

Backbone of the music business in the Middle West, tho unknown to afficionados of TD or the Dix, are bandsmen like Lawrence Duchow. A veritable one-man music industry. Duchow not only leads a band and makes RCA Victor records, but is a songwriter and runs a retail and wholesale music jobbing business, under the tag of Red Raven Enterprises, in Appleton, Wis. He also operates a ballroom, the Raveno at Neenah, Wis. Here Duchow and the Red Ravens are moving a long string of payers thru a folk dance at the Trianon Ballroom, Chicago, where the Duchow Ravens play the newly introduced "Old Timer" dances every Wednesday night. Among Duchow's hot current RCA Victor pop specialty platters are "More Beer!", "Hot Clarinet Polka" and "Swiss Boy," Band is booked by the Morin-Schwartz Agency, Milwaukee.



SSBE: SPECIAL TY C.DAY SECTIO

OUT NEXT WEEK! The Billboard JUKE BOX OPERATOR SUPPLEMENT for 1949 Results of The Billboard's Annual Juke Box Music Record Poll (based on a compilation of the music popularity charts for 1948) featuring: 1. The year's most played records 2. The year's tep bands

3. The year's top male vocalists 4. The year's top female vocalists

ą,

5. The year's top singing and instrumental groups 6. Company labels with the year's most played records

7. The year's most played tolk records 8. The year's top artists on tolk records 9. Company labels with the year's most played tolk labels 10. The year's most played race records 11. The year's top bands on race records 12. The year's top female vocalist on race records 55 14. The year's top singing and instrumental groups on race records 13. The year's top male vocalist on race records 15. Company labels with the year's most played race records Results of The Billboard's Juke Box Operator Poll, trade and location 1. Best all-round record company service aspects, featuring: 2. Best information regarding new record releases 3. Best records from standpoint of wearing and reproduction 4. Who buys the records for juke boxes? 5. Sources of information as guide to buying records 6. Fair price for operators to pay for records 7. Effect of record ban on operation 8. Price operators can afford for new juke box Special feature articles A Special Issue devoted to the needs of America's Juke Box Operators Be sure to get your copy ... OUT TUESDAY, JANUARY 18

Vol. 61, No. 3



January 15, 1949

The World's Foremost Amusement Weekly

FOUR TV WEBS' COAX FEVER

BILLBOARD BACKSTAGE

Waxing Peace Faces Rehash Let's Not Get Dizzy on New In Washington

New Labor Law Awaited

WASHINGTON, Jan. 8.-Repercussions from the government's okay on the disk ban settlement are already developing on Capitol Hill. The joint labor-management committee, set up the Taft-Hartley Act, issued a report this week in which the group took a crack at what it described as a measure to "by-pass" the welfare fund restrictions in the act. The report, which may be taken as the stand to be followed in the 81st Congress by the powerful coalition of the con-

(See Disk Ban on page 21)

Kiddie Luncheons **Planned** for Airing

NEW YORK, Jan. 8.-Kappi Jordan and Selma Rich, music-disk flack associates, tee off wit' their For RCA story last week. Trouble was, Children Only Luncheons next Saturday (15) at the Pelham Heath Inn. The new idea, to be touted with radio spot announcements, is to have mothers leave their kiddies with the gals at the spot from 12:30-4 p.m. for a two-dollar bill, to split with the spot owners. In return for this, the kids will get a hot lunch, music and live entertainment, including magic acts.

Record Speeds; They're Here - By Joe Csida-In an extremely cart-before-the-| board. RCA is bringing out a 45horseish manner we did a little soapboxing in the December 4 issue on the imminent introduction by RCA Victor of its new 45-revolutions-perminute record, and then we did a story last week (January 8 issue) giving the full details of the RCA Camden factory's new phonograph sysin the last Congress to watch over tem. The theme of our December piece was that it was ill-advised for writers or anyone else in the record business to start condemning any new product (whether 45 or 33 1/3) before the full facts were known.

> This particular situation seems to us so important to the future of everyone in the record business, and particularly to dealers, that we're going to pop off again. Anybody who doesn't want to listen better turn to Jerry Franken's special TV C-Day section or Coinmen You Know right now because, friends, we're hipped on this one.

Some Reaction

Immodest as it may sound to report it, there was some reaction to our for the most part, it fell into the following categories: (1) Indignation, (2) Bewilderment, (3) Panic, (4) Some more indignation. Now look, readers, let's get realistic. Let's drop all the ifs and mighthave-beens, and this-would-havebeen-better-than-thats. Columbia has brought out, and done a pretty good job of promoting, 33 1/3 r.p.m. records. First they brought them out in what seemed to be a limited portion of the market (masterworks, substanout in a seven-inch version across the

Gyp's Strips KO Rand's Fans

r.p.m. record and player across the board in the spring. Each company believes it has a product that is better than anything ever put on the record market before, at a lower price. Sure, it would have been better if they (See Billboard Backstage on page 37)

TV 'Bird' Boost

NEW YORK, Jan. 8 .- One of the first examples of the impact of a television performance by a recording artist on that artist's disk sales is the case of Evelyn Knight. Two weeks ago Miss Knight did A Little Bird Told Me on the Milton Berle Texaco show via WNBT and the Eastern National Broadcasting Company (NBC) TV web.

Late the following day Decca's sales manager, Sid Goldberg, got successive calls from

C-Day Brings Need for New **Cable Shows**

Considerable Reshifting

NEW YORK, Jan. 8. - The four television webs, having wrangled and traded themselves into something resembling a working cable schedule, now are settling down to the less exciting but more important business of getting up shows which, starting C-Day, Wednesday (12) on, will carry into the Midwest. Considerable reshifting of programs was still going on at week's end, with none of the webs completely happy, but all now resigned to proceeding as best they can until new cable facilities to the Midwest become available next summer.

The trading was not confined to the New York-Washington-Chicago cable. Rather, it embraced all three directions, including the Chicago-Washington-New York westbound line and the New York to Washington eastern-only cable. One major deal of this sort was that made among DuMont, the American Broadcasting

Other spots in the New York area and principal Eastern cities have already been lined up for expansion of the venture when personnel can be tially), and now they're bringing them lined up.

his Philadelphia and Brooklyn distrib branches, each ordering 10,000 more records of Miss Knight's Bird disk. Both branch heads reported that dealers had called them to place additional orders for the disk, and claimed that the hypoed sale of the disk was strictly due to the number of people who saw Miss Knight do the tune on the show and who decided to go out and get the platter. Berle plugged Miss Knight as a disk star, which undoubtedly helped.

Company (ABC) and the Columbia Broadcasting System (CBS). The (Midwest, Here We Come on page 16)

Music Trademen Set Coast Meet; Spotlight Tele

HOLLYWOOD, Jan. 8. - Music Trades Association of Northern and Southern California and National Association of Music Merchants (NAMM) will join forces to conduct a three-day regional conference here, beginning Tuesday (18). Confab will draw delegates from the entire Western area and will be the largest regional meeting held here under NAMM auspices.

Meeting will feature a series of panels on new industry trends, with emphasis on television. Principal address will be made by Hugh W. Randall, NAMM president. Prominent equipment manufacturers and industry figures will also participate. Entertainment will be provided by top recording stars residing in this area, with over a dozen big names already lined up. A special tele broadcast, tying in with the NAMM conference, will be aired in co-operation with KTTV, local CBS-Los Angeles Times video outlet.

Fire Worries Miami Smart \$

MIAMI, Jan. 8 .- The fire at the Beachcomber is expected to have wider repercussions than whether or not Murray Weinger's Copa City will merge with Ned Schuyler's now shuttered Beachcomber.

The lack of business at the tracks as well as in the cafes has started the (See Heat's Really On on page 40)

Sally Hunting **Bill To Cut 20%** Gate Tax to 10% **Carny To Buy Faces Hard Fight Ostrich** Art

Nut Comes High-5G

NEW YORK, Jan. 8.-Sally Rand, who has been flicking multiple bucks from the natives along Midwest outdoor circuits for the past two seasons with the adroit use of a pair of ostrich cent levy on admissions to theaters, fans, is faced with the search for a new mud and dust route with the announcement that Carl Sedimayr Sr. has inked Gypsy Rose Lee to gage levies. succeed her on his Royal American Shows (RAS) in 1949. While Sally is still available, despite recent dickering, the nut comes high-upward Others would cut telephone, teleof five grand a week, including the gram, cosmetics, clock and travel real try at the moola that lies in the fans, but little else.

(See Sally Hunting on page 50)

WASHINGTON, Jan. 8 .- In view of the message by President Truman Wednesday (5) calling for an additional \$4,000,000,000 in taxes, the bill introduced earlier in the week reducing the admissions tax to 10 per cent. appears in for tough sledding.

The measure, hoppered by Rep. John Dingell (D., Mich.), would return to the prewar level the 20 per Memphis Cotton Carnival, which cabarets, ballrooms, fairs and sports RAS's spring dates and its entire fair events. The bill would also cut liquor taxes by one-third and abolish lug-

The Dingell measure was the first of a host of excise chopping bills introduced by legislators this week. ns, but little else. Blond Sally, who made her big- to cut the taxes on disks or radios lcan, it will be the second year that and parts.

Royal Shows Book Peeler For Sawdust **Bows in Cotton Carny**

MIAMI, Jan. 8 .- Gypsy Rose Lee will be featured with the Royal American Shows, beginning with the opens May 7, and continuing thru the route.

Negotiations, long under way, between Gypsy, her agent, Frank Taylor of Chicago, and Carl Sedlmayr Sr., Royal American owner, were completed here Wednesday (5).

For Gypsy, it will mark her first (See Gypsy Joins on page 50)

GENERAL NEWS

The Billboard

January 15, 1949

Excess Profits Tax a TV Hy

Truman's Plan Seen Likely To **Prime Pump**

\$\$ Rush to Video Predicted

NEW YORK, Jan. 8 .- While a preponderance of influential business and political sentiment sees less than a 50-50 chance of a new excess profits tax (EPT) being enacted by the new Congress at the behest of President Truman, even this skeptical faction would not be greatly surprised if the President performs another minor miracle by getting such a law thru.

In that event, the peacetime EPT will of necessity be milder and different in several respects from its wartime counterpart, and altho it may depress general business somewhat, its impact on the amusement industry, particularly the broadcasting field, is likely to be less burdensome than on most other lines. Broadcasting, especially television, may actually benefit.

During the war years, when the EPT rate was 85.5 per cent, the majority of corporations-and American industry as a whole-still managed to wind up with total profits that were well above the average of their base periods. It is reasonable to supvarious tax plans now under con- some certain pitfalls. sideration.

NUMBER ONE
ACROSS THE MUSIC-DISK BOARI
No. 1 On the Honor Roll of Hits
BUTTONS AND BOWS No. 1 Sheet Music Seller
BUTTONS AND BOWS
No. 1 Most Played on Disk Jockey Shows
MY DARLING, MY DARLING, J. Stafford-G. MacRae and The Starlighter
No. 1 Disk via Dealer Sales
BUTTONS AND BOWS, Dingh Shore, Columbia 20204
no. A Disk in the Nation's Juke Bores
A LITTLE BIRD TOLD ME, E. Knight-The Stardusters, Decca 24514 No. 1 Most Played Juke Box Folk Record
ONE HAS MY NAME, Jimmy Wokely, Conkel 15100
the a best setting herall Folk Record
ONE HAS MY NAME, Jimmy Wakely, Capitol 15162 No. 1 Most Played Juke Box Race Record
BEWILDERED, Red Miller Trio, Bullet 295
No. I Best Selling Retail Race Record
BEWILDERED, Red Miller Trio, Bullet 295
No. 1 Sheet Music Seller in England BUTTONS AND BOWS
Leading albums, classical disks English and Canadian back at a
music-disk popularity in Music Popularity Charts, pages 24 to 36 In Music Section
Tax Planning No. 4 in a Series:
Don't Sign Anything Hastily;
Don't Sign Anything Hastily;
May Be Your Life, Brothe
,,,

By Lewis C. Lebish New York CPA and Attorney

The first three articles in this series | examination was over. So he signed concerned themselves with the in- it and the tax examiner left. terpretation of the tax laws. This Subsequently, he received a nice piece is purely informational. Here big fat juicy tax bill and the minute pose, therefore, that good profits can the writer will show some of the he received it he suddenly decided Abolition of the section of Pennsylstill be earned under a less stringent things that he has come across in his he needed someone's advice. He vania's local tax law under which EPT such as that proposed in the practice, to help the reader avoid came to me and when I looked into municipalities and school boards may VOU are not supposed to be a tax expert. Never sign papers pre-Details of three such plans already sented to you by a tax agent without assessment. signing. You may sign your life away and never know it. This happened Watch Out for Quacks several weeks ago. A chap whom I Another situation that frequently know socially asked my advice about something that happened to him in his business. It seems that a tax examiner audited his books and then asked him to sign a paper. He asked the examiner what it was that he was requested to sign. The reply was vague and he got the impression that his signing the paper would not mean (See Tax Planning on page 50) anything other than the fact that the OFF TO A GREAT START the great new feature of ... Billboard PART XII The Honor Roll of **Popular Songwriters** PEATON Last Week's Feature Songwriter STEPHEN FOSTER NOW ... don't miss NO. 2 IN THE SERIES HARRIGAN AND HART in this issue (including) BRIEF BIOGRAPHIES CHRONOLOGICAL LISTS OF THEIR OUTSTANDING SONGS ANECDOTES ON SELECTED SONGS PUBLISHERS **RECORDS AND ALBUMS AVAILABLE**

the matter I discovered that this levy amusement taxes was recomparticular party had signed a waiver mended Wednesday (5) by the Legiswhich meant that he agreed to all lature's tax study committee. the findings of the tax examiner and that he waived all his rights in the State have imposed taxes, gento fight the tax authorities on their

'48 "Cleaner" For Detroit

DETROIT, Jan. 8 .- Show business in Detroit has been getting consistently better for the past three yearsfrom the standpoint of official morals, not the box office. At least that's the conclusion to be drawn from the summary of official censorship, released by Police Sgt. Howard Stewart, in charge of the censorship squad under Inspector Herbert W. Case.

In the cabaret field, the censors found it necessary to issue only 66 "corrections" to individual performers last year, compared with 116 in 1947 and 121 the year before. Part of the improvement here may be attributed to a decrease in number of spots having shows; 59 cabarets were kept under surveillance last year, compared with 94 in 1947.

Theaters Cleaner

The city's theaters chalked up a total of only 53 "corrections," against 95 in 1947 and 110 in 1946. Of the 53, 18 were for fronts of theaters and a couple for newspaper advertising of "for adults only," and some of the 18 applied to movies rather than to stage shows.

Burlesque, with two theaters running year round, needed only 14 "corrections," while the two legit houses rolled up 11, and vaudeville, running only spasmodically, accounted for 10 -a fairly high figure for vaude, according to Stewart.

Pa. Tax Relief Recommended

HARRISBURG, Pa., Jan. 8, -Numerous local government units erally about 10 per cent, on all types of admissions. The local tax law, enacted in 1947, enabled them to do this.

Snyder's Tax Plan

are known, and the final bill is ex- first finding out from an expert in pected to be a composite of these these matters just what it is you are proposals. The EPT drawn up by Secretary of the Treasury John T. Snyder almost a year ago-and expected to be revived in substantially the same form-calls for a tax of 75 per cent on excess profits, compared with the wartime 85.5 per cent, but grants a specific exemption of \$50,000, against only \$10,000 in wartime, and in addition allows an EPT credit equal to 135 per cent of the (See TV May Get on page 18)

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The Billboard Main Office, 2160 Patterson St., Cin-	
einnati 22. O. Superription Hate: One year, \$10.	

crops up is the blind belief in someone's having a friend who knows someone who knows someone who can do something or other. In 99 per cent of these cases it has been my experience that trusting your affairs to anyone in this manner is bound to give you a headache that cannot be cured by Alka Seltzer. You

Five-Month Aussie Tax \$6,789,250

SYDNEY, Jan. 8 .- Receipts from the entertainment tax, which covers all forms of amusement, for the five months ended November 30 totaled \$6,789,250, compared with \$6,743,500 for the same period last year.

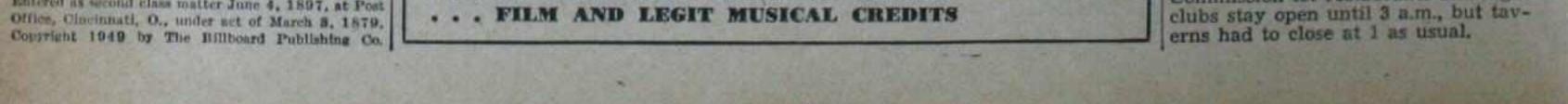
The tax for the full financial year ended June 30, 1948, was \$16,894,592. but no breakdown has been made available by the Treasury, so there is no telling which branch of the industry is providing the bulk of the revenue or how attendances compare with previous years. It would appear that the postwar boom in legit may account for the lion's share of the increase, altho the introduction of night trotting races must also play some part, for attendances at the tracks have been large.

New Year's Eve Biz **Okay at Bridgeport**

BRIDGEPORT, Conn., Jan. 8 .--Altho New Year's eve business was not sensational in this sector it was satisfactory to all niteries, despite icy roads and a sleet storm, and all in all averaged up to that of last year.

Prices ranged from \$6 to \$25 a couple. All of the large theaters in the center of town ran midnight shows. The New Haven Railroad ran an excursion to New York, which returned at 4:30 s.m., at a bargain rate of \$2 a round trip. (Regular fare is \$4.) The train was crowded.

The Connecticut State Liquor Commission let restaurants and night



RADIO Communications to 1564 Broadway, New York 19, N. Y. The Billboard

5

WHAT DO THE RATINGS MEAN? **CBSvsNBC--Network Battle Page**

By Jerry Franken

THE Hooperatings told the story-or did they? This was Question No. 1 and Topic A in radio and advertising circles this week, following the debut of Jack Benny and company on the Columbia Broadcasting System (CBS) January 2. For his tee-off, Benny turned up with a neat and somewhat gaudy 27.8, a new high for him this season. And, seemingly, Benny threw a stone into the Hooper pool, for the ripples of increased ratings carried thru-at least for January 2-until 10 p.m. That night on CBS, with every show, from Spike Jones at 6:30 to and including "Our Miss Brooks" (note, please, a CBS package), reporting higher ratings. Correlatively, every show of the National Broadcasting Company (NBC) from 6:30 until 11 p.m. lost Hooper ground.

What did it mean? Was it a debacle for NBC or merely the to-be-expected normal American listener reaction to the floodtide of publicity which has attended the shift of the gray, balding comic from Waukegan, Ill.? Would it level off in time, with CBS in the lead permanently, or would NBC retrieve its long-vaunted long-entrenched Sunday dominance? And how much did the fortuitous announcement from Washington, just two days before Benny's CBS premiere that the sale of Amusement Enterprises, Inc. (AEI), to CBS would not gain approval as a capital gains sale, thereby depriving Benny and the erstwhile AEI stockholders of a cool \$1,500,000, contribute publicity-wise to the Benny rating? Especially in view of its terrific play by the dailies, which reported that the government had clipped Benny for \$3,000,000 and more?

So, again, what did it mean? And more importantly, what is NBC planning in the way of counterattack, and CBS in the way of preserving its edge. The answers-in part, if not fully, for both networks are determined to keep the situation fluid and thus not bind themselves to any firm decisions-are presented below. In the case of each of the webs it is the opinion of a highly placed, responsible company officer, each of whom prefers anonymity.

NEW YORK, Jan. 8 .- "It takes more than one gulp to make a drink." That's the immediate reaction of National Broadcasting Company (NBC) to the whuppin' it took, Hooperwise, January 2. Beyond that, NBC is still pitching to bolster its Sunday program line-up. It is planning a king-size sales promotion counterattack of its own-and it still doesn't like the flavor of capital gains deals.

Re this last, NBC feels that there's something slightly askew, morally, on cap gains-an aroma of tax dodging. The network feels, too, that it's a discriminatory practice against those performers who can't take advantage, and that it will semetime hike the cost of radio as a medium. In view of a growing pressure for rate reductions, says NBC, that makes no sense. Meanwhile, the network is getting ready to pelt advertisers and agencies with its major pitch for 1949-that NBC is still the best buy in the medium, moves the most goods and reaches the most people with most of the most popular shows. NBC calls this getting down to fundamentalsand away from the rating pitch. Whether Benny comes or goes, NBC argues, its facilities remain unchanged and rank ahead of its competition. Beyond that, NBC claims that advertiser reactions lately have been increasingly critical of radio's cost elements, and this is where its physical set-up will pay off.

Round 1 Not End of Sun. Fight; CBS Says: 1st Round's Won, NBC Plots Counter Bally Blows And the Sun. Fight's Ours

NEW YORK, Jan. 8 .- "It was the first atom bomb ever to hit radio, and like an atom bomb, its effects are going to be felt for a long, long time." That is how the Columbia Broadcasting System (CBS) brass feels about the dramatic turn of events which characterized Sunday night listening last week. To continue: "It took us two years and more; it took a lot of money and innumerable heartaches. Now we're cashing in, and it's only the beginning. For the first time in a long time, we've got the edge."

The Sunday night picture, coupled with CBS's pay-off in its long-term package building program (with 23 now on the air, sold commercially), has brought about a breathtaking reversal in the competitive position of the two top webs, CBS feels-and guess who's on top now? It has had impact thruout the entire network organization, on its affiliates, and terrifically so on advertisers and agencies. Some of the last two, a bit cold to CBS in latter days, are now literally tumbling in via the transom.

Old Gold Pitch

The Sunday night program line-up is a long way from being firm, and NBC admits it, and says it's gotta be kept fluid. The web is trying, without too much confidence, to get the Old Gold Amateur Hour and the Theater Guild for Sunday nights, but Old Gold is loath to get into the picture, with Philip Morris and Luckies already represented, and U. S. Steel, the Guild sponsor, has a loyal regard for ABC, where it now airs.

This means that NBC's Sunday picture will be unsettled for some time, with the Rexall Phil Harris show still a question mark.

If Old Gold and Steel definitely say, "No," the network will probably move other commercials over to Sunday, vamping till ready with shows it now hopes to build.

On the promotion side, NBC's in-the-family theme is going to be, "C it out of your foxholes and fight." This will characterize its annual affiliate clinics on promotion and publicity, to be held this spring. It will be reflected in highly competitive copy directed toward clients and it will reflect, in another way, in a collection of stunts now being worked up. The NBC message will also get a thoro exposure via the recently completed Behind Your Radio Dial film and via emphasizing Hooper and Broadcast Measurement Bureau (BMB) figures giving it network leadership. A lotta guys at NBC figure they're getting into show business now.

How Two Webs Interpret Jan. 2 Audience Changes

bia Broadcasting System (CBS) will p.m. radio family. tell you that it picked up 28,000,000 program listeners Sunday, January 2. low, a gain of 28,142,000 program (NBC) will tell you that the CBS 30,294,000 listeners. way of making with statistics is the height of absurdity. CBS added its of research and normally a placid advertisers and agencies involved in to react publicly were those reprepared to the previous Hooper report, latched on to the CBS data. "The working in half-hour program units. method," he said, "is somewhat ridic-This was then related to total U.S. ulous. CBS has added up Hooper radio homes, with the share of homes

NEW YORK, Jan. 8 .- The Colum- | then multiplied by 2.2, the average

This gave CBS the total shown bewhen Jack Benny joined its roster. listeners. On the same basis, CBS The National Broadcasting Company happily reports, NBC lost out on

> Hugh (Mal) Beville, NBC director (See How Two Webs on page 6)

8:30 P.M. Question

On the program side, CBS figures it now has the bulk of its Sunday picture set, and the changes that are due later this year can only put icing on the cake. That open 8:30 p.m. spot CBS now has, for instance, is a sword over the National Broadcasting Company's (NBC) neck, says CBS; it makes it doubly difficult for NBC to maneuver, and sell the time, until CBS makes up its own mind. Thus, NBC will have to keep jouncing on its toes, and you get tired doing that, especially when your competitor (CBS) has a few more up his sleeve.

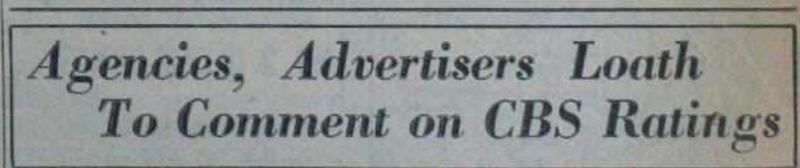
Those few more would include, of course, Bing Crosby, Fibber McGee, Edgar Bergen, Phil Harris (see story elsewhere in this issue) and other capital gainers CBS is ogling. The chief difference on the program side, in CBS opinion, is that CBS has momentum, and NBC isn't yet under way. Now it's NBC's turn to learn the travail involved in creating programs-an accomplishment which can't be approached philosophically.

Claims that the CBS capital gains policy is hiking talent and radio costs are ridiculous, the network says. Neither Benny nor Amos 'n' Andy has cost their respective sponsors any more since acquired by CBS, nor will they in the future, nor any of the others CBS is pitching for. And as far as talent costs, CBS argues, it's helped bring them down. Two years ago, when CES was in the same spot NBC is in now, it refused to pay steep prices for stars. The packages it has since built have all been low budget shows-the highest is Arthur Godfrey's Talent Scouts, scaled around \$7,500. That high talent cost argument, maintains CBS, just doesn't stand up.

Cap Gains 2-Sided

The capital gains transactions are two-sided deals, in Columbia's view. It's a sale on the one hand, and a capital investment on the other. So far, CBS has a bit over \$5,000,000 in Benny and A 'n' A; it expects to get every cent of that back, and a profit. Amos 'n' Andy projects are now under way, including a TV show, and a doll. Other properties to be acquired will have to have similar potentialities-above the program worth-to excite CBS interest, but if they're not self-liquidating, they're not for CBS.

But meanwhile, feel William S. Paley, Frank Stanton and company, Columbia's calling the shots. Nice feeling.



first Hooperatings scored by the new Columbia Broadcasting System the new CBS juggernaut. (CBS) line-up, topped by Jack Ben-

NEW YORK, Jan. 8 .- In the main, ny. Oddly enough, those most loath total gain in Hooper points as com- guy, got truly choleric when he the Sunday night network scramble sented by programs on the National were reluctant to comment on the Broadcasting Company (NBC), whose shows all suffered rate losses due to

(See Agencies, Advertisers on page 6)

The Billboard

January 15, 1949

NEW CBS ONSLAUGHT DUE?

Bing, Fibber, **Harris** Next **On Schedule?**

RADIO

Rexall Hot for Switch

HOLLYWOOD, Jan. 8 .- Word that Columbia Broadcasting System's (CBS) topper, William S. Paley, will arrive here next week had the rumors riding high, with dopesters betting that the next Paley raid will see the Bing Crosby, Fibber McGee and Molly and the Phil Harris shows in the CBS bag. Money went heavy on the possibility of a Crosby catch. It is known that Philco advertising Veepee James Carmine's Coast hop will be timed with Paley's arrival. It was also learned that Crosby had been approached for a switch to CBS after his pact with American Broadcasting Company expires in June. A spokesman for Der Bingle added credence to this by telling The Billboard that Bing is open to offers from CBS. He added that the deal would have to be different from the type made between Jack Benny and Paley, since Crosby's salable properties are not similar. Nature of the "properties" was not explained.



KLZ Program Director ARLES ROBERTS

Roberts, with his carefully chosen staff of writers, announcers, producers and talent, has made KLZ-listening an ever more popular habit in the Rocky Mountain region.

KLZ, DENVER

Agencies, Advertisers Loath **To Comment on CBS Ratings**

(Continued from page 5)

One exception to the NBC roster of silence was the Philip Morris cigarette firm, which is competing with Benny via the Horace Heidt program. A company representative said this Coca-Cola, International Silver, week that "Philip Morris had not American Tobacco and the other acauthorized the move without first giving it careful and exhaustive study. After Jack Benny's picture and stories (in connection with his attitude. capital gains deal) were plastered all over the newspapers a few days before his initial program on CBS, no one was surprised at the first rating. ... Horace Heidt has been our most successful show, and I can't, at this time, see any reason for a change."

Lever Bros., sponsors of Amos 'n' Andy, commented briefly, "We consider the first rating very satisfactory-a good omen for the future." J. Ward Maurer, advertising head

of the Wildroot Company (Sam Spade, CBS), said he had no comment, other than "I certainly see nothing to be unhappy about." But counts and agencies involved in the Sunday scramble, maintained a mum

Tuttle Observes

One extensive observation, however, was given The Billboard by Willson M. (Bill) Tuttle, radio-TV veepee of Ruthrauff & Ryan (Amos 'n' Andy). Said Tuttle:

"To begin with, all connected with the Amos 'n' Andy operation are more than happy and gratified to have the Jack Benny program as our next door neighbor on CBS Sunday night. . . . Naturally, we expect Benny's adjacency to increase audience flow for Amos 'n' Andy. From that point on we are confident, as has been proved over the years, that Freeman and Charlie will retain and make converts of those who sample their wares,

"We can only hope that the individual ratings taken last Sunday night are indicative of this strong 1-2 punch. However, we would only be deluding ourselves if we didn't take into recognition the fact that Benny's move has attracted nationwide publicity for some weeks. Moreover, CBS has done an admirable job of exploiting their acquisition thru the intelligent use of paid announcements in various media. "Once again, however, those of us connected with the A&A operation take pardonable, paternal pride in the fact that, according to the last published Nielsen ratings, this program improved its position as follows:

Harris Reluctant

huddle with Harris the day the CBS exec hits the Coast. Paley and Harris will discuss the show's switch to CBS at lunch Monday (10). Harris, it was learned, refuses to move from his present National Broadcasting Company (NBC) Sunday night slot, despite more than a month of wrangling by the Rexall Company, his sponsor, and the agency, BBD&O. Harris reportedly thinks this is the time for him to become top man on the NBC Sunday pole, what with (See CBS Onslaught? on page 8)

WDSU broadcasts 5000 watts

from the French Quarter to

WDSU's dominate Hoop-

erating proves that honoring local institutions

creates high listener

Por Orleans.

ABC

the Gulf and South Louisiana listeners.

From daily association with time-honored

New Orleant institutiont WDSU has

developed a high quality of integrity.

WDSU devotes program time regularly

and exclusively to the St. Louis Cathedral,

the International House, Moisant International Airport, Tulane University,

Union Station, the Municipal Auditorium,

loyalry.

Symphonics and Operas,

TALK

to the

SOUTH'S

NEW



(Continued from page 5)

points on a half-hour basis. Had It was learned that Paley would they used quarter hour ratings, their total number of new listeners on this basis would have been twice as high; on a one-minute basis, 30 times as high-or 1,120,000,000 listeners. How silly can you get?"

The January 2 city report gives NBC an average of 10.4 and CBS 12.0, The U. S. Hooperating projection gives for that date NBC 10.9 and CBS 11.8. The CBS statistical translation gives that network a gain of 34 Hooper points for January 2 as against December 19, and NBC a loss of 36.6 Hooper points for the same period. In any event, a statistical barrage such as this is no place for a newspaperman.

NBC also argued that if the CBS procedure were used for the entire week, NBC would have an excess of listeners over CBS of 38,000,000. NBC also claims that Hooper's city ratings are popularity measurements and not projectable. No one knows, argues NBC, what happened in the entire U. S. An approximation is possible, continues NBC, if the new U. S. Hooperatings are projected to ference in the 36-city rating average. 10 by kinescope.

"TOY SHOP" GETS B. R. NEW YORK, Jan. 8 .- The Toy Guidance Council this week signed to sponsor a new video show over American Broadcasting Company January 2, which would show that (ABC) titled The Toy Shop. The the CBS rating advantage per half show will air Sundays, from 6 to 6:30 hour between 6:30 and 11 p.m. (Sun- p.m., EST, starting March 6. The day) is 0.9 as opposed to the 1.6 dif- ABC package will go to 20 stations,

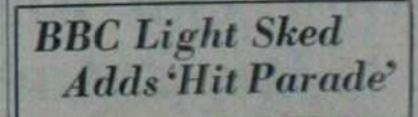


37th to 12th post in total audience 38th to 13th post in average audience

This increase, it must be remembered: was without benefit of Jack Benny.

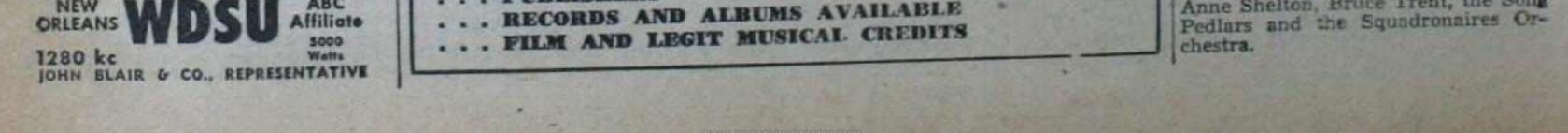
"It stands to reason that NBC must, at the moment, be burning the midnight oil as to how they're going to face this Sunday night competition. Certainly, it must be evident that their stranglehold on Sunday has been broken completely. It's asking a bit too much of Phil Harris and Fred Allen to hold the citadel singlehandedly. Too, as you are so well aware, the rumor still persists that Harris is going over to the CBS camp.

"In short, following the relative merits of NBC and CBS on Sunday nights, the cry seems to be 'The king is dead, long live the king.""



LONDON, Jan. 8 .- The Light program of the British Broadcasting Corporation (BBC) stepped up its 1949 schedule with the introduction, Tuesday (4), of a new series called Hit Parade. The program features the seven best-selling songs of the week selected as the result of sales by music publishers.

Artists on the program include Anne Shelton, Bruce Trent, the Sohr



RADIO

CBS for 'Paris' Station Sales Up; Avco Doomed? **Robson Lams**

HOLLYWOOD, Jan. 8.-Raymond R. Morgan Agency will begin production of the new This Is Paris weekly airer late this month, with the show set to debut over the Mutual Broadcasting System (MBS) about March 1. Producer William Robson this week resigned his berth with Columbia Broadcasting System (CBS) in Hollywood to work on writing and production of the new Morgan package. Robson and producer Sam Pierce leave for the French capital next week for an indefinite stay, during which period they will produce a series of taperecorded programs to be backlogged for future use.

Show, which will star Maurice Chevalier as emsee, will include combined features of audience participation, variety and comedy shows. Taped airers will be flown to New York weekly. Future plans include possible film version of series for American tele release.

NBC Cuts Tests For New Shows

NEW YORK, Jan. 8 .- In line with its plan to develop new radio programs, National Broadcasting Company (NBC) this week cut waxings on two prospective shows. Mickey Roone headed the cast of one, a comedy airer, which is tentatively dubbed the Mickey Rooney show.

Carlo D'Angelo, radio director, returned to thesping in playing the title role on the other audition, The program, Papa Romani, formerly was listed on the docket as Little Angelo.

After Midnight 39% of N. Y. Still FCC May Junk Tuning; "Milkman's Mat." Tops Procedure To

of 39.3 per cent of the homes in the metropolitan New York area listen to the radio after midnight, according to a survey conducted in November by Pulse, Inc., for WNEW, New York. Personal interviews were used to get the ratings.

In April, 1947, the last study of this nature, the average sets in use between midnight and 1 a.m. was 9.4 per cent. In 1948 the jump was al-Sets in use are low at 11:45 with 7.4 er cent, but this quickly increases to 16.3 per cent at midnight, an amazing hike.

year age category, but almost one- strongest opposition.

NEW YORK, Jan. 8 .- An average | fourth of the night owl dialers are between 20 and 29. Altho females dominate daytime listening, the postmidnight situation is reversed, 55.7 per cent of the listeners being men. The average nocturnal radio fan stays tuned in for an hour, and 57.2 per cent tune in two or more times a week.

WNEW's The Milkman's Matinee with Art Ford and Johnny Dale is the top program favorite after midmost 50 per cent, up to 13.9 per cent. night. The program nets 21.6 per cent of the homes that dial, and 55 per cent of the individuals listening catch his show at least once a week. Stacked up against stations which Amor_ post-midnight listeners 65.6 offer their listeners name bands, the are under 40 years of age. The larg- program won a 35.4 rating as against est group of these fall into the 30-39 a weak 10 rating achieved by its

Speed Okays

Congress Probe To Resume

WASHINGTON, Jan. 8 .- The annual report of Federal Communications Commission (FCC) revealed this week that station sales fo. the 1948 fiscal year exceeded those of the calendar year (The Billboard, January 1), raising anew the likelihood of scrapping the Avco rule.

With the fiscal year transfer rush total of 384 topping the calendar year by some 30 sales, a move by the FCC to diminish the processing time of transfer bids by eliminating Avco procedure would be likely to meet with the approval not only of congressional appropriations committees but also of the Senate Interstate Commerce Committee.

Probe To Resume

One of the first official steps of the group is expected to be the naming of a subcommittee to proceed with WASHINGTON, Jan. 8 .- The Fed- pany was recently deemed by the the broad probe of the communicathe subcommittee hits the FCC phase of the investigation.

Avco procedure was virtually ruled out in the old White bill, which this

FCCFaces Jan. 19 Battle Over **Ceiling on Controlled Outlets**

bent on keeping its proposed ceiling TV bids. on control of AM, TV and FM sta-"Cisco" Shift Opens to liberalize the proposed rule on pany. minority interests but also for a boost in the respective maximums outlined by the FCC for controlled stations.

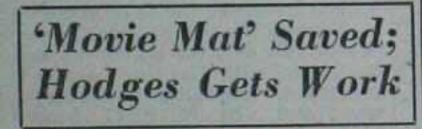
Communications Commission FCC to control Allen B. DuMont tions industry launched by the White (FCC) will enter the scheduled Janu- Laboratories, resulting in a proposed subcommittee last session. The whole ary 19 multiple-ownership hearing ukase tossing out pending DuMont subject of station transfers is con-

Other broadcasters slated to testify tions but with a willingness to com- against the proposed rules include promise on minority holdings. Broad- Universal Broadcasting Company and casters, however, will battle not only Salt Lake City Broadcasting Com-

New Market for Ziv

HOLLYWOOD, Jan. 8. - Production control of the Cisco Kid dramatic series shifted from the Don Lee Broadcasting System to the Dan B. Miner Agency this week under a new long-term deal closed with Fred Ziv Transcriptions, owners of the Cisco package (The Billboard, January 1). Show will henceforth be transcribed by Miner Radio Director Hilly Sanders, for local sponsorship and resale by Ziv org.

remain on the net for Interstate Bakeries. Web is negotiating with Ziv for the right to continue the seven AM licenses, no minority intershow as a three-times-weekly sustainer on approximately 30 Pacific Northwest affiliates. Putting the show on platters will open new programing markets for Ziv, since show has heretofore been carried only on the West Coast via the live Don Lee airing.



NEW YORK, Jan. 8 .-- Quick action by owners of the Movie Matinee package this week saved them their spot on WOR and gave another of their talent a job. Matinee, emseed by Red Benson, was shifted from 11 a.m. to 5 p.m., six days weekly. However, Benson also emsees Take a Number on the same station Saturdays at 8 p.m., and there were objections together. So the packagers, Wilbur Stark and Jerry Layton, called in Russ Hodges, another member of small-watters in medium-sized comtheir stable, and quickly concocted munities. the Russ Hodges Quiz Show, which Saturday edition of Matinee.

The Columbia Broadcasting System (CBS), which would be hit by presregulations, the maximum number of posed minority maximums by one The proposed maximum is one or two. controlled stations permitted would be seven AM's, six FM's and five TV's. Permissible minority interests would Long a Don Lee feature, series will be regulated on a sliding scale according to the number of stations owned outright. For those holding ests would be allowed.

If this provision should be adopted by the FCC as proposed, then CBS would be required to chuck either its minority interest in WTOP Washington, or one of its seven owned stations. The web, however, would have until 1953 to comply.

CBS will ask the Commission to boost the AM maximum to eight and also to raise the TV limit. Altho the FCC has never had a definite rule limiting the number of controlled AM stations, it has never permitted the acquisition of an eighth station by a chain broadcaster. At present, only CBS and the Fort Industry Company control as manyas seven.

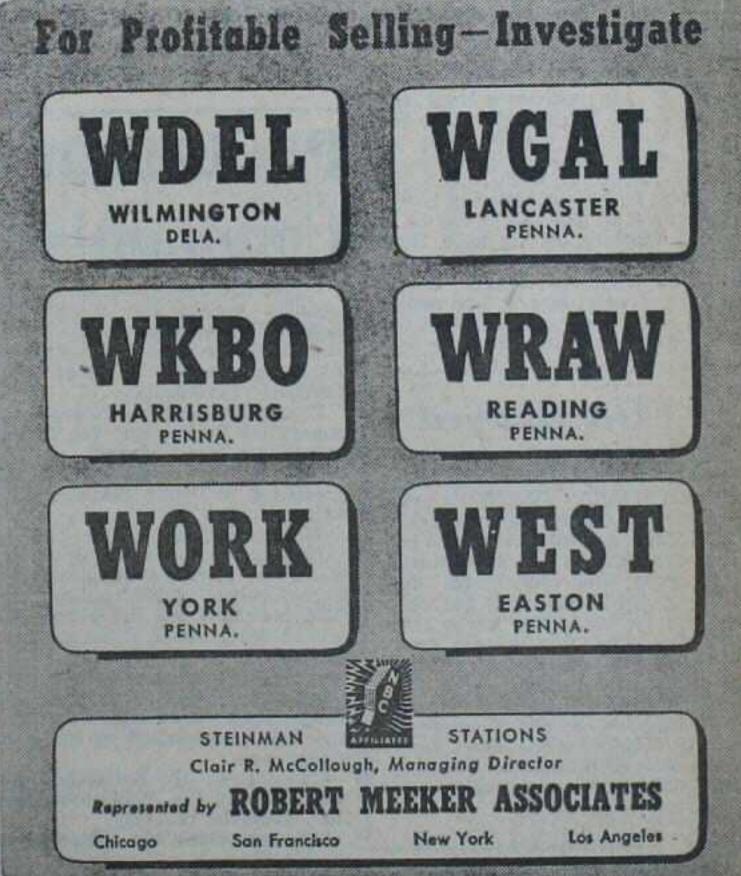
NBC will urge the FCC to scrap the multiple-ownership proposals entirely in favor of deciding each bid for adding a station on its own merits. NBC witnesses will point out that there is a great deal of difference raised to his doing two shows so close between owning a large number of high-powered stations in big cities and owning the same number of

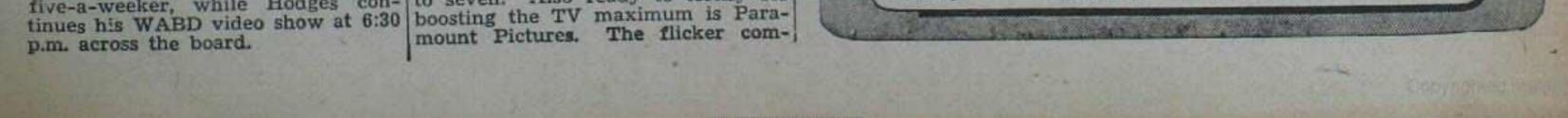
Fort Industry has indicated that will air, starting today instead of the it will not fight the proposed AM maximum but will ask that the maxi-Benson continues on Matinee as a mum for TV and FM also be raised five-a-weeker, while Hodges con- to seven. Also ready to testify for

FCC spokesmen are already paving the way for some modification of the rules by calling them "something

session will be known as the Johnson bill. The FCC's sole criterion in (See Station Sales Up on page 8)

to shoot at." With past Commission all down the line. This would take policy firmly in favor of the maxi- CBS off the hook by permitting one ent proposals, and the National mums outlined in the proposals, it minority holding along with seven Broadcasting Company (NBC), which appears certain that any liberali- controlled stations. Those holding wouldn't, will join in urging modifi- zations made will concern minority six AM licenses would then be percations in the multiple-ownership interests, a topic largely ignored by mitted either two or three minority changes proposed by the Commission FCC in the past. The most likely interests, depending on the size and last August. Under the proposed modification is a raising of the pro- coverage of the stations involved.





RADIO 8

January 15, 1949

ABC Cutting '49 Nut; Staff **To Face Higher TV Costs?**

peated denials by its top executives, veepee in charge of television, while reports persisted in the trade this J. Donald Wilson comes in from Caliweek that American Broadcasting fornia, as planned, as ABC program Company (ABC) had slashed its op- boss. Frank Samuels is acting head erating budget for 1949 by a con- of ABC's Western division, and John siderable sum, with some estimates I. Edwards is acting program chief for the cut going as high as 25 per of the same division, Ernest Lee cent. web employees were handed pink pee in charge of station relations. slips, while other duties were realigned as to make for greater economy. ABC spokesmen shrugged off the moves as part of an annual yearend housecleaning, but observers opined they were brought on by higher video costs anticipated in 1949. Approximately a dozen heads rolled, including the web's top sound effects man; three people from the press department, three secretaries from the program department and about a half dozen scattered personnel in other departments. Significantly, no dismissals took place in the video department, but one official indicated that several additions which had been scheduled may be slowed up.

How the ABC efficiency moves affect remaining personnel is evidenced in the case of Morgan Ryan, hitherto Eastern sales chief for the network. Ryan this week got two promotions, but both were added to his current duties. He has become manager of WJZ programing and also ABC's Eastern program manager. The WJZ job formerly was handled by John Hade, who has been switched into network sales to fill a vacant slot, while the network program job has been that of Charlie Harrell, who has been moved to tele as the web's executive video producer.

Exec Realigning Charles C. (Bud) Barry, skedded to become West Coast chief of ABC,

NEW YORK, Jan. 8 .- Despite re- will remain in New York and become Coincidentally, a number of Jahncke Jr., has been upped to vee-

> The department heads of ABC got the news about their budget cuts in an indirect way. Most made out their requesting forms for 1949 budgets based on their operating costs during December, 1948. These were tossed back by top brass, and department chiefs were told to budget for 1949 on the basis of the 1948 average, not the final (and fattest) month. Tradesters guess that it all adds up to ABC trying to budget for both AM and TV in 1949 with the same funds on which the web ran AM, with a partial TV operation, in the last few months of 1948.

STATION SALES UP

(Continued from page 7) judging a transfer bid under the White bill was whether or not a proposed purchaser met the qualifications needed for obtaining an original station license.

With over 100 transfer bids now pending, in addition to the rest of the FCC's near-record backlog, a knockout of Avco procedure would speed up transfer processing considerably. At present, a station bid must be advertised for 60 days before being considered by the Commission, with drawn-out hearings in prospect if a competitive bid appears.

NBC's Sun. Night Glamor Fades; **Complexions of Shows Spotty**

NEW YORK, Jan. 8 .- The old Sun- thusiastic, but little of what excite day night glamour of the National Broadcasting Company (NBC) lineup was only occasionally in evidence last week (2) in the first outing of the revised, Benny-less, Bergen-less sked. The shows presented were adequate entertainment, but hardly the high-pressure material the current the lack of variety in material gav competitive situation would seem to require. How the line-up will look in future weeks, after the addition of the Dean Martin-Jerry Lewis comedy show or any others NBC is reported considering, is still a matter of conjecture.

The lead-off-show, Ozzie and Harriet, remains a strong popular airer. It showed, last week, the same potent simplicity which has endeared it to audiences in the past. The ancient and ever-present battle of the male against the female was the theme of the airer, with Ozzie trying desperately (and futilely, of course) to find some field in which he could defeat his ever-loving, patient frau. Be it Indian wrestling or knitting, he found the poor male just can't win, unless the good woman yielded voluntarily. The sole reservation is assessing the strength of this show in the knowledge that its gentle humor is pitted against the zanier madness of Spike Jones on the Columbia Broadcasting System (CBS).

Horace Heidt, in what NBC has repeatedly stressed is the No. 1 spot." played his show before an audience of about 6,000 in White Plains, N. Y. The spectators waxed terrifically en-



them came thru in the broadcast it self. Six young acts showed their wares, and Judge Robert P. Patter son, former Secretary of War, sai a few nice words about the program The talent unanimously performe flashy, spectacular-type numbers, an the show a flat sameness. That th kids were good was beyond cavi But the level of the show remaine constant, at too high a pitch. Intrusio of audience applause in mid-number of every performer was annoying, a was Heidt's repeated complaint that "I can't control the audience."

Phil Harris and Alice Faye re mained in their former spot, bu without Benny to build an audience for them they may have trouble standing on their own. The diff culty with the Harris-Faye type humor is that it tends to be a glor ficiation of ignorance, with Harr maltreating the language in th broadest slapstick way. In this re spect, the show flashed a direct con trast to the Ozzie and Harriet humo which is controlled but not contrive

Fred Allen has moved into the 8 p.m. slot, for so many years th home of the Edgar Bergen show. A len proved again that he is the mast of topical comedy with tart reference to video ("thirty years ago Unc Wooley went into a bar to wait for television"), the capital gains furand his bitterest rival, Stop the Mt sic, which furnished the pay-off lin to a skit with guest Burt Lancaste Allen still is the backbone of th NBC sked, and the web should hume his every whim. As a temporary filler, NBC fo lowed Allen with a semi-documental review of the events of the year ju past, using recordings of broadcas and re-enactments of events. Th show proved an excellent job, run ning the gamut from grief (Nehru an nouncing Gandi's assassination) to discussion of the Shmoo. From 9 10 p.m. NBC had two old reliable Manhattan Merry-Go-Round an American Album of Familiar Musi both still pleasant time-fillers, b nothing to set the Hooper tabulato hopping. At 10 p.m. Garry Moore and h "new, greater Take It or Leave I took the spotlight, featuring a tel phone addition in which five con testants were called at home an given an opportunity to answer th jackpot question along with th studio contestants. This may turn of to be a highly profitable, if not pa ticular original improvement. Th new line-up closed with Who Sa That?, the web's literate and ofte very clever quiz show, which fea tured Ilka Chase, Herbert Bayan Swope and H. V. Kaltenborn as th panel. Potency of the airer wa proved by the response of about 6,00 listeners in less than a week since th broadcast's call for quotes to use of the show, with the prize a \$50 say ings bond. Highest previous response was 1,800. In all, NBC showed spotty bill, which, nevertheles should do better, Hooper-wise, in fu ture weeks than it did on this fir week of the battle. Sam Chase.

CBS ONSLAUGHT?

(Continued from page 6) Benny and Edgar Bergen off the web and Fred Allen's departure from the air at the end of the season.

Rexall became particularly eager for the switch to CBS after eying Benny's 27.8 Hooperating. Now that Benny is on a rival net, Harris wants to prove his ability to stand up on his own Hooper. The sponsor appreciates Harris's attitude, but is more interested in boosting the show's Hooper. Harris is tied to Rexall by a two-year contract which specifies NBC and the time-slot.

The paper is currently being studied by the sponsor's legal staff. Another factor holding Harris to NBC is a rumored rift between him and Benny which developed when the comic switched to CBS. According to reports, Harris and Benny had an agreement that the latter would not move to CBS unless he took Harris with him. Now that time can be made available for Harris on CBS following Benny, Harris has decided to test his strength on NBC and feels he has two years in which to do it.

WFDR Okayed

NEW YORK, Jan. 8 .- The International Ladies Garment Workers' Union (ILGWU) yesterday was advised that the Federal Communications Commission (FCC) by a unanimous 7-0 vote, had approved the union's application for the call letters, WFDR. The union will use this signal for its New York City station, due to go on the air in three months. Both the FCC and the Roosevelt family had rejected previous requests for this permission; now, both have okayed the union's request. The union's radio consultant is Morris Novik.

FCC Deluged

The swamping of FCC with broadcast bids of all types was sharply pointed up in the annual report. The commission stated that between June 30, 1947, and July 1, 1948, 7,700 broadcast applications were received. This represented an increase of 2,364 over the previous fiscal year. Over half the incoming bids, 4,033, concerned AM. These included bids for new stations, changes in facilities, transfers and license renewals.

According to the report, at the close of the 1948 fiscal year, authorized stations totaled 3,163-a 300 per cent increase over 1945. On June 30, 1948, there were 2,034 AM sta-TV's.

Version Mulled

NEW YORK, Jan. 8 .- A full-hour video-only version of Stop the Music was being mulled this week by execs of the American Broadcasting Company (ABC), for a tee-off time soon after expansion of the cable to the Midwest. The web has nixed earlier plans for a simultaneous AM-TV broadacst, feeling that it might as well go for two separate hits.

The likeliest spot for the program, when it does a kick-off, is Thursday nights, from 10 to 11 p.m. Also being geared for use as a separate video tions authorized, 1,020 FM's and 109 show is Quiet, Please, which airs for ABC's AM facilities on Sundays.

Parliament To Get Tuners **Communism Charges in BBC**

LONDON, Jan. 8 .- Charges of com-|quiry into the credentials of the staff munism within the British Broad- responsible for the broadcasts. Our 1,000,000 Britons.

Attlee.

The main charges are:

picture of Britain's attitude and nega- the birth of Prince Charles. They tive foreign office policy; certain say that the broadcasts to Russia BBC members use the Corporation to ignored Princess Elizabeth's rank, and spread anti-British propaganda; gen- that no mention was made of the event eral policy of the BBC is to under- during the Sunday preceding the anstate and deliberately belittle Britain's nouncement of the birth. efforts; a strong fifth column is being tage the government in the event of a comedy-program. emergency.

secretary of the Listeners' Associa- tween Lord Simon and Lord Craigation, declared recently:

casting Corporation (BBC) have been Russian listeners report to us that the made by the Listeners' Association, vast majority of broadcasts are dewhich represents the views of nearly signed to suggest that the people of this country are wholeheartedly be-Demands are to be voiced in both hind the Russian government. No houses of Parliament for a full in- criticism is ever broadcast. Even more quiry into the charges. A 17-page serious is the broadcasting by the report on the charges soon will be BBC of communist instructions on presented to Prime Minister Clement how communists should capture trade unions."

Particular exception is taken by the Broadcasts to Russia give a false association to broadcasts announcing

They also complain that the birth formed inside the Corporation to sabo- announcement was sandwiched into

The deputation to the Prime Minis-Captain C. H. Rolleston, general ter is the result of correspondence bevon, president of the Listeners' As-

3-10

Evelyn Knight Ink TV Pact With NBC

NEW YORK, Jan. 8. - Thrus Evelyn Knight this week inked a exclusive video pact with Nationa Broadcasting Company (NBC), Th length of the deal was not revealed but it is believed to run several year The web is believed to be prepping 15-minute airer for her, across th board, with the time not yet set.

The probable debut date is early i March.



"We are asking Mr. Attlee for an in- sociation.

TV's C-Day

Industry Marks Notable Growth in Opening of New Midwest Cable

NE OF THE most important events in television history takes place this week, when the Midwestern co-axial cable, linking Chicago and other cities with those Eastern markets already interconnected, becomes available for regular commercial video service. This development, which will be properly heralded Tuesday (11) by a lengthy TV full network show, probably will go down in the medium's history as one of the key contributions toward the sale of receivers-in itself a basic element in the growth of TV as an advertising, goods-moving medium-comparable to, or exceeding, such high spots in TV impact as the convention coverage and the Louis-Conn fight. Equally important is the fact that stations hitherto unable to get top-flight network programs now are being bought by advertisers expanding their coverage. Station revenue will increase directly and indirectly, and reports have it that one or two stations may soon, as a consequence of the new Midwestern cable, be operating in the black.

Not since sound was successfully etched onto motion picture sound track has show business felt the impact of so revolutionary a development as television. The industry's growth has staggered even those closest to it; statistically, virtually any published report beocmes out-of-date almost as soon as it appears, and there is no sign of any abatement for years to come.

Which makes the articles on the following pages, written by video execs in all phases of the business, and each pointed toward some phase of operations concerned with the show business revolution now taking place. of especial interest. It's a fitting salute to television's "C-Day"—"C" for "C"-o-axial "C"-able.

The Billboard

TV C-DAY 10

Video Facing Mountainous Economic Problems, But Will Lick Them, Hedges Is Sure

By William S. Hedges **NBC** Vice-President in Charge of Planning and Development

ELEVISION is moving forward | 000,000 television families by the end with a force as inexorable as of 1953. a river in flood. It has cap-

tured the imagination of the American public, not only in the cities where it is established but elsewhere has created a curiosity and demand which will be satisfied only with the advent of television in every community in the nation. Such a popular appeal will inevitably exert a force which will bring about the consummation of the demand for television. It will take time before the requirement of small markets will be met, but eventually someone will find a way to bring television to all people of the nation who are served by electricity. The enthusias-



Hedges

tic reaction of the American public to television is the greatest assurance of its success as an advertising medium. First of all it will be a medium of great expanding circulation. As the New Year dawns there are at least 1,000,-000 television receivers installed.

Terrific Impact

While circulation is vital to the success of any advertising medium, the one thing which distinguishes television is the power of its impact upon its reviewers. Each advertising medium has its peculiar virtues, but television has all of these plus the virtue of combining them and performing that miracle in one's own home. The slick art which gives magazines powerful reader appeal; the immediacy of that highly perishable commodity-news-which provides tremendous circulation for newspapers; the casual obtrusiveness of the billboard; the excitement of the spectacular; and the persuasiveness of the human voice which has made sound radio one of the foremost of all advertising media-all of these are combined with action which runs the full gamut of human emotion, thus giving television all of the potentials of the perfect advertising medium.

Television is costly. A minimum investment of \$300,000 is necessary for the establishment of a metropolitan station, and it would be wise to have at least \$100,000 more in the till to keep the station going until it each with an aver- can get in the black. Intercity conage audience of four persons. Even nections cost more than seven times at this early stage in the develop- the cost of linking up a sound broadment of television this is a formi- casting network, but the worst thing dable audience. By the end of this about intercity connections is not the year another 2,000,000 sets will be cost-high as that may be-but the representing an acceleration of pace is only one circuit available in each which will result in a total of 17,- (See Hedges Sure Video, page 13)

IV C-Day doesn't have to take a back seat for were keeping their experiences to any other station in the nation," Hubbard declared. "Certainly, our programing can stand improvement. For example, we wouldn't think of trying to do the programing job being done by National Broadcasting Company (NBC) in New York, but we are building at all times."

Hubbard and KSTP went into television after accumulating \$750,-000 expressly for that purpose from the AM operation over a period of years. Because he wants to know every phase of his operations, Hubbard sought to learn video. On every side he was told it couldn't be done; television "required special knowledge and training."

He Risked It

he was told, decided he would try to learn. After all, he first broke into show business in 1917 when he staged an army show. Later he did New York stations, he said, have to his own radio engineering.

"I felt that I had to penetrate this iron curtain between myself and very well. engineering and programing in television," he explained. "Even tho it all seemed so mysterious, I was determined to learn what I could.

"Once I got into it, it didn't take me long to conclude that all this warning was poppycock, pure bunk. Later, in talking with other television men, I learned that they had come across the same situation but | wasteful in the country."

TV C-Day **Needed:** Efficient **Film Production** and Distribution

By John Mitchell Director, Television Sales, United Artists Corporation

themselves."

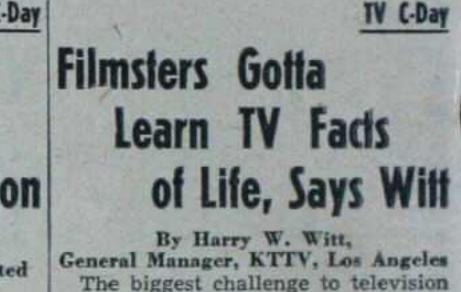
Bugaboo

A further indication, he believes, that this heavy iron curtain is nothing more than a bugaboo built up for some purpose still unknown to him is the fact that at KSTP-TV every member of the video staff came from the station's AM staff.

"All you need in this business is some knowledge of show business to make a go of it in the programing department and a knowledge of electronics to succeed in engineering," Hubbard declared. "Given such training, a man can succeed in his chosen field in television, I am certain."

Another factor to successful and But Hubbard, altho believing what economical management of TV, according to Hubbard's way of thinking, is to "keep unions from getting a stranglehold on your operation.' deal with 13 unions. KSTP-TV deals with only one, IBEW, and gets along

"If you don't have to spend so much time dealing with unions, you can put that time to good advantage building up your operation," he asserted. "All this goes toward economical management without which no television operation can be successful, even tho this business is known for being one of the most



manufactured, sold and installed, scarcity. For the time being, there

TV C-Day

Dual Operation Is Key To Thrifty TV-Hubbard

An Interview With Stanley Hubbard, President, KSTP and KSTP-TV By Jack Weinberg

overstaffed that successful video operation is threatened, in the view of Stanley Hubbard, prexy and g.m. of KSTP-TV. Minnesota's only TV station, operating out of the Twin Citles. The theory that one needs barrels

of money to make television a success is bunk," he contends. "Here at KSTP-TV video

penditures.



Hubbard

this month will begin operating in the black for the first time since going on the air commercially last April 27. By mid-December, he said, KSTP-TV was only \$3,000 per month in the red, including depreciation, and the deficit was expected to be wiped out entirely in January.)

The secret of economical TV is dual operation with AM, he believes.

LEVISION stations are so An operation concentrating on video alone is forced by the very nature of things to have a large staff."

> At KSTP-TV the manpower breakdown for television includes 51/2 men for the technical staff, 11/2 men in the film department and 11/2 men in the news department.

"That is much less than the average television station in the United States," Hubbard declared. "In the has had to pay its early stages of a video operation own way, but management should follow our patwe've kept our tern to make it pay off."

staff down to the The 5½-man technical staff inpoint where we cludes two at the cameras, one at the can control our excamera controls, a program manager and an assistant, and a prop (Hubbard speaks man in the studio who handles the with considerable mike boom and also operates the authority on ecomobile unit. nomical operation

The news department has one man of television beshooting pictures and one-half man cause he claims to do the process work, while the that his station film department, which previews all film, has 11/2 men selecting, editing and splicing.

> Announcers and emsees are borrowed from the AM staff, Hubbard said, to enable KSTP-TV to keep its employee rolls at a minimum for, according to him, "even a minimum crew is very costly."

> "We always have built for television in our operation and KSTP-TV

ECOGNIZING that films for entertainment purposes are badly needed by television stations, networks and adver-

tisers, it is of paramount importance that well-organized and efficient production and distribution methods be established by adequately financed companies.

The classification of film properties that will permeate television distribution channels includes:

1. Properties specially produced for the television industry that, for the most part, follow the established radio format and will lend themselves to commercial sponsorship.

2. Feature films that have completed their theatrical distribution but which have never previously been distributed to the television medium.

3. Shorts of varying lengths covering the full range of program material, such as comedies, documentaries, cartoons, travelogues, educationals, musical and sports subjects.

Distrib's Job

The job of the distributor in this growing field is either to produce or procure for distribution film proper-

ties in the three categories mentioned above that will satisfy the demand for both sustaining and commercial, film programs. Quite naturally, however, productions especially prepared for television will be of greatest importance. This procurement must be

Mitchell

effected in a normal fashion, generally on the basis of a standard distribution contract which clearly sets forth the terms and responsibilities in a producer-distributor relationship. Such factors as print cost, (See Needed: Efficient on page 14)

station management today revolves around the development of new ideas and talent that can be translated into outstanding economical entertainment, Station program directors live with the problem. Live package program producers are working at it. Agencies are both looking and creating.

In addition, out here in Hollywood there are literally dozens of individuals and partnerships who, firmly



convinced that film is the only answer, have set themselves up to "motion produce picture shorts for television." Many -in fact, most of them-are experienced motion picture people who have visions of cashing in on the hoped - for television bonanza. Their office signs

Witt

can be seen almost everywhere-on the Strip, on Santa Monica and Sunset Boulevards, and elsewhere. They are busy planning and occasionally completing a "sample" short. The market for the samples and the remainder of each projected series is to be stations and advertisers. But, judging from a fair sample of those with whom I have talked, little has been done to investigate the market for the product prior to going into manufacture.

\$10,000 a Pic!

Let me illustrate. The other day I received a telephone invitation to see a sample 10-minute picture. In the course of the conversation, it developed that each picture in the series could be had for \$10,000-yes, ten thousand dollars! Needless to say, it will be a long time before it will be seen on KTTV, or any other television station.

This is an extreme case, but believe me, I have heard the figure \$1,500 many times. One of these "in-See Filmsters Gotto Learn

The Billboard

11 TV C-DAY

TV C.Day

TV C-Day Danzig, CBS, Ponders Talent The Cable's Great, Opines By Jerry A. Danzig

CBS-TV Associate Director of Programs

NE of the most ambitious speon television was the recent Christmas Eve hour-and-ahalf originally conceived muical, Surprise From Santa. This proram was a CBS package, produced y Arthur Schwartz (producer of Inde USA) on behalf of Chevrolet ealers (Campbell-Ewald). To the



Danzig

asting of his program.

(1) Many desirable performers had only one or at most two established outines. They had already appeared one or more times on Emerson's Toast of the Town or the Texaco Star Theaer, and hence, there was the danger of their act's being over-familiar.

completing the

(2) Comics, musical comedy stars, cial programs ever produced and other featured actors and actresses currently working on Broadway were reluctant to learn special material for a television program, fearing that their Broadway runs were arduous enough.

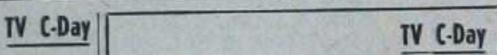
> (3) Some performers who had already established themselves on television had no background in the overwriter, who had all theater - motion picture-radio fields. In short, excellent as these performers were, they were known only on television and had no boxoffice appeal.

(4) Several stars were anxious to participate in the program, but were From Santa served prevented from doing so by movie studio contracts. One top-flight female star appealed personally for a one-time exception to the clause in her contract that prevented her from Here are appearing on television, but was turned down.

(5) Some acts, not top-flight names, but attractive to any bill that three months ago would have worked for a few hundred dollars, now were asking \$1,000 or more.

The Answers

Schwartz's experiences pretty well run the gamut of a producer's experiences in television today. What's the (See Danzig, CBS, Ponders, page 12)

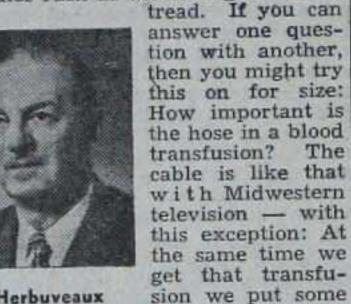


Problems Confronting Video Herbuveaux, But Get Off His Aching Program Back

By Jules Herbuveaux Manager of Television, NBC Central Division

The

question about television you come up with six new questions, 14 "ifs," six "buts" and a few other qualifiers. That's why I hesitate to pop off about the meaning of the cable to Midwestern TV. But without trying to be coy (the commissioner or otherwise) this is going to be a case of Jules rush in where angels fear to



Herbuveaux

of the red stuff right back in the blood bank. Because, any way you look at it, this cable is going to be a two-way channel, and the important traffic isn't all going to run in one direction.

ably the most exciting one right at the kindred nature anywhere and win moment, but the second phase is the your dough. But the point I'm makone that's going to get the program ing is the simple and obvious one that boys away from the feeling that the there's more and better stuff originatschedule resembles a punctured tireso nice and round except where it than there is in the Midwest. meets the street. around about where they produce most of the best television right now. The boys on the Eastern Seaboard the allocations squabble. Of course, have been away and running at Saratoga for quite some time and it's (See CABLE GREAT on page 15)

NY TIME you start looking going to take something more than a around for a fast answer to some plowhorse to catch up. Let alone having the bulge in experience, there's also the point that New York in particular has had more available talent and stuff like that there.

So, right at the cable's end, we have a whole puddle of very excellent stuff all ready to start squirting out of Midwestern television receivers. For the most part, the Midwest audience will undoubtedly witness this outpouring with the gladsome awe of a honeymooner spying Niagara Falls. Except for New York visiting members of the broadcasting fraternity and possibly a few heat regulator salesmen from Minneapolis, nobody in our part of the country has had a real good chance to get an iconoscope tan. Up to just recently, the television fare that most of us have been inflicting on our audiences has been low in budget and short in duration. This doesn't mean that the Midwest has been exposed exclusively to shoddy performances. The bargain basements have had a number of pretty good items in them, and there have been a few smash hits.

"Kukla" a Topper

For my money, I'll put Kukla, Fran The first phase of the thing is prob- and Ollie up against anything of a ing on the East Coast at this time But I'm wondering what the Mid-There is simply no sense in kidding western welcoming committee is going to do about all this expected talent bonanza if the cable is fouled up by the promise of more channels in the

In Video, as on Radio, It's Comics Who Get Across

By Walter Craig Vice-President in Charge of Radio and Television, Benton & Bowles, Inc.

W/E ALL quote, from time to time, the line, "There's no business like show business." Now is the time for all showfolk to remember another line that is equally true-"Show business is show business." The basic rules of show business haven't changed in thousands of years. This is because, so far, modern vivilization hasn't been able to change our basic emotions, Love, hate, greed, envy, etc., are engendered today as much as they were yesterday and the



Craig

girls. The answer probably lies in the amount of concentration it takes on the part of the audience to participate. At nightfall the tired business man usually feels he has had his share of mental exercise for one day and prefers his entertainment on the lighter side.

It Goes for TV, Too

This is borne out, in all departments, in many different ways every day in the week. That's why on Broadway musical shows always get \$6.60 at the box office while top dramas can command only \$4.40. (See IN TELEVISION on page 14)



President, Hal Roach Television Corporation

OLLOWING the entertainmentseeking trend of the public mind has been a life-work of mine practically since the inception of motion pictures.

am thoroly convinced that the insatiable desire to be entertained will find its greatest satisfaction in the new medium of television. Accordingly, we are converting our entire efforts and energies to production for the television field, and henceforth all the facilities of our studio will be devoted to

fashioning programs for this medium. The advantages of entertainment on film for purposes of televising programs are obvious and manifold. The limitless scope of the camera lens, the benefit of careful editing, trick photography and

special effects can

never be equaled in live studio shows. But the technique demanded by television is entirely different from that employed in present-day motion pictures. To begin with, the distance between camera and action must be closer than in films designed for theater consumption. That is why much of the ordinary film flattens out and is lost when projected on television, resulting in the onlooker's eyestrain.

Roach

Intimacy Essential

Television is primarily intended for the home with an audience of (See HAL ROACH on page 14)

TV C.Day

Wrestling? It's as Honest As Your Own Cathode Tube

By Dennis (Schlepp) James, TV Sportscaster

war when unemployment was of seeing his wife so happy! sweeping the country, 9 out of every 10 people you'd bump into would extend a right hand in the friendly gesture of a handshake and say, "Are you working?" Then came the war, and the greeting was, "Have you heard from your draft board?" With the war over, television came into prominence. Now everyone I meet on the streets says, "Tell me, is wrestling on the level?"

Well, I'll tell you, it's all according to how you look at it. When you talk to the televiewer, wrestling is phony, but when you talk to the wrestler, the fan becomes the phony. If that confuses you, I'll go further. When a member of the male sex talks to a wrestler or one of us connected with the sport, he never says, "I love wrestling." With his eyes sparkling and a big grin on his face, he says, "Boy, oh boy, my wife goes crazy over wrestling." Then he proceeds to tell you with all the exuberance of a child the things his wife gets a kick out of. I'm sure you've met one by this time. He actually apologizes for looking at wrestling

T'S AMAZING how a friendly, and blames his wife for insisting. He's greeting on the street changes positively ashamed to say it gives him with the times. Before the last a thrill; but what a kick he gets out

That There Election

The perfect example of what I'm trying to bring out showed itself in the last election. How many men said they'd vote for Truman? Very few. Why? Because it wasn't the vogue. Everyone was saying, "Truman is a phony," so each guy figured he'd have to say it too; but even then he wasn't man enough to take one side. So again the little woman came into play. When asked about his views he'd retort: "Dewey can't miss, but it's a funny thing, my wife kinda likes Truman. You know how women are!"

Now that we've discussed the fan, let's get to the art of the grunt and groan. The latest from the West Coast is that Gino Garibaldi has a 12inch gash down his left arm. Dave Levin suffered a brain concussion right in your own living room. Doc Rosen broke his own brother's leg in a training session. So instead of our saying wrestling is phony per se, let's just admit that there is a tremendous amount of showmanship connected. with each match. They are giving (See WRESTLING? on page 14)



comics, peppy

tunes and pretty

TV C.Day

TV C-Day

Until Coast Gets Coax

By Harold J. Bock Manager, NBC Western Network Television

local TV station until networking begins?" The Billboard asks. And since KNBH is sitting on its big fat Channel 4 in Hollywood, some 3,000 miles of coaxial cable away from the headquarters of NBC's networking operations in New York, that's a mighty pertinent question.

For an inter-connected network between Hollywood and points Easton a regular basis, that is-is about



Bock

on a par with harnessing jet energy for domestic purposes; it's thrilling to contemplate, but difficult and expensive to achieve. When the interconnected network will be an Atlantic-to-Pacific actuality is anybody's guess, but the experts who

have earned a cap-Ital "E" for knowledge and foresight are saying 1952 or thereabouts. That gives us four years of operation, at least three of which probably will find us still not connected with our megacycle brethren up and down the Pacific seaboard.

Limitations

Any TV station that is operating on its own without network programing assistance, and particularly network commercials, is of necessity limited in the caliber, type and number of programs it can create, if only because no one has come up with a green thumb that can successfully grow a heavily bearing money tree. Even in Hollywood where there are vast sources of available talent, kinescope recording will therefore play a very important part in our programing. Until such time as we can get the major shows on a live network basis, we will be able to give our Southern California viewers many of the top Eastern programs. At the same time we expect that many a sponsor who would otherwise not be interested in a purely local show, will originate a program in our KNBH studios, send it to any and all affiliated stations that can be connected by network, and cover the rest of his national market via NBC kinescope recordings until a nationwide live network is possible. So kinescope is going to be the aspirin to a lot of our programing headaches, until N for Network Day.

OW WILL you operate a films, radio or the theater. There is no reason why any station in this area should not be able to televise bang-up live studio shows, even acknowledging that talent costs in Hollywood probably are higher than those in any other city, with the possible exception of New York.

Climate for Mobiles

I am reluctant to sound like a California Chamber of Commerce character, but the year-round climate of this area lends itself to some intriguing programing to be done by the mobile unit group. Our sports on the Coast, while seasonal of course. are conducted thruout the year, and usually in outdoor places. There are so many important Southern California industries, such as citrus, petroleum, films, airplanes and clothing-to name five of the billion-dollar boys-that a program manager who can't extract a wealth of TV material therefrom doesn't deserve to have a mobile unit.

In the public service field, there is a splendid opportunity for the local broadcaster, who can cover education, religion, government, health, science and a score more at low operating costs, and yet do a whale of a public relations job for his station.

Dollars Will Do It

That's how we hope to run a local TV station until networking begins. After all this conversation, one indisputable fact remains: there is hardly a program, or personnel or equipment problem that can't be solved by dollars. It reminds me of a story told by that distinguished raconteur, the learned Dr. James Rowland Angell.

Danzig, CBS, Ponders Talent It Must Use Plenty Film Problems Confronting Video

(Continued from page 11)

answer, then, to the talent problem? vision. Let's take the points listed above one by one.

(1) The matter of an artist performing a standard act on several programs. Obviously, certain types of acts-animals, jugglers, acrobatshave worked years in perfecting a routine. For these acts the constant addition of stations and an ever increasing number of viewers will provide new audiences, particularly if the act tours from station to station in the vaudeville tradition. But certain comics must face the fact that they will need new routines, new sketches to display their talents, and here is where the writer comes in. Whether the writer is hired by the program's producer or by the artist himself is not too material. The fact remains that the big variety programs cannot endure forever with the same faces performing the same acts. There must be new routines, and the sooner the performer insists on new material, the better off he will be,

(2) Some stars now working in Broadway musical comedies felt that taking on a television show in addition to their regular theatrical chores was too arduous. For the established star this attitude may be understandable, but for the young potential star it raises a problem. The problem is whether to make his bed in television now and forsake lucrative night club and musical comedy assignments, or whether to get into television fulltime. One thing is certain-if potential Broadway caliber performers can't see their way clear to entering television at this time, the television producers are going to find and develop their own stars, personalities who probably have never been seen or heard of on Broadway.

are now finding a new outlet in tele-

(5) Attractive acts that are not star acts are now demanding big money. Here the law of supply and demand prevails, and the higher the prices go for talent the more television producers will realize the necessity for developing fresh talent that can satisfy a sponsor's sometimes limited budget.

Talent Sources

Finally, from where is television talent to come? To date, major programs have relied on top-flight stage and radio names. It's safe to say, however, that many of tomorrow's stars will come from television itself. Shows like Barry Wood's Places, Please offer the answer to tomorrow's talent problems. Presenting the best talent from the ensembles of Broadway musicals, night clubs and operettas, Places, Please has already paid CBS-TV tremendous dividends. Among the alumni of Places, Please, now featured regularly on CBS-TV programs are Carole Coleman and Bill Skipper (Make Mine Music), Doris Brown (Lucky Pup), Jo Hurd (Kobbs Korner), and Sandra Deel, recently featured on Face the Music. As time goes on, others will prove their capabilities as potential television stars.

Basically, television is so new that its talent outlook should have no preconceptions. It can afford to experiment, to test, to keep an open mind. Some of its performers will continue to come from stage, screen, and radio, but many will make their debuts on television itself. For the top-flight Broadway and Hollywood performers, television producers can afford an attitude of respect, but not awe. Television has the ability, the potential of being a tremendous developer of its own talent. How soon this will be, depends on how soon the good folks in television realize that sooner or later they'll have to "build their own."

Film Important

Of course, there will be film. The time has come for a lot of the special television material that's been put on celluloid to be seen by the public and not just discussed in a Brown Derby booth. There always will be, I presume, some of the current bad and indifferent film product now available to TV, but heaven help any station operator if he must be restricted to such a diet. As an NBC station we expect NBC's film department will supply us with a considerable amount of quality product.

So much for kinescope recordings and film. Now for live programing. This is what makes the brains go 'round and 'round, and the money go out and out,

In many cities good professional talent is as scarce as partenders at WCTU convention. In Hollywood, happily, a talent paucity is not a major migraine. The town is loaded with fresh youngsters with ability, who have not yet made the grade in

There was, it seems, a character who suddenly inherited a barrel of bullion. He built himself a fancy castle, and then he searched the earth for every variety of tree. He spent millions in creating a forest containing every kind of rare tree. His friends came to view this outof-the-world estate. One of them thoroly inspected every trunk and twig in the man-made forest.

"It just goes to show," he said, "what God could do if he only had money."

B. O. Names Needed

(3) Successful performers who have been developed on television exclusively as yet haven't box-office names. This is a problem of audience circulation, and will be attended to by time and set sales.

(4) Several stars were prevented from appearing by virtue of movie contract restrictions. As television becomes more lucrative, motion picture stars may decide to free-lance, thus avoiding the restrictions of contract clauses: Several former stars

TV Milestones

A CHRONOLOGY OF IMPORTANT VIDEO DATES

April 7, 1927-Bell Telephone Laboratories demonstrates first intercity video hook-up, transmitting shots of Herbert Hoover, then Secretary of Commerce, and of entertainment, from Washington (by wire circuit) and Whippany, N. J. (by radio), to New York.

May 23, 1929-Original patent application for Espenschied-Affel coaxial cable filed.

- June 27, 1929-Color video first demonstrated at Bell Telephone laboratory, New York.
- October 5, 1936-First coaxial cable installed between New York and Philadelphia.

November 9, 1937-Video first transmitted over New York-Philadelphia cable, using 240-line image (compared with the current 525-line image).

- May 21, 1940-First 441-line image transmitted on New York-Philadelphia cable.
- June 24, 1940-Republican National Convention in Philadelphia televised by the National Broadcasting Company (NBC).

June 6, 1944-RKO becomes the first film company to leap into video with formation of a subsidiary, RKO Television Productions, Inc.

December 11, 1944-Television Broadcasters Association (TBA) holds first annual conference in New York.

April 17, 1945-First demonstration of relay via micro-wave made between Washington and Philadelphia.

June 27, 1945-Federal Communications Commission announces the megacycle assignment of video channels 1-6.

(See TV MILESTONES on page 14)

TV C-Day **Filmsters** Gotta Learn TV Facts of Life, Says Witt

(Continued from page 10) expensive" \$1,500 shorts was to be a series built on so-called authentic fortune-telling, based on phrenology. The producers actually had 13 scripts completed, and someone suggested calling a television station to find out whether running time could be as much as nine minutes in a 10-minute commercial show. There was an atmosphere of disbelief when I questioned the acceptability, and salability of such a series. But I wouldn't be surprised if it's in production now. There was a silent partner in on the deal.

If I were going to produce shorts or custom-built features for television, I would first talk with the people who have lived with commercial television on a national scale for a long time and are making it work. I'd talk to people like Hay McClinton at Ayer, Tom Luckenbill at Esty, and Bill Forbes at Young & Rubicam. And I'd be sure to talk to a salesman for a television station or network who can talk about television talent budgets.

Who knows-the chap with capital and ingenuity, who doesn't expect to get rich overnight and who does all that talking, might turn out to be the Ziv of next week's television empire!

The Billboard

TV C-DAY 13

TV C-Day

TV C-Day Hedges Sure Video Will Lick 3-Hour Time Gap Will Give

(Continued from page 10) direction to link the East to the West, duction. It would be unwise for any Such facilities would be adequate if network to budget its sustaining proonly one network origination were gram costs at less than an average of endeavoring to establish itself as a \$1,500 per hour-and that does not going concern in the area from Bos- include any charges for studio use, ton to St. Louis. Instead, there are depreciation on equipment, managefive, whose stated requirements-in rial supervision or other normal preferred time, at least-are almost charges. In pricing out the costs of identical

Kinescoping Costly, Too

The result is that NBC, for example, with firm orders to add seven stations in the Middle West for 12 NBC. By utilizing a mathematical hours of commercial programs weekly, will have the cable at times sufficient to accommodate only about one-third of its clients. The others ability, NBC has found a way to diswho will not have access to the cable will, of course, be able to get their programs to the Middle Western stations by kinescope recording or other filming devices. The making of kinescope recordings, however, is likewise costly because of the making of master films, the processing of duplicates, the proper synchronization of sight and sound, shipping, handling, rehearsing and projecting. If the costs can be spread over 10 stations, kinescope recording will be just about the equivalent of intercity connections for the same number of stations in an area north of the Ohio and east of the Mississippi, where sizable markets are much closer together than in any other section of America.

Sustaining program costs are likewise high because of scenery, long rehearsals, many technicians, greater acting competence required than in

sound radio, and added skills in prothese programs the old tried and true concept of syndication on a basis of scaling down charges to fit the size of the market has been applied by method of evaluating markets on the basis of their potentials in circulation and hence in rates and earning tribute these program costs fairly. To illustrate, it would be unthinkable for a radio station with a coverage of 1,000,000 radio families to charge a rate 10 times as great as a station with coverage of 100,000 homes. The ratio is closer to 4 to 1. By the same token, the station with 1,000,000 coverage should not be expected to pay 10 times the charge to a 100,000 coverage of any program,

Heavy Depreciation Charge

The size of the investment in establishing a television station indicates that the business of television must bear a heavy depreciation charge, which must not be treated as a mere bookkeeping entry but which must be available for the inevitable improvements which will come in any progressive business. Perhaps typical of this change and consequent demand for fresh capital in AM broadcasting is the early history of WMAQ in Chicago. In the first 10 years of its existence, four different and progressively more expensive transmitters were used at four different locations, and studios were likewise changed and improved as many times. Time costs to advertisers seems to have arrived at a level about 4 to 1 over rates in sound broadcasting. That is the ratio currently in use at NBC. Whether it is the proper ratio remains to be seen, but if any error has been made in this appraisal it is an error of conservatism, because a good case can be made out to demonstrate that television rates should be 5, 6, even 10 times the rates for standard broadcasting.

Vast Economic Problems Coast-to-Coast Headaches When Coax Reaches Pacific

By Richard J. Goggin Director of Television Programing, Western Division, ABC

HEN the American Broadcasting Company (ABC) without undue duress on its part, transferred me to Los Angeles to be director of

television programing for its Western division I couldn't help but feel soon after arrival as tho I were going to retrace here, in the subsequent months and years, a path parallel to the development of the Eastern networking in which I was forto participate. tunate enough West Coast television in August, 1948, consisted of facilities in just one city; even if there had been a coaxial cable or microwave relay system, there could have been no network -San Francisco, San Diego, Portland, Seattle were still "futures" as television cities.

Now in 1949 television has spread

evaluation, however, will of necessity be based upon the worth of the service which television renders to its customers rather than upon the needs of the new medium. Television must, can and will deliver the goods for its advertisers. Its unique qualifications as an advertising medium are ample assurance that television will fulfill this promise despite the many economic problems with which

to many Pacific centers in addition to Los Angeles. In a year or two



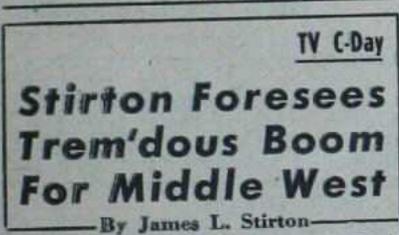
these and other cities can expect to cease being isolated because Pacific Telegraph &: Telephone may be able to connect us all together. Then in time to come the final link between the East and West will be forged. That day may prove to be as big a day for re-

Goggin

joicing as the one in the 19th Century when a gold spike was driven into the railroad tie where the Union Pacific tracks met Central Pacific rails somewhere in Utah.

Time Differential Headache

What is our attitude here on the Coast when we read about the linking of the Eastern and Midwestern networks? My feeling-and in no way do I presume to speak for everyone in Western television-is that the one thing that makes this coaxial hook-up so important to those in the Eastern half of the country is of lesser importance to us, or as important only in certain phases of the end result. That one thing I refer to is immediacy . . . the seeing at the same instant in Washington, Pittsburgh, Chicago and St. Louis of a program originating in New York. The time differential of just one hour will pose no major problems to programers; it never has in radio scheduling and I see no reason why it should prove otherwise in television, which operationally will parallel radio so closely. But the time differential between Los Angeles and New York is another matter. Three hours difference is a very big difference, and we again take the cure lions of dollars worth of goods and from radio: What is fine programing for 8 o'clock in New York is not sensible programing for 5 o'clock here; what is appropriate at 9 o'clock here is far from that at midnight in New York. Radio realized this long ago. It solved it first by repeat performances of the coast-to-coast shows. Then recording of programs well in advance of air time achieved acceptance and it has been a simple matter to fly these disks to stations all over the country for broadcasts at an hour suitable to the varying time zones.



General Manager, ABC Central Division; President, Chicago Television Council

January 12, 1949, will be remembered by all of us in television in the Midwest as the day this new medium shifted from second speed into high gear. The tremendous impetus resulting from the opening of the coaxial cable connecting the East and the Midwest, and vice versa, will be felt by the station owners and their operators, advertisers and their advertising agencies, set manufacturers and their dealers, program producers and talent, and-oh yes, the viewers, too. Televi-

sion stations in the

Midwest are for the most part op-

erating under

somewhat limited

budgets which

have had to be

spread thin in or-

der to operate the

necessary number

of hours as re-

quired by FCC.

The coming of the



Stinton

cable will mean that in addition to having added revenues, their program budgets, tho small, can be put at more effective use with fewer local shows to produce. In the same vein the stations' directors, having fewer local programs to produce, will be able to do a much more thoro job.

Many advertisers and advertising agencies in the Midwest who have shown little if any interest in television will immediately become very (See STIRTON FORESEES, page 15

Must Deliver the Goods

As more experience is 'gained, a of the relative value of television as an advertising medium. Such an future for television.

it is confronted.

In its own right television will be an industrial giant within the span of the next five years. By that time television will serve at least 150 markets with 500 stations. The expenditure for time and talent on television will reach at least \$600,000,000 per year. As a manufacturing enterprise television should pass the two billiondollar mark within some one of the next five years.

But great as these contributions will be, the greatest gift of television to the economy of the nation will be its effectiveness as a new instrument for stimulating the movement of bilservices.

The vitality of television is tremendous. Its potentials for serving the more accurate estimate can be made nation as a cultural force and as a new economic tool augur a lustrous

Market, TV Data on Cities Now Connected by Coaxial

Marks		Population	Radio Families	TV Bala	(40-Mile Radius)
Rani		7.500.000	2,191,800	370,000	3,597,000
1	New York: WNBT, WABD, WCBS-TV, WJZ-TV, WPIX, WATV	1 days		48.000	1.438.000
2	Chicago: WNBQ, WBKB, WENR-TV, WGN-TV	3,400,000	936,930	Constant.	
4	Detroit: WWJ-TV. WXYZ-TV	1.650,000	543,660	22,000	893,000
5	Philadelphia: WPTZ, WCAU-TV. WFIL-TV	2,000,000	532,330	95,000	1,184,000
100	Boston: WBZ-TV. WNAC-TV	775,000	224,520	33,000	1,175,000
7		675,000	183,700	2,500	742.000
8	Pittaburgh: WDTV	820,000	245,150	14.000	474,000
9	St. Louis: KSD-TV	880,000	284.000	18,500	695.000
10	Cleveland: WEWS, WNBE	860.000	281,940	30.000	732.000
12	Baltimore: WMAR-TV, WAAM, WBAL-TV				- 1 - 1
13	Washington: WNBW, WTTG, WMAL-TV	675,000	212,700	24,500	691,000
14	Milwaukee: WTMJ-TV	590,000	180,130	11.300	327,000
18	Buffalo: WBEN-TV	580,000	165,270	8,000	323,000
30	New Haves, Va.: WNHC-TV	165,000	52,850	11,000	557.000
	Schenectady, N. Y.: WBGB	90,000	27.290	11,800	258,000
37	and a second sec	290,000	93,730	4,500	241,000
45	Richmond. Va.: WTVE	200,000	57,100	4,800	130,000

Not So Important

From the entertainment standpoint, then, using radio as a precedent, 1 see no reason why the lack of lateral extension of facilities (coaxial cable or microwave relay) across four different time zones should be a serious disappointment now to Westerners. or that the ultimate realization of it should prove as big an occasion for (See 3-Hour Time Gap on page 15)

In a Mutshell

What 1948 meant to television is graphically told in its station growth. As of January, 1948, there were 16 stations on the air. January, 1949, finds 51 stations on the air.

That's a gain of 319 per cent.

TV C-Day

TV C-Day

In Television, As on Radio, Wrestling? It's as Honest It's Comics Who Get Across

(Continued from page 11)

its budgetary strength for musical extravaganzas. In radio the big salaries are commanded by the Hopes and Crosbys, the George Burnses and Gracie Allens. And again, in TV, the turning in Hoopers the best dramas can't match. Show business is show business.

The star system, which at one time or another has been under fire in every branch of show business under the sun-and has never been beaten yet-rears its beautiful head in TV and names again prove to be box office.

take some getting used to on the part of writer, director and actor. should think the writer would have fairly well founded. But what actor the easiest time of it, because he need only have a good yarn to tell and then tell it in terms of what he wants seen and heard-and in that sequence-to the end of his story. The director follows much the same route. The actor must give a good performance and add to it some simple extra duties such as facing the right camera at the right timebut this is like learning "business" in a stage play, so it qualifies as nothing new after all.

Off With Shackles

TV allows a certain amount of throwing off the shackles that have bound so many showfolk for so long in radio. No longer will we have to write in lines like, "Here he comes leased from the throttle hold which to let TV panic you. "sound only" has had upon it. The singer in radio is bound to vocal interpretation; in TV he is free to give his song full visual interpretation as well. Even the so-called "limitations of the medium" are not as limiting as they can be made to seem. In a stage play six or seven actors may be visible to the audience in a single

scene. It is the stage director's job That's why the film industry reserves to stage the action so as to direct the audience's major attention to the one player who is carrying the story (by speech or action) at any given moment. In TV the director forces that attention by his camera work. best musical and variety shows are Thruout the story the audience must give its major attention to each step as he dictates. But note that the old rules for 'elling the story still applyshow business is show business.

Over Those Hurdles

To the actor television, as such, should be nothing more nor less than another means of plying his tradea new medium for causing a laugh or bringing a tear in the same old Like any new medium, TV will way. Granted, his fear of being at the mercies of inexperienced technicians and inadequate equipment is who is having a go at video in these days of its infancy is not faced with the same problem?

> To all connected, or trying to connect, with TV-and that includes technicians, as well as writers, directors and actors-there is kingsized comfort in the great tolerance of the American public toward any scientific development. It is expected that that tolerance will be worn to a nub by the time TV attains its full stature. By that time many of those who have been trading on it will find themselves well out in front.

The big thing to remember is that nothing basic has changed. We still create interest, impose suspense, get now," our audience will be able to a laugh and bring a tear according to see him coming. How much tighter the same old rules. Show business our story telling can be. And our is still show business and if you know entertainment, too. Comedy is re- your show business you don't have what a red flag is to a bull. One

As Your Own Cathode Tube

(Continued from page 11)

each other a beating, but they are also giving a show.

Injuries Not the Goal

Often you'll hear the comment that they seldom get hurt, and when they do it's accidental. Isn't that true of any sport? When the college ball teams take the field the primary intention is to win the game-not to break the other guy's neck. Rules cover the game, but note the number of penalties for infractions, and think back over the gridiron fist fights. The intention of the wrestler is to pin his opponent. Anything else is extracurricular and extra-spectacular depending on the gladiator himself.

If you want no broken bones tonight, mother, never imply to a grappler that you think his act was good. A young reporter from The New Yorker magazine asked Gino Garibaldi who it was that determined the winner before each match, and it took three of us to quiet the knight down.

Another night at ringside, a heckler, whom the fans named Heckleberry Finn, called Gino a phony. Gino jumped down from the ring and chased Heckleberry up the aisle. Ole Heck tripped over a lady's foot and took a header along the floor. Before Garibaldi could reach him, the hurt lady's husband had the Finn off the floor and delivered a straight to the eye. Mr. Garibaldi nonchalantly strolled back to the ring; his work was done for him. The punch not only closed Heckleberry Finn's eyeit closed his mouth, too.

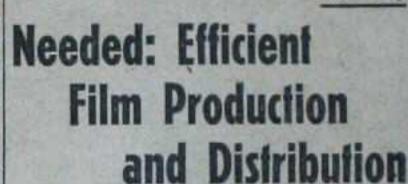
Red Flag Epithet

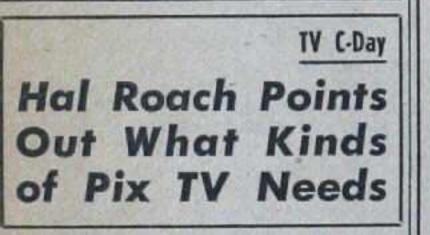
aware that two brute grapplers were above me in my corner. You see, on the opening of a show, I turn my back to the ring and face the camera. My opening remarks to the television audience were, "Howdy, howdy, sport fans, let's get settled for a night of wrestling. We're all down here ready to go . . . Sam, myself and our microphony." Frank Hewitt, one of the wrestlers above me who already had it in for me because I had made reference on a previous night to "Hewitt's suit," heard just the last half of my last word and saw red. He grabbed my arm and almost broke it with a violent hammer lock.

Those of us that have watched the art for two years still get a million laughs and a million thrills, regardless of what we think; and so long as we just think and never saywe're safe. One day I told what I thought of wrestler George Lenihan. The following week I was hoisted up to the ring by my lapels and then slammed to the hard cold floor of the arena below.

Now ask me if wrestling is a phony and I'll assure you there'll be no. broken bones tonight, mother-not mine at any rate, 'cause I ain't talkin'.

TV C-Day





(Continued from page 11)

about four or five in a room. That gives rise to a second very great departure from films of the moviehouse category. Stories and action for the new medium must be invested with an air of intimacy that will convey the impression of taking place in your own parlor.

More than a third of a century in the entertainment field has convinced us that comedy is the most universally accepted form of divertissement. Our efforts in television will lean heavily on the laugh-provoking types of program.

New Talent

Insofar as new stars are concerned, I am confident that the new medium. will uncover and develop vast resources of talent that the stage and screen have never been able to tap. Live studio shows will be the talent scouts. Eventually the pick of the performers thruout the country will be brought to Hollywood for the production of film shows.

As yet in its infancy, television is the greatest possible medium for revitalizing the entertainment industry.

The word "phony" is to a wrestler drab night in November I wasn't



A CHRONOLOGY OF IMPORTANT VIDEO DATES

(Continued from page 12)

August 9, 1945-Westinghouse Electric and Glenn Martin Aircraft blueprints its plan for relaying programs via cruising planes.

October 25, 1945-RCA demonstrates the image orthicon camera for the first time.

- February 12, 1946-Coaxial cable opened, linking Washington with New York, Philadelphia and Schenectady.
- June 12, 1946-The second Joe Louis-Billy Conn fight greatly stimulates set sales.
- September 30, 1946-CBS petitions FCC for a hearing to authorize color television.
- October 8, 1946-Baltimore added to the Eastern coaxial cable.
- October 10, 1946-FCC orders a full hearing on color television for December.
- November 11, 1946-Tradio, Inc., demonstrates a coin-operated video receiver.
- December 9, 1946-FCC hearing on color tele begins in Washington. March 20, 1947-FCC rules in favor of black-and-white video,
- June 2, 1947-American Telephone & Telegraph submits proposed co-ax rates for webs to FCC.
- July 22, 1947-AT&T withdraws its proposed co-ax rates, after industry protests.
- September 29, 1947-General Electric starts new micro-wave relay between Schenectady and New York,
- November 13, 1947-Eastern network extended to Boston via AT&T radio relay.
- March 17, 1948-American Federation of Musicians' ban on music for video lifted.
- April 1, 1948-AT&T files new rates for cable service.
- April 15, 1948-Paramount gives first demonstration of its largescreen video reception.
- May 1, 1948-Free experimental service on cable ended; networking becomes commercial.
- June 21, 1948-Republican convention in Philadelphia covered. July 12, 1948-Democratic convention in Philadelphia covered, with
- Westinghouse relaying signals to Midwest via stratovision.
- September 20, 1948-Seven Midwestern cities linked: Buffalo, Cleveland, Detroit, Chicago, Milwaukee, Toledo and St. Louis.
- September 29, 1948-FCC freezes issuance of further CP's pending studies of UHF and interference problems.
- November 1, 1948-DuMont's WABD becomes first station with daylong operation.
- November 2, 1948-Coverage of election proves one of video's greatest tests and achievements.

January 1, 1949-TV's C-Day.

(Continued from page 10)

selling expenses, advertising allowances, taxes and duties must be considered along with innumerable evidences of clearance for television transmission. Among the latter points to be considered are those of music clearance, copyrights, literary and talent releases.

Once the basic distribution contract, including the film property selling price, has been agreed upon, then the question of film editing, print scanning, and timing must be resolved.

Campaign Necessary

When completed, the property is ready to enter the sales or distribution phase of its journey into television. A promotion and advertising campaign on behalf of the property should be prepared, giving the distributor's sales force the necessary tools to procure either sustaining or commercial sales contracts from stations, networks or advertisers. Also included should be merchandising tools on behalf of the property for a given advertiser and a well-defined and publicly known price structure. The distributor's sales staff, located in key television centers thruout the United States and eventually the world, will then secure and schedule bookings for the specific distributor's film. Orders will be relayed to the distributor's home offices and in turn will be processed thruout the actual physical distribution phase of the distributor's activity. This will include print inspection, assemblage of all necessary clearance documents, packaging, and shipping as quickly as possible to the film's users.

The importance of this service to television stations cannot be overemphasized. The growing use of films, especially those made for television programing, necessitates a well-organized distribution activity by a few top-notch firms, which are capable of rendering a service to stations and advertisers on a local, regional or national level.

TV C-Day Cable Great, Opines Herbuveaux, 3-Hour Time Gap Will Give But Get Off Aching Program Back Coast-to-Coast Headaches

(Continued from page 11)

hope for an early arrival at some- for all time once you put it on TV. thing like a state of normalcy. But There is enough evidence on hand to it is obvious that with just that one indicate that the public will stand pipeline, nobody in the televising hitched for repeats, as long as the business is going to be very happy right off at the start. For the sake of the television audience as a whole, I hope that the allocations are cut up on a basis best designed to give the Midwest a good show. A lot of potential television customers are going to source of programs for the television be alienated otherwise.

day when every network has as much the picture. No one section of the time on the cable as it wants, one can see a cloud on the horizon that's on major sports events, and these no bigger that the main tent at Ringling's. Spread all over the sky like Middle West as well as from other a Pepsi-Cola sign on a fine afternoon is the great big question, "Wotcha gonna use to fill up the schedule?" New York can't do it alone, and Philadelphia can't do it alone and nobody else can do it alone. In order to keep the schedule from looking like a picket fence with half the slats kicked out, other points of program origin are going to be required. That sinking sensation south of your diaphram is not caused by a new ulcer, but by a slow realization of this progression:

In vaudeville, it was 40 weeks a year for a routine.

