama territory under canvas this summer.

Newton's Calif. Tour Is Winner

FARMERSVILLE, Calif., Jan. 29.—Following a month's vacation, Earl Newton's Toby Tent Theater reopened here recently, setting up for an indefinite stand.

Newton closed a prosperous 47-week season in California prior to his hiatus. He's featuring pix and vaude.

Daniels Sets Flesh Unit for Arkansas

LITTLE ROCK, Jan. 29.—George Daniels, with quarters here, is framing a small flesh trick which he plans to take on the road beginning late in April.

Daniels plans to play halls in Central and West Arkansas. Line-up will include four people and a dance-after-show idea will be tried. Harry Coleman will take care of the dance music.

the theatrical field. When Stair & Havlin offered him their city circuit, they stipulated that his Tom show must measure up to the rival A. W. Martin's UTC company.

Barnum in Town?

Washburn immediately pooled all of the rolling stock and parade features of his four road companies. When the aggregation streamed down Broadway from the old Star Theater in Harlem, the first impression was that Barnum's circus had struck town.

While Washburn managed Stetson's thru the years of its greatest popularity he had a standing offer of a thousand dollars to anyone who would prove that his show did not live up to the promise of its posters. No one ever disputed his claim.

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Heavy Race Sked Set for Florida

DAYTONA BEACH, Fla., Jan. 29.—The first annual 200-mile national championship roadster race will be held over the famous 4.3-mile beach and road course here Sunday, February 13, under the direction of Bill France, and with the approval of the National Association for Stock Car Auto Racing.

This will be the second event of the season for Daytona Beach. The 200-mile stock car championship race held January 16 resulted in a victory for Marshall Teague, Miami, who beat out Alfred (Speedy) Thompson, Monroe, N. C. The entry list included 76 cars, with Ed Samples, Atlanta, pacing the qualifiers.

The entry list for the roadster race is expected to attract from 50 to 100 cars. Following the Daytona race will be the 100-mile National Grand Prix event over the new two-mile, paved Broward Speedway at Fort Lauderdale, Fla. The two events are offering better than \$7,000 in prizes.

Following these races will be the 100-mile national championship for amateur motorcycle riders March 12, and the 200-mile national championship for expert motorcycle riders March 13, over the Daytona Beach course.

FORT LAUDERDALE, Fla., Jan. 29.—Fonty Flock, Atlanta, 1947 champion of the National Association for Stock Car Auto Racing (NASCAR), won the first annual 100-mile national sweepstakes for stock cars over the new Broward Speedway, seven miles west of town, Sunday (23). He averaged 97 miles per hour.

Trailing Flock in the 50-lap grind were Bill Frick, Baldwin, N. Y.; Bob Flock, Atlanta; Marshall Teague, Miami, and Robert (Red) Byron, 1948 NASCAR champion, in fifth.

In a 10-mile sportsman's trophy race for foreign cars, Bob Gegen, Miami, finished first, with Phil Stiles, Palm Beach, second. A similar race for stock American cars resulted in victory for Lloyd Christopher, Miami midget driver, with Ray Hall, Kansas City, Mo., second.

Illinois Fair Meet Brings Out Record Crowd of Showmen

SPRINGFIELD, Ill., Jan. 29.—A record attendance of attraction reps, carnival agents, and concession, show and fair suppliers marked the annual convention of the Illinois Association of Agricultural Fairs here Sunday thru Tuesday (23-25).

Among those noted were: Frank Duffield, Thearle-Duffield Fireworks Company; Aut Swenson, Joie Chitwood's Hell Drivers; William Guilette, Imperial Shows; George Ferguson and Dick Kurtze, WLS Artists' Bureau; W. R. Geren, Mighty Hoosier Midway Shows; Walter (Chic) Armbruster and J. M. (Jimmie) Patsche, R. H. Armbruster Manufacturing Company; Amos Selby, Diamond Horseshoe Rodeo, and H. V. Peterson and Charles S. Noell, Tivoli Exposition Shows.

Julius Kuehnel and Ed Kesty, U. S. Seating Company; Mr. and Mrs. Earl H. Bunting, Bunting Enterprises; E. J. Franklin, Downey Supply Company; Mr. and Mrs. John H. Maher, Maher's Mighty Midway; Ernie Young, Ernie Young Agency; Mr. and Mrs. Sidney Belmont and Alice and Lorraine Beverly, Belmont Amusement Service; Louie Berger, Cavalcade of Amusements, and Harry Alkon and Al Humpke, Graceland Greater Shows.

E. E. Farrow and Glenn Edwards, Wallace Bros. Shows; Buford Nessler and Robert Kobacher, Nessler Shows; Robert A. Kline, Endy Bros. Shows; Boyle Woolfolk and Mr. and Mrs. George Flint, Boyle Woolfolk Agency; E. G. Gray, Gray's Attractions; Euby L. Coby, International Association of Showmen; W. E. (Bill) Snyder, Royal Crown Shows; B. W. (Buff) Hottle Sr., B. W. Hottle Jr., J. P. Murphy and William McClean, Buff Hottle (See ILLINOIS MEET on page 68)

Out of Red, Into Black—

Nebraska Showmen Turn Trick; Ed Schultz at State Fair and Jake Isaacson at Ak-Sar-Ben

By Herb Dotten

LINCOLN, Neb., Jan. 29.—Out in these parts, the two big promotional men are Ed Schultz and Jake Isaacson. Ed is secretary-manager of the Nebraska State Fair here, and Jake is general manager of the famed Ak-Sar-Ben in not-too-distant Omaha.

Each has done an outstanding job in taking debt-loaded institutions, putting them on their feet financially and bolstering their effectiveness and scope. And, out in this country, the State fair and Ak-Sar-Ben, judged by any standards, are big, meaningful institutions.

The lush economic years have helped, Ed and Jake quickly volunteer. But intimates who have followed their activities attribute their success to more than that.

Shun High-Pressure Methods

In the case of Ed, it has been diligent application, a flair for public relations and the knowledge that it is unsound to have a costly fair plant and use it only during fair week.

In Jake's case, intimates say, his success, too, is attributed to diligence, plus know-how, topped by marked ability to co-ordinate and marshal the efforts of others.

Neither is a high-pressure operator; they work slowly, quietly. Ed, in mannerisms and approach, reflects characteristics usually associated with a farmer. In fact, he continues to farm his 16-acre tract. Jake is soft-spoken, unhurried and patient.

Gets Load Off Fair

When Ed took over as top man at the fair, he brought with him knowledge as a farmer, some experience as a county fair official, some ability as a politician, plus a burning desire to make something of the fair.

That was in the spring of '46, when he resigned from the State Senate, in which he had served since '35, to take on the job. At the time he assumed the reins, the fair was saddled with bonds (against the grandstand) and interest, aggregating \$237,500. The plant was in disrepair and needed some new buildings. What's more, the fair itself was not sold solidly to the public.

State aid then, as now, was only \$20,000 annually, with \$5,600 earmarked for premiums. Yet, within three years, the bonded indebtedness has been whittled down to \$73,000 and there's \$7,000 in a sinking fund to pay future interest on the bonds. Meanwhile, \$125,000 has been expended on plant repairs and \$250,000 on new buildings.

Year-Round Use of Plant

Convinced that a fair plant shouldn't be idle, Ed pushed for still date events and for year-round use of buildings. As a result, last year the track was used for pari-mutuel horse racing, still date auto races, motorcycle races, and the buildings were pressed into use for livestock shows, weekly wrestling matches, a circus and for an ice show. The coliseum is small and used for the sports events and shows. It has no ice plant, hence ice shows must have portable plants for their own.

It is Ed's contention that no State or county government should compete with established amusement enterprises, but, he adds, "there are plenty of events of a wholesome nature that can be sponsored without entering such competition."

He holds to the belief that it is less expensive in the long run to keep a fair plant in continued operation than to have it used only during fair

(See Nebraska Showmen of page 58)

Eastern Meeting Notes:

Strates Faces 10G Spring Move; N. C. Assn. Directors Named

By Jim McHugh

HARRISBURG, Pa., Jan. 29.—Moving the James E. Strates Shows from Fort Lauderdale, its last Florida date, to Washington for a spring opening, will cost a minimum of \$10,000, according to the boss man. One railroad show general agent with many years' experience in traffic management estimated the cost at not under \$15,000. Strates attended the North Carolina meeting and was represented at other State confabs by Curtis Bockus, his general agent.

Fireworks salesman Tony Vitale operated at a loss in Raleigh when he undertook to peddle ducats for the North Carolina fairmen's banquet. When he totaled up he was short two bucks and couldn't finger the culprit.

On N. C. Board

Named to the board of directors of the North Carolina association were William Oliver, Reidsville; C. M. Hight, Henderson; Arthur B. Corey, Greenville; Curtis A. Leonard, Lexington; W. B. Burchett, Enfield; H.

B. Kelly, Hendersonville, and Dr. Arthur H. Fleming, Louisville.

Horace Heldt attended the Virginia association banquet as the guest of George A. Hamid, who has been granted the exclusive right to present a Heldt talent unit at outdoor spots this year. The band leader's presence in the Hamid suite after the banquet accounted for a capacity house. To date Mrs. Heldt has a closer connection with the outdoor biz than her husband, since her grandmother married a nephew of P. T. Barnum.

Fred C. Murray, general manager of the International Fireworks Company, trained in from Florida, where he reported inking several choice dates, including the Gasparilla Day show in Tampa.

Jack Wilson, co-owner of Cetlin & Wilson Shows, was kept busy describing a new Posing Show now being framed in Petersburg, Va., the org's winter home, under the supervision of Raynell. The new unit will be (See Eastern Meeting on page 68)

Minn. Plugs Auto Races, Thrill Shows

Chitwood, Nunis Pacted

MINNEAPOLIS, Jan. 29.—Minnesota State Fair will accent auto races and thrill shows this year, with horse racing delegated to a minor role. That was confirmed here today as the Minnesota State Fair Board announced the letting of contracts, following a two-day session in the Radisson Hotel.

The Eastern orgs, Joie Chitwood's Auto Daredevils and the Sam Nunis Speedways, snared contracts. Chitwood's org, represented by Aut Swenson, was signed for two afternoons, while the Sam Nunis org garnered two days of auto races, sanctioned by the American Automobile Association.

Frank Winkley, auto race promoter, will provide three days of racing, one day being given over to a 100-mile stock car race and the other two for big car IMCA professional racing.

Swenson also announced here that he had inked a contract for his org to furnish three days of thrill show entertainment at Louisiana State Fair.

Barnes-Carruthers Theatrical Enterprises, Chicago, were awarded the grandstand attractions for the Minnesota annual and the Thearle-Duffield Fireworks Company, Chicago, closed for the fireworks.

Collins's Sight Threatened in Torch Explosion

LE MARS, Ia., Jan. 29.—Emory Collins is in Le Mars Hospital, threatened with the loss of his eyesight as the result of an accident while he was working on his car at his home here.

Collins was repairing his racing car when hot sand and a blowtorch exploded in his face. He was rushed to the hospital where physicians said the sight in both eyes is threatened.

Collins had filled the steel tubing, of which the racing car is constructed, with molding sand to strengthen the frame. He was heating the sand in the tubing with a blowtorch when both sand and torch exploded.

Collins had left Le Mars Sunday (23) for California, but after reaching Ottawa returned to Le Mars because of unfavorable weather.

Ward Bros. Again for Shreveport in 1950

SHREVEPORT, La., Jan. 29.—Ward Bros., sponsored by El Karubah Temple of the Shrine here recently, played to good business on the five-day stand. Shrine officials announced the Ward org had been signed for 1950, with dates to be January 23-28.

Another indoor show, Clyde Bros., will open here February 9 and close February 12. Appearing in Municipal Auditorium, the show will be sponsored by the Shreveport Junior Chamber of Commerce. Acts will include Ruth Clauden, aerialist; Hanneford Family, riding act; Antaleks, high perch; Marveis Troupe, teeterboard; Carmens, double trapeze; Zetta, midget elephant; Clark's Bears and the Flying Ladelis.

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Close-Ups:

Harry Illions's Life Story
Regular Who's Who of Showbiz

By Hank Hurley

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

HARRY A. ILLIONS'S life story reads like a who's who of outdoor show business. The owner of Celoron Park, Jamestown, N. Y., and New Liberty Park, Buffalo, has been in the business 46 years and in that time has been, in one way or another, in the carnival, fair and park end.

In 46 years Harry has been a lot of places, seen a lot of things and met many people. As a result, he spins many an interesting yarn.

Originated Many Firsts

Give Harry credit for quite a few "firsts" in show business. For instance, the Laugh-in-the-Dark and Magic Carpet, as they are today, were his ideas. Harry also originated the 5-cent day for kids at A Century of Progress, Chicago, in 1933. That, Harry admits, came thru necessity, the same necessity, he says, that is "so closely related to the mother of invention."

As chairman of amusements for A Century of Progress, one of Harry's many jobs was to stimulate business. When the World's Fair opened, Harry recalls, business was slow. Money wasn't too plentiful that year, as everyone will recall, and business, as far as rides and concessions were concerned, was slow.

"The board of directors of the fair, headed by Major Lohr, decided that something had to be done, and quickly, about business," Harry said. "They called a lot of us into a meeting and asked what could be done. I suggested that Fridays be 5-cent days for kids. Let everything, rides, pop, hot dogs and everything else go to the kids for 5 cents," Harry told the board.

Needless to say, many ride operators and concessionaires didn't jump at this suggestion. "Too cheap," most of them said. "We won't make any money."

"You're not making any money as it is," Harry told them. "The way things are now, a kid comes out with a dollar—if he's lucky enough to have a dollar—and it's gone before he knows it. He goes home and tells his

(See Harry Illions's on page 73)



HARRY A. ILLIONS

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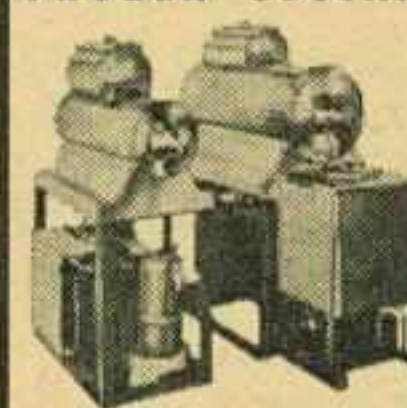
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Out in the Open

Alvin Bray has been named secretary of the Champaign County Fair, Urbana, Ill., to succeed Carl Parks. . . . Rube Liebman, sales rep for Barnes-Carruthers Theatrical Enterprises, recently broke out with a broad-brimmed hat, senator style, that sparked a photo and feature story on Rube's career in *The Lincoln (Neb.) Journal* during the Nebraska fair convention. The story emphasized how much effort Rube puts into his work, pointing out that Rube extended himself so much during the 1948 Nebraska State Fair that he was forced to go to a Lincoln hospital for a week after the fair.

Walter B. Fox, widely known in outdoor show circles, is the subject of a story titled "Mail Order Circus," slated to appear in a forthcoming issue of *Advance magazine*. Story is built around Fox's hobby of collecting old-time circus and carnival pictures. . . . Capt. Jack O'Diamonds writes that he has reorganized his *Thrill Show* for 1949, added a few new stunts, and closed contracts to play the *International Fiesta, Eagle Pass, Tex.*, February 6-13. . . . Contract for the grandstand show at the 1949 *Indiana State Fair, Indianapolis*, was awarded Tuesday (24) to the Barnes-Carruthers Theatrical Enterprises, Chicago, with Sam J. Levy Sr., representing that office.

Lou Dufour, formerly in outdoor show business and now with the RKO Radio Pictures publicity department, St. Louis office, writes that RKO features outdoor show business in two of its recent releases. They are *County Fair* and *Walt Disney's So Dear to My Heart*. "Everyone in outdoor show business should see both," Dufour wrote. . . . Orville Speer, formerly with the Yankee-Robinson Circus and now making his home at Rural Route 3, Clinton, Ind., is still trouping. He reports that Harry Kelly, who had the cookhouse on the org when it was a railroad show, owns a gas station and grocery store in Newton, Ia. Speer has been associated with the Schaffner Players the past 12 years. . . . Arthur Eilers, former concessionaire with Travers Chautauqua, Pine Tree State and other shows, is operating a restaurant in Bath, Me.

Al Sweeney (National Speedways) closed contracts recently in Lincoln, Neb., for a big car still date and one big car day at the Nebraska State Fair. Partner Gaylord White, meanwhile, was busy in Tampa, making ready for the speed events National Speedways will stage during the Florida State Fair, Tampa. This year, for the first time, the big car races will be staged on the first Sunday afternoon of the fair's run. . . . An initial appropriation of \$5,000 was voted Monday (24) by Winnipeg City Council to launch plans for the proposed celebration of the city's 75th anniversary this summer. Tentative plans include a midway, circus and name attractions.

A bill before Nebraska State Legislature would, if enacted, require a \$1,500 performance bond from carnivals booked by Nebraska fairs. The bill was prompted by several last-minute cancellations by carnivals last year. Carnival reps, commenting on the bill, point out it is one-sided, as it provides no protection to carnivals by late contract cancellations by fairs, a not uncommon occurrence in Nebraska. They point out that fairs, too, should be required to forfeit a sum of money if they make late cancellations. Fairmen, in discussing the bill, concede there is no such safeguard for carnivals. They declare the sole intent of the bill is to insure the appearance of shows booked but they caution that carnivals should exert increased care in drafting their contracts should the bill pass.

George H. Messmore, of Messmore & Damon, makers of me-

chanical monsters and animated displays, got a two-page spread in a recent issue of *This Week*, Sunday supplement mag. Messmore constructed eight of the big floats for the inaugural parade in Washington, including official floats of various States. . . . Jack Duffield, of Thearle-Duffield Fireworks, Inc., Chicago, was a New York visitor recently. . . . Recently the Minnesota Federation of Fairs passed a resolution urging member fairs to bar midway strip and girle shows. Sparked by objections of some youth leaders who objected to a few shows which worked strong, the resolution is certain to serve as a brake on such shows. However, midway revues of an unobjectionable nature will continue to play Minnesota annuals.

Mrs. De Waldo, of De Waldo's Attractions, Crosby, Minn., will fly March 7 to Helsinki, Finland, for a month's visit with friends and relatives. . . . Gene P. Loffler, formerly with Central Broadcasting Company, Des Moines, and Cowles Broadcasting Company, Yankton, S. D., is a recent addition to the sales staff of the booking agency operated by Irving Grossman in Des Moines. . . . Harry Cooke, of Cooke & Rose, reports inking annuals in Woodstock, Va., McConnellsburg and Milroy, Pa. The Woodstock show will include 10 Catherine Behney girls; Joseph Smiley, magic; Hodgini's Crazy Ford, and Janice's (Torelli's) dogs, ponies and monkeys. McConnellsburg will feature the National Barn Dance on opening day and follow with five acts.

Walter K. Sibley, executive secretary of the National Showmen's Association, and Mrs. Sibley are en route to Florida and a three-week vacation.

Injuries To Ground Kreis Until Spring

SARASOTA, Fla., Jan. 29.—Phil Kreis, vet member of the Wallendas, who fell 35 feet during the closing performance of the Shreveport, La., Shrine Circus Saturday (15), arrived here by plane Sunday (23), suffering from a broken left wrist, arm and elbow, broken right foot, and head and eye injuries.

Jack Leontini, Wallenda troupe manager, said Kreis will be out of action until late spring and announced some changes in unit's personnel.

Frank Torrence has replaced Don Edwards in the high wire act, and Joseph Geiger, who came to this country as one of the original members of the Wallenda Troupe and who was on the Ringling-Barnum show in 1948, rejoined the act to take his old place on the high wire. Geiger's wife, Marjorie Cordell, who also was with R-B as an aerialist last year, will be featured in some of the Wallenda aerial displays.

"The unit is intact and Kreis's injuries will have no effect on the fulfillment of any of our 1949 commitments," Leontini said.

Blizzard Slashes Attendance at Neb. Fair Convention

LINCOLN, Neb., Jan. 29. — A blizzard which snafued travel, isolated communities and caused a huge loss of cattle in Western Nebraska, slashed attendance of showmen and fairmen at the annual convention here of the Nebraska Association of Fair Managers.

Less than 20 carnivals were represented, whereas normally 30 shows have reps in attendance. And not half of the State's 80 fairs were represented. What's more, not a few of the delegations were smaller than under normal circumstances.

Carnival reps noted included the following:

Al Martin and Frank Gaskins, 20th Century Shows; W. A. Thomas, Dale Thomas and Francis Krumenacher, W. A. Thomas Shows; Mike Rockwell, Rockwell Shows; Roger Ward and Loren Leach, Greater Rainbow Shows; Don Trueblood, Home State Shows; Mr. and Mrs. Jack McDonald and Charles Carroll, Veterans United Shows; Mr. and Mrs. Alva Merriam and Charles Drew, Merriam's Midway Shows; Mr. and Mrs. M. A. Grader, Grader Shows. (See *BLIZZARD CUTS* on page 68)

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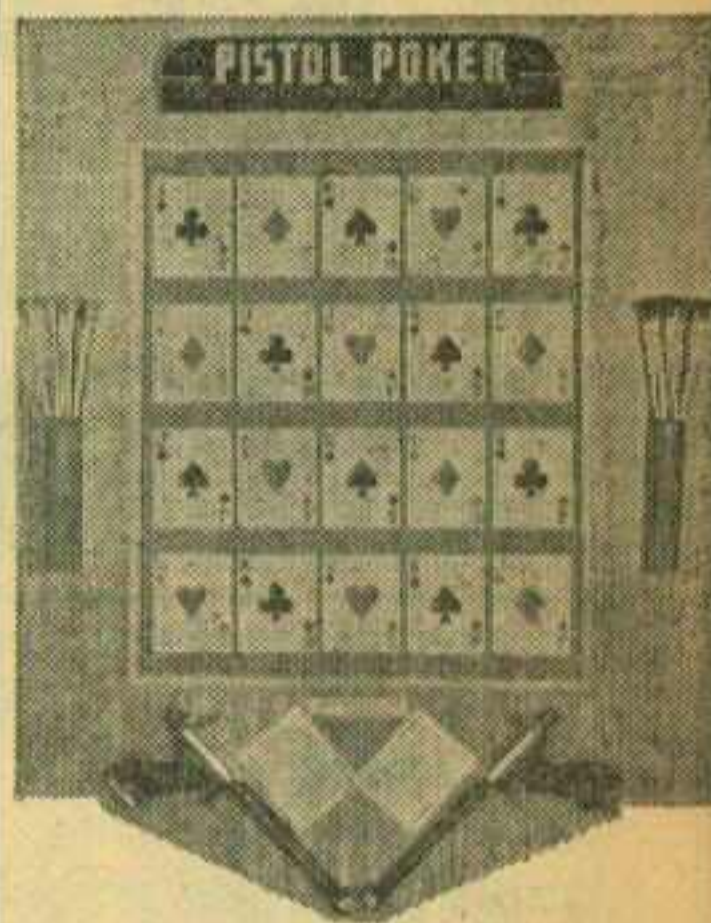
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Talent Topics

George Hubler visited Champaign, Ill., recently and took delivery on a new aerial bar net and other equipment from Gus Bell and Harold Ward. Hubler advises the Ward-Bell combo, in conjunction with Charles Pond, University of Illinois gymnastic coach, soon will place on the market a revolutionary type of safety belt for teaching newcomers twisting tricks on ground or trampoline. Hubler says the act will be booked at fairs and in parks thru the Al Martin Agency, Boston. In addition to the net and equipment purchased from the Ward-Bell org, Hubler also bought uprights, bars and other rigging from Bob Eugene, retired bar performer. Hubler also will have his ground bar and trampoline unit on the road and it will be booked thru Williams & Lee, St. Paul. Personnel for the two units includes Bill Spake, J. C. Rudolph, Louis Oczvirk, John Moorehead, Bill Schenking and Don Von Beurgh. Ground bar and trampoline unit is playing Ohio and Indiana with Martin Bros. . . . Acts brought from America and currently with the Razzore Circus in Havana include the Alzana, high wire; the Flying Behees; Pallenberg's Bears; Lou Jacobs and Frankie Saluto, clowns, and the Chiesas, jugglers.

of the 14 B circuit fairs, Lethbridge, Wayburn, Torkton, Mellord, Moose Jaw and Estevan, also contracted Buck Steele's Hippodrome thru Grossman. Circuit opens June 27 at Lethbridge, Alta., and closes August 13 at Prince Albert, Sask.

Jimmie Jamison, high diver, is set to play return engagements in Scandinavia next summer and also is lining up other European dates. . . . Hermine's Midgets were featured in the stagershow at the Tilyou, Coney Island, N. Y., last week.

Q and A on Taxes: What Info Do You Need on Income?

(Continued from page 4)

Bureau may audit the return and find a deficit which the surviving spouse cannot pay. If the administrator or executor of the estate has paid out money from the estate so the estate cannot meet the tax deficiency, it is possible that he may be held personally liable for the unpaid balance of tax due the government.

Q—I filed a separate return before January 15 and so did my wife, who had her own income. We have just found out that we could have saved money by filing a joint return. Can we file an amended joint return before March 15?

A—Yes.

Q—My wife and I both work and our incomes are fairly equal. However, I can claim deductions for the real estate tax on my home and the interest on the mortgage. Can I file a separate return and claim these deductions and have my wife file a separate return and take the standard deduction?

A—No. Both husband and wife must file the same method of taking deductions on their returns if they file separately. If you itemize your deductions, your wife must take the standard deduction.

Q—Will this hold true if I no longer live with my wife and I do not know whether she is itemizing her expense or claiming the standard deduction?

A—The returns must be consistent. However, if actual deductions are (See Q and A on Taxes on page 109)

Davenport Draws 45,000 in Toledo

TOLEDO, Jan. 29.—Attendance at the five-night four-matinee performance of the Orrin Davenport Shrine Circus here went slightly over 45,000, about 15,000 more than the show drew last year.

Show officials said that Larry Adler would join the org at Grand Rapids, Mich., following show's local date.

John Giles Again Named By Reading Ag Group

READING, Pa., Jan. 29.—John S. Giles, Reading florist, was re-elected president of the Agricultural and Horticultural Association of Berks County at the annual reorganization meeting here. The association is the operating body of the Reading Fair.

Other officers re-elected were Chester W. Brumbach, first vice-president; Harry J. Schad, second vice-president; Charles W. Swoyer, secretary; Paul H. Esterly, assistant secretary, and Luther E. Pflum, treasurer. All are residents of this city.

Two new directors were elected. They are Robert P. Riegel, Hamburg R. D. 1, master of the Berks County Pomona Grange, and C. Paul Lied, Sinking Spring R. D. 1, Pomona Grange past master. Seventeen directors were re-elected.

Giles former Reading Police Commissioner, has been president of the association since 1933.

Brazilian Show Rep Visits in New York

NEW YORK, Jan. 29.—Vic Gesmundo, director of aerial numbers with the Circo Norte-Americano, currently touring Brazil, was in New York the past week after his first visit with his family in Massachusetts in eight years.

Gesmundo is also a member of the Flying Victors, a trio featured with Circo Norte-Americano. While in New York he signed up an elephant trainer to handle the show's four bulls, including three recently purchased from the Circus Equipment Corporation, New York. Circo Norte-Americano also has a mixed group of tigers and lions, four polar bears and three chimps, all handled by Captain Julio.

The circus presents a bill of 15 numbers, including such well-known European acts as the Rockleys, perchists using a motorcycle; the Tobas Troupe, trampoline, and Alex and Sossman, clowns.

The show is playing a six-week stand at Porto Alegre. Then it plays San Paulo, Rio, Santos, Bahia and Recife. Gesmundo reports good business at most stands.

Cole Concessions Go to Max Tubis

NEW YORK, Jan. 29.—Max Tubis, concessionaire with the Clyde Beatty Circus last season, is commuting between here and Cole Bros.' quarters at Louisville, having completed a deal for taking over the concessions on the revamped Cole show when it goes out under the Tavlin banner.

Vander Barbette, who left the Ringling circus to produce the Cole specs for Tavlin, has also been in town, buying costumes for the show.

Va. Execs Seek State Aid, Elimination of Promotions

RICHMOND, Va., Jan. 29.—Members of the Virginia Association of Fairs attending their 32d annual meeting at the Hotel John Marshall Monday and Tuesday (24-25) set up a committee to work for State aid and went on record as being opposed to promotional events which were misrepresented as agricultural fairs.

Thomas B. McCaleb, secretary of the Alleghany County Fair, Covington, sparked the move with the assistance of Judge L. H. Shrader, secretary of the Lynchburg Fair. It was pointed out that about 23 States now grant State aid but only to those agricultural fairs that are set up on a non-profit basis. McCaleb condemned the so-called "wildcat" fairs which "open up with a bundle of fodder and a head of cabbage."

O. B. Ross, Amherst County farm agent, said carnivals often hired a

farmer to bring in a wagon load of produce so that the promotional event could be advertised as an agricultural fair. This ruse, Ross said, sometimes cheated the State out of as much as \$2,000 in taxes, since midway attractions at bona fide fairs are exempt from certain amusement taxes.

Ralston Chairman

C. B. Ralston, secretary of the Virginia State Fair, Staunton, was named chairman of the committee that will work for State aid and a strict interpretation of the term "agricultural fair." The committee will suggest that any event advertising itself as a fair be required to issue a catalog of farm exhibits, and offer premiums at least equal to the amount of taxes from which it is exempt.

Norman Y. Chambliss, representing the North Carolina Association of Fairs, outlined the bid his organization was making for standardization. At its annual meeting last week in Raleigh the group unanimously endorsed the report of the governor's commission, which is before the Legislature in the form of a bill. Its acceptance will eliminate promotional events, provide a \$2,000,000 grant for State fair improvements and, it is hoped, eventually lead to State aid.

Good Attendance

Interest in the proposed legislation brought out the best attendance at business meetings in recent years. Show and attraction representatives also attended in large numbers.

Only new officeholder is R. C. Carter, Pennington Gap, who was elected a vice-president. Re-elected were W. W. Wilkins, South Boston, president; R. W. Eanes, Petersburg; L. F. Altaffer, Warsaw, and Ross H. Tuckwiller, Lewisburg, W. Va., vice-presidents, and C. B. Ralston, secretary-treasurer.

W. L. Tabscott, director, West Virginia State Fair, Lewisburg, credited the success of that event to the spirit in which it was conceived, non-profit operation, the loyalty of patrons, the appointment of young officials and publicity.

Covered Stages

George A. Hamid advocated covered grandstand stages similar to the one featured at his New Jersey State Fair. Altho his costs, involving experimentation, approximated \$10,000, the job could now be done for about \$2,800, he said. The saving of only a few shows would more than justify the cost, he added.

Augustus N. Dull, president of the State fair, advised a switch in billing procedure from the use of one and two-sheet daubs to 24-sheet stands, plus the press and radio. He said today's high speed transportation definitely decreased the value of lesser billing.

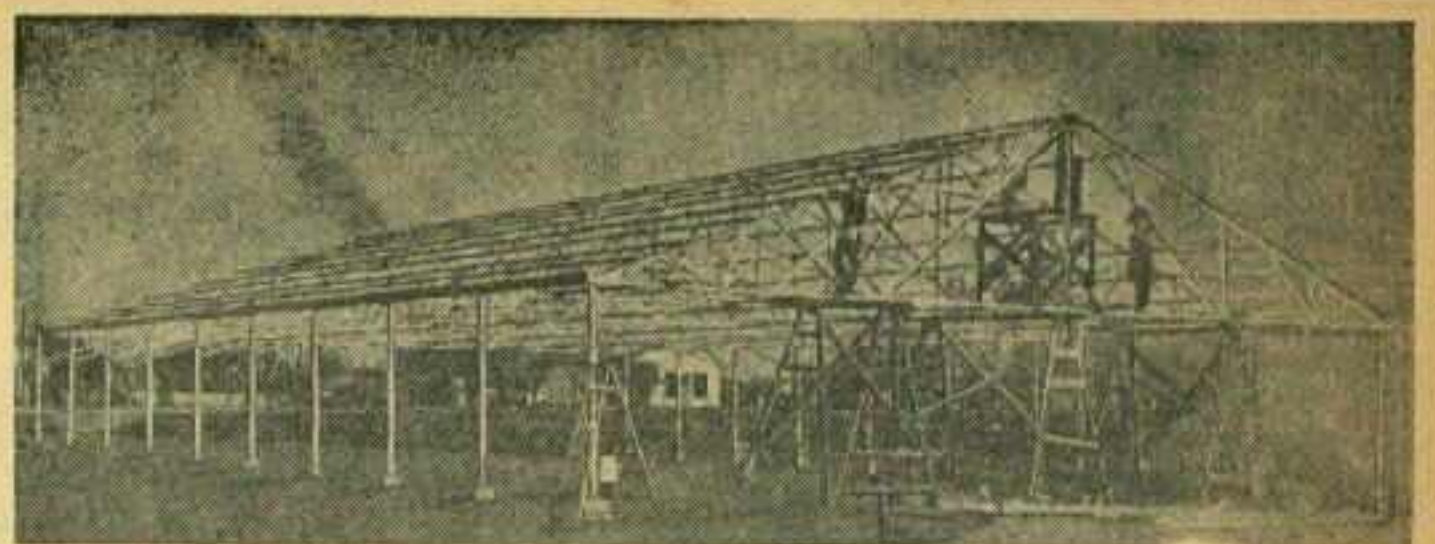
J. A. Mitchell, secretary-manager of the Atlantic Rural Exhibit, Richmond, said that once a fair is opened it has only its gate and grandstand to sell and that the personnel handling these two departments should be the best obtainable in order to speed the entry of crowds and so build the maximum gross.

Equal Billing Asked

Max Cohen, general counsel of the American Carnivals Association, recommended that lobby displays by shows and attraction representatives be eliminated and replaced by a directory which would give each firm equal billing.

Other speakers were Dr. T. L. Stackhouse, race official; Donald H. Garman, secretary of the Woodstock Fair, who spoke on industrial exhibits, and H. E. McSwain, assistant director of the Extension Service, who spoke on 4-H Club activities.

It was voted to hold conventions in Richmond for the next five years and to invite the Seventh District, United States Trotting Association to meet jointly in 1950.



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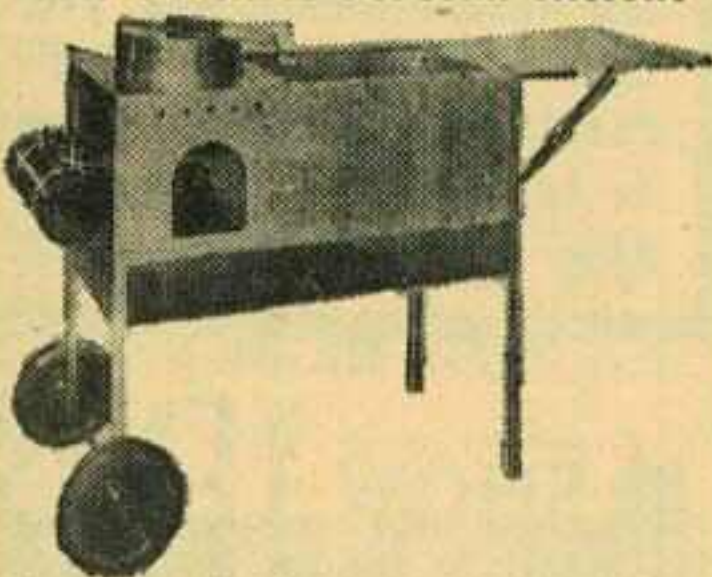
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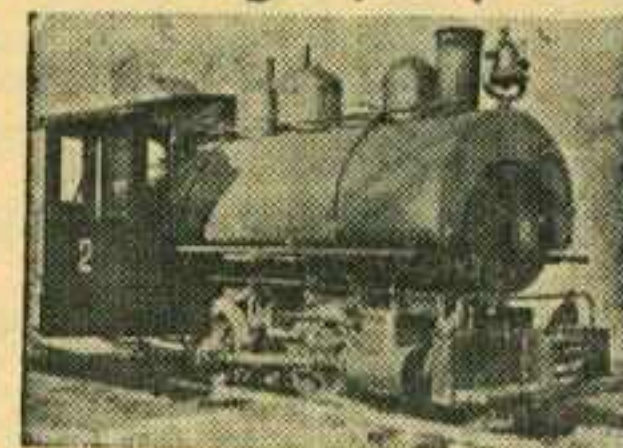
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bership dues each year is but a drop
in the income bucket. The 32-day
pari-mutuel meet has an average
daily handle of \$250,000. Ice hockey
and two ice shows yearly have been
big winners and so, too, have per-
sonal appearances of name stars and
concerts by top orchestras, name or
symphonic.

The 4-H Baby Beef Show each fall
is the largest in the world in number
of entries and pulls 65,000 persons in
10 days. And the Ak-Sar-Ben Poul-
try Congress has grown steadily,
with entries at its last run coming
from 38 States and two foreign
countries.

Just as vital as bringing a variety
of entertainment and cultural events
to Omaha has been the manner in
which Ak-Sar-Ben has benefited
many good causes. A total of \$38,000
last year was turned over to the
State for county fair premiums. An
additional \$10,500 was distributed in
special 4-H premiums at county
fairs. In addition, the fair each year
gives a gold medal to the outstand-
ing 4-H boy or girl in each county in
Nebraska and Western Iowa.

Moreover, it grants research fel-
lowships and scholarships at agri-
cultural colleges, sponsors a tree-
planting bee in each county each
spring, and singles out people who
have done outstanding or kind acts,
and honors them as good neighbors.
Other gifts also are made. Only
recently two communities were
gifted with \$15,000 rescue ambu-
lances.

Toll Bridges Made Free

Most unusual of all of Ak-Sar-
Ben's achievements under Isaacson
have been those which gave Omaha
two toll-free bridges. This came
about because Ak-Sar-Ben did not
want the cost of another toll bridge
saddled upon the city. That was in
the late '30s, when politicians pushed
for another toll bridge out of WPA
funds.

To thwart that, Ak-Sar-Ben took
title to a \$2,350,000 toll bridge be-
tween Omaha and Council Bluffs, Ia.
Title to that bridge had been held by
a traction company and there wasn't
any indication when the bridge
would cease to be a toll bridge. The
banks had sufficient confidence in
Ak-Sar-Ben's management to under-
write the needed loan.

Ak-Sar-Ben then proceeded to pay
off that debt out of bridge tolls and
after that to pay off the debt on
another toll bridge, this one valued
at \$1,000,000. Then both bridges
were made free ones, a major con-
tribution, indeed, to Omaha and its
trading area.

Calls the Signals

Back of all of the many varied
operations, Jake Isaacson works
calmly. It takes a special brand of
know-how to direct such diverse
activities. The chief requisite is an
ability to marshal and co-ordinate
the efforts of others, and that's
Jake's long suit. His board of govern-
ors, all wealthy and influential,
jump to action when given the word.
They are not content to give money
or their names alone. They work
for Ak-Sar-Ben. So, too, do Ak-
Sar-Ben's specially appointed am-
bassadors, one in each county in
Western Iowa and Nebraska, who
actively work at their job of building
goodwill in their areas.

Pacing them, tho, is Jake Isaacson,
just as Ed Schultz sets the gait at
the State fair. Both put in a full
year on their job. Typically, with
Ak-Sar-Ben's fall 4-H Livestock
Show and the State fair months
away and with the weather well be-
low zero, Jake and Ed were busy
here this week at the Cornhusker
Hotel. Jake was occupied with the
4-H Leaders' Training Institute, an
Ak-Sar-Ben sponsored event, which,
naturally, will point up to — and
build—the big Ak-Sar-Ben 4-H Beef
Show. Ed was busy at the sessions
of the Nebraska Association of Fairs,
talking with politicians, fair and show-
men, concessionaires and exhibitors.



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16 Still Dates and Celebrations and 14 Weeks Fairs as follow:

Aug. 8, Ionia Free Fair, Ionia, Mich. Aug. 15, Greater Pontiac Fair, Pontiac, Mich. Aug. 22, Bay County Fair, Bay City, Mich., 7 days. Sept. 1, Indiana State Fair, Indianapolis, Ind., 10 days. Sept. 11, Reading Fair, Reading, Pa., 7 days. Sept. 19, Hagerstown Interstate Fair, Hagerstown, Md. Sept. 29, Atlantic Rural Exposition, Richmond, Va., 10 days. Oct. 10, Piedmont Interstate Fair, Spartanburg, S. C. October 17, Georgia State Fair, Macon, Ga. Oct. 24, Anderson Fair, Anderson, S. C. Oct. 31, Pee Dee Fair, Florence, S. C. November 7, Sumter County Fair, Sumter, S. C.

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Rounds. Wallace is driving a bus in Indianapolis during the winter.

After recuperating from a hernia operation, Ben Pardo (Great Lorenzo), mentalist, left for Hawaii to join Pete Kortez's Side Show with the Fernandez Shows for his 19th season with Kortez and his second with Fernandez. . . . Manager R. H. Miner Jr. and Mrs. Miner, of Garden State Shows, together with K. J. Whitehead, electrician, and Mrs. Whitehead, and Hip Roberts, *The Billboard* agent, are vacationing in Florida. While fishing Mrs. Miner caught a six-foot sailfish. Miner says he will return to New Jersey in March. Winter quarters operations get under way in early April and the show is slated to hit the road late that month.

Famous Saturday night words: "Put the neon back up. A fair committee just arrived."

James McBride reports from his Columbus, O., home that he has signed as ride superintendent with Graceland Greater Shows for 1949. . . . Gary Hern, who had three shows on the Larry Nolan Shows in 1948, has his *Funs-a-Bustin'* playing club dates in New Orleans. Currently in its eighth week in the Mardi Gras city, unit's line-up includes Hern, who is doing comedy and magic, assisted by his wife, Marianne; Dolly Dowling, Carol Lee and Theresa Duval. Unit has been inked to return to the Cat and Fiddle, New Orleans, during Mardi Gras week, Hern says. . . . Lee Averett, well known in outdoor show circles, and a service-connected disabled veteran, has been confined in his home at 2323 Fig Street, Tampa, since 1945.

When a fair secretary asked a cookhouse manager for the privilege on the line, the concessionaire offered to put up his cash register as security with, "I won't need it at this spot."

Joseph Lehr pens from Philadelphia that Billy Boxer is on the sick list at William Hagelman's home at Jensen Beach, Fla. . . . Louis E. Heth letters that his brother, Floyd Heth, is in Fort Pierce, Fla., on a fishing excursion. His wife and son, Dennis, are visiting relatives in Miami. They plan to return to Birmingham late this month to complete arrangements for the coming season. . . . Following completion of a successful season, their second on the J. A. Gentsch Shows, with their popcorn and watch-la concessions, Harry G., and Lucille Starbuck took delivery on a new trailer and made their annual trip to visit relatives in Arkansas and Alabama, stopping off in Memphis on a buying tour. While in Birmingham they met Doc Bauldoff who has the cigar stand in the Hillman Hotel. They were with Bauldoff on the Hugh Hill Show years ago. They are wintering in Jackson, Miss.

While en route to the fair meetings in Topeka, Kan., and Lincoln, Neb., Mr. and Mrs. Jack Barnes visited Mr. and Mrs. Sam Wells, Mr. and Mrs. George Crable, Mr. and Mrs. Sam Bunch, Peg and Red Stanton, Doc and Nell Round and Trixie and Curley Clark. . . . Jimmy Beyers and Odis Cannon left Fort Worth January 11 in the former's plane on a fishing trip to Aransas Pass, Tex. . . . Mrs. Carol Reese, wife of Sammy Reese, concessionaire, is in their new home at Watertown, S. D., recovering from an operation she underwent recently in the Bartron Hospital there. Last season with the Carl Bohn Shows, where Carol had the Girl Show and Sammy the skillo, the Reeses plan to remain in Watertown until Mrs. Reese is well enough to return to the road. . . . F. W. Pauli, currently wintering at Eddie's Hut, Gibsonton, Fla., has signed as lot man and electrician with Penn Premier Shows for the coming season. For the past five years Pauli held the same positions with Dick's Paramount Shows and prior to that was with Pan American Shows and a number of other carnivals. He also has booked his concession on the Penn Premier Shows.

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CARNIVAL MANAGER
LYTLE, TEXAS

Davenport Scores in G. Rapids

May Extend Run To Two Weeks in '50

Sellouts Rule in Michigan

GRAND RAPIDS, Mich., Jan. 29.—Orrin Davenport's Shrine Circus, which concludes a week's stand here tonight under auspices of Saladin Temple Shrine, has been doing such a land-office business that Shrine officials and Davenport are considering making it a two-week stand next year.

"This is the greatest increase in a spot I've seen in my many years of experience," Davenport said. "The only way we can meet the problem of trying to take care of all those who want to see the show is to increase the stand to two weeks next year."

Extra Show

Following the highly successful stand in Toledo last week, the Davenport org has been turning 'em away here all week. Three shows will be given today in an effort to take care of the crowds. In addition to the regular matinee and night shows there will be a complete show at 10 a.m.

Clayt Hoffman, general chairman, and his assistant, Chet Rose, of the Saladin Temple committee, reported the seating capacity of the Public Auditorium, which is 6,500, was increased to 7,100 by the addition of bleacher seats. They reported, however, that even with the increased seating it has been impossible to take care of the crowds.

More than 500 were turned away at the opening matinee, officials reported, and the night show turnaway was estimated at near the 1,000 mark. Each successive performance during the week registered turnaway biz.

Special Trains Help

Officials said out-of-town Shrine orgs went way over the top in their ticket sales this year, and that, along with the special train deal started several years ago, resulted in the big turnouts.

Traverse City, Mich., sent a special 14-car train to Grand Rapids every day during the six-day engagement, with 900 persons in each trainload, Davenport said. This means a total of 5,400 Traverse City people alone caught the show. Other cities sending special trains included Battle Creek, Kalamazoo, Petoskey and Muskegon. Busses loaded with rural school kids have been a daily event. All general admission seats were filled within 10 minutes after the doors opened each day.

New Acts Added

Show's line-up here is practically the same as that at Toledo. Additions include Gibson's high act, Johnny Meehan's unicycle juggling act; Line Valty, with his horse, Agab, and the additions to clown alley of Felix Adler, Paul Jerome and George LaSalle. Col. Harry Thomas, Otto Griebing and Carl Marx made daily appearances at luncheon clubs to hypo publicity.

Could Sign Cole's Bulls

OTTAWA, Ill., Jan. 29.—Elmer Brown, general agent for the Jay Gould Circus, announced in local quarters that the org has signed the James M. Cole elephants for 1949 and will feature James M. Cole Jr., as trainer.



THE COLE BROS.' CALLOPE WAGON, toted by a flashy eight-horse hitch, created considerable stir and commotion as a feature of President Truman's inaugural parade. Not only did Bev Kelley, new Cole press department, score a natural in planting the steam calliope in the inaugural event but he also netted considerable free publicity for the Cole org via a pre-parade radio network interview, several television shots, and liberal mention in the dailies, all handled in the usual adroit Kelley manner.

Polack Western Unit Bows For 1949 in Hammond; Biz And Line-Up Rate Adjectives

Joe O'Donnell Predicts Record Stand for Spot

HAMMOND, Ind., Jan. 29.—The 1949 edition of Polack Bros.' Western Unit, unveiled here this week, boasts great talent and some of the most imposing acts ever offered under the Polack banner. Happily, it also has an easy-flowing grace that has not always been characteristic of Polack shows. The power of the new line-up was apparent on paper. What was revealed in actual performance was a smart, light-touch production-wise affair. Even opening night, Monday (24), the show moved with stall-free pace and actually sent the customers home before 11 p.m.

True, the running time was reduced somewhat by the absence of producing clown, Chester (Bobo) Barnett, whose arrival was delayed two days, and the fact the Polack-owned Black Horse Troupe was held another week on the Eastern Unit before being transferred to this show.

Irving J. Polack jumped from the Eastern unit at Flint, Mich., to join Louis Stern in laying out the program. He was openly optimistic about the season's outlook. He said the Eastern Unit's opening date at Saginaw, Mich., was up 10 per cent over last year and that Flint promised a similar gain.

The start at Hammond augured likewise. Joe O'Donnell, again in charge of the date here, said nothing short of calamity would stand in the way of a new record for the six years Polack has been playing Hammond for Orak Temple.

Auditorium Okay

The suitability of Hammond's Civic Auditorium perhaps was a factor in the ease with which the inaugural performance went off, sans rehearsal.

Rose Gould's debut with the show was impressive. Carried into the arena by her partners high above their heads, she revealed superior showmanship before ever going aloft. The ovation given the trio's precision aerial routine made it plain this would be one of the season's standouts.

Barton the Great, coming from last year's Eastern Unit, gets a strong build-up for his one-finger stand, which he follows with feats of bal-

ance on a 24-foot pedestal.

The program is given much of its strength by two repeat acts, both of them, however, augmented and improved—the Berosini high-wire troupe and the Ward-Bell Flyers.

The Berosinis, now five in number with the acquisition of Don Edwards, introduce an original innovation of Papa Berosini that has Vicki doing a hand-stand and Josephine a knee-hang, both without balancing poles, on bars supported by two of the men. Glittering new wardrobe enhances the entry of Josephine, again featured in her walk-up and walk-down. Otto continues with his comedy.

Plenty of Action

The air is filled with continuous motion in the new double flying act of the seven-people Ward-Bell troupe. With Harold and Eddie Ward as the catchers, tricks are presented in a steady stream simultaneously and alternately. There are 2½ somersaults, alternating double full twisting and flifus double somersaults, two double carrying leaps and, for the finish, two simultaneous passing leaps. Leapers are Gus and Betty Bell, Eddie Kohl, Millis Keathley and Dorothy Ward.

Act, believed to be the most ambitious of its kind assembled in this country since before the war, is nothing short of a triumph for the Wards and Bells and the realization of a 12-year dream. Mayme Ward, happy to see her two sons in the same act and who was on hand thruout rehearsals, saw the first performance before leaving for her home in San Fran-

Con Colleano Inks Contract With Cole Org

Six Other Acts Signed

LOUISVILLE, Jan. 29.—The act line-up for Cole Bros. began to take shape this week with the announcement by Jack Tavlin, general manager, that signed contracts have been returned to him by seven acts.

Tavlin announced pacts signed with Con Colleano, tight wire, who for the last few years has been performing in England; the Bruno Zacchini double cannon act; Jim Wong Troupe, Chinese acros; Donita Konyot and her dancing horse; Ming Sing Troupe, Chinese acros; Ivanov Troupe, aerial act, formerly with Polack Bros., and the St. Leon Troupe, acrobatic act.

Outstanding Acts

Tavlin particularly enthused when speaking of signing Colleano and Zacchini. Colleano formerly was with the Cole show and before that was with Ringling-Barnum. He is recognized as one of the outstanding wire walkers in the world. The signing of the Zacchini act, Tavlin said, marks the first time the act has been with a traveling circus since it was on the R-B show.

Tavlin reports activity in winter quarters as reaching its peak. A total of 92 persons are at work here, he said, under direction of Noyelles Burkhart. Tavlin plans to stay in quarters until the show bows for the season.