In radio, it is 40 weeks every week. In television, it's 40 weeks every hour.

TV Gobbles 'Em Up

What few people outside the program ranks realize is that television network radio.

shovel attacking a gravel bank. This not too distant future is a promise of doesn't mean that a good show is gone repeats aren't overdone. But even with the aid of re-runs, television is consuming stuff at a tremendous and accelerating rate.

All of this simply points up the importance of the Midwest as a networks. Of course, it's easy to see But looking forward to that happy how news and sports events fit into country has a monopoly on news or items are going to come from the parts of the country.

Help That Beginner!

One of the small lessons that should be found right in the front of any television primer is the one that tells how Chicago has always been friendly to beginners, has taken the trouble to nurse them along and boost them up the ladder when they were right. That goes for all branches of show business, particularly radio. Simply for the sake of nailing down a point, a guy might consider the fact that Chicago started some characters named Ameche, and Oboler, and Bergen, and Hodiac, and Hedges, and Trammell, and Strotz, and Kopf, and Marion and Jim Jordan, and a couple of blackface characters whose names escape me now that they have left

But even Chicago isn't enough to

TV C-Day

(Continued from page 13) when East meets Midwest.

that kinescope recording ought to continue to be in the future the answer it is in the present to lack of networking via instantaneous facilities. The cost of kinescope recording will be infinitely less than transcontinental coaxial rentals, scheduling of programs in various cities can be more easily and advantageously done, and I submit nothing will be lost in the majority of cases by their not being live telecasts.

It's a different story in the last matter, tho, when we consider instantaneous coverage from the standpoint of public service and news. There immediacy is most desirable, the lack of it often anticlimactic. New York and Washington, for example, are the two main newsgathering centers in America; in fact, news of national and international significance not only is gathered there; more important, it is made there. And I remember on two occasions early last year my being in the control room at WFIL-TV, Philadelphia, where I was program director for a short time, and watching special feeds from Washington. Both were pick-ups from Capitol Hill. One showed James C. Petrillo being interrogated by congressmen about the AFM; the other was an address by President Truman to a joint session of the House and Senate in which he denounced Russia and ealled for Universal Military Training. There were a number of us in that control room and we were just as silent and intent on the President's words as were the grim-faced men, Marshall and Forrestal, sitting in the front row of the House chamber.

via kinescope recordings would never rejoicing as it undoubtedly will be have had the same impact. Radio and the newspapers would have As a matter of fact, it's my belief taken the edge off our interest, the element of surprise and not-knowing would have been gone. We would have been mostly curious to see how he said what he did; watching him in that control room as he said it we were tense and apprehensive . . . what our President might or might not say held the implication of the actuality of war. That the address didn't turn out in the long run to be as all-embracing as was expected is beside the point.

Television for its growth needs instantaneous lateral and vertically extended network facilities for regional and national coverage just as radio did; but the West, an area far more widespread yet far less populous than the East and Midwest, singly or combined, has certain characteristics peculiar to itself which need clarification in any consideration of television's future and its potential.

In this short article I have attempted to point out merely one or two of these characteristics.



eats up programs like a nine-yard

TV C-Day **Chi Sees Chance Of Being TV Hub**

CHICAGO, Jan. 8 .- This city will have a chance to become an important television program origination center if the other nets follow the example of the American Broadcasting Company in scheduling shows from here. This became apparent this week when ABC revealed its West-East schedule, which will start after the coaxial cable between here and New York is put into operation January 12. ABC's central division has been given the go-ahead on programing over nine hours a week from here on the net. Chi, once a top radio origination point, has long claimed that it would have its second chance. in video. ABC's action is the first indication that that chance might be realized.

At present, all shows will be aired to the East on a sustaining basis, but ABC execs here say there is the strong likelihood that a couple will go commercial in the near future.

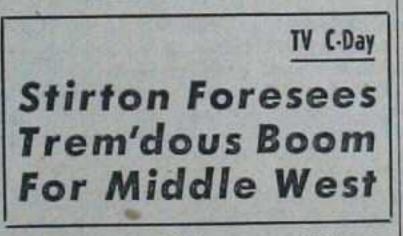
Schedule from here will include five and a half hours of studio shows per week and two hours of boxing and two hours of wrestling.

Studio shows will be Super Circus (Sundays, 4 to 5 p.m.), Music in Velvet (Sundays, 8 to 8:30 p.m.), ABC Television Players (Sundays, 8:30 to 9 p.m.), Dollars and Sense (Mondays, 7:30 to 8 p.m.), Skip Farrell show (Mondays, 8 to 8:30 p.m.), boxing (Tuesdays, 9 to 11 p.m.), wrestling (Wednesdays, 8:30 to 11 p.m.), Vaude Varieties (Thursdays, 7 to 8 p.m.), Stump the Authors (Saturdays, 8 to 8:30 p.m.), and Stand By for Crime (Saturdays, 8:30 to 9 p.m.). All times are Central Standard.

originating from here more programs mean the creation of a one-way street to the East and Midwest than any other, local station, and will feed more programs on the cable to the East than all other Chi stations combined, ABC claims.

fill up the holes. There are plenty of good show towns around this territory -Detroit, St. Louis, Cincinnati-to name three that could start network programing without too much trouble. Assists could probably be depended on from Milwaukee, Minneapolisprobably other points soon.

The cable is going to be a tremendous aid to the Middle West. Think how it will keep the boys Down East from spreading themselves out too thin.



(Continued from page 13) conscious of the medium when they view the commercials of their Eastern competitors. These advertisers and agencies will also realize its tremendous scope and impact when they view Grade A television in their local communities, and when they hear the comments of their friends and associates.

There is no question that when the coaxial cable makes it possible for the Midwestern stations to offer such outstanding programs as the Philco Television Playhouse, Texaco's Milton Berle show, ABC's Actors' Studio, Emerson Radio's Toast of the Town, and the Pic and Pat Minstrels, television dealers will be hard put to keep any sets on their shelves. Manufacturers of tele sets will really have to keep their production lines rolling.

West-to-East, Too

If I give the impression that the January 12, 1949, date that I men-With this move, Chi ABC will be tioned in my first paragraph will (East-to-West), let me hasten to say that this definitely will not be true. While I am frank to say that we in benefits, we shall also have an oppor- biggest winner.

Delay Would Lose Impact

Seeing and hearing this speech hours or days later in newsreels or

tunity, thru the West-to-East cable, to secure and hold a prominent position in the television programing field. We at WENR-TV, ABC's Chicago station, working in conjunction with program production people and advertising agencies, as well as utilizing the creative abilities of our excellent staff, have been feeding over 12 hours a week of programs to our Midwest affiliates. Our Midwest affiliates have reported excellent reaction on the part of their viewers to several programs that we have been feeding them. The general press as well as the trade press have been quite lavish in their praise. We think this is quite remarkable in view of the fact that we have been operating only since September, 1948.

Over-All Plan

ABC's over-all television plan includes the scheduling of several of our sustaining programs on a Westto-East feed. Just which ones and at what times will, of course, not be determined until the cable allocation is set. We have been discussing the origination of West-to-East network commercial programs with several advertisers and their agencies. The outlook on this is most favorable. We are confident that the caliber of Midwest TV programs will compare most favorably with those produced in the East.

Because the opening of the cable connecting the East and West will hasten the day when television will be regarded as a paying proposition and not as a novelty, more money for bigger and better program schedules will result. That often lost soul, John the Midwest will reap tremendous Q. Public, will in this case be the

with the best in TV films...

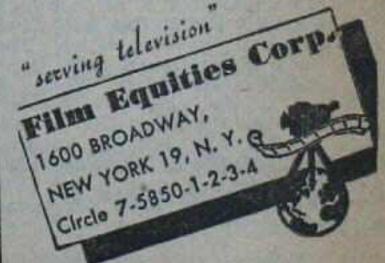
NOW ... serving 95% of all TV stations daily.

Our sponsors include: Philco Dealers, R.C.A. Victor Distributors, Fischer Baking Co., General Foods, Leafmint Gum.

"The Man from Scotland Yard". New television film mystery series. First 13 now available.

We serve you with the largest TV film library in the industry.

Send for our illustrated film lists



The Billbourd

MIDWEST, HERE WE CON

January 15, 1949

Sked in Line; Philly Refrigerator Dealers Webs at Post For C-Day

THEFT

16

WPIX Scratched

(Continued from page 3)

three-way swap had DuMont get the 7 to 8 p.m. period on the westbound line on Sundays for its Old Gold Amateur Hour, where previously it was supposed to alternate from 7:30 to 9 with ABC. The latter web got 8 to 9 for itself for relinquishing the 7:30 to 8 spot. CBS got the 7 to 7:30 period on the New York to Washington cable from ABC, while ABC got 6 to 6:10 period from CBS Sundays, to give it the entire 6 to 7 p.m. period on that night.

WPIX Drops Out

The webs got a small windfall in extra time from the periods previously assigned to WPIX, when that station dropped out of the cable picture. This amounted to two and onehalf hours in the post-8 p.m. periods, with ABC getting an hour (10 to 11 p.m. Saturdays), while CBS and NBC each got 45 minutes.

Among the disappointments suffered, one of the strongest was that of CBS for Ford Theater, which has been airing from 7:30 to 8:30 on Sunday. The web was unable to clear

PHILADELPHIA, Jan. 8 .- In a test | dising prizes. of the power and pull of television, N. Snellenburg & Company, major department store, and Elliot Lewis Corporation, distributor of International Harvester Refrigerators, are going to use video almost exclusively to introduce the new refrigerators. The Joseph Lowenthal Agency here, anxious to put tele to the test, has kicked off the campaign with a halfhour Monday show at 9 p.m. on WCAU-TV. Other advertising avenues will be brought in later, with talent added, for the Philadelphia the WCAU-TV program, Stop the Automatic Company, Kaiser-Frazer Clock, as a test of the see-and-hear medium's ability to deliver.

Bennett, Stop the Clock is an audience participation, pitting pairs of clip, with 12 advertisers during the contestants in performing zany past two weeks having contracted stunts in a race against time. Ben- for nearly 450 such television periods, nett will emsee the show, with con- mostly local accounts, and some settestants competing for merchan- ting up 52-week schedules.

In All-Out Test of Video

The station also adds two new programs to the video schedule. W. S. Peace, suburban realty dealer, has taken over sponsorship of the Friday night quarter-hour Nancy Niland show, with Miss Niland, backed by an instrumental group, bringing the hit tunes of the day. The show is placed direct. The Lowenthal Agency also spots a Tuesday night quarter-hour Spotlight Time, with Joyce Ayres singing and both pro and amateur dealer.

In addition, WCAU-TV announces Packaged and produced by Donn that spot and announcement business continues to move at a fast

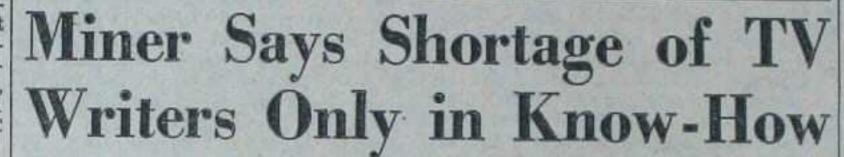
FCC To Probe **Further Policy On Station Rep**

WASHINGTON, Jan. 10. - Representatives of the National Broadcasting Company (NBC), the American Broadcasting Company (ABC) and Allen B. DuMont Laboratories are slated to explain their station representation policies when the Federal Communications Commission (FCC) resumes the spot probe today (Monday).

The webs are expected to echo recent claims by the Columbia Broadcasting System (CBS) that network activity in the station rep field is too light to call for any FCC action (The Billboard, December 11).

NBC represents WGY, Schenectady, N. Y., and five stations operated by Westinghouse. The Westinghouse account, however, is slated to move to Free & Peters, member of the National Association of Radio Station Representatives (NARSR), the organization whose complaint caused the FCC to launch the probe. ABC represents only affiliate WMAL, Washington, while DuMont's activities are confined to its own two stations.

The chief beef of NARSR is against CBS's radio sales division, which represents the seven CBS owned-andoperated stations as well as five affiliates. NARSR is contending that web activity in the station rep field is contrary to FCC's network regulations.



NEW YORK, Jan. 8 .- Tele's script-1 ing problem is not a shortage of writers but a shortage of those who know how to write for the medium, according to Worthington C. Miner, Columbia Broadcasting System's (CBS) director of program development. Tho many well known radio writers have offered their services to video on speculation, the field requires an intimate knowledge which few have. primarily an economy of writing because of the time element and a welldeveloped visual method of telling a story.

This ability neither radio nor legit scripters have when they first start to write for tele, Miner said. Radio writers get in trouble with their climaxes, their use of film and their

time thru to the Midwest for this show, but could still conceivably air it for an East-only network. Similarly, NBC lost the choice 8 to 9 period, which General Foods has subsidized for so long, altho that web has the Chicago eastbound line during those hours.

NBC brain-trusters have come up with the answer of how to placate those clients who do not immediately get time on the westbound cable, and at the same time begin developing audiences for those shows. The web plans to kinescope virtually every commercial show which cannot go west by cable, and show it at the same time in the Midwest as it would be seen if it were transmitted by coax. Then, when new cables open up this summer, viewers already will have become accustomed to the shows' day and hour.

Another variation is that which NBC is preparing to use for the Philco Television Playhouse. In this case, NBC alternates on the 9 to 10 p.m. Sunday time with CBS's Toast of the Town.

The Philco show will be kinescoped every other week, when it cannot go thru to the Midwest, and shown on those stations two weeks later. CBS execs are understood to be thinking along similar lines, but had made no decision at the week's end.

PACKARD'S PANTO PITCH

DETROIT, Jan. 8.-The first continuous program of television sponsorship by Packard Motor Company went on the air Thursday (6) over WWJ-TV, with a half-hour show of pantomime by George Scotti, doubling from the Club Bali. The show uses pantomimes of recording artists. The producer is Walter Koset, with Dave Zimmerman as announcer. Young & Rubicam is the agency. Packard used video on a casual basis in New York a year ago, but the present show, sponsored directly by the Packard dealers in this area, is the first consistent program under the company's banner.

liking for music as a total mood developer and substitute for climaxes. They must learn to do without music except as an accompaniment to the story, the CBS exec stated. Legit writers do not handle their work with Dayton, O., begins its test pattern sufficient economy.

ing does not lend itself to tele, since Golden Glove matches, with sponsor-(See Shortage of Writers, opp. page) ship to be taken over by RCA Victor.

WHIO-TV, Dayton, To Test

NEW YORK, Jan. 8 .- WHIO-TV. schedule January 17. Beginning Miner claims that great playwright- January 31 the station will air the

Who's Got What on the Cable - The Revised Sked

Below are the up-to-the-minute evening schedules on the three major cables: Westbound (New York-Washington-Chicago), eastbound (Chicago-Washington-New York) and southbound, East Coast only (New York-Washington). A considerable number of changes have been made from the cable allocations handed down last week by the American Telephone & Telegraph Company (AT&T) as the result of horse trading.

The Four networks were scrambling to set their commercial shows for thru airing to the Midwest at week's end. Some National Broadcasting Company (NBC) programs, however, will be seen in the Midwest via kinescope, since no cable time was available. Those commercial shows definitely set for showing both in the East and Midwest thus far are:

NBC: General Food's Author Meets the Critics (live and kine) and Meet the Press (live and kine), Philco Television Playhouse (live and kine on alternate weeks), Disney News, Colgate Theater (live and kine), Firestone's Americana Quiz (live and kine), Texaco Star Theater, Bates's Girl About Town (live and kine), Kraft Theater, Cluett Peabody's Phil Silvers show (live and kine), Swift show (live and kine), Bigelow show, Admiral Frolic, Gillette boxing, RCA Victor's Kukla Fran and Ollie, Camel newsreel. Procter & Gamble has definitely decided against expanding its I'd Like To See to the Midwest. American Tobacco is slated to start a new show Friday nights at 8 p.m. January 21, preceding the fights, and may kinescope it to Midwestern stations. Chevrolet Flayhouse will get a trial kinescope run over KNBH, Hollywood, shortly, and if successful, probably will expand to kine coverage of the Midwest.

DuMont: Small Fry (co-op), two new 30-minute shows sponsored by receiver division of DuMont from 9 to 9:30 Tuesdays and Thursdays, Admital Frolic.

Columbia Broadcasting System (CBS): Chevrolet's new Winner Take All, Chesterfield's new That Man Godfrey and His Friends.

American Broadcasting Company (ABC): Kellogg's Singing Lady, Town Meeting (co-op), Bristol-Myers' Break the Bank.

Following are the complete four web time allocations:

Time		1	Now Y	ork-W	ash.Cl	hl.				Ohl-1	Wash	H. Y.					Here	York-	Wash.		
EST	Mon.	Tus.	Wed	Thur.	Fri.	Sat.	Bun.	Mon.	Tus.	Wed	Thur.	Fri.	Set.	Sun.	Non.	THE.	Wed.	Thur.	Fri.	Bet.	Bun
8:00-8:15				ABC					the second second		NBO					ABO		CBS		NBC	
8:15-8:30 8:30-9:00 9:00-9:30	MBC	NBC	CBS	ABC ABC DUM	DUM	ABC	ABO	ABC	CBS		NBO	ABO		NBO	and the second second	ABC	ABO	the second second	CBS	CHS	CBI
8:80-8:48	083	-	MBC	-	ABO	-	NBO CES	NBO	NBO	-	-	NBC	-	-	ABC	ABC	-		DUM		NBC
B:45-10:00	CBS	088	-	-	ABO	-	MBC	MBO	-	-	-	-			ABC	ABC	-		-		CBI
10:00-10:18	DUM	088		ABO	-	ABC	NBO	-	-	ABO	NBC	ABC	NBO		085	-	NBO	-	DUM	onis	NB CB
10:18-10:00	-	NBO	088		-	ABO	NBO	-	ABO		NBO		MBO	ABO	CBS	CBS	NBC	CES	DUM	CBS	CB
10:80-11:00	DUM	-	-		-	-	-	-	-	ABC	-	-	-	-		CBS	MBO	CES	DUM	085	ABO

TV C-Day

17

WJZ-TV, WNBT

closer this week, with the former preparing to make a full-scale leap about February 15. WNBT, in line with its policy of easing back into the late afternoon hours from the evening one time period at a time, this week was virtually set with a show for the 5 p.m. period. The first WJZ-TV show definitely set was Market Melodies, an Arthur Modell-Charles Harburuck package, which will fill two mid-morning hours six days weekly. It will contain variety, weather, news, interviews and recordings, plus shopping tips. The Modell-Harburuck combine is setting deals with supermarkets to have four large-screen receivers installed when the markets share sponsorship with national advertisers.

WNBT is readying a kid show for the 5 to 5:30 slot, just preceding Howdy Doody. As yet untitled, it will feature a gal from the N. Y. Public Library who spins yarns for moppets. The visual matter will be classic illustrations from famous children's books. The show probably will start on a two or three-aweek basis next month.

4

WJIM Plans Tele **Operation** by Oct.

LANSING, Mich. Jan. 8 .- H. F. Gross, president of WJIM here, stated this week that WJIM will start purchasing television equipment sometime in January, and if all goes well WJIM would be able to present video by October. WJIM was granted permission to televise by the Federal Communications Commission in December, according to WJIM officials. The television antenna will be built atop the Olds Tower Building, highest building in Lansing, now leased by WJIM.

New YORK, Feb. 8.-Daytime plans of WJZ-TV and WNBT moved HOOPER Rates in New York City

NEW YORK, Jan. 8 .- Variations in development mark the rise of the top five TV programs aired in New York during the past six months. This is shown in a study of these shows by C. E. Hooper, Inc., made especially for The Billboard's TV C-Day issue, based on Hooper's New York City teleratings. The shows are Star Theater, Toast of the Town; We, the People; Small Fry Club and Television Theater.

On Texaco's Star Theater, starring Milton Berle, sponsor identification took no August dip, but continued bulging until October, when it slid back one-tenth of a point. The viewer drop in August was a real one, as evidenced from a like falling off of share in audience.

Toast of the Town, Emerson's variety show with Ed Sullivan, gained rating right thru the summer from its July tee-off, until November, when it fell off slightly over one point. Its share of audience, however, dropped nearly 10 points in October, and dipped a bit more the following month.

"We, the People"

Gulf Oil's We, the People, with a 46.0 in June, fell all the way to 8.3 in August, but its climb since has been just as sharp, with a 46.4 average for November. General Foods' Small Fry Club, which had a 35.4 in June as a sustainer, fell to .16.1 in July and since has been slowly climbing back. In November it finally surpassed its previous mark, scoring a 36.5 rating.

Kraft's Television Theater also took the August nosedive, but its fall was less than three points. Since, it has steadily moved up to its 30.2 November mark. Strongest share of audience was in July, with 46.5, but its next best mark was its most recent, with a 41.9 in November. Sponsor identification has shown considerable variation, but has never fallen below the 82.4 it racked up in June.

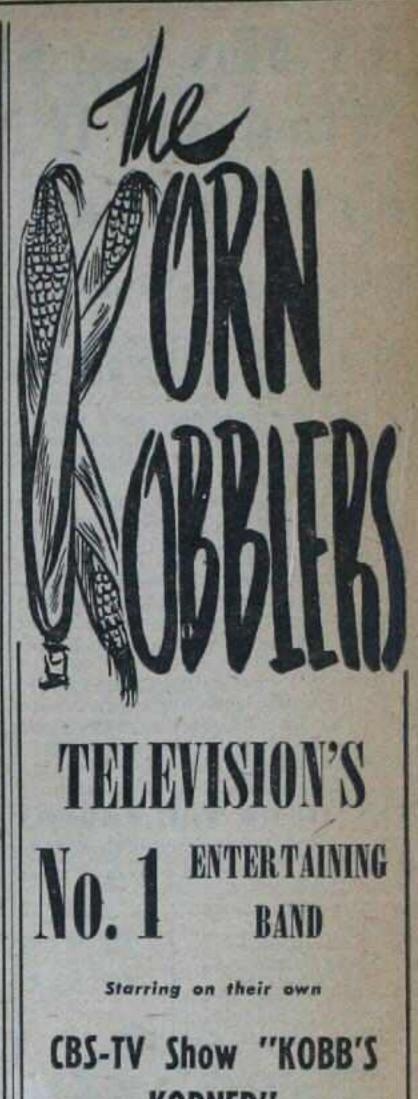
Individual records follow:

Star Theater, Texas Company, WNBT

June July August September October	51.5 63.2	Share of Audience 60.2 82.4 57.7 84.3 92.4 01.7	Sets in Use 64.7 49.3 57.8 64.7 68.4 95.1	Identifi- cation 76.3 90.7 95.2 95.5 95.5 95.4	Per Set 4,07 4,26 5,13 4,30 4,67	
November	80.7	94.7	85.1	96,0	4.64	

Toast of the Town, Emerson Radio (From October) WCBS-TV

	Rating		hare of		Identifi- cation	Per Set
July (Sust. 9:30-10:00)	25.1		42.6	44.4	01.00/	
August (Sust. 9:30-10:00)		12	66.9	46.8		4.73
September (Sust.)	50.5		79.7	63.4		4.68
October	53.0		70.0	75.7	88.6	4.65
November	51.8		69.1	75.1	91.9	4.35
		30	011 1	TODC THE		



SHORTAGE OF WRITERS

(Continued from opposite page) it is written so tightly that it cannot be cut without harm being done to the script. Ibsen's The Wild Duck is an example,

Miner does plenty of tele writing himself and cited his method of video scripting as an indication of the unusualness of approach needed to cope with tele. "The first thing I do before starting to adapt a script is to make a model of the set. Then I do the adaptation, but this has to be an entirely new script, not just a cut version of the old one." Breaking writer Joe Liss in on tele scripting, Miner made a new adaptation of Liss's play for WCBS-TV. Then he let him compare the tele adaptation with his original play to see the differences. Afterward Liss was put on adaptations.

Tele, Miner said, is a great showcase for writers and offers all kinds of possibilities. After the scripts are done on video, they can either be developed into play or a picture, he believes.

As to the length of time it takes to turn out a tele script, Miner indi- the toughest extant to write for but cated it depended entirely on the felt that the future rewards would writer's experience with the medium. amply justify the effort put forth.

We, the People, Gulf Oil, WCBS-TV

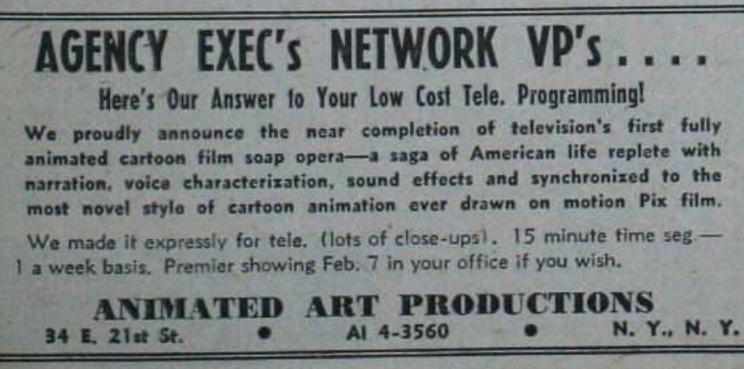
June July August September October	34.6	Share of Audience	Sets in Use 72.6 52.2 56.8 68.8 61.6	cation . 82.7 83.6 82.1 66.4 79.3	Per Set 3.87 3.90 3.77 3.83 4.95
November	46.4	Sector Sec	75.9	70.6	4.00
C 11 T (1	1 0	1 17. 1	TWI A TO P		

Small Fry Club, General Foods, WABD

June (Sust.)	Rating	Share of Audience		Identifi- cation	Viewers Per Set
July	16.1		23.5		
August	19.7		30.7		
September	19.5		20.2	44.7	8.29
October	25.5		40.7	41.8	8.02
November (Gen. Foods 6-6:15 Only)	36.5	10 mar 10	48.5	8.0	8.15
Kraft Television	and the second s	Kraft	Foods.	WNBT	

June July Angust September October	20.5 28.7	Share of Audience 26.7 46.5 30.1 30.7 38.4	Sets in Use 70.6 40.0 52.7 66.8 62.0	Sponsor Identifi- cation 82.4 83.0 85.9 91.1 87.7	Average Viewers Per Set 3,42 3,80 3,26 3,23 8,23 8,23
*Share of audience shown only i *Data not available or pertinent.	30.2	41.9	72.3	86.5	3.38

At first, of course, it takes longer but KTLA Renews Cooley once a knowledge of what can be done with tele is gained, it takes much less time to write video scripts. Miner stated the medium is one of



HOLLYWOOD, Jan. 8. - Spade Cooley's Saturday night tele show, Western Varieties, will remain on Paramount's KTLA, according to terms of a seven-year contract made between the station and the Western batoner. Show, a direct remote from Cooley's Santa Monica ballroom, has been airing via KTLA for five months. Long-term pact comes after other video outlets in the area tried to lure him from the Paramount station. Pact also gives KTLA kinescope rights to the Cooley show. Show has been carried sustaining but according to KTLA's director, Klaus Landsberg, bankroller will soon be disclosed. Scanner will fill the 9-10 p.m. time slot. Seg consists of Cooley. his sagebrush ork, and names in the Western field.

The Billboard

TV May Get Shot in Arm When and If New Excess **Profits Tax Is Passed**

RADIO-TELEVISION

See Possibility Film Firms May Hypo Air-Video Usage

(Continued from page 4)

18

wartime credit. This wartime credit was figured on the basis of either 95 per cent of the corporation's 1936-'39 average earnings-plus some adjustments for new capital outlays-or on the company's invested capital, whichever the taxpayer prefers.

The normal tax, applying to the earnings that remain after subtracting excess profits, would continue on the present basis of 38 per cent, but the total amount of normal and excess profits taxes would not exceed 70 per cent of the company's net profits, compared with 80 per cent in wartime.

Briefly, the Snyder plan would allow 35 per cent more tax credit than in wartime, and a corporation now making four times as much profit as it did in the 1936-'39 period

PIX TO DO YOU PROUD

That's what you get in my best-yet, glamourgloss photo repros. Timed right, too, so you never wait for delivery-and priced to please even & Scotch star!



would pay approximately 63 per cent of that profit to the government as combined normal and excess profits taxes.

Dingell and O'Mahoney Plans

Under the EPT schedule drawn up by Rep. John D. Dingell (D., Mich.), the rates of taxation on excess profits strictions, lower domestic attendance would start at 50 per cent on earnings between 140 and 145 per cent of the wartime credit-after allowing a tax credit of 140 per cent of the wartime credit and a specific exemption of \$50,000 plus an extra \$50,000 for corporations formed since 1947-and slide upward to 80 per of the wartime credit.

The tax plan of Sen. Joseph O'Mahoney (D., Wyo.) also calls for an exemption of \$50,000 and a credit satisfactory results. Little has been of 135 per cent of the wartime tax credit, then excess profits would be taxed at 50 per cent on earnings from 135 to 140 per cent of the wartime ings of most pictures seldom are c. dit, scaling up to 100 per cent on profits exceeding 150 per cent of the wartime credit.

Predicated on Profits

These measures are predicated on the optimistic assumption that corporate profits will continue at high levels. Actually, it may not turn out that way, at least not all around. Many leading companies and even whole industries already show signs of having reached a peak in profits. Reversals may be further accelerated by new wage demands, higher costs of raw materials and transportation, and other jacked-up items. On the other hand, a continued high rate of business activity in some lines -tho not necessarily on a high-profit basis-is pretty well assured by large backlogs of orders and the shortages in steel, autos and some specialties. Even with a high rate of producti however, the situation, profit-wise, would not be comparable to wartime. Resistance to price increases already has developed, altho wages are still pushing upward. The supply of goods also will soon catch up with demand, capacity business, such as the steels, and the pressure of high inventories oils and motors, a new EPT would eventually will intensify competition provide inducement for expenditures and force prices down.

be so acutely concerned with getting the tax collector, if and when a new his advertising dollar's worth from levy is enacted.

tele. On the other hand, he would have the satisfaction of contributing badly needed financial support to the development of a new advertising medium which some day will aid him in return.

Potential Business

As an instance of the potentialityand even necessity-of increased ad- will be chairman of the House Ways vertising expenditures, the motion and Means Committee, is completely picture industry may be cited. Movie in favor of a peacetime EPT. As theater business today is more than leaders in tax matters for the 5 nate 30 per cent under the wartime peak, and House, respectively, George and Yet the film industry, which paid Doughton therefore are likely to presome \$150,000,000 a year in excess fer tapping other sources of income profits taxes during the war, spends if they can be found. less than 5 per cent of its operating dollar on advertising and similar promotion.

Plagued by foreign market reand the increasing threat that television will have a seriously adverse effect on moviegoing, the movies are badly in need of an intensive public the EPT does not have the full suprelations campaign-one that could utilize radio and television. The film industry has made only spasmodic use of broadcast media up to now. Some cent of profits exceeding 175 per cent of the campaigns-particularly those employing local station time synchronized with the current local showing of a picture-have fetched very thing about enacting a new EPT law, done, however, on a national network ness indicates that fears of heavier basis, partly due to the cost and taxation are having a depressing partly because day-and-date showsufficiently widespread to make network advertising profitable. A film rarely is shown in more than 200 theaters simultaneously.

On the other hand, the movies as an industry, rather than on an individual picture or company basis, now are in need of both an institutional public relations campaign and EPT would bring in. Aside from indirect sales advertising. Film company heads have gone so far as to endorse and urge a stronger public plants, equipment and replacements relations program via the Motion Pic- during the past several years means ture Association (Johnston Office) Exhibitors likewise, thru the Theater Owners of America, have proposed a public relations program that includes the use of radio and television. movie firms are going to be further have little or no excess profits to tax. reduced by increased taxes, it is quite probable that these companies will be more inclined to put some of that money to work in selling their product and their industry to the public.

Passage a Toss-Up

On the score of "if and when," there are several things to bear in mind. One is that neither Sen. Walter F. George (D., Ga.), who is slated for the chairmanship of the Senate Finance Committee, nor Rep. Robert L. Doughton (D., N. C.), who

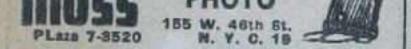
Some other Democratic members of the House Ways and Means Committee have come out in, favor of a "limited" EPT, and the majority of members favor some kind of a levy, but there is unmistakable inclination toward moderation.

At the Treasury Department, too, port of all officials, some of the revenue experts regarding such a tax as very difficult to frame and to administer.

Finally there is the reaction of industry. It will take five or six months for Congress to really do anyand meanwhile, if the course of busieffect that may go so far as to touch off a business slump, there is a good chance that President Truman will be advised and possibly convinced to give up his EPT demands.

Few EP's Likely

There are additional e!, nents pointing to reduced profits ahead, which means fewer dollars that the proposed dications of lower prices on the way, the abnormally high cost of new that the amount of depreciation allowable to these companies also will be substantial. If income drops even moderately from present levels, a large majority of the firms that made If the already reduced profits of heavy outlays for new facilities will Only a small percentage of big corporations, therefore, may come within the scope of a new EPT. A lot of firms, especially those formed since prewar days, also will seek special exemptions because of the different conditions that now prevail. A constructive angle worth considering in connection with a reasonable EPT is the fact that the carryback and carry-forward provisions would tend to stabilize profits of companies whose earnings are more or less volatile. During the wartime EPT, these provisions enabled many firms to show consistently good pershare profits in spite of the war. So the best informed guesses are that, if a percetime EPT is passed, it will be a mild one. But any tax increase at 11 would almost certainly induce many corporations to divert more of their taxable profits to some channels of self-promotion where they would at least get something for their money.



GLOSSY PROFESSIONAL 8×10 PHOTOS IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO Box 1941 Bridgeport 1, Conn.

GENUINE HIGH GLOSSY PHOTOS EA. REPRODUCTIO Made from your negative or photo." Unsurpassed in quality at any price. NO NEGATIVE CHARGE- NO EXTRAS 24-HOUR SERVICE ON REQUEST 8x10's: \$7.99 per 100; \$55 per 1000 Fan Mail Photos (5"x7") \$36 per 1000 - Postcards \$23 per 1000 Mounted Enlargements (30x40): \$3.85 LARGEST (No Negative Charge on 2 or more) Made by J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers PLaza 7-0233 165 West 46th St. Tholographers New York 19, N.Y.

WHAT WE ADVERTISE"

DELIVER

Need \$10,000.00 to operate Sporting Arena In famous Jersey resort. Equipped for Boxing, Wrestling, Shows, etc. Capacity: 2,000 Seats.

Box 387 The Billboard, 1564 B'way, New York City

HOWARD PHOTO REPRODUCTIONS



Intensified Merchandising

This means that many corporations and industries will have to go out and fight harder for business-via advertising, promotion and public relations, all of which they did not have to emphasize so strongly in the war days when demand was greater than supply and a lot of firms were satisfied to devote their ad budgets largely to institutional messages.

Furthermore, there will be greater incentive as well as necessity to increase ad budgts under a new EPT. While there are fixed limits on depreciation write-offs and the amount of allowable credit for new capital investment, replacements, etc., no ceiling can be placed on a company's legitimate operating expenditures of which advertising, promotion and public relations are essential functions.

Tele May Benefit

While such media as radio, news- income before it enters the excess papers, magazines and trade papers profits circle. In fact, tele would be naturally would benefit from any in- able to claim special exemptions since crease in ad budgets, the move could there was no video industry to speak bring particular benefits to television. of 10 years ago. Sponsors who are now inclined to It would be most desirable, of shy away from video because of its course, if tele derived a major porrelatively high cost might be much tion of any increased ad budgets remore inclined to at least take fliers sulting from a new EPT, and it is up in that medium if they faced the to the salesmen peddling tele time to alternative of having to give up a go out and convince the big corporalarge slice of their earnings anyway tions that video is the most advanin the form of excess profit taxes.

Institutional Promotion

In the case of companies doing aimed at long-range institutional value rather than stimulation of immediate results. There might be more of the type of sponsorship exemplified by the Esso (Standard Oil, New Jersey) bankrolling of the New York Philharmonic Symphony or United States Steel's Theater Guild on the Air. Programs of this caliber add prestige to broadcasting but are too costly to carry indefinitely on a susstaining basis.

Media Profits Down

As for any likelihood of broadcasting, publishing and other media being lifted into excess profits brackets by a windfall of advertising being blown their way if the foregoing eventualities come to pass, a large enough gap exists between current and wartime earnings of nearly all ad media to set at rest any concern on this point.

Net profits of both radio and publishing are well below their peaks, while television can absorb a lot of

tageous outlet for some of those funds In this case the sponsor would not that will otherwise be scooped up by



The Billboard

19

MUSIC Communications to 1564 Broadway, New York 19, N. Y.

1st Foreign Ork Marks Decish Heartens Pubs To Play Britain Marks Decish Heartens Pubs After 13-Yr. Ban Pipers To Ankle

of refusal to allow foreign dance bands to play in England, the Ministry of Labor (MOL) has finally granted a permit to a French orchestra to appear in London.

The MOL had previously refused to grant permits after objections had been voiced by the British Musicians' Union (BMU), Now, after 12 months of negotiations, Bernard Hilda's 12piece band from the Club Des Champs Elysees, has been granted a was first formed, vocal corps signed permit to play in London for three with the Coast major soon after leavmonths.

It is a reciprocal deal. The French players open at Ciro's January 17; in exchange Nat Allen's band goes to the Paris club for three months.

This agreement may be the opening gun in the battle to break this long ban for good and allow a goodly number of foreign bands to perform here. The complete dropping of the ban would enable top-flight bands to perform here on the vaude stage.

1

Kornheiser to **Marks**; Albert **Moves to Miller**

NEW YORK, Jan. 8 .- The turnover in pubbery professional departments this week found veteran music men Bennie Albert and Phil Kornheiser moving to the Miller and E. B. Marks firms respectively. Albert had been with Feist for 31 years and ords this week inked chirp Jane Harremains within MGM's big three pubber holdings in moving to the Miller firm, where he will work under general professional manager Norman ing session Friday (7) which pro-Foley. Kornheiser also had a long association with Feist, where he served as professional manager for many years. Prior to joining Marks, where he will head the standard popular department, Kornheiser served as representative here of the King Cole-Carlos Gastel publishing interest in Nature Boy.

Cap for Victor; **Get More Moola**

HOLLYWOOD, Jan. 8 .- Pied Pipers are set to sign a recording pact with RCA Victor, terminating their five-year affiliation with Capitol Records. Among the first to have joined Cap's talent ranks when the company ing Tommy Dorsey's band. Piper's Cap contract expired December 31 and first notified the diskery that they do not intend to renew the paper when called for a recording immediately following lifting of the disk ban.

Reason for the switch is twofold: Pipers received a \$25,000 annual guarantee from Capitol, a figure which Victor reportedly agrees to top; (2) Pipers feel that vocalistheavy Capitol does not permit them sufficiently wide song selection.

Paper with Victor is ready for inking. Pipers will have their final meeting with Cap's a. and r. chief, Jim Conkling, Monday (10), but at press time it appeared voice blenders will walk to Victor.



White Ex-Xmas

BOSTON, Jan. 8 .- There's no explaining this. But Marian Swift, manager of the record department of Mosher Music Company, New England's second largest retailer of platters, reports that the post-holiday sales of Christmas records has far exceeded any other year. "Usually," she says, "we can forget Christmas records as soon as the holidays are over. But this 'year we have had an astonishing demand for them since December 25."

ASCAP Gets **Green** Light For TV Pact

NEW YORK, Jan. 8 .- The American Society of Composers, Authors and Publishers (ASCAP) has formally notified telecasters that the Society has the required 80 per cent Inc. authority from its members and can therefore negotiate a television pact. The 80 per cent means that those ASCAP members who assigned the Society their TV rights represent 80 per cent of the Society's dollar ing of his decision, in the opinion volume income during the year 1947. The 80 per cent figure was obtained, way for publishers to have authority incidentally, despite the fact that the Metro Music interests have still failed to assign TV rights to the Society.

Ponder Steps Vs. Unethical Disk Mfrs.

Want Arrangement Control

NEW YORK, Jan. 8. - Attorneys are interpreting a decision by Judge Larned Hand in the United States Circuit Court of Appeals this week as a partial victory for music publishers over record manufacturers in the long argued question: Does the right of a manufacturer to wax a tune also include the right to make an arrangement? Lawyers, representing individual pubbers, Music Publishers Protective Association (MPPA) and Songwriters Protective Association (SPA), derive their optimism from Judge Hand's findings in the appeal of E. B. Marks against a judgment in favor of Seva Foullon, Bard Record Company and United Masters,

Altho Judge Hand upheld the lower court's decision to the effect that the defendants were not infringing in recording their own arrangement of the Marks tune Malaguena, the wordof music biz attorneys, may open the over the arrangements used in recordings. The key phrases are: "The question becomes whether the (mechanical) license releases United Masters from the consequences of they expected the negotiations to any existing infringement in composing the 'arrangement' of Malaguena already made, and consented to its future use in manufacturing records. ... It is plain that it did both." The decision goes on to point out that when United Masters and Marks executed a license to press records of the tune, the waxery "not only got a release for composing the 'arrangement,' and for any steps already taken in the manufacture of records, but it got a consent to complete that manufacture and to sell the records." However, when the defendant failed to meet its royalty agreements, the pubber could have repudiated the license, and "had the plaintiff done (See Marks Decision on page 100)

Shifts also found Bob Sadoff going to Encore Jewel from General Music, and Herbie Hood leaving the Miller firm.

Meanwhile the big three is planning to move the Miller and Feist firms from their Brill Building offices to 799 Seventh Avenue, where Robbins is located. An additional floor is being negotiated for, with professional offices to occupy one floor, and shipping and storage facilities the other. Each of the firms will maintain its separate entity.

Herman Asks Suit Dismissal

NEW YORK, Jan. 8 .- Woody Her man, represented by attorney Milton Polakoff, moved for dismissal this week of the breach of contract action brought by his former lawyer-managers, Herman Goldfarb and Michael Vallon. State Sucreme Court Justice Steuer reserved decision, adjourning the case until Monday (10).

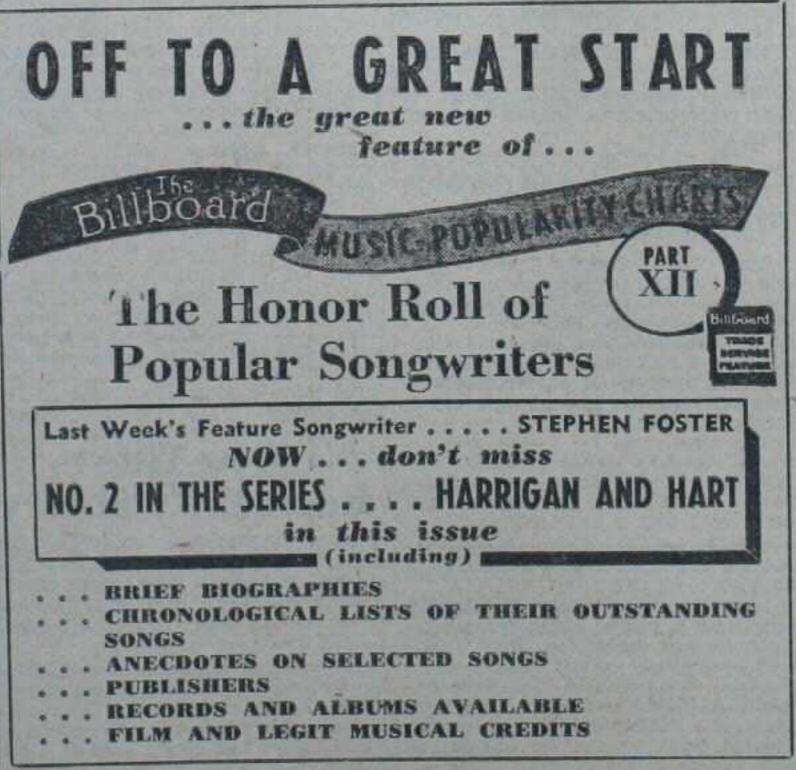
The di_missal was sought on the ground that a prior action pending in Supreme Court incorporates the same cause of action. Goldfarb and Vallon are charging that the orkster breached a March 21, 1947, contract calling for 10 per cent of Herman's earnings as an entertainer and 5 per cent as a band leader, and are seeking a total of \$18,637. The prior action (The Billboard, March 6) seeks damages on three contracts between plaintiffs and defendant.

vey and warbler Jack Kilty to fresh waxing pacts. Miss Harvey was signed following a screening recordduced etchings of So in Love and Always True to You in My Fashion, from the Cole Porter Kiss Me, Kate score. The chirp recently switched her management affiliation from the William Morris Agency to the Donald Hyde Agency of Hollywood, and she is personally managed by Milton Ebbins.

strength of his waxing of Sunflower singer.

Toppers on the committee representing the telecasters stated that click along more rapidly, now that ASCAP has formal authority to conclude a deal. Talks during the next week or two will be devoted to defining the types of music usages in TV, and determining which type would come under the general and which under the specific license.

In calculating the 80 per cent assignment, one vote was tallied for Kilty was signed to a pact on the every \$20 received by a writer, and one vote was tallied for every \$500 which the diskery bought in master received by a publisher. There was form from the video and legit musical no interrelation, however, between the writer and pubber votes.



Mercury Exits Distrib Field

CHICAGO, Jan. 8 .- Mercury Records' sales manager, Morry Price, this week announced completion of plans by the Chi waxery to convert its distributorships into independently owned outlets. The Mercury trend from company-owned to independently operated distribs was reported previously in The Billboard of December 11. Last of the Mercuryowned distrib points was sold last week when Lyle Chapman, Milwaukee business man, purchased the Chicago and Milwaukee distributing firms, largest of the Mercury distribution points volume-wise. Chapman's purchase makes all 40 Mercury distribution points independently operated. The Columbus, O., setup was sold recently to Lou Robins.

Chapman's territory, which includes Northern Illinois, Wisconsin and the northern peninsula of Michigan, will be staffed by people who previously were with the companyowned set-ups. The Chi and Beer City outlets will continue under the name Mercury Distributing Company of Chicago and Milwaukee.

20 MUSIC

The Billboard

January 15, 1949

Col.'s 7-In. LP Prices & Catalog New LP Version

Waxery Issues **Rates for New** Microgrooves

First Releases Listed

NEW YORK, Jan. 8 .- Details of Columbia's new seven-inch microgroove disk (The Billboard, January 8), with respect to price structure and catalog, were revealed this week, together with a statement relative to public acceptance of long-playing (LP) records. According to Edward Wallerstein, chairman of the board of Columbia Records, the seven-incher, on which Columbia will make available its weekly pop and masterworks releases this month, "is the logical step in the completion of the revolutionary technique established . . when we introduced the microgroove system six months ago."

Implicit in the Columbia announcement is the fact that the purchasing public is gradually getting a better quality disk for less money. The competitive picture assures this, inasmuch as RCA Victor and Columbia have both gone down the line together on price structure with respect to regulation 78 r.p.m. disks and will follow suit on their new developments.

60-Cent Pop and Folk

The seven-inch Columbia platters

Female Deejay

PHILADELPHIA, Jan. 8. -Carol Reed, local thrush, becomes the first fem disk jockey on television with a participating platter show of her own Thursday nights on WPTZ. The gal has been before the TV cameras as the fem foil for Jack Creamer's Handy Man show on the same station and has done a number of singing shows on several local radio stations. On her TV spinning, Miss Reed sings along with the turning of the turntable.



NEW YORK, Jan. 8 .- The William Morris Agency (WM) band wing continued to hack away at its ork roster this week as it allowed orkster Jan Garber to move into the fold of the General Artists Corporation (GAC) which already has absorbed Buddy Rich, Hal McIntyre, Henry Busse, Bobby Byrne, Red Ingle and Del Courtney from the WM office.

The irony of the Garber switch to GAC is that the orkster's pact with WM was due to begin this week, having been signed at the beginning of 1948, following the expiration of Garber's term with Music Corporation of America (MCA).

HOLLYWOOD, Jan. 8 .- With Jan are priced at 60 cents plus federal Garber's switch from William Morris tax for pop and American folk music Agency to General Amusement Cor-(See Columbia Issues on page 100) poration (GAC) this week, the Morris Coast office surrendered its last foothold on band attractions. Garber's exit-closed the books on name (See WM Band Wing on page 100)

RCA Foreign Depts. Resume

NEW YORK, Jan. 8 .- RCA Victor's international and Latin American departments this week renewed waxing activity and announced the signing of several new artists. In the Latin division, orkster Jose Morand became a Victor exclusive and cut his first post-ban wax Friday (7). Vocalist Yayo El Indio, inked during the ban, prepared to cut his first Victor date backed by Alberto Socarras's combo.

In the international department, German pop warbler John Hendrick and Jewish Cantor Samuel Vigoda were new additions. Hendrick is already cutting for Victor in England, while Cantor Vigoda has his first date scheduled for early February, Thrush Marina Koschetz, now featured in the Luxury Liner pic, has been resigned to cut Russian disks, but will now wax for Victor's popular series also. The Italian tenor, Gino Bechi, familiar to American audiences via imported films and several Victor red seal classical disks, will henceforth cut Italian pops and folk tunes for release on the international label. Bechi has a pact with Voce Da Padrone, Victor's Italian HMV affiliate.

Talent, Release **Plans Set by DF**

CHICAGO, Jan. 8 .- Talent roster and release plans for the new Double

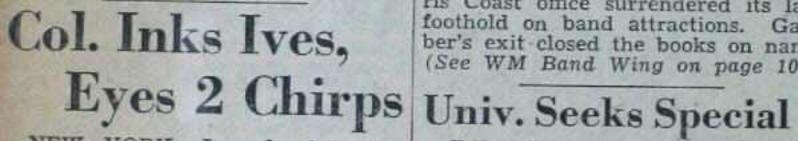
For Classicals CHICAGO, Jan. 8 .- Mercury Records Prexy Irving Green stated this week that his diskery would soon de-

but with its own version of a longplaying platter-a vinylite job that will play on 33 1/3 micro-groove equipment. It's understood the Mercury disks will include 7, 10 and 12inchers.

Green, however, pointed out that the Mercury process has been made possible thru use of the Reeves-Fairchild margin control process, which, it is claimed, makes possible the cutting of many more lines to the inch, greater frequency range and better stylus tracking than has heretofore been possible with the longerplaying disks. Repertoire of the new Mercury microgroove wax will be drawn from the company's catalog of 20,000 classical masters, the Czechoslovakian Ultraphon, Esta and Supraphon catalogs, as well as longhair sides of domestically made recordings.

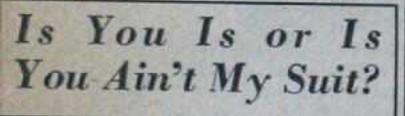
Among the first items to be released on Mercury's LP's will be the Khachaturian Violin Concerto, featuring David Oistrakh, The 1812 Overture by the Mengelberg-Amsterdam Orchestra, and works by Erna Sack, and oboeist Mitchell Miller, The Miller disks will introduce Mercury's extended frequency range recording technique into the microgroove field. The leather-type packaging utilized in Mercury's regular longhair line will be retained in the LP series. Price will be in line with recently released disks by competitive firms.





NEW YORK, Jan. 8 .- Columbia Records this week inked Burl Ives, was screening chirp Julie Wilson and was believed on the verge of making a deal with thrush Sarah Vaughan. The diskery copped Ives from the Decca label when his pact with that company expired earlier in the week. Miss Wilson, who is appearing at the St. Regis Hotel here, will be screened by the Columbia artist-and-repertoire department to test her disk potential.

Miss Vaughan is all but signed with the diskery pending settlement of her dealings with the Musicraft waxworks which still holds her contract. She is claiming that her pact with Musicraft, which is supposed to run for about another year, has been breached since the firm failed to meet royalty payments.



NEW YORK, Jan. 8.-Attorneys for tunesmith Billy Austin and Leeds Music met with the American Arbitration Association (AAA) Wednestay (5), with Austin asking for the return of \$700 which the pubbery dejucted from his royalties to help detend a lawsuit. The hassle dates from 1941, when a plagiarism suit was brought against Leeds in connection with the tune Is You Is or Is You Ain't My Baby?, written by Austin. The pubbery won the case, out expenses amounted to \$1,400. Leeds, thru attorney Morton Miller, writer and pubber to split costs. The this matter in the courts.

Mech. Royalty Rate

NEW YORK, Jan. 8 .- Universal Records execs are seeking a special mechanical royalty rate from publishers, it was reported this week. Pubs said they had been queried by Bill Putnam, Universal topper. The Universal disk carries two tunes to a side and sells for 79 cents. The mechanical rate on regulation disks is 2 cents per side.

Harry Fox, publishers' agent and trustee, stated that as yet no formal rate had been set with Putnam, but that correspondence to this end had been initiated.

Basie Set To Reopen Florentine Gardens

NEW YORK, Jan. 8 .- Count Basie's ork and a Negro revue will unshutter the doors of the old Florentine Gardens in Hollywood February 3. The spot, which has been operating sporadically for the past year or so, will be taken over by op Hal Stanley who formerly ran the Rhumboogie nitery in the film town.

The show will be staged and directed by film dance director Nick Castle and will feature in addition to Basie, the Berry Brothers, several other acts and a line of girls,

AAA is expected to give a decision in 30 days.

Lew Dreyer, attorney for Austin, withdraw a second claim from arbitration-the contention that Leeds had improperly signed Austin to an outdated Songwriters' Protective Asalleges that Austin orally agreed to sociation (SPA) contract when a later share the expense, and furthermore, form was available. Dreyer has inthat it is customary in such cases for dicated, however, that he will pursue by firm Prexy Bill Putnam. Putnam told The Billboard that the January 15 release would include five disks, carrying hit tunes and sleepers, plus 20 catalog items, which will carry standards, novelties and instrumentals.

In the hit category, Orrin Tucker's ork will have two disks, first of which carries Powder Your Face With Sunshine, Lavender Blue, Sweet Little You and 88 in the Books, while the other disk carries Far Away Places, So Tired, Just Because and William Tell Overture. Selections on the Scat Davis disk include Down by the Station, Pussycat Song, Johnny Get Your Girl and Froggie Went a Walkin'.

New artists who have cut for the DF catalog include the Pennington and Richmond quartets, spiritual groups; Denise Briggs, harpist; Bob Carter Trio, Negro rhythm quartet; Cal Shrum, Western singer; Walter have secured a release from BMI and Dunstock, ragtime pianist, and the placed the tune with an ASCAP firm, Lenaud Sisters, semi-classical piano Julie Shein's Music Workshop. The team, while other catalog items are by Tucker, the Harmonicats, Davis, Flash and Whistler, all of whom were recorded on Universal label.

The DF disk, which retails at 75 cents, will carry two, two-and-a-halfminute selections on each side thru a recently discovered microgroove process or five minutes of music on each side, as compared to the previous three-minute limit on a standard 10inch platter.

AMP Gets Title to Russo-U.S. Pubbery

NEW YORK, Jan. 8 .- Associated Music Publishers (AMP) has acquired Russian - American Music Publishers, Inc., and will henceforth operate that firm as an AMP subsidiary.

The catalog contains compositions by Prokofieff, Scriabine, Shostakovitch, Rachmaninoff and Khatchaturian, and symphonic arrangements by Mohaupt and Hugh Ross of these works.

Feature (DF) (two selections on each side) disk were announced last week Ends Out of Ct.

NEW YORK, Jan. 8 .- An action brought against the Chelsea Music Corporation by songwriters Jack Siegel and Dick Miles was settled out of court this week when the pubbery returned the copyright to Someday, Somewhere, to co-writers Siegel, Miles and Joan Brooks, and canceled the pubber-writer agreement for the tune. The action, instituted in July, 1948, demanded an accounting and reversion of copyright according to the songwriter contract, for non-fulfillment of its provisions.

Since Chelsea is a Broadcast Music, Inc. (BMI) affiliate, and Siegel and Miles are now American Society of Composers, Authors and Publishers (ASCAP) members, the writers tune, which had been waxed by Joan Brooks and Tommy Tucker, was also used in the flick, Ten Cents a Dance.

Tempo Invading Longhair Field

HOLLYWOOD, Jan, 8 .- Tempo Records will invade the classical field next month when it starts simultaneous release of 78 and 83 1/3 r.p.m. European recorded platters. Tempo's prexy, Irving Fogel, recently returned from a European biz trip on which he acquired American pressing and distribution rights for a large classical catalog. Fogel, however, failed to divulge the name of the diskery, claiming that legal complications necessitate his keeping mum on that point until platters are released.

Tempo, which had disclosed its 33 1/3 r.p.m. plans almost simultaneously with Columbia's LP announcement, said the label may go to 45 r.p.m. if the Victor sponsored speed shows buyer acceptance.

The Billboard

21 MUSIC

Columbia Moves McAllister and Wilson Up Front

NEW YORK, Jan. 8 .- Two Columbia Records execs move into front office spots, with formal announcement slated early next week. The men are Ken McAllister, heretofore LP co-ordinator, and Jeff Wilson, up to now merchandise manager of Masterworks Records. McAllister's new post is manager of distribution and promotion, in which capacity he will be in charge of all advertising, sales promotion and press activities. He will probably continue his duties as LP co-ordinator. Wilson is taking over as manager of distribution and merchandising. He will be responsible for all merchandising departments, chain-store sales, sales statistics and the label department. Both men will report directly to Paul E. Southard, vice-president in charge of merchandising,

McAllister has been with Columbia since 1941, when he joined the company as manager of pop record promotion. Wilson started with Columbia in 1940 as a district manager.

Robert Kirsten replaces Wilson as merchandise manager of Masterworks.

Capitol Signs **Torme to Pact**

HOLLYWOOD, Jan. 8 .- Capitol Records this week disclosed having signed Mel Torme to a recording pact, confirming a report by The Billboard (December 11 issue) that the Velvet Fog would move to the Coast major after snipping his contractual may well hit the aforementioned figties with Musicraft. Torme will cut ure. his first Cap sides January 10. According to James Conkling, Cap's licensees. artist-repertoire chief, the Fog will take on a new look when he appears under the Cap banner. Conkling intends to use him in Torme originals and specialty material, and deemphasize his pop platter etchings. With the inking of Torme, Cap adds still another male vocalist to its rapidly growing roster of male balladists. In November Cap signed 19-year-old Bob Grabeau to a diske.t. pact, following the addition of Dean Martin and Jerry Lewis, Nick Lucas and Artie Wayne. These were acquired in the latter part of the year to strengthen the firm's male department, which first consisted of Johnny Mercer and Andy Russell, later joined by Clark Dennis and Gordon MacRae. Cap, heretofore, had wielded its greatest vocalist strength in the fem department, boasting Peggy Lee, Jo Stafford, Margaret Whiting, Martha Tilton and Kay Starr, among others. Torme broke with Musicraft the first part of this month, after over two years of unsuccessfully trying to slip out of his pac with the indie label. He won his freedom from Musicraft when his personal manager, Carlos Gastel, demanded \$18,000 from the diskery as payment for six months' royalties due him December 1. Jack W. Myseison, Musicraft prexy, informed Gastel that Musicraft would not be able to meet that payment and would therefore have to forfeit its pact with the Fog.

"Moon" Rises

NEW YORK, Jan. 8 .- The cult of "how-high-the-moon-ism" is set for its strongest hypo this week, when WMGM deejay Leonard Feather devotes his daily Jazz at His Best show exclusively to that tune. From Monday to Friday he will play some 35 different diskings of How High the Moon, trace its history and have its composers up to comment on the phenomenon. The song started as an innocuous show tune, written by Nancy Hamilton and Morgan Lewis, in 1940, for Two for the Show. The boppers seized on the tune, probably because its chord structure is especially susceptible to boprovising and made it their anthem.

ASCAP Melon May Be 10 Mil

NEW YORK, Jan. 8 .- The latest estimate on the earnings of the American Society of Composers, Authors and Publishers (ASCAP) for the past year indicte that the melon may hit \$10,000,000. This figure is about \$2,000,000 higher than previous estimates, which hovered around \$8,000,000. The \$10,000,000 figure is based on the already confirmed fact that the Society's radio income during 48 totaled \$6,500,000 (The Billboard. January 8), and on the fact that ASCAP collected a good part of its theater revenue despite the Leibell decision. The total revenue accruing from radio, theaters, night clubs and other licenses, it was stated this week, ASCAP has a total of nearly 40,000

Disk Ban Settlement Raises Issue Re New Labor Law: **T-H Group Makes Report**

Congress May Mull Welfare Fund in Passing New Rules

(Continued from page 3)

servative wing of the GOP and a majority of the Southern Democrats, takes on an additional significance possible." in view of the fact that the welfare fund provisions of T-H may be carried over into the new labor law which will succeed T-H. The latter is regarded as possible because the new labor law, all agree, is likely to be a compromise, and the welfare provisions of T-H are one of the important elements of any possible compromise, inasmuch as these provisions affect important industries and unions, notably the United Mine Workers of America. Should the T-H welfare provisions carry over intact, then the point could be raised-and pressed-as to whether the Petrillodisk ban settlement could be construed as valid. At this time, it cannot be stated that such a situation is likely to come to pass, but the possibility exists, according to Washington legalists.

Apprehension

Concerning the disk deal, the committee report stated: "We are apprehensive that a precedent has been established whereby any union and employer desiring to do so may seek to by-pass all of the restrictions of the statute." The report added: "The action taken with respect to the musicians' fund merits the close attention of Congress."

The committee report also stated:

mended that "serious consideration be given by Congress to an amondment making such circumvention im-

Funds' Growth

The growth of welfare funds, the committee reported, "raises important questions regarding their effect on the avoidance of federal taxation." Payments to welfare funds, conunued the report, "are very much in the nature of a permanent tax, increasing the cost of production in any industry affected."

It was pointed out that Congress already regulates the details of funds set up in the railroad industry and hinted that such regulation might be desirable for the disk fund. "Particularly in the case of an industry fund where one employer is often required to contribute to the welfare of employees of other less progressive employers, it seems that there might be a definition of the character of the benefit to be granted of a permanent nature supplementing the Social Security Acts, and perhaps some limit on the total cost to the industry."

In the majority opinion of the GOPdominated group, the Taft-Hartley Act "is working well, without undue hardship upon labor organizations employers or employees." Amendments recommended, said the report have been in the direction of perfecting the intent and purposes of the present law, with no new fields being The joint committee goes out of business March 1 when its work is to be taken over by the House and Senate Labor committees. Almost entirely a Republican venture, the report was signed by only one Democrat, Rep. Graham Barden, of North Carolina. Five other Democrats and one Republican, Sen. Irving Ives New York, refused to sign the report

J. Long Re-Signed By Sig; O'Day Inked

NEW YORK, Jan. 8.-Jazz thrush Anita O'Day this week inked a twoyear waxing pact with Signature Records. She was originally reported as signing with RCA Victor Records, but apparently that deal fell thru. The chirp has been waxing with Signature for the past couple of years.

SPA Ups Yearly Dues For Top Four Ranks

NEW YORK, Jan. 8 .- The Songwriters Protective Association (SPA) has raised its annual membership dues as follows: "A" writers raised from \$50 to \$100, "B" writers from \$30 to \$50, "C" members from \$20 to \$30, and "D" members from \$10 to \$14. Associate members remain at \$10.

At this time 148 pubbers have signed the basic SPA-pubber agreement.

Section 302 (of T-H) makes it a invaded. misdemeanor for an employer (could be a record company) to make any payment of money to any representative of his employees, and likewise, for a representative of employees to accept such payment unless the restrictions of the section have been complied with." The report also raised the angle that benefits accruing from the fund should be limited to musicians actually employed by the record manufacturer contributing to the fund.

In another section, the report states that the committee believes that "the intent of Section 302 (welfare fund provisions) if not its true words, is clearly violated by arrangements which remove such funds from the section's restrictions." It is recom-

3 Indie Diskers Prep Plan For Joint Distrib Set-Up

CHICAGO, Jan. 8 .- To strengthen on inventory control and cut dow ... what they consider "weak links in overpressing. The trio intends to our independent distributor set-ups," give closer co-operation to disk three indie race and jazz labels, jockeys and encourage ofay jocks Mercury of Chicago and Specialty to play the big, commercial race hits. and Aladdin of Los Angeles, have While each of the firms concencompleted a deal to set up jointly trates on the race and jazz fields, a series of company-owned distribu- they feel there is enough divergence tion points.

ference between Lee Egalnick, of blues and jazz hits have appeal for Miracle; Leo Mesner, of Aladdin, and a large number of race buyers and Art Rupe, of Specialty, will be opened that they intend to stagger their January 15 in Detroit under the name releases each month. Thus each firm of Central Record Sales of Michigan. will get an equal representation, and By February 15, the labels expect to artists who might have similar set up outlets in Chicago, St. Louis appeal will not run into each other. and Los Angeles, and eventually The firms intend to get together often have approximately 50 per cent of to compare releases so that conflicting their distribution set-up under com- numbers will go at different times. pany supervision.

Get Better Break

Long's ork to a fresh two-year pact able the firms to keep closer touch overpressing danger.

in catalogs to enable them to work First outlet, planned in a con- successfully. They point out that

A running study will be made of the progress of various kinds of race The trio feels their labels will get and jazz numbers and style of artists a better break under the new set-up, in each town, so that some estimate in that the distributor profit will be can be made in the future as to what directed toward promoting their own each city will probably absorb of hit The diskery also re-signed Johnny wax. The new set-up will also en- records, thus again cutting down the

ST Inks Starr, Dorsey, Crosby

HOLLYWOOD, Jan. 8 .- Standard Transcriptions this week inked three new artists, marking firm's first major talent acquisition since the lifting of the ban. Pacted to one-year deals were Kay Starr, Jimmy Dorsey and Bob Crosby. Crosby will be given featured vocalist billing, and will record with backing by Jerry Grey's ork and Modernaires vocal group.

Also inked recently to a Standard contract was Michael Douglas, ex-Kay Kyser vocalist now signed to Coral Records.

Fotine Gets Decca Pact, Midwest Date

CHICAGO, Jan. 8.-Larry Fotine orkster and composer of You Were Only Foolin', this week inked a pact with Decca Records and at the same time got his first location break in the midwest.

Fotine, former scorer for Blue Barron, brings his band to Ben Lejcar's Melody Mill, Riverside, Ill. March 9 for three months with options. Deal was set by Paul Barnister, Associated Booking Corporation's Chi bandman. Lejcar intends to return to his previous policy of nightly network remotes for Fotine's debut. He dropped his airtime a year ago.

Fotine is currently featured on the American Broadcasting Company's Wednesday Treasury Bandwagon.

Philly Dealers Lining Up With LP Promotion

PHILADELPHIA, Jan. 8.-Charges directed against Columbia's Long Playing record sales campaign by David Krantz, a past president of the Philadelphia Retail Record Dealers Association (The Billboard, January 1), were disputed this week by Frank Ryall, also a past president and presently chairman of the association's board. While Krantz charged that the association dealers were passing up the deal offered by Motor Parts Company, local Columbia distributors, offering a free LP player to each purchasing eight LP platters, both Ryall and a Motor Parts official declared that association dealers were falling in line with the promotion.

Ryall said that the Motor Parts deal has been left entirely to the individual dealers either to accept or to reject, and that he personally was joining in as are many others. At Motor Parts, the official stated that most of the association dealers are taking the deal and that at a meeting with a committee of the association's board of directors to explain the deal, most of the members placed orders immediately, altho there was no intention at that time to solicit any business.

Co-Op Ad Costs

Krantz had charged that the association members rejected the deal because the 15 per cent profit provided left no profit after co-operative advertising costs were paid. The deal, which will be made public this week in newspaper ads, provides for a Columbia LP player given free of charge to anyone purchasing any eight LP records at a cost of \$38.80. The Motor Parts official explained that the records cost the dealer \$24 and that the \$8.95 cost to the dealer for the player (with the distributor sharing the same player cost) meant the package cost the dealer \$32.95, leaving a profit of \$5.95 on each sale. And while each dealer has to pay \$12.50 for listing in the newspaper advertising, the distributor official pointed out that the bumper crop of sales of such deals would find no dealer losing any money on the campaign. "More important than any profits," said the Motor Parts spokesman, "is the result of "not seeing eye to eye the fact that this deal is primarily a promotion campaign. Dealers did not make any money on a similar deal offered last November, but it paid off considerably in the store traffic and the store sales that followed the succeeding weeks." A similar deal last November offered a \$19.95 Amplitone LP player for free with the purchase of six LP records. The Motor Parts official said that an indication of what the deal meant in terms of sales is the fact that one dealer in suburban Swarthmore sold 180 deals in a week, some in the center of the city sold from 500 to 600 such deals, and even in tiny Ephrata, Pa., the record retailer was able to give away 70 LP players in a single week. And while some local dealers are "reluctant" to come along with this new deal because of the "profit" angle, he said that they are in the minority and for the most part the short-sighted dealers. More important than the deal sales, he said, was the fact that the giveaways "stimulated store business and helped considerably to lighten existing inventory." He added that all such Motor Parts promotions are de-(See Philly Dealers on page 107)

U. S. Foregoes Blanket Rule **On Pluggers; Status Under** Wage-Hour Act Seen Variable

The Billboard

WASHINGTON, Jan. 8. - The and he would consequently be cov-Labor Department's wages and hours ored by the wage and hour law," the division is preparing to issue a report which will leave unanswered the for Firm B might be chiefly in selling, question as to whether or not songpluggers are covered as a "group" by the wage-hour law. A spokesman told The Billboard this week that the division, which has been studying the song-pluggers' status for several months, will make no attempt to issue a blanket ruling for this class of employees in a revision of wagehour law definitions to be published late this month.

The spokesman said, however, that the status of song-pluggers would be determined "in individual cases," inasmuch as "the duties of songpluggers seem to vary from music firm to music firm." On the basis of the division's official attitude, as explained by the spokesman, it can be safely assumed that any song-pluggers whose functions are shown to be "definitely in the salesman class" will be classified as "salesmen" and will thereby be exempt from wage-hour law provisions. The spokesman added, however, that "song-pluggers whose work is mainly promotional will be deemed to be covered by the law."

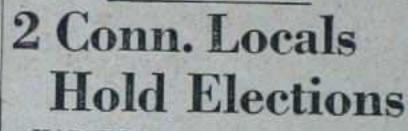
"Not Feasible"

The official said that the division would be "willing to give any individual music house a ruling as to whether or not its pluggers are to be considered "covered," but that a blanket ruling on song-pluggers as a group "cannot be made. Joe Doaks's work as a song-plugger for music Firm A may be mainly promotional,

official said, "while John Doe's work in which case he would be exempt."

For several months a wages and hours division hearing examiner has been receiving brief, and testimony from numerous industries on the question of coverage under wagehour provisions. The examiner's recommendations for changes in broad definitions are to be released in the division's over-all administrative report later this month, but even these revised definitions will not be considered final until industries have had an opportunity to file further testimony either in writing or at hearings. At the conclusion of a further study, the wages and hours division will determine the final wording of revised definitions.

The Music Publishers' Protective Association (MPPA) and the Music Publishers' Contact Employees (MPCE) have both filed briefs urging that the division rule that song-pluggers be classified as salesmen and hence remain exempt from provisions of wage-hour legislation.



HARTFORD, Conn., Jan. 8 .- Two Connecticut area locals of the American Federation of Musicians have held elections. Local 403, in Willimantic, re-elected James D. Hallock president. Other re-elected officers are Alvin C. Greene, vice-president; M. Richard Sugrue, secretary; Hudson H. Barrows, treasurer, and Louis Camillo, sergeant at arms. At Local 440, Hartford, Michael C. Rogers was re-elected president. Other elected officers are: Sebastian Shonty, vice-president; Joseph Dorenbaum, secretary; Louis J. Zebedeo, treasurer; E. George Gorsky, Sebastian Valenti, James Shonty, Carl Angelica, James N. Wilson and Joseph F. Romeo, executive board.

January 15, 1949

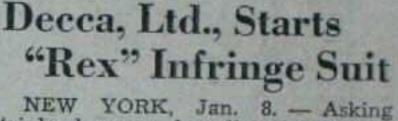
Two Pubberies In Hassle Over **'Dreamer'Rights**

NEW YORK, Jan. 8 .- The Shapiro-Bernstein and George Simon pubberies are at odds over the tune A Dreamer With a Penny, from the score of the musical All for Love, with each claiming publication rights. Simon had signed with the show's producers and writers Lester Lee and Allan Roberts, some weeks ago for rights to the score with the exception of My Heart Is in the Middle of July, which is admittedly Shapiro-Bernstein's by a prior agreement.

Here, according to Lee and Roberts, is how the snarl originated. They contracted with Columbia Pictures to put the Dreamer number in the Knock at Any Door flick, with the proviso that if the tune were withdrawn from the film the copyright. would revert to the writers. Columbia has an agreement with Mood Music, Shapiro-Bernstein subsidiary, co-owned by Shapiro-Bernstein, Columbia Pictures and Decca Records, whereby publication rights to tunes used in Columbia flickers go to Mood. Lee and Roberts had no choice but to sign a Mood contract for the tune, with a rider stating that the contract was subject to the Columbia agreement.

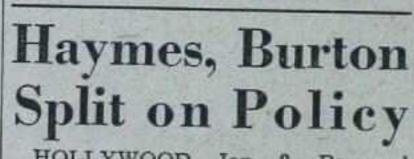
Written Release

Tune was cut from the film prior to its release, and Lee and Roberts obtained a written release from Columbia. They came to New York and (See Two Pubberies on page 100)

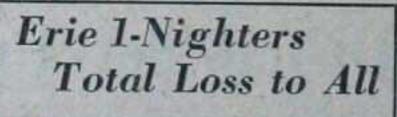


Heidt Release Confirmed

NEW YORK, Jan. 8. - Horace Heidt has received his release from Music Corporation of America (MCA), confirming reports printed in The Billboard last week. The orkster was freed from a five-year pact with the agency which he signed less than a year ago.



HOLLYWOOD, Jan. 8 .- Personal manager Bill Burton and crooner Dick Haymes this week called it quits, ending a six-year relationship. Break-up was amicable and on matters." Haymes will continue to be handled by the William Morris. office, but will not seek a new personal manager. Burton expects to trek to New York soon on new biz, henceforth devoting more time to tele activities. Burton's talent stable, now headed by Margaret Whiting, remains undisturbed.



ERIE, Pa., Jan. 8 .- The fall season of one-nighters here was a total loss to all concerned. The only gain was additional proof that each date requires full promotion and planned management. Here's the sad story: October: Carmen Cavallaro and Gene Krupa packed the Armory on a ticket priced too low. Crowding makes dancers unhappy.

November: Nick Stewart, a beautiful Texas blonde and 16 musicians attracted 12 couples. Everybody was unhappy with this one. Also during this month, Benny Goodman pulled in nearly 300 dancers. On another occasion, Sammy Kaye, given good promotion, canceled the night before owing to Horace Heidt's stage competition.

December: Promoter W. Stover was jailed on a bad check charge.

Christmas Day: Santa Claus delivered assorted strait jackets to various Erie investors, agents, musicians and bag holders.

Max B. Marks Dies, V.-P. of Music Corp.

NEW YORK, Jan. 8 .- Max B. Marks, vice-president of Edward B. Marks Music Corporation, brother of the late E. B., and uncle of Herbert Marks, head of the firm, died suddenly Thursday night at the Fifth Avenue Hotel, his home. He would have been 75 on February 22.

An authority on copyrights, Max Marks joined E. B. and the late Joseph W. Stern in 1894 to form the music publishing firm. For nearly 55 years he handled financial, contractual and personnel matters and dealt with hundreds of songwriters and publishers. He is survived by his widow, Louisa; a son, Stephens, editor of the Daily News Record; a brother, Mitchell, secretary of the publishing house, and two grandchildren.

Havana Madrid Wins

NEW YORK, Jan. 8. - Federal Judge Harold P. Burke this week dismissed the suit brought by Broadcast Music, Inc. (BMI) and the Peer and E. B. Marks pubberies against the Havana Madrid Restaurant Corporation for alleged copyright infringement. The action charged the defendant with publicly performing for profit eight tunes. BMI and pubbers had submitted testimony of a BMI employee who attended the club on August 13, 1946, and listed the tunes used there that night.

triple damages for alleged infringement of the trademark "Rex," used in the sale of records and albums, Decca Records, Ltd., filed suit against the Le Mar Distributing Company this week in U. S. District Court. British Decca demands (1) that the defendant be enjoined during the course of the action from using "Rex" in the sale of disks; (2) that Le Mar make an accounting to Decca of all profits from the sale of records and albums under the name "Rex"; (3) that all labels, signs or prints bearing that trademark be delivered for destruction.

Decca claims use of the trademark for over 15 years on disks sold in the United States and Great Britain. Decca claims it gave notice of the infringement, but that the defendant continued its use of the name.

McConkey Expands; **Buys Carlo Office**

CHICAGO, Jan. 8. - McConkey Music Corporation this week opened its sixth branch office, with J. S. McConkey purchasing the office of John Carlo, Detroit booker, who will continue to head the Motor City MMC outlet. Bobby Peters will act as Carlo's assistant. Bill Miller has been added as assistant to Cliff Myers, chief of MMC's Cleveland branch.

Managers of the six MMC branches are to meet Sunday (9) in Cleveland to talk over general business policies.

Franklin Plans Benefit

NEW YORK, Jan. 8 .- Joe Franklin, WMCA jockey specialist in oldtime vaude platters, is putting on a benefit variety show for the March of Dimes campaign at Carnegie Hall, Friday (21). Titled Echoes of the Big Time, the show will feature Morey Amsterdam, Conrad Thibault, Zero Mostel, the Ravens, Dinah Washington, Red Ingle, the Calgary Brothers, Smith and Dale, and Sheila Reynolds. Andre Baruch, of WMCA's Mr. and Mrs. Music deejay team, will be guest emsee.

and and the state of the state of the

MY FUNNY VALENTINE

LOVE SONGS

CROSBY

ALAMOSA.

Decco Album A-578

Decco Album A-505

DRIFTING AND DREAMING-BING

Selections include: DRIFTING AND

DREAMING-IT'S BEEN A LONG LONG TIME-WHERE THE BLUE OF THE NIGHT MEETS THE GOLD

OF THE DAY-THE WALTZ YOU

SAVED FOR ME-WHEN YOU'RE A LONG, LONG WAY FROM

HOME-WHEN I LOST YOU-I'M

DRIFTING BACK TO DREAM-LAND-THE SINGING SANDS OF

VICTOR HERBERT SONGS-BING CROSBY

With Frances Langford Selections include: I'M FALLING IN LOVE WITH SOMEONE - GYPSY LOVE SONG-AH! SWEET MYSTERY OF LIFE - SWEETHEARTS - WHEN

YOU'RE AWAY-THINE ALONE.

and TEMPTATION

Gordon Jenkins

and His Orchestra

DECCA

24523

Price \$3.75

Price \$3.00

23 MUSIC

Again DECCA Hits the Spot with E WORLD'S GREATEST COLLECTIO of RECORDS for ST. VALENTIN Joneymaker:

LOVE SONGS -Single Records

0

LOVE SONGS

DICK HAYMES SOUVENIR ALBUM Selections include: STAR DUST -YOU ARE TOO BEAUTIFUL -THEY DIDN'T BELIEVE ME -WHERE OR WHEN-IF YOU WERE THE ONLY GIRL-HOW DEEP IS THE OCEAN-LET THE REST OF THE WORLD GO BY-(Back Home Again in) INDIANA.

Price \$3.75 Decca Album A-498 LOMEARDOLAND-Guy Lomborde and

His Royal Canadians

Selections include: I'M ALWAYS CHASING RAINBOWS-MAKE BE-LIEVE - SMOKE GETS IN YOUR EYES-THE VERY THOUGHT OF YOU-TIME ON MY HANDS (You In My Arms) -DANCING IN THE DARK - AT DAWNING - WHEN DAY IS DONE.

Price \$3.75 Decca Album A-570 WALTZES-GUY LOMBARDO and His

Royal Canadians

Selections include: THE SWEET-HEART OF SIGMA CHI - CARO-LINA MOON-THE MERRY WID-OW-RUSSIAN LULLABY-WHEN GROW TOO OLD TO DREAM-CHARMAINE - SHADOW WALTZ -BEAUTIFUL LOVE

Decca Album A-509 Price \$3.75 THE STARDUST ROAD-Songs composed

and sung by HOAGY CARMICHAEL Selections include: HONG KONG BLUES - STAR DUST - ROCKIN' CHAIR - RIVERBOAT SHUFFLE -THE OLD MUSIC MASTER-JUDY - WASHBOARD BLUES - LITTLE OLD LADY.

Decca Album A-554 Price \$3.75 MY WILD IRISH ROSE-PHIL REGAN

Selections include: MY WILD IRISH ROSE-A LITTLE BIT OF HEAVEN - MOTHER MACHREE - TOO-RA-LOO-RA-LOO-RAL - WHEN IRISH EYES ARE SMILING - LITTLE TOWN IN THE OULD COUNTY DOWN.

Decca Album A-508 Price \$3.00 LOVE SONGS -Single Records WHEN YOU DREAM ABOUT HAWAII SAIL ALONG, SILV'RY MOON BING CROSBY (A-461) 25021 SWEET HAWAIIAH CHIMES . LITTLE ANGEL BING CROSBY (A-461) 25022 MY ISLE OF GOLDEN DREAMS TO YOU, SWEETHEART, ALOHA BING CROSBY (A-461) 25023 A SONG OF OLD HAWAII TRADE WINDS BING CROSBY (A-461) 25024 SING ME A SONG OF THE ISLANDS REMEMBER HAWAII BING CROSBY (A-461) 25025 DRIFTING AND DREAMING IT'S BEEN A LONG, LONG TIME (A-578) 25185 BING CROSBY WHERE THE BLUE OF THE HIGHT MEETS THE GOLD OF THE DAY THE WALTZ YOU SAVED FOR ME BING CROSBY (A-578) 25186 WHEN YOU'RE A LONG, LONG WAY FROM HOME WHEN I LOST YOU BING CROSBY (A-578) 25187 I'M DRIFTING BACK TO DREAMLAND THE SINGING SANDS OF ALAMOSA BING CROSBY (A-578) 25188 I'M FALLING IN LOVE WITH SOMEONE GYPSY LOVE SONG BING CROSBY (A-505) 23814 AHI SWEET MYSTERY OF LIFE SWEETHEARTS BING CROSBY (A-505) 23815 WHEN YOU'RE AWAY THINE ALONE BING CROSBY (A-505) 23816 STAR DUST DEEP PURPLE BING CROSBY (A-678) 25285 I CRIED FOR YOU MY MELANCHOLY BABY BING CROSBY (A-678) 25366 THE ONE ROSE (That's Left in My Heart) MOONLIGHT AND SHADOWS BING CROSBY (A-678) 25367 A BLUES SERENADE S'POSIN' (A-678) 25368 BING CROSBY

FCG

RECORD

FOR

ANNIVERSARY SONG HAPPY BIRTHDAY-AULD LANG SYNE (A-663) 24273 BING CROSBY 0 WHERE THE BLUE OF THE HIGHT MEETS THE GOLD OF THE DAY LET ME CALL YOU SWEETHEART BING CROSBY (A-615) 24200 SAY IT WITH MUSIC THE SONG IS ENDED DICK HAYMES (A-654) 24420 CHEEK TO CHEEK SAY IT ISN'T SO DICK HAYMES (A-654) 24421 SOFT LIGHTS AND SWEET MUSIC THE GIRL ON THE MAGAZINE COVER DICK HAYMES (A-654) 24422 ALL ALONE LADY OF THE EVENING (A-654) 24423 DICK HAYMES I'LL STRING ALONG WITH YOU I KNOW HOW DICK POWELL (A-608) 24229 THE ROSE IN HER HAIR SHADOW WALTZ DICK POWELL (A-608) 24230 I ONLY HAVE EYES FOR YOU HAPPINESS AHEAD DICK POWELL (A-608) 24231 BY A WATERFALL MR. AND MRS. IS THE NAME DICK POWELL (A-608) 24232 ALL THE THINGS YOU ARE THE SONG IS YOU FRED WARING (A-500) 23727 SMOKE GETS IN YOUR EYES YESTERDAYS FRED WARING (A-500) 23728 LONG AGO (And For Away) CAN'T HELP LOVIN' DAT MAN (A-500) 23729 FRED WARING LOOK FOR THE SILVER LINING POOR PIERROT FRED WARING (A-500) 23730 NIGHT AND DAY A LITTLE RUMBA HUMBA (A-499) 23698 FRED WARING WHAT IS THIS THING CALLED LOVET EV'RY TIME WE SAY GOODBYE (A-499) 23699 FRED WARING I'VE GOT YOU UNDER MY SKIN EV'RYTHING I LOVE (A-499) 23700 FRED WARING YOU'D BE SO NICE TO COME HOME TO I LOVE YOU (A-499) 23701 FRED WARING STAR DUST YOU ARE TOO BEAUTIFUL DICK HAYMES (A-498) 23750 THEY DIDN'T BELIEVE ME WHERE OR WHEN DICK HAYMES (A-498) 23751 IF YOU WERE THE ONLY GIRL HOW DEEP IS THE OCEAN DICK HAYMES (A-498) 23752 LET THE REST OF THE WORLD GO BY Bock Home Agoin in INDIANA DICK HAYMES (A-498) 23753 THE SWEETHEART OF SIGMA CHI CAROLINA MOON (A-509) 23761 GUY LOMBARDO THE MERRY WIDOW RUSSIAN LULLABY (A-509) 23762 GUY LOMBARDO WHEN I GROW TOO OLD TO DREAM CHARMAINE (A-509) 23763 GUY LOMBARDO SHADOW WALTZ BEAUTIFUL LOVE (A-509) 23764 GUY LOMBARDO HONG KONG BLUES STAR DUST (A-554) 23797 HOAGY CARMICHAEL ROCKIN' CHAIR RIVERBOAT SHUFFLE (A-554) 23941 HOAGY CARMICHAEL THE OLD MUSIC MASTER JUDY 23942 (A-554) HOAGY CARMICHAEL WASHBOARD BLUES LITTLE OLD LADY (A-554) 23943 HOAGY CARMICHAEL MY WILD IRISH ROSE A LITTLE BIT OF HEAVEN PHIL REGAN (A-508) 23801 MOTHER MACHREE TOO-RA-LOO-RA-LOO-RAL (That's um Irish Lullaby) PHIL REGAN (A-508) 23802 WHEN IRISH EYES ARE SMILING LITTLE TOWN IN THE OULD COUNTY DOWN PHIL REGAN (A-508) 23805 SWEETHEART OF ALL MY DREAMS LET US ALL SING AULD LANG SYNE FRED WARING 18667 SWEET AND LOVELY OUR WALTZ FRED WARING 18632

LILLE D DIAL		
BING	•	Nu latentines (ha)
CROSBY	B	ING CROSPY
St. Valentine's Day Vocal with Orchestra		A CONTRACTOR OF THE OWNER
DECCA Albus	S INCLU	DE:
23971 I LOVE YOU TRULY JUST A-WEARYIN' FOR		YOU AND I MISS YOU
YOU	24256	I'LL BE SEEING YOU
23482 THE SWEETEST STORY EVER TOLD	-	10 10 10 10 10 10 10 10 10 10 10 10 10 1
MIGHTY LAK' A ROSE	enen	Price \$3.75

LOVE SONGS -Single Records

ALL MY LOVE KATE **GUY LOMBARDO** 23989 ANNIVERSARY SONG UNCLE REMUS SAID **GUY LOMBARDO** 23799 AVALON ANNIVERSARY SONG AL JOLSON 23714 ALL MY LOVE KEEP SMILING AT TROUBLE AL JOLSON 23953 TEMPTATION MY FUNNY VALENTINE **GORDON-JENKIN5** 24523 INSTRUMENTAL

I'LL SEE YOU IN MY DREAMS-CARMEN

INSTRUMENTAL-Single Records

LIEBESTRAUM (Liszt) GOOD NIGHT SWEETHEART (A-624) 18854 CARMEN CAVALLARO COCKTAILS FOR TWO THE VERY THOUGHT OF YOU (A-602) 24184 CARMEN CAVALLARO IF I HAD YOU **SMOKE GETS IN YOUR EYES** (A-602) 24185 CARMEN CAVALLARO DANCING IN THE DARK LOVER (A-602) 24186 CARMEN CAVALLARO ALONE TOGETHER YOU'RE MINE, YOU! (A-602) 24187 CARMEN CAVALLARO SERENADE TANGO OF ROSES (A-542) 23881 CARMEN CAVALLARO COME BACK TO SORRENTO ON, MARIE (A-542) 23882 CARMEN CAVALLARO CIRIBIRIBIN FUNICULI FUNICULA (A-542) 23883 CARMEN CAVALLARO O SOLE MID SANTA LUCIA (A-542) 23884 CARMEN CAVALLARO ALL THE THINGS YOU ARE LOVELY TO LOOK AT (A-510) 23793 CARMEN CAVALLARD YOU'RE THE CREAM IN MY COFFEE YOU'RE A SWEETHEART (A-510) 23794 CARMEN CAVALLARO YOU ARE MY LUCKY STAR YOU'RE A SWEET LITTLE HEADACHE (A-510) 23795 CARMEN CAVALLARO YOU ARE TOO BEAUTIFUL YOU'RE MY EVERYTHING (A-510) 23796 CARMEN CAVALLARO TWO HEARTS IN THREE-QUARTER TIME SPRINGTIME IN VIEHNA (A-568) 24162 ROBERT STOLZ AND HIS ORCHESTRA DON'T ASK ME WHY THE WOODS OF VIENNA ARE CALLING AND HIS ORCHESTRA (A-568) 24165 WALTZING IN THE CLOUDS **GOODBYE LITTLE CAPTAIN OF MY HEART** (A-568) 24164 ROBERT STOLZ AND HIS ORCHESTRA **BLUE EYES** MELODY THAT HAUNTS MY HEART (A-568) 24165 ROBERT STOLZ AND HIS ORCHESTRA BLUE DANUSE WALTZ TALES FROM THE VIENNA WOODS (A-546) 23886 CARMEN CAVALLARO **VIENNA LIFE ARTIST'S LIFE** (A-546) 23887 CARMEN CAVALLARO EMPEROR WALTZ SOUTHERN ROSES (A-546) 23888 CARMEN CAVALLARO **VOICES OF SPRING** YOU AND YOU (A-546) 23889 CARMEN CAVALLARO All Album Records Are Available as Singles!

STARDUST-BING CROSBY A Group of Sentimental Songs Se-lections include: STAR DUST -DEEP PURPLE-I CRIED FOR YOU -MY MELANCHOLY BABY-THE DNE ROSE - MOONLIGHT AND SHADOWS-A BLUES SERENADE-S'POSIN'. Decca Album A-678 Price \$3.75 IRVING BERLIN SONGS-DICK HAYMES SINGS-CARMEN CAVALLARO at the Plane Selections include: SAY IT WITH MUSIC - THE SONG IS ENDED -CHEEK TO CHEEK-SAY IT ISN'T SO - SOFT LIGHTS AND SWEET MUSIC-THE GIRL ON THE MAG-AZINE COVER - ALL ALONE -LADY OF THE EVENING. Price \$3.75 Decco Album A-654 DICK POWELL SOUVENIR ALBUM Selections from Warner Brothers' Pictures include: I'LL STRING ALONG WITH YOU - I KNOW NOW-THE ROSE IN HER HAIR-SHADOW WALTZ-I ONLY HAVE EYES FOR YOU - HAPPINESS AHEAD-BY A WATERFALL-MR. AND MRS. 15 THE NAME. Price \$3.75 Decco Album A-608 JEROME KERN SONGS-FRED WARING Selections include: ALL THE THINGS YOU ARE-THE SONG IS YOU - SMOKE GETS IN YOUR EYES-YESTERDAYS-LONG AGO (And Far Away) - CAN'T HELP LOVIN' DAT MAN - LOOK FOR THE SILVER LINING-POOR PIER-ROT. Decco Album A-500 Price \$3.75 COLE PORTER SONGS-FRED WARING

Selections include: NIGHT AND DAY-A LITTLE RUMBA NUMBA -WHAT IS THIS THING CALLED LOVE? - EV'RY TIME WE SAY GOODBYE - I'VE GOT YOU UN-DER MY SKIN - EV'RYTHING I LOVE - YOU'D BE SO NICE TO COME HOME TO-I LOVE YOU. COME HOME TO-I LOVE YOU. Price \$3.75 Decco Album A-499

The Perfect Gift for Your Valentine! "SONGS OF OUR TIMES" 27 Years of Great Hits-1917 thru 1943

Here are all the hit songs that bring back your golden memories. There's an album for each year, four records per album, an average of 6 songs per record. Each album \$3.75 plus tax.

All records from albums available as singles

CAVALLARO Selections includes I'LL SEE YOU IN MY DREAMS-A DREAM-GIRL OF MY DREAMS-1 DREAM TOO MUCH - THE SWEETHEART OF SIGMA CHI - DREAM LOVER -LIEBESTRAUM - GOOD NIGHT SWEETHEART. Price \$3.75 Decca Album A-624 DANCING IN THE DARK-CARMEN CAVALLARO Selections include: COCKTAILS FOR TWO-THE VERY THOUGHT OF YOU - IF I HAD YOU - SMOKE GETS IN YOUR EYES-DANCING IN THE DARK - LOVER - ALONE TOGETHER-YOU'RE MINE YOU! Decca Album A-602 Price \$3.75 SERENADE-CARMEN CAVALLARO Italian Folk Songs. Selections include: SERENADE - TANGO OF ROSES -COME BACK TO SORRENTO-OH. MARIE - CIRIBIRIBIN - FUNI-CULI FUNICULA - O SOLE MIO -- FUNI-SANTA LUCIA. Price \$3.75 Decca Album A-543 ALL THE THINGS YOU ARE-CARMEN CAVALLARO Selections include: ALL THE THINGS YOU ARE-LOVELY TO LOOK AT-YOU'RE THE CREAM IN MY COFFEE - YOU'RE A SWEETHEART - YOU ARE MY LUCKY STAR-YOU'RE A SWEET LITTLE HEADACHE - YOU ARE TOO BEAUTIFUL - YOU'RE MY EVERYTHING EVERYTHING. Decca Album A-510 Price \$3.75 STRAUSS WALTZES-CARMEN CAVALLARO Selections include: BLUE DANUBE WALTZ - TALES FROM THE VI-ENNA WOODS - VIENNA LIFE -ARTIST'S LIFE-EMPEROR WALTZ -SOUTHERN ROSES-VOICES OF SPRING-YOU AND YOU. Decca Album A-546 Price \$3.75 VIENNESE MEMORIES - A Collection of Robert Stolz music played by ROB-**ERT STOLZ** and His Orchestra Selections include: TWO HEARTS IN THREE QUARTER TIME -SPRINGTIME IN VIENNA-DON'T ASK ME WHY-THE WOODS OF VIENNA ARE CALLING-WALTZ-ING IN THE CLOUDS-GOODBYE LITTLE CAPTAIN OF MY HEART -BLUE EYES-MELODY THAT HAUNTS MY HEART. Decca Album A-568 Price \$3.75 INSTRUMENTAL-Single Records I'LL SEE YOU IN MY DREAMS A DREAM (A-624) 18851 CARMEN CAVALLARO GIRL OF MY DREAMS DREAM TOO MUCH (A-624) 18852 CARMEN CAVALLARO THE SWEETHEART OF SIGMA CHI DREAM LOVER (A-624) 1885 CARMEN CAVALLARO

Single Records 75¢ each plus tax



The Billboard

January 15, 1949





HONOR ROLL OF H (Trade Mark Her

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

1. ON A SLOW BOAT TO CHINA

By Frank Locsser

Published by E. H. Morris (ASCAP)

Records available: L. Clinton Ork, Decca 24482; B. Goodman Ork-A. Henrickson, Capitol 15208; Eay Eyser, Columbia 38301; S. Lanson, Mercury 5191; A. Lund, MGM 10269; F. Martin, Victor 20-3123; E. Howard Ork, Mercury 5210; J. Frank, Varsity 117; Our Brothers, 20th Century TC-20-78. Electrical transcription libraries: Kay Armen, Associated; Louise Carlyie-

Music of Manhattan Ork, NBC Thesaurus; Freddy Martin, Standard; Shep Fields, Lang-Worth; Freddy Martin, Standard.

2. A LITTLE BIRD TOLD ME

By Harvey O'Brooks Published by Bourne (ASCAP)

Records available: Blue Lu Barker Ork, Capitol 15308; Evelyn Enight-Stardusters, Decca 24514; P. Watson, Supreme 8-1507; Smokey Rogers, Capital 15326; Varsity 121; J. Wayne-J. Davis, Columbia 38386; Rose Murphy, Victor 20-3320.

(No information on electrical transcription libraries available as The Billboard goes to press.)

3. BUTTONS AND BOWS

By Livingston and Evans Published by Famous (ASCAP)

Records available: Gene Autry, Columbia 20469; The Dinning Staters, Capitol 15184; Betty Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078; Dinah Shore, Columbia 38284; B. Brown. Varaity 114; Jeff Clay, Dana 2023; B. Hope-Clark Sisters, Capitol 15292; Gracie Fields, London 355; H. O'Connell, Coast 8032.

Electrical transcription libraries: Sterling Young Ork, MacGregor; The Swingtones-The Jumpin' Jacks, NBC Thesaurus.

Last Week

4. MY DARLING, MY DARLING

By Frank Locaser

Published by E. H. Morris (ASCAF)

From the Broadway musical production "Where's Charley?"

Records available: E. Young & J. Lathrop, Victor 30-3187; Jo Stafford-Gordon MacRae, Capitol 15270; Doris Day-Buddy Clark, Columbia 38353; Peter Lind Hayes, Decca 24519; Varsity 121.

Electrical transcription libraries: Phil Brito, Associated; Stanley Black Ork, London.

5. FAR AWAY PLACES

By Whitney and Kramer Fublished by Laurel (ASCAP)

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

Electrical transcription libraries: Stanley Black Ork, London.

6. LAVENDER BLUE (Dilly Dilly)

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

From the Walt Disney Film "So Dear to My Heart."

Records available: M. Campbell-L. Ford-J. Hill Trio, Collegiate J-2954; V. Lynn, London 310; Sammy Kaye, Victor 20-3100; Dinah Shore-H. Zimmerman Ork, Columbia 38299; Jack Smith-The Clark Sisters, Capitol 15225; Varsity 124; B. Ives-Capt. Stubby & the Buccaneers, Decca 24547; H. Cameron-B. Adiam Ork, Crystal 185

Electrical transcription libraries: Phil Brito, Associated; Bob Eberly, World; Curt Massey, Standard; Cyril Stapleton Ork, London.

7. YOU WERE ONLY FOOLIN'

By Larry Futine-Billy Faber-Fred Meadows Published by Shapiro-Bernstein (ASCAF)

Records available: Blue Barron, MGM 10185; Ink Spots, Decca 24507; K. Starr, Capitol 15226; E. Whitley-Green Sisters, Columbia 38323; Varsity 122. Electrical transcription libraries: Hay Armen, Associated; Blue Barron, Lang-Warth.

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

Records available: T. Dorsey Ork, Victor 20-3061; The Charloteers, Columbia, 38329; Varsity 125.

(No information on electrical transcription libraries available as The Billboard goes to press.)

9. POWDER YOUR FACE WITH SUNSHINE By Lombardo and Rochinski (ASCAP)

Records available: D. Byron-T. Black Ork, Dana 2031; E. Knight-The Biardusters, Decca 24530; Primo Scala Banjo & Accordion Ork-The Keynotes, London 367; B. Barron, MGM 10346; D. Martin-P. Weston Ork, Capitol 15351.

(No information on electrical transcription libraries available as The Biliboard goes to press.)

10. CUANTO LE GUSTA

By Gabriel Ruis and Ray Gilbert 10 Fublished by Peer (BMI)

From the MGM Film, "A Date With Judy."

Records available: B. Brown-Varsity Rhumba Band, Varsity 115; Carmen Miranda-The Andrews Sisters, Decca 24479; Xavier Cugat, Columbia 38239; Jack Smith-The Clark Bisters, Capitol 15280; Eve Young, Victor 20-3077. (No information on electrical transcription libraries available as The Billboard goes to press.)

LOOKS LIKE ANOTHER "UNTIL"!