About the middle of February, Vander Barbette, who will produce the spec and web numbers for the show, is due in quarters with a line of 24 girls, contracted from Wally Wanger, New York line producer (*The Billboard*, January 29). Barbette already is at work rehearsing the gals in New York.

Hildreth Says R-B To Honor Truman

WASHINGTON, Jan. 29.—Melvin D. Hildreth reports Ringling Bros. and Barnum & Bailey has agreed to dedicate the grand finale of the show's 1949 tour to President Truman.

Hildreth said there will be mammoth pictures of Truman in the finale, as well as "other circus devices to help get the nation behind the President." Idea is Hildreth's.

cisco. She was the guiding genius in the fashioning of the considerable wardrobe of both the Ward-Bells and the show's new aerial opener.

Latter number, conceived and directed by Gus and Betty Bell and dubbed Hoopla in the Sky by the press department, employs 16 persons, 8 of them girls who perform in large overhead hoops. Girl have saucy, brief costumes, and escorts wear straw hats, bright-hued blazers and matching spats. Femmes taking part are the three Ward-Bell girls, three from the Cycling Sidneys, Yveta Zinner and Jo Madison. It's a nifty number.

Entertaining Novelty

Natal, the monkey man, gives the show an entertaining novelty. His talents, hampered under canvas, realize full effect in buildings.

The seven-people Risley act of the Bogino family is fast and appealing. The four boys double in an acrobatic and juggling turn as the Four Bennies, and three of them do leaps over the elephants as the Leaping Aurelios.

The cycling of the Sidneys is smooth and classy. With the return (*See Polack Western on page 88*)

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Beatty Equipment, Performers Leave For Hawaiian Tour

LOS ANGELES, Jan. 29. — Performers and equipment for the E. K. Fernandez Circus, featuring Clyde Beatty and the Cristiani Family, left this week for a four-week tour of the Hawaiian Islands (*The Billboard*, January 22).

Tuesday (25) the S. S. Hawaiian Rancher left Wilmington, Del., with Beatty's stock aboard, including 8 elephants, 18 horses and 3 cages of lions and tigers. Elephants were crated individually. Horses were installed in blocks of four to a stall. Loading brought out a number of newspaper photos and reporters. Event garnered quite a bit of space in the dailies.

Personnel of the show sailed Friday (28) from San Francisco aboard the General Meggs. Clyde and Harriet Beatty and the Cristiani Family sailed from Wilmington the same day, aboard the Matson Lurline.

Ted Nobriga, president of the Hawaiian Government Employees' Association, sponsoring org, who was here with Fernandez during the booking of the various troupes, left via plane for Hawaii Sunday (23) to get publicity rolling.

Fernandez will return to the mainland in March to book other events for his baliwick.

Under the Marquee

Faith's King's circus unit is playing army camps with Benny Fox's Star Spangled Circus.

Mr. and Mrs. Tommie Huffle, of Dailey Bros.' Circus, recently visited with Mr. and Mrs. George R. Bell in Joplin, Mo. The former will play an indoor date in Farmington, Tex.

Cutting up jackpots recently in Sheboygan, Wis., were Harry N. Brown, boss ticket seller with Clyde Beatty Circus, and Peter H., and Bill Lindemann, former owners of Seils Sterling Circus. Peter Lindemann is a contracting agent for Dailey Bros., while Bill is retired. Their brother, Albert C., is car manager for Al G. Kelly-Miller Bros. Dorothy Lee Brown, Harry's wife, again will be with the Clyde Beatty org.

Frank Whitbeck, owner of Frank Whitbeck's Motion Picture Elephants, now entering their third season with Polack Bros.' Western Unit, has been commissioned by an Eastern publisher to do a book on elephants. "It will not be the history of elephants but about them, especially my trio," Whitbeck said. No publication date has yet been set. . . . W. F. Duggan, owner of the Par-American Animal Exhibit, and LeRoy Bradley recently returned to the show's winter quarters in Chipley, Fla. Duggan was on a business trip to Chicago, Cincinnati, St. Louis and other points. . . . Mr. and Mrs. Edward Wood, Star Bros.' Circus, and Si Rubens, Rogers Bros., were recent visitors to Pan-American quarters. . . . Roy Barrett, clown, spent a recent vacation in New Orleans before resuming work with the Hamid-Morton show. . . . Robert Good, circus fan of Allentown, Pa., writes that he recently acquired some one-sheet Strobridge circus lithographs, including posters from the original Adam Forepaugh Shows, Adam Forepaugh and Sells Bros.' Combined Shows, Buffalo Bill's Wild West Exhibition and Barnum & Bailey.

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Booking Agent for this coming season. Do you have car? State salary or P.C. basis in first letter and all details. Show will open in May. Address all mail to
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WESTERN OPS SAID OPTIMISTIC

'49 Seen as Good Biz Year; Many Improvements Listed

Huedepohl reports plenty of activity going on in spots visited on tour—parks with ballrooms report name bands not pulling them

By Hank Hurley

CHICAGO, Jan. 29.—Park operators out West (Pacific Northwest, Rocky Mountain Region and Pacific Coast) are optimistic about business conditions for 1949 and are going ahead at a fast clip with improvement plans to be ready for a good year. That is the report of Paul H. Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), who recently returned here after a tour of Western regions. In his travels, Huedepohl visited parks all along the route and came back with glowing reports. Particularly was Huedepohl enthused about the project at Ocean View, Venice, Calif., where John L. Lohrman holds forth as manager.

"Ocean View is doing a big job," Huedepohl said. "They have 80 acres of land, but right now work is being concentrated on getting the Kiddieland ready. In the next few years, when the entire park is complete, it will be one of the big spots in the country."

At Whitney's Playland at the Beach, San Francisco, Huedepohl reported a visit with George K. Whitney, owner. Whitney is at present building an art museum and theater, and will have an announcement soon regarding his policy for these buildings.

New Parking Lot

At Santa Cruz Seaside, Santa Cruz, Calif., Huedepohl found Louis B. Jenkins Jr. busy supervising work on the additional parking lot. The new space will accommodate 800 cars, Huedepohl said, and will be a black-topped affair. Adjoining the new lot will be added picnic grounds.

What was true at other Coast spots also is true at Seaside, according to Huedepohl, who said Jenkins plans to add at least one ride, a circular one, and change the location of several others.

"What I mean by that," Huedepohl explained, "is that West Coast parks have featured mostly flat rides on their midways, but now are going for circular and swing rides. I believe they are on the right track in this respect."

At Long Beach, Calif., Pike, Huedepohl found plenty of activity. A new park is under construction (*The Billboard*, January 22). "It will be a beautiful spot when it is finished," Huedepohl said.

The NAAPPB secretary, accompanied by George Schmidt, president-general manager of Riverview Park, Chicago, who is vacationing in La Jolla, Calif., visited Mission Beach and Pacific Beach spots. Both places, he reported, plan an early opening.

"Working like mad" was Huedepohl's description of personnel at Elitch Gardens, Denver, where Arnold Gurtler and his sons, John and Bud, boss things. The Gurtlers, he reported, are doing plenty of decorative work. Plenty of new fronts are being built.

Also in Denver, at Lakeside Park, Huedepohl found Ben Krasner enthused about the new miniature train he is having built by the Zimmerman Ornamental Iron Works. The train, designed by Joseph P. Ruth, Denver, will have cars five feet high, covered with stainless steel. Each car will hold 12 adults and the train will be drawn by a fluid drive Diesel engine over a 1¼-mile track around the lake. It will be a replica, Krasner told Huedepohl, of the Burlington Zephyr. Cost of the new train will be around \$20,000.

In Denver, Huedepohl said, park-

Cincy Coney Hit By Flood Again; Means Clean-Up

CINCINNATI, Jan. 29.—The Ohio River has given Edward L. Schott, president and general manager of Coney Island here, another king-size headache. This time, however, Schott is taking his aspirin under sunny Florida skies and the Coney staff is standing the brunt of the flood attack on the park.

When Schott left Tuesday (25) with his family for a Fort Lauderdale vacation, there was no indication of danger to the park. Subsequent rains, however, pushed the river out of its banks and past the 48-foot stage at which water enters the park.

Altho park officials could not estimate the damage Friday (28) when the river stood at about 52 feet, indications were that the loss would not be too heavy, as weather bureau reports estimated a river crest of 55 feet.

At the 48-foot mark water enters the swim pool, its locker room and filtration plant, making necessary a clean-up job on those facilities. In the past this loss has been minimized by removal of filtration plant motors at close of the season. Any further rise in the river spreads water over the greater portion of the park, and it is expected that the 55-foot crest will make necessary a major clean-up job.

Schott expects to spend about four weeks in Florida. During his stay there he plans to take in the Tampa Fair, February 1-12.

men are worried about possible introduction of a bill in the Legislature to legalize dog racing. Night dog racing, Denver parkmen told Huedepohl, would hurt their business and they are hopeful such a law will not be passed.

West Coast parkmen who reported business off in '48, some saying as much as 75 per cent, see better times ahead because shipyards and plane factories are being deluged with government orders and this means more employment.

Parks with ballrooms cried the blues a bit, Huedepohl said. "Name bands aren't drawing like they once did," he said, "and most of the park operator having ballrooms are playing local bands. They are booking name bands in hit-and-miss style and then only for one-night stands."

In California, Huedepohl met Lloyd Vogel, of Natorium Park, Spokane. (See *Western Ops Optimistic*, page 90)

Birmingham Plans Zoo, Adds Rides To Its Fair Park

BIRMINGHAM, Jan. 29.—A zoo for city-owned Fair Park is being planned by members of the city commission and the Alabama State Fair Authority, operators of the park. In addition, officials are adding several major rides to the park line-up to "take care of teen-agers," officials said.

Recently City Commissioner James W. Morgan, Vincent Townsend, vice-chairman of the Fair Park Board; R. H. (Dick) McIntosh, park manager, and Charles McCauley, architect, visited the Jackson, Miss., zoo to get ideas for the set-up here.

The kiddieland installation here, which began operations last season, was highly successful in its first year. Built at a cost of \$80,000, the spot netted \$33,000 the first four months of operation. Now officials feel something should be done for the teen-agers and they are adding three major rides, including a Tilt-a-Whirl and Auto Scooter. New kiddie rides to be added this year are a Mangels kiddie Whip and Lucas kiddie boat ride. The spot also will have fibre glass boats, built by William de L'horbe Jr.

Altho it is not official, reports are the city will spend \$400,000 on its new zoo. Whether it will be an admish-free spot has not been decided.

Harry J. Batt, owner of Pontchartrain Beach, New Orleans, and president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), was a recent visitor to the Birmingham kiddieland. Other recent visitors have been de L'horbe and John L. Campbell, Baltimore, insurance exec.

Cooke & Rose Sign Two Virginia Spots

RICHMOND, Va., Jan. 29.—Harry Cooke this week announced that his agency, Cooke & Rose, Lancaster, Pa., had been awarded contracts to furnish free acts thruout the season at Dr. Dudley Cooper's Seaview and Ocean View parks.

Aerial and platform acts will be alternated at each spot, Cooke said. The parks are skedded to operate May 29 thru September 5, with a prevue week commencing April 16. New stages will be erected at each spot.

Cooke also reported inking acts for Williams Grove and Rolling Green, both in Pennsylvania.

Gov. Driscoll Stumps For More N. J. Spots

ATLANTIC CITY, Jan. 29.—A program for more free beaches for New Jersey, as well as shoreline protection, has been indorsed by Governor Driscoll, who commented that the State's beaches were important assets, attracting vacationers from all over the country.

The governor announced that a preliminary report of the State Beach Erosion Committee asking minimum emergency funds of \$4,325,000 would receive serious consideration, but such a program should also provide for the securing of a larger number of free or nominal-charge beaches for New Jersey residents.

The committee reported that the

Phenix City May Purchase Idle Hour

Applies to 250G Loan

PHENIX CITY, Ala., Jan. 29.—Mayor Homer D. Cobb announced plans are moving ahead for the purchase of the 300-acre Idle Hour Park here from the Martin Theater interests.

The city has applied for an RFC loan of \$250,000 to buy the amusement park, which was built up into one of the South's finest parks by the late Roy E. Martin, killed last year in a plane crash.

Idle Hour, which draws patrons from nearby Columbus, Ga., and a wide area in Southeast Alabama and Southwest Georgia, has rides, a 15-acre lake, horse barns, dance pavilion, skating rink, swimming pool, concession stands, zoo, stadium, baseball park and an airport.

Roy E. Martin Jr., declined to place a value on Idle Hour, declaring that the park was his father's "baby," and that he had expanded the park after acquiring it in 1938 with the sole object of "providing a place of entertainment for the people."

Objection has been made to city purchase of the park.

Hugh Bentley, a spokesman for the group objecting to the move, charged that Idle Hour "would become a gambling honky tonk" under city ownership.

Mayor Cobb said such objections were without foundation, and that the city would proceed to negotiate for the park.

English Blackpool Company Declares Bumper 33% Divvy

LONDON, Jan. 29.—Blackpool Tower Company, operator of the Tower Circus and other attractions at England's top seashore funspot, Blackpool, is set to pay a dividend and bonus of 35 per cent, less tax, for the fiscal year ending October 31 to holders of ordinary stock. A dividend of 20 and bonus of 15 per cent was distributed for 1947.

Net profits for the year, after earmarking \$689,750.62 for taxes, are listed at \$779,377.82. After payment of the dividend on 6 per cent preferred ordinary stock and the 35 per cent dividend bonus on ordinary shares, a balance of \$275,156.31 will remain to be carried forward, against a balance of \$256,497.41 in 1947.

Last year's profits of the Winter Gardens and Pavilion Company, subsidiary of the Tower firm, were listed at \$305,071, after deduction of \$367,000 for interest on loan and for taxes. After a proposed distribution of a 35 per cent dividend, a balance of \$50,302.46 will remain, as compared with \$44,809.57 carried over in 1947.

legislative appropriation for beach erosion projects would be at least \$2,000,000. Detailed projects involving 63 resorts with a beach front of 184 miles were outlined in the committee report.

Harry Illions's Life Story Regular Who's Who of Showbiz

(Continued from page 54)

parents and friends, "You can't have any fun at the fair; everything costs too much."

Kids' 5-Cent Day

One concession doing a big business at the fair was Ripley's Believe It or Not attraction, of which C. C. (Cash-and-Carry) Pyle was the manager. The concession and ride men told Harry that if he could get Pyle to agree to letting kids into his spot for 5-cents, they'd go along with the plan.

"I wasn't too sure I'd be able to get Pyle to agree," Harry said, "because there really was no need for him to cut prices. But I was desperate. I told Pyle my plan. He thought for a minute and then said, 'Will this help you, Harry?' I told him it would save my life and the lives of other concession and ride men. Pyle

agreed and the rest of the boys went along.

"Business boomed but there was a fly in the ointment. It wasn't serious but it had a humorous twist and really was the cause of changing the 5-cent day from Fridays in 1933 to Thursdays in 1934.

"We really drew the kids in 1933 when we started the 5-cent day, but one day we received a call from the Chancery office of the Catholic Archdiocese of Chicago.

"The father in charge told me that the various parish priests in Chicago and environs were being bombarded by Catholic kids because they couldn't take advantage of the 5-cent price on hot dogs and hamburgers on Fridays."

Harry and the priest had a good laugh about it but the day was changed to Thursday the next year. "The only reason we didn't change it the first year was because all our advertising was out and kids and their parents by that time were used to Friday as the 5-cent day," Harry said.

Getting into outdoor show business was no accident for Harry. His father was a wood carver by trade and as a youth in England had made show fronts for Frank C. Bostock, who was bringing his shows to America. The elder Illions came to the States with Bostock and a short time later was married. On July 4, 1892, Harry Illions was born.

At the age of 10, Harry got his start in show business, working after school and in the summer as a ring boy for his father at Coney Island, N. Y. His dad was intent upon Harry learning to be a wood carver but this didn't appeal to Harry, and instead he decided to learn the steam-fitting trade. He kept at that in the winter but in summer he was back in show business operating the Merry-Go-Round at Coney Island and helping his dad with other rides.

Harry kept up this system—working as a steamfitter in the winter and as a ride man in summer—until March 28, 1916, when he married Minnie Marker in New York. A daughter was born to the union. Christened Jeanette J. Illions, she is now Mrs. Otto T. Bierwagen and resides in El Cerrito, Calif. Mrs. Illions died in 1939 in San Francisco.

Joined Old Wortham Shows

Following the war, Harry went to work as a foreman of the Frolic ride on the old C. A. Wortham Shows, (See HARRY ILLIONS, page 91)

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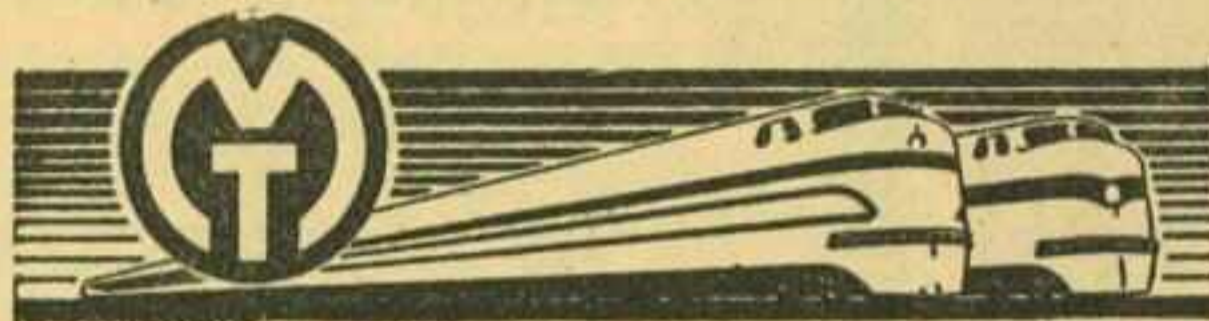


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PA. ANNUALS BACK MUTUELS

N. D. Assn. Asks Sun. Operation

Hope To Gain More State \$

Record 4,284,016 attended 98 fairs in 1948—all officers re-elected

HARRISBURG, Pa., Jan. 29.—Members attending the 37th annual meeting of the Pennsylvania State Association of County Fairs at the Penn-Harris Hotel here last Wednesday thru Friday (26-28), voted unanimously to back a bill legalizing pari-mutuel betting which is now before the Legislature.

The bill, which provides for a State-wide referendum, is designed to pay for a \$500,000,000 bonus to veterans of the last war. As the bill now stands, fairs would benefit only in that they would be granted temporary licenses for staging pari-mutuel races not exceeding one week.

Charles W. Swoyer, association secretary, advocated that efforts should be made to have fairs included as beneficiaries, since he believes the bill will become law and he does not favor betting at fairs. Swoyer, Joseph McGraw, Washington, Pa., and Harry B. Correll, Bloomsburg, Pa., have worked for the passage of a mutuel bill for the past 12 years and, upon one occasion, failed only for want of the governor's signature.

Two Bills Favored

Henry Knauf, president, United States Trotting and Racing Association (USTRA), said that an effort should be made to secure the passage of two bills, one pertaining to running races and the other to harness racing for the protection of fair men.

It is hoped that the State's potential revenue from mutuel betting would eventually be used in part to bolster State aid to annuals. State aid now, when the money is available, is limited by law to \$50,000 a year. This year 98 fairs, including three new ones, reported to the Department of Agriculture.

In his annual report, Secretary Swoyer revealed that total attendance at member fairs had increased 307,056 in 1948 to hit a record 4,284,016. Cash receipts from paid admissions totaled \$779,242.86, an increase of \$43,018.70 over 1947. Concession receipts were \$540,969.11, an increase of \$55,531.31. Receipts from (See Pennsy Fairs on page 88)

White Biz Chief At Illinois State

SPRINGFIELD, Ill., Jan. 29.—Henry J. White, of Somonauk, Ill., this week was appointed business administrator of the Illinois State Fair. The job carries with it the duties of manager. He had been associated with the DeKalb County Fair at Sandwich, Ill., the past 20 years and in recent years served as president there.

A farmer, White has been active as superintendent of livestock shows. He also served as assistant superintendent of the swine department at the State Fair here from 1932-'36, and was superintendent of ticket department at the State Fair from 1936 to 1940.

William V. (Jake) Ward has resigned as promotional director of the State Fair here. No successor has been named and it is likely that he will return to that post.



Winter Fairs

- ARIZONA**
Mesa—Maricopa Co. Fair & Citrus Show. Feb. 20-27 (tentative).
Tucson—Pima Co. Fair March 2-5. Norman B. Cobb, Box 1609.
- CALIFORNIA**
Imperial—California Mid-Winter Fair. Feb. 26-March 6. D. V. Stewart, Box 308.
Indio—Riverside Co. Fair & Natl. Date Festival Feb. 18-22. R. M. C. Fullenwider.
San Bernardino—National Orange Show. March 10-20. R. Z. Smith Box 29.
- FLORIDA**
Cocoa—Indian River Orange Jubilee. March 9-13. Mrs. Marion Oxford, Chamber of Commerce.
Delray Beach—S. Fla. Gladiol Festival & Fair. Feb. 22-29. R. C. Lawson.
Eustis—Florida Sportsmans Expo.-Lake Co. Fair. March 14-19. Karl Lehmann, Tavares, Fla.
Fort Myers—Southwest Fla. Fair. Feb. 21-26. J. Fred Huber, Box 2010.
Largo—Pinellas Co. Fair. Jan. 25-29. J. H. Logan, Box 387.
Miami—Dade Co. Fair March 4-13. Robert C. Booth, 471 N. W. 3d St.
Orlando—Central Fla. Expo. Feb. 21-26. Crawford T. Bickford.
Palmetto—Manatee Co. Fair. Week of March 7.
Plant City—Florida Strawberry Festival. March 1-5. G. H. Bates.
Sanford—Seminole Co. Fair. Week of March 21.
Sarasota—Sarasota Co. State Fair Assn. Feb. 20-26. S. Dilworth Clarke Jr., Box 187.
Sebring—Sebring Firemen's Highlands Co. Fair. Feb. 21-26. R. C. (Dick) Baguley.
Tampa—Florida State Fair & Gasparilla Assn. Feb. 1-12. P. T. Strieder, Box 1231.
Winter Haven—Florida Citrus Expo. Feb. 14-19. Phillip E. Lucey.
- TEXAS**
Fort Worth—Southwestern Expo. & Fat Stock Show. Jan. 26-Feb. 6. Edgar Deen, Box 150.
Houston—Houston Fat Stock Show & Livestock Expo. Feb. 2-11. W. O. Cox, Box 2371.

Cedar Rapids Plant Title Up for Change

City Plans Shift to Assn.

CEDAR RAPIDS, Ia., Jan. 29.—The Cedar Rapids City Council is planning to transfer ownership of Hawkeye Downs, site of the All-Iowa Fair, to the fair association and has set a public hearing on the matter for February 7.

The city under the proposal would receive \$7,500 for the grounds, which have been leased during recent years by the association. One of the reasons for the transfer is due to the recently built youth center on the grounds. In order to pay off a debt of about \$35,000 the fair association must offer something as collateral for a loan.

Under terms of the proposal, the fair board members have promised to continue Hawkeye Downs for public purpose and must continue the All-Iowa Fair each year.

Built originally in 1925 by a business men's association, Hawkeye Downs later was bought for taxes by the Cedar Rapids Chamber of Commerce and deeded to the city.

Urges State to amend blue laws, asks 50 per cent premium aid to member fairs

MINO, N. D., Jan. 29.—Newman Powers, Crosby, was elected president of the North Dakota Association of Fairs at its recent two-day convention here. Other officers elected were Tony Lill, Fessenden, vice-president; G. A. Ottinger, Jamestown, secretary-treasurer; Robert Finke, Minot; Franklin Page, Hamilton, and A. E. Stewart, Botineau, directors.

The convention passed two resolutions urging the State to enact new legislation. One recommended an annual \$300 appropriation for each established agricultural fair and for the payment by the State of 50 per cent of all premiums paid out by fairs in the State association.

Discusses Blue Law

The other resolution recommended that the existing blue law be amended to permit agricultural, livestock and horse expositions to be held Sundays at certain hours, providing that they are situated at a sufficient distance from any church. The legislation sought would not authorize horse racing, but would legalize payments of admission fees at Sunday fairs.

H. L. Finke, who recently announced that he would resign next January as secretary of North Dakota State Fair here, was one of the principal convention speakers. He suggested fairs introduce covered stages for their grandstand shows to safeguard against the loss of performances due to rain. He also commended the use of portable booths for commercial exhibits, pointing out that these could be used over a circuit of fairs in the State.

Finke was gifted with luggage by showmen in attendance at the convention.

Mass. Elects Lombard Prez; 150 Turn Out for Conclave, Sound 1949 Optimistic Note

Convention Speakers Cover Wide Range of Subjects

BOSTON, Jan. 29.—Sounding a note of high optimism for the coming fair season in New England, over 150 fair officials, carnival and amusement representatives and members of the Massachusetts Agricultural Association participated in the 29th annual meeting of the association at the Parker House here January 23-24, and heard county, regional and State fairs characterized as among the oldest educational and inspirational forces in American life.

Alfred W. Lombard was elected president of the association to succeed Henry H. Snyder; Harold Stanton was named first vice-president; John L. Banner, second vice-president; L. B. Boston, third vice-president; and Robert P. Trask, of the State Department of Agriculture, was re-elected secretary-treasurer. President-elect Lombard is director of agriculture and livestock of the Barington Fair and a former vice-president of the association.

Too Busy With Sheep

"Fairs are helpful in curbing juvenile delinquency," Bligh Dodds, secretary of the New York State Fair, said in his address. "Fair time," he said, "is the outlet for the accomplishment of rural youth symbolized so perfectly by the great 4-H Club movement. Show me a boy or a girl who has a calf, a sheep, or a pig to exhibit at the county fair, and I will show you a boy or girl who is too busy to attend juvenile court."

Dodds, who is also president of the International Association of Fairs and Expositions (IAFE), said that the New York Legislature has appropriated \$450,000 this year for dis-

tribution among the State's 50 agricultural fairs. This appropriation is administered by the State Agriculture and Markets Department, the division of fairs which Dodds heads.

Dr. Ralph A. Van Meter, president of the University of Massachusetts, urged fair managers to elevate their sights, and to label exhibits so that urban visitors will be able to determine why prizes were awarded. "Blue Ribbons," he said, "denote first prizes, but unless a person has complete knowledge of the various classifications, such blue ribbons mean little to visitors at a fair."

Chandler Agrees

This practice was also emphasized by John Chandler, State commissioner of agriculture. Chandler said he felt that a great public relations job could be done for county fairs by shifting the emphasis to help visitors, especially urban ones, to learn more about agriculture. "The average city dweller doesn't see the best in agriculture at our present day fairs," he said.

Frank H. Kingman, secretary of the Brockton Fair, revealed that arrangements are now being completed for the immediate construction of a new steel and concrete grandstand at the Brockton fairgrounds, expected to be ready for the 1949 fair. A stand seating 3,500 will replace the temporary wooden structure which has been serving fair-goers since the fair's big permanent stand was destroyed by fire in 1936.

Date for the Brockton Fair has been set for September 12-17, with six days of pari-mutuel horse racing. Kingman said the World of Mirth

Jake Ward Elected Ill. Assn. President

SPRINGFIELD, Ill., Jan. 29.—William V. (Jake) Ward, Bloomington, was elected president of the Illinois Association of Agricultural Fairs at its annual convention here (23-25).

Jack Stumpe, Pinckneyville, and Clifford C. Hunter, Taylorville, were re-elected vice-president and secretary-treasurer, respectively.

Directors elected were Paul Powell, Vienna; Burch Lee, Hartsburg; Dewey Wheeler, Kansas; J. Fred Raker, Princeton; Clyde Lee, Mount Vernon, and Hilding Johnson, Galesburg.

Gov. Adlai Stevenson was a principal speaker at the banquet and said he was "an ardent admirer of fairs."

Monte Kiffin Named Neb. Assn. President

LINCOLN, Neb., Jan. 29.—Monte Kiffin, Lexington, was elected president of the Nebraska Association of Fair Managers during its three-day convention which ended Wednesday (26).

L. E. Watson, Humboldt, was elected vice-president and H. C. McClellan, Arlington, was re-elected secretary.

Shows will again have the midway. Secretary Kingman has had many sessions with the Brockton Fair food concessionaires, a group of Brockton church organizations, clubs and individuals, who were voted off the grounds at the last fair in favor of a Midwest food concessionaire. The local group seeks to be allowed to (See Lombard Mass. Prez on page 91)

Chambliss Buys Hamid Interest In 2 N. C. Fairs

RICHMOND, Va., Jan. 29.—Norman Y. Chambliss has purchased the interests of his partner, George A. Hamid, to become sole owner of the Greensboro and Rocky Mount, N. C., fairs, it was jointly announced here Monday (24) while both were attending the annual meeting of the Virginia Association of Fairs. Contracts were signed last Saturday (20) in Rocky Mount. Chambliss also operates the Pitt County Fair in Greenville, N. C.

Considerable improvements at all three events are planned, Chambliss said. Work at Greensboro is dependent only upon the securing of an extension of the lease or the purchase of the grounds. Civic leaders have already been consulted and have promised their support of a revised annual, it was stated.

Chambliss is one of the principal backers of a bill now before the North Carolina Legislature which will eliminate all but bona fide agricultural fairs. His annuals will be in for considerable revamping with the passage of the bill which is virtually unopposed.

New Hamid Policy

Both Chambliss and Hamid said that the new arrangement would have little effect upon their association. Hamid relinquished his holdings in line with a previously announced policy which provides for lessening of financial interest in various enterprises because of the demands of his agency, the Steel Pier in Atlantic City, the New Jersey State Fair and the Hamid-Morton Circus.

Mrs. Clyde Kendall will continue as local manager of the Greensboro annual, a post she has held for the past 12 years, Chambliss announced. Attractions for all three fairs have been booked thru Hamid.

Rocky Mount will run the week of September 26, Greenville, October 3-8, and Greensboro, October 10-15. The World of Mirth Shows will play Greensboro and Prell's Broadway Shows will return to Rocky Mount.

Placer (Calif.) County Annual Renames Officers

ROSEVILLE, Calif., Jan. 29.—All officers and directors of the Placer County Fair were re-elected here recently. They are Hanford A. Crockard, president; M. F. Royer, first vice-president; H. G. Iseminger, second vice-president; Al B. Broyer, treasurer and legal adviser; Tom J. Pugh, secretary, and Nic Huddleston, manager. Board members are Dr. Louis E. Jones, Earl E. Barber, Maurice T. Mahan, Charles W. Lauppe, Joseph N. Zanolio, Lou B. Allen, Charles C. Lee, Ray E. Taylor, Garen J. Wilson and Edward M. Vorous.

Master plan for the proposed five-year building program has been completed by Raymond R. Franchesi, Sacramento architect. Actual construction is expected to start sometime this year, pending approval of the State fair board.



Meetings of Fair Assns.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 31-February 2. Clyde E. Byrd, secretary, Little Rock.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 4.

Oklahoma Association of Fair Secretaries, Skirvin Hotel, Oklahoma City, February 4-5. J. B. Hurst, Enid, president.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, February 5. G. W. Grinnell, Batavia, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 7-8. James A. Carey, State Office Building, Albany, secretary.

Class B Fairs Association, King Edward Hotel, Toronto, Ont., February 9. J. A. Carroll, superintendent.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 10-11. J. A. Carroll, superintendent.

Elect Dr. Lafargue La. Assn. President

ALEXANDRIA, La., Jan. 29.—Dr. A. H. Lafargue, Sulphur, was elected president of the newly organized Louisiana Association of Fairs here Monday (24), the opening day of the two-day meeting at the Hotel Bentley.

Other officers elected were J. A. Smith, New Orleans, first vice-president; Wilbur Farmer, Delhi, second vice-president, and Phillip Sleet, Donaldsonville, secretary-treasurer.

Temporary chairmen for each district were named to co-ordinate the fair dates and to select representatives for the legislative committee. Those named were James A. Smith, New Iberia, first district; E. L. Rousset, Lutecher, second district; L. A. Barnes, Raceland, third district; William Hirsch, Shreveport, fourth district; W. Z. Adams, Tallulah, fifth district; Frank L. Anzalone, Independence, sixth district; John Clark, Eunice, seventh district, and Joe Webb, Alexandria, eighth district.

Elect Stevens To Head Durham, Conn., Annual

DURHAM, Conn., Jan. 29.—Walter Stevens has been elected president of the Durham Fair Association.

Other officers include Robert L. White Jr., vice-president; John A. Jackson, secretary; William A. Parson, treasurer and purchasing agent; Harold F. Hall, superintendent of rentals; Arthur P. Hull, superintendent of grounds; Carl N. Otto, superintendent of gates, and Robert S. Coe and Frank J. Francis, auditors.

The total income of the 1948 fair amounted to \$9,981.64.

Marshalltown, Ia., Awards Contract to Complete Stand

MARSHALLTOWN, Ia., Jan. 29.—Central Iowa Fair Association has awarded a \$77,653 contract to the Pittsburgh-Des Moines Steel Company to complete an unfinished section of the steel and concrete grandstand and to erect a new section. A steel canopy will cover the 3,200 seats.

The uncompleted section was started as a WPA job.

Knight Invermay Topper

INVERMAY, Sask., Jan. 29.—R. Knight was elected president of the Invermay Agricultural Society, succeeding T. Atkinson. Vice-presidents are Mrs. A. Hoadley and J. Willis. D. Willis resigned as secretary. The society, founded in 1912, reported another successful year.

Mason, Mich., Closes For 1949 Attractions

MASON CITY, Mich., Jan. 29.—Attraction buying for the 1949 Ingham County Fair here has been completed, Joy O. Davis, secretary-manager, announced. The Wade Shows have been signed for the midway and the Voorhees-Fleckles Fair Booking Association, Chicago, has been contracted to supply the grandstand show.

The midway contract calls for the Wade Shows to provide Merry-Go-Round rides for youngsters under 12 years at 9 cents. Children's Day has been skedded for the opening day, with all rides to go at reduced prices and with special grandstand program set. Grandstand attraction opening night will be the Lucky Lott Thrill Show.

The fair's delegation to the recent Michigan fair convention consisted of Dave Beatty, treasurer; Rina Dell, Harry Freshour, C. O. Wilkins, S. A. Laxton, Clarence Puffenberger and Davis.

Edmonton Planning Million \$ Expansion

EDMONTON, Alta., Jan. 29.—Edmonton Exhibition Association is planning a \$1,000,000 expansion program as follows: A \$350,000 grandstand; \$150,000 extension to add 1,270 seats to the south end of the Arena in 1949, and \$150,000 for a similar north end extension in 1950; \$150,000 for hard surfacing roads and walks in the grounds, and the remainder on a proposed amusement park to the south of the present grounds.

Robert V. Price, president, told shareholders at the annual meeting that the association had conducted a \$3,000,000 business the past year. Ex-Manager Charles E. Wilson submitted the 1948 financial statement which showed record profit of \$162,000.

Negotiations are under way to sign the R. C. M. P. musical ride for the spring horse show.

Eastern States Officials Set Plans for Tax Fight

SPRINGFIELD, Mass., Jan. 29.—The Eastern States Exposition taxation committee met here recently to discuss plans for fighting taxes imposed upon exposition property by the town of West Springfield.

Joshua L. Brooks, founder and honorary president of the fair, said representatives of five of the States which have buildings on the grounds were present. Only four of the States—Maine, Vermont, New Hampshire and Connecticut—face taxation, since the Massachusetts building is exempt.

An act of the Legislature, passed in 1920, makes all of the State buildings tax exempt, but West Springfield assessors plan to challenge this law.

Work Started on Lodi Grape Festival Building

LODI, Calif., Jan. 29.—Construction of the new pavilion for the Lodi Grape Festival September 16-18, is under way. Archie M. Closson and Clifford Gatzert are co-chairmen of the planning and building committee. The structure is being built on the 20-acre property purchased last year by the festival association.

The building, 130 by 240 feet, will be used thruout the rest of the year as a recreation and community center for concerts, stage productions, dances and sports events.

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Bradley Fined \$25 On Discrimination Charge in Br'port

BRIDGEPORT, Conn., Jan. 29.—Earl A Bradley, manager of Skateland Roller Rink here, was fined \$25 in City Court this week by Judge D. Harold Cotter after he was found guilty of violating Section 860-F of the general statutes dealing with racial discrimination.

Thru his counsel, Michael Strauss, Bradley filed a demurrer which was overruled by Judge Cotter and a finding of guilty entered. Strauss stated that an appeal would be made.

Meyer Dworkin, prosecuting attorney, said that Bradley was arrested on complaints by four Negroes, who said that they were refused admission to the rink on June 15, 1948, and when finally admitted, were given skates of the wrong size. The original charge of breach of the peace was changed to discrimination.

RSROA Board Skeds Dates Of State, Regional Meets

DETROIT, Jan. 29.—Approval of meets for regional and State championships, as well as some in Canada, has been given by the board of control of the Roller Skating Rink Operators' Association (RSROA) to culminate in the American championships to be held at Riverside Stadium, Washington, July 11-16.

In commenting on the regional set-up to be put in effect for the 1950 championships (*The Billboard*, January 29), Fred A. Martin, secretary-treasurer of the RSROA, said, "It was recognized by the board of control,

thru many petitions, that the plan of regional competition which has been followed for nearly 10 years needed revision because of population shift. Inclusion of Canadian competitors in the annual RSROA Championships has also intensified the need for change.

The following meets have been approved:

Northeasten regional, Webster Square Arena, Worcester, Mass., June 6-8.

New York State, Gay Blades, New York, April 18-20.

New Jersey, Ventnor Recreation Center, April 18.

Connecticut, Eli Skating Club, New Haven.

Rhode Island, Massachusetts and New Hampshire, to be set at the next New England chapter meeting.

Eastern regional, Mercury Rink, Norfolk, Va., May 7-9.

Pennsylvania, Lexington Skating Palace, Pittsburgh, May 1-3.

Delaware, Merryland Rink, Glasgow, dates open.

District of Columbia, Riverside Stadium, April 20-21.

Virginia, Mercury Rink, Norfolk, April 11-12.

Maryland, open.

West Virginia, skaters from Wheeling will enter the Pennsylvania meet, and skaters from Charleston will enter the Ohio meet.

Great Lakes regional, Pallomar Rink, Milwaukee, May 30-June 2.

Illinois, Arcadia Rink, Chicago, April 20-22.

Indiana, Bell's Rink, Fort Wayne, April 9.

Wisconsin, Pallomar Rink, Milwaukee, April 11.

Michigan, Arena Gardens, Detroit, April 18-20.

Kentucky, Fourth Avenue Rink, Louisville, April 7.

Ohio, Coliseum Rink, Lorain, early April.

Southern regional, Southland Rink, Chattanooga, some time in May. This meet includes skaters from North and South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi and Louisiana. Since the meet is open there is no restriction on the number of entries from States or rinks. However, this is expected to be the last year of open competition for the South, since the region is growing so rapidly in competitors that it is expected to operate along conventional lines in 1950, said Martin.

Midwestern regional, Midtown Rink, Des Moines, some time in May. Decision on whether to conduct an open regional or State meets will be made at the February 7 chapter meeting. The region includes Missouri, Kansas, Oklahoma, Minnesota, Nebraska, Arkansas and North and South Dakota.

Rocky Mountain regional, Warnoco Rink, Greeley, Colo., May 30-31, also conducted as an open. It includes Colorado, Montana, Wyoming, New Mexico, Texas and Arizona.

Pacific Coast regional, Culver City (Calif.) Roller-drome, dates open.

California, Rolladium, San Mateo, April 10-11.

Oregon, Oaks Park Rink, Portland, April 11-15.

Washington, Roller Frolic, Burlington, April 4-6.

British Columbia Provincial, Roll Arena, Vancouver, April 17-18.

Utah and Idaho, pending.

Nevada, skaters may enter the California meet.

Brown, ASCAP Probe Formula For Industry

NEW YORK, Jan. 29.—A new ASCAP formula for roller rinks may result from a three-hour luncheon meeting Thursday (27) between Vic Brown, operator of New Dreamland Arena, Newark, N. J., and officials of the American Society of Composers, Authors and Publishers at its Radio City office.

ASCAP officials present were Herman Greenberg, general sales manager; Julius Collins, head of the radio department; Louis Stone, assistant resident counsel; Aaron Kane, New Jersey representative, and I. T. Cohen, Eastern sales supervisor.

Brown, acting as a one-man committee for the Roller Skating Rink Operators' Association (RSROA) and the industry, requested that rinks pay an annual fee based on a percentage of business rather than on square footage, as at present; also, that a maximum and minimum rate, fair to both sides, be set.

Under the formula now in effect the minimum is \$60 a year and the maximum, at least for rinks up to 20,000 square feet, is \$480 a year.

Brown contended that his proposed method is a more logical one for both sides than the current arrangement and that it will provide needed relief for operators, especially those with large converted warehouses and garages, who have plenty of square footage but few customers.

ASCAP officials seemed favorably inclined toward Brown's proposition and promised immediate research and an answer within 60 days. According to them, the main problem, if they adopt the method, will be to set a rate acceptable to all concerned.

Brown said that ASCAP could compute fees on the basis of monthly notarized business statements supplied by rink operators.

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O'Neill Pinch-Hits As Hillside's Pro

NEW YORK, Jan. 29.—Eddie O'Neill, America on Wheels instructor, is pinch-hitting as professional in his spare time at Hillside Roller-drome, Richmond Hill, L. I. Despite the fact that America on Wheels belongs to the United Rink Operators and Hillside to the rival Roller Skating Rink Operators' Association, AOW General Manager Bill Schmitz gave his blessing to the arrangement.

The Hillside post became vacant January 2 when its regular teachers, Jack and Helen Sheehan, and the rink parted company. O'Neill stepped in to answer the SOS call for someone to coach classes and to prep clubsters for a March of Dimes show on February 7.

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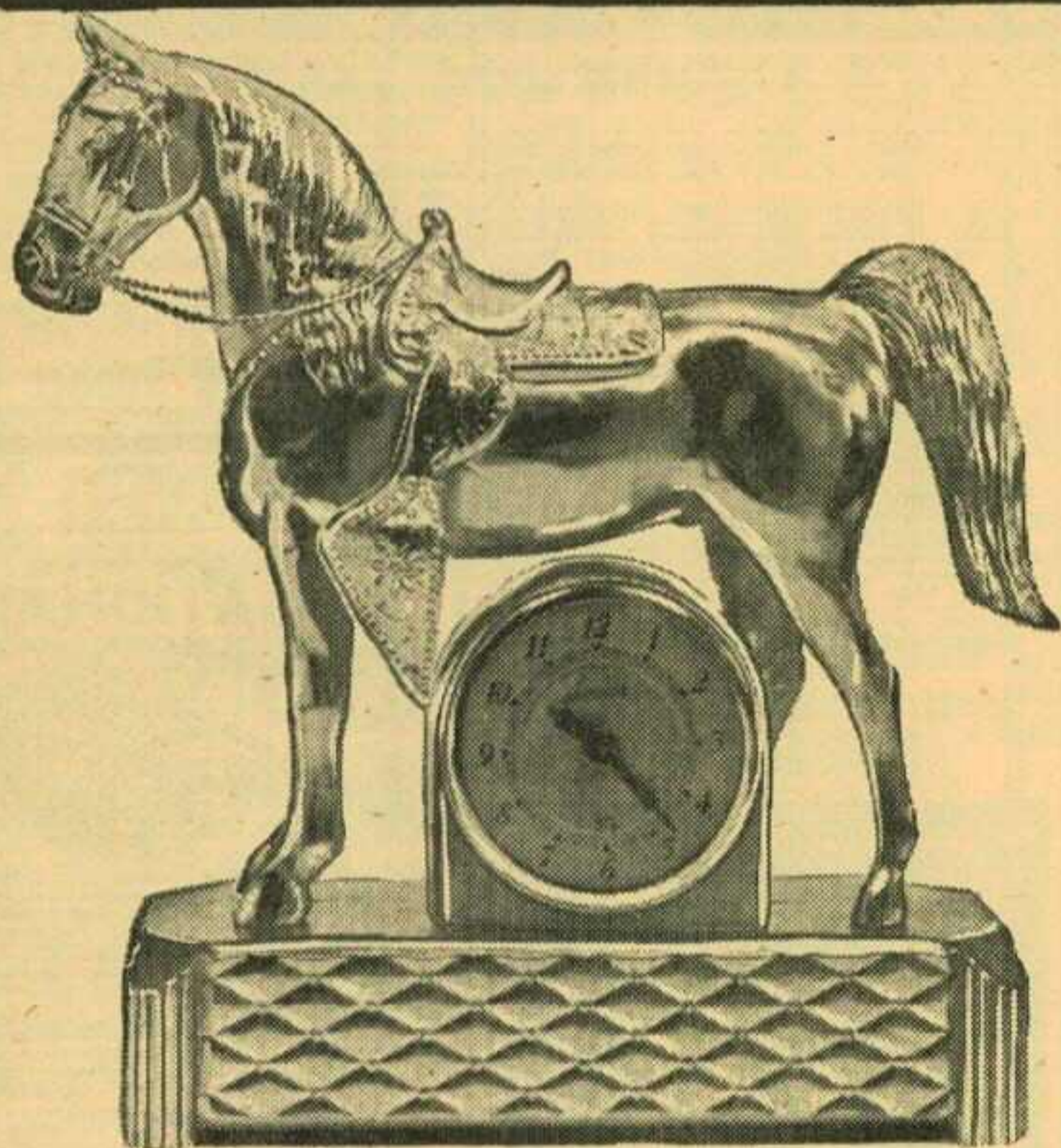
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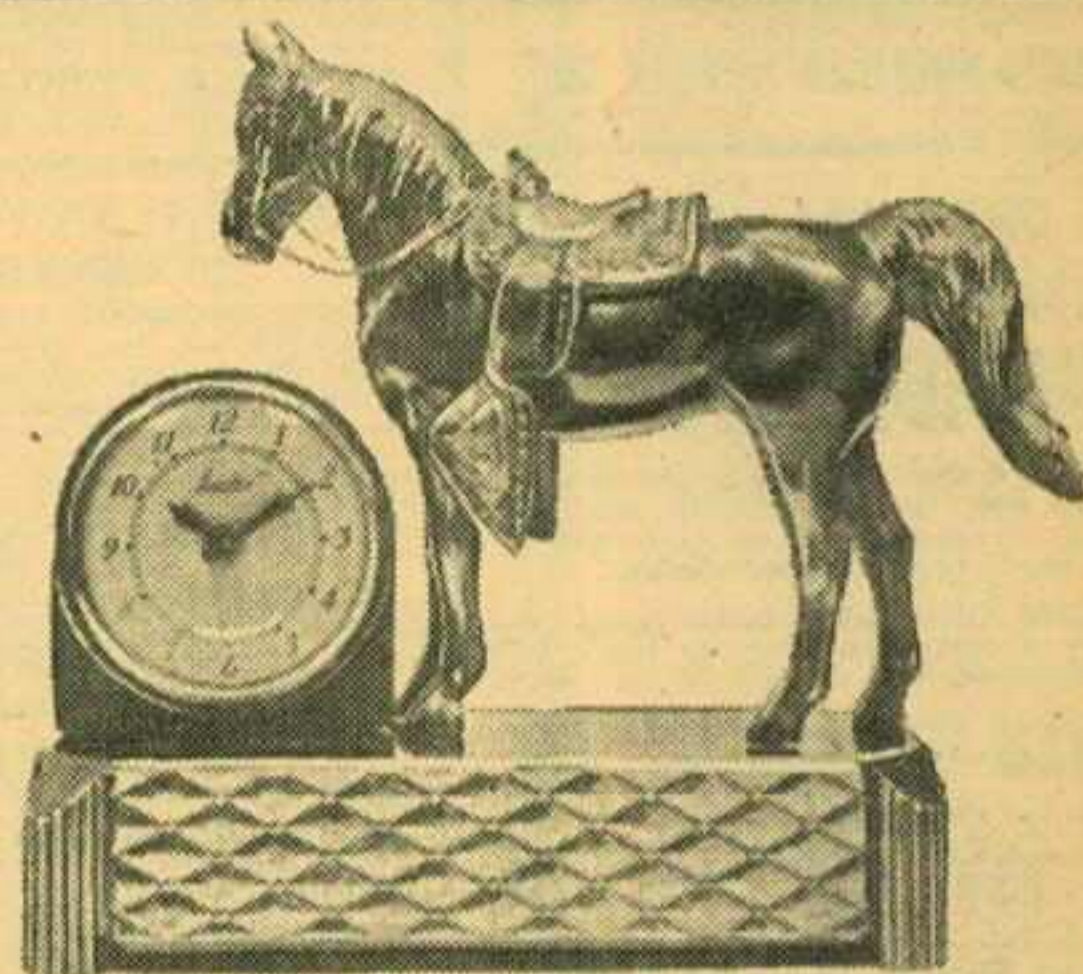


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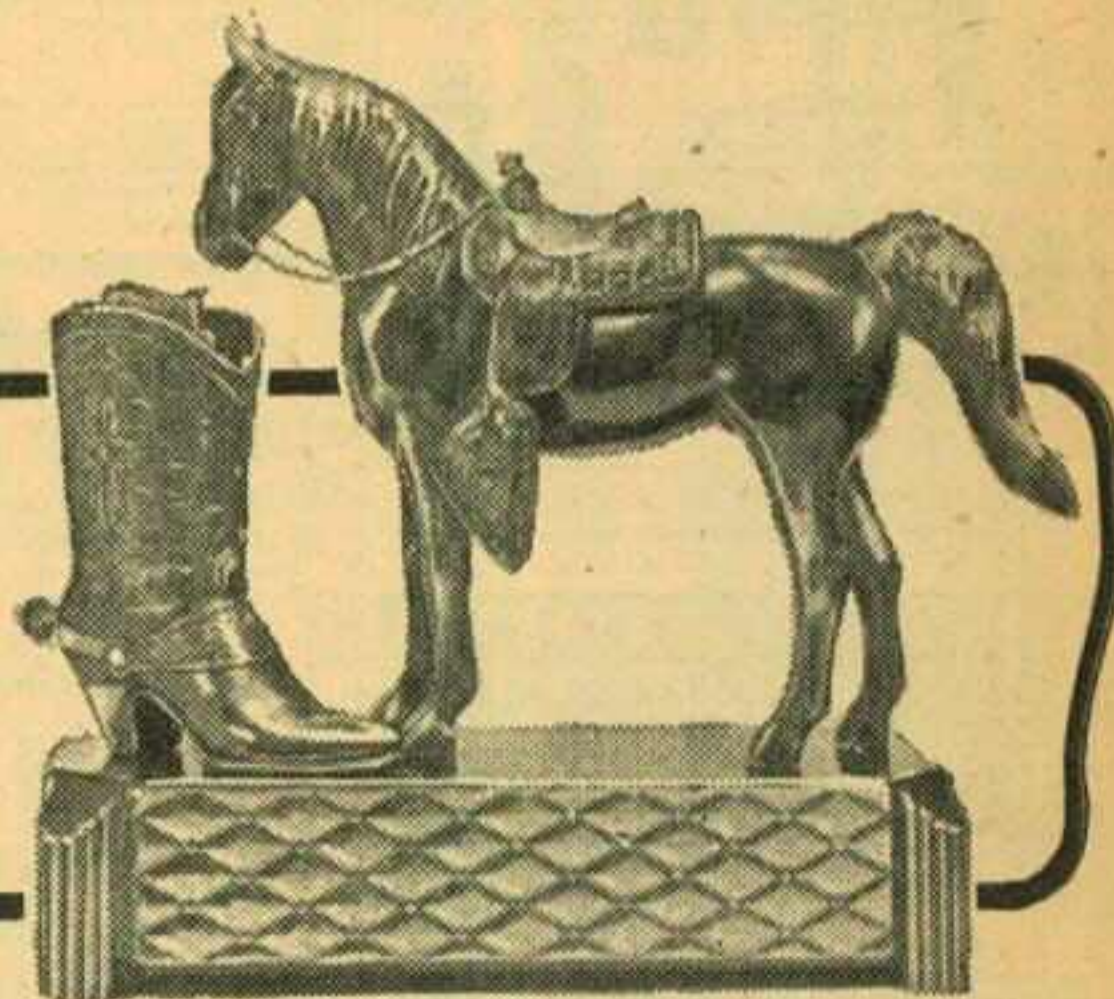