THEY'RE BOTH "POST-BAN" AND THEY'RE BOTH

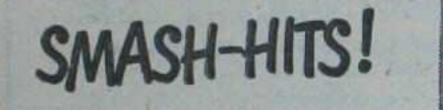
66 DOWN BY THE STATION 99

SENSATIONAL

Jommy Porsey's

"HOW MANY TEARS MUST FALL" RCA VICTOR 20-3317

"THE CHEE-CHEE GIRL'S" FIRST RCA VICTOR WAXING



66 A LITTLE BIRD TOLD ME 99

I ase runpings

AND "BABY, BABY"

ACTOR Records

RCA VICTOR 20-3320

THIS WEEK'S RELEASE!

SAMMY KAYE

The Rosewood Spinet I Got a Gal in Galveston

RCA VICTOR 20-3328

FREDDY MARTIN

Once In Love with Amy You Was RCA VICTOR 20-3324

THE STARS WHO MAKE THE HITS ARE ON

IKE CARPENTER

Brush Those Tears from Your Eyes The Man on the Carrousel

RCA VICTOR 20-3325

ERSKINE HAWKINS

Bewildered Corn Bread RCA VICTOR 20-3326

THE CERTAIN SEVEN

20-3123 "On a Slow Boat to China" 20-3100 "Lavender Blue" 20-3078 "Buttons and Bows" 20-3174 "Then I Turned and Walked Slowly Away" 20-2806 "Bouquet of Roses" 11-8851 "Clair de Lune"

Tommy Dorsey Freddy Martin Sammy Kaya Betty Rhodes Eddy Arnold

Eddy Arnold Jose Iturbi

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



15	2	2.	WHEN YOU'RE IN LOVE Bradbury Wood Chappell
18	3	3.	MY HAPPINESS Chappell Blasco
18	4	4.	SO TIRED Campbell-Connelly. Glenmore
37	5	4.	GALWAY BAYBox and Cox Leeds
4	6	5.	CUANTO LE GUSTA Southern Peer
35	8	5.	DREAM OF OLWEN Lawrence Wright Mills
22	7	6.	YOU CAN'T BE TRUE, DEARBiltmore
4	13	6.	CUCKOO WALTZ
1	-	7.	ON A SLOW BOAT TO CHINA
6	10	8.	MAYBE YOU'LL BE THERE. Victoria Triangle
23		9.	RAMBLING ROSE Irwin Dash Laurel Music
10	11	10.	ANYTHING I DREAM IS POSSIBLE
15	12	11.	LA VIE EN ROSE Noel Gay Harms, Inc.
16	14	12.	ALL DRESSED UP WITH A BROKEN HEART
1	-	13.	AH, BUT IT HAPPENS Peter Maurice Bourne
11	15	14.	UNDERNEATH THE ARCHES Campbell-Connelly Robbins
1.4	16	15.	BALLIN' THE JACK Francis Day E. B. Marks
1	20	16.	HEART OF LOCH LOMOND'. Unit
1	-	17.	SULVA BAY Box and Cox
1	Publi		ot available as The Billboard goes to press.

TRADE

1.000

1.	1	1.	BUTTONS AND BOWS
	3	Z.	LAVENDER BLUE (DILLY, DILLY)
10	2	2.	ON A SLOW BOAT TO CHINA
		4.	GALWAY BAY
4	4	5.	A LITTLE BIRD TOLD ME
	7	6.	MY DARLING, MY DARLING
7	11	7.	UNTIL
31		8.	MY HAPPINESS
2	13	8.	FAR AWAY PLACE
14	15	10.	BLUEBIRD OF HAPPINESS
26		10.	A TREE IN THE MEADOW
	11	10.	YOU WERE ONLY FOOLIN'
14	15	18.	TWELFTH STREET RAG
1	-	14.	BRUSH THOSE TEARS FROM YOUR EYES
			water a state and and a state of the state o

The Billboard

MUSIC 27



HERE ARE THE HITS ALL AMERICA IS SINGING FROM

- M-G-M's Hit Musical Starring FRANK SINATRA · KUTHRYN GRAYSON

"SENORITA"

FRANK SINATRA	Columbia
EDDY HOWARD	Mercury
VIC DAMONE	Mercury
JACK SMITH	Capitol
JOHNNIE JOHNSTON	M-G-M
DENNY DENNIS	London'
DENNIS DAY	RCA Victor

PLUGS IN KEY AREAS (RH SYSTEM)

SONGS WITH MOST VOCAL AND INST

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental: 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 13 points, etc.

Week of December 31-January 6 CI-Commercial Instrumental CV-Commercial Vocal Bi-Sustaining Instrumental SV-Sustaining Vocal Add. Heard In N. Y. Heard in Chi. Heard in Calif. Sur. ToL. SI SV CI CV SI SV CI CV SI SV CI CVPts.Pts. Publisher Songs Bourne 1 12 0 9 2 13 5 10 2 17 0 9 1 217 A Lttis Bird Told Me 0408351403 99 1 3 Leeds Bella Bella Marin Famous 2 15 0 8 2 18 3 10 1 18 0 8 218 Buttons and Bows (Pale Face) By the Way (When My Baby Smiles at Ma) 78 3 8 0 0 3 3 B.V.O. Cuanto Le Gusta (Date With 2 3 2 11 1 3 7 108 Peer Judy> (Continued on page 111)

SONGS WITH GREATEST RADIO AUDIENCES (ACD

(Beginning Friday, December 31, 8 a.m., and ending Friday, January 7, 8 a.m.)
 Tunes listed have the greatest audiences on programs heard on network stations in
 New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience
 Coverage Index. The index is projected upon radio logs made available to Peatman's
 ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago,
 ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago,
 ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago,
 ACI by 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;

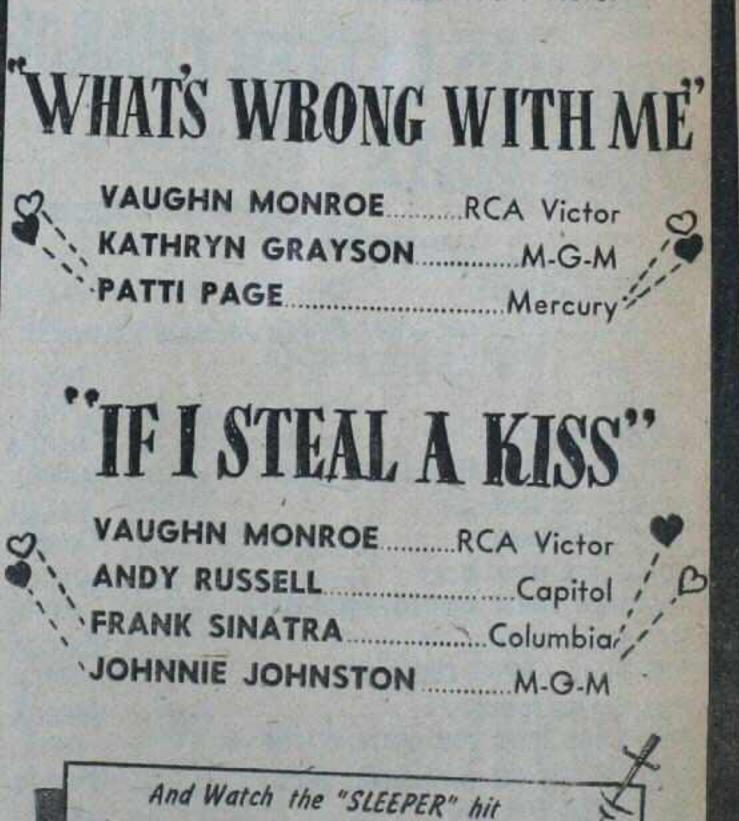
(F) Indicates tune is from a film, that indicates the listance the licensing agency (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

Controlling performance rights on the tube is indicated. The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N Y. No reference may be made to any of this material except in trade papers: no other use is permitted; no radio broadcasts utilizing this information may be aired Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

The rop so and the	010010
101 I I I I I I I I I I I I I I I I I I	Bourne-ASLAF
A Little Bird Told Me (F) (R) Bella Bella Marie (F) (R)	Leeds-ASCAP
Bella Bella Marie (F) (R) Bouquet of Roses (R).	Will & Paner-BMI
Bella Bella marte (D)	ACCAD
Bouquet of Roses (K)	Famous-ASCAP
Duttenna and DOWS LL I LIVE THE TO THE DWG	CONTRACTOR OF A SUME
The shirt (P)	Patmar_BMI
Buttons and Bows (F) (R)Bre	CONTRACTOR DALL
By the Way (R). Clancy Lowered the Boom	
Franks In Chigh IKI sand harden and	Miller-ASLAF
The tester in the the constitution in the second	
Distant (R)	Witnessk-ASCAP
Far Away Flaces the states	LANDERS WITHATK -ASCAR
Day Vary 191	I BERS - ADLAL
The second state of the second state stat	Character ASL AL
Linne III Stor INII I Construction	Molody Pattern SWI
Fiere in S. March It Hurts (R)	TURNER ASCAP
Here I'll Stay (M) (R). 1 Love You So Much It Hurts (R)	HARAN WITMARK-ASCAT
The second	Last Hitters in St. A.F.
I manual at Hills I FI IN A + + + + + + + + + + + + + + + + +	LANTS STUTZPI-AJLAI
Lavender ind Cat Lost (R)	Henry Spicet PMI
Little Jack Frost Get Lost tar	A COAD
Adam Dission Div LIATING SITE TO THE STREET	MIGITOT COMPANY
Maybe You'll Be There (R). My Darling, My Darling (M) (R). On a Slow Boat to China (R). One Sunday Afternoon (R) (F)	Denick ASCAP
On a Slow Boat to Comme (D) (E)	
Quandant Valle Face With Sunshing Street	Ramick-AJLAF
Freity Daty (D)	T D User ASCAP
Say It lan't So this	
	Liviordan (L.T.
Tara Ta-Larra Ta-Larr (R)	Bourne-ASCAP
Tara Ta-Larra Ta-Larr (R)	
That Cortain I may the second on page 30.	

(Continued on page 30)



Leo Feist inc. . 1619 Broodway, N. Y. 19 HARRY LINK, Gen. Prof. Mgr.-GEORGE DALIN, Prof. Mgr.

SIESTA

XAVIER CUGATColumbia

THE SPORTSMENCapitol



The Billboard

January 15, 1949



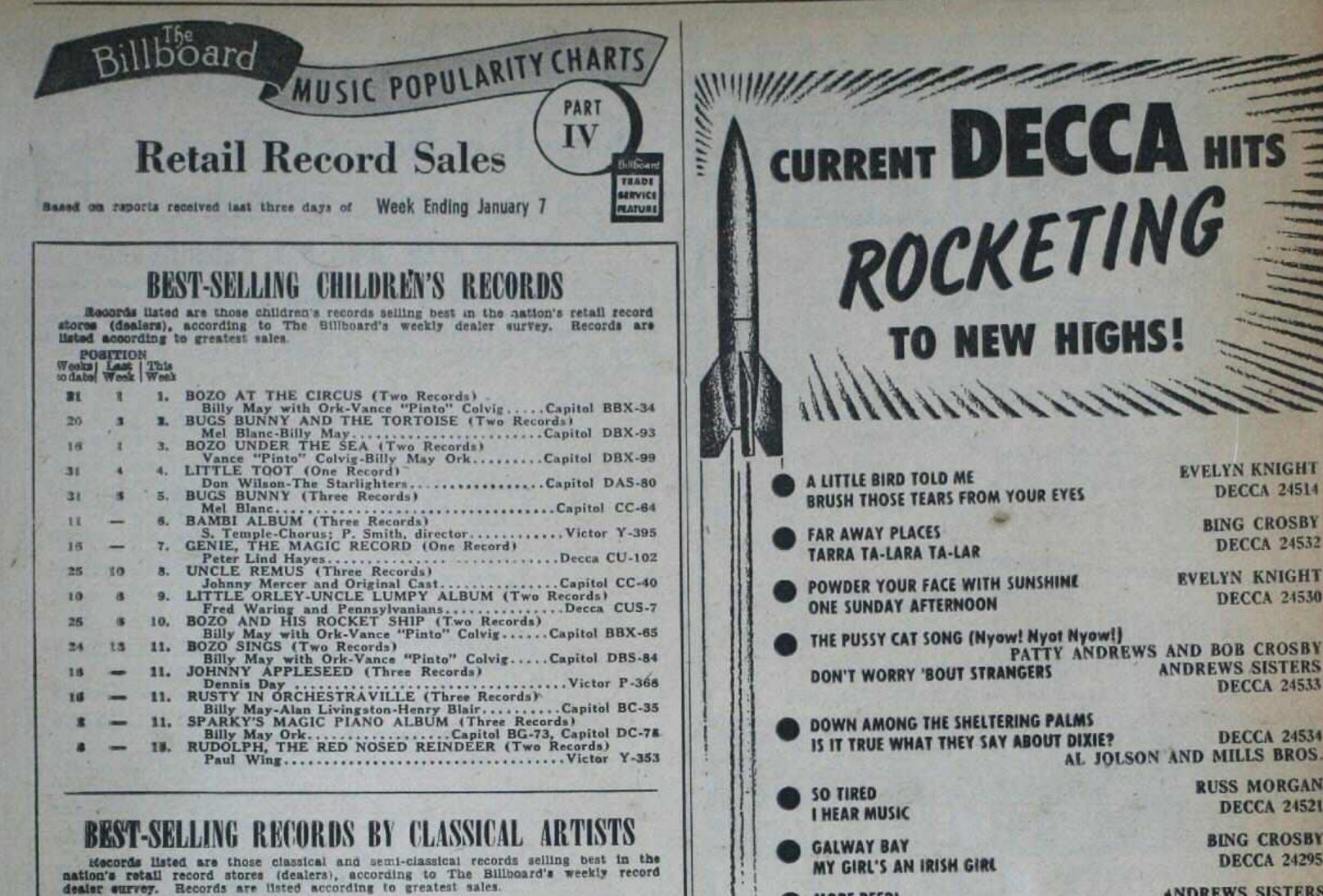
28

MUSIC



YOU HAD BETTER CHA	NGE	the sa n	headin nusua	s incre igs: " Hy lor	NG! In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which h of time a record has been on the chart, and whether a record's pop- eased or decreased. This data is shown in the left hand columns under Weeks to Date," "Last Week" and "This Week." If a record has had ing run, or if its current position "this week" versus "last week" shows eaders should buy with caution.
YOUR WAYS 24543		9	11		MY DARLING, MY D. Day-B. Clark DARLING That Certain Party D. Day-B. Clark
1.		7	13	14.	SO TIRED
		6	-	15.	SWEET GEORGIA BROWN, Brother Banes and Mr. FL
Cash in on these other Buddy Johnson Fa	vorites	A Start			Margie C. Jones & His Kentucky Corn Crackers, Rondo E-152; W. Gray-V. Musso, Modern 20-611; R. Murphy, Majestic 1271; B. Strong Ork, Tower 1255; J. Liggins Honeydrippers, Exclusive 271; Whistling Mr. Jones, National 9063)
• FAR CRY LI'L DOG	DECCA	12	25	16.	CUANTO LE GUSTAC. Miranda-The Andrews Sisters The Matador
SERVES ME RIGHT	48076 DECCA		12	16.	CHINA
YOU CAN'T TELL WHO'S LOVIN' WHO	48060	1	-	18.	FAR AWAY PLACES P. Como-H. Rene Ork
PLEASE, MR. JOHNSON STOP PRETENDING	DECCA 48052	•	21	19,	I'VE GOT MY LOVE TO KEEP ME WARML. Brown Ork. (R. Noble Ork, Victor 20-3302; The Starlighters, Capitol 15330; Mills Bros., Decca 24550)
YOU'LL GET THEM BLUES I WONDER WHERE OUR LOVE HAS GONE	DECCA 48040	2 7	17 26		I'm A-Tellin' YouColumbia 38324-ASCAP A LITTLE BIRD TOLD MEBlue Lu Barker Ork What Did I Do? A LITTLE BIRD TOLD MEP. Watson
HEY, SWEET POTATO ONE THING I NEVER COULD DO	DECCA 48028	30	22		TWELFTH STREET RAG Pee Wee Hunt
• FINE BROWN FRAME THAT'S THE STUFF YOU GOTTA WATCH	DECCA 48019				A. Smith & His Cracker-Jacks, MGM 10294; Eddie (Gim) Miller, Rainbow 70033; Jack Fina & Ork, MGM 10251; Varsity 106; B. Bishop Ork, Bullet 1061; N. Simons Rese 1016; M. Harth Weith
THEY ALL SAY I'M THE BIGGEST FOOL SINCE I FELL FOR YOU	DECCA 48016	16	16		Decca 24450; Varsity Ragtime Band, Varsity 106) YOU WERE ONLY FOOLIN'. Blue Barron MGM 10185-ASCAP It's Easy When You Know How
I STILL LOVE YOU WALK 'EM	DECCA	4	28	25.	LAVENDER BLUED. Shore-H. Zimmerman Ork So Dear To My Heart BRUSH THOSE TEARS E. Knight-The Stardusters
Single records 75¢ each (plus tax)	48012				FROM YOUR EYES. A Little Bird Told Me (B. Clark-The Modernaires-The Skylarks, Columbia 38364; R. Deauville, Mercury 5203; A. Foster, Regent 134; T. Martin, DeLuxe 1182; F. Willing, Capitol 15290; B. Green, Rainbow 1009; J. Kilty, MGM 10239) ON A SLOW BOAT TO
A. 2.2.2					CHINA
ORDER NEUUR An	erica's	3	Ξ		YOU WERE ONLY FOOLIN'. The Ink Spots. While I Was Falling in Love
TODAVI	astest	6	8		While I Was Falling in Love WHITE CHRISTMASB. CrosbyDecca 23778-ASCAP God Rest You Merry Gentlemen
Selling Re			-	30.	GLORIA

The Billboard



ANDREWS SISTERS

EVELYN KNIGHT

DECCA 24514

BING CROSBY

EVELYN KNIGHT

ANDREWS SISTERS

DECCA 24532

DECCA 24530

DECCA 24533

DECCA 24534

RUSS MORGAN

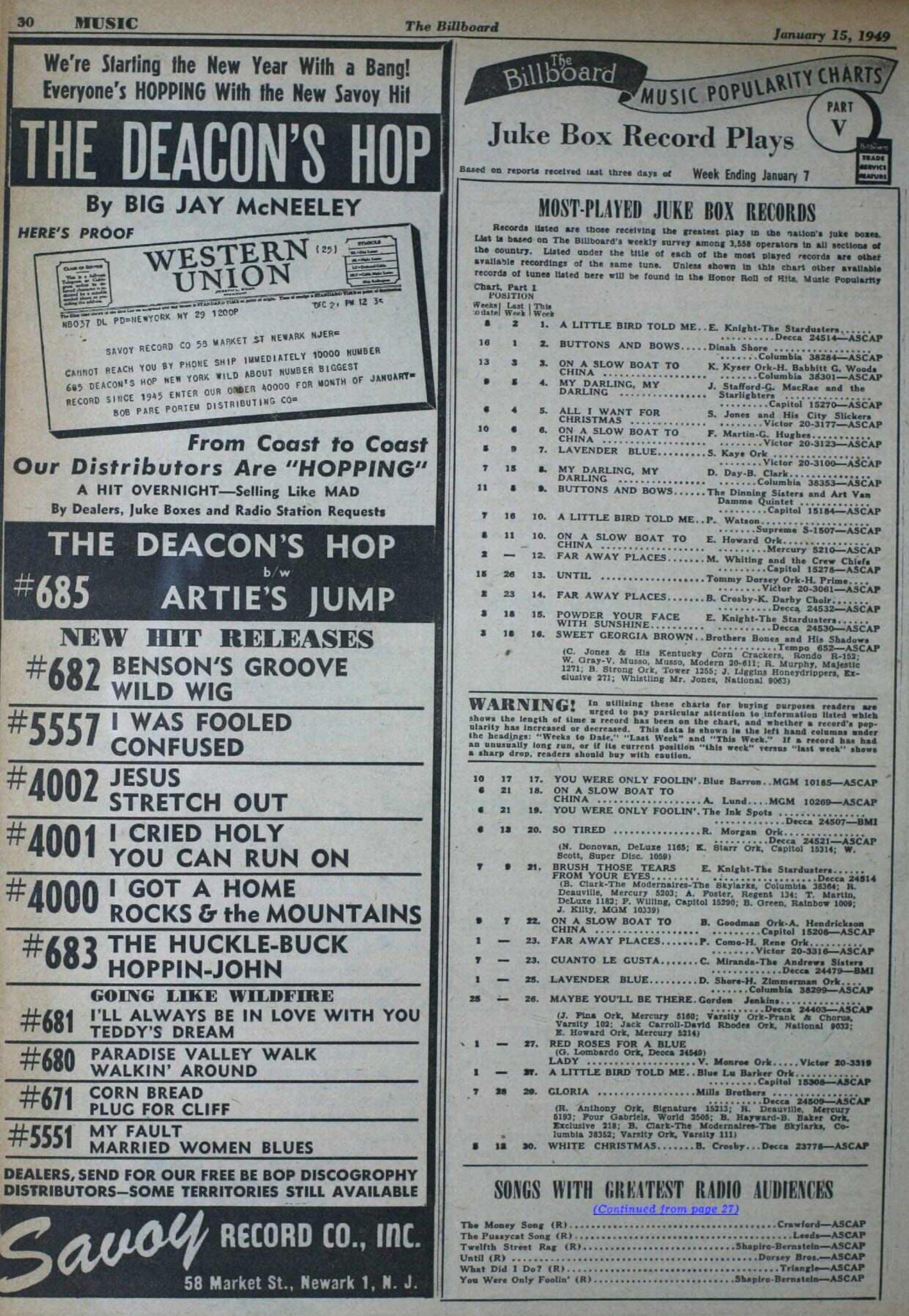
DECCA 24521

BING CROSBY

DECCA 24295

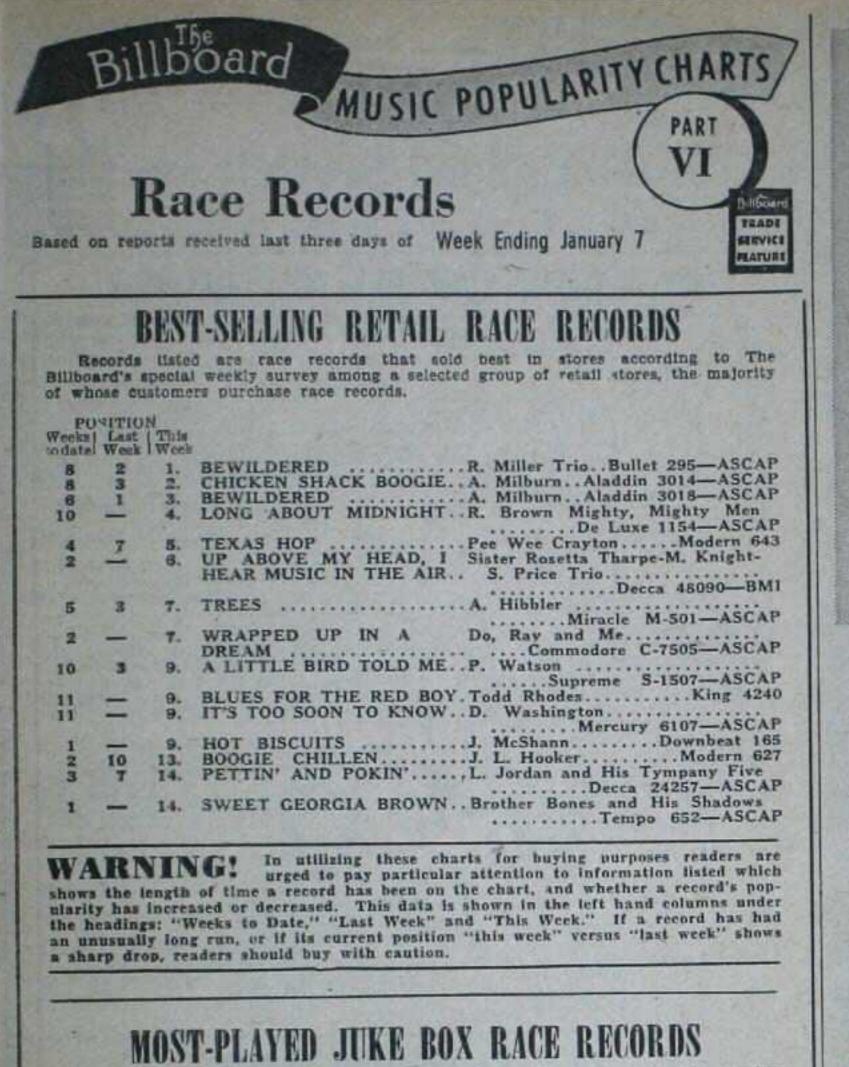
POSITION Weeks Last This wodate Week Week	MORE BEER! LET A SMILE BE YOUR UMBRELLA (On a Rainy Day) DECCA 24548
67 1 1. Clair De Lune Jose Iturbi	RED ROSES FOR A BLUE LADY GUY LOMBARDO DECCA 2454
 3 3. Jealousie Boston Pops Ork; Arthur Fiedler, conductorVictor 12160 1 - 4. Stars and Stripes Forever Eugene Ormandy, Philadelphia Sym. OrkVictor 11-8451 3 - 5. Gypsy Airs 	CARMEN MIRANDA AND ANDREWS SISTER
BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS	2) and the second
nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales. POSITION	JUST RELEASED!
Woeks Last This works Week Week 15 - 1. Chopin's Favorites (Three Records)	DANNY BOY BENG CROSBY
First Plano Quartet (Five Records)	DEAR LITTLE BOY OF MINE DECCA 25415 BURL IVES
Edward R. Murrow, NarratorColumbia mm-boo	BILLY BOY BURL IVES DECCA 24547
First Piano Quartet Pictor MO-1263	JUNE IN JANUARY GUY LOMBARDO
L. Albanese-J. Melton, RCA Victor Ork; Weissmann,	SWINGING ON A STAR DECCA 24544
 Hamlet: Excerpts—Music by William Walton Album (Three Records) L Olivier-Philharmonia Ork; M. Mathieson, director Victor DM-1273 	I DON'T CARE WHO KNOWS YOU HAD BETTER CHANGE YOUR WAYS DECCA 24543
	A MAN WITH ONE MILLION DOLLARS JOE MOONEY QUARTET DECCA 24546
BEST-SELLING POPULAR RECORD ALBUMS	• O SUSANNA CLARINET SCHOTTISCHE "WHOOPEE" JOHN WILFAHRT DECCA 45058
of the country. Albums are listed numerically according to greatest sales.	NEW WABASH CANNON BALL MILTON ESTES DECCA 46148
Wooka Last This wooka Wook Wook	GOSPEL TRAIN MARIE KNIGHT
The second as Diller (From Deconds)	BEHOLD HIS FACE DECCA 48092
11 1. MERRY CHRISTMAS ALBOM (Four Records) B. Crosby	
 3. VAUGHN MONROE SINGS ALBUM (Four Records) V. Monroe Ork. 4. COMIN' ROUND THE MOUNTAIN ALBUM (Four Records) Columbia C-171 	the second and the second seco
D. Shay-M. Ayres Ofk.	Single Records 75¢
105 9 5. GLENN MILLER (Four Records) Glenn Miller	
S. Kaye-D. Cornell-L. Leaner and Victor P-228	nECCA America Fastest
7. 2 7. 'TWAS THE NIGHT BEFORE CHRISTMAS (Four Records) Fred Waring	
19 7 B. THEME SONGS (Four Records) S. Kaye, T. Doraey, T. Beneke, Larry Green, V. Monroe,	ORDER TODAY! RECORDS Fastes, RECORDS Fastes, Selling Recor
 B. J. CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow	TODAT: Semie
1 - 10. NORMAN GRANTI SRecords) VIII ALBUM (Three Records)	
R. Brown-H. Jones	

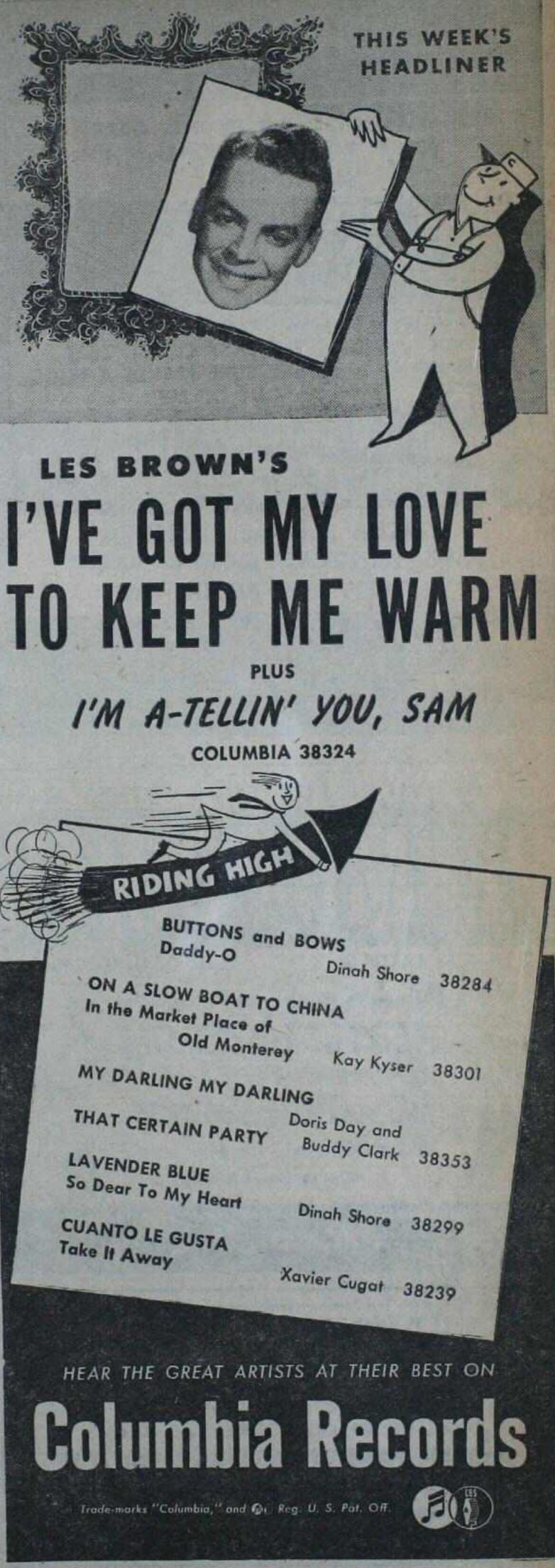
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The Billboard

MUSIC 31



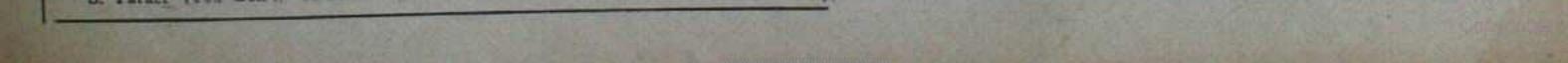


Records listed are race records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require race records.

PO Weeks I to date!	Last	This	
9	2	1.	Bullet 295-ASCAT
8	1	2	CHICKEN SHACK BOOGIE A. Milburn Aladdin 3014-ASCAP
5.	-	3.	A LITTLE BIRD TOLD ME P. Watson
11	7	4.	LONG ABOUT MIDNIGHT R. Brown Mighty, Mighty Men
5	3	5.	BEWILDERED
8	9	6.	MY FAULT
2	-	7.	'FORE DAY IN THE MORNING
1	-	8.	I'LL ALWAYS BE IN LOVE WITH YOU
20	9	9.	CORN BREAD
2	-	9.	IT'S GONNA BE A LONELY The OriolesJubilee 5001-ASCAP
31	-		LONG GONE
15	-		IT'S TOO SOON TO KNOW The Orioles
Z	-		PETTIN' AND POKIN' L. Jordan and His Tympany Five
9	-		HOP, SKIP AND JUMP Roy Milton and His Solid Senders Specialty SP-314-ASCAP
8	-	14.	PLEASING YOUL. Johnson
2	6	14.	WALKIN' AROUNDP. Williams "35-30" Sextette Savoy 680

ADVANCE RACE RECORD RELEASES

Woman on Every Street Forest City Joe (Memory of) Aristocrat 3101	Forest City Joe (A Woman) Aristo 3101
fter You've Gone 8. Jonah's Joy Boys (House Party)	Mourning Blues P. Brown (Gloomy Monday) Apollo (
Capitol 15156 Ichavin', Myself for You M. Sullivan (The Story) MGM 10343	My Baby, My Baby Sunnyland Slim (She Ain'i) Arlate 1304
E. Gorman (My Song) DeLuxe 3200	My Real Fine Man V. Watkins (Hey Mama) MGM 10.
H. Humes (Fyr Got) Mercury 8119	My Sang While We Dance P. Gayten-P. Gaytan Trio (Don't We DeLuxe 3200
P. Brown (Mourning Blues) Apollo 402	(Instead of Breaking My Heart) P Give My Heart a Break
King Porter Ork (That Early) Imperial 5032 Hey Mama (He's Tryin' To Kiss Me)	O. Wilson & the Basin Street Boys Make) Mercury \$20
V. Watkins (My Real Fine) MGM 10344	She Ain't Nowhere Sunnyland Slim (My Baby) Arist 1304
Cce Per Johnson & Band (I'm So) Apollo 403	That Early Morning Boogie King Porter Ork (Goodbye Doro
House Party Blues E. Jonah's Joy Boys-H. Hooper (After You've) Capitol 15356	Imperial 5032 The Story of Our Love Affair
I'm So Lonesome Cee Pee Johnson & Band (Hour After)	M. Sullivan (Behavin' Myself) 10343 To Make a Mistake Is Human
Apollo 403 I've Got the Strangest Teeling H. Humes (Free) Mercury 8119	O. Wilson & the Basin Street (Please Give) Mercury 8120
Lay Right Down and Die S. Parker (You Don't) Columbia 30151	S. Parker (Lay Right) Columbia



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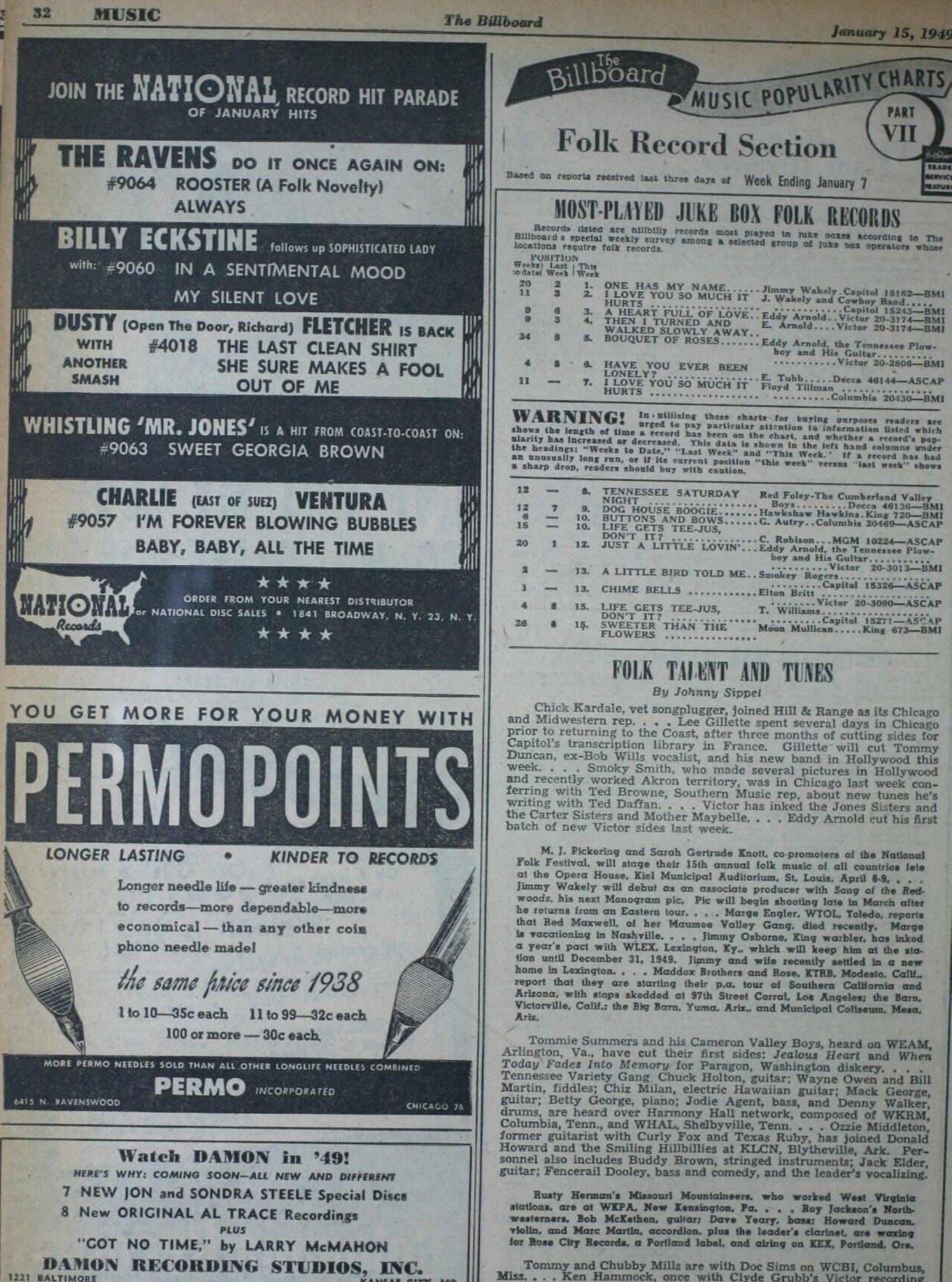
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(hea)

MGM

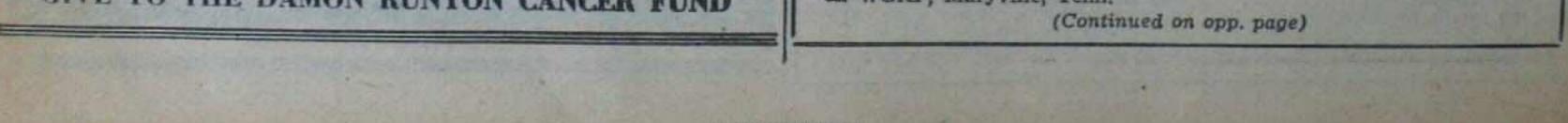
Boys

33151



GIVE TO THE DAMON RUNYON CANCER FUND

Miss. . . . Ken Hammock, once with Clyde Grubb's Victor recording Tennessee Valley Boys, has his own outfit, the Tennessee Valley Gang, lining up with H. J. Keck, fiddle and guitar; Ray West, guitar; Jimmy Fisher, hot guitar, and Jimmie and Johnnie Brewer, guitar and bass, respectively. They worked a tent show this summer and are back on WGAP, Maryville, Tenn,



KANSAS CITY, MO.

Iboard

The Billboard

PART

VII

Billbecar

TRADE SARVICE

FLATURE

Folk Record Section

Based on reports received last three days of Week Ending January 7

MUSIC POPULARIE

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

POSITION Weeks | Last | This

AD ORTHI	W.CCE	1 AK COT	the opening of the second s
20 12	14	1. R.	ONE HAS MY NAMEJimmy Wakely Capitol 15162-BMI I LOVE YOU SO MUCH IT J. Wakely and Cowboy Band HURTS
9	3	3.	A HEART FULL OF LOVE., Eddy Arnold, the Tennessee Plow- boy and His Guitar
36	Z	4.	BOUQUET OF ROSES Eddy Arnold, the Tennessee Plow- boy and His Guitar
9	7	3.	THEN I TURNED AND Eddy Arnold, the Tennessee Plow- WALKED SLOWLY AWAY. boy and His Guitar
15	8	8.	TENNESSEE SATURDAY Red Foley-The Cumberland Valley NIGHT
21	6	Т.	JUST A LITTLE LOVIN' Eddy Arnold, the Tennessee Plow- boy and His Guitar

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

7	8	8.	HERE COMES SANTA CLAUSG. AutryColumbia 20377-ASCAP
11	-	9.	I LOVE YOU SO MUCH IT HURTS
11 22	10	10. 11.	BUTTONS AND BOWSG. Autry. Columbia 20469-ASCAP LIFE GETS TEE-JUS, C. RobisonMGM 10224-ASCAP
26	-	12.	DON'T IT? TEXARKANA BABY Eddy Arnold, the Tennessee Plow- boy and His Gultar
	12	13.	LET'S SAY GOODBYE LIKE



MUSIC

WE SAID HELLO E. Tubb Decca 46144-BMI THE GODS WERE ANGRY. . E. Kirk and String Band 15. PICTURE boy and His GuitarVictor 20-3013-BMI

ADVANCE FOLK RECORD RELEASES

Among Your Souvenirs T. Daffan's Texans (Got Money on) Columbia 20530

- Come a Little Bit Closer J. Widener (Take It) DeLuxe 5055
- Don't Count Your Chickens J. Irby & His Texas Rangers (Texas Gal) MGM 10345
- Don't Look Down on Me Oklahoma Ed Moody (No Alibia) DeLuxe 5054
- Don't Say a Word H. Cameron-H. Schelb (White Prairie) Crystal 189
- Driftwood on the River Jerry & Sky (Orange Blossom) MGM 10347
- Drinkin' Beer All Night D. Dedmon & His Rhythm Ramblers (Hootchie Coochie) Imperial 8045
- Git Along Home Cindy J. Mayo & His Mojave Mequiteers (I'm
- Not) Crystal 192 Goodbye and Good Luck
- F. Willing & His Riders of the Purple Sage (I Care) Capitol 15355
- Got Money on My Mind T. Daffan's Texans (Among Your) Columbia 20530
- Hootchie Coochie Woogie D. Dedmon & His Rhythm Ramblers (Drinkin' Beer) Imperial 8045
- I Care No More
- P. Willing & His Riders of the Purple Sage (Goodbye and) Capitol 15355
- I Love You So Much It Hurts Smokey Smith & the Gold Coast Boys (The Gold) Crystal 197

- I'm Not Particular
- J. Mayo & His Mojave Mequiteers (Git Along) Crystal 192
- I'm Sending Olga Back to the Volga Prairie Schooner Boys (Preacher Smith)
- Crystal 187 My Daddy Is Only a Picture
- Smokey Smith & the Gold Coast Boys (The Midnight) Crystal 191
- No Alibls Oklahoma Ed Moody (Don't Look) De-Luxe 5054
- Orange Blossom Special
- Jerry and Sky (Driftwood on) MGM 10347
- Preacher Smith
- Prairie Schooner Boys (I'm Sending) Crystal 187
- Stars Over Old Santa Fe J. Rogers (Why Live) Crystal 184
- Take It or Leave It J. Widener (Come a) DeLuxe 5055
- Texas Gal Polka J. Irby-Texas Rangers (Don't Count) MGM 10345
- The Gold Coast Express
- Smokey Smith & the Gold Coast Boys (I Love) Crystal 197
- The Midnight Train Smakey Smith & The Gold Coast Boys
- (My Daddy) Crystal 191 White Prairie
- H. Cameron-H. Schelb (Don't Say) Crystal 189
- Why Live If I Can't Be With You J. Rogers (Stars Over) Crystal 184

FOLK TALENT AND TUNES

(Continued from opp. page)

Tex Fletcher, Western artist, is sales manager of Flint Records. New York. . . . Hoosier Hot Shots have inked a management contract with Joe Glaser, of Associated Booking Corporation. . . . Doug Foster, featured vocalist on Cecil Griffith's Saturday Nite Jamboree, WGAP, Maryville. Tenn., is organizing a three-piece combo.

Pretty Peggy, wife of Fred the Fiddler, WTTM, Trenton, N. J., is recovering from a polio attack. . . . Jimmy Wakely will work Constitution Hall, Washington, January 15 and Philadelphia January 22. . . . Smokey Graves and His Blue Star Boys, Johnny Burton, Chuck Johnson, Herman Yarbrough and Bob Rieley, heard via WDBJ, Roanoke, Va., are distributing and pressing their own records.

NASHVILLE, TENN. COLLEGIATE RECORDS

MAY

APRIL •

ANSTIEHL **Two Great** NEEDLES

APRIL .

MAY



APRIL . MAY

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

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



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

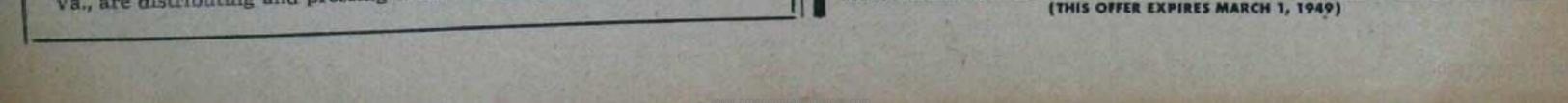
VAL UE With each 20 PFANSTIEHL

Coin Machine Needles A Pair of ...

Nylon Elastic Shoe Laces . . . No Knots To Tie-No Knots To Untiel A completely new idea in shoe laces-they give with the action of your foot. Order a supply of famous PFANSTIEHL Coin Machine Needles TODAY and get your

PFANSTIEHL CHEMICAL Gentlemen: Send me_ ups), andPFANSTIE at no extra chargeblack	COMPANY, M PFANSTIEHL HL SPECIAL N	Regular l Needles (b	I Div., Wau Needles (best est for light)	kegan, Ill. t for heavy pick- pickups). Include
20 needles). My Check/Money				
NAME		and all had	and	and the second
FIRM NAME	Carle Street	1018	and the second second	Carlos Carlos Carlos
ADDRESS	the states		and the second	Real and and
MY SUPPLIER IS		-	CITY	Call & Car

Laces at no extra charge (Available in black or brown.)



34 MUSIC

The Billboard

- 10 Pt. 2-

January 15, 1949



JAN AUGUST (Mercury 5231) Jalousie Tasty August 88-ing and rhythm backing. Neat, but without special mar- tet pull. Where Or When Appealing plano job of the tuneful standard,	72747270	b.w. to Paderewski's Minuct in G and the net effect is a dull record. Craxy Rhythm	58605560 555555	hymns may be useful to encourage group singing in Sunday schools, but on the whole it's pretty pale performing. The
DICK FARNEY-PAUL BARON ORK (Mercury 5232M) You're Much Too Marvelous Warbler shows some voice quality but little projection or phrase- ability. Tenderly More warmth and sym- pathy in the ballad job here, Tune is attractive,	67676668 69696870	DORIS DAY- GEORGE SIRAVO ORK (Columbia 38375) My Dream Is Yours Doris improves with each wax outing; she makes this slight tune sound like a masterwork with her intimate, throaty styling. Someone Like You Rhythm tune from plo score which produced topside's ballad is equal-	85908580	Net suitable. Pick your favorite side for an ocea- sional Sunday spin. BRAHMS: Quartet No. 3 in C Minor 70 Opus 60 (4-12") Mieczyslaw Horszowski, piano; Alexander Schneider, violin; Milton Katims, viola; Frank Miller, cello. (Mercury Classics-DM-9) Brahms wrote three quartets for piano and strings. Of the three, the one pre-
DEAN MARTIN ORK (Capitol 15329) Once In Love With Amy	68696867	ly well done by the chirp; Siravo's orking on both sides is splen- did.		sented in this Mercury leather-type pack- age is the most flery and dramatic. It is full-blooded, rich, impassioned music and is played with much vitality and under- standing by the all-star group assembled for this etching. These sides originally
Martin is not terribly effective on his debut crooner wax on this label with the Loesser show tune. Tarra Ta-Larra Ta-Lar Same comment.		Minnie th. Mermaid	75767475 84858482	were waxed for the Keynote Classics series, which were absorbed by Mercury. They are beautifully recorded thus maintaining the standard set in the earlier Mercury domestically produced releases. JUKES JOCKS Not suitable. The only avail- able waxing of
JACK SMITH & THE CLARK SISTERS (Capitol 15328) Dainty Brenda Lee	69716868	One of those Harris race-horse tempoed spe- cials with some especially amusing lines and a cute story.		ihis vibrani mu- sie would make ihis a musi for FM and longhair spinner libraries.
Pleasant but very late release on a medium- sized hit. A Strawberry Moon Light-hearted and gay is this Smith and Clark Elisters conception of the new walts with old look.	72757070	FRANKIE CARLE (Gregg Lawrence) (Columbia 38372) Congratulations Creampuff pop in a danceable rendition with Lawrence delivering a passable vocal.	67676767	CY WALTER AT THE DRAKE ROOM PIANO ALBUM-Cy 68 Walter (3-10") (Apollo A-14) (1134 to 1136) Crazy Rhythm, Someone To Watch Over Me, The Waltz in Swing Time, Rhapsody and Variations on a Theme From Paganini, Embraceable You, Lisa.
STAN KENTON ORK (Capitol 15327) He Was a Good Man		An OI: Magnolia Tree Little more on this side. THE MELACHRINO	68696867	Cy Walter demonstrates on these six sides why he may well be called—as he is in the liner notes—the "Art Tatum of cafe society." Borrowing elements from rag- time, jazz, barrelhouse and classical piano,
as Good Men Go Commercial Kenton with June Christy sing- ing a relaxed vocal on a cute novelty and with the band supplying some beat in addition to brass pyrotechnics.	83858183	ORK-GEORGE MELACHRINO, DIR. (Victor 20-3246) Dream of Olwen Movie type concerto mu-	70757065	he welds them into a most personal aslen style, a siyle that has won him a solid coterie. Here he displays, along with a remarkable two-handed facility, a subile and quick imagination. Tempos, rhythms and keys change with lightning rapidity from one passage to the next, yet are
How Am To Know? Comparatively simple stuff for Kenton; opens with bass-piano inter- piay between Kenton and Balranski and moves in- to some neat scoring	75857565	sic which is well done and recorded by this English ork. Winter Sunshine More of the same save that this is an original by Melachrino.	70757065	integrated and unified in conception. Un- fortunately, these sophisticated planistics require something from the listener, and sale of this package will be limited to a small, discerning market. JUKES JOCKS For salens, met Useful on smart saleens. jass, semi and
with a perceptible beat.	A BAR AND	(Continued on)	page 103)	show inne soys.

A Riss in the Dark, From "Orange Blossoms."

Not for virtuosity or sympathetic interpretation of the songs will this album sell, but for Miss Powell's draw, such as it may he, as a film performer. Her voice here is thin and bodileas, her conceptual approach immature, her phrasing haphazard. However, the six selections are time-proof opereits and musicomedy standards, Carmen Dragon's backing is suitable, and there surely still exists a body of filmgoers who admire the young lady as a precedious opera-type soprane. JUKES JOCKS Not suitable.

Can be used on operetta a n d movie-star segs.

CLIFFIE STONE WALTZES AL-68 BUM-Cliffie Stone Ork (4-10") (Capitol AD 108)

Beautiful Ohio; Missouri Walts; Let Me Call You Sweetheart; I'm Porever Blowing Bubbles; The Walts You Saved for Me; Silver Moon on the Golden Gate; Moonlight on the River Colorado; When It's Springtime in the Rockies.

The tunes are the imperishable eld-time waltzes; the treatment a delightfully simple, unaffected Western country rendition, The fiddles and accordion and steel guitar and the one trumpet, applied to homey, uncomplicated arrangements have a sincere, old-time, Saturday-night-at-thegrange sound, No reason why this package shouldn't sell to sentimental-minded urban buyers as well as souniry folk.

JUKES	
Where old-fash-	
ioned atmosphere	
prevails.	

JOCKS Fine for country A old-time spin-2475.

MUSIC FOR FILMS ALBUM-Queen's Hall Light Ork-Charles OU Williams, director-The Philharmonic Ork-Ernest Irving, director (3-12'')(Columbia MM-794) (72708-D to 72710) Stairway to Heaven; Spellbound; The Loves of Joanna Godden; A Voice in the Night; This Man Is Mine. Divorced from their original context, these selections of background music from four British and one American film seem dissociated and slight-assembled here in a record album. Taken individually, they vary from the lightweight and indifferent to the substantial and charming. The standout is the delightful Vaughn Wil-Hams score from "Joanna Godden," an English film little known here. This colorful pastoral work requires no visual assosistions to be enjoyed, but stands on its swn musical merits. The other selections impress as being belpless strays from soundtracks, lasking in Individuality and meaning on their own. JUKES JOCKS Wed suitable. Useful in any of the film musie atga.

(Continued on page 102)

The Billboard

Record Possibilities

Based on reports received last three days of

Week Ending December 31

X

Billioent

TRADE

SERVICE

PEATURS

MUSIC POPULARITY CHARTS

THE BILLBOARD PICKS:

Billboard

In the opinion of The Billboard music staff, records listed "slow are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

GRIEVING FOR YOU Tony Pastor Orchestra-Resemsry Clooney . Columbia 38383 Still another revival seems slated for hitdom via some highly distinctive wax. In this tasty rendition, Rosemary Clooney delivers an intriguingly hushed vocal in a style reminiscent of her boss's tenor sax offerings. The orking in back is especially effective in its ever-moving, but tastefully subdued support.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated telow. Based on a neekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1.	CHOWDER SOCIAL
2.	LITTLE JACK FROST
3.	PUSSYCAT SONG Bob Crosby-Patty Andrews
4.	ROSETTA
5.	SUSY
6.	DOWN BY THE STATION
7.	HE WAS A GOOD MAN
8.	TARRA TA-LARRA TA-LAR Dinah Shore Columbia 38385
9,	HOLD MEColumbia 15298
10.	RED ROSES FOR A BLUE LADY Vaughn Monroe Victor 20-3319

MUSIC POPULARITY CHARTS XI **Advance Information** BUISSAN TRADE SERVICE MATURS Based on reports received tast three days of Week Ending January 7

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release

35

MUSIC

Billboard

date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed. POPULAR A Guy Nobody Knows P. Chapman & the Melody Men (Keep ay Apollo 1142 Absence Makes the Heart Grow Fonder D. Marlin-P. Weston Ork (Powder Your) Capitol 15351 Barber Shop Ballads Album-The Commuters-Bartlesville Barflies - Beacon Four-N. Y. Police Dept. Quartet-Kausas City Police Quartet (4-10") Decca A-703 Bringin' Home the Bacon . . . Decca 25414 1. Honey That I Love So Well; 2. Sweetness . . . Decca 25413 1. Love Me and the World Is Mine; 2. Just a Dream of You, Dear; 3. When the Earbor Lights Are Burning . . . Decca 25412 1. Mandy Lee, 2. Somebody Stole My Gal . . Decca 25413 Sweet Adeline . . . Decca 25411 1. Wait 'Til the Sun Shines, Nellic; 2. By the Watermelon Vine, Lindy Lou; 1. By the Light of the Bilvery Moon . . . Decca 35412 Beautiful Bermuda Sir Lancelot & Sidney Bean Trio (West Indiani Apollo 199 Beyond the Purple Hills D. Baidwin-B. Dawes Ork (There Goes) Embassy 1006 Body and Soul D. Lynn-P. Weston Ork (Slaughter on) Capitol 15354

Bronzeville Swing S. Van Ork (Come Back) Aristocrat 3301 Can't We Talk It Over? J. Johnston-S. Burke Ork (Funny Little)

MGM 10342

Moon Don't Make a Monkey Out of Me C. Inter (Red Opu) Decca 25417 More Beer! Andrews Sisters (Let a) Decca 24548 My New Papa's Got to Have Everything N. Lutcher & Her Rhythm (Say a Little) Capitol 15352 Negro Spirituals Album-A. Hall-K. Cantril (3-10") London LA-52 By an' By . . . London 268 Deep River . . London 290 My Lord, What a Mornin' . . . London 290 Nobody Knows de Trouble I'se Seen · . . London 289 Sometimes I Feel Like a Motherless Child . . . London 258 Swing Low, Sweet Charlot . . . London 289 Powder Your Face With Sunshine B. Barron Ork (Cruising Down) MGM 10346 Powder Your Face With Sunshine D. Martin-P. Weston Ork (Absence Makes) Capitol 15351 Bagamuffin P. Green Ork (Running Off) MGM 30175 Red Opu C. Inter (Moon Don't) Decca 25417 Red Roses for a Blue Lady G. Lombardo Ork (Lverywhere You) Decca 24549 Roses of Picardy P. Como (The Pussycat) Victor 20-3285 Bunning Off the Bails P. Green Ork (Ragamuffin) MGM. 30175 Say a Little Prayer for Me N. Lutcher & Her Rhythm (My New) Capitol 15352 Selections From the Vagabond King Album-A. Goodman Ork-E. Wrightson-F. Green-The Guild Choristers (4-10") Victor K 17 Huguette Waltz . . . Victor 45-0063 Love Me Tonight . . . Victor 45-0062 Nocturne . . . Victor 45-0064 Only a Hose . . . Victor 45-0065 Overture to the Vagabond King . . . Victor 45-0062 Some Day . . . Victor 45-0064 Bong of the Vagabonds . . . Victor 45-0003 Tomorrow . . . Victor 45-0065 Sherlock Holmes S. Coates & the Ghosts of Baker Street Greenville, S. C.) Crystal 200 Slaughter on Tenth Avenue D. Lynn-P. Weston Ork (Body and) Capitol 15354 So Dear to My Heart K. Mann-J. D'Maris (Dancing Eyes) Crystal 186 Somcone Like You P. Lee (You Was) Capitol 15349 Stringopation The Columbia Ork (Running Off) Columbia 38384 Sunflower P. Sinatra (Once in) Columbia 38391 Sweet and Lovely T. Jackson Ork (Ravin' With) Pheniz 1100 Sweet Suc T. Phillips (Loving You) National 7025 Swinging on a Star G, Lombard Ork (June in) Deccs 24544 Tca Time on the Thames N. Lucas (Don't Gamble) Capitol 15353 Tell Me Why (Do You Cry) R. Dorey (Last Night) Gold Medal GM-941 That Someone Is You B. Samuels (It's Love) Mercury 8116 The Almighty Dollar M. Estes & His Music Millers (The New) Decca 46148 The Continental A. Rey Ork (Nighty Night) Capitol 15344 The Feeling's Mutual J. Curtis (The Rosewood) Strand 1007 The Love Nest The Philharmonics Trio (Lady of) Capitol 15348 The Penny Polks J. Messner Ork (Toy Plano) Coral 60009 The Pussycat Song (N'Yot N'Yow) P. Como (Roses of) 1Vctor 20-3288 The Pussy Cat Song (Nyow, Nyow, Nyow) J. Slafford-G. McRae & the Starlighters (I'll String) Capitol 15342 The Rosewood Spinet J. Curtis (The Feeling's) Strand 1007 There Goes My Heart D. Baldwin-B. Dawes Ork (Beyond the) Embassy 1006 These Will be the Best Years of Our Lives B. Moreno Ork (From the) Victor 20-3277 Time To Sleep Album-E, Slater-Parts I & H Do Luxe 15 Toy Piano Minuet J. Messner (The Penny) Coral 60000

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a siz-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.	RED ROSES FOR A BLUE LADY	Vaughn Monroe Victor 20-3319
2	PUSSYCAT SONG	Perry ComoVictor 20-3288
3.	DOWN BY THE STATION	Tommy Dorsey Victor 20-3317
4.	AGAIN	Vera Lynn
5	SO TIRED	Kay Starr Capitol 15314
8	BEWILDERED	Billy Eckstine
7.	CHOCOLATE CHOO CHOO	Vaughn Monroe Victor 20-3138
8.	DOWN AMONG THE SHELTERING	Al Jolson-Mills drothers. Decca 24534
9.	IF I STEAL A KISS	Frank SinatraColumbia 38334
10.	MELCHOLY MINSTREL	Vaughn Monroe Victor 20-3319

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a siz-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:

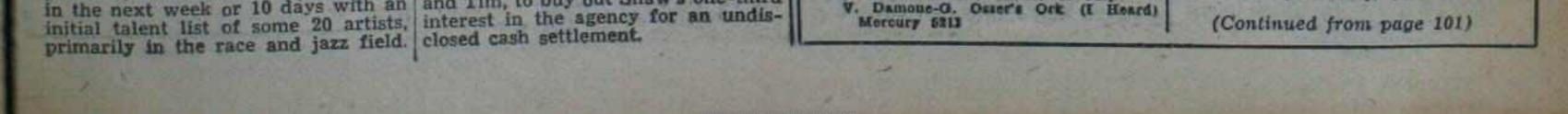
1. PUSSYCAT SONG Bob Crosby-Patty Andrews Decca 24533
a BUSSYCAT SONG
3. RED ROSES FOR A BLUE LADY Vaughn Monroe Victor 20-3319
4. FAR AWAY PLACESDinah ShoreColumbia 38356
5. HERE I'LL STAY
6. "A" YOU'RE ADORABLE
7. SO DEAR TO MY HEART Peggy Lee Capitol 15232
8. DOWN AMONG THE SHELTERING Al Jolson-Hills Brothers Decca 24534
A MENALEY MINSTREL
10. ROSETTA

With 20 Artists Norman Granz and Charlie Parker.

Shaw Starts Biz Among the talent he will handle will be the Orioles, the Hal (Corn Bread) Singer Sextet, Wynonie Harris, the Jazz at the Philharmonic Troupe and Shaw officially parted from the

NEW YORK, Jan. 8 .- Billy Shaw's Gale Agency this week. The papers, new enterprise, Shaw Artists' Cor- which were inked Wednesday (5), poration, will swing into action with- called for the Gale brothers, Moe in the next week or 10 days with an and Tim, to buy out Shaw's one-third

C'Est Fini (This Is the End) R. Dorey (I Wish) Gold Medal GM 948 Come Back to Sorrento S. Van Ork (Bronzeville Swing) Aristocrat 3301 Bing Crosby-George Gershwin Album (4-10") Decca A-702 Embraceable You . . . Decca 24541 I Got Plenty o' Nuttin . . . Decca 25409 It Ain't Necessarily So . . . Decca 35409 Love Walked In . . Decca 24542 Maybe . . Decca 25410 Somebody Loves Me . . . Decca 25410 Summertime . . . Decca 24542 They Can't Take That Away From Me . . . Decca 24541 Cruising Down the River B. Barron Ork (Powder Your) MGM 10345 Dancing Eyes K. Mann-J. D'Maris Ork (So Dear) Crystal 186 Don't Gamble With Romance N. Lucas (Tes Time) Capitol 15353 El Sopon N. Morales Ork (Isla Verde) MGM 10341 Everywhere You Go G. Lombardo Ork (Red Rose) Decca 24549 Frankie and Johnny J. Smith-M. Whiting (Make a) Capitol 15350 Funny Little Money Man J. Johnston-S. Burke Ork (Can't We) MGM 10342 Girls Were Made To Take Care of Boys B. Holliday & the Stardusters (Weep No) Decca 24551 Greenville, S. C. S. Coates & the Vocalaires (Sherlock Holmes) Crystal 200 I Heard Music From Heaven V. Damone-M. Miller Ork (My Heart's) Mercury 5313 I Love You So Much It Hurtz Mills Bros. (I've Got) Deccs 24550 I Miss Those Little Things H. Cameron-B. Adlam Ork (Lavender Blue) Crystal 185 I Wish Somebody Cared R. Dorey (C'Est Fini) Gold Medal GM 948 If You Will Marry Me. D. Day-B. Clark (You Was) Columbia 38392 Lain Verde N. Morales Ork (El Bopon) MGM 10341 I've Got My Love To Keep Me Warm Milla Bros. (I Love) Decca 24550 Keep a Twinkle in Your Eye P. Chapman & The Melody Men (A Guy Nobody) Apollo 1142 Last Night Was a Long Time Age R. Dorey (Tell Me) Gold Medal GM 941 Lavender Blue (Dilly, Dilly) H. Cameron-B. Adlam Ork (I Miss) Crystal 185 Let a Smile Be Your Umbrella Andrews Bisters (More Beer) Decca 24548 Make a Miracle J. Smith-M. Whiting (Prankle and) Capitol 15359 My Heart's in the Middle of July V. Damone-G. Osser's Ork (I Heard)



The Billboard

Billboard

Honor Roll of **Popular Songwriters**

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PART

XI

No. 2—HARRIGAN and HART (and BRAHAMS) by **Jack Burton**

MUSIC POPULARITY CI

W/ITH the possible exception of Hart, a female impersonator, "who Maggie Murphy's Home, the songs of Harrigan and Hart have passed into limbo. Even the few old-timers who heard these songs as boys, sang them as men and so kept them alive down thru the years-men like Al Smith, one time New York governor, John J. McGraw, who managed the Giants, the creative gift and producing abiliand Joe Humphries, the fight announcer-have gathered around a of Harrigan and Hart famous. convivial table for the last time.

in America would be complete without a nod to Ned Harrigan, who cut the pattern for American musical comedy three-quarters of a century ago. A native of New York City, where he was born of Irish parents and other sketches. But Harrigan had in 1845, Harrigan worked as an errand boy, a printer's devil, a shipyard apprentice and an able seaman before choosing the stage as a career in 1868. He debuted as a singer of topical songs at the Olympic Theater, San Francisco, later teaming up with Sam Rickey in a comedy act that played one-night stands thruout the West and ultimately reached Chicago. They were billed as "those noted California comedians."

sang like a nightingale and danced like a fairy," according to Nat Goodwin, who was a member of the Harrigan and Hart troupe and an accomplished dialectician. In fact, Hart was the "grand artiste" in this partnership, whereas Harrigan possessed ty that made the songs and the shows

Fated to be partners from the very Yet no anthology of popular music moment they first shook hands, Harrigan and Hart played the variety houses of New York, Boston, Philadelphia, Chicago and the other leading cities for several years in The Little Fraud, The Mulligan Guard far more ambitious plans. Fascinated by the polyglot population of New York City, a city teeming with plots and characters and song titles, Ned Harrigan saw in this melting pot great theatrical possibilities-a cycle of musical farces based on the trials and triumphs, the social aspirations and the political ambitions of the adopted nephews and nieces of Uncle Sam.

All Ned Harrigan needed to consummate these plans was a composer the orchestra pits of the principal

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 60year 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 ar 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.

place tunes-down-to-earth melodies | the ideal collaborator for Ned Harrifor his unpretentious lyrics, and he found such a man in David Brahams, English by birth and an immigrant like the stage characters he would help immortalize.

The third partner in the celebrated triumvirate was a member of a musical-theatrical family. His brother, Joseph Brahams, led the orchestra at Tony Pastor's, another brother directed the house musicians at the Casino, and Dave himself had served as first violinist and conductor in In Chicago Harrigan met Tony who could write simple, common- New York theaters. He proved to be

gan.

Thus the stage was set for what proved to be an international battle royal in 1873 with Gilbert and Sullivan of England in one corner and Harrigan and Brahams, the rowdy contenders for popular acclaim, in the other, and Ned Harrigan beat the famed Savoyards to the opening punch, presenting The Mulligan Guards Ball at the Theater Comique January 13, forty-eight hours before the curtain rose on the American premiere of Pinafore.

Ned Harrigan had the better of the

* * * HARRIGAN AND HART'S GREATEST SONGS AND RECORDINGS AVAILABLE * * *

Songs for Harrigan and **Hart Sketches**

1873-THE MULLICAN CUARD (The favorite song of the English Tommies in India, according to Rudyard Kipling in "Kim,")

1874-THE SKIDMORE GUARD 1875-THE ST. PATRICK'S DAY PARADE THE DAY WE CELEBRATE MALONE AT THE BACK OF THE BAR **GLIDING DOWN THE STREAM** THE GALLANT 69th (A musical tribute to Col. Cavanaugh and the members of the 69th Regiment of the New York State National Guard.) 1876-THE BOLD HIBERNIAN BOYS ARE YOU THERE, MORIARITY? MONEY, THE GOD OF THE PURSE TAKE MY ARM THE OTHER SIDE SONS OF TEMPERANCE 1877-OUR FRONT STOOP

1878-SWEET MARY ANN UP AT DUDLEY'S GROVE

Stage Musical Scores

1879—THE MULLIGAN GUARD BALL (The members of the 69th Regiment, headed by their band, turned out in uniform for this gala opening, while the cast in support of Harrigan and Hart included John Wild and William Gray, the 1879 edition of Moran and Mack, and Annie Ycamans, the comedienne.) THE MULLICAN GUARD BALL THE SKIDMORE FANCY BALL WE'RE ALL YOUNG FELLOWS BRAN' NEW

SINGING IN THE HALLWAY DOOR THE BABIES ON OUR BLOCK

THE MULLIGAN GUARDS' CHOWDER THE SKIDS ARE OUT TODAY OH, GIRLY, GIRLY! THE LITTLE WIDOW DUNN CASEY'S SOCIAL CLUB NEVER TAKE THE HORSESHOE FROM THE DOOR THE MULLIGAN GUARDS'

CHRISTMAS THE LITTLE GREEN LEAF IN OUR BIBLE THE SWEET KENTUCKY ROSE THE PITCHER OF BEER THE MULLICAN BRAVES THE SKIDS ARE ON REVIEW TU-RI-AD-I-LUM OR SANTA CLAUS HAS COME

1880-THE MULLIGAN GUARDS' SURPRISE FULL MOON UNION DAT CITRON WEDDING CAKE I'LL WEAR THE TROUSERS, OH! WHIST, THE BOOCIE MAN

> THE MULLIGAN GUARDS' PICNIC MARY KELLY'S BEAU SECOND DEGREE FULL MOON UNION

.

COING HOME WITH NELLY AFTER FIVE ALL ABOARD FOR THE M. G. P. RODERICK O'DWYER HURRY, LITTLE CHILDREN, SUNDAY MORN THE BEAUTY OF LIMERICK LOCKED OUT AFTER NINE

THE MULLIGAN GUARDS' NOMINEE THE SKIDS ARE OUT TONIGHT HANG THE MULLIGAN BANNER UP A NICHTCAP **OH! HE PROMISES** DOWN IN COSSIP ROW

MULLIGAN'S SILVER WEDDING THE CASTAWAYS DON'T YOU MISS THE TRAIN JOHN REILLY'S ALWAYS DRY THE MIRROR'S THE CAUSE OF IT ALL SOUTH FIFTH AVENUE THIRD DEGREE FULL MOON UNION WHEEL THE BABY OUT

1861—THE MAJOR (In this production, the first at the New Theatre Comique, Harrigan abandoned the Dan Mulligan role and appeared as Major Gilfeather, a la-dela Englishman.) THAT'S AN OLD GAG WITH ME THE VETERAN GUARD CADETS 4-11-44 HENRIETTA PYE CLARA JENKINS' TEA I REALLY CAN'T SIT DOWN MIRANDA, WHEN WE ARE ONE MAJOR GILFEATHER

1882—SQUATTER SOVEREIGNTY PADDY DUFFY'S CART WIDOW NOLAN'S COAT MISS BRADY'S PIANO FORTAY THE MAGUIRES THE MCINTYRES THE FORLORN OLD MAID

THE BEACKBIRD (DeWolf Hopper was a member of the east in this short-lived production.) **IOHN COPE** THE MOUNTAIN DEW A TROUPER'S THE PRIDE OF THE LADIES

MORDECAI LYONS THE OLD BOWERY PIT CASH, CASH, CASH! SHE LIVES ON MURRAY HILL WHEN THE CLOCK IN THE STEEPLE STRIKES TWELVE MORDECAI LYONS

McSORLEY'S INFLATION or THE McSORLEYS THE OLD FEATHER BED THE MARKET ON SATURDAY NICHT MCNALLY'S ROW OF FLATS THE CHARLESTON BLUES THE SALVATION ARMY, OH! I NEVER DRINK BEHIND THE BAR

1883-THE MUDDY DAY (This production took its title from the name of a mud scow that made regular trips down the bay.) ON BOARD THE MUDDY DAY

THE COLDEN CHOIR SILLY BOY THE BUNCH OF CHERRIES THE FAMILY OVERHEAD THE TURIN VEREIN CADETS

CORDELIA'S ASPIRATIONS MY DAD'S DINNER PAIL JUST ACROSS FROM JERSEY SAM JOHNSON'S COLORED CAKE WALK

WAITERS' CHORUS or TWO MORE TO COME 1884—DAN'S TRIBULATIONS

> COBWEBS ON THE WALL COMING HOME FROM MEETING MY LITTLE SIDE DOOR THE FRENCH SINGING LESSON

1885-McALLISTER'S LEGACY

MOLLY MISTER DOOLEY'S GEESE PAT AND HIS LITTLE BROWN MARE BLOW THE BELLOWS, BLOW! OH MY, HOW WE POSE!

1885—INVESTIGATION

(When the final curtain fell on this musical farce, the historic partnership of Ned Harrigan and Tony Hart came to an end. Hart starred later in "A Toy Pistol" and two or three other plays, while his place in the Harrigan troupe was taken by Dan Collyer.) ON UNION SQUARE THE BOODLE HELLO, BABY AS LONG AS THE WORLD GOES ROUND THE MAN WHO KNOWS IT ALL OF MULDOON, THE SOLID MAN

OLD LAVENDER

WHEN POVERTY'S TEARS EBB AND FLOW EXTRA, EXTRA! GET UP, JACK! JOHN, SIT DOWN! PLEASE TO PUT THAT DOWN SWEETEST LOVE

THE GRIP

THE ALDERMANIC BOARD NO WEALTH WITHOUT LABOR OH, DAT LOW BRIDGE! SCHOOL DAYS THE SOLDIER BOYS' CANTEEN

1886—THE LEATHER PATCH

BAXTER AVENUE IT SHOWERED AGAIN DENNY GRADY'S HACK PUT ON YOUR BRIDAL VEIL

THE O'REAGANS MULBERRY SPRINGS THE LITTLE HEDGE SCHOOL STROLLING ON THE SANDS THE U. S. BLACK MARINES WHEN THE TRUMPET IN THE CORNFIELD BLOWS

1887-McNOONEY'S VISIT HO! MOLLY GROGAN THE BLACK MARIA HAVE ONE ON ME? THE TOBOCCAN SLIDE

PETE WHERE THE SWEET MAGNOLIA CROWS THE OLD BARN FLOOR THE BRIDAL MARCH THE OLD BLACK CROW SLAVERY'S PASSED AWAY MASSA'S WEDDING NIGHT HAUL THE WOODPILE DOWN WANDER THROUGH THE ORANGE CROVE

1888-WADDY GOOGAN THE MIDNICHT SQUAD ISABELLE ST. CLAIR OLD BOSS BARRY WHERE THE SPARROWS AND THE CHIPPIES PARADE

889—THE LORGAIRE LA PLUS BELLE FRANCE I'M A TERROR TO ALL MY MOLLY IS WAITING FOR ME DOLLY, MY CRUMPLED-HORN COW PADDY AND HIS SWEET POTTEEN

1890-REILLY AND THE 400 MACCIE MURPHY'S HOME (Sung by Emma Pollock) THE JOLLY COMMODORE TAKING IN THE TOWN UNCLE REILLY THE GREAT FOUR HUNDRED IIM JAM SAILORS SUPERFINE

1891-THE LAST OF THE HOGANS DANNY BY MY SIDE (This song was given a husky revival by the late Al Smith in 1933 at the celebration marking the fiftieth anniversary of the opening of the Brooklyn Bridge.) HATS OFF TO ME OLD NEICHBORHOOD KNIGHTS OF THE MYSTIC STAR THE LAST OF THE HOGANS ON DE RAINBOW ROAD TAKE A DAY OFF. MARY ANN

1893-THE WOOLEN STOCKING THE SUNNY SIDE OF THOMPSON STREET CALLAHAN'S GANG SERGEANT HICKEY OF THE C. A. R. LITTLE DAUGHTER, NELL THEY NEVER TELL ALL THEY KNOW

1896-MARTY MALONE THE PRIDE OF THE LONDON STAGE

Only one of the many Harrigan and Hart songs, Maggie Murphy's Home, has been recorded, and may be had in Decca's Gay Nineties album No. A-692 with Frank Luther, the Century Quartet and orchestra.

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The Billboard

MUSIC

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SONGWRITERS **COMING UP!** January 22 Issue JAMES BLAND. JAMES THORNTON and **CARRIE JACOBS BOND** January 29 Issue PAUL DRESSER and **CHARLES K. HARRIS** February 5 and 12 Issues VICTOR HERBERT

February 19 Issue JOE HOWARD

battle all the way, for this Manhattan minstrel not only appealed to the hoi polloi with his rough-andtumble comedies but attracted the carriage trade with a series of farces

Such critics as William Dean Howells and Brander Mathews found years following the opening of The Mulligan Guards' Ball, Harrigan and the talk of the nation while America was singing the tunes of Dave Brahams. Suddenly, the tide of fortune turned. On December 23, 1884, the New Theater Comique, formerly the old Globe Theater at 728 Broadway which Harrigan and Hart had acquired in 1881, was destroyed by fire with a loss of \$100,000. Six months later the two partners split up due to temperamental differences, and altho Harrigan carried on alone for another ten years, this parting marked the end of a theatrical institution and season after season of waning glory for the man who had founded it. Ned Harrigan, however, has one more highly successful show to his credit, Reilly and the 400, with which he opened his own Harrigan Theater on December 25, 1890, and in which Ada Lewis achieved no little fame as a tough, gum-chewing Bowery girl. But after that this pioneer of American musical comedy lost his golden touch and the Harrigan Theater was leased in 1895 to Richard Mansfield, who renamed it The Garrick. In the meantime, Tony Hart had died and Dave Brahams became too ill to continue his collaboration, and when Harrigan staged his last production, Under Cover, in 1903, the score was written by Dave's son, George. Times had changed, too. The political feuds between the Irish and the Negro had been settled, and Harrigan failed to realize that the old plots of the 1880's had lost their appeal, Ned Harrigan, who loved to "talk of old New York and of my boyish



(Continued from page 3)

could have got together and simultaneously brought out a better record for less money at similar speeds, which could be played on all phonographs now in existence, and forever more to be made. It would also be better if all Caucasians thought all Negroes were nice guys and viceversa, and if Stalin were a rabid advocate of dynamic capitalism, and if taxes could be lower while social advances were made like mad, and if Artie Shaw and Kathleen Winsor could have gotten along. But, as we said, let's face the facts. (For readers who are becoming progressively annoyed with this, there's a terrific new feature in the music pop charts, the Honor Roll of Popular Songwriters).

Special to Dealers

For any record dealers who are still with us (and since they seem to be most upset of all by recent record developments; let us concentrate this piece on them), here's how we see it (take it or leave it; you get it all for the same two bits):

tion than any of the records you have ever bought in the past. But keep this in mind. Your present phonograph still plays beautiful music, with which you have been happy for a long time. And it will continue to do so. Now I'm not particularly trying to sell you either one of these two new records. Each has advantages about which I'll tell you. But this is the point you must remember:

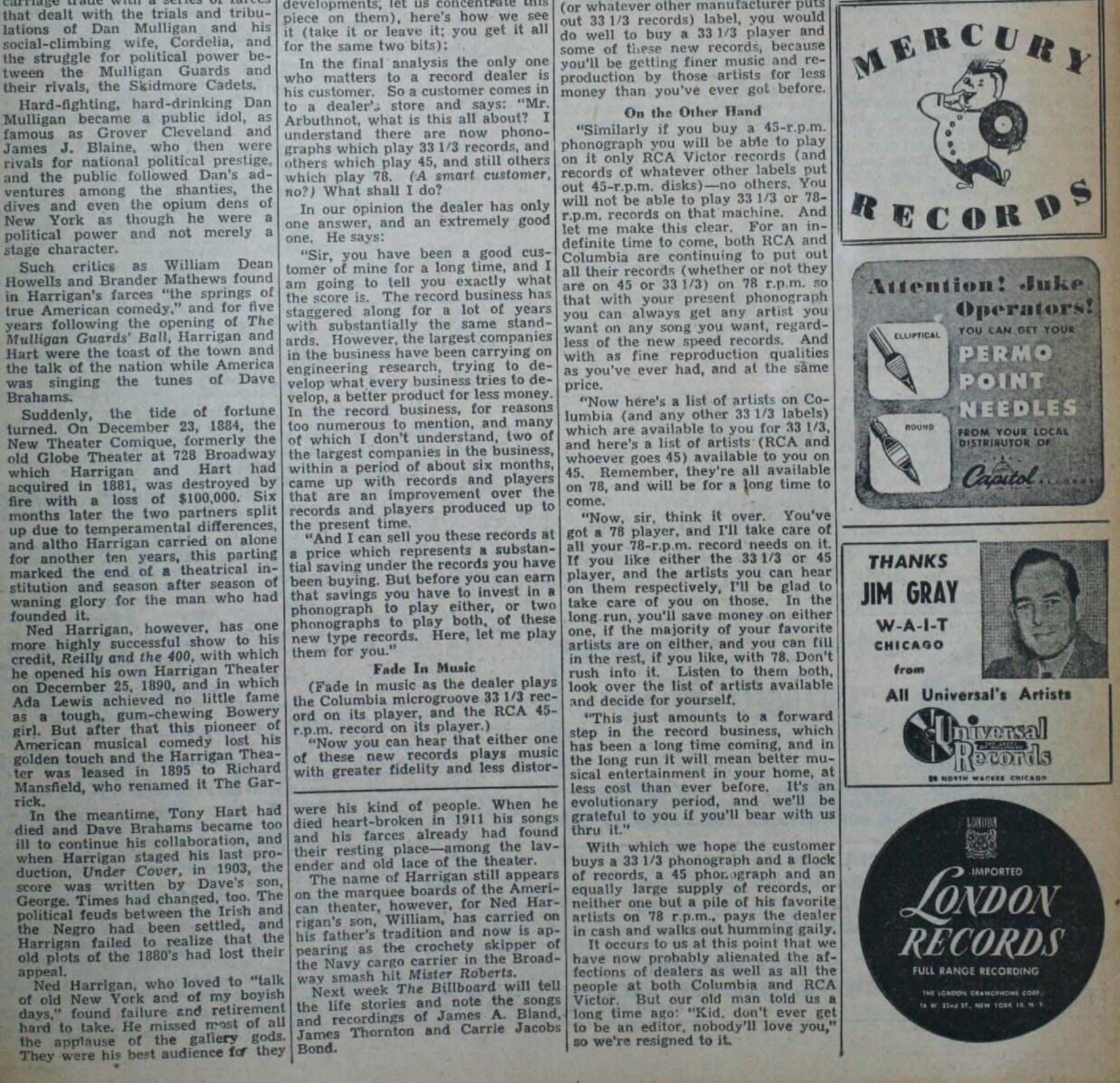
"If you buy the Columbia 33 1/3 player and records now, you cannot play RCA 45-r.p.m. records on it. You can still buy any RCA artists or songs you like on 78-r.p.m. records, to play on your 78-r.p.m. mechanism, but they will not play on your 33 1/3 unit. All your Columbia 331/3 records will play on it, and any other record comanies which put out 33 1/3 . cords will play on it, but no 78 or 45-r.p.m. records will play on it. In other words, if all or most of your favorite artists are on the Columbia (or whatever other manufacturer puts

phonograph you will be able to play on it only RCA Victor records (and records of whatever other labels put out 45-r.p.m. disks)-no others. You will not be able to play 33 1/3 or 78r.p.m. records on that machine. And let me make this clear. For an indefinite time to come, both RCA and Columbia are continuing to put out all their records (whether or not they are on 45 or 33 1/3) on 78 r.p.m. so that with your present phonograph you can always get any artist you want on any song you want, regardless of the new speed records. And with as fine reproduction qualities as you've ever had, and at the same price. "Now here's a list of artists on Columbia (and any other 33 1/3 labels) which are available to you for 33 1/3, and here's a list of artists (RCA and whoever goes 45) available to you on 45. Remember, they're all available on 78, and will be for a long time to come. "Now, sir, think it over. You've got a 78 player, and I'll take care of all your 78-r.p.m. record needs on it. If you like either the 331/3 or 45 player, and the artists you can hear on them respectively, I'll be glad to take care of you on those. In the long run, you'll save money on either one, if the majority of your favorite artists are on either, and you can fill in the rest, if you like, with 78. Don't rush into it. Listen to them both, look over the list of artists available and decide for yourself. "This just amounts to a forward step in the record business, which has been a long time coming, and in the long run it will mean better musical entertainment in your home, at less cost than ever before. It's an evolutionary period, and we'll be grateful to you if you'll bear with us thru it." With which we hope the customer buys a 33 1/3 phonograph and a flock of records, a 45 phonograph and an equally large supply of records, or neither one but a pile of his favorite artists on 78 r.p.m., pays the dealer in cash and walks out humming gaily. It occurs to us at this point that we have now probably alienated the affections of dealers as well as all the people at both Columbia and RCA Victor. But our old man told us a





113 reproductions of billing created by us for America's leading bands, including Kay Kyser, Wayne King, etc.-MAILED FREE-Positive proof we serve top-notchers. Get in this class by using CENTRAL art posters. Write NOW for date book, price list, samples. CENTRAL SHOW PRINTING COMPANY MASON CITY, IOWA



MUSIC 38

January 15, 1949

7 Music—As Written \

New York:

Buddy Johnson's ork has been switched into the Decca popular catalog from the firm's Sepia series. . . . Same diskery inked Captain Stubby and His Buccaneers for the Decca Country label; group cut its first wax recently, slicing the background for a Burl Ives etching of Lavender Blue. . . London Records will issue a Duke Ellington album composed of sides the maestro sliced in England on his 1938 tour. . . . Sammy Kaye's ork goes into the Miami Copa City January 27 for a four-week engagement at a reported 10G per week. . . . General Artists Corporation (GAC) set a string of orks into the Peabody Hotel in Memphis with Billy Bishop set for removes what many Long Island March 14 and Larry Clinton for January 31, each for three-week dates, while Elliot Lawrence, Ray Anthony and Jimmy Dorsey are skedded to fill the gaps. . . . Claryist Buddy Defranco joined George Shearing at the Clique nitery here to make the pianist's group a foursome.

Chicago:

Teddy Phillips has signed to do sides for Tower Records, with Dick hailed as a major victory for the Re- Study in Brown, and Dipry Doodle Bradley, Tower prexy, skedding the first waxing session for next week. . . . Sherman Hayes has penned a contract with Rondo. Hayes was previously New York, which has long main- all over again with the tight ultrawith Aristocrat. . . Larry Adler and the Harmonitones, harmonica three- tained pressure for such a move. some, have signed as members of the American Federation of Musicians. Mel Torme and Candy Toxton, former College Inn model and now a film stariet, will middle-aisle early in '49.

Frank H. O'Connor, prexy of Carl Fischer, Inc., music house, has appointed Sidney and Irving Harris as co-managers of the Chicago outlet, succeeding their father. Samuel D. Harris, who died December 21. The elder Harris was manager of the Chi office 24 years. . . . Floyd Shaw will remain with the James H. Roberts Agency and will not join GAC's club department here, as previously reported. . . . Frankie Laine set for a week at the Don Carlos Casino, Winnipeg, February 18. . . . Cole Keyes, MCA band location booker, expands his activities into the record and theater fields.

Cincinnati:

Ray Anthony brings his crew to the Gibson Hotel Roof January 21 for the Cincinnati Advertising Club's dinner dance. Following his stand at the State Theater, Hartford, Conn., January 7-9, Anthony took his band back to Ohio for more one-nighters before moving into Vogue Terrace, Pittsburgh, week of January 24, to be followed by a week at the Kavakos Club, Washington, opening January 31. . . . Jimmy Wilbur ork out of the Restaurant Continentale of Hotel Netherland Plaza, as the room chucks its ice show and music policy. Wilbur, however, continues his staff duties at WLW. ... Manuel DeSilva, pianist-singer, begins his seventh week at Julie Clayton's Nineteenth Hole.

Philadelphia:

1221 BALTIMORE

Queens To Get **Free Delivery**

NEW YORK, Jan. 8 .- Bruno-New York, metropolitan area distributor for RCA Victor, presented a special New Year's gift to its dealers in Queens with the announcement that, effective this week, shipping charges on orders to the borough will be virtually eliminated. Elimination of the 30-year-old delivery charge practice dealers considered a thorn in the side, a feeling that contributed to the growth of several conveniently located "unauthorized" distributors.

Altho Bruno will continue to levy a 50-cent handling charge on orders under \$15, the general concession is ness (when his records of My Reverie, tail Record Dealers' Association of

Orks, Stars Lined Up his under-sized group thru clever For Inaugural Ball strumentation. The group, which has

WASHINGTON, Jan. 8 .- The orchestras of Guy Lombardo, Lionel ates a wide variety of tonal colors Hampton and Benny Goodman have been selected to play at the inaugural ball January 20, it was announced this week. The chairman of the inaugural committee, Melvin Hildreth, said that James C. Petrillo, head of the American Federation of Musicians (AFM), has agreed to let AFM provide the bands' services as part of labor's participation in the inauguration.

announced this week that additional definite acceptances for appearances at the inaugural concert have been received from the following: Gene Kelly, Jane Powell, Kay Starr, George Jessel, Lawrence Tibbett, Feruccio Tagliavini, Dorothy Maynor

On the Stand

Larry Clinton

(Reviewed at Avalon Ballroom, New York, Booked by General Artists' Corporation. Personal management, Grady Watts, Road manager, Phil Rindone.)

TRUMPET: Larry Farand. TROMBONES: Mert Goodspeed, But Anderson, Joe Lacent.

CLARINET: Jury Winner. ALTO SAX: Sebastian Giacon.

RHYTHM: Nat Pierce, plano; Steve Hester, pultar; Frank Varearo, bass; Joe MacDonald, a second

VOCALIST: Patti Duran, the Dippy Doddlers, VIBRAHARP. TRUMPET. TROMBONE. LEADER ARRANGER LARTY Clicton.

The versatile Larry Clinton, once one of the hottest maestri in the busimusical unit he has brought back to the Main Stem, Clinton the arranger, aided by Clinton the instrumentalist. succeeds in getting a big sound out of manipulation of his unorthodox inchanged its personnel completely since its last Gotham appearance, crewhile maintaining consistent dance rhythms. While it may be tabled as mildly modernistic, the combo's brand of jazz is extremely polite, being designed for dancers rather than bop fans, despite an occasional bopphrased solo by alto man Giacco or trumpeter Forand.

Dugan's Vivacious

Specifically, the band sells itself on Meanwhile, the inaugural comittee the basis of Clinton's inventive instrumental novelties (such as the pretty Lullaby from Stravinsky's Firebird Suite, Clore De Lune and Ravel's Bolero) and on the richly phrased renditions of chirp Patte Dugan. Vivacious gal, equally at nome on mythm tunes, torchers and ballads, shows promise of capably filling the spot once occupied by Bea Wain, altho her style is entirely different. The variety and freshness of her delivery is made to order for Clinton's economy package. The gal, with three guys from the band, forms the Dipsy Doodlers, a well-trained vocal group, for whom Clinton has done some especially polished cleffing. The maestro himself is a busy man on the stand. On vibes he frequently joins the clarinet and guitar for sparkling rhythm bits, he adds his fourth trombone to the regular three for smooth chorale effects and when a big brass sound is required, he points up the effect by joining in on trumpet. The band's book is built principally on standards, originals and Clinton adaptations, with only a fair sampling of current toppers. Nearly every arrangement incorporates the guimick of a trademark or a musical figure repeated thruout-a familiar Clinton device. This small band seems capable of doing almost anything the bigger bands are doing with more originality than most. In these days of big operating expenses, Clinton has built up a good buy .- Bill Simon.

Mickey Familant and Vincent Rizzo share the bandstand chores at the and Lucy Monroe. reopened Mocambo. . . . Jolly Joyce Agency returning Steve Gibson and his Red Caps East next month, set to start a four-weeker February 22 at the Spa Club, Baltimore. . . . Manny Aarons, former drummer with Benny Goodman and Jimmy Dorsey, brings his own band to this territory for the first time, locating at the Hotel President, Atlantic City. . . . Slim Furness and Bon Bon, of the Keys unit here, placed their A Prince in Old Araby with Leeds Music. . . . Wayne Cody, on his WIP show, introduced William B. Richter's newest song, Just the Two of Us.

AT LIBERTY FEBRUARY For Theatres, Schools, Halls, Clubs, Lodges, etc. TEXAS BENNY "The Texas Firecracker" Doing Songs, Recitations, Guitar, Magic, M. C., Comedy and Imitations AND THE SANDY CREEK BOYS Featuring LUCKY MARTIN and His Accordion, SMOKEY RHODD and His Fiddle Union, sober, reliable, sound system, wardrobe, transportation, etc. Just completed tour with Monte Hale, "Republic Studio's Singing Cowboy Star." Interested only in the best. Would-be managers, shoestring promotors and carnivals, lay off. Address: George De Silva, Gen. Agent, St. Charles Hotel, Dickinson, N. D. P.S.: Recording Companies, Notice -- We have 200 original songs to be recorded soon. Jack Pierce, Earl Kurtze, Ceo. Marquis, answer,



Leeds & Lantz Mulling Revival Of Woody' Tune

HOLLYWOOD, Jan. 8 .- Leeds Music, working with Walter Lantz Cartoons, will attempt revival of Woody Woodpecker, novelty ditty, during a six-week drive beginning next week. Tune, which zoomed to top position on The Billboard's Honor Roll of Hits this summer and faded equally fast, is up for a possible Academy of Motion Picture Arts and Sciences music award as the best song written during the year and first used in a motion picture. Hence pubber Lou Levy and producer Lantz hope to influence Academy membership voting by a sudden, short-term revival of the tune.

To accomplish their goal, Leeds and Lantz will toss a giant cocktail party for area disk jockeys, at which time the drive will be explained and co-operation solicited. Cleffers George Tibbles and Ramey Idriss, who wrote Woody, will be spotted over a period of weeks on local air shows. If favorable jockey reaction is achieved, a pitch will be made to juke box ops to get platters back in the phonos. Platter to be pushed will be Columbia's version with Kay Kyser's ork and featuring Harry Babbitt and Gloria Wood. Because of a pending lawsuit filed by Mel Blanc against Leeds and Lantz (claiming violation of copyright in using the Woody laugh), Blanc's etching on Capitol will be soft-pedalled.

In addition to disk jockey promotion, Leeds flack Bob Stern and Lantz exploitation exec Hilda Black will use special theater-music tie-ups aimed at mopped trade via Woodpecker contests and prize gimmicks. the Peacock Club in Jacksonville, Fia.

KANSAS CITY, MO.

Thrush Carson Gets Musicraft Release

NEW YORK, Jan. 8. - Thrush Mindy Carson this week obtained a release from her three-year Musicraft recording pact in return for her waiving all claims to past and future royalty earnings for her Musicraft waxings. The contract, under which the chirp had already cut 15 sides. had two years to run, but with Musicraft's present condition preventing adequate exploitation of her disks. she had requested freedom to negotiate with other diskeries.

Miss Carson is now appearing at

McConnell Elevated To Veepee of RCA

NEW YORK, Jan. 8.—Joseph H. McConnell this week was elected rice-president in charge of finance of he Radio Corporation of America RCA). McConnell, who has been reepee in charge of law and finance of the Victor Division since 1947, olned the legal department of the Victor Division in 1941. One year ater he was named general counsel of that division and in. 1945 was elected vice-president and general attorney of the Victor Division.

A native of Davidson, N. C., Mc-Connell joined the legal staff of the National Recovery Administration (NRA) in 1933 and in 1935 became an associate of the New York law firm of Cahill, Gordon, Zachry & Reindel.







MUSIC 39

VOX JOX

A National Accounting of Disk "ockey Activities

GIMMIX . . . At WVEC, Hampton, Va., Gordon Walsh has been playing requests on a lottery basis. Listeners send in cards listing a number from 1 to 3.300. The jock then plays the disk bearing that number in the station catalog. . . . Bill Boykin, KSPL Stillwater, Okla., uses the new two-way phone set-up for requests. He phones a listener, tells him that the sponsor would like to play a platter for him. Conversations are broadcast. . . . Bill Lamb, WBBC, Flint, Mich., recorded an interview with Vaughn Monroe in an airplane flying over the city. Next day, a 90-second piece of the e. t. was played during a live interview with Monroe. . . . Irv Lind, WHAR, Clarksburg, W. Va., reports excellent response to his Tunes of Tomorrow show, based on Billboard predictions. . . . Jay Giles, WCNT, Centralia, Ill., writes: "Since we're a little off the beaten track and have few opportunities to interview big music names in person, I write two or three band leaders or vocalists every month, ask them for a letter which I can read to my listeners. Fans like it, and I've had at least 80 per cent co-operation from the interviewees." Chet Bear, WILS, Lansing, Mich., has a deal with the local theater manager, who furnishes passes for plugs of his shows. Bear plays a mystery tune each morning, awarding oakleys to listeners who give correct answers.

PROLIFIC PLATTER PILOT ... Henry Tafaya, Spanish jockey at KGGM, Albuquerque, N. M., has five sons in radio: Henry Jr., Herman, Joe and Clarence, at KGGM, and Al at KVER. Tom Edwards, jock at KGGM, wants to know if any papa deejay can top this.

EASTERN BEAT . . . Betty McIntosh doubling as commercial writer and kidisk jockey at WLAM, Lewiston, Me. . . . Joe Girand, WCCC, Hartford, Conn., recently played host to Buddy Kaye, Sid Lippman and Fred Wise, who are on a junket plugging the MGM disk. A. You're Adorable. . . . Jack Downey, nephew of warbler Morton Downey, is doing two jockey shows at WONS, Hartford. He sings along with the platters. . . . Bob Harrington, WTHT, Hartford, is running his annual campaign for gifts for hospitalized vets.

GOTHAM GAB . . . Dorothy Sewell, librarian at WMGM, has had her tune, Song Man, waxed by Gladys Palmer and Sonny Thompson on Miracle, with pub rights to Bobby Mellin. . . Bea Kalmus is doing her WMGM stint remote from the Hutton Restaurant. . . Vic Zembruski plugged his Continental platters on Dave Miller's WAAT Hometown Frolics Wednesday (5). . . Charlie Stark presented to the Marine Hospital in Staten Island a tele-radio-phono set and 1,000 platters as a gift from WINS. . . Art Ford, WNEW, is running a photo contest for best pix of the city after dark, sponsored by the De Jur Photo Company. . . Symphony Sid, WMCA, reports disbursement of 6,000 bop pins to club members. . . Ted Steele, WMCA, has altered his format to an all-request show. . . Martin Block running his 23d semi-annual popularity poll at WNEW. . . . Max Cole handling WOV's Wake Up New York show, 7 to 9 a.m.



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PHILLY PHADDLE . . . Fred Wood, who once piloted the allnight recorded Dawn Patrol over WIP, has been named general manager at WWBZ in Vineland, N. J. . . . Disk jockeys Ken Rowland, Bill Travis, Fred Heckman and Don Ruggles, at WTUX, Wilmington, Del., raised some \$500 in behalf of the Salvation Army drive in charging listeners \$1 for the privilege of requesting their favorite recorded tunes. . . . WFIL, Philadelphia, intensifying its disk jockey programing by giving Joe Noveson an early evening nightly record show called Joe's Show, and Howard Jones adding to his spinning with a new daily 11 a.m. platter show. . . . Larry Brown switching from WPEN to a Newark, N. J., station.

\$2 for Xmas

NEW HAVEN, Conn., Jan. 8.— Billy Mulvey, manager of Loomis Temple of Music here, has \$2 that are really burning a hole in his cash register. He received the two bucks in a Christmas card that read: "This is for a record I accidentally broke in your store while Christmas shopping. It belonged in one of the albums in the Children's Corner."

The card was unsigned and Mulvey wishes that the sender would identify himself and get the money back, as all is forgiven.

Mills Gets 7 Grimes Tunes

PHILADELPHIA, Jan. 8 .- David A. Grimes, owner of Grimes Music Publishers here, who has been penning tunes for the past 35 years under the name of David A. Hoffman, has assigned seven of his old-time songs to Mills Music, Inc., New York. Copyrights on the songs expired, and among the seven assigned are One o' These Days, which was formerly in the Handy Bros.' catalog and which was recorded by Fletcher Henderson's band and the Original Memphis Five, among others, back in 1923; What's the Use of Dreaming, which was a hit in the 1915 hit parades, and Everyone Loves Someone, which came close to a million sheet music sales in 1916. Grimes still maintains his local music publishing house,

VicLombardoAnkles To MCA From GAC

NEW YORK, Jan. 8.—Victor Lombardo last week inked a management contract with the Music Corporation of America (MCA). Lombardo, whose frere Guy has been with MCA for almost two decades, last week obtained his release from General Artists Corporation (GAC) with which agency the orkster has been associated since the inception of his band over a year ago.

Lombardo's first MCA date will be at the Capitol Theater here on the bill which spots Arthur Godfrey and begins February 1 for three or four weeks.