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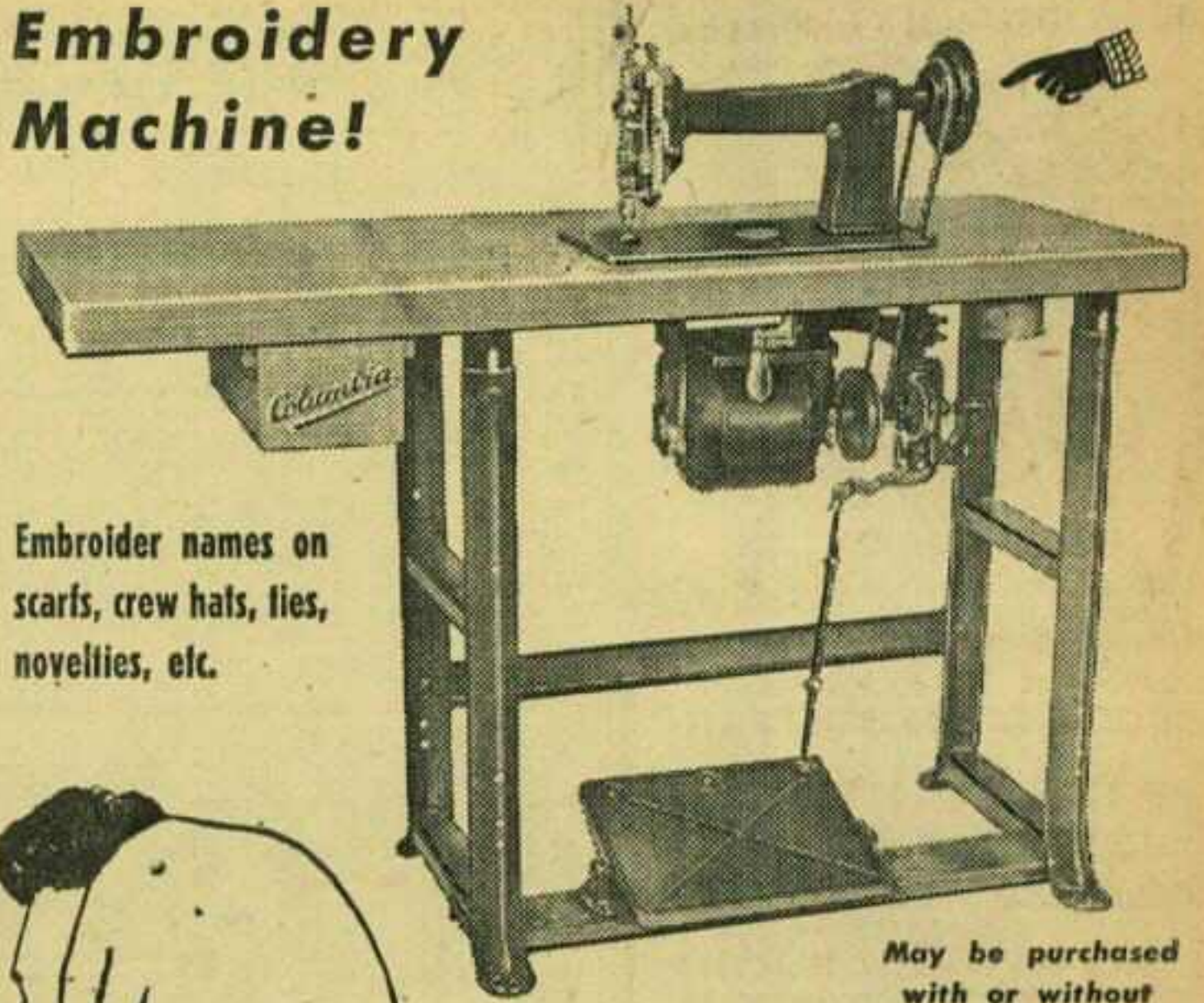
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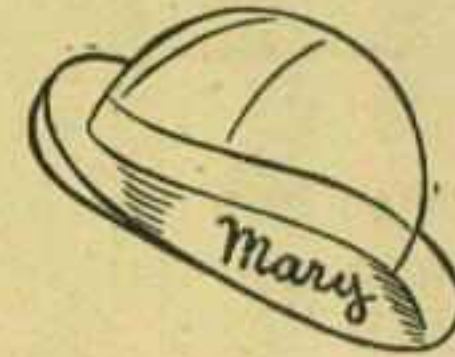
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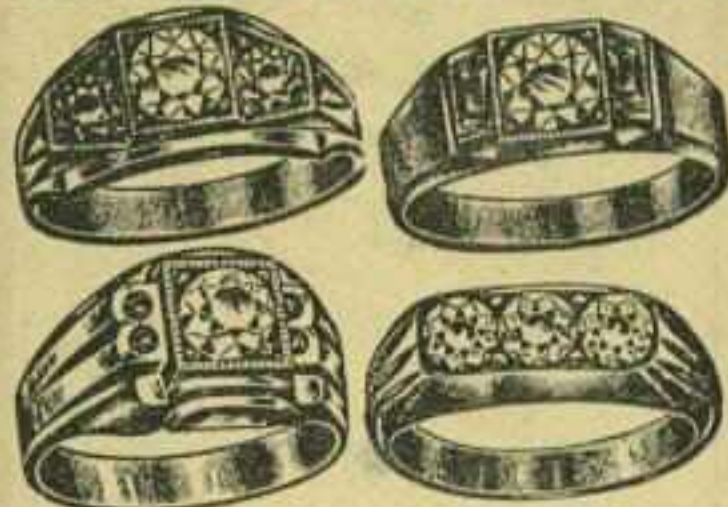
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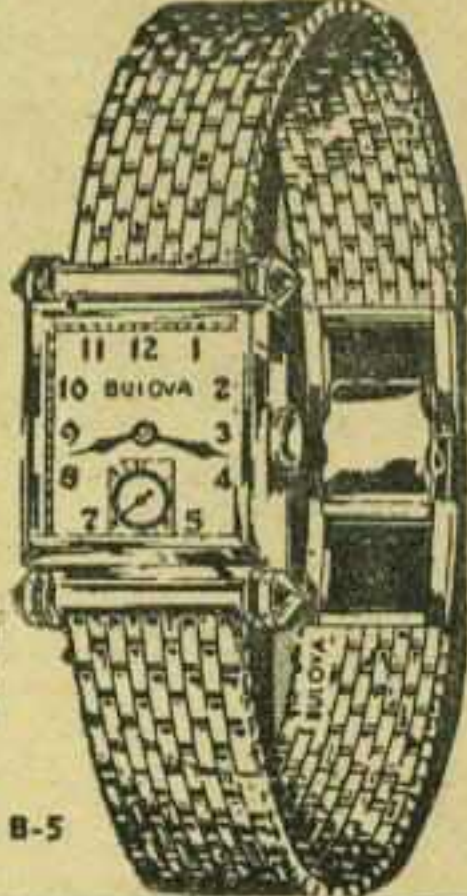


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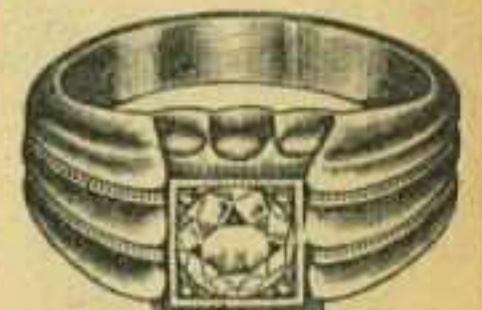
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PIANO, ALSO VOCALS—AVAILABLE IMMEDIATELY for location job as single or couple. Prefer single position in 1-A club or hotel; male, neat appearance, reliable; no bad habits; picture on request; union. Phone 6611. Write or wire Marvin Hinton, Morrill, Kan. fe12

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE JUMPING. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer 1041 S. Denton Indianapolis 21 Ind fe12

Only \$3.15 ea. (6 OR MORE)



Men's Oj. Radium dial and hands. Red sweep second hand. Stainless steel expansion band. \$3.15 each 6 or more. Sample, \$4.15.



A wonder seller! Two-tone dial. Sweep second hand runs or stops at click of button. Only \$5.35 each 6 or more. Sample, \$6.35.

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BINGO SUPPLIES AND EQUIPMENT IMMEDIATE DELIVERY! ELECTRIC FLASH BOARDS RUBBERIZED and WIRE CAGES WIRE OR WRITE FOR CATALOG

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Beautiful Loop Rugs Prompt shipment to ops. in any quantity. State your line. Write Today! GEORGIA BED SPREAD CO. 8-6, Nelson, Georgia

CAN YOU BEAT THIS? GIANT HURRICANE LAMP Introducing a beauty with plenty of color and plenty of lamp. Eight out of eleven experienced lamp buyers said it looked like an easy \$10.00 retailer. LEADING FEATURES: Overall height 20 1/2" Hand painted floral decorations Base royal Lancaster ruby (red) Top globe opal Non-tarnishable brass fittings Approved cord and socket \$3.35 ea. in Dozen Lots (minimum order), packed 4 to carton. Add 25¢ per lamp to pack individually. Sample \$3.00. 25% deposit with order. Balance C. O. D. Other specials, ask for catalog. BREWER PREMIUMS 7518 Broadway North Bergen, N. J. Phone: Union 6-4198

FIREWORKS and NOVELTIES! Housewares • Cutlery • Kitchenware • Toys • Wheel goods • Novelties Send for Catalog Order Now • Lowest Prices ACME SALES CO. P. O. Box No 1141 Atlanta Ga

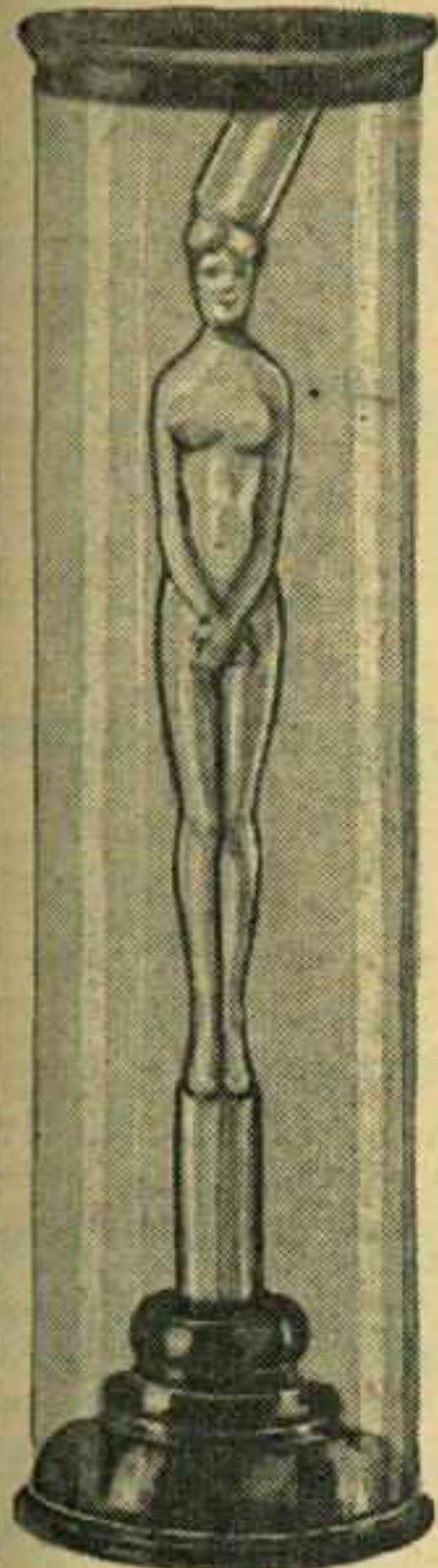
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**REALISTIC • TRUE-TO-LIFE • ALLURING
GOLDEN FIGURE OF FEMININE LOVELINESS!**

• BEAUTY BALL •

Reg. U. S. Pat. Office

**THE HOTTEST BALLPEN NOVELTY
TO HIT THE COUNTRY IN YEARS!**

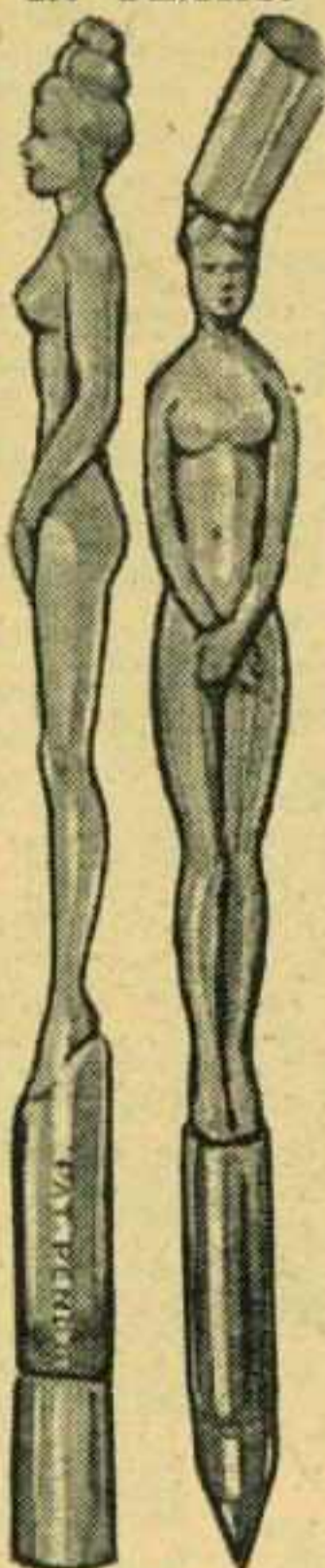


Believe it or not! A slender gold-plated figure of rare beauty that is also a precision made, smooth-writing Ballpen with a removable refill!

Everyone will thrill to the new, joyful experience of writing with a BEAUTY BALL! Everyone will want one! A natural for party souvenirs, prizes, premium and promotional deals! Ideal for home or office.

BEAUTY BALL is shipped packed in individual boxes at prices quoted below. Attractive display unit, as illustrated, complete with finished wood trophy base, available at less than our cost: 75c per doz.; \$7.20 per gross, additional. Delivery is immediate to two weeks, depending on how fast we get your order.

Wire Your Order Today for This Fast-Selling Sensational Ballpen Novelty!



Gold Plated

**LOW-PRICED FOR VOLUME SALES!
RETAILS FOR ONLY \$1.00 EACH**

PRICE: \$64.80 Per Gross

\$6.00 Per Doz. in Less Than Gross Lots.

Terms to Rated Jobbers: 2%—10 Days F.O.B. N. Y.

Min. Sample Order 1 Doz. M. O. in Advance or 25% Dep., Bal. C. O. D. Mfd. exclusively by the makers of nationally known WALDORF BALLPENS.

H. K. MANUFACTURING CO. 1 Orchard St., New York 2, N. Y.



**ST. PATRICK
SPECIALS**

**JUST ARRIVED—
NEW STOCK**

SHAMROCK WITH PIPE OR
HAT, \$2.00 GR.

- | | |
|---|---|
| 10—2 Ribbon Badge, 1 Dz. on Card, Gr. \$3.80 | 50L Buttons—Erlin Go Braugh or Free State, Per 100 \$2.00 |
| 11—Shamrock & Pipe on Badge, Gr. ... 6.00 | #5 Stain Ribbon, Green, 100 Yds. 3.00 |
| 12—Shamrock & Hat on Badge, Gr. ... 6.00 | Irish Harp Flags, 12x30, Gr. 24.00 |
| 13—Metal Shamrock With Ribbons, Gr. ... 4.50 | Irish Free State Flags, 12x30, Gr. 18.00 |
| 14—Metal Harp With Button & Ribbon, Gr. or Gold, Gr. ... 6.00 | Irish Free State Flags, 8x12, Gr. 14.40 |
| Metal Harps, Green or Gold, Plain, Gr. ... 3.80 | |

25% Deposit Required on All Orders. Orders Shipped Same Day. 1949 Catalog Now Ready.

CHARLES SHEAR

150 PARK ROW
NEW YORK 7, N. Y.

CLARION SCORES AGAIN!!!

SCATTER PINS

The largest and most complete assortment—beautifully set with high quality rhinestones—imitation pearls—jewels and multi-colored stones—mirror-like finish—in rhodium-white and 18kt. heavy gold plate.

\$4.00 doz. or \$7.75 doz. pairs

We also carry a full new line of neck-pieces and pin and earring sets from \$8.00 to \$12.00 per dozen. Send for our Special Sample Assortment, no two alike, individually boxed, at \$10.00 per doz. Assorted earrings, \$4.00 doz.

CLARION SALES, INC.

Manufacturers of Fashion Jewelry

180 Forsyth St.

New York 2, N. Y.

25% deposit with order, balance C. O. D. Special prices in quantity only to bona fide jobbers and wholesalers.

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.

Hottest Novelty SENSATION!

Wow!

"KEY-HOLE KUTIES"

Your Choice . . .

MEGAPHONE	PEEK-A-BOO	CUTIE KEE-CHAIN (adjustable)
------------------	-------------------	--

Over nine (9) different models in each box.

\$2.30 PER DOZEN

Minimum Order, 4 Dozen

1 Gross, \$23.00 Per Gross
5 Gross, 22.00 Per Gross
10 Gross, 21.00 Per Gross

25% Deposit, Balance C. O. D.

DIRECT PHONE
WEBSTER 3-8226

Shipment prepaid when full amount accompanies order.

ATTENTION TO JOBBERS & DISTRIBUTORS
We can now ship open to rated concerns. Write for prices and particulars.

STONE NOVELTY COMPANY
Manufacturer

601 S. VERMONT AVE., • LOS ANGELES 5, CALIFORNIA • Phone FAirfax 1363

IDENTIFICATION BRACELETS!

...FOR FAST PROFITS

B-111 \$6.00 Doz.
B-96 \$4.65 Doz.
6211 \$3.25 Doz.

SPECIAL! Men's Heavy Ident. Pink or white finish. \$36 Gr. Bulk. \$3.25 Doz.

No. B-111—Rich Expansion Ident, gold plated, 2 styles, \$6 Doz. Bulk. Also available as Expansion Watch Band. No. B-111 W—\$4.50 Doz. Bulk.
No. B-96—Massive Bracelet, giant links, popular selling design, pink or white, \$4.65 Doz., \$54.00 Gr. Bulk.

1949 CATALOG FREE! Please State Your Business

SUPERIOR JEWELRY CO.
740 Sansom St., Phila. 6, Pa.

Gleaming Gold Plated WESTERN SADDLE HORSES!

NEW—AUTHENTIC REPRODUCTIONS

Act Quick and Cash in on This Line

"THERE'S GOLD IN THEM THAR HOSSES"

Highly polished—each with Gold Plated Bridle Reins. Packed each in a carton. Made in the following sizes:

Number	Size	Each	Per Doz.
1G	4 1/2 "x5"	\$.85	\$ 7.50
2G	5 1/2 "x7"	.95	10.80
3G	6 1/2 "x7 1/2"	1.25	14.40
4G	7 1/4 "x8"	1.50	21.00

The following Gold Plated Horses have Silver Plated Saddles:

Number	Size	Each	Per Doz.
5G	8"x11"	\$2.65	\$30.00
6G	11 1/2 "x9 1/4"	3.35	39.00
7G	10"x11 1/2"	3.90	45.00
8G	11 1/2 "x14 1/4"	6.25	72.00
9G	14"x17 1/2"	15.00	175.00

Orders shipped immediately. Terms: 25% Deposit—Balance C. O. D., unless rated. Orders under \$10.00 must be paid in full.

GOLDFARB NOVELTY COMPANY
HARBORSIDE BUILDING
JERSEY CITY 2, N. J.

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- Greiner, Chas. Church, L. O. 8c
Burr, Nancy, 15c
Bruner, W. C. 15c

- Abbott, Russell Butler, Arthur R.
Addy, Ralph D. Butler, Michael
Adams, Alva Buitt, Paul Bryant

- Fawbush, Glen Jellison, Francis Maddix, Wm. H.
Fay, James Henry Mailey, Roger
(Whitey) Jensen, Robt. Maloney, John

- Kaplan, Morris Keating, Robt. F.
Keating, Thomas J. Keith, Bob
Keith, Ralph Kelly, John

GUARANTEED WRIST WATCHES

Brand New! Fast Sellers!



For the MEN

Sensational Money Makers!

- Written Guarantee
14-Kt Gold Plated Case with Stainless Back



For the LADIES

- Written Guarantee
14 Kt Gold Plated Case and Silver Chrome Back

DUNHALL Imports Co. 101 Cedar St. New York 6, N. Y.

Sensational at

\$8.00 each



No. 300. Where else could you get a replica of an expensive Swiss beveled lug watch...



No. 108. Timed and tested women's 7 Jewel Swiss Chrome Cylinder Wrist Watch...

Send for Free Catalog. LANCYL CO. 580 Fifth Ave., New York 19, N. Y.

MAKE BIG MONEY IN SPARE TIME Every Business and Profession uses BUSINESS CARDS

TEAR-OFF CARDS with beautiful leather pocket case 500 for \$345

A MILLION SALES with CIRCLINE Fluorescent Fixtures

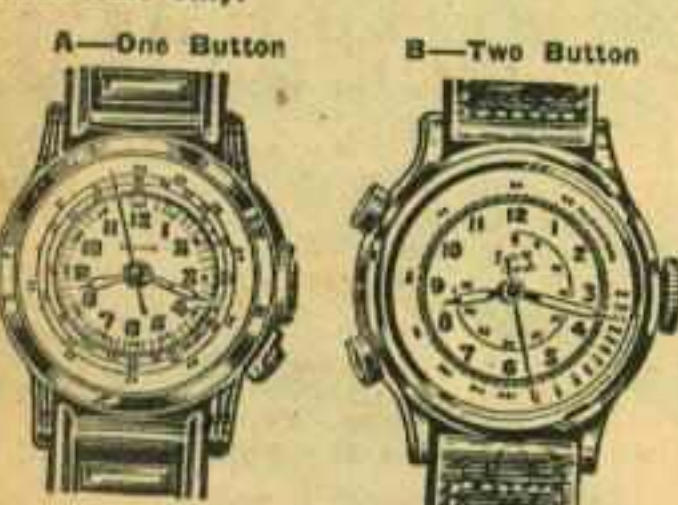
ABRAMS LIGHTING MANUFACTURERS - FLUORESCENT FIXTURES

ATTENTION! GOLD WIRE ARTISTS Square and round rolled gold plate wire...

EMROW JEWELRY CO. Gorgeous, large, flashy, cellophaned 1-Lb. Boxes

Swiss STOP Watches

Radium Sweep Seconds... Chromium Cases... Strap... All timed and tested... Wholesale only.



\$3.95 \$5.25 In lots of 6 or more. 25% deposit with order...

NAMDOR WATCH CO. 580 FIFTH AVE. NEW YORK 19, N. Y.

New! P.D.Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!

PDQ CAMERA CO., Dept. B 1161 N. Cleveland Ave., Chicago 10, Ill.

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A Million Laughs in a Can \$1.25 A DOZ. \$10.80 A GROSS

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- Greiner, Chas. Church, L. O. 8c
Burr, Nancy, 15c
Bruner, W. C. 15c

- Abbott, Russell Butler, Arthur R.
Addy, Ralph D. Butler, Michael
Adams, Alva Buitt, Paul Bryant

- Babba, Alvina Backers, Ethel May
Bacon, Wm. Baillie, Rai
Baker, Herman Baker, Louis T.

- Bell, Vernon Belless, John J.
Benjamin, W. Bennett, Cecil A.

- Binder, Herman Binley, Sam
Bischoff, Babe Blackburn, Edw. J.

- Bryant, Otis Buck, Chas. T.
Buechling, Wm. L. Buffington, Robt.

- Fawbush, Glen Jellison, Francis Maddix, Wm. H.
Fay, James Henry Mailey, Roger
(Whitey) Jensen, Robt. Maloney, John

- Kaplan, Morris Keating, Robt. F.
Keating, Thomas J. Keith, Bob
Keith, Ralph Kelly, John

- Koch, Wm. L. Kohler, Joseph
Kramer, Geraldine Kranick, Andrew J.

- Largo, Jack Latkowski, Capt.
LaRouch, Daniel Lavello, Ted

- Lestrade, Lee Lewis, Joe
Lewis, Bud Lewis, Carl

- McCann, Curly McCall, Dick
McClain, Frank McClendon, J. H.

- Marlow, Sam Marry, Robt. G.
Marsh, Albert Marshall, Geo.
Marshall, Mrs. Margaret

- Martin, Burns Martin, Ed
Martin, Geo. Martin, Richard F.

- Mason, Bob Ed. Masters, Alfred
Woodrow Mathis, Arthur L.
Matlock, Lonnie Maxwell, A. R.

- Mohr, Geo. H. Moore, Mrs. Donald
Moore, Ed. Moore, Helen M.

- Morgan, Edward E. Morgan, James N.
Morgan, Melvin Mowery, Horace

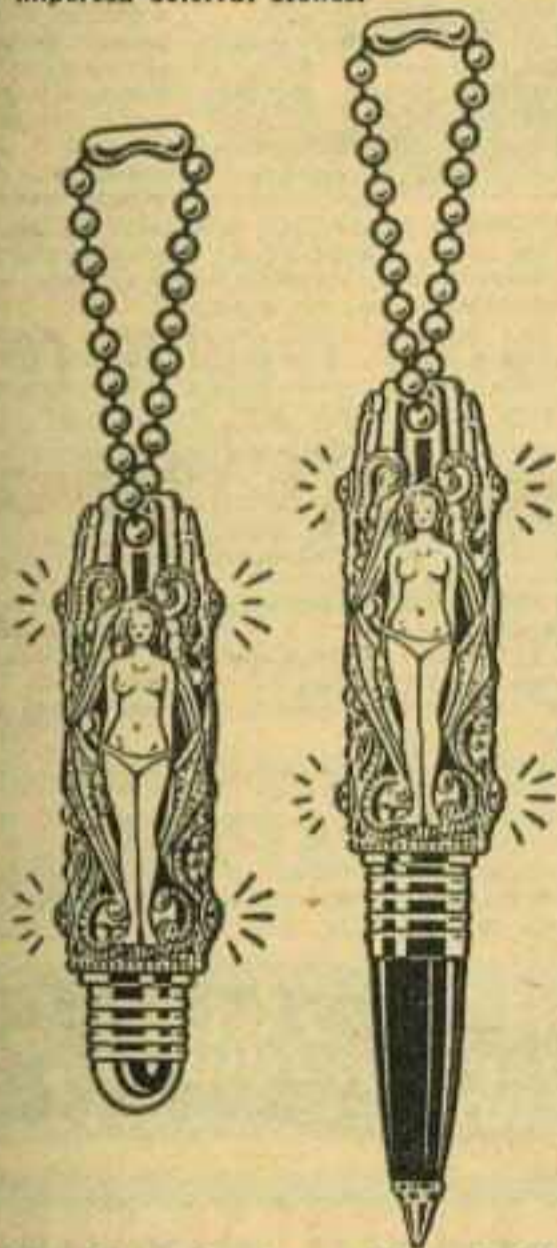
- Munroe, Mrs. Evelyn Murphy, Mrs. Ruth

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EXCLUSIVELY OURS!**

Nobody else has this unusual
ARTIST'S MODEL

Jeweled Filigree Ballpen Keychain

Original design of beautiful lifelike figure molded
right into gleaming gold-plated filigree studded
with imported colorful stones.



Order Now for Immediate Delivery
ARTIST MODEL #230 AM

\$3.25 Per Doz. in Gross Lots.
\$3.60 Per Doz. Less Than Gross Lots.
Min. Sample Order 3 Dozen.

Terms to rated jobbers.
2%—10 days F.O.B. N. Y.
Others, 25% deposit, balance C.O.D.

H. K. Manufacturing Co.
1 Orchard St. New York 2, N. Y.

FIREWORKS

Chinese Firecrackers

1 Bundle or 1280 1 1/2" Crackers \$3.50

1 Bundle or 1600 1 1/2" Crackers 4.35

BALLOONS

Latex Rubber

NO. K10—PER GROSS.....\$1.25

NO. K20—PER GROSS..... 2.50

Cash With Order

**United Fireworks Mfg.
Company, Inc.**

DAYTON 7, OHIO

Pushnik, Freda K. Putney, Clara Putney, Elmer Qullman, Dave Raabe, Lion Rae, Ginger Railey, Mrs. Dan Raier, Geo. Rankins, Roy Ray, Chas. Raymond, Adrian Read, Jr., Clyde Reepner, Anthony Reeves, Footes Revere, Mrs. Flo Reid, Mrs. May Reiner, Fred Vern Renee, Jean Renton, Alfred & Jeane Reynolds, Walter E. Rhoades, Robt. W. Richards, Ralph Richardson, Edward V. Richardson, Mrs. Joe G. Rigoletto Brothers Riley, Leo Rinehart, Jr., Jack Robbins, Chas. H. Robbins, Chris (Curley) Robert, A. Jack Roberts, Russell Lee Robinson, Ralph Rodrigues, Paul Rogers, Jr., Fred Rogers, Lonnie Thompson, Franklin Roters, Red Roher, Homer Eugene Rothling, Henry Rose, Cecil Rose, Shannon Rons, Pete Round, James Roycroft, Grace Russ, Eileen Russ, Mike Russell, Paul (Tessie) Sadis, David Gulley Rutter, Harry & Irene Ryan, Joe Salof, Sam Sargent, Mrs. Edna Sargent, Wm. H. Sassaman, Fred Sauberry, Robt. Saunders, Ray F. Savitsky, Stephen J. Scheek, Ben Schofield, Ed (Blackie) Scott, C. D. (Bingo) Scott, Thos. J. Scoufield, Blackie Seaman, Alfred Seifer, Howard Semet, Wm. Frederick Sett, Nick Shaw, John W. Shaw, Wm. R. Shawyer, Langdon M. Shea, Joseph Sheldon, Pat Shepard, Wayne Shepherd, Frank Sherman, John Shields, Paul A. Shiner, Fred N. Shingledecker, Thomas F. Shutz, Wm. Berlin Shoemaker, M. E. Shriever, Elmer Shriner, Allison H. Shultz, Leo C. & Ruth Sieglist, Chas. Silverlake, Browns Silvera, Red Silvestro, Al Sims, Jim Simpsonson Lee Harold Simm, Frank Slavyn, Claude Smith, Mary M. Smith, Rex P. Smith, Russell Snyder, Carl Sorensen, Ida Nathan South, Bill Sotherlin, Ernest E. Sovan, Michael Sparks, Jesse F. Spenser, Chas. Chuck Spitzer, Harry Spoon, Mrs. Hazel Stack, Dick Stack, Marie (Scales)

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New York 19, N. Y.**

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**MAIL ON HAND AT
CHICAGO OFFICE
155 No. Clark St.
Chicago 1, Ill**

Andriah, Peter Barclay, Merrin Bar Gar, Harvey Berry, F. Camerata, Tony Carter, Louise Curtis, Edna Day, Darlene Dranco, Gene Graves, Easy Hanson, John LaVerne, Verne Ledbetter, Richard McDonaugh, Rita McDoodit, Tom Mitchell, George Moore, Irene P. & Sound Co. Penna, Tony & Doris Piercy, Howard Saunders, Raymond Sett, Nick Stanford, Ivan Storky, John Stokhard, Doc Talley, Jack G. Zopper, Euricks

**MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.**

Albert, Elmer J. Allen, Benjamin Franklin Allen, Paul W. Americo Anthony, Marvel L. Bailey, Mrs. W. G. Barber, Walter Barnes, Mrs. Jack Barsvold, A. R. Beckner, Cecil E. Bell, Hill Belman, Otto M. Berry, Arthur J. Bland, Ralph Jr. Betza, Mr. & Mrs. John

**LOOK LOOK LOOK
WESTERN HORSE WITH CLOCK**

Here we go again! Large Western 10 1/2-Inch Saddle Horse on hand-rubbed Walnut Base with SESSIONS CLOCK. Price, \$9.50 each. In dozen lots, \$9.00 each. Sample \$10.00. Why pay more? 7 Weight, 8 pounds. Delivery in few days. No post cards. Reduced prices on all of our other numbers. More new items on the fire!

**C. GAMEISER
250 W. 88th St., New York 24, N. Y.**

**New! Different! Fast Selling!
"LAURITA," Ladies' Bill & Change
Purse by Joell**



**\$14.40 Dozen \$1.50 for Sample
25% With Order—Balance C. O. D. Unless
Rated.**

**DIVISION SALES, Dept. B,
3224 W. Roosevelt Road Chicago 24, Illinois**

**BORDER NOVELTY CO.
BUY DIRECT
ORIGINAL
PICTURE PORTFOLIO
and
HOLLYWOOD GLAMOUR
GIRL SETS**

12 Glossy Prints to Package

• This PORTFOLIO attempts to provide both the professional and novice photographer with a variety of ideas for Pin-Up "Shots".
• No attempt is made to discuss the intricacies of studio lighting. Instead each pose is planned so that some particular type of female glamour is "spotlighted".
• WARNING: Copying of either package or contents of this portfolio will result in prosecution of offender.

200 DIFFERENT SETS OF 12
\$ 6.00 per Dozen Sets
40.00 per 100 Sets

NOTICE TO JOBBERS

Adjustable TELESCOPE PHOTO KEY CHAINS

Jobbers' Price in 5 Gross Lots
\$21.00 Per Gross

One Gross\$24.00
One Dozen 2.50

Original Kewtie Kew

CLOSEOUTS ON BALLOONS

Number 2—B. Asst. #5 #6 #7 Kat.
Per Gross\$.50

BARREL JOKE, 100 Only.....\$20.00

**WINDSOR PEN & LIGHTER COMB.
GOLD COLOR. Per Dozen\$5.25**

Joke Cigarette Labels \$ 6.00 M
Cigarette Holders 3.00 Gr.

Giant Easter Bunnies, Each in Cellophane Bag, Best made 4.25 Ea.
Giant New Bed Dolls 48.00 Dz.
Med. Boudoir Bed Doll 36.00 Dz.
1949 Television Receiver, 7" Re-tails \$179.00. #XA-701 139.00 Ea.
Portable Battery Radio, \$19.95 Retailer, Our Price with Batt. 12.50 Ea.

SILENT FLAME TORCH LIGHTERS

Gold Color \$21.00 Dz.
Innersol \$8.50 Radiolite Pocket Watches 25.20 Dz.
Midget Finn Hunting Knives..... 10.80 Dz.

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TOPSY SHORTY, PHOTO. MINIATURE, 1-BLADE FISH UTICA ON KEY CHAIN \$ 4.00 Dz.
2-Blade Fishmaster with Sheath 21.00 Dz.
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UTICA SPORTSMAN, #24544 9.00 Dz.
Aerial Long Blade 18.00 Dz.
5-Piece Kutlery Set (UTICA) 24.00 Dz.
#5 Gallion Ship Clock, El. 9.00 Ea.
Comic Buttons, 1/2 In. 10.00 M
Comic Buttons, 3/4 In. 7.50 M
LUX ALARM CLOCKS, \$2.39, Ret. 1.80 Ea.
Elect. Alarm Clocks, 55, ret. 36.00 Dz.
Closeouts, Ball Pens, etc. Whenever, Presto, Stratford, B. Pens 5.00 Dz.
Above Pen-Pencil Ball Pen Sets 12.00 Dz.
Moore Automatic \$1.25 Pencils 8.00 Dz.
Liberty Disc Flints, 10 Cards 10.00
Flying Birds, Imported Jap 9.50 Gr.
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4 Nickels to Dimes (Brass). Our own Make 9.00 Dz.
Burnt Match Trick 7.20 Gr.
String, Block & Knife Trick 2.00 Dz.

Help Fight Infantile Paralysis

Give to the March of Dimes

They Need Your Help.

50% Deposit with orders, balance C. O. D.
BORDER NOVELTY CO.
5 W. Jefferson Ave. Detroit 26, Mich.

**GIVE TO THE
RUNYON CANCER FUND**

SOMETHING NEW, DIFFERENT



No. D1025—Sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, bazaars, etc. A two-in-one deal, as numbers 1 to 40 sell for 10¢ and bring in \$4.00; numbers 41 to 80 sell for 25¢ and bring in \$10.00; total take-in \$14.00. You thus have a double appeal, some customers want to spend 10¢, others 25¢, this deal satisfies both. No blanks, not a gamble.

Costs you only \$6.95; 10 deals, \$67.50
SPORS CO., 2-49 Lamont, Le Center, Minn.

OAK-HYTEX BALLOONS



See Your **JOBBER** for **EASTER BALLOONS**

- No. 9 — Easter Prints.
- No. 9 — Easter Egg Balloon. (Matted)
- No. 6 — Bugs Bunny Head. (with or without feet)
- No. 615 — Easter Toss-ups.

The OAK RUBBER CO.
COLUMBUS, OHIO

WIRE ARTISTS

BUY GOLD FILLED AND ROLLED GOLD PLATE DIRECT FROM THE MANUFACTURER
SAVE TIME—SAVE MONEY—GET QUALITY
WE HAVE SUCCESSFULLY SERVED THE TRADE FOR OVER FIFTY YEARS
EVERY ORDER MADE TO YOUR INDIVIDUAL SPECIFICATIONS
THE IMPROVED SEAMLESS WIRE CO.
775 EDDY ST. PROVIDENCE 5, R. I.

Nu-Glow (Luminous) Weather Forecasters
Are A Proven Money Maker



They predict WEATHER with amazing accuracy. When little Boy and Girl come out of the House it means good weather—and when the Old Witch comes out it means bad weather ahead. MOLDED OF IVORY PLASTIC, and beautifully engraved. Has REAL miniature THERMOMETER attached to front. Little figures and roof outline are LUMINOUS and GLOW IN THE DARK! Actual size, 5 1/2" high x 4 1/2" wide.

DOZEN \$7.20
CARTON, 6 DOZ.—PER DOZ. \$6.60
Terms—Cash with order, or 1/3 deposit C. O. D.
SPECIALTY COMPANY
BOX 1080 COLUMBUS, OHIO

TOM FOOLRY
The Hand Clown Puppet

- 12" Glove Doll
- Soft, pliable face
- Beautifully dressed glove
- Individually boxed
- Complete set of VENTRILOQUIST INSTRUCTIONS with each puppet

\$12.60
3 Different Samples, \$4.00.
Single Sample, \$1.50 Postpaid.
Jobbers, Write!
25% Deposit With Order, Balance C. O. D.
PARISIAN ART PRODUCTS
141 Fulton St., B4 NEW YORK 7

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried) We are Manufacturing Pharmacists established 1934.
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137 E. SPRING ST. Dept. K COLUMBUS 5, OHIO

"BELLA"
MIRROR-TINSEL DECORATED FRAMES
Horseshoe Frame illustrated is 8" x 8". Retail 49¢ ea., your price \$2.40 doz. Heavy concentration on other popular numbers allows 33 1/3% reduction. Sample free. Write or telegraph orders to:
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Have good farm paper for reliable paper men in most states. Write for application card and terms.
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Unique and Unusual Items. New, Different and Better. Hundreds of America's fastest sellers. We send samples. See what you buy. State if wholesaler, retailer or salesman.
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Pipes for Pitchmen

By Bill Baker

DIANE PETERSON . . . is doing okay with her embroidery layout in Santa Cruz, Calif.

The good will of his tip is one of the successful pitchman's greatest assets.

LET'S HAVE . . . some pipes from Jimmy Beach, Harry Mills, Frank Ribedeau, Jimmy Ryan and Speed Thomas.

GRACE KARATZ . . . has opened her Clearviz eyeglass cleaner layout in the F. W. Grand store in downtown Milwaukee.

PAUL BOTWIN . . . is reported to be getting lucre pitching candy at the Ritz Theater, Columbia, S. C.

He never carries a grudge. It's too heavy a parcel for him.

PETE PETERSON . . . who formerly worked Mike Devine's yuke oil, is playing the piano in the East Town, Milwaukee cocktail lounge.

FRANCES FOSTER . . . sister of Grace Karatz, left Milwaukee recently for Escanaba, Mich.

JOE WOODS . . . is gathering the geedus with his med pitch at Columbia, S. C.

The successful pitchman tells his story simply so that even a child can understand.

LARRY SHEA . . . is reported to have opened a paint business in Milwaukee, with Charlie Dempsey working for him.

TOMMY ADKINS . . . veteran pitcher, comes thru with the following effusion from Memphis: "Returned here last year and believe that here is where I'll remain. I wonder how some of the old-timers

in the game are doing. I often look at the spots and doorways we formerly worked and think of the faces we used to see. I get letters now and then from some of the boys and it's good to hear from them. My wife and I are just taking things easy and doing well. However, I get itchy feet occasionally and yearn for the road and may go out again if I see something worth going after."

Timidity, shyness and self-consciousness has no place in the make-up of the successful worker.

PAUL LEJWA . . . and Salamon Montiljo, well known in Pitchdom, have turned their interests to welfare work and are now heading the Naples, Italy, staff of the American Joint Distribution Committee.

JOE GOLDSTEIN . . . known in pitchdom as the Dutch Whistler, letters from Amsterdam, Holland, that he'd like to see pipes here from such old friends as Sid Shipman, Irving Goldstein, Lou Tifford and Everett Dearth.

You can't hope to grow big in any profession unless service is an outstanding motto.

NATHAN SCHRAGER . . . like most of the other gift of gab folks in Milwaukee, is making his headquarters at Ben Schwartz's restaurant. However, he's been trying his hand at songwriting and has sung several of his compositions at local theatrical events, including a ball at the Milwaukee Auditorium.

DOUGHBOY MacDONALD . . . has returned to Winnipeg, Man., following a tour of Texas and on which he visited Solly Fields at the latter's new factory at Fort Worth. MacDonald says Solly and staff are turning out new items for the fairs this

FAST SELLERS

VIEWERS, with cute models and key chain, 2 Styles. Gross, \$24.00, \$27.00. Dozen, \$2.20	\$ 2.45
MYSTIC MUMMY, amazing, amusing, boxed. Dozen	2.95
BALLOONS, assorted, large size. 10 Gross, \$12.50; Gross, \$17.50; Dozen	1.45
BALL PENS with clip. Gross, \$17.50; Dozen	1.50
FILIGREE BALL POINT PENS with keychain. Gross, \$33.00; Dozen	3.00
FILIGREE CIGARETTE LIGHTERS with keychain. Gross, \$45.00; Dozen	4.20
2-COLOR BALL PENS. Gross, \$54.00; Dozen	4.80
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BALL PEN and Mechanical Pencil Sets, boxed. Each, 65¢; Doz. Sets	6.60

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Flashy home Donut Maker is easy to operate. Makes 20 donuts in 10 minutes. Sells for \$2.95. Our Donut Mix (1 lb. boxes) sells for 49¢ and makes delicious donuts. No lard! You make the profits both ways!

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Price includes simulated leather case.

MINIMUM ORDER, 525 Glasses.

Net Cash—F. O. B. Newark.



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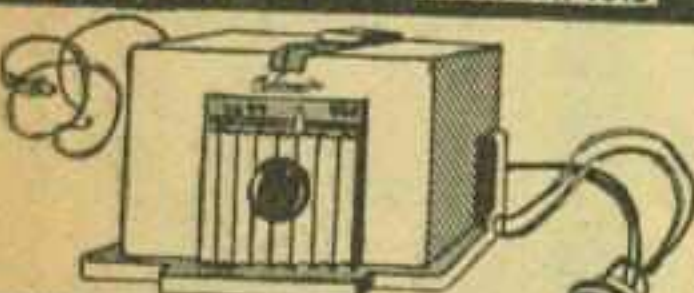
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year. "The weather here," says MacDonald, "is only 20 below zero, so the stores are a little slow working the new Roto-Matic gadget sets."

February provides plenty of holidays, such as Lincoln's and Washington's birthdays, Valentine's Day, etc., which should afford the alert pitchmen and demonstrators a grand opportunity to turn over some fast dollars. Numerous novelties, commemorating the various days, should find ready acceptance in a smart worker's tip. Go to it, boys and girls.

SIGHTED WORKING . . .

a Houston chain store recently was Suzanne Shedly, who has been clicking off good takes with her magic table plant demonstration.

**Polack Western
In Gala Bow**

(Continued from page 70)

of Else, line-up again has three girls and a man. Act is back with the Western Unit after three seasons on the Eastern.

Two strong animal acts held over from last year are Roland Tiebor's sea lions and Frank Whitbeck's MGM elephants, the latter worked in top-hat-and-tails style by James (Slivers) Madison and his wife, Jo. Tiebor has a year-old baby seal that had to be oriented to the excitement of trouping before it made its debut.

Alexander Konyot's polished equestrian act with his blooded dressage horse, Kalarama Jr., imparts distinction to the program. The Black Horse Troupe is to be used to introduce him.

Robertas New

New to Polack territory is the pleasing, well-presented dog and pony revue of Ed and Naida Robertas. They also present their January mule, Smoky, which proves a novelty to the newer generation.

Speaking of novelty, there's plenty of it in the somersaulting Scotch collie offering of Agube Gudzov, newly arrived from London and appearing for the first time in America. Entirely different from the average dog act, its reception indicated it would be highly popular.

The clowns, besides four appearances in the program, put on the usual Polack prolog before the show formally gets under way.

New faces in clown alley are Freddie Freeman, Chester and Joe Sherman, and Billy Griffin. Otto Griebing is to join later. Meanwhile, Harry Dann was brought back from the Eastern Unit with his new partner, Arden Beecher. Morris Gebhart continues with Bobo Barnett.

Show has a new equestrian director and announcer, M. H. (Red) Kearns. Bee Carsey again has the band, with Wally Newbury at the organ and Rex Ronstrom at the drums.

Staff Listed

Rest of staff remains the same, including Louis Stern, manager; Ross Paul, assistant manager; Justus Edwards, press and radio; George Paige concession manager; Bernie (Soldier) Longsdorf, superintendent; Opal Paige, auditor, and Mary Paul, assistant.

George Cutshall has joined the concession department as assistant manager. Gwen Carsey continues as concession secretary and Arthur Harris as stockman. Charlie and Johanna Webb have programs and popcorn. Rest of concession personnel follows: Hot dogs, Billy Watson; chameleons, Mike Healy and Roy Bowen; No. 1 stand, Tex Reppart; candy floss, Walter and Dolly Majeski and Edward

**Penny Fairs
Back Mutuels**

(Continued from page 74)

all sources totaled \$2,167,577.15, an increase of \$187,708.61. Premiums paid totaled \$197,988.86, an increase of \$31,067.10. Expenses increased \$252,509.65 to a record \$1,821,625.73. Collectively fairs operated at a profit of \$147,962.56 even tho 45 of the 98 reporting operated at a loss.

Officers Re-Elected

All officers were re-elected, with Harry B. Correll, Bloomsburg, president; Walter B. Parker, Stoneboro; Frank R. Diehl, Lehighton, and R. W. Gammel, Honesdale, vice-presidents, and Charles W. Swoyer, Reading, secretary-treasurer.

Elected to the executive committee were Edmund H. Scholl, Allentown; John S. Giles, Reading; Robert G. Leavy, Clearfield; Carl H. Fleckenstine, Bloomsburg; R. W. Gammel, Honesdale; Elton B. Edkin, Hughesville; H. D. Holcombe, Troy; Guy R. Klinger, Gratz; Dr. H. W. Turner, New Hope; Warren Farrer, Mansfield; Walter B. Parker, Stoneboro; Joseph M. McGraw, Washington; Frank R. Diehl, Lehighton; Ira E. Fassnacht, Ephrata; John B. Bloom, Ebensburg; Ralph Bard, Kutztown; William Brice, Bedford, and A. J. Richard, Butler.

Total attendance, estimated at 500, was of record proportions. The 1950 meeting will be held at the Bedford Springs Hotel, Bedford.

Dues Solicited

Swoyer told representatives of the smaller fairs that association activities on their behalf hinged on the payment of dues. Other speakers included George A. Hamid Jr., who spoke on competition among annuals; Frank S. Keet, of the Department of Agriculture, who urged early reports and discussed State aid.

Speakers at the afternoon session were Prof. H. C. Fetterolf, who spoke on fairs in Korea; Prof. Henry S. Brunner, who spoke on vocational agriculture, and Miles Horst, secretary of agriculture.

Paul Jacobs, Bloomsburg, told of advance grandstand ticket sales; Walter B. Parker, Stoneboro, advocated the use of non-local employees as main gate ticket sellers and takers, and Carl H. Fleckenstine, Bloomsburg, said he favored a flat contract with carnivals.

John Giles, Reading, and Ed Scholl, Allentown, were unable to participate in the program as scheduled because of illness.

Dugan; novelties, Gwen Carsey, manager; Harry Bernstein, Jack Cutshall, Ulysses Beck and Harry Mays; program men, Mike Nidos, Harry Mays, Elmer Mason, Roy Ferguson and Paul Mayer; seat men, Ed Bowers, Arthur Starky, Ray Savage, Harry Cornell and Walter Ellman.

Most of Soldier Longsdorf's prop crew is back, including Frank Doherty, Carl Barnett, Elmer Thomas, Tommy Byers, Cleo Gamble and Al Prestholt. Newcomers are Harry Sittle and Spider Jones.

Sequence of the program follows:
First part: 1. Prolog by the clowns. 2. Hoopla in the Sky, aerial ballet. 3. Bogino Family, Rtsley acrobats. 4. Robertas dog and pony revue. 5. Clown number. 6. Barton the Great. 7. Natal, the monkey man. 8. Roland Tiebor's sea lions. 9. Alexander Konyot and his dressage horse, Kalarama Jr. 10. Clown walkaround. 11. Borosini Troupe, high-wire.
Second part: 12. Four Bennies, acrobatics and juggling; Smoky, Robertas's January mule. 13. Frank Whitbeck's MGM Elephants, presented by James (Slivers) and Jo Madison. 14. Clowns. 15. Ross Gould Trio. 16. Gudzov's somersaulting Scotch collies. 17. Leaping Aurellos. 18. Four Cycling Sidneys. 19. Clowns. 20. Seven Ward-Bell Flyers.

FAST SELLING POCKET NOVELTIES

NOVELTY RUBBER SHIMMIE DANCERS Doz. \$.70; Hundred \$5.00
PHOTO HANDLED POCKET KNIVES WITH BEADED KEY CHAIN Doz. 4.20;
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- N5101—Adult Paper Hats, Cr. 4.80
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- N102—6 1/2 In. Paper Horn, Cr. 4.50
- N7201—8 In. Tin Horn, Cr. 8.50
- N9005—Serpentine Confetti, Asst'd colors, 50 rolls in box. (800 streamers.) Box 3.50
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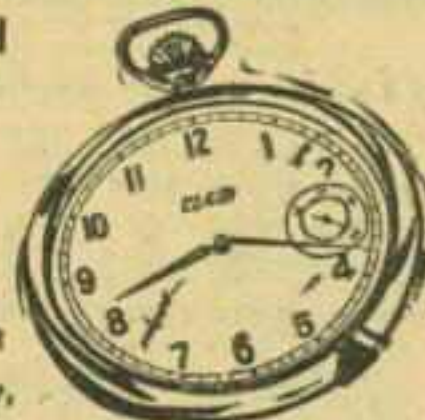
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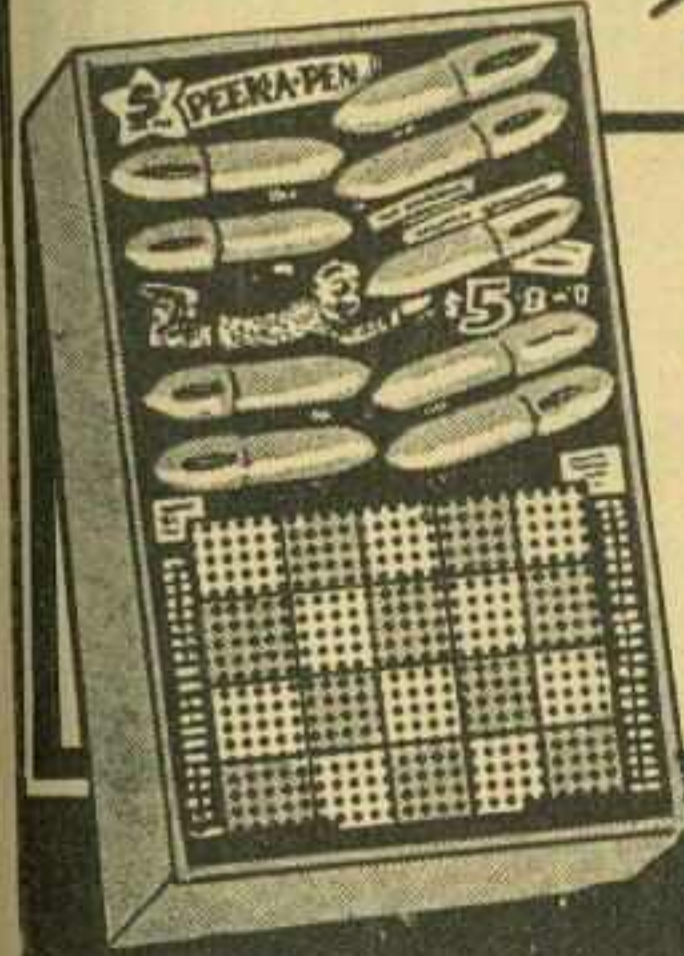
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- HIGH POWERED MAGNIFYING LENS
- COMES IN ASSORTED ATTRACTIVE COLORS
- GLAMOROUS GORGEOUS ALLURING STUDIES

Big as life and just as natural!



Actual Size



PEEK-A-PEN BOARD DEAL

5c Play—2000 Hole die cut—Takes In \$100.00
Pays out in Cash & Pens.... 38.00
DEFINITE PROFIT \$ 62.00

Cost Per Deal—12 or less... \$14.95
Cost Per Deal—12 or more... 13.50
Deal consists of 9 Peek-A-Pens on die-cut board and 1 extra pen for demonstration.

No orders shipped without deposit.

Write for Circular—Do It Now.

INDIVIDUALLY BOXED OR 6 ON A DISPLAY CARD—PLEASE SPECIFY WHICH

\$10.80 DOZEN—PER DOZEN LOTS

8.75 DOZEN—PER 2 GROSS LOTS

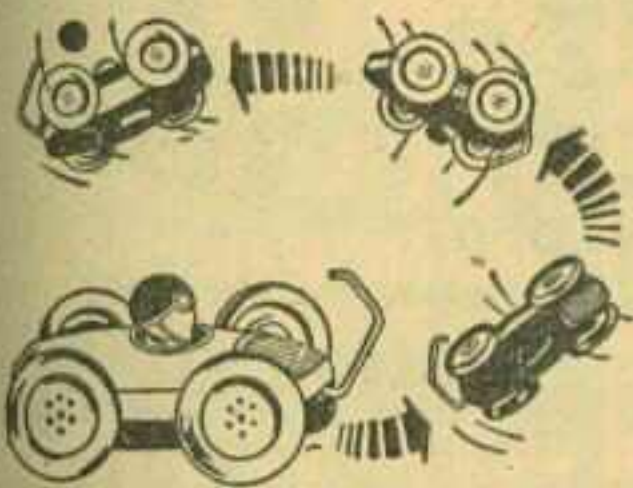
IMMEDIATE DELIVERY

TERMS: All orders must be accompanied by 25% Deposit—Balance C. O. D., Cash, Money Order or Certified Check.

ORDERS SHIPPED AS RECEIVED IN ROTATION

MARVEL INDUSTRIES SUITE 1020-1021 330 S. WELLS ST., CHICAGO 6, ILL.

SENSATIONAL—DIFFERENT AMAZING ACROBATIC CAR!



Want to keep your crowd guessing? Get the ACROBATIC CAR—the laugh mystery of the year! 'Round and 'round it goes—and why it turns nobody knows. **\$8.00** doz

25% WITH ORDER, BALANCE WITH ORDER

Send 10c for New 1949 Catalog which shall be refunded from first order

NOVELTY MART

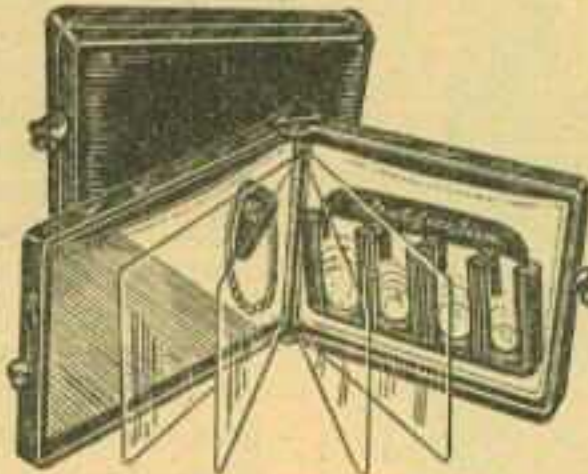
59 East 8th St., Dept. 50, New York 3, N. Y.



DRINKING BIRD IN CAGE

She drinks and drinks... Profits rise and rise. The perpetual motion drinking bird in cage.

DOZEN \$9.00



"LOUISE" LADIES' BILL AND CHANGE PURSE

Sells on sight at \$2.00 each, the hottest and fastest selling item ever offered. Metal gold-plated frame—flashy leather-like material—coin holder—stamp holder—7-in-1 combination. Sold on a money-back guarantee. Sample Postpaid, \$1.00.

DOZEN \$8.00 GROSS \$84.60



KUTI-KEE CHAIN TELESCOPE

Original and best manufactured.

GROSS \$22.50

Jobbers: Write for quantity prices.

25% deposit with all O. O. D. orders.

Credit to rated concerns. 119 5th Ave. N. Y. C. 3, N. Y.

BENGOR PRODUCTS CO.

TOP VALUE IN THE FIELD

MEN'S SWISS WRIST WATCHES

- ★ 1 RADIUM DIAL
- ★ 2 SWEEP SECOND HAND
- ★ 3 CHROME CASE
- ★ 4 UNBREAKABLE CRYSTAL
- ★ 5 STAINLESS STEEL EXPANSION BAND
- ★ 6 WRITTEN GUARANTEE WITH EVERY WATCH

\$3³⁵

in Lots of 6 or more Individually boxed 5¢ each additional.

Sample, \$1 extra.

SWISS IMPORT CO. Dept. 264 1151 S. WESTERN AVE. CHICAGO 12, ILL.



25% deposit with orders.

STERLING VALUES mean GREATER SALES MEN'S GOLD-FILLED SOLITAIRE



No. 153 \$9.75 Per Doz.

No. 191-H MEN'S IMIT. HEMATITE with Gold Flash Sides



\$3.25 doz., \$36 per gr.



No. 191-C MEN'S IMIT. DOUBLE HEAD CAMEO Gold Flash Sides

\$3.50 doz., \$39 per gr.

Free catalog. Send \$20.00 for sample assortment. 25% with order, balance C. O. D.

STERLING JEWELERS 44 East Long Street Columbus 15, Ohio

NYLONS

NEW COLORS AND PRICES First Quality Guaranteed

54 gauge, 15 denier \$13.75 per dozen

51 gauge, 15 denier \$11.00 per dozen

45 gauge, 30 denier \$10.00 per dozen

Sizes 8½ to 10½

25% Deposit—Balance C.O.D.

Write for Wholesale Price List on Many Other Items NOW

S & K SALES, INC.

11 South 4th St. St. Louis 2, Mo.

FIREWORKS

Wholesale, minimum order \$5.00.

BRISTOW'S FIREWORKS

Box 409, 2500 Triplett, Owensboro, Ky.



YOUR PERSONALIZED DOOR MAT

MAKE UP TO \$30 A DAY

Easy to sell Rubber Name Mats

Every store, home, office or building a prospect. Many chances for multiple sales. Quarter inch thick rubber mat, with individual's name or address in 4" high letters. Comes in black or red with white letters. Immediate delivery.

You collect liberal profit at time of sale. We ship and bill your client for balance due.

WRITE FOR DETAILS TODAY. NEW TERRITORIES NOW OPEN.

PERFO MAT CO.

820 West 56th St. Dept. B-1 NEW YORK CITY

SELLS AT EVERY DEMONSTRATION!



A TERRIFIC TRICK

PLASTIC MYSTIC PILLARS

Amazing cut and restored string trick. No skill required! Every youngster from 7 to 70 wants one!

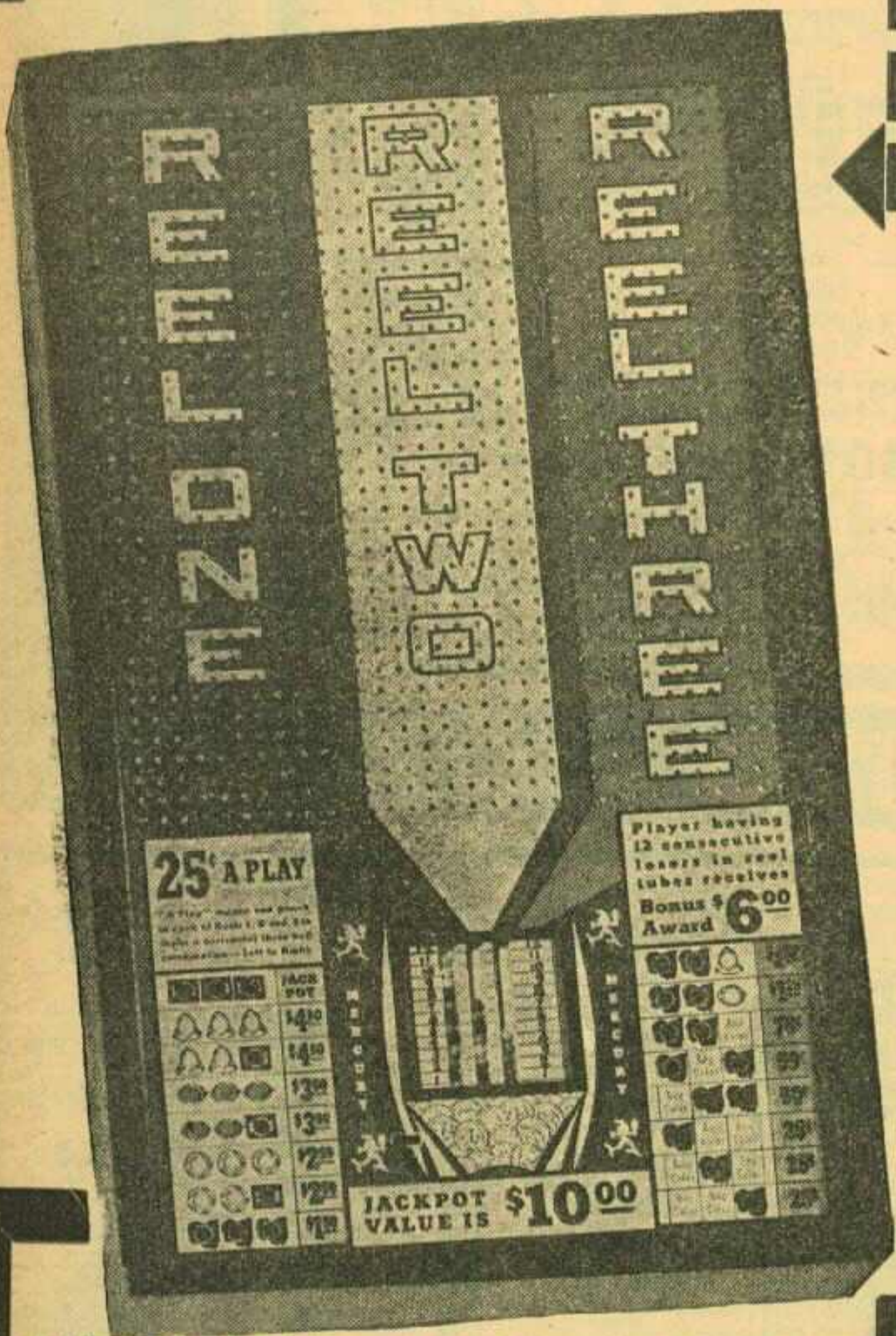
Sample, 50¢.

2 Doz. MYSTIC PILLARS, \$4.80.

152-B W. 42d St. New York 18, N. Y.

D. ROBBINS & CO.

**THE DEMAND IS SO GREAT
WE HAVE DOUBLED OUR
PRODUCTION TO CONTINUE
IMMEDIATE DELIVERIES**



**MERCURY'S 3 REEL ACTION
CLUB BELL SLOT**

**THE ONLY SALESBOARD MADE WITH ABSOLUTE
SLOT MACHINE ACTION**
(No Fed. Lic. Needed)

We have never seen a board sell so fast! The response has been overwhelming, beyond our greatest expectations. Orders are being filled as fast as possible to give you immediate delivery on the only

★ **MECHANICALLY PERFECT 3 REEL SLOT MACHINE ACTION SALES BOARD!**

★ **SENSATIONAL BONUS AWARD! 12 CONSECUTIVE LOSERS PAY DOUBLE AWARD!**

Originators of **FIN** and **SAWBUCK-DOUBLE SAWBUCK-TRIPLE ACTION-MERCURY MUSIC**

Southern States - Contact

P & M SALES

2823 Main St. Dallas, Texas
Immediate Delivery from our stock for Florida, Georgia, Alabama, Tennessee, Mississippi, North Carolina, South Carolina, Texas, Louisiana, Arkansas, Oklahoma.

West Coast - Contact

BECKMAN & GROHS

1308 S. W. Alder, Portland 5, Ore.
Immediate Delivery from our stock for Washington, Oregon, California, Nevada, Utah, New Mexico, Arizona, Montana, Idaho, Colorado, Wyoming.

SECORE & SECORE

735 So. Karlov Ave. Phone: Sacramento 2-4477-8-9 Chicago 24, Ill.

SALESBOARD SIDELIGHTS

Werts Novelty Company, Inc., Muncie, Ind., chalking up its 30th year as a ticket game manufacturer, put on a collective smile this week as it announced thru President Robert G. McNabb that the demand for this type of game is "way up." McNabb declared this has resulted from "the large increase in the number of operators and distributors since the end of the war." He added that operators, old and new, have found out it is helpful, profit-wise to carry a line of ticket items as well as machines and punchboards. Producing its line of jar and carded games, books in the Tip, Jack-Pot, Baseball, World Series and Sports varieties, in its modern two-story plant (which includes complete printing facilities), Werts Novelty is humming along at top output.

Staffers over at Gardner & Company, Chicago, are all in chipper moods this week, following the bang-up showing of firm's complete board line, January 17-19. Among the Gardner visitors, who taxied to the plant and were treated to refreshments, an informal floorshow and, of course, the latest in salesboards, were such veteran board men as Paul Andre, Lansing, Mich.; Albert Foltz, Southgate, Ky.; Harry Burstein, Pittston, Pa.; Don Chipp, Rock Springs, Wyo.; Carl Spillum, Butte, Mont.; Del Grasseschi, Great Falls, Mont.; J. H. Treadway, Joplin, Mo.; L. Jorns, Schinook, Mont.; Henry Berg, Great Falls, Mont.; C. S. and Z. H. Gendler, brothers, also of Great Falls, Mont.

More Gardner callers were F. H. Zolman, Earl Carter and F. B. Mohler, from Frankfort, Ind.; Ed Silance, Annapolis, Md.; Samuel Zellman and A. Seidman, New York; L. D. Freidlander and J. H. Goldstein, Atlanta; H. L. Herbert, Cincinnati; Ben Lubin, Pittsburgh, and Mrs. C. Odom, San Antonio.

Walter, Philip and Bill McNamara, of the McNamara Company, Chicago, are anticipating upped pellet board sales now that the trade in general has gone on record as approving of this number. With 10 pellet boards introduced during the salesboard show last week, boys feel that operators and the playing public are ready to place their stamp of approval on the pellet-action punches. A number of visitors were greeted at the McNamara plant during the three-day showing, another indication of pellet promise, they contend.

Joseph Berkowitz, Universal Manufacturing Company, Kansas City, Mo., and Bee-Jay Products, Chicago, president, planed off on another trip to New York and the West Coast last week. He is concentrating on Universal's new match-pak deal this trip. The new ticket item was the object of much interest at the big Sheraton Hotel salesboard showing in Chicago earlier this month, Berkowitz declares.

Enthusiasm over the high interest shown in its expanded board line at the showing this year, Empire Press, Chicago, reports prospects for the year top-notch. Joseph Zimmerman, company head, says he would like to ex-

tend a "thank you" to the many visitors at the firm's showing, thus helping to make the '49 event a standout. Empire representatives are now covering the country carrying news of the new numbers debuted during the exhibit.

Harlich Manufacturing Company, Chicago, turned out the first shipment of its new Golden Flood bell-action board late last week, Sam Feldman, sales manager, states. The board-show introduced number was quick to catch on with the trade, Sam says, and a steady production run on it is planned. Commenting on the Golden Flood display during the show, Sam adds that each time the demonstrator board released its flood of coins (very audibly) it caused much craning of necks in the exhibition hall. Firm's sales director, Manny Gutterman, is off on a trip thru the Midwest, his first post-show jaunt.

WESTERN OPS OPTIMISTIC

(Continued from page 60)

Vogel reported he had stopped in Salem, Ore., en route to California, where he purchased an Eyerly Rock-o-Plane.

At Jantzen Beach, Portland, Ore., Huedepohl reported officials are toying with the idea of moving their Kiddieland from the "far southwest corner of the park to a site adjacent to the main gate." Jantzen may also add a miniature train this year, he said.

GARDNER
for **40** years
THE LEADING PUNCHBOARD MANUFACTURER
• **QUALITY**
• **IDEAS**
• **SERVICE**
THE MOST COMPLETE LINE OF BOARDS TO FIT EVERY NEED.
WRITE FOR CATALOG
GARDNER & CO.
2222 S. MICH. AVE. CHICAGO, 16, ILL.

OPERATORS ARE DEMANDING "BEST LINE" BINGO TICKETS
Distributors wanted for a few choice territories. Write for details. We manufacture a complete line of Bingo Deals. Look for the "Best Line" Label—it is a sign of quality.
MISSOURI NOVELTY MFG. CO.
2625 LUCAS AVE. Phone: FRanklin 3620 ST. LOUIS 8, MO.

SALESBOARDS
FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN"
NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS.
10th year giving immediate delivery on finest boards.
LEGALSHARE SALES
P. O. BOX 86-E Phone 2842 222 2nd St. HUNTINGTON BEACH, CALIF.

LOMBARD MASS. PREZ

(Continued from page 74)

serve the food on the grounds and more conferences are slated for the future regarding this situation.

Stag Party

Preceding the business sessions the meeting opened with a get-together supper and stag party at 6:30 Sunday (23) evening, which was attended by fair officials, carnival and amusement representatives. Acts for the party were provided thru the Al Martin booking agency of Boston.

Business sessions got under way Monday (24) morning, with President Henry H. Snyder presiding. A report of the annual convention of the IAFE was given by A. W. Lombard; Raymond A. Warner, secretary of Cummington Fair, read a report on the New England conference; Gayloe Emerson, secretary of the recreational developments committee, New England council, presented a New England fairs brochure; Chester C. Putney, manager of the Massachusetts Selective Breeders' Association, spoke of features for livestock shows; Harry Storin, director of public relations of the Barrington Fair, addressed the group on fair advertising and publicity techniques; Frank Kingman, secretary of the Brockton Fair, headed a clinic on what could be done to rejuvenate fair exhibits, with consulting specialists at the clinic being Byron E. Colby, extension specialist in animal husbandry, University of Massachusetts; L. B. Boston, managing director of Hampton County Improvement League; C. O. Cartwright, associate county agent of Essex County Agricultural School; John Hurley, superintendent of the Topsfield Fair Flower Show; Henry L. Johnson, of Quincy, design consultant of the Massachusetts Department of Agriculture.

Floorshow

Music at the banquet climaxing festivities Monday (24) night was by Chet Nelson's orchestra; floorshow was thru the courtesy of the George A. Hamid office, New York and Boston, and the Al Martin office, Boston. Favors and novelties were provided by the Interstate Fireworks Manufacturing & Display Company, Springfield, Mass., Joseph A. Godin, president.

Fair dates announced were: Barrington Fair, August 28-September 3, Edward J. Carroll, president and general manager; Marshfield Fair, August 21-27; Rutland Fair, Rutland, Vt., September 5-10, Carleton Wilson, president; Arthur Porter, secretary-manager; Plymouth (N. H.) Fair, September 14-17, W. J. Neal, secretary; L. E. Mitchell, general superintendent; Lancaster (N. H.) Fair, September 2-5; Weymouth Fair, August 14-20; Eastern States Exposit-

tion, Springfield, September 19-24; Brockton Fair, September 12-17.

List of Guests

Among those present were Roland Champagne, president, and Ralph Jacobs, concession manager, of Continental Shows; Charles P. Nash, general manager Eastern States Exposition, Springfield; Edward J. O'Brien, Bay State Amusement Co., Boston; Thomas Robertson, concessionaire, Boston; Arthur B. Porter, secretary-manager Rutland (Vt.) Fair; C. S. Borggard, Rides, Inc., Medford; Chester Nelson, Nelson's Band, Boston; B. Ward Beam, Beam Thrill Shows, Bronxville, N. Y.; William T. McNally, ride operator, Springfield; E. W. Burr, manager of Playtime Amusement Corp., Quincy; Joseph J. Godin, Interstate Fireworks, Springfield; Edward J. Carroll, president and manager, Barrington Fair; Thomas Leavitt, president, Boston Poultry Exhibit; George E. Hitchcock, secretary, Brimfield Grange Fair; Paul Corson, general manager, Essex Agricultural Society; John L. Banner, secretary, Hampshire-Franklin-Hampden Agricultural Society; Willard Pease, secretary, Highland Agricultural Society, Chester; Raymond E. Warner, secretary, Hillside Agricultural Society, Williamsburg; Elmer O. Olds, secretary, Little-Ville Community Fair, Huntington; Horace Keane, secretary, Marshfield Agricultural and Horticultural Society, Marshfield.

Also Ruth Walsh, secretary, Satucket Horse and Agricultural Association, Southwick; Phillip A. Quinn, secretary, Spencer Driving Association, Inc., Spencer; E. A. Lavallee, secretary, Sturbridge Agricultural Association, Inc., Southbridge; Lee Wayman, secretary, Union Agricultural and Horticultural Society, Blandford; Milton Dansiger, general manager, Weymouth Agricultural and Industrial Society, South Weymouth; Joseph Sena, Cummington Fair, Worthington; Howard Stanton, president, Cummington Fair; I. J. Hobbs, Northampton Fair; Charlie Thayer, Cummington Fair; Jim Deary and James Bocheino, J. B. Boston Shows; Robert Colbert, concessionaire, Holden; Mace Dickinson, vice-president, Northampton Fair; Jimmy Van Clae, president, Lynch Thrill Shows, Canton, O.; Joseph Hughes, George A. Hamid office, New York; Harry Edgel, concessionaire, Marshfield; Frank Sinette, president, Charles C. Langille, manager, and Horace Keane, secretary, Marshfield Fair; Ralph Jewell, Portland, Me., secretary Maine Racing Commission; George Bernert, superintendent of concessions and out-door machinery, Eastern States Exposition, and Ralph W. Anthony, Campbell-Fairbanks Expositions, Boston

HARRY ILLIONS

(Continued from page 73)

remaining at that job until 1922 when the shows closed in Dallas.

Following the close of the Wortham Shows, Harry received a wire from the late Hyla F. Maynes telling him that he had invented a ride called the Caterpillar and asking Harry to take it on the road. Harry and the Caterpillar joined the Con T. Kennedy Shows and the following year Maynes invented the Dragon ride, putting it on the Johnny J. Jones Exposition.

In 1926 Harry purchased a half interest in the Maynes rides and that partnership lasted until 1934 when Harry bought the business, consisting of nine rides. The following year Harry went into partnership with R. L. Bogan, of the Greyhound Management Company. This partnership lasted a year.

He had rides with Royal American Shows in 1936 and 1937 and in 1938 moved into Rex Billings's Belmont Park, Montreal, where he operated his rides. It was at Belmont that Harry "invented" the Magic Carpet and Laugh-in-the-Dark as they are today. He continued his operation in Belmont Park until 1943, but had rides at various shows and in various parks scattered thruout the country.

Buys Celoron Park

"It was in 1943 that I decided to put all my rides in one spot," Harry said. "I looked around for a suitable spot and found just what I was looking for at Celoron Park in Jamestown."

Today, Illions has 20 major rides, six kiddie rides and other amusement devices that go to make up a modern park, including Pier Ballroom which seats 1,500 persons. He values his property, 23 acres in all, at \$900,000. Celoron's skating rink, Illions said, is valued at \$70,000 alone.

Harry married Florence Lusse, one of the owners of Lusse Bros.' firm in 1941. Mrs. Illions still is active in the management of that concern.

Late last year, Harry decided to expand and he purchased New Liberty Park, Buffalo, which will open this spring under his management.

A great club member, Harry belongs to numerous organizations, including the Masonic Lodge, the Variety Club of Dallas, Showmen's League of America, National Showmen's Association, Miami Showmen's Association, National Association of Amusement Parks, Pools and Beaches (NAAPPB) and various business and civic groups in Jamestown.



Curtain Raiser

for 1949

"Match-Pak"

ORIGINATED AND DESIGNED BY JAR-O-DO

Copyright 1949 T.M. Reg. No. 405,789



50c PER PAK
10 TICKETS IN PAK

RED-WHITE-BLUE

THIS DEAL CONTAINS 90 WINNERS

PAYS OUT ABOUT 90% TO THE PLAYER

ALL COLORS INSIDE THE TICKETS

ALL NUMBERS IN RED SHIELD ENDING IN

0 EACH RECEIVE **.50**
60 Winners

ALL NUMBERS IN WHITE SHIELD ENDING IN

55 EACH RECEIVE **3.00**
6 Winners

ALL NUMBERS IN BLUE SHIELD ENDING IN

11-22 EACH RECEIVE **1.00**
~~33-44~~ 24 Winners





Match-Pak is without doubt the most clever idea ever perfected for the operator. It resembles an ordinary book of paper matches, so can therefore be sold anywhere, any time without attracting attention, since the courtesy of passing anyone a book of matches is a common everyday occurrence. 10 to 20 packs can be carried in each pocket.

"IF YOU CAN'T SELL OTHER PAKS YOU CAN SELL MATCH-PAKS"

Match-Pak contains 10 tickets, two bundles of 5 tickets each, stapled in the cover with one staple.

Takes in 2,170 tickets @ 10 for 50c. \$108.50

Pays out (actual) 72.00

Profit (actual) \$ 36.50

ALSO AVAILABLE IN 10 FOR \$1.00 SIZE

OTHER PAYOUTS SIMILAR ACCORDING TO SIZE AND STYLE OF TICKET

Match-Pak Slot Symbol is available in Red-White-Blue, Bingo and Bingo with Jackpot Board, Pok-N-Win, Lucky Seven, New Reel, Combination, American Legion and VFW Tickets in 10 for 50c and 10 for \$1.00 sale. Special deals, such as your name printed on each pak or with special tickets (DAV, Moose, Elks, Tavern League, Benefits, etc.), or with other payouts, also available.

UNIVERSAL MANUFACTURING CO., INC.

"The World's Foremost Mfr. of Jar Games"

405-411 E. 8TH STREET KANSAS CITY, MISSOURI

in a hurry..

Yes, in the East we can give you IMMEDIATE DELIVERY on Mercury's Amazing New **CLUB BELL SLOT**

The Only Salesboard Made With 8 Reel Slot Machine Action.

We stock the complete Secore & Secore line. Also all other boards and deals. We sell at factory prices to established operators and jobbers.

Rake

COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA. 23, PA. LOMBARD 3-2676

Distributors of Coin-Operated Machines and Salesboards

A Winner....



Form No. 13138
5¢ Play
Takes In \$15.00
Pays Out 6.70
PROFIT 8.30



Form No. 13139
10¢ Play
Takes In \$30.00
Pays Out 15.80
PROFIT 14.20



Form No. 13140
25¢ Play
Takes In \$75.00
Pays Out 36.50
PROFIT 38.50

Beautiful Gold Embossed Horse and Rider on All Three Boards

HARLICH MFG. CO.

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

THE OPERATOR'S DREAM BOARD

EVERY CLUB WANTS ITS OWN EMBLEMS



YOUR CHOICE OF RING!

Moose, Eagles, Elks, K of C, Knights of Pythias, Odd Fellows' Emblems

4 BEAUTIFUL JEWELLED RINGS MOUNTED IN PLUSH BOX

Board Grosse \$75.00. Pays Out \$9.25 in Cash.

Operator's Net \$66.00

Priced at \$19.50 With 5¢ or 10¢ Play. Sold to Operators Only.

25% Cash Deposit, Balance C. O. D.

Allyn Distributing Co.

415 W. Market Street Akron, Ohio

"WATCH FOR OUR WEEKLY SPECIALS!"

Exclusive Distributors for 13 States for Peerless Sales Boards.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BUYS STAMP, CANDY, PEANUT SANITARY Machines, etc. Wanted: Stamp Machines. U.S.P., 100 Grand St., Waterbury 5, Conn. fe5

A-1 BARGAINS — CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postal 6416 N. Newgard Ave., Chicago. fe12

ACTION FREE PLAY, \$12 EACH; ISLE FLIPPERS, \$45; bubble gum, 30c. Penny Sales, Box 1784, Louisville, Ky.

A FEW 10c AND 5c COIN OPERATED, 10¢ bag capacity. Hot Popcorn Vendors; salesmen's demonstrators, guaranteed like new, offered as used at \$57.50 each. Write, wire or phone Bohemyer, Electro-Serve Inc., Peoria, Ill. fe19

ATTENTION, DISTRIBUTORS OF COIN-OPERATED Radios: Latest type Coradios; guaranteed same as new; factory price, \$59.50; while they last at \$25 each. Write, wire, phone Air-Loc Industries, Loeb Arcade Bldg., Minneapolis, Minn. fe12

BANK BALLS, \$45 EACH. HERMAN MALBIN, 10520 Quincey Ave., Cleveland, O.

CIGARETTE MACHINES BOUGHT, SOLD, REPAIRED; 25c conversions; parts, locks, mirrors for all vending machines; this week's special: Howe Imperial 8 column, \$62.50. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

DEALERS, ATTENTION! — 400 ADVANCE Model "D" 1c Ball Gum Machines; just off location; \$1,600 for entire lot; no less sold. Devices Novelty Sales Co., 467 N. Milwaukee Ave., Chicago 10, Ill. MOndre 6-7535. fe12

CLOSEOUT!!!—20 BANK BALL ALLEYS, 9", 12" and 14"; all in perfect condition; \$39.50 each. Automatic Operator, 1012 Beverly Rd., Brooklyn 18, N.Y.

DIGGERS—EXHIBIT MERCHANTMEN, ERIE Diggers, Buckleys, Exhibit Iron Claws, Mutoscopes, Exhibit Rotary Merchandisers, National, 4245 Sanson, Philadelphia, Pa.

FOR QUICK SALE, LIKE NEW—15 LEFT. Master Ball Gum or Bulk Merchandise Vendors, penny type; \$10 each; hurry; 1/3 deposit. Box 1189, Aransas Pass, Tex.

FOR SALE—40 COLUMBUS GUM BALL MACHINES, \$3 each; 2 Electroserve Pop Corn Vendors, \$40 each. Heinen, 2647 Middle Rd., Davenport, Iowa.

FOR SALE—CLOSING OUT CONSOLES, JENNINGS Slot Machines; bargains; write for list. Birmingham Vending Co., 2117 North 3rd Ave., Birmingham, Ala. fe12

FOR SALE, SLOTS—2 10c B. C. B., \$75 EACH; 1 10c Chrome Front, \$65; 1 25c Black Front, \$50; 1 10c Brown Front, \$45; 1 25c Black Cherry, \$80; 6 5c B. C. B., \$70 each; 1 5c Extraordinary, \$35; 1 Bally Reserve, \$400. Used 2 months; 5 Vest Pockets, \$20 each; 1 25c Vest Pocket, \$20; 2 5c Buckley Track Odds, \$700. Like new; 1 25c Golden Falls, \$85. Frank Guarnini, Burnham, Pa. Phone 5726. fe12

FOR SALE—FOUR VICTORY DERBIES, JUST off location; also one new payout motor unit complete; will throw in extra coin chutes and other Victor Derby accessories; will deliver within 250 mile radius; best offer takes all. Write Box 157, La Crosse, Wis.

FOR SALE—6 REGAL AND 6 STAR 1c NUT Machines, cleaned and refinished, \$5 each; one or lot. Geo. Vandelande, Jr., Mailton, W. Va.

FOR SALE—6 LIKE NEW POP CORN BEE Machines, \$135 each; send one third deposit. Box 403 Burnham, Pa. Phone 5726. fe12

FREE STAMP MACHINE FOLDERS (WITH national advertising); write for details. E. Flatto, 17 West 60th St., New York City.

OPERATORS, LOOK AT THESE BUYS! — All late models built venders! Clean! Northwestern De Luxe, \$15; 5c Victor V Cabinet type, \$8; 1 and 5c Standard Northwestern, \$5; 5c or 1c Silver King, \$8; 5c Acos, \$7; Northwestern Trisector, \$10; 1c Variety Shoppers, like new, \$10; 5c Suns, some like new, \$5; Advance D Ball Gum, \$6.50; 1/3 with order, balance C. O. D. B & K Vending Co., 1477 So. 10th St., Camden, N. J. fe19

RAY GUN OPERATORS — CONVERT WITH our new type extra moving target conversions; complete ray gun repair services. Write: Coin Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill. fe26

REBUILT POPCORN MACHINES FOR SALE — Fully guaranteed, priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. mh5

SALE!—200 MILLS NOVELTY CANDY BAR Machines, 49 capacity, used, \$15 each. Write The Hospital Specialty Company, 1901 E. 66th St., Cleveland 3, O. fe26

SEEBURG RAY GUN AMPLIFIERS REPAIRED by experts, \$1.75, plus parts. Northside Vending, 2215 Arthur Ave., Chicago.

SIX SPECIAL ENTRIES, P.P. CLEAN, \$120 each; 1/3 deposit, balance C.O.D.; inspection allowed. J. J. Hightower, 1909 S. Harwood, Dallas, Tex.

SPECIAL—2 QUIZZER MACHINES, MADE BY Training Devices, Inc., used only 30 days. Like new, a bargain at \$210 each. New Orleans Novelty Co., 115 Magazine St., New Orleans, La. Tel. CANal 5306.

STAMP MACHINE OPERATORS AND DISTRIBUTORS: Don't take any chances; always use Universal Brand Folders; approved by operators for over 15 years; write for samples, prices. University Press, 655 6th Ave., New York 10, N. Y. fe12

TWO SILVER KINGS (5c), FOUR 4 IN 1'S (1c), 4 Stars (1c), 1 Victory (5c); all for \$50; send 1/3 with order, balance C.O.D. Sydney Eisenberg, 1009 Stockton St., Jacksonville 4, Fla.

TWO COLUMN SHIPMAN STAMP MACHINES — Mostly Blue Fronts; good working condition; \$15 each in lots of four; 25% down, balance C.O.D. John Criminger, 126 Warren St., Brighton, Mass.

WANTED—MILLS BLACK CHERRIES, BLUE Fronts, Brown Fronts, etc., and Mills Box Stands in good condition. Write Box C-227, care Billboard, Cincinnati, O. fe5

WANTED TO BUY—TEN STRIKES, HIGH dial only; must be priced very reasonable. Chicago Bowling Machine Co., 2512 Irving Park Rd., Chicago, Ill. fe5

WANTED TO BUY—ERIE DIGGERS, GOOD condition, at once. Write Joe Smith, Rt. 6, Box 419-A, Pine Bluff, Ark. fe5

WANTED — EXHIBIT ROTARY MERCHANTMANS, Electro Hoist and Mutoscope Diggers, Magic Fingers and Roll Chutes, Rialto Amusement Arcade, 1481 Broadway, NYC. fe12

10 SUN NUT VENDORS, \$125; SUN RAY CONSOLE, P.P., \$50; HI-Hand, F.P.P.O., \$75; Paces Racer, \$150; like new. ABC Novelty Co., 2509 S. Press St., San Antonio, Tex.

20 FOUR BELLS, ALL 5c, JUST OFF LOCATION, \$25; crating \$5 extra; no deposits, all cash. John Burke, South Down Shores, Edgewater, Md.

1,500 NATIONAL REJECTOR TIMERS—FOR quarters only; latest type; guaranteed same as new; complete with mounting bracket, telephone type insert and coin return cup; cost \$9; will accept any reasonable offer. Air-Loc Industries, Loeb Arcade Bldg., Minneapolis, Minn. fe12

LATEST CREATION "MYSTERY BELL SLOT" IMMEDIATE DELIVERY

3 Reel Slot Action
1 Reel Slot Action
PELLET BOARD

1140 Holes at	25c
Takes in	\$95.00
Avg. Payout	45.00
Avg. Profit	50.00
Max. Profit	75.00

11 WESTERN STATES • (Denver W.)

Contact Pioneer Products SAN FRANCISCO

FAST SELLING GOLD CUP-PELLET One Reel Slot Action

120 Seals—30 Will Go
Attractive Bonus Award
480 Holes at 25c Play
Takes in \$120.00
Avg. Payout 52.20
Avg. Profit 67.80
Max. Profit 90.00

Pioneer MANUFACTURING CO.,

2352 W. CERMAK ROAD, CHICAGO 8, ILLINOIS

SALESBOARDS JAR-O-DO TICKETS

WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS
JAR DEALS — BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY
312 E. Market St. Elmira, N. Y.

IF? You Want Fast Delivery Beautiful Salesboards Full Count Jar Deals FAIR PRICES

Write
GALENTINE NOVELTY CO.
322 E. Colfax Ave., South Bend 24, Ind.

PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write
W. H. BRADY CO. MFRS.
CHIPPEWA FALLS, WIS.

SALESBOARDS — All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.65
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 26.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 8 for 25¢	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS

20% DEPOSIT—IMMEDIATE DELIVERIES

Holes	Names	Profit	Price
1000	25¢ Charley	Def. \$50.00	\$.78
1440	5¢ Barrel	Def. 18.00	.99
1440	10¢ Barrel, X Tk.	Def. 38.00	1.29
1800	5¢ Lulu, X Tk.	Def. 18.00	1.49
1200	25¢ J.P. Charley	Avg. \$52.08	\$.89
1200	25¢ Texas Charley	Avg. 102.28	1.59
1000	10¢ Ready Money	Avg. 50.70	1.79
600	25¢ Q.T. Jumbo, X Tk.	Avg. 65.30	2.10
1020	25¢ Block Buster, X Tk.	Avg. 81.58	2.49
1184	5¢ Win a Fin, Tk.	Avg. 34.40	2.39
1000	5¢ J.P. Asst. Boards	27.00	2.49
2170	5¢ Rd., Wh., Bl. Tkts. Def.	\$36.50	\$1.29
120	Tip Ticket Books, Gr.	\$18.75; Doz. \$1.89	

All Kinds of Tickets & Boards—Write.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS and JOBBERS USE
PROFIT BOARDS
THAN ALL OTHERS COMBINED
IT'S A FACT!

PROFIT MFG. CO.
50-11 40th St. L. I. C. 4, N. Y.

64 Pg. CATALOG FREE!

WE ARE MANUFACTURERS All Kinds—PULL TICKET GAMES • TIP BOOKS •

Buy Direct From Manufacturer At Very, Very Reasonable Prices.

Columbia Sales Co.
302 MAIN ST. WHEELING, W. VA.

USED BELL PRICES STEADY

NAAMO Yrly. Meet Held in Atlantic City

Hold Membership to Ops

ATLANTIC CITY, Jan. 29.—Voting to re-establish itself as an operators' association exclusively, and changing by-laws to conform with the new policies, the National Association of Automatic Machine Owners (NAAMO) held its seventh annual meeting here Wednesday (26). H. McKim Smith was re-elected to his third term as president.

Under the new by-laws, operators, including operators or owners of arcades and Pokerino establishments, are eligible for membership in NAAMO. It was the unanimous opinion of those present that operators who are also affiliated with jobbing, distributing or manufacturing firms may be eligible for membership, but only as operators of automatic machines.

New Dues Sked

Another change in the organization's by-laws, made in an attempt to encourage new memberships, lowers the annual dues from \$25 to \$10 for an operator of a single route of machines or owner of an arcade or Pokerino location. Each additional

(See NAAMO MEET on page 112)

Legislative Highlights:

Legal Activities Sparked By California Lawmakers

CHICAGO, Jan. 29.—California's lawmakers lead the parade of States considering legislation which would directly or indirectly affect the coin machine industry. The California assembly had in excess of six bills this week—two of them aimed at cigarette merchandising machines. One would prohibit cigarette venders in public places and another specifies a tax of \$60 on each machine. Both measures, considered discriminatory, will, of course, meet concerted opposition from cigarette operating companies.

In Idaho, meantime, the administration-sponsored measure (H. 67), which would repeal the 1947 law providing for bell machine licensing, appeared likely to pass. A House committee approved it and sent it onto the floor where its passage was assured. The bill still has the Senate to hurdle.

The Arkansas measure (S. 20) to remove stamp vending machines from the list of equipment taxed under the 1947 law, also appeared certain to pass. The bill was okayed by the Senate Tuesday (25) and is now in the House where no opposition is expected.

The Arkansas Legislature likewise

has two additional coin machine bills before it. One (H. 133) would make it unlawful for anyone under 18 years of age to play a coin-operated amusement game and another (S. 73) would amend the coin machine tax law of 1939 to include shuffleboards and free play pinball under the li-

(See Legal Activities on page 110)

Chicago Court Gives Go Ahead To Shuffle-King

CHICAGO, Jan. 29.—Shuffle-King, manufactured by Chicago Coin Machine Company, was held to be operable in the city of Chicago by Superior Court Judge Donald S. McKinlay in a decision here Thursday (27).

Shuffle-King, trade-mark name for Chicago Coin's shuffleboard is covered by a temporary injunction granted by Judge McKinlay. The writ restrains city officials from interfering with the sale and distribution of the game.

Survey Shows Good Market For Old Mchs.

Demand Big Factor

By Tom McDonough

CHICAGO, Jan. 29.—The substantial price structure, now prevailing in the used bell market, is and will be here for a long time to come, judging from current demand and the output of manufacturers, a survey of representative bell manufacturers and distributors made by *The Billboard* revealed this week.

A consensus showed that the contributing factors to the firmness of the used bell price were: Belated start in putting postwar models in production, material shortages, durability of counter models (which actually are most of the used bell market), the holding down of price advances on new equipment and the general knowledge by the operator that he can amortize his used bell investment in a short time.

Reconversion

Because of their experience in manufacturing precision equipment, bell producing plants were among the first to be selected to produce essential war equipment for the army and navy during the war and among the very last to be reconverted to peacetime industry. Following this delayed reconversion, bell manufacturers ran head on into all the shortages that stymied production of major electrical appliances, automobiles and other lines.

Because of the very nature of the service which bells perform on location, they cannot be produced hurriedly and when assembled must pass rigid final inspection tests. Some firms actually place bells ready to be crated for shipment on testing equipment which simulates 500,000 plays on location. Naturally, such testing of equipment for complete accuracy adds to the time consumed in getting bells on location. But while manufacturers are anxious to keep up with coinmen's demands, they do not want to sacrifice the necessary workman-

(See SURVEY SHOWS on page 110)

Coin Failures Drop in '48

Heavy Losses Foreshadowed Leveling Era

Cite Industry Growth

CHICAGO, Jan. 29.—Altho business failures in the week ended January 20 reached the highest peak in six years, according to Dun & Bradstreet, the coin machine industry—which took heavy losses in business failures during 1947—has reached a leveling-off stage. At least statistics prepared by the business information division of Dun & Bradstreet give this indication.

The number of coin machine manufacturing failures and the total amount of liabilities reached an all-time high in 1947, figures prepared by the credit rating agency disclosed. In 1947 five firms failed, with total liabilities of \$14,767,000. During the 11-month period, January thru November, 1948, three coin machine manufacturers failed, with liabilities reported at \$1,750,000.

During the week ended January 20 Dun & Bradstreet reported business failures numbered 142 commercial and industrial firms—highest figure reported since December 2, 1942,

Failures of Coin Machine Concerns

Year	Number	Liabilities
1934	3	\$ 35,000
1935	4	132,000
1936	5	171,000
1937	3	159,000
1938	7	185,000
1939	4	668,000
1940	3	37,000
1941	6	156,000
1942	4	137,000
1943	-	—
1944	-	—
1945	-	—
1946	2	141,000
1947	5	14,767,000
1948*	3	1,750,000

(*Covers only the first 11 months, January thru November, 1948.)

when 148 firms failed. Of the 142 firms, 32 manufacturing concerns—none of them coin machine companies—went under.

When a Business Fails

Dun and Bradstreet defines a business failure as occurring "when a commercial or industrial enterprise is involved in a court proceeding or in a voluntary action which is likely to end in loss to creditors."

The credit rating agency's record of failures includes discontinuances following assignment, voluntary or

(See COIN FAILURES on page 112)

Coinmen Meet With License Comm. in N. Y.

Air Regulation Adjustment

NEW YORK, Jan. 29.—A committee of local coinmen headed by Max Levine, president of the Scientific Machine Corporation, met with License Commissioner John M. Cannella early this week in an effort to have license regulations adjusted to meet special needs of amusement game operators.

In a brief submitted to the commissioner for consideration, they suggested that a reduction in the present \$50-per-year fee be authorized, and that the regulations be broadened to permit relocation of authorized games without payment of additional fees.

Approved games are now subject to the \$50 levy under provisions of the city's administrative code. The license department indicated that new municipal legislation might be required before it could authorize changes in the present set-up. There is such a bill now in the hands of the city council welfare committee (*The Billboard*, January 15).

No Free Play?

ATLANTIC CITY, Jan. 29.—Several coinmen, returning East by plane after the Coin Machine Institute (CMI) show last week, used the few moments before take-off to examine the myriad of gadgets in the plane's control room. Seeing they were obviously bewildered by the many lights, charts and dials, the pilot explained:

"You see, when we start up it's jus' like a pinball game. The idea is to get all the red lights in a straight line."

The homebound conventioners, who never learned whether the pilot was kidding, were Mr. and Mrs. F. McKim Smith and Irving Fishelberg, of Atlantic City, and Bill Rodstein and Max Brown, of Philadelphia.

Bar Prices in Downward Trend

New Cocoa Price of 26½c Per Lb. Big Factor in Future Candy Cost Level

Good News Dampened by Lower Machine Sales

CHICAGO, Jan. 29.—A downward trend in candy bar prices over the last several weeks, combined with a drastic drop in cocoa bean cost, has been good news for the candy operator, but offsetting this is a threat of possible upward revisions due to the increased sugar price and the fact that over-all sales per unit is down on an average of 15 per cent.

With the long awaited break in the cocoa bean price becoming a reality in the last few weeks, cocoa is now going to candy-makers for 26½ cents per pound. The cost has steadily dropped since the high of 53 cents per pound reached in 1947.

Reason for the drop, industry leaders say, is the curtailed buying of major chocolate users, such as Hershey and Lamont Corliss, who have recently reduced inventories from a 90-day backlog to 40 or 45-day stock, a move which most other chocolate users have followed. As solid bar makers require 75 per cent chocolate in their candy, the price drop is an important item. However, leading solid bar firms report they will increase bar sizes rather than lower bar prices, as a result of the cocoa drop.

Filled Bars

In the filled bar field, firms which have already lowered prices or made price reductions on quantity case orders, will undoubtedly effect further price concessions or increase the size of their product. In this field, tho, the sugar price boost earlier this month (from \$7.75 per hundred pounds to \$8) may hit production costs harder than in the solid bar field. Sugar price hike will most likely be followed by a comparable boost in corn sirup price, it is felt.

General feeling among candy operators is that any price increase at

this time, in view of the recent reductions, will be extremely bad business on the part of the manufacturer. With current sales declining for the average factory located candy vender, operators have become increasingly

(See BAR PRICES on page 99)

NAMA Region IV Schedules February 15-16 Atlanta Meet

ATLANTA, Jan. 29. — National Automatic Merchandising Association (NAMA) Region IV will hold a two-day business meeting here at the Hotel Biltmore February 15-16, it was announced this week by William Cutcliffe, regional chairman. Included on the agenda for the meeting will be demonstrations on the right and wrong way to sell a location, employ a routeman, present a defense against unfair taxes and handle complaints (from locations and patrons).

Region IV includes Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee.

Cutcliffe, who is with the Cigarette Service Company here and is also NAMA legislative chairman for Georgia, will discuss the tax problems in his State, while Fred L. Brandstrader, NAMA's legislative counsel, will introduce the new State legislative chairman (to be named at the meeting).