Monogram Gets Can. Rights to Danceland

DETROIT, Jan. 8. — A deal for Monogram Records to take over Canadian rights for all Danceland releases was signed here last week by Chuck Darwin, president of Monogram Records of Toronto, and Morry R. Kaplan, president of Danceland Record Company. The Danceland masters will be taken over and pressed in Canada, Kaplan said.

The first release, scheduled for national Canadian release, will be Ebony Jump. The deal also calls for export rights to England and Australia.

which is linked with Broadcast Music, Inc. 10" QUALITY SHELLAC AND PLASTIC Strict Inspection—Fast Delivery SILVER RECORD PRESSING CORP.

469 West Broadway, News York 12, N. Y. OR 3-7380

The Billboard 40

COLUMNESS WALLED DAVIED DID

Communications to 1564 Broadway, New York 19, N. Y.

New Year's Eve Hot--or Was It? Chi Cafe Ops

Stem Reports Biz Not Bad, **Despite** Snow

Some Demur: Sticks Likewise

had their biggest New Year's Eve in history, to hear some of them tell it, altho some ops admit that it was "only okay, and that's all." The snow hurt plenty.

The clubs that did the biggest business were the ones with large bars, where the turnovers kept things humming. In clubs where drop-ins usually account for a big hypo, the Friday night snowstorm washed it out. This was particularly true of business after midnight, when the let's-have-another-drink lads usually make their rounds. Either the snow kept them in one club, or once they the Steak House, which played to a left, they went home.

The Latin Quarter said its biz was \$800 better than 1946, up to then the best in its history. The Copa said its bar pulled the take up so it got about \$3,000 more this year than last. The Village spots said they just about held to their last ycar's figures, with Cafe Society boasting a little increase.

The class rooms like the Versailles and Blue Angel had initial business early, but turnovers and drop-ins weren't too plentiful. The hotels did big mostly from guests who lived there and were kept in by the weather.



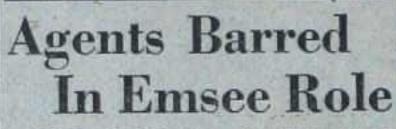
(Continued from page 3)

boys talking, and with Daniel P. Sullivan, director of the Miami Crime Commission, leading the fight, a new drive may be started which may affect not only the straight niteries but also those with the gambling rooms in the back. So far it's all talk, but NEW YORK, Jan. 8 .- Stem cafes the heat's on and the smart dough on the Beach is worrying.

> The fire at the Beachcomber, according to the fire department, was arson. Firemen claim they found three cans of kerosene, and the rug in the bar was soaked with it. Smoke was discovered early Tuesday (4) morning by Murray Miles, Jackie Miles' brother. He set the alarm and got Schuyler out of bed. The damage was limited to about \$25,000, all in the lounge.

That same night the Beachcomber show went on, sparked by a lot of street hoop-la, sound trucks, etc., at full house.

The Beachcomber itself is owned by Sam Barken, who rents it to



NEW YORK, Jan. 8.-Franchised agents in the American Guild of Variety Artists (AGVA) or employees of the Theater Authority (TA) may no longer emsee shows or benefits, AGVA ruled Thursday (5) after a hot meeting at the AGVA offices.

Schuyler for an estimated \$25,000 a year. According to the boys in the know, the insurance will go to the lessee (Schuyler) if it is used to put the property back into its original condition.

It is expected the club will reopen in about 10 days.

30G Judgment In Vegas Flop

DETROIT, Jan. 8 .- Wind-up of the operation of the Nevada-Biltmore at Las Vegas for three and a half months in the spring of 1947 echoed in Federal District Court here Wednesday when Judge Arthur F. Lederle granted a judgment for \$30,686 against Frank Barbaro, manager of the Bowery Cafe. Suit was brought by Ralph A. Stoughton, of Phoenix, associated with the Las Vegas operation, who claimed Barbaro had breached a contract to assume half the losses. Stoughton's original claim was \$47,082.

The case will not be appealed, according to William Cohen, attorney for Barbaro. Barbaro indicated he did not have the resources to pay for the judgment. The ownership of stock in the Bowery is stated to be in the name of Dorothy Barbaro, former wife of Frank, who was named as a defendant in the suit but exempted from liability by the court. It was indicated that the plantiff's attorneys might take action to "disclose assets" in furtherance of the judgment, with ownership of the Bowery itself questioned.

Win Tax Case **Against State Court Exempts Show Spots**

January 15, 1949

CHICAGO, Jan. 8 .- A three-year court battle by attorneys Tom Rosenberg and Ted Raynor culminated in a decision this week by Circuit Judge William V. Brothers granting exemption to niteries and cafes specializing in entertainment, from the 2 per cent State sales tax. The decision resulted in immediate repayment of \$239,000 to 18 local cafes, which started the fight in October, 1945. Payment was retroactive.

Judge Brothers ruled that the 2 per cent sales tax is not applicable to entertainment and hence should not be paid where entertainment, rather than food, is the chief lure. Judge Brothers further pointed out that previous Supreme Court findings had reduced the scope of the sales tax by exempting many articles and services. Because of past opinions, Illinois Attorney General George Barrett said no appeal would be taken to the Illinois Supreme Court.

Rosenberg said that he is currently lining up another such case, involving 50 more local bistro ops, who will attempt to recover similar refunds.

Plaza To Leave Hilton for Atlas

NEW YORK, Jan. 8.-The Plaza Hotel, one of the Stem's top hostelries, will leave the Hilton chain in the near future and will become part of the Atlas Corporation as soon

Montreal So-So

MONTREAL, Jan. 8. - Montreal nitery ops experienced a combo of boom and bust biz in the three-night celebration extending from New Year's Eve until early Monday.

New Year's Eve biz was way off in almost all spots except the tiny Tzigane. Normandie Roof was almost full, but only because another room in the Mount Royal Hotel which is used every year to accommodate those that won't go for the bigger bite was closed down-insufficient reservations. El Morocco was just so-so, as was the Tic Toc. Other spots around town suffered similarly.

But on Saturday night it was another story. The boom had arrived. Every joint in town was jammed for dinner and supper, with the jamming continuing into Sunday night. If the ops went in the red Friday they certainly recouped on the other two nights.

Detroit Bowery Boff

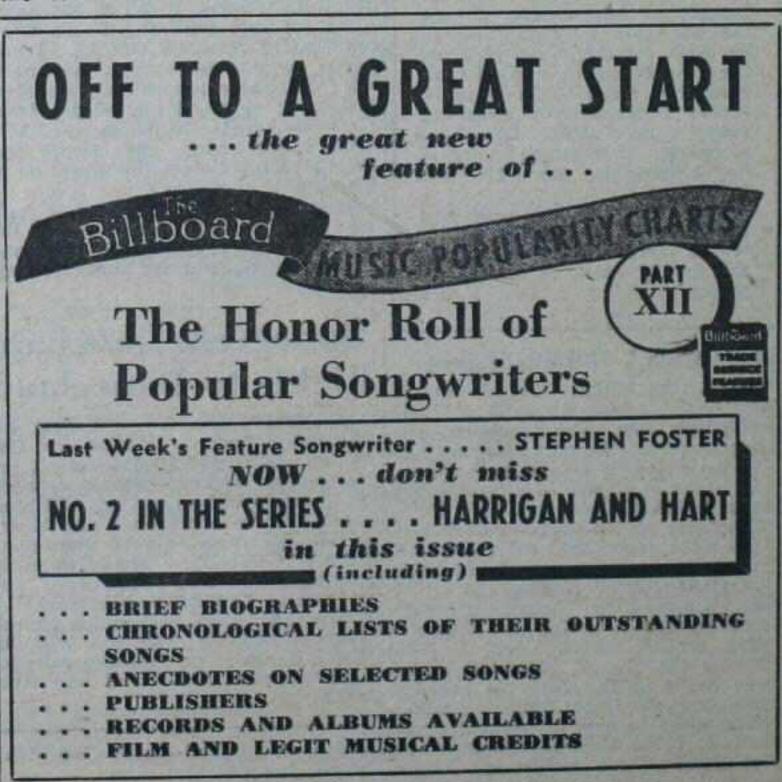
DETROIT, Jan. 8.-With most night spots reporting only fair to poor New Year's Eve biz, the Bowery Cafe took the biggest loot in its 15 years, according to Manager Frank Barbaro.

The show was an average Bowery line-up-a lengthy bill headed up by the Three Marvels, magic act, and Paul Marshan, vocalist, but without the top show names that have made the spot famed. Possible reason for the surprising pick-up at this one spot was the well publicized cutprice policy, in effect for several months, which has stimulated the liquor end of the business. Spending above the cover charge was good, according to Barbaro. The spot was caught unprepared for the boom and had to move tables out of the kitchen and rest rooms to accommodate the 1,200 dinner customers.

The latest ruling, to apply on a nationwide basis, is the outcome of complaints made by various AGVA members that agents, instead of hiring emsees, were taking over the jobs themselves. The rule also affects charged, not only passed on benefits on such benefits have now been taken deal with Krivitz are George Hyme, over by a new committee consisting of clothing store owner, and John H. the various talent unions involved. McKelvey.

Krivitz Buys Lobster

HARTFORD, Jan. 8.-George Alan Corelli, of TA, who; it was Krivitz, local cafe and theater act, bought the Lobster Restaurant, a but frequently emseed them. Inci- downtown nitery, from Sam Triars dentally, the powers of Corelli to pass for an undisclosed amount. In the



as the present deal, already agreed upon, is formalized and gets official approval

The deal was arranged thru the return of 53,700 shares of Hilton preferred stock owned by Atlas and carried on its books at \$35 a share. This stock, valued to \$2,000,000, was returned to Hilton some months ago after the Security Exchange Commission (SEC) gave its approval. With this return and other considerations, it is understood that the Hilton interest in the Plaza will go to Atlas.

Atlas already owns about 39,000 shares of Hilton common stock and is represented on the Hilton directorate by L. Boyd Hatch, who is also an Atlas director. Hatch is Floyd Odlum's brother-in-law. Odlum is the head of Atlas.

While nobody would speak for the record, pending SEC action, it was admitted that Atlas would put in its own management. One insider said, "It is conceivable the show policy will also be overhauled."

Regal To Reopen In Chi With Flesh

CHICAGO, Jan. 8. - The Regal, South Side Negro theater, will reopen with flesh February 11 after a lapse of five months.

The house closed when the Balaban and Katz (B & K) chain refused to use stand-by bands, and the American Federation of Musicians (AFM) pulled out all music. To reopen, a new deal had to be made with the local AFM. Tho neither side, B & K or AFM, will do any talking, insiders say the new deal calls for the house hiring local bands for a specific number of weeks and no stand-bys.

The first show will have Lionel Hampton on top. All bookings are handled by Harry Levine, Paramount chain booker.

The Billboard

NIGHT CLUBS-VAUDE GROSSES

'48 a Yank Year in London, Minn. Gov. Asks And '49 Will Be More of Same

LONDON, Jan. 8 .- Last year will sino. He gave up his lease in October go down in British vaude history as and is expected to present vaude at the year in which American artists a larger theater with greater star dominated the picture. attractions.

During 1948 14 top American acts headlined bills at the London Palladium, with nearly that many appearing at the London Casino. Nearly in 1949. Chief complaint against 40 other American acts appeared at these theaters as part of the supporting bill.

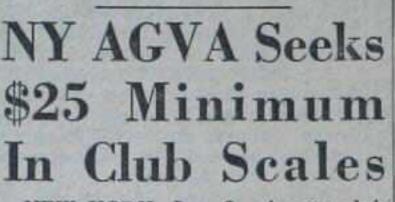
Two American acts failed to register at the Palladium. One of these was :"ckey Rooney, who opened the 1948 s ason January 5 but failed to click in his four weeks with an act which brought howls of protest from the critics and was not tipped too highly by the audience. Duke Ellington was the other; his show was dominated by Pearl Bailey. The Duke was lost without his band, and his turn at the piano failed to convince the customers.

Virginia O'Brien a Flop

The London Casino had a few acts which did not fill the house, but this was due to the selection of artists who had drawing names but failed to click on the stage. Virginia O'Brien was unable to sell her dead-pan stuff in such a large theater, and only the first few rows could enjoy her act. Maxine Sullivan hit her high spot in the last few days of her act, which previously had been held back by only fair accompaniment.

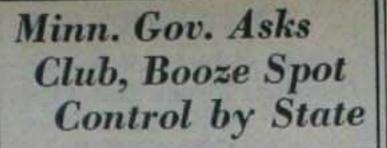
Five of the 1948 headliners will return to the Palladium in '49. Danny Kaye will head the list with six weeks starting April 25. The Andrews Sisters, Jack Benny, Dinah Shore and Betty Hutton will return and are expected to appear for four weeks each. Rochester will appear with Jack Benny, along with Phil Harris and Mary Livingston.

vide at least 50 per cent of the bills the Minnesota State Legislature presented at London vaude theaters Thursday (6) by Gov. Luther W. American acts last year was the high salaries paid to them but this is being overcome by the realization that theaters filled by U. S. acts are providing full bookings for British perform- liquor law violations. ers, along with a chance to appear before full houses.



NEW YORK, Jan. 8 .- A new club date scale calling for \$25 minimums was proposed by the New York branch executive board of the American Guild of Variety Artists (AGVA) at its regular monthly meeting Tuesday (4).

The new proposals, accepted by the members, will call for new salary scales and improved conditions. All singles hired for club dates in any of the five New York boroughs are to get \$25 for weekday jobs and \$35 for holiday, week-end or holiday eve jobs. If the act consists of more than one person, the amount is to be double for teams, triple for trios, etc. The proposal also asked that no club date show shall run more than two hours. If a performer appears ready to work at, say 9 p.m., he can stay around until 10 p.m. If he doesn't go on by then, he can leave and still set paid on the theory that he was ready to work, and if the booker wasn't ready, the performer shouldn't be penalized.



ST. PAUL, Jan. 8 .- Night clubs and other "by-the-drink" liquor and beer spots would be under State con-American acts are expected to pro- trol under a proposal advanced to Youngdahl in his inaugural address. Youngdahl asked for uniform closing hours of Lll spots and for granting the Liquor Control Commission the power of arrest and seizure in its

> The liquor commission, headed by Dudley C. Ericson, now has supervision of off-sale or by-the-bottle liquor licenses, and both Youngdahl and Ericson seek the same authority for on-sale establishments now governed entirely by local bodies.

> Youngdahl recommended the uniform closing hours be midnight on weekdays and 1 o'clock on Saturdays. The closing hour now varies, depending upon local ordinances.

Joe Nemetz Opens Copa,

Detroit, With Name Bands DETROIT, Jan. 8. - The former Mickey's Show Club, North End night spot which has undergone numerous changes of policy in the past four years, has been reopened as the Copa Club by a new owner, Joe Nemetz. The spot will operate with a name and semi-name band policy, with a small show.

Don Pablo's orchestra is the first band booked in, on a seven-week contract with two options. The opening show includes Nafe Allen, emsee; Betty Gray, tap dancer and xylophonist, and Bunny Paul, singer.

This is Nemetz's first night club operation in this country. He operated the Waikiki Tavern at Pearl Harbor during the war.



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Behemoth Jack Leonard was called back twice and knocked off the biggest hand of the show. Working faster than ever, Leonard came up with routines and songs that pulled yocks consistently. His second encore bit, in which he kidded with orkster Sands, was a classic.

> Direction: MARTY ROSEN 143 W. 49th St., New York, N. Y.



Eleanor Powell

Eleanor Powell opens the London Palladium 1949 season March 7. Billy DeWolfe, Judy Garland, Dick Powell, Frank Sinatra, Dorothy Lamour and Abbott and Costello are also set for appearances during the year.

Bernard Delfont has not announced his plans for 1949 but he is not expected to return to the London Ca-

St. Louis Theater **To Inaugurate Flesh**

NEW YORK, Jan. 8 .- The St. Louis Theater, St. Louis, will start a new flesh policy beginning February 3, with Mel Torme and Jimmy Dorsey topping the bill.

The house, a 4,000-seater, a Fanchon & Marco operation, will run be voted by the AGVA national full-week stands but matinees during board. the week-ends only.

Code Authors

Bright, Charlie Banks, Phil Irving, Chick Darrow, Bob Fitzgerald, Jack Gilford and Jin.my Hollywood, has been accepted by the membership and will now go to the New York executive board which will start negotiations with the various agent-booker groups.

Membership also called for a change in the by-laws to increase the New York branch board membership from its present seven members to 14, with a quorum to consist of five rather than the present three. Inasmuch as the by-laws are not part of the constitution, this change can

The all-important club dates scales

for areas outside of the five boroughs. particularly in the borsht belt, were given to various committees to work out, with a report due early in Feb-The code, prepared by Jackie ruary. One committee will work on Lakewood, another will work on the mountains proper and the third will do its job on the one, two and splitweek dates in theaters.

Insiders say that the controversial club date scale structure will be put into effect in March, long before the resort areas start their summer buying.

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Featuring DENISE only girl horizontal bar performer in America CAPITOL THEATRE, Washington-HIPPODROME THEATRE, Baltimore Week of Jan. 13th Week of Feb. 10th Direction: MATTY ROSEN, 143 W. 49th St., New York



GIVE TO THE DAMON RUNYON CANCER FUND

New York: New Year Wk. Stem Fat 534G; MH160G, Roxy 120, Para 92

had a sock Ne Year's Eve week, with grosses up to \$534,000 as against 518G the week before. The take would have been even higher but for the weather and the fact that Sunday and Monday biz was off.

Radio City Music Hall (6,200 seats; average \$115,000) soared upward to \$160,000 compared with a strong \$157,000 the previous seven days. The holiday bill is the Nativity Pageant, the Cristianis, Pallenberg's Bears and Words and Music.

Roxy (6,000 seats; average \$89,000) est gross, in months, as against a bara Ann Scott and the Ice Show, Van and Adventures of Don Juan.

NEW YORK, Jan. 8 .- Stem houses | Bob Evans, Gautier's Steeplechase and That Wonderful Life.

Paramount (3,654 seats; average \$66,000) had one of its better weeks, grossing \$92,000. The second week was good for a healthy \$90,000. The bill is Benny Goodman's ork, Buddy Lester and Palejace.

Capitol (4,627 seats; average \$66,000), still going strong, socked away \$87,000 compared with \$96,000 gross the week before. The show is Burt Lancaster, Gene Sheldon, Skitch Henderson's ork and Every Girl Should Marry.

Strand (2,700 seats; average collected \$120,000 last week, its high- \$40,000) matched its strong first week with an equally hefty \$75,000 gross 100G gross the first stanza, with Bar- with Tommy Dorsey's ork, Bobby

NIGHT CLUBS-VAUDEVILLE 42 -

The Billboard

January 15, 1949

* * * *

The Top Folk-Western and Sepia Artists of Screen - Radio Records presented by JOLLY JOYCE AGENCY * accepting bookings * * immediately and for the new season * THE * HOOSIER HOT SHOTS Decca. Columbia Records * Pictures THE ABC HAYLOFT HOEDOWN 24 - ARTISTS - 24 out of WFIL, Philadelphia * STEVE GIBSON and the * RED CAPS * on MERCURY and MGM Records

> GRANDPA JONES with Clyde Moody **Fete Cassel** Chubby Wise Ramona on KING Records

Texas Jim Robertson with his

Panhandle Punchers on VICTOR Records

Screen EDDIE DEAN Mercury Favorite ELTON BRITT Victor

with SHORTY WARREN and BAND ROSALIE ALLEN on Victor *

×

Glenn Strange and Co. Screen's Frankenstein Monster DICK THOMAS on



Cotillion Room, Hotel Pierre, New York (Tuesday, January 4)

Capacity, 365. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Operator, Hotel Pierre; booking policy, non-exclusive, with Stanley Melba buying. Publicity, Madeleine Reardon. Estimated budget this show, about \$800.

The opening of the new show was highlighted by the return of Stanley Melba as the band leader and talent buyer. The preem audience doesn't know (or care) about his act buying duties, but apparently did know about his band fronting. In any case, when Melba went to the mike, he got what amounted to an ovation. Ir fact, the applause was so sustained he had to ask the band to take four bows before the room would hush sufficiently for him to start emseeing.

Melba's first show consisted of Patricia Bright and Artini and Consuelo. Miss Bright must have spent a bundle on her new gown. Unfortunately it was wasted. Miss Bright is a very clever young lady. Her biting satirical darts make good listening, but here nobody, or very few, were interested. When she was clever, she meant little; when she gave with a little corn, she registered faintly. This indicated that the crowd here, tho supposedly chi-chi, doesn't understand clever digs. It also indicates that Miss Bright's material isn't flexible enough to conform to varoius tastes.

Dance Team Good

Artini and Consuelo did well with their ballroomology. The team is apparently smart enough to have good music, most of it bright and frilly, and has sense enough to dance to it without the dreamy inflections many dance teams try to put into their routine. The team has set its routines so that many of its dances are so-called request numbers, a bit of business that puts them high in audience appeal. The crowd liked them and applauded long and loud. Melba's band cut the show with aplomb and brilliance. His society beats for dancing kept the floor crowded. Ralph Lane's Latin stuff did the intermissions. William Richardson's lighting was superb. Lights came on and off right on cue, helping Bill Smith. acts considerably.

Colonial Inn, Hallandale, Florida "Minsky's Follies" (Friday, December 24)

Capacity, 850, Price policy, \$2 admission, \$3 ringside. No minimum or cover on drinks or food. Owner, Harold Minsky, Booking pollcy, non-exclusive. Estimated budget this show, \$6,000.

As a production, the initial Minsky's Follies revue is a lavish affair, excellently staged and beautifully produced, tho it has no high point or climax.

The show opens with Nevada Smith singing an introductory number, dressed in a costume featuring three false faces from which lighted cigarettes protrude, "smoked" by a vacuum bulb in Nevada's hand.

A number called Crazy Symphony follows, with the entire company of 18 chorus girls, production singer Larry Vallero, dancers Corinne and Tito Valdez, and Steve Condos doing trumpet and tap solos.

The production follows this general pattern thruout its hour-and-20minute length, broken by two comedy bits and three featured strip acts.

Strippers

Strippers are Jessica Rogers, a bump-grinder who loses a lot thru having to tone down in this show; Dardy Orlando, a parader whose act is more display than strip, and Lois de Fee, the six-foot-four peeler. Miss de Fee is a trifle overweight and possibly a bit overrated as well, althe these girls can't be judged on audience reaction in this particular case.

The customers here so far have been extremely hoity-toity, with any desire to applaud suppressed by fear of displaying what friends might consider a vulgar emotion. Nevertheless, the so-far packed houses attest to the initial popularity of this type of entertainment. Comedy skits by Sammy Smith, Lee Royce, Mandy Kay and two girls (Geene Courtney and Gabby Crawford) are not sock hits, but provide enjoyable interludes which lighten the show considerably.

Empire Room, Palmer House, Chicago (Tuesday, January 4)

Capacity, 500. Price policy. \$1-\$1.50 cover Saturday, \$1 other nights, with a \$2 mini-mum. Shows at 8 and 12. Publicity, Fred Townsend, Booker-producer, Merriel Abbott. Estimated budget this show, \$5,800, Estimated budget last show, \$7,500.

Tho this show lacks the marquee pull of the previous Draper-Adler edition, current package has consistent entertainment appeal. Headliner Evelyn Knight, currently riding on two Decca hits, got terrific attention all the way, not only for standards like her My Fickle Eye and Tourrie on His Bonnet, but for new numbers, outstanding of which was her interpretation of Eileen, a terrific show piece by Danny Kaye. Number is full of pathos and drama and held crowd spellbound for a full five minutes. For contrast, she offered a new comedy bit, The Ashes of Uncle Joe, that clicked the laugh meter often. Encored with her re-(See EMPIRE ROOM on page 44)

ATTENTION THEATERS, AUDITORIUMS, SPONSORS AND BOOKERS AVAILABLE AFTER FEB. 4 60-Minute to 21/2-Hour Production with 7 Girls, 3 sets of drops, special sound effects, lights, etc. ON STAGE



Blue Angel, New York (Welmes_ny, January 5)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Operators, Herbert Jacoby and Max Gordon. Booking, non-exclusive; publicity, Phil Bloom and Dave Lipsky. Estimated budget this show, \$800. Estimated budget last show, \$1,500.

Month in and month out this room manages to come up with probably the most provocative acts seen anywhere in New York. Salaries and Hughie Prince is good, with are comparatively small here, but Ken Delaney's orchestra playing a the showcasing Jacoby gives performers makes it a place where they are willing to take cuts to come in. The topper on the show now is Martha Davis, who did quite a job on the Coast. Miss Davis is a strange combo of many Negro performers seen thru the years. She plays a hot piano reminiscent of Dorothy Donegan and Hazel Scott and looks like a cross between Nellie Ltucher and Rose Murphy but sings completely differently. At times her low tones on blues resemble Ethel Waters when she was in her prime. But over it all, Miss Davis radiates a charm and a personality that makes her individual. Her material consists of standards hypoed with special lyrics. The crowd loved it and her.

Next in line is Dolores Bueno, a dark, slim, attractive brunette. The canary has worked some of the top class rooms in the country since last caught by this reviewer and she's picked up a lot of polish and sales ability. Her material, consisting of French, Portuguese, Spanish and English songs, are delivered in a (See Blue Angel, N. Y., on page 45)

Superb Costumes

Natasha Kamarova's productions are excellent, Madame Berthe's costumes are superb, especially in one number where four girls, wearing old-fashioned dresses, start an apparent strip, and end with shimmering gold evening gowns.

Carrie Finnell made perhaps the biggest single hit of the show, altho juggler Bobby May got a big hand for his act, topping it with an upside down bit where he stands on his head on a table and bounces three balls on the floor.

Musical score by George Kamaroff solid show. The La Playa rumba band plays intermissions with des-Dick Lowe. ultory results.



Direction: McCONKEY MUSIC CORP. Chicago Management: Henry Durst



The Billboard

NIGHT CLUBS-VAUDEVILLE

Slapsy Maxie's Hollywood (Sunday, January 2)

Capacity, 550. Price policy, \$3-\$3.50 mininum. Owners, Charles and Sy Devore. Bookng policy, non-exclusive. Publicity, Marie Dyches. Estimated budget this show, \$2.000. Estimated budget last show, \$10,500.

After nearly a month's shuttering the club reopened New Year's Eve with an inexpensive but satisfying talent layout. Mimic Paul Regan, supported by the Mello-Larks vocal group, drew the featured slot. Result is a pleasing show, albeit lacking the glamour and luster of the club's usual expensive line-ups.

Playing to a small, cold house, Regan had plenty of trouble selling. The impressionist did more than 30 yocal characterizations, many of them outstanding. Altho he missed fire at first, Regan won ringsiders by sheer determination and earning a welldeserved callback. The lad should eliminate his less impressive takeoffs, tighten the remainder and stick to mimicry without gagging.

The Mello-Larks (three men and a gal) clicked with a brace of pop ditties seasoned with novelties, The group recently changed its style with the adept help of film dance director Billy Daniels. Whereas emphasis was heretofore on harmony, the new look strives for eye as well as ear appeal. Carefully plotted movements well executed gives the act a smart, fresh appeal. Clean cut in appearance and up to date in their presentations, the Larks show promise.

Rounding out the bill are the comedy terp team of Rochelle and Beebe and the Ann Gary line of girls. The gag dance duo's burly take-offs of class ballroom teams are good for healthy yocks. Gary gals (8) are okay.

Bobby Ramos ork (9) cut the show and played for dancing. Ramos handled emsee chores adequately. Alan Fischler.

Club Charles, Baltimore (Tuesday, January 4, 1948)

Capacity, 325. Price policy, no cover, no minimum, Shows at 9:15 and 12:15, Operators, Tom Shaw, Lou Shaw, Mos Levy, Bookers, William Morris Agency, non-exclusive. Show played by Norman Brooks and the house band (12).

The current bill packs a lot into an hour and some odd minutes. It has enough variety, speed and flash to satisfy both the bop set and the station wagon trade.

Top billing goes to the Delta Rhythm Boys (four singers and a pianist). Slick presentation and wide variety of numbers, ranging from Shadrack to F . You, reaped nice response. The How High the Moon was a bit slow, but the boys built rapidly with a clever mixture of Dry Bones and several well-done ballads, with the result that feet beating time could be heard all over the room, and that's something here.

Copsey and Ayres Debut

This show also marked the debut of the new team of Copsey and Ayres. Carolyn Ayres, who recently bowed out to marry, has been replaced by blond Marjorie Baker, who is more than adequate in both looks and footwork. Copsey and Miss Baker do the usual fascinating Oriental neck twister, resplendent with new white and gold wardrobe, and their familiar Frankie and Johnny. Results were excellent. Even the debut shakes were missing.

On the comedy side, Dave Barry fared all right. A tightening up of material and the addition of some new wouldn't hurt. Barry worked with speed and polish. The sketchy material, largely take-offs, situation gags and such, got laughs. Barry is capable of better things. A little boy bit, the high spot, was too brief.

Folie Miller, good looking brunette, with vitality to spare, did some smart tapping in a Cuban number in her own spot, as well as the line num-

Mayfair Room, Blackstone Hotel, Chicago (Wednesday, December 29)

Capacity, 325. Price policy, \$1 cover and \$2 minimum. Publicity, Evelyn Nelson, Shows at 9:15 and 11:45. Estimated budget this show, \$4,500. Estimated budget last show, \$3,800.

Beatrice Kaye sparkles in this intimate room, her first stop in a local bistro in years. All the nuances and innuendoes that do so much to put across her burlesquing of the pre-1900 hits that are missed by the average vaude audience take full effect in this room, with the result that she walks off to consistently top hands after two encore hits.

Miss Kaye plays to the chi-chi crowd here, giving it just enough risque material to please. The small room makes it possible for her excellent pianist, Sylvan Green, to give her top backing, for his continual, genuine smile and frequent asides do plenty to enrich the act. Due to the half-hour show policy, she was able to work a number of previously unheard numbers, each of which clicked. The shapely chirp looks ultra smart in a short haircut.

Dick LaSalle's smooth reed and string combo played a faultless show and fine dance sets. LaSalle pulled out his accordion while Green played piano, making the band sound full on the back-up job. Johnny Sippel.

thing, in semi-strobolite, and a Hindustan thing in keeping with the tempo set by the dance team. The gals are all lookers but it is quite evident that all have been eating pretty well lately.

Show chores were handled by Norman Brooks and the band, who as usual cut a good show and kept the

Penthouse Club, New York (Tuesday, January 4)

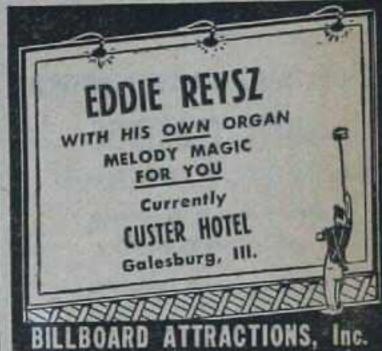
48

Capacity, 100. Price policy, \$2.50 minimum. Shows at 11 and 1:30. Owner-operator, Philip Rosen. Publicity, Mal Braverman. Estimated budget this show, \$500.

The room atop a 15-story office building has undergone a minor metamorphosis. The acts now work against a velvet frame on the terrace instead of the lower floor. So if the show isn't too inspiring, there's always the view of Central Park to make up for it. This time around, however, the show has plenty of ear and sight values, hypoed by some really excellent keyboarding by Kurt Maier who works for the acts and during the lulls. The slight baldheaded pianist has a likable personality and 10 fingers that move over the keys with a lilt and musical heft that makes him outstanding.

Monica Boyer, working with a bongo-beater, Angel Rosa, did well with her suppressed Afro-Cuban and bilingual songs. The pretty darkhaired singer blends her songs nicely for consummate effects which paid off well,

Paul Villard and his modernized sea chanteys (accompanying himself on the accordion) is apparently made to order for this small room. His recitative style which precludes actual singing hushed the room com-Bill Smith. pletely.

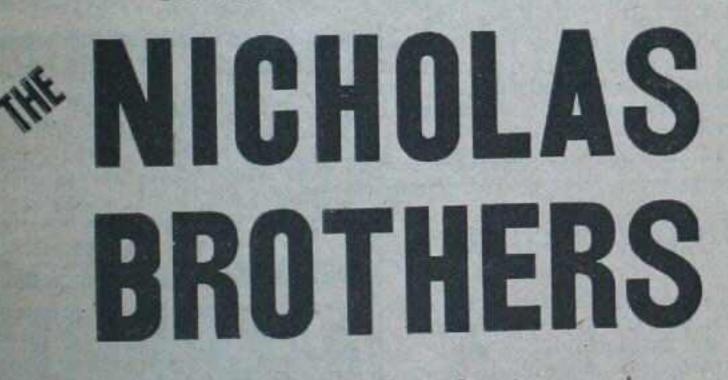


bers. The new Wally Wanger line dance-minded patrons happy. brought out a Buttons and Bows

James A. Carter.

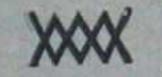
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NIGHT CLUBS-VAUDEVILLE

The Billboard

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44

THE

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VAUDEVILLE REVIEWS

RKO Boston, Boston (Friday, December 24)

Capacity, 3,000. Prices, 50 cents to \$1.10. Five shows daily. House booker, Danny Friendly, House band under Larry Flint.

The second stageshow at the RKO Boston since return of live talent offers a pleasant hour's entertainment. The King Cole Trio tops the bill, doing its familiar stuff in the best manner possible. The presentation is modest, but thoroly effective. The audience goes for it warmly, and wants more after half a dozen numbers develop the atmosphere.

Helen Forrest, a charmer in any man's language, takes second place, offering a trio of songs done up in her own special style. She's eye-filling and musically hip, and the customers go for her big. Frank Marlowe is the comic, a big guy who plunges into the orchestra pit, takes pratfalls all over the place, does incredible tricks, dances a turn or two and indulges in a patter which seems entirely off the cuff. He's easy going and easy to take.

The show gets off to a swift start with the skating Four Macks. Their stuff is startling. The Martin Brothers' marionettes are good. And the comic adagio act of Helene and Howard is a surprise. It starts off with some really expert adagio, until the girl suddenly throws her partner on his back. That's where the fun begins.

Pic, The Dude Goes West. Bill Riley.

RKO Albee, Cincinnati (Thursday, January 6)

Capacity, 3,200 seats, Prices, 50, 65 and 85 cents. Four shows daily; five on week-ends. House booker, Dan Friendly.

Current 55-minute stanza, gimmicked with free radio give-aways at each show in conjunction with the So You Want To Lead a Band feature, should click with Sammy Kaye fans, altho it adds up to just average entertainment. A prototype of the Kaye air seg, it gets added sight values from Marylin Joyce and Horse, Pansy.

Plenty of room is afforded the comedy antics of the 15-man group, with drummer Ernie (Cecil) Rudisill, Chubby Silvers and Lloyd Roberts, the leading laugh-provokers. A listenable Hair of Gold by the ork, tonsiled by the Kaydets, sets the stage for Kaye to parade the first of a duo of romantic balladeers in Tony Alamo, who scores with salable tonsilings of By the Way and My Darling. A good mitt-getter is the wellstacked Miss Joyce, who puts Pansy thru the comedy equine gymnastics to solid returns. Laura Leslie, ork's versatile canary, had no difficulty holding pewsitters with a cute Buttons and Bows and a hillbilly version of Papa Gave His Shotgun Away.

Chubby Silvers, saxist, leads the band thru a racy re-bop that earns plenty of palms before Don Cornell gives out with smoothly projected voicings to Down Among the Sheltering Palms and Here I'll Stay. A genial lad, Cornell knows his way around a tune and rivets attention thruout. He and Miss Leslie also do a

EMPIRE ROOM (Continued from page 42)

corded hit, A Little Bird Told Me.

McCarthy and Farrell didn't fare as well as last year, doing just an okay job of presentation, depending upon their Max Schulmann material to put them over. Unfortunately, Schulmann came up with only two short bits for their general burlesquing of disk jockeys. Act was line for line the same as last year, with even the hackneyed record panto bits like Crosby and Martin's Wait Till the Sun Shines, Nellie, and Flagstad's Lohengrin, still unchanged. These numbers are standard with lounge record acts and unfit for a smart supper club filled with veteran bistrogoers.

Landre and Verna are an outstanding young dance team, with the handsome, dark-haired male's handling of his lissome partner an outstanding feature. Act aroused applause consistently, with boy's overhead handling, especially his one-arm work as he whirled, drawing the biggest mitt. While pair are fancy steppers, it's their aerial work that makes them topnotch. Were called back twice, with Landre's gimmick, announcing that they'd do the most difficult step known to man and then doing the Wedding March, a terrific closer.

Production numbers were the same as last show. Barclay Allen's Capitol recording ork is also holdover.

Johnny Sippel.

competent job on the Pussy Cal Song, winning long palms with their feline dialectics.

Striking is the Kaydets' comedy version of the Ink Spot's That's My Desire, with Cornell handling the lead and Rudisill inserting laugh situations. Kaye proves a fair emsee, getting in his best work with the Lead a Band stuff. His chatter and fluffs, deliberate or otherwise, in introing acts doesn't add up to much and could be omitted in several instances. His band does a solid showcutting job.



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Cincinnati:

Netherland Plaza Hotel has yanked all its entertainment, pulling the three-act ice show and Jimmy Wilber's band from its Restaurant Continentale, and Nino Moraes and his rumba band from its basement Patio. Hotel's general manager, Max Schulman, attributes it to punk business. . . . Beverly Hills Country Club, Newport, Ky., shuttered January 1 for its usual winter hiatus, to remain dark until around mid-April. . . . Gene Austin, of My Blue Heaven fame, in clubs on the West Coast the last 10 years, has framed a new top-hat-and-tails single for niteries, with his old associate, Bob Kerr, again handling the managerial reins.

IN SHORT

Dance Team Heard From

Dear Editor:

Your article on dance teams was like dropping an atom bomb on the corner of 51st Street and Seventh Avenue, and judging from the responses in The Billboard, January 1, the chain of reaction has set in. We as a team, altho comparatively newcomers to the field (three years old), wish to stand up and cheer your intelligent and welltimed article. It should have covered all of show business today and not just dance teams. Too many people entered the show world during the war-people that really don't belong-and now that the war is over, the easy spending dollar gone, naturally show business has fallen off everywhere and with it the demand for entertainment. "Dance teams" are the first to feel the pinch because so many

teams were born during the war years. People now want quality for their money, not imitations of standard top acts. When we saw the Champions we went away happy and full of hope for ourselves. At last here were a couple of young people that relied on their dancing ability which took years of training, their imagination and presented with youthful simplicity-and here was a couple that did not go in for one strong arm lift! We only wish that agents would take notice of this, for to them the overhead one-arm spin is still the greatest show-stopper, no matter how badly executed or how unpleasant or ungraceful a sight.

The agents, too, should be told of the public's change of taste. They should leave their offices these days and take long looks about at what is happening; perhaps the places they book wouldn't shutter so fast. In short, whatever is happening in show business, we are with it because we believe that, no matter how bad show business is or gets, there will always be room for an act that comes up with new ideas, something fresh, bright and, above all, entertaining, and we believe in ourselves that with perseverance, good health and being on the spot at the right moment we will make the top rung of the ladder, too.

The Marfields 181 Clarkson Avenue Brooklyn

Pic, Angel on the Amazon. Bob Doepker.



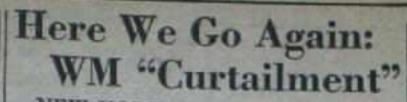
WALKING DISTANCE OF ALL THEATHES



TO START US off this week, Jack Herbert, magical emsee, shoots with a gag that goes like this: While in India recently, a skeptical G. I., after numerous inquiries, found a Hindu fakir who agreed to perform the famous East India rope trick. He accompanied the fakir and a small native boy to a clearing. The fakir tossed a long rope into the air where it remained rigid and suspended. The native boy climbed the rope. When he reached the top he completely vanished, and the rope fell to the ground. "What do you think of it?" asked the beaming Hindu. "Hell, you can't fool me with anything quite that simple," replied the G. I. "That kid had glue on his hands." . . . The Columbus, O., Magic Club will hold its 18th annual Magi-Fest at the Neil House, that city, February 4-5, with all magi and their magigals invited. Syl Reilly is in charge of arrangements, and \$3 covers the works, . . Al (Rags) Boeck, veteran rag-picture artist, well known in magicdom, has been fighting for his life in a Chicago hospital since June 17 last, but has shown such vast improvement in recent weeks that he hopes to be out and ready for action in another month or so, or just as soon as he learns to walk again. He'd appreciate a line from friends. His address is Bed 35, Ward 55, Cook County Hospital, Harrison and Wood streets, Chicago. . . . Arthur Leroy reports that the Richiardi show, Cavalcade of Magic, the gigantic Argentinian illusion spectacle carrying 20 tons of baggage and 25 assistants, has just arrived in New York and that negotiations are under way to open it in a Broadway house for a run before sending it on tour. "Aldo Richiardi Jr. is a 25-year-old magical genius," says Leroy, "and the show boasts a buzzsaw that for downright sensationalism and realism tops anything ever seen in this country." DELL O'DELL and Charles Carrer, after concluding a four-weeker January 5 at the Henry Grady Hotel, Atlanta, hopped to Jacksonville, Fla., for a January 10 opener at the Peacock Club. Dell is sporting a number of new effects, among them the two Love Birds that select the card chosen by the guest; the break-down box in which, after being shown empty, is produced a giant egg which, when broken, gives out with rabbits and doves, and her own version of the Chinese Wands, which has been causing magicians sleepless nights. . . . According to C. Thomas Magrum, there are more magicians working concert and school assembly dates today than ever before. "Thus," Magrum says, "the bureaus are bringing culture to the hinterlands, with many of the wand-wielders booked up for several seasons ahead. The Antrim Bureau, Philadelphia, has Loring Campbell, as does Dorothy Bennett, Omaha. Duke Montague and Company tour for Charles A. Dietrich, Wynnewood, Pa., and the Graham Music & Lyceum Bureau, Salt Lake City. Mr. and Mrs. J. B. Bobo present their mysteries for the Southern School Assemblies, Dallas, and Sorensen Lyceum Bureau, Cleveland. John W. Frye is with the listed over 30 local firms as unsecured Kemerer Lyceum Bureau, Carrollton, O., and Platform Personalities, Chau- include his inventory of \$10,000 and tauqua, N. Y., as well as Sorensen, Cleveland. Earl Lockman is with the Humphrey Lecture Management, Pasadena, Calif., and Roy Mayer is floorshow with imported talent and set with the Antrim Bureau, Philadelphia; Lectures and Concerts, University of Kansas, and Bureau of Lectures and Short Courses, University of Wisconsin, Madison. Roy and Vivian Shrimplin are with the University of Minnesota Lecture series at Minneapolis, D. C. Brown and Wear and Company play for the National School Assemblies, Los Angeles, and Nevin Hoeffert and Com-

pany are with Antrim, Philadelphia;

Southeast School Assemblies, Green-



NEW YORK, Jan. 8 .- The resignation of Leo Salkin as head of the Chicago William Morris (WM) office has started all sorts of rumors. The Morris office says only that Salkin resigned and refused to give the reasons.

Insiders, however, report Salkin threw the "I'll quit" line at Nat Lefkowitz, top WM official, because of bonus dissatisfaction and Lefkowitz replied, in effect, "we'll accept." Difference of opinion between Salkin and the New York office have been common knowledge for some time. It is claimed they go back to the days when Morris Silver was heading the Chicago office, when Salkin was questioned sharply about some booking slips. Later when Morris left and Salkin was made head of the office, differences continued. Two men sent to Chi from the New York office to assist Salkin resigned in a huff when they couldn't get along with Salkin. The St .Louis situation was another headache.

St. Louis was formerly handled out of Chicago, until one day Salkin is said to have sounded off at an important St. Louis buyer who subsequently refused to do business with him. New York was forced to intercede and do the business itself.

Bob Lastfogel, Abe Lastfogel's nephew, now in the Chicago office, will continue. Morris office has no plans to send anybody else there for the time being, it said.

Salkin, who was with the Morris office 14 years, left for Miami and expects to open his own office after a vacation.

Manuel DeSilva

(Reviewed at Julie Clayton's 19th Hole, Cincinnati, Tuesday Night, January 4.)

After a fling at niteries as a straight single, this diminutive Latin on the Midwest Circuit. . . . Marcia forwarded recommendations to the has turned cocktail entertainer for this engagement, backing his quality tenoring with his own pianistics. Business has built steadily since he first accepted the entertainment duties at this 200-seat nabe bistro seven weeks ago, and a goodly percentage of it has been repeat. The clean-cut, handsome lad packs a wealth of personality. His forte, of course, is his warbling which he puts to work on an extensive repertoire that runs from the semi-classics thru today's pops. Backs his solid piping with a good sense of selling. He's not a virtuoso at the Steinway but his technique is sufficient to fill his needs. He has appeal for both sides of a mixed crowd but he is handicapped here in working to his best advantage. Spotted high above the backbar, he's a bit too far away from his patrons to benefit from the intimacy that this type of room demands. But with it all, he turns in a solid job Bill Sachs. all around.



ROB RIDLEY, house vocalist at the Hudson, Union City, N. J., and his wife, Molly, celebrated their ninth wedding anniversary Thursday (6). .. Stinky Fields, comic, flies to the Coast Tuesday (11) to fill a part in the RKO pic, The Big Steal. With him goes Laura Bruce, his straight woman. Both are to rejoin their Hirst Circuit unit in Washington a week later. . . . The funeral for Issy Hirst at Joseph Levine's Memorial Chapel, Philadelphia, December 31, was attended by a large assemblage of burlesque friends, including Sam Cohen, Marty Knoff, Jess Meyers, Herman Sirota, Phil Rosenberg, Jay and Max Hornick, Jack Beck, Lou Miller, Oscar Markovitch, Bernie Ferber, Bob Ridley, Jules Arliss, Aaron Cohen, Harry (Hello Jake) Fields, Harry (Stinky) Fields, Vic Ruby, Lou Hollander, Eva Collins, Manny Davis, Al Somerby, Billy Hagan, Artie Toohey, Vic Blanc, Gus Flaig, Jimmie Lake, Lew Tendler, Jimmie Irish, Jim Toland, Stanley Simmons, Murray Green, Nate Shafer, Bobby Blieman, Harry Beiben and Jolly Joyce. The Masonic order conducted impressive services.

ACK MONTGOMERY, producer, has returned to the Casino, Pittsburgh, after a brief hospitalization for gallstones. . . . Robin Jewel and Juanita Bates joined Wally Vernon's show at the Belasco, Los Angeles, Christmas Day. . . . Georgia Sothern opened at the Gayety, Norfolk, for January 9 week thru Mickey Owens. . . . Mickey (Leeming) Golden, who for cash bonds. Erdman feels the left burly for a beauty shop job, is now a guest of Bud and Betty Abbott erate on a small servicing fee basis. in Encino, Calif., and is soon to be- If successful here, Erdman will atcome the wife of Mike Kliswich, a tempt to set up similar deals in San local gasoline merchant. . . . Milt Francisco, San Diego and Sacramento. Schuster has a new find from Cali- Plan has the backing of the AGVA fornia in Jenne Lee, who is a feature Coast topper. Florine Bale, who has Edgington has been promoted from the parade-girl ranks at the Hudson, Union City, N. J., to principal with the Mike Sachs unit, which she joins Friday (14) in Washington. She is to drop the last syllable of her name and be billed hereafter as Edging. . . Red Marshall filled in for Happy Hyatt, ill with leg trouble, opposite Loney Lewis, the week of December 31 at the Empire, Newark, N. J. . . Gladys Podehl, dancer in the chorus at the Hudson, Union City, N. J., had a party January 5 on her return from church where she was married to Ray Barbano, a local drink doctor. . . Charlie Crafts, Harry Arnie, Zadra, Beverly Allen and Mary Andes are new at the El Rancho Club, Los Angeles. . . . Mickey (Leeming) Golden, who left burly for a beauty shop job, is now a guest of Bud and Betty Abbott in Encino, Calif., and is soon to become the wife of Mike Kliswich, a local gasoline merchant. . . . Nadine, featured as The Modern Lady Godiva, and Yvonne have concluded eight weeks of Hirst circuit time in Philadelphia and returned to the Midwest wheel for Milt Schuster. . . . Fox's, Indianapolis, continues under the management of Hughie Mack. . Billy (Zoot) Reed and Arnett are due for a return for three weeks to the Hudson, Union City, starting late next month.

Coast Nitery Circuit Plan Sets 28 Clubs

HOLLYWOOD, Jan. 8. - Nitery circuit plan, developed here as a means of providing small bars and cocktail lounges with talent and spur act employment (The Billboard, December 18), will be launched by January 15. Mark Erdman, head of EVB Productions, org set up to operate the scheme, told The Billboard that 28 clubs had definitely agreed to the plan, which would employ a total of 49 acts, guaranteeing talent seven weeks work at \$150 weekly minimum. Erdman will post a cash bond with American Guild of Variety Artists (AGVA) and will be responsible for booking talent and paying all costs. Bar ops will pay a flat fee, averaging about \$300 weekly, with optional charges for special promotion and advertising to be prepared by EVB. Arthur Silber Agency will book acts for EVB and Erdman will pay comissions to other agents. Plan calls for performers to do four shows nightly in four cafes. Using seven units of four acts each, bars would get 21 acts weekly, but acts would repeat their stint in each bar once each week. In addition to 21 traveling acts, each spot will hire one musical act on a permanent basis to provide continuous entertainment and handle musical backgrounds for talent.

Individual owners agree to sign minimum basic agreements with AGVA but will not be responsible plan will pay off, altho he will op-

Flamingo in Bankruptcy

NEW HAVEN, Conn., Jan. 8.-Club Flamingo, which for the past decade has been one of stand-by night spots in this college town, filed a petition of bankruptcy with the U.S. District Court here, listing liabilities as \$15,397.79. Owner Frank Walton creditors and claims that his assets tabs amounting to \$1,116. The Flamingo was one of the first local night spots to inaugurate a split-week for a long time enjoyed the patronage of Yale students.

good to play this time. Auditions are required and regular reports are sent in by the committees played for. The concert field has John Nichols Booth, Joan Brandon, George Boston, Lu-Brent, Cardini, Richard Dubois, Lynn pected \$40,000. The company also Terry, Chester Morris, Dr. Harlan Tarbell, Polgar, Dunninger, Bill Williston, Warren Simms, Thompson, MacDougall, the Camerons, J. Elder semblies, Los Angeles. One has to be Blackledge, Bailey, and many others." don's dogs. Pic, Untamed Breed.

Rooney III, Hub Biz Sags

BOSTON, Jan. 8 .- Mickey Rooney was taken ill during the last days of his engagement at the RKO Boston Theater and was put to bed. Virus X forced him to guit for two days, so the week's gross for the first stanza with the return of stage shows was more than \$10,000 short of the exincluded screen star Janis Paige warbling, the Stagg McMann Trio, the dancing Barretts and Al Gor-

national AGVA office following local approval by union's executive board.

BLUE ANGEL, N. Y. (Continued from page 42)

warm caressing voice as salable as her looks.

Donna Mason, a dark brunette, also shows a pleasant voice quality, using semi-folk and novelty songs. The gal showed latent possibilities but seemed out of place on this bill. Right now she's a stand-up singer and a mike grabber; in fact, she keeps the mike so high that her face is hidden. She needs more experience and coaching before she's ready.

Frank Fontaine, the chubby Boston lad, is a clever comic and an adequate take-off performer. His best, however, was a characterization of a sweepstake winner being interviewed, and a couple of quickie gags. Fontaine needs more than that to fill out his seven or eight minutes. When caught he didn't have enough. His take-offs are amusing only in their build-up. In themselves they weren't impressive. Bill Smith.

HARTFORD, Conn., Jan. 8 .-Charlie Obert has been re-elected president of Local 84, stagehands' union, International Alliance of Theatrical Stage Employees (IATSE). Other re-elected officers are John Sullivan, vice-president; Lewis Mello, treasurer; Harry Sweet, secretary, and Harry Hoff, Oscar Majorie and Frank LaCava, trustees.



The Billboard

46

DOCT UNIO A UND

Communications to 1564 Broadway, New York 19, N. Y.=

162 Theaters For Small Fry

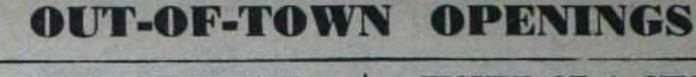
NEW YORK, Jan. 8 .- There are now 162 children's theaters in the United States and one in Canada, according to a tabulation made by the American National Theater and Academy (ANTA). These theaters are scattered thru 43 states, with only Nebraska, New Hampshire, Rhode Island, Arkansas and New Mexico lacking legit for the small fry.

The four States containing the most theaters for children are New York (16), Ohio (14), Michigan (11) and California (10). Thirty of the 162 tour, most of them locally or, at most, thruout their own State. Seven broadcast, with one-Fairytale Theater, WGAR, Cleveland, boasting a 12 Hooper. Twenty groups book in children's theater units, and another, Junior Programs, Inc., is getting ready to step into television.

Three-Month Season

While many operate the year round, the average season runs about three months. The greatest number of productions per season is done by the Palo Alto Children's Theater-20 to 25. Activity at some theaters is high, with some achieving as many as 400 performances a season. However, some of the smaller units put on only 10. Raeder School, Inc., spent the greatest amount for one production-\$2,500. Naturally, a production such as this plays to huge masses of children or runs long enough to recoup its investment.

Shows are performed in high school or college auditoriums, playgrounds, churches and theaters and frequently are played before audiences as large as 3,500. While a few directors are employed all year, most work by the show. Their fees range from \$50 to a few hundred dollars per production. Most theaters must be supported, at least in part, by either the community, colleges, schools or local orgs. However, some of their revenue is realized either by charging admission, by subscriptions, dues, or by memberships. Most, if not all of them, make a practice of giving free performances to under - privileged children.



LEAF AND BOUGH (Opened Monday, December 27)

PLYMOUTH THEATER, BOSTON

Play by Joseph Hayes. Staged by Rouben Mamoulian. Settings by Carl Kent. General manager, Warren P. Munsell, Press representatives, Phyllis Perlman, Marian Byram, Stage managers, Hugh Rennie, Eddie Brinkman, Presented by Charles P. Heidt.

Bert Warren Gregory Robins Attie Warren.....Louise Buckley Laura Campbell Alice Reinheart Glenn Campbell......Dan O'Herlihy Harlan AdamsJured Reed

It's been a long time since we've had a new play by a new author of such truth and honesty as Joseph Hayes's Leaf and Bough. Altho this play may get the same understanding notices elsewhere that it has received in Boston, it's future in the commercial theater is doubtful. But here is a young writer who looks at human beings with understanding and compassion, who writes of them with high-mindedness and as yet undeveloped skill; who shows the promise that even a dullard can recognize, and who should receive proper encouragement. He has received some of that encouragement from the support of his producer, Charles P. Heidt, the staging craft of Rouben Mamoulian and the actors who are giving their best. Joseph Hayes, if he keeps his feet on the ground, is going places.

For one thing, he has not turned to tricks, gags and sensationalism. He is writing first of all of human beings and human relations-the hardest writing job, but also the most rewarding one. His story, situation and characters are ordinary. But his flashes of insight, his illumination of that which is best and worst in everyday people are quite extraordinary to behold.

FIGURE OF A GIRL (Opened Thursday, January 6)

SHUBERT THEATER, NEW HAVEN Play by Philip Barry, adapted from "L'Empercur de Chine" by Jean Pierre Aumont. Staged by Robert B. Sinclair. Scenery by Stewart Chaney, Costumes by Valerian, Company manager, Max A. Meyer. Press representative, Joseph Heidt. Stage manager, Buford Armitage. Production under the supervision of Theresa Heiburn and Lawrence Langner. Presented by the Theater Guild.

Paulette
Pierre RenaultJean Pierre Aumont
Toto
Christiana Benoit-Benoit Lilli Palmer
Denis Minot
Victor Benoit-Benoit Lawrence Fletcher
Madeleine Bencit-Benoit Arlene Francis
Bascoul
Rondet

There isn't much doubt that the Theater Guild has another hit with this one. It unfolds as a thoroly delightful drawing room comedy that completely captures the audience, more by the strength of its characterizations than by its plot.

While it is strictly a conversation piece all the way, the pace is rapid, the writing is excellent and the acting by all hands is superb. When the winches are tightened, and some of the pace is increased, it will be quite capable of enjoying a full life both on the Stem and on the road.

While the ladies will enjoy every minute of it, it is certainly not strictly matinee fare, because their escorts will get just as big a jolt. It is sophisticated and funny without getting bawdy.

Jean Pierre Aumont makes a thoroly believable rascal, and when the plot calls for every one of the beautiful fems in the cast to fall madly in love with him, you can readily understand why. His part is an arduous one, putting him on stage almost continually, and he carries off the tough job of being both charming and conniving with such aplomb that he will give his countryman Charles Boyer, a rough fight for top honors in fem heart-sparking.

Failure To Pay Tax Jails Bloomfield

NEW YORK, Jan. 8 .- Despite the contention of his attorney that about 50 per cent of all theatrical producers on Broadway have committed the same offense and were permitted to make civil settlements, Federal Judge Sylvester J. Ryan this week sentenced Harry Bloomfield, former producer, to a four-month jail term plus a three-year probationary period, conditioned on restitution of 50G in taxes to the government. Bloomfield had entered a guilty plea to a 12-count indictment charging failure to turn in a similar amount withheld from salaries of casts of Polonaise and Foxhole in the Parlor which he produced in 1945 and 1946.

Assistant U. S. Attorney Florence P. Shientag, who prosecuted the producer, later explained that those producers who were permitted to make settlements had not "acted deliberately." She added that Bloomfield had cashed checks, which he received from Actors' Equity earmarked for taxes.

BROADWAY libband TRADE SHOWLOG MAYKI LATURE Performance Thru January 8, 1949 Dramas Peris. Opened Anne of a Thousand 38 (Shubert) A Streetcar Named 461 (Barrymore) Born Yesterday 2- 4, '46 1,233 (Henry Miller) Edward, My Sen..... 9-29, '48 116 (Martin Beck) 61 Goodbye My Fancy 11-17, '48 (Morosco) 1,706 (48th Street) 93 Life With Mother 10-28, '48 (Empire)

Clare Tree Major Busiest

most active touring unit in children's theater. Six of her companies circulate countrywide. They work only with sponsors who guarantee them a stipulated minimum fee. This year Pam Productions, a new group, is sending out Dickie Moore, the former child film star, in Marco Polo and may furnish some competition. Admission to this show will be only 50 cents.

The five most popular plays, according to tabulation, are Cinderella, Rumpelstilskin, Snow White, Tom Sawyer and The Emperor's New Clothes. The field is suffering from a shortage of new material and one children's theater-Seattle Jr. Programs-is running a play contest.

All in all, the last several years have seen a very rapid growth of theaters specializing in legit for small fry and the trend signposts to be further accentuated in the near future.

Hartford Test for "At War"

HARTFORD, Jan. 8 .- A farce by James B. Allardice, At War With the Army, will have its break-in preem at the Bushnell Memorial Theater here, January 21-22. The cast includes Stephen Elliot, last seen on Broadway in Command Decision; Ty Perry, Sarah Seeger, Walter Reimer, Kenny Forbes and Mitchell Agruss. Sets are by Donald Oenslager, staging by Ezra Stone. Two-week stands in Philadelphia and Boston will precede the New York opening.

Love Story

tions with this son of a drunkard and very necessary broad readings. a floozy. The side issues are the (See Leaf and Bough on opp. page) (See Figure of a Girl on opp. page)

Lilli Palmer makes her American stage debut a truly auspicious one. She is a lovely and competent ingenue. As the true love of Don Juan-His story simply is that of the ish Aumont, she is completely conlove of starlit Nan Warren for Mark vincing. She never once falls out Campbell, and of the opposition of character, and her restraint acts as her stolid farm family to her rela- a grand foil for pointing up Aumont's

Arlene Francis adds another grand Clare Tree Major has probably the strong influence of Mark's lowlifing leaf to her cluster of acting laurels older brother on him; Mark's intense as the wife of the French financier desire to rise out of his sordid back- who finds herself completely in love ground and his love for Nan exempli- with her step-daughter's fiancee, and



Light Up the Sky 11-18, '48 (Royale)	60
Madwoman of Chaillot 12-27, '48 (Belasco)	16
Make Way for Lucia 12-22, '48 (Cort)	33
Mister Roberts 2-13, '48 (Alvin)	376
Oh! Mr. Meadowbrook 12-26, '48 (Golden)	17
Private Lives 10- 4, '48	118
(Plymouth) Red Gloves	41
(Mansfield) Silver Whistle, The, 11-25, '45 (Biltmore)	53

Musicals

Annie, Get Your Gun 5-16, '46	1,103
(Imperial) As the Girls Go11-13, '48	63
(Winter Garden)	
High Button Shows 10- 9, '47	324
(Broadway) Inside U.S.A 4-30, '48	
(Majestic)	281
Hiss Me, Kate 12-30, '48 (Century)	19
Lend an Ear	28
(National)	1.000
Love Life 10- 7, '48	108
(46th Street)	all all and
Rape of Lucretla 12-29, '48	18
(Ziegfeld) Where's Charley7 10-11, '48	-
(St. James)	364
ICE SHOWS	
Howdy, Mr. Ice 6-22, '44	207
(Center)	10 22
COMING UP	
(Week of January 10, 1948)	
The Smile of the World 12-12, '40	
(Lyceum)	
Along Fifth Avenue 12-13, '49	
(Breadhurst)	
CLOSED	
the second s	To have
Don't Listen, Ladies 12-27, '48	15
(Booth)	
(Saturday 3)	NO COLORES
Jenny Kissed Me 12-23, '48	20
(Hudson)	
(Saturday #) 10-10 '48	85
My Remance	The second
(Saturday 8)	
Make Mine Manhattan 1-15, '48	414
(Broadhursi)	
(Esturday S)	120
Small Wender 9-10, '45	113
(Caranei)	
(Polyaday 1)	1000
Young and Fair	1
(International)	
(Saturday 5)	
and the second se	

LEGITIMATE



KISS ME, KATE (Opened Thursday December 30) NEW CENTURY THEATER

A musical. Music and syrics by Cole Porter. Book by Samuel and Bella Spewack, Staged by John C. Wilson Settings and costumes by Lemuel Ayers. Dances by Hanya Holm. Musical director, Pembroke Davenport, Orchestrations, Robert Russell Bennett, General manager, Edwin Knill. Stage manager, Ward Bishop. Press representatives, George and Dorothy Ross. Presented by Arnold Saint Suber and Lemuel Ayers. Lois Lane......Lisa Kirk Ralph (Stage Manager) Don Mayo Hattle Annabelle Hill Becond ManJack Diamond "Taming of the Shrew" Players

Blanca Lisa Kirk

Hortensio Wood Katharine......Patricia Morison Petruchio......Alfred Drake Haberdasher.....John Castello

SINGING ENSEMBLE: Peggy Ferris, Florence Gault, Gay Laurence, Ethel Madsen, Helen Rice, Matilda Strazza, Tom Bole, George Cassidy, Herb Fields, Noel Gordon, Allan Lowell, Charles Wood.

DANCERS: Ann Dunbar, Shirley Eckl, Jean Houldose, Ingrid Secretan, Gissela Svetlik, Jean Tachau, Mark Breaux, John Castello, Victor Duntiere, Paul Olson, Glen Tetley, Rudy Tone.

SONGS: "Another O'p'nin' "; "Another Show"; "Why Can't You Behave"; "Wunder-bar"; "So in Love Am I"; "We Open in Venice"; "Tom, Dick or Harry"; "I've Come To Wive It Wealthily in Padua"; "I Hate Men"; "Were Thine That Special Face"; "I Sing of Love"; "Kiss Me, Kate"; "Too Darn Hot"; "Where Is the Life That I Led"; "Always True to You (in My Fashion)" "Blanca"; "Brush Up Your Shakespeare" "I Am Ashamed That Women Are So Simple."

Kiss Me Kate has smash hit written all over it. Cole Porter has come up with ear-tickling tunes and sly lyrics that are of his best. Bella and Samuel Spewack have contributed a book which has more than enough plot to keep matters boiling merrily and John Wilson has directed them at that pitch. Lemuel Ayers has backgrounded it with excellent playwithin-a-play settings and studded it with eye-filling costumes-and he and his co-producer have endowed Kate with a top-flight cast. It is a highly slick, professional job in all departments, with the possible exception that the specialty dances far outrate Hanya Holm's slightly arty ballet patterns. In any event, it quite lives up to all the road fanfare which earmarked it for a terrific Stem bow-in. There is nothing particularly novel in the Spewack yarn about an actor and his divorced wife, who are still in love with each other, putting on the Taming of the Shrew for a road break-in. But the scripting duo have given it some amusing trimmings via the advent of a couple of stage-struck gangsters who keep the feuding stars on stage at gun-point. Also the playwithin-a-play angles gives 'Shakespeare a chance to get into the actand a bit of the bard, festooned with Porter's best brand of song trimming, plus the Spewack backstage nonsense, is capital musical comedy combo.

Delfont Preps London Season

LONDON, Jan. 8 .- Bernard Delfont is breaking from vaudeville in 1949 to present a series of nine productions which will include operetta, musical comedy, revues and legit plays. Four additional productions are already running or in rehearsal, Delfont will bring to England the Folies Bergere in its entirety from Paris for a Birmingham opening on March 7. It will tour the provinces and then come to London.

When Bless the Bride finishes its London run, Delfont will take the show on the road, and the same will apply to The Perfect Woman. The Student Prince and Rose Marie will also be put on the road, and later in the year in association with Barry O'Brien, Frank Vosper's People Like Us will tour. Also an operetta, The Golden City, by South African composer John Torro, is being prepared for the West End.

In association with Jack Hylton, Delfont is currently offering The Chocolate Soldier, which opened at the Opera House, Manchester, on December 22 for six and a half weeks. It probably will be brought to London after a provincial trek. There are also preliminary plans under way for a revue with star names for West End presentation.

Likewise in preparation is a road show starring Elsie and Doris Waters.

LEAF AND BOUGH

(Continued from opposite page) fied first in honest fondness, then in jealousy and hate, and finally in renunciation and understanding. Mr. Hayes's theme seems to be that real love, as opposed to mere romance or sex, is the most important factor of human relations. His sense of timing is not always reliable, but the sheer power and clarity of his writing. and above all his understanding of human motives and actions, are the things which will carry him far and wide. Then there is the matter of the actors, all good people, some of whom give inspired performances, Richard Hart more than fulfills the promise he showed in Dark of the Moon. The passion and directness of his portrayal of Mark are stunning. Coleen Gray, a newcomer to the stage, has a warm and appealing quality as Nan and can emerge as one of our finest young actresses. William Jeffrey is particularly fine as the philosophical grandfather. Dan O'Herlihy successfully mirrors the essential weaknesses of the wastrel brother. Jared Reed does some good bits as a rather dense farm boy. Gregory Robins as Nan's unimaginative father, Dorothy Elder as her unhappy mother and Louise Buckley as her frustrated aunt are fulfilling the playwright's intentions. Alice Reinheart and David White as Mark's weak, spiritually dead parents are excellent. Tom McElhaney's brief moments as the wise doctor are fine. There are reservations to be made in praise of any of these performances. But all have feeling and honesty and are to be commended. Bill Riley.



FILS DE PERSONNE (Nobody's Son) THEATRE-HEBERTOT, PARIS

Drama by Henry De Montherlant, Directed by Paul Oettly after Pierre Dux. Set by Moncorbier. Presented by Jacques Hebertot. Georges Carrion Alain-Dhurtal Porter......Georges Vanet

Fils de Personne (Nobody's Son), by Henry de Montherlant, is not likely to lead any popularity polls. Like the famous novelist's two previous plays, La Reine Morte (The Dead Queen) and Le Maitre de Santiago (The Master of Santiago), Nobody's Son is excessively pseudo-philosophical and rashly presumptuous. Yet it is an intense four-act drama, even if this conflict of a father's love for an illegitimate son has too much talk, too much concentrated emotion with no relief and not enough action to appeal to an American audience. The one-set play with its three major characters has a basic idea that is as great in scope as the classic tragedies, and as such will doubtless draw a public.

Gilles, the son in question, has been ignored for 12 years by his wealthy father. When the curtain rises, the latter has been an active parent for two years. He seems to be trying to make up for lost time: he has adopted the boy legally, ridicules his formal schooling, attempts brutally to subject the lad to his lofty way of thinking, all with the inevitable resultboredom on and off stage. Very interesting in print, no doubt-revealing, in fact. But hardly more theatrical than an effective reading of a good novel.

When the father realizes that the boy is just an average youngster,

In Philly, the Play Is Not the Thing

47

PHILADELPHIA, Jan. 8.-Lagging interest in straight dramatic stage fare, regardless of the worth of the production, has manifested itself strongly here again as the legit season gets set for its second lap. Again bringing home the fact that Philly theatergoers seem to care only for musicals, The Play's the Thing, with Louis Calhern leading in the Ferenc Molnar comedy, folds tonight (8). The producers, who figured to take the comedy out on the road for at least six months, are reported having dropped some \$6,000 in the week here.

Despite good notices and some good names in the show, people stayed away in droves from the Locust Street Theater. Some other good stage plays have gone begging this season, principally Anne of the Thousand Days, a hit in New York. On the other hand, a musical such as Allegro did better business here than it did on the Stem.



Allegro (American) St. Louis. Annie, Get Your Gun (Court Square) Springfield, Mass., 10-12; (Auditorium) Worcester 13-15. Blackstone (Walnut St.) Philadelphia, Brigadoon (Shubert) Chicago, Born Yesterday (Auditorium) Denver, 18; (Capitol) Salt Lake City, 14. Carousel (Tower) Atlanta, Ga. Command Decision (Davidson) Milwaukee, II-11; (Parkway) Madison, Wis., 14-15, Desert Song (Shubert) New Haven, Conn. Diamond Lil, with Mae West (Ford) Baltimore. Emperor of China (Colonial) Boston. Favorite Stranger, with Kay Francis (Co-Ionial) Akron, O., 12; (Town Hall) Toleda 13-15. Finian's Rainbow (Cass) Detroit. Heiress, The (Biltmore) Los Angeles. High Button Shoes (Shubert) Philadelphis. Leaf & Bough (Forrest) Philadelphia,

Porter at His Best

Too much credit can't be given the Porter score, his best in years. Better than a half dozen items, such as So in Love Am I, I've Come to Wive It Wealthily, I Hate Men, Why Can't You Behave, Too Darn Hot, Always True to You in My Fashion and Brush Up Your Shakespeare are sock stage fare. A lot of them can be equally sock on the air, if some of the maestro's more ebullient lyrics get a little rinsing.

Alfred Drake and Patricia Morison are happy choices as the stars who belabor each other on stage and feud in their dressing rooms. Indeed, it is a bet that they could play Shrew straight for a good sharp run. Both show a fine sense for comedy timing and do full justice to the at the Century for a long, long time Porter tunes. Lisa (late Allegro) to come.

Kirk scores handily again-this time as a young actress on the makeand Harold Lang, last season's best dancer according to the Donaldson Awards vote, proves that he is still one of the town's top steppers. Harry Clark and Jack Diamond are vastly amusing as a pair of amiable thugs and have a show-stopper together with the Brush Up Your Shakespeare number.

and frolicsome musical-and has practically everything the doctor could order in every department to insure a top slot in the current Broadway bracket. The Drake-Morison combo will be belaboring each other Bob Francis.

with no extraordinary talent, he cannot forgive him and rages madly against this mediocrity. The father tries to use the son to satisfy his own vanity just as the mother uses him to get things from the father. Neither ever considers the child first. Gilles ends up as nobody's son.

Allain-Dhurtal has difficulty with the role of the father. To start with it is badly defined. We don't know whether he is an eccentric, a monomaniac, an orator for the sake of oratory, a nervous sick man obsessed by his own superiority, or just a bore. Not for a moment does he try to see his son's point of view, with the result that there is no sympathy for him and one wonders what all the fuss is about. To make his character more understandable, Allain-Dhurtal would have to play less on a sustained, overwrought, strained tone. Suzet Mais as Gilles' artful mother gives a convincing performance as an insidious, unmoving character. It is left for Gilles to win us completely, and as played by Claude Dedieu, a young high-school student of 14, he is excellent. His equilibrium is remarkable, his sensitivity never too obvious.

Paul Oettly's direction is stereotyped and added little to make the constant shifting of emotion more comprehensible. The school of declamation is passe. Jean White.

FIGURE OF A GIRL

(Continued from opposite page) gives a truly great interpretation to a part that could easily have got out of hand.

The Guild has done proud by the Barry play, and besides casting it with an excellent array of performers, even to the bit players, has given Over-all, Kate is an all-out, fast the show a top setting by Stewart Chaney and intelligent direction by Robert B. Sinclair.

> Figure of a Girl from here looks like a genuine pin-up, and when the customary cuts are taken and the action given a slight hot foot, it will be ready to take its place among the Sidney Golly. hits.

Make Mine Manhattan (Shubert) Boston. Man & Superman, with Maurice Evans (Gran Northern) Chicago. Mr. Roberts (Erlanger) Chicago. Oh Mistress Mine (Plymouth) Boston. Oklahoma (Taft Auditorium) Cincinnati, Oklahoma (Auditorium) Hutchinson, Kan., 13; (Auditorium) Salina 15. Play's the Thing (Wilbur) Boston. Raze the Roof (Shubert Lafayette) Detroit. Show Boat; Stockton, Calif., 12; (Civic) San Jose 13; (Auditorium) Oakland 14-15. Street Car Named Desire (Harris) Chicago, They Knew What They Wanted (Playhouse) Wilmington, Del., 14-15.

Wynn, Ed, Laugh Carnival (Music Hall) Kansas City, Mo., 12; (KRNT Radio Theater) Des Moines, In., 13-15.



Wildcat Man who knows the Midwest Territory. Leads supplied. Must have car. References. Book Theatres, Auditoriums. If you can produce, name salary. Start Feb. 1, 1949. State particulars first letter. All replies.

FILMS-OUTDOOK The Billboard REPERTOIRE-ROADSHOW Communications to 2160 Patterson St., Cincinnati 22, O.

Tent Show Trouping Memories By Will H. Locke-

member Leo Blondin's Jesse James show playing one-night stands under canvas. It was my first experience with a tent show. We lived night when I squeezed the trigger on two comfortable Pullman sleeping cars. One of them had a parlor observation end that was nicely furnished and was occupied by Leo, his wife, Elinor, and their boy, Johnny. The other car had several staterooms and the usual Pullman sections and was occupied by the rest of us. On the sides of one car, in big, yellow letters, was painted, Jesse, and on the sides of the other car, James. They attracted much attention on the rear end of trains and while standing on a siding at the depot. Al Lindley, with a billposting assistant, was in advance and the towns were billed like a circus.

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It was during World War I and workingmen were scarce, so we all worked on the lot "puttin' up and takin' down." Actors were scarce too because the army had them-all of us on the show being either too old or ineligible for service. So we had to get along with a small cast. But all being experienced repsters, we gave a creditable performance of the melodrama, and were happy. Cast included Ray Wilbur, Mr. and Mrs. Lee Lamb, Jimmy O'Leary, Rilla Mc-Millan, Mr. and Mrs. Leo Blondin and several others whose names escape my memory. Ray Wilbur played Jesse James, Jimmy O'Leary did the blackface comedy, Rilla McMillan the Negro mammy and I played Bob Ford. We had no regular band but had lots of horns and band uniforms and we presented parade and concert daily. Lee Lamb was an excellent slide trombone player, and an actor whose name I can't recall, played a good cornet. Leo Blondin was a fine ing half a mile away, or make us feel fancy trick drummer. That was the like whistling and singing April extent of the music-making section of Showers. It made me think of an old the band-two horns and a drum. But we always went out with nine pieces in the band-six of us with bum hotel, barn of an opera house, corks in the mouthpieces of the horns. Ray was six feet-two tall and I was six feet. Dressed in the short, white, tight-fitting pants that didn't reach down to our ankles, red coats and little caps, we must have looked funny with cheeks puffed out pretending to play on the cork-muted horns and fingering the valves. With kids carrying banners, we would do a snappy march, form a circle on the main street, give a short, snappy concert, the cornet, trombone and drums making all the music. At night the tent would invariably be packed.

Some of the old-timers will re- Once, when we were out of blank lets from regular cartridges and filled in with tallow from a candle. That the only report the shot made was a feeble "splish." Ray dropped the picture, threw up his hands and shouted:

> "Shot with an air gun!" And crumpling up, fell off the chair. The only laugh it got was from the folks off-stage, the audience evidently taking it seriously.

Push Stake Puller

In a Nebraska town the lot was on a corner and was about a foot lower than the sidewalk all around it. Right next door was an old livery stable back of which lay a great heap of manure that overflowed onto the back end of our lot. We were just finishing the concert after the regular show that night when a rainstorm came up that proved to be a real drencher and gully-washer. We tore down amid the downpour but by time the top was down the lot was like a lake and we had to wade in the water to unlace and roll the canvas. The wind came up and it seemed like a storm at sea on that lot. The drayman was a good fellow and helped us load the outfit on his dray-there were no auto trucks in those days. The stakes were big wooden ones and stuck up about a foot above the water. So we left them to be pulled in the morning, but at that time the lot was still a lake and we had to push the stake puller around in the water to get them out.

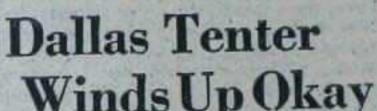
Needless to say that splashing around nearly knee-deep in that manure-flavored water didn't keep us from longing to be snug and warm in our comfortable Pullman on the sidactor I once worked with who, when we would have a long, tough jump, a or some of the many discomforting vicissitudes of the road, 'he would always smile and say; "The public must be entertained!"

Off the Cuff Stuff - From John D. Finch

GRAYVILLE, Ill., Jan. 8.-John D. Finch, widely known in rep, tent and tab show circles, has moved his props and scenery studios here from their former location in Lorain, O. Finch says that he has run across few of the old-timers in the field in recent years, with Leon Harvey, Cal and Bonnie West and Billy Choate just about comprising the list.

Billy was in town recently for a brief visit before heading down-State and after closing in Tennessee with Bisbee's Comedians. "I believe," says Finch, "that Roy Lewis is working a school show somewhere in this vicinity. And by the way, what ever became of Ollie Hamilton and Frank (Red) Fletcher? I wonder if the folks who were on Billroy's Comedians when little Tommy Lucas was a First of May know that he has been with some of the best orchestras in the country since then and is currently featured with Gene Krupa's ork."

Things Finch would like to see once again are: The expression on Billy Wehle's face when Cal West made good his boast and bet that he could attach an 18-pound test fishing line to the front bumper of Wehle's car, tie the other end to the rear of a truck and tow Wehle's car around the block without breaking the fishlire. . . . The efficiency of the Eddie Mellon 40-minute teardown of Billy's largest outfit. . . . Any performance of the Silas Green show,



Tommer, '35 Style; **Keep Lowers, Bud!**

GREENEVILLE, Tenn., Jan. 8 .-Following a yen to get into the discussion swim, Larry R. Burns said here last week that he recalled that the Thomas L. Finn Uncle Tom's Cabin Company opened the season of 1935 in East Arlington, Vt., early in May, with Gus Bemis playing the title role and the entire troupe of Bemis, Bemis and Bemis being in the cast.

"Tom Warren," Burns recalled, "was musical director. Second stop on the tour was Wilmington, Vt., with the next one being Londonderry, Vt., and the expedition was being whipped into shape for the plunge into the wilds of darkest New England. Money was tight and the outside popcorn stand ran neck and neck with the gate at all three stands.

"Finn had a better year in 1934 and he never operated his Tommer after 1935. Bill Reap's Uncle Tom's Cabin went out each year and always came in with the money. Reap played Canada exclusively and the only reason he did not tour after 1935 was because of a serious illness. He died shortly thereafter, and Finn passed away in 1942.

"There were many tent Tommers out after 1925 and Hank Phillips evidently is mixed up in the years. For instance, only a short while after Finn opened the 1927 season in Greenwich, N. Y., a big Western outfit showed there, and Newton and Livingston were out in halls and theaters, and Ketrow was out under canvas. All were playing close to one another.

"On the Finn unit's third day out in 1935, Professor Warren, who also had the old gold-buying privilege on the show, made a perfect score on a Tom fan. For a complete set of store teeth, uppers and lowers, with gold fillings, in addition to the market price he went all the way thru and stayed for the concert free. The fan's wife, however, registered a beef and Warren couldn't hold the score so he kicked back the lowers and held the uppers."

Delco Lights

The Pullman cars were equipped with a Delco lighting system with two large storage batteries in the possum belly. One of the batteries would be taken to the tent at night for lighting. In one town the local electrician came the next morning and presented Leo with a bill for electricity, thinking that we had tapped the town wires and stolen the juice. When he was shown the Delco and the batteries, he looked sheeppish and apologized.

In the play Bob Ford shoots and kills Jesse James, who is standing on a chair hanging up a picture of a horse. So every night I had to shoot Ray Wilbur. The only pistol we had was an old 32-caliber that occasionally failed to respond to the trigger. Ray, six feet-two, standing on the likeable a fellow as ever walked the chair, towered high. So when the pistol fouled I had to do the next best thing-jump high and hit Jesse James on the head with the butt of the gun.

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We had other happenings, both funny and serious, as befall any road show but I enjoyed that summer. There was a lot of good weather; a lot more sunshine than rain; more happiness than sorrow; more joy than grief.

We closed the season at Holton, Kan., and, as a coincidence, set up the tent on the very lot where once had stood the old opera house (which had burned down) in which I had played many years before.

Uncle Leo

Leo Blondin finally settled in Oklahoma City and for a number of years was in charge of the zoo in the park there. He was affectionately known as Uncle Leo in his radio broadcasts about circus and animal life. His boy, John, is a fine young man. Elinor lives in Oklahoma City. Her brothers, Ferris Taylor and Mike Slade Taylor, are well and favorably known in show business. The last time I had a letter from Leo he wrote about his intention to write a book on his experiences in the business. had known Leo Blondin for many years. His home town was Holton, Kan. He was a warm-hearted, sincere friend, a loyal trouper and as earth or "hopped 'em" in a band parade. Several years ago he answered the Last Call, and is at rest on the vine-clad hill with a sprig of acacia and a white lambskin apron, emblems of the great order he loved. Hi, Hiram!

Arnold Labert is showing religious pix in New Hampshire. His headquarters are in Manchester.

At Kansas City

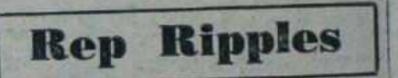
KANSAS CITY, Mo., Jan. 8 .-Dallas Tent Show, under management of Ethan Allen and later directed by Bobby Jewell, closed its season here December 26 to successful results and will reopen some time ir March, Trixie Maskew reports. Until the show reopens a hillbilly unit will be used on Wednesday nights only under the Jewell tent.

Among visitors here were Mr. and Mrs. Harry Hugo, Mr. and Mrs. Henry Brunk, Charles Brunk, Octavia Powell, Don Spencer, Mr. and Mrs. Wayne Peters, Mr. and Mrs. Wayne Huff, Alice and Verge Lester, Crawford and Grace Eagle, Billie and Harley Sadler, Bert Dexter, Mr. and Mrs. Jess Bisbee, Haverstock family Evelyn and Bill Berkeley, Lucille and Rai Baillie, Maude Nevins, Jack Parscns, Rosalia and Colly, Jacquelyn Adam, Gayland Watson, Lee Harris and Terry Martin.

Darien, Conn., Board Nixes Request for New Drive - In

of Southwestern Connecticut getting for them. . . . F. K. Loring is playing another drive-in theater is remote, to good business around Blytheville, with the Darien, Conn., Board of Ark., with his one-man school show. Adjustment declining to grant an- ... John G. Clifford pens from Harother postponement to the Jenvir risville, N. Y., that he has been Realty Company, of Norwalk, thus working his pix and magic in Northbringing about automatically the ern New York towns to fair returns withdrawal of the company's petition since the middle of September. He for a zoning variance which would have permitted the concern to build a drive-in at Darien. The company had requested a second postponement on a zoning variance hearing, expressing the wish to hold the hearing either in late January or early February.

According to the Darien Board of Adjustment regulations, once a board verdict is given on a matter, no further action can be taken unless new evidence can be presented.



BARLOW PLAYERS are a new group that will operate around Tacoma, Wash., after January 5. . . . Will Ostra, who has been playing club dates around New Orleans, will take a three-people sponsor show out about January 17. Ostra already has booked some dates he played last year and will get into operation at Baton Rouge, La. . . . Clinton Andrews's pic and vaude show is playing schools around Boulder, Colo, Andrews spent most of last summer playing spots in Idaho to fair results. ... Feltner Players are a new group for Pennsylvania and will operate with three people. They already have about 20 dates to their credit around Harrisburg, Pa. . . . Crowell brothers are promoting amateur shows in Central New Jersey, with HARTFORD, Jan. 8 .- Possibility even the holidays being busy ones adds that he has about worked up that territory and will move his headquarters to Binghamton, N. Y., to get a line on how short-cast bills will work in that area. His wife, Adelaide, assists him. . . . Leon Davis has a small flesh trick in New Mexico, with he dquarters in Blossburg. Davis says that the unit worked to fair summer and fall business. He's working short-cast bills and a dance after-show idea and occasionally plays a school show.

The Billboard

THE FINAL CURTAIN

BARKLEY-Alonzo H., 70, for 40 several years and former district years general agent and circus and carnival traffic manager, at his home in the Embassy Hotel, Chicago, January 1. (Details in General Outdoor Department.)



BEERS-Arthur P., 75, building contractor specializing in amusement park construction, January 6 in New Rochelle, N. Y. He built many Roller Coasters and similar amusement devices in Europe. His widow and sister survive.

BLAISDELL-Mrs. Clara Lavine, 75, actress and widow of actor William Blaisdell, December 29 in New York. Widely experienced in comic operas, she also appeared in Edward E. Rice's production of The Girl From Paris, presented at the turn of the century.

CHEEK - Evelyn, wife of Ben Cheek, ride operator the past 30 years, December 29 in Brunswick, Ga. Besides her husband she leaves two children, Edna and Benay; a brother, Rev. Warner Croft, and a sister, Mrs. C. V. Whitemire, of Greenville, S. C. Burial in Palmetto Cemetery, Brunswick.

COOK-J. W., carnival trouper for 34 years, January 1 at his home in Pineville, Mo., of a heart attack. Last season he and his wife operated their picture machine with Delbert Norton's Carnival Company. Survived by his widow, Nora, and two daughters, Mrs. C. E. Habensick, Aransas Pass, Tex., and Mrs. E. J. Hill, Englewood, Colo.

COOPER-Hedley, 59, violinist at the Guild Hall of Music of London and since 1920 a member of the Dallas Symphony Ork, December 25 in Dallas. COURTNEY-Gertrude, 61, former comedy juggler with her husband under the name of Courtney and Jeanette, January 4 in a Chicago hospital. (Details in General Outdoor Department.)

manager of the Saenger-Paramount-Richards theater circuit. Survivors include his widow, Eleanor, of Mobile; two daughters, Mrs. James T. Beard, Mobile; Mrs. R. C. Corlett, Chincoteague Island, Va., and three sons, Ricardo Jr., Gonzalos and Kenneth, of Mobile. Burial in Pine Crest Cemetery, Mobile, January 6.

MOROSCO - Walter, 49, movie producer and son of the theatrical producer, Oliver Morosco, December 36 in a Coronado, Calif., hospital of a stroke. He first produced two-reel educational films, and in 1938 was signed by 20th Century-Fox, where he produced Give My Regards to Broadway, Thunderhead, Son of Flicka, Sentimental Journey, Wing and a Prayer and Margie. Survived by a son, Tim, and his mother, Mrs. Ann Morosco.

MORRISON-Mrs. Henrietta Lee, 79, comedienne and widow of Charles P. Morrison, comedian, December 29 in New York. Her debut in The Two Sisters was followed by appearances in Mary's Lamb, A Contented Woman, Girl of My Dreams and So Long, Letty.

MYERS-Charles E., 81, jeweler and wire worker, December 19 at his home in Pasadena, Calif., of a heart ailment.

NAMACK - Thomas, 80, press agent for the Actors' Fund of America, January 3 in New York. Beginning at the age of 15 as an office boy

with The New York Herald, he later was assigned to the drama department, which in turn started him on over 50 years' work in theatrical publicity. His first client was William H. Crane, and others whom he publicized included Maude Adams, Joseph Jefferson, Julia Marlowe and Mrs. John Drew. He later did publicity for Henry Miller and Warner Bros. before joining the Actors' Fund. His son survives.

and My Sister Eileen. An independent producer for about 18 years, he also operated four theaters.

SORG-David R., 63, for the last two seasons electrician with the Penn Premier Shows and formerly with the Johnny J. Jones Exposition, recently in Memorial Hospital, De Land, Fla., of a stroke. Survived by his widow, Minnie. Burial in Woodlawn Cemetery, De Land.

STEMPEL-Robert, 75, president of Gasconade Amusement Company, St. Charles, Mo., in that city January 1. Stempel operated theaters in Rolla, Lebanon, Sullivan and St. James, Mo. His widow survives.

STEPPAN-Leo, 42, former circus musician, at his Sacramento, Calif., home December 31. He was prominent in local music circles and for a time led the Sacramento municipal band. Survived by his widow, a son Mary Golden December 14 in Aiken, and two brothers.

TEED-Fred, 47, concessionaire, December 17 at his home in Tulsa, Okla., of a heart attack. He was with the Brownie Amusement Company last season and had worked the Tulsa and Muskogee, Okla., fairs the Ryan and Marguerite Chapman, acpast 15 years. Survived by his tress, in Santa Barbara, Calif., Dewidow, Amy. Burial in Tulsa December 21.

TOWNSEND-Hugh H., 64, musician and band leader, December 28 at his home in Pennsauken, N. J. He was a charter member of the old Camden, N. J., Lyric Band and for the past 10 years coached school bands in the Camden area. Survived by his widow, Eva; two sons, a brother and a sister. Burial in Arlington Cemetery, Pennsauken, N. J., January 3.

VAN RIPER-Kay, 40, radio and screenwriter, from an overdose of sleeping tablets at her Glendale, Calif., home December 31. A graduate of the University of Minnesota in 1929, she moved to the Coast the same year to write historical novels. Instead, she turned her talents to English Coronets, which aired locally over KFWB. Following her radio work, she was signed by MGM where she created the Andy Hardy series. She was a sufferer of arthritis. Surber of the Flying Nelsons, aerialists vived by her mother, Mrs. Amy Van Riper.

LAMSON-AMDURER - Jack E. Lamson, former Hartford, Conn., musician, and Suzanne Amdurer December 26 in the Bronx, N. Y.

MILLS-HARRIS - Sidney Mills, exec in the music pubbery of Jack Mills, and Gloria Harris December 18 in New York.

RIFKIN-LEVIN-Maurice J. Rifkin, eastern division sales exec for the Frederic W. Ziv radio producing firm, and Theodora Levin, December 19 in Hartford, Conn.

ROBINSON-WHITING - Hubbell Robinson Jr., veepee of Columbia Broadcasting System, and Margaret Whiting, singer, December 29 in Las Vegas, Nev.

ROGERS-GOLDEN-H.L. (Whitey) Rogers, last season with the King Bros.' Circus, and Evelyn S. C.

ROSE - BIGELOW - David Rose, composer-conductor, and Betty Bigelow, model, at Las Vegas, Nev., December 28.

RYAN - CHAPMAN - G. Bentley cember 29.

SCOTT - GILMAN - Jack Scott, partner in the Schwimmer & Scott ad agency, and Lucy Gilman, radio actress, December 25 in Chicago.

STANLEY-STARR-Harold Stanley, nitery op, and Kay Starr, singer, December 13 in Hollywood.

SWAIN-PURDY - Loring Swain, performer in The Good Road, now playing in London, and Eleano Purdy, member of the same company, December 16 in London.

WRIGHT-JONES-Albert Wright, legal adjuster and assistant manager of the Alamo Exposition Shows, and Maxine Jones, concessionaire on the same organization, December 10 in Texarkana, Tex.

YOUNG-SHEESLEY - John A. Young, well-known concessionaire, and Dorothy D. Sheesley, widow of John D. Sheesley, son of the late Capt. John M. Sheesley, December 17 in Folkston, Ga.

DAHM - Mrs. Marie, formerly Marie Meers, of the Meers Sisters, bareback riders, December 30 in Bradenton, Fla. She had just completed a season with her animal act with the Polack Bros.' Circus. Her son, Robert Brown, concession secretary, of the Royal American Shows, and two sisters survive.

HART-Louis Leopold, 72, billed during the peak days of vaude as "the world's mightiest little man," December 22 in Charlotte, N. C.

JACKSON-Gaynell M., member of the Jackson bicycling family, December 30 in Reading, Mass. She started her career with the Stirk family high-wheel act and later toured with the Sells Bros.' and the Ringling Bros.' circuses. Her son, Leo, and four sisters survive.

LE DENT-Frank, 62, juggler, December 28 in Philadelphia, LeDent had also appeared in London. Survived by his widow, Florer.ce. Burial in West Laurel Hill Cemetery, Philadelphia, December 31,

MACK-Billy B., formerly associated with various outdoor shows, recently in Upper Darby, Pa. Survived by a sister, Sara McLaughlin, Upper Darby. Burial in Holy Sepulchre Cemetery, that city.

Show talker and more recently a concessionaire with circuses and carnivals, of pneumonia in San Francisco January 1. Show Folks of America, Chapter 2, San Francisco, conducted the funeral. Burial in Mount Olivet Cemetery, that city. No known sur-VIVORS.

theater operator, January 4 in Mobile, Ala. He was general manager hits he produced in this country were ciuk and Ann Sparkman, both dancof the Downtown, Brookley and The Man Who Came to Dinner, Crichton theaters in New Orleans for Arsenic and Old Lace, Junior Miss homa!, December 22 in Sioux City, Ia. Father is general manager of KLAC.

NELSON-Harry, 71, former memwith Barnum & Bailey, and later a

trumpet player with the band on the same show, in Washington January 3. (Details in Circus Department.)

O'BRIEN-Robert E., violinist and former Philadelphia orchestra leader, December 28 at his home in Phillipsburg, N. J.

PAULSEN-Gordon, 45, radio and night club organist, near Ventura, Calif., December 23 of injuries sustained in a traffic accident. He was staff organist at KVVC, Los Angeles. PUGHE-Flora B., 79, mother of George W. Pughe, well known in magic, endurance show and outdoor show circles, in Fresno, Calif., January 2. She was well known to showfolk in the varied fields.

SAVAGE-Mrs. Florence May, 66, former owner of the Royal Theater, Atlantic City, December 26 in that city. Survived by a daughter and son. Services and burial in Atlantic City December 30.

SCHWITZER-Billy V., 73, clown and globe walker, December 27 at his home in Evansville, Ind. Burial in Park Lawn Cemetery, Evansville.

SHEA-Albert E., 55, former theatrical lighting electrician for numerous Broadway shows, January 5 in Bridgeport, Conn. Beginning at the age of 16, he later became a lighting technician for such stars as Alice Brady, William Gillette, Otis Skinner and more recently Katharine Cornell, His last Broadway show, nine years ago, was Louisiana Purchase. When he retired from Broadway he ob-MEGGS-Dan, 67, former Side tained license from the United Booking Office to bring shows to Bridgeport. He was a former staffer for Charles Frohman and more recently was associated with the Klein Memorial Auditorium and the Lyric "heater, Bridgeport.

SHEPHARD-Firth, 57, London producer who presented many out-MONTIEL - Ricardo, 55, veteran standing Broadway plays to England, January 3 in London. Among the

WHITNEY-Leon, 58, concessionaire, in Spokane, Wash., January 2. No known survivors.

WILLIAMS-Hazel, of the former vaude and musical comedy team, Seymour and Williams, recently in Omaha. In late years she was identified with stock and repertoire companies in the Midwest. Her last engagement was with John Caylor's Melodrama, in Omaha, where she had been residing since her retirement.

Marriages

GAULT - WENTZEL - Edwin R. Gault Jr., engineer at WHP, and Dorothy R. Wentzel, secretary at the same station, December 18 in Harrisburg, Pa.

GISMODI - DE GUSIPE - Jimmy Gismodi, chief sports announcer on WMBS, and Leda De Gusipe January 1 in Uniontown, Pa.

GOTTLIEB-GLAD - Arthur F. Gottlieb, Toronto film exec, and Gladys Glad, widow of Mark Hellinger, columnist and film producer, and once judged the most beautiful showgirl in America, December 12 in Ottawa.

GREENHUT-WEST - Johnny Greenhut, with the tele department of the Music Corporation of America, and Eileen West, former showgirl, December 29 in New York.

HOWREY-BISH-William Howrey, ride foreman on the Bill Haymes Home State Shows. Shows, and Barbara Bish, with the same organization, recently in Fort Worth.

KENEVAN-FESLER-John Douglas Kenevan, former St. Louis nitery emsee, and Lillian Fesler, known in I. T. Shows and the Manhattan Piggott, Ark.

KOCIUK-SPARKMAN - Ray Koers in the road company of Okla-



A son, Alfred, to Mr. and Mrs. William Stegmeyer in Detroit December 30. Father is arranger for WWJ, that city.

A son to Mr. and Mrs. Eli Cass December 25 in New York. Mother is flack Phyllis Kraus; father is also a press agent.

A daughter, Linda, recently to Mr. and Mrs. John Patterson in La Fayette, Ind. Mother is Dora Widener, daughter of Clyde and Frances Widener.

A daughter, Cherie Diane, to Mr. and Mrs. George Valentine recently in Bloomington, Ill. Father is manager of the Flying Valentinos.

A son, George D., to George and Alice Rearick recently in San Bernardino (Calif.) Community Hospital. Father, a former trouper with the Al G. Barnes Circus, now manages the Colonial Club Orchestra. Mother is featured pianist and vocalist with the orchestra.

A son, Andrew III, to Mr. and Mrs. Andrew Kranick Jr. recently in DeLand, Fla. Father is a Diesel engineer; mother is the former Mariam Teege, Motordrome and Girl Show worker, both with the Johnny J. Jones Exposition.

A son, Michael Patrick, to Mr. and Mrs. George Florie recently in Fairfield (Ia.) Hospital. Mother is the former Jean Larsen, daughter of Mr. and Mrs. Carl Larsen, of the

A son to Mr. and Mrs. Ralph Bonds December 16 in Bryn Mawr (Pa.) Hospital. Father is a member of the duo-organ team of Ralph and Buddy Bonds .

A daughter, Darlene Cheryl, to showbiz as Carmen Maxwell, of the Mr. and Mrs. Paul F. Higaki (Lee) recently in San Francisco. Father Amusement Company, recently in was formerly trombonist with the Jimmie Lunceford and Lee Williams orchestras.

> A son to Mr. and Mrs. Don Fedderson December 14 in San Francisco.

OUTDOOR



January 15, 1949

Communications to 155 No. Clark St., Chicago 1, III.

GYPSY JOINS ROYAL AMERICAN

Don't Sign Anything Hastily;

May Be Your Life, Brother

To Open Tour At Memphis

Sedlmayr plans elaborate show front, scenery, costumes for midway revue

(Continued from page 3) the railroad carnival has headlined a name, Sally Rand having been with it last year.

Gypsy, to be sure, has appeared at a few fairs before. She was featured in Gay New Orleans at the New York World's Fair. She also was offered in '46 at the State Fair of Texas, Dallas, in an auditorium bill which co-featured Sugar Chile Robinson handle your affairs, particularly your and Tommy Dorsey. And, immediately prior to the war, she did a five-night stint at the New York State Fair, Syracuse. Then, she was booked in thru Mike Todd to give name value to a grandstand revue contracted thru George A. Hamid, New York outdoor booker.

American was based on the realizafor the Royal American, the success to ink another name attraction. Sally set record RAS grosses for a revue and also was credited with bringing to the lot a large number of patrons who otherwise might not have come out. This last was particularly true at still dates. In Gypsy, the Royal American has signed a gal who is smart, show and promotion-wise. A whiz in radio and newspaper interviews, she is regarded as a cinch to gain much publicity for herself and the shows, particularly during the fair season.

(Continued jrom page 4) will generally find out that this great ters go to the winds. As a consebig person who is touted to be the expert is only the messenger boy who other day to find a great big sticker is running around to someone else the fee.

Tax Planning . . . No. 4 in a Series:

Quite often I come across the relative situation. Everyone has relatives and it often turns out that you have an 88th cousin who is an expert of some sort. It is wonderful he had lost his statutory rights to apto help your family, but I have found peal, because the statute of limitaout that in some cases it is not such a wonderful thing to let your family financial affairs.