(At the national convention in December, NAMA officials announced a plan to appoint State legislative chairmen who would process legislative information directly or indirectly

T. J. Isaacs Resigns Alco-Deree V.-P.; F. Doyle Sales Mgr.

CHICAGO, Jan. 29.—Theodore J. Isaacs, vice-president of Alco-Deree Company, announced his resignation this week and W. S. Deree, president, reported the appointment of Frank Q. Doyle, formerly associated with Auto-Vend, Inc., as sales manager.

Deree declared that all duties previously handled by Isaacs would, for the time being, come under his jurisdiction.

affecting the industry and be charged with the responsibility of keeping the association and its membership informed. This marks the first region to see the plan put in action.)

Mason Speaks

Ford S. Mason, who was elected president of NAMA at the meeting in Chicago last December, will make his first appearance at a regional meet when he addresses those attending the banquet which will conclude the meeting.

Other items on the agenda include a forum on good accounting practices, on profitable territories and on the pros and cons of specializing in one type of equipment.

Also scheduled to appear and speak at the meeting is George M. Seeman, convention chairman, who will outline plans for NAMA's national convention and exhibit to be held in Atlantic City November 27-30.

Added starters at the Region IV meeting will be most of the board of directors of NAMA who will be on hand for a board meeting to be held here February 17. This marks the first time the directors have held a meeting in the Southeast.

Searles Sets Production on Kalva Vender

To Carry \$335 Price

CHICAGO, Jan. 29.—Searles Welding & Manufacturing Company announced this week that production of the new improved Kalva triple-selection bottle-carton vender would start the first week in March or possibly earlier. Walter Ashton, general manager, declared that the new model, called the Kalva 3-Way '49-er, will be priced at \$335, a moderate increase from the \$312 peg on the machine produced by H. T. Larrimore.

Redesigned machine emphasizes "package unit" construction, permitting quick substitution of functional parts. Both the refrigeration and coin mechanism units are so constructed. A third package unit offered in the conveyor mechanism also has been redesigned to accommodate any size bottle, or carton, from the 6 to 12-ounce size thru a simple adjustment.

Ashton stated that 25 pilot models of the new vender have been extensively location tested during the past three months, with minor adjustments and improvements being effected. Initial output will be at the rate of five units a day, with an early increase to 20 or 25 machines per day.

Introduction of an entirely new two-flavor carton-only Kalva vender has been scheduled for later this year, according to Ashton. The Kalva Quad, shown last year by Larrimore but never placed in production, is also scheduled for release late this year or early 1950.

Eastern Electric Names Five New C-Eight Distributors

NEW YORK, Jan. 29.—Appointment of five new distributors to handle the C-Eight electro cigarette machine was announced here this week by Lew Jaffa, vice-president of Eastern Electric Vending Machine Corporation. As part of its current drive to enlarge its sales network, the naming of the new outlets has given the manufacturer added distributor coverage in the East and Midwest.

The new appointees include Atlantic New York Corporation, assigned a territory comprising the New York City metropolitan area, Northern New Jersey, Connecticut and the greater part of New York State; Atlantic Pennsylvania Corporation, for Southern New Jersey, Delaware and most of Pennsylvania; W. B. Music Company, Kansas City, for Kansas; Atlas Music Company, Detroit, for Michigan, and the W. B. Novelty Company, St. Louis, Southern Illinois and Missouri.

With C-Eight now in its third year of electro vender production and this week marking completion of the first full year of production at the firm's New Bedford, Mass., plant, Mario Caruso, president, stated that output has reached a new peak. But despite "record production," he claimed that there is still a time lag of several weeks between new orders and deliveries. He attributed this to increased demand thru the firm's recently appointed distributors.

Telecoin Names 5 New Distributors To Handle Line

NEW YORK, Jan. 29.—Telecoin Corporation's first five appointees in a projected national network of distributors to handle the firm's automatic merchandising and service equipment were announced here this week by Bernhard Denmark, national sales manager. The outlets are to stock all company products, including Tele-Juice, the canned juice vender, automatic washers, dryers and extractors.

The new Telecoin distributors and their sales territories are:

Lauderwell Corporation, East Lansing, for Western Michigan; Tele-Matic Corporation, Philadelphia, for Eastern Pennsylvania and Northern New Jersey; Alabama Television Sales, Birmingham, for Alabama; Commercial Distributors, Inc., Cincinnati, for Southern Ohio and Northern Kentucky, and Miracle Services, Inc., New Orleans, for Louisiana.

Denmark also named Jay Electronics Corporation here as distributor for Tele-Video thruout greater New York. The television system is to be introduced to the trade here soon.

Spacarb Rejects Automatic Canteen Offer of Purchase

NEW YORK, Jan. 29.—I. H. Houston, president of Spacarb, Inc., yesterday informed the Automatic Canteen Company of America that a majority of the Spacarb stockholders have rejected the most recent offer of Canteen to purchase a controlling interest of the firm, and that they would entertain no further bids for that purpose.

This action followed a meeting Thursday (27) of Spacarb directors and stockholders to consider the latest Canteen offer. In rejecting the offer, the stockholders also decided to bring to an end negotiations between the two companies that are reported to have been in progress for the last five or six months.

Bid Retracted

Houston explained that several offers had been made by Canteen during that period. But each was judged too low until at the end of last December a top Canteen official submitted a bid considered adequate by Spacarb stockholders. However, the bid was made conditional to approval by the Canteen board of di-

rectors. It was retraction of this bid by the board and substitution of a lower one that finally led to rupture of the negotiations, according to Houston.

With Automatic Canteen reportedly interested only in majority control of Spacarb stock, the negotiations, if successful, would have resulted in the merging of the cup vender company in the larger vending concern. This would also have included Spacarb's subsidiary operations, Houston said.

Meanwhile, as the negotiations proceeded, Spacarb felt constrained to withhold from placement or sale new machines that were being produced for the firm under contract. Only a few new venders were taken out of stock for Spacarb use during the last few months, Houston said, since Canteen wanted a voice in their disposition if the sale of stock was agreed to.

Houston declared that while the talks were being held, Spacarb operated under a handicap. "We couldn't plan ahead during the negotiations," he said, adding that the company now would resume normal operations.

INDIAN NUTS



FOR GREATER PROFITS IN VENDING MACHINES AND CELLOPHANE PACKAGES ask for

ZALOOM'S GOLDEN NUGGETS

Finest Quality — Deliciously Roasted — Crisp — Highly Polished — Spotless. The Fastest Selling Grade of Indian Nuts on the Market.

Packed in 5-Lb. Moisture-Proof Bags—12 5-Lb. Bags to a Carton. Also Available in 25-Lb. Cartons and 100-Lb. Bags.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY

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8 Jay St., New York 13, N. Y.
BEekman 3-7646

America's Original Masters in Roasting and Salting of Pistachio & Indian Nuts

Set Committee Heads for 1949 NAMA Meeting

CHICAGO, Jan. 29.—National Automatic Merchandising Association (NAMA) convention chairman, George M. Seedman, announced this week the names of 20 men in the vending machine field who will serve on committees for the 1949 NAMA convention, scheduled for Atlantic City.

The committee appointments follow:

Arrangements — Paul Berkley, Vendex, Inc., Hillside, N. J., chairman; Aaron Goldman, G. B. Macke Corporation, Washington; J. S. Johnston, National Enterprises, Norfolk, and Louis Millman, Coast Cigarette Service, Inc., Asbury Park, N. J.

Program — Clarence Adelberg, Stoner Manufacturing Corporation, Aurora, Ill., chairman; E. F. Hinkle, Automatic Canteen Company of America, Chicago; Lawrence Reiss, Statler Manufacturers, Inc., New York; Paul Schalm, Automatic Cigarette Service, Kingston, Pa., and E. C. Scully, Lily-Tulip Cup Corporation, New York.

Publicity—Oscar Branch, Automatic World, Fort Worth; Harvey Carr, Coin Machine Journal, Chicago; Walter Hurd, Coin Machine Review, Los Angeles; Zehn Kaufman, Philip Morris & Company, Ltd., New York; Neill Mitchell, Lehigh Foundries, Easton, Pa.; Robert H. W. Welch Jr., James O. Welch Company, Cambridge, Mass.

Advertising program—Fred Baehr, Gum Vending Corporation, New York; Frank J. Bradley, Automatic Equipment Company, Buffalo; E. G. Chandler, Rowe Service Company, Los Angeles; Sidney Kronenberg, Alamat Company, Birmingham, and Earl Mason, C. C. Bradley & Sons, Syracuse.

Servicemen for Subway Venders In Strike Vote

NEW YORK, Jan. 29.—Servicemen who maintain several thousand penny venders in the city subway stations voted Wednesday (26) to go out on strike unless demands for a shorter work week and a welfare plan are met.

Officials of Local 20,650, American Federation of Labor (AFL), vending machine service employees' union, representing the 125 servicemen employed by the New York Subways Advertising Company and the Interborough News Company, will confer with the employers Monday (31) in a meeting arranged by the State Mediation Board to arbitrate the dispute.

New Airport Plan Location Aid to Ops

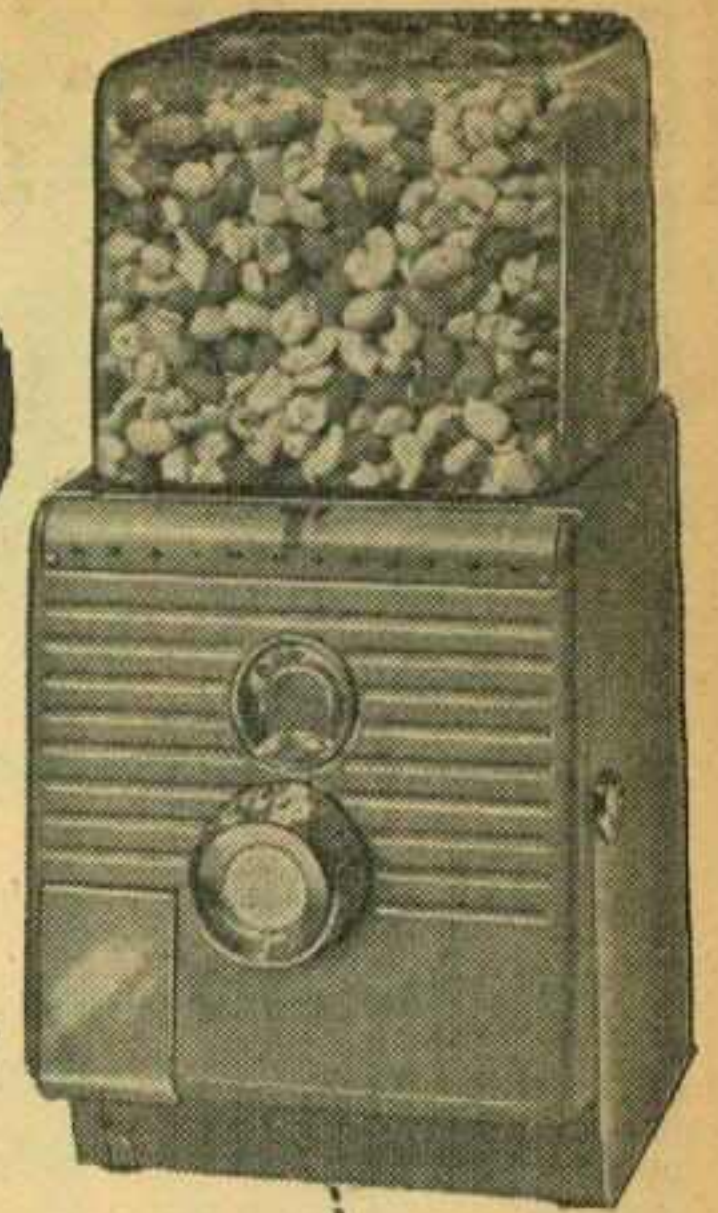
WASHINGTON, Jan. 29. — More than \$60,000,000 in federal funds has been made available to States and municipalities for construction or development of airports during the three-year existence of the Federal Aid to Airports Act, Civil Aeronautics Administration (CAA) announced this week.

With the vending machine operator becoming increasingly interested in airports as a prime location, CAA activities in stepping up airport progress are assuming increased importance.

In the past six weeks, CAA has loaned nearly \$2,000,000 to cities and States to build new airports or improve old ones. Larger amounts granted include \$387,735 to Des Moines for construction of a new administration building at its municipal airport and \$283,447 to West Virginia for the Raleigh County Memorial Airport.

Northwestern

ENTIRELY DIFFERENT from any other VENDING MACHINE ever made... **MODEL 49**



BOOSTS PROFITS TO NEW HIGHS

Square-type globe has just one opening with circular neck threaded like a fruit jar. Metal screw-on cap has full grip handle for easy carrying. On location, empty globe is removed from vender, rotary delivery mechanism is unscrewed... then screwed on filled globe and placed back in vender. Flip-up attachment lever locks globe in place. Carrying cap is screwed on empty globe which is taken to home or warehouse for cleaning and refilling. Servicing time and costs are cut in half... assuring proportionate increase in profits per vender.



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86 EAST ARMSTRONG ST. - MORRIS, ILLINOIS

Northwestern
DELUXE
WORLD'S FINEST BULK VENDER
USED LIKE NEW
Unconditionally Guaranteed
\$15.95 EA.
This Price Subject To Change Without Notice.

YOUR MONEY BACK IF NOT SATISFIED
1/3 With Order, Bal. C. O. D. or Full Cash. All Prices F. O. B. Brooklyn, N. Y.
NORTHWESTERN SALES & SERVICE CO.
Gedney 8-3600
4105 16th Ave. Brooklyn 4, N. Y.

REAL LOW PRICES U-SELECT-IT CANDY MACHINES

54 Bar Capacity, \$22.50 ea. Lots of 10, \$20 ea. VEND IT, 150 Bar Cap. Each \$50.00

Cigarette Machines	
DU GRENIER, 7 Col. 8	\$37.50
DU GRENIER VD, 7 Col.	40.00
DU GRENIER W, 9 Col.	37.50
DU GRENIER CHAMPION	50.00
UNEEDA MONARCH, 8 Col., Like New	70.00
UNEEDA, 8 Col.	40.00
NATIONAL 9-30	50.00
ROWE ARISTOCRAT, 8 Col. Half Deposit.	22.50

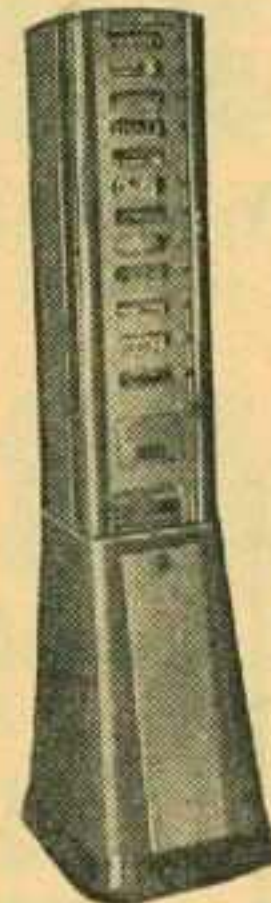
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CALIFORNIA VENDING ALMONDS

Packed in 5-lb. vacuum tins, 6 80¢ Per F. O. B. Lb. Los Angeles tins to a case. LESS THAN CASE, 90¢ PER LB.

SOUTHERN CALIFORNIA DISTRIBUTORS ACORN Bulk Merchandise VENDORS

Operators Vending Machine Supply Co. 1023 S. Grand Ave., Los Angeles 15, Calif.



SPECIAL \$65.00

Candyman, 72 Bar Capacity with enclosed base.

ATTENTION—25¢ & 30¢ CONVERSIONS

Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship. \$8.50 for Silver Quarter conversions.

ALSO 30¢ CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES

NEW ROWE Crusader, 8 and 10 Col.	\$179.50
NEW UNEEDA, 8 Cols., 510 Pack Cap.	139.50
Rowe President, 10 Cols., 475 Pack Cap.	125.00
Rowe President, 8 Col., 380 Pack Cap.	120.00
Rowe Imperial, 8 Col.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
Uneeda Model 500, 9 Col.	115.00
Uneeda Model E, 15 Col., 350 Pack Cap.	62.50
Uneeda Model E, 8 Col., 240 Pack Cap.	57.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00

7 COLUMN CIGAR MACHINE, \$32.50
Holds seven different brands

CANDY MACHINES

National 9-18	\$100.00
Vend-It	55.00
U-Select-It	35.00
Advance Candy Machines	27.50
Shipman Candy Vendor	22.50
5¢ & 1¢ GUM VENDORS	17.85



SPECIAL \$75.00

Uneeda Model A, 8 Column, 270 pack capacity. 8 Column, 240 pack capacity. \$70.00. 6 column, 180 pack capacity. \$65.00.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available 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



HI-HO
No. 2
CHARMS
\$3.25 PER
BAG Prepaid
1,000 in a bag.
Positively No Samples at This Price.

Northern California
Distributor ACORN Bulk
Merchandise VENDOR.
Write: E. LaRue, Sales Mgr.
LEON "HI-HO" SILVER
540-542 Hayes St.
San Francisco, Calif.

**Auto Supply Chain
Boosts Venders as
Employee Service**

KANSAS CITY, Mo., Jan. 29.—Vending machines are the mainstay of employee refreshment-on-the-job policy at the various operations of the Western Auto Supply Company, according to Ray Davies, director of personnel. Firm, employing 7,000 workers, stresses in-plant venders as the logical answer, placing them above mobile catering as an employee service and production help.

Davies, declaring that his travels thru the 37 States in which his company operates showed that management in general agrees with his firm's employee refreshment program, places vender-supplied on-the-job refreshment of equal importance with fresh air facilities, good lighting and other physical necessities "to make the job healthful and pleasant for the worker."

Refreshments a Must

Citing a factory survey last year by a Boston firm which showed that the larger percentage of both labor and management agreed in-plant feeding is now a "must," Davies stated that venders were settled upon

**Cole Products Makes
1st Vender Shipment**

LOS ANGELES, Jan. 29.—The first shipment of 35 Colepas, the drink machine manufactured by Cole Products Company, is expected this week, according to Al Silberman, who in conjunction with Badger Sales has a franchise for 11 Western States.

Silberman is starting a local advertising and publicity campaign to call attention to the machine. He plans a showing at the Ambassador Hotel, tentatively scheduled for the third week in February.

as the favored method of giving the worker this refreshment.

The survey results, published in the *Harvard Business Review*, revealed that while the in-plant cafeteria still leads in type of feeding service, venders are very close in the popularity vote to the cumbersome and space-stealing lunch room. When compared to mobile catering, however, venders were found to rank three times ahead of the "cart system."

Summing up his findings on in-plant refreshment and the use of venders, Davies concluded: "It's a good thing for both employees and management and contributes to the kind of relaxation which keeps plants running smoothly."

FOR
**MERCHANDISE
AND
VENDING MACHINES
ALL TYPES.**

known for their constant reliability

**SANITARY
AMUSEMENT
GUM, NUTS, ETC.**

WRITE:
J. SCHOENBACH
1645 Bedford Ave. Brooklyn 25, N. Y.

**GIVE TO THE
RUNYON CANCER FUND**



**VICTOR
MODEL V**

5/8 140 Count
**COLORED
BUBBLE
BALL GUM**
25 lb. cartons
26¢ LB.
(Prenaid in lots of
100 lbs. or more)
**FILL CASH
WITH ORDER.**

PISTACHIOS
25 lb. Carton
Large, 74¢ lb.
Small, 49¢ lb.
Full Cash With
Order.

Sample
\$12.75

24 or more
\$12.00
Ea.

Used **NORTHWESTERN 1c-5c DELUXE**
Sample, \$15.45. Lots of 5, \$14.95 ea.

INTRODUCTORY OFFER!
Silver King HUNTER or Target King
**PLUS 3500
BALLS OF GUM. \$45.00**
Only



1/8 Deposit, F. O. B. Brooklyn, N. Y.
Balance C. O. D.
Orders Under \$10.00, Money in Full.
**ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.**

**PIONEER
VENDING SERVICE**
Exclusive Victor Distributor in N. Y.
401 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

**LUMINOUS
CHARMS, SKULLS
and RINGS**
that Glow in the Dark!
Non-toxic, Sanitary and Harmless

Luminous Glow Charms, Series #1	Per M
Luminous Glow Charms, Series #2	\$4.50
Luminous Glow Skulls	6.00
Luminous Glow Rings	7.00
	8.00

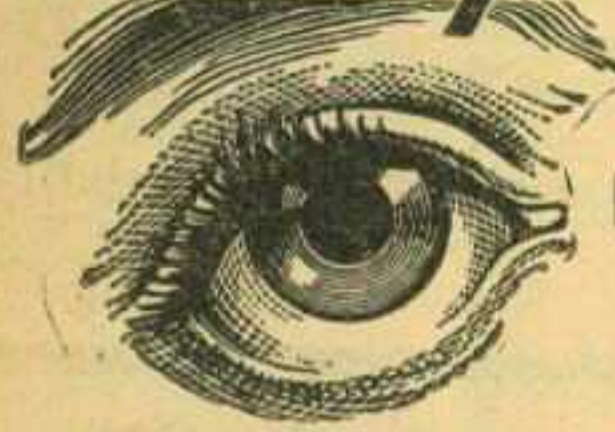
**METAL PLATED
CHARMS**
In bright gold and silver finish

Metal Plated Charms, Series #1	Per M
Metal Plated Charms, Series #2	\$6.00
Plastic Charms, Famous Series #1	7.50
Plastic Charms, Big Series #2	3.50
Plastic Skulls	4.50
Metal Plated Skulls	5.25
Metal Plated Skulls with Rhinestones	10.00
Eyes	
Plastic Rings, 20 Styles	18.00
Metal Plated Rings, 20 Styles	4.50
	8.00

Write us so we can place your name on our mailing list to advise you of our newest vending items.

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST
CHARM MANUFACTURER
113-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.


Keep your EYE on



ATLAS!


OPERATOR'S Gold Mine for 1949 ...
The NEW Atlas Deluxe Vendor

At last, a 1c Vendor designed by operators themselves! Important mechanical improvements and a new smooth porcelain-like red baked enamel finish. Vends all kinds of merchandise—Nuts, Candy, Pistachios, Ball Gum and Charms. Write for complete details and prices!



**FOR INCREASED VENDING PROFITS
ATLAS VENDOR BRAND
ALMONDS • CANDY • BALL GUM
ATLAS CHARMS**

Regardless of what make machines you use, Atlas Vendor Brand merchandise is a real bonanza for profit and quality! Perishable merchandise like almonds, candy, ball gum, is packed FRESH in AIR-TIGHT Metal Cans—unharmful by transportation, vermin, moisture, etc., while in storage. Atlas Vendor Brand Charms—the latest in plastic-gold-silver charms. Write for samples and prices, TODAY!



**TOP BILLING FOR 5¢ SALES
... ATLAS BANTAM TRAY VENDOR**

The 5c operator's dream! Sets on counter or stand—twosome or threesome on stand. Beautiful polished aluminum finish. Outstanding new improvements! Adjustable to vend all kinds of bulk merchandise — Almonds—Candy—Pistachios, etc. Write for information!



THE ATLAS MFG. & SALES CORP.
12220 Triskett Road
Cleveland 11, Ohio

Northwestern **IN STOCK!**
6 Lb. Globe

Less than 25 \$11.00
Less than 100 10.75
100 or more 10.50

**40
MODEL**

Write for prices on Models 33, 39 and Deluxe Venders.

QUALITY AT A PRICE

**EMPIRE COIN MACHINE
EXCHANGE**
1012 MILWAUKEE AVE. CHICAGO 22

CHARMS CAN DOUBLE OR
TRIPLE YOUR PROFITS
IN BULK VENDERS...

Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CANCO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.

BECKER VENDING SERVICE - BRILLIANT, WISCONSIN

CIGARETTE VENDORS

NEW and USED -

- 20 LIKE NEW—P.X., 10 col. ...\$129.50
- 10 ROWE PRESIDENTS 95.00
- 10 930 NATIONALS 69.50
- 9 NEW DuGRENIER, 7 col. 165.00
- 5 LIKE NEW DuGRENIER, 7 col. 135.00
- 18 EASTERN ELECTRICS 199.50
- 1 ROWE ROYAL, 10 col. 72.50

FACTORY DISTRIBUTORS FOR OHIO, KENTUCKY AND WEST VIRGINIA

THE NEW KEENEY DELUXE ELECTRIC CIGARETTE VENDOR PROMPT DELIVERIES

CENTRAL OHIO COIN MACHINE EXCHANGE

525 So. High St. Columbus, Ohio
Phone: Adams 7254

Rudd-Melikian, Inc., Adds 6 Distribution Areas for Java Unit

PHILADELPHIA, Jan. 29. — Expanded national distribution, covering six additional major market areas, was undertaken last week by Rudd-Melikian, Inc. According to K. C. Melikian, vice-president, some 2,000 Kwik Kafe venders are now dispensing over 30,000 cups of coffee a day in 80 different market areas from coast to coast. Under the firm's new expanded distribution program, he revealed, the six new markets will be allocated venders thru an additional six or more franchised operators, bringing the total number of operators up to 110.

Altho production is now at the rate of 150 venders per month, Melikian stated that distribution will remain on an allocation basis.

New districts to be covered include Erie, Pa.; Flint, Mich.; Grand Rapids, Mich.; Peoria, Ill., and Cleveland. Invitations are currently being extended to leading industrialists, personnel directors, and others interested in supplying a convenient service, to attend demonstrations in local hotels. In addition, newspaper advertisements and a publicity campaign will supplement the showings.

Appoint J. Zachary New V.P. at Shotwell Mfg. Co.

CHICAGO, Jan. 29.—Byron Cain, president of Shotwell Manufacturing Company, has announced the appointment of J. J. Zachary as vice-president and general sales manager.

Zachary, who joined the firm in January, 1947, was formerly sales manager of the candy division. Before becoming associated with Shotwell, he was vice-president of the Nutrine Candy Company.

SPECIAL

ROWE PRESIDENTS and ROYALS

10-Column PRESIDENTS\$115.00

10-Column ROYALS 85.00

\$10.00 Extra for Silver Quarter Operation

\$25.00 Cash With Order — Balance C. O. D.

LIMITED QUANTITY OF ABOVE MODELS IN 8-COLUMN SIZE ALSO AVAILABLE. COMPLETELY REBUILT AND REPAINTED AT FACTORY.

Sales to Operators Only

ROWE MANUFACTURING CO., INC.

Sales Office:
31 EAST 17TH STREET
NEW YORK 3, NEW YORK

The New Revolutionary NORTHWESTERN MODEL 49



Featuring Transfer Refill. Cuts Service Time in Half.

\$17.55

Sample Write for Quantity Discount

Other popular Northwestern Vendors \$10.35 and Up

We are Headquarters for Bulk Machine Charms and Supplies.

1c-5c and Foreign Coins.

BADGER SALES CO., INC.

2251 W. Pico Blvd. Los Angeles 6, Calif.

BONANZA PRESENTS THE SENSATION OF THE CMI SHOW

← THE NUGGET

AUTOMATIC POPCORN DISPENSER AND THE

SWIFTY SHINE

AUTOMATIC SHOE SHINE MACHINE

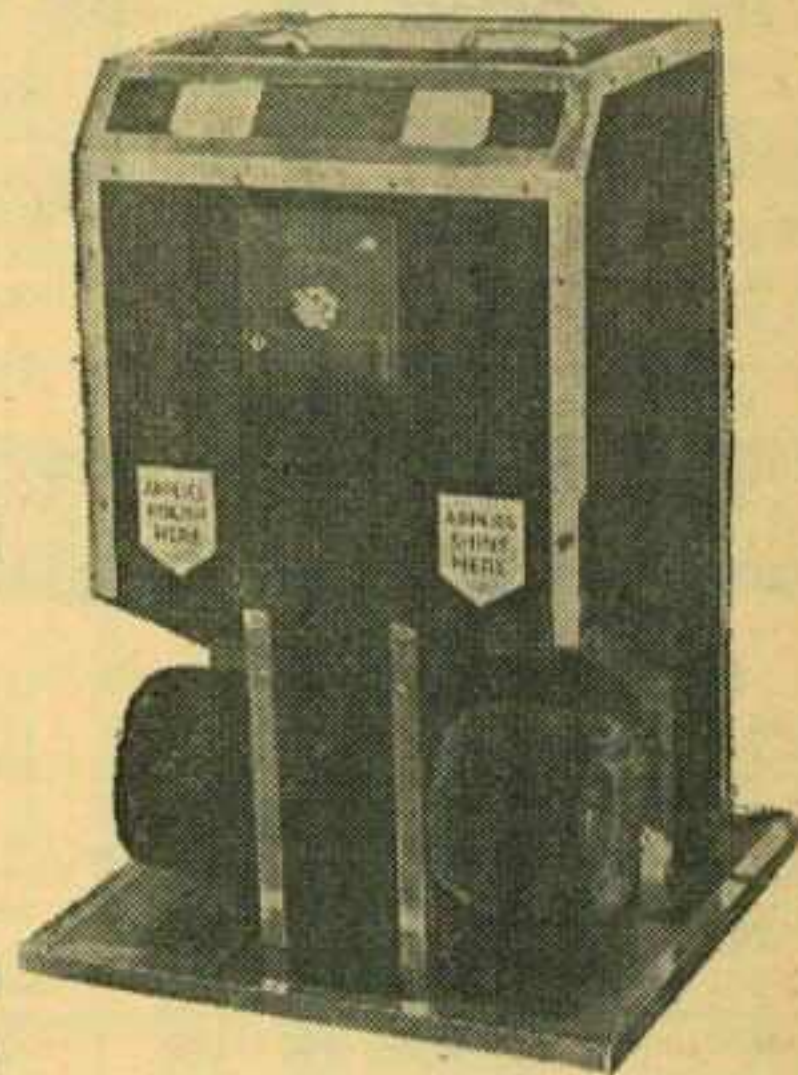
TRULY GREAT MACHINES AT A SENSIBLE PRICE

\$149⁵⁰ EACH

NOW DELIVERING

OPERATORS & DISTRIBUTORS WRITE — WIRE — PHONE **BONANZA, INC.**

2980 PICO BLVD. PHONE PA 3420
LOS ANGELES 6, CALIFORNIA



FEATURING



- FEATURING
-
1. National coin rejector
 2. Micro-switch timing
 3. Cold-rolled steel construction
 4. Stainless steel chute and exterior finish
 5. Baked Hammerton enamel finish
 6. Neoprene (rubber) window insulation
 7. Locked-in cash box
 8. Safety-fused lead-in cord
 9. Size 15 1/4" x 15 1/4" x 59"
 10. Weight 70 lbs.
 11. Operates on 110 volt AC-DC, 50-60 cycle
 12. Simple to convert from 10¢ to 5¢ mechanism
 13. Storage space for extra corn
 14. Meets all requirements of the pure food laws and underwriters' laboratories
 15. Built to operators' demands for a trouble-free vender at low cost

1. Westinghouse motor
2. Welcome timing unit with locked-in cash box
3. Genuine horsehair bristle waxing brush and gray yarn buffing brush
4. Highly polished metal trim and hardware
5. Leatherette finish
6. Choice of four colors (Morocco red, green, tan and Spanish ivory)
7. Neutral wax
8. Illuminated brushes and mirror
9. Size 24" x 24" x 37"
10. For both black and brown shoes
11. Polishes both shoes in a minute and a half
12. Built to operators' demands—for-a-trouble-free-shoe-shine-machine-at-low-cost



VICTOR'S
CUSTOM BUILT
UNIVERSAL
\$13.95 EA.
In Lots of 24
\$13.50 EA.
**BEST FOR CHARMS
& BALL GUM**
Write for new circular
just off the press.
MILLER VENDING CO.
42 Fairbanks St., N. W.
Grand Rapids, Mich.
Phone: 8-8632

CHARMS
... that are different
Shiny Metal Hobby Pins. Per Gross \$4.00
Gold Charm Bracelet (in Capsule).
Per Hundred 6.50
Blade Knife, Per Gross 1.10
Skulls, Guns, etc.
All items will fit any Vending Machine.
Send for Samples and Prices.
 $\frac{1}{2}$ Deposit Required With Order.
RING BROTHERS
We Specialize in Small Novelties
8050 Market St. Philadelphia 39, Pa.

**LEAF
RAIN-BLO**
*The original colored
Bubble Ball Gum*
**EMPTIES MACHINES
FASTER!**
LEAF GUM CO., Chicago 22, Ill.

THE "CHALLENGER"
THREE MACHINES IN ONE
\$10.00 to \$50.00 Weekly on Location!
TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Illinois

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

- NEW **Northwestern**
 - Less than 25 \$27.00
 - 1 $\frac{1}{2}$ All Purpose 14.40
 - Model 33 1 $\frac{1}{2}$ Nut Vendor 12.80
 - Model 33 Ball Gum, 1 $\frac{1}{2}$ 11.40
 - Model 40 1 $\frac{1}{2}$ All Purpose 10.85
 - Model 49 1 $\frac{1}{2}$ All Purpose 17.55
 - Dual Vendor 1 $\frac{1}{2}$ and 5 $\frac{1}{2}$ Comb. 45.00
- NEW **SILVER KINGS**
 - Sample \$13.95
 - 2 to 5 12.50
 - 6 to 11 11.55
 - 12 to 49 11.05
 - 50 or more 10.55
 - 1 $\frac{1}{2}$ and 5 $\frac{1}{2}$ Silver Kings or Ball Gum
Machines at the above prices.

STAMP FOLDERS
50c per M
45c per M in Lots of 25M or more
Folders Packed 5M to Carton

- NEW **COUNTER GAMES**
 - ABT Challengers \$39.50
 - ABT Model F Targets 42.50
 - ABT Strike-Ites 42.50
 - Gottlieb Grip Soles 24.50
 - Exhibit Card Vendors 19.50
 - Steeplechase, 1 $\frac{1}{2}$ 35.00
 - Target Kings, 1 $\frac{1}{2}$ 45.00
 - Imp. 1 $\frac{1}{2}$ or 5 $\frac{1}{2}$ 14.50
 - Less In Quantity
 - Test Quest, 1 $\frac{1}{2}$ \$29.50
 - Hunter, 1 $\frac{1}{2}$ 45.00
 - Electric Shockers 18.75
 - Whirl-a-Ball 19.50
 - Camera Chief, 1 $\frac{1}{2}$ 19.95
 - Kicker & Catcher, 1 $\frac{1}{2}$ 34.50
- NEW **SLOTS**
 - Mills Jewel Bell W
 - Mills Black Gold Bell R
 - Mills Bonus Bell T
 - Mills Melon Bell E
 - Mills Vest Pocket \$85.00
 - Mills OT, 5 $\frac{1}{2}$ \$110.00
 - Col. Bell 139.50
 - Col. DeLuxe 179.50
- USED **COUNTER GAMES**
 - Camera Chief, 1 $\frac{1}{2}$..\$16.50
 - Buddys, 1 $\frac{1}{2}$ 12.50
 - Marvel 1 $\frac{1}{2}$ Token 22.50
 - American Eagle, 1 $\frac{1}{2}$ 19.50
 - Pikes Peak, 1 $\frac{1}{2}$ 25.00
 - Vest Pocket, 5 $\frac{1}{2}$ 44.50
 - Bat-a-Ball Jr. 9.95
- VENDING SUPPLIES**
 - Heavy Stands \$3.95
 - Extra Heavy Stands .. 4.50
 - Cross Bar, 2 moh. 1.00
 - Cross Bar, 3 moh. 1.50
 - Coin Counter, 1 $\frac{1}{2}$ -5 $\frac{1}{2}$.. 1.25
 - Coin Counting Scale .. 18.50
 - Route Cards, Per M 1.00
 - Span. Peanuts, Per lb. 23 $\frac{1}{2}$ c
 - Virg. Salted, Per lb. 29c
 - Licorice Lozenges, Per lb. 25c
 - 140 ct. Ball Gum, Per lb. 25c
 - 170 ct. Ball Gum, Per lb. 25c
 - Sm. Plastic Charms.
Per M \$3.50
 - Large Plastic Charms.
Per M 4.50

Send for our Complete List of Coin-Operated Machines and Supplies.
1/3 Dep., Bal. C. O. D. with All Orders. Under \$20.00 Full Payment with Order.
RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN STREET LOMBAR D 3-2676 PHILADELPHIA 23, PA.

Supplies in Brief

Conn. Coca-Cola Sale

HARTFORD, Conn., Jan. 29.—John F. Walsh, Chicago, has purchased the business of the Coca-Cola Bottling Company of Connecticut at 1329 Main Street, Willimantic.
The transaction is understood to include the property, equipment and good will.
Duane R. King, for the past five years manager of the Willimantic concern, has moved to the Coca-Cola Bottling Company's East Hartford, Conn., plant to await another assignment within the organization.
A certificate of organization has been filed with the secretary of State for a new Connecticut corporation, listed as Coca-Cola Bottling Company of Willimantic, with amount paid in cash, \$1,000; president, John F. Walsh; vice-president, Marian A. Walsh; secretary, John B. Sullivan.

Liggett & Myers \$ Volume

CHICAGO, Jan. 29.—Last July's increase in the wholesale price of cigarettes was reflected here this week in the annual report of Liggett & Myers Tobacco Company, manufacturers of Chesterfields. The company, the report disclosed, broke all-time dollar volume records during 1948, and J. W. Andrews, president, attributed at least part of the gain to the 7/10-cent per carton increase.
Liggett & Myers' earnings were \$27,799,934 in 1948 as compared with \$21,439,504 in 1947. Sales showed an 8.3 per cent increase from \$513,771,422 in 1947 to \$556,506,847 last year.

Andrews said that inventory value of leaf tobacco owned by the company increased \$46,708,342 as a result of higher prices paid for the late crop of flue-cured tobacco and because of larger stocks on hand at the year's end.

N. J. Cig Tax

TRENTON, N. J., Jan. 29.—Tax revenue from New Jersey's 3-cent-a-pack levy on cigarettes has garnered the State \$9,442,909 since the tax was first imposed six months ago, John J. Dickerson, State treasurer, disclosed

this week. With original estimates placing the yearly revenue at \$16,000,000 from this source, expected income from cigarette taxes is now being revised upward.

Candy Council Chairman

CHICAGO, Jan. 29.—Philip Gott, president of the National Confectioners' Association (NCA) announced the appointment last week of Irvin C. Shaffer, vice-president of Just Born, Inc., as chairman of the council on candy. Shaffer replaces Oscar Trudeau, Trudeau Candies, who was chairman during 1948.

The incoming chairman will continue as vice-president of NCA, Gott stated. Shaffer has been associated with the council's activities since 1942, when it was formed.

Ice Cream Down

WASHINGTON, Jan. 29. — Ice cream consumption continued its decline last year, dropping off to an average of 18 pounds per capita, Agriculture Department has reported. Consumption in 1947 was 19.5 pounds, and in 1946, the record high of 23 pounds was reached.

Top production month last year was July, when 70,160,000 gallons were produced. In July, 1946, however, production was 91,958,000 gallons.

Despite the recent gradual decline in ice cream consumption, the industry is far better off than in pre-war years. According to Commerce records, average per capita consumption during the years between 1935 and 1939 was only about 12 pounds. Between 1929-1939, the average was a little more than 9 pounds per capita.

Cocoa Bean Imports Drop

WASHINGTON, Jan. 29.—Despite the heavy demand for cocoa beans in this country, imports for the first 10 months of last year ran 5 per cent behind those for the same period of 1947, Commerce Department has reported. Total imports for January-October, 1948, were 472,578,000 pounds as compared with 498,882,000 pounds for the comparable period of the preceding year.

The price, however, advanced considerably. Value of the 1948 imports was \$163,679,000—42 per cent more than was paid in 1947 for a smaller amount of the product.

Gum Exports Top Candy

WASHINGTON, Jan. 29.—More chewing gum than candy was exported during the first 10 months of last year, Commerce Department has stated. Value of exported chewing gum for that period was \$5,997,000 while the value of candy shipped overseas was \$5,109,000.

Brazil Nut Imports Off

WASHINGTON, Jan. 29.—Imports of Brazil nuts dropped off sharply in October altho coconut meats were plentiful, according to the Commerce Department. Only 1,287,000 pounds of Brazil nuts were imported during the month, a decrease of 76 per cent from October, 1947. Coconut meat imports amounted to 11,019,000 pounds, an increase of 37 per cent.



**VICTOR'S
MODEL V**

Proven a great vendor. The choice of thousands of successful operators. Vends all kinds of bulk merchandise ... including ball gum ... with charms.

HI-POP
Victor's New Sensational
POPCORN VENDOR
Only \$47.50
Write for Details

VICTOR VENDING CORP.
5701-5713 W. Grand Ave.
CHICAGO 39, ILL.

ALL VICTOR MACHINES
recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 10 weekly payments
WRITE FOR DETAILS
RAIN-BLO BUBBLE BALL GUM
Packed 25 Lbs. to Carton

Less than 100 lbs.	30¢	170c
100 lbs. and over	25¢	25¢
1000 lbs. and over	20¢	27¢

Freight paid on 100 lbs. or over
FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

**ATTENTION
POPCORN MACHINE
DISTRIBUTORS and OPERATORS**
SupRpop hybrid specially made POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN SEZ machines.
Wire or write for prices.
Dwight Hamlin Company
5958 Baum Blvd. Pittsburgh 6, Pa.

**BRAND NEW
LUCKY BOY VENDORS**
\$9.75
EACH
1 $\frac{1}{2}$ or 5 $\frac{1}{2}$
MODEL
In Lots of Ten \$8.75 Each.

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 500 Balls Gum. Fully guaranteed.
1/3 Deposit, Balance C. O. D.
BLOYD MFG. CO.
VALLEY STATION, KY.

**GIVE TO THE
RUNYON CANCER FUND**

Ball Gum + Charm = \$\$\$

— NEW — '49 "CHARM KING"

BALL GUM VENDOR

(PATENTS
PENDING)



No misting—no adjustments
Handles 140, 170, 210-count gum, no break age, and positive delivery.

If you want the best in trouble-free ball gum and charm vendors, try the new improved '49 Charm King.

Nut and Ball Gum Vendors. 1-5¢ U. S. and Foreign Coins

Handles all charms

IMMEDIATE DELIVERY AT ALL BEST DEALERS OR WRITE

SILVER-KING CORP.

822 Diversey Parkway, Chicago 14, Ill.

ALL SILVER KING MODELS

Recommended and sold on Time Payment, 30 weeks to pay. Write for details.

ROY TORR

Lansdowne, Pa.

Bar Prices Shoot Downward; New Cocoa Lb. Fee Big Factor

(Continued from page 94)

choosy in buying merchandise. Machine sales have skidded 15 to 20 per cent below last year's level, they report, and altho they still stock top brands at top prices in their machines, such purchases are kept to a bare minimum. As a result of this trend, the 80-cent per 24-count bar is a stepchild in the vending field, operators instead concentrating upon top quality 72-cent items.

Reason for the drop in plant venter sales, according to leading operators contacted by *The Billboard*, has been curtailed employment in some instances and the fact that employees no longer buy bars to take home. Following this general thinking, the dime bar is a definite casualty in the vending field, with a final "finis" ready to be written for this type item.

Cost Static

Altho a growing number of candy firms have, and are, lowering their prices, the 3-cent per bar cost to the operator is still the rule in the field. Where he can, the operator is buying the newly lower priced merchandise to effect a safe margin of profit. And with the 18½-cent drop in the cocoa bean price, the operator sees a brighter profit path ahead.

Looming as a thwarting measure to the good cocoa price news, the sugar situation, price-wise, has taken an opposite tack. Due to the low quota (7,250,000 tons) for 1949, which is 550,000 tons less than last year, candy-makers feel a cost hike is inevitable. Talk of increases in sugar cost was prompted by Secretary of Agriculture Charles F. Brannon's statement, made with the announcement of the 1949 sugar quota, that present prices were too far below the OPA level of \$8.40 per 100 pounds.

As a result trade spokesmen are predicting a possible high of \$9.20 per hundred pounds in the near future. With the cane product hiked, domestic beet refiners have upped their price (which is always 20 cents lower per pound) to \$7.80 per hundred pounds.

Brannon, in a save-the-ship move, has countered the sugar price increase with the declaration that if a drastic rise in price takes place as a result of the government's 1949 production quota, he will adjust the figure.

Ops' Opinion

Meanwhile, a spot check this week of leading candy operators by *The Billboard* revealed that opinion was almost uniform, that per machine sales have fallen off about 15 per cent, but that a compensating factor was the slow decline in candy prices noted during recent weeks. This price reduction, it was stressed, began to take place before the big cocoa price drop, so operators look for a continuation of the price drop trend in candy, or at least, in view of the sugar price hike, a steady peg at present prices.

Nathaniel Leverone, chairman of the board of Automatic Canteen Company of America, declared that while "leader" bars were being sold thru firm's venders at a loss during recent months, a tendency has now become apparent toward lower prices, thus preserving profit margins. Automatic Canteen, he said, is already paying less for some candy brands and has noted definite improvement in candy quality.

Glenn Johnson, Chicago manager of the Nine-City Mills Automatic Merchandising Company, reported a like downward trend in candy prices. This, however, was paced by a decline in per unit sales, especially those in plant locations. Prominent among the candy-makers who have reduced prices, Johnson said, was Wilbur-Suchard Chocolate Company, Inc., which effected a reduction on its 200-count vend packs from \$5.72 to \$5.48 (or comparable to \$2.74 for a 100 pack). Altho made as a three-

month deal, feeling is that such cuts will be retained as a permanent policy.

Tom King, King & Company, Chicago, told of quantity case deals now in effect by several candy manufacturers that save the operator 3 cents per 24-count pack. Thus, 72-cent bars can be had from some manufacturers for 69 cents in the 24-count package. Operator, however, must order at least 15 cases (this figure varies) of that particular brand. Another candy-maker, D. L. Clark Company, has a lower price in effect for purchases of several products. This means that purchase of one case of firm's Honey Square bar with each two-case order for its Clark bar will bring a reduction in per-case price to the operator. Thus, while "specials" play a good part in the new lower-price trend, feeling in general is that the eventual result will be a straight lower price policy by most firms.

Confirming the lower-price picture are Joseph Kaden, of Kandy Kit Company, and William Fuller, manager of Vendall Service Company, Chicago firms. All operators report more selling activity on the part of manufacturers' salesmen, with merchandise available in unrestricted quantities. Exception, in the solid bar field, is Hershey, which retains an allocation system. It is not a "to the letter" system, as during and immediately after the war, however. Extra cases may be had upon request if they are available, operators report.

With a number of firms now pegging their 100-count vend packs at \$2.90, a dime drop from the \$3 level (John Horne Candy Company, Evanston, Ill., is one), operators see in the new cocoa price picture further cause for optimism. Several manufacturers contacted declared, as in the case of Bloomer Chocolate Company, Chicago, that the cocoa decline would mean a combination of both price cuts and increase in bar size. Henry Bloomer, president, also announced initial shipments this week of firm's new 192-count vend pack of its milk chocolate bar, priced at \$5.60.

Island Sales Named Watling Hawaii Rep

HONOLULU, Jan. 29.—Will Rose, who operates the Island Sales Service, has been named exclusive distributor for the Watling scale and the Landis Aristocrat popcorn vender.

The first shipment of 150 machines has already been received. Rose has been in the vending machine distribution business here for some years.



\$25

DOWN
Balance \$10 Monthly

200
FORTUNE TELLING
NO SPRINGS
SCALE

Height, 51 In. Width, 13 In.
without sign

Depth, 25 In. Sign, 15 In.

Net Weight 185 Lbs.
Shipping Weight . . 245 Lbs.

LARGE CASH BOX HOLDS
\$85.00 IN PENNIES

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Earn BIG Profits
ALKUNO
5¢ GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

MODEL 500
Metal Cabinet and Base. Ht. on Base, 60" x 18". Wt. on Base, 64 Lbs.
Price \$69.50
Base 15.00

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5¢ Gum and Candy Vendors.

ALKUNO & CO.
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Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
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BARKER BRANDS, Inc.
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BANTAM 5¢ VENDOR

America's FINEST 5¢ Vendor! Vends all merchandise — Almonds, Candies, Pistachios and Nuts. Simplified portion adjuster. Removable tray, 8x10".

WRITE FOR COMPLETE INFORMATION TODAY!
Atlas Mfg. & Sales Corp.
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NOW! CALIFORNIA VENDING 80¢ PER LB.

ALMONDS Packed in 5-lb. vacuum tins. 6 tins to shipping case. F. O. B. San Francisco

LESS THAN CASE, 50¢ PER LB.
Northern California Distributor
AORN Bulk Merchandise VENDOR
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ALMONDS California Vend Size from the Almond Bowl. French Fried, \$.65 LB.
CHARMS, #2 Best Quality. Vacuum Packed in 5 Lb. Tins, 6 Tins to Case 3.25 M

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ALMONDS
Delightful flavor almonds for fast repeat sales! Packed FRESH in AIR-TIGHT Metal Cans—unharmful by transportation, vermin, moisture, storage, etc.
Write for FREE SAMPLES and prices TODAY!
ATLAS MFG. & SALES CORP.
12220 Triskett Road • Cleveland 11, Ohio

N. Y. Sales Managers' Club Gets First Hand Info on Vending Biz

NEW YORK, Jan. 29.—Automatic merchandising was the subject of the regular meeting of the New York Sales Managers' Club when that group met here Monday (24) at the Advertising Club. The Sales Managers' Club, on the Rotary principle, is limited to a total of 71 selected members and among these are presidents and vice-presidents of many major companies.

On the program were Harry W. Alexander, a member of the club and president of the Chalex Corporation, manufacturers of sales audit devices for venders; John T. Collins, also a member of the club and president of the Automatic Canteen Corporation of New York, and Edward C. Scully, manager of the beverage division of the Lily-Tulip Cup Corporation.

Chairman of the program committee was J. W. Birkenstock, administrative executive of International Business Machines.

Alexander, Collins and Scully told the dinner-meeting of automatic merchandising's growth and sketched the possibilities for this method of retailing in the future.

L. A. Pepsi-Cola Co. Obtains Bireley's Venders, Franchise

LOS ANGELES, Jan. 29.—Franchise to sell Bireley's bottled beverages in Los Angeles County has been sold to the Pepsi-Cola Bottling Company of Los Angeles. Announcement of the sale was made by Darrell Ingalls, general manager of the Bireley's Division, General Foods Corporation, and James F. McGregor, president of the Pepsi-Cola firm here.

This marks the end of Bireley's participation in the bottling field. The company will confine its activities to manufacturing concentrates on a national basis.

Takes Over Venders

With the sale of the franchise to Pepsi-Cola will go all Bireley's vending machines now out on lease or contract basis, a company spokesman said. There are approximately 200 coin-operated drink machines used by the Bireley brand in this area.

Two months ago Bireley's changed over from a milk bottle type to a conventional beverage bottle. Before the switch the Bireley bottle could

not be used in vending machines due to its size.

No plans for expansion in the coin-operated drink field are anticipated by Pepsi-Cola at the present time. The firm will handle the four Bireley flavors, orange, grape, pineapple and berry. Drinks will continue to retail for 5 cents.

Automatic Canteen Expands Operation, Announces Profits

CHICAGO, Jan. 29.—Nathaniel Leverone, Automatic Canteen Company of America chairman, has announced that the firm's gross revenue for the fiscal year, ended October 2, 1948, totaled \$21,925,915, an increase of \$2,950,509 over the previous year's \$18,975,406. Leverone emphasized, however, that net income had dropped to \$687,817 from the 1946-'47 earnings of \$748,968, due to increased operating costs.

Acting to increase over-all volume, Automatic Canteen began adding new equipment the latter part of 1947 and by October, 1948, had expanded its candy, gum and nut units by over 40 per cent. Canteen's soft drink venders were doubled in number during this period. Total expenditures for new equipment, during the fiscal year, were \$3,414,678. Additional equipment will be continually added during the present year, according to Leverone.

Explains 6-Cent Peg

Attributing the small profit margin allowed the distributor on the nickel bar as the prime cause of the 6-cent over the counter price, in many cases a necessity where volume was low and overhead up, Leverone stated that the current trend toward lower candy prices will wipe out the above-nickel price and benefit margins.

Leverone declared that his firm had never considered the 7½-cent coin proposal. He added that another alternative, that of converting 5-cent mechanisms to accept a nickel and a penny, also was rejected. This was due to the excessive cost such a move would have entailed (over \$1,000,000) to the firm. It also would have set back new machine delivery, he said.

NCWA To Map Plans For 1949 Meeting

WASHINGTON, Jan. 29.—Plans for its annual convention were mapped out by National Candy Wholesalers' Association (NCWA) at a three-day board meeting in New Orleans January 28-30, it was announced this week.

Reservations for exhibit space at the annual confab, set for June 5-10 at the Stevens Hotel in Chicago, are being accepted, NCWA said. Available are 157 exhibit booths in comparison with the 1948 total of 88 booths.

Speakers at a special dinner held in conjunction with the New Orleans board meeting include John Poetker, president of NCWA; Sam Sawyer, president of Southern Wholesale Confectioners' Association (SCWA); C. M. McMillan, NCWA executive secretary; and Forrest H. Hols, secretary of SCWA.

FOR SALE

3 MINIT POP POPCORN MACHINES
Like new. On location 3 months. Make an offer.

B & B AMUSEMENT CO.
115 S. Elson St. Kirksville, Missouri

POP N' HOT

HOT POP CORN VENDING MACHINE
COIN OPERATED—1949 MODEL



THE BIG PROFIT MAKER

TAKES IN \$12.00 FROM EACH FILLING

Cost of Corn, \$3.00 for each filling.

Vends 120 ten-cent bags from each filling. Empties 2 to 3 times a week in average location. Better spots empty 4 to 5 times. It's the sweetest operating deal in the business. Write for colored circular, profit chart and price.

JACK NELSON & CO.

NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS

2320-22 Milwaukee Ave. Chicago 47, Ill.

NEW! REVOLUTIONARY!

Northwestern



MODEL 49
ENTIRELY DIFFERENT from any other VENDING MACHINE ever made....

Wire, phone or write for complete details

\$17.55 EA. LESS IN QUANTITIES

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA 23, PA.
LOmbard 3-2676

NOW DELIVERING!



Cuts servicing time in half . . . Globes cleaned and refilled at home or warehouse . . . No filling on location . . . Greater cleanliness . . . Rotary delivery . . . Mechanically simple . . . No tools needed for servicing . . . Precision built . . . All parts interchangeable . . . Vends all products . . . Straight 1c or 5c play . . . Effective slug protection . . . Fits on stand, bracket, counter or attaches to other machines . . . Large globe capacity . . . 5 ½ lbs. peanuts or 5 lbs. pistachios.

MODEL 49

LESS THAN 25

\$17.55

LESS THAN 100

\$17.25

100 OR MORE

\$16.95



We carry all types of merchandise and used machines—write for price list
Parts, globes, glass and plastic, brackets, stands—everything for the operator

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AUTHORIZED NORTHWESTERN DISTRIBUTOR

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VEEDCO SPECIALS—Write for Our Catalog

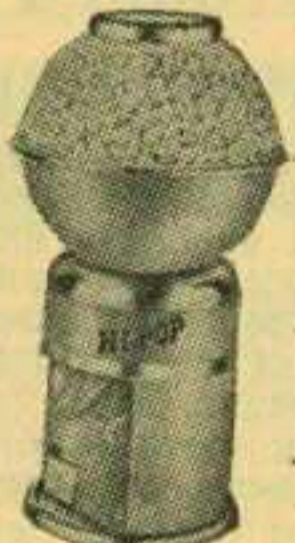


BRAND NEW HOT NUT MACHINES

Dispenses all types of bulk merchandise for 5c, including cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$10.00 Lots of 10 or More.
\$11.50 Lots of 5
\$12.50 Sample

PARTS GUARANTEED 1 YEAR



VICTOR'S NEW MONEY MAKER HI-POP POP CORN MACHINE

Non-Coin Operated OPERATOR MAKES

\$4.20 Per Week

On Sale of 2 Lbs.

WRITE FOR DETAILS

YOU COLLECT PROFIT IN ADVANCE

½ Deposit, Balance C. O. D.

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SHIPMAN

DUPLEX POSTAGE MACHINE

Compact and Foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

FOLDERS: 10 M., \$5.75; 25 M., \$13.95

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC.

Miniature Penknives, 5 Gross \$ 5.50
Gold Plated "Georgie" Pins, 1 Gross . . . 3.95
Gold Plated Bracelets in Capsules, 100 6.00

BUBBLE BALL GUM

140 or 170 Size, Crown Jack Brand with Colored Centers, 25-lb. carton \$ 5.65
100 lbs. or more 21.90
Certified Check or Money Order in Full for Above.

DISTRIBUTORS AND SALESMEN WANTED—WRITE FOR SPECIAL DEAL

1/3 DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE. DEPT B • MADISON 1447 • BALTIMORE 17, MD.

MY NAME IS **SIMPLICITY!**
YOU'LL FIND ME THROUGH-OUT THE **ACORN VENDOR**... BECAUSE AN OPERATOR AND AN ENGINEER CAPTURED ME IN THEIR DESIGN



ACORN Bulk Merchandise VENDOR THE BEST MACHINE TODAY . . . THE BETTER MACHINE TOMORROW

Write for Details and Prices
OAK MANUFACTURING CO., INC.
1025 SO. GRAND AVE. LOS ANGELES 15, CALIFORNIA

22 U. S. VICTORY STAMP MACHINES

Hand type, inside or outside. Cost \$38.50 each, will sell for \$12.50 each. Never removed from original crates. Terms: One-third deposit, balance C. O. D. F. O. B. Cedar Falls, Ia.

G. P. INGAMILLS
1510 Tremont Cedar Falls, Ia.

Video Sports Give Ops Headache

Dennison Sets Up Headquarters For Firm in Chi

CHICAGO, Jan. 29.—The Dennison Sales Company (Desco), national sales representative for coin machine manufacturers, will set up its headquarters in this city, it was announced this week by H. F. Dennison, firm president. Effective Tuesday (1), temporary offices will be opened at 176 West Adams Street, with Dennison in charge. However, because he will be traveling thruout the country much of the time, Joe Cudd, assistant to the president, will remain here to take over in Dennison's absences.

Initial product being handled by the firm is the Solotone System (The Billboard, January 29), which is now in production. Dennison reported that equipment sold during the Coin Machine Institute (CMI) show here last week is already being shipped and that production will be increased to keep up with orders.

"Dennison Sales Company will continue to feature its convention theme of 'Get Well,' offering the music machine operators new ways of increasing their income," said Dennison. The use of girls in nurses' uniforms, handing out "prescriptions" to visiting operators, proved one of the more successful promotional gimmicks, and future promotions, handled on a monthly basis, thru the firm's regular distributor network, will also use spe-

(See DENNISON SETS on page 105)

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: QUALITY RECORDS GETS MGM CANADA GRANT. MGM grants diskery franchise to manufacture exclusively and distribute in Canada and Newfoundland.

VICTOR AND COLUMBIA SHUT PLANTS. Columbia moves from Kings Mills, and Victor closes press plant in Camden.

KING RECORDS PLANNING POPS? Diskery reported on the lookout for pop talent for entering the field.

DOUBLE FEATURE DISKS GET PUSH. First distribution moves are under way on the new two-tunes-to-a-side 10-inch disks.

BOB CROSBY NEAR COLUMBIA PACT. Long term pact seems imminent following recent recordings with the Modernaires and Jerry Grey's ork.

SARAH VAUGHAN CUTS FOR COLUMBIA. Raises legal fuss.

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

ABCC-CMAC Named in Law Suit Filed in Wilmington, Del.

WILMINGTON, Del., Jan. 29.—An action against directors and officers of American Business Credit Corporation (ABCC), a Delaware corporation, charging that the corporation suffered losses as a result of improper investments in "juke-box paper" running into millions of dollars, was filed Thursday (20) in the Court of Chancery here by Isidore Sokolow, of New York, an owner of Class -- common stock of ABCC, thru his attorneys, Herbert B. Warburton and William E. Taylor Jr., of Wilmington.

The suit involves accounts receivable and industrial lien installment notes, commonly known as "paper," in the juke-box industry.

Eighteen individual defendants are named in addition to the two corporate defendants, ABCC and its wholly owned subsidiary, Coin Machine Acceptance Corporation (CMAC), an Illinois corporation.

The complaint also charges that certain past and present directors obtained interests in various concerns for their own benefit thru loans and advances made by the corporation. Sokolow seeks an accounting and the payment of any amounts found due.

Appointment of receivers for both ABCC and CMAC pending the determination of the action is also sought by the plaintiff.

The ABCC is engaged in commercial financing. Its bank creditors,

to whom the corporation was indebted in the sum of \$21,000,000, refused last July to extend further credit or renew the loans in the regular course of business. Instead, the loans were extended only until May 20, 1949, provided they were reduced by monthly payments between September, 1948, and May, 1949, of not less than \$5,000,000.

The complaint charges that in order to meet these payments, collateral held by the corporation is being liquidated at sacrifice prices, with a resulting loss to the stockholders. It also alleges that the defendants diverted funds and property of ABCC, appropriated its corporate opportunities, profits and benefits to their individual benefits, and displayed negligence in the employment of the corporate assets.

Correction

SAN FRANCISCO, Jan. 29.—California Videograph Sales, Inc., West Coast distributor of the Videograph combination television-juke box, was not associated with George R. Murdock & Associates in the sale of the unit, as reported recently. California Videograph is located at 429 Gough Street here.

Jukes Remain Idle as Tele Gets Big Play

Baseball Main Woe

CHICAGO, Jan. 29.—With the baseball season getting under way in a few months, operators of music equipment affected by video competition, are watching as ball clubs make their arrangements for coverage this year. At the present it appears that most of those clubs covered last year will again have television cameras inside their parks during the '49 season. Major league teams, at least, are now angling for long-term contracts (up to five years) with television stations and sponsors.

The National League schedule announced this week lists 179 night games (a record) for this season. Games will be played in seven of the eight parks in the league, with only the Chicago Cubs still holding out on the arc light contests. Boston, New York, Brooklyn, Philadelphia, Pittsburgh, Cincinnati and St. Louis will all play night games, and all have television stations in operation. These night games are the ones offering the music machine operator the greatest headache, since they cut into the best hours of the day, from 8 thru approximately 10:30 p.m.

Chicago ops, however, will not escape the night baseball competition. The White Sox will play night games which are tentatively set to be telecast. It was understood that this team was asking \$150,000 for the television rights for five years (\$30,000 per year), covering day as well as night games.

Baseball Telecasts

In the American League, New York, Philadelphia, Detroit, Cleveland, St. Louis, Boston and Washington will join the White Sox by having night games on their schedules during '49. These cities also offer television coverage thru local stations. More importantly, cities like Chicago, Boston and New York, by telecasting the games, also give coverage to near-by centers where minor league baseball (See VIDEO SPORTS on page 105)

Twin Music Firms Move to New Site

DETROIT, Jan. 29.—The twin firms of Hudson Automatic Music Company and Moss Music Company have moved from East Jefferson Avenue to Joy Road, in the northwest triangle that has become perhaps Detroit's major coin machine center. The move is a business expansion for the firms.

Moss Music is operated by Erwin B. Moss, while the Hudson Automatic Music Company is a new partnership established by Moss and Harry Riche. The latter, a veteran of 10 years with the Marquette Music Company, has been associated with Moss ever since his discharge from the navy after the war.

In their new location, the partners will handle a complete line of records and operate a retail store handling television and similar items, Moss said.

Public Jukes

CHICAGO, Jan. 29.—The public here this week is getting a first-hand look at the new Seeburg Select-o-Matic—and not in a restaurant or tavern. Bissell & Wissert, a retail radio outlet located on Michigan Avenue, now has its main window display built around one of the units and, according to those in the neighborhood, the machine is attracting much attention.

Meanwhile, Marshall Field & Company, which installed a Constellation, operating on a non-coin basis, in the dress department of its store several months ago, found the experiment met with patron-approval, and has now installed similar units in its outlying stores.



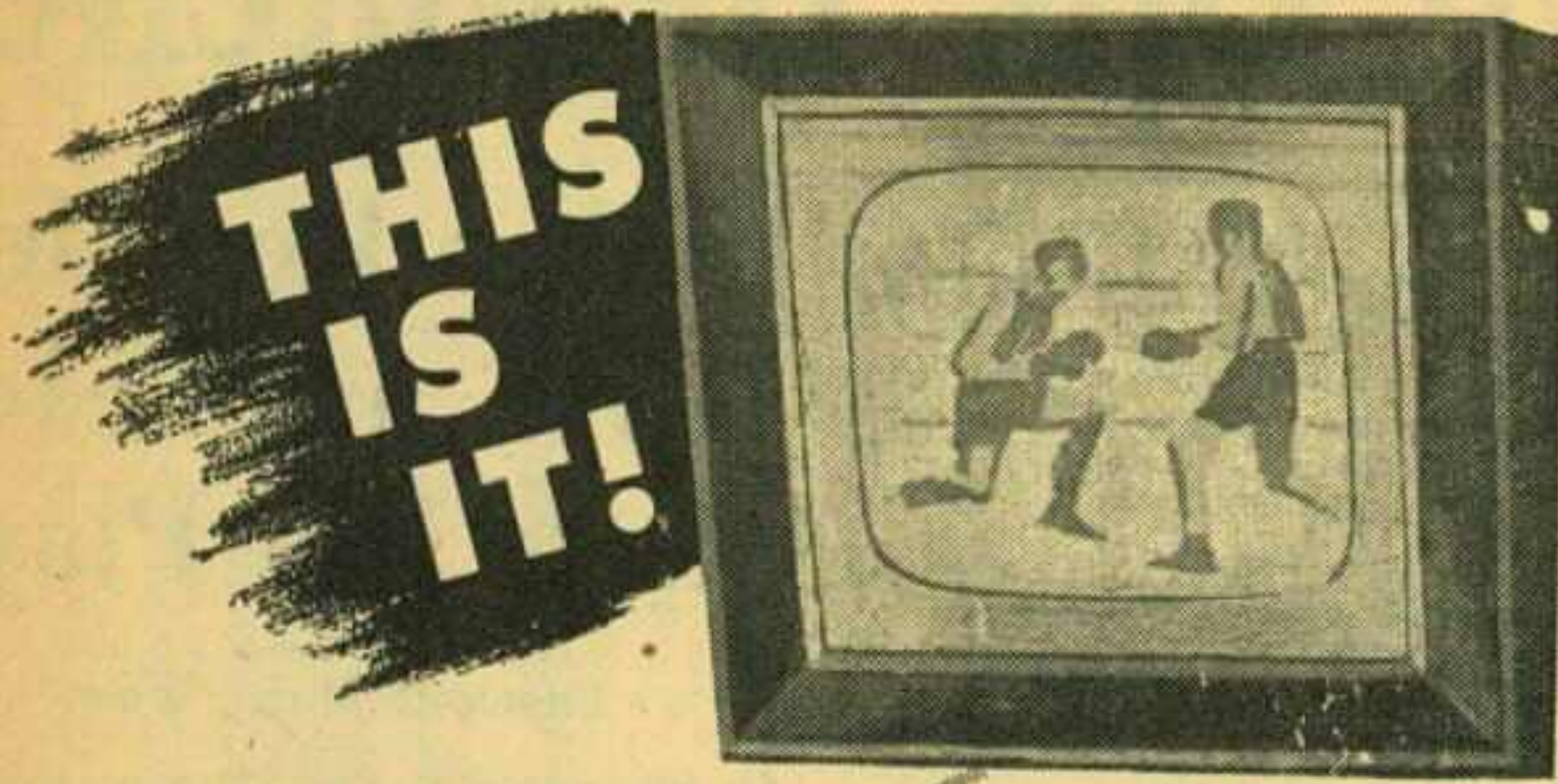
WILLIE (SPHINX) COHEN, head of Silent Sales, Minneapolis, gets the "get well" treatment from the nurses and news girls who were an added attraction at the Dennison Sales Company's display at the CMI show. Cohen has been appointed a distributor for the Solotone Music System for Minnesota, North and South Dakota and Northern Wisconsin, handling the products thru his Minneapolis headquarters.

AMI Appoints Two Distributors For Northwest

CHICAGO, Jan. 29.—AMI, Inc., has appointed Western Distributors, Portland, Ore., and Western Distributors, Seattle, to handle its music machine line and accessories in Washington, Oregon, Northern Idaho and Western Montana. Lyndon C. Force, AMI sales manager, announced this week. At the same time, it was disclosed that Peskin Distributing, Los Angeles, has had its territory enlarged to include Northern California.

Force pointed out that the two Western distributor firms will cover the four-State area in affiliation. The Portland firm is headed by Budge Wright, while the Seattle company is under the direction of George Trambitas.

Peskin Distributing also distributes AMI phonographs in Southern California, Arizona and Nevada. Joe Peskin, firm head, stated that a San Francisco office would be opened soon to service the newly acquired territory.



The ONLY commercial television set with multiple remote control units



And...

First WITH THESE 12 BIG FEATURES

- 1 First with COMMERCIAL TELEVISION.** Trans-Vue is specifically engineered and designed for use in commercial locations. An exclusive feature that means bigger, better television.
- 2 First with "SPLIT UNIT" TELEVISION.** Multiple remote television viewing units can be placed separately in any part of the room or rooms, yet be controlled simultaneously from the conveniently placed "Master Tuner".
- 3 First with AUTOMATIC "LOCKED-IN" TUNING.** The Trans-Vue Master Tuner permanently "locks" the television picture into sharp flicker-free focus. Easy on the eyes.
- 4 First with "DIRECT IMAGE" COMMERCIAL TELEVISION.** The Trans-Vue image is large, brilliant, in sharp focus at all times and always clear. *Seeing is believing.*
- 5 First with EQUAL SOUND DISTRIBUTION TELEVISION.** Patrons in any part of the room properly hear as well as see the program because the sound is tailored to the room. No distortion because there is equal tone distribution.
- 6 First with PHONOGRAPH ADAPTOR FOR TELEVISION SOUND.** Any automatic phonograph equipped with electric selector can be used in conjunction with the Trans-Vue "Entertainer".
- 7 First with SIMPLIFIED TELEVISION CONTROL.** Three control knobs... that's all. Change stations at will with the Master Tuner. Quick, sure, simple.
- 8 First with "ALL-ANGLE" 360 DEGREE VISIBILITY TELEVISION.** Trans-Vue multiple remote television viewing units can be arranged in any room to afford good visibility for every patron.
- 9 First with EXTRA LARGE, DIRECT VIEW CATHODE RAY TUBES FOR COMMERCIAL TELEVISION.** Mammoth pictures are seen on a viewing area of 134 square inches for model 160 and 77 square inches for model 125.
- 10 First with "ANGLE COMPENSATION".** Angle compensation is the scientifically pre-determined angle for proper viewing. Picture meets your eye quickly, clearly and without eyestrain.
- 11 First with CABINETS DESIGNED FOR COMMERCIAL USE.** The beautiful mahogany and gleaming finished cabinets used on all Trans-Vue "Entertainer" units will fit into any location design.
- 12 FIRST to make Television Profitable for YOU!**

WATCH THIS SPACE FOR DETAILS

Trans-Vue CORP.
 20 E. JACKSON BLVD.
 CHICAGO 4, ILLINOIS

ADVANCE RECORD RELEASES

(Continued from page 36)

RELIGIOUS

- Blessed Are the Dead That Dieth in the Lord
 Brown's Inspirational Singers (I Want) Tru-Blue 504
 Canaan Land
 Prof. J. E. Hines (King Jesus) DeLuxe 3200
 Didn't It Rain
 Prof. J. E. Hines (Thank You) DeLuxe 3185
 God Loves His Children
 L. Platt-E. Scruggs-The Foggy Mountain Boys (I'm Going) Mercury 6161
 His Boundless Love
 Brown's Ferry Four (I've Got) King 760
 His Love Is All I Need
 The Herrington Sisters (My Soul) Mercury 6145
 I Cried Holy
 Prof. J. E. Hines (I Cried) De Luxe 3207
 I Cried Holy
 The Singing Crusaders (Up Above) MGM 10350
 I'm Going To Make Heaven My Home
 L. Platt-E. Scruggs-The Foggy Mountain Boys (God Loves) Mercury 6161
 I've Got That Old Time Religion in My Heart
 Brown's Ferry Four (His Boundless) King 760
 I Want To Live Like Jesus
 Brown's Inspirational Singers (Blessed Are) Tru-Blue 504
 If We Never Meet Again
 The Chuck Wagon Gang (The Sunshine) Columbia 20537
 King Jesus
 Prof. J. E. Hines (Canaan Land) DeLuxe 3200
 Movin' Up the King's Highway
 The Dixie-Aires (When the) Exclusive 62X
 My Soul Shall Live On
 The Herrington Sisters (His Love) Mercury 6145
 Rough and Rocky Road
 Stars of Harmony-L. Manley (Stand by) Supreme 1511
 Somebody Needs Just You
 The Masters Family (The Man) Mercury 6156
 Stand by Me
 Stars of Harmony-L. Manley, Dir. (Rough and) Supreme 1511
 Thank You, Jesus
 Prof. J. E. Hines (Didn't It) DeLuxe 3185
 The Man of Galilee
 The Masters Family (Somebody Needs) Mercury 6156
 The Sunshine Special
 The Chuck Gang (If We) Columbia 20537
 Up Above My Head
 The Singing Crusaders (I Cried) MGM 10350
 What Are They Doing in Heaven
 Jewel Jubilee Singers (When I) King 4270
 What Manner of Man Is This
 Prof. J. E. Hines (I Cried) De Luxe 3207
 When the Moon Go Down
 The Dixie-Aires (Movin' Up) Exclusive 62X
 When I Lay My Burden Down
 Jewel Jubilee Singers (What Are) King 4270

LATIN-AMERICAN

- Cuando Duermas Tu
 P. Vargas (Si o) Victor 23-1115
 El Caramelito
 Trio Urquiza (Olvidame) Victor 23-1116
 El Divorcio de Don Refugio
 E. Riestra Ork (No Zapatos) Victor 23-1111
 Estas Frizao
 P. Campo Ork (Son de) Seeco 4117
 How High the Moon
 P. Campo Ork (Pilarena) Seeco 4116
 Libreme Dios
 N. Chayres (Mucho Mas) Victor 23-1027
 Mucho Mas
 N. Chayres (Libreme Dios) Victor 23-1027
 No Zapatos
 E. Riestra Ork (El Divorcio) Victor 23-1111
 Olvidame
 Trio Urquiza (El Caramelito) Victor 23-1116
 Pilarena
 P. Campo Ork (How High) Seeco 4116
 Quisiera Verte
 C. Concepcion Ork (Mas Que) Victor 23-1108
 Resbalando
 Damiron Y Chapuseaux (Cosa Linda) Seeco 689
 Ritmo Afro-Cubano 1 & 2
 C. Pozo Con Ritmo De Tambores... Spanish Music Center Pro-Arte 2517
 Ritmo Afro-Cubano 3 & 4
 C. Pozo Con Ritmo De Tambores... Spanish Music Centre Pro-Arte 2518
 Si o No?
 P. Vargas (Cuando Duermas) Victor 23-1115
 Sombra Que Besa
 B. Capo (Quiero Estar) Seeco 7018
 Son de la Loma
 P. Camp Ork (Estas Frizao) Seeco 4117
 Soy Feliz
 M. De Gonzalo (No Te) Victor 23-1106
 Talento
 J. Arteta Ork (Asutiras) Victor 23-1110

CLASSICAL

- Bach: Air From Suite No. 3 in D-The Boyd Neel String Ork-B. Neel, Dir. (The "Giant") (1-10")
 English Decca M 625
 Bartok: Hungarian Folktones, Parts I and II-I. Haendel-I. Newton (1-12")
 English Decca K 2029

- Bach: The "Giant" Fugue-The Boyd Neel String Ork-B. Neel, Dir. (Air From)
 English Decca M 625
 Bloch: Quartet No. 2-The Griller String Quartet (5-12")
 English Decca 93
 AK 1758-AK 1762
 Brahms: Double Concerto in A Minor for Violin and Violon Cello, Op. 102 Album
 -G. Kulenkampf-E. Mainardi-L'Orchestre De La Suisse Romande-C. Schuricht, Dir. (4-12")
 English Decca 94
 AK 2025-AK 2028
 Dvorak: Carnaval Overture Op. 92 (8 Parts) The London Philharmonic Ork-E. Kleiber, Dir. (1-12")
 English Decca K 1989
 Gounod: Faust-Waltz and Chorus-BBC Theater Ork & Chorus-W. Goehr, Dir. (Romeo and) (1-12")
 English Decca K 1599
 Gounod: Romeo and Juliet-BBC Theater Ork & Chorus-W. Goehr, Dir. (Faust-Waltz) (1-12")
 English Decca K 1599
 London and London Again Album-New Symphony Ork-E. Coates, Dir. (3-12")
 London LA46
 T. 5069 London Suite Covent Garden
 London Again Suite
 Mayfair Valse
 T. 5070 London Suite
 Mozart: Symphony in D (K 504) "The Prague" Album-L'Orchestre De La Suisse Romande-E. Ansermet (3-12")
 English Decca 91
 AK 1812-AK 1814
 S. Carlatti: The Good-Humored Ladies-The London Symphony Ork-Dr. Malcolm Sargent (2-12")
 English Decca 92
 AK 1497-AK 1498
 Schumann: Symphony No. 4 in D Minor, Op. 120-The London Philharmonic Ork-C. Muench, Dir. (3-12)
 English Decca 61
 AK 2022-AK 2024
 Tchaikovsky's Symphony No. 3, in D, Op. 29 Album-Royal Philharmonic Ork; Dir., Beecham (5-12")
 Victor DM 1279
 Victor 12-0698-12-0702

HOT JAZZ

- Century Room
 E. Hayes Ork (Fat Meat) Exclusive 78X
 Disc Jockey's Nightmare
 E. Bostic Ork (Where or) King 4266
 Fat Meat and Greens
 E. Hayes Ork (Century Room) Exclusive 78X
 Follow the Leader
 C. Jackson Ork ("Mom" Jackson) MGM 10354
 "Mom" Jackson
 C. Jackson Ork (Follow the) MGM 10354
 No Noise, Part I
 F. Phillips-Machito Ork (No Noise, Part II) Mercury 11012
 No Noise, Part II
 C. Parker-Machito Ork (No Noise, Part I) Mercury 11012
 Red Norvo at the Xylophone Album-E. Norvo (3-10")
 Capitol CC-125
 Band in Boston... Capitol 10187
 El Rojo... Capitol 10188
 I Don't Stand a Ghost of a Chance With You... Capitol 10185
 Summer Night... Capitol 10186
 Take the Red Car... Capitol 10188
 Twelfth Street Rag... Capitol 10187
 Oh, Henry!
 J. Moody & His Bop Men (Tin Tin) Blue Note 555
 Oo Bop Choo Dop
 James Quintet (Tell Me) Coral 60023
 St. Louis Blues
 Cats & Jammers (The Blues) Solo
 Tell Me Why
 James Quintet (Oo Bop) Coral 60023 SO-10-001
 The Blues
 Cats & Jammers (St. Louis Blues) Solo SO-10-001
 Tin Tin Deo
 J. Moody & His Bop Men-C. Pozo (Oh, Henry!) Blue Note 555
 Where or When
 E. Bostic Ork (Disc Jockey's) King 4266

CHILDREN'S RECORDS

- Flick, the Little Fire Engine Album-B. Reisfeld-G. Holm-R. Dann (2-10")
 MGM L7-A (50014 to 50015)
 Palestina, Unser Heim Album-J. Goldstein (1-10")
 DeLuxe 24
 Parts I & II... DeLuxe 8132
 Songs of Safety Album-F. Luther (1-10")
 PARTS I AND II-
 Decca CU 113
 The Cuckoo Who Lived in a Clock Album-G. Kelly-R. Carter Ork (1-10")
 Columbia MJV-50, Columbia 90030-V

INTERNATIONAL

- Clarinet Polka
 The Melody Riders (Vitamin Polka) DeLuxe 9147
 Hawaiian Hula Blues
 J. K. Almeida (My Yellow) Tempo 1300
 My Yellow Gingerlei
 J. Keawe & the Island Serenaders (Hawaiian Hula) Tempo 1300
 Vitamin Polka
 The Melody Riders (Clarinet Polka) DeLuxe 9147

MR. OPERATOR:

What did they offer YOU in Chicago?

ONE "industry leader" offered you nothing but unsold stocks at mark-down prices.

ANOTHER "industry leader" offered you a new mechanism priced higher than ANY of you say you can afford.*

TWO companies offered you last year's models priced higher than 85% of you say you can best afford.*

ONLY **Aireon** OFFERED YOU A NEW MODEL
IN A PRICE RANGE THE MAJORITY OF YOU
SAY YOU CAN BEST AFFORD!*

ONLY 1 out of 5 is a
GOOD INVESTMENT!

ONLY **Aireon**

OFFERS YOU THE PRICE PLUS THE EXCLUSIVE
FEATURES YOU NEED TO MAKE A PROFIT . . .

- | | |
|--|---|
| 1. Sensational new TONAR . . . which makes the playing of each record a new, exciting adventure. | 5. Twin-matched Cinaudagraph speakers. |
| 2. Plug-In Television (Optional). | 6. Compact, combined amplifier and control box. |
| 3. G.E. Reluctance Pick-up. | 7. Simplified, adjustment-free mechanism. |
| 4. All-neon lighting, including attractive, color-lighted door. | 8. Micro-Groove "Long Play" equipment (Optional). |

*BILLBOARD'S 2nd Annual Poll of Juke Box Operators asked "What price do you feel the operator can best afford to pay for a new juke box?"

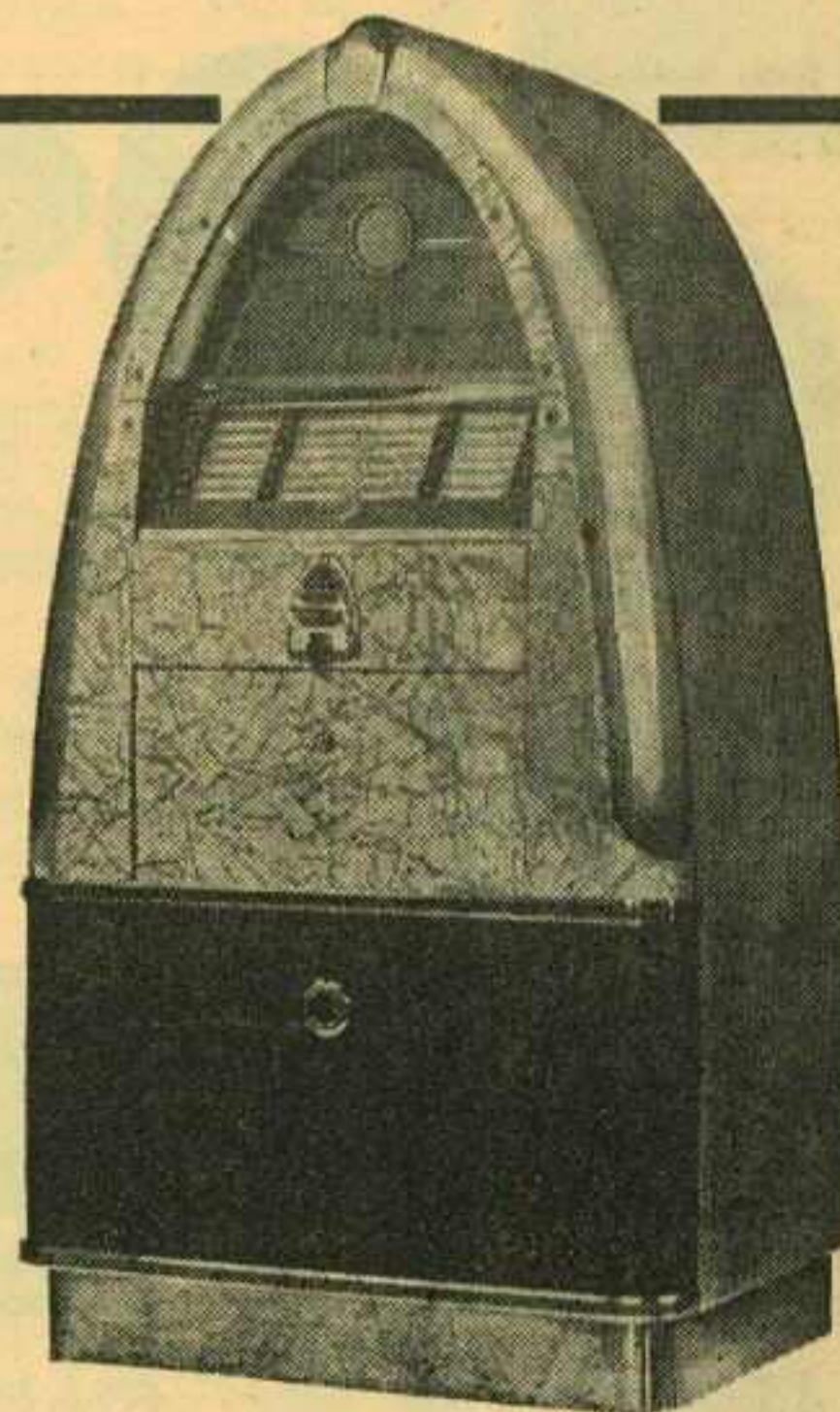
26% of you replied . . . "less than \$500"

15% of you replied . . . "over \$600"

None of you replied . . . "over \$850"

**59% OF YOU REPLIED
"BETWEEN \$500 AND \$600"**

**ONLY AIREON, THE OPERATOR'S PHONOGRAPH,
SELLS IN THIS PRICE RANGE!**



Aireon . . . the Operator's Phonograph!

FACTS

F
A
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S

You Can't Get Away from FACTS

- FACT 1. AMI earns more than any other phonograph week after week.
- FACT 2. AMI costs less to operate year after year.
- FACT 3. AMI is the most wanted phonograph . . . gets and holds the best locations.

AMI Incorporated
127 NORTH DEARBORN STREET, CHICAGO 2

FACTS

FOLK TALENT AND TUNES

(Continued from page 30)

Tex Ritter, Capitol warbler, is still touring the country and his latest Capitol release, *Double Dealin' Darling*, is clicking. Tex reports that Zeke Clements is becoming one of the leading hillbilly disk jockeys with his KWKH, Shreveport, La., show. . . . Johnny Hicks has taken over the late Hal Horton's spot at KRLD, Dallas. . . . Fred Edwards, platter pilot, has moved from KRLD to KLIF, Dallas. . . . Eddy Arnold is set for a series of Purina convention dates, with guitarist Roy Wiggins and the Oklahoma Wranglers.

Charlie Adams, Vanguard Songs, is managing Andy Parker's Plainsmen and the Roy Hogsed Trio, Capitol combos. Parker's group includes Charlie Morgan, guitar; George Bambe, accordion, and Clem Smith, bass. Parker also uses Noel Boggs, steel guitar; Harry Sims, fiddle, and Freddie Haynes, piano, on some dates.

Oklahoma Sweethearts, Jean and Jane Leeper, featured on KXLA, KLAC, Los Angeles, called *Lucky 13 Ranch*. Dude Martin, San Francisco troubadour waxer for Victor, planes into Hollywood every Monday to emcee and produce the show, along with Ken Card and Carolina Cotton. The Plainsmen are new with Capitol Transcriptions, altho they signed with Capitol Records a year ago. George Bambe, Plainsmen squeeze-box man, just married Reba DeShields. Parker's Trend Music is a BMI affiliate.

The Hogsed Trio, featuring Roy's guitar, Gene Dewez, accordion, and Dick Nitz, bass, has been working the past two years at the College Inn, San Diego. . . . Hank Penny and Slim Duncan are working at Pop's Willow Lake, San Fernando, Calif. . . . Jack Rivers has signed with Coral, Decca's new subsidiary. . . . Lucky Wilson's group cut its first sides for Decca last week. . . . Tex Williams has started a new video show each Wednesday over KNBH, Hollywood, NBC affiliate. . . . Jimmy (*One Has My Name*) Wakely is conducting a survey of movie exhibitors across the country, in conjunction with his personal appearance tours, to learn if the songs he does for his Monogram pix are going over.

Gene Johnson, folk music booker and park operator, is taking a WWVA, Wheeling, Va., jamboree unit out on a tri-State theater tour. Personnel includes Hugh Cross, Smokey Mountain Boys, Cowboy Phil, Golden West Girls, WWVA Farm Lads, Sunflower and the Lilley brothers. Tour runs from February 15 thru April and covers Ohio, Pennsylvania and West Virginia.

The Masters Family, recent Mercury additions, claims the youngest h. b. waxer. He's their son, Owen, 13-year-old guitarist, who works with his mother and dad, Johnnie and Lucille. The family is working on WJHP, Jacksonville, Fla. . . . Jack Day, baritone on WFIL, Philadelphia, *Hayloft Hoedown* has cut five more sides for MGM. . . . Eddie Dean, writer and waxer of *One Has My Name* for Crystal, has signed with Murray Nash, of Mercury.

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

NOW! More profitable than ever—
Scientific Sound Distribution
with the amazing new
Seeburg SELECT-O-MATIC 100



• plays records vertically—either side or both sides.

• holds 50 records, 10" or 12", intermixed.

• latest hit tunes plus old time favorites and light classics.

Seeburg was first to introduce remote control and scientific sound distribution—enabling operators to increase profits to a new high.

Seeburg is first again, introducing the revolutionary Select-O-Matic 100—enabling operators to further increase profits by giving a bigger and better selection of song titles . . . and new playing appeal.

• 100 selections grouped under 5 headings, all visible at same time.

• luxurious beauty—sturdy, simple construction.

• nickel, dime and quarter play—6 plays for 25c.

**SHAFFER
MUSIC
COMPANY**

606 S. High St., Columbus, Ohio
2208 Fourth Ave., Seattle, Wash.
1619 W. Washington St.,
Charleston, W. Va.
2129 Main St., Wheeling, W. Va.
1238 S. E. Union Ave., Portland, Ore.

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

(Continued from page 25)

SI—Sustaining Instrumental OI—Commercial Instrumental
SV—Sustaining Vocal OV—Commercial Vocal

Songs	Publisher	Heard in N. Y.				Heard in Chi.				Heard in Calif.				Add. Sur. Tot. CVPts.Pts.
		SI	SV	OI	OV	SI	SV	OI	OV	SI	SV	OI	OV	
Quanto La Gusta (Date With Judy)	Peer	1	4	0	4	1	5	2	4	2	3	0	4	22
Down Among the Shattering Palms	Miller	6	10	0	8	4	2	3	6	2	2	0	3	4 125
Far Away Places	Laurel	0	6	0	9	0	1	0	3	2	10	0	3	139
For You	Witmark	6	2	0	3	2	7	3	4	1	4	0	3	84
Galway Bay	Leeds	2	5	0	7	3	5	3	7	3	3	0	7	130
Here I'll Stay (Love Life)	Chappell	4	8	0	6	3	3	0	3	3	7	0	6	14 145
I Got Lucky in the Rain	Sam Fox	4	3	0	5	0	0	0	4	0	3	0	4	5 75
I Love You So Much It Hurts	Melody Lane	0	7	0	4	3	4	3	5	0	2	0	3	10 98
I've Got My Love To Keep Me Warm	Berlin	5	4	2	8	0	6	1	6	1	6	1	7	7 122
Lavender Blue (Dilly Dilly)	Santily-Joy	1	6	0	5	0	2	0	5	1	5	0	6	92
Little Jack Frost Got Lost	Spitzer	1	6	0	5	0	0	0	4	1	4	0	5	3 31
Look Up	Patmar	1	3	0	3	0	1	0	3	3	3	0	4	1 99
My Darling, My Darling (Where's Charley?)	E. H. Morris	4	4	0	9	1	4	3	10	2	7	0	3	154
My Own True Love	Para.	3	5	0	4	0	4	1	5	4	5	0	3	86
On a Slow Boat to China	Melrose	0	4	0	5	0	6	5	5	1	9	0	6	118
Powder Your Face With Sunshine	Lombardo	0	5	1	10	0	0	1	9	1	9	1	9	112
Pretty Baby	Ramick	1	4	0	3	0	3	0	3	4	3	0	2	6 63
So in Love (Kiss Me, Kate)	T. B. Harms	5	5	0	7	4	0	1	8	10	4	0	8	134
Sunflower	Famous	0	5	1	2	1	4	1	3	0	4	1	2	64
Tara-Talara-Tala	Oxford	0	6	0	4	0	2	0	3	2	3	0	3	5 79
That Certain Party	Bourne	1	2	0	4	3	3	5	4	3	3	0	5	3 108
Too Much Love	Harms, Inc.	6	5	0	5	4	7	0	5	9	6	0	5	115
You Were Only Fooling	Shapiro-Bernstein	0	5	1	4	2	3	3	6	4	5	1	3	3 108

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Table with columns: POSITION, Weeks Last, This, Title, Artist, Label. Lists top 29 records including 'LAVENDER BLUE', 'CONGRATULATIONS', 'ON A SLOW BOAT TO CHINA', etc.

Video Sports Ops' Headache; Jukes Idle as Tele Gets Play

(Continued from page 101)

is played. This has developed still another form of competition. In these areas not only is television competing with the juke box but it is also competing with the home town teams at the box office.

There is a possibility that by 1950 these minor league clubs will be able to ban the major league telecasts in their areas. They attempted such a move at their winter meetings last December but were unsuccessful. However, according to present plans, they will come armed with facts and figures, attendance-wise, gleaned during the 1949 season, to their meeting next December.

Other Sports

While baseball undoubtedly offers the greatest source of competition, from a video angle, to the music machine operator, other sports during the off-season have also had their effect on weekly grosses in television centers. Football coverage this fall was the heaviest in history, taking up valuable Friday night, Saturday afternoon and Sunday juke box hours.

Wrestling and minor boxing events have offered little competition to operators in the Midwest, but with the advent of network television earlier this month, boxing, at least, became a bigger threat as Madison Square Garden main bouts went out over the coaxial cable. First such test, with Vince Foster, Omaha, an underdog in the betting, belting Tony Pellone out in the seventh round of a scheduled 10-rounder, was a success. Reception was excellent and the fight, because it was packed with action, set the scene for future tavern coverage in this area on a regular basis.

But in boxing, the sport itself is getting more and more anti-commercial television. There has been dis-

sension about the Garden coverage for some time, and Abe Greene, National Boxing Association commissioner, has warned that television may bring disaster to the fight game. It is the smaller towns that the commissioner is most concerned with at this time, for he believes that telecasts reaching areas from the larger cities may eventually ruin the fight cards in the smaller communities.

Here in the Midwest, hockey is shown on an irregular schedule but is usually available on the public location sets when interest demands. Polo, seen every Saturday night, it has been agreed, does not draw on commercial tele.

Lynco Building New Wurl-a-Ball Factory

DETROIT, Jan. 29.—A new factory building is under construction here for Lynco Coin Machine Company, manufacturers of the Wurl-a-Ball. It is expected to be ready for occupancy in about 60 days. The new plant is located at 6910 Chares Road in the West Side suburb of Dearborn, where the firm has had a small woodworking plant for sometime.

The present plant on East Canfield Avenue will be closed as soon as the new one is ready for occupancy. This will eliminate expensive and time-consuming delays in hauling the product between the two plants during production, it was pointed out.

The company is in production, according to Arty Levin, who is managing the factory with his associate, Henry Weitz. Games are being shipped to distributors.

DENNISON SETS

(Continued from page 101) cial features to attract the operator, Dennison reported.

Dennison, who headed Personal Music before starting Videograph, revealed that his firm will handle other products in addition to Solotone, these products to cover the entire coin machine field. However, as a pioneer music and coin television man, he plans to concentrate on this field for the immediate future.

"America's Brilliantly New Phonograph"

EVANS'

CONSTELLATION

GIVES YOU BRILLIANTLY NEW

BEAUTY!

NEW!



While retaining the best features of the original Constellation, Evans' designers have evolved a thrilling new interpretation of beauty in phonograph cabinetry. Highlighted by insets of translucent plastic and panels of opalescent corrugated glass, Evans' Constellation cabinet of beautifully finished wood provides the ultimate in patron attraction and location acceptability.

NEW!



Animated Rainbow Lighting from within the cabinet creates an effect so fascinatingly beautiful as to be almost hypnotic in its commanding appeal! The multi-colored light cast upon the corrugated glass is prismatically diffused into alternating, constantly changing rainbow-hued checkerboard patterns and soft ripples.

NEW!



Hand-rubbed, richly grained American Black Walnut, Blond Mahogany and Curly Maple are combined by the cabinet maker's art into a smart gleaming setting for jewel-like lighting. Together with its appealing new beauty, Evans' Constellation cabinet also offers practical advantages. The wood cabinet enhances tone quality to a peak of amazing realism. The fine construction assures longer life, and the durable finish makes cleaning and maintenance easier.

Within a few weeks you will see the NEW beauty of EVANS' CONSTELLATION in your distributor's show rooms. Before you invest in any phonograph, investigate . . . you'll chose EVANS' CONSTELLATION!

H. C. EVANS & CO.

1528 West Adams Street Chicago 7, Illinois

SEE OUR CONSOLE AD ON PAGE 119



"SALES POWER" . . . RECORD DISPLAY . . . \$\$\$ PROFITS

Place 50 or 100 of these stands and YOU have something. Rack HAS wonderful attention getting appeal to ALL. HOLDS 25 10" records (both new, sold, used)—which EVERY OPERATOR has HUNDREDS of on hand! YOUR locations are SPOTS—ORDER a SAMPLE and be convinced (With Records, 25, \$6.00) STAND (Complete without Records, \$3.50—Prepaid). QUANTITY LOTS, 25, 50, 100 STANDS for ROUTE, \$3.00 Ea. We also will keep you supplied with records at 15¢ each in lots of 100 per shipment if desired. GET STARTED QUICK. NOW. THIS IS A TRUE WINNER.

THE BEVERATOR CO. CAMBRIDGE, OHIO



CLOSING OUT

EAGLE PHONOGRAPH PLASTIC

40% Discount on all purchases of \$100.00 or more.

J. H. PERES DISTRIBUTING COMPANY

884 Poydras St., New Orleans 13, La. MA 4644.

15 Years Ago This Week
 CHICAGO, Jan. 27, 1934.—The National Association of Coin-Operated Machine Manufacturers announced that the manufacturers' code had been officially approved in Washington. It became effective February 2. Sanctioning of the code was hailed thruout the trade as one of the most significant events in the history of the industry. C. S. Darling, association manager, issued the following statement pointing up the importance of the code in its relation to the trade's manufacturers:

"Manufacturers of coin-operated machines thruout the United States will be governed by the industry code officially authorized in Washington

Turning Back the Clock

January 23. All manufacturers should register at once with the Code Authority for industry, 1608 Milwaukee Avenue, Chicago, so they may receive an official copy of the code and official instructions as to matters of compliance. The National Industrial Act under which the code has been presented and approved carries severe penalties for non-compliance. Ignorance of the code provisions and its interpretations will be no excuse in the event that the federal government finds it necessary to prosecute under this code.

"Briefly the code provides for a minimum wage of 40 cents per hour in the North, 35 cents per hour in the South and a maximum week of 40 hours, with certain exceptions as to hours in cases of unusual seasonal or peak demand, breakdowns and for beginners, watchmen, old and partially disabled employees, executives, administrative or supervisory employees, outside salesmen and commission salesmen. The code also prevents below cost selling and sets up a number of trade practice rules aimed at unfair competition."

A Montreal judge urged the licensing of coin amusement games in the Canadian metropolis after viewing 189 plays by three experts on games brought into his court as gambling evidence. . . . The Frank-Rich Distributing Company was organized in Fort Worth by Jack, Les and Sam Frankrich, erstwhile Chicagoans. . . . Bally production manager, Pat Millette, claimed the coin machine father championship following the announcement of birth of his eighth child. . . . Bud Lieberman, manager of D. Gottlieb's New York office, was appointed firm general manager with headquarters in Gottlieb's Chicago plant.

Bally reported operator approval of its Pennant, a 10-ball listed at \$22.50. Other new games were Gottlieb's ScoreCard, \$35, and Genco's Pontiac. . . . Reports originating in Marseilles indicated that Frenchmen were enjoying play on U. S. made games. Among the drawbacks to selling to French coinmen were high tariffs and heavy transportation charges. Some arcades were being remodeled to handle up to 100 machines.

10 Years Ago This Week

CHICAGO, Jan. 28, 1939.—The coin machine business was given credit for helping to cut down the widespread unemployment that was still plaguing the nation. Altho a business

with an ancient background, the trade became big time after 1932, employing thousands. . . . New games on the market included Stoner's Chubbie, a free play listing at \$84.50; Daval's five-ball, Double, Treasure, \$109.50; Genco's Bubbles, \$79.50; Evans' Lucky Star console with the 7-coin head, \$145; Gottlieb's Track Record, \$199.50, and Fire Alarm, \$74.50, and Chicago Coin's Majors, \$79.50.

Juke box operators were making money with *Umbrella Man*; *Jeepers Creepers*; *They Say, Thanks for Everything*, and *Sweet Little Headache*. Other tunes just coming up were *Deep Purple*; *This Can't Be Love*; *The Funny Old Hills*, and *Could Be. . .* Wood Products, Omaha, was selling a new cabinet for operators' old juke models, priced at \$59.50. . . . John Staples, Washington, was in Chicago to demonstrate a new phonograph attachment developed to pep up play. Briefly, his idea was to insert a short advertisement on juke at regular half-hour intervals while the music machine was in constant play. The motivating mechanism for the spot ads was an automatic record selecting device developed by Staples.

A proposal to legalize bells in Michigan was receiving support from various groups in that State. . . . Groetchen's Skill Jump game, a vertical marble game, was making headway with operators. . . . David Buckman, Automatic Machines, London, was in New York telling coinmen about the potential of the British market. He acknowledged the restrictions on certain types of equipment but emphasized that English coinmen were continuing to forge ahead with new play ideas just as in the States.