In addition, you may be very close to this relative right now, but no one knows how close you will be to him in the future. I will just cite something I came across the other day. This chap had a father-in-law who handled his financial and tax affairs. Gypsy's decision to join the Royal The government has audited his books and was considering an assesstion that there's big money in it. As ment against him on a certain tax matter. The father-in-law put up the Sedlmayr org experienced with a half-way good fight for a while to la Rand last year impelled Sedlmayr the extent of his knowledge of taxes, but when this taxpayer suddenly de- to George DePalma, formerly owner cided to divorce his wife, he was then of the Greater Novelty Company. really a dead pigeon. It seems that DePalma's interest in the Greater papa did not like this at all, and the Novelty Company has been taken way I was given to understand he over by Louis DeLuca.

then let all of son-in-law's tax matquence this poor fellow woke up the under his door from Uncle Sam. To for advice and cutting himself in on say that he was shocked is putting it mildly, and this could well happen to you.

When he came to me with his story and his tax bill, I looked into the situation thoroly and discovered that tions had run out a long time ago.

Time Limit Vital

This is a very important thing for everyone to remember. The federal income tax laws give the taxpayer the right to appeal the government's (See Tax Planning on page 100)

Ed Womack Sells Novelty Org in Det. to DePalma

DETROIT, Jan. 8. - Edward P. Womack announces he has sold his United Novelty & Candy Company, which he has operated here since 1943.

Sally Hunting **Carny To Buy** Ostrich Art

Nut Comes High-5G

(Continued from page 3)

gest score and boosted her monicker into the household familiarity bracket with her run at the Chicago World's Fair, first showed the way to big dough with name performers on the canvas circuit when she preemed in 1947 with Hennies Bros.' Shows. Her name was magic, apparently, for she packed 'em in to rack up recordbreaking grosses. Her biggest take was at the nine-day Iowa State Fair, Des Moines, when her unit played to 55,000 folks at a buck a head.

Last season Sally signed with the RAS, replacing Raynell, a top gal show producer in the carnival field, and made an even juicier route than was available on her first try.

Strong Route Needed

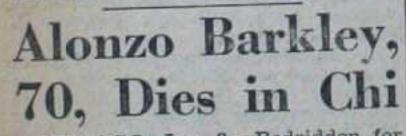
Sally, logically, wants back in, but the question now is who will assume the awesome nut, as reported by interested parties whose routes are not as powerful as that of the RAS.

The deal for Sally, unprecedented, in the outdoor field and comparable

To Top Rand Set-Up

In announcing the signing, Sedlmayr disclosed that he plans to outdo the physical set-up for the revue which he framed for the Rand unit last year. The Rand front, costuming and scenery generally were conceded to have set a new high standard for a midway show, but Sedlmayr insists that the Gypsy set-up will top even that,

After signing contracts here Gypsy and her husband, Julio De Diego, a painter of abstracts, left for Key West, with plans to continue to Cuba for a vacation. Her last engagement was at New York's Martinique, where she closed in December after playing that spot for five weeks.



CHICAGO, Jan. 8.-Bedridden for nearly three years but seriously ill only three weeks, Alonzo H. Barkley, 70, for 40 years general agent and traffic manager for various circuses and carnivals, passed away Saturday he had made his home.

Monday (3) and the body was cremated.

Surviving are his widow, Mary, employed by the Chicago Fire Department; a son, Harry G., Milwaukee, and a sister, Mrs. Anna Manning, (See AL BARKLEY DIES, page 54)



(This is another in a series of little-known facts about people prominent in the outdoor show business.)

VOLUME concession business at choice park and fair spots plummeted Jack Greenspoon into the proprietorship of shore funspots and massive class housing developments while lessening his active efforts to supervisory chores in a career that began shortly after his arrival in New York from

Russia in 1904 at the age of 10.

At 15 Jack was hawking song books and programs in Miner's Bowery Theater, which featured burlesque, and at the Music Hall on 14th Street, where Charles E. Rainey's Stock Company was playing to big crowds with The House of Bondage.

During the summer, and in association with Edward Bramson, Jack controlled all food and several game concessions at Fort George, N. Y., for his first taste of outdoor biz. Finding this to his liking, he proceeded to book fairs to follow the shore season and played the Toronto and Ottawa exhibitions and the fair at St. Johns, N. B., plus a number of Quebec annuals at which Henry Myerhoff held the midway contracts.

Back to Theaters

Several seasons later Jack joined (1) at the Embassy Hotel here, where with Charles Krug and Tim Murphy to stage the food and game conces-Private funeral services were held sions at Savin Rock Park, West Ha-

ven, Conn., while continuing to play fairs in the fall. After five years he was back in the theater business with a contract to handle book concessions at the Gotham Theater, Brooklyn, which was operated by Percy Williams as a stock house.

Besides his aisle peddling, Jack held bit parts in a number of plays, including Polly of the Circus, Uncle Tom's Cabin, Across the Pacific, Bertha out when another grand was de-(See CONCESSIONS \$\$ FINANCED on page 52)

to many found in richer segments of showbiz, is said to involve an average \$2,500 straight weekly salary for the gal and her fans; an additional \$1,700 for her troupe, with each century-note representing a performer, plus 50 per cent of the gross starting with the first buck. On top of this, the office furnishes all equipment, plus the up and 'down help and front personnel. Other costs accruing to the show include committee pay-offs on still dates, and the heavier (not less than 25-30 per cent) payments on fair contracts.

The RAS reportedly got the first \$600 of each day's business, plus \$100 a week from Sally for the use of a railroad car in which she transported her troupe free.

In two years of trouping Sally has won herself a reputation as a hard worker and in this sense, at least, would be a welcome asset to any org. She accounted for reams of publicity and was generally credited with missing few bucks.

In view of having given the Midwest a pretty thoro going over in the past two years, it would seem that Sally will turn to the East, alho the pickings will be slimmer since the big ops are not clamoring to give up heavy dough because, in each instance, their fair dates are now set, and she could not be considered a booking asset.

James E. Strates, owner of the shows bearing his name, was the first of the Eastern biggies to spring for a name performer, inking stripper Georgia Sothern for a reported successful tour last season. Cetlin & Wilson, which inked Raynell when she exited from the RAS, and Endy Bros. have each presented, for short periods, Stepin Fetchit, a flicker comic from 'way back. Slow to respond, but by no means out of the market, is Frank Bergen's solidly booked World of Mirth which reportedly has offered a name combo \$5,500 a week at fairs, but backed



JACK GREENSPOON

The Billboard

GENERAL OUTDOOR 51

7 Out in the Open

Walter Stebbins, head of Stebbins | lies, claim they have perfected a new Speedways, affiliated with Small Car type of portable ice skating rink Enterprises. Inc., is in the South in which will operate successfully even quest of auto racing contracts. His under a blazing sun. The basic tank partner, Alexis Thompson, million- is constructed of aluminum units aire sportsman. last week offered his which can be assembled to fit any Philadelphia Eagles, pro football space. No sand, coils, headers or champs, for sale for "not less than valves are used. No spraying is re-\$250,000." . . . T. L. (Doc) Quincy quired to resurface the ice, which is last week resigned his post as life made quickly without salt or calcium guard-swimming instructor at Lau- chloride and there is no seepage from rel-in-the-Pines, Lakewood, N. J. the tanks, the inventors claim. Show hostelry. . . . Lew Dufour was in is in rehearsal in Harrisburg, Pa. All New York last week, having brought equipment will be transported in a the body of his 82-year-old mother, specially constructed trailer which who died recently in Florida, to Long also contains a repair shop and office. Islar i for burial. Lew, in a visit to . . . The late Frank Cervone's sons, The Billboard offices, reported that Jack and Joseph, announce that they the time was nearly right for the will continue their father's booking promotion of his planned health and business in Pittsburgh. beauty show.

Kitty Clark, formerly with Ringling Bros. and Barnum & Bailey, and her husband, F. Harold Van Orman, former lieutenant governor of Indiana, were the subject of a page feature story in American Weekly, Sunday (2). . . . Edmund Gregory, Waterbury, Conn., Hammond organist and calliops player, provided the music for the opening of the Kaiser-Frazer convention in YpsilantL Mich., Friday (7).

George A. Hamid, head of multiple showbiz enterprises, will be featured in Coronet and Colliers in February. The Coronet piece, a profile, covers George's life, flops and successes. The Colliers yarn is skedded to be lavishly illustrated with photos of the onetime acrobat proving that he can still perform the basic tumbling tricks, Hamid, in announcing these choice publicity breaks, said his 1949 contracts would be about 80 per cent signed before the staging of the first Eastern fair meeting.

Ralph Ammon was honored recently in Milwaukee by a group of nearly 200 friends who gathered in Pabst Blue Ribbon Hall to pay tribute to him upon his retirement as director of the Wisconsin State Fair. Now general manager of a Madison, Wis., radio station, the publisher of a Wisconsin farm journal, and in charge of directing the opening of a new year-round amusement site and fair at Peoria, Ill., Ammons was on the receiving end of many good wishes for his new ventures. He also was gifted with a set of luggage.

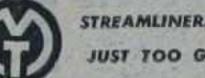
One of the outstanding social events in outdoor show business on New Year's Eve was the open house at the Miami home of Mr. and Mrs. Bob (Diggers) Parker. Close to 200 persons, most of them prominent in the business, atended. The weather was coldfor Florida, that is-giving the fair sex an opportunity to bring. out their furs as well as their evening gowns. Most of the festivities took place on the lawn, upon which was spotted a large white and green top, with bar (and what'll you have?) on the inside.



BE TOO LATE! MIGHT ORIT

We have had to refuse hundreds of orders in the past few years. We did not like it, nor did our prospective buyers.

DEMAND FOR GENUINE



STREAMLINERS WAS JUST TOO GREATI

Now with our newly designed plant in full operation our production is greatly increased BUT orders as usual will start piling up!

If you want to join the hundreds of operators who have profited operating our authentic streamliners we suggest you order NOW if you anticipate early Spring delivery.

WORLD'S LARGEST EXCLUSIVE MANUFACTURERS

MINIATURE TRAIN & RAILROAD CO.

NEW FACTORY - RENSSELAER, IND

Artie Nickolas, performer, and Johnny Williams, refrigeration engineer, both formerly with the Ice Fol-

Talent Topics

Chai and Somay, Chinese acro team, last year with Polack's Western Unit and who will be with the Eastern Unit this year, were honored in a recent Chicago Tribune photo display. A Tribune photographer took an action picture of the Chinese duo last year when the Western Unit played Chicago. Pic was chosen as one of the best in that division. . . . Koringa, at one time associated with the wellknown Blackaman, is being featured with the Boswell Bros.' Circus in South Africa. Other European circus acts on tour with Boswell are the Sasha Hanel Troupe, horizontal bar act, and Ninon. trapezist.

New members of the Sara-Circo Club include Jeanne Sleeter, Martha Henderson, Mars Bennett, Bunny King, Tonl Cole Brown, May Yarlo, Rosa Wong, Valentine Unus, Fatima Marschany, Jenny and Marguerite Mandas, Habi ba Robent, Gena Mroczkowski, Sonja Truzzi, Katherine Kramer, Maria Mooney and Deborah Perez. . . Among circus acts appearing in a Christmas Day show at the Bay Pines Veterans' Hospital, Sarasota, Fla., were Nito's canines, Charlie Bell's clowns, with Mr. and Mrs. Bill Hanlon, Red Hankola, Marion Selfert's trick roping and pony act. Charlotte Bell, cloud swing: Canestrellis, unsupported ladders; Yetty, high pole; Siegrist, flying trapeze; Harladars, tumbling, and Wallendas, high wire,

The Great Jaxon, stilt walker. crashed the front page of The Indianapolis News during the recent convention of the Indiana Association of County and District Fairs, Indianapolis, when he strolled on stilts thru the lobby of the Claypool Hotel, conven-

tion site. . . . Elaine Nelson, of the Nelson Sisters, bar act, was an interested visitor at the Hoosier convention. Her husband, Bill Horton, is with the Jimmie Lynch Death Dodgers. . . . Sensational Constantines (Vonnie and Ronnie), high pole act, played the Lakeland, Fla., Rodeo, December 31-January 2, under Junior Chamber of Commerce auspices. . . Bill Bailey, tramp clown on the James M. Cole show the past season, recently finished five weeks at Sears in Memphis.

Jack Kochman's Hell Drivers recently were awarded a three-performance contract for the 1949 Indiana State Fair, Indianapolis, with Irish Horan closing for the thrill unit. Heretofore, the Hoosier fair has offered only two thrill performances during its run. . . . Ernie Young, of the Chicago booking agency bearing his name, recently closed to supply the grandstand attractions for the 1949 Northwestern Wisconsin Circuit. Circuit embraces 11 fairs and covers five and a half weeks, with some open time between fairs.

Frank Winkley recently closed to provide four days of big car auto races and two performances of his thrill show at Kansas Free Fair, Topeka. Auto race contract is new to the Winkkley list. . . . The Joie Chitwood Hell Drivers will give three performances at the 1949 Florida State Fair, Tampa, Bill Magaw, general rep for the thrill show, announced recently. Dates for the shows are February 3. 8 and 11, with a night performance February 8.

ALLAN HERSCHELL

Makers of THE CATERPILLAR, LOOPER, MOON ROCKET, HURRI-CANE, CARROUSELS, KIDDIE MERRY-GO-ROUND, KIDDIE AUTO RIDE, KIDDIE BOAT RIDE, LITTLE DIPPER and other famous rides. Order now for early delivery,

Park and Carnival Amusement Devices

ALLAN HERSCHELL COMPANY, Inc., N. Tonawanda, N. Y. World's largest manufacturers of amusement rides

NOTICE: ALL SHOWMEN, PARKS AND CARNIVALS

This is a Kiddie Ride year. If you have not bought, don't till you see and get our prices and information on our new one-piece, all metal folding tank for Water Boat Rides made to fit any Boat Ride. Or will sell you the complete Boat Ride, Choo Choo Train, Kiddie Wheel. Reason why they are outselling other rides of this type-lowest prices, biggest capacity, less upkeep, quickest to set up, less space, lightest to transport recommended and used by leading Showmen, fewer parts to wear out, with lowest replacement prices, quick service on parts. We make delivery when you want them. Patented commutators for all rides, all electric, our patent No. 2439974. Infringement will be sued. Write, wire or phone:

SUNSHINE MANUFACTURING CO. 2105 E. CHELSEA ST. Phone: X-50-173 TAMPA, FLORIDA SAM and MARY LEE HOLMAN, Owners Member of Chamber of Commerce of Tampa, Member of American Carnivals Assn.

KIDDIE PONY RIDE We proudly present ----a new ride featuring the ever-populat pony and cart. It is soundly constructed and especially designed for portability. Time payment plan available. Write for Photos and Complete Information. KING AMUSEMENT CO. 82 Orchard St. MT. CLEMENS, MICH.

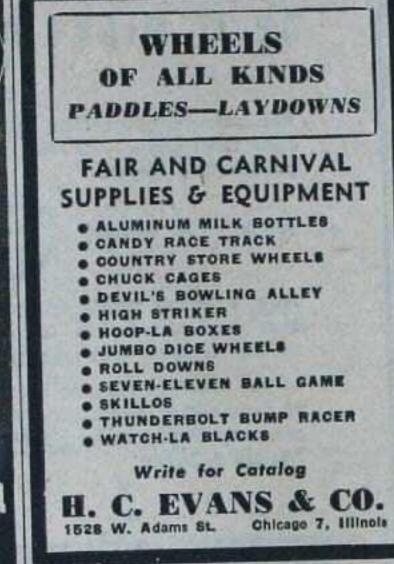
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GENERAL OUTDOOR 52

The Billboard

January 15, 1949







The Billboard

GENERAL OUTBOOR



No. 1 Cards, heavy white, black back, 5 1/4 x7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, 33.50: 50 cards, 54; 75 cards, 54.50; 100 cards, 55.50. All cards from 100 to 3000 @ 55 per 100. Fibrs Calling Numbers, 50c; Wood Calling Numbers, 51; Printed Tally Card, 15t. Colored Heavy Cards, \$3, same weight as \$1 in Green, Red, Yellow @ 56 per 100. DOUBLE Cards, No. 1 size, 5 1/2 x14 1/4. 100 each.

3000 KENO

M W. Carda, 5x7. White, Green, Red. Yellow, per 100 3.000 Small Thin "Brownle" Bingo Sheets. 1.25 2.00

5 culors, loose only, no pads, Size

4-5. M 3.000 Featherweight Bingo Sheets, large 1.50 1.75

size, 5 % v3; 5 colors; loose, no pada M Adv Display Posters, size 24±36. Each Cardboard Strip Markers, 10 M for Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; .10 .75

3-piece layout for Thin Transp. Plastic Markers, Bwn., & M ited or Green Plastic Markers, & Square, Round or Scalloped, \$2.50 M; % the 15,00 1.00

J. M. SIMMONS & CO.

Surpasses All Others HI-BALL The Ride Is Tops operating successfully.

For three years, 1941-'43, Jack operated concessions in conjunction with Patty and Frank Conklin at Western and Eastern Canadian fairs. He also signed a five-year pact with Edward J. Carroll for the exclusive operation of concessions at the latter's Riverside Park, Agawam, Mass.

Joined With Art Lewis

With Art Lewis, who had just exited the carnival field as a major railroad show owner, Jack leased all the food and game concessions at Ocean View Park, Norfolk, Va. The following year he joined with Dr. Dudley Cooper and Art and Charles Lewis to form Greenco Corporation, of which Jack was president, to purchase Seaside Park and the land flanking it at Virginia Beach. In 1947 Jack bought the Lewis brothers out of both Ocean View and Seaside and formed the Jay Green Corporation and Park Concession Corporation, both of which he headed, for future operations.

The gross at Ocean View last season was 10 per cent ahead, while Seaside's take was about on a par with 1947. It was Jack's foresight

and then sold out. The stand is still | and Rifkin. For many years he op- | erated Christmas stores, dealing exclusively in toys and cards, in association with Cooper and Rifkin, Max Goodman, and Kaplan and Bloom. He had six stores operating in one season.

> Jack is a member of the Masons, Elks, Knights of Pythias, National Association of Amusement Parks, Pools and Beaches, Showmen's League of America, Miami Showmen's Association and a life member of the National Showmen's Association.

By virtue of being one of the organizers, as well as being noted for his business acumen, Jack was elected the first treasurer of the NSA. His reports at the time were classics, containing as much humor as Robert Benchley's widely published essay. HANDY GALLON CAN!

At the end of five years, after having started from scratch, Jack turned over to his successor \$54,000 in assets, a most noteworthy achievement. His efforts in behalf of himself have been equally rewarding.

Jack's business is conducted from 431 Granby Street, Norfolk, Va.



More **Popcorn** profits with POPSIT PLUSI

Pops greater volume of corn . . . with butterlike flavor and color.

> ... it's safer tooi FLASHPOINT 654°

53



GENERAL OUTDOOR 54

The Billboard

January 15, 1949



A BUSINESS ON WHEELS!

Confection truck for sale, beautifully decorated as circus wagon, Brilliant, colorful. A salf-contained business, completely equipped with Cretor commercial popcorn machine, beverage and ice cream refrigerators, 3000-watt generator, candy display shelves, corn bin, etc. Nothing like it anywhere! Write MERCHANDISING CORP., 236 N. Water St., Milwaukee, Wis.





(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

American Midway: Alice, Tex., 19-22. Big State Am. Co.: Mathin, Tex. Blue & White: San Diego, Tex., 15-22, Lankford's Overland, No. 2: Barney, Ga. Majestic: Pompano, Fia. Pine State: Winter Garden, Fis.; (Fair) Daytona Beach 20-29. Royal, Expo.: Bowling Green, Fla., 10-22.

Southern Am. Co.: Bluffton, S. C. Sunshine: (Fair) Dade City, Fin., 19-22. Tassell, Barney: Miami, Fia. Tri-State; Darrow, La., 10-16.

Misc. Routes

Send to 2160 Patterson St., Cincinnati 22, O.

Henie, Sonja, Hollywood Ice Revue (Stadium) Chicago, Ill., thru Jan. 18. Heron's, James, Wild Life Exhibit: Eloy, Ariz., 10-15; Tucson 17-29.

Hope, Bob, Show: Beaumont, Tex., 12; New Orleans 13; Memphis 15; Nashville 16; Knoxville 17; Atlanta, Ga., 18; Augusta 19; Macon 20; Orlando, Fla., 21; Miami 22. Miller's, Irvin C., Brown-Skin Models (Lenox) Augusta, Ga., 12; (Dunbar) Savannah 13; (Carver) Waycross 14; (Strand) Jacksonville, Fla., 15-16,

Skating Vanities of 1949 (Auditorium) Bacramento, Calif., 11-17; (Auditorium) San Fran-

Bill in House Would Repeal Tax at Fairs

Senate Outlook Uncertain

WASHINGTON, Jan. 8 .- A bill abolishing the 20 per cent federal tax on admissions to agriculture fairs is slated for early passage in the House but faces an uncertain outlook in the Senate. Another measure cutting the general admissions levy back to the prewar rate of 10 per cent appears likely to die in committee.

The agriculture fair legislation was introduced this week in two separate bills, one by Rep. Clarence Cannon (D., Mo.) and the other by Rep. Daniel Reed (R., N. Y.). As Cannon is a member of the majority party and head of the Appropriations Committee, his measure will receive precedence over that of Reed. A similar bill easily passed the House last session, but was stymied in the Senate Finance Committee.



56

Beach Waters

Job Will Take 10 Years

NEW YORK, Jan. 8 .- The longrange project of New York City to clean up the widespread beach pollution situation in this area was given the green light when the Interstate Sanitation Commission (New York, New Jersey and Connecticut) issued a consent order to city officials approving their 10-year sewage disposal program, with instructions to get started immediately.

Coney Island, whose beaches have been highly polluted in recent years, musical director, the chorus has enwill be one of the first to benefit, joyed marked success during the winsince the city's program calls for ter season in this area. Its summer completion of the \$22,050,000 Owls Head Sewage Treatment Plant in Brooklyn, which will clean up the water along the Coney Island beach line. Work is well advanced on this big project which is expected to be in full operation within two years.

Pollution along the beaches on Long Island Sound, including the popular city-operated Orchard Beach, will be diminished at about the same time when the \$25,350,000 Hunts Point Plant in the Bronx, will be completed. This plant is expected to ameliorate conditions as far away as Playland, Rye Beach, N. Y.

Other items on the 10-year program, all of which will benefit popular beach resorts in the New York area, are the \$5,297,924 Rockaway Plant, \$1,740,000 (first stage) Port Richmond, Staten Island works; 26th Ward, Brooklyn \$9,240,000 works; \$7,100,000 Oakwood Beach, S. I., plant, and several minor proj-

O.K. Program Bay Shore Plans '49 Amusement To Clean N.Y. Hypo; People's Chorus Skedded

PARKS-RESORTS-POOLS

Communications to 155 N. Clark St., Chicago 1. Ill.

toward the 1949 season with opti- for 2,000 more people. Pavilions will mism, officials of New Bay Shore stretch from Miller's Island Light Park at Bay Island Beach near here House to the far end of Pleasure Isare laying plans to emphasize the land along Chesapeake Bay, vital element of entertainment in next year's operation, according to Reese H. Jones, park public relations director.

In its program designed to have wide variety and appeal is a plan to offer a people's chorus at the resort so as to sell the establishment to the public as a community project. The mixed group of more than 60 singers will present a series of pop concerts on the open-air stage on the beach. Jones said. Under the supervision of Mrs. Esther MacGinnes, Philadelphia program at New Bay Shore will be enlivened by use of name singers in regular sequence.

Regarding the matter of auto parking as one of the more serious problems affecting amusement parks today, the park management is working on a program that will increase its parking capacity to 7,000 cars. Thousands of tons of slag hauled to its parking area are now being rolled and surfaced so that the lot will be in top shape before the opening day in May.

People's Transit Company again will operate on a fast bus schedule from Sparrows Point to the park, where a new terminal is being erected, and the transportation firm now is conducting negotiations under which it would operate express busses from downtown Baltimore to the park.

Additional picnic facilities are being provided, and pavilions now un-

BALTIMORE, Jan. 8. - Looking | der construction will offer housing

A. C. Biz Execs Predict Big '49

ATLANTIC CITY, Jan. 8 .- The business outlook for this resort in 1949 is generally considered good. That's the consensus of local amusement and business interests. Some are more optimistic than others but there is general agreement that the prophets of gloom can pack their crying towels and go elsewhere.

All leaders queried agreed that an extensive advertising campaign, financed by luxury tax funds, should be started as soon as possible and that the resort should be made more attractive so that visitors will come often and stay longer. More off-season business is needed and this, it is felt, could be secured by providing more amusement attractions.

Expects Good Rentals

Maurice J. Krasney, president of the Atlantic City Real Estate Board, predicted that seasonal rentals will be "as good as in the past, more normal than in the past couple of years, or down to sound business."

Albert H. Skean, convention bureau manager, said convention business will be good in 1949 and even better in 1950. He did not, however, mention the lull in convention trade in February and March, when the American Bowling Congress is the only group skedded to occupy the Municipal Auditorium during those

two months.

Committees For N. E. Meet Named by Prez

BRISTOL, Conn., Jan. 8 .- Julian H. Norton, president of Lake Compounce here and president of the New England Association of Amusement Parks and Beaches, this week announced his committees for the org's annual meeting, scheduled March 16 in the Parker House, Boston.

The committees follow:

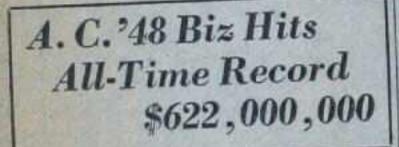
Program-John Collins, Lincoln Park, North Dartmouth, Mass, chairman; John J. Dineen, Hampton Beach Casino, Hampton Beach, N. H .; Harry Storin, Riverside Park, Agawam, Mass.; John T. Clare, Crescent Park, Riverside; Wallace St. C. Jones, William Berry Company, Boston; George A. Hamid, Atlantic City.

Finance-J. Victor Shayer, Revere Beach, Mass., chairman; Lawrence Stone, Nantasket Beach, Mass.; George Mahoney, Boston.

Membership-James J. Batterbury, Hampton Beach Casino, Hampton Beach, N. H., chairman; Joseph J. Godin, Interstate Fireworks Company, Springfield, Mass.; Edward H. LaVenture, Whalom Park, Fitchburg, Mass.; Lena Kenney, East Longmeadow, Mass.; Jesse M. Hutchinson, Arlington, Mass.; Charles Freeman, Revere Beach, Mass.; Percy L. Norton, Lake Compounce, Bristol, Conn.; Roland Gamache, Lincoln Park, North Dartmouth, Mass.; Howard E. Miller, Crescent Park, Riverside, R. I.; Thomas O'Connell, White City Park, Worcester, Mass .: * Harry Bodwell, Providence; Paul S. Haney, Rocky Point, R. I.

Resolutions-R. S. Uzzell, Jamaica, N. Y., chairman; Howard A. Duffy, Old Orchard Beach, Old Orchard Beach, Me.; Harry E. Kendall, Fitchburg, Mass.; Barney J. Williams, Pine Island Park, Manchester, N. H. Insurance-John L. Campbell, Baltimore, chairman; Fred Lauerman, Chicago; Charles B. Lake, Crescent Park, Riverside, R. L; Edward G. Pierce, Lake Compounce, Bristol, Conn. Legislative - (for Massachusetts) Henry Bowen, Whalom Park, Fitchburg, Mass.; Edward J. Carroll, Riverside Park, Agawam, Mass.; (for New Hampshire) Fred L. Markey, Exeter, N. H.; Barney J. Williams, Pine Island Park, Manchester, N. H.; John Dineen, Hampton Beach Casino, Hampton Beach, N. H.; (for Maine) Howard A. Duffy and Harry Cummings, both of Old Orchard Beach, Old Orchard Beach, Me.; (for Connecticut) Irving W. Norton, Lake Compounce, Bristol, Conn., and Meredith Lee, Ocean Beach Park, Ocean Beach, New London, Conn.; (for Rhode Island) Joseph L. Carrolo, Oakland Beach, Warwick, R. L; John Cairo, Rhode Island Fireworks Company, Providence; Howard E. Miller, Crescent Park, Riverside, R. I. Promotion Planning - Edward J. Carroll, Riverside Park, Agawam, Mass., chairman; Al Martin, Boston; George A. Hamid, Atlantic City: Charles E. Sanford, Mountain Park, Holyoke, Mass.; E. R. Enegren, Lake Pearl Park, Wrentham, Mass. Nominating-H. D. Gilmore, Riverside, R. L, chairman; Meredith Lee, Ocean Beach, New London, Conn.; Barney J. Williams, Pine Island Park, Manchester, N. H.; James A. Donovan, Lawrence, Mass.; Henry Bowen, Whalom Park, Fitchburg, Mass.; Roland Gamache, Lincoln Park, North Dartmouth, Mass.; Harry E. Kendall, Fitchburg, Mass. Committee to Explore Promotion Literature-John Dineen, Hampton Beach Casino, Hampton Beach, N. H.; Victor Shayer, Revere Beach, Mass.; Larry Stone, Nantasket Beach, Mass. Sergeant-at-Arms-Joseph L. Car-rolo, Oakland Beach, Warwick, R. L

ects. While the entire program will require 10 years, at least 75 per cent of the project must be completed within five years.



ATLANTIC CITY, Jan. 8 .- In spite of wailing from many quarters, resort business during 1948 hit an all-time high of \$622,000,000, surpassing the previous record of \$600,523,000 set in 1947 by 3.5 per cent, a report by Karlin Research, of New York, which specializes in business distribution analysis, showed this week. The report stated that twice during the past year-in July and August-local business established record monthly highs.

The report also showed that the resort did \$2.66 in 'jusiness during 1948 for each dollar of business transacted locally in 1939, the last prewar year.

Pointing out that an "altogether remarkable expansion of business" had taken place here in the last decade, the Karlin report added: "Looking ahead, while local business r ust continue to bear a proportionate relationship to the national trend, it can be accepted that business in Atlantic City can be relied upon to function on a permanently higher plateau than a decade ago."

Business settled by check in August amounted to \$63,964,000 and set an all-time monthly high.

Bronx Zoo Drew 21/2 Million

NEW YORK, Jan. 8 .- The Bronx (N. Y.) Zoo had 2,526,398 visitors in 1948, it was reported by Fairfield Osborne, president, at the 53d annual berg has also purchased one of these meeting of the New York Zoological rides for his kiddle park at Long Society here Wednesday night (5).

Tax-Financed A. C. Theater Is Opposed

ATLANTIC CITY, Jan. 8 .- A proposal by Mayor Joseph Altman that luxury tax funds be used to build a 2,000-seat, \$500,000 theater in order to provide more off-season entertainment for visitors, has met with considerable opposition.

The strongest protest was voiced by George A. Hamid, operator of the Steel Pier.

"The city has more theaters now than it knows what to do with," Hamid wrote the mayor. "There are two on Steel Pier which we would make available to responsible parties or to the city."

Hamid said that it was more important that the resort spend money on the building of jetties and taking other steps to fight erosion. To this, Mayor Altman pointed out that the city has spent \$1,700,000 so far on beach erosion and will spend still

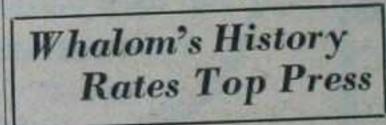
"One thing is certain," the mayor more. said. "My suggestion has awakened an awareness among the people to the need for entertainment for our guests during the winter."

Gruberg's Miami Kid Spot Opens Jan. 15 NEW YORK, Jan. 8.-Max Gruberg flew to Miami to supervise final details on the layout of his new kiddie playland on Dade County Park ning in 1907. Bath houses were land, which opens January 15.

Latest addition to the set-up of by Gruberg is one of the new kiddle pony rides recently put on the market by King Amusement Company, Mount Clemens, Mich. Gru-Beach, L. L.

Park Haverstick, president of the Chamber of Commerce, expects business in 1949 to be "substantially the same as in 1948." He added: "Everybody seems willing to settle for 1948." Frank T. Perone, president of the

Atlantic City Licensed Beverage Men's Association, which includes night club ops, thinks business will be better in 1949. "Conditions will be more normal and normal conditions are always better for our business," he said.



FITCHBURG, Mass., Jan 8 .- Documented historical lore on Whalom Park, compiled and delivered in a talk by Harold I. Farnsworth, local historian, at a recent meeting of the Historical Society resulted in top offseason front-page publicity in The Fitchburg Sentinel for Henry Bowen's funspot.

The growth of Whalom as a recreational center began prior to 1884 when it was taken over by Nelson G. Lewis, who released it in 1892 to the Fitchburg & Leominster Railroad which inaugurated trolley car service from the two cities a year later.

In 1896, a presidential year, a craft known as the McKinley cruiser was built and transferred to the lake where it burned in 1908. An open-air playhouse was in operation prior to 1900 and operas were-popular beginerected about 1900.

The first Roller Coaster was built kiddle rides acquired for the park in 1904 at a cost of \$12,000. Two years later the skating rink, featuring a \$3,000 organ, was opened. Motion pictures replaced opera in 1914, at which time the growth of the area became rapid.

Available records and maps of the area date back to 1659.

The Billboard

58

CIRCUSES Communications to 155 N. Clark St., Chicago 1, Ill.

Stratton May Join Polack

Thomas slated to be R-B equestrian director-King readies announcement

By Hank Hurley

0

CHICAGO, Jan. 8 .- The circus rumor mill worked overtime this week in Chicago and while most of the reports could not be officially confirmed at a late hour today, best guess is that all will be announced in the near future.

Top rumor had it that Bill Moore, well-known legal adjuster, will be the new general agent for Dailey Bros., succeeding R. M. Harvey, who resigned a few weeks ago to take a similar job with Cole Bros. Moore most recently has been closely associated with the Clyde Beatty Circus as legal adjuster and in an advisory

What Next?

CHICAGO, Jan. 8.-Latest rumor making the rounds was that Ben Davenport, owner of Dailey Bros., had offered Joe Louis, heavyweight boxing champ, a half-million dollars to travel with the circus this year from April 16 to November 16. Announcement of the offer was made here at press time by Harry Mendel, who is booking Louis on a tour of boxing exhibitions thruout the country. Mendel said that, under the arrangement, Louis would make two appearances a day on the show in boxing exhibitions and that Davenport would furnish the champion with his own private railroad car for living quarters.

Circus Biz Gets Terrific Plug On Ralph Edwards's Radio Show

outstanding radio plugs for circuses was given Tuesday (4) on the Ralph Edwards show, This Is Your Life, over NBC, which dramatized the life of Harper Joy and featured outdoor show business presonalities.

MOORE NEW DAILEY G

Joy, vice-president of the Northwest Company, Spokane banking firm, has at one time or another traveled with most orgs as a clown. One incident dramatized was his 6,000-mile trip to join Shell Bros. several years ago.

Those appearing on the show were Ernestine Clark, of the Flying Clarkonians; Charlie Post. who wrote the Harper Joy Triumphal March; Bobby Kay, who has clowned with Joy on numerous occasions, and Leonard Gross, who first got Joy interested in

Stockholm Biz Big, Rhodin Extends Run

STOCKHOLM, Jan. 8. - Trolle Rhodin's Zoo Circus, which opened its winter season at the Hippodrome in Helsingsfors, Finland, on November 5, has found business so good that it has extended its run until the end of this month.

Rhodin's circus, one of the top shows of Sweden, will tour Finland under canvas this coming summer. Show features big animal acts-of which it owns several large groupsone of which, Johnny Welde's brown bears, is currently working in the United States.

HOLLYWOOD, Jan. 8 .- One of the | joining the Circus Fans of America (CFA).

Also on the show were I. J. Polack, co-owner of Polack Bros., who paid special tribute to Joy for his assistance in helping promote Shrine circuses, and Norman Carroll, who introduced each guest as if they were appearing in the ring.

Orgs mentioned on the program were Ringling Bros. and Barnum & Bailey, Al G. Barnes, Hagenbeck-Wallace, Cole Bros. and the show's former owner, Zack Terrell; I. J. Polack and Polack Bros., Clyde Beatty, the Shell Bros. and Ted DeWayne.

As a further tribute to Joy, acts from the Clyde Beatty and Ted DeWayne circuses put on a show at Birmingham Veterans' Hospital the following day. Acts included the Five Canadian Aces, Russ Saunders Duo; clown alley, produced by Bobby Kay; Sancho Morales, Ernestine Clark, the DeWayne Troupe, Billy Powell, wire act, and Gee Gee Engesser. Harper Joy was honorary ringmaster. Norman Carroll announced.

Ralph Edwards and his producer, Al Pascal, also participated in the benefit performance.

Richmond Cops Pact HM for Three Years

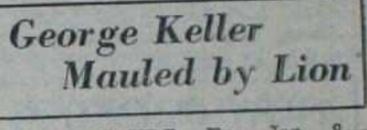
Arthur Henry Host At Birthday Dinner

January 15, 1949 .

GAINESVILLE, Tex., Jan. 8. -Arthur (Bum) Henry was host at a birthday dinner December 16 for his wife, Marie, at the Fair Park drivein, Guests included Mr. and Mrs. Poodles Hanneford and daughter, Gracie; Mrs. Elizabeth Hanneford, Mr. and Mrs. Joe Siegrist, Mr. and Mrs. Eldon Day; Mrs. Helen Hartley and son, Jerry; the Clarks, Mr. and Mrs. Alex Murrell, Vern Brewer, Mr. and Mrs. Portis Sims and Mr. and Mrs. A. Morton Smith. Circus movies were shown by Alex Murrell and Jerry Hartley.

Recent visitors at quarters of the Gainesville Community Circus have been Obert and Dores Miller, of Al G. Kelly-Miller Bros., and Mrs. Bud Anderson, of Seal Bros.

Vern Brewer and Portis Sims completed their circus parades with sleigh and eight-pony team. They had 11 engagements in Texas and Oklahoma this year. When they played Hugo, Okla., they were accompanied by Bum Henry and Joe Siegrist, who visited quarters of the Kelly-Miller, Stevens Bros. and Hugo Bros.' circuses.



BLOOMSBURG, Pa., Jan. 8 .-George J. Keller, art professor at the Bloomsburg Teachers College who doubles as a pro wild-animal trainer, was seriously mauled by a newly arrived lion at his farm Thursday (6). Keller had entered the training cage to give the lion, which arrived from the Belgian Congo nine months ago, its first lesson, but the 250pound animal pinned him to the bars of the cage in a surprise leap and chewed and clawed his right arm severely before an assistant succeeded in prodding the lion away from its victim and getting it back into its cage.

capacity. Previous to that he was with Ray Rogers on Barnett Bros. and Wallace Bros., with Hagenbeck-Wallace when Howard Y, Bary operated that show, and was general agent for the Beatty show briefly in 1945 when it was a truck show. In 1938 Moore acquired Downie Bros. from Charles Sparks and operated it one year.

Davenport Silent

Contacted by long distance phone in Gonzales, Tex., Ben Davenport, Dailey Bros. owner, refused to confirm or deny that Moore had been Green, Jack and Ruby and Happy named. His only reply to the question of whether Moore had been hired was, "I want no publicity on it."

However, the rumor regarding Moore going to the Dailey org was known to almost every one in the circus business and it was figured the deal had been completed.

Another report, altho not announced officially, had Col. Harry Thomas, long associated with Cole Bros. under Zack Terrell, moving to Ringling Bros. and Barnum & Bailey as equestrian director.

That Sam Stratton, former Ringling-Barnum press agent-during the days of F. Beverly Kelley and for the last year press agent of legitimate theater productions, will join Polack Bros.' Eastern Unit as press chief, was still another rumor. Efforts to contact either Stratton or Irving J. Polack failed.

Rumor also had Bill Green, recent-(See New Dailey G. A.?, opp. page)

Line-up of acts at the Hippodrome stand includes, Gosta Kruse Jr., trick riding; Timenon Troupe, Arab tumblers; Seppo Leivo, juggler; Jack June 13-19. Rhodin, chimpanzees (3); Ingebourg Gautier, Liberty horses; Three Powers, acrobats; Mait Berit, tight wire; Trolle Rhodin, Liberty horses; Gosta Kruse, elephants (2); Zemganos, flying trapeze; Franz Trubka, lions (7), and Teddy Holmberg, polar a heavy newspaper, billboard and bears (12).

RICHMOND, Va., Jan. 8 .- Executive committee in charge of this city's Police Circus Tuesday (4) completed negotiations with Howard Y. Bary, of the Hamid-Morton Circus, to present the annual event here for the next three years, Police Chief O. D. Garton announced. This year's dates are

Garton said that the pact guarantees the circus that the police will not engage in any other fund raising activities during the life of the contract. He said ticket sales will get under way early in February and that radio campaign is being mapped.

While Keller's injuries were severe, he announced that he would resume his training of the lion as soon as his lacerated arms have healed.

Harry Nelson, 71, Former Circus Aerialist, Dies

WASHINGTON, Jan. 8. - Harry Nelson, 71, former member of the Flying Nelsons, aerialists with Barnum & Bailey and later a trumpet player on the band of the same show, died Monday (3) at his home here. Surviving are his widow; a son, Arthur, Washington, and a stepson, Arthur Stewart.

Nelson's career as trapeze artist was cut short by a back injury and he then joined the Barnum & Bailey band as a trumpet player. In 1917 he joined the old Washington Herald, which later was merged with The Washington Times, He remained with the newspaper until his retirement three years ago.

Bobbie Hasson Appointed

Cole Side Show Manager CHICAGO, Jan. 8 .- Jack Tavlin, who recently purchased Cole Bros." manager of the org's Side Show.

Hasson, with Ringling-Barnum for 12 years, was assistant to the late Fred Smythe, Side Show manager of the Big One.

Hasson, whose home is in Washington, will report to winter quarters about March 1. He already is busy, Tavlin said, lining up the Side Show personnel.

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UNDER THE MARQUEE

Cecil Eddington, clown, last year | Willie the Clown, Willard T. Northwith James M. Cole, visited the Chicago office of The Billboard, December 28 and reported that he played Gimbel's, Milwaukee, for the ninth consecutive holiday season. He said that Van Wells, Carl Marx, Hop Kellums played the big Christmas party given by various Milwaukee firms this year. Eddington says his 1949 plans are indefinite. . . . Jimmy Stutz, bareback rider, formerly with the Nellie Dutton riding act, has joined the Loyal-Repensky riding act in Mexico City for a five-week tour. . . . Lee Bradley is making winter dates with the White Star Shows in Georgia. . . . The Carters were recent visitors at the Pan-American Animal Exhibit in Chipley, Fla.

Christmas Day is the day when the boss is the grandest host in winter quarters all over the land.

Circus Clown Club, Box 606, G.P.O., Los Angeles, 52, writes that the following recently were added to the parade presented by Joe Beach, membership rolls: Erskine C. Yok, Dana W. Stevens, Frank F. Vlcer, line.

rop, Walt T. Brobson, Edward P. Dorey, Alex Freedman, Mrs. Olivia Freedman, James (Pimpo) Freeman, Michael E. Gerbola, Edward A. Graves, Dora Marton Milanes, Harry and Jack Tambo, Walter Pagel and Jimmy Bailey. . . . Mr. and Mrs. Clyde Wixom, formerly of the Mat Wixom Great Show, which title they still own, have returned to Detroit from the West Coast where they attended funeral services for Mrs. Wixom's brother. Their daughter was hospitalized in Detroit.

Whoever named it "arrival hour" had no sense of time.

Walter G. McCracken, Oswego, N. land at the Armory, Syracuse, with Circus, has signed Bobble Hasson as his circus unit. Show drew 32,000 people in four days. . . . A Christmas festival was staged at Agawam, Mass., December 18-19, sponsored by Marge V. Kelly, secretary of the the Lions Club and promoted by Wally Beach, circus fan. Included was a one-inch scale model circus Charles Davitt and Francis Lacou-

59 CIRCUSES

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appearance and every other respect. Complete with all whistles, blower and electric motor. Best cash offer. SUPERIOR SIGN SERVICE

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Clearwater, Calif.

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CALLIOPE, GOOD CONDITION

S OIRCUS BANNERS, MALE LION.

HUGO, OKLA.

IS BROS.' CIRCUS

CALLIO

DRESSING ROOM GOSSIP

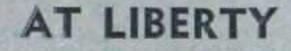
Orrin Davenport

The third International Circus opened Christmas Day at the Chicago Coliseum with a prevue. A late afternoon snowstorm made streets rather hazardous and no doubt affected attendance that night. From 5:30 to 6:30 p.m. a number of the acts were on a television broadcast and, from reports, it was seen in St. Louis and Detroit, Orrin Davenport, Harry Thomas, Earl Shipley and Harry Haag were among those interviewed during the program.

To many old-timers with the show, playing the Coliseum revived

Roger Baines Clark Squires WANTS FOR ROGER CLARK CIRCUS Novel and Feature Acts suitable for small show; those doing several acts preferred, with own transportation, Several small Animal Acts, Agent with car to secure auspices and put up small amount of paper. No brush, Open early May, Address: CLARK SQUIRES

1418 W. Congress St. Chicago 7. Illinois



GENERAL AGENT, MANAGER, SECRE-TARY, or anything on staff, ahead or behind. Will furnish car if wanted, State your proposition.

> J. S. RAMSEY SOUTHERN PINES, N. C.

memories of when the old Ringling Bros.' Circus, Sells-Floto, Hagenbeck-Wallace, and later, Cole Bros. opened their season in Chicago.

Tommy Hanneford, of the George Hanneford Family, sprained an ankle at opening performance but carried on with his comedy riding. Jimmy Davison was a second casualty that night, suffering a wrenched shoulder, and Otto Griebling took over his end of the fight with Gabby De-Koe. We refer, of course, to the clown boxing.

The Aerial Gibsons, high act, has a novel opening that is causing much comment. At the opening Mrs. Gibson, seated in a sort of chair, starts singing with the band and is gradually elevated to the top of the rigging as Johnny mounts rigging slowly. How that gal can sing!

Carl Marx, clown, who appeared at Chicago night clubs for more than a dozen years, was an addition to clown alley. Irvin Romig, in true Christmas spirit, did a walkaround with his mule that made even the showfolks laugh. The mule's forehead was decorated with reindeer antlers, sleigh bells and the mule also carried a tail light. Irvin appeared as Santa Claus, loaded with packages.

Merle Evans directed the band. During the latter part of the week he donned a red nose and coat and filled in with the clown band which had been carrying on without a cornet player (Chester, we missed you). Jimmy Davison, Gabby DeKoe, George LaSalle and Hubert Dyer were Christmas dinner guests of Earl and Hattie Shipley at their West Side home.

Walter Jennier and his seal, Buddy, proved a hit. Harold Voise is smoking even bigger cigars this year. Seen on dressing room stairway-an AGVA representative trying to explain benefits of the order to a Chinese performer whose vocabulary consists of hello and okay. To attempt to enumerate the many visitors noted would take up too much space, but among those seen in one night were Leo and Ethel Hamilton, Edna Curtis, Bert Doss, retired aerialist; Frank Clayton, Orrin Davenport Jr., Charley Zemater, R. M. Harvey and Emmett Simms .- TOM, DICK AND HARRY.

Petersburg Lot Sticks

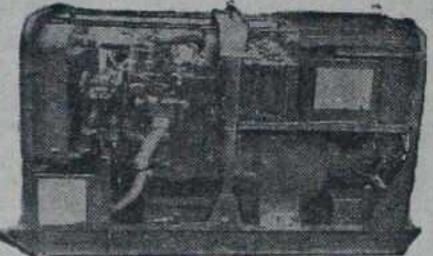
PETERSBURG, Va., Jan. 8 .- Construction of a baseball park here by the Petersburg baseball club will not rob circuses of a lot, despite reports to the contrary.

NEW DAILEY G. A.?

(Continued from opposite page) ly the Polack press agent on the Eastern Unit, being wooed by Jack Mills to handle the press on Mills Bros. this season,

Floyd King, owner of King Bros., who put his show on the sales block a few months ago, was reported working on several deals regarding his show. It was said he would make a definite announcement sometime next week.

Brand New Light Plants 120-240 V.AC. 12.5 K.V.A. Immediate Delivery



ENGINE: 4 cylinder 4 cycle L - head, water - cooled, 35-Horsepower Oiling System: Pressure type to main, rods, and camshaft. Fuel System: 10.5 gas tank diaphragm type fuel Pumps. Ignition System: Battery breakerpoint coil type. Full automatic starter. GENERATOR: 120-240 single phase 60 cycle AC; rated power 12.5 KVA at 80% power factor. Voltage change is accomplished by changing jumper connec-

tions or terminal strip. Made by D. W. Onan & Sons. Controls: Speed fully automatic, starting full automatic, automatic cut-off if oil or water is low. Overall size: Length, 671/2 in.; Width, 281/2 in.; Height, 281/2 in.; Weight, 1556 ibs. Complete set of tools and extra parts packed with each plant. These plants cost the government several times our price. Packed e 95.00 in original overseas boxes and ready to operate, brand new. Our price F. O. B. Jackson, Miss.; San Antonio, or Florida.

Phone 4151

A. M. & S. COMPANY 404 Donnelly St.

Mount Dora, Fla.

MILLS BROS.' CIRCUS CAN PLACE PROMOTIONAL MANAGERS that can handle Phonemen for Banners and U. P. C. Tickets. Must be reliable. No limbsters or drunks, Must be able to finance yourself. If you are broke, please do not waste my time. Write to: JACK MILLS 1726 COVENTRY ROAD, APT. 1 CLEVELAND HEIGHTS, OHIO State phone number.

Stevens Bros.

WANT Circus Sparton Bros. For Opening Feb. 14 Circus Acts of all kinds doing two or more turns: Dog and Pony Acts, Clowns, Aerobats, Tester Board, Concert and Wild West. This is a small show playing small towns. Pay every night, Want to hear from Side Show Man with or without cutfit, Bill Dimadale, answer. H. LaRoy, Mgr. VALDOSTA, GA. General Delivery ELASTIC NET OPERA HOSE Black Suntan and White, \$4.95. Elastio Net Tights, \$7.50. Rhinestones and Settings. Metal Spangles, all sizes and colors. Chainette Fringes. Other Items, FolderT Yes. C. GUYETTE 346 W. 45th St., New York 19, N. Y. Phone: Circle 6-4137

CIRCUS ACIS Family or Teams doing 2 or more, small Animal Acts.

Will break in young people. Must be priced low for long winter indoor season. T. J. Huftle, Bob Stairs, other Phonemen, contact at once.

MARTIN BROS.' CIRCUS As per route. Perm. address: 223 Superior Ave., Dayton 6, Ohio

AT LIBERTY CIRCUS OR CARNIVALS

Brigade Agent, Car Manager, Contracting Agent for reliable show. 30 years' experience in circus adver-tising and operation. Desire work with someone. No family or pets go. I do mine, they tend to their own. Can get men. Union man 100 per cent. If you can't stand it, don't answer. L. A. GUNNELS, Box 359, Dothan, Ala.

PHONEMEN

BOOK LL. P. C. TICKETS, BANNERS Big Indoor Show, Good towns to follow.

CHR'M, ROOM 307 522 W. Adams Tel.: 83956 Jacksonville, Fis. to operate.

HUGO, Okla., Jan. 8 .- Org recently received a shipment of animals including three zebras, a camel, lion, thar, water buffalo and several monkeys, also five new Chevrolet tractors. John Grady has opened the paint shop. Mrs. George King, wife of the superintendent of elephants, has left for the West Coast. Dolly Jacobs was in Milwaukee for the holidays. Ray Headley, who was clawed by a leopard, is getting along okay. Bob Grubb is working on the Liberty act. The DeKohl Troupe, four people, will be with the show. Paul Bejano, who is in New Orleans, is expected back soon. Dudley Riggs, producing clown, is wintering in Muskogee, Okla. Sara Stevens, mother of Bob Stevens, is in Washington. New houses are being completed for the cat animals and bears. Org will open the season in April.

Banard Bros.

ETNA, O., Jan. 8. - Howard Streightiff has charge of horses and ponies for Banard Bros. Faith King is breaking dogs for her act and now has 19. She has been in and out of quarters all winter on dates. Al Jones' Rodeo-Circus is quartered here, Jones rebuilding his outfit. He operates it as a traveling show until fair time, when it becomes a grandstand attraction. Jones is breaking 14 dogs. His outfit will move on 16 trucks and semis.

William Meyers is a weekly visitor here. Buck Lucas is again planning

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PHONEMEN WITH ABILITY HAMID-MORTON CIRCUS TULSA LIVE STOCK EXPOSITION AND

March 8 to 13. Benefit Oklahoma 4-H Clubs and Future Farmers of America, Plus U. P. Matinees. ENTIRE STATE CAMPAIGN. TELEPHONE SALES OFFICE NOW OPEN. Two Eastern Big City New Hamid-Morton Police Circus

deals follow. DON'T WIRE OR TELEPHONE. WRITE AIR MAIL. CHAIRMAN, CIRCUS TICKET COMMITTEE, TULSA LIVE STOCK EXPOSITION, CHAMBER OF COMMERCE, TULSA, OKLAHOMA



Big Circus Acts for Hawaiian Islands. Freight to leave Los Angeles January 25. Performers to leave San Francisco January 28. Transportation paid both ways, Contact

> E. K. FERNANDEZ BILTMORE HOTEL, LOS ANGELES, CALIFORNIA

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5 financially responsible Promoters, Program advertising, tickets for underprivileged children. Northern California, Strong auspices. Benefit Youth Welfare. Model Aircraft Fair, nationally known site. 5 months' work. Now ready. Call or write PAUL A. WILDMAN

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FAIRS-EXPOSITIONS

Communications to 155 N. Clark St., Chicago 1. III. =

Kentucky Assn. **Elects Wehrley**

100 delegates, reps of 30 annuals, attend first convention of new State org

LOUISVILLE, Jan. 8 .- John C. Wehrley, general superintendent of the Kentucky State Fair, Louisville, was elected president of the newly organized Kentucky Association of Fairs and Horse Shows at the first annual convention of that group at the Brown Hotel here Thursday and Friday (6-7).

Other officers named were C. W. Peel, Paducah, vice-president; L. (Doc) Cassidy, Louisville, secretary, and Ray P. Weller, Shelbyville, treasurer.

Named to the board of directors were Hal Thurmond, Russellville; Dr. Stanley Bandeen, Louisville; Victor Topmiller, Owensboro; J. W. Shaw, Alexandria, and R. K. Asbury, Germantown.

Approximately 100 delegates, representing 100 fairs in the State, were in attendance.

Showmen and fair and show suppliers noted included L. Armstrong, Armstrong's Attractions; Lee Becht, Lee Becht Shows; Raymond C. Hull, Bee's Old Reliable Shows; C. C. Groscurth; Len Fisher, Boyle-Woolfolk Agency; Nelson Breese, Breese Shows; Jack Rainey, Capitol City Shows; Earl Coburn, Enquirer Printing Company; A. Klein, Klein's Attractions; Frank Prystas, Fair Publishing House; Joe Fontana, L. J. Heth Shows, and R. F. Andreas, Gooding Amusement Company.

Also William O. Hammontree, Silver Slipper Shows; L. R. Babylon, Hudson Fireworks Company; F. A. Conway, Interstate Fireworks Company; L. I. Thomas, Thomas Joyland Shows; W. R. Lashbrook, Mount Vernon Tent & Awning Company; H. B. Shive, Lawrence Greater Shows; W. H. Ramsey, Ramsey's Shows and Rides; J. R. McSpadden, Lone Star Shows; Lee Lott, Lucky Lott's Hell Drivers; Frank Owens, Magic Empire Shows; George Partridge, Louisville Artist Bureau; Emil Gulzenzoph Sr., Regalia Manufacturing Company; A. S. Brewer and W. E. Tate, Page Bros.' Shows; R. E. Stewart, Shaw Bros.' Shows; Paul Young, Gus Sun Agency; Jacob Robbins, Triangle Poster Printing Company; Lloyd Schmerhorn, and Paul Schmerhorn's Rodeo, Straub, concessionaire.

Meetings of Fair Assns.

Ohio Fair Managers' Association Deshler-Wallick Hotel, Columbus. January 12-13. Mrs. Don A. Detrick, Bellefontaine, secretary.

5.Ilboard

TRADE

SERVICE PEATURS

Missouri Association of Fairs and Agricultural Exhibitions, January 13-14, Missouri Hotel, Jefferson City. Rollo E. Singleton, secretary.

Minnesota Federation of Fairs, January 13-15, Lowry Hotel, St. Paul. Allen Dorn, Grand Rapids, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Richmond Hotel, Augusta, Ga., January 17. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Fort Garry Hotel, Winnipeg, Man., January 17-19. Mrs. Letta Walsh, Saskatoon, Sask., secretary.

South Carolina Association of Fairs, Hotel Columbia, Columbia, January-19. Tom Craig, Spartanburg, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, N. D., January 21-22, Dr. G. A. Ottinger, Jamestown, secretary.

North Carolina State Fair Association, Sir Walter Hotel, Raleigh, January 21. Dr A. H. Fleming, Louisburg, secretary.

Massachusetts Agricultural Fairs Association, Parker House, Boston, January 23-24. Robert P. Trask, Boston, secretary-treasurer.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. C. C. Hunter, Taylorville, secretary-treasurer.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-25. H. C. McClellan, secretary, Arlington, Neb.

Louisiana State Fair Association, Bentley Hotel, Alexandria, January 24-25. W. E. Anderson, Baton Rouge, commissioner of agriculture.

Association of Utah Fairs and Livestock Shows, Newhouse Hotel, Salt Lake City, January 26. Sheldon R. Brewster, secretary.

Pennsylvania State Association of County Fairs, January 26-28, Penn Harris Hotel, Harrisburg. Charles W. Swoyer, Reading, secretary.

Texas Association of Fairs, Expositions and Rodeos, Baker Hotel, Dallas, January 27-29.

New Jersey Association of Agricultural Fairs, New Jersey Department of Agriculture offices, Trenton, January 28. William C. Lynn, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 31-February 2. Clyde E. Byrd, secretary, Little Rock.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 4-5.

Oklahoma Association of Fair Secretaries, Skirvin Hotel, Oklahoma City, February 4-5. J. B. Hurst, Enid, president.

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.

\$251,000 Profit For Minn. State

'48 attendance second largest in history, Lee's report will show

ST. PAUL, Jan. 8 .- When Minnesota State Agricultural Society holds its annual meeting here Friday (14), the financial report, to be read by Secretary Raymond A. Lee, will show a net operating gain of \$251,560.91 for '48. A joint session of the society and the Minnesota Federation of County Fairs is scheduled in the Lowry Hotel here, January 13-15.

The financial success of the 1948 fair, the report will show, was due not only to the fair's large attendance of 855,011, second best in its history, but to unusually favorable weather which enabled all 20 grandstand performances to be staged.

Rental Receipts Up

A new all-time record for space rentals and concessions was set. Receipts in these departments for '48 hit \$177,043, exceeding the previous record, established in '47, by \$484.15. The number of cattle, swine, horses and sheep shown at the 1948 annual totaled 2,600, an increase of more than 52 per cent over combined livestock entries in '47.

The convention's opening session Thursday (13) will be given over to appointment of committees by Benjamin Campbell, president of the Federation of County Fairs, and William A. Lindemann, president of the State Agricultural Society. The afternoon program, in charge of the federation, will be given over to discussion of county fair problems. Speakers will be Mayor Ed W. Delaney, St. Paul; Richard A. Golling, State public examiner, and President Campbell, Vice - President George W. Larson, Treasurer Earl E.

Wis. Annuals Seek Return to \$300,000 Aid

bookers, with a view to possible MILWAUKEE, Jan. 8 .- State aid blacklisting of any shows or bookers of \$300,000 toward premiums, now found guilty of breach of contact and, sought by the Wisconsin Association similarly, to penalizing fairs defaultof Fairs, would return the appropriation to the same figure which prevailed for many years prior to the depression year of 1933, Ralph F. Seyforth, president, told the group's annual convention here Wednesday tors' school, held for the second time and Thursday (4-5).

Delegates voiced approval of the In 1948, Seyforth reported, total State aid claims by 76 county and district fairs aggregated over \$205,000, whereas the State appropriation was \$160,000. As a result, Seyforth said, all claims were deducted by 22 per cent in order to pro rate the aid in accordance with the law and the deduction resulted in operating losses for some fairs.

Would Average 4G

"All the association's executive board is asking for is the same appropriation the fairs received prior lin, was re-elected secretary. to the great depression in the early (See WIS. ANNUALS on page 68)

Rocky Mountain Association of Fairs, January 23-25, Northern Hotel, Billings, Mont. J. M. Suckstorff, Sidney, Mont., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 24-25. C. B. Ralston, Staunton, secretary.

Acts To Start

INDIANAPOLIS, Jan. 8 .- The In-

diana Association of County and Dis-

trict Fairs at its annual convention

here Monday and Tuesday (3-4), moved to set up a grievance commit-

tee to settle disputes between mem-

ber fairs and shows or attraction

ing in their agreements to shows or

The convention also voted a con-

tinuation next year of the fair direc-

during the confab here this week.

school plan. Incoming officers, how-

ever, were urged to devise a schedule

whereby adequate time would be al-

lotted fair delegates for their attrac-

Hang Named President

elected president, succeeding William

(Babe) Thomas, Logansport. Gor-

don Taylor, La Porte, was chosen

vice-president to fill the post vacated

by Haag. William H. Clark, Frank-

(See HOOSIER ASSN. on page 67)

Dean V. C. Freeman, of Purdue

Leonard Haag, Lawrenceburg, was

tion buying at the convention.

bookers.

Hoosier Assn.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 10-11. J. A. Carroll, superintendent.

Secretaries of State associations are urged to send in their

convention dates.

Dewey Asks '49 **Revival of Full** N.Y. State Fair Grievance Com.

ALBANY, N. Y., Jan. 8 .- In his annual message to the Legislature, Gov. Thomas E. Dewey Wednesday (5) recommended that a full-scale State fair be held this year on the old site in Syracuse.

Dewey referred to the State fair as an asset that must be reclaimed. The fair, a war-time casualty, was presented on a limited scale last year.

"For the immediate future strongly recommend that a full-scale fair be held this year at the present site," Dewey said. He added that the forthcoming report of the State fair commission should be considered in planning the long-range future of the fair.

Earlier this week Dewey appointed six farm leaders to examine the fairgrounds at Syracuse to determine the cost of conducting a complete fair this year. The Syracuse plant is in a serious state of disrepair and Dewey said estimater of renovating and repairing the present buildings and grounds varied between \$750,000 and \$2,000,000.

The State fair commission recommended in a preliminary report that new facilities be set up at the Mattydale Airport, near Syracuse, at an estimated cost of \$50,000,000. Plans are elaborate and call for construc-

Huber and Secretary Allen J. Doran, all of the federation.

Speakers Named

Speakers at the State Agricultural Society meeting Friday (14) will be Gov. Luther W. Youngdahl; Warren Saufferer, Faribault, president of the Minnesota Association of Future Farmers of America; Majorie Wyland, Ramsey County 4-H Club junior leader; Harold Pederson, past president of the Minnesota County Agents' Association, and President Lindemann, Treasurer M. O. Grangaard and Secretary Lee, all of the State fair.

Election to the State fair board of managers of a president and vicepresident, from the St. Paul district, and board members from the seventh and ninth congressional districts, is scheduled at the concluding meeting Saturday morning.

Great Barrington Damaged by Flood

GREAT BARRINGTON, Mass., Jan. 8 .- Three days of incessant and unseasonable rain flooded the Great Barrington fairgrounds New Year's Eve. Owner Edward J. Carroll, who also operates Riverside Park in nearby Agawam, said the extent of the damage could not be immediately determined. It was feared that the race track would suffer the most damage. In West Springfield, the Eastern States Exposition, which took a licking in the spring flood of 1936 and again in 1938 when it was hit by hurricane and flood, was untouched, altho adjacent rivers rose to within nine feet of the 1936 record.

tion of many units which could be used on a year-round basis.

Recently, several State-wide organizations, including many farm groups, have adopted resolutions calling for a full State fair. Bligh A. Dodds is director of the fair.

peynumed malerial



61

Too Little Time: Ind., Wis. Confab Delegates Cut Sessions, Ink Attractions By Herb Dotten-

CHICAGO, Jan. 8 .- Execs of the their booking during the two-day State associations of fairs in both In- span of the conventions. At both diana and Wisconsin this week faced Indianapolis and Milwaukee, your the problem on how to set up future annual conventions so that the gettogethers could best serve member fairs. In each case there was no immediate solution, but views were offered much of value. aired at the conventions of the two organizations held in Indianapolis and Milwaukee, respectively.

The common problem resolved itself into ways and means by which good attendance could be obtained for the formal meetings and at the same time enable member fairs to do all



observer noted, attendance at the convention sessions was sparse. In each instance this was regretable, inasmuch as the convention programs

Built Around School

At Indianapolis the convention proceedings were built around the shortcourse - for - fair - management idea. Subjects discussed were vital to better management and the speakers were well qualified. The disappointing attendance, tho, was understandable. It requires time for fair delegates to shop around in the rooms of carnival reps, booking offices and fair suppliers and then to actually sign contracts. And the length of the convention floor proceedings prevents delegates from attending to the important business of contracting and to be present at the sessions.

On the second day of the Hoosier confab there was a rush to the rooms of attraction peddlers. Your correspondent three times took leave of the convention sessions to visit convention rooms during the closing day. At the headquarters of one of the carnivals on each occasion two or three entire fair delegations were noted waiting their turn to sign contracts. Meanwhile other delegations were busy negotiating contracts in other rooms.

Move Out Early

The Indianapolis meeting, held Monday and Tuesday (3-4), was followed Wednesday and Thursday (5by the Milwaukee confab, and this caused many of the attraction bookers to leave the Hoosier session before it was over. This, of course, Iowa State Fair Board and secretary worked some hardship on bookers of the Buchanan County Fair Assoand, by the same token, couldn't help any Indiana annuals who deferred contracting until the last hours of the convention. In setting up the Indianapolis convention program, execs took cognizance of the value of fair delegations attending a convention fully prepared to do all their contracting there. Two showmen, Bob Shaw, of the Gus Sun Agency, and Floyd E. Gooding, of the Gooding Amusement Company, were speakers who discussed The Advantage of Booking Carnival and Attractions at the State Meeting. Harry Kahn, secretary of the Auglaize County Fair, Wapakoneta, O., joined in, emphasizing that booking at a convention eliminates many trips otherwise necessary by shows' representatives and that such trips go into the cost of shows' operations and eventually enter into the cost to the fairs.

S. Mich. Circuit **Elects Bangs Prez**; **Dates Confirmed**

LANSING, Mich., Jan. 8 .- Robert -Bangs, Paw Paw, Mich., was elected president of the Southern Michigan Fair and Racing Circuit at the recent annual meeting here at the Hotel Olds. Also elected were Fred Smith, Kalamazoo, vice-president; Andy Adams, Litchfield, speed secretary, and Harry B. Kelley, Hillsdale, secretary-treasurer.

At a preliminary session devoted to a discussion of the allocation of revenues to be derived from parimutuel harness horse racing at Northville, it was decided that the funds again would be available to fairs only for race purposes.

During the circuit meeting, Everett Foster, Battle Creek; Sam Johnson, Lake Odessa, and Andy Adams were named to a committee set up to devise a plan whereby a starting gate and photo-finish unit could be routed over the circuit.

Besides fair men, others in attendance at the meeting were Charles B Figy, State Commissioner of Agriculture; George McIntyre, deputy State Commissioner of Agriculture, and Clarence Bolander, State director of fairs.

Another meeting of the circuit will be held during the January 17 Detroit convention of the Michigan Association of Fairs.

Dates for member fairs in 1949

were confirmed. They are: Hastings, August 1-6; Ionia, August 8-13; Mason, August 15-20; Marshall, August 22-27; Charlotte, August 30-September 3; Fowlerville, September 5-10; Allegan, September 12-17; Adrian, September 18-24; Centerville, September 19-24; Hillsdale, September 25-October 1; Kalamazoo, September 25-October 1, and Hartford, October 3-8.

Brady Gates, Iowa State Fair Board Member, Dies INDEPENDENCE, Ia., Jan. 8 .--



255 thrill-packed shows last year at the top fairs, speedways and stadia.



WORLD'S WONDERFUL

WATCH IT WEEKLY!

THE GUS SUN BOOKING AGENCY

RECENT BLDG., SPRINCFIELD 3, OHIO

ATTRACTIONS_

Acts Wanted for Our 1949 Fairs Ward (Flash) Williams BERNET (GENERAL MANAGER) AMERICAN THEATRICAL AGENCY, INC. Sulta 426, 221 N. La Salla St. CHICAGO, ILL.

Shorter Program Likely

At Milwaukee the convention there closed with instructions to the incoming board of governors to take action to bring about greater attendance at the formal sessions. Emphasis was given to the fact that the convention served primarily to enable the fairs to do all their booking at one time and for circuits to book on a circuit basis.

It was pointed out that not a few of the subjects in the convention program could be treated at the regional meetings of fairs held during the spring, and as a result the speaking program at the convention itself could be shortened, leaving fair delegations more time to do their booking.

As a result of the airing of the problem, the State associations in both Wisconsin and Indiana are expected to abbreviate their formal sessions and thus overcome a problem vexing not only to fair delegates but to suppliers of fair attractions.

Brady O. Gates, 58, a member of the ciation, died December 28 in a hospital here following a three-week illness.

Gates attended the outdoor show convention in Chicago last month and left for Des Moines December 5 to attend the Iowa State Fair Board meeting but became seriously ill and returned home. He was removed to Rochester, Minn., but had returned home about 10 days ago.

FAIR SECRETARIES, COMMITTEES

In Illinois, Indiana, Michigan, Iowa, Missouri, Tennessee, Mississippl: We have a few open dates. Contact our Mr. H. Dale Smith at your meetings or write, wire or phone.

12 Rides - 10 Shows - 5 Light Towers - Diesels - 50 Concessions

WALLACE BROS.' SHOWS E. E. FARROW

Box 1184

(Phone: 3-7644)

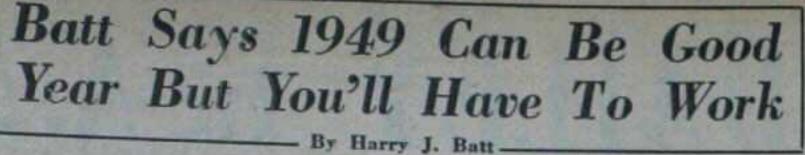
Jackson, Miss.



MINNESOTA FAIR MANAGERS We have open time between July 14 and July 23. The largest truck carnival to play your State in 1949. 15 Rides, 10 Shows and 40 Concessions. Light towers, Neon and Searchlites. See us at the Lowery at St. Paul. Address wires or correspondence to Danville, Illinois. SUNSET AMUSEMENT COMPANY

The Billboard

PARKS-RESORTS-POOLS



President of NAAPPB

despite any predictions that our business may be off.

Remember the predictions about one Harry S. Truman. Whether you are a Republican, Democrat or Dixiecrat, you have to hand it to him. When things looked darkest, he fought the hardest. And he won!

Personally, I do not feel that the amusement park business will suffer any great slump nationally. There may be slight drops in some sections of the country more than in others. But most of us have the key to success in our own hands.

Holiday Is Over

It is definite for one and all that the holiday is over, and whatever business we do get, we are going to have to work for. I think our success will depend on:

1. A carefully planned advertising and publicity program.

2. A continuity of promotions thruout the summer season.

3. Our amusement devices and attractions must be well maintained and attractively presented.

The park operator who feels that he can operate the same as he has done for the last five or six years might just as well write down now that he will be off a considerable amount from his 1947-'48 income.

There is no question but that we shave to be more careful now about



all amusement park operators, is becoming careful about his. We particularly have to watch our offseason expenditures. We have to guard against over expansion, and



HARRY BATT

we have to make our advertising dollars pay off.

Less Spending Money

Let's take stock of the present situation. Altho employment is now at its peak-until living conditions level off-the average man has less to spend on his entertainment. But do not overlook the fact that a lot of folks who were able to enjoy more costly fun during the last five years from the absence of any major will be down to our level this year. They'll drop down from the Copacabana to Coney Island, from the Riviera to Riverview.



JAMESTOWN, N. Y., Jan. 8 .-THIS can be a Happy New Year for | our dollars, just as John Q. Public Harry A. Illions this week announced that the initial cost of framing his New Liberty Park, which will preem this spring as Buffalo's only funspot, will approximate \$100,000, not counting investments of independent concessionaires.

> Contracts for the 14-acre site were recently signed, and the booking of independently owned ride units, which will be used to supplement equipment Illions will buy or transfer from his Celoron Park here, is already under way.

> Everything about the park will be presented in a permanent manner, Illions said. All adaptable ride units will be housed in buildings and an elaborate entrance will be constructed on Williams Street.

> As an unpromoted picnic grove, the spot attracted about 50 outings last year, some of which were of major proportions, Illions said. As a result, considerable effort will be used to stimulate this phase of park biz, especially since rides and other fun features should provide considerable lure.

> After laying out the grounds of the new park Illions plans to vacation in Florida.

A. C.'s New Year's Biz Big

ATLANTIC CITY, Jan. 8 .- This resort's New Year's week-end, apart amusement attraction, was a highly successful one for local ops. The weather was fair and beachfront hotels, in general, reported capacity bookings.



57

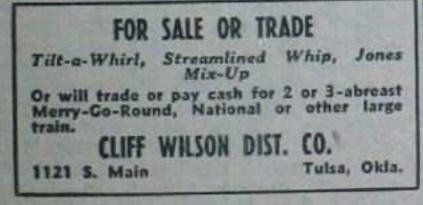
Location in a thriving park for new streamlined Century Flyer type train with 34 mi, track, Would like 5-yr. lease.

D. MARVIN ISHLER Box 54, Centre-Hall, Pa.

Fourteen miles from heart of Baltimore on dual highway. Public transportation direct to gates. All Games, Wheels, Food and Drink, Age and Weight, Photos, Novelties; will consider any that do not conflict. Attractive proposition for REAL Ride Operator with Merry-Go-Round and Ferris Wheel.

Write or Wire: Knickerbocker Bl., Baltimore 2, Md.

NEW FROZEN CUSTARD MACHINES FASCINATION GAME Sensational TURF GAME KIDDIE RIDES also **GOOD USED RIDES** Or Have You Any To Sell? BERTHA GREENBURG Hotel Kimberly, 74th St. & B'way, N. Y.



SIDNEY KIRK

Formerly at White City, Worcester and later at Virginia Beach, or anyone knowing his present whereabouts, please communicate with

AMUSEMENT ENTERPRISES Mlami Beach, Fiz.

1838 Jamos Ava.

WANTED TO BUY PARK TYPE TRAIN COMPLETE Send full information, picture and price to

> W. H. CARPER CITY MANAGER BURLINGTON, N. C.

FOR SALE

One-fifth-mile Macadam Track located in Long Island. N. Y. on 10-acre plot. Ready to operate, complete with lights and traffic lights. Scating capacity 5.000, plenty of parking space, all new buildings. Will lease to the right party. For information write to A. LONGO

Paterson 1, N. J. 260 McBride Ave. Sherwood 2-5918

I think we are going to have to use special inducements to sell them. A good many of us had to do that last season.

Bargain hours, giveaway programs, free attractions, and all of the stunts in the showman's bag of tricks will have to be brought out. Experienced public relations and press agentry, too, will be needed to exploit our every asset.

No Prediction

This is no prediction or prophecy. The years have proven that we have the most popular form of outdoor amusement for the greatest mass of people. It is up to us to sell our park facilities as entertainment and to exploit them to the utmost.

There is our great hope and assurance of success in 1949-or any other year.

Fay Buys · Interest In Oxford Spot

ANNISTON, Ala., Jan. 8 .- W. E. (Billy) Morgan, owner-operator of Oxford Lake Park here, announced he had sold an interest in the park to W. T. Fay. He took over as manager January 1.

Fay, who operated his own concessions at fairs and celebrations thruout the Central States, in addition to managing theaters in Illinois, said there would be no policy changes at Oxford Lake. He said, however, that stress will be put on promotions and the securing of additional industrial picnics.

trains at mass production prices. 18" to 24" gauge. Steam, Diesel or electric types (all gas driven). Dp to 200 passenger cap. Catalog with large photos, \$1.00 bill. Also light rail for sale. **IRON HORSE LINES**

MINIATURE RAILROADS

144 High St. Wareham, Maza,

WANTED TO BUY

MAJOR AND KIDDIE RIDES

New or used for amusement park.

Shooting Galleries-Air or Electric only.

All kinds of Games, Concessions, Arcade Machines, Automatic Photos; Concessions, new or used; everything for the complete operation of an Amusement Park.

WANTED: A man who is capable of setting up and keeping in operation all types of rides. This is for outside of U.S.A. Fare paid. Must be highly recommended.

HERCULES EXPORT & IMPORT CO. 435 BRANNAN STREET, SAN FRANCISCO 7, CALIFORNIA

LOCATE NOW

ROLLER RINK, CONCESSIONS, RIDES and SHOWS Have 12 acres on permanent busy Ohio State Highway. Plenty of people with a large payroll and they crave entertainment. Am going to put in an Arena for Rodeos. Horse Pulling Contests and Fight Cards. Saturdays and Sundays will be the big days. A wonderful location for a Drive-In Theater. A real spot for real people. Write for bookings.

3 C. COURT, BOX 345, MT. VERNON, OHIO

FOR SALE

ESTABLISHED CALIFORNIA AMUSEMENT PARK Located on the longest and safest beach in California, Highway 2101, midway Los Angeles and San Francisco. Includes a good lease on approximately one city block, on the beach in the beart of a good beach town. Has Major and Kiddle Itides, fully equipped Penny Arcade, Lead Shooting Gallery. Hamburger Stand, Popcorn and Candy Floss Stand, also other Game and Park Concessions. All build-ings of concrete block construction; all utilities in and paid for. Long season, ideal climate. Due to ill health, owner will sell to best offer. For orice and more details write or wire; 446 Oceanview, Pismo Beach, Calif. GEORGE A. DOSS

For Bazaars, Benefits, Shows, Dances, etc. Capacity: 2,000 seats. In famous Jersey resort. . BOX 388 The Billboard, 1564 B'way, New York City

SPACE AVAILABLE

The Billboard

62



Says shows will be routed to make short rail moves

INDIANAPOLIS, Jan. 8 .- John R. Ward will come out this year with a 25-car show, he announced here this week during the annual convention of the Indiana Association of County and District Fairs.

Announcement came as a surprise, inasmuch as most of Ward's equipment had been sold since the close of the 1948 season. Mel Dodson, who will bring out the Dodson Imperial Shows, got much of it, with other cars going to the James E. Strates and Endy Bros.' shows.

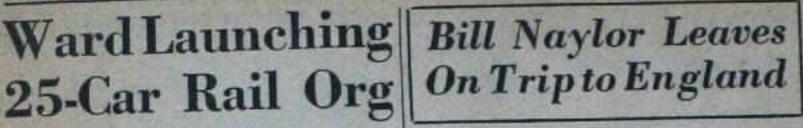
Ward explained that even with the disposition of railroad equipment to those orgs he still retained a substantial amount and that negotiations, already consummated, will enable him to come out with 25 cars.

He emphasized that he plans only short moves this year, with his playing territory confined largely to Illinois, Indiana, Kentucky, Tennessee, Mississippi and Louisiana. Last year, he recalled, he paid out huge sums for exceptionally long jumps caused by the show's routing.

Harry Baxter, new general agent, accompanied Ward to the convention.

Ward said his shows, quartered in New Orleans, will open there early in March at the Mardi Gras, where they are set to play an uptown location.

NSA Party Draws 100 Despite Storm



BUFFALO, N. Y., Jan. 8 .- Bill Naylor, press agent for Cavalcade of Amusements, and who makes his home here, was scheduled to take -early March opening set off from Montreal this week, via British Overseas Airways, on a flying trip to Yorkshire, England. He plans to return January 14.

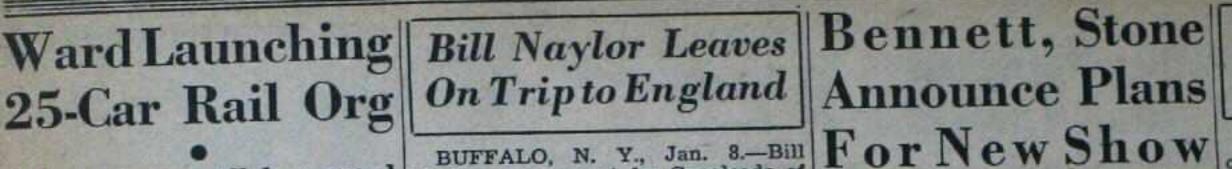
Naylor's trip is in connection with the settlement of the estates of his father and uncle. Upon his return, Naylor will go to Fort Lauderdale, Fla., for a vacation.

Internat'l Showmen Name Earl Bunting shows in March with rides only, on

ST. LOUIS, Jan. 8 .- Earl H. Bunting was nominated, without opposition, for the presidency of the International Association of Showmen at the regular meeting Tuesday (4).

Other officers nominated, also without opposition, were Euby L. Cobb, first vice-president and secretary; Al Wagner, second vice-president; Bob Lohman, third vice-president; Harold (Buddy) Paddock, fourth vice-president; Leo C. Lang, treasurer; Floyd L. Hesse, financial secretary; Roscoe Walkup, chaplain; Meyer Katz, sergeant-at-arms; W. Jack Moore, legal advisor; Dr. James A. Forsen, physician, and Albert H. Hoppe, funeral director.

Trustees-John A. Francis, chairman; Dee Lang, co-chairman; Sam Soloman, John K. Maher, Morris Lipsky, Floyd E. Gooding, Sam Fidler, Albert H. Hoppe, Al and Sam Prosperi, Leo C. Lang, William (Red) McCoy, Cy Horwitz, Art Giulliani, Matt Dawson, Jack Downs, W. E. (Bill) Snyder, P. E. Waughn, Al Wagner, Ned Torti, Sid Belmont, shows. NEW YORK, Jan. 8 .- Despite the Euby Cobb, John Fabick, Earl Bunt-



DETROIT, Jan. 8 .- Organization of the new Royal Empire Shows, rumored for several months, was confirmed here by C. Joe Bennett and Samuel Stone, partners in the new venture. Permanent headquarters will be in Detroit, Bennett said.

Bennett, who has been a general agent, manager and owner of various shows in this area for several years, formerly was co-owner of the Playland United Shows. Stone has been a concession operator for some 25 years.

Present plans are to open the new a city lot. A grand opening will be held May 6 with a full line-up of rides, shows and concessions. Org plans to play thru Michigan, Ohio and Indiana.

Aussie Vets Buy Org; Hope To Win More \$\$

SYDNEY, Jan. 8 .- The Returned Soldiers' League, principal veterans' organization of Australia, has purchased a co plete carnival consisting of several major rides, a large number of games and the usual line of concessions and refreshment stands.

The aim of the league is to provide its posts thruout Australia and New South Wales with a complete carnival when required so that all profits can go to the league funds. It is also proposed to work country fairs and application has been made to the Council of Agricultural Societies (Australia's counterpart of a fair association) for the ground rights on an exclusive basis at a series of country

Trouper Shindig Attended by 300

LOS ANGELES, Jan. 8.-Members of the Regular Associated Troupers launched their 1949 social program here Tuesday night (4) when over 300 attended the eighth annual party held this year at Larry Potter's _upper Club in San Fernando Valley. Event, arranged by Lloyd Lusby as chairman of the committee with Eve Scott, featured dining, dancing and a floorshow.

Joe Krug emseed the party and introduced Lucille King, founder of the organization. The outgoing officers, Marie Bailey, president; Norman (Dutch) Schue, first vice-president; Babe Herman, second veepee; Inez Allton, fourth veepee; Joe Meade, treasurer, and Helen Smith, secretary, were presented. Harry Golub, third vice-president, was unable to attend due to television assignments in Chicago.

Those attending were introduced to the 1949 official slate when Clarence H. (Fat) All.on, president; Emily Bailey, Sam Brown, Lillian Eisenman, vice-presidents; Jenny Reigal, treasurer, and Helen Smith, secretary, took bows. Ted Levitt, fourth vice-president, was absent.

Clubs, shows and organizations were also well represented, with Eddie Harris, Pacific United Shows, being sponsored by the Show Folks of America, San Francisco; Joe Krug, Pacific Coast Showmen's Association; Madge Buckley, Ladies' Auxiliary PCSA; Mabelle and Orville N. Crafts, Crafts enterprises; Lillian and Norman Schue, West Coast Shows; Jennie and Sam Abbott, The Billboard; Dolly and Ben Martin, Martin Shows; Jessie and Hort Campbell; Peggy and Theodore Forstall, Ringling Bros. and Barnum & Bailey Circus; Clara and Doc Zieger, Siebrand Shows; Charles Walpert, Centennial Shows; Marie Some members of the Council of and Pete Kortes, Kortes Side Shows; Agricultural Societies declared them- Jimmy Albanese, Clyde Beatty Cirselves opposed to the granting of ex- cus; Frank Babcock, Babcock Greater clusive rights to anyone, but repre- Shows; Harry LeBreque; Capt. D. K. sentatives of the CAS have been in- (Curley) Edwards and wife, San Berstructed to enter into discussions in nardino; Jane and Charles Albright, an endeavor to find a satisfactory Foley & Burk Shows; Walter Jaap and wife, and Sam Dolman and Al (Moxie) Miller. Capt. Mike Strazzo, of the Sacramento Police Department, and Joe Cotton, night club owner, were present as the guests of Eddie A telegram was read from Marge and Harry Chipman, Yakima, Wash, Entertainment featured Bob Campbell and his sextette, who played for dancing, and Steve Gibson's Red Caps in the floorshow.

fact that a driving snowstorm left ing. Times Square almost as dead as a village square on New Year's Eve, the annual end-of-the-year party of the National Showmen's Association was attended by close to 100 guests and proved a financial as well as a social success.

Joe Basile fronted the dance orchestra and lively vocal numbers and comedy bits were presented by Miss Ricci, Helen Young, Dada King and Jackie Owens. Shrimpy Rappaport supervised the catering job. NSA clubrooms were appropriately decorated for the party and plenty of screwy hats and noise-makers were provided for the crowd. All details of the party were excellently handled by Dave Brown and members of the entertainment committee.

Illness Plagued Late J. H. Six for 32 Years

BRYAN, O., Jan. 8 .- J. Harry Six, owner-operator of the shows bearing his name until 1941 and whose obituary appeared in a recent issue of The Billboard, had been plagued with ill health since being stricken blind in 1917. His long association with outdoor show business included six years as a high-diver and two years as a performer in South America.

In 1908 Six was associated with the Kalem Pictures Association in the presentations of the Little Minister and the Price of Pork, in addition to presenting his two-a-day dives. After losing his sight, Six returned to his home here and successfully operated his own cafe.

Shortly after the 1925 season got under way he re-organized his shows. A leg amputation in 1943 marked the 20th time for Six on the operating table, 19 operations having been made on his eyes. His first wife, whom he divorced, was Bess Delaney, of Evansville, Ind. In 1925 he was married to Edith Thomas, who survives him.

Board of governors-E. Lawrence Phillips, president; Morris Lipsky, chairman; Dee Lang, co-chairman; P. E. (Heavy) Vaughn, Al Prosperi, William (Red) McCoy, W. E. (Bill) Snyder, James P. Murphy, Sid Sidenberg, Carl J. Sedlmayr Sr., Harry W. Hennies, Hal Dunn, Frank B. Joerling, L. C. (Curley) Reynolds, Sam Gordon, Floyd Gooding, John Fabick, L. M. (Pete) Brophy, Sam Fidler, Tom W. Allen, Jack Downs, Pat Purcell, Harry G. Lewis, Charles W. Oliver, Harold (Buddy) Paddock, George W. Regan, Boff W. Hottle, Cy Horwitz, Edgar G. Hart, Charles Chaney, Johnny Lantz, Danny P. Larrouch, William Ralph Lipsky, George Golden, Art Frazier, Pete agent, and Carl Suedhoff, fair presi-Byrnes Sr. and Jr., Harold Barlow, Art Giulliani, Albert H. Hoppe, Edwin Justin, John A. Francis, Sam Soloman, John K. Maher, Euby L. Cobb, Leo Lang, Al Wagner, Ralph Hoffman, Bob Lohmar and Dave Prevost.

Paducah, Ky., Fair Inks Blue Grass Third Time

INDIANAPOLIS, Jan. 8 .- Blue Grass Shows have been signed to play the W 't Kentucky Fair, Paducah, for the third successive year, C. C. Groscurth, org's general manager, announced here this week during the third annual convention of the Indiana Association of County Drew Shows, was announced last and District Fairs.

ager Groscurth also revealed that plans have been completed to enlarge the org for the 1949 tour. Two major and one kiddle ride will be added, as will a new light tower, he said. Three new fronts are under construction at Augusta, Ga., quarters. Groscurth and Stokes left here concessions. Drew has also received for the fair meetings in Louisville, several van trailers to transport the Nashville and Georgia.

formula.

Fort Wayne Annual Signs J. J. Jones Harris.

FORT WAYNE, Ind., Jan. 8 .- Midway contract for the Allen County Fair here, this week was awarded to the Johnny J. Jones Exposition.

The announcement was made jointly by Ralph Lockett, JJJ general dent.

INDIANAPOLIS, Jan. 8.-Peck Amusements, with headquarters at Kanakee, Ill., will bring out a third unit this year to play Indiana fairs and celebrations, it was announced here this week during the annual meeting of the Indiana Association of County and District Fairs. Paul Robertson will head the unit, which will work out of this city.

Drew Organizing New Show SHELBY, N. C., Jan. 8 .- Formation of a new organization, the James week by its owner, James H. Drew, Shows also were represented by who plans to open the show in March M. G. Stokes at the convention. Man- for a tour of West Virginia, Ohio, Indiana and Michigan and a Southern route in the fall. Drew has opened quarters here and reports delivery of a new Allan Herschell Merry-Go-Round as part of six rides he intends to carry. He plans 4 shows and 30 show.

L. C. Heck To Tour Peck Launching Third Unit Bright Lights Expo

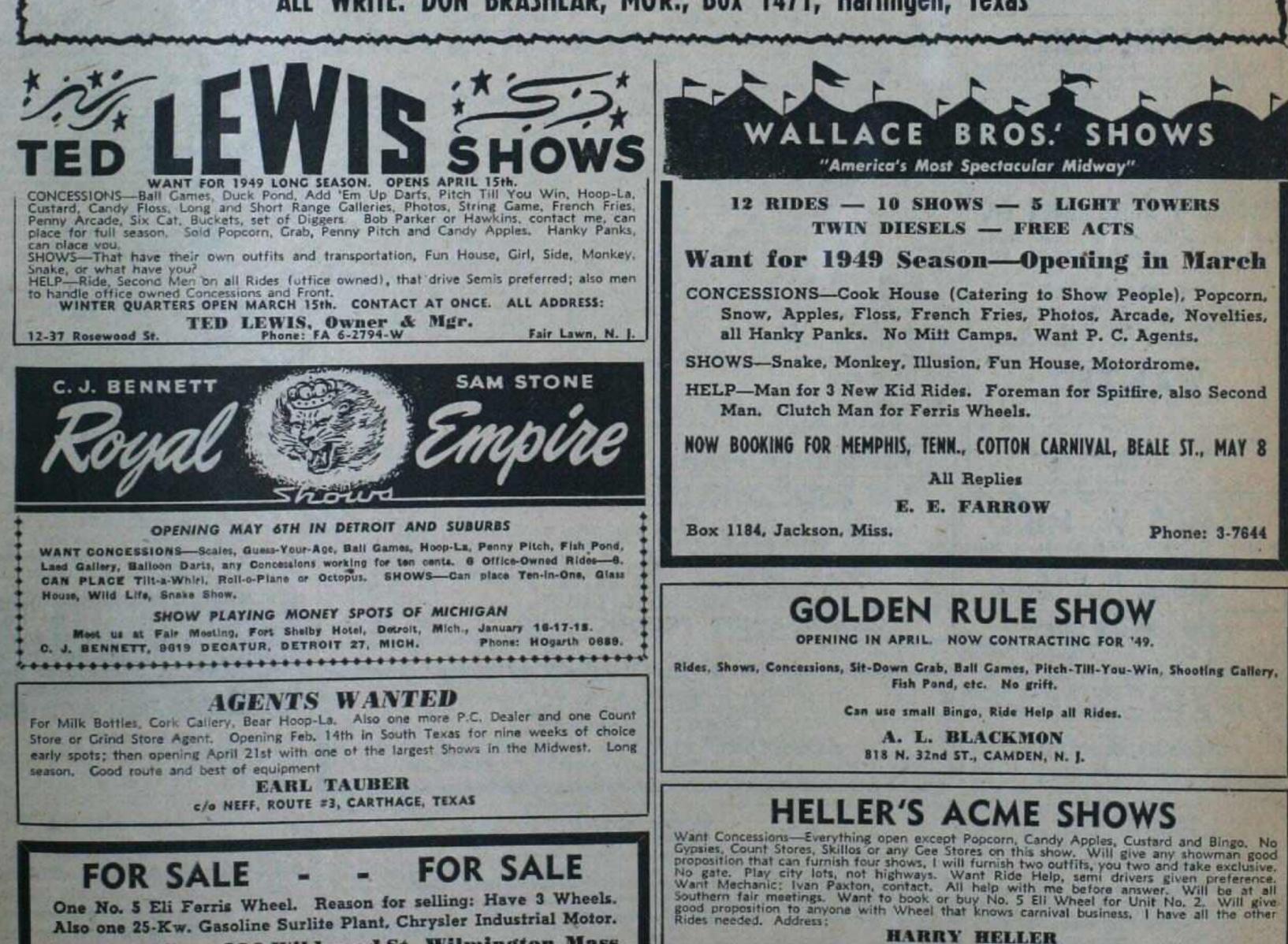
PITTSBURGH, Jan. 8.-Luther C. Heck, partner in the operation of the Bright Lights Exposition Shows with the late John Gecoma, said here this week that the shows will take to the road in the spring as usual under his exclusive ownership and management. Prior to Gecoma's death Christmas Day, Heck held the title of assistant manager with the org.

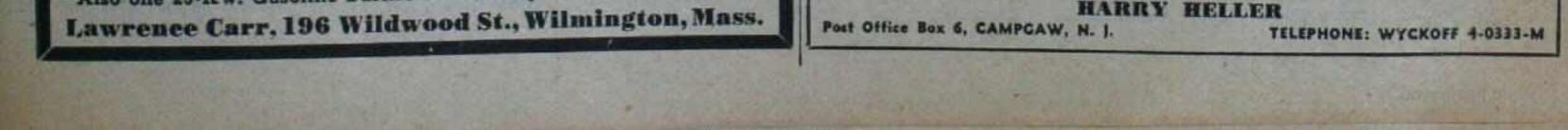
Heck plans to remain here for a few days for the probation of Gecoma's estate before returning to his winter home in Punta Gorda, Fla. After a brief vacation there, he will head for winter quarters in Rockymount, Va., to get things rolling for the 1949 tour.

C&W Gets Ind'polis 3d Yr.

INDIANAPOLIS, Jan. 8 .- The Cetlin & Wilson Shows this week were awarded the midway contract at the '49 Indiana State Fair. The award gives the C&W org the fair for the third straight year.

The Billboard		CARNIVALS
WS - CONCES ONE HIGH ACT	SIONS – RID TO FEATURE	NWANT WANT
Star County Mardi-Gras RIO GRANDE CITY, TEX. JAN. 24 TO 30	International Fiesta EAGLE PASS, TEXAS FEB. 5 TO 13	Charro Days BROWNSVILLE TEXAS FEB. 18 TO 27
		ATIONS
, With 1945 GMC Tractor and	1945 Lufkin Trailer. All Ju	
	MARGER WARY "THE CARNIVAL C "THE CARNIVAL C OWS — CONCES ONE HIGH ACT SOBER RIDE MEN Star County Mardi-Gras RIO GRANDE CITY, TEX. JAN. 24 TO 30 SEASON — 35 FA GET IN A SEASON BEFOR	MERICAN WAY SHO "THE CARNIVAL CLASSIC OF '49" OWS - CONCESSIONS - RID ONE HIGH ACT TO FEATURE SOBER RIDE MEN THAT DRIVE SIT COUNTY MARDI-GRAS RIO GRANDE CITY, TEX.





CARNIVALS 64

The Billboard

COMING SOON

3 New Percentage Games In One

With complete layouts. Works best in Center Outfits 234'z8 14' length. We will make your complete table or sell you the same with the layout toth. No information furnished for the next 30 days as we are building stock for this same. We know it's hot and will have a lot of imitators. Write for our new 38-page catalog. If it's new we try to make H.

RAY OAKES & SONS BROOKFIELD, ILL. BOX 108 Phone: Brockfield 7624





Shrunken Heads and Shrunken Bodies, Devil's Child, Ape Boy, Wolf Boy, Fish Ciri, Gonilla Boy. Missing Link, many others. Write for photos and prices. Tate's Curiosity Shop

5240 E. Van Buren St. Phoenix, Arizona

INCOME TAX If you prepare your tax using long form, send 25e coin for one of my charts which gives your exact tax in a few seconds. I have for past ten years prepared returns for many Showmen. Write me, giving figures and copy of 1947 return if possible. Will prepare in duplicate, sending you reasonable fee with your returns. J. H. McGINTY TAX CONSULTANT 34 W. Flagler, Miami, Fla. Ph.: 9-9015.

MIDWAY CONFAB

equipment in his Charlotte, N. C., winter quarters with the aid of M. H. Baker, for the past 15 years his chief electrician and mechanic.

Sammy Dolman, of the West Coast Shows, recently received a gold membership card from the Pacific Coast Showmen's Association. Dolman has been a life member of the Los Angeles org for several years.

Pretty soon we'll have to have teams of St. Bernards to rescue victimized general agents.

Sam and Marie Swain, who spent the holidays in Garden City, Kan., visiting relatives and friends, will soon go to North Carolina to ready their concessions and attend the Southern fair meetings.

Walter Schafer, of the W. G. Wade Shows, and Roy Barnes and Myron Colegrove, of the B & C Exposition Shows, were recent visitors to the American Carnivals Association (ACA) office in Rochester, N. Y., Max Cohen, ACA general counsel and secretary, reported.

One way to solve the winter building problem is to keep postponing it until no solution is necessary.

Ned Torti, of the Wisconsin Deluxe Company, Milwaukee, flew to Miami to attend the open house New Year's Eve party given by Mr. and Mrs. Bob (Diggers) Parker, then flew back to Milwaukee in time to attend the convention of the Wisconsin Association of Fairs.

Oscar Bloom, former show owner, now retired, was an interested visitor at the recent convention of the Indiana Association of County and Dis-

J. S. Bullock is renovating his framing a new Penny Arcade while vacationing in Boca Raton, Fla. . . Al Davis, scenic artist on the Playland Shows, recently completed redecorating of the Merry-Go-Round in the org's winter quarters in Pontiac, Mich. . . Charles Westerman, veteran Detroit carnival supply man, is back on the job after a four months illness. . . . Walter (Wingy) Schafer, carnival press agent, spent a holiday vacation in Rochester, N. Y.

> "I, for one," always shouts the office stooge, while the rest of the troupe is glad that he mentioned the number.

Ride personnel with Pioneer Shows spent the holidays at the following spots: Everett Peterson, Henderson, Tex.; J. J. Gypt, Utica, N. Y.; George Smith, Marshalls Creek, Pa.; Blackie Quackenbush, Elmira, N. Y.; George Wilson and family, Rochester, N. Y., and Jim and Don Nero, Elmira, N. Y. ... Richard Lou Davis, formerly with a number of carnivals, is in the Methodist Hospital, Houston, where he recently underwent two major operations. He'd like to read letters from friends.

Straining to do his best, a wagon builder predicted that the one he built will last long after the manager is gone.

Mrs. Ralph Lockett, wife of the general agent of the Johnny J. Jones Exposition, left Ettrick, Va., December 30 for Boca Raton, Fla., for a vacation. She will be joined by her husband in February. . . . Slim Wells, of the business staff of the Amusement Corporation of America, visited his seven-year-old son at Lake Charles, La., over the holidays, and then headed for the Indiana fair convention. . . . Al Wagner, of the Cavalcade of Amusements, took in the New Year's Day football game at New Orleans before going to the Indiana

Mrs. Lynn Small, widow of General Agent Harry L. Small, cards from Burbank, Calif., that she spent the holidays there with friends and relatives. . . . John W. Swisher, concessionaire with Jones Greater Shows, infos from his home in St. Albans, W. Va., that he is handling novelties during his spare time this winter. Swisher will have five concessions with Pete Jones the coming season. ... Ed A. Kennedy, old-time special agent with Johnny J. Jones, Rubin & Cherry, George L. Dobyns and other shows, recently suffered a heart attack. His address is 3183 32d Street, Long Island City, N.Y.