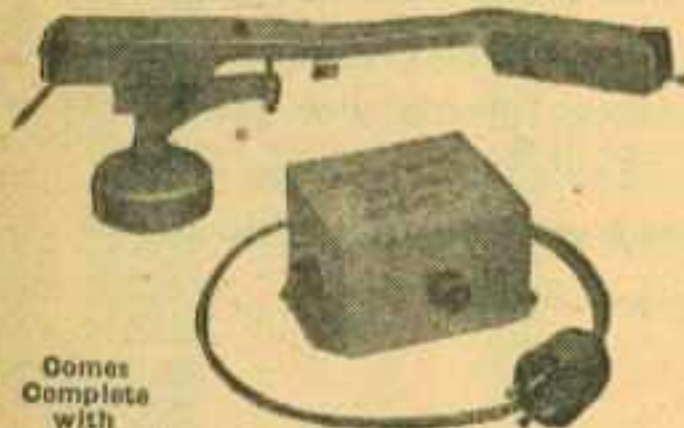
Tom Watling celebrated the 50th year of the founding of his firm. He started the business in Cincinnati in 1889 and moved to Chicago three years later. A man of few words and unlimited action, he still had his experienced hand in the business tho its active management was under the direction of his sons, John and Burns. . . . Carl Hoedel, United Amusement, Kansas City, Mo., took delivery on a new Chevrolet he won during the Coin Machine Manufacturers' Association (CMMA) show. . . . The U. S. Popcorn Machine Company, Cleveland, introduced its new machine which it claimed "was the only com-

pletely automatic popcorn vander in the world."

Life magazine had a spread on the Snacks vander and background information on its designer, Russel Wright. . . . C. R. Kirk, head of the Chicago firm bearing his name, announced the company's new guesser scale. Named the Guess-er, the scale gave the customer the opportunity to guess his weight, with correct guesses resulting in refunds.

South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly.

No Record Wear. No Scratch. Long Life.

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with Southwind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs.

FULLY GUARANTEED—ORDER TODAY

\$11.95

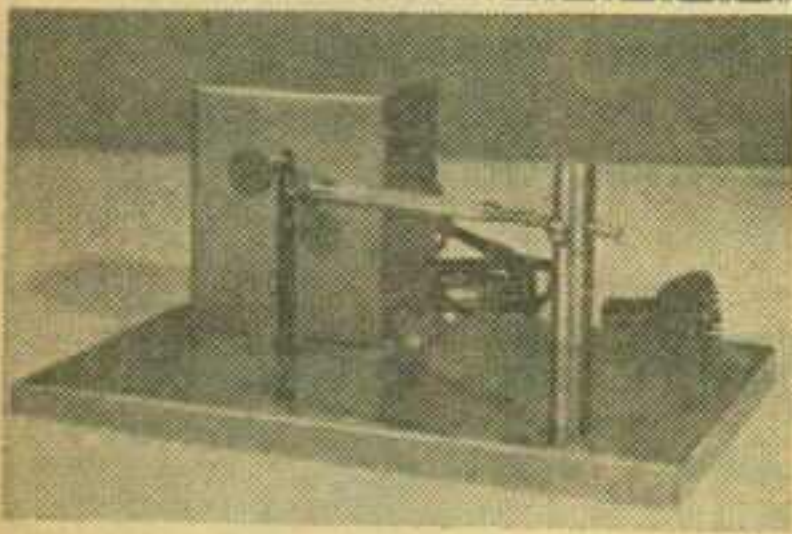
COMPLETE—POSTPAID

Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

JOBBER'S INQUIRIES INVITED

Phillips Distributing Co.

2816 Aldrich Avenue South
 Minneapolis 8, Minn.



The Cardinal NEEDLE

Sharpening Machine

\$14.95 POST-PAID
 Send Cash with order or \$5.00 Deposit on C. O. D. orders.

Save 2/3 of Your Needle Bill

Sharpens popular make coin machine needles. Anyone can operate this handy time and money saver. Cut me out and mail with check or money.

Send Needle Sharpeners to _____ Name.
 At _____ Address _____ City _____ State _____

CARDINAL CORPORATION

LOUISVILLE, OHIO

ATTENTION, OPERATORS

TIMER MECHANISM, LIGHT CORD AND FITTINGS.....\$2.83

(5¢ for 10 minutes) or (25¢ for 1 or 2 hours)

MULTIPLE COIN MECHANISM, TIMER CLOCKS FOR POWER OR UTILITY OUTLETS, FOR TELEVISION SETS AND RADIOS, WASHING MACHINES, IRONS, FANS, AIR CONDITIONING, REFRIGERATORS, HEATERS, ICEMAKERS, ETC. ALSO FOR COIN MACHINE OPERATION.

For quantity loss write

F. O. W. Los Angeles

RADIO-COIN-MATIC

1110 S. Normandie, Los Angeles 6, Calif.

See Australian Coin Biz Hypoed By Law Changes

SYDNEY, Jan. 29.—An added stimulus to the coin machine business here is seen in the recent amendment to the liquor laws under which the Licensing Court is given permission to grant liquor licenses to about 500 new social and sporting clubs. Each of these clubs has a minimum of two coin poker games and some of the larger houses a dozen or more.

The games are legal provided money is not given as prizes and tokens only are used. These are expendable only in the club where they are given out. It has been estimated that clubs net approximately \$1,500 yearly per machine, supplied by operators on commission arrangements.

Since American games predominate here, maintenance is fast becoming a serious problem, with imports of spare parts banned under dollar restrictions. To keep machines operating, distributors in many cases have arranged for local manufacture of replacement parts. But this is proving highly expensive and, if the import ban continues much longer, many machines may be forced out of action to provide a source of spare parts.

Meanwhile dealers are trying to meet the needs of the new clubs by importing equipment from the United Kingdom.

WANTED

ROCK-OLA

- De Luxes
- Standards
- Supers
- Masters

MUST BE COMPLETE—NO BROKEN PLASTICS

Send List and Lowest Prices you will take.

EMPIRE COIN MACHINE EXCHANGE

1012-14 Milwaukee Ave. Chicago 22, Ill.
 Phone: Everglade 4-2600

For the Finest in Record Reproduction Use

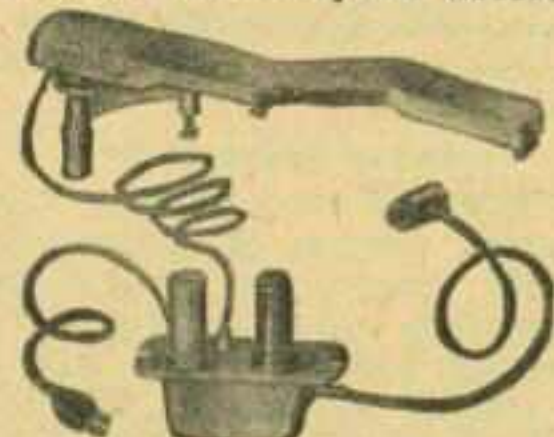
G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer \$14.95
 Seeburg
 Rock-Ola
 AMI
 Elec. Cancel \$4 extra
 Also other makes.
 ADVANCE MUSIC CO.
 1808 Grand
 Kansas City, Mo.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
 Perfect Tone—Easy on Records



Nothing to change—just plug it in.
 JACOBS MANUFACTURING CO., INC.
 Stevens Point, Wisconsin
 Sole Canadian Distributor
 ST. THOMAS COIN SALES, LTD.
 St. Thomas, Ontario, Canada

NEW RECORDS! NEW RECORDS!

ONLY 25¢ EACH

(Packed 100 to a Box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/3 deposit, balance C. O. D. Can ship any size order same day received. Write for catalog of complete stock.

Write—Wire—Phone

THE MUSIC BOX

292 Madison Memphis, Tenn.
 Tel.: 37-7701

WURLITZER 950s
 \$150.00 each

Also available: Resistors, Capacitors, Transformers for Wurlitzer 412 to 500, at Discount.

J. H. PERES DISTRIBUTING COMPANY
 924 Poydras St., New Orleans 13, La. MA 4944

COINMEN YOU KNOW

New York:

Teddy (Champ) Seidel is ready to take on all comers at Dave Lowy & Company. Well known in city coin machine circles for many years, Seidel this week was named to a sales post at the Lowy outlet. . . . Phil Mason, of Mason Distributing Company, was on an extended biz trip last week inspecting merchandise for which he arranged purchase during the Coin Machine Institute (CMI) show.

Al Bloom, Speedway Products head, reports he now has 60 of his Tele-Jukes operating in city locations. Most of them are in Brooklyn. One of the first to put out a combo set, Bloom is watching with interest the activity of other companies along similar lines. . . . Harry Berger, of West Side Distributors, returned last week from a visit with his Cuban customers.

Al Simon is expecting an upturn in sales of Shuffle-King rebounds, the Chicago Coin shuffleboard he handles locally, now that the small board has been approved for licensing by the city. . . . Sam Sacks, prexy of Unedda Shine Machine Company, says he will soon begin his third production run of the coin shiners. He reports sales at a consistently high level, with most being delivered to out-of-town ops.

Murray and Bill Wiener, of Vendors, Inc., distributor of the U-Need-A electric cigarette machine, returned last week from a biz trip to New England. They recently demonstrated the vender to a Swedish newspaper man who was preparing a feature on the development of automatic merchandising.

Nash Gordon, business manager of the Automatic Music Operators' Association, reports that the org added several new ops to its roster recently. . . . Sol Tabb, of Hysol Music, now the father of four. A daughter was born to his wife, Irene, last week. The new arrival has been named Madeleine.

Miss A. N. Strong and her associate, Miss J. M. (Kinsey) Kinsella, of the Gum Vending Corporation, helped celebrate the company's 10th anniversary recently. During the past decade the firm has seen its Adam's penny gum vender become a valuable adjunct to many cigarette and candy operations as a supplementary income machine.

Indianapolis:

The Southern Automatic Music Company, Inc., held a showing of the new Select-o-Matic 100 Phonograph Tuesday (25) at the Terre Haute House, Terre Haute, Ind., for local operators in the area. Approximately 20 operators attended the showing. Sam Weinberger, of the Indianapolis branch; Richard White, sales representative, and J. I. McClelland, district sales manager of the J. P. Seeburg Corporation, were on hand to demonstrate. Good results were reported.

Operators here report a good gain in business the past week. Coin-operated devices are showing an upward trend with collections on the up. While some locations are holding their own, more than half show a good gain. . . . A tax on juke boxes is being discussed as a means of helping pay the bonus bills.

Fred Slough, of the Plymouth Company, Plymouth, Ind., visited coin row during the week buying parts. . . . Local operators are more than pleased with the reception shuffleboard has received in Indianapolis. The backlog on orders is mounting daily and one of the pleasant features about the new business is that most of shuffleboard sales are for cash. . . . The Indianapolis City Council again is considering the installation of parking meters.

Washington:

The anxiously awaited decision on what types of food and beverage dispensers are to be charged the \$2 annual District licensing fee, was temporarily delayed because of the presidential inauguration.

Flood of inaugural visitors failed to bring in as much revenue as some coinmen had hoped. Since the crowd of out-of-towners was considerably below some of the estimates, food and cigarette venders along the parade route did not make their anticipated sales. Perishables, such as sandwiches, were reduced far below the ceiling prices set by the inaugural committee by the time the three-hour parade came to an end. . . . Canteen Company actually found its business decreased during the two-day holiday period. All its locations are in government or business offices, which were closed during the festivities.

William M. Mays, of the Coca-Cola Bottling Company, Alexandria, Va., attended the ball given by the Kentucky State Society in honor of Vice-President Barkley. President and Mrs. Truman and Margaret were guests of honor. . . . Among the notables he found another Coca-Cola man, former Postmaster General Jim Farley. Mr. and Mrs. Mays, members of the society, had Bill Duke, manager of the J. C. Penny Company, as their guest.

Decca Distributing Corporation has completed its quarterly physical inventory. According to Fred Turner, Christmas sales were exceptionally good, altho the total for December was somewhat off. Business perked up the first two weeks of the new year, he said. Turner considers that Decca now has the finest collection of hits it has had in some time. Two current tunes are Evelyn Knight's *A Little Bird Told Me* and *Powder Your Face With Sunshine*. Turner predicts "plenty of life" for Bing Crosby's *Far Away Places* and *Galway Bay*. The Mills Brothers' disk, *I've Got My Love To Keep Me Warm*, a revamping of a past favorite, and *I Love You So Much It Hurts*, a new rendition of a hillbilly old-timer, is beginning to pop in Washington, according to Turner. He also said that a special release of *Sunflower* and *Cruising Down the River* would be out within the next few days.

Pinball machine ops take a gentle ribbing in the cartoon entitled "The Cat That Hates People," now showing with *Louisiana Story* at the Playhouse. The cat, disgusted with life on earth, hops a rocket to the moon. Shooting thru the stratosphere, its space ship bumps stars, causing bells to ring and colored numbers to light up, pinball machine style. With the cat's final crash landing on the moon, the word "Tilt" appears.

Second Army headquarters has announced that Camp Pickett, Blackstone, Va., has stopped receiving personnel preparatory to de-activation in the next few months. The G. B. Macke Corporation, Washington, has been handling the cigarette and candy vending concessions there.

George Price, part owner of A & G Novelty Company, in near-by Silver Spring, Md., a juke box and pinball business, reports that returns are down. "I don't know whether we were spoiled by wartime collections or whether things are really leveling off," he said. He declared that other small ops, as well as some of the bigger companies, are voicing the same complaint.

Detroit:

Kenneth J. Mason, a newcomer in the vending field, has started a route of Aristocrat venders, operating on a part-time basis, under the name of the Mason Popcorn Vending Company, with headquarters in the suburb of Melvindale.

Twin Cities:

Coinmen from this area are, for the most part, back from Chicago, where many attended the show. All are of the opinion that what they saw and heard in Chicago spells a resurgence of the coin machine business during 1949. Almost immediately things have loosened up considerably, money isn't as tight as it was just a few weeks ago and distributors report business on an upward trend.

John Dahlstrom, head of the parts department at Lieberman Music Company, is back on the job after a four-week tussle with a broken leg. . . . New additions to the Lieberman staff include Bill Percy, in charge of the phonograph service department, and Wally Zellmer in the service department. Manny Karon has joined the firm's sales staff and will travel Northern Minnesota and the Dakotas. He disposed of his restaurant in North Dakota to return to the fold.

Hy Greenstein, Hy-G Music Company head, reports that the new Seeburg phonographs are selling so well that deliveries to operators are strictly on an allocation basis. . . . Jonas Bessler, of Lieberman Music Company, leaves January 30 for a five-week vacation in Miami Beach. Mrs. Bessler will accompany him. . . . Mike Crakes, trainer of Labrador dogs as well as a coin machine operator, has taken over ownership of the music and pin game route formerly owned by Tommy Anderson in Minneapolis. . . . Al Cardini, St. Paul operator, is confined to his home fighting the flu. . . . Also battling the flu is Vera Foster, head of the record department at Acme Music Company.

Hy Sandler, salesman, and Lew Rubin, comptroller of Lieberman Music Company, are expectant fathers and are getting tips from the other dads in the place on what to expect when their offsprings arrive. . . . Ralph Kravetz, Lieberman shuffleboard salesman in Minnesota, has written the boss complaining business is so good he hasn't been home to see his wife and family in seven weeks. Howard Noodleman, another salesman, says he hasn't called on his family or friends for three weeks for the same reason.

Hartford:

The Connecticut Manufacturers of Carbonated Beverages Association held a meeting last week at the Hotel Bond, with Bill Savitt, president of Station WICC, speaking on the subject, "Human Relations in Business." D. Page Bennett, manager of the Coca-Cola Bottling Company plant in suburban East Hartford, president of the association, presided.

A "Change of Name and Location" has been filed with the Connecticut secretary of state by Hugh-Howard, Inc., New Haven, which has moved to Bridgeport, Conn. New name is listed as Comb-N-Time, Inc., of Bridgeport. Business capital is listed at \$18,000.

Thus far the Connecticut Legislature has received only one bill that would affect the coin machine industry. The measure, backed by the Connecticut Federation of Labor, provides that workers receive unemployment compensation while on the sick list. The bill calls for a 1 per cent payroll tax, to be paid by employers to finance the payments. The measure would affect all employers in Connecticut, including many in the Connecticut coin machine industry. The bill, introduced by State Representative Toscano, will next go into committee.

Al Libman, Hartford vending machine operator, was married recently. Bride is the former Hannah Kirschbaum, of Hartford. The couple honeymooned at Lake Placid, N. Y.

Chicago:

With the CMI convention over for another year, plants and distributor headquarters here are settling down to the regular business at hand. Visitors were plentiful at the various manufacturer headquarters during the show and, while nobody expected to get a lot of work done during show week, the general let-down was even greater than expected. Now, however, with the exhibiting and partying over, work has resumed full force.

Bill Rodstein, brother of Al Rodstein, Philadelphia arcade owner and operator, and a former member of the coin machine business, has opened up Big Bill's Bar and Grille on Locust and Juniper streets in Philadelphia. Bill and Al, here for the coin machine show, reported the restaurant has become a general meeting place for the industry in the Quaker City. Al reported that business in his hometown was going along about the same as in other metropolitan centers throuout the country.

H. F. (Denny) Dennison, president of the Dennison Sales Company, remained in town after the coin machine show to complete his business. Denny, who plans additional trips in the near future, reported he expects to set up headquarters in Chicago as soon as he has completed his distributor appointments. His Solotone display at the show was one of the high spots of the convention.

Irv and Fred Webb, Webb Distributing Company, have come up with news that their line of Rock-Ola jukes and lo-boy scales have been responsible for the increased number of visitors during recent weeks. The music line, particularly, is on the upgrade, with operators almost all in accord on the idea of '49 as a better music year. "That's where the Rock-Ola Magic-Glo comes in," the Webbs declare.

Joe Simon, Keeney representative, made his first appearance at the CMI show by attending the banquet at the Stevens Hotel. Joe joined the United Manufacturing Company party, and with Lucy DeSelm, wife of United's sales manager, Billy, and Ray Riehl and his wife, filled President Lyn Durant's table. . . . Henry Fox, Solotone regional sales manager in New Orleans, left last week-end for his Southern home after a week in Chicago on business.

Los Angeles:

Sammy Donin, of Automatic Games, says his firm is working on a big export deal. Dannie Jackson and George Warner are helping figure out the details. . . . Phil Robinson, of Chicago Coin, is telling the boys how he stepped off the train at Cheyenne for a pack of cigarettes and got left. He was able to catch a train the next morning at Grand Island. Now that he's back home and ready for business again, Robinson is laying the groundwork for the introduction of his firm's new coin-operated target gun which was unveiled at the Chicago show. New patent mechanism, Robinson says, will make it fool proof. The gun is in production.

Ken Ferrier, Oxnard distributor, took home another shipment of Olympic shuffleboards from System Amusement Exchange. Fred Gaunt set the deal. Incidentally, the new '49 model Olympic board has just come out. Among other features it is now dressed up with a console-type base. . . . A. Verdugo, of Baja, was making the rounds last week. . . . William A. Happel Jr., of Badger Sales, is looking for big things in the coin machine business. His firm is going in for coin-operated drink and food machines. Joe Duarte, of the firm's export department, wants to build a home in Duarte, a suburb of L. A.

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SELECT-O-MATIC "100"**
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 - PATENTED WEIGHTS—Processed Steel, Rust Resistant. Regulation Weight. Beveled to go down slick without harming your shuffleboard. Set of 8 19.95
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All the Latest 5 Ball Games.
Will Buy 100 of the Latest Flipper Games.

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494 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2892
Only One Mile South of the George Washington Bridge on B W, New Jersey

Trade Directory

New Equipment

Baby Face (five-ball) by United Manufacturing Co., Chicago.

Big Jax (bell) by Standard Coin Machine Co., Chicago.

Black Beauty (hand load bell) by Bell-o-Matic Corp., Chicago.

Blue Bell (bell) by Bell-o-Matic Corp., Chicago.

Bridgeball (pin game) by J. F. Frantz Manufacturing Co., Chicago.

Buckley Track Odds (console) by Buckley Manufacturing Co., Chicago.

Carousel Console (bell) by Standard Coin Machine Co., Chicago.

Changerette (coin changer) by Standard Coin Machine Co., Chicago.

Constellation (music machine) by H. C. Evans & Co., Chicago.

Cross Country Race (arcade) by International Mutoscope Corp., New York.

Diamond Bell (bell) by Standard Coin Machine Co., Chicago.

Drop Kick (arcade) by International Mutoscope Corp., New York.

Duplex (console) by Bell-o-Matic Corp., Chicago.

Floating Power (five-ball) Genco Manufacturing & Sales Co., Chicago.

Frisky (five-ball) by Bally Manufacturing Co., Chicago.

General Scale by J. F. Frantz Manufacturing Co., Chicago.

Grand ward (five-ball) by Chicago Coin Machine Co., Chicago.

Gum vender (5-cent pkg.) by Shipman Manufacturing Co., Los Angeles.

Kleenex vender by J. H. Keeney & Company, Chicago.

Marba (nylon hose vender) by Ben H. Golub Distributing Co., New York.

Midget Skee Ball by Chicago Coin Machine Co., Chicago.

Modern Bell (console) by J. H. Keeney & Company, Chicago.

Multi Bell (bell) by Bally Manufacturing Co., Chicago.

1949 Coronet (music machine) by Aireon Manufacturing Corp., Kansas City, Kan.

1949 Sun Chief (bell) by O. D. Jennings & Company, Chicago.

1949 Telequiz (quiz amusement machine) by Telequiz Corp., Chicago.

Nugget (popcorn vender) by Bonanza, Inc., Los Angeles.

Pistol (arcade) by Chicago Coin Machine Co., Chicago.

Quiz Star (quiz amusement machine) by Telequiz Corp., Chicago.

Quiz Time (quiz amusement machine) by Telequiz Corp., Chicago.

Reno (bell) by Standard Coin Machine Co., Chicago.

Rocket Radar Game (arcade) by International Mutoscope Corp., New York.

Select-A-Bar (candy vender) by Shipman Manufacturing Co., Los Angeles.

Shoeshine machine by Bonanza Manufacturing Co., Los Angeles.

Skill Gun (shooting gallery) by ABT Manufacturing Co., Chicago.

Stamp vender by Shipman Manufacturing Co., Los Angeles.

Sunstan (automatic sun tan lotion vender) by Stan Manufacturing Co., King of Prussia, Pa.

Swanee (five-ball) by Exhibit Supply Co., Chicago.

Telecard (five ball) by D. Gottlieb & Co., Chicago.

Tin Pan Alley (amusement) by Edelco Manufacturing & Sales Co., Chicago.

Token Bell (bell) by Bell-O-Matic Corporation, Chicago.

Tucson (five-ball) by Williams Manufacturing Co., Chicago.

Tuxedo Bell (bell) by Standard Coin Machine Co., Chicago.

Tuxedo Special (bell) by Standard Coin Machine Co., Chicago.

Twin Strike (bowling) by International Mutoscope Corporation, New York.

enue, New York—a new jobbing company.

Standard Coin Machine Company, 1474 Hubbard St., Chicago—manufacturers of bell machines and coin changers.

Villiesse Sales Co., 929 Linden Avenue, Wilmette, Ill.—popcorn supplies.

Change of Address

Chalex Corporation's executive offices moved to 11 South La Salle Street, Chicago.

Distributors

Alco-De-ree Co., Chicago, appointed Sicking, Inc., Cincinnati, for the Cincinnati and Louisville areas; U. S. Automatic Stores, Los Angeles, for the West Coast territory.

J. H. Keeney & Co., Chicago, appointed Southern Automatic Music Co., Inc., offices in Ft. Wayne and Indianapolis, for the State of Indiana; Cleveland Coin Machine Exchange, Cleveland, will now include Michigan with its Ohio, Kentucky and West Virginia territory.

Practical Products Co., Minneapolis, appointed Lindell Sales and Distributing Corporation, of St. Louis, for the State of Missouri; Pastor Distributing Co., Milwaukee, for Wisconsin, North Dakota and South Dakota; The Mayflower Distributing Co., of St. Paul, for Minnesota and Nebraska; The Alamat Co., Birmingham, for Alabama.

Revco, Inc., Deerfield, Mich., appointed Lindell Sales & Distributing Corp., St. Louis, for Southern Illinois and Missouri; Banner Specialty Co., Philadelphia, for Philadelphia and Pittsburgh trading areas; Sherwood Ide & Associates, Buffalo, for Buffalo trading area; Bell Refrigeration, Cleveland, for Ohio.

Solotone Corporation, Los Angeles, appointed (thru Dennison Sales Company), Hermitage Music Co., Nashville, for Eastern Tennessee; B. D. Lazar Co., Pittsburgh, for Western Pennsylvania and West Virginia; Jules Peres Co., New Orleans, for Mississippi and Louisiana; Runyon Sales Co., New York, for Lower New York State and Northern New Jersey; Scott-Crosse Co., Philadelphia, for Southern New Jersey and Northern Pennsylvania; Silent Sales Co., Minneapolis, for North and South Dakota and Northern Wisconsin and Minnesota; Southern Music Co., Charlotte, N. C., for North and South Carolina; Walbox Sales Co., Dallas, for Northeastern Texas; Wertz Music Supply Co., Richmond, Va.; Williams Novelty Co., Houston, for Southeastern Texas; Cliff Wilson Distributing Co., Tulsa, Okla.; R. & S. Distributing Co., Marietta, Ga.; H&L Distributing Co., Atlanta, Ga.; Hirsh Coin Machine Exchange, Washington, and Consolidated Distributing Co., Kansas City, Kan.; Dennison Sales Co., New York, appointed national sales representative for Solotone.

Personal Notices

John Bennett resigned as factory sales representative for Aireon Manufacturing Corp., and transferred to Trans-Vue Corp., Chicago.

George W. Ferguson, Philadelphia, was appointed district manager for Middle-Atlantic States and New York City by the American Coin Changer Corporation of Boston.

Anthony N. Grotz, New York, was appointed district manager for the Eastern North Central States by American Coin Changer Corporation, Boston.

Fred Mann resigned as Middle Western sales manager for Aireon Manufacturing Corporation to become vice-president of Trans-Vue Corporation.

George E. Nelson, Boston, was appointed district manager for New England and Upper New York State by the American Coin Changer Corporation, Boston.

Nels Nelson, Los Angeles, was

New Firms

Bert Lane, Inc., 250 West 57th Street, New York—factory representative for Genco Manufacturing & Sales Co., Chicago.

Keoppel Distributors, 646 10th Av-

named an associate of the Ray E. Powers Co.

Ben Palastrant resigned as Eastern Regional sales manager for Aireon Manufacturing Corporation to become vice-president of Trans-Vue Corporation.

John Pierson was elected president of the Vendo Co., Kansas City, Mo.

Charles Stange was elected president of the Cigarette Merchandisers of New Jersey.

Monte West resigned as sales and service engineer at AMI, Inc.

Harry Williams, president of Williams Manufacturing Co., Chicago was elected president of CMI, Chicago.

A. E. Wilson was appointed director of sales for Freez-King Corporation, Chicago.

Kenneth Wilson was named sales promotion manager for Elco Division, Electric Boat Co., Bayone, N. J.

Deaths

Peter Halse, 71, employee of H. C. Evans & Co., Chicago.

T. J. Harrison (veteran operator in Pittsburgh & tri-State area), McKee Rocks, Pa.

O. B. Miller and family (vice-president of Super-Vend Corporation), Dallas.

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- PINBALLS—NEW & USED
- SLOTS—NEW & USED
- CONSOLES—NEW & USED
- ONE BALL, F.P., NEW & USED
- ARCADE MACHINES
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- VICTORY SPECIAL \$ 99.50
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- SPECIAL ENTRY 165.00
- TRIPLE BELL 475.00
- TOTAL ROLL 65.00
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- DRIVEMOBILE 99.50
- GOTT. MAISIE 39.00
- MILLS PUNCHING BAG 79.50
- CHI COIN BASEBALL 49.00
- BALLY SILVER STREAK 34.50
- CHI COIN PLAYBOY 34.50
- CHI COIN GOLD BALL 39.50
- KEENEY SUPER BONUS BELL, 5-25¢ 475.00

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GIVE TO THE
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HEAVY OPERATOR ATTENDANCE (top) marks Bell-O-Matic Corporation exhibit at Hotel Morrison, Chicago, during CMI show. Firm showed new line of Mills bells, entertained guests with food, beverages and floorshows. At bottom are shown Mickey Green, Wausau, Wis.; Vince Shay, Bell-O-Matic president; Joe Hart, Northwest Sales, Seattle, and Hank Maser, San Francisco.

Exhibit Rushes Production on Dale Gun Game

CHICAGO, Jan. 29.—Exhibit Supply Company is rushing plans to increase production on its Dale Gun shooting gallery, Joseph A. Batten, vice-president and general manager, announced this week. Developed by Eldon Dale, head of Dale Engineering, Long Beach, Calif., the Mauser pistol game is being made by Exhibit Supply under an exclusive license agreement.

Produced with several refinements in appearance and reconstructed so as to include all standard Exhibit Supply parts, the shooting gallery was acknowledged as one of the highlights of the recent Coin Machine Institute (CMI) show. Altho taking up less than five square feet on location, the all electric shooting gallery simulates a 50-foot target range. Designed for nickel play, the shooting gallery gives a player 15 pistol shots at animal targets of different shapes and sizes. If the player makes all 15 hits, he can continue his shooting practice free. His 16th consecutive hits resets the firing sequence and player may finish out another string of 15 shots. In the event the player keeps on hitting targets, the game is designed to keep resetting for a maximum of 75 shots.

The shooting gallery weighs 127 pounds. It lists at \$289.50 and is being marketed thru Exhibit Supply's distributor organization, the same outlets which distribute the firm's pinball games. Charles Pieri, Exhibit Supply sales manager, said that first shipments of the shooting gallery are scheduled to leave the plant February 14.

Other Exhibit Supply equipment now in production include See-a-View, Jitters, a De Luxe card vender, and the five-ball Swanee.



\$150⁰⁰

**BRAND NEW
ROL-A-TOPS**

5c-10c-25c PLAY

EQUIPPED WITH
NEW CLUB HANDLE

Above Price F. O. B. Chicago

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CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2772
Cable Address "WATLINGITE," Chicago

Q and A on Taxes: What Info Do You Need on Income?

(Continued from page 56)

claimed on one return, that election will govern and the standard deduction will not be allowed on either return.

Q—I operated a business at a net operating loss this past year and I am filing a joint return with my wife. Can I carry back this net operating loss to my previous year's return, even tho I filed a separate return in 1946 and 1947?

A—Yes. You may carry it back to the two preceding taxable years even tho you filed separate returns in those years.

Q—I operate a business with my wife under the terms of a partnership agreement. We have been in business since 1945 and it is a 50-50 partnership. We have made computations and due to the fact that my wife has large medical expenses find that we can effect a tax saving by filing separate returns. Should we file separate returns in this case or a joint return?

A—If you want to play it safe, you should file a joint return. If you file separate returns and the partnership is not upheld by the government, you will be bound by your election. However, by filing a joint return even if the partnership would not stand up, you could still split your incomes.

General Register Intros Ticket Vender

NEW YORK, Jan. 29.—A new ticket vender, developed by the General Register Corporation, was placed in operation last week in the Irving Trust Company cafeteria at 1 Wall Street. Charles Schafer, General Register service manager, says the electric vender will be used to dispense six tickets for 25 cents, each good for 5 cents' worth of food.

The electric ticket dispenser is a pilot model of a machine to be promoted largely for use by outdoor amusement parks and carnivals. After a test period, the unit will be made available to sell any number of tickets from one to five. The machine may be adjusted to vend at any desired price, it was said.

General Register supplies the transfer machines used in the New York City transportation system. The firm is developing a coin-operated machine to vend railroad tickets.

Trevillians Sell El Paseo

SANTA BARBARA, Calif., Jan. 29.—Fred and Ollie Trevillian, local coin machine operators, have sold their El Paseo properties to Avery Brundage, Chicago, it was announced this week. Brundage, hotel owner and former president of the Amateur Athletic Union, is reported to have paid \$450,000 for the El Paseo, including the night club and 40 retail shops. The Trevillian brothers will retain their coin machine operations here, it was stated. They acquired the El Paseo properties in 1945.

Harmony Cig. Co. Goes All-Out for Public Relations

PASADENA, Calif., Jan. 29.—Harmony Cigarette Service, headed by Arch C. Riddell, and his son, has instituted a paying public relations campaign based on the use of personalized holiday and incidental greeting copy, featuring photographs of employees.

Firm, operating cigarette and cigar venders, is using the photographs in various location-channeled literature. Example is the New Year greetings sent to locations with monthly commission check, featuring the photo of the serviceman contacting that stop, and a new 4-page leaflet describing firm's venders, their maintenance and operation. Latter features a series of photos of company's complete staff. Too, a large size folder is being prepared for distribution over firm's entire four-county territory.

KOEPEL OFFERS

Wurlitzer 700	\$169.50
Wurlitzer 850	130.00
Wurlitzer 800K	110.00
Wurlitzer 61 CM With Stand	55.00
Wurlitzer Victory 24	49.50
Wurlitzer 61B	49.50
★ Seeburg Commander	110.00
Seeburg Regal	60.00
40 Lotion Dispensers, Ea.	10.00

Many others. Write for our list.
1/3 Dep., bal. C. O. D.

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Operators acclaim it unquestionably the finest 5-ball game today. Immediate delivery.

Exclusive Distributors for Williams in Northern Illinois and North-eastern Indiana.

NEW GAMES

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GRAND AWARD

Write .. Wire
or Phone Today for price
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**WURLITZER
PHONOGRAPHS**

Model 1080, Model
1015, Model 1100.
All in original crates.

ONE-BALLS

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Bally CITATION	\$645	W
Bally LEXINGTON	645	W

Reconditioned

Bally TURF KING	\$ 75	W
Bally JOCKEY CLUB (prewar) ..	75	W

YOU CAN'T MISS
with Exhibit's Automatic Mauser Pistol
Electric

SHOOTING GALLERY

Write for price!

CONSOLES

Reconditioned—
Guaranteed

Jennings CHAL-
LENGER, 5-25 \$325 | W || Keeney GOLD NUGGET, 5-25 | 395 | W |
Keeney WILD BELL, 5-25	405	W
Mills THREE BELLS, 1948 Model	275	W
Mills THREE BELLS, prewar	150	W
Bally TRIPLE BELL, 5-10-25	450	W
Pace SARATOGA, 10c	50	W
Pace SARATOGA, 25c	50	W

Terms: 1/3
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Sight Draft

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Pan W. Boxes 7.50	Pee B'Ball . . 25.00
Pan Adaptors 5.00	Barrel of Fun 49.50
Photomatics. 295.00	Vendo Coca-O. 79.50
Submarines . 95.00	Master Vendors 4.95
Sky-Floors . 95.00	Kicker-Katchar 7.50
Chicken Sams 99.00	Gottlieb Grips 7.50
Shoot Chutes 99.00	Exhibit Diggers 19.50
Air Raiders . 95.00	Headline Press, complete . . 149.50
Ace Bombers 95.00	

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We are offering a special deal to operators. If you are an operator, write for information.

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We have all Mills latest Bells in stock.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

REFINISHED—READY FOR LOCATION

2 Keoney Super Bells, 5¢-5¢-5¢-25¢ cash pay	@ \$129.50
1 Jumbo Parade, 25¢ cash pay fruit	@ 62.50
4 Chrome Plus Vest Pockets, metered	@ 42.50
2 Columbias Jackpot, wide roots fruit	@ 62.50
4 Locked Box Stands, repainted (Chicago)	@ 14.50
1 Single Safe Stand Locked Turntable	@ 27.50
5 1¢ or 5¢ Daval Marvols, almost new	@ 12.50
1 5¢ A.B.T. Challenger (new)	@ 22.50
4 1¢ A.B.T. Challengers (used)	@ 12.50
4 Tubular Challenger Stands	@ 3.75

1/3 Deposit, Balance C. O. D.

PORTER MUSIC CO.
Box 364, Johnson City, Tenn.

WE WILL TRADE

PACKARD MODEL 7's

IN GOOD CONDITION FOR LATE CONSOLES OR PIN GAMES

MILLS SAFE STANDS, Box Style, Slightly Used \$22.50

Write for prices on all makes of Pin Games. We are now making deliveries on the original "Dale" Gun (all electric) Shooting Gallery, so I suggest you get your orders in now.

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Magic Serenade
Round-Up One-Two-Three

LEHIGH SPECIALTY CO.
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In Original Crates

5¢	\$215.20
25¢	\$235.00

N. C. WICKER
404 W. Beach, Pass Christian, Miss. Phone 183.

Survey Shows Good Market For Old Mchs.

Demand Big Factor

(Continued from page 93)

ship going into bells to keep them as foolproof as possible, once the operator puts them on pay dirt.

Another factor that has influenced the present market is that bells have a reputation for being durable on location because of their all mechanical construction. This same rugged construction keeps maintenance and repairs on equipment down to a minimum. Operators armed with these details know that when they buy a used bell from a reputable firm they are getting equipment that will stand up on location.

Altho faced with sharply rising costs due to higher wages and increased material prices, bell manufacturers have worked hard to hold the price line on their finished products. Where they have been forced to raise prices, much of the increase has been absorbed by the producer, with but a small portion being added to the operators' price. This policy of manufacturers, despite the great demand in the first postwar years, was in sharp contrast to non-coin machine fields which repeatedly passed along boosts when demand was heavy. This holding the price line on new equipment has been traditional with bell manufacturers down thru the years and has kept the price structure steady.

Final factor which has influenced the firm price of used bells is that coinmen can get back their original investment on bells more quickly than on any other type of coin equipment.

Caution Ops

Bell manufacturers, anxious to protect their business, caution both veteran operators and those new to the field to watch out for firms or individuals who pass off an old mechanism in a dressed up cabinet as a completely new product. While the manufacturers are in favor of refurbishing old equipment either in their own plants or in the workshops of their distributors, they frown upon firms selling renovated machines as new ones. The only reason such practices exist is because of the genuine backlog of orders for new machines, they point out.

With the indication that a couple of additional States will soon sanction bells, and the apparent renewed interest in the field as evidenced by activity during the CMI show, manufacturers believe that this will prove one of the best years for bell operators. Altho some drop in play was evident in November and part of December, operators at the show pointed out that play was already on the upsurge in January. Usually this does not become evident until late March and April when good weather generally prevails thruout the country and people begin traveling.

LEGAL ACTIVITIES

(Continued from page 93)

cense regulations.

Montana's House has killed the \$100 tax on juke boxes (*The Billboard*, January 29), and is considering a measure which would legalize and license bell machines at the rate of \$10 per machine per month, payable three months in advance. The measure (H. 113) is in committee.

Sugar Shipment Soars

WASHINGTON, Jan. 29.—Domestic distribution of sugar for the week ended January 15 amounted to 130,047 tons, according to the Agriculture Department. For the comparable 1948 week, distribution was only 80,169 tons.

Record Reviews

(Continued from page 34)

RATINGS (100 Point Maximum)	90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR
ARTIST	RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR
TUNES	ARTIST
LABEL AND NO.	TUNES
COMMENT	LABEL AND NO.
COMMENT	COMMENT

POPULAR LAWRENCE WELK (Decca 24539) Wedding of the Winds 68--69--68--68 Semi-classical standard is offered here as a danceable instrumental waltz. Up, Up, Up 68--69--67--68 Roberts - Fisher waltz tune is warbled in tasty harmony by the Sparklers, with ditto dance orking by Welk. Nothing startling here, however. DANNY KAYE-ANDREWS SISTERS (Vic Schoen Ork) (Decca 24536) Amelia Cordella McHugh 84--84--83--85 Routine novelty is hilariously funny in Danny's zany Scotch brogue rendition. Beatin', Bangin' 'n' Scratchin' 71--71--70--72 Pseudo calypso offers the ace performers little in the way of laugh material. ARTHUR GODFREY-THE MARINERS (Archie Bleyer Ork) (Columbia 38590) Little Guy 60--60--60--60 Arthur tries to prove how lazy he can sound without dying. He dies. I'm a Lonely Little Petunia 84--84--84--84 Silly comedy tune is better suited to the folksy comic's style. THE MASKED SPOONER (B. Adlam, Dir.) (Victor 20-3333) I've Got You Under My Skin 77--82--78--70 The Spooner recites his lyrics in sexy whispered tones against well-conceived orking. Strictly dim-lights stuff, this could become a fad. That Old Black Magic 77--82--78--70 More of the same treatment here, and it's just as effective. DENNIS DAY (Charles Dant Ork) (Victor 20-3223) Tarra Ta-Larra Ta-Lar 78--78--78--78 Dennis's sweet tenor fits the up-an-comin' lullaby to a T, but he'll have tough sledding against more powerful record name-renditions. The Streets of Laredo 63--63--64--62 Picture rendition doesn't ring any bells. Dennis's intonation sometimes misses the mark too. THE THREE SUNS (Victor 20-3322) You, You, You are the One 74--75--73--76 The boys, assisted by the Sun Maids, turn in a waltzy, singy version of "Du, Du" adaptation. Taverns and Suns followers should go for it. Moonlight Romance 80--82--79--79 An instrumental in their hit "Twilight Time" groove, this easy-going side rates a fair number of whirrs. VICTOR YOUNG ORK (Decca 24535) Missouri Waltz 72--74--72--70 Young's cleffing and pacing produces a gentle atmospheric charm for easy-to-take instrumental. Beautiful Ohio 70--72--70--68 More of the same feeling here. Fine dinner music.	POPULAR CHANO POZO (Spanish Music Centre 2518) (unbreakable) Ritmo Afro-Cubano, 3 & 4 68--70--66--NS Dixie Gillespie's late bongo player organized this experimental date with a group of Latin stars, unbilled on the label. Bongos, timbales and congo drum beat out eccentric cross rhythms, repeated until they hypnotize or bore you, depending on your point of view. On side 4, a weird modal chant is super-imposed. Whole thing is right out of the jungle, and should be useful to acts, dance groups, collectors and bebop arrangers. JIMMY DURANTE AND BETTY GARRETT (MGM 30176) The Pussy Cat Song 86--90--86--82 Lots of talent makes much of the silly little ballad; Garrett's great and Durante's greater; spinners will love this one. Any State in the Forty-Eight Is Great 71--74--70--70 Patriotic novelty is done with great exuberance and energy by the star duo with vocal group and the Bargy ork. JOHNNIE JOHNSTON (S. Burke Ork) (MGM 10342) Funny Little Money Man 72--74--72--70 Folksy little ballad features some warm warbling by Johnny. Burke's orking has real distinction, too, but the material is pale. Can't We Talk It Over 68--69--69--67 Johnnie has acquired a fine informal manner with a tune, but his rendition of this o'die lacks real finesse. FANNY AND FARO FALMOUTH (Capitol 15348) I'm Waiting for Ships That Never Come In 56--56--55--57 No spark in this duet. Hey, Andrew! 54--54--53--55 Dull calypso production. LALO GUERRERO (Imperial 333) Para, Para La Rumba (Guaracha) 81--82--80--80 There's plenty of sustained energy, and great rhythm in both orking and chanting here; which more than make up for a lack of melodic invention by the soloists. Muy Sabroso Blues 61--62--62--60 Straight light-hearted blues is sung in Spanish. Clary and trumpet also solo, but it's limited to Latins. THE PHILHARMONICA TRIO (Capitol 15346) The Love Nest 69--70--68--68 Harmonica group and guitar get a good sound, but total production proves a bit dull. Lady of Spain 79--80--77--79 Oldie slipping in as a sleeper hit via the Ray Noble reissue is projected here with strong rhythm and interesting harmonica cleffing. This version should grab a fair share of the juke coin.
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RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

POPULAR

BOB HAYWARD-ALLEN SCHRADER
(Black & White 870)
Rough Ridin' Willie 50 50 49 51
Good performance and recording is brought down by the mediocrity of the tune; brief horse opera bit in middle falls flat.

Bless the Night 72--75--69--68
Hayward displays a fine voice and style as he slices an original ballad of no particular quality; tasty orking helps.

ALVINO REY
(Yvonne King)
(Capitol 15344)
Nighty Night 69--70--68--68
Tasty cleffing, nice old old tune, okay chorus, and so - so solo by Yvonne. Nothing too important. Re-make of an old Rey Bluebird.

The Continental 70--72--70--68
Uninspired orking of the fine standard despite tasty cleffing.

THE HIGHWAY SERENADERS
(Bob Morris and Kay Karm.)
(Highway 3459)
Hasta La Vista 73--74--72--72
Boy-girl-duet in a rumba setting for a hoky but satisfying little ballad.

Need You 83--84--83--82
Another duet but this time with a highly attractive waltz; Morris is particularly effective; organ backing rounds out the "sleeper" formula.

SAMMY JONAH'S JOY BOYS
(Capitol 15356)
House Party Blues 46--48--46--44
This has got to be a gag; that's the only excuse for the waxing.

After You've Gone 45--45--45--45
Same goes for this side.

ANDY AND DELLA RUSSELL
(Capitol 15343)
Is It Yes? 71--72--70--70
Mexican dialect novelty from "Mexican Hayride" pic is cute, but labored in this version.

Rosita and Joe 71--72--72--70
Good - natured dialect tale here, but the phony accents get tee-jus.

TONY MARTIN
(Earle Hagen Ork-Jud Conlon Singers)
(Victor 20-3336)
No Orchids for My Lady 83--86--84--80
Martin does a wonderful chant on the plug ditty in a pretty Earle Hagen setting.

We're Not Getting Any Younger, Baby 73--74--73--72
Martin's fine singing is almost able to ring up a sale on an ordinary sort of song with a cute idea.

CLAUDE THORNHILL ORK (Art Brown)
(Victor 20-3337)
My Dream Is Yours 74--78--75--70
Pretty melody and poor lyric of picture are fused into a pleasant the disappointing Thornhill etching which represents his Victor debut.

Wind in My Sails 70--73--70--67
The song isn't much tho the Snowflakes do little to help it; the Thornhill sound doesn't seem to have been caught on

ARTIST TUNES LABEL AND NO. COMMENT

RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR

JO STAFFORD AND GORDON MacRAE
(Capitol 15342)
The Pussy Cat Song 79--80--78--78
The handsome duo turns out a pleasing if not stirring effort with the feline fantasy.

I'll String Along With You 89--90--89--88
Wonderful relaxed singing by both Jo and Gordon on the revival from the "My Dream Is Yours" pic should help push the tune home again.

IKE CARPENTER ORK
(Johnny April-Chorus)
(Victor 20-3325)
Brush Those Tears From Your Eyes 65--65--64--66
Tune's so late that tho this is a creditable waxing it will likely prove very little.

The Man on the Carrousel 71--72--69--73
Attractive waxing which spots a callopo solo by Carpenter and a fine vocal by April, who shows considerable promise.

SIR LANCELOT
(Sidney Bean Trio)
(Apollo 199)
Beautiful Bermuda 61--61--62--60
Calypso sounds like a Chamber of Commerce deal. Not much of interest here, and the recording is weak.

West Indian Families 70--72--70--68
Stronger material here, and Lancelot puts plenty of humor into his chanting about the large West Indian families.

PAUL CHAPMAN AND HIS MELODY MEN
(Apollo 1142)
Keep a Twinkle in Your Eye 76--76--75--78
Cute ditty in the "Sunny Side Up" vein is delivered by soloist, chorus and cocktail unit in bouncy style.

A Guy Nobody Knows 55--55--55--54
Paul's vocal dies on an over-involved tune.

DICK BALDWIN
(Bob Dawes Ork)
(Embassy P-1006)
Beyond the Purple Hills 68--70--68--66
Dick offers a pleasing, but not outstanding rendition of Nick and Charles Kenny's synthetic Western.

There Goes My Heart 68--70--68--67
Same lack of salesmanship here on a pretty tune.

JOHNNY LANE
(Candy 3000)
My Adorable One 60--60--60--60
Nothing here to get excited about. Warbling and material are in the so-so and so-what class.

Hello, Mr. Snowman 68--69--67--67
Warbler shows more enthusiasm here on a cute, if not outstanding ditty. Shuffle rhythm helps too.

HUM AND STRUM
(Stellar SR-1018)
Why Do Beautiful Women Marry Homely Men? 72--74--71--72
Snappy novelty ala The Jesters is amusing and catchy.

For All We Know 69--68--68--72
The boys' easy bar-room harmony with piano and organ backing is infectious but is unlikely to revive this back-number.

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61 59	Regal 79	12 Record 39
	Concert Grand 69	

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**NAAMO Meet
Held in A. C.**

(Continued from page 93)

operation, or 50 per cent interest in any of the three classifications, assesses a member an additional \$5 for each such business.

Several committees were named to take up matters of importance to NAAMO. One, which includes William Weinstein, Jake Friedenberg, Herb Weaver and Al Goodman, will draw up a new code of ethics, which will then be presented to the entire membership.

Another committee, consisting of Ben Rodins, Washington; A. Joseph Geist, New York (NAAMO legal adviser) and President Smith will meet with legal authorities in Washington to discuss ways and means of paying federal taxes on coin machines on a quarterly basis, thus effecting a savings for those operators who use their equipmer on a seasonal basis.

It was also decided to attempt to re-establish the Coin Machine Mechanics' School program. Last classes were held in New York in April, 1948.

Elections

In addition to Smith, officers re-elected at the meeting included: Max Schaffer, New York, and Ted Kruse, Chicago, vice-presidents; Herb Weaver New York, secretary, and Meyer Wolf, Atlantic City, treasurer. New vice-presidents are F. C. McFalls, Dallas; Michael Garfunkel, Tucson, Ariz., and C. F. Albright, Oakland, Calif.

Board of directors elected includes Bernard Katz, Coney Island, N. Y.; Harry Rosenthal, Pittsburgh; George Trad, Asbury Park, N. J.; Dave Simon, New York; S. B. Ramagosa, Wildwood, N. J.; Irving Fishelberg and William Weinstein, Atlantic City, and Alex Widrow, Philadelphia.

Regional directors elected are R. E. Anderson, Phoenix, Ariz.; Edward Balin, Philadelphia; J. B. Broadbent, Anchorage, Alaska; Edward Centa, New Orleans; Nate Faber, Rockaway Beach, N. Y.; Helene Fuller, Hampton Beach, N. H.; Lillian Kelleher, Salisbury Beach, Mass.; Stephan Maroney, Washington; Carlisle Miller, Canandaigua, N. Y.; F. D. Munson, Indianapolis; G. Niernan, Dayton, O.; Tony Papay, Chattanooga; Arthur Seger, Asbury Park, N. J.; Charles Tashima, Hawaii, and Carl Trippe, St. Louis.

**Coin Failures
In Drop for '48**

(Continued from page 93)

involuntary petition in bankruptcy, attachment, foreclosure, etc.; voluntary withdrawals from business with no loss to creditors; also enterprises involved in court action, such as receivership, and since June, 1934, reorganization or arrangement which may or may not lead to discontinuance; as well as business making voluntary compromises with creditors out of court.

Shows Industry's Growth

Dun & Bradstreet's 15-year record discloses coin machine manufacturing failures averaged 3.8 firms per year. There were no failures, of course, in 1943-'44-'45 since the industry was inactive. The comparative size and worth of individual firms, which gives some idea of the dollar-volume growth of the industry since 1934, is apparent from the record of liabilities. In 1936, for example, five coin machine manufacturing firms failed, with total liabilities of only \$171,000. In 1947, the same number of manufacturers failed according to Dun's definition, but they showed total liabilities of \$14,767,000.

The credit rating agency does not distinguish between the manufacturers of merchandise vending, amusement game and phonograph manufacturers and its statistics, presented in the table accompanying this story, include all three types of manufacturers.

Record Reviews

(Continued from page 111)

RATINGS (100 Point Maximum)	90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR
ARTIST TUNES LABEL AND NO. COMMENT	RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR
POPULAR	
ORRIN TUCKER ORK (Double Feature DF 2000-2001) Powder Your Face With Sunshine and Lavender Blue	69--72--80--55
Two full-length scores per side made possible by special process cutting. Renditions are satisfactory and danceable, distinctive. Tucker sings "Face," and Jerl Ray does "Blue."	
Sweet Little You and 88 in the Books	59--63--70--45
Lesser known pop and instrumental are as routine as the performances here. Recording sounds fine, tho. (Incidentally, the length of these sides cuts down possible take on the boxes.)	
ORRIN TUCKER ORK (Double Feature 2002-2003) William Tell and Far Away Places	61--60--72--50
More extra playing time here, but the jazzed up classic has little appeal. The pop hit, sung by Jerl Ray, is tune coverage, period.	
Just Because and So Tired	67--70--79--52
Plain, dancey stuff. The Bodyguards sing the first, and Orrin does the second. (Length of sides cuts down possible take on the boxes.)	
DIANA LYNN (Paul Weston Ork) (Capitol 15354) Slaughter on Tenth Avenue	77--82--79--70
Dance sequence from "On Your Toes," and more recently from "Words and Music" pie, is judiciously cut for this single side version, and cleanly played by piano and ork.	
Body and Soul	75--80--77--68
Fancy, flowing concerto treatment of the ever-green is nevertheless in good taste, and like the flip, should win spins with the jocks.	
HUM AND STRUM (Stellar SR-1017) I Only Want a Buddy Not a Sweetheart	68--66--67--73
Boys warble the oldie at an up tempo, but break it for some ad lib crooning. Could pick up some coin where the lager flows.	
Let Me Spend an Evening in an Old Maid's Arms	72--72--70--73
Rolling novelty is in the genre of the Korn Kobblers or the Jesters. Should click with the same following.	
CHANC POZO (Spanish Music Centre 2517) (unbreakable) Ritmo Afro-Cubano, I & 2	68--70--66--NS
Afro-Cuban rhythm instruments only are used here. Side one features a series of quick rhythms, plus real jungle chanting and group responses. The flip is slower, and the more definite accents should interest die-hard rumba-philes. Chanting takes on more flavor with tongue-twisting mumble-jumble. Roots of pop as well as rumba rhythms are apparent here. Useful to students, dance acts and collectors.	
FOLK	
BOB WILLIS (His Texas Playboys) (Columbia 20531) Good Time Cake-Walk	68--68--67--68
The boys don't really get together on this bouncy ditty, but its pull is doubtful anyway.	
That Hot Lick Fiddlin' Man	72--74--72--70
Effortless Western jazz opus features fancy fiddlin'. Tasty tempo and swingy beat help too.	
VERNON FOX AND HIS SUN VALLEY RAN- CERS (Tru-Blue 307) A Prisoner's Last Letter	63--63--63--62
Matter-of-fact recitation falls to stir.	
Accordiana Polka	72--72--70--73
Bright instrumental features a good beat and spirited accordion. Should click where country dancers congregate.	
FOY WILLING AND HIS RIDERS OF THE PUR- PLE SAGE (Capitol 15355) I Care No More	66--67--66--66
Languid harmony dulls the effect here despite a good steady beat.	
Goodbye and Good Luck	72--73--72--70
With more cohesion than the flip the boys turn in a pleasant, easy-goin' side.	
SHORTY MORRIS (Mercury 6159) Speak to Me Little Darling	66--67--66--66
Tear jerker with steel guitar doesn't penetrate too deep.	
Angel Mother	72--72--72--72
More tear bait in the best mother-lovin' formula. Shorty warbles with sincerity, and the guitar helps.	
SONS OF THE SOIL (Mercury 6158) Cloudy Skies	69--70--70--68
Smooth, neatly clefted harmony ala the Sons of the Pioneers, the tune is in the "Cool Water" vein too.	
I Lost My Love (The Color Song)	71--72--72--70
The lyric is plenty colorful, but the boys project it somewhat politely.	
THE JOHNSON FAMILY SINGERS (Columbia 20536) There's a Little Pine Log Cabin	64--64--63--66
Simple, down-home, family warbling of a light hill ballad.	
I've Got a Feeling (Deep Down in My Soul)	67--67--67--NS
Ingenuous, straightforward close harmony on an attractive up-tempo hymn.	
OLD BROTHER CHARLIE WITH THE RADIO RANCH HANDS (Mercury 6160) I'm Hongry	74--74--73--76
Drawling, persuasive recitation in the manner of "Life Gets Tee-Jus" (Daisy Mae)	
Dogwood Blossom Time	83--82--83--83
Charlie gives another recitation, with intro and coda piped by Daisy Mae. A clever conception here, with material of click potential in the tear-jerker vein.	

RATINGS
(100 Point Maximum)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

FOLK

DICK REINHART
(Columbia 20535)
Cross My Heart 67--67--67--68
Run-of-the-mill material is warbled warmly by Dick.
A Broken Heart for a Souvenir 76--76--75--76
More meat here and Dick gives it plenty of character.

HANK THOMPSON AND HIS BRAZOS VALLEY BOYS
(Capitol 15345)
You Broke My Heart (In Little Bitty Pieces) 83--83--83--83
Strong novelty ditty and range chanting make this one a potent entry in the Western mart.
I Find You Cheatin' on Me 70--70--70--70
Routine Western ballad without special flair.

THE BLUE RIDGE RANGERS
(Tru-Blue 305)
Roll Me on Home 56--56--55--58
Jump-tempo novelty ditty with fair warbling and get off backing. Nothing special.
Dream of Carolina 58--58--57--59
Slow hill ballad starts promisingly enough, but performance lags.

EDDY ARNOLD
(Victor 21-0002)
There's Not a Thing (I Wouldn't Do for You) 84--84--84--84
The Tennessee Plowboy does his usual warm, appealing job on this light, blues-styled rhythm opus.
Don't Rob Another Man's Castle 84--84--84--84
Eddy pleads this moralizer with heartfelt conviction.

EDDY ARNOLD
(Victor 20-2332)
Don't Bother To Cry 83--83--83--83
Another sure-fire rhythm job by the ace folk warbler.
I'll Hold You in My Heart (Till I Can Hold You in My Arms) 84--84--84--84
Sentiment, strong and credible, marks this sock torcher.

RACE

JAMES QUINTET
(Coral 80022)
Oo Bop Choo Dop 72--72--70--74
Clever weaving of the Gillespie "Oo Papa Da" bop riff in thru an orthodox fast blues novelty. Group is able, and the conception here is a hybrid, it could strike race fancy.
Tell Me Why 71--71--70--72
Tune and lyric fall into the favored race pattern. Performance, in slow ballad style, might have been more forceful.

BLUE LU BARKER
(Capitol 15347)
Here's a Little Girl From Jacksonville 84--84--84--84
Compelling piping and a catchy lyric set to the old nursery tune that goes "This Is How We Wash Our Clothes" could hit big in "Little Bird" fashion.
Leave My Man Alone 79--79--78--80
Another insinuating, winning vocal here, this time with a clever original lyric set to the familiar "Pan It" blues melody.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

RACE

T-BONE WALKER
(Comet T 52)
Description Blues 69--70--69--67
The slick guitar and piano effects are overdone in this otherwise honest blues.
That Old Feelin' Is Gone 64--65--64--63
Routine blues is propelled with a light, bouncy boogie beat. T-Bone's guitar provides more flavor than his tonalis, but there's more of the latter.

TINY GRIMES QUINTET
(Atlantic 869)
Nightmare Blues 67--67--67--66
Red Prysock chants this with wobbly quality. Tenor and guitar are strong, but not enough so to hold up the side.
Hop in Harlem 71--72--72--70
One-note riff opus spots Tiny's guitar and honkin', screamin' tenor, and drivin' ensemble, but somewhere it misses fire.

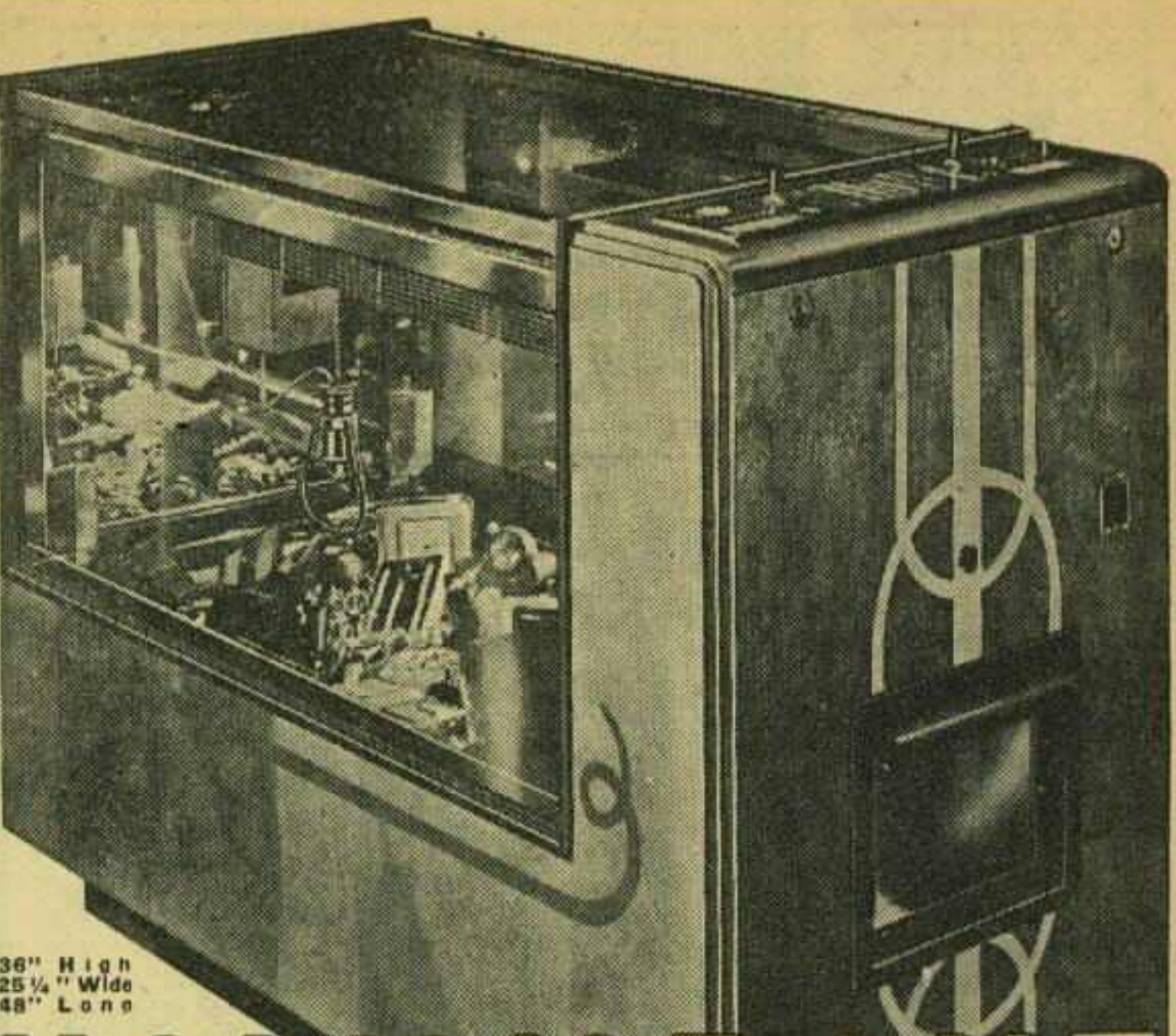
BROTHER BONES AND HIS SHADOWS
(Tempo 672)
Ja-Da 71--72--70--70
Brother subjects another oldie to his familiar bone-rattling, but much of the old spontaneity has disappeared.
Jive Melody 72--73--72--70
Brother takes this one at a medium joggy pace, whistles one, then takes a stop-chorus with the bones, etc. Side is pleasing, if not startling.

ERSKINE HAWKINS ORK
(Jimmy Mitchell)
(Victor 20-3326)
Bewildered 78--78--78--77
The race song hit is given a fine ride by the Hawkins band with a good Mitchell vocal.
Corn Bread 79--80--79--78
Good full band treatment of the Hal Singer Savoy hit; spots a superb trombone solo.

KING PERRY ORK
(Excelstor OR-523)
Val-Halla 71--73--69--72
Perry sings and his band helps both musically and vocally as he tackles a Louis Jordan-type dishing which shows some sparks of promise.
I Love Her 74--76--72--74
Simple, attractive blues ballad with good Perry vocal.

THE JACK DIEVAL QUARTET
(Tempo 644)
Hit That Jive, Jack 76--80--77--72
Group; piano, vibes, bass and drums. They're four Frenchmen (side was cut in France) and they play a load of real bop, with vibes and piano up to our best standards. Not "good for a foreign group" but good, period.
Singing World Blues 75--77--75--72
The blues, clean and delicate in the Benny Goodman quartet tradition.

JOE TURNER-FLENNY TRIO
(Excelstor OR-533)
I Don't Dig It 73--73--72--75
Fast blues romp, with Turner shouting strong and able, and trio backing with compelling boogie beat.
I Saw a Star 73--73--72--75
Trio, without Turner, warbles a pretty ballad original in persuasive style. Lead voice here is outstanding.



36" High
25 1/4" Wide
48" Long

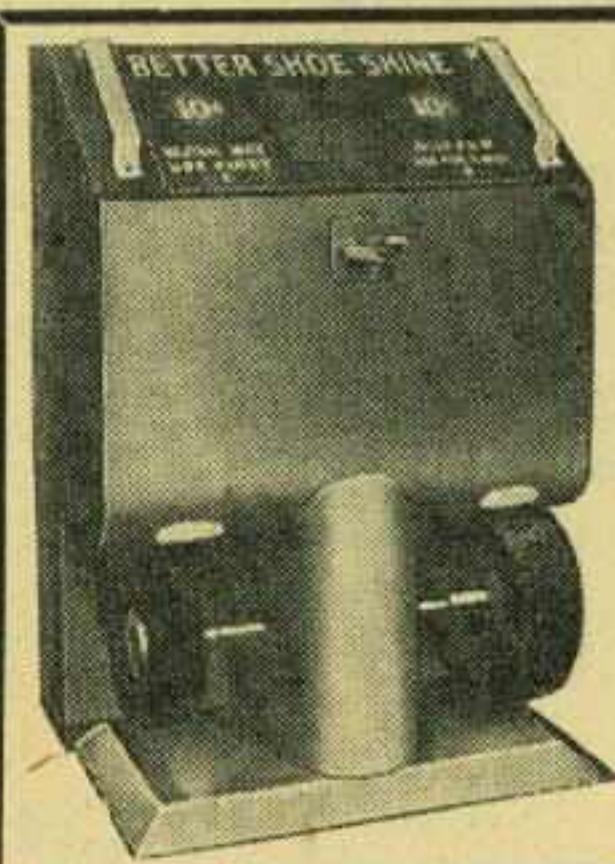
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THE BETTER SHOE SHINE MACHINE

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Click	Kilroy	Superliner
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Cyclone	Marjorie	Suspense
Dynamite	Miss America	Tornado
	Ranger	

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GUARANTEED RECONDITIONED SLOTS

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BRAND NEW MILLS
 5c Q.T. **\$115.00**
 25c Q.T. **142.50**

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Seeburg Casino Phone	139.50
Evans Bangtails, J.P. Model	149.50
Mills Post-War 3-Bells	\$229.50
Keeney Twin Super Bell, 5¢-25¢	495.00
Mills 4 Bells	109.50

Terms: 1/3 Dep., Bal. C. O. D.

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 TELEPHONE: Capitol 7-8244
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OPERATOR SHOWING of Chicago Coin shuffleboards by United Distributing in Wichita, Kan., draws heavy turnout of coinmen and guests. During the one-day event, M. Y. Blum, head of United, gave away a Re-Bound board as a door prize, served food and refreshments. Chicago Coin was represented at the showing by Ed Levin and Sam Lewis.

Minnesota Distributors Report Shuffleboard Demand Soaring

MINNEAPOLIS, Jan. 29.—Shuffleboard has come into its own in Minnesota with a bang in recent weeks, and distributors of the big games report they are "absolutely unable" to keep up with the demand.

"The demand for shuffleboard is driving us crazy—the kind we enjoy," Archie LaBeau of LaBeau Novelty Sales Company, Rock-Ola distributors, said. "I keep camping on the factory doorstep begging for more boards, faster delivery to meet the huge demand for this game." LaBeau is a pioneer in shuffleboard distribution.

"Those are my sentiments, too," voiced Harold Lieberman, of the Lieberman Music Company, who also handles Rock-Ola boards. "The demand for shuffleboard is far beyond my fondest dreams. This game took a little time catching on, but it's here to stay for certain."

To emphasize how well the game has caught on, the first shuffleboard emporium in Minneapolis was opened at Plymouth and Knox avenues, North, just last week by Bill Lebo and Irving Goldberg. They call their place Shuffle Inn and are operating three big boards, a phonograph and half a dozen pin games, along with a snack bar. Since its opening a few nights ago the place has been drawing heavily.

Hy Greenstein, of the Hy-G Music Company, reports that Shuffle-King and Chicago Coin's Re-Bound shuffleboard have been in great demand. He said he is experiencing difficulty getting enough equipment to satisfy the needs of operators.

"There is no question but that shuffleboard is here to stay," Greenstein declared. "Popular demand for this game has caught on and we are hard pressed to keep up with units for delivery."

Oscar Schaeffer, of Midwest Coin Machine, reports that the game is

"selling like wildfire" and that his firm has had difficulty keeping up with the needs of operators.

"This is the greatest thing that has happened to the coin machine business in a long while," Schaeffer said.

THE FIRST REALLY NEW AND DIFFERENT POST-WAR CONSOLE

UNIVERSAL'S "Arrow Bell"

Twin Head Multiple Coin Play! Takes up to 8 Coins, 5¢ and 5¢ or 5¢ and 25¢.
 Positive Advancing Odds and Wild Arrow Feature BUILD UP SUSPENSE . . . THRILLS. Insures CONTINUOUS PLAY.



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IMMEDIATE DELIVERY

PURVEYOR SHUFFLEBOARD FLUORESCENT LIGHT-UPS

FIT ALL MAKES OF SHUFFLEBOARDS

THERE IS NOTHING FINER PURVEYOR SHUFFLEBOARD WITH FORMICA TOP

Equip your Boards with lights and watch the play increase!

Easy to install, simply clamp on the side and your board gets added flash, more profitable play. Beautifully chromed.

Single **\$19.50**
 Pair **\$35.00**

Formica is the finest top surface available for boards. No chipping or swollen edges with Formica. You too should capitalize on this great profit-maker. Sturdily constructed, light maple finish, beautifully decorated and prepared for a long life of action.

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Wurlitzer 24	60.00
Rock-Ola Master	65.00
Rock-Ola Standard	65.00
Rock-Ola DeLuxe	65.00
Seeburg Classic	85.00
Seeburg Vogue	85.00
Now Alroon Coronet	Write
Roll-a-Score, 8'	89.50
Barrel Roll, 7'	89.50
Auto Roll	100.00
Cover Girl Roll Down	75.00

1/3 Deposit, Balance C. O. D.

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TRADE

1 1947 Muto, Recorder, latest, wooden cabinet, in A-1 condition; and cash to trade on this list of Arcade Machines: 2 Pitch 'Ems, 2 All Stars, 2 Heavy Hitters, 2 Big Innings, 2 Chicago Coin Basketballs.

PLAYLAND AMUSEMENT CO.
 340 Monroe Ave., N. W., Grand Rapids, Mich.



LET'S MAKE IT UNANIMOUS!



Thousands of coinmen have answered The Billboard's First Annual Coin Machine Roll Call. Coupons are still pouring in from the advertisements in The Billboard and from more than 300,000 letters sent to lists of operators obtained from over 130 coin machine distributors and manufacturers.

Your name may have been on 1, 2 or 20 lists which means you received 1, 2 or 20 letters yourself but just haven't made up your mind . . . don't wait any longer, enroll today. Use the handy coupon below and send it in . . . let's make this census as complete as possible.

LET'S MAKE IT UNANIMOUS!

There are still an additional 22,000 names of operators waiting to be addressed. Lists from 15 more coin machine firms are in the process of being prepared for us and still more have been promised. You can see, this roll call is really rolling, so let's get aboard.

HERE'S HOW YOU CAN MAKE IT UNANIMOUS!

Enroll Today! Take out your pencil and fill in the coupon below. You not only help yourself by saving a buck on the next eight issues of The Billboard, you help your industry. There are only three weeks left to do your part.

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 COMPANY _____
 STREET _____
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Free

\$1

Enclose with your coupon and get the next issue of VEND.

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- I am not at present a subscriber so I accept your offer to send me the next eight issues for only \$1.
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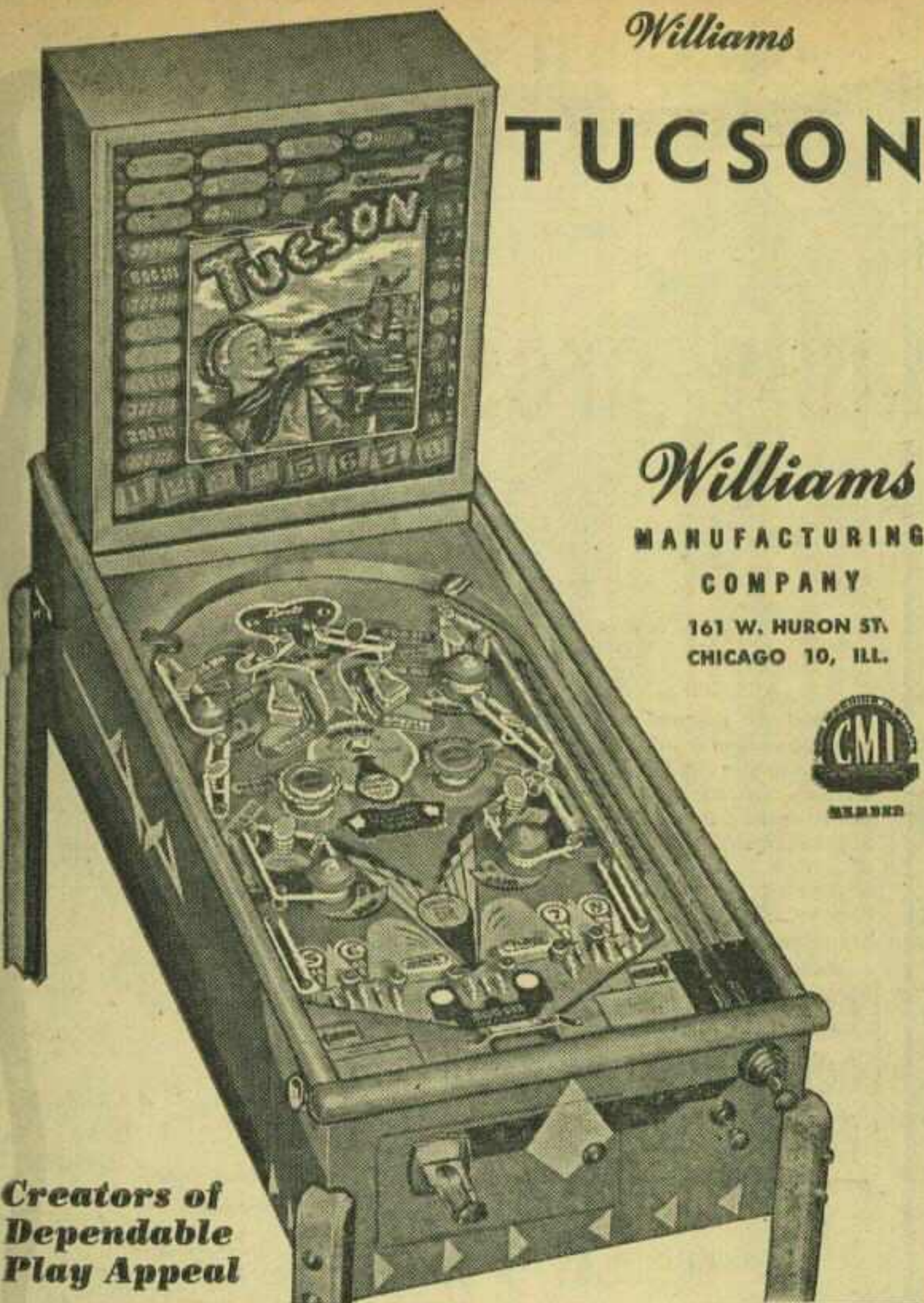
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Northeastern will give every operator, jobber and distributor in their territory the kind of co-operation and service that insure maximum player-interest and maximum profits to the trade from the great Bally line of coin-operated equipment.

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George Jenkins, Vice President and General Sales Manager

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Steel Ball Roll Downs	Write

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20 Like new Kunkels 10¢ Pop Corn Vendors	\$ 89.50
10 Like new Pop Sez 10¢ Pop Corn Vendors	89.50
1 Super Star Pop Corn Machine (New, in Original Crate)	Write

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Falcon's Shoe Shine, list	235.00

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3 O-B Eastern Electric Cigarette Vendors	185.00

SLOTS AND BELLS

1 Set of 5¢-10¢-25¢ Mills Club Bells. All for	\$425.00
Mills Black Cherry Originals, 5¢	125.00
10¢	135.00
25¢	145.00
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10¢ Watling Roll-a-Top	50.00
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JENNINGS LUXURY LITE UP BELLS, 125, clean merchandise, 5¢-10¢-25¢, 1 Cherry Pay Out—\$165.00 Each.

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CONSOLES

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TWIN HEAD MULTIPLE COIN PLAY



★ All the advantages of Twin Coin Head Multiple Play, plus the compelling power of POSITIVE ADVANCING ODDS that Multiply all the way from 2 to JACKPOT + 100, + 200, + 300, + 500 with each coin inserted. Odds ALWAYS ADVANCE — always INCREASE IN VALUE! Big Jumbo Size, smooth, quiet, motor-driven reels with tantalizing suspense... sustain repeat multiple play. New, modern, extravagantly handsome cabinet is set off with sparkling metal and natural wood grain trim.

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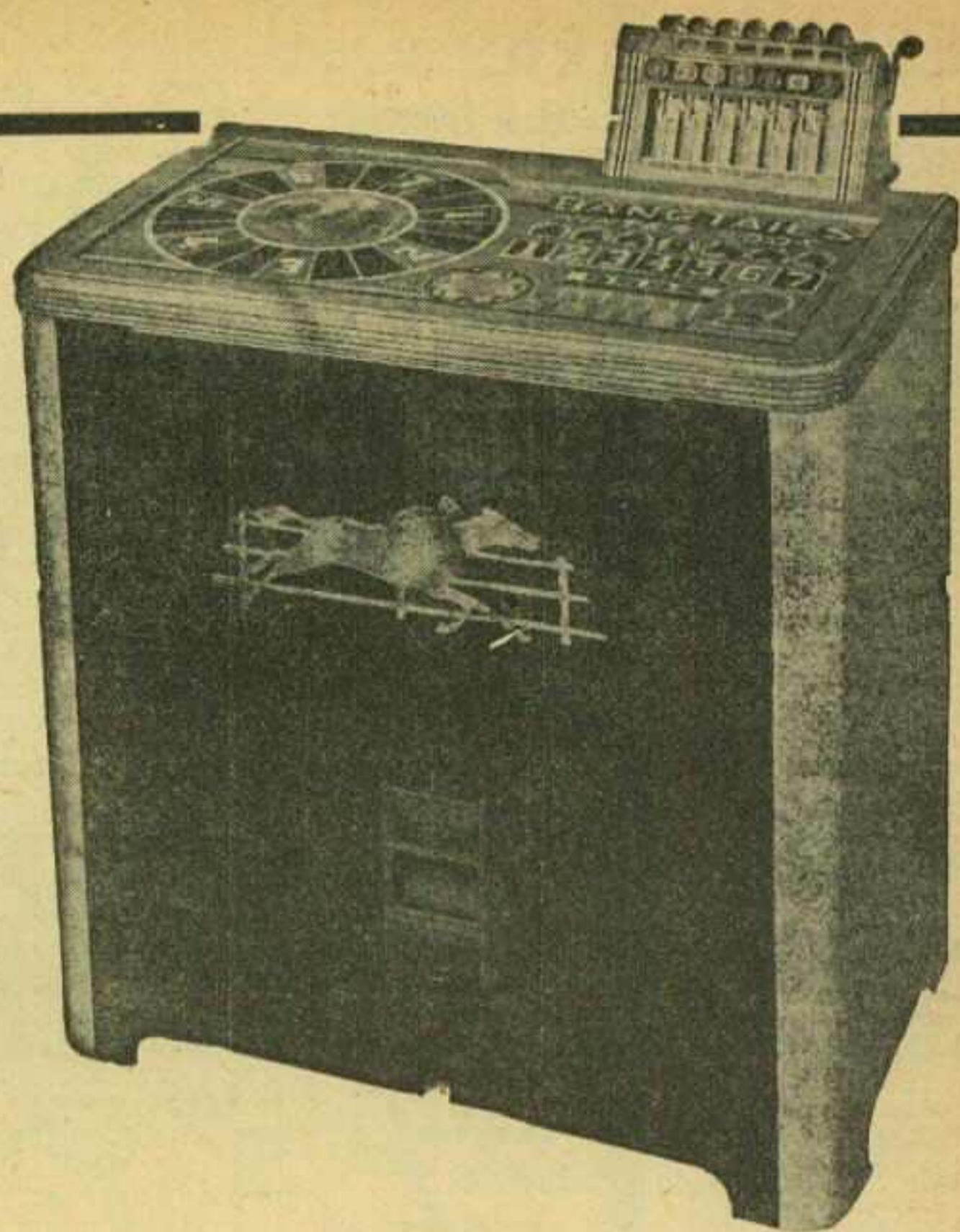
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SEE THE EVANS' CONSTELLATION AD ON PAGE 105

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BONUS
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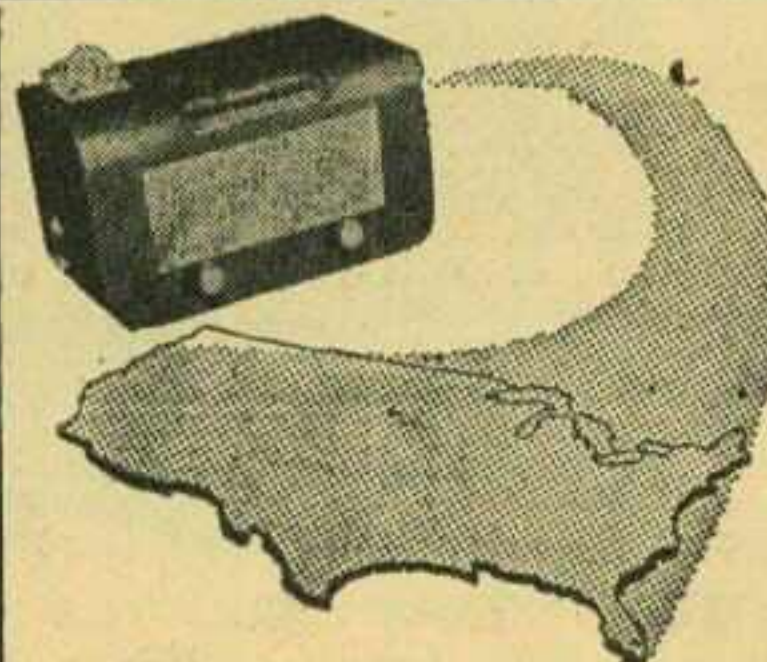
- ★ **2-WAY BONUS SUPER BELL**, famous 5 multiple, up to 5 coins each chute.
- ★ **GOLD NUGGET**, sensational Twin Multiple, 4-coin play console.
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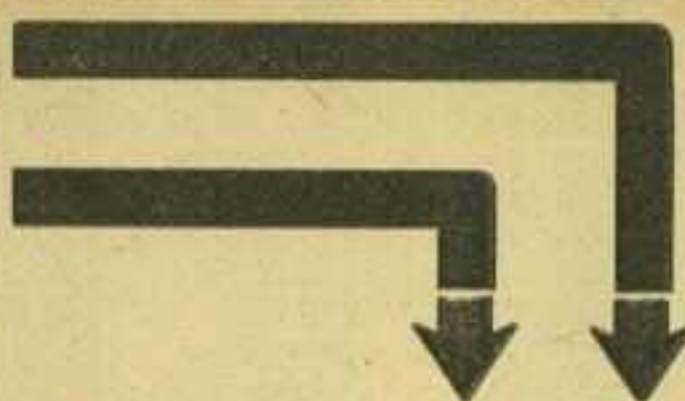
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CORRECTION: Our ad of January 22 erroneously quoted CONTACT at \$109.50. THE CORRECT PRICE IS—\$169.50
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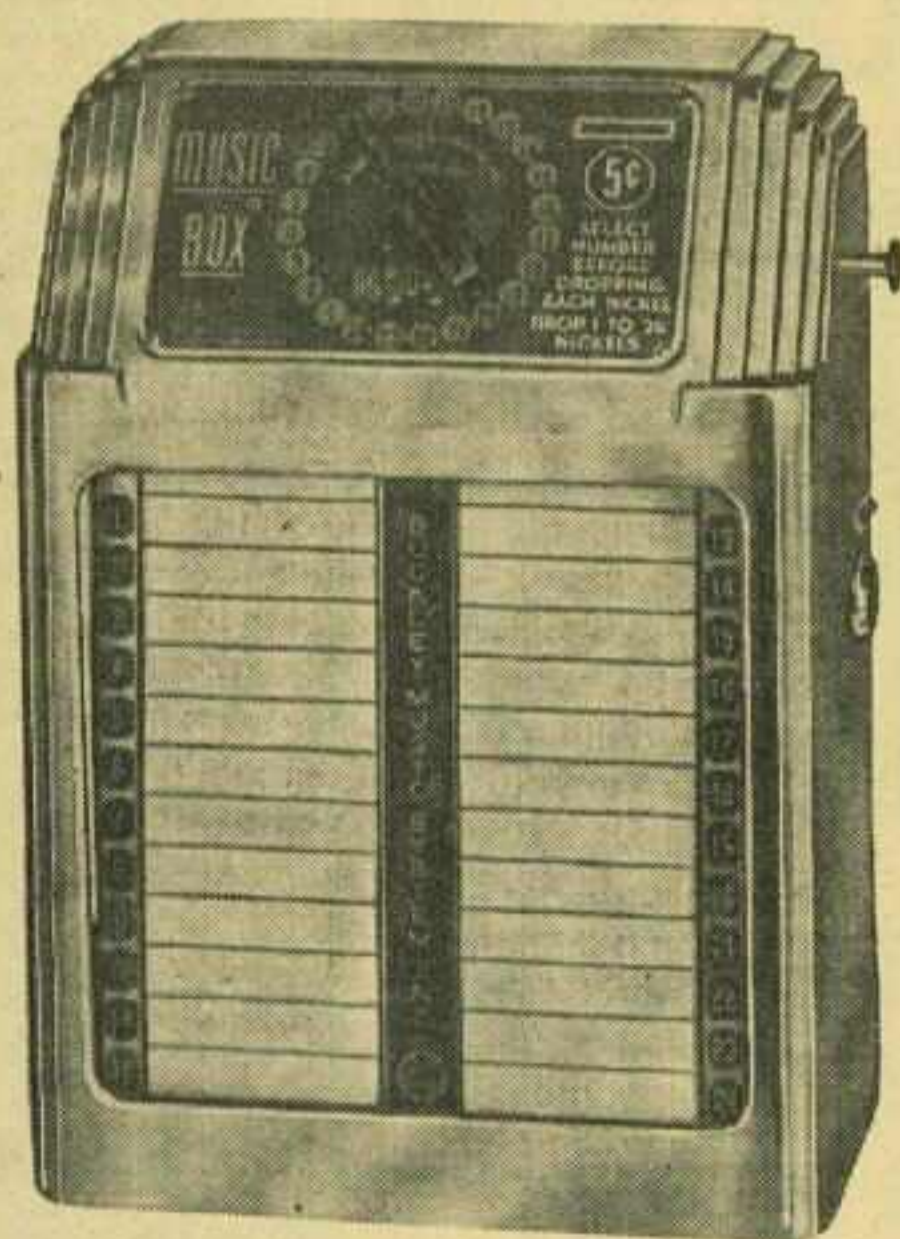
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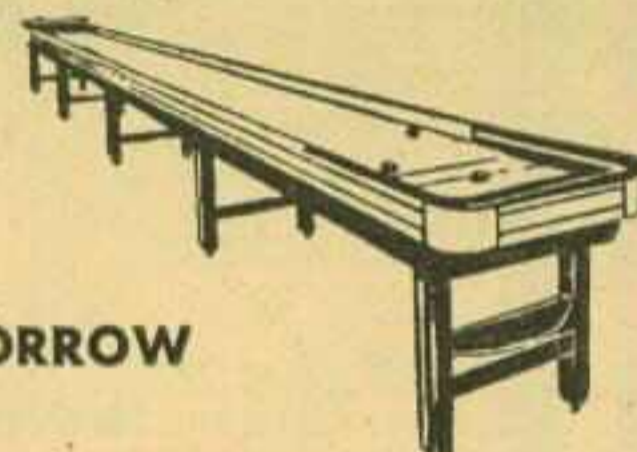
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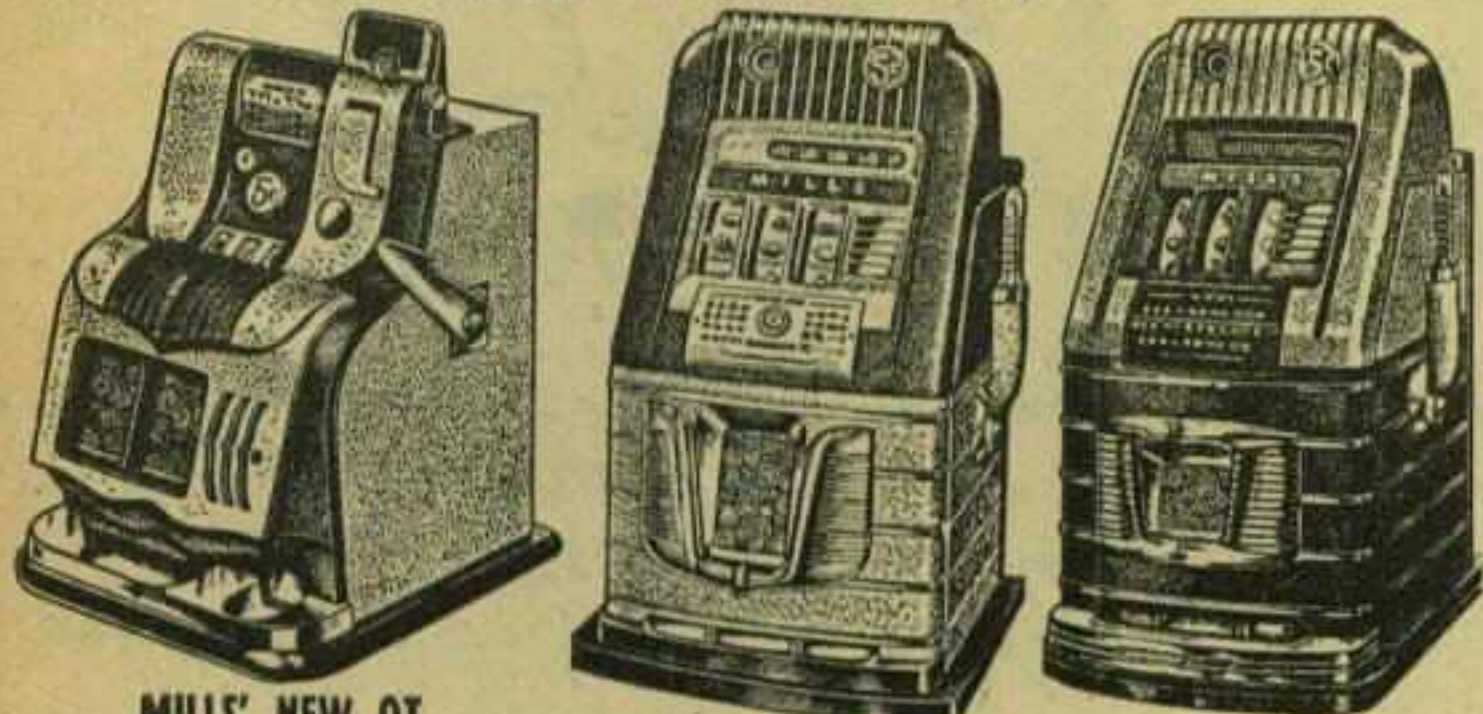
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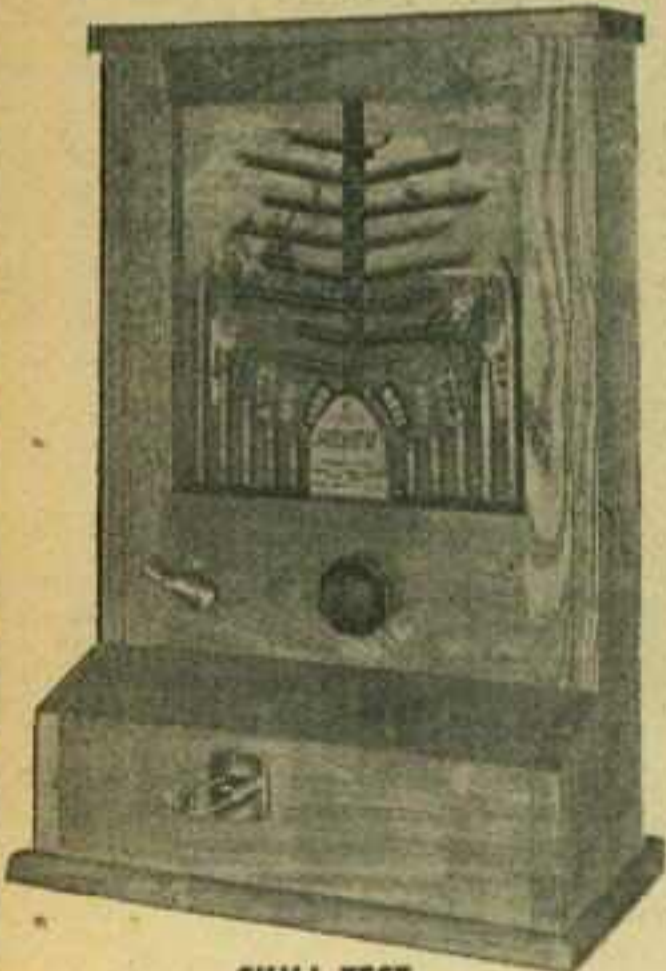
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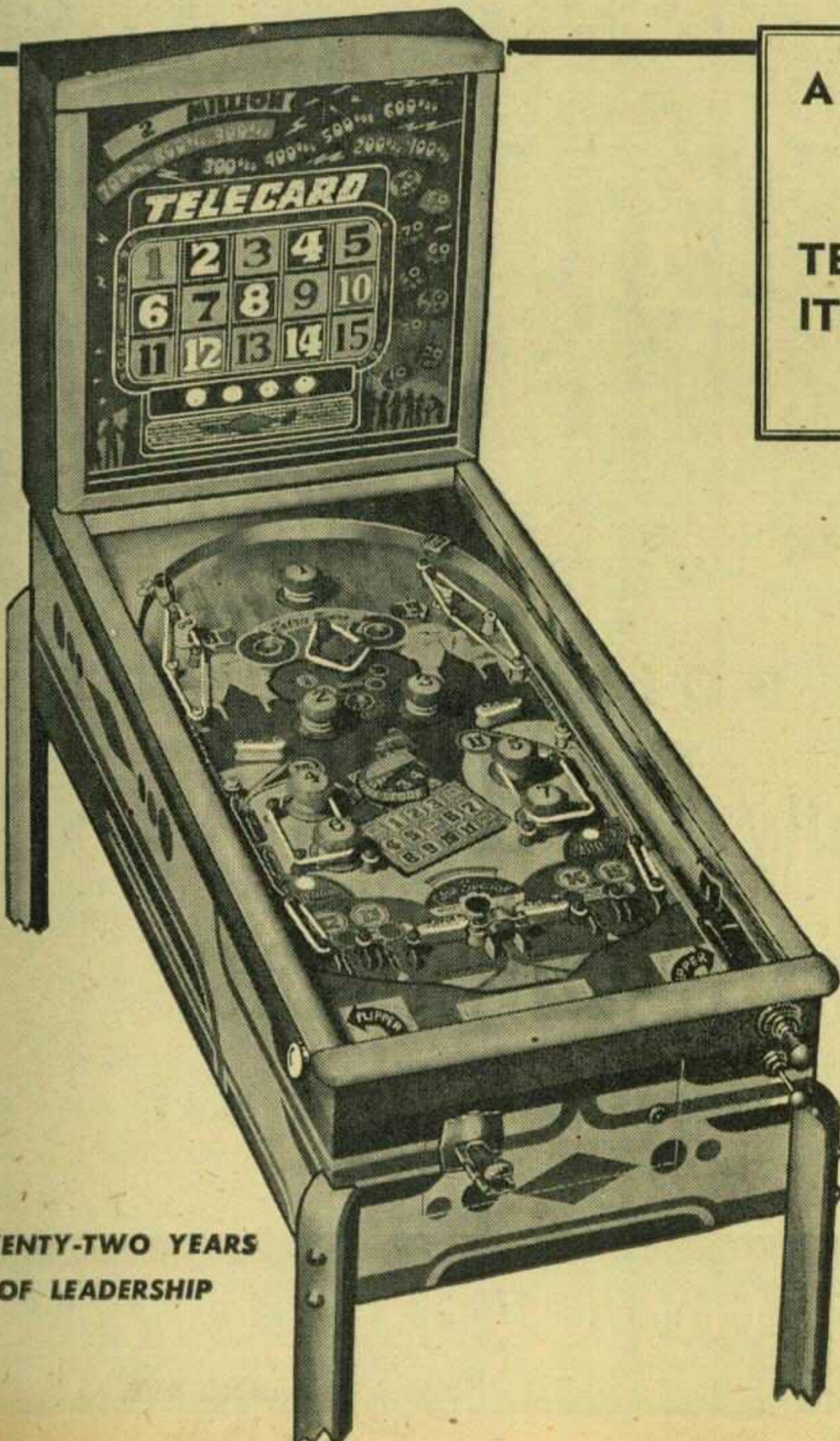
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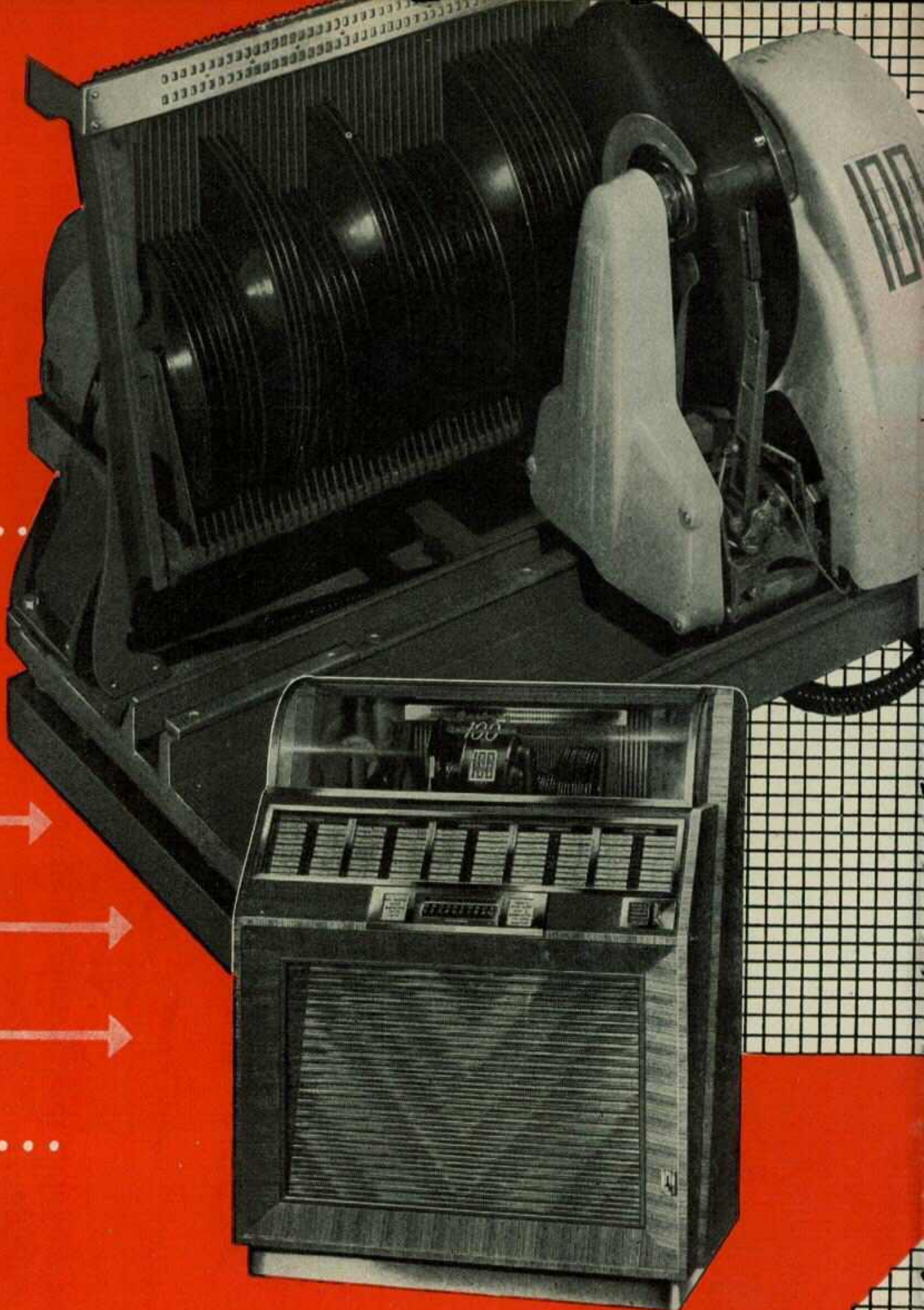


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