Recent visitors to the home of Mr. and Mrs. E. M. McIntyre, of Winchester, Va., included Jack Perry, of the shows bearing his name, who stopped off en route to New York; Eddie Cooper, of R. & S. Shows, and Mr. Saunders, of the Norfolk Tent & Awning Company. The McIntyres



FOR SALE One Long Bange Shooting Gallery, built on 2-ton Dodge cab-over engine truck. Gallery has 16' front and 35' depth; truck guaranteed just like new, heavy duty dual wheels and tires also new, Original cost of this unit, \$6,500,00 18 months ago; will sell same for \$3,000,00 cash. Reason for selling, an multiple Show business. This is for selling, am quitting Show business. the biggest bargain anyone ever offered. Seven Remington automatic rifles zo with it, flood lights and all wiring complete. One man can put up same in 2 hours: nothing weighs over 8 pounds. This Gallery guaranteed just as this ad reads. Also have 11 % cases of ammunition that will sell wholesale price. If interested, wire \$500.00 deposit; will hold and if not satisfactory, deposit will be reducted.



WANT TO RENT

CONCESSIONS

Contact

CARNIVALS

65

have the cookhouse on Penn Premier Shows, . . . B. Dover has booked his cookhouse with the James H. Drew Shows for 1949, James H. Drew Jr. cards from Shelby, N. C. . . A. J. Emahizer, veteran carnival and circus trouper, who was stricken blind re-Need Train Rides, Ferris Wheels, Merrycently, is making his home in Caney, Go-Rounds, other Rides. Have large city Kan., and would like to hear from park, zoo connecting; large attendance friends. During his tenure in outfrom city and outlying small towns. door show business he also was known as Jack Maloney.

> It is possible, the not probable, that a child born in the midway profession will live to ripe old age without once being listed on the board of directors of a showmen's club.

Mrs. Earl Gilligan, whose husband's recent death was announced in the Final Curtain, writes from Lake Wales, Fla., that she will continue operation of Kendall Cottages tourist court there which they established 11 years ago. Gilligan, who died of a heart attack last Thanksgiving at the age of 53, was entertaining his two brothers from California, whom he had not seen in 30 years, when he was stricken. . . . Elmore Yates, who is handling advance detail, for the Vaughn Monroe band appearance under Mobile's (Ala.) Shrine Club sponsorship late this month, spent the holidays in Jacksonville, Fla., with the Frank B. Hildebrand family. Yates, who was in the naval reserve during the last war, formerly was a promoter with Zeidman & Pollie, Nat Reiss and other early-day shows.

There are occupational hazards in everything, and even a broken Side Show talker who offers \$10,000 to anyone if the freak is not as represented on the banner, finds a guy who will settle for his admission back.

Lew Alter, owner of Alter Bros.' Side Show on the Joseph J. Kirkwood Shows, hosted a number of friends at a New Year's Eve party

LONE STAR SHOWWOMEN'S CLUB OF TEXAS

ANNUAL DANCE

JANUARY 28, 1949-9 TILL 12

CRYSTAL BALLROOM

BAKER HOTEL

DALLAS

ROYAL EXPOSITION SHOWS

LAST CALL-HARDEE COUNTY STRAWBERRY FESTIVAL-LAST CALL BOWLING GREEN, FLA., JAN. 17 TO JAN. 22.

Have a few more spaces left for Concessions such as Rotaries, Grab, Ball Games, Penny Arcade, Guess Your Age and Weight, etc. Want a couple more Novelty Rides to feature. Also one more Show. Have Mt. Dora, Fla., Fair to follow: then seven more weeks of Florida dates. "Splinter" Royal wants all Agents that worked for him past fall to confirm and report to Bowling Green. Also want capable and sober man that drives Semi to handle three Stores. Good salary if capable and will take care

A. W. CLEMENS, Supt. Columbian Park La Fayette, Ind. W. G. WADE New Contracting for 1949 Season RIDES-SHOWS-CONCESSIONS VISIT US AT THE MICHIGAN FAIR MEETING HOTEL FORT SHELBY, DETROIT lan. 16-17-18

G. P. O. Box 1488 Detroit 31, Michigan

FOR SALE minute SAN DIEGO, CALIFORNIA **KIDDIE PARK**

Tear 'round operation. Excellent Merry-Go-Round, 3-Abreast Herschell-Spillman, Miniature Streamliner, Parker Kiddie Ferris Wheel, Auto Ride, Aeroplane Ride, Pony Sweep, Pony Cart, small Animal Ride, Pony Track with 6 track ponies, food, building with complete equipment, including Popcorn Ma-chine. Park well lighted. This is a high grade park with an established business. Will sell as an operating business or will accept reasonable offer on equipment. Owner has other interests.

R. J. WILLE 4733 Ohoctaw Drive San Diego 5, Calif. Phone: RAndolph 0901

CONCESSIONS FOR SALE

10'x12' Grab, frame of 2"x3" lumber, panels and counters of tempered masonite enameled white, royal blue top and awnings, fluorescent lights, Includes 1948 Deluxe automatic donut machine (40 doz, per hour capacity), two hutane-equipped triple Cory coffee makers, 6-hole Kelvinator freezer, 100-lb, butane tank with flexible lines and burners, griddle and glass, utensils, juice bowls, switch box, etc. This equipment used six weeks, Cost \$2800-will sell for \$1750. 8 Mutoacope Skyfighters on 2-wheel factory-built 5'x10' metal trailer, new tires, blue top and awnings, \$950, Double Goal Rasketball Game with return net, flash boxes, light stringer and balls, \$250. Dart Shooting Gallery, new top and frame, dart boards and guns, \$100, 1941 Chevrolet Pick-Up, new tires, A-1 motor, \$400, R. A. MacEACHERN

Hot Springs, Ark. All States Tourist Court

> -COUNTY FAIR SHOWS-Now Booking for 1949 SIX RIDES - 4 SHOWS 40 CONCESSIONS

Can use capable, sober Help on all Rides, Johnnie Krause, have good proposition for you; write at once, All Concessions open except Bingo, Ball Games, Cook House and Popcorn, Will book well framed Girl Show or will frame same for reliable people. Need capable Athletic Show Operator. Will book any capable, well framed Show that does not conflict. Drunks, chasers, gripers and hop-scotchers, save your stamps.

> H. H. GRAY COUNTY FAIR SHOWS AINSWORTH, NEB.

FOR SALE One 25-Kw., A. C., 110 Volt. 60 Cycle Light Plant, General Electric Generator, powered with '42 Lincoln Quapaw power unit, in special made body, in good shape, ready to go, \$1,000.00, or will trade for good house trailer. One Montgomery Ward 5-Kw., A. C., 110 Volt. 60 Cycle Plant. Four cylinder, water cooled, like new, run less than twenty hours, \$475.00, New P. D. Q. Camera. Model G., complete with tripod and six rolls of paper, \$100.00. C. A. WOODIN R. 1. Joplin, Mo. Phone 4623-M-2.

287 ft. Bingo Tables in 4 sections. Can be used in horseshoe shape or single sections. Used very slightly. Also 18'x18' Portable Fight Ring with steel posts and double ropes. Well constructed. Write or wire

S. SCHEAFFER 1058 W. Washington Blvd. Chicago, III. Phone: HAymarket 1-2244



60 W. Arndt St.

Merry-Go-Round, 86': #5 Eli Wheel, V-belt drive: Caterpillar, Chair Plane, 24' Tower, 60 Kw. GM Light Plant, Cable, Junction Boxes, Trucks, Tractors and Trailers, Cookbouse, Punk Rack and Milk Bottle Outfit, also Mule Outfit, Answer ad to F. J. DOWLAND

Fond du Lac, Wie.



The difference in being the first in and the third in town is illustrated by the natives flocking to see the first show of the spring, and then it's the usual: "There's another carnival in town."

Al Stringer is vacationing and taking the baths in Hot Springs following his release from a New Orleans hospital where he successfully underwent an operation. . . . Grady B. (Pat) Flynn, veteran outdoor showman, is in Veterans' Hospital, Lake City, Fla., with injuries sustained in a recent auto accident and would like to read letters from friends. . . . Wintering in Moultrie, Ga., with Jimmie and Helen Watts is Billy Ethridge, fire-eater with Watts's Side Show last season. Roy and Ella Rogers, Girl Show operators with Wallace & Murray Shows, also are wintering in the Georgia city, ... Dr. and Mrs. L. R. Marvin, iron lung exhibitors, are wintering at their farm near Portland, Ind, Among recent visitors were Koony MaLoon, cf Bellmar Bros.' Circus; Mr.' and Mrs. Jack Hines, who were en route to Ohio to spend the holidays, and E. G. Blessinger. Marvin says that his new Crime Laboratory on Wheels is nearing completion. His son, Lee, is in charge of mechanical details.

of property.

All address to Bowling Green, Fla., this and next week **ROYAL EXPOSITION SHOWS**

N PREMIERS m

1949NOW CONTRACTING 1949

HELP-Want Scenic Artists, Builders and sober Ride Help that drive Semi. Want, on account of death of Dave Sorge, reliable ELECTRICIAN who knows transformers and can handle large Show. Reference necessary; prefer one who can drive Semi.

CONCESSIONS-Can place for season: Novelties, Age, Scales, Fish Ponds, Ball Games, Dart Balloon and any other Legitimate Concession except Bingo, Custard and Cook House. RIDES-Have exceptionally good opportunity for either Caterpillar or Fly-p-Plane. No others needed.

SHOWS-Want Manager for Side Show with Acts. Must be capable, sober and reliable. Manager with complete Wardrobe and not less than 5 Girls for our Manhatten Scandals. This Show has a tremendous earning power for the right party.

WANT TO BUY-Light Towers (no junk), good Fun House, complete, or Glass,

FAIR SECRETARIES, CELEBRATION COMMITTEES: We have a little open time. Contact us for open dates. We are positively one of the largest and cleanest Motorized Shows in America. 17 Rides and 14 Shows. Address all mail to:

LLOYD D. SERFASS, Gen. Mgr.

PENN PREMIER SHOWS

CARTHAGE, N. C.

BILL HAMES SHOW

WANT FOR THE TWO GREATEST WINTER DATES IN THE SOUTHWEST

Houston, Tex., Fat Stock Show and Livestock Exposition, FEBRUARY 2-13.

Southwestern Exposition and Fat Stock Show, Ft. Worth, Tex., JAN. 28-FEB. 6.

AND FOR ENTIRE 1949 SEASON TO FOLLOW.

CAPABLE RIDE HELP FOR ALL BRAND-NEW RIDES. Especially want Foreman for new Leoper.

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS.

HAVE OPENING FOR A FEW MORE COOD SHOWS. All Address:

BILL HAMES, BOX 1377, FORT WORTH, TEXAS. (Phone: 65512)

WANTED

Magician that can lecture, Ticket Sellers that can grind. Tattoo Man, first class Talker for front of Side Show that has something inside. All other useful Side Show people, answer.

JAKE "SEALO" AUGHTMON, Kissimmee, Fla.

CARNIVALS 66

Showmen's League of America 400 So. State St., Chicago

CHICAGO, Jan. 8 .- Jack Hawthorne presided at the first meeting of 1949, in the absence of President Bob Parker. Also at the table were Treasurer Walter F. Driver and Secretary Joe' Streibich.

New members are Joseph C. Miller, Eric Edwards (Alberta Slim), Blake McGraw and Raymond Westbrook.

Letters were received from Frank Bergen, Charles Goss, Harry Westbrook, Tom Vollmer and Frances Shean.

Final report showed the children's Christmas party cost \$1,650.10. The Al Sopenar American Legion Post will hold its second bingo party Monday (10).

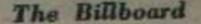
Frank Bergen is showing improvement following his recent illness. Charles T. Goss has been discharged from the hospital and is recuperating in his home. James C. Donahue has been discharged from the Charleston hospital. W. R. Cannaday left the St. Louis hospital and is recuperating in his home. Walter Moffett still is a patient in Hines Hospital, W. C. Deneke, Tom Vollmer and Rudy Singer are still on the sick list. Singer plans to leave soon for Florida.

vacationing in Florida. Isaac (Silent O'Brien) Malitz is visiting the Hugo Mallams at Fort Meyers. Mr. and Mrs. Bob Seery are Florida visitors. S. T. Jessop is in Sarasota, Fla.

Club visitors have been Joe Shapiro, Tom Payne, Joseph C. Miller and Richard Pronath.

The house committee is considering several spring social affairs. One - probably will be held February 19, the league's birthday, and another St. Patrick's Day.

In listing the names of donors for the children's Christmas party, the name of Sam S. Levy, manager of



CLUB ACTIVITIES

National Showmen's Association

1564 Broadway, New York

NEW YORK, Jan. 8 .- Many members attended funeral services for the late Billy Giroud at Stewart Manor, Long Island Services were held in the Giroud home, with interment in Greenfield Certatery, Hempstead, L. I. Floral offerings came from all over the country.

Mack Harris has been discharged from Mount Sinai Hospital, New York, and has returned to his home in Asbury Park, N. J. Barney (Sam) Walker has been discharged from the same hospital but is still undergoing treatment. Mrs. Morris Batalsky is recovering from an operation in St. Luke's Hospital, New York.

were seriously ill from plomaine poisoning, have recovered. Prudent made a generous donation to the club's building fund. The Vivona boys made a 10-strike by booking several rides into the 71st Regiment Armory for a Christmas carnival.

Unexpected visitor was Lew Dufour, in from the West on business. Mr. and Mrs. Irving Malitz are Lew looks hale and hearty. Other Bonilla, Harry Heller, Sam Solomon, Ben Allen, Bucky Allen, Stanley Wathon and Mr. and Mrs. Ben Herman.

Richard (Dick) Coleman recovering from a serious auto accident at his home in Middletown, Conn. Morris Sommers out of the hospital after an operation.

Telegraphic greetings from President Frank Bergen were appreciated by members. Interesting letter received from Walter Driver, of the SLA.

New Year's Eve party in the clubrooms a great success despite the snowstorm; and credit goes to the committee for an excellent job. Next meeting Wednesday night (12). Have you paid your dues?

Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, Jan. 8 .- First meeting of the new year was held Tuesday (4), with First Vice-President Billie Lou Foreman presiding in the absence of President Pat Seery, who is in Florida. Also on the rostrum were Mae Oakes, second vice-president; Isabell Brantman, third vice-president; Irene Coffey; financial secretary, and Rebecca Daniels, who protemmed as treasurer. Invocation was read by Lillian Lawrence.

Corresponding Secretary Josephine Glickman read letters from Billie Cooper, Ann Roth, Esther Weiner, Dorothee Bates, Mike Doolan and Mike Prudent and family, who the Showmen's League of America. Eva Shine and Gussie Breger were present after absences. Margaret Shapiro was elected to membership. Joicy Williams Gray, former club mother, is still on the sick list and Yvonne Ferrari is confined to St. Joseph's Hospital.

Rebecca Daniels announced her engagement. Iris Barnes, daughter of president; Edith Hargrave, secretary, Mr. and Mrs. Oliver Barnes, will be visitors were Mike Zeigler, Joe married Sunday (16), the date also being the wedding anniversary of Douglas. her parents.

Violet Watson won the award, donated by Billie Lou Foreman. A swap social will be held Tuesday (11).

The list of appointments for 1949, as made by President Seery, were Club, St. Louis; Clara Zeiger, Heart read. Mollie Foster was named chaplain. Katie Owens, club mother; Josephine Glickman, corresponding secretary; Ann Sleyster, hostess, and Helen Wettour, sentinel.

Committee appointments follow:

Bond-Claire Sopenar, chairman; Katheryn Robertson, co-chairman. January 15, 1949

Pacific Coast Showmen's Association 1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Jan. 8 .- Installation of new officers was the main business at the regular weekly meeting Monday (3).

A moment of silence was observed for Dan Meggs and Leon Whitney. Joseph Dauer and C. L. Younger were elected to membership.

Guests introduced included Past President Orville Crafts, Eddie Harris, Johnny Branson, Moe Eisenman, Mike Herman, Carl Davis, Toe Duran, Marshall Brown, Ernest Fitzgerald, Eddie Demerjain, Harry Jack, Arthur Hockwald, D. E. Cipperly, Bill Scott, Thayer Turner, Dave Morris, Charlie Walpert and Harry LaMack.

Louis Manly was elected recording secretary, replacing Rudy Jacobi, who resigned because of the press of other business.

Ladies' Auxiliary

Annual installation dinner was held in the clubrooms Monday (3), with Ann Doolan as installing officer, and Edith Walpert, mistress of ceremonies.

. New officers are Mary Taylor, president; Lille Schue, first vicepresident; Opal Manly, second vicepresident; Doris Douglas, third viceand Peggy M. Forstall, treasurer. Helen Henn was proxy for Doris

Among those present were two past presidents of the Showmen's League of America Auxiliary, Chicago, Marie Brown and Louise Rollo, Other club representatives included Estelle Hanscome, Missouri Show Women's of America Showmen's Auxiliary, and Sis Dyer, Miami Showmen's Associa-, tion Auxiliary. Flowers were received from auxiliaries of NSA, Heart of America, Showmen's League of America, Miami Showmen's Association and the Missouri Showmen's Club. Wires were read from Doris Douglas, Hazel Worth, Isabelle Myers, Elsie Miller, Marie Levitte, Florence Webber and the Missouri Show Women's Club. Past presidents on hand were Maybelle Crafts, Clara Zeiger, Ethel Krug, Peggy Forstall, Marlo LeFors, Nina Rogers, Margaret Farmer, Edith Walpert, Marie Tait, Betty Coe and Jessie Loomis, Guests included Helen Masters, Edith Klatt, Mary Sanders, Peggy Rasmussen, Erma Mallory, Billie Mause, Dorothy Driver, Louise Felman, Marie Brown, Louise Rollo, Membership - Charlotte Wright, Mrs. Kintenhoffer and Mr. and Mrs. chairman; Jeanette Wall, co-chair- Hasson, the two last named furnishing the music for the evening. Hermosa Herman, chairman of the bin, Daisy Davis, Edna LaSures, Al- installation dinner committee, was ma Richards, Ruth Martone, Evelyn given a rising vote of thanks for her

the Lawrence Greater Shows, was inadvertently left out.

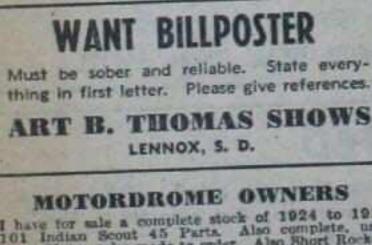
Arizona Showmen's Assn. Arizona Hotel Bldg., Phoenix, Ariz.

PHOENIX, Ariz., Jan. 8.-Regular meeting was held January 3, with President Denny presiding and 43 members in attendance. The Christmas dinner was a big success, with 140 being fed. Harry LaBreque, past season with Polack Bros.' Circus, was a recent visitor. John M. Stone and D. W. Yeakle left for El Paso, Tex., to visit friends.

Don Hanna, treasurer, was presented with a pen and pencil set by the club. Officers for 1949 who will take over their duties at the next meeting are Paul Pesicka, president; Melvin Gallimore, first vice-president; Joe Goad, third vice-president; Norman Prather, secretary; Don Fanna, treasurer, and Francis Wilson, attorney.

Pot of Gold was won by Melvin Gallimore.





I have for sale a complete stock of 1924 to 1931 101 Indian Scout 45 Parts. Also complete, used Scout Motorcycles made to order. Also Short Rockers for the forks. Everything and anything Wall or Stont Motorcycle needs. I have it at reasonable prices.

LUCKY THIBEAULT 168 Forest Street

Ladies' Auxiliary

The stork sure worked overtime during the holidays, delivering a baby to Betty Milligan, twins to Vera Zucchi's daughter - in - law and a grandchild to Martha Susskind.

Jeanette Finkle was elected to fill the post of chaplain, replacing newly elected Margie Kaufman, who was obliged to resign because of moving to Kingston, Pa.

Heading for Miami are Midge Cohen, Flora Elk, Bess Hamid, Dolly McCormick and Magnolia Hamid. Already in Miami are Agnes Burke, Rae Gruberg, Ceil Foreman and Leah

Greenspoon. On the sick list are Ethel Shapiro and her mother, Hilda Bergen, Evelyn Batalsky, Mae Doscher, Mamie Sibley and Irene Gillis. Our deepest sympathy to Marion Evins, whose father died recently. Elizabeth Metz saddened thru recent deaths of her niece and nephew. The mother of Dolly Dawn died recently. To the entire membership, a happy and prosperous 1949.

Greater Tampa Showmen's Association

Ladies' Auxiliary

Clover Fogel, outgoing president, presided at the first meeting of the ingham and the financial report, by Treasurer Mary Holman.

club and the auxiliary, in the tem-Among those attending were Mr. and Yennie, Mr. and Mrs. Johnnie Merporary clubrooms on Cass Street. Mrs. George Ringlin, Mr. and Mrs. Dave Wise, Mr. and Mrs. Gene Berni, Mr. and Mrs. Everett Fillingham, Mr. and Mrs. Joe Pontico and daughter, Louise; Mr. and Mrs. Jimmy Annin, BROCKTON, MASS. Mr. and Mrs. Russell Caughey, Mr. Mrs. Red McGuey.

Entertainment-Grace Lynn, chairman; Veronica Potenza, Esther Meyers, Ruth Clinton. Finance-Lucille Hirsch, chairman; Edith Streibich, co-chairman; Mae Taylor, Jeanette Wall, Hattie Hoyt, Marge Freis, Forget-me-not fund - Edna Stenson, chairman; Pearl McGlynn, co-chairman; Lucille Hirsch, Marianna Pope, Jeanette Wall and Ann Sleyster.

House-Violet Watson, Rebecca Daniels, Ruth Clinton, Mina Herbert. man; Veronica Potenza, Hattie Hoyt, Katheryn Robertson, Florence Ru-Blakely, Midge Cohen, Mrs. Bobbie efforts. Madge Buckley, outgoing Brown, Milo Anthony, Jeanette Hart, Nellie Young, Emily Bailey, Kathleen Gawle, Raynell Golden, Miami Showmen's Association Dolly Snapp, Clara Zeiger, Marie Broughton, Edna Burrows, Bee Tennyson.

man; Hattie Hoyt, Katheryn Robertson, Lotis Francis. Ways and means-Marianna Pope, chairman; Rebecca Daniels, co-chairman: Betty Broderick, Evelyn Blakely, Phoebe Car-Jacks, chairman; Dorothy Packtman Goldberg, Dorothy Golz, Josephine Woody.

and Mrs. Eddie Hunter, Mr. and Mrs. Jimmy Sear, Mr. and Mrs. Bob Bufwas read by Dolly Wise. Minutes fington, Mr. and Mrs. Woodie Jones, were read by Secretary Grace Fill- Mr. and Mrs. Earl Maddox, Mr. and Mrs. Fred Howey, Mr. and Mrs. Al Hall, Mr. and Mrs. Pete Burkhart, Mr. and Mrs. Mendel Lemish, Mr. Year's Eve party, staged by the men's and Mrs. Jay Burke, Mr. and Mrs. Jackie Cruz, Mr. and Mrs. Bill Claine, Charles Wilderman, Kay cer, Mr. and Mrs. Jimmy Hicks, Mr. and Mrs. Johnnie Johnson, Mr. and Mrs. Ben Blakley, Mr. and Mrs. Hal Hall, Mr. and Mrs. J. D. Farmer, Mr. and Mrs. E. Yeager, and Mr. and

236 W. Flager St., Miami

MIAMI, Jan. 8 .- The annual in-Press-Lillian Lawrence, chair- stallation of officers was held Tuesday (4). in the clubrooms, with Past President David B. Endy installing officer. Installed were Carl J. Sedlmayr, president; George A. Golden, first vice-president; Leo Bistany, secsky, Emma Atzel. Welfare-Elizabeth ondy vice-president; William Cowan, third vice-president; Ralph N. Endy, treasurer; Carl Hanson, secretary, and Howard E. Stahler, executive secretary.

Philip Cook, org's chaplain, presented President Sedlmayr with an engraved plaque and a silver punch bowl.

The fifth annual banquet and ball were held Monday (3) at the Beachcomber in Miami Beach. Upward of 500 members and guests attended. Don Lanning was toastmaster. President Sedimayr awarded plaques to past presidents Robert K. (Bob) Parker and David B. Endy.

Entertainment was furnished by Dean Martin, Jerry Lewis, Frances Langford and the Four Vagabonds.

Members of the banquet committee were Pat J. Finnerty, George A. Golden and Ralph Endy.

The Billboard

CARNIVALS

67

International Showmen's Association 415A Chestnut St., St. Louis

ST. LOUIS, Jan. 8.-The org's annua' New Year's Eve party was the biggest in history. The 12th annual event was held if the ballroom the Statler Hotel here. Dave Prevost and George Regan headed the ticket committee and the general committee included Mort Silvers, Cy Horwitz, George Regan, Dave Prevos, Robert (Jo-Jo) Mackey, Bill McCoy, John (Fleas) Roth, Leo Lang and Euby Cobb. Billy (Zoot) Reed, of the Raynell show on Cetlin Wilson, was chairman of the entertainment committee. Don Hart was emsee.

On the 'rogram were Stormy Dale, Virginia Ascher's Girls, Reed and Arnett, Venti and Ward, Wynett and Art Werner's orchestra.

More than 500 youngsters were guests of the club at the annual Christmas party. Meyer Katz played Santa Claus. Mort Silvers was emsee and entertainment was provided by members of hit Silvers Girl Revue, along with 12 other acts.

Regular Associated Troupers 106 E. Washington, Los Angeles/

LOS A GELES, Jan. 8 .- Installation of officers took place New Year's Eve, with Joe Krug as emsee. New officers are C. H. Allton, president; Emily Bailey, first vice-president; Sam Brown, second vice-president; Lill Eisenman, third vice-president; Ted Levitt, fourth vice-president, v was represented by Larry Nathan; Jennie Reigel, treasurer, represented by Nell Robideau, and Helen B Smith, secretary.

Retiring president Marie Bailey presented her outgoing officers with gifts and the club with a cardagraph. President Allton presented the retiring president with her gold membership card, a gift of the club.

Hoosier Assn. Acts To Start Grievance Com.

(Continued from page 60)

University, one of the speakers at the fair directors' school, departed from the usual practice of educators by paying tribute to fairs for something other than their contribution to agriculture itself.

He emphasized their role in family life.

Value to Family Stressed

"They (fairs) are the one thing that families can be taken to as a unit in a community spirit. They build the family partnership. And when they offer good entertainment along with educational aspects they can be an inspiration and a stimulator.

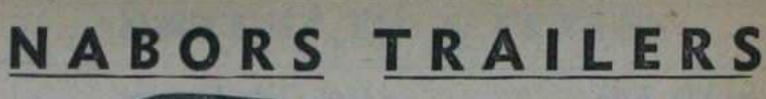
"I think people should spend money (at fairs) and that they should enjoy that spending," Freeman also asserted.

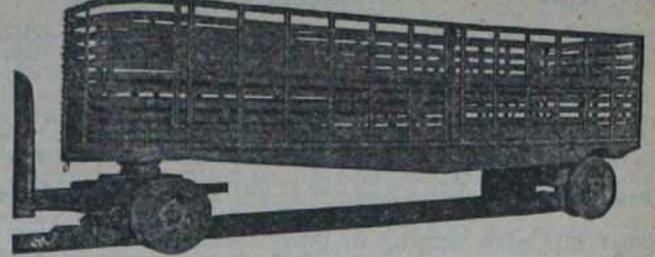
Freeman urged fairs to increase their educational value by setting up educational committees to develop and execute new and better exhibits. contests and shows. He also suggested that such committee and the participation of groups drawn into the program it develops should be given ample publicity.

He also suggested that fairs take photographs of their exhibits and base future improvements upon such pictures. He emphasized the importance of using competent judges who give the reasons for their decisions; adding "that if we don't have competent judges, we should develop them."

Urges Kids' Days

Floyd E. Gooding, f the Gooding Amusement Company, urged fairs to have free days for kids. "A lot of First club donation for 1949 was families have many children. Moreover, people have begun to shop Following the installation, dancing around. And kids' days are a great builder of good will. I also think a kids' day helps business the latter part of a fair's run," Gooding said Bob Shaw, of the Gus Sur Agency, to provide better facilities for the presentation of the grandstand show. show if you did," he said,





Buy Your Truck-Trailers Where-PRICES ARE RIGHT QUALITY IS HIGH SERVICE IS GOOD

and where the showman's business is appreciated whether for one or a hundred units.

We can trailerize your show with standard and special purpose models for every job. Fast deliveries on all types.

Ask your friends about us - we enjoy a wide reputation for fair dealing.

W. C. NABORS COMPANY - MANSFIELD, LOUISIANA



made by Nellie Baker Ramsey.

was enjoyed, with Les Leftwich's orchestra furnishing the music. A buffet lunch was served at midnight.

Prizes were won by Hap Young, a handmade spread donated by Clara suggested that fairs give attention Zeiger; Charles Crouse, a pair of Indian dolls donated by Toots Epplet Lucille Dolman, a dresser set donated "You'll get a 100 per cent better by Lill Eisenman and Mrs. Faust. a scarf donated by Lillabelle Williams.

On Tuesday (4) the club was host t' its members at Larry Potter's Hollywood night club.

PCSA

(Continued from opposite page) president, presented a'' outgoing officers with gifts. Edith Hargrave was presented with a gift by the club for her work as secretary. Second Vice-President Vivian Jacoby presented gifts to all outgoing officers and also to Edith Hargrave and Peggy Forstall. The club will present Madge Buckley with a gift at the next meeting,

Others present, in addition to those mentioned, were Jennie Rawlings, Barbara Kent, Virginia Lee, Jewel Smith, Gertrude Mathews, Grace Merkle, Carol Kesterson, Mable Brown, Minnie Fisher, Alice Blash, Emma Blash, Charlotte Cohen, Helen Masterson, Estelle Wampler, Elsie Suker, Eliza Berry, Ruth Samuels, Alta Denue, Mary Bacigalupi, Eva DeMar, Maybelle Bennett, Fay Prosser, Maybelle Hendrickson, Golda Reems, Ida Delno, Lucille Dolman. Allie Wrightsman, Lucille King, Minnie Springs, Inez Allton, Rose Rosard, Maree Rhodes, Clara Trotters. Ethel Ebel, Edna Kanthe, Stella Linton, Donna Day, Ann Stuart, Bertie Harris, Anna Metcalf, Ruth Korte, Pearl Jones, Mora Bagby, Emily Bailey, Martha Reilly, Marie Morris, Lilleable Williams, Ruby Kirkendall, Dora Roberts, Jane Albright, Freda Brown, Trudi De Santi, Maxine Allison, Nancy Meyers, Bertha McCarthy, Daisy Marior, Emily Friedenheim,

Plugs Up-Dating Lists

Karolyn Halloway, O. M. Meeker a. d Chester Strain, all of the Frankfort Fair, were speakers. Discussing Improving Women's Departments. Karolyn Halloway said, "We should not hesitate to cut out old-line classifications from our premium books on those things which women currently are not making."

Detailing the comeback of the Frankfort Fair, Meeker said it was based on "the cardinal principle of obtaining and building the good will of our people." He added that "we have given each citizen a part in the fair, but before we were able to do that we had to sell them on the idea that the fair was a good thing."

Strain spoke on How We Can Build Up Merchant Displays. Other convention speakers included Rolland Ade, Brook, who advanced the suggestion for a grievance committee; Charles Z, Hartzell, Portland, who told of his fair's success with an advance ticket sale; Leo C. McNamara, U. S. Trotting Association; Harry Kahn, secretary of the Auglaize County Fair, Wapakoneta, O., and Dr. G. R. Gillespie, Brownstown.

Williams, Lille Eisenmen, Babe Herman, Lille Nichols, June Gilligan, Marie Mead, Rose Ferris, Vivian Gorman, Peggy Steinberg, Eunice Olson, Ester Carley, Dolly Kay and Jennie Perry.

SKOWHEGAN, Me., Jan. 8. - A large tract of land adjacent to the Skowhegan fairgrounds was recently purchased by the fair association. The new property fronts on Madison Ave-

Want. Opening March 12-Two Saturdays. . Want

CONCESSIONS-Can place legitimate Concessions of all kinds that work for stock. Everything open except Bingo, Popcorn, Derby and Buckets, No exclusive on others. Want A-1 Cook House (Corky Zimmerman, answer), RIDE HELP WANTED-Elmer Wheeler, Larson from Batesville and others who are Ride Help, answer. SHOWS-Two Girl Shows wanted with Girls (Frenchy Beauyard, Harry Harris, Whitey Nottey, answer). Other Shows that have something, write us. Will place Fun House, Glass House, Monkey Speedway or Race Track. Show is holding contracts for 15 Still Dates, Fairs and Celebrations in five States. Will carry 13 Rides, 8 Shows and 40 to 50 Concessions,

WRITE H. V. PETERSEN, GEN. MGR., or C. S. NOELL, GEN. AGENT BOX 742, JOPLIN, MISSOURI

FREE ACT FREE ACT HAYES AND FLYNN WANT FOR J AND B SHOW

Can place String Game, Clothes Pin Pitch, Age and Weight, Rotaries, Novelties, Jewelry, Spot the Spot or any other Concession that works for stock. Would like to place set of Diggers for season. WANT Monkey Show, Snake, Midget or Mechanical, or any other Show of merit Will book, buy or rent Merry-Go-Round for season of thirty weeks. Can also place Agents for Ball Game and Slum Stores. Man and wife preferred. Would like to hear from the following people: Corda Smith, Frenchie Bates, Herbie, Mrs. Winters Whitmyers, Arizona Kid. All replies to HAYES AND FLYNN, J. AND B. SHOW, 2021 Chamberlayne Ave., Richmond, Va. P.S.: Would like to buy 50 Kw. Transformer Must be in good condition.

CLEAN MINWAY

WORLD OF TODAY SHOWS WANT WANT SIDE SHOW

FREAKS AND WORKING ACTS OF OUTSTANDING ABILITY, NOTHING TOO BIG IF YOU CAN PRODUCE. THE FOLLOWING PEOPLE ANSWER. CAN OFFER YOU A GOOD SEASON, Harry Leonard and Ward, Thelma Glover, Sis Cook, Beatrice Griffin, Pop Eye and Deloris, Crystal and Joe Pete, capable Mindreading Act. Annex Attractions to be featured. Want Ticket Sellers who can make second openings. All address:

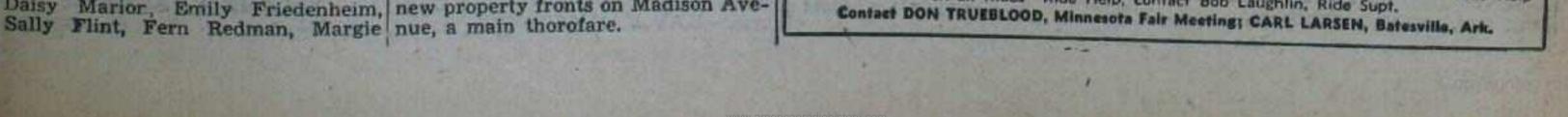
JAMES CHAVANNE BOX 782, MUSKOGEE, OKLA.

WANT HOME STATE SHOWS

WANT

BEST ROUTE IN THE MIDWEST

Carrying 10 Rides and 7 Shows. Few More Stock Concessions. Will book any Show of merit not conflicting with what we have. Foremen and Ride Help on all Rides Ride Help, contact Bob Laughlin, Ride Supt.



The Billboard

CARNIVALS 68

WINTER QUARTERS

Floyd O. Kile

BATON ROUGE, La., Jan. 8 .- Org cember 6 after a 36-week season in will start late in February. Owner Louisiana. All trucks, rides and Fleming disposed of quite a bit of the equipment are going thru the paint old equipment and purchased new, so shop. A new van-semi and another there isn't too much work to be done. ride has been added for '49, along with a new light plant. Owner Floyd O. Kile also plans to purchase a sound car.

same as '48, with the addition of Jack Schotzell, electrician, and Jimmy Bright, who will have charge of the stock van.

Mr. and Mrs. Doc Corver are visiting relatives in Nashville. They are expected back about February 15. Ben Tosh is expected back from Nashville shortly. Mr. and Mrs. Kile spent Christmas with their parents in Illinois and will return in time for the Louisiana fair meeting. Jack Schotzell and R. Bullit are in charge of winter quarters .- MAE HOLMAN.

NOVELTY AGENTS

Wanted for Truman Inauguration at Washington, D. C. Address is 613 D Street, near 6 St., Washington, D. C. Also Novelty Agents for Shrine Circus at Miami and Palm Beach to follow. Also Shrine Circus at Hartford, Conn., to follow and eight more weeks to follow. A. HYMES

455 Schenectady Avenue Tel.: PR 4-5961 Brooklyn, N. Y.



Up and operating on US Route

Mad Cody Fleming

HICKOX, Ga., Jan. 8 .- Th'ngs are moved into winter quarters here De- quiet around quarters heis but act' a He purchased a new Spitfire ride and a semi from Chuck Panacek, in addition to a new Royal Spartan Mansion Trailer, which he presented to Mrs. Floyd Heth, Mr. and Mrs. Sam Personnel this year will be the Mrs. Fleming for Christmas. Slim Huffman purchased a trailer. Johnnie Burges has his photo gallery in Albany, Ga.

Whitie Slaten is selling Bibles. Jack McCarty moved into his new home, built for him by Fleming. Dad Davis, who has charge of the org's Ferris Wheel, is undergoing hospital tre. tment. Preacher Leggett has leased three moving picture outfits. Jim Forbus is running one, Fred Ward another and Leggett the third. Jack McCarty is assisting in the booking.

Judge Dowdy spends practically all of his spare time playing pool. The Deans report they are building two more concessions at their home in Columbus, Ga. Pop Devenport is wintering in Atlanta.

Fleming vacationed for a spell in Florida. Also in Florida were Mr. and Mrs. Tedman, Mr. and Mrs. Roy Duffy, Bill Rice, Bob and Ruth Browning, Whitie Hardman, William Stofel, Dutch Schilling and Nano Decinto.

Brewer's United

HOUSTON, Jan. 8 .- A full crew is in quarters and work on the rides and other equipment is progressing. Current plans call for the shows to #31, south of Birmingham, 30 carry 7 office-owned rides, 3 shows and 25 concessions. Shows will take the road April 1 and play West Texas, Oklahoma, Kansas, Nebraska, Colorado, Montana and the Dakotas. -HELEN BREWER.

L. J. Heth

NORTH BIRMINGHAM, Ala., Jan. 8 .- Open house was held by the show the week before Christmas in the apartment inside quarters, with L. J. and Henry Heth as hosts. The festivities were climaxed by a Christmas eve birthday party for Mrs. Jean Fontana. The party was held at the home of her parents, Mr. and Mrs. V. A. Stewart. It was complete to a huge dinner, the exchange of gifts, and, of course, a Christmas tree.

Among those present were Mr. and Saladino, Mr. and Mrs. Hugh Edwards, L. J. Heth, Claude Dutton, Henry Heth, Joe J. Fontana, Rose Anne Sheppard, Joanne Stewart and Dennis Heth.

Altho work in winter quarters was not scheduled to get under way until after the holidays, there already has been considerable activity. On hand are Mr. and Mrs. I. W. Reynolds, Fred Henon, George Spaulding, Clarence Keatering, Mrs. Kitty Docen, W. A. Anderson, R. J. Clark, and Mr. and Mrs. Bill Bonner.

The '49 staff, announced by Owner Heth, shows no major changes. It is as follows: Joe J. Fontana, general agent and assistant manager; Floyd R. Heth, business manager; Earl D. Backer, special agent; William Bozman, electrician, and Bill Bonner, lot man. Other department heads will be State Fair, It Pays To Be Different; announced at a later date.

Mr. and Mrs. Floyd Heth recently took delivery of a new Spartan trailer and shortly after headed for Florida. -DENNIS HETH.

Anthracite

WILKES-BARRE, Pa., Jan. 8 .- A New Year's Eve party was held at the home of C. W. (Cy) Davis, owner of the org. Meyer (Mike) Levenson was emsee. Season will open the latter part of April and go for 22 weeks. Two new rides and a new Diesel George Reichert, Marshfield, A Conlight plant have been purchased. cessionaire's Viewpoint; Elmer Bo-Roster will include Mrs. C. W. Davis, dart, Bodart Shows, Are You With treasurer; John C. Fritz, secretary; It?, and Harold Haugstad, Neillsville, Meyer Levenson, business manager; and Carl Zoreb, Medford, How We Larry Hoke, electrician; Tony Carkhuff, billposter; Bill Thomas, special agent, and Lois J. Fritz, The Billboard sales agent. Mr. and Mrs. Davis, on vacation in Florida, will be back in a month. - LOIS J. FRITZ.

Wis. Annuals Seek Return to \$300,000 Aid

(Continued from page 60)

'30's. This is an average of less than \$4,000," Seyforth pointed out.

"The increased appropriation," he said, "will permit many fairs to reinstate classes and departments which have been discontinued because of the limited State support. It will also permit the payment of adequate premiums for the boys and girls who exhibit in the youth sections of the fairs."

Convention Speakers

Outlining the present law, Seyforth said the State agrees to pay 80 per cent of the first \$5,000 paid in premiums by a fair and 50 per cent on amounts over \$5,000. Seyforth reported that the association's executive board has requested the Department of Agriculture to include the \$300,000 appropriation in its 1949 budget.

Other convention speakers and their subjects were: Charles Brace, Lone Rock, Judging Ring Education; Jack Reynolds, manager, Wisconsin Orrin Johnson, Viroqua, and Archie Putman, Chippewa Falls, Industrial Exhibits at Fairs; W. McNeil, Madison, Youth's Place in Our Wisconsin Fairs; R. A. Speeds, Madison, Your Local Red Cross; Milton H. Button, director, State Department of Agriculture, Are Our Premium Classifications Modern?, and John M. Kelly, Baraboo, History of the Ringling Family in the Show World.

Also A. W. Kalbus, supervisor of County and District Fairs, Department of Agriculture, Are Exclusive Concessions Legal and Desirable; Handle Fair Concessions.

miles. Reason for selling, have two. Come and take over.

C. A. GRIGGS



For Daytona Beach, Fla., Fair, Jan. 20 to 29

One Flat Ride, also Kiddle Rides and Pony Ride. Can place Minstrel Show with band. Have outfit. Also Shows all kind. Want Concessions all kind and especially Photos, French Fries, Palmistry and Hanky Panks, Can also place Fun House, 8 weeks in Florida, then east.

All Address: JOHNNY CARUSO, Mgr.; STANLEY ROBERTS, Business Mgr. Winter Garden, Fla., Fair, this week.

PHOSPHATE BONA FIDE FAIR MULBERRY, FLORIDA

Starting January 21. Bigger and Better. Two BIG Pay Days-Two Fridays and Saturdays. Want Concessions of all kinds; (No Grift or P.C.) Want Shows that are worth while. Rides not conflicting with what we have. Write or Wire

This week, 79th and Miami Ave., Miami, Florida.

BARNEY TASSELL UNIT SHOWS

SUNSHINE SHOWS

LAST CALL FOR PASCO COUNTY FAIR, JAN. 19 TO 22, INCLUSIVE, DADE CITY, FLA.

Can place Wheel, Octopus, Fly-o-Plane. Shows: No Girl Show. Concessions: Straight Sales, Hanky Panks, Motor Drome, Ball Games. Write, wire or phone:

SAM HOLMAN, Owner 2105 E. Chelkea St., Tampa, Fla. Phone: Y-50-173. CECIL C. RICE, Gen. Mgr., 8312 Florida Ave., Tampa, Fla.



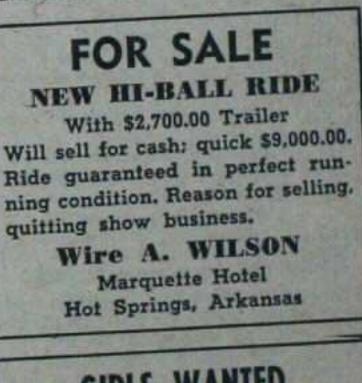
Ohio Valley

FINDLAY, O., Jan. 8.-Roxie Harris, owner - manager, entertained quarters personnel at a Christmas and birthday party Christmas Eve. Birthday party honored Mrs. Dell Bishop and Mrs. Betty Rutherford. A tureen supper was served and gifts were exchanged by all. Guests included Mr. and Mrs. Dave Rutherford, Mr. and Mrs. Don Bishop, Bill Harris, Mr. and Mrs. Robert Harris, Gene Simon, Joe Long, Roy Wehrle, Irene Stall, Jerry Stauffer, Penoch Ollendorf and Pat Brady.

Work in quarters will begin soon after Roxie and Bill Harris return from the Indiana Fair meeting at Indianapolis .- PAT BRADY.

Silver Slipper

CHATTANOOGA, Jan. 8.-Leon C. Crane, who has been in quarters here caring for the animals and equipment, will be in charge of repairing the show's equipment. General Manager William O. Hammontree, who recently returned from the Chicago convention, has been ordering and receiving repair parts, new concession tops and other equipment. A Crime Show is being built. Trucks will be painted and lettered the same colors as last year. Hammontree is planning to attend the fair meetings in Louisville, Nashville and Augusta, Ga. Floyd Stockdale Jr. has been signed as billposter and sound truck man .- KAY HAMMONTREE.



FOR GIRL SHOW, OPENING IN FEBRUARY. Must be attractive, shapely. Good par. good treatment. Long season. Will accept willing beginner. Send photos and details. Girls who have worked for me before, write.

C. R. (REX) CHAPMAN New Orleans, La. 317 Dauphine

COMMUTTORMEN FAIR SECRETARIES We are now contracting for 1949: Rides, Con-cessions, Showa, any way you want to book them, Don't wait. See you at the Deahler Hotel, Columbus, 5th Floor, or write

W. B. J. SHOWS Swanton, O.



CARNIVALS 69

Heart of America Showfolk End Festive Week With Ball

KANSAS CITY, Mo., Jan. 8.- | ton, F. M. Shortridge, E. Harold El-Heart of America Showmen's Club uott, Boxie Warfield, Mrs. Lyle Hale, and its Ladies' Auxiliary wound up Weldon T. Hale, Mrs. Fern Hale, Mr. the Hotel Continental here New Year's Eve. Club's annual events got under way with memorial services in the clubrooms December 26, under direction of Chaplain Al C. Wilson. Graveside services were omitted this year because of the prevailing inclement weather.

Following in order were the open house Tuesday night (28), which Mrs. Jackie Wilcox, Mrs. Jim Hart, drew a large crowd, and the auxiliary's dinner in the Aztec Room of Mrs. C. A. Hooser, Ada Castle, Dan the Hotel President, Thursday afternoon (30). That night HASC officers were installed for 1949, with Wilson again presiding. Inducted into office were E. D. McCrary, president; Paul Van Pool, first vice-president; H. W. Dugay, Mr. and Mrs. G. C. E. Harold Elliott, second vice-presip, dent; Boxie Warfield, third vicepresident; George Carpenter, who was re-elected treasurer; Bill Wilcox, secretary; George Elser, re-elected warden, and George Sargent, reelected conductor. Board of directors Mr. and Mrs. Toney Martone, Mr. and included George Dean, Chris Klausen and Fielding Graham. Auxiliary's annual Tacky Party in the Coates Hotel followed the installation.

Fairly, Ellis White, Al C. Wilson, L. K. Carter, Dave Lachman, Harry iliary president; Billie Grimes, auxiliary president-elect; E. D. McCrary, the dinner and dance music.

read from Ray and Florence Martin, Keith and Peggy Chapman, Elsie Miller, Gene and Bernice Burman, Elmer and Ruby Velare, J. W. (Patty) Conklin, Cliff and Marion Lyle, Fred and Julie Lesher, International Showmen's Club and Mrs. Virginia Kline. Edna Marie Pray donated flowers and retiring president Rosalee Elliott was presented with a gift. Visiting showmen introduced included J. W Martin, Toney Martone, Mr. and Mrs. Leeright, Teddy Webb, Roger Haney and Russell Jewitt, F. M. Shortridge presented Roy Farrel with a gold watch and chain. Following a talk by Mrs. C. W. Parker, the grand march, led by Presidents McCrary and Billie Grimes, was held, with dancing continuing until 2 a.m. Banquet committee, under chairmanship of Sam Benjiman, included Ellis White, George Carpenter, George Sargent and Boxie Warfield.

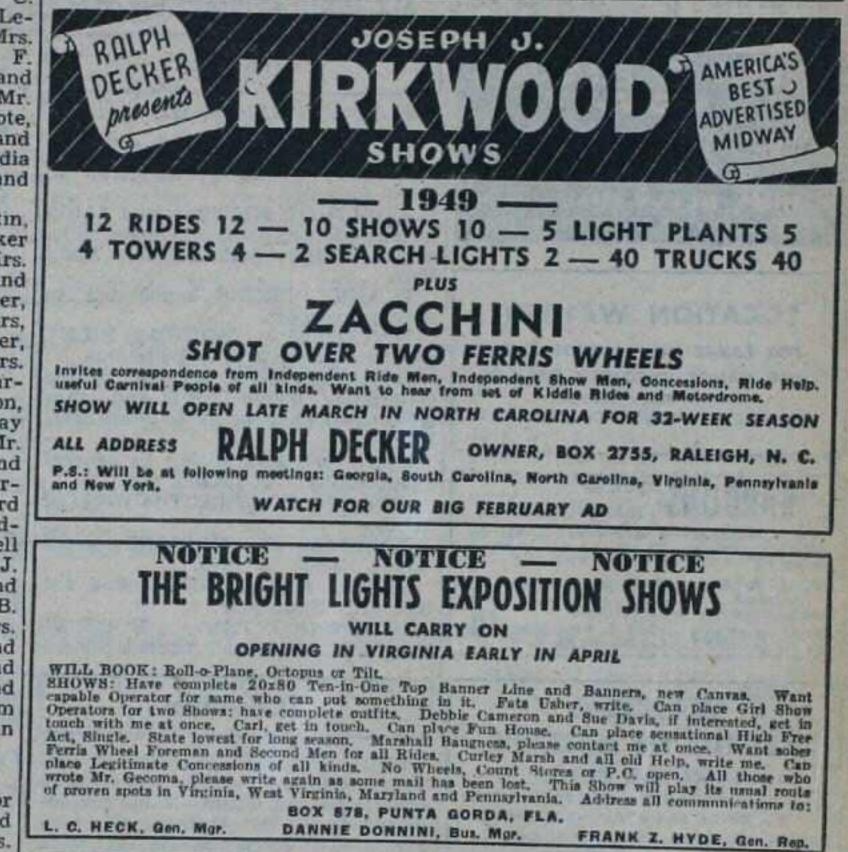
their week-long holiday activities and Mrs. Buck and Penny Lue Ray. with the annual banquet and ball in Donald Ray, Mrs. Babe Rogers, Jo Ann Miller, Mr. and Mrs. Ted E. Cory, Clarisse Sandusky, Mrs. L. K. Carter, R. O Kinnwell, Margie Beets, G. V. Hedrick, George W. Nelson, Birdie Koontz, Mr. and Mrs. J. R. Leeright, Tommy and Marie Cook, Ivan Michaelson, Mr. and Mrs. Frank Warfield, Mr. and Mrs. Sammy Ansher, Mr. and Mrs. George Gordon, Mr. and Mrs. Ray Clayton, Mr. and Reardon, Mr. and Mrs. George H. Hall, Nell and Carl Hassler, Nellie Ricketts, Mr. and Mrs. J. A. Clayton, Laura Rose Logue, Mr. and Mrs. A. J. Guida, E. V. Craig, Mr. and Mrs. (Bink) Loar, Chester I. and Leo Levin, Virginia Offutt, Mr. and Mrs. G. E. Taber, Mr. and Mrs. A. F. Adams, Ruth Ann Levin, Mr. and Mrs. Edward (Slim) Johnson, Mr. and Mrs. T. Miceli, Joe C. Ganote, Mrs. Buzz Payne, G. W. Bruck, Lydia Mae Zeferjohn, Mrs. W. H. Bruck and Louis F. Zeferjohn.

Jimmy Morrisey, Golda Mastin, On the dais at the annual banquet Mrs. Ruby Deal, Mrs. Lucille Parker and ball were Toastmaster Noble McShea, W. L. McShea, Mr. and Mrs. William H. Yates Jr., Paul D. and Mrs. C. W. Parker, Alfred A. Pfeifer, Hennies; Rosalee Elliott, retiring aux- Robert T. Sibers, Dorothy Caspers, Owen Casselbury, Katherine Cooper, Babe and J. J. Ulcar, Mr. and Mrs. Harold Elliott, Boxie Warfield and Owen Jones, Albert and Velma Mar-Bill Wilcox. Jim Garner's ork played in, Mr. and Mrs. George W. Nelson, Mr. and Mrs. Roger E. Haney, Clay Following the dinner Fairly intro- and Nellie Weber, Ruth Spallo, Mr. duced the retiring and incoming of- and Mrs. Elbert F. Snider, Daisy and ficers. Congratulatory telegrams were Alice Hennies, C. C. Hutchinson, Barbara Callaway, Bill Williams, Edward L. Gilliam, La Verne J. Foote, Edward J. Elliott, Bob, Bea and Russell Jewett, Charles Slaughter, Mrs. W. J. Francis, May Wilson, Margaret and Jerian Jewett, Collier and Teresa B. Hizer, George A. Dean, Mr. and Mrs. Roy Farrell, W. A. Peterson, Mr. and Mrs. E. S. (Butch) Webb, Mr. and Mrs. Earl J. Shelton, George and Hattie Howk, Irene Johnson, Sam Benjiman, George Elser and J. John and Grace McBain.

WILL BOOK FOR LIBERTY PARK OPENING MAY, 1949

Carrousel, Whip, one or two 16 Eli Wheels, good Pit Show. We have our own Kiddieland with 8 Rides. Our Major Rides are Ridee-O, Caterpillar, Loop-o-Plane, Crystal Maze, Fly-o-Plane, the Funnies, Kiddie Roller Coaster, large Miniature Train, Roller Rink, Will book Arcade and Shooting Gallery. Am booking Harry Beech with Lusse Skooter and Pretzel Ride. Have building for Food and Games. This is full-scale Park with over a million people to draw from. Cowan Bush and Laube Allen, let's hear from you. Write or wire:

HARRY ILLIONS, Jamestown, New York



Guests

Guests included Mr. and Mrs. William Monkees, E. D. Hansen, Vera Goff, Dora L. Hansen, Billie Grimes, Mr. and Mrs. Noble Fairly, Lorelei Hugo, Lula Ball, W. Pilgreen, H. S. and Trixie Clark, Dorothy and Capt. and Viola Fairly was emsee at the E. H. Hugo, W. F. (Bill) Wilcox, Mr. annual dinner of the Ladies' Auxand Mrs. E. D. McCrary, Al C. Wil- lilary.

Tacky Party

An estimated 200 turned out for the Tacky Party, with music provided by Station KMBC's Rhythm Riders. Ruth Martone was chairman of the entertainment committee.

George Carpenter, Ellis White and Hattie Howk were in charge of the door. Delbert Messinger, Walter Miller and C. Shregel dispensed the refreshments. Bea Russell was in charge of the cloak room, with Loretta Ryan, cashier. Buck Ray presided as judge of the kangaroo court, with Curley Lark, Chris Klausen and Donald Ray as constables.

President Rosalee Elliott presided

WANTED PARTNER

With 3 or 4 modern major rides for established route of Industrial Dates, Celebrations and Fairs, opening April 16, 1949, in the heart of America's busiest industrial center. Celebration dates start in May. An excellent opportunity for a capable Ride Operator with first class equipment. No capital needed. Lou Heck, wire.

Address: BOX D-121, c/o Billboard, Cincinnati, Ohio

WANTED for CASA GRANDE ANNUAL ROUNDUP JANUARY 20, 21, 22, 23, AND FOR SEASON OF 1949 Concessions all open. No grift. Shows with own equipment; no Girl Show. Can use A-1 Ride Help in all departments. Thompson can use a few Agents for Hanky Panks. Winter Quarters at 2170 Grand Ave., Phoenix, Ariz., until Jan. 18.

UTAH EXPOSITION SHOWS

WILSON FAMOUS SHOWS

ILLINOIS' FINEST

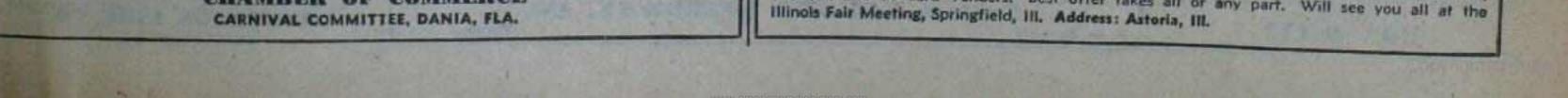
Booking for this season-Legitimate Concessions; good proposition for neat Cook House. Shows with own equipment. Ride Help that drive. For sale or lease to reliable couple-New 5-gall, capacity Taylor Custard Machine, or would consider exchange on good Kiddle Auto Ride. For Sale-Arcade Machines, like new-2 Ten Strikes, 2 Shoot the Bull, 1 Anti-Aircraft, 1 9-Ball and 10-Card Venders. Best offer takes all or any part. Will see you all at the



WANTED

FOR THE GREAT DANIA, FLA. TOMATO FESTIVAL, FEB. 22 THRU 26 Fireworks Displays Nightly, Free Cars Given Away, Free Acts Galore, Tomato Queen Beauty Parade, WANT LEGITIMATE CONCESSIONS OF ALL KINDS. SHOWS NO GIRL SHOWS PITCHMEN, WIRE WORKERS. DEMONSTRATORS. Write wire or phone:

CHAMBER OF COMMERCE



70 CARNIVALS

The Billboard



RINKS AND SKATERS

Communications to 2160 Patterson St., Cincinnati 22, O.=

Kiddie Capers

SHREVEFORT, La., Jan. 8 .-One of the country's youngest roller skaters stopped in Shreveport Monday (3) and thrilled visitors at Ludendi Rollerdrome. She is Ginger Law Reid, aged two, who has been skating since she was 14 months old. The daughter of Mr. and Mrs. J. O. Reid, Jackson, Miss., she'll be three in April.

The moppet can do five dance steps on rollers and gave a demonstration of her art. With her parents she is on her way to California to make appearances at rinks.

Lansing's Palomar B. O. on Upgrade; **Facilities** Added

LANSING, Mich., Jan. 8 .- Dale Perry, co-owner of Palomar Roller Gardens here, announced that a new Western Electric sound system has been installed at the rink, and that acoustical tiling is to be added within a few weeks to improve musical tones. All new blond maple theatertype seats have been installed in the lobby.

Perry also reports that business is good, being up 20 per cent for the three-month period ending December 31 over the previous three-month period.

The Palomar organization, in order to promote skating among the younger set, has started a junior skating class which will meet on Saturday afternoons from 12 to 1:30 p.m. This gives youngsters a chance to learn skating and does not interfere with their school plans. The class has an age limit of 15 and has an enrollment of 36 members. The first meeting is scheduled for January 15.

\$100,000 Blaze Hits Skateland In Philadelphia

PHILADELPHIA, Jan. 8.-Skateland Roller Rink at Willow Grove Amusement Park burned to the ground December 27 in a general alarm \$100,000 blaze which damaged two other structures in the park in suburban Philadelphia. Flames leaped more than 100 feet into the air at the height of the blaze and firemen from seven companies fought it for an hour and a half, using water from the park's artificial lake some 1,000 feet away.

The fire at Skateland, a frame structure and the only park facility operating on a year-round basis, occurred several hours after the rink, a landmark since 1911, had been vacated by about 200 skaters.

Hydrants Dry

Fire fighters were handicapped by cold, as spray froze as it hit the ground, and the necessity at stretching hose to the lake. Fire plugs which operate in the park's water system failed to yield water.

Elmer E. Foehl, park manager, said it would cost about \$100,000 to replace the building, which during the summer was used for dancing. The structure, 175 feet long, 75 feet wide and 40 feet high, was located on the midway. Flames also damaged supports of the Thunderbolt roller coaster, on one side of the rink, and the Lost River dark ride, on the other side.

Cause of the fire was not determined, but it apparently started on the outside of the building and was discovered by the park watchman shortly before 5 a.m. Two fire com- hints on how to deal with media panies responded to the first alarm, but as flames spread police radioed for additional help which brought five more companies to the park.

Johnson Resumes

CINCINNATI, Jan. 8 .- Carl C. Johnson, owne of Skateland, Denver, whose writings in The Billboard have created widespread interest among roller rink operators, will resume his series of articles in the January 22 edition. Johnson has told The Billboard that his articles will deal constructively with the trade's "crying need for collective accomplishment."

Institute Manual **Goes to Printer**

NEW YORK, Jan. 10 .- The Roller Skating Institute Handbook, written and compiled by a staff of sports writers, went to press today.

Featuring articles by Bill Corum, syndicated Hearst sports columnist; Don Dunphy, network sportscaster; Bill Stern, NBC sports, radio and television director; Barney Nagler, whose stories appeared recently in Life and Collier's: Bill Love, skating editor of The New York Journal-American, and institute aces Irwin Rosee, Jerry Nagler and Vic Friedman, the book was written solely for rink operators. Divided into two sections, it includes articles on getting new customers in and on keeping the old ones coming back.

television hints, and articles on forming clubs, handling promotions and running rink shows. Also, there are articles on such matters as music and floors, plus sample newspaper stories and radio scripts, along with people.

"Hi-Hat Revue" Tees Off 6 - Day Lexington Run

PITTSBURGH, Jan. 8. - Hi-Hat Revue of 1949, in preparation by members of the Lexington Skating Club of Pittsburgh, got under way January 4 for a six-night run and two week-end matinees at H. D. Ruhlman's Lexington Skating Palace here. The cast is composed of 100 skaters.

The presentation was tied in with the rink's annual RSROA night, January 5, proceeds of which go to the Roller Skating Rink Operators' Association of the United States for use in the promotion of skating.

Registration for the rink's beginners' class, aimed at the teaching of plain graceful skating and dancing, opened January 4. Classes are to be held nightly from 7 to 8 o'clock under the supervision of pro Edna Davis Betz, assisted by LaVerne Crum and Thomas Foulkes.

Operator Ruhlman came up with a couple of Christmas gimmicks aimed at producing a steady box office revenue and hypoing the children's class in skate dancing. Prior to the Christmas holidays Ruhlman advertised the sale of 10-session skating tickets as Christmas gifts for \$5.50. He also offered a special inducement to children who want to learn skate danc-There are newspaper, radio and ing. Children registering during December for the January class received a free membership card (saving 50 cents) and thus pay only the \$1.50 charge for the weekly Wednesday sessions from 4:30 to 6:30 p.m.

> Lexington was open day and night during the holiday period. On December 25 the rink offered Christmas souvenirs to all who came skating. January 1 it offered a 20-cent kiddies' session from 11 to 1 p.m.; a 2 to 4:30 p.m. session for 33 cents, and an evening session for 65 cents. The New Year's Eve period, for 75 cents, was extended to welcome Kid 1949.



SKATING RINK FOR SALE

One of the South's Largest, Finest, Best Established and Most Profitable. The only Roller Rink in a fine living city of 350,000.

Specific reasons for selling.

Write for details.

SAN ANTONIO, TEXAS 1616 N. St. Mary's St.



COMPLETE PORTABLE RINKS SECTIONAL FLOORS BILT-RITE FLOORS AND RINKS

Bal-A-Roue Tee-Off In Sunkist Contest

MEDFORD, Mass., Jan. 8 .- A panel of judges composed of local civic leaders named Laurine Baker winner December 15 at Fred H. Freeman's Bal-A-Roue Rollerway here in the first of six eliminations in the Miss Sunkist New England Skate Queen contest being sponsored by New England chapter members of the Roller Skating Rink Operators' Association of the United States. She will compete in local semi-finals to be held January 26, winner of which will appear in finals slated for February 2 in Webster Arena, Worcester, Mass. Freeman announced recently the addition of two prizes to the booty the finals winner will receive-a watch donated by the Waltham Watch Company and a \$25 pearl necklace and jewel case offered by a local jeweler. Prizes previously announced include a nine-day trip by plane to Miami Beach, Fla., chaperoned by Mr. and Mrs. Freeman; a reservation at a fine hotel there and a wardrobe.

The Freemans were attending the semi-annual board of control meeting of the RSROA in Washington when the first contest took place. Following the meeting they left for a short vacation in Miami.

Roller Hockey Experiment Set for Columbia Skatery

COLUMBIA, S. C., Jan. 8.-Roller hockey meets will be staged at Carolina Roller Rink here this month as an experiment, Bill Riser, manager, announces.

A hockey league, successful in Macon, Ga., supplied the impetus for this move, which may later develop into a South Carolina league.

Riser said cold weather recently had cut into biz, but the current office: 1317 S. Wall, Tyler. Texas. Phone 6033-J warm snap had revived it.

The book will be mailed free to all rink operators. Any op who hasn't soon received a free copy may obtain one by writing to News Alliance, Inc., 131 West 52d Street, New York 19.

Prep Rollery Plans For Kennewick Park

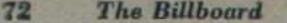
KENNEWICK, Wash., Jan. 8.-A roller rink is among features planned for an eight-acre amusement park under construction here by Ralph Robison, concessionaire, who has slated March 17 as opening date.

Because of the proximity of Hanford Atomic Energy Works, and construction of the McNary Dam on the Columbia River, the Ice Harbor Dam on the Snake River and an army jet plane air base at Richland, this area, referred to as the Inland Empire, is one of the fastest growing sections in the country. It comprises four cities, Pasco, Kennewick, Richland and a spot as yet unnamed but now known as Y. By spring the area's population is expected to be 200,000. Robison's park will be located on Highway 410, which connects the four Curvecrest, Inc. towns.



Old established location for portable Roller Rink. Ideally situated on city bus route in city of 32,000. Will lease ground for '49 season with option.

> S. L. CASHMAN WAVERLY BEACH, BELOIT, WIS.



MERCHANDISE

January 15, 1949



www.americanradiobistory.com

The Billboard

73





MERCHANDISE 74

The Billboard

January 15, 1949

The second se		
FAST		
PROFITABLE SEL	And in the second se	and
COMBS, POCKET. Coarse and fine teeth. Gross	\$ 1.20	AN
RAZOR BLADES, carded, 5 in a box, 1250 blades	5.00	Sen
125 Blades	.50	FOI
NEEDLE BOOKS. In envelopes. Dozen, BOf; Gross	5.40	Jon
ENGLISH NEEDLES, 20 In., as-	4.32	P-3
VIEWERS, with cuts hot models and key chain. Gross, \$29,40; Dozen	2.70	Part
MYSTIC MUMMY, amazing, amus- ing, boxed, Dozen	3.00	SID
BALLOONS, assorted, large size. 10 Gross, \$12.50; Gross	1.45	or 7x1 10x
SALL PENS with clip. Gross, \$17.50; Dozen	1.50	guar
FILIGREE BALL POINT PENS with keychain. Gross, \$33.00;		Detr
FILIGREE CIGARETTE LIGHT.	3.00	M
ERS with Reychain, Gross, 545.00; Dozen	4.20	
2-COLOR BALLPENS. Gross, 554.00; Dozen	4.80	
SOO.00; Dozen	5.40	HOI L/ Harr
BALL PEN and Mechanical Pencil Sets, boxed. Each, 65r; Doz. Sets	6.60	fact;
WALLETS with all-around zippers. Gross, \$48.00; Dozen	4.50	St., VIB
Gross	7.20	389,
NOVELTIES, JEWELRY, etc. 2 price ranges, Dozen \$3.60,	7.80	
MEN'S RING assortment. Dozen	18.00	1
2 price ranges. Dozen \$3.00,	7.50	AVA
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Nobody anywhere undersells us. Send on ads from others, or state goods wan	ted, with	we p
deposit or payment. You will be our for life.	customer	WIL
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The Billboard

ONE WRITES BLUE

ONE WRITES GREEN

HELP WANTED-ADVERTISEM 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

the structure of the structure of the structure of the local line is the structure of the s	the local division of		
AUDITIONS-GOOD JAZZ MUSICIANS. MUST be good accompanist. Alexandros Studios, 1658 Broadwar, 2 p.m., Saturday, Jan, 15, N. Y. C.	MIDWESTERN ORCHESTRA AGES 5,000 contacts wants Organized Tay for steady bookings. Contact Howard		
surly opening, top salary, thirty weeks guaranteed	chestra Service. Omaha, Neb.		
with bonus if you stay entire season. State all, Write Aerialiat, Gen. Del., Tampa, Fla. 1a15	TENOR SAXOPHONE DOUBLING Violin and Clarinet. State age, pre-		
GIRLS WANTED - YOUNG ATTRACTIVE Girls for Reautiful Posing Girl Show, Opening	if married, minimum salary, Box (
tirst week in March. Experience unnecessary. State age, height, weight. Address Billy Woodall, care Lawrence Greater Shows, Savannah, Gg.	VOCALIST - MALE OR FEMAL		
MUSICIANS-ALL INSTRUMENTS, 12 DANCE orchestras, work steady. Give full particulara. VSA, 848 Insurance Bldg., Omnua, Neb. fel2	Tavern, 610 Sycamore St., Waterloo, 22485,		
OPENING FOR TENOR MAN AND 2ND Trumpet Man, Territory band, Others write for replacements, Ralph Rech, Glencoe, Minn.	WANTED AT ONCE-YOUNG MAN Annist Magician. A Zogi Unit. Stee lars every Saturday. Wire Zogi, 1912 Hutchingan Eac.		

NCT WITH eling Hamis White Or-1822 SECTION

vious bands. I-119 Hill-1122 E TO AC-

Iowa, Phone 1129

DANCER. N. Walnut,

AT LIBERTY-ADVERTISE

5c a Word, Minimum \$1

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Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTR

ATTENTION, HOTELS, NIGHT CLUBS, COCK-tail lounges and reliable bookers. I have a seven piece band that will be available around February 15. All arrangements especially styled for this band. Two vocalist singing all requests. This is no bepop band, but strictly a high class unit. Have been on this job in this club for thirty three months and was on the previous job for seventeen months. Anyone interested in a sober, neat appear-ing commercial band may contact Ted Rodgers for further information, General Delivery, Opelousas, La. Phone 2000, ja15

LARRY DANZA ORCHESTRA-5 PIECES, commercial, entertaining, wide variety, Available immediately, Also good agent wanted, Write: 11 Locust Ave., Roanoke, Va, Dial 2-1148. ja15



AT LIBERTY-HILLBILLY TRUMPET PLAYer, double on vocals. Go anywhere. Write or wire Tommy Brenner, 601 Triplett St., Owensboro, Ky.

DRUMMER-AVAILABLE JANUARY 16. So-ber, reliable, experienced. Satisfaction guaran-teed. Contact Bill Smiley, P.O. Box 3034, Baker Village Branch, Columbus, Ga.

DRUMMER-AGE 28, DRAFT EXEMPT, EX-perienced, Member Local #10, Read well, play all thythms, good appearance, fine equipment, loca-tion only, Minimum, \$75, Will answer all offers. State all first communication. Dick Glerum, 704 S. Maple Ave., Oak Park, Ill. Phone Village 2355. DRUMMER-AVAILABLE IMMEDIATELY AFter January 16. Experience in jump, semi-commercial and mickey bands. Single, sober, read very well. Will travel. Contact Gil Kalsic, 504 North Spring, Sioux Falls, S. D. Phone 8-5876. GIRL MUSICIAN-TENOR, BARITONE, CLARI-net, Experienced commercial, jazz, State full particulars, Box C-210, Billboard, Cincinnati,



ONE WRITES RED

Here's another fast-selling, big profit item from America's foremost fountain pen manufacturer - Everlast's "Tri-Color"! It's a wonderfully efficient, precision built, three-piece ball pen set . . . each pen writes a different color-BLUE, RED, GREEN! Comes complete with attractive simulated leather case that fits the pocket or helt. Every one of your customers will want it and buy it the minute they see it! They can't resist such a terrific value for such an unbelievable low price! Rush your order today!



per set in quantities of 1 gross or more

60c per set in less than gross lots 25% deposit must accompany order.

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Since 1890 a Reliable Source for Writing Instruments EN CORPORATION 644 Broadway, New York 12, N.Y.

DONKEYBASEBALL, RASKETRALL, UNIT available to organizations, sports circuses, fairs. Also have bands, magicians, lecturgrs, Bookers-wanted, Roy Eicher, Milford, Neb.

MISCHLANEOUS

MECHANIC-SEMI, SOBER, RELIABLE, EXperienced. At liberty anytime. Will work in winterquarters. Have own tools. J. H. Lemmings, 530 Clifton St., Lexington, Tenn.

MAGICIANS

AT LIBERTY - YOUNG ATTRACTIVE GIRL wishes to join traveling magic, mental show, Little experience, Will send photo, Louises Mae Myers, Eldersville, Pa,

FEATURE MAGIC-MENTAL ACT-ORIENTAL presentation, Salary for act. Percentage on pri-vate readings. Yone, care Enceland, 75% W. Chippews, Buffalo, N. Y.

TOP NOTCH MUSICAL MANIPULATIVE sleight of hand act for clubs, hotels, theaters, schools, etc. Positively best of its kind. Consider good offer, proposition or booker. Go anywhere. Age 28, single, 11 years' experience. Write Gordon Bathke, General Delivery, Little Rock, Ark. ia15

MUSICIANS

ACCORDIONIST-STROLLER, PREFER COCKtail lounce or bar. Does not drink. Contact E. Campbell, 21 South 16th St., Terre Haute, Ind.

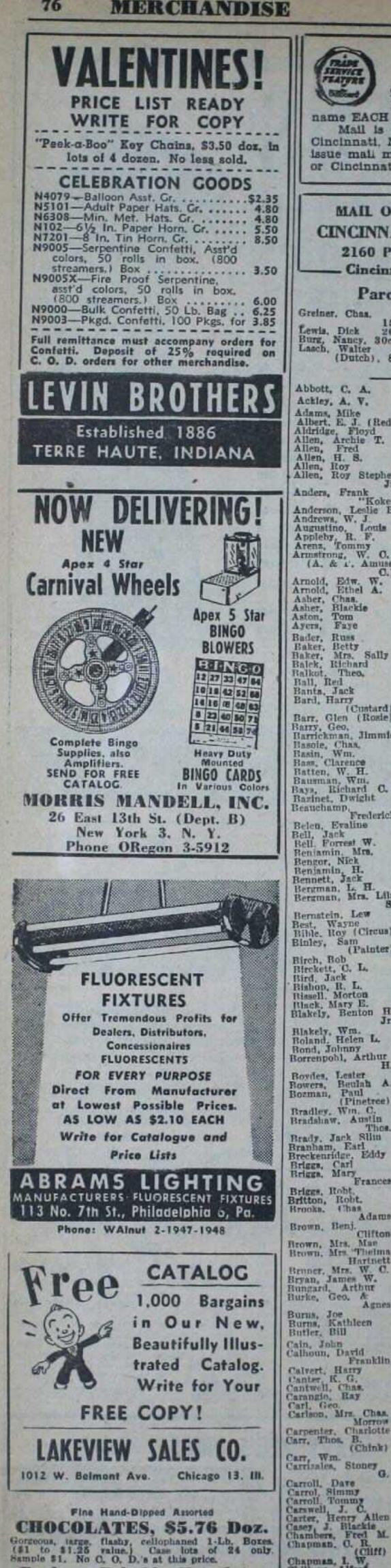
BASS-15 TEARS' EXPERIENCE, TENOR SAX 14 years' experience. Desire commercial or noelety orchestra. Base doubling tuba, tenor doubling alto clarinet, novelty vocals. Own transportation. Write, wire Musician, 2117 13th St., Lubbock. Tex.

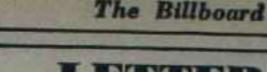
NEW INDODTED SWICE WDIST WATCHES

* Precision Bulls	PARKS AND FAIRS
 Stainless Steel Back <	 BALLOON ASCENSIONS—PARACHUTE JUMP- ing. Modern equipment for fairs, parks, celebra- tions. Always reliable. Claude L. Shafer, 1941.8, Dennison. Indianapolis 21, Ind. fe5 FAIR MANAGERS: CONTACT BOB TOMLIN- son, professional sensatile entertainer. Jungles clubs, balls. Twirls seven ropes simultaneously. Ven- triloquism, Punch-Judy. Plays electrified accordion litestrated circular available. 102 N. State, Chi- gago, III. Telephone DEArborn 6263. np HIGH ACT AVAILABLE FOR CHEEBRATIONS and fairs. Write High Act, Adel, Iowa. fe12 HIGH CLASS TRAFEZE ACT — AVAILABLE for indoor events. Flashy silvered paraphernalia. State South Anthony, Fort Wayne 4, Indians. NOW BOOKING 1949 FAIRS—RUBE CLOWN. Hirum the Juggling Fool, mingles with grandstaming and midway crowd creating fun; does sock Juggling Act in Grandstand Show. Address Edd Juggling Act in Grandstan









MMNDR

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Thicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

George, Pete &

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. - Cincinnati 22. O.-

Parcel Post

Greiner, Chas. Parshall, Robt, J. 150 Lewis, Dick 20c Stahlman, Arthur Burg, Nancy, 30c Lasch, Walter (Dutch), 8c 150 Louder, Miss Goodson, Samuel Frances. 5c Gratiot, Merle J. Swain, Robt. 30c Gray, James H.

Adams, Mike Albert, E. J. (Red) Aldridge, Floyd Allen, Archie T. Allen, Fred Allen, H. S. Clemens, Mrs. Fred Cockran, Perry Cohen, Arthur Cohee, Res Allen, H. S. Allen, Roy Allen, Roy Stephen Jr. Cole, Wiley Anders, Frank Anderson, Leslie B Collina, Carlton A. Coman, Mrs. Martha Conway, Everett & Agnes Cooper, Chuck Cortes, Rita Corbett, W. W. Costello, James J. Armstrong, W. C. (A. & L. Amuse, Couls, Mrs. Mary J. Cowan Concession C.) Co. Cox, Thurman Henry Crane, Sidney S. Crawford, Tex. Crull, R. N. Crum, Tom Cunningham, Mrs. Edith Curtiss, Harold Cutler, Richard Darnell, Lucky Davidson, Robt. F. Davis, Eddle Davis, Louis E. (Custard) Barr, Glen (Rosie) DeLancey, Doyle Dawson, Melvin DeCoste, R. A. Barry, Geo, Barrickman, Jimmie

Dearo, Bert

Peggy LaMarr, John Gerry, Frank James Gill, Geo. Girard, Huber H. LaToy, Harry Givens, Robt. Lambert, Eunice Glenn, Al Lamont, J. A. Glasgow, W. R. Gloth, Robt. Glover, John P. Goad, J. G. J. Gobbini, Angelo 6c Goff, Roscoe Lang, Joseph W. Lang, Dorothy Lasch, Walter Goldburg, Stash & Lastlen, Claude Louise Lattana, Joe Church, Col. Chris Grenair, Scotti Lawrence, B. O. Lawrence, B. O. Lawrence, B. O. Lawrence, B. O. Lawrence, Bert Grimen, Bertha, Lawrence, Bert Churchill, Geo. Homer, Ida E. Lawrence, Bert Clark Wm. Atten Gromer, Ida E. Lehman, Chas, Clawson, R. J. Gromer, Sidney Lesander, Jack Groner, Ida E. Groner, Sidney Gross, J. P. Guymon, G. R. Hasz, Harry Jr. Haller, J. C. Halatead, Roy E. Hammonds, Lesander, Jack Lewis, Robt Lewis, Sam Lieberknecht, Mrs. Liers, Emil Lilly, Harold J. & Millicent B Cherokee Hancock, Mrs. Vera Little, Arizona Hand, Johnny (Hell Drivers) Little Maxine Hansen, Sigurd Harl, Jack Livermore, Norman

Harl, Jack Harms, Geo. Herman Losh, Al Harms, Russell Ludwig, Art Chas, Lundgreen, Ed. Harris, Joe Edgar Harris, Pocket-Book Harrer, Bill Hasher, Mar McBride, Bob McBride, John Hasler, Mrs. Wm. Hastings, Mrs. C. L. Patrick McCallister, Earl McCauley, James Hastings, Kitty Havena, Chas. Hawka, Miss Pat McCloskey, Bob McDaniels, Mrs. Hayes, W. J. Heather & Heather & Henry, Wm. R. Henry, Wm. R. Herbert Dorothy McGinley, Geo. (Mac) (Mac) Herbert, Harold McHainey, Blanche Herrick, Mrs. Carl McHurb, Eileen McIntire, R. McLaughlin, Wm. McLean, John Herron, Morrison Hicks, David Hill, Billy H. Hirschman, John J. McLaughlin, Wm. McLean, John Hirschman, John J. McKeown, Happy Frank DeMoss, Pergy DeSilva, Velma D. DeRidder, John Denn, Aloha Bobble Holan, Harry Frank McNatz, Vernon A. McNatz, Vernon A. Mackie, W. W. Holmes, Wm. Mackie, W. W. Merrill Mae, Elizabeth Mailey, Roger Holt, Wm. (Hawallan Nighta) Hornfeld, Jackie Maloney John Mannesovitch, Jay Mannesovitch, Jay Saunders, Bud Sanl Saunders, Wingy Manafields, The Sawyer, Fred Shooting Schriftleitung, Hoskinson, Howard Houghton, Ross Houston, Lee Hubbard, Al Manton, Leslie Huddleston, Stanley Marroletti, Rocco Marlow, Jack Martin Martin, Bull Schuck, Pet Martin, Jack (Gypay) Martin, Joe Schuler, Chas. B. Marty, Mrs. Heene Schultz, Ed. Hughes. Dewey Richard Martin, Jack Hunter, Roy (Fingera) Marah, Jease B. & Harold Mason, Tom Massey, C. W. Master, Roy Masterman, Geo. Mathis Jr., Ed Ice, Geo, V. Ingram, Carl Interi, Peter J. Intoni, Mrs. Ellen Irish, Walter L. Irwin, Bill Matthews, M. H. Jack, W. E. Jeanne, Little May, Chas. Mayman, Gilbert & Jernigan, Joe Amanda Jensen, Mrs. Harry Jeter, Van L. Jenson Robt. Mayo, Bill Mercy, Mrs. Virginia Merkle, Fred J. Merritt, B. H. Messett, James Frederick Metalfe, Lewis O. Johnson, A. F. Johnson, Geo. W. Johnson, Harry Lee Meyer, Wm. X. Reitzel A. Miller, Bob Roy Miller, Paul L. (Conkhouse) Simmerson Lee F. W. Harold Miller, F. W. Tommie Mitchell, Jim R Nicholas Sima, Joe iller F. Simpton, Nora (Mrs.) bie Mitchell, Miller F. Mitchell, G. L. Ethelene Mitchell, Willie W. Jones, Mrs. hur Mix, Tim Teesdale Mizner, Joe D. Modele, Harry Joplin, Arthur Mondrel Allyce Monroe, Bud Montanaro, Dorothy Moore, Louis B, Morales, Mrs. Morales, Theresa Kelly, Alan (Omat) Moran, Kammle Δ. Kelly, Earl Morelita, Rocky Tony Moreno. Morgan, Kelly, Kitty Kelly, Toby Kennedy, Robt. Morgan, Willard Morton, Jr., Lealle Bright Moyer, Ed. Souther, T. D. Murray, Geo. Win. Sowles, Lloyd Nathansen, Rudolph Spaulding, Bill A. Spears, Jr., Geo. Monte Moyer, Ed. E. Murray, Geo. Win. Kepler, Harry E. Kepley, Dixie Kessler, John & Ruth Neal, Ed. Keyes, Mrs. Frankie Neal, Mrs. Jack Kible, Harry Kimball, Dude Nelson, James Mitchell Newell, Wm. E. King, Donnis Nimmo, Dave King, Hazel Norton Jacob F. Norikoff, Geo. O'Brien, James P. O'Dell, Patric King, Raymond King, Red (the Kirby, J. B. Kirk, Homer H. O'Donnell, Jennie Kirschman, Bill . A O'Kelly, Mrs. Ralph Perry Olinger, F. L. orr, Jack F. Osenbaugh, Louis A. Jr. Osenbaugh, Winona Kline, Chas. & Knapp, Vincent, Knapp, James F. Knler, C. L. Knight, Felix Kohler, M. A. Kohler, N. A. Otis, St Ouetten, Win. Overstreet, Robt. L. Overstreet, Ruthe Owens, Geo. M. Owens, Whitey Oyler, Doe Oyler, Padula Jr., Joseph Parker,

LaMaiz, Monte Parker, John L. Patterson, Pat LaRouech, Daniel Patterson, Robt. L. Paulus, Paul (Jognier) Pack, Mr. Peck, Jewell Vinets Penny, A. B. Perry, Wilson L. Landon, Jr., A. L. Peters, Frank E. Peters, Lana Louise (Dutch) Phillips, F. R. (Dutch) Piscolo, Vincent Pitkin, Chas, (Blackie) Lauzhlin, S. L. Lawless, Marty Pittoli, Virginia Poling, Chas. H. Poole. Forest Porter, Clyde R. Potter, Northan S. Powell, Jim Powers, Doc (Thrill Price, Wilms

Maxine Pugal, Ellen Pyle, Harry Rabon, Bill Tommy Radke, Bruno Ramacy, Donald Dichard Ramsey, J. T. Randall, Dorothy Date Rasmussen, Andy Rathburn, Enoch T. Reckless, Fred Reed, Mrs, Annie Reed, Havis H.

James

Show)

Lee Reinhardt, Geo. Renfrow, Rickey Renton, Al Reuter, Lawrence Reynolds, Joe Rice, Wm. Rickey Lack Richards, Jack Riley, F. W. ra Rinchart, Jack Jr. Grace Ritz, Prof. Chas J. Hobbins, Clarence rd S. Robbins, Sgt. Rufus Roberta, Geo. Roberts, Maxwell Roberts, Mrs. Rose Robertson, W. S. Rocca, Phill Rocco, R. W. Root, Len M. Rosenbaum, James





428 SIXTH ST., N. W. WASHINGTON 1, D. C.

Barbara Fritchie Chocolates Frederick, Md.

Beauchamp, Frederick Denson, Iome Deens, John Deever Deese, John Belen, Evaline Delagrange, Edw. Delaney, Samuel A. Bell, Jack Bell, Forrest W. Delawter, Leroy Benjamin, Mrs. Bengor, Nick Demetro, Archie Demetro, John Benjamin, H. Bennett, Jack Bergman, L. H. Bergman, Mrs. Lila Dempsey, A. N. Dengler, Geo. O. Dennia, Pat (Leigh) Hull, Chester Dinne Bernatcin, Lew Dietsch, Paul Best, Wayne Bible, Roy (Circus) Arthur Hurd, Howard Dimsdale, Bill Dion, Jos. Dobbins, Thad Donaldson, Frank Douglas, Ed. Doto, Phil Binley, Sam (Painter) Birch, Bob Birckett, C. L. Bird, Jack Bishop, R. L. Rissell, Morton Drake, Mrs. Geo. Drayer, Earl R. Drew, Marion Black, Mary E. Draw, H. D. Drinkard, Milton R. Blakely, Benton Jr. Riakely, Wm. Roland, Helen L. Bond, Johnny Dubois, Henry J. Dubois. Wm. Duncan, Wm. Borrenpohl, Arthur Richard Jo-Ann H. Dugan, J. H. Bowdes, Lester A. Dunn, Chester A. Bowers, Beulah A. Dunn, James R. Boydes, Lester Bozman, Paul (Pinetree) Dunn, Sonja Ann Johnson, Durbin, China & Johnson, Bradley, Wm. C. Dorothy Johnson, Roy T. Bradshaw, Austin Earcle A. U. Johnson, Tomm Edwards, Bert Jones, Agnes Edwards, J. D. & Katherine Jones, Bobbie Thes. Brady, Jack Silm Branham, Earl Breckenridge, Eddy Briggs, Carl Briggs, Mary Frances Elben, Evelyn Elder, Charlie W. Elliot, Dencil J. Engeter, Capt. Jones, Ray D. Eargest Kamm, Albert Briggs, Roht, Ephriam, Peter Joe Kamm, Albert Evans, Al S. Kane, Irma Everhart, Jr., Keller, Mille Lawrence Keller's Restaurant Britton, Robt. Brooks. Chas Adams Everhart, Jr., Lawrence Brown, Benj. Clifton Brown, Mrs. Mas Brown, Mrs. Thelina Farrer, Thos. Farrington, Leroy Kelly, E. Feathersteon, H. C. Hartnett Bruner, Mrs. W. C. Bryan, James W. Fenn, Mrs. Elizabeth Kelly, Fred R. Ferencze, James Ferrara, Antoni Ferria, Lester W. Feutz, Eddie Bungard, Arthur Burke, Geo. & Agnes Burns, Joe Burns, Kathleen Finch, Marton Louis Butler, Bill Cain, John Calhoun, David Franklin Finley, Mrs. Evelyn Finnessy, James Fish, James E. Fisher, Geo. Calvert, Harry Canter, K. G. Cantwell, Chas. Flanagan, Robt. L. Flannigan, Walter (Past Carangio, Ray Foley, Geo. E. Carl, Geo. Carlson, Mrs. Chas. (Agt.) Fowler, Wm, H. Ford, Jr., Edw. Francis, Eva E. Frank, Tennis Frank, Toney Morrow Carpenter, Charlotte Carr, Thos. B. (Chink) Carrinales, Stoney G. Franklin Albert Frazier, Wm. Lawrence Kish, Lew Carroll, Dave Carrol, Simmy Carroll, Tommy Freeman, M. D. Frisble, Alfred L. Frits, Virgil, Fuller, Wm. E. Furrie, Robt. Thos Carroll, J. C. Carter, Henry Allen Casey, J. Blackie Chambers, Fred M. Chapman, C. R. (Cliff) Fustanio, Anthony Gallanger, Jack Gatlin, Joe Paul Gelb, Joe Gelb, Joe Paul Korhn, Haymond J. Gelb, Joe Kraft, Phil Gennuss, Mrs. Mary Kufer, Mrs. R. E. Chapman, I. W. Chilberg, Alfred Christensen, Bill LaDare. Laks. Church, Jamis A. George, Anthony J.

The Billboard

MERCHANDISE

77



MERCHANDISE 78

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BORDER NOVELTY CO.



NEW 1949 LOW DOWN! CUTI-KEE CHAIN TELESCOPE

Key Chain Novelty!



Pipes for Pitchmen

- By Bill Baker-

JOHNNY BARBER . . . is working novelties in a downtown fountain pens and cigar lighters. Bill Cincinnati location to better-thanaverage returns,

Pitchmen must maintain the solidarity and morale of their industry.

JOHN R. MATTHEWS . . . is reported to be working Chickasha, Okla., to good business.

JOE MARKS . . .

blasts the following from Detroit: "New Year's Eve saw all the boys in the Motor City getting the longgreen. Among them were Bill Weiss,



with balloons, and N. Coven, with Weiss says that he's planning to spend the winter here."

Being road-smart doesn't always mean being intelligent.

TOM KENNEDY

is in Philadelphia, from which point he says he enjoys reading the series of stories on pitchmen from the pen of Sid Sidenberg.

FRANK O'CONNELL ...

novelty worker, rambled into Cincinnati last week following a suscessful stand at the Delta Bowl foot-

Manufacturers, Jobbers and Impo	rters
Pat	Dozen
Megascope Photo Key Chain	2.78
Telescope Kutis Kee Chain	3.60
Photo Partfolio (12 to Set)	6,00
Photo Key Chain Knife, Small	4.00
Photo Rates (20 to Page.)	6.00
Ingersoll Pocket Watches	18.00
Ingersoil Pocket Watches, Radiolita	25.20
Lux Alarm Clocks	18.00
Spartus Press Flash Camera	07.64
Spartus Full View Camera	71.84
Zippo Olgarette Lighters	21.90
Evans Automatic Lighters	21,60
Regens Automatic Lighters	10.80
Glant Easter Bunny in Cellophane Bag Midget Finn Hunting Knife	48.00
Shorty-Jiffy and Midget Knives	10.80
#40 Metal Beer Can Punch	4.00
#25 Wire Bottle Openars	25
Clip Combs, Best Carded	.80
Airplana Lighters	42.00
Slient Flama Lighters (Gold)	21.00
Coin Changers, 5c-10c-25c, Professional	18.00
Coin Changers, 16-56-104-254. Profess'i	42.00
Hair Olippers, Electric, A.D., D.C	
Fingernall Clippers	1.50
Toasters, #50, Electric	24.00
Flints, Carded (24 Discs)	12.00
Alarm Olocks, Electric	42.00
5-Piece Cutlery Set, Boxed	24.00
Norman 2-Way Pens and Retractable Pens	7.20
B.B. Ball Pen	7.20
Radios, A.C., D.C.	88.00
Radio, Portable, with Batteries	150.00
Whammy Eyes (New)	2.00
Rubber Tarantules, New	3.90
Rubber Alligators, New	7.20
Barrel Joke	3,60
Rope, Block & Knife Trick, New	2.00
Four Nickels to Dime Trick, Brass	0.00
Four Nickels to Dime Trick, Aluminum. Spinning Ball Bearing Trick, New	5.00
Burnt Match Trick (New)	2.00
Disappearing Coin Trick, New	2.00
Whoopee Cushions, Large	2.50
Plate Lifters, Large	3.60
Drinking Bird in Cage, New	12.00
Treasure Chest Banks	8.00
Behind the Red Curtain Joke (New)	4.80
Flying Birds, Best, Jap. Per Gross	9,60
Punchy Hand Puppet	
Pee Wee Viewer Camera	4.80
Auto Bombs, Best Made	1,10
Comis Buttons, 4 Inch	.75
Men's Wrist Watches, Boxed, Quaranteed	54.00
We allow Courts Mark Courts	manager and
We ship to Canada, Mexico, Cuba, I	rawan,
Philippines. No merchandise s	nipped
without a deposit. Balance C.	0. D



The Billboard

o city. Marie last worked a friends for a celebration at a local

The pitchman acts the part of a geneman until they won't let him.

N MASSELL

n Macon, Ga., where he is conplating framing a demonstration h the Plastic-Rayon Towels, which PHIL GREIF ... plans to spring soon.

LAND FORTER . . .

returned to pitching candy at the press Theater, Milwaukee.

How many of you are keeping e resolutions you made for 9492

B SCHUTTEN

mer pitchman, joined the ranks of benedicts in Milwaukee recently en he married Grace Busacker. the past season with the Bardex Med utten is currently in the navy as electronics technician's mate.

RINEHART

o joined the army recently, is h an airborne division stationed at mp Breckenridge, Ky. He ramd into Milwaukee while on a ret furlough and joined a party of



RGO PEN-PENCIL CO. 0 Broadway New York 7, N. Y.

IT'S TRUE!

istmas demonstration for the night spot. With him were Howard pree Company, of Elizabeth, N. J. Becker, Robert Bukowski, Fred Wulser Jr., Ray Loppnow and Edward Kriehn.

> Those who profess friendship while they can use you are not really your friends.

cards fron Miami that plenty of Jackpots are being cut up by the boys there. Sighted at Tropical Park recently, he says, were Professor Seward, astrologist; Slin. Lee walkietalkie; Al Schriner, novelty hustler, and Ivan Paterson and his sign crew.

Don't just talk about your ideas. To be successful you must execute them.

JAMES H. RUTLEDGE . . .

Show, is at his home in Pittsburgh recuperating from a recent illness which had him hospitalized for 28 days. His wife, also is in ill health, having just been released from a local hospital after being confined there for a month. Rutledge would like to read letters from friends.

Is there a mentalist in the house? Last week this corner had several pipes contributions which read something like the following: "Not much dough in this sector, but we're having lots of fun." It was not signed. We need more co-operation than that, boys and girls. You sign 'em and we'll print 'em.



MERCHANDISE

79

RINGS SELL ON SIGHT

Styled to Sell-Priced for Profit



This is one of the fastest seliers and the market, 1/20 12K g. f. tadles ring. Beautiful, synthetic birthatone sur-rounded by "diamond" like stones, it's a real beauty, only \$11.00 per floren.

This ring is fast moving. Three big, besutiful dia-mond" like stones, 1/20 12K g. f. with a look of distinction, only \$22.50 per dozen.

Write today for our big new 1949 catalog filled with these fine values and many. many more on all types of jewelry and accessories. Be sure you write today. WRITE: Dept. B.B.



LATEST SENSATION-YOU CAN QUICKLY CHANGE THE PICTURES New releases, full color, beautiful models; sharp, clear lenses. SAMPLE OFFER-2 Sample Viewers and 1 package slides sent prepaid, \$1.00. DEALERS OFFER-\$7.80 for box of 2 dozen and display card. Extra color slides, 5 to package, \$2.90 per dozen packages. JOBBERS AND DISTRIBUTORS Write for Special Quantity Prices. All merchandise sent prepaid if cash accompanies order. C. O. D.'s accepted. Send 25% deposit. RUSH ORDER-GET ON THE BANDWAGON-IMMEDIATE SHIPMENT. 740 S. BROADWAY PARKCO SALES CO. LOS ANGELES 14, CALIF.

WE COULDN'T IMPROVE THE QUALITY - So ...

WE IMPROVED THE PACKAGE

> Packaged In individual dozen boxes.

Each box contains 12 different poses, poses for which we have received the greatest number of requests, plus

several sensational new ones. CUSTOMERS WILL WANT THE FULL SERIES. Suggested retail price by the dozen box-\$4.95.



ADJUSTABLE FOCUS Gives clearer, sharper vision for the best third dimensional affect.

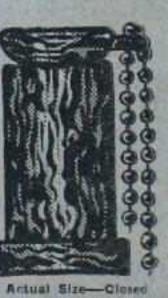
WE REDUCED THE PRICE

Beautiful 1/20 12K g. t. man's ring. "Diamond" like center stone with your choice of two red. white or blue, smaller stones on either side. \$17.90 per dogen.

\$3.00 Per Doz.

(2 Doz. Minimum)

.50 Per Gross T.O.T. All orders must be accompanied by



ADJUSTABLE FOCUS One of the many reasons this key chain is in such great demand.

CASH, MONEY ORDER OF CERTIFIED CHECK

for full amount. No C. O. D.'s.

IMMEDIATE DELIVERY. All orders shipped

WE ADDED NEW TALENT

Five Foot Two, Eyes of Blue **Bubble Bath Deulah** Culver City Kitty Two-Gun Sue Mrs. Bartley Hunt No Buttons or Bows Roses Red Nick's Pick The Switchman's Wife Round the World Winnie

same day received.

ACE MANUFACTURING 6114 SUNSET BLVD. HOLLYWOOD 28, CALIF. Phone HILLSIDE 5846

The Billboard 80

COLOR-ADD

THE TOUR ADDIEDUTET PLUT

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SALESBOARDS Communications to 155 N. Clark St., Chicago 1. Ill.

January 15, 1

reports from top officials. Cons of the industry is that, with a **12** Companies year just passed, 1949 holds even ter promise of high-sale and potential, and no one is missing Will Present to get on the sales-train with quality and operator designed chandise.

COLOR-ADO

THE SALESBOARD THAT GIVES YOU **100% COUNT 100% COLLECTION**

1949 SALESBOARD SHOW

No Shortages

- **Positively Foolproof**
- **Greater Player Appeal**
- Colorful-Sturdy Construction

OPERATORS INCLUDE A VISIT TO OUR FACTORY WHILE IN CHICAGO FOR THE CONVENTION

Sked Hotel, Plant Parties

CHICAGO, Jan. 8 .- Final plans for the big nine-firm salesboard showing in the Sheraton Hotel, the special presentation at the Morrison Hotel, and two open-house plant exhibits, jelled this week as 12 board manufacturers prepared to host operators and jobbers during the three-day conclave here January 17-19. New ideas in boards and tickets are on the docket for introduction, with several firms stressing items of radical design as play-stimulating leaders.

Surpassing the 1948 show, board makers are going all-out to provide visitors with entertainment and refreshments in presenting their more complete line of board and ticket games. While the Sheraton will house most of the exhibitors, the factory showings will also offer high interest, with special tours thru the production departments.

Exhibitors Line-Up

The line-up of salesboard exhibitors which will make Chicago a board center next week follows: (in the Sheraton's third floor Gothic Room) Container Manufacturing Co.,



CONDUCTED TOUR THROUGH THE WORLD FINEST AND LARGES FACTORY. SEE OUR NE BOARDS ACTUALLY BE ING MADE.

FOOD FUN XAL NEW IDEAS

BIGGEST VARIET

U



St. Louis; Harlich Manufacturing Co., Chicago; Superior Products, Inc., Chicago; Gam Sales Co., Peoria, Ill.; Consolidated Manufacturing Co., Chicago. Also exhibiting in the Sheraton will be Universal Manufacturing Co., Kansas City, Mo., and Bee-Jay Products, Inc., Chicago, in Rooms 3001-2-3; Secore & Secore, Chicago, Rooms 3407-8-9, and, as announced this week, the Pioneer Manufacturing Co., Chicago, showing in Suite 1907. All firms will furnish entertainment, food and refreshments at their exhibits.

Empire Press, Chicago, will hold a showing in the Morrison Hotel, with the suite not yet ann sunced.

Elaborate Programs

Plant presentations will be held by Gardner & Company and Peerless Products, Inc., both Chicago firms. Former will provide an elaborate triple-feature program, conducted factory tours, radio star entertainment, souvenirs and refreshments at the private plant bar, in addition to free taxi transportation to and from the plant for all visitors. Peerless Products has scheduled a complete "all-at-once" display of its full board line with refreshments also on the show menu.

With a good year predicted, board make." have gone all-out to present new and play-provoking numbers to the trade. Colorful boards, incorporating features to obtain and hold repeat play, will be in the 1949 salesboard show spotlight, according to

Board Legality Upheld in Pa.

ERIE, Pa., Jan. 8 .- The possession and sale of punchboards is not a violation of Pennsylvania law, according to a decision handed down by Judge Burton Laub of Erie County.

In a test habeas corpus proceeding, following the commitment of a salesman by a justice of the peace, the local court followed a State Supreme Court's opinion that such possession of punchboards is not illegal.



SALESBOARD SIDDLIGHTS

★ FIRST SHOWING BRAND NEW

Harlich Manufacturing Company,







COIN MACHINES

III. Simplex Rosenberg Sets Up Shuffleboard Event Aimed Export Biz To League Covering New York City Separate Firm

Will Add Shuffleboards

CHICAGO, Jan. 8 .- In a move designed to strengthen its domestic coverage on all types of equipment, as well as further diversify its lines, Illinois Simplex Distributing Company here has transferred its export activities to a separate company and added shuffleboards to the already expanded domestic line.

Gordon Sutton, president of Simplex, told The Billboard that the activities of the export division will henceforth be carried on by a separate company, known as Simplex Export Company, Hugh McGarrity, Sutton's sales manager, and James Davran, his export division manager, formed the new company which has offices at 134 North La Salle Street.

McGarrity Heads New Set-Up Export and Davran is secretarytreasurer. They will take over export business on the Revco, National Ice (See ILL. SIMPLEX on page 86)

NEW YORK, Jan. 8 .- Establish- erns over a 20-week period. ment of a shuffleboard league by Hymie Rosenberg, local distributor charged 75 cents for the Monday for the American Shuffleboard Com- night games, none of this revenue is pany, and the start of the first coin- retained by either Rosenberg or the man-sponsored tournament in this locations. The money is put aside city has hypoed play and is stimulating interest in the. games.

Meanwhile, it was announced that Rosenberg has been appointed area representative of the manufacturing company to line up coin machine distributors in seven States and Washington to handle the American line in their own territories. The States are Virginia, North Carolina, South Carolina, Georgia, Alabama, Mississippi and Tennessee. Rosenberg leaves on his initial sales trip next week.

With operator-owned shuffleboard routes still in the pioneer stages here, and the games still largely operated by distributors, Rosenberg apparently has been the first to accumulate enough locations in any restricted area of the city to make league play McGarrity is president of Simplex practicable. Six teams, representing as many taverns, comprise his first league.

Tournament Nights

by three doubles teams and three smaller group. With the larger singles teams, which compete with leagues, tournaments would be exteams of the other participating tav- tended to 22 weeks.

Altho each competing player is to provide cash prizes for the winners at the end of the tournament. And Rosenberg himself plans to add enough to the kitty to bring the total prize money to \$1,000. This will be paid out to the competing teams on a sliding scale, with consolation prizes for low scorers. In addition, Rosenberg will donate a silver trophy to the winning tavern.

Hypo of Play

While Monday is thus a nonrevenue-producing night for him, Rosenberg states that increased play during the other days of the week more than make up for it. During these days players pay the regular 10-cent charge and play is heavy due to competition for team spots. Altho taverns also get no revenue from the boards during tournament nights, they are more than satisfied with upped bar business, Rosenberg pointed out.

Future plans call for the establishment of additional leagues, Rosen-In the set-up he has developed, berg declared. These will most likely

Ups See '49

See Sellout for CMI Show At Coinmen **Co**-Operation

Hotel Reservations Heavy

By Dick Schreiber

CHICAGO, Jan. 8 .- This weekend, officials of Coin Machine Institute (CMI) reported the annual convention and show largely sold out, with hotel reservations at an alltime record, and announced that the three-day convention (January 17-19) would signal the beginning of a comprehensive program designed to bring about closer co-operation between operators, distributors and manufacturers.

CMI's outgoing board of directors held its final meeting Thursday evening (6) and recommended that the new board establish a committee of operators and distributors to act in an advisory capacity to the association's executive council. Dave Gottlieb, outgoing president of the association, outlined the proposal. He said that the operator-distributor committee will be selected by the officers Monday has been tabbed tournament consist of 12 taverns each, considered of State and local associations durnight. Each tavern is represented more effective competitively than the ing their annual dinnery meeting Monday, January 17. "The welfare of the entire coin (See Sellout for CMI on page 94)

Gotham Council Mulling Bill To Cut Game Levies NEW YORK, Jan. 8.-A bill to Deston

coin-operated amusement proved games from \$50 a year per location to an annual fee of \$5 per game has been introduced in the New York City Council, it has been learned.

Introduced by Councilman Clemente, the bill would except games from the blanket \$50 provision of the administrative code and also provide for license department approval of locations. It is now in the hands of the general welfare committee of the council which must report the bill out before action can be taken,

No Relocating Fees

the bowling type and quizzers have tion was made on the under present regulations the full \$50 is charged for each location regardless of the number of games on the premises and the amount of time the sales tax, exempting only food sold games remain in operation. Under (See GOTHAM GROUP on page 95)

Allite Assets Go **On Block Jan. 17**

the Allite Manufacturing Company have been ordered put up for auction January 17 by Hugh L. Dickson, referee in bankruptcy. The firm which manufactured Strikes and alley, has stock valued at \$300,000, including lathes, milling machines, grinders and all equipment necessary to the manufacture of the games.

alleys are also to be offered at the rate. auction, it was learned.

Pennsylvania Tax Commission **Recommends Local Law Repeal**

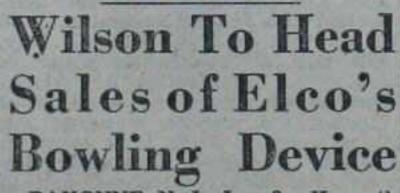
HARRISBURGH, Pa., Jan. 8. - many Pennsylvania towns and cities Pennsylvanias Tax Study Commis- have taken advantage of the power sion has approved a recommendation and imposed taxes on games and which calls for repeal of that portion music. Observers base their belief of the State's local tax law which that Governor Duff will oppose the enables municipalities to tax all types repeal measure on the additional Games such as Skee Ball, others of of coin machines. The recommenda- fact that he originally asked the been approved for licensing here. But last Wednesday (5) as the legislators the enabling bill was passed on 1 got their session underway.

At the same time, the study group suggested a State-wide 2 per cent for off-premise consumption, to help pay higher salaries to teachers. The power to tax sales would also be taken from local units of government and returned to the State under this proposal.

Vigorous opposition to the proposal to repeal the enabling legislation is expected from Gov. James H. LOS ANGELES, Jan. 8 .- Assets of Duff. In his biennial message to the Legislature the governor said he opposed any changes in the general tax structure.

ous local Pennsylvania authorities dent and general manager, announced Spares, an automatic scoring bowling have imposed license fees on all this week. types of coin machines was enacted in June, 1947. It is a broad enabling old firm's first entry into the coin nals and public places plugging act which gives local governments machine field, will be formally inpower to impose licenses on all types troduced to the trade at the Coin mezzanine was set up at Logan In-Several of the automatic bowling of amusements and at an unrestricted Machine Institute exhibit in Chicago ternational Airport with everything

embly floor Legislature for this type of law and insistence,



BAYONNE, N. J., Jan. 8 .- Kenneth Wilson, veteran coin machine salessales promotion manager for the Elco division, Electric Boat Company, new scaled-down automatic bowling The measure under which numer- alley, Preston L. Sutphen, vice-presi-

Since passage of this enabling act, (See Wilson to Head on page 92)

Expansion Solved Many **Problems**That Arose in 1948

Game Decision Seen

BOSTON, Jan. 8.—Expectation of great expansion in the coin machine field in this area is the outlook for 1949. The past year presented more unusual problems for operators than any of the old-timers can recall. Juke box ops met television head on and weathered the storm successfully; pinball ops were plunged headlong into a controversy between the special commission set up by Mayor Curley to regulate and license the machines and the Boston Licensing man and operator, has been appointed Board (BLB) which banned pins from 5,000 restaurants, taverns, hotels and variety stores (this situation remains unchanged since May but a decision is expected in '49).

Vending machine operators opened new locations, invading office build-Elco-Bowl, marking the 56-year- ings, factories, bowling alleys, termi-5-cent bar goods; a coin-operated next week. The game is a redesigned from popcorn to nylons, and initial (See BOSTON OPS on page 91)

The Billboard

January 15, 1949

Vender Trend Up at CMI Meet

84

VENDING MACHINES

47 Companies Show Machs., **Allied Lines**

Spotlight Service Units

CHICAGO, Jan. 8 .- For the third plant and offices here. successive year, vending and service equipment and allied component parts manufacturers will be on hand at the Coin Machine Institute (CMI) convention in numbers surpassing that of past years. Ready to display their products at the 1949 show, opening in the Hotel Sherman here next week (17 thru. 19), will be a total of 47 firms. Of the 115 exhibitors at the show, 33 will exhibit venders and service machines, while 14 companies will display parts.

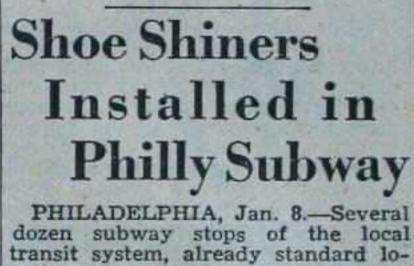
CMI's first postwar meet in 1947 included a 20-firm showing of equipment devoted to the vending phase of the coin machine industry, while the 1948 convention found this number increased to 23. Thus, while the 1947 meet devoted about one-fifth of its space to vending and allied units, the 1949 conclave will turn over more than one-third of its total show area to exhibits of this nature. Vender operators, distributors and manufacturers see in this trend another indication of their equipment's ever-increasing public acceptance, dependability and eye-appeal.

Bottled Sunshine To Be Sold Thru **Vending Machines**

KING OF PRUSSIA, Pa., Jan. 8 .-Already installed on test locations is the Sunstan lotion dispenser which will be shown in Booth 173 at the Coin Machine Institute show January 17-19 by the Stan Manufacturing Company which maintains its

The lotion dispenser, invented by Harry Avrigan Jr., and Stanley E. Rines, will be marketed nationally by National Service Associations, Perry Building, 1530 Chestnut Street, Philadelphia.

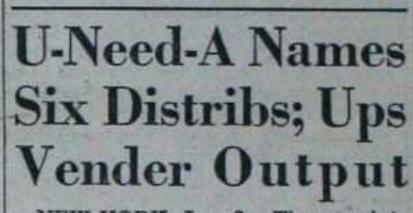
Avrigan, who is president of Stan Manufacturing, announced this week that the unit will be placed in production January 15 at which time the company will be delivering the sun tan lotion dispenser. No price has been quoted on the unit.



of the Snead cup vender, to adapt it for dispensing not chocolate at a nickel a cup, was placed in operation sion, according to its inventor, M. this week in the Times Square subway station by Chick's Drinks, Inc. Firm officials stated that plans call for the eventual issuance of the con-

Converted Vender Selling

Hot Chocolate in Subway



NEW YORK, Jan. 8 .- The appointment of six distributors to handle sales of the U-Need-A Vendors allelectric cigarette machine in the East, South and Midwest was announced here this week by Murray Weiner, sales manager of the manufacturing firm.

Meanwhile, Jacob Breidt, U-Need-A Vendors' president, disclosed that shipments of venders from the plant have now reached a volume of 30 a day. This figure will be upped to 50 daily within the near future, he claimed.

Of the territories covered by U-Need-A outlets, Bill Weiner, treasurer of Vendors, Inc., of this city, is function occurs and the temperature assigned New York, New Jersey, Ohio climbs above 140 degrees, or falls and the New England States. The below 110 degrees, the vender autoarea comprising Illinois, Michigan matically shuts off, it was pointed and Indiana is being handled by out. Mack Postal, of Chicago. The J. Rosenfeld Company, St. Louis, is handling the machine in Missouri, Kansas, Kentucky and Tennessee; the Scott-Crosse Company, of Philadelphia, in Eastern Pennsylvania, Delaware, Maryland The machine stocks eight gallons of and Washington; Abe Stept, of Johnstown, Pa., in Western Pennsylvania, West Virginia and Virginia, and Willens & Baron, of Miami, in Florida, Georgia, Alabama, Mississippi, North estimated that cup and sirup costs Carolina and South Carolina.

NEW YORK, Jan. 8 .- A conversion | version in kit form for use by other operators.

The unique feature of the conver-Fornatora, is that the cup vender may be reconverted to cold drink operation in about one hour. No mechanism vital to cold drink operation is removed in the conversion process, he said. Thus, with the kit, one machine may be adjusted for maximum play in both cold and hot weather, it was claimed.

The heating mechanism of the converted machine is fitted into the cold water tank of the Snead vender, Consisting basically of two connected one-gallon tanks, with immersiontype heating elements, this mechanism is claimed to keep the water at controlled temperature graduations. The completed cup of hot chocolate is dispensed at 128 degrees F. Fornatora stated that a patent covering the heating mechanism has been applied for.

With the drink delivered at 128 degrees, Fornatora declared it was not necessary to use a "hot" cup, such as in coffee venders. Tests have shown, he said, that waxed "cold" cups are not affected at this temperature. The mechanism has automatic controls that hold the delivered drink within two degrees of the desired temperature. If a mal-

With machines, parts and merchandise following the lower price trend in some measure, and with the general feeling that the upward price spiral has been halted, all segments of the vender-service machine industry look for a high sale year (both of equipment and merchandise) in 1949.

Tested Units

Too, unlike the 1947 meeting, venders shown during the forthcoming show will largely be proven, location-tested, full production units. This is particularly true of the larger type venders, which crowded the ranks of postwar models during the 1947 meet. The counter or stand type penny and nickel merchandisers (See VENDER TREND on page 88)

new devices, the first to be seen in Philadelphia, offer a 5-cent automatic shine for both black and brown shoes. The machines were placed by the Peoples' Vending Company, which holds the exclusive location rights for all coin-operated machines in subway and elevated stations of the Philadelphia Transit Company. Jack Beresin, head of the Berlo Vending Company here, also heads the Peoples' organization.

cations for penny candy, gum and

weight machines, this week added

Uneeda shoeshine machines. The

Public reaction to the shoeshine machines is being watched carefully by the Peoples' Company, as their reception will largely determine the introduction of other merchandise vending machines at the subway and elevated stations.

Weiner stated that other distributors would be announced as appointments are made.

Cold Cup Used

The use of the cheaper cold cup has enabled the company to vend the finished drink at a nickel, it was announced. Hot chocolate sirup is supplied by the S. J. Baron Corporation. sirup at each filling. One ounce of sirup is used for each drink. S. Fornatora, brother of the inventor and also an executive of the company, comprise approximately 35 per cent of the vending price.

The company, until recently known as the Cobbs Florida Orange Vending Company of Manhattan, is headed by Chick Meehan, renowned ex-football coach. It operates about 50 Snead venders in New York subway stations as a participant in the Board of Transportation's test program of cup venders currently underway.

FTC Drops Some NAMA President Ford Mason **Charges** Against **3 Candy Firms**

WASHINGTON, Jan. 8.-Some of the charges against three of the 34 candy manufacturers cited by Federal Trade Commission (FTC) for alleged violations of the Robinsonagency this week.

A count filed against the Switzer Licorice Company, St. Louis, charging unjustified discriminations in services and facilities, was deleted by FTC as were charges of violating the brokerage section of the act in the cases of Hollywood Brands, Centralia, Ill., and M. J. Holloway & Company, Chicago,

Along with the other 31 firms, however, these manufacturers remain charged with unjustified price discriminations in favor of larger buyers. Hearings are expected to be set for late this month.

Denials of all charges have been filed by 11 of the firms (The Billboard, January 8). They have submitted briefs denying that they had ever made unjustified discriminations in favor of large buyers with respect to prices, services or facilities.

newly elected president of the National Automatic Merchandising Association (NAMA), announced this said: "During the last two years we week that the association's 1949 convention and exhibit November 27-30 Patman Act was dropped by the at Convention Hall, Atlantic City,

will host a "convention within a convention." Elaborating, he declared that manufacturers and suppliers of Atlantic City convention one that vending and service machines are being urged to bring their salesmen together at Atlantic City during the meet for sales conferences, and to

O. Miller, Family, Killed

DALLAS, Jan. 8 .- The automatic merchandising industry was saddened by the holiday tragedy which resulted in the deaths of O. B. Miller, vicepresident of SuperVend Corporation here, his wife and three children. Miller and his family were flying home December 24 for the Christmas holiday in their own plane when it crashed in a Texas field, resulting in have spoken for over 40 per cent the instant death of the entire family, of the available exhibit space."

CHICAGO, Jan. 8 .- Ford S. Mason, meet the men who use their products or may use them in the future.

Reveals Plans for 1949 Meet

Mason, in explaining the move, have held conventions that have brought together manufacturers, suppliers and operators. This year, as president of the association, one of my main objectives is to make the will be outstanding in every respect. "I am calling upon the operators, manufacturers and suppliers to hold sales meetings during the (1949) NAMA convention. . . . Thus ciga-

rette salesmen will know how the cigarette vonder feels; the gum manufacturers and the candy manufacturers will see the people who advertise and sell their gum and candy nationwide thru vending machines."

Continuing, Mason stated: "The convention committee, headed by Chairman George M. Seedman, is already at work on details of the 1949 meet. Exhibitors are said to

Revco Names **4 New Distribs**

DEERFIELD, Mich., Jan. 8 .- Additional distributor appointments, to implement Revco's stepped-up sales program, were announced here this week by G. F. Forsthoefel. The appointments were made definite following the National Automatic Merchandising Association's convention in Chicago.

At the same time, Forsthoefel said Revco, Inc., expects to add emphasis on export sales as a result of the establishment of a separate export company in Chicago to handle, among other lines, the Revco Monomat and Duomat. The new company is Simplex Export, headed by Hugh Mc-Garrity and James Davran. Simplex Export is an outgrowth of the export division of the Illinois Simplex Distributing Company. (For complete details of this new firm see separate story.)

In addition to the Illinois and Indl-(See REVCO NAMES on page 86)

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New

"HUNTER"

only \$45.00

F. O. B. Aurora

Nets Up to 75c of Every Dollar You Take In!

"A real money-maker from the moment you install fil" That's what operators say about the new "Hunter," But that's not all, Look st these two features. 1. No coin raturn. 2. No gum dispensed unless the player wants it. That's why many report a net of 75# out of every \$1 the "Hunter" takes in. Can you beat shat for a "Gold Mine"? Order now through your tobber or write for illustrated literature.

SILVER-KING CORP. 622 Diversey Parkway Chicago 41, Illinois



Turning the export business over to this separate company was made necessary, Sutton explained, because of the rapid growth of that trade. In addition, the move will enable Illinois Simplex to concentrate on its own expanding domestic business.

Firm Special Showing

To showcase the lines Simplex is handling, the firm will hold a special showing on the third floor of the Bismarck Hotel January 17-19, coinciding with the dates of the Coin Machine Institute's convention. This will mark the first operator showing of the Simplex shuffleboard which the company is having manufactured on contract. The shuffleboard, to carry an operator's list price of \$495, is non-coin-operated, standardsize playing field, sectional and with a meter, Sutton said he expects to appoint sub-distributors to handle the board thruout the country.

Meantime, the Simplex organization is building sales of Revco cuptype ice cream machines, National Ice Cream bar-type machines, and Falcon shoe shiners in Illinois, Wisconsin, Iowa, Indiana and Kentucky. In the near future, Sutton expects to broaden his distributing coverage to approximately 18 States.



January 15, 1949



Currently Simplex is handling the above lines-and the Rudolph Wurlitzer phonograph equipment-out of offices in Chicago and Indianapolis. As part of a program planned to strengthen the over-all set-up, Bill Phillips, formerly in the Indiana territory, has been brought back to work out of Chicago. Phillips formerly covered the Chicago territory for Simplex.

REVCO NAMES

(Continued from page 84) ana Simplex distributing companies, whose appointment was announced earlier, Forsthoefel said the following organizations will handle the firm's cup-type ice cream machines:

Lindell Sales & Distributing Corporation, St. Louis (Southern Illinois and Missouri); Banner Specialty Company, Philadelphia (Philadelphia and Pittsburgh trading areas); Sherwood Ide & Associates, Buffalo trading area, and Bell Refrigeration, Cleveland (Ohio).

These distributors, plus appointments made earlier on the West Coast, leave only the Southern States and scattered areas in the Northeast uncovered. Appointments to the remaining territories are now being considered, Forsthoefel said.

> REAL LOW PRICES **U-SELECT-IT**

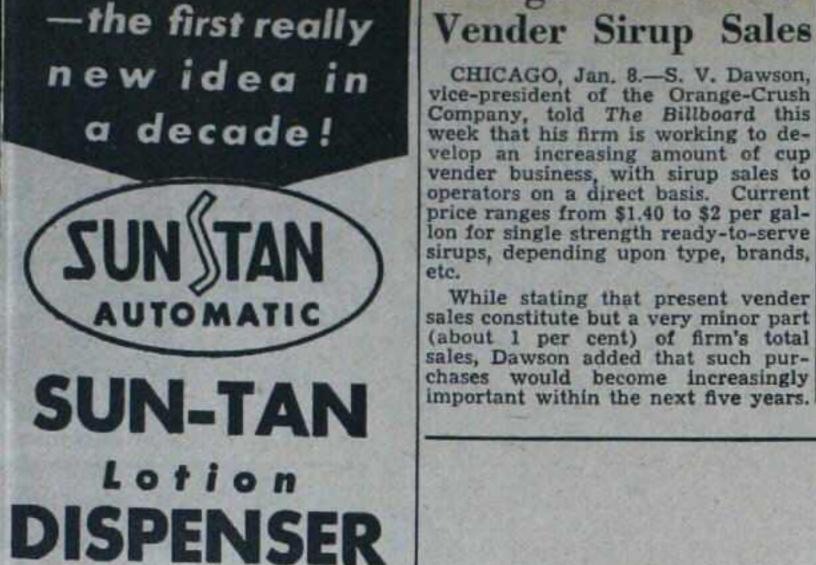
54 Bar Capacity, 522.50 ss. Lots of 10, 520 ss. VEND IT, 150 Bar Cap. Each 550.00

CIGARETTE MACHINES

DU GRENIER VD. 7 Col. 8 DU GRENIER VD. 7 Col. 40.00 DU GRENIER W. 9 Col. 37.50 DU GRENIER CHAMPION 50.00 UNEEDA MONARCH. 8 Col. 10.00 UNEEDA. 8 Col. 40.00 NATIONAL 8-30 ROWE ARISTOCRAT. 8 Col. 22.50 Half Deposit.

HARRIS VENDING 2717 N. Park Ave. Philadelphia, Pa. Phone: BA 9-0606

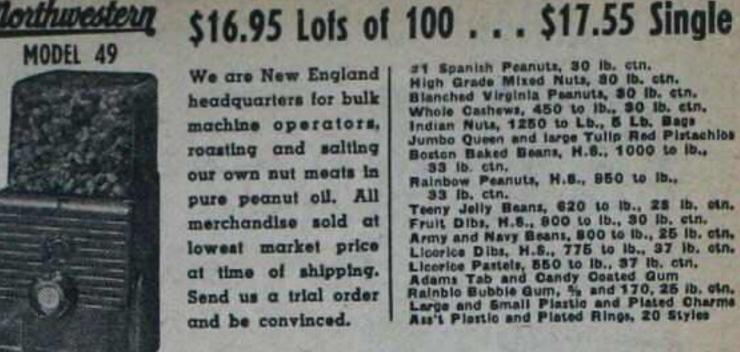
VENDING MACHINES



Orange-Crush Backs Northwestern Vender Sirup Sales

vice-president of the Orange-Crush Company, told The Billboard this week that his firm is working to de-

While stating that present vender sales constitute but a very minor part (about 1 per cent) of firm's total sales, Dawson added that such purimportant within the next five years.



We are New England headquarters for bulk machine operators, roasting and salting our own nut meats in pure peanut oil. All merchandise sold at lowest market price at time of shipping. Send us a trial order and be convinced.

#1 Spanish Peanuts, 30 lb. ctn. High Grade Mixed Nuts, 30 lb. ctn. Blanched Wirginia Peanuts, 30 lb. ctn. Whole Cashews, 450 to Ib., 30 lb. ctn. Indian Nuts, 1250 to Lb., 5 Lb. Bags Jumbo Queen and large Tulip Red Pistachios Boston Baked Beans, H.S., 1000 to lb., 33 lb. ctn. Rainbow Peanuts, H.S., 950 to Ib., 33 Ib. ctn. Fruit Dibs, N.S., 800 to ib., 28 ib. etn. Army and Navy Beans, 800 to Ib., 25 lb. cin. Licerice Dibs, H.S., 775 to ib., 37 ib. etn. Licerice Pastels, 850 to ib., 37 ib. etn. Adams Tab and Candy Coated Gum Rainblo Bubble Gum, % and 170, 25 ib. etn. Large and Small Plastic and Plated Charms Ass't Plastic and Plated Rings, 20 Styles

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Globes, Parts, Brackets and Stands. Deposit required with all orders.

RTHWESTERN SALES & SERVICE 1198 TREMONT STREET BOSTON 20, MASS.

The Smart Operators are switching to Nylons...today's big profit maker...and this is the greatest Nylon deal in the nation!





Yourself"

"Spray

For Beaches, Pools, Amusement Parks

50 Million potential users per year make big "hay" for you while the sun shines.

Mechanically and electrically perfected. Coin operated.

Automatically atomizes, sprays one oz. specially developed SUNSTAN non-allergic Lotioncovers entire body. Lotion is finest on market-regardless of price.

Experience in test locations shows that machine will amortize its cost in 30 days - pays continuous, handsome profits.

SEE IT DEMONSTRATED CMI SHOW Booth 173

OPERATORS, CONCESSIONAIRES We are in production now and ready to talk business! WRITE . WIRE . PHONE

NATIONAL SERVICE ASSOCIATES 1530 Chestnut St. - Phila 2, Pa. Sole Distributors

MIG. BY STAN MFG. CO. KING of PRUSSIA, PA.

endor

Vending Exciting new



genuine First quality 51 gauge DuPont Nylons

SPECIFICATIONS: 9 columns Vends 2 shades I range of 4 sizes I range of 5 sizes Capacity - 20 dozen

Here's the latest in automatic vending that has proved itself a top money maker in all types of locations. This is the ideal vending combination because the Marba Automatic Nylon Hose vendor is a perfect conversion of a tried, tested and proven mechanism; and, the Citation hose are genuine first quality 51 gauge DuPont Nylons, attractively packaged in a special vending container. They come in the latest seasonal shades in a complete range of sizes from 8 1/2 to 11. As direct Mill Representatives we've made it possible for you to purchase this top quality hose and sell it at \$1.00 at a good profit. You'll always be assured of constant quality because Citation hose is delivered right from the mill - and is not a jobber's brand.

WRITE-WIRE-PHONE FOR COMPLETE DETAILS-IMMEDIATE DELIVERYI

Direct Mill Agents for Citation Hose 303 4th Ave., New York 10, N.Y. Phone: Oregon 4-7570

EN H. GOLOB DISTRIBUTING CO.

The Billboard

January 15, 1949



WASHINGTON, Jan. 8. - Candy

The increase in the dollar value, despite the decline in actual conwhich prevailed in 1947.

goods.

from war work.



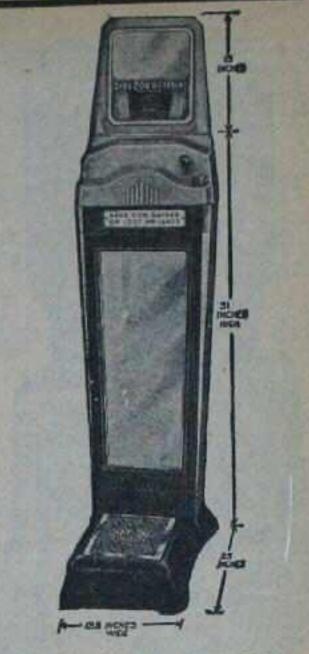


BOSTON, Jan. 8 .- Two outstand- | keeping up at a good pace, will be comparable to that in the correspond-With a competitive market for bar goods in operation, candy manufacturers are supporting and helping operators here in efforts to crack new

locations. While ops are receiving theater candy bars and newsstands and smokeshops, which all at the same time flowered out with new and well stocked candy bars, new locations are being secured to offset the competition. Leading ops report that bowling alleys have been opened up and are returning good grosses.

Hosiery Maker Sees Big Year In Vender Biz

PHILADELPHIA, Jan. 8.-In a year-end forecast of the business outlook for 1949, Dexdale hosiery mills at suburban Lansdale, Pa., announced that "a new \$5,000,000 industry is expected to develop in Philadelphia this year" as a result of the firm's & Sales Company, local manufacturers of Kenro ice cream vending machines. Two months ago, the Dexa subsidiary organization thru its own Under the contract, Eastern Engi-



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\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY **200 FORTUNE TELLING NO SPRINGS SCALE**

Height, 51 In.	Widt	h, 1:	3 In.
Depth, 25 In.	Sign,	15	In.
Net Weight	1	85	Lbs.
Shipping Weigh	ht 2	45	Lbs.
LARGE CASH	BOX	HO	LDS

OAK MANUFACTURING CO., INC. 1025 So. Grand Ave. Los Angeles 15, Calif.

> Victor's Sensational New Custom-Built UNIVERSAL Successful Operators Buy Good Merchandise. When You Buy Mer-chandise Vending, Buy the Best. Write for Complete Details and Prices. Manufactured by VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, III.

Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM BUBBLE GUM BUBBLE BASE SOLICITES INQUIRIES FROM

QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.

SEA BRIGHT, N. J.

FOR SALE

10 7-Column Stewart & McGuire Cigarette Ma-chines, \$28.50, and 4 9-Column Stewart & McGuire Cigarette Machines, \$39.50. Above equipped to work on 20¢ combinations.

H. D. DWYER CO. Marion, Indiana



time peak last year, chocolate was inets. selling well over 40 cents. Those are the factors and the real reason for the Dexdale hosiery statement, "conthe shrinkage of candy bars and the summates two years of research and attendant shrinkage and often times development by Eastern engineering, loss of profits on bar goods.

If a reduction of basic chocolate comes this year. Welch said that two things would have to be done first in the candy industry; increase the size of the bars and give distributors a more satisfactory margin of profit. Which one would come first would depend on individual manufacturers, he pointed out.

Competition Back

Another factor, ops can heed, is that competition has returned to the confectionery industry. Welch said this is due to the fact that a vast amount of new productive equipment has been made available to manufacturers during the postwar period.

"We have now reached the point," he said "where we have enough producing machinery to make more candy than the country can consume. Hence, there will be plenty of competition."

In Guild's opinion, peanuts will continue far above the prewar price of 5 cents a pound as long as it is supported at 90 per cent of parity.

Both leaders felt that operators of vending machines could look forward to a heavy dollar volume. Guild predicted that for the first half of the new year, dollar volume, which is

CUSTOM BUILT

\$12.50

In Lots of 24 Sample \$13.95

NEW CHARMS

INCREASE BUSINESS

25% TO 50%

Send \$1.00 for

Samples.

Write for new circular.

JACK NELSON & CO.

2320-22 Milwaukee Ave. Chicago 47, Ill.

BY VICTOR

"The new association," declared during which time about \$200,000 was spent in perfecting the new automatic merchandising machine, which serves chocolate-covered ice cream on a stick."

The new Kenro machine is currently being pre-tested at numerous locations in this territory.

Philly Milk Co. Builds

PHILADELPHIA, Jan. 8. - The most extensive building program in the 144-year history of the Supplee-Wills-Jones Milk Company here will include major alterations and additions to the company's ice cream plant at 34th and Market streets, it was announced by company officials. The company's ice cream facilities are being expanded to effect more efficient distribution.





VENDING MACHINES

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The Billboard

January 15, 1949





The Billboard

AMI To Hold Distrib Meeting In Chi Jan. 16

CHICAGO, Jan. 8 .- AMI, Inc., will old its annual distributors' meeting here Sunday (16), the day before the CMI show begins, John Haddock, president, announced this week.

Firm's distributors from all parts of the nation will gather together in closed business session at 3 p.m. on that date in the Roosevelt Room of the Morrison Hotel. Following this meeting, at which AMI policies for 1949 will be outlined, distributors and officials of the music machine firm will join guests including finance company and bank representatives, at cocktails in the Walnut Room at 5 p.m., followed by a 6:30 p.m. banquet in the Roosevelt Room.

Haddock will be assisted by Lynion C. Force, sales manager, in welcoming distributors and guests at the pre-convention event. Other firm officials expected here from the Grand Rapids, Mich., plant for the meeting include H. H. Vanderzee, Mike Giblin, Paul Nelson, George Montgomery West and Arthur and Herman Daddis.

Two Regional Sales Heads Leave Aireon

Firm To Handle Areas

CHICAGO, Jan. 8 .- Two of Aireon Manufacturing Company's regional sales managers announced this week that they had severed their connections with the company. They are Ben Palastrant, Eastern regional sales manager, and Fred Mann, Middle Western sales manager. Both Palastrant and Mann said they would be at the Morrison Hotel's Penthouse during the Coin Machine Institute (CMI) show. Earlier, Rudy Greenbaum-ex-sales manager for Aireon-announced that he had taken over the Morrison Penthouse to introduce a new company and a new product in the music field. "Teaser" advertising copy, which appeared in last week's issue of The Billboard, announced only that a device known round object which appeared to be as "TV" would be displayed at the the feature Aireon officials were an-Penthouse. manager Barney Craig said his company was not going to appoint formerly two separate units, have sas City. regional sales managers to replace Mann and Palastrant. The Chicago Aireon office will be kept open, Craig (See Regional Sales on page 92)

2 Major Hotel **Chains To Put** In Coin Radio

Wittick Sales Set Deals

DETROIT, Jan. 8 .- Probably the largest installation of coin-operated radios under a single contract has just been authorized in a deal signed by the Wittick Sales Company, franchised distributor here for Coradio, Inc., of New York, with the Milner Hotels, of Detroit. The contract includes the entire hotel chain.

Installation has already begun, and units are now operating in some 30 of its hotels. The Milner Hotels Management Company national offices are in Book Tower here.

173 Hotels Involved

It is expected that approximately 10,000 radios will eventually be installed in the Milner Hotels in 38 States, with a total of 17,926 rooms. Coradio, Inc., is using its ordinary marketing channels to complete the installation in the hotels. Each local (See COIN RADIOS on page 95)

Juke Joke

SAN DIEGO, Calif., Jan. 8 .-Sailors got more than melody out of tavern juke boxes here New Year's Eve. An "emergency order" received over the loudspeakers just before midnight sent them scurrying back to their ships. Before the whole waterfront was depopulated, however, the order was declared a hoax.

The whole thing started when T. L. Jones, manager of a record-playing company with juke box outlets in 38 taverns, received a call from a man identifying himself as "Admiral Kinsey."

The caller said he was in charge of the 11th Naval District and requested an announcement be made that men return to their ships in an emergency. Jones complied and a general exodus of naval personnel resulted.

Jones began checking with navy headquarters and learned the whole thing was a hoax. By the time most of the bluejackets became aware of this the 2 o'clock closing hour was in effect and bars had shuttered.

Aireon To Introduce New Model at CMI Convention

KANSAS CITY, Kan., Jan. 8 .- | sumably, the new juke box would A new model of the Coronet phono- list at approximately the same figure.

Boston Ops See '49 Expansion Solved Many **Problems** That Arose in 1948

91

Game Decision Seen

(Continued from page 83) appearances of coin-operated television juke box sets, shoe shiners, electric cigarette machines, coin changers, juice and coffee machines were a part of the 1948 scene,

While dollar volume in general was up in all branches of the industry here, ops pointed out that equipment and service costs had risen to staggering proportions over the prewar level. Despite rising costs, ops in all phases reported 1948 a good year and look forward to a big expansion and a corresponding competitive situation in 1949.

Looking at the picture from corresponding levels, it shows that in 1948, amusement arcades received the biggest all-round play in history on free play pins and panoramas. Juke box ops, who feared the impact of video, which debuted May 26, found in a very short time that their gross was hurt only during ball games, championship fights and special events. Location owners found they needed both video and jukes. Some spots compromised with telejuke coin-operated combos. Even the World Series had little impact on juke box biz because games were played with such rapidity. Bar goods vending machine operators, able for the first time to get all the merchandise they wanted, found the candy manufacturers 100 per cent behind them, even to the extent of helping open locations. Interest of the confectionery industry was to kill the 6-cent candy bar price, which they continually objected to as unhealthy. Competition returned in 1948 and the ops, who went out and plugged, found their returns high, while those who sat back suffered.

Mobile Ops Ask For 113 Music **Machine Permits**

MOBILE, Ala., Jan. 8 .- Applications for music machine permits from 113 locations where alcoholic beverages are sold have been turned over to the Mobile city commission for approval, it was learned this week.

The applications were filed with the city tax and license collector after the commission announced it would issue licenses to approved places selling beer and liquor, effective January 1. The city commission, in addition to approving such locations, has increased the annual juke box llcense from \$15 to \$50.

Prior to approval of coin-operated juke boxes in this type of location, some establishments had provided customers with free music by sealing the coin chutes on the music equipment,

graph, the "500" will be introduced by Aireon Manufacturing Company at a showing in Parlors A and B of sales manager, said this week that the new model will "list at less than \$550" and will feature play-appeal inch screen models. gimmick tagged Tonar.

on the Tonar feature, photographs will meet to hear company executives of the new box showed an addition at outline the program for 1949. Later, the top of the Coronet cabinet-a nouncing. The "500," Craig said, will their plans. On hand for this meeting In Kansas City, Kan., Aireon sales have a number of internal improvements. Amplifier and control box, the Carl Advertising Agency in Kannow been combined in one; some modifications have been made in the

> new color animation. The Coronet "400," which immedi- gional managers expected to attend ately preceded this new machine, include Clayton Ballard, Kenneth C. originally listed at \$495, was boosted Willis, Daniel Brennan and W. F. in price last fall to \$549.50. Pre- Roberts,

Also To Show Wall Box

In addition to the "500," Aireon will the Morrison Hotel. The showing show its first wall box. No details coincides with the dates of the Coin on construction, performance or price Machine Institute show to be held were released on the wall box. January 17-19. Barney Craig, Aireon Aireon's combination tele-juke attachment will likewise be displayed, Craig said, in both the 10 and 15-

The Saturday before the CMI show Altho Craig declined to elaborate opens, Aireon's sales organization on Monday or Tuesday, Aircon sales personnel will hold a luncheon meeting at which they will again go over will be R. S. Brigham, president of

In Chicago for the meetings and the show will be President Harold record changer, and the box features Pearson, Craig and Harry Miller Jr., counsel for the manufacturer. Re-

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:

COL'S 7-IN. LP PRICES AND CATALOG. Waxery issues rates for the new microgroove. (This story starts in music and is also found in part in your coin machine section.)

MERCURY PLANS LP DISKS. Diskery shapes plans to bow into the microgroove field.

TEMPO CONTEMPLATES LP FIELD. Recordery also is coming out with the long-playing disks.

CONGRESS TO REVIEW DISK BAN SETTLEMENT. In shaping new labor laws, the 81st session will review the factors settled by the ban's end.

UNIVERSAL SEEKS SPECIAL MECHANICAL ROYALTY RATE. Execs are asking for a special rating from publishers.

REVIVAL OF WOODY WOODPECKER. Leeds Music plans a six-week drive to revive the tune, since it is a possible Academy Award winner,

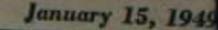
And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

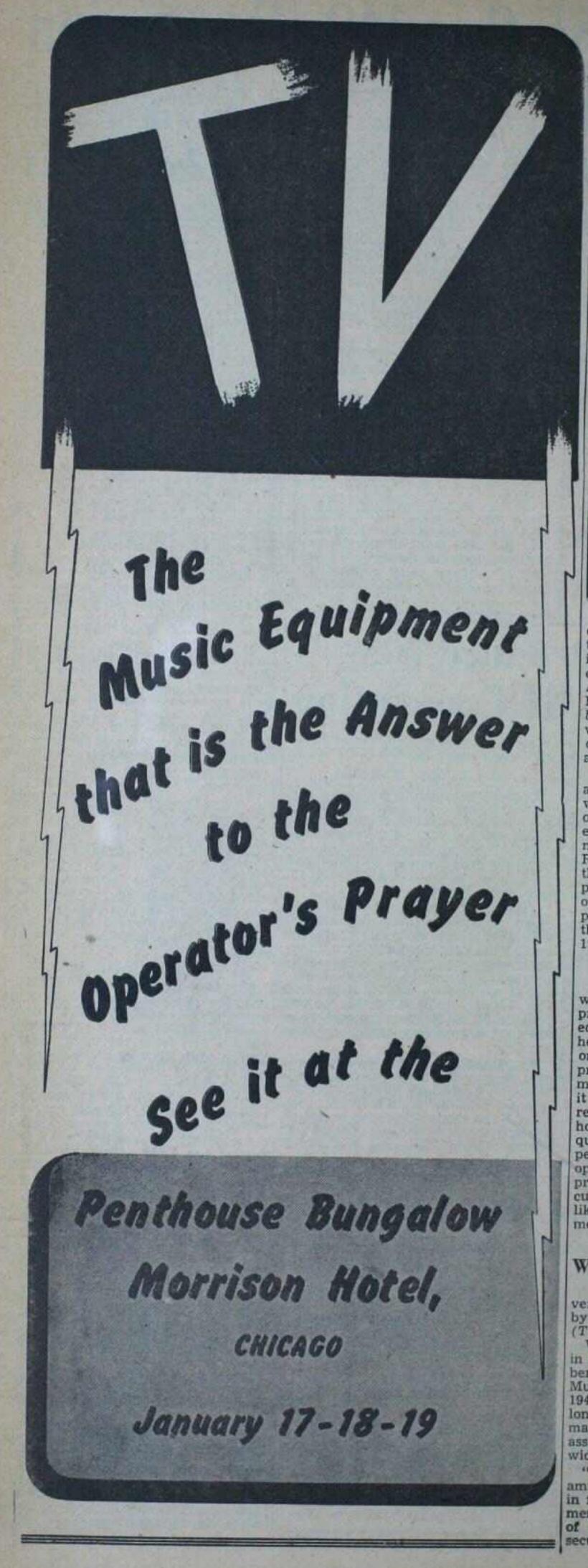
Legal Highlight

The 1948 legal highlight in Boston was the disagreement between the mayor's office and the BLB, which started April 22 after a special commission had been set up by Mayor Curley with Charles H. McGlue, as supervisor of licenses, to license the pins in the city at \$30. The city expected to gain \$40,000 in additional revenue. Mary E. Driscoll, chairman of the BLB, a State agency, issued an order April 22, banning pins from any of the 5,000 places licensed by BLB for liquor, fruit, soft drinks, pool and bowling. The city maintained it had jurisdiction under an ordinance charging a \$30 fee for each machine. Mayor Curley yielded to the BLB interpretation after BLB summoned 60 location owners to appear at a special session to choose between their licenses and the machines. The disagreement continued thru May, and in early June McGlue said that licenses would be issued for pins in all places not under BLB jurisdiction. No licenses were issued, however, and the situation reached a stalemate. McGlue has indicated, however, that the matter is not dead and that some action will be taken in 1949.

Cigarette machine operators had problems in changing over their machines to receive two dimes and a nickel or quarters after the change in the cigarette price, and this along with a falling off in supper clubs, amusement spot and luxury dining place biz, hurt their grosses.

The Billboard







MOOSIC, PA., LIONS CLUB recently awarded its "Oscar" for outstanding community service to Ben Sterling Jr., owner of Sterling Service, Wurlitzer distributor with headquarters in Moosic. Sterling, who is also an amusement park operator in the Keystone State, is pictured at the extreme right receiving the award from A. J. Serafin.

Juke Rental List **Brings Increased Reorders**, **Profits**

CHICAGO, Jan. 8 .- Keeping a list of juke rental inquiries and customers resulted in a steady increase in the number of such units "out earning" during the holiday season, Adolph Raymond, head of A & M Music Company here, told The Billboard this week. "And the system works for chalking up added profits on rentals for any holiday," he added.

With an alert secretary to keep an accurate list of all rental calls, whether or not they result in actual orders, an operator can boost his earnings from this phase of his business by an appreciable amount, Raymond pointed out. Raymond said Nelson, former manager of M. S. that when his secretary recently Wolf Distributing Company, Los Anphoned the individuals and factory geles office, has been named an officials who ordered rentals during associate of the Ray R. Powers Comprevious holidays, 75 per cent of pany. Announcement was made by them reordered machines for the Ray R. Powers just before leaving 1947-48 holidays.

REA Reports Rural Growth

WASHINGTON, Jan. 8 .- An estimated total of 468,900 rural dwelling, and businesses, many of them new juke box locations, were equipped with electricity during 1948, Rural Electrification Administration (REA) said this week in a special report.

This represented an increase over 1947 of 22.9 per cent. At the close of 1948 a total of 2,515,000 rural establishments had received electricity thru REA loans. The agency was authorized in 1935.

Creating Rentals

which shows when machines were Mape Company and also a factory previously used by customer, type of man for Seeburg. equipment and how long used will help to service the individual better has national distribution for Superior on future orders in addition to Shuffleboards, manufactured in Long providing a plus-earnings depart- Beach. The boards come in five ment. Raymond also discovered models, an 8-foot rebound, and 16, it a good practice to call potential 18, 20 and 22-foot lengths. Powers is rental users 30 to 60 days before the in the process of setting up franchises holiday when the unit may be re- for national distribution. quested. Serving as a reminder to the The company also has a sub-disperson or plant that the particular tributorship deal on Bace commercial operator serviced his music needs television receivers, it was disclosed. previously, such calls also keep the ment, Raymond said.

WILSON TO HEAD

(Continued from page 83) version of the alley first introduced by Strike, Inc., of Jersey City, N. J., (The Billboard, December 25).

Wilson, formerly an arcade owner in Arkansas and Texas, was a member of the sales staff of International Mutoscope Corporation from 1933 to Sutphen stressed Wilson's 1942.long history of activity in the coin machine industry as an important asset to Elco in its plans to attain wide distribution for Elco-BowL

"His thoro acquaintance with the amusement game operator's problems in financing and servicing his equip- in announcing Wilson's appointment, ment, the training and supervision "will enable us to circumvent the securing of locations," said Sutphen manufacturer entering a new field."

Nelson Joins Powers; Firm Expands Lines

LOS ANGELES, Jan. 8. - Nels for Chicago on business.

Prior to the association with Wolf, Nelson had his own company and Creating a rental-customer list was formerly manager for the E. T.

Powers also revealed that the firm

Powers said his company will take customer "juke conscious" and more on a line of coin-operated tele malikely to repeat his use of such equip- chines in the near future, but refused to divulge details at this time.

REGIONAL SALES HEADS

(Continued from page 91).

said, but it will be managed by a direct employee of the manufacturing concern rather than by a regional manager. Craig added that Aireon is going to open an Eastern office -either in New York or Bostonand place a direct employee of the factory in charge.

Palastrant's Eastern territory embraced all of the New England States and New York. Mann had charge of Illinois, Wisconsin, Michigan, Ohio and Western Pennsylvania.

of salesmen and the selection and problems that normally confront a

The Billboard

MUSIC MACHINES 93

MR. OPERATOR: Next Week, in Chicago, You Will See ONE company that wants to sell you its unsold stock of phonographs! TWO companies that want to sell you their 1948 models! ANOTHER company that wants to sell you a new expensive phonograph and mechanism!

You Don't Care What the COMPANIES Want! The Important thing is: What do YOU Want,

Mr. Operator?

price that gives you a profit? Only CORONET is priced below \$550 — and it includes TONAR — the MOST AMAZING PLAY APPEAL you've ever seen. Watch the customers stop — stare and keep playing!

nexpensive operation? Only CORONET has the new G. E. Reluctance Pick-up to give you the LONGEST RECORD LIFE ... the LOWEST NEEDLE WEAR ... extra savings for an even bigger profit!

eliable parts and performance? Only CORONET uses RCA Television ... GUARDIAN Accumulator ... CINAUDAGRAPH speaker ... G. E. Reluctance Pick-up ... and one, compact, electronic unit combining amplifier and control box.

xclusive new features? Only CORONET has micro-groove play (optional) ... coin-operated television (optional at extra cost) ... and CORONET has TONAR ... the magnetic, colorful feature that is the first **real** play appeal ever created ... and it's different for every record played!

ne-man installation? Only CORONET weighs so little ... moves so easily ... is so simply serviced. One panel permits removal of all electronic parts! CORONET is just 5 feet high, only 30 inches wide, 21 inches deep.

eon lighting? Only CORONET has one cold neon tube lighting all plastics, to give you a 95% saving in bulb replacements ... plus new color animation ... plus the sensational flashing brilliance of TONAR — music in color! SEE The Brand New 1949 Coronel with TONAR at the MORRISON HOTEL January 17, 18, 19

Aireon/...The Operator's Phonograph!

MUSIC MACHINES 94

The Billboard

January 15, 1949

top feam

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SELECT-O-MATIC 100 The New Seeburg WALL-O-MATIC 100

6 individual plays for a quarter. The Wall-O-Matic 100 brings instant choice of 100 different song titles to booths, points . . . serves a musical menu rang-

2129 Main St., Wheeling, West Virginia 2208 Fourth Ave., Seattle, Washington 1238 S. E. Union Ave., Portland, Oregon

See Sellout for CMI Show **Event Aimed at Co-Operation**

(Continued from page 83) want to work more closely with Sherman's Crystal Room. them for the benefit of all of us. The men in the field know what they

On other aspects of the convention

headquarters, 134 N. La Salle Stree machine industry depends upon the Chicago, to signify their intention of welfare of the operators and dis- being represented. The meeting will tributors," Gottlieb declared. "We be held at 6 p.m., January 17, in the



nuary 15, 1949

ailroads Will sk Additional reight Hikes

ASHINGTON, Jan. 8 .- With a orary 5 per cent freight hike dy granted, the railroads are to battle before the Interstate merce Commission (ICC) for a anent increase averaging 13 per

The temporary increase is to effect pending hearings on the est for the 13 per cent boost.

o the new hike, it has been estid, would yield \$425,000,000 an-, it is less than the rails had as a temporary expedient. original request specified an ige increase of 8 per cent.

th the addition of the temporary ase, rail freight rates have risen verage of 49 per cent since 1939.

Coin Radios for 2 Major Hotel Chains

The Billboard

(Continued from page 91) distributor is being made responsible for the installation in his territory. Initial reports indicate that satisfactory revenue is being received from the operation of units in the chain, according to Frederick B Wittick, president of the Wittick Sales Company, who closed the deal Milner officials are said to be pleased with the added service feature offered transient guests, as well as the extra revenue derived as commissions.

Wittick also closed another sale with the Francis Hotel System, located in the Dime Bank Building in Detroit, for an exclusive contract to place similar radio installations in their hotels, which are located in Michigan, Ohio and Indiana.

tham Group Mulls me Levy Cut Bill

(Continued from page 83). ew bill, games could be relocated out payment of extra fees.

rased as an amendment to the nistrative code, the proposed bill, rt, reads as follows: ". . . And e the common show consists of oved coin-operated amusement is the annual fee shall be \$5 for of such games. An approval p and a fee payment receipt shall fixed on every machine. . . . The gval of the commissioner (lie) must be obtained prior to the ation of any approved amusedevice. Upon the machine beactually relocated, the commisr shall again be advised as to

fact." eanwhile, with the new bill date, for the full fee, ting council action, placement of The most recently approved game

Poughkeepsie, N. Y., **To Tax Jukes, Games**

POUGHKEEPSIE, N. Y., Jan. 8 -A tax bill calling for an annual levy of \$25 on automatic phonographs and other coin-operated amusement devices was passed here by common council last week. The bill was one of five special tax laws passed which are expected to return the city more than \$400,000 in revenue during 1949.

It was estimated that the coin machine bill would yield \$5,500 this year.

game licenses now when the new bill may receive favorable action, they reason. And if the bill is not passed, licenses purchased now will have to be renewed in March, their expiration



IRVING ACKERMAN, who was a newsie in Detroit 15 years ago, earning money to go to college, and is now a leading coinman in that city, used a juke box to lure customers when he returned to the same corner to sell papers for charity this year. The receipts from the day's efforts were turned over to help make a merrier Christmas for some of Detroit's underprivileged children. Tune featured on the juke, to attract customers, was "Give a Broken Heart a Break."





95

It Isn't the PRICE -It's the COST!

WHILE SOME OTHER PHONOGRAPHS LOSE 75% OF THEIR VALUE IN 2 YEARS, AMI CAN STILL SELL AT 75% OF ITS ORIGINAL PRICE!

AMI is 3 Times as Good a Buy!



127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS

SEE THE AMI_EXHIBIT AT THE COIN MACHINE SHOW - BOOTH NOS. 37, 38, 39, 40

96

COIN MACHINES

The Billboard

January 15, 1

COINMEN YOU KNOW

Chicago:

Bally engineers report a marked increase in the use of the firm's schematic wiring diagrams by coin machine repair and servicemen thruout the country. According to the engineers there have been so many improvements and changes in games during the past year that the schematics are necessities for making prompt repairs. An article in Bally's house organ, Bally-Who, stresses the point that earning power is the major element that should be built into every game. Article also quotes Ray Moloney, president: "Our job is to manufacture games that will make money for our customers. Any manufacturer who fails to recognize that as his chief responsibility shouldn't be in business." Recent callers at the plant included Chris Christopher, Baltimore; R F. Jones, Salt Lake City; Charles Garvey, Bowling Green. Ky.; T. R. King, Forest, Miss.; Lou Boasberg, New Orleans; Clarence Camp, Memphis, and Herman Paster, who seems to commute between St. Paul and Chicago these days.

Monty West, AMI's sales service engineer, is back on the job after resting in Southern Illinois till January I, in an effort to catch up on some needed rest which he didn't get when he was making all those extensive road trips for the firm during '48. Joe Caldron was up in the Dakotas recently conferring with musicmen in that area. Lindy Force says plans are complete for the AMI's booth display on the CMI show in the Hotel Sherman in mid-January.

Recent visitors at the Buckley Manufacturing plant included Dinty Moore, arcade op from Corpus Christi, Tex.; Mrs. Clara Heinz, head of Heinz Novelty, who was up from Tennessee; A. Peckinpaugh, New Castle, Ind., distributor; M. C. Watson, Cedar Rapids, Ia.; R. L. Lindelof, Skokie, Ill., music operator, and John Buckley who was in from a Southern business tour. . . J. J. Doyle, Johnson Fare Box Company, disclosed that the firm is making deliveries of its new electric coin counter and wrapper as well as its newly developed sorter and counter. . . . A. P. Friedman, new sales manager for the Polar-Treat Vending Company, says the firm, which developed from the Vend-o-Mat Company, is ready with its Polar Treat ice cream vender.

Detroit:

J. H. Nolan reports that the Dasco Products Company, which makes moldings and similar parts for coin machines, is concentrating now on automotive products. . . . J. L. Hackett still has about 50 of the cigarette venders produced here before the war by his brother, the late Bernard A. Hackett. . . . Ben Okum, of Okay Vending Company, has just returned from a business trip thru the East. . . Roy Clason reports that the entire executive board of the Michigan Automatic Phonograph Owners' Association has made reservations to attend the Chicago show in January.

George Regas has sold the Regas Music Company, Juke box route, to the Athens Music Company, operated by Peter Athens, who will continue to operate under the Athens name. Regas has moved to California for his health. Athens has also bought out the Lallos Music Company, operated by Sam Lallos....Barney Greenberg and Ben Newmark were hosts for the first showing of the new 100-record Seeburg unit, to be distributed by Atlas Music Company.

Phil Berman, veteran music operator, has bought out the Conway Music Company from Fred Conway, including about 100 juke boxes, and (See Detroit on page 98)

Los Angeles:

Jean Minthorne held open house at Minthorne Music Company recently to introduce the new Seeburg model to local operators. . . V. J. Spagnol, Long Beach coinman, came up for a look-see on Pico Street. ... Ditto for D. Rippe, of Wilmar.

William H. Happel Jr., head man of Badger Sales, had William J. Sparrow, Santa Barbara operator, and Carl Robertson, of Anaheim, as recent visitors. ... Technicraft Company, manufacturers of the Catalina shuffleboards, reported looking for larger quarters, To take care of heavy orders, Diamond Distributors are assembling the Catalina boards in the rear of their Pico Street office,

Twin Cities:

The record business is spurting. At Hy-G Music, Irv Gorsen is kept moving to fill orders. At Lieberman Music Company, Vera Foster and her sister, Josle Thompson, in charge of the record department there, never have been so busy, they say, ..., Archie La-Beau Jr. and Sam Sewall, who recently organized a shuffleboard operation in St. Paul, are going great guns. Archie's father reports. ... C. H. Potter, Fairmount, Minn., feeling much better after his recent illness, was in town showing interest in shuffleboard.

Jack Lowrie, Lake City, has installed a shuffleboard in his Terrace Night Club there. . . Eddie LePage, International Falls, Minn., was in the city buying records and parts. . . . Shuffleboard was the prime reason for Paul Felling, Sauk Center, Minn., coming to the Twin Cities last week. . . . Midwest Coin Machine is opening up its third floor with space for an operators' meeting room, reception and banquet facilities and flat-tops display department.

Mr. and Mrs. Walter Hageback, New Hampton, Ia., were in shopping for equipment. . . The same for Mr. and Mrs. Ed Berkemeier, Litchfield, Minn. . . Gil Smith, Fargo, N. D., was looking at pin games while (See Twin Cities on page 99)

Washington:

Ira T. Byram Jr., of Silent Sales System, announced that the Boys Club Emergency Fund in neighboring Prince Georges County, Md., topped its \$20,000 goal by \$1,500. He was general chairman of the money-raising committee, composed largely of coin machine operators. Ended December 29, the drive was launched. October 11, with Lansdale G. Sasscer, representative from Maryland's fifth congressional district, buying the first 25-cent subscription. Byram feted his committee at a New Year's Eve party in the Prince Georges Country Club. He is now concentrating on his three vending operation offices which, he says, were much neglected during the campaign.

New York:

Harry Rockefeller, sales ma of Tradio, reports the firm is m Tradiovision installations with fying frequency. Another five of commercial television units wer to work last week, says Harry, week Tradio will install a set if old Heights Hotel, Hightstown,

Herman Wolff, Lou Lobell and J Elowitz are the new tenants of Br way's Million-Dollar Playland, wit selection of games in the rear of store. They also operate an arc at Coney Island. The threesome to over after Abs Seskin and C Guelfi checked out of the Broady arcade several weeks ago.

Al Denver, president of the A matic Music Operators' Associ (AMOA), was home this week a ing an attack of bronchitis. Al a to complete his convalescence in to get to the Coin Machine Inst convention next week. His attance there is necessary, since he serves as vice-chairman of the sic Operators of America, the tional group that will hold its an meet during the show.

Max Levine, Scientific Mach prexy, ailing recently, And for least one day, one of the coldest, giant Brooklyn plant was without h The plant engineer failed to re for work. But Scientific's staff mained at work, putting the finish touches on three new games be readied for introduction at the C Machine Institute (CMI) show.

Nash Gordon, manager of the tomatic Music Operators' Assition (AMOA), reports that with recent admission of six Staten Is ops into the ranks of the org, AN now includes in its scope all boroughs. The operating compawhich joined are Cascades M Whitey's Vending, Morte's M Service, Dee's Cigarette & Auton Music, Staten Island Amusen Machine Company and the r owned by Louis Valenti.

Chicago Coin new five-ball, Holiday, reached its distributors' showrooms in time for operators to get several on location for the holiday season. . . . (See Chicago on page 98)

Indianapolis:

A machine which automatically turns out 312 ice cubes an hour has been developed by the Packard Manufacturing Company here. Production of the Packard Ice Crafter will augment the juke box line which the company temporarily discontinued last year. The firm is continuing to service the automatic phonographs it has made and sold and still is manufacturing the coin-operated remote control box for them. . . . Minimum production of the ice cube machine will require addition of 40 workers to the 65 presently employed.

The Janes Music Company reports an excellent business in its record department. According to Mrs. Blanch Janes, head of the company, it was the largest Christmas record business in the history of the concern. . . . RX penny weighing scales have been added to the line of coin-operated devices at Southern Automatic Music Company. Company has also added the new rebound shuffleboard, which is coin-operated. The new dime-operated machine is already meeting with good success, with orders on file for delivery as soon as they are available. Ed Wilks, of the Paul A. Laymon Company, showing the new American shuffleboard which can be used as either a conventional or a rebound. They also have their new Chicago Coin rebound on display. ... W. O. Adkins, Oceanside, and (See Los Angeles on page 98)

Ben Rodin, of Marlin Amusement Corporation, is vacationing in Florida until May. During his absence Manager James Smith is taking charge of the business. Smith reports that business was fair in 1948 and that Marlin

(See Washington on page 99)



Steve Hodge, of Atomic Music Ca pany, has opened a retail record sta in Harlem as an adjunct to his phot graph route. . . With his outdo sports activities curbed temporarily wintry weather. Sol Tabb. of Hyn Music, is keeping fit playing handba . . . Nat Rake, of Rake Coin Machi Exchange, reports high operator int est in the new Northwestern Model bulk vender now featured in h showrooms.

Charlie Engelman, of Columbia 1 sic, has closed his Mahopac house moved to the city for the winter. to now Charlie has been a confire country dweller. . . . Charlie Bern of Regal Music, and Mac Pollay United Phonograph Service, sp (See New York on page 98)

Miami:

Mr. and Mrs. Barney Sugarn Runyon Sales, Newark, N. J., dr here just before Christmas and sp the holidays basking in the sun. Jo ing the Sugarmans at the Sands He for the holiday week were M. Munves and his wife, who flew h from New York. Both couples w visitors at the various night clu dog and horse race tracks with Wi (Little Napoleon) Blatt, a long-ti friend of both families.

Leo Willenz, Uneeda Pak, was visitor at Supreme Distributors hear quarters here last week. Willenz at rived in Miami with a heavy cold bu after a few days of sunshine it disap peared. He hopes to enjoy the res of his Southern trip, which will keep him here for another three weeks... Sam Taran spent the holidays with his family in Minneapolis, but hurrled back home after getting a taste of the wintery cold.

muary 15, 1949

rtford:

certificate of organization has by the new Bridgeport, Conn., oration, Candy-By-Evelyn, Inc., Warren Street, Bridgeport. Listed : George A. Saden, vice-president assistant treasurer, and Joseph alco, secretary and treasurer.

At Stamford, Conn., the trade name A & A Vending Company has been ed with the town clerk by Alex rro of 5 Rosewood Street. . . . Also Stamford, Pitney-Bowes, Inc., last eek held its annual directors' lunchin in the company auditorium-caferia for over 160 persons, representg every level of management and all ployees' organizations. The conrn makes postage stamp vending achines.

embers of the Connecticut High-Users' Conference have proposed amendment to the Connecticut e constitution which would ret the use of municipal funds ded from parking meters and from ing and traffic violations to use street and traffic improvements. members, meeting at the Hotel d, Hartford, last week, declared funds should be used specifically street and highway improvement, elopment of off-street parking falies and safety education. At sent these funds go into the genfund of each municipality.



Philadelphia:

A State charter of incorporation a filed with the secretary of State has been granted to Nate Schneller, Inc., music machine firm organized + "to manufacture, job, repair, operate, distribute and otherwise deal in * fficers were Evelyn Walsh, presi- music machines, amusement machines and various types of machines, machinery and equipment." Local law firm of Cohen & Cohen represented the Schneller company. * . . . In Chicago recently were Robert Abel and Arthur Silber, * who took their wives along for the trip; and Larry Goldmeier, head of Poppers Supply Company here. ... David Yaffe, of Y & Y Popcorn Supply, is back from an extended * trip to Boston and other New England points.

> Candy vending machine operators are alarmed over the wave of burglaries at movie houses and are joining with the movie industry in calling for better protection. In the past three months there have been more than two dozen such crimes, the latest last week being at the Howard Theater, And, as in most of the other theaters, the thieves took all the coins from the lobby candy machines.

In an attempt to hypo music machine play, the new Seeburg machines around town are offering six plays for a quarter. . . . Paul Lewis, in charge of the industrial division of the Berlo Vending Company, is one of the four men in the local group behind the deal to purchase from Lex Thompson the Philadelphia Eagles, professional football team, for an offered \$250,000. . . . Click Tune-of-the-Month, promotion of the local music operators' association and Frank Palumbo's

Click nitery, is A-You're Adorable, selected for this month by the teenagers attending the monthly parties.

Earle G. Finney, manager of Warners' Savoy Theater at near-by Wilmington, Del., is busier than ever now that the local Berlo Vending Company has added candy machine in the theater lobby to afford movie patrons 12 candy varieties instead of six. The soft drink and popcorn machines continue in operation.



97

COIN MACHINES

1948 MODEL A-A M. I. PHONOGRAPH \$595.00 1946 MODEL A-A M. I. PHONOGRAPH \$500.00 700 WURLITZER PHONOGRAPHS. Ea. \$75.00 ANDRUM, S. C. PHONE 58

Al Rodstein's Variety Corner Distributing Company is preparing to introduce a new cigarette vending machine here that offers more brands for sale in addition to a number of other distinctive innovations.

Rudd-Melikian, Inc., local manufacturers of Kwik-Kafe, automatic vending machines for coffee, announced the appointment of the Gray and Rogers Advertising Agency here to handle the advertising and promotion of its machines. . . . Harry Hirsh, Atlantic City, joined in partnership with localite David Hirsh in setting up Hirsh Amusements with offices at Marshall Street and Erie Avenue. . . . Rose Caplin, secretary at the Poppers Supply Company, popcorn supply firm, left on a mid-winter vacation this week.

Cleveland:

Southern Automatic Music Company here celebrated its 25th anniversary last month. The firm was founded in 1923 by Leo Weinberger, president. In 1928 and 1929, Joseph and Sam Weinberger became associated with the business and now hold positions as vice-presidents. Southern Automatic is a franchised distributor for Seeburg and also represents other leading manufacturers of coin-operated equipment. Coincidental with the silver anniversary, the firm last week held showings of the new Select-o-Matic in its Indianapolis, Fort Wayne, Dayton, Cincinnati and Lexington offices.

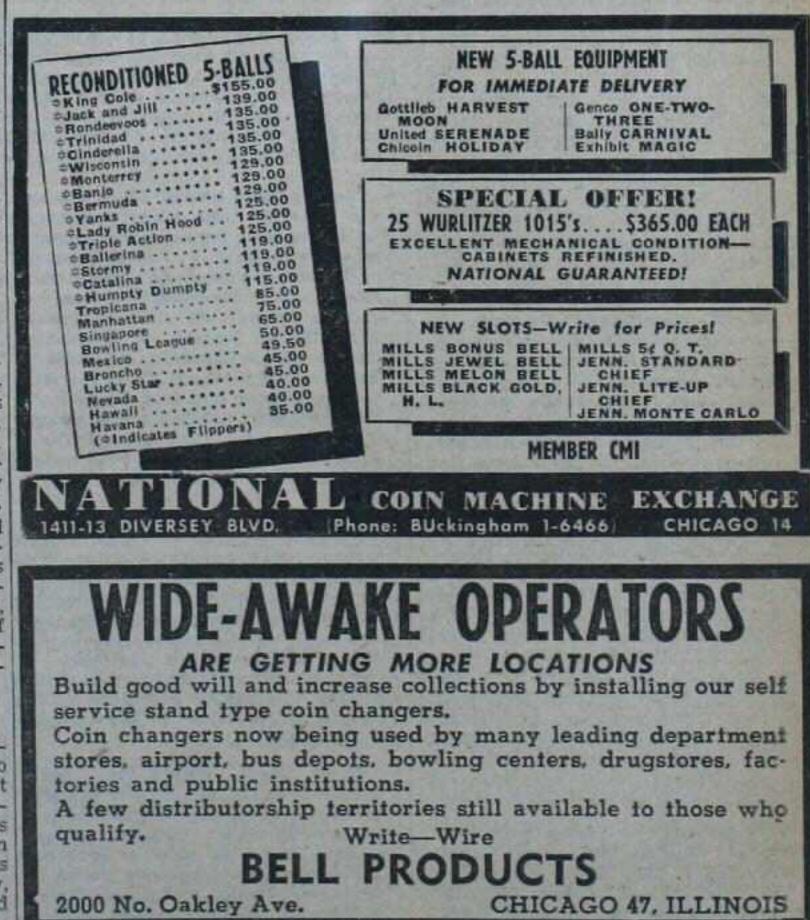
St. Louis:

Carl Trippe, Ideal Novelty Company, again played Santa Claus to the firm's entire staff in handing out bonuses. Firm is Rock-Ola distributor for the area, and reports business conditions are looking up. The coin machine trade here, says Trippe, is getting ready to attend the CMI show, and many ops are looking forward to seeing new equipment.

an additional copy for your personal use.

own present subscription extended eight weeks. Or order

SIMPLY SEND YOUR LIST OF NAMES TO B. A. BRUNS, THE BILLBOARD. 2160 PATTERSON ST., CINCINNATI 22, OHIO, YOU WILL BE BILLED LATER AT SI PER NAME, OR ENCLOSE YOUR CHECK AND EVERY NAME WILL ALSO RECEIVE FREE A COPY OF THE DECEMBER CATALOG ISSUE OF VEND LISTING ALL MANUFACTURERS AND WHAT THEY MAKE.



98 **COIN MACHINES**

Los Angeles:

(Continued from page 96) J. F. Cooper, of Riverside, were on coin machine row.

E. J. Bryant, Glendale coinman, is putting Quizzers on some of his locations. . . , Carl Collard came up from San Bernardino, Even the he Isn't operating much these days he still likes to keep in touch. . . . Frank Walnum, of Morro Bay, was in town to look over the latest in equipment. Bob Chacon left the Paradise of the Pacific. Laguna Beach, to renew acquaintances on Pico Street. Bill Shorey, San Bernardino operator, also in town recently.

E. T. Mape, of the company bearing his name, completed his business with Walter (Solly) Solomon, firm's local rep and returned to his Northern California ranch. Solomon looks for an upswing in juke box interest since top bands are beginning to record once again.

Charles Allen, of Modern Music. Long Beach, was looking over the latest in platters last week. . . . Bud Parr, of System Amusement Exchange, is combining business with pleasure on a swing thru Northern California. . . . Carl Wunder, of Wunder Music Company, on Pico Street last week. . . . Another recent visitor was Ed Palomin, of Fresno, taking home a batch of new recordings.

Phil Robinson, West Coast rep for Chicago Coin, planed out for New York last week for a combination biz and pleasure trip. He plans to stop at the home office on his return. Mrs. Robinson accompanied him. . . Paul A. Laymon Company had a flock of pre-Christmas visitors, including Mr. and Mrs. Fred Allen, Bakersfield; Jack Mallette and S. L. Griffin, Pomona, and Ed Lyons, Long Beach.

Sid Bloom, of Operators' Vending Machine Supply Company and Oak Manufacturing Company, recently returned from the NAMA show in Chlcago where he premiered his new Acom vending machine with his partner, Leon (Hi Ho) Silver, . . . A recent visitor on Pico Street was William Black, Bakersfield operator. . . . Pete Shupp, of Lynwood, was also seen making the rounds.

COINMEN YOU KNOW

The Billboard

January 15,

Detroit:

(Continued from page 9) will continue to operate und Conway title, with new headq at 3240 Rochester Avenue. C. Anderson, former juke box ator and coin machine jobbe recently sold cut his business the Down River Vending Co Wyandotte, and moved to Call has returned to this city, and pected to relocate here.

Frederick B. Wittick, Tri-State tributor for Coradio, is recovering a severe cold. . . . Leonard Woo of the Shutran-Mahlen Agency been named account executive f Beacon Manufacturing Company. will exhibit its now pool table ! first time at the CMI show.

Ben Newmark, of the Atlas Company, pulled one of the publicity stunts the industr seen here in a long time, wh secured a lead story on the cor of the juke box business with cific mention of the new S machine, in the featured Business Today in The Detroit recently. Story was an inter insight on the industry fo general public. . . . Bryan Kaml remodeling the headquarters Sanitex Company, national j and operators of sanitary pr venders. . . . H. D. Stolcenbur closed the offices of the Sunline pany, which was manufactur coin meter for use on the Launderall

Joseph Matecki has moved quarters of the Pool-o-Game Com formerly located at Wayne. into Detroit, at 1730 East Grand I vard. . . . Harry Oderman. in ch of the ice vending service establi by Detroit City Ice & Fuel Comp was quest of honor at a stail on the occasion of his 20th ann sary as company chief. . . . Mrs. C. Richter has taken over the int in the R & D Music Company, form held by her husband, Carl L, Rid who died suddenly a few months Arthur'H. Daily remains as a pa in the business, which operates a box route here.

Mary Solle was hostess at the W. H. Leuenhagen Company open house New Year's Eve. After festivities were concluded she packed up and headed for Palm Springs for a little desert sun. . . . Ed Wilks, of the Paul A. Laymon Company, is showing off the new Bally multi-bell machine. Jim Murphy, Inyokern operator, and Bill Bradley, of Covina, were recent Laymon visitors.

(Continued from page 96)

last week-end at a resort in the Cat-

Harry Berger, of West Side Dis-

tributors, considering a trip to Cuba

to visit some of his Latin American

customers. . . . Recent returnees from

Florida vacations include Barney Su-

garman, of Runyon Sales, and Mike

Munves, of the Mike Munves Corpora-

tion. . . , Phil Mason, of Mason Dis-

tributing, lining the walls of his of-

fice with foreign paper money. The

money includes some pre-war German

New York:

skills.

marks,

William A. Happel Jr., is happy with the new set of golf clubs given him by the gang at Badger Sales, but Christmas didn't end, there. He retaliated with some hefty bonus checks. Two recent visitors at Badger Sales were Weis and Gisser, of Cleveland Coin. . . , Ray Humholtz, Milwaukee coinman, is vacationing here, but the weather isn't much warmer than it was in Wisconsin. . . . Sam Handeman was talking a big deal with Fred Gaunt, of General Music Company. last week.

Exchange, spent New Year's Eve attacks. Bell-o-Matic's latest issue of visiting with friends in San Diego. Spinning Reels devotes a feature ... Allen Harder, operator, was mak- story on the trials and tribulations of ing the rounds on Pico Street. . . . Bill Nixon, another of Bell-o-Matic's Jack Millspaugh, of Western Shuffle- young salesmen. board Company, headed north last week for business confabs with associates in Portland. Mary Sims, manager of the local office, threw a New Year's Eve party for the Pico Street gang. She reports that business is so good with the company that they may be forced to move their plant from San Diego to Los Angeles. The company recently sold a franchise for Western shuffleboards to Don Byllesby, owner of the ABC Coin Machine Company, San Diego. Aubrey Stemler heads Chicago way for the show next week, and says he'll have some big news to announce when he returns. . . . Ray R. Powers. of the company bearing his name, also has a deal cooking, but he refuses to divulge details until after the show. . . , Dannie Jackson, of Automatic Games, returned from a combination business and pleasure trip to Denver. George Warner and Sam Donin kept the office going while he was away. The boys report that one of their former customers placed a large order with them for his Las Vegas, Nev., nitery.

Chicago:

(Continued from page 96)

Sol. Dave, Nate and Alvin Gottlieb journeyed to Texas during the bollday season to attend the wedding of Ritchie Gottlieb, radio announcer son of Morrie Gottlieb, who has headquarters in Dallas, Occasion also marked another family reunion as the mother and dad of Morrie, Dave, Sol and Nate also live in Dallas.

Altho no details are available on the subject, O. D. Jennings will introduce a new model bell during the CMI convention. John Neise claims that it is a completely new piece of equipment and offers to bet a cigar that it will be one of the hits of the show. Distributors in the Midwest territory who claim to have seen the new device were outspoken in their praise of the new Jennings product. Many expressed regrets that they could not put the new bell on display right away. Guy West, Billings, Mont., was a Jennings caller last week.

Mike Imig and Norman Gelfke, president and secretary, respectively, of the South Dakota Phonograph Operators' Association, spent several days in Chicago discussing music matters with local coinmen. . . . Tom Schwartz, head of Shawnes Vending, Topeka, Kan., missed his first postwar NAMA show this year because of pressing Washington business.

Johnny Kelly, Bell-o-Matic sales correspondent, was with the AAF in England, Belgium, Holland and France during the war. He was in charge of a searchlight outfit which had the important task of guiding home straggling planes and also help-Bud Parr, of System Amusement ing to pinpoint enemy planes during

William A. Happel Jr., hosted several visitors at his Badger Sales headquarters recently, including Carl Robertson, Anaheim; Lee Wirt, Montebello, and A. T. Felkins, Santa Barbara. . . C. T. (Happy Jack) Girdner, national distributor for Royal Shuffleboard Company, arrived in town to see the Rose Bowl game. He flew down from his bailiwick in Watsonville, Calif., via his own plane, bringing city officials as his guests for the game, . . J. H. Hopkinson, Colton coinman, left his home grounds long enough to check up on the latest developments on Pico Street.

W. H. Leuenhagen Company is branching out into the export bix. Mary Solls, of the firm's record department, reports. She says that among other foreign points, the company is now shipping to Costa Rica. ... Lloyd Barrett was in town to say hello to friends. He hails from Pomona.

Lon Garret, sales manager for Royal Shuffleboards, is heading for Arizona and New Mexico to line up distributors for his firm. . . . Fred Watson, San Luis Obispo coinman, was a local visitor last week. Ditto for Homer Gillespie, of Long Beach. ... Mr. and Mrs. R. E. Torres report they have opened an arcade at Tucson, Ariz. They were in town looking over equipment. . . . Don Peters, operator from South Gate, was renewing acquaintances here last week. Another recent visitor was Roy Garrison, Phoenix, Ariz., jobber.

Recent coin row visitors were Ivan Wilcox, Visalia: Syl (Pop) Burris, Montebello; Jud Lilley, Montebello; Lawrence Raya, Colton; Norman Christ. Lompoc and George Licali, Ontario.

Phil Lentz, of Diamond Distributing Company, now has Catalina shuffleboards out on location. . . . Jack Simon, of Sicking Distributors, decided to stay home and enjoy the Rose Bowl game over his tele receiver instead of fighting traffic to the stadium. . . . Advance orders for the new Seeburg machine are really piling in, Hank Tronick, of Minthorne Music Company, reports.

H. G. Sherry, IBEW's Pico Streat man, figures the only way to lick his arthritis is to take the 21-day cure for the malady at Hot Springs. He intends to leave as soon as business pressure eases up. . . . Pete Morrison, from Santa Monica, and Happy Clark, well-known former trouper, visited coin machine row last week.

E. J. Novak, president of Crown Implement Company, who personally introduced his re-engineered Big Four bottle-carton vender at the NAMA meet, said it is designed as a versatile seller of bottled, or c-toned, liquids. The machine fits a definite operatorlocation need. Novak holds.

Harold Chayes, head of Arctic vises that Frank Healey, founded Vend-o-Mat, Inc., announced the firm name is now Polar Treat Vendor Company. The redesigned Polar pected back for a short visit fro Treat ice cream bar machine (formerly Arctic Vend-o-Mat) is being ary. placed in production. . . J. F. Frantz Manufacturing Company is readying its new pin game and scale for introduction at the CMI show January 17-19. John Frantz reports the pilot run on the new game, Bridgeball, will turn out 50 units before the show.

Alco-Dores Company has a triple entry in the coin machine field; its improved U. S. Vending air conditioned candy vender, the new Shoe Duster shoe shiner, and the 30-wire wall box for jukes. Theodore Isaacs, vice-president, predicts some big things for the trio, ..., A. Garrick Alex, Vendall Company, says the Vendall candy vender's enlarged delivery chute and inclusion of the baille plate inside the chute has brought good comments from operators. Structurally, the frame has been strengthened with heavier and more bracing members, he said.

Jack Doyle, Johnson Fare Box Company sales engineer, reports operator interest in firm's new electric coin counting and sorting units, introduced during the NAMA show last month. . . . Adolph Raymond, top man of A. & M. Music, went all-out in providing holiday lighting effects for his suburban headquarters. He reported Christmas demand for juke rentals was much higher this year.

Alfred E. Turner is establ Turner's Vending Company, with fices at 3935 Beaconsfield Avenu Henry C. Lemke, of the Lemke Machine Company, is expandi the coin machine business on a scale. . . Lewis Kutack, mana the Atlantic Products Com amusement operator and jobber owner of the company who is, dentally, his brother-in-law, i home in Miami sometime in F

Max Lipin, of the Lipin Sales (pany, back from extended trave thru his territory, is taking over resentation for the Du Grenier org zation, and is resuming active co age of the field in both the candy cigarette vending lines again.

Thomas F. Briscoe and Loret Briscoe are organizing the Caro ing Company, with headquarte 2433 Atkinson Avenue, . . . Mi Weinberger, veteran coin ma jobber, has headed for Florida f extended vacation, leaving the ness here in charge of his son Weinberger. The Weinbergers discontinued the jobbing end of business, operated under the nar S and W Coin Machine Exch and are concentrating upon open of juke boxes and skee balls ex ively now. Their new headqua location is at 6399 London Avenu

Nino Garofalo has been dou between Nino's Music and the Bee Company in recent weeks a result of the illness of his par Arthur Nidy, who is expected on the job soon. . . . Henry Schw formerly with the Continental ord Distributing Company, has over the up-State territory for onia Distributing, accordin

nuary 15, 1949

The Billboard

99

les S. Gray. . . . Ben Okum, act- | have offered to increase his commispresident of the Michigan Auto-Phonograph Owners' Associa-(MAPOA), reports the new reof Tennessee Border by Jimmy looks like the coming top hilltune locally,

lax Kramer and Milton Hoffman establishing the new specialized of Dairy Vendors, at 9700 Oakd Avenue. . . . Jack Brown, of the tune Record Company, has returned n a business trip, calling on the ie in Northern Michigan and Ohio. . J. R. Pieters is commuting from amazoo to manage the Detroit ofof King-Pin since the departure Haxel Richlin, formerly local manr, who recently was married.

ward P. Womack, former juke operator, who has operated the ed Novelty & Candy Company he past five years, is retiring bee of health, and plans to outh January 15 for an extended . . . C. L. Skidmore, sales manof the Mercury Athletic Scale oration, is leaving the end of the h for the West Coast, where he open a branch office for the com-.... Bob and Floyd Venner are ying a new arcade which they take on the road in the spring. their current vacation at Boca n, Fla.

shington:

(Continued from page 96) inticipating increased business this 11.

e Bethesda Bowling Center (Beda, Md.) has installed six new all machines belonging to General gement Corporation. Manager F. Murphy has hung up signs ibiting children under 18 from ing. He claims the teen-agers been cutting, kicking and breakhe fronts of the machines he has previously. "They've been deis they contribute don't make up he damage," he said. Altho Maryhas its own licensing law, he he had been abiding by the new hington ruling restricting play of all machines by school children 8 a.m. to 3 p.m. before adding more stringent regulation.

sion and cut theirs.

Washington Music Guild (WMG) announced the following operators and distributors have joined the organization: Leonard Abrams, Horace Biederman, Ernest F. Bregger, Anthony J. Cicala, Samuel Cissenfeld, Robert Cunningham, Maxwell Taylor, O. S. Garnett, Walter Hendrix, Guy Interdonotta and Jack Sapienza, of Washington; Dick Richardson, Harry Villas and Ray Williams, Hyattsville, Md.; James M. Toney and A. D. Carpenter, Wesi Lanham Hills, Md.; William, Steele, Arthur Perreita and George Price, Silver Spring, Md.; Reds Bell, Mount Rainler, Md.; Harry Conrad, Alexandria, Va., and Jack Q. Spitler, Arlington, Va.

Three new associate members have also joined WMG. They are Frederick A. Turner, Decca Distributing Corporation, Washington; Herman D Gimbel, Gimbel Bros., Baltimore, and Frank S. Crowley, David Rosen, Inc., Baltimore.

Fwin Cities:

(Continued from page 96) Lawrence Zieg, Augusta, Wis., was showing interest in shuffleboards. . . . Ernie Klicker, Park Rapids, Minn., Is giving more time to his coin machine operation, expanding his route, but still maintaining his meat business. . . . Emil Sirrani, Eau Claire, Wis. was in shopping. . . . The same for Jim Hooker, Sioux Falls, S. D., and Ralph Meyers, Mitchell, S. D. . . . John Morton, Bismarck, N. D., did his buy-ing via the telephone. . . . Norman Hanson, Osakis, Minn., in buying Shuffle-King. . . . Jonas Bessler, Lieberman Music Company, was out of town for several days last week on business.

Introduction of the new Seeburg phonograph has served as a magnet to draw numerous operators into the Twin Cities to view the new machine ring property and the nickels or at Hy- 7 Music Company, distributor. 46.8 cents to 38.5 cents per pound. Among the early arrivals were lke LaFlour, Devils Lake, N. D.; Roy Foster, Sioux Falls, S. D.; Frank Phillips, Winona, Minn.; Arnie Tesmer. St. Paul; Phil Smith, Fargo, N. D.; Carl Schumacher, St. Cloud, Minn.; Bob Wiess, Bemidji, Minne and Roger Chester and Bob Eddington, Bismarck, N. D. Among Minneapolis operators who got an early look were George Coddington, Phil Moses and Jack Ravine.



(Continued from page 88) were for such ingredients as shredded coconut and nut meats.

Another 1947 development was the establishment for the first time of the dime candy bar as a staple trade item. Of bar goods retailing in all price brackets, the 10-center accounted for about 10 per cent of bar good poundage and 13 per cent of sales.

In 1945, only eight manufacturers reported a line of dime bars. This tionality case testimony that 83 botrose to 29 in 1946, and to 40 in 1947. I tling firms are withholding \$750,000 Reason for the trend is obvious, the department pointed out. "Producers received an average of 48.2 cents a pound for 10-cent bars, 12.5 cents per pound more than for the average of all bar goods."

The two-for-a-quarter bars dropped 20 per cent in poundage sales in 1947, tho sales volume went up about 12 per cent. Penny bars were reported by 10 producers in both 1946-and 1947, with poundage running about 10,000,000 pounds each year. The average pound value, however, climbed from 19.5 cents in 1946 to 26.2 cents in 1947.

D. C. Area Shows Drop

The only producing area to show a 1947 drop in both poundage and dollar volume was the one embracing Washington, D. C., Maryland, Virginia and West Virginia. The 15 manufacturers in this area reported poundage off 8 per cent and sales off 24.5 per cent. These declines, commerce asserted, developed because the candymakers in this area The shifted to lower-priced lines. quantity and value of bulk and penny goods produced in the South Atlantic area increased, while output in other lines declined along with a fall in average for the area of from

83 Bottlers Hold Up Pa. **Tax Payment**

Not To Effect Tax Case

HARRISBURG, Pa., Jan. 8. -Dauphin County Court here recently refused to admit as evidence in the Pennsylvania soft drink tax constituin tax funds from the Commonwealth.

The case in which a number of bottling and sirup manufacturing firms are contesting the legality of the law was heard by the court as the State Legislature's Tax Study Commission recommended that the levy be abolished. After taking testimony the court set January 26 as the date for the start of arguments in the litigation.

Charges Tax Evasion

As final testimony was taken, State Deputy Attorney General Harry F. Stambaugh told the court "there are some bottlers who have been assessed as high as \$100,000 and haven't paid a cent in taxes. These people don't even pretend to have any defense except that the law won't be enforced."

At the same time Deputy Secretary of Revenue W. H. Beachey said audits of 83 soft drinks concerns showed they had collected at least \$750,000 in taxes which had not been paid to the State.

Judge J. Paul Rupp told Stambaugh and Deputy Attorney General David Fuss: "I think you are going too far." He allowed testimony that the unpaid taxes have been assessed but refused to read into the record

Bill Schwartz, of Hirsh Coin Mane Corporation, was married Denber 28. His bride is the former rolyn McCarty. The couple spent brief honeymoon at the Astor Hotel, w York.

le Junior Board of Commerce is installing penny ball gum maes in local business establishts in its "Chew for Charity" camn designed to aid youths at the onal Training School for Boys . The first 500 machines will be placed with an additional 500 e located later. A group of Jayunder the guidance of board aber Patrick Deming bought the hines thru the Ford plan, now oping in 18,037 cities. Gross profits o the welfare fund. The Christrush delayed the start of the ect, as proprietors were too busy iscuss the matter. On the whole, co-operation has been excellent. only business men who refused use of their shops were those with ifficient traffic to guarantee reable returns. Attorney General Clark and Director of Federal ons James Bennett are reported per cent behind the drive.

ddie Renner, of Northern Virginia lic Company, Alexandria, Va., res that severa. restaurants and rns on his route have suggested g pasteboard change trays with uib about the juke box to help ease the returns. He says he bees people are unaware of the ent plight of juke box owners and rators. "They still think the mubox is very popular and all the ley going in to it is profit. They t realize the expense that goes ig with it," he declared. A few of locations, seriously concerned ut decreased profits for routemen,

Harold Lieberman, of Lieberman Music Company, reported that shuffleboard business at the place was moving extremely well. A similar story was told by Archie LaBeau, of LaBeau Novelty Sales Company, Rock-Ola jobbers. . . Ernie Grest, Little Falls, Minn., who was hospitalized with a heart condition, made his first trip into the Twin Cities in months last week. His wife accompanied him, ... Oscar Schaeller, of Midwest Coin Machine, reports business good.

Mrs. Irene Bissell, bookkeeper, at LaBeau Novelty, is back from a round trip by plane to New York City where she visited her daughter. . . . The new Wurlitzer phonograph calendars for 1949 have been sent out by Lieberman Music Company, Minneapolis, to operators of the equipment, Jonas Bessler reported. . . . Despite 25 below zero weather, George LaBeau drove into North Dakota recently with a load of shuffleboards, made deliveries and returned to headquarters in St. Paul without any mishap.

Altho the new Seeburg phono is drawing top attention at Hy-G Music. Sid Levin reports that Chicago Coin's Shuffle-King is getting plenty of inspection and that sales are continuing upwards. . . . Jack Karler, of Midwest Coin, said the new shuffleboard line he took on a short time ago is proving exceptionally popular with operators who are ordering consistently and well. . . . Ken Glenn, salesman for LaBeau Novelty, was in Duluth and Brainerd early last week on Rock-Ola music and shuffleboard business.

Among other visitors to this area Rochester.

The major candy-producing State, Illinois, registered an increase in 1947 of 11.7 per cent in poundage and 44.5 per cent in sales, representing actual gains among the 45 Illinois producers of 80,000,000 pounds of candy and \$76,000,000 in sales.

Biz Up

WASHINGTON, Jan. 8 .- For the first eleven months of 1948, general retail business was up 6 per cent over the same 1947 period but business was spotty for various types of coin machine locations, a Commerce Department report has revealed.

Receipts for all types of eating and drinking places were off 2 per cent. while bars reported a decline of 4 per cent. Restaurant business around the country slipped 1 per cent from business done during January-November, 1947. Filling stations, on the other hand, reported a pick-up of 11 per cent. Drugstore business was up 1 per cent. Department store receipts increased 6 per cent while the candy store business dropped off 2 per cent.

Form New Coin Firms

PHILADELPHIA, Jan. 8.-Establishment of two associate companies to handle the operation of shuffleboards and coin-operated television was announced by William E. Lennox. With offices and showrooms set up at 22 South Fifth Street, Lennox filed petitions with the Common Pleas Court here Monday (33) for certificates for the conduct of his business as required by the State's fictitious or assumed name business act. The firms will be known as the Telematic Company and the Philadelphia Shuffleboard Company. Heilner H. Gaul, local attorney, represents the new firms.

recently were Frank Magers, Grand Rapids, Minn.; Harry Gallep, Menominee, Wis.; Rube Wills, Alma Wis.; Mr. and Mrs. Jack Harrision, Crosby, Minn.; Frank Kummer, Spring Valley, Minn., and A. H. Quade,

that they were due: "It is purely a matter of law whether the tax is due," Judge Rupp said.

Argues Against Tax

Russell Shockley, of Philadelphia, counsel for the soft drink bottlers, insisted that the unpaid tax had nothing to do with the bottlers he represented and should not be considered by the court.

Stambaugh said he was making the claim because the bottlers would argue that since tax collections have been less than originally estimated "the tax has a tendency to reduce business." The State originally estimated the tax-1 cent on every 12 ounces of bottled soft drink and a 1/2 cent on each ounce of sirup used for fountain drinks-would bring in \$35,-000,000 in two years. This was subsequently cut to \$27,000,000. Collections up to the end of November totaled slightly more than \$20,000,000

Challenge Law

Both bottlers and sirup makers are challenging the constitutionality of the tax on the grounds that it is discriminatory and violates sections of both the State and federal constitutions.

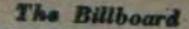
Israel Packel, of Philadelphia, attorney for the Penn Syrup Corporation, of Philadelphia, noted that the State had exempted a chocolate sirup sold by the Hershey Chocolate Corporation from the tax. The Revenue Department ruled in 1947 it was not "practically and commercially usable" for soft drinks because it is sold in small cans thru grocery stores for home use.

"I am not saying the exemption is wrong," Packel said. "I merely want the court to know about it."

Sugar Report

WASHINGTON, Jan. 8.-Sugar distribution for the week ended December 25 was 100,722 tons, nearly three times the 37,861 tons distributed for the corresponding 1947 week, the Agriculture Department has reported.

COIN MACHINES 100



Tax Planning . . . No. 4 in a Series: Don't Sign Anything Hastily; May Be Your Life, Brother

(Continued from page 50) findings for additional assessments.

If you receive a notification from the government, don't wait indefinitely before going over to see someone for advice, since you may deny yourself the privilege of appealing by waiting too long. The mere fact that you may be on the road playing engagements is no excuse; the statute will run against you regardless of the facts in your particular case.

nature indefinitely; I have come upon some lulus. I still cannot figure out for the preparation of your return. why some of these things happen, but they happen.

Something that I run across very often is the fellow who listens to everybody. He has some problem. However, instead of keeping it to himself and going to a competent someone else prepare your return, person for advice, he tells it to the whole world. And he always follows the advice of the last person who talks to him.

There's a well-known artist I can cite as an example. This person has a competent firm of attorneys handling his affairs, but he follows most of the ideas of his next door neighbor.

Those Poor Patsys!

Another prominent person in the entertainment field could be swayed by anyone. You could tell him that a certain color was black, then he would go to the nearest bar and have a few drinks, discuss his affairs with whomever happened to be sitting in the bar next to him, and if they told him the color was white, white it would be.

Just let this be a word of warning: The entertainment business is highly specialized. Get the most competent reversion proviso in their contract compass a wide catalog, the initial they were entitled to use any oth resents you and follow the advice subsequently assigning it to George given. You will find in the long run that you are much better off than by listening to every Tom, Dick or Harry who fills you full of ideas. Another extremely dangerous situation that crops up every once in a while is the case of the employer who has collected Social Security and withholding tax from his employees and has used this money for his own purposes.

nitery ops are acting as trustees for the government and if they fail to However, there is a limited time pay this money to Uncle Sam they are liable to get jail sentences.

Do not use the government monies in your business operation. Deposit this money weekly in a special account (or buy depository receipts from your bank or withholding tax payments). As everyone knows, the average taxpayer is on a calendar year basis and his personal return is due on or before March 15. Some of you intend to prepare your own could give you examples of this tax returns. Some of you will go to someone who specializes in tax work

Regardless of which method you follow, don't wait until the last minute to start getting your papers, cancelled checks, receipted checks, etc., together to substantiate your deductions. If you do intend to have remember that this is their busiest time of year. Give the specialist enough time to be able to go over your affairs thoroly. Do not throw everything at him the last minute and expect him to drop everyone else's affairs in your behalf.

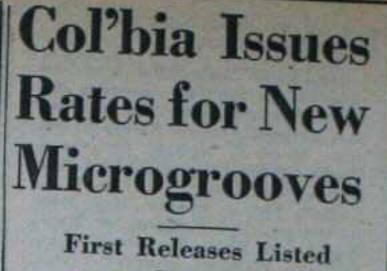
If you have a refund due on your return, remember, the earlier you file your return the sooner you will get your refund.

TWO PUBBERIES

(Continued from page 22)

asked Louis Bernstein for a release from their Mood contract. According to the writers, Bernstein assented, with the stipulation that he receive a formal notification from the pic firm that tune had been cut from the score.

For this reason, and because of the advice from a specialist in your field with Columbia, the writers felt cer- release of pop, folk music and masand when you do get that advice tain the tune was all theirs and terworks selections to be suppleplaced it in the All for Love show, Simon. Simon proceeded to publish the tune, set records with major and indie waxeries, and prepared exploitation of the song as a No. 1 plug.



(Continued from page 20)

releases, and 90 cents plus tax for masterworks. Regulation Columbia pop disks sell for 79 cents, with masterworks retailing for \$1 per 10incher and \$1.25 per 12-inch. Frank White, Columbia topper, stated: "As future conditions warrant, this policy of lower prices will be pursued."

The new non-breakable seven-inch disk, which has the full fidelity and tonal qualities of the LP microgroove introduced by Columbia last June, can be played on all existing LP equipment, and contains the same amount of music as a regulation 10 or 12-inch disk. "We were determined." stated Wallerstein, "to make these vastly improved records available at substantial savings . . . these objectives have been accomplished."

Frank White called the acceptance of LP by the public, press and manufacturers "gratifying."

This, tho, was amplified by Wallerstein, who said that "already, several hundred thousand LP playing instruments are in the hands of the public and upward of a million and a half LP records have been sold. It was pointed out that since June, 1948, practically all leading manufacturers of radio phonograph equipment have either produced machines to play LP or stated their intentions to do so, including Admiral, Crosley, General Electric, Majestic, Magnavox, Philco. Stewart-Warner, Stromberg-Carlson, V-M, Webster, Westinghouse, Wilcox-Gay and Zenith.

As indicated in The Billboard last mented soon. Following is the first regular seven-inch release: No. Title and Artist Shostakovitch: "The Age of Gold," 3-101 Rimsky-Korsakov; "The Flight of the Bumble Bee," Glinks; "Life of the Czar-Mazurka," New York Philharmonic Symphony, conducted by Efrem Kurtz. 3-102 Kind-Weber: "Der Freischutz," recitative and aria (Act II), Ljuba Welitsch, soprano, and the Philharmonia Orchestra, conducted by Walter Sunskind. "Let a Smile Be Your Umbrella," 1-103 "Sweet Sue, Just You." Frankle Carle and his orchestra. Con Maracas

Oklahoma Ops Lo Ground in Attem To Relocate Pi

January 15, 1

OKLAHOMA CITY, Jan. 8 .elty game operators in the State another round in their battle t establish amusement games Wed day (5) when the Criminal Cou Appeals refused to hear the Pril case again.

C. D. Stinchecum, attorney for Oklahoma Coin Machine Opera Association, indicated that the considered a test for all operator the State, will be appealed to U. S. Supreme Court. Irving Un man, Prickett's lawyer, stated appeal would be made as soon a has had an opportunity to study latest court opinion.

Last November, A. J. Pricket Custer City operator, was told Judge Dick Jones that pin gar even if played for amusement of were illegal under State law Billboard, December 4). Local officers thruout the State were un cided about picking up, the ga after that decision and the State torney general had refused to on the matter pending Wednesd appeal.

Marks Decision Heartens Pul

(Continued from page 19)

so, any later use of the arrangem would have been an infringemen

Another standout in the judg decision was his reference to the pl of Marks's license agreement w United Masters which read that song should "not be used in conne tion with a musical medley for bal or orchestra, or any other medle; Inference is that so long as the wal

20 Per Cent Tax Trouble

Another analogous situation is the night club owner who uses the 20 claiming that he has a prior contract. per cent entertainment tax. In these cases there is not the ordinary debtor-

Prior Contract

Meanwhile Lee and Roberts contend, Bernstein left for Florida and they were told by Elliott Shapiro that he was not returning the song to them. Shapiro then proceeded to notify George Simon to desist from 1-104 publishing and exploiting the tune, the writers maintain, with Shapiro 1-105

Shapiro offered no comment on the matter other than that the tune is creditor relationship that a taxpayer the property of Mood Music by vir-1-106 has with the government. Here the tue of a legal writer-pubber contract.

BETTER PHONOGRAPHS-* ALBENA ALWAYS GIVES YOU MORE FOR YOU MONEY * ALL MACHINES MECHANICALLY OVERHAULED_CABINETS BEAUTIFIED_ MODERNISTIC CRILLES. WURLITZERS SEEBURGS 600 and 500 75.00 24's Casinos - Regals - Vogues - Classica -50.00 950 125.00 650 Major-Colonels. All One Price-\$90.00 150.00 750 215.00 **ROCK-OLAS** PARTS Standard-Master-Super-De Luxe. All One Price-\$80.00. Wurlitzer-Seeburg-Rock-Ola Motors (used), A-1 Condition \$11.00 Ea. 8" Lumalines (New) 85¢ Ea. GRILLE CLOTH 22"x25" Wurlitzer Metal Title Strips Same as Used in Wurlitzer 1100. (New) Wurlitzer Tone Arms, \$2.50 Value l∉ Ea. 60¢ ea. Parts and Accessories for All Makes and Model Coin-Operated Phonographs Seeburg Tone Arms, all models 9.00 Ea. Our Used Machines Are Somewhat Better '.ooking and More Modernistic Than Most Used Machines Sold Today. SEND FOR FREE CATALOG. DEPOSIT REQUIRED ON ALL ORDERS. RLBENA SALE 587 10th AVE., NEW YORK 18, N. Y. . LOngorre 5-8334

- "Peter, Peter, Pumpkin Eater," Xavier Cugat and his orchestra.
- "Little Guy," Arthur Godfrey with the Mariners. "I'm a Lonely Little Petunia." Arthur Godfrey with Sy Shaffer. "Sun Flower," "Once in Love with
- Amy." Frank Sinatra, 1-107
- "Tara Talara Tala," "A Rosewood Spinet." Dinah Shore. 1-108
 - "A Little Bird Told Me." Janette Davis and Jerry Wayne. "If That Ian't Love, What Is?" Jerry Wayne and Janette Davis.
- "If You Will Marry Me." "You Was." 1 - 109Doris Day and Buddy Clark. 2-110
 - "The Black Sheep Returned to the Fold," "Matthew Twenty-Four," Molin O'Day and the Cumberland Mountain Folks

WM BAND WING

(Continued from page 20)

orks handled here, and completed the agency's self-styled de-emphasizing program.

Coast (where band biz has been par- pulsory license statute, which give ticularly bad) agency said it would any quickle manufacturer the right shift emphasis to small combos and to wax his tunes after the first re acts. Pat Robkins, Coast band booker, cording and then play "catch me." was transferred this week to the actpersonal appearance department to case is highlighted by the fact that work with Fred Elswit and Ben Holz- both MPPA and SPA asked and were man. Archie Loveland, who shared given permission to enter as friend the band booking berth with Rob- of the court. The interested attorkins, took over small combo sales. neys, Sidney Wattenberg for MPPA Coast spokesman said there were no John Schulman and William Klei plans for personnel slashes because for SPA and Arthur Garmaize for of the band department shake-up. Marks, all feel that despite the dis-Television and expected hypo in act missal, the arranging question is still biz would more than compensate for wide open, with a reasonable possi loss of band commissions, an agency bility that the publishers can win the exec said.

they chose.

Possible Pub Tactics

Trade attorneys feel that they ma have a possible handle against was ery authority to arrange if they the following:

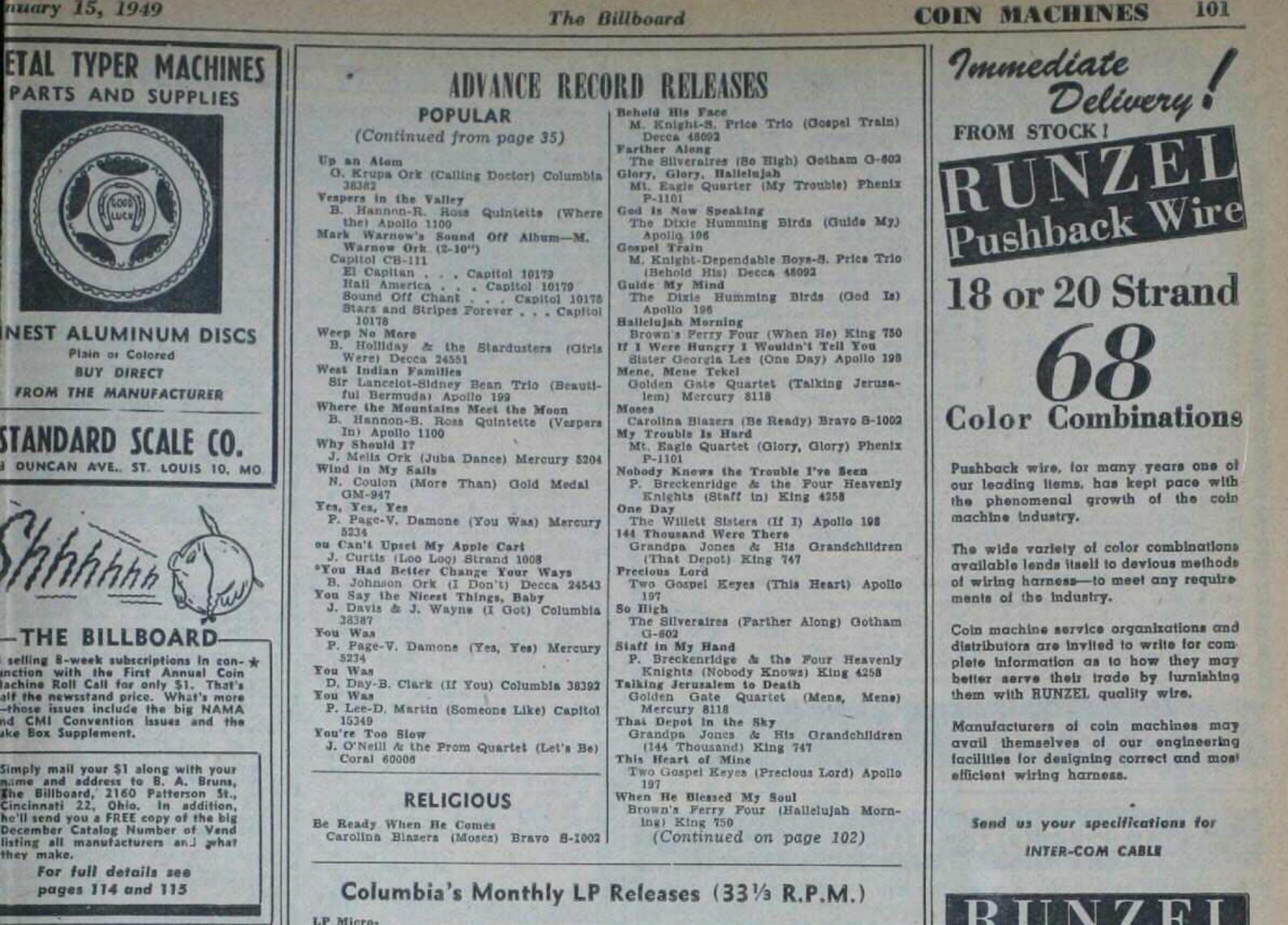
(1) Revise license forms so the clauses like the "medley" clause a stricken out, and arranging right will revert to pubbers. "What y don't grant, you reserve for yourse under the law," one lawyer put it.

(2) Refuse to grant licenses unreliable smallies, who then have to operate under compulsory licenstatute.

The pubbers' thesis is this: The have no objection to usual treatment accorded tunes by the majors an responsible indies. Arrangements these cases usually enhance the value of the tune. Furthermore, the en tablished companies pay on time and give an honest count. However, flyby-night operators not only can damage a tune by careless arrangements but can stall on mechanical royalts payments, milk all they can, the fold and steal away. If pubber were given an additional hand against this type of operator, the could slap an injunction on the waxe on the basis of infringement of the arrangement right immediately after a payment was missed. Pubber Freed of "band headaches" on the have been at the mercy of the com-

Extent of music biz interest in the fight.

nuary 15, 1949



101

	groove Cata		LP	
and the second design of the s	log No. ML 4106	Title Beethoven: Quartet No. Li In	Artist Size	Cord and Wire Co.
	1111 1100	C-Sharp Minor, Op. 131	Budapest String Quartet 1-12"	
	Bet EL-50	Beethoven: Symphony No. 9 in	Philadelphia Ork-Eugene Ormandy, 2-12" , DirSiella Roman-Enid Szantho-	4723 W. MONTROSE AVE. CHICAGO 41, 1LL.
STARRA MILLS &	ML 4104	Beethoven: Leanore Overture No. 3 in C Major, Op. 72A	Frederick Westminster Cholr The Philharmonia Ork-Paul Eles-	
WXXX P DELLET	CL 6032	Frankie Carle Presents Roses in Rhythm	Frankle Carlo With Rhythm 1-10"	
BELLS!		My Wild Irish Rose Mexicali Rose -	Rose Room (in Sunny Roseland) Only a Rose	SHOOT THE BEAR RAY GUN
We have all Mills latest Bells	ML 2020	Rose of Washington Square Morton Gould Symphonic Band Washington Post March	One Dozen Rozes Morton Gould & His Symphonic 1-10" Band	Completely reconditioned and repainted, Money-back
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705 Putnam St., Terre Haute, Indiana		Hawaii Will Be Paradise Once More	The Cockeyed Mayor of Kaunakskai	BALLY RAPID FIRE
		Princess Poo-Poo-Ly Sing Me a Song of the Islands		Good \$59.50
	ML 4107	Kostelanetz Conducts	Andre Kostelanets Ork 1-12"	KEENEY SAQ.50
END OF YEAR SALE		Stardust Blues in the Night	Sophisticated Lady Solitude	SUBMARINE 47
litzer 618 Hideaway with Adapter		St. Louis Blues	Mood Indigo Stormy Weather	
implete with ten 20-selection See-		Manhattan Serenade When Day Is Done	a later a construction of the state of the	SEEBURG RAY GUN
dapter, Speaker and 10 Buckley	BEL 4109	E Flat Major (K. 543)	The Cleveland Ork-George Cuell, 1-12" Dir.	Repaired. Complete Stock
Itzer 71 with Stand 75.00		Haydn: Symphony No. 88 in G	The Philadelphia Ork-Eugens	of Seeburg Ray Gun Parts.
Sochurg last model S-Wire Boxes,	ML 2038	Major (B. & H. No. 13) Rimsky-Korsakov: Russian	The Philadelphia Ork-Eugene Or- 1-10"	Write for List.
COLL DOWNS BOWLING ALLEYS		Easter Overture, Op. 36	. mandy, Dir. The Philadelphia Ork-Eugens Or-	
Roll		Prohofiev: Classical Symphony in D Major, Op. 25	. mandy, Dir.	
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Tell 125.00 TEN PINS 25.00		Lady McGowan's Dream	Back Talk	
or will trade on new pin game	CL 6031	Bongs of Erin	when irish syss Are Smiling	A PORATION
ns: 1/3 Cash with order, balance C. O. D.,		Flows	Macushia My Wild Irish Rose (Too-Ra-	1346 Roscoe Street, Chicago 13, III.
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College Ave., N.E., Grand Rapids 5, Mich.		A Little Bit of Heaven (Sure They Call It Ireland)	That's an Irish Lullaby	
and the second se	ME. 4100	Spirituals	John Henry	and the second se
MULE FOUD DELLE		Go Down Moses Balm in Gilead	Water Boy	GENERAL
MILLS FOUR BELLS		By an' By Sometimes I Feel Like a	Nobody Knows de Trouble T've Seen	DISTRIBUTING COMPANY
5c, 5c, 5c, 5c		Motherless Child	Joshua Fit de Battle of Jericho	1225 N. BROAD AVE. NEW ORLEANS, LA.
and and an and the second s		A Robeson Recital of Popular Favorites		GOLD CUPS
All in good operating condition-		Ol' Man River	Balaban, Dir. Ma Curly Headed Baby	SPECIAL ENTRYS 125.00
JUST OFF LOCATION		It Ain't Necessarily Bo I Still Suits Me	Wagon Wheels	VICTORY SPECIALS
\$39.50 each		flylvia	Mah Lindy Lou The House I Live In	FIVE BALL GAMES
Deposit with urder-Certified Check or	MEL 2030	Waltzes of Tchaikovsky by Vronsky & Babin	Fransky & Babin 1-10"	SCREWBALL 140.00
Money Order.		Waltz From Berenada in C	Walts From Augens Onegin,	CATALINA 74.50
NON VENDING CO INC		Major for String Orchestra Op. 48	Waitz From the Swan Lake	BARNACLE BILL
NION VENDING CO., INC.		Valse Sentimentals, Op. 31,		DE-WA-DITTY
6-8 E. LAFAYETTE AVE.		No. 6	Nutcracher Butte, Op. TIA	YANK5
BALTIMORE 2, MARYLAND	174	the second second second	La la contra de la c	TROPICANA
				and the second second

COIN MACHINES 102 The Billboard

January 15, 1949



(3-10") (MGM 35) (30161 to 30163) it's a Greata Country, America; Calypso Joe; Archeologist's Lament; Toledo Dan; Finish the Fineesh; Anyone With a Mil-Hon Dollars Can Be a Millionaire. With material that never gets as funny as you expect it to. Thomas gives the im-pression that what you get from the re-cording is only a part of his comedy act. No doubt he is much funnier in person. Could sell some as mildly diverting party fare. JUKES JOCKS Not suitable. For an occasional change of pace.

(Continued from page 34)

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CIMAROSA-BENJAMIN: Concerto 75 for Oboe and Strings (2-10") Mitchell Miller, oboe, with the Saidenberg Little Symphony under Daniel Saidenberg

Arthur Benjamin has pieced together plane pleces by the 18th Century Italian composer, Cimarosa, to make up a short but gay concerts for obse and string orchestra. The series of charming and light melodies are lent further enchantment by the wonderous playing of Mitchell Miller, certainly the finest American oboist if not the best in the world, Miller is handsomely supported and abetted by the delicate, airy and beautifully blended strings of the Saidenberg Little Symphony under the sensitive baton of Daniel Saidenberg, First Mercury classical album with artwork and it's mishty handsome modernism.

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GUY LOMBARDO AND HIS ROYAL CANADIANS PLAY THE SONG HITS FROM ALLEGRO-HIGH BUTTON SHOES-INSIDE U. S. A.-MAKE MINE MANHATTAN-BRIGADOON ALBUM-Guy Lom-

Almost Like Being in Love (Mary Martin); Come to the Mardis Gras; 24362 Haunted Heart; Saturday Night in Central Park; 24226 Pappa Won't You Dance With Me; I Still Get Jealous; 24194 A Pellow Needs

Guy's faithfulness to straight melody serves him in good stead in a fine collection of show tunes from last season's Broadway winners (some are still playing). Altho he sometimes uses moreelaborate-than-usual arrangements, they are still simple by market standards, and are always highly danceable. The fine array of vocalists turn in pleasingly clear-cut renditions, and Mary Martin collaborates on two sides, contributing to the nostalgic value of the set. Most sides were issued previously as singles.

JOCKS Always good to have handy.

THOMAS-DANNY THOMAS- 04 **CARMEN DRAGON**, director

been extracted from a Disney movie, On Inoks like another link in Capital's chart of kidlsk hits. The story likelf is one of those super-sentimental, everybody-loves everybody things, with just enough ten balt, eventual triumph, and the resultan sunny glow. Kids old enough to understand (from about 6 up) should really go for it. John Beal's nurration is nearly warn enough to meit these unbreakable Superflex disks, while Billy Mays music, the actors, and the sound effects man all her make the transfer of a movie story to disks a worthwhile deed. JUKES Not suitable.

JOCKS Should be played in its entirety.

the second se	the second se
E POKY LITTLE P	UPPY 70
TE NAUGHTY DUCK	12
Irene Wicker-Gilbert	Mack-
Mitchell Miller and ((1-6" unbreakable)	Irchestra
(1.11the Colden Based	the state of the second second second
(Little Golden Record ac "Duck" side is me	or along they it.
p, but this package	Tre clear than the
arance rather than q	wallty The brists
llow disk and the stor	Tr-book cover with
multi-colored illust	rations make for
ck eye appeal. Story ;	material is for the
ry young.	Magazonia, so sure and
JUKES sultable.	JOCKS
sultable.	For short fill-is
	spots.
ONIUSZKO: HALKA	(Excerpts) (0)
Singers, Orchestra, a	nd Choir of D4
the Warsaw Opera,	featuring
Matylda' Polinska-Ley	wicka and
Mieczyalaw Salecki (5-10")
(Dana Album 3)	and the second
Halka" is generally c	onsidered Pelands
tional opera. It's co	mposer, who was
cond only to Chopin	in 19th century
lish music circles, w	as a comantient
th a strong gift for m	ding that is an
rong nationalistic fee trent in his use of	falk themes and
irited Slavie rhythm	This recording
t in Poland, features	several fine voices
t the effect of the i	
t lost in the old-fa	
und. Still, it is unlike	ely that the U. K.
ll see many performan	nces of this worth-
tile work, so died-in-t	he-wool opera call
JUKES	

Not suitable. Good curio pire for operally shows.

HINDEMITH: QUARTET IN E. 64

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Diggin' the Count

MGM 36

30165

(3-12")

12937-D

The Flight)

Columbia 12937-D

South Street Special

the Apollo 785

Columbia MM-810

Dir. (1-12") Columbia 72777-D

72774-D-72778-D

Street) Apollo 785

(Continued from page 101)

Riverboat Shuffle . . . MGM 30167

Who's Sorry Now . . . MGM 30166

CLASSICAL

Tchaikovsky: Francesca Da Rimini, Op 32 and Sibelius: Maiden With the Roses

York-L. Stokowski, Dir. (3-12")

Album-The Philharmonic Ork of New

HOT JAZZ

Dixle Land All Stars (4-10")

PEST STRING QUARIET (3-12")

Columbia MM-797 (72716-D to 72718-D) Nearly every release by the Budapest group brings new collectors into the exclusive circle of chamber music devotees, but here they have turned out one that will seem steep to the unseasoned. The great moderniats mood here is alternately sombra and stormy, and while at times the monumentality of his writing becomes awesome in this penetrating performance, at other times it appears dryly academic. Connoisneurs will welcome this addition to the list of available modern chamber works. The liner notes provide the usual encyclopediate info about the composer. but nothing about the music. JOCKS JUKES For FM and long

hair shows.

Not suitable,

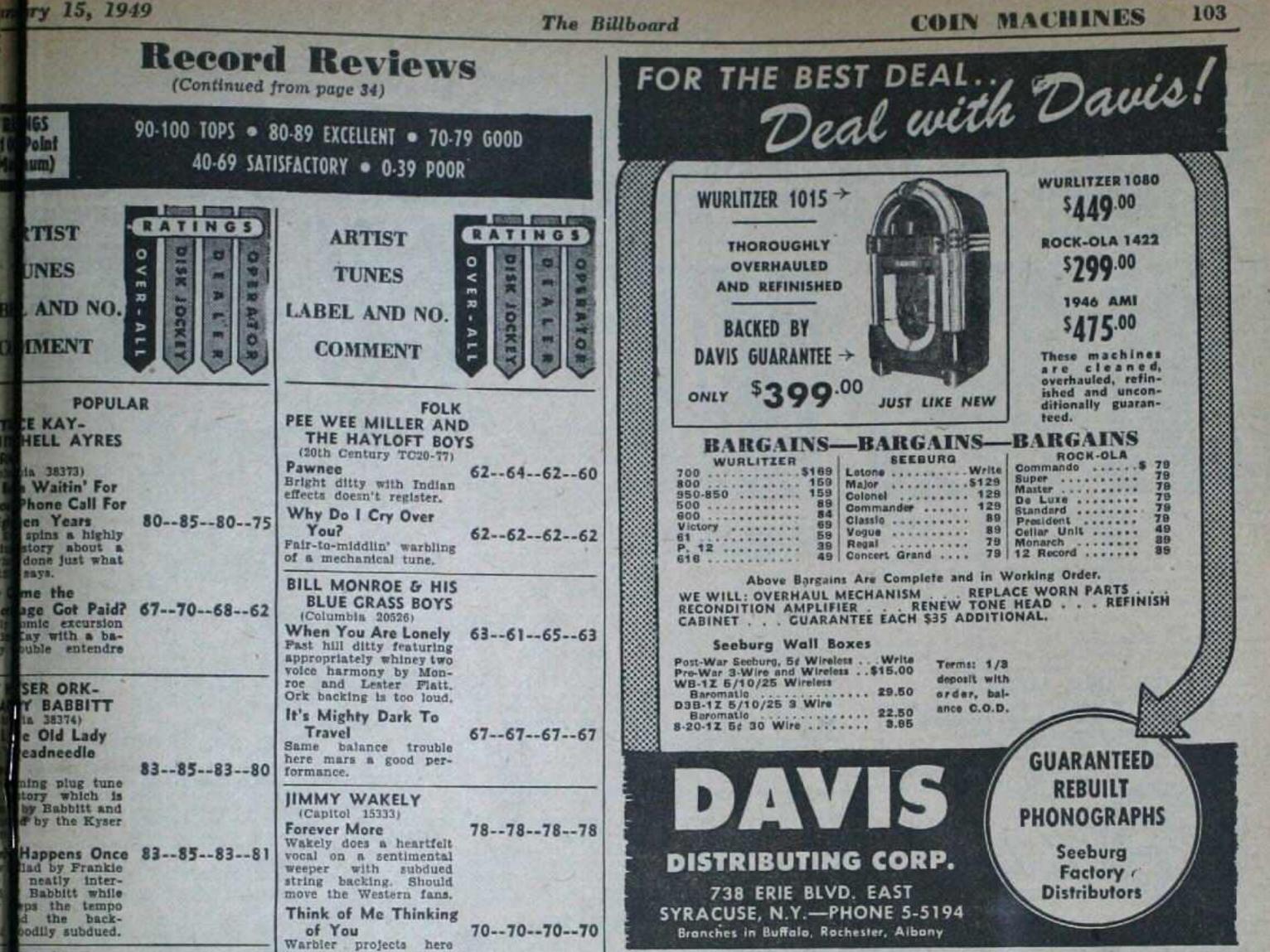
ADVANCE RECORD RELEASES Columbia MM-806 (hfhf-12938-D to 12940-D) Bavel: Trigane-Z. Francescatti-A. Balsam Columbia 72771-D Illinois Jacquet & His All Stars (South Lisri: Hungarian Rhapsody No. I in F Minor . . . Parts I & II . . . The Philadelphia Ork-E. Ormandy, Dir. New Dixie-Landjarz Album-Z. Meissner's (1-12") Columbia 11928-D INTERNATIONAL Clarinet Schottische Whoopee J. Wlifahrt (Oh, Susannah) Decca 45048 Concert in Tivoli Album-E. Magnussen Ork (3-10") London ALA-68 Amelie Waltz, Pt. 1 . . . London Illinois Jacquet & His All Stars (Diggin' R. 16060 Amelie Waltz, Pt. II . . . London R. 10061 Columbine Manurka . . . London R. 10052 Chopin: Marurkas Album-M. Jonas, plane Hostblumisten Polka . . . Landon R. 10062 Kroll's Ballklange, Pt. I . . . Londen H. 10061 Erol's Baliklange Pt. H . . . London Kind-Weber: Derfreischutz-Recitative and Aris, Parts I and II-Ljuba Welitsch-R. 10060 The Philharmonic Ork-W. Susskind, Liszi: Hungarian Bhapsedy No. 1 in F Miner Parts I & II-The Philadelphia Ork-E. Ormandy, Dir. (1-12") Columbia 12028-D Rimsky-Kornakov: The Flight of the Buntblebce and Glinka: Life of the Czar-Oh. Susannah Philharmonic Symphony Ork of New Whoopee J. Wilfahrt (Clarinet Schot-York-E. Kurtz, Dir. (1-12") (Shostakovitch: the Age) Columbia tiache) Decca 45048 Polkas Album-Six Fat Dutchmen-H. Rene Ork-L. Duchow Ork-W. Glahe Ork Shestakevitch: The Are of Gold-Philharmanie Symphony Ork of New York-E. (3-10") Victor P-235 Kurtz, Dir. (1-12") (Elmsky-Karsakov:

Beer Barrel Polks-W. Glahe Ork . . Victor 20-3220

Helen Polta-H. Rens Ork . . . Victor 20-3225

Hot Clarinet Polka-L. Duchow Ork - - . Victor 20-3126

my 15, 1949



BABBITT	A Starting and a start of the	too. Tune is a rather conventional torcher, not	Service Service	
(115) of Jennie ine is well pro- Babbitt but the besn't stack up	66686366	BOB ATCHER-BONNIE		ATTENTION-SUBSCRIBERS
ch.	67706566	BLUE EYES (Columbia 20527) Now That You're Gone 74 Effective boy-gal har- monizing on a folk weeper projects strongly.	4747375	Buy additional subscriptions in conjunction with The Billboard's First Annual Coin Machine Roll Call NOW! For only \$1 you can get the next 8 issues, including the
ORK 20-3244) a Penny as disking of a some attrac-	60606060	Nobody Knows But Me	5657367	BIG NAMA AND CMI CONVENTION SPECIAL ISSUES Take Advantage of This Money-Saving Offer
e is lends abso- feeling or dis- o this sensitive amarata song.	505050	HIS KENTUCKY PARDNERS (Victor 20-3249) Campin' in Canaan's		OPERATORS Subscribe for extra copies for your office, your home, your service department. DISTRIBUTORS Subscribe for your salesmen. Give subscriptions to your best customers.
OSTER- K TRIPLETS 138) bbit, Run nd gal trio do	848484	Land 7 Romping spiritual per- formance in best moun- tain-style close harmony, with effective string backing.	4747573	ASSOCIATIONS Subscribe for your members. MANUFACTURERS Subscribe for your field men, your department heads and other key personnel.
Bing-Andrews th the novelty which some in- a been stirred ndon waxing.		Don't Forget To Pray 7. Boys take this hymn at slower tempo, harmoniz- ing appealingly and with a good beat.	2727371	ALL SUBSCRIBERS You can cash in on this special offer by having your own present subscription extended eight weeks. Or order as additional copy for your personal use.
e Or Part of Past? are pulled on a al slow ballad, doean't register.	71717072	(Tru Blue 304) Country Boy Blues 6. Jazzy 12-bar fast blues,	2626163	2160 PATTERSON ST., CINCINNATI 22, OHIO, YOU WILL BE BILLED LATER AT \$1 PER NAME, OR ENCLOSE YOUR CHECK AND EVERY NAME WILL ALSO RECEIVE FREE A COPY OF THE DECEMBER CATALOG ISSUE OF VEND LISTING ALL MANUFACTURERS AND WHAT THEY MAKE,
FOLK ANNERS ORK 20-3247) Cigarcttes, mirs velty bit clever-	74767373	Same tempo and tradi-	9595860	AT THE CMI SHOW
Whistle lingle with a ag could make Side has ele- t Spike Jones Harris.	777777	tional blues melody with a different lyric; same conception and approach. OUT BROTHERS (20th Century TC-20- 78)		WICO
UFF & HIS Y MOUNTAIN		On a Slow Boat to China 6 Hillbilly take-off on the current hit in the Homer and Jethro style which	5656070	POOTUS 01 02 02
a weeper with sincerity.	75757377	juke coin. Nobody Loves a Fat	0505050	BOOTHS 81-82-83
wn after flip, bler in mediocre and indifferent		Slight is the word for this fat man tune. (Continued on po	age 104)	GIVE TO THE DAMON RUNYON CANCER FUND

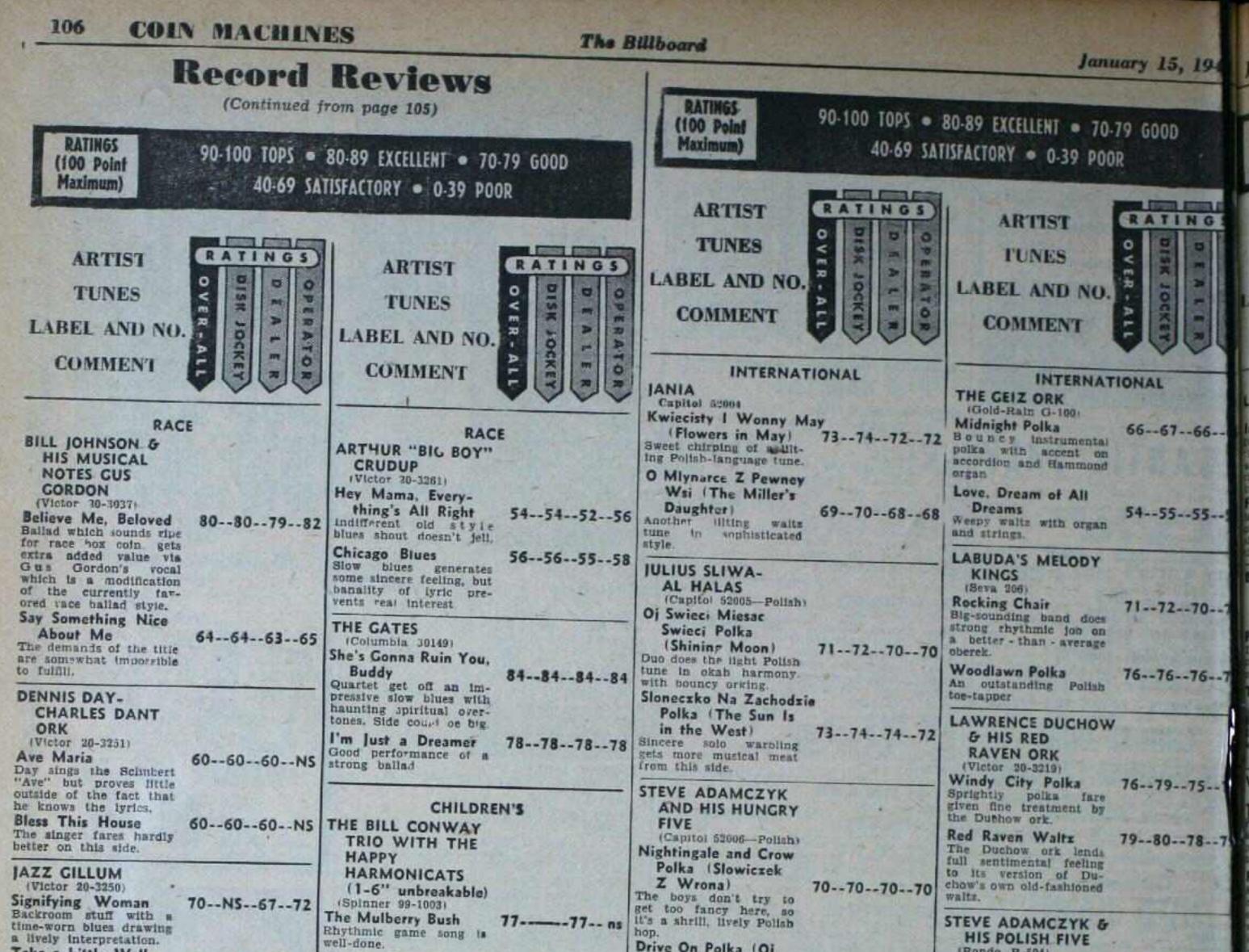


nuary 15, 1949

105 COIN MACHINES The Billboard 4 POST WAR RATINGS 90-100 TOPS . 80-89 EXCELLENT . 70-79 GOOD PHOTOMATICS, \$595.00 EA. (100 Point Maximum) 40-69 SATISFACTORY . 0-39 POOR **10 REBUILT PHOTOMATICS** h stainless steel \$295.00 EA. oors and trim THE OWNER WHEN RATINGS **3 VOICE-O-GRAPHS** RATINGS ARTIST ARTIST 14 With Order, Balance C. O. D. TUNES TUNES ~ < m LABEL AND NO. LABEL AND NO. Ø O 33 10 O COMMENT COMMENT STRIBUTING COMPANY 014 DIVERSEY . CHICAGO 14, ILL. RACE HOT JAZZ ACK MCVEA & HIS LUIS RUSSELL ORK-NOW \$150.00 LEE RICHARDSON ALL STARS IGANTIC SALE (Comet T-100) (Apollo 1139) A Rainy Sunday B. B. Boogie BRAND NEW MACHINES . . 61--61--60--62 Richardson has a dif-Minorish boogie in a NOTE: NO EXTRA CHARGE ficult time with a dull badly balanced waxing ON FOR NEW CLUB HANDLE. ballad tune. isn't terribly provoking. PINBALLS-NEW & USED 64--65--63--64 H. P. Boogie For You 69--- 70--- 69--- 68 5c-10c-25c ROL-A-TOP A little more excitement Throaty warbler doesn't SLOTS-NEW & USED in this boogle-woogle piachieve effects he strives CONSOLES-NEW & USED for here. ano excercise with firm BELLS rhythm aid and band ONE BALL, F.P., NEW & USED riffing out the ending. THE FOUR TUNES The Above Prices Are F. O. B. RCADE MACHINES (Manor 1154) Chicago 64--64--62--66 My Muchacha IIM WYNN ORK **IGARETTE VENDORS** Solo warbler does a (Suprem) 1509) Spanish-kick ballad in BAR VENDORS Blow, Wynn, Blow One of those honk-and-80--80--80--80 fair style, but badly PHONOGRAPHS - DIGGERS SEE US . C. M. organized backing (mascreech type items which rimba and claves) gets ALL MACHINES GUARANTEED have considerable race BOOTH Nos. 12, 13 & 14 in the way. location value done more I'm Gonna Ride Tillie cleanly and with more RI - WRITE - PHONE FOR PRICES 57-- ns--56--58 spirit than most. Tonight 75--77--74--74 Tasteless, lightweight I. W. Bop Short hop figure leads piece of double entendre that isn't worth the into "tring of solos lent trouble. beatful band and rhythm IN MACHINE EXCHANGE support. JOHNNY MOORE'S WATLING MFG. CO. \$25 So, High St., Columbus, Ohio BIPS AND A BOP THREE BLAZERS PHONE: ADAMS 7254 (Manor 1153) (Exclusive 69X) 4650 W. Fulton St. Loop-Plu-E-Du 68--70--68--66 Where Can I Find My Babs Gonzales who CHICAGO 44, ILL. 66---65--66--67 Baby? Est. 1889-Tel.: COLumbus 1-2772 Oable Address "WATLINGITE." Ohlcago started the vocal bop Chaz Brown's usual certainly isn't its best smooth warbling and practitioner; but the bop Guaranteed ditto orking, but mainstrumental solos are terial is thin. good. 74--74--73--75 Snuff Dippin' Mama 69--70--69--68 Honeysuckle Rose Genuine humor in this The oldie goes thru the



easy, well performed



More backroom blues but with far less interest than the topside offers.	58575660	Did You Eve: See a Lassie? Group makes a game out of another old favorite.	7676 n	s Jedxiemy-Jedxiemy) Less melodic interest than the flip, but other- wise very similar.		hop suffers from under- recorded rhythm.	
meaningless tenor sax aolo which hardly ever - betrays the Porter mel- ody-could've called it	the same in the same should be should be	JACK LATHROP (Spinner 99-1006) Mother Goose Songs About Cats "Three Little Kittens," "Pussy Cat,"-"Ding Dong Bell" make a neat little medley, with just-right production.		Familiar polka melody turns up in dancey ac- cordion-flavored waxing. Love Never Dies Bright European - style	66656661	Siedziala Na Studzience	71717270
something else and saved the royalty. The Condied Yam 5 Nothing Illustrious on this side either.	and the second second	Mother Goose Songs About Dogs "Hark, Hark, the Dogs Do Bark," "Where, Oh Where Has My Little Dog Gone?" and "Old Mother		CASS FRANKLIN (Oscar Waltzer Ork) (Apollo AP 3212)	15 13 13 15 23	Oj Ja Se Chlepiec Gipki Polka tune la well-pro- jected by unidentified Polish warbler.	72717371
JIMMY PRESTON & HIS PRESTONIANS (Gotham G-170) Number Blues 78 For city race locations, this blues about the numbers may draw some coin	8NS7878	Hubbard" make up this canine hit parade. JACK LATHROP (Spinner 99-1007) Mother Goose Songs About Sheep		Syerdtse More rich chanting in		ALICJA KUSEK-F. PRZYBYLSKIEGO ORK (Rondo R-591) Przez Litewski Lan Sweetly piped Polish waltz with sympathetic	75767573
coin. Chop Suey, Louie 66 Rather meaningless run- down of a Chinese menu with some best behind the vocal.	6666567	"Bas, Bas Black Sheep," "Little "> Peep," and "Mary Had a Little Lamb" are clearly con- nected by simple little introductions.		Hussian and English, this time for a gypsy tune. HENRI BROZE (Lucky 1-4) Margaret Polka	72737272	orking. Kochalam Cie Jasiu Similarly effective treat- ment of a Polish oberek.	73747472
THE X-RAYS (Savoy 681) I'll Always Be in Love With You 83 The oldie done as a jumper with note-bend-	3838284	Mother Goose Songs About Pigs "To Market, To Market," "Tom, Tom, the Piper's Son," "This Little Pig Went to Market" are all neatly presented by Jack,	84	Melodious musette polka		(Res 15031) Mick McGilligan's Dauthter, Mary Ann Jumpy Jiggy version of the traditional Irish ditty is piped without much	69667070
ing vocal looks like solid juke fare; hefty tenor sax ride fills out the side. Teddy's Dream 75 An instrumental grunt and groaner spotting a	5757476	CUY SORREL (1-6" unbreakable) (Spinner 99-1004)	4	Gaily We Live Bar-room walts in the Central European style.	66656668 71717072	The Mountains o' Pride of the Coombe Spirited rhythmic piping of a mildly interesting ditty.	65646666
tenor sax solo with im- signative opening and ending. ROY MILTON & HIS SOLID SENDERS		Teeny-Tin Teeny tiny tots will go for this intimate little nursery tale. The Gingerbread Man Short and sweet is this	80 80 no	FRANK CALLACHER- TED BLACK ORK (The Wayfarers) (Dana 2030)		Another bouncy polka-fox trot by the English	656565-
(Specialty SP 317) New Year's Resolution 83 Roy's city-dweller blues patter is effectively com- bined with some heavy riffin' horns, sparkling	8848282	version of the familiar story. Label drawings depict the title. WAYNE CODY (1-10" (20th Century TO-20-		Strong warbling, but weak orking of an adapted Polish melody. The Eng- lish version offers noth-	656664	Same formula, similar material.	6565- 70 78 7061
rinythm.		My A-B-C Song Cowpoy does an siphabet tong in catchy folk style for the kids.	717890 m \$5\$\$\$\$ na	ing outstanding.		WILL CLAHE ORK (London P-1804) in time Grillenhochzee) taken off Musette Wincert hall with from Pince applause reg- not tered. Lucky Thompy Auf 's tenor cops most of Similar eide while McGhee's more Cost shines on side	

The Billboard

COIN MACHINES 107



cations.			the second se	THE BILL CONWAY	and the second states	Cole." "There Was a	
ALE ANDERSON London P-18050) illi Marlene bush-league Dietrich ies this wartime favor- t in German and Eng- h. ing, Nightingale, Sing ore throaty chirping, is one in English only. othing to get excited bout.	60606060	HANS ALBERS (German (London P-18032) Auf der Reeperbahn Nachts Um Halb Eins Vocal waltz has plenty of litt and good humor. Sag' Wie Heisst Du Informal warbling and taking are punctuated with plenty of effects on an entertaining side.) 75757576 757674	TRIO WITH THE HAPPY HARMONICAS (Spinner 99-1002)	7878 ns	Crooked Man," and "Jack Spratt." Words are not always clear enough. Al- ao unbreakable. THE THREE PIXIES (Capitol 30011) (1-7") Songs About Food "Pease Porridge Hot," "Peter, Peter, Pumpkin Eater," "Hot Cross Buns," "To Market, To Market." 'Nuff said. Mother Goose Songs	73ns78ms
ALE ANDERSEN (German) (London P-18055) Jeinas Marchen	73757570	SIX FAT DUTCHMEN (Victor 20-3248) Linda Polka Brauhaus polka is	65646566	folk song invites partici- pation, and of course, teaches the alphabet.	Proprietary	"Ding, Dong, Bell," "Hi Diddle Diddle," "Three Blind Mice." All are well done. Unbreakable disk.	
erman chirp does a leasing ditty of Diet- ch's pre - Hollywood enre. You don't have b know the language.		The Owl Waltz Old-fashioned German waltz starts out like "How Dry I Am." Good	66646569	SCOTTY MacGREGOR (Junior J-1001) It's Santa Claus Bouncy Xmas tune is warbled with personality that could go with adults as well as kids.	76767874	(Capitol 30003) (1-7") Zoo experience with ani- mal sounds, organ, and	68ns68ne
Gluck, Jonny ine Continental stuff.	1733535357	IOAN EVENS (German)	No. State State State	Jingle Bells Santa delivers a little talk to the kids, and in- vites them to sing the	7575-75NS	The Fat Hippopotamus More of the same.	68ns68ns
EO ROWSOME (Irish) (Rex 15026) Hornpipe Medley The Irish piper's endur-		Fraulein brings her tones		standard with him. Mop- pets should go for the idea.		JACK SMITH (Capitol 30004) (1-7") Two Unusual Men "Michael Finnegan" and	70ns70ns
nce is better than the eviewer's, but it's fine Saelic dance fare regard-		from deep in the throat, but she's only partially effective with the stand- ard. Vielleicht sag' Gal's husky whispering is typically Continental, and on the too-classy side.	65656764	THE THREE PIXIES (Capitol 30008) (1-7") Rig-A-Jig-Jig Bouncy Jig by the tot- voiced trio, with plano. Songs About Birds Group sings "The Cuckoo" and "Sing a Song of Sixpence" in harmony.	67ns67ns 68ns68ns	"Robinson Crusoe" are the gents referred to. Jack's good - natured warbling is well-suited to these less-familiar standards. Songs About the Sea "Blow the Man Down," and "I've Been to Sea" alm at an older age	74ns74ne
their inventory of has become a major retailers. Rvall, too,	m page 22) mulate business dealers lighten n 78's, which factor with local stated that Mo-	bler is light and bright with this good-humored ditty. Kleine Nordsee-	75757575	THE THRE_ PIXIES (Capitol 30009) (1-7") Songs About Dogs Little kid voices do a cute - enough job on "B-I-N-G-O" and "The Dog and the Cat," with	72ns72ns	group than the Pixie and Martin disks. JACK SMITH (Capitol 30007) (1-7") Ten Little Injuns Bouncy rendition of cute counting novelty. The Giggely Pig Jiggy original with plenty	76ns76ns 75ns75ns
tor Parts had done	entory. n of the associa- d that meetings	Hans leads the brauhaus harmony on a alower side. His solo bits are engaging.		A Frog He Would A-Wooing Go Words are not clear enough on this bouncy folk ditty. Unbreakable.	64ns64ns	of "oinking." RELIGIO	us
helpful and showed co-operation betwee and the retailer. H were initiated to hol- ing with the Victor as a result of an ini- this week with Jan- man for Victor reco- pany plant in Camd	the way to closer n the distributor e said that steps d a similar meet- distributor here tial meeting helo mes Murray, top ords, at the com-	BELL ORK (French) (London P-18056) Montagnes Gallic crooner's effort is pretty colorless, but the material isn't much help. Clopin-Clopant Billy's dull tones dim the	62626460 636462	Bears Another soo experience	##	(World Records 2506) How Many Times Snappy spiritual quartet rendition with okay rhythm backing. Every Year Smart, rocking spiritual	626064N\$ 666567NS page 108)

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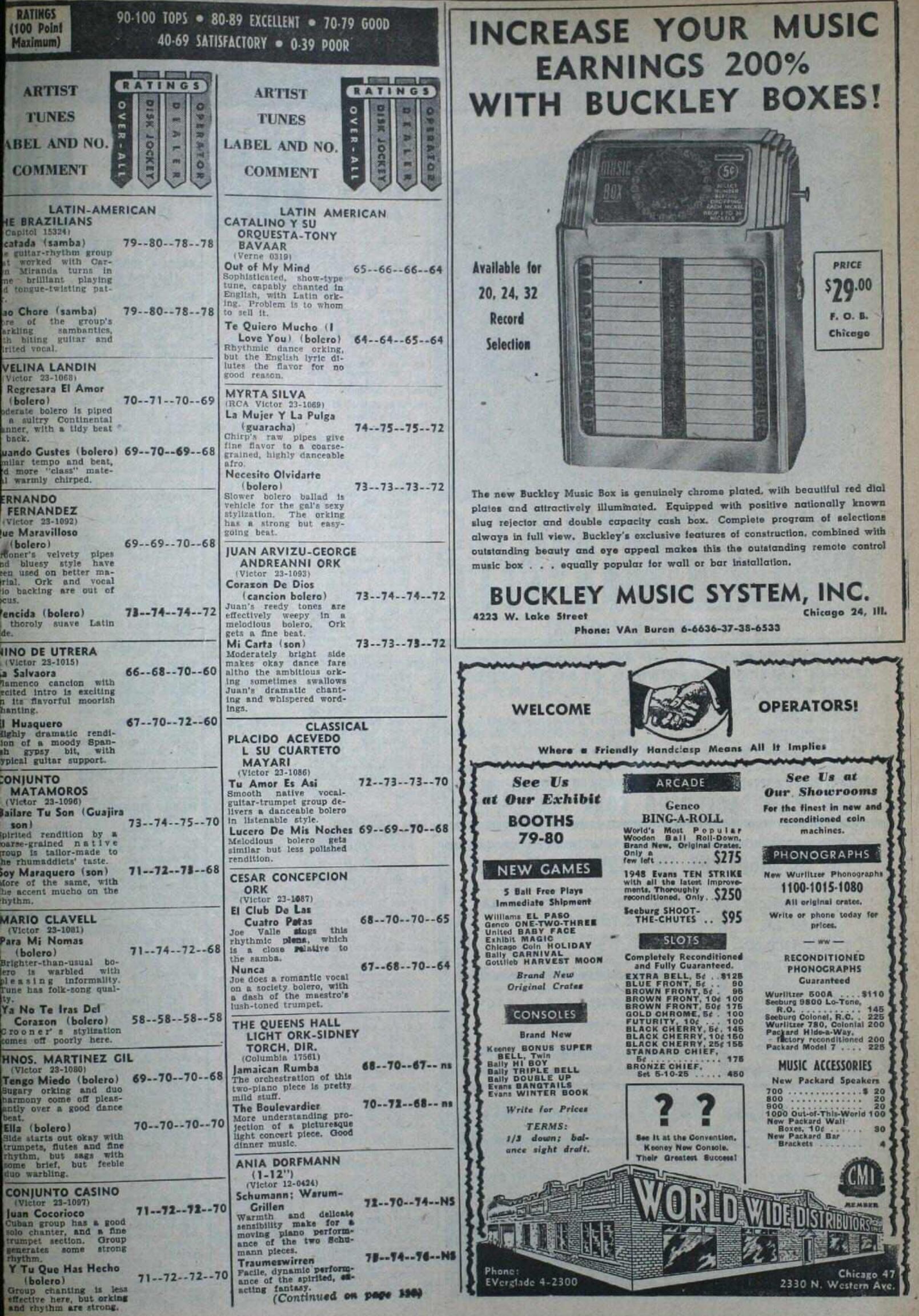


narching song that will nake grandma put her lipe down and join right n.		Usual Cuban group bor- rows heavily from "Take the a Train" and other familiar strains, but out- side of some unusual	
THE CHUCK WAGON GANG (Columbia 20521) Coming olksy group packs lenty of spirit into a liting melody with a re- gious subject. Rock of Ages,	6770706	Volcing, side has little interest up North. El Mulato En El Morro (danxon) Sophisticated flute-string combo combines some ex- perimental U. S. jazz harmonies with Latin rhythms, but the result	60665
Hide Thou Me fore of the same folk ervor is thrown into this tore conventional selec- on.	67707063	TONA LA NEGRA	
QUARTET (Columbia 20525)		Mi Pesar (bolaro) Gal's rich throatiness makes a pleasing melody especially effective.	717271
ou Will Understand It, Sinner ugubrious family quar- t hymn singing, with arrelhouse mission pi- no backing. Lack of	555258 ni	Con El Alma En Los Labios Plenty of character in this chirp's handling of this song-narrative.	747574
wake and Praise The Lord fore life as tempo picks bere.	605862 na	mambo) The orking of the Casino	697068
ROWN'S INSPIRA- TIONAL SINCERS (Tru-Blue 501) ost Jesus ome fervor in this	535056 ns	de la Piaya band sparks this side, but the chanter is below par on this tricky mambo. Pa Que Te Dure (guaracha)	696870
but hern group's chant- g, but its unevenness sturbing. Delivery is soppy and not well co- dinated.		There's spirited chant- ing and some tricky rhythm in this danceable, but musically unco-ordi- nated side.	
Von't You Promise To Meet Me There? Ill rough, but group tches fire here and ings.	636265ns	JULIO GUTIERREZ ORK-RAUL DEL CASTILLO (Victor 23-1033)	
TIONAL SINCERS (Tru-Blue 500) ord Jesus ugh, ready and en- ustastic: Group shows spolled naturalness.	686865 na	La Tragedia Del Circe (bolero) The warbler's dramatica are warm, and fairly un- affected in this produc- tion piece. Tempo is ad lib.	737575-
You Want To Go to Canaan Shore? cking revival meeting ality marks this the it of the four sides.	6568 nz	La Raspa (baila Mexicana) Bright instrumental in the style of the familiar "Hat Dance" gets only fair orking.	656666-

anuary 15, 1949

The Billboard

COIN MACHINES 109







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110 COIN MACHINES The I	Billboard	January 15, 194
Moultrie, Ga., Okays Pins MOULTRIE, Ga., Jan. 8.—Pinball machines became legal amusement within the corporate limits of Moul-	ar, Record ag (Continued f	and the second sec
trie, on January 2, under an ordinance passed here recently by the city vouth and other civic organization council.	ns RATINGS 90-100 TOPS • 1	BO-89 EXCELLENT • 70-79 GOOD ISFACTORY • 0-39 POOR
	ARTIST TUNES LABEL AND NO. COMMENT	kovitch. Both peasess simplicity and airy grace, and Heifetz plays them beautifully, with fine pl- ano support from Bay. Songs Without Words, Op. 19 No. 1 676568
Ser High Res Miles As' Long	FLORENCE QUAR- TARARO, with RCA	romantic Mendelasohn song, "Bweet Remem- brance." SEMI-CLASSICAL MANTOVANI ORK
HULLHOULD BENSATIONAL EARNINGS!	Victor Orch. cond. by Jean Paul Morei (Victor 12-0530) -(1-12") II Trovatore: "Tacea La Notte Placida" (Parts 1 and II) 7876NS The young lyrie so- prano's adequate piping gets the help of some fins modern recording, but Verdi's wonderful	(London 330) One Night of Love 688070 Very lovely tune from old ple of the same title is dressed in stringy garb and comes out sounding fine. Blithe Spirit 658065 Walts theme from the film version of the play of the same name is not unsitractive as Manto- vani conceives it.
SENSATIONAL LARNINGS!	aria is the sales factor .	AMBROSE ORK



uary 15, 1949

The Billboard

111 COIN MACHINES

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

(Continued from page 27)

81 —Sustaining Inst 6V —Sustaining Voc		10.00				CI	-00	mm	ercla	1	strur	men	1.81		
Sonos Publ	lsher Ho	51		N. Y	. C1	Heat SI	nd in SV	Chi	cv	fear SI	d in SV	Cal	10 4	Add. Jur.	Test
an Among the Sheltering	Miller	Б	15	0	3	3	6	3	3	2		0	2		115
Away Places	Laurel	0	10	0	5	0	1	0	4	4	6	0	5		94
You	Witmark	8	14	0	5	10	6	2	Б	7	3	0	3	3	130
way Bay	Loods	1	7	0	3	0	3	4	2	1	1	0	2	1	64
e I'll Stay (Love Life)	Chappell	3	12	0	4	2	10	3	6	4	13	0	4	8	150
ld Me	Robbins	2	6	0	2	5	5	2	4	5	5	0	0	1	74
ove You So Much It Hurts	Melody	1	7	1	2	1	7	1	2	1	2	1	1		64
the Market Place of Old Monterey	Shaplro- Bernste			0	1	3	7	3	1	4	3	0	1	4	79
Got My Love To Keep Me Warm	Berlin	2	1	0	e	1	1	0	5	5	1	0	5	5	83
render Blue (So Dear te My Heart)	Santly- , Joy	3	7	0	4	1	2	0	4	1	4	0	3		75
tie Jack Front Get Lost	Spitzer	1	11	0	4	0	5	0	2	1	6	0	2		78
ybe You'll Be There	Triangle	2	5	0	3	1	3	0	3	0	4	0	3	1	63
Darling, My Darling	E. H. Morris	4	11	0	11	4	4	4	12	3	9	9	11	15	222
a Slow Boat to China	Melrase	0	14	0	14	2	14	8	14	3	8	0	13	17	282
e Sunday Afternoon (One Sunday Afternoon)	Remick	1	Б	0	3	2	Ð	2	4	3	1	0	3	3	85
wder Your Face With Sumshine	Lombardo	0	8	0	6	0	3	0	5	1	4	0	8	3	88
itty Baby	Remick	1	3	1	4	2	3	2	4	3	4	0	5	5	87
y It Isn't So	Berlin	4	3	0	2	Б	7	0	3	2	8	0	2	U.S.	75
In Love (Kiss Me Kate)	T. B. Harms	5	7	0	3	7	3	2	3	5	4	0	3		87
at Certain Party	Bourne	1	4	0	2	1	4	3	2	1	4	0	2	2	60
Money Song	Drawford	0	5	0	2	3	7	2	3	4	7	0	2	1	79
e Pussycat Song	Leeds	0	8	0	3	0	2	0	2	0	10	0	3		68
iui	Dorsey Brot	0	5	0	6	1	6	2	5	2	2	0	6		87
hat Did I Do? (When My Baby Smiles at Me)	Triangle	1	6	0	3	0	7	0	8	0		0	2	0	80
were Only Fooling	Shapiro- Bernst			1		2	13	Б	4			1		100	118

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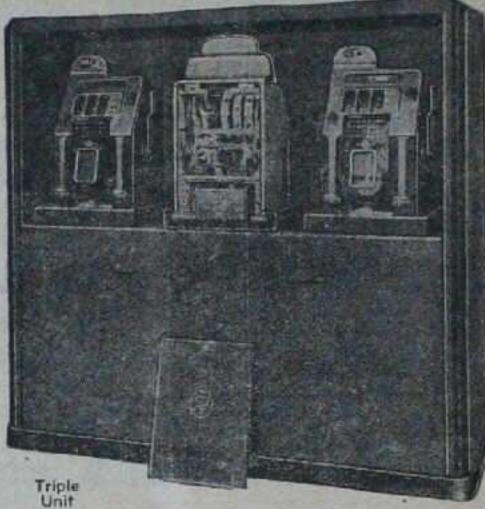
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CAMEO SHUFFLEBOARDS ORDS MOST PLAYED BY DISK JOCKEYS 22 FEET LONG (Continued from page 27) Endorsed By World Champion Shuffleboard Players WANTED POSITION data Week Week This Lic. By I'VE GOT MY LOVE TO L. Brown Ork 15. 15 OPERATORS Til Mills Bros., Decca 24550) ON A SLOW BOAT TO .. Art Lund ... MGM 10269-ASCAP 15. 17 0 CHINA ON A SLOW BOAT TO WANTED B. Goodman Ork-A. Hendrickson 18. BUTTONS AND BOWS..... The Dinning Sisters and Art Van 12 11 Damme Quintet One of the finest shuffleboards built SampleCapitol 15184-ASCAP 19. LAVENDER BLUE.....D. Shore-H. Zimmerman Ork 475.00 today by one of the oldest shuffle-......Columbia 38299-ASCAP 21 19. SWEET SUE, JUST YOU J. Long Ork Signature 15243-B board companies. Over 15 years (T. Phillips, National 7025) successful manufacturing of hard 5 or more 475.00 maple shuffleboards. 22. CONGRATULATIONS J. Stafford..... Capitel 15319-BMI (T. Beneke Ork, Victor 20-3237; P. Carle Ork, Columbia 38372; An Order for 5 or More Gives You Distributorship Rights and Prices for Large C. Cross Ork, Sterling 4003) Territory. All shuffleboards sent complete with scoreboard and the finest weights. 24. FAR AWAY PLACES P. Como-H. Rene Ork Orders accompanied by check or money order will be given first preference.Victor 20-3316-ASCAP YOU WERE ONLY FOOLIN'. K. Starr ... Capitol 15226-ASCAP (Ink Spots, Decca 24507; E. Whitley & Green Sisters, Columbia All shuffleboards are carefully packed and crated at no additional charge. 38323 Blue Barron, MGM 10185) WHITE CHRISTMAS B. Crosby ... Decca 23778-ASCAP ORDER TODAY FOR FAST SHIPMENT (R. Morgan, Decca 24521; N. Donovan, DeLuxe 1165; W. Scott, 27-1/3 With Order-Balance C. O. D. CAMEO SHUFFLEBOARD CO. Super Disc 1059) CUANTO LE GUSTA J. Smith and the Clark Sisters ... NEW YORK CITY 432 W. 42nd St. S. Kaye Ork DOWN AMONG THE SHELTERING PALMS. (E. Whitely & Green Sisters, Columbia 38323; Curt Massey-R. THE CORADIO BOOTH Mendez Ork, Const 8038; S. Browne-Squadronaires, London 311; J. Brown Quartet, MGM 10286; J. Mercer-P. Weston Ork, Capitol 15241; S. Lanson, Mercury 5181; P. Martin Ork, Exclusive 75X; G. Olsen Ork-B. Norman, Rondo R-164; D. Kuhn, Coral at the CMI CONVENTION 60013; Al Joison & Mills Bros., Decca 24534) obbing Co. Formed from Wol Wohlman, of Pan Coast Distributing, who occupies the rear is BOOTH No. 121

y Keoppel Brothers

oppel Distributing, with offices at ing in used phonographs. The firm 10th Avenue. Space is sub-let maintains repair and service facilities.

of the store.

The new outlet not only serves the NEW YORK, Jan. 8.-Harry and operator trade, it was announced, mie Keoppel, long active in coin but will also act as a supply source chine circles here, have formed a for other jobbers and distributors. jobbing company known as Keoppel Distributing is now specializ-

The Billboard

January 15, 1



Frantz To She New Bridgeb

CHICAGO, Jan. 8 .- J. F. Manufacturing. Company anno its new Bridgeball pin game week, featuring full player-contaction and non-electric oper Priced at \$159.50, the game is i small-size cztegory; 18 inches 30 inches long, 38 inches high rear and 36 inches high at the Playing board is 12 inches wide 201/2 inch is long. Player is six balls (#4-inch size) for a n

Patents on the bridge-action, which the player controls move of the ball, are held by the Products Company, Elkhart, Frantz will manufacture the under a royalty agreement with patent holders.

Playboard, while using p bumpers, does not use bumper scoring points. Score is obtained placing balls in one of six of seven channels at the bottom of playfield; the middle, or sev channel, provides a replay Highest score obtainable is 21, w requires placing one ball in east the six scoring channels. Total is obtained by adding points on I channels filled. Game does not clude a backboard.

Control of the metal bridge, y runs in a wide arc from one si the playfield to the other, is ell by a metal handle projecting from the ball as it rolls down the which will place the ball into a

Frantz declared the game w be unveiled during the Coin Mac Institute (CMI) show this me It will be sold thru distributors

Tampa Keduc fees on

TAMPA, Jan. 8.-A 40 per reduction in license fees for pin and other coin-operated 'amused machines was voted by the city cense committee here last week. new fee set-up reduces the am ment game fee from \$25 to \$15 nually.

The cutback was sought by Ta coinmen on the grounds of a dec in play and the inability to higher operating costs. New place amusement machines at same level they were two years when an increase was made ne sary for revenue purposes. M machines were similarly reduced fore adoption of the current budget.

Local operators agreed to aid city in collecting the amusen game tax thru the efforts of a ne formed association which will tag machines on location on which have been paid.

Milton Braun & Sot **Reopens** After Fi

SAVANNAH, Ga., Jan. 8 .- Mil Braun, head of Milton Braun & S here, has announced that his firm now back in full operation, follow a \$25,000 fire last year which resul in a total loss of facilities.

Covering the Southeastern as a bell dealer.

uary 15, 1949

The Billboard



alling 8-week subscriptions in con- * ction with the First Annual Coin chino Roll Call for only \$1. That's if the newsstand price. What's more those issues include the big NAMA CMI Convention issues and the te Bex Supplement.

imply mail your \$1 along with your ame and address to B. A. Bruns, he Billboard, 2160 Patterson St., incinnati 22, Ohio. In addition, e'll send you a FREE copy of the big ecember Catalog Number of Vend ating all manufacturers and what tey make.

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EVERYONE IS SAYING "100" YES Seeburg



WASHINGTON, Jan. 8 .- The nation's railroads were awarded temporary freight rate increases averaging better than 5 per cent by the Interstate Commerce Commission (ICC) last week. The carriers had asked for a temporary hike of 8 per cent pending their plea for a permanent 13 per cent increase. Altho the new rates are bound to affect some coin machine shipments, most of this equipment is now transported by trucks.

At the hearing, ICC authorized the carriers to place the temporary increases in effect after five days' notice to the public. This will actually be five days after the new tariffs have been filed with the ICC.

The temporary increases were broken down sectionally as follows: In the Eastern and Southern terri-

tories (east of the Mississippi River) and between those territories, 6 per cent; within Zone 1 of the Western trunk line territory (Iowa, Wisconsin and part of Minnesota), 5 per cent; Western zone other than Zone 1, 4 per cent, and between territories other than the Eastern and Southern, 5 per cent.

In all, the increases are expected to cost U. S. shippers an additional \$425,000,000 annually. The new hike brings the total freight rate increases since June 30, 1946, to 52 per cent, or slightly less than \$3,000,000,000 annually.

Uphold Rule Against

AMERICAN SHUFFLEBOARD (Despite All Claims - Still "THE WORLD'S FINEST"!) NOW READY TO APPOINT DISTRIBUTORS IN THE FOLLOWING TERRITORIES: Alabama Virginia Mississippi North Carolina Tennessee South Carolina · Washington, D. C. Georgia This complete line includes the ever-popular American Super DeLuxe model Shuffleboard in lengths of 18', 20' or 22' and the amaxing 12'x3' American Cushion (Rebound) Shuffleboard which is fully

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S. C. Free Play Game

COLUMBIA, S. C., Jan. 8 .- The Supreme Court has upheld the right of this State to ban free-play pinball machines as a fair exercise of its authority.

The question was appealed to the Supreme Court by T. B. Holiday, owner of a number of machines which he had on location in South Carolina until State law enforcement authorities threatened to seize them under its strict gambling statute.

The Supreme Court refused to hear an appeal from a ruling of a special three-judge court at Asheville, N. C., banning the machines.

Los Angeles Sets \$24 Tax on Shuffleboards

LOS ANGELES, Jan. 8. - A \$24 yearly license fee on shuffleboards in bars and clubs in county territory was voted recently by the board of supervisors.

The licensing was the aftermath of a request from a sheriff's detail which claimed the boards required as much attention as other coin-operated machines.

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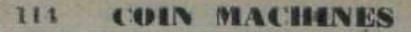
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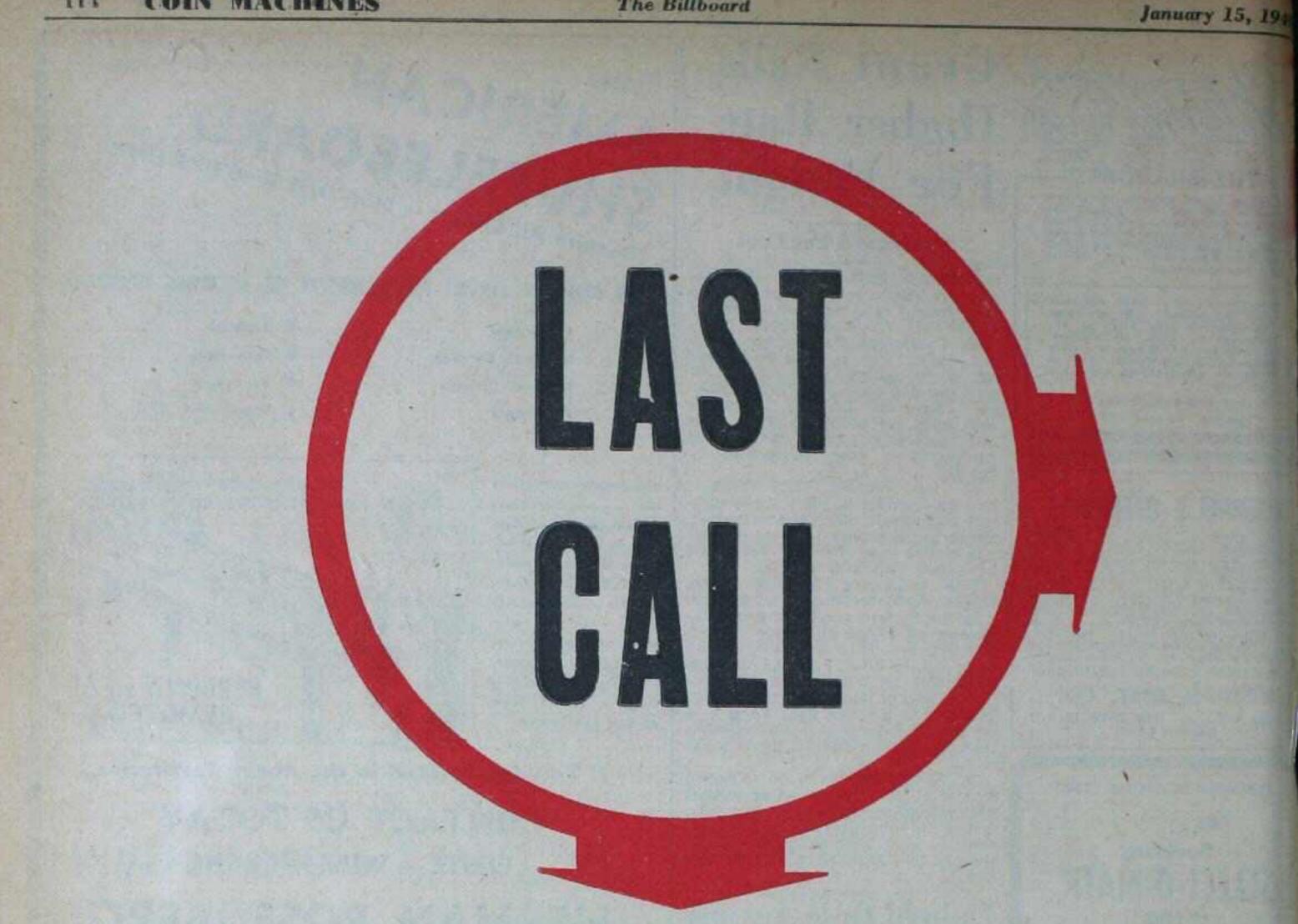
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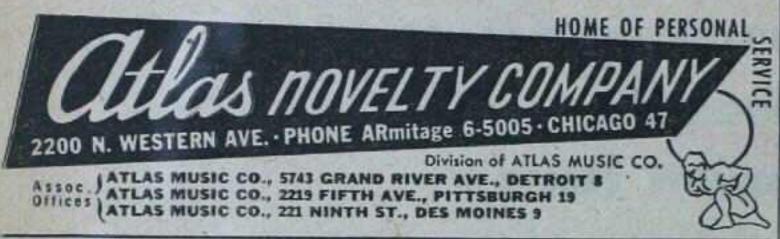


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THESE SLOTS GUAR	ANTEED TO BE	E 100% PE	RFECT!
NEW SINGLE, WEIGHTED B	OX STANDS		\$27.50



SEE US AT THE COIN MACHINE SHOW-BOOTH NO. 76



Turning Back the Clock

15 Years Ago This Week CHICAGO, Jan. 6, 1934 .- Trend toward fully automatic pin games was predicted to result in improved were getting ready to place the com business in 1934. Latest automatic ing hits, You're a Sweet Little Hear addition to the pins was the self to- ache, This Can't Be Love and Get O taling register. According to spokesman Max Schubb, Schubb & Company, Detroit, firm manufacturing games and venders, the automatic register was ready for quantity production and would soon be available. Several manufacturers were preparing to release their own varieties of such registers, with all such firms actually making the devices before the year was out.

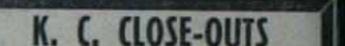
the new year by announcing a new game featuring "snapping traps." Called Pontiac, the game embodies an Indian theme in its decorative scheme, and housed the new totalizer in an Indian head design. The traps were automatic in action, opening and closing to provide greater interest in ball action. The game's six scoring pockets were equipped with chrome traps which closed when a score was made, then automatically reopened as the score was recorded by the totalizer. Each pocket had a score value of 1,000, and when all six pockets were made the totalizer automatically doubled the score. Cabinet was ebony with chrome trim.

David C. Rockola, president of Rock-Ola Manufacturing Corporation, announced the resignation of J. Q. Huber as vice-president. Huber set up his own distributing company, Huber Coin Machine Sales Company, also in Chicago. . . . Jim Buckley, sales manager of Bally Manufacturing Company, came up with the declaration that "the good old days for pin games" were coming back soon; during 1934 "we will again see pin games in every little store we pass," he predicted . . . Coinmen were wondering what had happened to the 1933 movement in Honolulu that called for the establishment of amusement rooms in hotels where automatic games would be featured. . . . The wave of popularity which was accorded the penny cigarette vender during the first half of 1933 was noted to be fading as 1934 opened. Another trend in the industry faded out after getting under way early in 1933. It was the distribution of one manufacturer's products by another manufacturer, if the products did not compete with each other. . . . Formation of the Metropolitan Jobbers' Association of New York (MJANY) was announced. Purpose of the organization was "to combat the various evils intruding upon the business of the coin machine jobbers." Officers elected were Charles Lechtman, New York Vending Company, president; Dave Robbins, D. Robbins & Company, vice-president; George Ponser, George Ponser Company, treasurer, and Mrs. William Rabkin, International Mutoscope Reel Company, secretary.

packaged in cellophane as they we delivered.

January 15, 1949

Along the music front, operator of Town, on their machines. . . . The International Association of Auto matic Electric Phonograph Owner (IAAEPO) and its Chicago affiliat Associated Phonograph Owners, In (APO), held a two-day meeting Chicago, attended by over 100 opertors. Purpose of the meet was classify all models of all makes phonographs according to value, an pearance, earning capacity and popul Genco, Inc., celebrated the start of larity into groups in order to deter mine commission to be paid location and to servicemen." So as to mak classifying and grouping of machine as concrete as possible, the group arranged a display of about 70 phonographs in a large warehouse (when the meetings were held). The display was supposed to include a sam ple model of every unit being made. Some of the jukes on display were Rock-Ola's Monarch-Imperial 16-20 Rhythm King, Night Club Regular and rehabilitated Imperial; Seeburg' Mayfair, Plaza, Casino, Gem, Rex. Royal, Symphonola 1935 and Melody King; Gabel's Junior, Charme and Elite; Automatic Music Instrument Company's Top Flight, Silver Dom; and FR, and Mills' Do-Re-Mi and Dr Luxe Dance Master. Machines were supplied by members for the display Officers of the Chicago affiliate group were D. D. Eaton, president; L. M Gillette, vice-president; L. M. Will liams, secretary and R. S. Lindelof. treasurer. Directors were Roy Blomquist; Joe Peskin; J. J. Robinson; J. Nomden; J. Mahoney; Henry Kaufman; Robert Gnarro, and Frank But-



ler.

The Billboard



Exclusive Authorized Distributor for Mills Bell Products SEE OUR DISPLAY AT THE CMI SHOW **BOOTHS 110-111**

GUARANTEED RECONDITIONED	SLOTS	NOW SHOWING
MILLS TOC BLACK CHERRY S	129.50	THE BEST
MILLS 10c GOLDEN FALLS, HANDLOAD, 2/5	129.50	BELL LINE
MILLS 10c GOLD CHROME, 2/5 OR 3/5	89.50	IN 1949!
MILLS TOC BLUE FRONT	80.00	BRAND NEW MILLS
JENNINGS 10c CHIEF	55.00	BLUE BELL
MILLS JUMBO, PAYOUT	60.00	BLACK BEAUTY TOKEN BELL
MILLS 3-BELLS	150.00	

BALLY VICTORY SPECIAL, 1-BALL AUTOMATIC F. P.\$119.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT

Terms: 1/3 Dep., Bal. C. O. D. WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC. CO. 5 U 5 de. **TELEPHONE: CApitol 7-8244** 4135-43 ARMITAGE AVENUE . CHICAGO 39, ILLINOIS

10 Years Ago This Week

CHICAGO, Jan. 7, 1939 .- Bally Manufacturing Company predicted that industrial locations would be among the most profitable type of spots for automatic vending of carbonated beverages. Following up its prediction with concrete action, firm placed its new Bally beverage vender in production with first models being shown during the Coin Machine Manufacturers' Association (CMMA) show. A cup-type machine, it featured self-contained operation, requiring no outside water supply to function.

O. D. Jennings & Company introduced a trio of new venders during the 1939 CMMA convention. Featured in firm's display were the floor model, upright cigar vender offering multiple selection and a modernistic cabinet; the Ciga Rola, a cigarette vender with a six-brand selection, and also a floor type unit. Third vender was a bulk peanut machine that bagged the peanuts as they were vended; nuts were automatically

New Sally Write
New Morocco \$175.00 New Contact 150.00 New Mills Vest Pockets 59.50
USED
Contact \$149,50 Wiscensin .\$119,50 Contact 139,50 Spinball 99,50 Yanks 89,50 Catalina 84,50
Bermuda 74.50 Major League 75.00 Stormy
Cherry.3/5 119.50 3/5 100.00
2/5 149.50 Front, 3/5 50.00 25¢ Skyscraper, doc Brown
3/5 40.00 Front, 3/5 50.00 Terms: 1/2 Deposit, Balance C. O. D.
K. C. NOVELTY CO.
419 Market St. Philadelphia 6, Pa.
Market 7-4641 or 7-6391
A AMILLS
BELLS!
We have all Mills latest Bells
in stock.
E KEYSTONE PANORAM
E COMPANY, INC.
2538 W. Huntingdon St., Philadelphia
Zunnunster sett-o-marie pistalabilor
Concession of the local division of the loca
WANT
ANY QUANTITY .
AMI MODEL A
WURLITZER 1015 and ALL OTHER
WURLITZER MODELS
Write-Wire-Phone
RUNYON
SALES COMPANY
593 Tenth Ave., New York 18, N. Y. Tel.: LOngacre 4-1880
Sector of the sector is a sector of the

80 n n n n n n n n 11 111 ACCOMPLISHMEN 1234 1 same 2 ll/a 0000 10 16 30 40 1477 200 4419 AVE RUN KUN DO WINGI * This-the first chapter in the phenomenal story of UNIVERSAL INDUSTRIES-is a story of triumphant achievement for UNIVERSAL'S design and production engineers who staked their enviable reputations and long years of experience on the success of UNIVERSAL'S initial CONSOLE 59 "ARROW BELL" and WON! Right now-the nation wide success of "ARROW BELL" with many of the largest and most successful operators is result-٢ ing in REPEAT ORDERS which are daily running

FEATURES:

EVERY ODDS VALUE MULTIPLIES WITH EACH COIN INSERTED TO GET AND HOLD THE PLAY!

ACROSS-THE-BOARDI TESTED AGAINST ALL TYPES OF NEW AND OLD COMPETITIONI

BRAND NEWI

tow Ball

EXCLUSIVE

PLETE ANY AWARD. SUSPENSEI THRILLSI CONTINUOUS PLAYI

JACKPOT WITH 4 COINS PLAYED AND "WILD ARROW" LITED SCORES 500 EXTRA POINTSI

UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY . Telephone UPlown 8-2345 . CHICAGO 40, ILLINOIS See us at the C. M. I. Convention Booths 115-116-117

* All the advantage of Wein Coin Head
* All the Way from 2 to ...
* All th

INSTANTLY CONVERTIBLE AUTOMATIC OF FREE PLAY

The Billboard

January 15, 1949

MONARCH ALME OVER **Electric Coin-Operated** SCORE BOARD BILUE FOR ALL SHUFFLEBOARDS The Finest Scoring Unit Made! DO NOT DROP WEIGHTS ON BOARD * SCORE IN LIGHTS VISIBLE FROM EITHER END AND AT A DISTANCE * INSTANT ACTION PUSH BUTTON SCORING AT BOTH ENDS * METERED CASH BOX * "GAME OVER" PROMINENT IN LIGHTS AT TOP * EASY TO INSTALL ON ANY SHUFFLEBOARD * **Coin Machine Show** BOOTHS 112-113-114

BEAUTIFULLY MADE OF BLOND MAHOGANY AND MAPLE WITH HIGHLY POLISHED CHROME BRACKETS * SCORING UNIT FITS ANY SIZE * 2 PLAYERS (15 POINTS), 20c; 4 PLAYERS (21 POINTS), 40c. NUM-BER OF PLAYERS INDICATED IN LIGHTS ON SIDE AND BOTH FACES OF SCORE BOARD.

Locations and players are asking for it! Be the first in your territory to install these finest of automatic electric coin-operated Score Boards and enjoy these many advantages: Bright illumination adds life and action to dull spots. Saves cost of score sheets . . . saves collection time on location . . . prevents collection embarrassments and errors-you collect from metered cash box and pay location or give key to location and check revenue against motor . . . push button scoring speeds playing time -eliminates time lost in sheet marking . . . increases earnings!

MONARCH DELUXE SHUFFLEBOARD STRICTLY AN OPERATOR'S SET-UP!

Only an operator can appreciate the value of Monarch's quality construction and high grade materials that go into Monarch Shuffleboard to prevent operating headaches and insure long-life operation and greater profits! Look at the special features that make this the finest Shuffleboard on the market! Solid maple top with alcohol-resistant finish, one-piece construction-FAST, EASY INSTALLATION . . . ready to operate in half the time! Has indirect lighting on board-extra heavy padding to prevent breakage. Location Tested and Proven Perfect to protect your investment!



See Us at the

12 31

Headquarters for Shuffleboard Accessories

LIVEWIRE DISTRIBUTORS: Some good territories still available-PHONE, WIRE OR WRITE!

IMMEDIATE DELIVERY FROM YOUR DISTRIBUTOR OR WRITE DIRECT FOR INFORMATION

MONARCH SHUFFLEBOARD, Inc.

PHONE: ARmitage 6-1434

1545 N. Fairfield Ave.

Chicago 22, III.



mary 15, 1949

The Billboard

119 COIN MACHINES

SKHLL-TEST

For arcade or counter operation. A

re-issue of the tried and proven "Skill Jump" with all the intriguing

features of the original. New sim-

plified, easier to get at mechanism.

List-\$69.50

GROETCHEN'S Parade of Hits * * *

TWIN FALLS CONSOLE

ΠĽ,

he greatest low priced mechanical id electrical console ever developed. wo players can play at one time. ickels, dimes, quarters or halves. ight-up console in beautiful styled alnut cabinet.

List-\$420.00



COLUMBIA EAGLE

Can be converted "instantly" from 25¢ to 50¢ on location. Jackpot hand loaded . . . 20 stop reels. Size: Height, 24 inches; width, 18 inches; depth, 15 inches; weight, 58 lbs.

List-\$275.00

Gold award or Jackpot model. Size: Height, 18% Inches; width, 121/2 inches; depth, 12 Inches; weight,

TWIN JACKPOT BELL

Choice of fruit or cigarette machine.

List-\$145.00

43 lbs.

CHIEF



17. 10 1

COIN MACHINES 120 The Billboard January 15, 1949 Diamond Distribbers MAKE YOUR OWN PRICE-WE NEED SPACE Will Manufacture SEE! MUST UNLOAD-GOOD CLEAN GAMES-NO JUNK Catalina Shuffleb'd 2 AMBER 2 HI RIDE **1 SEA ISLE** 4 BIG HIT 3 HONEY **3 SILVER STREAK** BRAZIL 4 KILROY LOS ANGELES, Jan. 8 .- Manufac-SEE! **1 SINGAPORE** 4 LUCKY STAR **B CANTEEN** 5 SMARTY 2 MAISIE 2 CATALINA ture of Catalina Shuffleboards is be-1 SMOKY 2 MAJOR LEAGUE 4 MAM'SELLE 1 CAROUSEL 1 CLICK **3 SPELLBOUND** ing taken over by Diamond Dis-1 SPINBALL 1 STARLITE 4 CO-ED 2 CROSSFIRE 2 MARJORIE SEE! tributors, it was stated this week by 2 MEXICO 2 CYCLONE **1 MISS AMERICA 8 SUPERLINER** 1 MYSTERY SUPER SCORE Phil Lentz of Diamond, who has had 2 DYNAMITE 4 SURF QUEENS 6 SUSPENSE 3 TORNADO **2 FAST BALL 3 PLAY BOY** the board on a national distributor-3 RANGER **3 FIESTA** 2 FLAMINGO 1 RIO ship for the past several months. 2 GOLD BALL 2 HAVANA **3 ROCKET 1 TRINIDAD** AT THE SHOW According to Lentz, Techni-Craft, **2 SEA BREEZE** 3 YANKS who formerly manufactured the board, no longer has any connection 3.95 PER SET with the set-up. The Catalina, a 9-foot rebound OLIVE NOVELTY CO. board, has the weight action of a 16-footer, Lentz said. He plans to 2625 LUCAS AVE. ST. LOUIS 3. MO. NEW capitalize on the small size, which MONEY (Phone: Franklin 3620) will make it ideal for locations that cannot handle the larger board. MAKERS for '49 SEE US AT THE BOOTHS C.M.I. SHOW 147 - 148 BOOTHS 71-72-73-74 HOWIE GIL KITT RALPH SHEFFIELD FREER 149 - 150 NEW CONSOLES BALLY MULTI-BELL \$749.50 MILLS 3-BELLS WRITE EVANS RACES WRITE EVANS RACES \$351.00 BAL, TRIPLE BELL 895.00 EV. WINTERBOOK 826.00 EV. OASINO BELL 637.50 JENN. CHALLENGER 695.00 BAL. WILD LEMON 542.50 BAL. RESERVE BELL 542.50 NEW PIN GAMES NEW COUNTER GAMES. UN. 10TH INNING UN. SERENADE W \$129.50 TARGET KING \$ 45.00 ACME SHOCKER ... 24.50 SKILL THRILL ... 24.50 IDEAL OD. VEND. .. 29.50 151 - 152 SKILL THRILL DAVAL BUDDY, FS 11 AMER. EAGLE GROET. CAMERA CH. GOTT. HARVEST MOON. R ABT MODEL F 47.50 14.50 ABT CHALLENGER . 45.00 37.50 CHICOIN HOLIDAY SHIPMAN ART SHOW 48.50 GRIP-VUE 49.50 IMP. 14 or 54 14.50 SHERMAN HOTEL GENCO ONE-TWO-THREE T KICKER & CATCHER NON-COIN MARVEL. 34.50 27.50 HEAVY HITTER ... 34.50 89.50

JANUARY 17, 18, 19

EXHIBIT SUPPLY CO.

CHICAGO 24, ILL.

OHICOIN BALLY E	BAT-A-BALL JR., Originally \$79.50, Now	BAL. WILD LEMON 542.50 BAL. DOUBLE UP 542.50
BALLY CARNIVAL	NEW SLOTS	BAL. RESERVE BELL 549.50
INEW ONE BALLS	MILLS BLACK GOLD, H.L R .STANDARD OR SDX MILLS MELON BELL T .JENN. STANDARD CHIEF	ATLAS DE LUXE TE ALL
BALLTERATION	MILLS 5/ Q. T 115.00	TRAY VENDOR 14.50
New Phono Specials Wurl. 1015\$525.00	OHICAGO METAL REVOLVAROUND SAFES - DE LUXE	POP CORN WARMER 69.50 SHIPMAN SELEC-A. 69.50 BAR, 3-COL. 59.50
Wull, jois	Single-\$132.00 Double-\$192.00 Triple-\$288.00	ARISTOCHAN 59.50



l've Never Built a Finer Coin Machine...

For over 40 years I've attempted to give you-the buying publicmachines which are more advanced, more mechanically perfect and bigger money makers to fit all the highly specialized needs of the industry.

Jennings "Chiefs" Have Proven Themselves Dependable!

My engineers and craftsmen have been working many months to give the Coin Machine Industry a shot in the arm for the 1949 C.M.I. Show. We believe we have the answer to new business and steady. sound profits for you in our new model.

HERE IS A MACHINE THAT IS SO FAR ADVANCED, SO EYE-APPEALING AND WITH SUCH NEW AND ASTOUNDING MECHANICAL PRINCIPLES YOU'LL WANT TO INSPECT OUR NEW

1949 SUN CHEF MACHINE

We are ready to show you this new machine in booths 9 and 10 at the C.M.I. Show, and I want to extend a personal invitation to you to visit us here at the plant during our Open House January 17th, 18th and 19th.

Sincerely,

O. D. Jenninge

D. JENNINGS AND COMPANY 4307 WEST LAKE STREET . CHICAGO 24, ILLINOIS **TELEPHONE MANSFIELD 2612**



www.americanradiohistor

COIN MACHINES 123

Only BUCKLEY Can Give You the **GENUINE CRISS CROSS FEATURES** PLUS

LARGE GUARANTEED JACKPOT

The unprecedented popularity of the BUCKLEY CRISS CROSS JACKPOT BELLE has prompted others to try to copy it.

The name BUCKLEY is engraved in the top front casting of all genuine CRISS CROSS JACKPOT BELLES. Be sure to insist upon a manufacturer's WAR-RANTY guaranteeing that each BUCKLEY CRISS CROSS is made of NEW first grade materials.



DON'T PAY GOOD MONEY FOR A COUNTERFEIT!

We challenge any other Jackpot Bell to stand up in competition with the BUCKLEY CRISS CROSS!

BUCKLEY MANUFACTURING CO.

4223 West Lake Street Chicago 24, III.



Phone: DAnube 6-4343

against all playing hazards, weath-

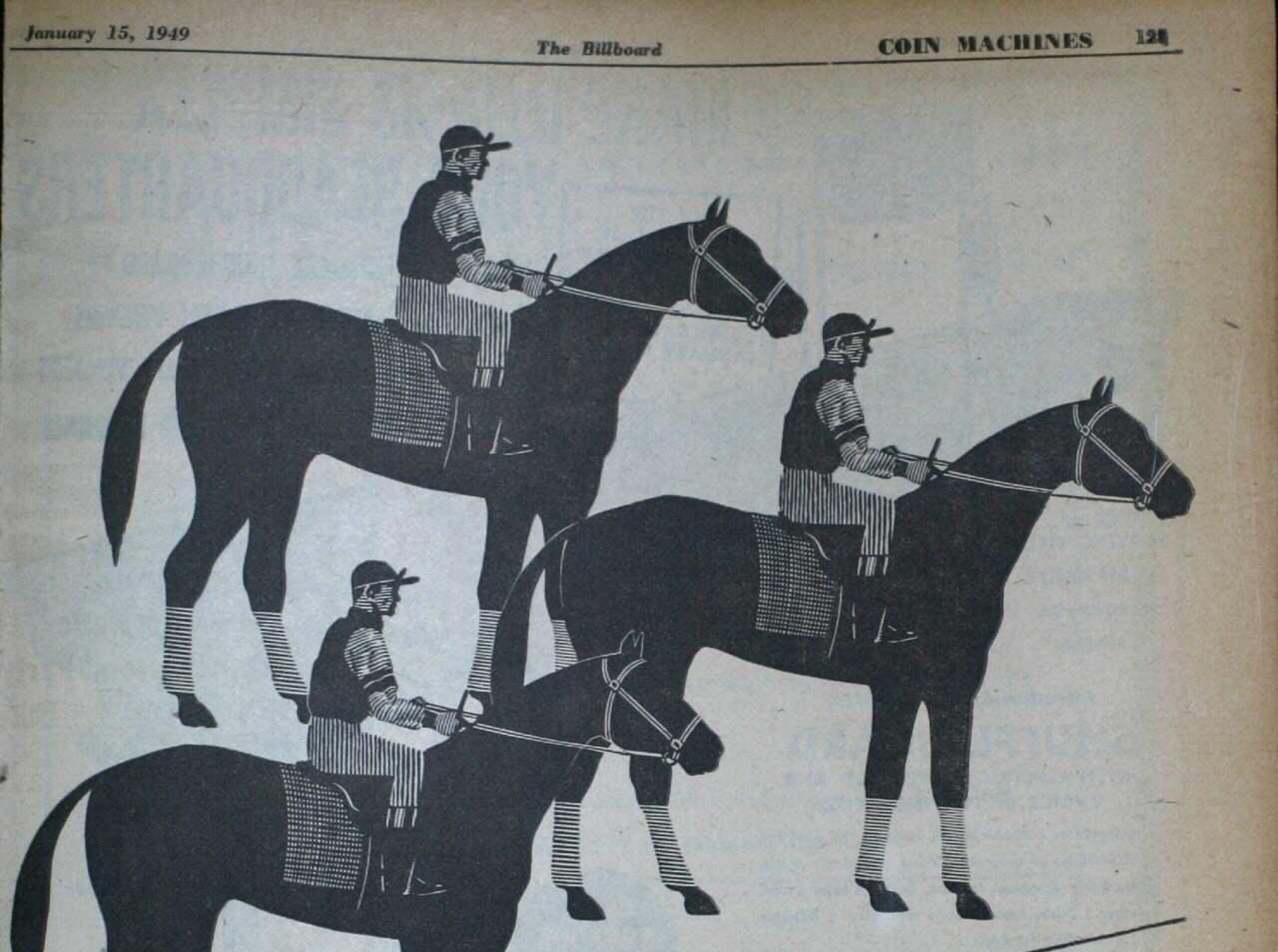
er conditions, etc. So fast - so

slick - like playing on Ice.

and Red Finish.

SEE THE UNIVERSAL IN BOOTHS 92-93-94 CMI SHOW





-the parade to the post!

Mills Bells have always proved their speed and stamina, their tremendous player appeal and long life. In 1949 Mills will send THREE new Bells to the post to win the favor of the players.

Beautifully designed, gayly colored, with many new game ideas, these champions will wear Mills colors proudly. They are the *Black Beauty*—the Token Bell and the *Blue Bell*. These three new Mills Bells are not just a designer or engineer's dream that the buyer will not get for six months or more, they are in actual production now and are at this moment in the show rooms of our authorized Bell-O-Matic distributors. They make a superb addition to our regular line of Jewel, Bonus and Black Gold Bells.

If you are attending the Coin Show January 17th through the 19th, visit us at the Presidential Suite, Room 440, Morrison Hotel. See these three new champions as they make their parade to the post!

BELL-O-MATIC CORPORATION

THE PROPERTY AND THE MILLS BELL PRODUCTS . 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

www.americanradiohistory.com

The Billboard

SEE THE

SIMPLEX LINE

DURING THE CMI

SHOW

BISMARCK HOTEL

Suite D, 3d Floor

IANUARY 17-18-19

MAKE ILLINOIS SIMPLEX

FOR

YOUR HEADQUARTERS

SIMPLEX SHUFFLEBOARD

REVCO ICE CREAM VENDERS

NATIONAL ICE CREAM VENDERS

FALCON SHOE SHINE MACHINES

January 15, 1949

CHOICE OF PLAYING FIELDS

- MASONITE
- FORMICA
- MAPLE

Introducing the SIMPLEX SHUFFLEBOARD WITH ELECTRIC SCOREBOARD AND CHOICE OF PLAYING FIELDS

The Operator's Shuffleboard, built to the exacting specifications of men who know operator's needs. Beautifully designed cabinet, built to take a real SIMPLEX SHUFFLEBOARDS AVAILABLE WITH OR WITHOUT ELECTRIC SCORE-BOARD

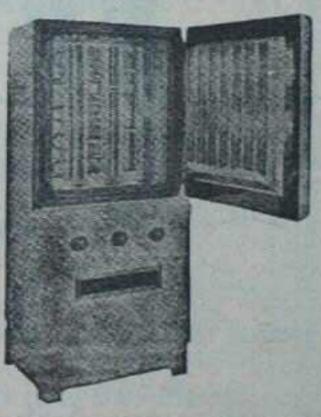
beating. Slick, smooth tops will give a lifetime of trouble free service.

TREAM

10

MAT and DUO-MAT MODELS.

ALL FOREIGN BUYERS WELCOME



FALCON AUTOMATIC SHOE SHINE MACHINE

Sturdy, foolproof, dependable, engineered to operate with a minimum of service calls. Already proven a 1 p money maker.

NATIONAL ICE CREAM BAR VENDER

Three flavor National Venders a top money getter on any location, any season. Large capacity, trouble free operation, attractive durable finish cabinet.



ILLINOIS SIMPLEX DISTRIBUTING CO. 831 SO. WABASH AVE., CHICAGO 5, ILL. Phone: WABASH 2-4090

AUTOMATIC ICE CREAM

VENDERS

America's finest ice cream cup dispenser, proven by

thousands of successful operating companies in United

States and abroad. Immediate delivery on both MONO-

1.

REVCO

2451 MERIDIAN BLVD., INDIANAPOLIS, IND. Phone: TALBOTT 3375 nuary 15, 1949

The Billboard

127 COIN MACHINES

H. C. EVANS & CO. brings you 4 colossal, sensation-packed days at the MURRISON HOTEL Chicago, Suites 639-40 JANUARY 16-17-18-19 *** THRILLING PREMIERE! *** AMERICA'S BRILLIANTLY NEW PHONOGRAPH EVANS' CONSTELLATION

- New Custom-Design Cabinet of Finest Domestic and Imported Woods, Beautifully Grained. Hand Rubbed Finish. Gorgeous Illumination!
- Unsurpassed Richness and Fidelity in Tone Reproduction!
- Plays 40 Selections! Available With Hideaway Unit and 40-Selection Wall Box!
- Custom Built-Not Mass Production!
 Priced for Profitable Operation!

OPEN HOUSE - EACH DAY, ALL DAY - AT THE MORRISON AND THE FACTORY!

DON'T FAIL TO SEE

EVANS' CONSOLES

GREATEST OF THEM ALL!

INTER BOOK

JUMBLED BARS

Many Others

H. C. EVANS & CO.

1528 WEST ADAMS ST. CHICAGO 7, ILLINOIS

SEE THE MOST PHENOMENAL DEVELOPMENT IN COIN MACHINES-THE GREATEST EVER CONCEIVED! **EVANS'** SWEEPSTAKES BINGO

Fully Automatic! 20 Playerst Awards up to 5,000 for 1! 50c and \$1.00 PLAY!

PRICE \$25,000.00 AND UP Designed only for select, big time Operators. Also available for lease or bookings.

January 15, 1949

See your

Distributor

7oday



"GAME OVER" PROMINENTLY VISIBLE! LITED INSTRUCTION GLASS! SIMPLE TO INSTALL, ALL IN ONE UNIT! MADE OF SOLID WALNUT AND MAPLE!

Chicago Coin Machine Co. 1725 Diversey Blvd. Chicago 14, 111.

Manufacturers of Shuffle-King Shuffle Board — Shuffle-King Re-Bound and Chicago Coin 5 Ball Amusement Games.

COIN MACHINES, 129

Harvest MOON

A GOTTLIEB FESTIVAL

FUN AND FAST ACTION!

OF

Order From Your Distributor TODAY!

TWENTY-TWO YEARS OF LEADERSHIP!-

YOUR PLANS FOR '49 MUST INCLUDE THE GOTTLIEB LINE! "There is no substitute for Quality?"

MEMBER

140-50 N. KOSTNER AVE.

CHICAGO 51, ILLINOIS

SEE OUR DISPLAY AT THE COIN MACHINE SHOW, SHERMAN HOTEL, CHICAGO JANUARY 17-18-19 BOOTHS 2-3-4

JUST HOW GOOD CAN AN AMUSEMENT M A (H I N E B E

MANA american radiohistory com

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OLD FAVORITE

BELL APPEAL

The Billboard

PLUS FAMOUS "CITATION" ODDS

Bally

ONE-BALL AUTOMATIC

January 15, 1949

FAST MULTIPLE COIN PLAY DOUBLES AVERAGE BELL PROFITS

All the powerful play-appeal and color and flash and suspense of a bell. . . . plus the famous "Citation" odds that is already sweeping one-ball territory like wild-fire . . . and smashing all previous profit records! That's MULTI-BELL . . . the strongest combination of money-making features ever crammed into one cabinet. Odds "multiply" on mystery basis . . . from 2 all the way to the big juicy SPECIAL, EXTRA-SPECIAL or SUPER-SPECIAL. Odds always either advance or remain as high as on previous coin . . . NEVER DROP BACK TO A LOWER BRACKET. Players actually play 8, 10, 12 coins before spinning reels . . . and for the first time in history a SINGLE-CHUTE console is actually earning double the revenue of multiple-coin-head games. Get your share . . . Get MULTI-BELL now.

OPERATE AS AUTOMATIC - OR FREE PLAY NICKEL OR

> QUARTER PLAY

12115-224732 64976

GREATEST ONE-BALLS IN HISTORY!

The new MYSTERY "MULTIPLE" and GUARANTEED ODDS built into CITATION and LEXINGTON keep players pouring in coins by the hour. Odds "multiply" on a mystery basis . . . AND NEVER DROP BACK TO A LOWER BRACKET . . . always either advance or remain as high as on previous coin. Without fear of losing favorable odds, players play 10 or 12 coins per game for additional selections. The result is the fastest play in one-ball history. Order from your Bally distributor today.

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Bally

ONE-BALL FREE PLAY

Bally GAME FOR EVERY SPOT

MEMBER

CARNIVAL . WILD LEMON TRIPLE BELL . HI-BOY HY-ROLL · DELUXE BOWLER



R SALVERS ATTENT



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NEW DIFFERENT, EXCITING UNITED

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PLAYBOARD ACTION

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TO UNITED

9 WAYS **TO SCORE REPLAYS**

UNITED

UNITED . UNITED . UNITED

FIVE BALL NOVELTY REPLAY

TED . UNITED . UNITED . UNITED

See Your Distributer

UNITED . UNITED . UNITED . UNITED . UNITED

UNITED MANUFACTURING COMPANY

FLIPPER CONTROL

BUTTON EACH SIDE

NITED

INITED

NITED

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS CMI MEMBER



22

REPLAY



to the operator ...



The Select-O-Matic "100" provides operators with the only revolutionary development for the playing of recorded music since the inception of the coin-operated phonograph. Multiple selection — 100 musical titles all visible at one time assures maximum revenue in top locations.



The Select-O-Matic "100" is a business stimulant. The almost magical operation of this new mechanism with its mechanical "brain" is completely exposed to view millions of people will see 10 or 12-inch records played vertically — automatically — without pre-setting. No longer need selections be confined to a few "hit" tunes. The Select-O-Matic "100" presents 100 song title-listed under five musical classifications. And the Wall-O-Matic "100" brings the same 100 selections — visible 20 at a time — within finger-tip reach of every guest.

to the public

Nation-wide showings now being held. See your Seeburg Distributor for enrollment in service school. 1902 • DEPENDABLE MUSIC SYSTEMS • 1949 J. P. SEEBURG CORPORATION 1500 N. Dayton Street, Chicago 22